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# **Hillingdon Household Survey for Lichfields**

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# Introduction

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## 1.1 Research Background & Objectives

To conduct a survey amongst residents in and around the Hillingdon area to assess shopping habits for main and top-up food and grocery shopping and non-food shopping patterns.

## 1.2 Research Methodology

A total of 853 interviews were conducted between Monday 7<sup>th</sup> July and Tuesday 12<sup>th</sup> August 2025. Interviews were conducted using NEMS in-house CATI (Computer Assisted Telephone Interviewing) Unit to ensure the sample is as representative as possible. 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 five zones as follows:

| Zone         | Postcode Sectors                         | Number of Interviews |
|--------------|------------------------------------------|----------------------|
| 1            | HA4 0, HA4 6, HA4 8, HA4 9, HA5 1        | 251                  |
| 2            | HA2 0, HA2 7, HA2 8, HA2 9, HA5 5, UB5 4 | 254                  |
| 3            | UB5 5, UB5 6                             | 98                   |
| 4            | UB4 8, UB10 0, UB10 9                    | 150                  |
| 5            | UB8 1, UB10 8                            | 100                  |
| <b>Total</b> |                                          | <b>853</b>           |

### **1.3.2 Telephone Numbers**

The landline numbers are generated through a process known as Random Digit Dialling (RDD), whereby we start with known 'seed' numbers and then generate all possible number combinations around these. Known business numbers are removed and the remaining numbers are randomly sorted to give each number the same and equal chance of being selected.

The benefit of using RDD numbers (as opposed to those generated from pre-existing lists such as telephone directories and Electoral Register entries) is that ex-directory numbers are also included in the survey sample. In practice, this means that the sample provided is in no way preselected, and that consumers who had opted-out of providing their telephone contact details to directory operators had the opportunity to take part in the research, thereby removing potential bias in the sample.

Mobile numbers were also included in the survey sample to further increase the inclusivity of the survey, given the increase in the number of mobile-only households amongst certain demographic groups (especially younger people and lower income households). These numbers are generated from a variety of commercial sources, where permission has been given to use such contact information for research and marketing purposes.

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 Time of Interviewing**

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

### **1.3.4 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 randomly selected number for interviewers, all calls are made by interviewers; no automated call handling systems are used.

### **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. 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        | 24.7%                    | 141                 | 1.4959         |
| 35-44        | 21.5%                    | 82                  | 2.2330         |
| 45-54        | 18.0%                    | 100                 | 1.5389         |
| 55-64        | 16.1%                    | 96                  | 1.4344         |
| 65+          | 19.6%                    | 434                 | 0.3857         |
| <b>Total</b> |                          | <b>853</b>          |                |

Further weightings were then applied to the zone data, 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            | 52,085         | 251                 | 202                                   | 0.8991          |
| 2            | 76,611         | 254                 | 296                                   | 1.1145          |
| 3            | 32,643         | 98                  | 126                                   | 1.2214          |
| 4            | 39,991         | 150                 | 155                                   | 0.9143          |
| 5            | 19,158         | 100                 | 74                                    | 0.8204          |
| <b>Total</b> | <b>220,488</b> | <b>853</b>          | <b>853</b>                            |                 |

\* Source: 2021 Census

## 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 853 answers “Yes” to a question, we can be 95% sure that between 46.7% and 53.4% of the population holds the same opinion (i.e. +/- 3.4%).* The following is a guide showing confidence intervals attached to various sample sizes from the study:

| %ge Response | 95% confidence interval |
|--------------|-------------------------|
| 10%          | ±2.0%                   |
| 20%          | ±2.7%                   |
| 30%          | ±3.1%                   |
| 40%          | ±3.3%                   |
| 50%          | ±3.4%                   |

## 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

Hillingdon Household Survey  
for Lichfields

|                                                                                                                                                                                                                       | Total                                                                         |     | Zone 1 |    | Zone 2 |    | Zone 3 |   | Zone 4 |   | Zone 5 |   |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------|-----|--------|----|--------|----|--------|---|--------|---|--------|---|
| We now have a few questions about where you go food shopping. In answering these questions the location may be a store, a town, village or city, a specific road or area, or it could be via the internet / delivery. |                                                                               |     |        |    |        |    |        |   |        |   |        |   |
| Q01                                                                                                                                                                                                                   | Where did you undertake your household's last main food and grocery shopping? |     |        |    |        |    |        |   |        |   |        |   |
| Zone 1                                                                                                                                                                                                                |                                                                               |     |        |    |        |    |        |   |        |   |        |   |
| Aldi, Field End Road, Pinner, HA5 1QH                                                                                                                                                                                 | 1.5%                                                                          | 13  | 2.8%   | 7  | 1.2%   | 3  | 2.0%   | 2 | 0.0%   | 0 | 1.0%   | 1 |
| Aldi, Victoria Retail Park, Ruislip, HA4 0EH                                                                                                                                                                          | 2.6%                                                                          | 22  | 5.6%   | 14 | 0.4%   | 1  | 1.0%   | 1 | 2.0%   | 3 | 3.0%   | 3 |
| Asda, Old Dairy Lane, Ruislip, HA4 0FY                                                                                                                                                                                | 5.4%                                                                          | 46  | 13.5%  | 34 | 2.4%   | 6  | 4.1%   | 4 | 0.7%   | 1 | 1.0%   | 1 |
| Iceland, High Street, Ruislip, HA4 8LJ                                                                                                                                                                                | 1.4%                                                                          | 12  | 2.4%   | 6  | 1.6%   | 4  | 0.0%   | 0 | 0.7%   | 1 | 1.0%   | 1 |
| Lidl, Victoria Road, Ruislip, HA4 0QQ                                                                                                                                                                                 | 1.4%                                                                          | 12  | 2.4%   | 6  | 2.0%   | 5  | 0.0%   | 0 | 0.0%   | 0 | 1.0%   | 1 |
| Morrisons Daily, Whitby Road, Ruislip, HA4 9EB                                                                                                                                                                        | 0.1%                                                                          | 1   | 0.0%   | 0  | 0.0%   | 0  | 1.0%   | 1 | 0.0%   | 0 | 0.0%   | 0 |
| Om Cash & Carry, Braintree Road Industrial Estate, Ruislip, HA4 0EJ                                                                                                                                                   | 0.2%                                                                          | 2   | 0.8%   | 2  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |
| Sainsbury's Local, Field End Road, Ruislip, Pinner, HA5 1RD                                                                                                                                                           | 0.4%                                                                          | 3   | 0.4%   | 1  | 0.8%   | 2  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |
| Sainsbury's, Long Drive, Ruislip, HA4 0HQ                                                                                                                                                                             | 12.7%                                                                         | 108 | 25.5%  | 64 | 12.2%  | 31 | 8.2%   | 8 | 0.7%   | 1 | 4.0%   | 4 |
| Tesco Express, Field End Road, Pinner, HA5 1QL                                                                                                                                                                        | 0.2%                                                                          | 2   | 0.8%   | 2  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |
| Tesco Express, Field End Road, Ruislip, HA4 0QP                                                                                                                                                                       | 0.2%                                                                          | 2   | 0.8%   | 2  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |
| Tesco Express, High Street, Ruislip, HA4 8LS                                                                                                                                                                          | 0.1%                                                                          | 1   | 0.0%   | 0  | 0.4%   | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |
| Tesco Express, Park Way, Ruislip, HA4 8NR                                                                                                                                                                             | 0.4%                                                                          | 3   | 0.8%   | 2  | 0.4%   | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |
| Zone 2                                                                                                                                                                                                                |                                                                               |     |        |    |        |    |        |   |        |   |        |   |
| Aldi, Northolt Road, South Harrow, Harrow, HA2 8EQ                                                                                                                                                                    | 1.2%                                                                          | 10  | 0.4%   | 1  | 3.5%   | 9  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |
| Asda, Northolt Road, London, HA2 8JN                                                                                                                                                                                  | 0.7%                                                                          | 6   | 0.0%   | 0  | 0.4%   | 1  | 4.1%   | 4 | 0.7%   | 1 | 0.0%   | 0 |
| Iceland, Northolt Road, South Harrow, Harrow, HA2 8EB                                                                                                                                                                 | 0.4%                                                                          | 3   | 0.0%   | 0  | 0.8%   | 2  | 1.0%   | 1 | 0.0%   | 0 | 0.0%   | 0 |
| Iceland, Rayners Lane, Harrow, Pinner, HA5 5ED                                                                                                                                                                        | 0.4%                                                                          | 3   | 0.0%   | 0  | 1.2%   | 3  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |
| Marks and Spencer (M&S) Simply Food, Bishops Walk, Pinner, HA5 5QQ                                                                                                                                                    | 1.6%                                                                          | 14  | 2.8%   | 7  | 2.4%   | 6  | 1.0%   | 1 | 0.0%   | 0 | 0.0%   | 0 |
| Nabi Supermarket, Northolt Road, Harrow, HA2 8JN                                                                                                                                                                      | 0.2%                                                                          | 2   | 0.0%   | 0  | 0.8%   | 2  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |
| Sainsbury's Local, Rayners Lane, Pinner, HA5 5ER                                                                                                                                                                      | 0.4%                                                                          | 3   | 0.0%   | 0  | 1.2%   | 3  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |
| Sainsbury's, Barters Walk, Pinner, HA5 5LU                                                                                                                                                                            | 5.0%                                                                          | 43  | 6.4%   | 16 | 10.6%  | 27 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |
| Sunrise Cash & Carry, Rayners Lane, Pinner, HA5 5ER                                                                                                                                                                   | 0.2%                                                                          | 2   | 0.0%   | 0  | 0.8%   | 2  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |
| Tesco Express, Alexandra Avenue, Rayners Lane, Harrow, HA2 9UE                                                                                                                                                        | 0.4%                                                                          | 3   | 0.0%   | 0  | 1.2%   | 3  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |
| Tesco Express, Shaftesbury Circle, Shaftesbury Avenue, London, HA2 0AT                                                                                                                                                | 0.1%                                                                          | 1   | 0.0%   | 0  | 0.4%   | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |
| Waitrose, Northolt Road, South Harrow, Harrow, HA2 0EG                                                                                                                                                                | 3.0%                                                                          | 26  | 0.0%   | 0  | 9.1%   | 23 | 2.0%   | 2 | 0.7%   | 1 | 0.0%   | 0 |
| Zini Turkish & International Food, Northolt Road, South Harrow, Harrow, HA2 8JA                                                                                                                                       | 0.2%                                                                          | 2   | 0.0%   | 0  | 0.8%   | 2  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |
| Zone 3                                                                                                                                                                                                                |                                                                               |     |        |    |        |    |        |   |        |   |        |   |
| Co-op, Church Road, Northolt, UB5 5AB                                                                                                                                                                                 | 0.5%                                                                          | 4   | 0.0%   | 0  | 0.4%   | 1  | 3.1%   | 3 | 0.0%   | 0 | 0.0%   | 0 |
| Lidl, Ruislip Road, Northolt,                                                                                                                                                                                         | 0.5%                                                                          | 4   | 0.0%   | 0  | 0.4%   | 1  | 3.1%   | 3 | 0.0%   | 0 | 0.0%   | 0 |

|                                                                                       | Total |    | Zone 1 |   | Zone 2 |   | Zone 3 |   | Zone 4 |    | Zone 5 |    |
|---------------------------------------------------------------------------------------|-------|----|--------|---|--------|---|--------|---|--------|----|--------|----|
| UB5 5PQ                                                                               |       |    |        |   |        |   |        |   |        |    |        |    |
| Local shops, Northolt Town Centre                                                     | 0.1%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 1.0%   | 1 | 0.0%   | 0  | 0.0%   | 0  |
| Sainsbury's Local, Mandeville Road, Northolt, UB5 5HF                                 | 0.4%  | 3  | 0.0%   | 0 | 0.4%   | 1 | 2.0%   | 2 | 0.0%   | 0  | 0.0%   | 0  |
| Zone 4                                                                                |       |    |        |   |        |   |        |   |        |    |        |    |
| Co-op, Kingshill Avenue, Hayes, UB4 8BY                                               | 0.1%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 1.0%   | 1 | 0.0%   | 0  | 0.0%   | 0  |
| Co-op, Long Lane, Uxbridge, UB10 9PG                                                  | 1.5%  | 13 | 0.4%   | 1 | 0.4%   | 1 | 1.0%   | 1 | 4.0%   | 6  | 4.0%   | 4  |
| Iceland, Uxbridge Road, Hayes End, Hayes, UB4 8JH                                     | 0.2%  | 2  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 1.3%   | 2  | 0.0%   | 0  |
| Marks and Spencer (M&S) Simply Food, Uxbridge Road, Uxbridge, Hayes, UB10 0LQ         | 0.1%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.7%   | 1  | 0.0%   | 0  |
| Neelam Post Office & Convenience, Ryefield Avenue, Uxbridge, UB10 9DA                 | 0.1%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.7%   | 1  | 0.0%   | 0  |
| Zone 5                                                                                |       |    |        |   |        |   |        |   |        |    |        |    |
| Co-op, Swakeleys Road, Ickenham, Uxbridge, UB10 8DF                                   | 0.2%  | 2  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.7%   | 1  | 1.0%   | 1  |
| Iceland, Grainge's Yard, Uxbridge, UB8 1LH                                            | 0.4%  | 3  | 0.0%   | 0 | 0.0%   | 0 | 1.0%   | 1 | 0.7%   | 1  | 1.0%   | 1  |
| Lidl, High Street, Uxbridge, UB8 1GB                                                  | 0.9%  | 8  | 0.4%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 2.0%   | 3  | 4.0%   | 4  |
| Marks and Spencer (M&S), High Street, Uxbridge, UB8 1TL                               | 0.9%  | 8  | 1.2%   | 3 | 0.0%   | 0 | 0.0%   | 0 | 2.0%   | 3  | 2.0%   | 2  |
| Sainsbury's, York Road, Uxbridge, UB8 1QW                                             | 6.6%  | 56 | 0.0%   | 0 | 0.4%   | 1 | 0.0%   | 0 | 20.7%  | 31 | 24.0%  | 24 |
| Tesco Express, High Street, Uxbridge, UB8 1ND                                         | 0.7%  | 6  | 0.4%   | 1 | 0.4%   | 1 | 0.0%   | 0 | 0.7%   | 1  | 3.0%   | 3  |
| Waitrose (Little), Ickenham, High Road, Uxbridge, UB10 8LF                            | 0.1%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 1.0%   | 1  |
| Outside Survey Area                                                                   |       |    |        |   |        |   |        |   |        |    |        |    |
| Aldi, Century Park, Dalton Way, Watford, WD17 2SF                                     | 0.1%  | 1  | 0.4%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0  |
| Aldi, High Street, West Drayton, UB7 7QN                                              | 0.6%  | 5  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 2.7%   | 4  | 1.0%   | 1  |
| Asda, Forty Lane, Wembley, HA9 9EX                                                    | 0.1%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 1.0%   | 1 | 0.0%   | 0  | 0.0%   | 0  |
| Asda, High Street, Harrow, HA3 7AE                                                    | 0.2%  | 2  | 0.0%   | 0 | 0.8%   | 2 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0  |
| Asda, Millington Road, Hayes, UB3 4AZ                                                 | 0.4%  | 3  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 2.0%   | 3  | 0.0%   | 0  |
| Asda, Roehampton Vale, London, SW15 3DT                                               | 0.1%  | 1  | 0.4%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0  |
| B&M, High Road, London, N17 8EY                                                       | 0.2%  | 2  | 0.0%   | 0 | 0.4%   | 1 | 0.0%   | 0 | 0.7%   | 1  | 0.0%   | 0  |
| B&M, St George's Shopping Centre, Harrow, HA1 1HS                                     | 0.2%  | 2  | 0.4%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.7%   | 1  | 0.0%   | 0  |
| Co-op, Greenford Avenue, London, W7 1JH                                               | 0.2%  | 2  | 0.4%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.7%   | 1  | 0.0%   | 0  |
| Co-op, Olympic Way, Wembley Park, Wembley, HA9 0FR                                    | 0.4%  | 3  | 0.0%   | 0 | 0.8%   | 2 | 0.0%   | 0 | 0.7%   | 1  | 0.0%   | 0  |
| Co-op, Walm Lane, London, NW2 4QR                                                     | 0.1%  | 1  | 0.0%   | 0 | 0.4%   | 1 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0  |
| Co-op, York Way, Watford, WD25 9DU                                                    | 0.1%  | 1  | 0.4%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0  |
| Costco, Western International Park, Hayes Road, Cranford, Hounslow, Southall, UB2 5XJ | 0.1%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.7%   | 1  | 0.0%   | 0  |
| Dhamecha Cash & Carry, Blyth Road, Hayes, UB3 1RY                                     | 0.1%  | 1  | 0.0%   | 0 | 0.4%   | 1 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0  |

|                                                                                                 | Total | Zone 1 |      | Zone 2 |      | Zone 3 |      | Zone 4 |      | Zone 5 |      |   |
|-------------------------------------------------------------------------------------------------|-------|--------|------|--------|------|--------|------|--------|------|--------|------|---|
| Farmfoods, Upper Green East, Majestic Way, Mitcham, CR4 2JS                                     | 0.1%  | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.7% | 1      | 0.0% | 0 |
| Home Bargains, Bullsbridge Industrial Estate, Hayes Road, Hounslow, Southall, UB2 5LN           | 0.1%  | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.7% | 1      | 0.0% | 0 |
| Home Bargains, High Street, West Drayton, UB7 7GN                                               | 0.1%  | 1      | 0.0% | 0      | 0.4% | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Iceland, Central Square, Wembley, HA9 7AJ                                                       | 0.1%  | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.7% | 1      | 0.0% | 0 |
| Iceland, Greenford Road, Greenford, UB6 0HY                                                     | 0.1%  | 1      | 0.0% | 0      | 0.0% | 0      | 1.0% | 1      | 0.0% | 0      | 0.0% | 0 |
| Iceland, High Street, Harrow, HA3 5DL                                                           | 0.1%  | 1      | 0.0% | 0      | 0.4% | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Iceland, High Street, Hounslow, TW3 1QL                                                         | 0.1%  | 1      | 0.0% | 0      | 0.0% | 0      | 1.0% | 1      | 0.0% | 0      | 0.0% | 0 |
| Lidl, Bridge Street, Pinner, HA5 3HZ                                                            | 0.7%  | 6      | 0.4% | 1      | 2.0% | 5      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Lidl, Cowley Road, Uxbridge, UB8 2AG                                                            | 0.4%  | 3      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.7% | 1      | 2.0% | 2 |
| Lidl, Hayes Road, Hounslow, Southall, UB2 5LN                                                   | 0.4%  | 3      | 0.4% | 1      | 0.4% | 1      | 0.0% | 0      | 0.7% | 1      | 0.0% | 0 |
| Lidl, High Road, Harrow, HA3 6HF                                                                | 0.1%  | 1      | 0.0% | 0      | 0.4% | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Lidl, MacMillan Court, Ruislip Road East, London, Greenford, UB6 9FH                            | 0.5%  | 4      | 0.4% | 1      | 0.4% | 1      | 2.0% | 2      | 0.0% | 0      | 0.0% | 0 |
| Lidl, St. Anns Road, Harrow, HA1 1AT                                                            | 0.1%  | 1      | 0.0% | 0      | 0.4% | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Lidl, Uxbridge Road, London, UB4 0SB                                                            | 0.8%  | 7      | 0.4% | 1      | 0.0% | 0      | 2.0% | 2      | 2.7% | 4      | 0.0% | 0 |
| Local shops, Upton Park Local Centre                                                            | 0.1%  | 1      | 0.0% | 0      | 0.4% | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Marks and Spencer (M&S) Simply Food, High Street, Rickmansworth, WD3 1BB                        | 0.1%  | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 1.0% | 1 |
| Marks and Spencer (M&S) Simply Food, Oxford Road, Denham, Uxbridge, UB9 4DG                     | 0.1%  | 1      | 0.0% | 0      | 0.0% | 0      | 1.0% | 1      | 0.0% | 0      | 0.0% | 0 |
| Marks and Spencer (M&S) Simply Food, Staines Road West, Sunbury-on-Thames, Shepperton, TW16 7BB | 0.1%  | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.7% | 1      | 0.0% | 0 |
| Marks and Spencer (M&S), St. Anns Road, Harrow, HA1 1NB                                         | 0.4%  | 3      | 0.0% | 0      | 1.2% | 3      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Marks and Spencer (M&S), Westway Cross Shopping Park, Greenford, UB6 0UW                        | 0.4%  | 3      | 0.4% | 1      | 0.4% | 1      | 1.0% | 1      | 0.0% | 0      | 0.0% | 0 |
| Mina Stores, Green Street, London, E7 8LF                                                       | 0.2%  | 2      | 0.0% | 0      | 0.0% | 0      | 2.0% | 2      | 0.0% | 0      | 0.0% | 0 |
| Morrisons Daily, Pinner Road, Northwood, HA6 1DA                                                | 0.1%  | 1      | 0.0% | 0      | 0.4% | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Morrisons, The Arcadia Centre, The Broadway, London, W5 2ND                                     | 0.1%  | 1      | 0.0% | 0      | 0.0% | 0      | 1.0% | 1      | 0.0% | 0      | 0.0% | 0 |
| Morrisons, Trident Point, Pinner Road, Harrow, HA1 4BB                                          | 0.6%  | 5      | 0.0% | 0      | 2.0% | 5      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Morrisons, Uxbridge Road, Pinner, HA5 4QT                                                       | 1.5%  | 13     | 0.0% | 0      | 4.7% | 12     | 1.0% | 1      | 0.0% | 0      | 0.0% | 0 |
| Sabary Cash & Carry, Uxbridge Road, Hayes, UB4 0RL                                              | 0.1%  | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.7% | 1      | 0.0% | 0 |
| Sainsbury's Local, High Street, Hampton Hill,                                                   | 0.1%  | 1      | 0.0% | 0      | 0.4% | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |

Hillingdon Household Survey  
for Lichfields

|                                                                                      | Total | Zone 1 |      | Zone 2 |      | Zone 3 |       | Zone 4 |      | Zone 5 |      |   |
|--------------------------------------------------------------------------------------|-------|--------|------|--------|------|--------|-------|--------|------|--------|------|---|
| Hampton, TW12 1NY                                                                    |       |        |      |        |      |        |       |        |      |        |      |   |
| Sainsbury's Local, High Street, Ruislip, HA4 7AN                                     | 0.9%  | 8      | 2.8% | 7      | 0.4% | 1      | 0.0%  | 0      | 0.0% | 0      | 0.0% | 0 |
| Sainsbury's Local, Spring Promenade, West Drayton, UB7 9GL                           | 0.1%  | 1      | 0.0% | 0      | 0.0% | 0      | 0.0%  | 0      | 0.0% | 0      | 1.0% | 1 |
| Sainsbury's Local, Uxbridge Road, London, W5 3NT                                     | 0.1%  | 1      | 0.0% | 0      | 0.4% | 1      | 0.0%  | 0      | 0.0% | 0      | 0.0% | 0 |
| Sainsbury's, Ealing Road, Wembley, HA0 1PF                                           | 0.4%  | 3      | 0.0% | 0      | 0.4% | 1      | 1.0%  | 1      | 0.7% | 1      | 0.0% | 0 |
| Sainsbury's, Lombardy Retail Park, Coldharbour Lane, Hayes, UB3 3EX                  | 1.9%  | 16     | 0.0% | 0      | 0.8% | 2      | 4.1%  | 4      | 6.7% | 10     | 0.0% | 0 |
| Sainsbury's, Melbourne Avenue, London, W13 9BZ                                       | 0.1%  | 1      | 0.0% | 0      | 0.0% | 0      | 1.0%  | 1      | 0.0% | 0      | 0.0% | 0 |
| Sainsbury's, Nash Way, Kenton Road, Harrow, HA3 0JA                                  | 0.1%  | 1      | 0.0% | 0      | 0.4% | 1      | 0.0%  | 0      | 0.0% | 0      | 0.0% | 0 |
| Sainsbury's, The Causeway, Staines, TW18 3AP                                         | 0.1%  | 1      | 0.0% | 0      | 0.0% | 0      | 0.0%  | 0      | 0.7% | 1      | 0.0% | 0 |
| Sainsbury's, Uxbridge Road, Hampton Hill, Hampton, TW12 1AW                          | 0.1%  | 1      | 0.0% | 0      | 0.0% | 0      | 0.0%  | 0      | 0.7% | 1      | 0.0% | 0 |
| Spar, Comer Crescent, Southall, UB2 4XD                                              | 0.1%  | 1      | 0.0% | 0      | 0.4% | 1      | 0.0%  | 0      | 0.0% | 0      | 0.0% | 0 |
| Tesco Express, Beresford Avenue, Wembley, HA0 1NP                                    | 0.1%  | 1      | 0.0% | 0      | 0.4% | 1      | 0.0%  | 0      | 0.0% | 0      | 0.0% | 0 |
| Tesco Express, East Lane, Wembley, HA0 3NJ                                           | 0.1%  | 1      | 0.0% | 0      | 0.4% | 1      | 0.0%  | 0      | 0.0% | 0      | 0.0% | 0 |
| Tesco Express, Heath Road, Twickenham, TW1 4BN                                       | 0.1%  | 1      | 0.0% | 0      | 0.4% | 1      | 0.0%  | 0      | 0.0% | 0      | 0.0% | 0 |
| Tesco Express, Preston Road, Wembley, HA9 8NF                                        | 0.2%  | 2      | 0.0% | 0      | 0.4% | 1      | 1.0%  | 1      | 0.0% | 0      | 0.0% | 0 |
| Tesco Express, Station Road, West Drayton, UB7 7SF                                   | 0.1%  | 1      | 0.0% | 0      | 0.0% | 0      | 0.0%  | 0      | 0.7% | 1      | 0.0% | 0 |
| Tesco Express, Uxbridge Road, Hayes, UB4 0RX                                         | 0.1%  | 1      | 0.0% | 0      | 0.0% | 0      | 0.0%  | 0      | 0.7% | 1      | 0.0% | 0 |
| Tesco Extra, Bulls Bridge Industrial Estate, Hayes Road, Hounslow, Southall, UB2 5NB | 0.1%  | 1      | 0.0% | 0      | 0.0% | 0      | 0.0%  | 0      | 0.7% | 1      | 0.0% | 0 |
| Tesco Extra, Glencoe Road, Hayes, UB4 9SQ                                            | 3.9%  | 33     | 0.0% | 0      | 0.0% | 0      | 22.4% | 22     | 7.3% | 11     | 0.0% | 0 |
| Tesco Extra, Lower High Street, Watford, WD17 2BD                                    | 0.1%  | 1      | 0.4% | 1      | 0.0% | 0      | 0.0%  | 0      | 0.0% | 0      | 0.0% | 0 |
| Tesco Extra, Mogden Lane, Isleworth, TW7 7JY                                         | 0.1%  | 1      | 0.0% | 0      | 0.4% | 1      | 0.0%  | 0      | 0.0% | 0      | 0.0% | 0 |
| Tesco Superstore, Ash Hill Drive, Pinner, HA5 2AG                                    | 2.6%  | 22     | 4.4% | 11     | 3.2% | 8      | 1.0%  | 1      | 0.0% | 0      | 2.0% | 2 |
| Tesco Superstore, Frogmoor Wharf, Harefield Road, Rickmansworth, WD3 1LX             | 0.2%  | 2      | 0.4% | 1      | 0.0% | 0      | 0.0%  | 0      | 0.0% | 0      | 1.0% | 1 |
| Tesco Superstore, High Street, West Drayton, UB7 7FP                                 | 1.8%  | 15     | 0.0% | 0      | 0.0% | 0      | 0.0%  | 0      | 8.0% | 12     | 3.0% | 3 |
| Tesco Superstore, Packhorse Road, Gerrards Cross, SL9 8ER                            | 0.1%  | 1      | 0.0% | 0      | 0.0% | 0      | 0.0%  | 0      | 0.0% | 0      | 1.0% | 1 |
| Tesco Superstore, Station Road, Harrow, HA1 2TU                                      | 1.4%  | 12     | 0.4% | 1      | 4.3% | 11     | 0.0%  | 0      | 0.0% | 0      | 0.0% | 0 |
| Tesco Superstore, Western Avenue, Greenford, UB6 8DW                                 | 0.7%  | 6      | 0.4% | 1      | 0.0% | 0      | 4.1%  | 4      | 0.7% | 1      | 0.0% | 0 |
| Waitrose (Little), High Street, Hampton Hill, Hampton, TW12 1NL                      | 0.1%  | 1      | 0.0% | 0      | 0.0% | 0      | 0.0%  | 0      | 0.7% | 1      | 0.0% | 0 |
| Waitrose, Alexandria Road, London, W13 0NL                                           | 0.2%  | 2      | 0.0% | 0      | 0.0% | 0      | 1.0%  | 1      | 0.7% | 1      | 0.0% | 0 |
| Waitrose, Castle Acre Road,                                                          | 0.1%  | 1      | 0.0% | 0      | 0.4% | 1      | 0.0%  | 0      | 0.0% | 0      | 0.0% | 0 |

# Hillingdon Household Survey for Lichfields

|                                                                              | Total | Zone 1 |       | Zone 2 |       | Zone 3 |       | Zone 4 |       | Zone 5 |       |
|------------------------------------------------------------------------------|-------|--------|-------|--------|-------|--------|-------|--------|-------|--------|-------|
| Swaffham, PE37 7HT                                                           |       |        |       |        |       |        |       |        |       |        |       |
| Waitrose, High Road,<br>Harrow, HA3 6HF                                      | 0.1%  | 1      | 0.0%  | 0      | 0.4%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  |
| Waitrose, Kingsend, Ruislip,<br>HA4 7DS                                      | 5.7%  | 49     | 8.4%  | 21     | 0.4%  | 1      | 2.0%  | 2      | 3.3%  | 5      | 20.0% |
| Waitrose, Westfield London<br>Shopping Centre, Ariel<br>Way, London, W12 7GA | 0.1%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 1.0%  | 1      | 0.0%  | 0      | 0.0%  |
| <b>Others</b>                                                                |       |        |       |        |       |        |       |        |       |        |       |
| Internet / delivery                                                          | 13.1% | 112    | 11.2% | 28     | 13.4% | 34     | 11.2% | 11     | 14.7% | 22     | 17.0% |
| Base:                                                                        |       | 853    |       | 251    |       | 254    |       | 98     |       | 150    |       |

## Q02 From which online retailer did you last purchase your main food and grocery shopping?

*Those who do their main food shopping via the Internet at Q01*

|                                  |       |     |       |    |       |    |       |    |       |    |       |    |
|----------------------------------|-------|-----|-------|----|-------|----|-------|----|-------|----|-------|----|
| Amazon                           | 0.9%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 4.5%  | 1  | 0.0%  | 0  |
| Asda                             | 0.9%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 5.9%  | 1  |
| Iceland                          | 7.1%  | 8   | 7.1%  | 2  | 5.9%  | 2  | 27.3% | 3  | 4.5%  | 1  | 0.0%  | 0  |
| Marks & Spencer                  | 1.8%  | 2   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 9.1%  | 2  | 0.0%  | 0  |
| Morrisons                        | 5.4%  | 6   | 0.0%  | 0  | 14.7% | 5  | 0.0%  | 0  | 0.0%  | 0  | 5.9%  | 1  |
| Ocado                            | 14.3% | 16  | 17.9% | 5  | 5.9%  | 2  | 18.2% | 2  | 27.3% | 6  | 5.9%  | 1  |
| Sainsbury's                      | 38.4% | 43  | 39.3% | 11 | 38.2% | 13 | 18.2% | 2  | 31.8% | 7  | 58.8% | 10 |
| Tesco                            | 24.1% | 27  | 28.6% | 8  | 26.5% | 9  | 27.3% | 3  | 18.2% | 4  | 17.6% | 3  |
| Waitrose                         | 6.3%  | 7   | 7.1%  | 2  | 8.8%  | 3  | 9.1%  | 1  | 4.5%  | 1  | 0.0%  | 0  |
| Other                            | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Wiltshire Farm Foods             | 0.9%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 5.9%  | 1  |
| (Don't know / can't<br>remember) | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Base:                            |       | 112 |       | 28 |       | 34 |       | 11 |       | 22 |       | 17 |

# Hillingdon Household Survey for Lichfields

|                                                                                                                                   | Total |     | Zone 1 |     | Zone 2 |    | Zone 3 |    | Zone 4 |    | Zone 5 |    |
|-----------------------------------------------------------------------------------------------------------------------------------|-------|-----|--------|-----|--------|----|--------|----|--------|----|--------|----|
| <b>Q03 What are the main reasons you choose STORE / LOCATION MENTIONED AT Q01 to do your main food and grocery shopping? [MR]</b> |       |     |        |     |        |    |        |    |        |    |        |    |
| Close to home                                                                                                                     | 41.4% | 353 | 47.0%  | 118 | 35.4%  | 90 | 39.8%  | 39 | 40.0%  | 60 | 46.0%  | 46 |
| Low prices / value for money                                                                                                      | 26.3% | 224 | 26.7%  | 67  | 25.6%  | 65 | 35.7%  | 35 | 24.0%  | 36 | 21.0%  | 21 |
| Quality of food goods available                                                                                                   | 25.9% | 221 | 25.5%  | 64  | 20.9%  | 53 | 35.7%  | 35 | 26.0%  | 39 | 30.0%  | 30 |
| Can get everything I need there                                                                                                   | 24.0% | 205 | 17.5%  | 44  | 25.6%  | 65 | 33.7%  | 33 | 30.0%  | 45 | 18.0%  | 18 |
| Range of food goods available                                                                                                     | 20.5% | 175 | 18.7%  | 47  | 19.7%  | 50 | 22.4%  | 22 | 18.0%  | 27 | 29.0%  | 29 |
| Online shopping is convenient                                                                                                     | 17.7% | 151 | 13.5%  | 34  | 16.9%  | 43 | 31.6%  | 31 | 19.3%  | 29 | 14.0%  | 14 |
| Clean store                                                                                                                       | 17.6% | 150 | 15.5%  | 39  | 15.4%  | 39 | 29.6%  | 29 | 21.3%  | 32 | 11.0%  | 11 |
| Familiar / know where everything is                                                                                               | 16.2% | 138 | 15.5%  | 39  | 15.4%  | 39 | 24.5%  | 24 | 17.3%  | 26 | 10.0%  | 10 |
| Good offers                                                                                                                       | 13.2% | 113 | 8.4%   | 21  | 15.4%  | 39 | 25.5%  | 25 | 14.7%  | 22 | 6.0%   | 6  |
| Large store                                                                                                                       | 13.2% | 113 | 11.2%  | 28  | 11.0%  | 28 | 29.6%  | 29 | 9.3%   | 14 | 14.0%  | 14 |
| Loyalty scheme / reward points                                                                                                    | 13.1% | 112 | 11.6%  | 29  | 11.8%  | 30 | 25.5%  | 25 | 10.7%  | 16 | 12.0%  | 12 |
| Friendly / helpful staff                                                                                                          | 13.0% | 111 | 13.1%  | 33  | 11.8%  | 30 | 17.3%  | 17 | 14.0%  | 21 | 10.0%  | 10 |
| Delivery service                                                                                                                  | 12.0% | 102 | 6.0%   | 15  | 11.8%  | 30 | 28.6%  | 28 | 14.7%  | 22 | 7.0%   | 7  |
| Quality of non-food goods available                                                                                               | 11.7% | 100 | 11.6%  | 29  | 9.1%   | 23 | 24.5%  | 24 | 10.0%  | 15 | 9.0%   | 9  |
| Habit / always used it                                                                                                            | 10.9% | 93  | 10.8%  | 27  | 9.4%   | 24 | 14.3%  | 14 | 12.0%  | 18 | 10.0%  | 10 |
| Easy to get to by car                                                                                                             | 9.0%  | 77  | 7.2%   | 18  | 7.1%   | 18 | 18.4%  | 18 | 7.3%   | 11 | 12.0%  | 12 |
| Parking provision is good / easy to park                                                                                          | 9.0%  | 77  | 10.4%  | 26  | 10.2%  | 26 | 5.1%   | 5  | 5.3%   | 8  | 12.0%  | 12 |
| Good layout / easy to get around                                                                                                  | 8.9%  | 76  | 7.2%   | 18  | 5.9%   | 15 | 18.4%  | 18 | 13.3%  | 20 | 5.0%   | 5  |
| Long opening hours                                                                                                                | 7.7%  | 66  | 7.6%   | 19  | 6.7%   | 17 | 21.4%  | 21 | 4.0%   | 6  | 3.0%   | 3  |
| Self-service checkouts                                                                                                            | 7.5%  | 64  | 7.2%   | 18  | 7.5%   | 19 | 12.2%  | 12 | 6.7%   | 10 | 5.0%   | 5  |
| Started online shopping due to the pandemic and kept using it                                                                     | 7.3%  | 62  | 7.2%   | 18  | 7.1%   | 18 | 20.4%  | 20 | 2.0%   | 3  | 3.0%   | 3  |
| Pleasant shopping environment                                                                                                     | 6.3%  | 54  | 7.6%   | 19  | 4.3%   | 11 | 7.1%   | 7  | 6.0%   | 9  | 8.0%   | 8  |
| Parking is free                                                                                                                   | 6.2%  | 53  | 5.2%   | 13  | 4.7%   | 12 | 13.3%  | 13 | 6.7%   | 10 | 5.0%   | 5  |
| Range of non-food goods available                                                                                                 | 6.0%  | 51  | 5.6%   | 14  | 4.3%   | 11 | 3.1%   | 3  | 9.3%   | 14 | 9.0%   | 9  |
| Easy to get to by foot                                                                                                            | 5.7%  | 49  | 7.2%   | 18  | 4.7%   | 12 | 5.1%   | 5  | 4.7%   | 7  | 7.0%   | 7  |
| Preference for retailer                                                                                                           | 5.6%  | 48  | 9.6%   | 24  | 2.8%   | 7  | 4.1%   | 4  | 7.3%   | 11 | 2.0%   | 2  |
| Close to work                                                                                                                     | 5.5%  | 47  | 5.2%   | 13  | 5.1%   | 13 | 7.1%   | 7  | 6.0%   | 9  | 5.0%   | 5  |
| Close to family / friends                                                                                                         | 5.2%  | 44  | 4.4%   | 11  | 2.4%   | 6  | 11.2%  | 11 | 6.0%   | 9  | 7.0%   | 7  |
| Easy to get to by public transport                                                                                                | 5.0%  | 43  | 5.6%   | 14  | 3.9%   | 10 | 6.1%   | 6  | 4.7%   | 7  | 6.0%   | 6  |
| Close to other shops / services / facilities                                                                                      | 4.8%  | 41  | 5.6%   | 14  | 4.3%   | 11 | 1.0%   | 1  | 6.0%   | 9  | 6.0%   | 6  |
| Safe shopping environment (from crime)                                                                                            | 4.3%  | 37  | 6.8%   | 17  | 3.2%   | 8  | 5.1%   | 5  | 3.3%   | 5  | 2.0%   | 2  |
| Has a cafe                                                                                                                        | 3.3%  | 28  | 5.2%   | 13  | 2.0%   | 5  | 4.1%   | 4  | 2.7%   | 4  | 2.0%   | 2  |
| Parking prices are low                                                                                                            | 3.2%  | 27  | 5.2%   | 13  | 1.2%   | 3  | 4.1%   | 4  | 3.3%   | 5  | 2.0%   | 2  |
| Like to support local business                                                                                                    | 2.7%  | 23  | 6.4%   | 16  | 1.6%   | 4  | 1.0%   | 1  | 0.7%   | 1  | 1.0%   | 1  |
| Health / mobility issue                                                                                                           | 2.6%  | 22  | 0.4%   | 1   | 3.9%   | 10 | 6.1%   | 6  | 1.3%   | 2  | 3.0%   | 3  |
| Use online shopping due to the pandemic / because it's covid safe                                                                 | 2.2%  | 19  | 0.4%   | 1   | 5.1%   | 13 | 3.1%   | 3  | 1.3%   | 2  | 0.0%   | 0  |
| Has a petrol station                                                                                                              | 2.2%  | 19  | 4.0%   | 10  | 2.0%   | 5  | 2.0%   | 2  | 0.7%   | 1  | 1.0%   | 1  |
| Good disability access                                                                                                            | 2.2%  | 19  | 4.0%   | 10  | 2.0%   | 5  | 2.0%   | 2  | 0.7%   | 1  | 1.0%   | 1  |
| Staff discount / work there                                                                                                       | 1.6%  | 14  | 0.8%   | 2   | 1.2%   | 3  | 4.1%   | 4  | 3.3%   | 5  | 0.0%   | 0  |
| Ethical policy                                                                                                                    | 1.3%  | 11  | 1.6%   | 4   | 1.2%   | 3  | 2.0%   | 2  | 1.3%   | 2  | 0.0%   | 0  |
| Small / quiet store                                                                                                               | 1.2%  | 10  | 1.6%   | 4   | 1.2%   | 3  | 0.0%   | 0  | 0.7%   | 1  | 2.0%   | 2  |
| Use store / location because it has good covid safety measures                                                                    | 0.5%  | 4   | 0.8%   | 2   | 0.4%   | 1  | 0.0%   | 0  | 0.0%   | 0  | 1.0%   | 1  |
| Convenient                                                                                                                        | 0.4%  | 3   | 0.0%   | 0   | 1.2%   | 3  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Only one in the area                                                                                                              | 0.2%  | 2   | 0.8%   | 2   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Has Argos in the store                                                                                                            | 0.2%  | 2   | 0.4%   | 1   | 0.0%   | 0  | 1.0%   | 1  | 0.0%   | 0  | 0.0%   | 0  |
| Has a pharmacy                                                                                                                    | 0.1%  | 1   | 0.0%   | 0   | 0.4%   | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Good public transport access                                                                                                      | 0.1%  | 1   | 0.4%   | 1   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Friends / family use it                                                                                                           | 0.1%  | 1   | 0.4%   | 1   | 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  |
| (No reason)                                                                                                                       | 1.1%  | 9   | 0.4%   | 1   | 1.6%   | 4  | 0.0%   | 0  | 2.0%   | 3  | 1.0%   | 1  |
| (Don't know)                                                                                                                      | 0.6%  | 5   | 0.4%   | 1   | 1.6%   | 4  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |

Hillingdon Household Survey  
for Lichfields

|                                                                                | Total | Zone 1 |       | Zone 2 |       | Zone 3 |       | Zone 4 |       | Zone 5 |       |    |
|--------------------------------------------------------------------------------|-------|--------|-------|--------|-------|--------|-------|--------|-------|--------|-------|----|
| Base:                                                                          | 853   | 251    |       | 254    |       | 98     |       | 150    |       | 100    |       |    |
| <b>Q04 How do you usually travel to STORE MENTIONED AT Q01?</b>                |       |        |       |        |       |        |       |        |       |        |       |    |
| <i>Excluding those who do their main food shopping via the Internet at Q01</i> |       |        |       |        |       |        |       |        |       |        |       |    |
| Car / van (as driver)                                                          | 53.8% | 399    | 55.6% | 124    | 50.0% | 110    | 56.3% | 49     | 49.2% | 63     | 63.9% | 53 |
| Car / van (as passenger)                                                       | 15.0% | 111    | 17.0% | 38     | 10.9% | 24     | 16.1% | 14     | 18.8% | 24     | 13.3% | 11 |
| Bus, minibus or coach                                                          | 11.1% | 82     | 9.0%  | 20     | 11.4% | 25     | 18.4% | 16     | 14.1% | 18     | 3.6%  | 3  |
| Motorcycle, scooter or moped                                                   | 0.3%  | 2      | 0.0%  | 0      | 0.5%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 1.2%  | 1  |
| Walk                                                                           | 16.3% | 121    | 16.1% | 36     | 21.4% | 47     | 8.0%  | 7      | 14.1% | 18     | 15.7% | 13 |
| Taxi                                                                           | 0.7%  | 5      | 0.4%  | 1      | 1.4%  | 3      | 1.1%  | 1      | 0.0%  | 0      | 0.0%  | 0  |
| Underground / Tube                                                             | 0.9%  | 7      | 0.4%  | 1      | 1.8%  | 4      | 0.0%  | 0      | 0.8%  | 1      | 1.2%  | 1  |
| Train                                                                          | 0.4%  | 3      | 0.9%  | 2      | 0.5%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0  |
| Bicycle                                                                        | 0.9%  | 7      | 0.4%  | 1      | 1.4%  | 3      | 0.0%  | 0      | 1.6%  | 2      | 1.2%  | 1  |
| Disability vehicle (scooter, wheelchair etc.)                                  | 0.5%  | 4      | 0.0%  | 0      | 0.9%  | 2      | 0.0%  | 0      | 1.6%  | 2      | 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 / can't remember)                                                  | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0  |
| Base:                                                                          | 741   | 223    |       | 220    |       | 87     |       | 128    |       | 83     |       |    |

Hillingdon Household Survey  
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|                                                                                                   | Total | Zone 1 |       | Zone 2 |       | Zone 3 |      | Zone 4 |      | Zone 5 |      |   |
|---------------------------------------------------------------------------------------------------|-------|--------|-------|--------|-------|--------|------|--------|------|--------|------|---|
| Q05 Where did you undertake your household's main food and grocery shopping the time before last? |       |        |       |        |       |        |      |        |      |        |      |   |
| Zone 1                                                                                            |       |        |       |        |       |        |      |        |      |        |      |   |
| Aldi, Field End Road, Pinner, HA5 1QH                                                             | 0.9%  | 8      | 2.0%  | 5      | 0.8%  | 2      | 1.0% | 1      | 0.0% | 0      | 0.0% | 0 |
| Aldi, Victoria Retail Park, Ruislip, HA4 0EH                                                      | 3.0%  | 26     | 6.4%  | 16     | 1.2%  | 3      | 3.1% | 3      | 1.3% | 2      | 2.0% | 2 |
| Asda, Old Dairy Lane, Ruislip, HA4 0FY                                                            | 5.2%  | 44     | 12.0% | 30     | 3.2%  | 8      | 4.1% | 4      | 0.7% | 1      | 1.0% | 1 |
| Iceland, High Street, Ruislip, HA4 8LJ                                                            | 1.5%  | 13     | 3.2%  | 8      | 1.2%  | 3      | 0.0% | 0      | 0.7% | 1      | 1.0% | 1 |
| Lidl, Victoria Road, Ruislip, HA4 0QQ                                                             | 2.1%  | 18     | 3.2%  | 8      | 2.0%  | 5      | 4.1% | 4      | 0.0% | 0      | 1.0% | 1 |
| Om Cash & Carry, Braintree Road Industrial Estate, Ruislip, HA4 0EJ                               | 0.1%  | 1      | 0.4%  | 1      | 0.0%  | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Sainsbury's Local, Field End Road, Ruislip, Pinner, HA5 1RD                                       | 0.4%  | 3      | 0.8%  | 2      | 0.4%  | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Sainsbury's, Long Drive, Ruislip, HA4 0HQ                                                         | 10.4% | 89     | 20.7% | 52     | 9.8%  | 25     | 6.1% | 6      | 0.7% | 1      | 5.0% | 5 |
| Tesco Express, Field End Road, Pinner, HA5 1QL                                                    | 0.2%  | 2      | 0.8%  | 2      | 0.0%  | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Tesco Express, Field End Road, Ruislip, HA4 0QP                                                   | 0.2%  | 2      | 0.8%  | 2      | 0.0%  | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Tesco Express, High Street, Ruislip, HA4 8LS                                                      | 0.2%  | 2      | 0.0%  | 0      | 0.4%  | 1      | 1.0% | 1      | 0.0% | 0      | 0.0% | 0 |
| Tesco Express, Park Way, Ruislip, HA4 8NR                                                         | 0.1%  | 1      | 0.4%  | 1      | 0.0%  | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Zone 2                                                                                            |       |        |       |        |       |        |      |        |      |        |      |   |
| Aldi, Northolt Road, South Harrow, Harrow, HA2 8EQ                                                | 1.1%  | 9      | 0.4%  | 1      | 3.2%  | 8      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Asda, Northolt Road, London, HA2 8JN                                                              | 0.7%  | 6      | 0.0%  | 0      | 0.4%  | 1      | 4.1% | 4      | 0.7% | 1      | 0.0% | 0 |
| Iceland, Northolt Road, South Harrow, Harrow, HA2 8EB                                             | 0.2%  | 2      | 0.0%  | 0      | 0.8%  | 2      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Iceland, Rayners Lane, Harrow, Pinner, HA5 5ED                                                    | 0.2%  | 2      | 0.0%  | 0      | 0.8%  | 2      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Marks and Spencer (M&S) Simply Food, Bishops Walk, Pinner, HA5 5QQ                                | 2.0%  | 17     | 2.8%  | 7      | 3.5%  | 9      | 1.0% | 1      | 0.0% | 0      | 0.0% | 0 |
| Nabi Supermarket, Northolt Road, Harrow, HA2 8JN                                                  | 0.2%  | 2      | 0.0%  | 0      | 0.8%  | 2      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Sainsbury's Local, Rayners Lane, Pinner, HA5 5ER                                                  | 0.4%  | 3      | 0.0%  | 0      | 1.2%  | 3      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Sainsbury's, Barters Walk, Pinner, HA5 5LU                                                        | 4.5%  | 38     | 4.4%  | 11     | 9.8%  | 25     | 0.0% | 0      | 0.7% | 1      | 1.0% | 1 |
| Sunrise Cash & Carry, Rayners Lane, Pinner, HA5 5ER                                               | 0.2%  | 2      | 0.0%  | 0      | 0.8%  | 2      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Tesco Express, Alexandra Avenue, Rayners Lane, Harrow, HA2 9UE                                    | 0.4%  | 3      | 0.0%  | 0      | 1.2%  | 3      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Tesco Express, Shaftesbury Circle, Shaftesbury Avenue, London, HA2 0AT                            | 0.2%  | 2      | 0.0%  | 0      | 0.8%  | 2      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Tesco Express, Whittington Way, Pinner, HA5 5JX                                                   | 0.1%  | 1      | 0.0%  | 0      | 0.4%  | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Waitrose, Northolt Road, South Harrow, Harrow, HA2 0EG                                            | 3.5%  | 30     | 0.4%  | 1      | 10.2% | 26     | 2.0% | 2      | 0.7% | 1      | 0.0% | 0 |
| Zini Turkish & International Food, Northolt Road, South Harrow, Harrow, HA2 8JA                   | 0.2%  | 2      | 0.0%  | 0      | 0.8%  | 2      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Zone 3                                                                                            |       |        |       |        |       |        |      |        |      |        |      |   |
| Co-op, Church Road, Northolt, UB5 5AB                                                             | 0.5%  | 4      | 0.0%  | 0      | 0.4%  | 1      | 3.1% | 3      | 0.0% | 0      | 0.0% | 0 |
| Lidl, Ruislip Road, Northolt, UB5 5PQ                                                             | 0.4%  | 3      | 0.0%  | 0      | 0.8%  | 2      | 1.0% | 1      | 0.0% | 0      | 0.0% | 0 |
| Local shops, Northolt Town                                                                        | 0.1%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 1.0% | 1      | 0.0% | 0      | 0.0% | 0 |

|                                                                                                | Total |    | Zone 1 |   | Zone 2 |   | Zone 3 |   | Zone 4 |    | Zone 5 |    |
|------------------------------------------------------------------------------------------------|-------|----|--------|---|--------|---|--------|---|--------|----|--------|----|
| Centre                                                                                         |       |    |        |   |        |   |        |   |        |    |        |    |
| Sainsbury's Local,<br>Mandeville Road,<br>Northolt, UB5 5HF                                    | 0.4%  | 3  | 0.0%   | 0 | 0.4%   | 1 | 2.0%   | 2 | 0.0%   | 0  | 0.0%   | 0  |
| <b>Zone 4</b>                                                                                  |       |    |        |   |        |   |        |   |        |    |        |    |
| Asda Express, Uxbridge<br>Road, Uxbridge, UB10<br>0NZ                                          | 0.2%  | 2  | 0.0%   | 0 | 0.0%   | 0 | 1.0%   | 1 | 0.0%   | 0  | 1.0%   | 1  |
| Co-op, Kingshill Avenue,<br>Hayes, UB4 8BY                                                     | 0.1%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 1.0%   | 1 | 0.0%   | 0  | 0.0%   | 0  |
| Co-op, Long Lane,<br>Uxbridge, UB10 9PG                                                        | 1.3%  | 11 | 0.0%   | 0 | 0.4%   | 1 | 0.0%   | 0 | 4.7%   | 7  | 3.0%   | 3  |
| Marks and Spencer (M&S)<br>Simply Food, Uxbridge<br>Road, Uxbridge, Hayes,<br>UB10 0LQ         | 0.1%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.7%   | 1  | 0.0%   | 0  |
| Neelam Post Office &<br>Convenience, Ryefield<br>Avenue, Uxbridge, UB10<br>9DA                 | 0.1%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.7%   | 1  | 0.0%   | 0  |
| <b>Zone 5</b>                                                                                  |       |    |        |   |        |   |        |   |        |    |        |    |
| Co-op, Swakeleys Road,<br>Ickenham, Uxbridge,<br>UB10 8DF                                      | 0.2%  | 2  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.7%   | 1  | 1.0%   | 1  |
| Iceland, Grainge's Yard,<br>Uxbridge, UB8 1LH                                                  | 0.4%  | 3  | 0.0%   | 0 | 0.0%   | 0 | 1.0%   | 1 | 1.3%   | 2  | 0.0%   | 0  |
| Lidl, High Street, Uxbridge,<br>UB8 1GB                                                        | 1.1%  | 9  | 0.4%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 3.3%   | 5  | 3.0%   | 3  |
| Marks and Spencer (M&S),<br>High Street, Uxbridge,<br>UB8 1TL                                  | 1.1%  | 9  | 0.4%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 3.3%   | 5  | 3.0%   | 3  |
| Sainsbury's, York Road,<br>Uxbridge, UB8 1QW                                                   | 5.6%  | 48 | 0.0%   | 0 | 0.4%   | 1 | 1.0%   | 1 | 17.3%  | 26 | 20.0%  | 20 |
| Tesco Express, High Street,<br>Uxbridge, UB8 1ND                                               | 0.5%  | 4  | 0.0%   | 0 | 0.4%   | 1 | 0.0%   | 0 | 0.7%   | 1  | 2.0%   | 2  |
| <b>Outside Survey Area</b>                                                                     |       |    |        |   |        |   |        |   |        |    |        |    |
| Aldi, High Street, West<br>Drayton, UB7 7QN                                                    | 0.9%  | 8  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 3.3%   | 5  | 3.0%   | 3  |
| Asda, Forty Lane, Wembley,<br>HA9 9EX                                                          | 0.1%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 1.0%   | 1 | 0.0%   | 0  | 0.0%   | 0  |
| Asda, High Street, Harrow,<br>HA3 7AE                                                          | 0.2%  | 2  | 0.0%   | 0 | 0.8%   | 2 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0  |
| Asda, Millington Road,<br>Hayes, UB3 4AZ                                                       | 0.5%  | 4  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 2.0%   | 3  | 1.0%   | 1  |
| B&M, High Road, London,<br>N17 8EY                                                             | 0.2%  | 2  | 0.0%   | 0 | 0.4%   | 1 | 0.0%   | 0 | 0.7%   | 1  | 0.0%   | 0  |
| B&M, St George's Shopping<br>Centre, Harrow, HA1 1HS                                           | 0.2%  | 2  | 0.4%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.7%   | 1  | 0.0%   | 0  |
| Co-op, Greenford Avenue,<br>London, W7 1JH                                                     | 0.1%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.7%   | 1  | 0.0%   | 0  |
| Co-op, Olympic Way,<br>Wembley Park, Wembley,<br>HA9 0FR                                       | 0.4%  | 3  | 0.0%   | 0 | 0.8%   | 2 | 0.0%   | 0 | 0.7%   | 1  | 0.0%   | 0  |
| Co-op, York Way, Watford,<br>WD25 9DU                                                          | 0.1%  | 1  | 0.4%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0  |
| Costco, Hartspring Lane,<br>Bushey, WD25 8JS                                                   | 0.1%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 1.0%   | 1  |
| Dhamecha Cash & Carry,<br>Blyth Road, Hayes, UB3<br>1RY                                        | 0.1%  | 1  | 0.0%   | 0 | 0.4%   | 1 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0  |
| Home Bargains, Bullsbridge<br>Industrial Estate, Hayes<br>Road, Hounslow, Southall,<br>UB2 5LN | 0.1%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.7%   | 1  | 0.0%   | 0  |
| Home Bargains, High Street,<br>West Drayton, UB7 7GN                                           | 0.2%  | 2  | 0.0%   | 0 | 0.4%   | 1 | 1.0%   | 1 | 0.0%   | 0  | 0.0%   | 0  |
| Iceland, Central Square,<br>Wembley, HA9 7AJ                                                   | 0.1%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.7%   | 1  | 0.0%   | 0  |
| Iceland, Greenford Road,<br>Greenford, UB6 0HY                                                 | 0.1%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 1.0%   | 1 | 0.0%   | 0  | 0.0%   | 0  |
| Iceland, High Street, Harrow,<br>HA3 5DL                                                       | 0.2%  | 2  | 0.0%   | 0 | 0.8%   | 2 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0  |
| Iceland, High Street,<br>Hounslow, TW3 1QL                                                     | 0.1%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 1.0%   | 1 | 0.0%   | 0  | 0.0%   | 0  |

# Hillingdon Household Survey for Lichfields

|                                                                                                            | Total | Zone 1 |      | Zone 2 |      | Zone 3 |      | Zone 4 |      | Zone 5 |      |   |
|------------------------------------------------------------------------------------------------------------|-------|--------|------|--------|------|--------|------|--------|------|--------|------|---|
| Iceland, The Broadway, Greenford, UB6 9PT                                                                  | 0.2%  | 2      | 0.0% | 0      | 0.0% | 0      | 2.0% | 2      | 0.0% | 0      | 0.0% | 0 |
| Lidl, Bridge Street, Pinner, HA5 3HZ                                                                       | 1.2%  | 10     | 0.4% | 1      | 3.5% | 9      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Lidl, Cowley Road, Uxbridge, UB8 2AG                                                                       | 0.4%  | 3      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 1.3% | 2      | 1.0% | 1 |
| Lidl, Hayes Road, Hounslow, Southall, UB2 5LN                                                              | 0.2%  | 2      | 0.4% | 1      | 0.4% | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Lidl, High Road, Harrow, HA3 6HF                                                                           | 0.1%  | 1      | 0.0% | 0      | 0.4% | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Lidl, MacMillan Court, Ruislip Road East, London, Greenford, UB6 9FH                                       | 0.6%  | 5      | 0.8% | 2      | 0.8% | 2      | 1.0% | 1      | 0.0% | 0      | 0.0% | 0 |
| Lidl, St. Anns Road, Harrow, HA1 1AT                                                                       | 0.6%  | 5      | 0.0% | 0      | 1.6% | 4      | 1.0% | 1      | 0.0% | 0      | 0.0% | 0 |
| Lidl, Uxbridge Road, London, UB4 0SB                                                                       | 0.7%  | 6      | 0.4% | 1      | 0.0% | 0      | 1.0% | 1      | 2.0% | 3      | 1.0% | 1 |
| Local shops, Upton Park Local Centre                                                                       | 0.1%  | 1      | 0.0% | 0      | 0.4% | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Marks and Spencer (M&S) Foodhall, St Peters Court, High Street, Chalfont St Peter, Gerrards Cross, SL9 9QQ | 0.1%  | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 1.0% | 1 |
| Marks and Spencer (M&S) Simply Food, High Street, Rickmansworth, WD3 1BB                                   | 0.1%  | 1      | 0.4% | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Marks and Spencer (M&S) Simply Food, Oxford Road, Denham, Uxbridge, UB9 4DG                                | 0.1%  | 1      | 0.0% | 0      | 0.0% | 0      | 1.0% | 1      | 0.0% | 0      | 0.0% | 0 |
| Marks and Spencer (M&S) Simply Food, Staines Road West, Sunbury-on-Thames, Shepperton, TW16 7BB            | 0.2%  | 2      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 1.3% | 2      | 0.0% | 0 |
| Marks and Spencer (M&S), St. Anns Road, Harrow, HA1 1NB                                                    | 0.2%  | 2      | 0.0% | 0      | 0.4% | 1      | 1.0% | 1      | 0.0% | 0      | 0.0% | 0 |
| Marks and Spencer (M&S), Westway Cross Shopping Park, Greenford, UB6 0UW                                   | 0.2%  | 2      | 0.0% | 0      | 0.0% | 0      | 2.0% | 2      | 0.0% | 0      | 0.0% | 0 |
| Mina Stores, Green Street, London, E7 8LF                                                                  | 0.2%  | 2      | 0.0% | 0      | 0.0% | 0      | 2.0% | 2      | 0.0% | 0      | 0.0% | 0 |
| Morrisons Daily, Pinner Road, Northwood, HA6 1DA                                                           | 0.1%  | 1      | 0.0% | 0      | 0.4% | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Morrisons, The Arcadia Centre, The Broadway, London, W5 2ND                                                | 0.1%  | 1      | 0.0% | 0      | 0.0% | 0      | 1.0% | 1      | 0.0% | 0      | 0.0% | 0 |
| Morrisons, Trident Point, Pinner Road, Harrow, HA1 4BB                                                     | 0.8%  | 7      | 0.0% | 0      | 2.8% | 7      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Morrisons, Uxbridge Road, Pinner, HA5 4QT                                                                  | 1.6%  | 14     | 1.2% | 3      | 3.9% | 10     | 0.0% | 0      | 0.7% | 1      | 0.0% | 0 |
| Sabary Cash & Carry, Uxbridge Road, Hayes, UB4 0RL                                                         | 0.1%  | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.7% | 1      | 0.0% | 0 |
| Sainsbury's Local, High Street, Ruislip, HA4 7AN                                                           | 1.1%  | 9      | 3.6% | 9      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Sainsbury's Local, Uxbridge Road, London, W5 3NT                                                           | 0.2%  | 2      | 0.0% | 0      | 0.4% | 1      | 0.0% | 0      | 0.7% | 1      | 0.0% | 0 |
| Sainsbury's, Albert Road South, Watford, WD17 1PE                                                          | 0.1%  | 1      | 0.0% | 0      | 0.4% | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Sainsbury's, Ealing Road, Wembley, HA0 1PF                                                                 | 0.2%  | 2      | 0.0% | 0      | 0.4% | 1      | 0.0% | 0      | 0.7% | 1      | 0.0% | 0 |
| Sainsbury's, Lombardy Retail Park, Coldharbour Lane, Hayes, UB3 3EX                                        | 1.6%  | 14     | 0.0% | 0      | 0.4% | 1      | 3.1% | 3      | 6.7% | 10     | 0.0% | 0 |

|                                                                                                                                  | Total | Zone 1 |       | Zone 2 |       | Zone 3 |       | Zone 4 |       | Zone 5 |       |     |
|----------------------------------------------------------------------------------------------------------------------------------|-------|--------|-------|--------|-------|--------|-------|--------|-------|--------|-------|-----|
| Sainsbury's, Melbourne Avenue, London, W13 9BZ                                                                                   | 0.1%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 1.0%  | 1      | 0.0%  | 0      | 0.0%  | 0   |
| Sainsbury's, Nash Way, Kenton Road, Harrow, HA3 0JA                                                                              | 0.2%  | 2      | 0.0%  | 0      | 0.8%  | 2      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0   |
| Sainsbury's, Uxbridge Road, Hampton Hill, Hampton, TW12 1AW                                                                      | 0.1%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.7%  | 1      | 0.0%  | 0   |
| Spar, Comer Crescent, Southall, UB2 4XD                                                                                          | 0.1%  | 1      | 0.0%  | 0      | 0.4%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0   |
| Tesco Express (Esso), High Street, Cowley, Uxbridge, UB8 2HL                                                                     | 0.1%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.7%  | 1      | 0.0%  | 0   |
| Tesco Express, Beresford Avenue, Wembley, HA0 1NP                                                                                | 0.1%  | 1      | 0.0%  | 0      | 0.4%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0   |
| Tesco Express, East Lane, Wembley, HA0 3NJ                                                                                       | 0.1%  | 1      | 0.0%  | 0      | 0.4%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0   |
| Tesco Express, Heath Road, Twickenham, TW1 4BN                                                                                   | 0.1%  | 1      | 0.0%  | 0      | 0.4%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0   |
| Tesco Express, Preston Road, Wembley, HA9 8NF                                                                                    | 0.2%  | 2      | 0.0%  | 0      | 0.4%  | 1      | 1.0%  | 1      | 0.0%  | 0      | 0.0%  | 0   |
| Tesco Express, Uxbridge Road, Hayes, UB4 0RX                                                                                     | 0.2%  | 2      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 1.3%  | 2      | 0.0%  | 0   |
| Tesco Extra, Bulls Bridge Industrial Estate, Hayes Road, Hounslow, Southall, UB2 5NB                                             | 0.1%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.7%  | 1      | 0.0%  | 0   |
| Tesco Extra, Glencoe Road, Hayes, UB4 9SQ                                                                                        | 3.5%  | 30     | 0.0%  | 0      | 0.0%  | 0      | 20.4% | 20     | 6.0%  | 9      | 1.0%  | 1   |
| Tesco Extra, Grant Way, Isleworth, TW7 5NZ                                                                                       | 0.1%  | 1      | 0.4%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0   |
| Tesco Superstore, Ash Hill Drive, Pinner, HA5 2AG                                                                                | 2.3%  | 20     | 6.8%  | 17     | 1.2%  | 3      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0   |
| Tesco Superstore, Frogmoor Wharf, Harefield Road, Rickmansworth, WD3 1LX                                                         | 0.7%  | 6      | 0.8%  | 2      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 4.0%  | 4   |
| Tesco Superstore, High Street, West Drayton, UB7 7FP                                                                             | 1.4%  | 12     | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 6.7%  | 10     | 2.0%  | 2   |
| Tesco Superstore, Packhorse Road, Gerrards Cross, SL9 8ER                                                                        | 0.2%  | 2      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 2.0%  | 2   |
| Tesco Superstore, Station Road, Harrow, HA1 2TU                                                                                  | 1.2%  | 10     | 0.4%  | 1      | 3.5%  | 9      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0   |
| Tesco Superstore, Western Avenue, Greenford, UB6 8DW                                                                             | 0.7%  | 6      | 0.8%  | 2      | 0.0%  | 0      | 3.1%  | 3      | 0.7%  | 1      | 0.0%  | 0   |
| Waitrose, Alexandria Road, London, W13 0NL                                                                                       | 0.2%  | 2      | 0.0%  | 0      | 0.0%  | 0      | 1.0%  | 1      | 0.7%  | 1      | 0.0%  | 0   |
| Waitrose, High Road, Harrow, HA3 6HF                                                                                             | 0.2%  | 2      | 0.0%  | 0      | 0.8%  | 2      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0   |
| Waitrose, Kingsend, Ruislip, HA4 7DS                                                                                             | 5.6%  | 48     | 9.2%  | 23     | 0.0%  | 0      | 0.0%  | 0      | 4.7%  | 7      | 18.0% | 18  |
| Waitrose, Westfield London Shopping Centre, Ariel Way, London, W12 7GA                                                           | 0.1%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 1.0%  | 1      | 0.0%  | 0      | 0.0%  | 0   |
| <b>Others</b>                                                                                                                    |       |        |       |        |       |        |       |        |       |        |       |     |
| Internet / delivery                                                                                                              | 14.8% | 126    | 12.7% | 32     | 14.2% | 36     | 14.3% | 14     | 15.3% | 23     | 21.0% | 21  |
| (Don't know / can't remember)                                                                                                    | 1.3%  | 11     | 1.6%  | 4      | 1.6%  | 4      | 1.0%  | 1      | 1.3%  | 2      | 0.0%  | 0   |
| Base:                                                                                                                            |       | 853    |       | 251    |       | 254    |       | 98     |       | 150    |       | 100 |
| <b>Q06 Do you make 'top-up' food shopping trips, for goods such as bread and milk, in between your main food shopping trips?</b> |       |        |       |        |       |        |       |        |       |        |       |     |
| Yes                                                                                                                              | 74.0% | 631    | 77.7% | 195    | 76.0% | 193    | 78.6% | 77     | 64.7% | 97     | 69.0% | 69  |
| No                                                                                                                               | 26.0% | 222    | 22.3% | 56     | 24.0% | 61     | 21.4% | 21     | 35.3% | 53     | 31.0% | 31  |
| Base:                                                                                                                            |       | 853    |       | 251    |       | 254    |       | 98     |       | 150    |       | 100 |

# Hillingdon Household Survey for Lichfields

|                                                                                        |      | Total |      | Zone 1 |      | Zone 2 |      | Zone 3 |      | Zone 4 |      | Zone 5 |  |
|----------------------------------------------------------------------------------------|------|-------|------|--------|------|--------|------|--------|------|--------|------|--------|--|
| <b>Q07 Where did you last undertake your household's small scale /top-up shopping?</b> |      |       |      |        |      |        |      |        |      |        |      |        |  |
| <i>Those who do top-up shopping at Q06</i>                                             |      |       |      |        |      |        |      |        |      |        |      |        |  |
| <b>Zone 1</b>                                                                          |      |       |      |        |      |        |      |        |      |        |      |        |  |
| Aldi, Field End Road, Pinner, HA5 1QH                                                  | 2.1% | 13    | 5.6% | 11     | 1.0% | 2      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      |  |
| Aldi, Victoria Retail Park, Ruislip, HA4 0EH                                           | 2.2% | 14    | 5.6% | 11     | 0.0% | 0      | 1.3% | 1      | 1.0% | 1      | 1.4% | 1      |  |
| Asda, Old Dairy Lane, Ruislip, HA4 0FY                                                 | 3.0% | 19    | 8.2% | 16     | 0.5% | 1      | 0.0% | 0      | 1.0% | 1      | 1.4% | 1      |  |
| B&M, Victoria Road, London, HA4 0EH                                                    | 0.3% | 2     | 1.0% | 2      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      |  |
| Budgens, Victoria Road, Ruislip, HA4 9AB                                               | 1.0% | 6     | 3.1% | 6      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      |  |
| Elifs Food Market, Field End Road, Pinner, HA5 1QR                                     | 0.2% | 1     | 0.5% | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      |  |
| Iceland, High Street, Ruislip, HA4 8LJ                                                 | 1.9% | 12    | 3.6% | 7      | 2.6% | 5      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      |  |
| Lidl, Victoria Road, Ruislip, HA4 0QQ                                                  | 1.4% | 9     | 3.6% | 7      | 1.0% | 2      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      |  |
| Local shops, Eastcote Local Centre                                                     | 0.2% | 1     | 0.5% | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      |  |
| Londis, Victoria Road, Ruislip, HA4 0EQ                                                | 0.2% | 1     | 0.0% | 0      | 0.0% | 0      | 1.3% | 1      | 0.0% | 0      | 0.0% | 0      |  |
| Londis, Whitby Road, Ruislip, HA4 9EB                                                  | 0.2% | 1     | 0.5% | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      |  |
| Morrisons Daily, Whitby Road, Ruislip, HA4 9EB                                         | 0.5% | 3     | 1.5% | 3      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      |  |
| Sainsbury's Local, Field End Road, Ruislip, Pinner, HA5 1RD                            | 1.1% | 7     | 2.6% | 5      | 1.0% | 2      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      |  |
| Sainsbury's, Long Drive, Ruislip, HA4 0HQ                                              | 3.2% | 20    | 7.7% | 15     | 2.1% | 4      | 0.0% | 0      | 1.0% | 1      | 0.0% | 0      |  |
| Tesco Express, Field End Road, Pinner, HA5 1QL                                         | 1.4% | 9     | 3.6% | 7      | 1.0% | 2      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      |  |
| Tesco Express, Field End Road, Ruislip, HA4 0QP                                        | 2.1% | 13    | 5.1% | 10     | 1.0% | 2      | 1.3% | 1      | 0.0% | 0      | 0.0% | 0      |  |
| Tesco Express, High Street, Ruislip, HA4 8LS                                           | 1.9% | 12    | 4.6% | 9      | 0.5% | 1      | 1.3% | 1      | 0.0% | 0      | 1.4% | 1      |  |
| Tesco Express, Park Way, Ruislip, HA4 8NR                                              | 2.1% | 13    | 6.2% | 12     | 0.5% | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      |  |
| Western Food Stores, New Pond Parade, West End Road, Ruislip, HA4 6LR                  | 0.3% | 2     | 1.0% | 2      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      |  |
| <b>Zone 2</b>                                                                          |      |       |      |        |      |        |      |        |      |        |      |        |  |
| Aldi, Northolt Road, South Harrow, Harrow, HA2 8EQ                                     | 1.0% | 6     | 0.0% | 0      | 3.1% | 6      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      |  |
| Asda, Northolt Road, London, HA2 8JN                                                   | 0.8% | 5     | 0.0% | 0      | 1.6% | 3      | 2.6% | 2      | 0.0% | 0      | 0.0% | 0      |  |
| Best Booze, Wood End Gardens, Northolt, UB5 4QJ                                        | 0.2% | 1     | 0.0% | 0      | 0.5% | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      |  |
| Best Foods, Northolt Road, South Harrow, Harrow, HA2 8HR                               | 0.2% | 1     | 0.0% | 0      | 0.5% | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      |  |
| Costcutter, Oldfields Circus, Northolt, UB5 4RR                                        | 0.3% | 2     | 0.0% | 0      | 0.5% | 1      | 1.3% | 1      | 0.0% | 0      | 0.0% | 0      |  |
| Iceland, Northolt Road, South Harrow, Harrow, HA2 8EB                                  | 0.3% | 2     | 0.0% | 0      | 1.0% | 2      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      |  |
| Iceland, Rayners Lane, Harrow, Pinner, HA5 5ED                                         | 1.1% | 7     | 0.5% | 1      | 3.1% | 6      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      |  |
| Khurana's Food & Wine, Eastcote Lane, South Harrow, Harrow, HA2 9AJ                    | 0.2% | 1     | 0.0% | 0      | 0.5% | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      |  |
| Komal Superstore, Haydock Green, Northolt, UB5 4AP                                     | 0.2% | 1     | 0.0% | 0      | 0.0% | 0      | 1.3% | 1      | 0.0% | 0      | 0.0% | 0      |  |
| Marks and Spencer (M&S) Simply Food, Bishops Walk, Pinner, HA5 5QQ                     | 1.7% | 11    | 3.6% | 7      | 2.1% | 4      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      |  |
| Marks and Spencer (M&S) Simply Food, Pett's Hill,                                      | 0.5% | 3     | 0.0% | 0      | 1.0% | 2      | 1.3% | 1      | 0.0% | 0      | 0.0% | 0      |  |

Hillingdon Household Survey  
for Lichfields

|                                                                             | Total |    | Zone 1 |   | Zone 2 |    | Zone 3 |    | Zone 4 |   | Zone 5 |   |
|-----------------------------------------------------------------------------|-------|----|--------|---|--------|----|--------|----|--------|---|--------|---|
| Northolt, UB5 4NP                                                           |       |    |        |   |        |    |        |    |        |   |        |   |
| Marsh Food & Wine, Marsh Road, Pinner, HA5 5PB                              | 0.2%  | 1  | 0.5%   | 1 | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 |
| New South Harrow Food & Wines, Northolt Road, South Harrow, Harrow, HA2 8DU | 0.2%  | 1  | 0.0%   | 0 | 0.5%   | 1  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 |
| Odeon News, Alexandra Avenue, Rayners Lane, Harrow, HA2 9TR                 | 0.2%  | 1  | 0.0%   | 0 | 0.5%   | 1  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 |
| Rayners Food Centre, Rayners Lane, Harrow, Pinner, HA2 7LX                  | 0.2%  | 1  | 0.0%   | 0 | 0.5%   | 1  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 |
| Sainsbury's Local, Rayners Lane, Pinner, HA5 5ER                            | 2.2%  | 14 | 0.5%   | 1 | 6.7%   | 13 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 |
| Sainsbury's, Barters Walk, Pinner, HA5 5LU                                  | 2.1%  | 13 | 2.1%   | 4 | 4.7%   | 9  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 |
| Sunrise Cash & Carry, Rayners Lane, Pinner, HA5 5ER                         | 0.2%  | 1  | 0.0%   | 0 | 0.5%   | 1  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 |
| Tesco Express, Alexandra Avenue, Rayners Lane, Harrow, HA2 9UE              | 1.4%  | 9  | 0.0%   | 0 | 4.7%   | 9  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 |
| Tesco Express, Pinner Road, North Harrow, Harrow HA2 6EH                    | 1.0%  | 6  | 0.0%   | 0 | 3.1%   | 6  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 |
| Tesco Express, Shaftesbury Circle, Shaftesbury Avenue, London, HA2 0AT      | 1.0%  | 6  | 0.0%   | 0 | 3.1%   | 6  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 |
| Tesco Express, Whittington Way, Pinner, HA5 5JX                             | 1.1%  | 7  | 1.0%   | 2 | 2.6%   | 5  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 |
| Waitrose, Northolt Road, South Harrow, Harrow, HA2 0EG                      | 1.3%  | 8  | 0.0%   | 0 | 3.6%   | 7  | 1.3%   | 1  | 0.0%   | 0 | 0.0%   | 0 |
| Wenzel's the Bakers, Rayners Lane, Pinner, HA5 5ER                          | 0.5%  | 3  | 0.0%   | 0 | 1.6%   | 3  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 |
| Wood End Stores, Wood End Lane, Northolt, UB5 4JP                           | 0.2%  | 1  | 0.0%   | 0 | 0.5%   | 1  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 |
| <b>Zone 3</b>                                                               |       |    |        |   |        |    |        |    |        |   |        |   |
| Aguona, Church Road, Northolt, UB5 5AG                                      | 0.2%  | 1  | 0.0%   | 0 | 0.0%   | 0  | 1.3%   | 1  | 0.0%   | 0 | 0.0%   | 0 |
| Butler Stores, Shadwell Drive, Northolt, UB5 6DD                            | 0.2%  | 1  | 0.0%   | 0 | 0.0%   | 0  | 1.3%   | 1  | 0.0%   | 0 | 0.0%   | 0 |
| Co-op, Church Road, Northolt, UB5 5AB                                       | 1.1%  | 7  | 0.5%   | 1 | 0.5%   | 1  | 6.5%   | 5  | 0.0%   | 0 | 0.0%   | 0 |
| Co-op, Yeading Lane, Northolt, UB5 6LN                                      | 0.5%  | 3  | 0.0%   | 0 | 0.0%   | 0  | 3.9%   | 3  | 0.0%   | 0 | 0.0%   | 0 |
| Happy Shop, Arrowscout Walk, Northolt, UB5 6EE                              | 0.3%  | 2  | 0.0%   | 0 | 0.0%   | 0  | 2.6%   | 2  | 0.0%   | 0 | 0.0%   | 0 |
| Jas Supermarket, Byron Way, Northolt, UB5 6BW                               | 0.2%  | 1  | 0.0%   | 0 | 0.0%   | 0  | 1.3%   | 1  | 0.0%   | 0 | 0.0%   | 0 |
| Lidl, Ruislip Road, Northolt, UB5 5PQ                                       | 0.8%  | 5  | 0.0%   | 0 | 0.0%   | 0  | 6.5%   | 5  | 0.0%   | 0 | 0.0%   | 0 |
| Locals Welcome Food and Wine, Church Road, Northolt, UB5 5AW                | 0.2%  | 1  | 0.0%   | 0 | 0.0%   | 0  | 1.3%   | 1  | 0.0%   | 0 | 0.0%   | 0 |
| Londis, Mandeville Road, Northolt, UB5 5BH                                  | 0.2%  | 1  | 0.0%   | 0 | 0.0%   | 0  | 1.3%   | 1  | 0.0%   | 0 | 0.0%   | 0 |
| Northolt Food Centre, Church Road, Northolt, UB5 5AU                        | 0.2%  | 1  | 0.0%   | 0 | 0.0%   | 0  | 1.3%   | 1  | 0.0%   | 0 | 0.0%   | 0 |
| Ridgeway News, Ridgeway Walk, Northolt, UB5 5SE                             | 0.2%  | 1  | 0.0%   | 0 | 0.0%   | 0  | 1.3%   | 1  | 0.0%   | 0 | 0.0%   | 0 |
| Sainsbury's Local, Mandeville Road, Northolt, UB5 5HF                       | 2.4%  | 15 | 0.0%   | 0 | 1.0%   | 2  | 16.9%  | 13 | 0.0%   | 0 | 0.0%   | 0 |
| Sham House, Mandeville Road, Northolt, UB5 5BL                              | 0.2%  | 1  | 0.0%   | 0 | 0.0%   | 0  | 1.3%   | 1  | 0.0%   | 0 | 0.0%   | 0 |
| Tesco Express, Church Road, Northolt, UB5 5AU                               | 0.6%  | 4  | 0.0%   | 0 | 0.0%   | 0  | 5.2%   | 4  | 0.0%   | 0 | 0.0%   | 0 |
| <b>Zone 4</b>                                                               |       |    |        |   |        |    |        |    |        |   |        |   |

# Hillingdon Household Survey for Lichfields

|                                                                                       | Total |    | Zone 1 |   | Zone 2 |   | Zone 3 |   | Zone 4 |    | Zone 5 |    |
|---------------------------------------------------------------------------------------|-------|----|--------|---|--------|---|--------|---|--------|----|--------|----|
| Asda Express, Uxbridge Road, Uxbridge, UB10 0NZ                                       | 0.8%  | 5  | 0.0%   | 0 | 0.0%   | 0 | 1.3%   | 1 | 4.1%   | 4  | 0.0%   | 0  |
| Co-op, Kingshill Avenue, Hayes, UB4 8BY                                               | 0.6%  | 4  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 4.1%   | 4  | 0.0%   | 0  |
| Co-op, Long Lane, Uxbridge, UB10 9PG                                                  | 2.7%  | 17 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 13.4%  | 13 | 5.8%   | 4  |
| Iceland, Uxbridge Road, Hayes End, Hayes, UB4 8JH                                     | 0.5%  | 3  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 3.1%   | 3  | 0.0%   | 0  |
| Marks and Spencer (M&S) Simply Food, Uxbridge Road, Uxbridge, Hayes, UB10 0LQ         | 1.4%  | 9  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 9.3%   | 9  | 0.0%   | 0  |
| Neelam Post Office & Convenience, Ryefield Avenue, Uxbridge, UB10 9DA                 | 0.3%  | 2  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 2.1%   | 2  | 0.0%   | 0  |
| Nisa Local, Kingshill Avenue, Hayes, UB4 8BZ                                          | 0.3%  | 2  | 0.0%   | 0 | 0.0%   | 0 | 1.3%   | 1 | 1.0%   | 1  | 0.0%   | 0  |
| Zone 5                                                                                |       |    |        |   |        |   |        |   |        |    |        |    |
| Co-op, Swakeleys Road, Ickenham, Uxbridge, UB10 8DF                                   | 4.4%  | 28 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 2.1%   | 2  | 37.7%  | 26 |
| Costcutter, Swakeleys Road, Ickenham, Uxbridge, UB10 8DQ                              | 0.2%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 1.3%   | 1 | 0.0%   | 0  | 0.0%   | 0  |
| Euros, Swakeleys Road, Ickenham, Uxbridge, UB10 8DQ                                   | 0.3%  | 2  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 2.9%   | 2  |
| Lidl, High Street, Uxbridge, UB8 1GB                                                  | 1.7%  | 11 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 6.2%   | 6  | 7.2%   | 5  |
| Londis, Swakeleys Road, Ickenham, Uxbridge, UB10 8TB                                  | 0.2%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 1.0%   | 1  | 0.0%   | 0  |
| Marks and Spencer (M&S), High Street, Uxbridge, UB8 1TL                               | 2.2%  | 14 | 0.5%   | 1 | 0.0%   | 0 | 2.6%   | 2 | 6.2%   | 6  | 7.2%   | 5  |
| Sainsbury's, York Road, Uxbridge, UB8 1QW                                             | 1.9%  | 12 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 5.2%   | 5  | 10.1%  | 7  |
| Tesco Express, High Road, Ickenham, Uxbridge, UB10 8LB                                | 0.8%  | 5  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 7.2%   | 5  |
| Tesco Express, High Street, Uxbridge, UB8 1ND                                         | 0.8%  | 5  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 5.2%   | 5  | 0.0%   | 0  |
| Outside Survey Area                                                                   |       |    |        |   |        |   |        |   |        |    |        |    |
| Aldi, High Street, West Drayton, UB7 7QN                                              | 0.5%  | 3  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 1.0%   | 1  | 2.9%   | 2  |
| Asda, High Street, Harrow, HA3 7AE                                                    | 0.8%  | 5  | 0.0%   | 0 | 1.6%   | 3 | 1.3%   | 1 | 1.0%   | 1  | 0.0%   | 0  |
| Asda, Millington Road, Hayes, UB3 4AZ                                                 | 0.2%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 1.0%   | 1  | 0.0%   | 0  |
| Co-op, 107-109 Pitshanger Lane, London, W5 1RH                                        | 0.2%  | 1  | 0.0%   | 0 | 0.5%   | 1 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0  |
| Co-op, North Orbital Road, Denham, Uxbridge, UB9 5FB                                  | 0.2%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 1.4%   | 1  |
| Co-op, Olympic Way, Wembley Park, Wembley, HA9 0FR                                    | 0.2%  | 1  | 0.0%   | 0 | 0.5%   | 1 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0  |
| Co-op, Park Lane, Harefield, Uxbridge, UB9 6BJ                                        | 0.3%  | 2  | 1.0%   | 2 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0  |
| Co-op, St Albans Road, Watford, WD24 4AE                                              | 0.2%  | 1  | 0.0%   | 0 | 0.5%   | 1 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0  |
| Costco, Western International Park, Hayes Road, Cranford, Hounslow, Southall, UB2 5XJ | 0.2%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 1.3%   | 1 | 0.0%   | 0  | 0.0%   | 0  |
| Costcutter, High Street, Harefield, Uxbridge, UB9 6BU                                 | 0.2%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 1.0%   | 1  | 0.0%   | 0  |
| Harrow Local Food & Wine, Station Road, Harrow,                                       | 0.2%  | 1  | 0.0%   | 0 | 0.5%   | 1 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0  |

|                                                                                                 | Total | Zone 1 |      | Zone 2 |      | Zone 3 |      | Zone 4 |      | Zone 5 |      |   |
|-------------------------------------------------------------------------------------------------|-------|--------|------|--------|------|--------|------|--------|------|--------|------|---|
| HA1 2AW                                                                                         |       |        |      |        |      |        |      |        |      |        |      |   |
| Iceland, High Street, Harrow, HA3 5DL                                                           | 0.2%  | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 1.0% | 1      | 0.0% | 0 |
| Iceland, Station Road, Hayes, UB3 4DX                                                           | 0.2%  | 1      | 0.0% | 0      | 0.5% | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Lidl, Bridge Street, Pinner, HA5 3HZ                                                            | 0.3%  | 2      | 0.0% | 0      | 1.0% | 2      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Lidl, Cowley Road, Uxbridge, UB8 2AG                                                            | 0.3%  | 2      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 1.0% | 1      | 1.4% | 1 |
| Lidl, Hayes Road, Hounslow, Southall, UB2 5LN                                                   | 0.2%  | 1      | 0.0% | 0      | 0.5% | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Lidl, MacMillan Court, Ruislip Road East, London, Greenford, UB6 9FH                            | 0.2%  | 1      | 0.0% | 0      | 0.0% | 0      | 1.3% | 1      | 0.0% | 0      | 0.0% | 0 |
| Lidl, St. Anns Road, Harrow, HA1 1AT                                                            | 0.6%  | 4      | 0.0% | 0      | 2.1% | 4      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Lidl, Uxbridge Road, London, UB4 0SB                                                            | 0.5%  | 3      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 3.1% | 3      | 0.0% | 0 |
| Local shops, Kensington Local Centre                                                            | 0.2%  | 1      | 0.0% | 0      | 0.0% | 0      | 1.3% | 1      | 0.0% | 0      | 0.0% | 0 |
| Local shops, Pinner Local Centre                                                                | 0.2%  | 1      | 0.0% | 0      | 0.5% | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Local shops, West Ealing District Centre                                                        | 0.2%  | 1      | 0.0% | 0      | 0.5% | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Marks and Spencer (M&S) Simply Food, Bessborough Road, Harrow, HA1 3BS                          | 0.2%  | 1      | 0.0% | 0      | 0.5% | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Marks and Spencer (M&S) Simply Food, High Street, Rickmansworth, WD3 1BB                        | 0.2%  | 1      | 0.5% | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Marks and Spencer (M&S) Simply Food, Staines Road West, Sunbury-on-Thames, Shepperton, TW16 7BB | 0.2%  | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 1.0% | 1      | 0.0% | 0 |
| Marks and Spencer (M&S), Kew Retail Park, Saint Martin's Walk, Mortlake Road, Richmond, TW9 4AD | 0.2%  | 1      | 0.0% | 0      | 0.0% | 0      | 1.3% | 1      | 0.0% | 0      | 0.0% | 0 |
| Marks and Spencer (M&S), St. Anns Road, Harrow, HA1 1NB                                         | 0.8%  | 5      | 1.0% | 2      | 1.6% | 3      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Morrisons, Trident Point, Pinner Road, Harrow, HA1 4BB                                          | 0.5%  | 3      | 0.0% | 0      | 1.6% | 3      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Morrisons, Uxbridge Road, Pinner, HA5 4QT                                                       | 0.2%  | 1      | 0.0% | 0      | 0.5% | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Sainsbury's Local, High Street, Ruislip, HA4 7AN                                                | 0.8%  | 5      | 2.6% | 5      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Sainsbury's Local, Northfield Avenue, London, W13 9QU                                           | 0.2%  | 1      | 0.0% | 0      | 0.5% | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Sainsbury's, Ealing Road, Wembley, HA0 1PF                                                      | 0.2%  | 1      | 0.0% | 0      | 0.0% | 0      | 1.3% | 1      | 0.0% | 0      | 0.0% | 0 |
| Sainsbury's, Lombardy Retail Park, Coldharbour Lane, Hayes, UB3 3EX                             | 0.2%  | 1      | 0.0% | 0      | 0.0% | 0      | 1.3% | 1      | 0.0% | 0      | 0.0% | 0 |
| Sainsbury's, Nash Way, Kenton Road, Harrow, HA3 0JA                                             | 0.2%  | 1      | 0.0% | 0      | 0.5% | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Tesco Express (Esso), High Street, Cowley, Uxbridge, UB8 2HL                                    | 0.2%  | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 1.4% | 1 |
| Tesco Express, East Lane, Wembley, HA0 3NJ                                                      | 0.2%  | 1      | 0.0% | 0      | 0.5% | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Tesco Express, King Street, Southall, UB2 4DB                                                   | 0.2%  | 1      | 0.0% | 0      | 0.0% | 0      | 1.3% | 1      | 0.0% | 0      | 0.0% | 0 |
| Tesco Express, Lady Margaret Road, Southall,                                                    | 0.2%  | 1      | 0.0% | 0      | 0.0% | 0      | 1.3% | 1      | 0.0% | 0      | 0.0% | 0 |

Hillingdon Household Survey  
for Lichfields

|                                                                                      | Total | Zone 1 |      | Zone 2 |       | Zone 3 |      | Zone 4 |       | Zone 5 |      |    |
|--------------------------------------------------------------------------------------|-------|--------|------|--------|-------|--------|------|--------|-------|--------|------|----|
| UB1 2QQ                                                                              |       |        |      |        |       |        |      |        |       |        |      |    |
| Tesco Extra, Bulls Bridge Industrial Estate, Hayes Road, Hounslow, Southall, UB2 5NB | 0.2%  | 1      | 0.0% | 0      | 0.0%  | 0      | 0.0% | 0      | 1.0%  | 1      | 0.0% | 0  |
| Tesco Extra, Glencoe Road, Hayes, UB4 9SQ                                            | 0.5%  | 3      | 0.0% | 0      | 0.0%  | 0      | 3.9% | 3      | 0.0%  | 0      | 0.0% | 0  |
| Tesco Superstore, Ash Hill Drive, Pinner, HA5 2AG                                    | 1.1%  | 7      | 2.6% | 5      | 1.0%  | 2      | 0.0% | 0      | 0.0%  | 0      | 0.0% | 0  |
| Tesco Superstore, Packhorse Road, Gerrards Cross, SL9 8ER                            | 0.2%  | 1      | 0.0% | 0      | 0.0%  | 0      | 0.0% | 0      | 1.0%  | 1      | 0.0% | 0  |
| Tesco Superstore, Station Road, Harrow, HA1 2TU                                      | 0.3%  | 2      | 0.0% | 0      | 1.0%  | 2      | 0.0% | 0      | 0.0%  | 0      | 0.0% | 0  |
| The Espresso Bakery, High Street, Cowley, Uxbridge, UB8 2HL                          | 0.2%  | 1      | 0.0% | 0      | 0.0%  | 0      | 0.0% | 0      | 1.0%  | 1      | 0.0% | 0  |
| Waitrose (Little), Fordbridge Road, Ashford, TW15 3RD                                | 0.2%  | 1      | 0.5% | 1      | 0.0%  | 0      | 0.0% | 0      | 0.0%  | 0      | 0.0% | 0  |
| Waitrose, Green Lane, Northwood, HA6 2XW                                             | 0.2%  | 1      | 0.0% | 0      | 0.0%  | 0      | 0.0% | 0      | 0.0%  | 0      | 1.4% | 1  |
| Waitrose, High Road, Harrow, HA3 6HF                                                 | 0.3%  | 2      | 0.0% | 0      | 1.0%  | 2      | 0.0% | 0      | 0.0%  | 0      | 0.0% | 0  |
| Waitrose, Homestead Road, Rickmansworth, WD3 1FX                                     | 0.2%  | 1      | 0.5% | 1      | 0.0%  | 0      | 0.0% | 0      | 0.0%  | 0      | 0.0% | 0  |
| Waitrose, Kingsend, Ruislip, HA4 7DS                                                 | 3.6%  | 23     | 7.7% | 15     | 0.0%  | 0      | 0.0% | 0      | 3.1%  | 3      | 7.2% | 5  |
| Waitrose, The Brunswick Centre, Handel Street, London, WC1N 1AF                      | 0.2%  | 1      | 0.0% | 0      | 0.5%  | 1      | 0.0% | 0      | 0.0%  | 0      | 0.0% | 0  |
| Others                                                                               |       |        |      |        |       |        |      |        |       |        |      |    |
| Internet / delivery                                                                  | 1.6%  | 10     | 1.5% | 3      | 0.5%  | 1      | 5.2% | 4      | 2.1%  | 2      | 0.0% | 0  |
| (Don't know / can't remember)                                                        | 12.7% | 80     | 8.2% | 16     | 21.8% | 42     | 7.8% | 6      | 15.5% | 15     | 1.4% | 1  |
| Base:                                                                                |       | 631    |      | 195    |       | 193    |      | 77     |       | 97     |      | 69 |

# Hillingdon Household Survey for Lichfields

|                                                                       |                                                                                            | Total |      | Zone 1 |      | Zone 2 |      | Zone 3 |      | Zone 4 |      | Zone 5 |  |
|-----------------------------------------------------------------------|--------------------------------------------------------------------------------------------|-------|------|--------|------|--------|------|--------|------|--------|------|--------|--|
| Q08                                                                   | Where did you undertake your household's small scale/top-up shopping the time before last? |       |      |        |      |        |      |        |      |        |      |        |  |
|                                                                       | Those who do top-up shopping at Q06: and stated a location at Q07                          |       |      |        |      |        |      |        |      |        |      |        |  |
| Zone 1                                                                |                                                                                            |       |      |        |      |        |      |        |      |        |      |        |  |
| Aldi, Field End Road, Pinner, HA5 1QH                                 | 2.5%                                                                                       | 14    | 6.7% | 12     | 1.3% | 2      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      |  |
| Aldi, Victoria Retail Park, Ruislip, HA4 0EH                          | 2.5%                                                                                       | 14    | 5.6% | 10     | 0.0% | 0      | 1.4% | 1      | 2.4% | 2      | 1.5% | 1      |  |
| Asda, Old Dairy Lane, Ruislip, HA4 0FY                                | 3.1%                                                                                       | 17    | 7.8% | 14     | 1.3% | 2      | 1.4% | 1      | 0.0% | 0      | 0.0% | 0      |  |
| B&M, Victoria Road, London, HA4 0EH                                   | 0.2%                                                                                       | 1     | 0.6% | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      |  |
| Budgens, Victoria Road, Ruislip, HA4 9AB                              | 1.3%                                                                                       | 7     | 3.9% | 7      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      |  |
| Iceland, High Street, Ruislip, HA4 8LJ                                | 2.7%                                                                                       | 15    | 4.5% | 8      | 3.3% | 5      | 0.0% | 0      | 0.0% | 0      | 2.9% | 2      |  |
| Lidl, Victoria Road, Ruislip, HA4 0QQ                                 | 0.9%                                                                                       | 5     | 2.2% | 4      | 0.7% | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      |  |
| Local shops, Eastcote Local Centre                                    | 0.2%                                                                                       | 1     | 0.6% | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      |  |
| Londis, Whitby Road, Ruislip, HA4 9EB                                 | 0.2%                                                                                       | 1     | 0.6% | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      |  |
| Morrisons Daily, Whitby Road, Ruislip, HA4 9EB                        | 0.5%                                                                                       | 3     | 1.7% | 3      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      |  |
| Sainsbury's Local, Field End Road, Ruislip, Pinner, HA5 1RD           | 1.3%                                                                                       | 7     | 3.4% | 6      | 0.7% | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      |  |
| Sainsbury's, Long Drive, Ruislip, HA4 0HQ                             | 3.3%                                                                                       | 18    | 6.7% | 12     | 2.6% | 4      | 1.4% | 1      | 1.2% | 1      | 0.0% | 0      |  |
| Suraj Food & Wine, Whitby Road, Ruislip, HA4 9DY                      | 0.2%                                                                                       | 1     | 0.6% | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      |  |
| Tesco Express, Field End Road, Pinner, HA5 1QL                        | 1.3%                                                                                       | 7     | 2.2% | 4      | 2.0% | 3      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      |  |
| Tesco Express, Field End Road, Ruislip, HA4 0QP                       | 1.6%                                                                                       | 9     | 3.9% | 7      | 0.7% | 1      | 1.4% | 1      | 0.0% | 0      | 0.0% | 0      |  |
| Tesco Express, High Street, Ruislip, HA4 8LS                          | 2.0%                                                                                       | 11    | 4.5% | 8      | 0.7% | 1      | 1.4% | 1      | 0.0% | 0      | 1.5% | 1      |  |
| Tesco Express, Park Way, Ruislip, HA4 8NR                             | 2.0%                                                                                       | 11    | 6.1% | 11     | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      |  |
| Western Food Stores, New Pond Parade, West End Road, Ruislip, HA4 6LR | 0.2%                                                                                       | 1     | 0.6% | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      |  |
| Zone 2                                                                |                                                                                            |       |      |        |      |        |      |        |      |        |      |        |  |
| A & K Convenience Store, Northolt Road, South Harrow, Harrow, HA2 0LH | 0.2%                                                                                       | 1     | 0.0% | 0      | 0.7% | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      |  |
| Aldi, Northolt Road, South Harrow, Harrow, HA2 8EQ                    | 1.1%                                                                                       | 6     | 0.6% | 1      | 2.6% | 4      | 1.4% | 1      | 0.0% | 0      | 0.0% | 0      |  |
| Asda, Northolt Road, London, HA2 8JN                                  | 0.7%                                                                                       | 4     | 0.0% | 0      | 2.0% | 3      | 1.4% | 1      | 0.0% | 0      | 0.0% | 0      |  |
| Best Foods, Northolt Road, South Harrow, Harrow, HA2 8HR              | 0.2%                                                                                       | 1     | 0.0% | 0      | 0.7% | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      |  |
| Costcutter, Oldfields Circus, Northolt, UB5 4RR                       | 0.4%                                                                                       | 2     | 0.0% | 0      | 0.7% | 1      | 1.4% | 1      | 0.0% | 0      | 0.0% | 0      |  |
| Iceland, Northolt Road, South Harrow, Harrow, HA2 8EB                 | 0.5%                                                                                       | 3     | 0.0% | 0      | 2.0% | 3      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      |  |
| Iceland, Rayners Lane, Harrow, Pinner, HA5 5ED                        | 0.9%                                                                                       | 5     | 0.6% | 1      | 2.6% | 4      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      |  |
| Komal Superstore, Haydock Green, Northolt, UB5 4AP                    | 0.2%                                                                                       | 1     | 0.0% | 0      | 0.0% | 0      | 1.4% | 1      | 0.0% | 0      | 0.0% | 0      |  |
| Marks and Spencer (M&S) Simply Food, Bishops Walk, Pinner, HA5 5QQ    | 1.8%                                                                                       | 10    | 3.4% | 6      | 2.6% | 4      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      |  |
| Marks and Spencer (M&S) Simply Food, Pett's Hill, Northolt, UB5 4NP   | 0.4%                                                                                       | 2     | 0.0% | 0      | 0.7% | 1      | 1.4% | 1      | 0.0% | 0      | 0.0% | 0      |  |
| Marsh Food & Wine, Marsh Road, Pinner, HA5 5PB                        | 0.2%                                                                                       | 1     | 0.6% | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      |  |
| Odeon News, Alexandra Avenue, Rayners Lane,                           | 0.2%                                                                                       | 1     | 0.0% | 0      | 0.7% | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      |  |

# Hillingdon Household Survey for Lichfields

|                                                                               | Total |    | Zone 1 |   | Zone 2 |    | Zone 3 |   | Zone 4 |    | Zone 5 |   |
|-------------------------------------------------------------------------------|-------|----|--------|---|--------|----|--------|---|--------|----|--------|---|
| Harrow, HA2 9TR                                                               |       |    |        |   |        |    |        |   |        |    |        |   |
| Sainsbury's Local, Rayners Lane, Pinner, HA5 5ER                              | 2.5%  | 14 | 0.6%   | 1 | 8.6%   | 13 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 |
| Sainsbury's, Barthers Walk, Pinner, HA5 5LU                                   | 2.2%  | 12 | 2.8%   | 5 | 4.6%   | 7  | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 |
| Tesco Express, Alexandra Avenue, Rayners Lane, Harrow, HA2 9UE                | 2.4%  | 13 | 0.0%   | 0 | 8.6%   | 13 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 |
| Tesco Express, Pinner Road, North Harrow, Harrow HA2 6EH                      | 1.1%  | 6  | 0.0%   | 0 | 4.0%   | 6  | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 |
| Tesco Express, Shaftesbury Circle, Shaftesbury Avenue, London, HA2 0AT        | 0.9%  | 5  | 0.0%   | 0 | 3.3%   | 5  | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 |
| Tesco Express, Whittington Way, Pinner, HA5 5JX                               | 1.1%  | 6  | 1.1%   | 2 | 2.6%   | 4  | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 |
| Waitrose, Northolt Road, South Harrow, Harrow, HA2 0EG                        | 2.4%  | 13 | 0.0%   | 0 | 7.9%   | 12 | 1.4%   | 1 | 0.0%   | 0  | 0.0%   | 0 |
| Wenzel's the Bakers, Rayners Lane, Pinner, HA5 5ER                            | 0.4%  | 2  | 0.0%   | 0 | 1.3%   | 2  | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 |
| Wood End Stores, Wood End Lane, Northolt, UB5 4JP                             | 0.4%  | 2  | 0.0%   | 0 | 1.3%   | 2  | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 |
| <b>Zone 3</b>                                                                 |       |    |        |   |        |    |        |   |        |    |        |   |
| Butler Stores, Shadwell Drive, Northolt, UB5 6DD                              | 0.2%  | 1  | 0.0%   | 0 | 0.0%   | 0  | 1.4%   | 1 | 0.0%   | 0  | 0.0%   | 0 |
| Co-op, Church Road, Northolt, UB5 5AB                                         | 1.8%  | 10 | 0.6%   | 1 | 0.7%   | 1  | 11.3%  | 8 | 0.0%   | 0  | 0.0%   | 0 |
| Co-op, Yeading Lane, Northolt, UB5 6LN                                        | 0.5%  | 3  | 0.0%   | 0 | 0.0%   | 0  | 4.2%   | 3 | 0.0%   | 0  | 0.0%   | 0 |
| Happy Shop, Arrowscote Walk, Northolt, UB5 6EE                                | 0.4%  | 2  | 0.0%   | 0 | 0.0%   | 0  | 2.8%   | 2 | 0.0%   | 0  | 0.0%   | 0 |
| Jas Supermarket, Byron Way, Northolt, UB5 6BW                                 | 0.2%  | 1  | 0.0%   | 0 | 0.0%   | 0  | 1.4%   | 1 | 0.0%   | 0  | 0.0%   | 0 |
| Lidl, Ruislip Road, Northolt, UB5 5PQ                                         | 1.1%  | 6  | 0.0%   | 0 | 0.0%   | 0  | 8.5%   | 6 | 0.0%   | 0  | 0.0%   | 0 |
| Local shops, Northolt Town Centre                                             | 0.2%  | 1  | 0.0%   | 0 | 0.0%   | 0  | 1.4%   | 1 | 0.0%   | 0  | 0.0%   | 0 |
| Locals Welcome Food and Wine, Church Road, Northolt, UB5 5AW                  | 0.2%  | 1  | 0.0%   | 0 | 0.0%   | 0  | 1.4%   | 1 | 0.0%   | 0  | 0.0%   | 0 |
| Ridgeway News, Ridgeway Walk, Northolt, UB5 5SE                               | 0.2%  | 1  | 0.0%   | 0 | 0.0%   | 0  | 1.4%   | 1 | 0.0%   | 0  | 0.0%   | 0 |
| Sainsbury's Local, Mandeville Road, Northolt, UB5 5HF                         | 1.8%  | 10 | 0.0%   | 0 | 1.3%   | 2  | 11.3%  | 8 | 0.0%   | 0  | 0.0%   | 0 |
| Sham House, Mandeville Road, Northolt, UB5 5BL                                | 0.2%  | 1  | 0.0%   | 0 | 0.0%   | 0  | 1.4%   | 1 | 0.0%   | 0  | 0.0%   | 0 |
| Tesco Express, Church Road, Northolt, UB5 5AU                                 | 0.5%  | 3  | 0.0%   | 0 | 0.0%   | 0  | 4.2%   | 3 | 0.0%   | 0  | 0.0%   | 0 |
| <b>Zone 4</b>                                                                 |       |    |        |   |        |    |        |   |        |    |        |   |
| Asda Express, Uxbridge Road, Uxbridge, UB10 0NZ                               | 0.7%  | 4  | 0.0%   | 0 | 0.0%   | 0  | 1.4%   | 1 | 3.7%   | 3  | 0.0%   | 0 |
| Bill The Baker, Long Lane, Uxbridge, UB10 9JU                                 | 0.2%  | 1  | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 1.2%   | 1  | 0.0%   | 0 |
| Co-op, Kingshill Avenue, Hayes, UB4 8BY                                       | 0.7%  | 4  | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 4.9%   | 4  | 0.0%   | 0 |
| Co-op, Long Lane, Uxbridge, UB10 9PG                                          | 2.5%  | 14 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 13.4%  | 11 | 4.4%   | 3 |
| Iceland, Uxbridge Road, Hayes End, Hayes, UB4 8JH                             | 0.4%  | 2  | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 2.4%   | 2  | 0.0%   | 0 |
| Marks and Spencer (M&S) Simply Food, Uxbridge Road, Uxbridge, Hayes, UB10 0LQ | 1.5%  | 8  | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 9.8%   | 8  | 0.0%   | 0 |
| Neelam Post Office & Convenience, Ryefield Avenue, Uxbridge, UB10 9DA         | 0.4%  | 2  | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 2.4%   | 2  | 0.0%   | 0 |

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|                                                                                       | Total |    | Zone 1 |   | Zone 2 |   | Zone 3 |   | Zone 4 |   | Zone 5 |    |
|---------------------------------------------------------------------------------------|-------|----|--------|---|--------|---|--------|---|--------|---|--------|----|
| Nisa Local, Kingshill Avenue, Hayes, UB4 8BZ                                          | 0.5%  | 3  | 0.0%   | 0 | 0.0%   | 0 | 2.8%   | 2 | 1.2%   | 1 | 0.0%   | 0  |
| The Hillingdon Butchery, Long Lane, Uxbridge, UB10 9JU                                | 0.2%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 1.2%   | 1 | 0.0%   | 0  |
| Zone 5                                                                                |       |    |        |   |        |   |        |   |        |   |        |    |
| Co-op, Swakeleys Road, Ickenham, Uxbridge, UB10 8DF                                   | 4.4%  | 24 | 0.6%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 1.2%   | 1 | 32.4%  | 22 |
| Costcutter, Swakeleys Road, Ickenham, Uxbridge, UB10 8DQ                              | 0.5%  | 3  | 0.0%   | 0 | 0.0%   | 0 | 1.4%   | 1 | 0.0%   | 0 | 2.9%   | 2  |
| Euros, Swakeleys Road, Ickenham, Uxbridge, UB10 8DQ                                   | 0.2%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 1.5%   | 1  |
| Lidl, High Street, Uxbridge, UB8 1GB                                                  | 2.4%  | 13 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 7.3%   | 6 | 10.3%  | 7  |
| Londis, Swakeleys Road, Ickenham, Uxbridge, UB10 8TB                                  | 0.2%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 1.2%   | 1 | 0.0%   | 0  |
| Marks and Spencer (M&S), High Street, Uxbridge, UB8 1TL                               | 2.5%  | 14 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 8.5%   | 7 | 10.3%  | 7  |
| Sainsbury's, York Road, Uxbridge, UB8 1QW                                             | 2.4%  | 13 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 7.3%   | 6 | 10.3%  | 7  |
| Tesco Express, High Road, Ickenham, Uxbridge, UB10 8LB                                | 0.9%  | 5  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 7.4%   | 5  |
| Tesco Express, High Street, Uxbridge, UB8 1ND                                         | 1.1%  | 6  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 7.3%   | 6 | 0.0%   | 0  |
| Outside Survey Area                                                                   |       |    |        |   |        |   |        |   |        |   |        |    |
| Aldi, High Street, West Drayton, UB7 7QN                                              | 0.7%  | 4  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 2.4%   | 2 | 2.9%   | 2  |
| Asda, Forty Lane, Wembley, HA9 9EX                                                    | 0.2%  | 1  | 0.0%   | 0 | 0.7%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  |
| Asda, High Street, Harrow, HA3 7AE                                                    | 0.9%  | 5  | 0.0%   | 0 | 2.0%   | 3 | 1.4%   | 1 | 1.2%   | 1 | 0.0%   | 0  |
| Asda, Millington Road, Hayes, UB3 4AZ                                                 | 0.4%  | 2  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 2.4%   | 2 | 0.0%   | 0  |
| Batlers Green Farm Shop, Common Lane, Radlett, WD7 8PH                                | 0.2%  | 1  | 0.0%   | 0 | 0.7%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  |
| Co-op, North Orbital Road, Denham, Uxbridge, UB9 5FB                                  | 0.2%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 1.5%   | 1  |
| Co-op, St Albans Road, Watford, WD24 4AE                                              | 0.2%  | 1  | 0.0%   | 0 | 0.7%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  |
| Costco, Western International Park, Hayes Road, Cranford, Hounslow, Southall, UB2 5XJ | 0.2%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 1.4%   | 1 | 0.0%   | 0 | 0.0%   | 0  |
| Harrow Local Food & Wine, Station Road, Harrow, HA1 2AW                               | 0.2%  | 1  | 0.0%   | 0 | 0.7%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  |
| Iceland, High Street, Harrow, HA3 5DL                                                 | 0.2%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 1.2%   | 1 | 0.0%   | 0  |
| Iceland, High Street, Rickmansworth, WD3 1AJ                                          | 0.2%  | 1  | 0.6%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  |
| Iceland, Station Road, Hayes, UB3 4DX                                                 | 0.2%  | 1  | 0.0%   | 0 | 0.7%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  |
| Iceland, The Broadway, Greenford, UB6 9PT                                             | 0.4%  | 2  | 0.0%   | 0 | 0.0%   | 0 | 2.8%   | 2 | 0.0%   | 0 | 0.0%   | 0  |
| Lidl, Bridge Street, Pinner, HA5 3HZ                                                  | 1.1%  | 6  | 1.1%   | 2 | 2.6%   | 4 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  |
| Lidl, Cowley Road, Uxbridge, UB8 2AG                                                  | 0.4%  | 2  | 0.6%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 1.2%   | 1 | 0.0%   | 0  |
| Lidl, Hayes Road, Hounslow, Southall, UB2 5LN                                         | 0.2%  | 1  | 0.0%   | 0 | 0.7%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  |
| Lidl, High Road, Harrow, HA3 6HF                                                      | 0.2%  | 1  | 0.0%   | 0 | 0.7%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  |
| Lidl, MacMillan Court, Ruislip Road East,                                             | 0.2%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 1.4%   | 1 | 0.0%   | 0 | 0.0%   | 0  |

|                                                                                                 | Total | Zone 1 |      | Zone 2 |      | Zone 3 |      | Zone 4 |      | Zone 5 |      |   |
|-------------------------------------------------------------------------------------------------|-------|--------|------|--------|------|--------|------|--------|------|--------|------|---|
| London, Greenford, UB6 9FH                                                                      |       |        |      |        |      |        |      |        |      |        |      |   |
| Lidl, St. Anns Road, Harrow, HA1 1AT                                                            | 0.7%  | 4      | 0.0% | 0      | 2.6% | 4      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Lidl, Uxbridge Road, London, UB4 0SB                                                            | 0.2%  | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 1.2% | 1      | 0.0% | 0 |
| Local shops, Kensington Local Centre                                                            | 0.2%  | 1      | 0.0% | 0      | 0.0% | 0      | 1.4% | 1      | 0.0% | 0      | 0.0% | 0 |
| Local shops, Pinner Local Centre                                                                | 0.2%  | 1      | 0.0% | 0      | 0.7% | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Marks and Spencer (M&S) Simply Food, Bessborough Road, Harrow, HA1 3BS                          | 0.2%  | 1      | 0.0% | 0      | 0.7% | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Marks and Spencer (M&S) Simply Food, High Street, Rickmansworth, WD3 1BB                        | 0.2%  | 1      | 0.6% | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Marks and Spencer (M&S) Simply Food, Staines Road West, Sunbury-on-Thames, Shepperton, TW16 7BB | 0.2%  | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 1.2% | 1      | 0.0% | 0 |
| Marks and Spencer (M&S), Kew Retail Park, Saint Martin's Walk, Mortlake Road, Richmond, TW9 4AD | 0.2%  | 1      | 0.0% | 0      | 0.0% | 0      | 1.4% | 1      | 0.0% | 0      | 0.0% | 0 |
| Marks and Spencer (M&S), St. Anns Road, Harrow, HA1 1NB                                         | 0.5%  | 3      | 0.6% | 1      | 1.3% | 2      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Marks and Spencer (M&S), Westway Cross Shopping Park, Greenford, UB6 0UW                        | 0.5%  | 3      | 1.1% | 2      | 0.0% | 0      | 1.4% | 1      | 0.0% | 0      | 0.0% | 0 |
| Morrisons, Trident Point, Pinner Road, Harrow, HA1 4BB                                          | 0.4%  | 2      | 0.0% | 0      | 1.3% | 2      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Morrisons, Uxbridge Road, Pinner, HA5 4QT                                                       | 0.4%  | 2      | 0.0% | 0      | 1.3% | 2      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Sainsbury's Local, Coldharbour Lane, Hayes, UB3 3HG                                             | 0.2%  | 1      | 0.0% | 0      | 0.0% | 0      | 1.4% | 1      | 0.0% | 0      | 0.0% | 0 |
| Sainsbury's Local, High Street, Ruislip, HA4 7AN                                                | 1.1%  | 6      | 3.4% | 6      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Sainsbury's Local, Northfield Avenue, London, W13 9QU                                           | 0.2%  | 1      | 0.0% | 0      | 0.7% | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Sainsbury's, Ealing Road, Wembley, HA0 1PF                                                      | 0.2%  | 1      | 0.0% | 0      | 0.0% | 0      | 1.4% | 1      | 0.0% | 0      | 0.0% | 0 |
| Sainsbury's, Lombardy Retail Park, Coldharbour Lane, Hayes, UB3 3EX                             | 0.4%  | 2      | 0.0% | 0      | 0.0% | 0      | 2.8% | 2      | 0.0% | 0      | 0.0% | 0 |
| Sainsbury's, Nash Way, Kenton Road, Harrow, HA3 0JA                                             | 0.2%  | 1      | 0.0% | 0      | 0.7% | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Tesco Express (Esso), High Street, Cowley, Uxbridge, UB8 2HL                                    | 0.2%  | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 1.5% | 1 |
| Tesco Express, King Street, Southall, UB2 4DB                                                   | 0.2%  | 1      | 0.0% | 0      | 0.0% | 0      | 1.4% | 1      | 0.0% | 0      | 0.0% | 0 |
| Tesco Express, Lady Margaret Road, Southall, UB1 2QQ                                            | 0.2%  | 1      | 0.0% | 0      | 0.0% | 0      | 1.4% | 1      | 0.0% | 0      | 0.0% | 0 |
| Tesco Extra, Bulls Bridge Industrial Estate, Hayes Road, Hounslow, Southall, UB2 5NB            | 0.2%  | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 1.2% | 1      | 0.0% | 0 |
| Tesco Extra, Glencoe Road, Hayes, UB4 9SQ                                                       | 0.4%  | 2      | 0.0% | 0      | 0.0% | 0      | 2.8% | 2      | 0.0% | 0      | 0.0% | 0 |
| Tesco Superstore, Ash Hill Drive, Pinner, HA5 2AG                                               | 1.5%  | 8      | 3.4% | 6      | 1.3% | 2      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Tesco Superstore, Station Road, Harrow, HA1 2TU                                                 | 0.2%  | 1      | 0.0% | 0      | 0.7% | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |

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|                                                           | Total | Zone 1 |      | Zone 2 |      | Zone 3 |      | Zone 4 |      | Zone 5 |      |    |
|-----------------------------------------------------------|-------|--------|------|--------|------|--------|------|--------|------|--------|------|----|
| Tesco Superstore, Western Avenue, Greenford, UB6 8DW      | 0.2%  | 1      | 0.0% | 0      | 0.7% | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0  |
| Uxbridge Road Post Office, Uxbridge Road, London, W12 0NR | 0.2%  | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 1.2% | 1      | 0.0% | 0  |
| Waitrose (Little), Fordbridge Road, Ashford, TW15 3RD     | 0.2%  | 1      | 0.6% | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0  |
| Waitrose, Alexandria Road, London, W13 0NL                | 0.2%  | 1      | 0.0% | 0      | 0.7% | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0  |
| Waitrose, Finchley Road, South Hampstead, London, NW3 6NN | 0.2%  | 1      | 0.6% | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0  |
| Waitrose, Green Lane, Northwood, HA6 2XW                  | 0.2%  | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 1.5% | 1  |
| Waitrose, High Road, Harrow, HA3 6HF                      | 0.2%  | 1      | 0.0% | 0      | 0.7% | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0  |
| Waitrose, Kingsend, Ruislip, HA4 7DS                      | 3.8%  | 21     | 7.3% | 13     | 0.0% | 0      | 2.8% | 2      | 3.7% | 3      | 4.4% | 3  |
| Others                                                    |       |        |      |        |      |        |      |        |      |        |      |    |
| Internet / delivery                                       | 1.3%  | 7      | 1.7% | 3      | 0.0% | 0      | 1.4% | 1      | 3.7% | 3      | 0.0% | 0  |
| (Don't know / can't remember)                             | 4.2%  | 23     | 6.1% | 11     | 4.6% | 7      | 1.4% | 1      | 2.4% | 2      | 2.9% | 2  |
| Base:                                                     |       | 551    |      | 179    |      | 151    |      | 71     |      | 82     |      | 68 |

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|                                                                                                                                                                                                                                | Total | Zone 1 |       | Zone 2 |      | Zone 3 |      | Zone 4 |       | Zone 5 |       |    |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|--------|-------|--------|------|--------|------|--------|-------|--------|-------|----|
| We now have a few questions about where you undertake non-food shopping. In answering these questions the location may be a town centre, a retail park, a free standing store, or it could be facilities such as the internet. |       |        |       |        |      |        |      |        |       |        |       |    |
| Q09 Where do you do most of your household's non-food shopping?                                                                                                                                                                |       |        |       |        |      |        |      |        |       |        |       |    |
| Zone 1                                                                                                                                                                                                                         |       |        |       |        |      |        |      |        |       |        |       |    |
| Aldi, Victoria Retail Park, Ruislip, HA4 0EH                                                                                                                                                                                   | 0.5%  | 4      | 0.4%  | 1      | 0.0% | 0      | 0.0% | 0      | 0.7%  | 1      | 2.0%  | 2  |
| Asda, Old Dairy Lane, Ruislip, HA4 0FY                                                                                                                                                                                         | 1.3%  | 11     | 3.2%  | 8      | 0.0% | 0      | 2.0% | 2      | 0.7%  | 1      | 0.0%  | 0  |
| B&M, Victoria Road, London, HA4 0EH                                                                                                                                                                                            | 0.7%  | 6      | 1.2%  | 3      | 0.8% | 2      | 1.0% | 1      | 0.0%  | 0      | 0.0%  | 0  |
| Eastcote Local Centre                                                                                                                                                                                                          | 1.1%  | 9      | 3.2%  | 8      | 0.0% | 0      | 0.0% | 0      | 0.0%  | 0      | 1.0%  | 1  |
| Lidl, Victoria Road, Ruislip, HA4 0QQ                                                                                                                                                                                          | 0.1%  | 1      | 0.4%  | 1      | 0.0% | 0      | 0.0% | 0      | 0.0%  | 0      | 0.0%  | 0  |
| Pricewise, Victoria Road, Ruislip, HA4 9BN                                                                                                                                                                                     | 0.1%  | 1      | 0.4%  | 1      | 0.0% | 0      | 0.0% | 0      | 0.0%  | 0      | 0.0%  | 0  |
| Ruislip Manor Local Centre                                                                                                                                                                                                     | 0.4%  | 3      | 1.2%  | 3      | 0.0% | 0      | 0.0% | 0      | 0.0%  | 0      | 0.0%  | 0  |
| Ruislip Retail Park, Victoria Road, Ruislip, HA4 0QE                                                                                                                                                                           | 0.1%  | 1      | 0.0%  | 0      | 0.4% | 1      | 0.0% | 0      | 0.0%  | 0      | 0.0%  | 0  |
| Sainsbury's, Long Drive, Ruislip, HA4 0HQ                                                                                                                                                                                      | 1.3%  | 11     | 2.4%  | 6      | 1.2% | 3      | 2.0% | 2      | 0.0%  | 0      | 0.0%  | 0  |
| Tesco Express, High Street, Ruislip, HA4 8LS                                                                                                                                                                                   | 0.1%  | 1      | 0.4%  | 1      | 0.0% | 0      | 0.0% | 0      | 0.0%  | 0      | 0.0%  | 0  |
| Victoria Retail Park, Crown Road, Ruislip, HA4 0AJ                                                                                                                                                                             | 3.2%  | 27     | 5.6%  | 14     | 2.8% | 7      | 3.1% | 3      | 0.7%  | 1      | 2.0%  | 2  |
| Wickes, Victoria Road, Ruislip, HA4 0QB                                                                                                                                                                                        | 0.2%  | 2      | 0.0%  | 0      | 0.4% | 1      | 0.0% | 0      | 0.0%  | 0      | 1.0%  | 1  |
| Zone 2                                                                                                                                                                                                                         |       |        |       |        |      |        |      |        |       |        |       |    |
| Aldi, Northolt Road, South Harrow, Harrow, HA2 8EQ                                                                                                                                                                             | 0.2%  | 2      | 0.0%  | 0      | 0.4% | 1      | 1.0% | 1      | 0.0%  | 0      | 0.0%  | 0  |
| Asda, Northolt Road, London, HA2 8JN                                                                                                                                                                                           | 0.1%  | 1      | 0.0%  | 0      | 0.0% | 0      | 1.0% | 1      | 0.0%  | 0      | 0.0%  | 0  |
| Komal Superstore, Haydock Green, Northolt, UB5 4AP                                                                                                                                                                             | 0.2%  | 2      | 0.0%  | 0      | 0.0% | 0      | 2.0% | 2      | 0.0%  | 0      | 0.0%  | 0  |
| Poundland, Northolt Road, South Harrow, Harrow, HA2 8EE                                                                                                                                                                        | 0.1%  | 1      | 0.0%  | 0      | 0.0% | 0      | 1.0% | 1      | 0.0%  | 0      | 0.0%  | 0  |
| Sainsbury's, Barters Walk, Pinner, HA5 5LU                                                                                                                                                                                     | 1.1%  | 9      | 0.8%  | 2      | 2.8% | 7      | 0.0% | 0      | 0.0%  | 0      | 0.0%  | 0  |
| South Harrow Local Centre                                                                                                                                                                                                      | 0.4%  | 3      | 0.0%  | 0      | 0.8% | 2      | 0.0% | 0      | 0.7%  | 1      | 0.0%  | 0  |
| Waitrose, Northolt Road, South Harrow, Harrow, HA2 0EG                                                                                                                                                                         | 0.4%  | 3      | 0.0%  | 0      | 0.4% | 1      | 1.0% | 1      | 0.7%  | 1      | 0.0%  | 0  |
| Zone 3                                                                                                                                                                                                                         |       |        |       |        |      |        |      |        |       |        |       |    |
| Lidl, Ruislip Road, Northolt, UB5 5PQ                                                                                                                                                                                          | 0.4%  | 3      | 0.8%  | 2      | 0.0% | 0      | 1.0% | 1      | 0.0%  | 0      | 0.0%  | 0  |
| Northolt Town Centre                                                                                                                                                                                                           | 0.1%  | 1      | 0.0%  | 0      | 0.4% | 1      | 0.0% | 0      | 0.0%  | 0      | 0.0%  | 0  |
| Tesco Express, Church Road, Northolt, UB5 5AU                                                                                                                                                                                  | 0.1%  | 1      | 0.0%  | 0      | 0.0% | 0      | 1.0% | 1      | 0.0%  | 0      | 0.0%  | 0  |
| Zone 4                                                                                                                                                                                                                         |       |        |       |        |      |        |      |        |       |        |       |    |
| Hillingdon Local Centre                                                                                                                                                                                                        | 0.1%  | 1      | 0.0%  | 0      | 0.0% | 0      | 0.0% | 0      | 0.7%  | 1      | 0.0%  | 0  |
| Zone 5                                                                                                                                                                                                                         |       |        |       |        |      |        |      |        |       |        |       |    |
| Lidl, High Street, Uxbridge, UB8 1GB                                                                                                                                                                                           | 0.2%  | 2      | 0.4%  | 1      | 0.0% | 0      | 0.0% | 0      | 0.7%  | 1      | 0.0%  | 0  |
| Marks and Spencer (M&S), High Street, Uxbridge, UB8 1TL                                                                                                                                                                        | 0.9%  | 8      | 1.2%  | 3      | 0.0% | 0      | 1.0% | 1      | 2.7%  | 4      | 0.0%  | 0  |
| Sainsbury's, York Road, Uxbridge, UB8 1QW                                                                                                                                                                                      | 1.6%  | 14     | 0.0%  | 0      | 0.0% | 0      | 0.0% | 0      | 5.3%  | 8      | 6.0%  | 6  |
| Uxbridge Town Centre                                                                                                                                                                                                           | 14.1% | 120    | 16.3% | 41     | 3.2% | 8      | 5.1% | 5      | 30.0% | 45     | 21.0% | 21 |
| Outside Survey Area                                                                                                                                                                                                            |       |        |       |        |      |        |      |        |       |        |       |    |
| Aldi, Adams Walk, Kingston upon Thames, KT1 1DF                                                                                                                                                                                | 0.1%  | 1      | 0.0%  | 0      | 0.4% | 1      | 0.0% | 0      | 0.0%  | 0      | 0.0%  | 0  |
| Aldi, Hospital Road, Hounslow, TW3 3HY                                                                                                                                                                                         | 0.2%  | 2      | 0.0%  | 0      | 0.4% | 1      | 0.0% | 0      | 0.7%  | 1      | 0.0%  | 0  |
| Asda, Forty Lane, Wembley, HA9 9EX                                                                                                                                                                                             | 0.1%  | 1      | 0.0%  | 0      | 0.4% | 1      | 0.0% | 0      | 0.0%  | 0      | 0.0%  | 0  |
| Asda, High Street, Harrow, HA3 7AE                                                                                                                                                                                             | 0.1%  | 1      | 0.0%  | 0      | 0.4% | 1      | 0.0% | 0      | 0.0%  | 0      | 0.0%  | 0  |
| Asda, Ivy Bridge Retail Park, Twickenham Road, Twickenham, TW7 7DY                                                                                                                                                             | 0.1%  | 1      | 0.0%  | 0      | 0.4% | 1      | 0.0% | 0      | 0.0%  | 0      | 0.0%  | 0  |

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|                                                                                 | Total | Zone 1 |      | Zone 2 |       | Zone 3 |      | Zone 4 |      | Zone 5 |      |   |
|---------------------------------------------------------------------------------|-------|--------|------|--------|-------|--------|------|--------|------|--------|------|---|
| B&M, Fairfield Road, West Drayton, UB7 8EY                                      | 0.1%  | 1      | 0.0% | 0      | 0.0%  | 0      | 0.0% | 0      | 0.0% | 0      | 1.0% | 1 |
| B&M, Retail Park, Willow Tree Lane, Glencoe Road, London, UB4 9SN               | 0.4%  | 3      | 0.0% | 0      | 0.0%  | 0      | 3.1% | 3      | 0.0% | 0      | 0.0% | 0 |
| B&M, Slough Trading Estate, Montrose Avenue, Slough, SL1 4XP                    | 0.1%  | 1      | 0.0% | 0      | 0.4%  | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| B&M, St George's Shopping Centre, Harrow, HA1 1HS                               | 0.5%  | 4      | 0.8% | 2      | 0.0%  | 0      | 2.0% | 2      | 0.0% | 0      | 0.0% | 0 |
| B&M, The Blenheim Centre, Alexandra Road, Hounslow, TW3 1NL                     | 0.1%  | 1      | 0.0% | 0      | 0.0%  | 0      | 0.0% | 0      | 0.7% | 1      | 0.0% | 0 |
| B&Q, Glencoe Road, Hayes, UB4 9SN                                               | 0.6%  | 5      | 0.0% | 0      | 0.0%  | 0      | 3.1% | 3      | 1.3% | 2      | 0.0% | 0 |
| Brent Cross Shopping Centre, Prince Charles Drive, Brent Cross, London, NW4 3FP | 0.5%  | 4      | 0.4% | 1      | 0.4%  | 1      | 1.0% | 1      | 0.7% | 1      | 0.0% | 0 |
| Brent South Shopping Park, Brent Terrace, Brent Cross, London, NW2 1LS          | 0.1%  | 1      | 0.4% | 1      | 0.0%  | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Central London                                                                  | 1.8%  | 15     | 1.6% | 4      | 3.5%  | 9      | 0.0% | 0      | 0.0% | 0      | 2.0% | 2 |
| Colney Fields Shopping Park, London Colney, St Albans, AL2 1BW                  | 0.1%  | 1      | 0.4% | 1      | 0.0%  | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Costco, Hartspring Lane, Bushey, WD25 8JS                                       | 0.4%  | 3      | 0.8% | 2      | 0.4%  | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Costco, Second Way, Wembley, HA9 0YJ                                            | 0.4%  | 3      | 0.0% | 0      | 0.8%  | 2      | 1.0% | 1      | 0.0% | 0      | 0.0% | 0 |
| Dhamecha Cash & Carry, Blyth Road, Hayes, UB3 1RY                               | 0.1%  | 1      | 0.0% | 0      | 0.4%  | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Dunelm, Western Avenue, Greenford, UB6 8LZ                                      | 0.1%  | 1      | 0.0% | 0      | 0.0%  | 0      | 0.0% | 0      | 0.0% | 0      | 1.0% | 1 |
| Ealing Broadway, The Broadway, London, W5 5JY                                   | 0.4%  | 3      | 0.4% | 1      | 0.4%  | 1      | 1.0% | 1      | 0.0% | 0      | 0.0% | 0 |
| Ealing Local Centre                                                             | 0.6%  | 5      | 0.0% | 0      | 0.8%  | 2      | 2.0% | 2      | 0.0% | 0      | 1.0% | 1 |
| Greenford Town Centre                                                           | 0.1%  | 1      | 0.0% | 0      | 0.0%  | 0      | 1.0% | 1      | 0.0% | 0      | 0.0% | 0 |
| Harrow Town Centre                                                              | 7.9%  | 67     | 2.4% | 6      | 21.3% | 54     | 5.1% | 5      | 1.3% | 2      | 0.0% | 0 |
| Hayes Bridge Retail Park, Springfield Road, Hayes, UB4 0TU                      | 0.2%  | 2      | 0.4% | 1      | 0.0%  | 0      | 1.0% | 1      | 0.0% | 0      | 0.0% | 0 |
| Hayes Town Centre                                                               | 0.6%  | 5      | 0.0% | 0      | 0.8%  | 2      | 2.0% | 2      | 0.7% | 1      | 0.0% | 0 |
| Holmers Farm Way, Cressex Centre, High Wycombe, HP12 4NW                        | 0.1%  | 1      | 0.4% | 1      | 0.0%  | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Home Bargains, Great Western Industrial, Armstrong Way, Southall, UB2 4SD       | 0.2%  | 2      | 0.4% | 1      | 0.4%  | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Home Bargains, High Street, West Drayton, UB7 7GN                               | 0.1%  | 1      | 0.0% | 0      | 0.0%  | 0      | 0.0% | 0      | 0.7% | 1      | 0.0% | 0 |
| Home Bargains, Hospital Road, Hounslow, TW3 3HY                                 | 0.1%  | 1      | 0.0% | 0      | 0.0%  | 0      | 0.0% | 0      | 0.7% | 1      | 0.0% | 0 |
| Home Bargains, Ivy Bridge Retail Park, Twickenham Road, Twickenham, TW7 7DY     | 0.1%  | 1      | 0.0% | 0      | 0.4%  | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Home Bargains, Weir Road, London, SW19 8UG                                      | 0.1%  | 1      | 0.0% | 0      | 0.0%  | 0      | 1.0% | 1      | 0.0% | 0      | 0.0% | 0 |
| John Lewis, Holmers Farm Way, Cressex Centre, High Wycombe, HP12 4NW            | 0.7%  | 6      | 0.8% | 2      | 0.0%  | 0      | 0.0% | 0      | 0.0% | 0      | 4.0% | 4 |
| Kingston upon Thames Town Centre                                                | 0.2%  | 2      | 0.0% | 0      | 0.0%  | 0      | 0.0% | 0      | 0.7% | 1      | 1.0% | 1 |
| Lidl, Bridge Street, Pinner, HA5 3HZ                                            | 0.1%  | 1      | 0.0% | 0      | 0.0%  | 0      | 0.0% | 0      | 0.7% | 1      | 0.0% | 0 |
| Lidl, Broadway, London, W13 0SY                                                 | 0.1%  | 1      | 0.0% | 0      | 0.4%  | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Lidl, Hayes Road,                                                               | 0.1%  | 1      | 0.0% | 0      | 0.0%  | 0      | 1.0% | 1      | 0.0% | 0      | 0.0% | 0 |

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|                                                                                      | Total | Zone 1 |      | Zone 2 |      | Zone 3 |      | Zone 4 |      | Zone 5 |      |   |
|--------------------------------------------------------------------------------------|-------|--------|------|--------|------|--------|------|--------|------|--------|------|---|
| Hounslow, Southall, UB2 5LN                                                          |       |        |      |        |      |        |      |        |      |        |      |   |
| Lidl, Uxbridge Road, London, UB4 0SB                                                 | 0.1%  | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.7% | 1      | 0.0% | 0 |
| Lombardy Retail Park, Coldharbour Lane, Hayes, UB3 3EX                               | 1.5%  | 13     | 2.8% | 7      | 0.0% | 0      | 3.1% | 3      | 1.3% | 2      | 1.0% | 1 |
| London Designer Outlet, Wembley Park Boulevard, Wembley Park, Wembley, HA9 0FD       | 0.1%  | 1      | 0.0% | 0      | 0.0% | 0      | 1.0% | 1      | 0.0% | 0      | 0.0% | 0 |
| Marks and Spencer (M&S), St. Anns Road, Harrow, HA1 1NB                              | 0.2%  | 2      | 0.4% | 1      | 0.4% | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Marylebone Local Centre                                                              | 0.1%  | 1      | 0.4% | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Morrisons, The Waterside, High Street, Brentford, TW8 8EW                            | 0.1%  | 1      | 0.4% | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Morrisons, Uxbridge Road, Pinner, HA5 4QT                                            | 0.1%  | 1      | 0.0% | 0      | 0.4% | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| North Harrow Local Centre                                                            | 0.1%  | 1      | 0.0% | 0      | 0.4% | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Pinner Local Centre                                                                  | 0.7%  | 6      | 0.4% | 1      | 2.0% | 5      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Ruislip Local Centre                                                                 | 3.3%  | 28     | 8.0% | 20     | 1.2% | 3      | 1.0% | 1      | 1.3% | 2      | 2.0% | 2 |
| Sainsbury's, Lombardy Retail Park, Coldharbour Lane, Hayes, UB3 3EX                  | 0.2%  | 2      | 0.0% | 0      | 0.0% | 0      | 1.0% | 1      | 0.7% | 1      | 0.0% | 0 |
| Sainsbury's, Melbourne Avenue, London, W13 9BZ                                       | 0.1%  | 1      | 0.0% | 0      | 0.0% | 0      | 1.0% | 1      | 0.0% | 0      | 0.0% | 0 |
| Shepherd's Bush Local Centre                                                         | 0.1%  | 1      | 0.0% | 0      | 0.4% | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Slough Retail Park, Bath Road, Slough, SL1 5AL                                       | 0.1%  | 1      | 0.4% | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Southall Local Centre                                                                | 0.1%  | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.7% | 1      | 0.0% | 0 |
| Tesco Extra, Bulls Bridge Industrial Estate, Hayes Road, Hounslow, Southall, UB2 5NB | 0.1%  | 1      | 0.0% | 0      | 0.0% | 0      | 1.0% | 1      | 0.0% | 0      | 0.0% | 0 |
| Tesco Extra, Glencoe Road, Hayes, UB4 9SQ                                            | 0.4%  | 3      | 0.0% | 0      | 0.0% | 0      | 2.0% | 2      | 0.7% | 1      | 0.0% | 0 |
| Tesco Superstore, Ash Hill Drive, Pinner, HA5 2AG                                    | 0.4%  | 3      | 0.4% | 1      | 0.8% | 2      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Tesco Superstore, Frogmoor Wharf, Harefield Road, Rickmansworth, WD3 1LX             | 0.1%  | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 1.0% | 1 |
| Tesco Superstore, High Street, West Drayton, UB7 7FP                                 | 0.6%  | 5      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 5.0% | 5 |
| Tesco Superstore, Station Road, Harrow, HA1 2TU                                      | 0.1%  | 1      | 0.0% | 0      | 0.4% | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Tesco Superstore, Western Avenue, Greenford, UB6 8DW                                 | 0.1%  | 1      | 0.0% | 0      | 0.4% | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| The Broadwalk Shopping Centre, Station Road, Edgware, HA8 7BD                        | 0.1%  | 1      | 0.4% | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| The Harlequin, Watford, WD17 2UB                                                     | 0.1%  | 1      | 0.4% | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Upton Park Local Centre                                                              | 0.2%  | 2      | 0.0% | 0      | 0.0% | 0      | 2.0% | 2      | 0.0% | 0      | 0.0% | 0 |
| Waitrose, High Road, Harrow, HA3 6HF                                                 | 0.1%  | 1      | 0.0% | 0      | 0.4% | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Waitrose, Kingsend, Ruislip, HA4 7DS                                                 | 0.5%  | 4      | 0.4% | 1      | 0.4% | 1      | 0.0% | 0      | 0.0% | 0      | 2.0% | 2 |
| Waterfields Shopping Park, Waterfields Way, Watford, WD17 2BD                        | 0.2%  | 2      | 0.0% | 0      | 0.8% | 2      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Watford Town Centre                                                                  | 1.8%  | 15     | 1.6% | 4      | 3.9% | 10     | 0.0% | 0      | 0.0% | 0      | 1.0% | 1 |
| Wembley Local Centre                                                                 | 0.5%  | 4      | 0.4% | 1      | 0.4% | 1      | 1.0% | 1      | 0.7% | 1      | 0.0% | 0 |
| Westfield London, Ariel Way, London, W12 7GF                                         | 2.3%  | 20     | 1.6% | 4      | 0.8% | 2      | 5.1% | 5      | 4.7% | 7      | 2.0% | 2 |
| Westway Cross Retail Park, Greenford Road, Greenford, UB6 0UW                        | 1.3%  | 11     | 0.8% | 2      | 2.0% | 5      | 4.1% | 4      | 0.0% | 0      | 0.0% | 0 |

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|                       | Total |     | Zone 1 |     | Zone 2 |     | Zone 3 |    | Zone 4 |     | Zone 5 |     |
|-----------------------|-------|-----|--------|-----|--------|-----|--------|----|--------|-----|--------|-----|
| Windsor Town Centre   | 0.1%  | 1   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0  | 0.0%   | 0   | 1.0%   | 1   |
| Yeading Local Centre  | 0.1%  | 1   | 0.0%   | 0   | 0.0%   | 0   | 1.0%   | 1  | 0.0%   | 0   | 0.0%   | 0   |
| Others                |       |     |        |     |        |     |        |    |        |     |        |     |
| Internet / delivery   | 30.0% | 256 | 29.1%  | 73  | 29.1%  | 74  | 23.5%  | 23 | 30.7%  | 46  | 40.0%  | 40  |
| (Don't know / varies) | 6.9%  | 59  | 5.2%   | 13  | 10.2%  | 26  | 6.1%   | 6  | 8.0%   | 12  | 2.0%   | 2   |
| Base:                 |       | 853 |        | 251 |        | 254 |        | 98 |        | 150 |        | 100 |

# Hillingdon Household Survey for Lichfields

|                                                                                                                                             | Total |     | Zone 1 |    | Zone 2 |    | Zone 3 |    | Zone 4 |    | Zone 5 |    |
|---------------------------------------------------------------------------------------------------------------------------------------------|-------|-----|--------|----|--------|----|--------|----|--------|----|--------|----|
| <b>Q10 What are your main reasons for visiting LOCATION MENTIONED AT Q09 for the majority of your household's non-food shopping? [MR]</b>   |       |     |        |    |        |    |        |    |        |    |        |    |
| <i>Excluding those who do their non-food shopping via the internet at Q09 or 'Don't know' where they do they do their non-food shopping</i> |       |     |        |    |        |    |        |    |        |    |        |    |
| Close to home                                                                                                                               | 35.3% | 190 | 39.4%  | 65 | 33.1%  | 51 | 15.9%  | 11 | 44.6%  | 41 | 37.9%  | 22 |
| Shops - good range of non-food shops generally                                                                                              | 22.5% | 121 | 24.2%  | 40 | 19.5%  | 30 | 27.5%  | 19 | 18.5%  | 17 | 25.9%  | 15 |
| Shops - good range of 'high street' retailers                                                                                               | 17.8% | 96  | 23.6%  | 39 | 14.9%  | 23 | 13.0%  | 9  | 13.0%  | 12 | 22.4%  | 13 |
| Shops - good range of clothes shops                                                                                                         | 12.1% | 65  | 20.0%  | 33 | 10.4%  | 16 | 10.1%  | 7  | 7.6%   | 7  | 3.4%   | 2  |
| Good cafés / restaurants                                                                                                                    | 11.2% | 60  | 13.9%  | 23 | 8.4%   | 13 | 13.0%  | 9  | 9.8%   | 9  | 10.3%  | 6  |
| Shops - good range of affordable shops                                                                                                      | 9.9%  | 53  | 12.1%  | 20 | 10.4%  | 16 | 8.7%   | 6  | 6.5%   | 6  | 8.6%   | 5  |
| Good bus service                                                                                                                            | 9.7%  | 52  | 8.5%   | 14 | 10.4%  | 16 | 17.4%  | 12 | 8.7%   | 8  | 3.4%   | 2  |
| Parking - it's easy to find a space                                                                                                         | 9.5%  | 51  | 10.9%  | 18 | 7.8%   | 12 | 13.0%  | 9  | 4.3%   | 4  | 13.8%  | 8  |
| Clean streets / well maintained                                                                                                             | 9.3%  | 50  | 13.3%  | 22 | 7.1%   | 11 | 10.1%  | 7  | 6.5%   | 6  | 6.9%   | 4  |
| Good market                                                                                                                                 | 8.7%  | 47  | 10.3%  | 17 | 3.9%   | 6  | 11.6%  | 8  | 10.9%  | 10 | 10.3%  | 6  |
| Shops - good range of independent shops                                                                                                     | 8.7%  | 47  | 12.1%  | 20 | 5.2%   | 8  | 8.7%   | 6  | 8.7%   | 8  | 8.6%   | 5  |
| Attractive environment / nice place                                                                                                         | 8.0%  | 43  | 7.9%   | 13 | 8.4%   | 13 | 7.2%   | 5  | 7.6%   | 7  | 8.6%   | 5  |
| You can get everything you need there                                                                                                       | 7.1%  | 38  | 6.1%   | 10 | 5.8%   | 9  | 7.2%   | 5  | 8.7%   | 8  | 10.3%  | 6  |
| Good seating areas                                                                                                                          | 6.9%  | 37  | 12.1%  | 20 | 1.3%   | 2  | 5.8%   | 4  | 6.5%   | 6  | 8.6%   | 5  |
| Good for a day out                                                                                                                          | 6.7%  | 36  | 10.3%  | 17 | 4.5%   | 7  | 2.9%   | 2  | 8.7%   | 8  | 3.4%   | 2  |
| Good train service                                                                                                                          | 6.5%  | 35  | 7.9%   | 13 | 6.5%   | 10 | 5.8%   | 4  | 3.3%   | 3  | 8.6%   | 5  |
| Diverse / multi-cultural                                                                                                                    | 6.3%  | 34  | 8.5%   | 14 | 2.6%   | 4  | 13.0%  | 9  | 5.4%   | 5  | 3.4%   | 2  |
| Familiar / know where everything is                                                                                                         | 6.1%  | 33  | 4.8%   | 8  | 6.5%   | 10 | 7.2%   | 5  | 6.5%   | 6  | 6.9%   | 4  |
| Good toilet facilities                                                                                                                      | 5.9%  | 32  | 6.7%   | 11 | 3.2%   | 5  | 5.8%   | 4  | 6.5%   | 6  | 10.3%  | 6  |
| Shops - good opening hours / open on Sundays                                                                                                | 5.8%  | 31  | 7.3%   | 12 | 6.5%   | 10 | 7.2%   | 5  | 2.2%   | 2  | 3.4%   | 2  |
| Shops - good range of quality shops                                                                                                         | 5.6%  | 30  | 8.5%   | 14 | 1.9%   | 3  | 2.9%   | 2  | 6.5%   | 6  | 8.6%   | 5  |
| Good layout / shops close together                                                                                                          | 5.4%  | 29  | 7.9%   | 13 | 0.6%   | 1  | 5.8%   | 4  | 7.6%   | 7  | 6.9%   | 4  |
| Good for financial services (e.g. banks / building societies)                                                                               | 5.4%  | 29  | 10.9%  | 18 | 2.6%   | 4  | 2.9%   | 2  | 4.3%   | 4  | 1.7%   | 1  |
| Has undercover shopping                                                                                                                     | 5.2%  | 28  | 6.7%   | 11 | 2.6%   | 4  | 4.3%   | 3  | 7.6%   | 7  | 5.2%   | 3  |
| Nice atmosphere / friendly people                                                                                                           | 5.2%  | 28  | 7.3%   | 12 | 3.2%   | 5  | 2.9%   | 2  | 7.6%   | 7  | 3.4%   | 2  |
| Close to friends / relatives                                                                                                                | 4.6%  | 25  | 5.5%   | 9  | 1.9%   | 3  | 10.1%  | 7  | 4.3%   | 4  | 3.4%   | 2  |
| Close to work / en route to work                                                                                                            | 4.6%  | 25  | 7.3%   | 12 | 3.9%   | 6  | 4.3%   | 3  | 1.1%   | 1  | 5.2%   | 3  |
| Like to support local businesses                                                                                                            | 4.6%  | 25  | 9.1%   | 15 | 1.3%   | 2  | 0.0%   | 0  | 7.6%   | 7  | 1.7%   | 1  |
| Shops - good range of charity shops                                                                                                         | 4.3%  | 23  | 7.9%   | 13 | 0.6%   | 1  | 4.3%   | 3  | 4.3%   | 4  | 3.4%   | 2  |
| Parking - it's free                                                                                                                         | 3.9%  | 21  | 2.4%   | 4  | 6.5%   | 10 | 7.2%   | 5  | 1.1%   | 1  | 1.7%   | 1  |
| Pedestrianised areas                                                                                                                        | 3.9%  | 21  | 5.5%   | 9  | 3.9%   | 6  | 2.9%   | 2  | 2.2%   | 2  | 3.4%   | 2  |
| Good leisure facilities (e.g. leisure centres, cinema, health and fitness clubs, etc)                                                       | 3.9%  | 21  | 5.5%   | 9  | 1.3%   | 2  | 2.9%   | 2  | 4.3%   | 4  | 6.9%   | 4  |
| Shops - good range of supermarkets                                                                                                          | 3.3%  | 18  | 4.2%   | 7  | 1.9%   | 3  | 2.9%   | 2  | 3.3%   | 3  | 5.2%   | 3  |
| Good range of health services (e.g. doctors, dentists, opticians etc.)                                                                      | 3.2%  | 17  | 6.7%   | 11 | 0.6%   | 1  | 1.4%   | 1  | 2.2%   | 2  | 3.4%   | 2  |
| Easy to get there on foot                                                                                                                   | 3.2%  | 17  | 5.5%   | 9  | 0.6%   | 1  | 4.3%   | 3  | 2.2%   | 2  | 3.4%   | 2  |
| Good range of other services (e.g. library, hairdresser, vets etc.)                                                                         | 3.0%  | 16  | 5.5%   | 9  | 1.9%   | 3  | 4.3%   | 3  | 1.1%   | 1  | 0.0%   | 0  |
| Shops - good range of bakers / butchers / greengrocers                                                                                      | 3.0%  | 16  | 5.5%   | 9  | 1.9%   | 3  | 2.9%   | 2  | 0.0%   | 0  | 3.4%   | 2  |
| Open / green spaces                                                                                                                         | 2.4%  | 13  | 5.5%   | 9  | 0.0%   | 0  | 0.0%   | 0  | 2.2%   | 2  | 3.4%   | 2  |
| Good pubs / bars                                                                                                                            | 2.0%  | 11  | 2.4%   | 4  | 1.3%   | 2  | 1.4%   | 1  | 3.3%   | 3  | 1.7%   | 1  |
| Good disabled access                                                                                                                        | 1.9%  | 10  | 3.0%   | 5  | 1.9%   | 3  | 1.4%   | 1  | 0.0%   | 0  | 1.7%   | 1  |
| Parking - it's cheap                                                                                                                        | 1.7%  | 9   | 1.8%   | 3  | 0.6%   | 1  | 7.2%   | 5  | 0.0%   | 0  | 0.0%   | 0  |
| Traditional / quaint                                                                                                                        | 1.5%  | 8   | 2.4%   | 4  | 0.6%   | 1  | 1.4%   | 1  | 1.1%   | 1  | 1.7%   | 1  |
| Specific store - M&S                                                                                                                        | 1.5%  | 8   | 1.2%   | 2  | 0.6%   | 1  | 1.4%   | 1  | 0.0%   | 0  | 6.9%   | 4  |

# Hillingdon Household Survey for Lichfields

|                                              | Total |     | Zone 1 |     | Zone 2 |     | Zone 3 |    | Zone 4 |    | Zone 5 |    |
|----------------------------------------------|-------|-----|--------|-----|--------|-----|--------|----|--------|----|--------|----|
| Quiet / not too busy                         | 1.1%  | 6   | 1.8%   | 3   | 0.6%   | 1   | 2.9%   | 2  | 0.0%   | 0  | 0.0%   | 0  |
| Easy to get to by car                        | 0.9%  | 5   | 0.6%   | 1   | 0.6%   | 1   | 2.9%   | 2  | 0.0%   | 0  | 1.7%   | 1  |
| Habit                                        | 0.7%  | 4   | 0.6%   | 1   | 1.3%   | 2   | 0.0%   | 0  | 0.0%   | 0  | 1.7%   | 1  |
| Specific store - John Lewis                  | 0.7%  | 4   | 0.0%   | 0   | 1.3%   | 2   | 1.4%   | 1  | 0.0%   | 0  | 1.7%   | 1  |
| Get staff discount                           | 0.6%  | 3   | 0.6%   | 1   | 0.6%   | 1   | 0.0%   | 0  | 1.1%   | 1  | 0.0%   | 0  |
| Preference for specific retailer             | 0.4%  | 2   | 1.2%   | 2   | 0.0%   | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Convenient                                   | 0.4%  | 2   | 0.6%   | 1   | 0.0%   | 0   | 0.0%   | 0  | 1.1%   | 1  | 0.0%   | 0  |
| Specific store - Argos                       | 0.4%  | 2   | 0.0%   | 0   | 0.6%   | 1   | 0.0%   | 0  | 1.1%   | 1  | 0.0%   | 0  |
| Dislike internet shopping                    | 0.4%  | 2   | 0.6%   | 1   | 0.0%   | 0   | 0.0%   | 0  | 1.1%   | 1  | 0.0%   | 0  |
| Close to place of worship                    | 0.2%  | 1   | 0.0%   | 0   | 0.6%   | 1   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Has a petrol station                         | 0.2%  | 1   | 0.6%   | 1   | 0.0%   | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Specific store - Currys                      | 0.2%  | 1   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0  | 0.0%   | 0  | 1.7%   | 1  |
| Specific store - Dunelm                      | 0.2%  | 1   | 0.0%   | 0   | 0.6%   | 1   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Close to other shops / services / facilities | 0.2%  | 1   | 0.0%   | 0   | 0.6%   | 1   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Specific store - Robert Dyas                 | 0.2%  | 1   | 0.0%   | 0   | 0.6%   | 1   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Specific store - B&Q                         | 0.2%  | 1   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0  | 1.1%   | 1  | 0.0%   | 0  |
| Large store                                  | 0.2%  | 1   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0  | 0.0%   | 0  | 1.7%   | 1  |
| Specific store - The Range                   | 0.2%  | 1   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0  | 0.0%   | 0  | 1.7%   | 1  |
| Specific store - Next                        | 0.2%  | 1   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0  | 0.0%   | 0  | 1.7%   | 1  |
| Other                                        | 0.0%  | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| (No reason)                                  | 5.2%  | 28  | 3.0%   | 5   | 3.9%   | 6   | 11.6%  | 8  | 8.7%   | 8  | 1.7%   | 1  |
| (Don't know)                                 | 0.7%  | 4   | 0.6%   | 1   | 1.3%   | 2   | 0.0%   | 0  | 1.1%   | 1  | 0.0%   | 0  |
| Base:                                        |       | 538 |        | 165 |        | 154 |        | 69 |        | 92 |        | 58 |

## Q11 How do you usually travel to LOCATION MENTIONED AT Q09?

*Excluding those who do their non-food shopping via the internet at Q09 or 'Don't know' where they do they do their non-food shopping*

|                                               |       |     |       |     |       |     |       |    |       |    |       |    |
|-----------------------------------------------|-------|-----|-------|-----|-------|-----|-------|----|-------|----|-------|----|
| Car / van (as driver)                         | 40.0% | 215 | 39.4% | 65  | 39.6% | 61  | 43.5% | 30 | 34.8% | 32 | 46.6% | 27 |
| Car / van (as passenger)                      | 11.2% | 60  | 14.5% | 24  | 5.8%  | 9   | 17.4% | 12 | 9.8%  | 9  | 10.3% | 6  |
| Bus, minibus or coach                         | 21.2% | 114 | 12.1% | 20  | 22.1% | 34  | 26.1% | 18 | 38.0% | 35 | 12.1% | 7  |
| Motorcycle, scooter or moped                  | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Walk                                          | 10.8% | 58  | 12.7% | 21  | 10.4% | 16  | 5.8%  | 4  | 8.7%  | 8  | 15.5% | 9  |
| Taxi                                          | 0.6%  | 3   | 0.6%  | 1   | 0.6%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 1.7%  | 1  |
| Underground / Tube                            | 5.6%  | 30  | 6.1%  | 10  | 7.1%  | 11  | 1.4%  | 1  | 5.4%  | 5  | 5.2%  | 3  |
| Train                                         | 8.6%  | 46  | 10.9% | 18  | 12.3% | 19  | 5.8%  | 4  | 1.1%  | 1  | 6.9%  | 4  |
| Bicycle                                       | 0.6%  | 3   | 0.0%  | 0   | 1.9%  | 3   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Disability vehicle (scooter, wheelchair etc.) | 0.7%  | 4   | 1.2%  | 2   | 0.0%  | 0   | 0.0%  | 0  | 2.2%  | 2  | 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)                         | 0.9%  | 5   | 2.4%  | 4   | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 1.7%  | 1  |
| Base:                                         |       | 538 |       | 165 |       | 154 |       | 69 |       | 92 |       | 58 |

Hillingdon Household Survey  
for Lichfields

|                                                                                  | Total | Zone 1 |       | Zone 2 |       | Zone 3 |       | Zone 4 |       | Zone 5 |       |    |
|----------------------------------------------------------------------------------|-------|--------|-------|--------|-------|--------|-------|--------|-------|--------|-------|----|
| Q12 Where did your household last buy clothes, footwear and other fashion goods? |       |        |       |        |       |        |       |        |       |        |       |    |
| Zone 1                                                                           |       |        |       |        |       |        |       |        |       |        |       |    |
| Asda, Old Dairy Lane, Ruislip, HA4 0FY                                           | 0.8%  | 7      | 2.0%  | 5      | 0.4%  | 1      | 1.0%  | 1      | 0.0%  | 0      | 0.0%  | 0  |
| Eastcote Local Centre                                                            | 0.4%  | 3      | 1.2%  | 3      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0  |
| John Sanders, High Street, Ruislip, HA4 8JB                                      | 0.2%  | 2      | 0.8%  | 2      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0  |
| Ruislip Retail Park, Victoria Road, Ruislip, HA4 0QE                             | 0.4%  | 3      | 0.8%  | 2      | 0.0%  | 0      | 1.0%  | 1      | 0.0%  | 0      | 0.0%  | 0  |
| Sainsbury's, Long Drive, Ruislip, HA4 0HQ                                        | 1.2%  | 10     | 2.0%  | 5      | 1.6%  | 4      | 1.0%  | 1      | 0.0%  | 0      | 0.0%  | 0  |
| Victoria Retail Park, Crown Road, Ruislip, HA4 0AJ                               | 0.8%  | 7      | 2.8%  | 7      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0  |
| Zone 2                                                                           |       |        |       |        |       |        |       |        |       |        |       |    |
| Sainsbury's, Barbers Walk, Pinner, HA5 5LU                                       | 0.1%  | 1      | 0.0%  | 0      | 0.4%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0  |
| South Harrow Local Centre                                                        | 0.2%  | 2      | 0.0%  | 0      | 0.8%  | 2      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0  |
| Zone 3                                                                           |       |        |       |        |       |        |       |        |       |        |       |    |
| Northolt Town Centre                                                             | 0.2%  | 2      | 0.0%  | 0      | 0.0%  | 0      | 2.0%  | 2      | 0.0%  | 0      | 0.0%  | 0  |
| Zone 4                                                                           |       |        |       |        |       |        |       |        |       |        |       |    |
| Zone 5                                                                           |       |        |       |        |       |        |       |        |       |        |       |    |
| Marks and Spencer (M&S), High Street, Uxbridge, UB8 1TL                          | 4.8%  | 41     | 6.0%  | 15     | 0.4%  | 1      | 1.0%  | 1      | 6.0%  | 9      | 15.0% | 15 |
| Sainsbury's, York Road, Uxbridge, UB8 1QW                                        | 0.2%  | 2      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.7%  | 1      | 1.0%  | 1  |
| Uxbridge Town Centre                                                             | 12.3% | 105    | 13.5% | 34     | 2.4%  | 6      | 12.2% | 12     | 24.7% | 37     | 16.0% | 16 |
| Outside Survey Area                                                              |       |        |       |        |       |        |       |        |       |        |       |    |
| B&M, Fairfield Road, West Drayton, UB7 8EY                                       | 0.1%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 1.0%  | 1  |
| B&M, Retail Park, Willow Tree Lane, Glencoe Road, London, UB4 9SN                | 0.2%  | 2      | 0.8%  | 2      | 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      | 0.7%  | 1      | 0.0%  | 0  |
| Brent Cross Shopping Centre, Prince Charles Drive, Brent Cross, London, NW4 3FP  | 0.9%  | 8      | 1.6%  | 4      | 0.4%  | 1      | 1.0%  | 1      | 0.7%  | 1      | 1.0%  | 1  |
| Brent South Shopping Park, Brent Terrace, Brent Cross, London, NW2 1LS           | 0.4%  | 3      | 0.8%  | 2      | 0.4%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0  |
| Central London                                                                   | 3.0%  | 26     | 2.4%  | 6      | 4.7%  | 12     | 1.0%  | 1      | 3.3%  | 5      | 2.0%  | 2  |
| Cheltenham Town Centre                                                           | 0.1%  | 1      | 0.0%  | 0      | 0.4%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0  |
| Colney Fields Shopping Park, London Colney, St Albans, AL2 1BW                   | 0.1%  | 1      | 0.4%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0  |
| Costco, Hartspring Lane, Bushey, WD25 8JS                                        | 0.1%  | 1      | 0.0%  | 0      | 0.4%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0  |
| Cowes Town Centre                                                                | 0.1%  | 1      | 0.4%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0  |
| Criccieth Town Centre                                                            | 0.1%  | 1      | 0.0%  | 0      | 0.4%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0  |
| Designer Outlet Ashford, Kimberley Way, Ashford, TN24 0SD                        | 0.1%  | 1      | 0.0%  | 0      | 0.4%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0  |
| Designer Outlet Bridgend, Derwen, Bridgend, CF32 9SU                             | 0.1%  | 1      | 0.0%  | 0      | 0.4%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0  |
| Ealing Broadway, The Broadway, London, W5 5JY                                    | 0.1%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 1.0%  | 1      | 0.0%  | 0      | 0.0%  | 0  |
| Ealing Local Centre                                                              | 0.5%  | 4      | 0.8%  | 2      | 0.0%  | 0      | 2.0%  | 2      | 0.0%  | 0      | 0.0%  | 0  |
| Flowerland, Norwood Lane, Iver, SL0 0EW                                          | 0.1%  | 1      | 0.4%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0  |
| Greenford Town Centre                                                            | 0.2%  | 2      | 0.0%  | 0      | 0.4%  | 1      | 1.0%  | 1      | 0.0%  | 0      | 0.0%  | 0  |
| Harrow Garden Centre, Headstone Lane, Harrow, HA2 6NB                            | 0.1%  | 1      | 0.0%  | 0      | 0.4%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0  |
| Harrow Town Centre                                                               | 7.0%  | 60     | 2.8%  | 7      | 19.3% | 49     | 3.1%  | 3      | 0.7%  | 1      | 0.0%  | 0  |
| Hastings Town Centre                                                             | 0.1%  | 1      | 0.4%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0  |
| Hayes Bridge Retail Park, Springfield Road, Hayes, UB4 0TU                       | 0.1%  | 1      | 0.4%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0  |
| Hayes Town Centre                                                                | 0.2%  | 2      | 0.0%  | 0      | 0.4%  | 1      | 0.0%  | 0      | 0.7%  | 1      | 0.0%  | 0  |

Hillingdon Household Survey  
for Lichfields

|                                                                                 | Total | Zone 1 |      | Zone 2 |      | Zone 3 |      | Zone 4 |      | Zone 5 |      |   |
|---------------------------------------------------------------------------------|-------|--------|------|--------|------|--------|------|--------|------|--------|------|---|
| High Wycombe Town Centre                                                        | 0.2%  | 2      | 0.4% | 1      | 0.0% | 0      | 1.0% | 1      | 0.0% | 0      | 0.0% | 0 |
| Hinckley Town Centre                                                            | 0.1%  | 1      | 0.0% | 0      | 0.4% | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Hounslow Local Centre                                                           | 0.2%  | 2      | 0.0% | 0      | 0.4% | 1      | 1.0% | 1      | 0.0% | 0      | 0.0% | 0 |
| Hove Local Centre                                                               | 0.1%  | 1      | 0.0% | 0      | 0.4% | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| John Lewis, Holmers Farm Way, Cressex Centre, High Wycombe, HP12 4NW            | 1.1%  | 9      | 0.8% | 2      | 0.8% | 2      | 0.0% | 0      | 0.7% | 1      | 4.0% | 4 |
| John Lewis, Oxford Street, London, W1C 1DX                                      | 0.1%  | 1      | 0.4% | 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      | 0.7% | 1      | 1.0% | 1 |
| Lombardy Retail Park, Coldharbour Lane, Hayes, UB3 3EX                          | 1.5%  | 13     | 1.6% | 4      | 0.0% | 0      | 7.1% | 7      | 1.3% | 2      | 0.0% | 0 |
| London Colney Village Centre                                                    | 0.1%  | 1      | 0.0% | 0      | 0.4% | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| London Designer Outlet, Wembley Park Boulevard, Wembley Park, Wembley, HA9 0FD  | 0.8%  | 7      | 0.8% | 2      | 0.4% | 1      | 1.0% | 1      | 1.3% | 2      | 1.0% | 1 |
| Marks and Spencer (M&S), Barnet Road, London Colney, St Albans, AL2 1AB         | 0.1%  | 1      | 0.4% | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Marks and Spencer (M&S), Clifton Drive South, The Broadway, London, W5 5JW      | 0.4%  | 3      | 0.4% | 1      | 0.0% | 0      | 2.0% | 2      | 0.0% | 0      | 0.0% | 0 |
| Marks and Spencer (M&S), High Street, Watford, WD17 2DH                         | 0.4%  | 3      | 0.8% | 2      | 0.4% | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Marks and Spencer (M&S), Marlowes, Hemel Hempstead, HP1 1BL                     | 0.1%  | 1      | 0.0% | 0      | 0.0% | 0      | 1.0% | 1      | 0.0% | 0      | 0.0% | 0 |
| Marks and Spencer (M&S), Oxford Street, London, W1C 1AP                         | 0.2%  | 2      | 0.4% | 1      | 0.0% | 0      | 0.0% | 0      | 0.7% | 1      | 0.0% | 0 |
| Marks and Spencer (M&S), St. Anns Road, Harrow, HA1 1NB                         | 1.5%  | 13     | 1.2% | 3      | 2.4% | 6      | 4.1% | 4      | 0.0% | 0      | 0.0% | 0 |
| Marks and Spencer (M&S), The Willows, Nicholson Road, Torquay, TQ2 7XA          | 0.1%  | 1      | 0.4% | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Marylebone Local Centre                                                         | 0.1%  | 1      | 0.4% | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Matalan, Pump Lane, Hayes, UB3 3NB                                              | 0.1%  | 1      | 0.0% | 0      | 0.0% | 0      | 1.0% | 1      | 0.0% | 0      | 0.0% | 0 |
| Milton Keynes City Centre                                                       | 0.1%  | 1      | 0.4% | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Morrisons, Trident Point, Pinner Road, Harrow, HA1 4BB                          | 0.1%  | 1      | 0.0% | 0      | 0.4% | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Neasden Local Centre                                                            | 0.1%  | 1      | 0.0% | 0      | 0.4% | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Next, Jubilee Place, London, E14 5NY                                            | 0.1%  | 1      | 0.0% | 0      | 0.4% | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Next, St. Anns Road, Harrow, HA1 1JX                                            | 0.1%  | 1      | 0.0% | 0      | 0.0% | 0      | 1.0% | 1      | 0.0% | 0      | 0.0% | 0 |
| Oxford City Centre                                                              | 0.1%  | 1      | 0.4% | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Pinner Local Centre                                                             | 0.6%  | 5      | 0.8% | 2      | 1.2% | 3      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Primark, Ealing Broadway Centre, London, W5 5JY                                 | 0.1%  | 1      | 0.0% | 0      | 0.4% | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Primark, High Road, Wembley, HA9 7BS                                            | 0.5%  | 4      | 0.4% | 1      | 0.4% | 1      | 2.0% | 2      | 0.0% | 0      | 0.0% | 0 |
| Primark, St Ann's Shopping Centre, Harrow, HA1 1AT                              | 0.2%  | 2      | 0.0% | 0      | 0.8% | 2      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Ramsgate Town Centre                                                            | 0.1%  | 1      | 0.4% | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Ruislip Local Centre                                                            | 2.2%  | 19     | 4.0% | 10     | 0.8% | 2      | 1.0% | 1      | 2.0% | 3      | 3.0% | 3 |
| Skechers Factory Outlet, Wembley Park Boulevard, Wembley Park, Wembley, HA9 0TG | 0.1%  | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 1.0% | 1 |
| Southall Local Centre                                                           | 0.7%  | 6      | 0.4% | 1      | 1.2% | 3      | 1.0% | 1      | 0.7% | 1      | 0.0% | 0 |
| Squire's Garden Centre, Common Road, Harrow,                                    | 0.1%  | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.7% | 1      | 0.0% | 0 |

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|                                                                              | Total | Zone 1 |       | Zone 2 |       | Zone 3 |       | Zone 4 |       | Zone 5 |       |     |
|------------------------------------------------------------------------------|-------|--------|-------|--------|-------|--------|-------|--------|-------|--------|-------|-----|
| Stanmore, HA7 3JF                                                            |       |        |       |        |       |        |       |        |       |        |       |     |
| Stanmore Local Centre                                                        | 0.1%  | 1      | 0.0%  | 0      | 0.4%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0   |
| Sunbury-on-Thames Town Centre                                                | 0.1%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 1.0%  | 1      | 0.0%  | 0      | 0.0%  | 0   |
| Tesco Extra, Glencoe Road, Hayes, UB4 9SQ                                    | 0.1%  | 1      | 0.4%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0   |
| Tesco Extra, Lower High Street, Watford, WD17 2BD                            | 0.1%  | 1      | 0.0%  | 0      | 0.4%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0   |
| Tesco Superstore, Ash Hill Drive, Pinner, HA5 2AG                            | 0.1%  | 1      | 0.0%  | 0      | 0.4%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0   |
| The Edinburgh Woollen Mill, High Street, Ruislip, HA4 7AA                    | 0.2%  | 2      | 0.8%  | 2      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0   |
| The Harlequin, Watford, WD17 2UB                                             | 0.1%  | 1      | 0.4%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0   |
| The Mall Wood Green, High Road, London, N22 6YQ                              | 0.1%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.7%  | 1      | 0.0%  | 0   |
| Tralee Town Centre                                                           | 0.1%  | 1      | 0.0%  | 0      | 0.4%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0   |
| Two Rivers Shopping Centre, Mustard Mill Road, Staines-upon-Thames, TW18 4WB | 0.1%  | 1      | 0.4%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0   |
| Upton Park Local Centre                                                      | 0.4%  | 3      | 0.0%  | 0      | 0.0%  | 0      | 2.0%  | 2      | 0.7%  | 1      | 0.0%  | 0   |
| Waitrose, Westfield London Shopping Centre, Ariel Way, London, W12 7GA       | 0.1%  | 1      | 0.0%  | 0      | 0.4%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0   |
| Waterfields Shopping Park, Waterfields Way, Watford, WD17 2BD                | 0.5%  | 4      | 0.8%  | 2      | 0.8%  | 2      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0   |
| Watford Town Centre                                                          | 1.6%  | 14     | 1.2%  | 3      | 3.9%  | 10     | 0.0%  | 0      | 0.0%  | 0      | 1.0%  | 1   |
| Wembley Local Centre                                                         | 0.2%  | 2      | 0.0%  | 0      | 0.0%  | 0      | 2.0%  | 2      | 0.0%  | 0      | 0.0%  | 0   |
| West Drayton Town Centre                                                     | 0.1%  | 1      | 0.4%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0   |
| Westfield London, Ariel Way, London, W12 7GF                                 | 2.7%  | 23     | 1.2%  | 3      | 2.4%  | 6      | 4.1%  | 4      | 6.0%  | 9      | 1.0%  | 1   |
| Westfield Stratford City, Montfichet Road, London, E20 1EJ                   | 0.5%  | 4      | 0.4%  | 1      | 1.2%  | 3      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0   |
| Westway Cross Retail Park, Greenford Road, Greenford, UB6 0UW                | 0.6%  | 5      | 0.4%  | 1      | 0.8%  | 2      | 1.0%  | 1      | 0.7%  | 1      | 0.0%  | 0   |
| Wexham Local Centre                                                          | 0.1%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 1.0%  | 1   |
| Wide Fit Shoes, Kenton Park Parade, Kenton Road, Harrow, HA3 8DN             | 0.1%  | 1      | 0.0%  | 0      | 0.4%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0   |
| Others                                                                       |       |        |       |        |       |        |       |        |       |        |       |     |
| Abroad                                                                       | 1.5%  | 13     | 1.2%  | 3      | 2.8%  | 7      | 0.0%  | 0      | 0.7%  | 1      | 2.0%  | 2   |
| Internet / delivery                                                          | 31.5% | 269    | 28.7% | 72     | 30.3% | 77     | 25.5% | 25     | 35.3% | 53     | 42.0% | 42  |
| Mail order / catalogue                                                       | 2.8%  | 24     | 2.4%  | 6      | 1.6%  | 4      | 2.0%  | 2      | 4.7%  | 7      | 5.0%  | 5   |
| TV shopping                                                                  | 0.2%  | 2      | 0.0%  | 0      | 0.0%  | 0      | 2.0%  | 2      | 0.0%  | 0      | 0.0%  | 0   |
| (Don't know / can't remember)                                                | 5.5%  | 47     | 4.0%  | 10     | 7.9%  | 20     | 7.1%  | 7      | 5.3%  | 8      | 2.0%  | 2   |
| (Don't do this type of shopping)                                             | 1.3%  | 11     | 2.4%  | 6      | 0.8%  | 2      | 2.0%  | 2      | 0.7%  | 1      | 0.0%  | 0   |
| Base:                                                                        |       | 853    |       | 251    |       | 254    |       | 98     |       | 150    |       | 100 |

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|                                                                                        | Total | Zone 1 |       | Zone 2 |      | Zone 3 |       | Zone 4 |      | Zone 5 |       |    |
|----------------------------------------------------------------------------------------|-------|--------|-------|--------|------|--------|-------|--------|------|--------|-------|----|
| Q13 Where did your household last buy furniture, soft furnishings and floor coverings? |       |        |       |        |      |        |       |        |      |        |       |    |
| Zone 1                                                                                 |       |        |       |        |      |        |       |        |      |        |       |    |
| Asda, Old Dairy Lane, Ruislip, HA4 0FY                                                 | 0.2%  | 2      | 0.4%  | 1      | 0.0% | 0      | 1.0%  | 1      | 0.0% | 0      | 0.0%  | 0  |
| B&M, Victoria Road, London, HA4 0EH                                                    | 0.4%  | 3      | 1.2%  | 3      | 0.0% | 0      | 0.0%  | 0      | 0.0% | 0      | 0.0%  | 0  |
| Carpet World, Field End Road, Ruislip, HA4 9NJ                                         | 0.1%  | 1      | 0.4%  | 1      | 0.0% | 0      | 0.0%  | 0      | 0.0% | 0      | 0.0%  | 0  |
| Dreams, Windmill Hill, Ruislip, HA4 8PT                                                | 0.5%  | 4      | 0.8%  | 2      | 0.0% | 0      | 1.0%  | 1      | 0.0% | 0      | 1.0%  | 1  |
| Eastcote Local Centre                                                                  | 0.6%  | 5      | 1.2%  | 3      | 0.4% | 1      | 0.0%  | 0      | 0.0% | 0      | 1.0%  | 1  |
| Furniture Village, Ruislip Retail Park, Victoria Road, Ruislip, HA4 0QE                | 0.5%  | 4      | 1.2%  | 3      | 0.0% | 0      | 1.0%  | 1      | 0.0% | 0      | 0.0%  | 0  |
| Manor Carpets, Victoria Road, Ruislip, HA4 9BH                                         | 0.1%  | 1      | 0.0%  | 0      | 0.4% | 1      | 0.0%  | 0      | 0.0% | 0      | 0.0%  | 0  |
| Oak Furnitureland, Brook Retail Park, Victoria Road, Ruislip, HA4 0LN                  | 0.4%  | 3      | 0.4%  | 1      | 0.4% | 1      | 0.0%  | 0      | 0.0% | 0      | 1.0%  | 1  |
| Ruislip Manor Local Centre                                                             | 0.7%  | 6      | 1.2%  | 3      | 1.2% | 3      | 0.0%  | 0      | 0.0% | 0      | 0.0%  | 0  |
| Ruislip Retail Park, Victoria Road, Ruislip, HA4 0QE                                   | 0.5%  | 4      | 1.2%  | 3      | 0.4% | 1      | 0.0%  | 0      | 0.0% | 0      | 0.0%  | 0  |
| Sainsbury's, Long Drive, Ruislip, HA4 0HQ                                              | 0.2%  | 2      | 0.4%  | 1      | 0.4% | 1      | 0.0%  | 0      | 0.0% | 0      | 0.0%  | 0  |
| The Range, Victoria Retail Park, Ruislip, HA4 0AJ                                      | 0.2%  | 2      | 0.4%  | 1      | 0.0% | 0      | 0.0%  | 0      | 0.0% | 0      | 1.0%  | 1  |
| Victoria Retail Park, Crown Road, Ruislip, HA4 0AJ                                     | 11.1% | 95     | 17.9% | 45     | 9.4% | 24     | 10.2% | 10     | 3.3% | 5      | 11.0% | 11 |
| Wickes, Victoria Road, Ruislip, HA4 0QB                                                | 0.1%  | 1      | 0.0%  | 0      | 0.4% | 1      | 0.0%  | 0      | 0.0% | 0      | 0.0%  | 0  |
| Zone 2                                                                                 |       |        |       |        |      |        |       |        |      |        |       |    |
| Dunelm, Brember Road, South Harrow, Harrow, HA2 8AX                                    | 0.2%  | 2      | 0.0%  | 0      | 0.8% | 2      | 0.0%  | 0      | 0.0% | 0      | 0.0%  | 0  |
| K2 Carpets and Beds, Alexandra Avenue, Rayners Lane, Harrow, HA2 9SE                   | 0.2%  | 2      | 0.0%  | 0      | 0.8% | 2      | 0.0%  | 0      | 0.0% | 0      | 0.0%  | 0  |
| Sainsbury's, Barters Walk, Pinner, HA5 5LU                                             | 0.1%  | 1      | 0.0%  | 0      | 0.4% | 1      | 0.0%  | 0      | 0.0% | 0      | 0.0%  | 0  |
| South Harrow Local Centre                                                              | 0.1%  | 1      | 0.4%  | 1      | 0.0% | 0      | 0.0%  | 0      | 0.0% | 0      | 0.0%  | 0  |
| Sunrise Cash & Carry, Rayners Lane, Pinner, HA5 5ER                                    | 0.1%  | 1      | 0.4%  | 1      | 0.0% | 0      | 0.0%  | 0      | 0.0% | 0      | 0.0%  | 0  |
| Vezways Furnishing Stores, Alexandra Avenue, Rayners Lane, Harrow, HA2 9SE             | 0.1%  | 1      | 0.0%  | 0      | 0.4% | 1      | 0.0%  | 0      | 0.0% | 0      | 0.0%  | 0  |
| Zone 3                                                                                 |       |        |       |        |      |        |       |        |      |        |       |    |
| Northolt Town Centre                                                                   | 0.1%  | 1      | 0.0%  | 0      | 0.0% | 0      | 1.0%  | 1      | 0.0% | 0      | 0.0%  | 0  |
| Zone 4                                                                                 |       |        |       |        |      |        |       |        |      |        |       |    |
| Zone 5                                                                                 |       |        |       |        |      |        |       |        |      |        |       |    |
| Ickenham Flooring & Designs, Swakeleys Road, Ickenham, Uxbridge, UB10 8DG              | 0.1%  | 1      | 0.0%  | 0      | 0.0% | 0      | 0.0%  | 0      | 0.0% | 0      | 1.0%  | 1  |
| Ickenham Local Centre                                                                  | 0.2%  | 2      | 0.0%  | 0      | 0.0% | 0      | 0.0%  | 0      | 0.0% | 0      | 2.0%  | 2  |
| Marks and Spencer (M&S), High Street, Uxbridge, UB8 1TL                                | 0.4%  | 3      | 0.4%  | 1      | 0.0% | 0      | 0.0%  | 0      | 1.3% | 2      | 0.0%  | 0  |
| Sainsbury's, York Road, Uxbridge, UB8 1QW                                              | 0.1%  | 1      | 0.0%  | 0      | 0.0% | 0      | 0.0%  | 0      | 0.0% | 0      | 1.0%  | 1  |
| Uxbridge Town Centre                                                                   | 1.3%  | 11     | 0.8%  | 2      | 0.4% | 1      | 1.0%  | 1      | 1.3% | 2      | 5.0%  | 5  |
| Outside Survey Area                                                                    |       |        |       |        |      |        |       |        |      |        |       |    |
| Aylesbury Town Centre                                                                  | 0.1%  | 1      | 0.4%  | 1      | 0.0% | 0      | 0.0%  | 0      | 0.0% | 0      | 0.0%  | 0  |
| B&M, Retail Park, Willow Tree Lane, Glencoe Road, London, UB4 9SN                      | 0.1%  | 1      | 0.0%  | 0      | 0.0% | 0      | 1.0%  | 1      | 0.0% | 0      | 0.0%  | 0  |
| B&M, St George's Shopping Centre, Harrow, HA1 1HS                                      | 0.1%  | 1      | 0.0%  | 0      | 0.4% | 1      | 0.0%  | 0      | 0.0% | 0      | 0.0%  | 0  |
| B&Q, Glencoe Road, Hayes, UB4 9SN                                                      | 0.4%  | 3      | 0.0%  | 0      | 0.0% | 0      | 0.0%  | 0      | 2.0% | 3      | 0.0%  | 0  |
| Brent Cross Shopping                                                                   | 0.6%  | 5      | 1.2%  | 3      | 0.4% | 1      | 0.0%  | 0      | 0.7% | 1      | 0.0%  | 0  |

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|                                                                               | Total |    | Zone 1 |    | Zone 2 |    | Zone 3 |   | Zone 4 |   | Zone 5 |   |
|-------------------------------------------------------------------------------|-------|----|--------|----|--------|----|--------|---|--------|---|--------|---|
| Centre, Prince Charles Drive, Brent Cross, London, NW4 3FP                    |       |    |        |    |        |    |        |   |        |   |        |   |
| Brent South Shopping Park, Brent Terrace, Brent Cross, London, NW2 1LS        | 0.2%  | 2  | 0.0%   | 0  | 0.4%   | 1  | 0.0%   | 0 | 0.0%   | 0 | 1.0%   | 1 |
| Central London                                                                | 1.3%  | 11 | 0.8%   | 2  | 3.2%   | 8  | 0.0%   | 0 | 0.7%   | 1 | 0.0%   | 0 |
| Century Retail Park, Watford, WD17 2SF                                        | 0.5%  | 4  | 0.4%   | 1  | 1.2%   | 3  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |
| Chesham Town Centre                                                           | 0.1%  | 1  | 0.0%   | 0  | 0.4%   | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |
| Colne Bridge Retail Park, Watford, WD17 2JZ                                   | 0.1%  | 1  | 0.4%   | 1  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |
| Costco, Hartspring Lane, Bushey, WD25 8JS                                     | 0.1%  | 1  | 0.0%   | 0  | 0.4%   | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |
| Dunelm, Knaves Beech Retail Park, Loudwater, High Wycombe, HP10 9QR           | 0.2%  | 2  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 2.0%   | 2 |
| Dunelm, Western Avenue, Greenford, UB6 8LZ                                    | 4.7%  | 40 | 4.4%   | 11 | 3.9%   | 10 | 2.0%   | 2 | 6.0%   | 9 | 8.0%   | 8 |
| Ealing Local Centre                                                           | 0.4%  | 3  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 | 1.3%   | 2 | 1.0%   | 1 |
| Edgware Town Centre                                                           | 0.1%  | 1  | 0.0%   | 0  | 0.4%   | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |
| Greenford Town Centre                                                         | 0.4%  | 3  | 0.0%   | 0  | 0.4%   | 1  | 2.0%   | 2 | 0.0%   | 0 | 0.0%   | 0 |
| Gunwharf Quays, Portsmouth, PO1 3TZ                                           | 0.1%  | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 1.0%   | 1 |
| Harrow Town Centre                                                            | 1.1%  | 9  | 0.8%   | 2  | 2.4%   | 6  | 1.0%   | 1 | 0.0%   | 0 | 0.0%   | 0 |
| Hayes Bridge Retail Park, Springfield Road, Hayes, UB4 0TU                    | 0.6%  | 5  | 0.4%   | 1  | 0.0%   | 0  | 2.0%   | 2 | 1.3%   | 2 | 0.0%   | 0 |
| Hayes Town Centre                                                             | 0.2%  | 2  | 0.0%   | 0  | 0.0%   | 0  | 1.0%   | 1 | 0.7%   | 1 | 0.0%   | 0 |
| Heal's, Tottenham Court Road, London, W1T 7LQ                                 | 0.1%  | 1  | 0.4%   | 1  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |
| Hillier Garden Centre, Ducks Hill Road, Ruislip, HA4 7TP                      | 0.1%  | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.7%   | 1 | 0.0%   | 0 |
| Holmers Farm Way, Cressex Centre, High Wycombe, HP12 4NW                      | 0.2%  | 2  | 0.4%   | 1  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 1.0%   | 1 |
| Home Bargains, Great Western Industrial, Armstrong Way, Southall, UB2 4SD     | 0.1%  | 1  | 0.4%   | 1  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |
| Home Bargains, Ivy Bridge Retail Park, Twickenham Road, Twickenham, TW7 7DY   | 0.1%  | 1  | 0.4%   | 1  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |
| Hounslow Local Centre                                                         | 0.1%  | 1  | 0.0%   | 0  | 0.4%   | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |
| Ikea, Bugsby's Way, London, SE10 0QJ                                          | 0.1%  | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.7%   | 1 | 0.0%   | 0 |
| Ikea, North Circular Road, London, NW10 0TH                                   | 2.8%  | 24 | 1.2%   | 3  | 3.5%   | 9  | 5.1%   | 5 | 2.7%   | 4 | 3.0%   | 3 |
| Ikea, Pincents Kiln Industrial Park, Pincents Lane, Theale, Reading, RG31 7SD | 0.1%  | 1  | 0.0%   | 0  | 0.4%   | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |
| Ivybridge Retail Park, Summerwood Road, Isleworth, TW7 7QY                    | 0.1%  | 1  | 0.0%   | 0  | 0.4%   | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |
| John Lewis, Holmers Farm Way, Cressex Centre, High Wycombe, HP12 4NW          | 2.7%  | 23 | 3.2%   | 8  | 0.8%   | 2  | 1.0%   | 1 | 4.0%   | 6 | 6.0%   | 6 |
| John Lewis, Oxford Street, London, W1C 1DX                                    | 0.4%  | 3  | 0.4%   | 1  | 0.8%   | 2  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |
| John Lewis, Wood Street, Kingston upon Thames, KT1 1TE                        | 0.1%  | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 1.0%   | 1 |
| Kingston upon Thames Town Centre                                              | 0.1%  | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.7%   | 1 | 0.0%   | 0 |
| Leyton Local Centre                                                           | 0.1%  | 1  | 0.0%   | 0  | 0.0%   | 0  | 1.0%   | 1 | 0.0%   | 0 | 0.0%   | 0 |
| Lombardy Retail Park, Coldharbour Lane, Hayes, UB3 3EX                        | 0.2%  | 2  | 0.0%   | 0  | 0.0%   | 0  | 1.0%   | 1 | 0.7%   | 1 | 0.0%   | 0 |
| Lucas Furniture, Sir Henry                                                    | 0.2%  | 2  | 0.4%   | 1  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 1.0%   | 1 |

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|                                                                               | Total | Zone 1 |       | Zone 2 |       | Zone 3 |       | Zone 4 |       | Zone 5 |       |     |
|-------------------------------------------------------------------------------|-------|--------|-------|--------|-------|--------|-------|--------|-------|--------|-------|-----|
| Lee Crescent, Aylesbury, HP18 0PE                                             |       |        |       |        |       |        |       |        |       |        |       |     |
| Marks and Spencer (M&S), Barnet Road, London Colney, St Albans, AL2 1AB       | 0.1%  | 1      | 0.0%  | 0      | 0.4%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0   |
| Marks and Spencer (M&S), High Street, Watford, WD17 2DH                       | 0.1%  | 1      | 0.4%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0   |
| Next, Eden Centre, Newlands Meadow, High Wycombe, HP11 2BY                    | 0.1%  | 1      | 0.4%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0   |
| North Harrow Local Centre                                                     | 0.1%  | 1      | 0.0%  | 0      | 0.4%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0   |
| Oak Furnitureland, Colne Valley Retail Park, Watford, WD17 2JZ                | 0.1%  | 1      | 0.4%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0   |
| Perivale Town Centre                                                          | 0.1%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 1.0%  | 1      | 0.0%  | 0      | 0.0%  | 0   |
| Retail Park 1, Staines-upon-Thames, TW18 4WA                                  | 0.6%  | 5      | 1.2%  | 3      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 2.0%  | 2   |
| Ruislip Local Centre                                                          | 1.6%  | 14     | 3.2%  | 8      | 1.2%  | 3      | 0.0%  | 0      | 0.7%  | 1      | 2.0%  | 2   |
| Sainsbury's, Lombardy Retail Park, Coldharbour Lane, Hayes, UB3 3EX           | 0.1%  | 1      | 0.0%  | 0      | 0.4%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0   |
| Slough Retail Park, Bath Road, Slough, SL1 5AL                                | 0.2%  | 2      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 1.3%  | 2      | 0.0%  | 0   |
| Southall Local Centre                                                         | 0.1%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.7%  | 1      | 0.0%  | 0   |
| Sunbury Cross Shopping Centre, Staines Road West, Sunbury-on-Thames, TW16 7BB | 0.1%  | 1      | 0.4%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0   |
| Swags & Tails, Bridge Street, Pinner, HA5 3HR                                 | 0.1%  | 1      | 0.0%  | 0      | 0.4%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0   |
| The Arches Retail Park, Lower High Street, Watford, WD17 2SD                  | 0.1%  | 1      | 0.4%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0   |
| Upton Park Local Centre                                                       | 0.1%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 1.0%  | 1      | 0.0%  | 0      | 0.0%  | 0   |
| Watford Town Centre                                                           | 0.7%  | 6      | 0.4%  | 1      | 1.6%  | 4      | 0.0%  | 0      | 0.7%  | 1      | 0.0%  | 0   |
| Wembley Local Centre                                                          | 0.2%  | 2      | 0.0%  | 0      | 0.0%  | 0      | 2.0%  | 2      | 0.0%  | 0      | 0.0%  | 0   |
| Westfield London, Ariel Way, London, W12 7GF                                  | 0.5%  | 4      | 0.0%  | 0      | 0.4%  | 1      | 1.0%  | 1      | 0.7%  | 1      | 1.0%  | 1   |
| Westfield Stratford City, Montfichet Road, London, E20 1EJ                    | 0.1%  | 1      | 0.0%  | 0      | 0.4%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0   |
| Westway Cross Retail Park, Greenford Road, Greenford, UB6 0UW                 | 0.6%  | 5      | 0.4%  | 1      | 0.8%  | 2      | 0.0%  | 0      | 0.7%  | 1      | 1.0%  | 1   |
| Others                                                                        |       |        |       |        |       |        |       |        |       |        |       |     |
| Abroad                                                                        | 0.1%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 1.0%  | 1      | 0.0%  | 0      | 0.0%  | 0   |
| Internet / delivery                                                           | 19.6% | 167    | 17.1% | 43     | 18.1% | 46     | 24.5% | 24     | 23.3% | 35     | 19.0% | 19  |
| Mail order / catalogue                                                        | 0.8%  | 7      | 1.6%  | 4      | 0.0%  | 0      | 0.0%  | 0      | 1.3%  | 2      | 1.0%  | 1   |
| (Don't know / can't remember)                                                 | 12.1% | 103    | 9.6%  | 24     | 16.9% | 43     | 10.2% | 10     | 12.7% | 19     | 7.0%  | 7   |
| (Don't do this type of shopping)                                              | 23.4% | 200    | 20.3% | 51     | 23.6% | 60     | 26.5% | 26     | 30.0% | 45     | 18.0% | 18  |
| Base:                                                                         |       | 853    |       | 251    |       | 254    |       | 98     |       | 150    |       | 100 |

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|                                                                                                                                                        | Total | Zone 1 |       | Zone 2 |       | Zone 3 |       | Zone 4 |      | Zone 5 |       |    |
|--------------------------------------------------------------------------------------------------------------------------------------------------------|-------|--------|-------|--------|-------|--------|-------|--------|------|--------|-------|----|
| <b>Q14 Where did your household last buy domestic electrical appliances (e.g. fridges, washing machines, coffee-makers, toasters and dishwashers)?</b> |       |        |       |        |       |        |       |        |      |        |       |    |
| <b>Zone 1</b>                                                                                                                                          |       |        |       |        |       |        |       |        |      |        |       |    |
| Aldi, Victoria Retail Park, Ruislip, HA4 0EH                                                                                                           | 0.1%  | 1      | 0.4%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 0.0% | 0      | 0.0%  | 0  |
| Asda, Old Dairy Lane, Ruislip, HA4 0FY                                                                                                                 | 1.1%  | 9      | 2.4%  | 6      | 0.4%  | 1      | 1.0%  | 1      | 0.0% | 0      | 1.0%  | 1  |
| B&M, Victoria Road, London, HA4 0EH                                                                                                                    | 0.4%  | 3      | 0.8%  | 2      | 0.4%  | 1      | 0.0%  | 0      | 0.0% | 0      | 0.0%  | 0  |
| Currys, Victoria Road, Ruislip, HA4 0EL                                                                                                                | 0.5%  | 4      | 0.0%  | 0      | 1.6%  | 4      | 0.0%  | 0      | 0.0% | 0      | 0.0%  | 0  |
| Eastcote Local Centre                                                                                                                                  | 0.6%  | 5      | 0.8%  | 2      | 0.4%  | 1      | 2.0%  | 2      | 0.0% | 0      | 0.0%  | 0  |
| Euronics Jyotsna Electrical, Field End Road, Ruislip, HA4 0QP                                                                                          | 0.8%  | 7      | 2.8%  | 7      | 0.0%  | 0      | 0.0%  | 0      | 0.0% | 0      | 0.0%  | 0  |
| Euronics, Pembroke Road, Middlesex, HA4 8NW                                                                                                            | 0.1%  | 1      | 0.0%  | 0      | 0.4%  | 1      | 0.0%  | 0      | 0.0% | 0      | 0.0%  | 0  |
| John Sanders, High Street, Ruislip, HA4 8JB                                                                                                            | 0.1%  | 1      | 0.4%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 0.0% | 0      | 0.0%  | 0  |
| Lidl, Victoria Road, Ruislip, HA4 0QQ                                                                                                                  | 0.2%  | 2      | 0.0%  | 0      | 0.8%  | 2      | 0.0%  | 0      | 0.0% | 0      | 0.0%  | 0  |
| Ruislip Appliances, Pembroke Road, Ruislip, HA4 8NW                                                                                                    | 0.8%  | 7      | 2.0%  | 5      | 0.4%  | 1      | 0.0%  | 0      | 0.0% | 0      | 1.0%  | 1  |
| Ruislip Manor Local Centre                                                                                                                             | 2.2%  | 19     | 6.4%  | 16     | 0.8%  | 2      | 0.0%  | 0      | 0.7% | 1      | 0.0%  | 0  |
| Sainsbury's, Long Drive, Ruislip, HA4 0HQ                                                                                                              | 1.1%  | 9      | 2.4%  | 6      | 1.2%  | 3      | 0.0%  | 0      | 0.0% | 0      | 0.0%  | 0  |
| Victoria Retail Park, Crown Road, Ruislip, HA4 0AJ                                                                                                     | 17.0% | 145    | 22.7% | 57     | 17.3% | 44     | 15.3% | 15     | 8.0% | 12     | 17.0% | 17 |
| Wickes, Victoria Road, Ruislip, HA4 0QB                                                                                                                | 0.1%  | 1      | 0.0%  | 0      | 0.4%  | 1      | 0.0%  | 0      | 0.0% | 0      | 0.0%  | 0  |
| <b>Zone 2</b>                                                                                                                                          |       |        |       |        |       |        |       |        |      |        |       |    |
| Asda, Northolt Road, London, HA2 8JN                                                                                                                   | 0.1%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 1.0%  | 1      | 0.0% | 0      | 0.0%  | 0  |
| Euronics, Imperial Drive, Rayners Lane, Harrow, HA2 7HE                                                                                                | 0.5%  | 4      | 0.4%  | 1      | 1.2%  | 3      | 0.0%  | 0      | 0.0% | 0      | 0.0%  | 0  |
| Range Cooker Showroom, Rayners Lane, Harrow, Pinner, HA5 5ED                                                                                           | 0.1%  | 1      | 0.0%  | 0      | 0.4%  | 1      | 0.0%  | 0      | 0.0% | 0      | 0.0%  | 0  |
| Rayners Lane District Centre                                                                                                                           | 0.5%  | 4      | 0.0%  | 0      | 1.6%  | 4      | 0.0%  | 0      | 0.0% | 0      | 0.0%  | 0  |
| Sainsbury's, Barters Walk, Pinner, HA5 5LU                                                                                                             | 0.6%  | 5      | 0.8%  | 2      | 0.4%  | 1      | 2.0%  | 2      | 0.0% | 0      | 0.0%  | 0  |
| South Harrow Local Centre                                                                                                                              | 0.1%  | 1      | 0.0%  | 0      | 0.4%  | 1      | 0.0%  | 0      | 0.0% | 0      | 0.0%  | 0  |
| <b>Zone 3</b>                                                                                                                                          |       |        |       |        |       |        |       |        |      |        |       |    |
| <b>Zone 4</b>                                                                                                                                          |       |        |       |        |       |        |       |        |      |        |       |    |
| Hillingdon Local Centre                                                                                                                                | 0.1%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.7% | 1      | 0.0%  | 0  |
| Stuart Electricals, Uxbridge Road, Hayes End, Hayes, UB4 8JG                                                                                           | 0.2%  | 2      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 1.3% | 2      | 0.0%  | 0  |
| <b>Zone 5</b>                                                                                                                                          |       |        |       |        |       |        |       |        |      |        |       |    |
| Sainsbury's, York Road, Uxbridge, UB8 1QW                                                                                                              | 0.4%  | 3      | 0.8%  | 2      | 0.0%  | 0      | 0.0%  | 0      | 0.0% | 0      | 1.0%  | 1  |
| Uxbridge Town Centre                                                                                                                                   | 0.9%  | 8      | 0.0%  | 0      | 0.4%  | 1      | 1.0%  | 1      | 1.3% | 2      | 4.0%  | 4  |
| <b>Outside Survey Area</b>                                                                                                                             |       |        |       |        |       |        |       |        |      |        |       |    |
| Ariana Electronics, Uxbridge Road, Hayes, UB4 0RL                                                                                                      | 0.1%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.7% | 1      | 0.0%  | 0  |
| Asda, High Street, Harrow, HA3 7AE                                                                                                                     | 0.1%  | 1      | 0.0%  | 0      | 0.4%  | 1      | 0.0%  | 0      | 0.0% | 0      | 0.0%  | 0  |
| B&M, St George's Shopping Centre, Harrow, HA1 1HS                                                                                                      | 0.1%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 1.0%  | 1      | 0.0% | 0      | 0.0%  | 0  |
| Brent Cross Shopping Centre, Prince Charles Drive, Brent Cross, London, NW4 3FP                                                                        | 1.1%  | 9      | 1.6%  | 4      | 1.2%  | 3      | 2.0%  | 2      | 0.0% | 0      | 0.0%  | 0  |
| Brent South Shopping Park, Brent Terrace, Brent Cross, London, NW2 1LS                                                                                 | 0.2%  | 2      | 0.4%  | 1      | 0.4%  | 1      | 0.0%  | 0      | 0.0% | 0      | 0.0%  | 0  |
| Central London                                                                                                                                         | 0.7%  | 6      | 0.4%  | 1      | 1.2%  | 3      | 0.0%  | 0      | 0.7% | 1      | 1.0%  | 1  |
| Century Retail Park, Watford, WD17 2SF                                                                                                                 | 0.4%  | 3      | 0.0%  | 0      | 1.2%  | 3      | 0.0%  | 0      | 0.0% | 0      | 0.0%  | 0  |
| Costco, Hartspring Lane, Bushey, WD25 8JS                                                                                                              | 0.2%  | 2      | 0.8%  | 2      | 0.0%  | 0      | 0.0%  | 0      | 0.0% | 0      | 0.0%  | 0  |

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|                                                                                       | Total | Zone 1 |      | Zone 2 |      | Zone 3 |      | Zone 4 |      | Zone 5 |       |    |
|---------------------------------------------------------------------------------------|-------|--------|------|--------|------|--------|------|--------|------|--------|-------|----|
| Costco, Western International Park, Hayes Road, Cranford, Hounslow, Southall, UB2 5XJ | 0.5%  | 4      | 0.4% | 1      | 0.0% | 0      | 0.0% | 0      | 1.3% | 2      | 1.0%  | 1  |
| Cowley Retail Park, Uxbridge, UB8 2TE                                                 | 0.4%  | 3      | 0.0% | 0      | 0.0% | 0      | 1.0% | 1      | 0.0% | 0      | 2.0%  | 2  |
| Currys, Lombardy Retail Park, Coldharbour Lane, Hayes, UB3 3EX                        | 0.7%  | 6      | 0.0% | 0      | 0.4% | 1      | 3.1% | 3      | 1.3% | 2      | 0.0%  | 0  |
| Ealing Local Centre                                                                   | 0.2%  | 2      | 0.0% | 0      | 0.8% | 2      | 0.0% | 0      | 0.0% | 0      | 0.0%  | 0  |
| Greenford Town Centre                                                                 | 0.1%  | 1      | 0.0% | 0      | 0.0% | 0      | 1.0% | 1      | 0.0% | 0      | 0.0%  | 0  |
| Hanwell Town Centre                                                                   | 0.1%  | 1      | 0.0% | 0      | 0.0% | 0      | 1.0% | 1      | 0.0% | 0      | 0.0%  | 0  |
| Harrow Town Centre                                                                    | 0.7%  | 6      | 0.4% | 1      | 2.0% | 5      | 0.0% | 0      | 0.0% | 0      | 0.0%  | 0  |
| Harrow Weald District Centre                                                          | 0.1%  | 1      | 0.0% | 0      | 0.4% | 1      | 0.0% | 0      | 0.0% | 0      | 0.0%  | 0  |
| Hayes Bridge Retail Park, Springfield Road, Hayes, UB4 0TU                            | 0.1%  | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.7% | 1      | 0.0%  | 0  |
| Hayes Town Centre                                                                     | 0.5%  | 4      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 2.7% | 4      | 0.0%  | 0  |
| Holmers Farm Way, Cressex Centre, High Wycombe, HP12 4NW                              | 0.1%  | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 1.0%  | 1  |
| Home Bargains, Bullsbridge Industrial Estate, Hayes Road, Hounslow, Southall, UB2 5LN | 0.1%  | 1      | 0.4% | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0%  | 0  |
| Home Bargains, Great Western Industrial, Armstrong Way, Southall, UB2 4SD             | 0.2%  | 2      | 0.8% | 2      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0%  | 0  |
| Howdens, Cowley Mill Trading Estate, Longbridge Way, Uxbridge, UB8 2YG                | 0.1%  | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 1.0%  | 1  |
| Howdens, Oldfield Lane, North Dimsdale, Greenford, UB6 0NB                            | 0.1%  | 1      | 0.0% | 0      | 0.4% | 1      | 0.0% | 0      | 0.0% | 0      | 0.0%  | 0  |
| John Lewis, Holmers Farm Way, Cressex Centre, High Wycombe, HP12 4NW                  | 3.6%  | 31     | 3.2% | 8      | 1.2% | 3      | 3.1% | 3      | 4.0% | 6      | 11.0% | 11 |
| John Lewis, Oxford Street, London, W1C 1DX                                            | 0.2%  | 2      | 0.0% | 0      | 0.4% | 1      | 0.0% | 0      | 0.7% | 1      | 0.0%  | 0  |
| Kingston upon Thames Town Centre                                                      | 0.1%  | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.7% | 1      | 0.0%  | 0  |
| Lidl, Bridge Street, Pinner, HA5 3HZ                                                  | 0.1%  | 1      | 0.0% | 0      | 0.4% | 1      | 0.0% | 0      | 0.0% | 0      | 0.0%  | 0  |
| Lidl, Slough Retail Park, Bath Road, Slough, SL1 5AL                                  | 0.1%  | 1      | 0.4% | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0%  | 0  |
| Lombardy Retail Park, Coldharbour Lane, Hayes, UB3 3EX                                | 2.8%  | 24     | 1.2% | 3      | 0.4% | 1      | 5.1% | 5      | 9.3% | 14     | 1.0%  | 1  |
| Lyton Mills Retail Park, Marshall Road, London, E10 5NH                               | 0.1%  | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.7% | 1      | 0.0%  | 0  |
| Morrisons, Aylesham Centre, Rye Lane, London, SE15 5EW                                | 0.1%  | 1      | 0.0% | 0      | 0.4% | 1      | 0.0% | 0      | 0.0% | 0      | 0.0%  | 0  |
| Morrisons, Trident Point, Pinner Road, Harrow, HA1 4BB                                | 0.1%  | 1      | 0.0% | 0      | 0.4% | 1      | 0.0% | 0      | 0.0% | 0      | 0.0%  | 0  |
| Ruislip Local Centre                                                                  | 1.9%  | 16     | 2.8% | 7      | 2.0% | 5      | 3.1% | 3      | 0.0% | 0      | 1.0%  | 1  |
| Sainsbury's, Lombardy Retail Park, Coldharbour Lane, Hayes, UB3 3EX                   | 0.6%  | 5      | 0.0% | 0      | 0.4% | 1      | 2.0% | 2      | 0.7% | 1      | 1.0%  | 1  |
| Slough Retail Park, Bath Road, Slough, SL1 5AL                                        | 0.1%  | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.7% | 1      | 0.0%  | 0  |
| Sorrell & Son, High Road, Harrow, HA3 6EL                                             | 0.1%  | 1      | 0.0% | 0      | 0.4% | 1      | 0.0% | 0      | 0.0% | 0      | 0.0%  | 0  |
| Stuarts, Uxbridge Road, London, W12 8LH                                               | 0.1%  | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.7% | 1      | 0.0%  | 0  |
| Tesco Extra, Glencoe Road,                                                            | 0.4%  | 3      | 0.0% | 0      | 0.0% | 0      | 3.1% | 3      | 0.0% | 0      | 0.0%  | 0  |

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|                                                               | Total | Zone 1 |       | Zone 2 |       | Zone 3 |       | Zone 4 |       | Zone 5 |       |     |
|---------------------------------------------------------------|-------|--------|-------|--------|-------|--------|-------|--------|-------|--------|-------|-----|
| Hayes, UB4 9SQ                                                |       |        |       |        |       |        |       |        |       |        |       |     |
| Tesco Extra, Mogden Lane, Isleworth, TW7 7JY                  | 0.1%  | 1      | 0.0%  | 0      | 0.4%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0   |
| Tesco Superstore, Ash Hill Drive, Pinner, HA5 2AG             | 0.4%  | 3      | 0.0%  | 0      | 0.8%  | 2      | 0.0%  | 0      | 0.7%  | 1      | 0.0%  | 0   |
| Tesco Superstore, Station Road, Harrow, HA1 2TU               | 0.1%  | 1      | 0.4%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0   |
| The Arches Retail Park, Lower High Street, Watford, WD17 2SD  | 0.1%  | 1      | 0.4%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0   |
| The Harlequin, Watford, WD17 2UB                              | 0.1%  | 1      | 0.4%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0   |
| Upton Park Local Centre                                       | 0.2%  | 2      | 0.0%  | 0      | 0.0%  | 0      | 1.0%  | 1      | 0.7%  | 1      | 0.0%  | 0   |
| Victoria Place, Buckingham Palace Road, London, SW1W 9SJ      | 0.1%  | 1      | 0.4%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0   |
| Waterfields Shopping Park, Waterfields Way, Watford, WD17 2BD | 0.1%  | 1      | 0.0%  | 0      | 0.4%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0   |
| Watford Town Centre                                           | 0.4%  | 3      | 0.0%  | 0      | 0.8%  | 2      | 0.0%  | 0      | 0.7%  | 1      | 0.0%  | 0   |
| Wembley Local Centre                                          | 0.2%  | 2      | 0.4%  | 1      | 0.0%  | 0      | 1.0%  | 1      | 0.0%  | 0      | 0.0%  | 0   |
| West Drayton Town Centre                                      | 0.1%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.7%  | 1      | 0.0%  | 0   |
| Westfield London, Ariel Way, London, W12 7GF                  | 0.8%  | 7      | 0.4%  | 1      | 0.8%  | 2      | 1.0%  | 1      | 0.0%  | 0      | 3.0%  | 3   |
| Others                                                        |       |        |       |        |       |        |       |        |       |        |       |     |
| Internet / delivery                                           | 32.7% | 279    | 24.3% | 61     | 31.1% | 79     | 34.7% | 34     | 42.7% | 64     | 41.0% | 41  |
| Mail order / catalogue                                        | 0.4%  | 3      | 0.0%  | 0      | 0.4%  | 1      | 0.0%  | 0      | 1.3%  | 2      | 0.0%  | 0   |
| TV shopping                                                   | 0.1%  | 1      | 0.4%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0   |
| (Don't know / can't remember)                                 | 7.2%  | 61     | 8.4%  | 21     | 9.4%  | 24     | 7.1%  | 7      | 6.0%  | 9      | 0.0%  | 0   |
| (Don't do this type of shopping)                              | 10.7% | 91     | 8.8%  | 22     | 13.4% | 34     | 7.1%  | 7      | 10.7% | 16     | 12.0% | 12  |
| Base:                                                         |       | 853    |       | 251    |       | 254    |       | 98     |       | 150    |       | 100 |

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|                                                                                                                                    | Total | Zone 1 |       | Zone 2 |       | Zone 3 |       | Zone 4 |      | Zone 5 |       |    |
|------------------------------------------------------------------------------------------------------------------------------------|-------|--------|-------|--------|-------|--------|-------|--------|------|--------|-------|----|
| Q15 Where did your household last buy other kinds of electric goods such as TVs, radios, audio, telephones, and computer products? |       |        |       |        |       |        |       |        |      |        |       |    |
| Zone 1                                                                                                                             |       |        |       |        |       |        |       |        |      |        |       |    |
| Asda, Old Dairy Lane, Ruislip, HA4 0FY                                                                                             | 0.1%  | 1      | 0.4%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 0.0% | 0      | 0.0%  | 0  |
| B&M, Victoria Road, London, HA4 0EH                                                                                                | 0.1%  | 1      | 0.0%  | 0      | 0.4%  | 1      | 0.0%  | 0      | 0.0% | 0      | 0.0%  | 0  |
| Currys, Victoria Road, Ruislip, HA4 0EL                                                                                            | 0.8%  | 7      | 0.0%  | 0      | 2.0%  | 5      | 2.0%  | 2      | 0.0% | 0      | 0.0%  | 0  |
| Eastcote Local Centre                                                                                                              | 0.2%  | 2      | 0.4%  | 1      | 0.0%  | 0      | 1.0%  | 1      | 0.0% | 0      | 0.0%  | 0  |
| Sainsbury's, Long Drive, Ruislip, HA4 0HQ                                                                                          | 1.4%  | 12     | 2.8%  | 7      | 2.0%  | 5      | 0.0%  | 0      | 0.0% | 0      | 0.0%  | 0  |
| Victoria Retail Park, Crown Road, Ruislip, HA4 0AJ                                                                                 | 16.3% | 139    | 22.3% | 56     | 18.5% | 47     | 12.2% | 12     | 5.3% | 8      | 16.0% | 16 |
| Zone 2                                                                                                                             |       |        |       |        |       |        |       |        |      |        |       |    |
| Sainsbury's, Barbers Walk, Pinner, HA5 5LU                                                                                         | 0.6%  | 5      | 0.8%  | 2      | 1.2%  | 3      | 0.0%  | 0      | 0.0% | 0      | 0.0%  | 0  |
| Zone 3                                                                                                                             |       |        |       |        |       |        |       |        |      |        |       |    |
| Zone 4                                                                                                                             |       |        |       |        |       |        |       |        |      |        |       |    |
| Hillingdon Local Centre                                                                                                            | 0.1%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0% | 0      | 1.0%  | 1  |
| Stuart Electricals, Uxbridge Road, Hayes End, Hayes, UB4 8JG                                                                       | 0.1%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.7% | 1      | 0.0%  | 0  |
| Zone 5                                                                                                                             |       |        |       |        |       |        |       |        |      |        |       |    |
| Sainsbury's, York Road, Uxbridge, UB8 1QW                                                                                          | 0.2%  | 2      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 1.3% | 2      | 0.0%  | 0  |
| Uxbridge Town Centre                                                                                                               | 1.5%  | 13     | 0.8%  | 2      | 0.4%  | 1      | 1.0%  | 1      | 3.3% | 5      | 4.0%  | 4  |
| Outside Survey Area                                                                                                                |       |        |       |        |       |        |       |        |      |        |       |    |
| B&M, Colindale Retail Park, London, NW9 6TH                                                                                        | 0.2%  | 2      | 0.8%  | 2      | 0.0%  | 0      | 0.0%  | 0      | 0.0% | 0      | 0.0%  | 0  |
| B&M, High Road, London, N17 8EY                                                                                                    | 0.1%  | 1      | 0.4%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 0.0% | 0      | 0.0%  | 0  |
| Brent Cross Shopping Centre, Prince Charles Drive, Brent Cross, London, NW4 3FP                                                    | 1.1%  | 9      | 1.6%  | 4      | 1.2%  | 3      | 2.0%  | 2      | 0.0% | 0      | 0.0%  | 0  |
| Central London                                                                                                                     | 1.1%  | 9      | 1.2%  | 3      | 2.0%  | 5      | 0.0%  | 0      | 0.0% | 0      | 1.0%  | 1  |
| Century Retail Park, Watford, WD17 2SF                                                                                             | 0.2%  | 2      | 0.0%  | 0      | 0.8%  | 2      | 0.0%  | 0      | 0.0% | 0      | 0.0%  | 0  |
| Costco, Hartspring Lane, Bushey, WD25 8JS                                                                                          | 0.2%  | 2      | 0.0%  | 0      | 0.8%  | 2      | 0.0%  | 0      | 0.0% | 0      | 0.0%  | 0  |
| Costco, Western International Park, Hayes Road, Cranford, Hounslow, Southall, UB2 5XJ                                              | 0.5%  | 4      | 1.2%  | 3      | 0.0%  | 0      | 0.0%  | 0      | 0.0% | 0      | 1.0%  | 1  |
| Cowley Retail Park, Uxbridge, UB8 2TE                                                                                              | 0.4%  | 3      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.7% | 1      | 2.0%  | 2  |
| Currys, Lombardy Retail Park, Coldharbour Lane, Hayes, UB3 3EX                                                                     | 0.5%  | 4      | 0.0%  | 0      | 0.0%  | 0      | 3.1%  | 3      | 0.7% | 1      | 0.0%  | 0  |
| Currys, Meteor Centre, Wheatcroft Way, Derby, DE21 4RY                                                                             | 0.1%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0% | 0      | 1.0%  | 1  |
| Currys, Ravenside Retail Park, Bexhill-on-Sea, TN40 2JS                                                                            | 0.1%  | 1      | 0.4%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 0.0% | 0      | 0.0%  | 0  |
| Currys, Stadium Retail Park, Wembley Park, Wembley, HA9 8TS                                                                        | 0.1%  | 1      | 0.0%  | 0      | 0.4%  | 1      | 0.0%  | 0      | 0.0% | 0      | 0.0%  | 0  |
| Dunelm, Western Avenue, Greenford, UB6 8LZ                                                                                         | 0.1%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.7% | 1      | 0.0%  | 0  |
| Ealing Broadway, The Broadway, London, W5 5JY                                                                                      | 0.1%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 1.0%  | 1      | 0.0% | 0      | 0.0%  | 0  |
| Ealing Local Centre                                                                                                                | 0.5%  | 4      | 0.0%  | 0      | 0.4%  | 1      | 3.1%  | 3      | 0.0% | 0      | 0.0%  | 0  |
| Harrow Town Centre                                                                                                                 | 1.2%  | 10     | 0.4%  | 1      | 3.5%  | 9      | 0.0%  | 0      | 0.0% | 0      | 0.0%  | 0  |
| Hayes Bridge Retail Park, Springfield Road, Hayes, UB4 0TU                                                                         | 0.1%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.7% | 1      | 0.0%  | 0  |
| Hayes Town Centre                                                                                                                  | 0.1%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.7% | 1      | 0.0%  | 0  |
| Holmers Farm Way, Cressex Centre, High Wycombe, HP12 4NW                                                                           | 0.2%  | 2      | 0.4%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 0.0% | 0      | 1.0%  | 1  |

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|                                                                                           | Total | Zone 1 |       | Zone 2 |       | Zone 3 |       | Zone 4 |       | Zone 5 |       |     |
|-------------------------------------------------------------------------------------------|-------|--------|-------|--------|-------|--------|-------|--------|-------|--------|-------|-----|
| Home Bargains, Bullsbridge Industrial Estate, Hayes Road, Hounslow, Southall, UB2 5LN     | 0.1%  | 1      | 0.4%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0   |
| Home Bargains, Great Western Industrial, Armstrong Way, Southall, UB2 4SD                 | 0.1%  | 1      | 0.4%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0   |
| John Lewis, Holmers Farm Way, Cressex Centre, High Wycombe, HP12 4NW                      | 4.6%  | 39     | 3.6%  | 9      | 0.4%  | 1      | 2.0%  | 2      | 7.3%  | 11     | 16.0% | 16  |
| John Lewis, Oxford Street, London, W1C 1DX                                                | 0.2%  | 2      | 0.0%  | 0      | 0.8%  | 2      | 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      | 0.7%  | 1      | 0.0%  | 0   |
| Lombardy Retail Park, Coldharbour Lane, Hayes, UB3 3EX                                    | 3.0%  | 26     | 1.6%  | 4      | 1.6%  | 4      | 4.1%  | 4      | 7.3%  | 11     | 3.0%  | 3   |
| North Acton Local Centre                                                                  | 0.1%  | 1      | 0.4%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0   |
| North Harrow Local Centre                                                                 | 0.1%  | 1      | 0.0%  | 0      | 0.4%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0   |
| Pinner Local Centre                                                                       | 0.2%  | 2      | 0.0%  | 0      | 0.8%  | 2      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0   |
| Ruislip Local Centre                                                                      | 0.8%  | 7      | 2.4%  | 6      | 0.4%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0   |
| Sainsbury's, Lombardy Retail Park, Coldharbour Lane, Hayes, UB3 3EX                       | 0.1%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 1.0%  | 1      | 0.0%  | 0      | 0.0%  | 0   |
| Tesco Extra, Glencoe Road, Hayes, UB4 9SQ                                                 | 0.4%  | 3      | 0.0%  | 0      | 0.0%  | 0      | 3.1%  | 3      | 0.0%  | 0      | 0.0%  | 0   |
| Tesco Extra, Great Central Way, London, NW10 0TL                                          | 0.1%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 1.0%  | 1      | 0.0%  | 0      | 0.0%  | 0   |
| Tesco Superstore, Ash Hill Drive, Pinner, HA5 2AG                                         | 0.4%  | 3      | 0.4%  | 1      | 0.4%  | 1      | 0.0%  | 0      | 0.7%  | 1      | 0.0%  | 0   |
| The Arches Retail Park, Lower High Street, Watford, WD17 2SD                              | 0.2%  | 2      | 0.4%  | 1      | 0.4%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0   |
| The Harlequin, Watford, WD17 2UB                                                          | 0.2%  | 2      | 0.0%  | 0      | 0.8%  | 2      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0   |
| Waitrose, Brent Cross Shopping Centre, Prince Charles Drive, Brent Cross, London, NW4 3FQ | 0.1%  | 1      | 0.4%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0   |
| Waterfields Shopping Park, Waterfields Way, Watford, WD17 2BD                             | 0.1%  | 1      | 0.4%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0   |
| Watford Town Centre                                                                       | 0.7%  | 6      | 0.8%  | 2      | 1.2%  | 3      | 0.0%  | 0      | 0.7%  | 1      | 0.0%  | 0   |
| Westfield London, Ariel Way, London, W12 7GF                                              | 0.7%  | 6      | 0.4%  | 1      | 0.0%  | 0      | 1.0%  | 1      | 0.7%  | 1      | 3.0%  | 3   |
| Westfield Stratford City, Montfichet Road, London, E20 1EJ                                | 0.1%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.7%  | 1      | 0.0%  | 0   |
| Woking Town Centre                                                                        | 0.1%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.7%  | 1      | 0.0%  | 0   |
| Yiewsley Village Centre                                                                   | 0.1%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.7%  | 1      | 0.0%  | 0   |
| Others                                                                                    |       |        |       |        |       |        |       |        |       |        |       |     |
| Abroad                                                                                    | 0.5%  | 4      | 0.0%  | 0      | 0.0%  | 0      | 2.0%  | 2      | 1.3%  | 2      | 0.0%  | 0   |
| Internet / delivery                                                                       | 31.8% | 271    | 26.3% | 66     | 31.1% | 79     | 35.7% | 35     | 37.3% | 56     | 35.0% | 35  |
| Mail order / catalogue                                                                    | 0.4%  | 3      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 1.3%  | 2      | 1.0%  | 1   |
| TV shopping                                                                               | 0.1%  | 1      | 0.4%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0   |
| (Don't know / can't remember)                                                             | 11.3% | 96     | 12.4% | 31     | 13.4% | 34     | 11.2% | 11     | 10.0% | 15     | 5.0%  | 5   |
| (Don't do this type of shopping)                                                          | 14.7% | 125    | 15.5% | 39     | 15.0% | 38     | 13.3% | 13     | 16.7% | 25     | 10.0% | 10  |
| Base:                                                                                     |       | 853    |       | 251    |       | 254    |       | 98     |       | 150    |       | 100 |

|                                                                                    | Total | Zone 1 |       | Zone 2 |       | Zone 3 |       | Zone 4 |       | Zone 5 |      |   |
|------------------------------------------------------------------------------------|-------|--------|-------|--------|-------|--------|-------|--------|-------|--------|------|---|
| Q16 Where did your household last buy DIY / hardware products and garden supplies? |       |        |       |        |       |        |       |        |       |        |      |   |
| Zone 1                                                                             |       |        |       |        |       |        |       |        |       |        |      |   |
| Aldi, Field End Road, Pinner, HA5 1QH                                              | 0.1%  | 1      | 0.4%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0% | 0 |
| Aldi, Victoria Retail Park, Ruislip, HA4 0EH                                       | 0.4%  | 3      | 1.2%  | 3      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0% | 0 |
| Asda, Old Dairy Lane, Ruislip, HA4 0FY                                             | 0.4%  | 3      | 0.8%  | 2      | 0.0%  | 0      | 1.0%  | 1      | 0.0%  | 0      | 0.0% | 0 |
| B&M, Victoria Road, London, HA4 0EH                                                | 1.3%  | 11     | 3.2%  | 8      | 0.8%  | 2      | 0.0%  | 0      | 0.7%  | 1      | 0.0% | 0 |
| Ruislip Manor Local Centre                                                         | 0.1%  | 1      | 0.4%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0% | 0 |
| Ruislip Retail Park, Victoria Road, Ruislip, HA4 0QE                               | 0.1%  | 1      | 0.4%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0% | 0 |
| Sainsbury's, Long Drive, Ruislip, HA4 0HQ                                          | 0.1%  | 1      | 0.4%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0% | 0 |
| Screwfix, Chancerygate Business Centre, Stonefield Way, Ruislip, HA4 0JA           | 0.9%  | 8      | 2.4%  | 6      | 0.8%  | 2      | 0.0%  | 0      | 0.0%  | 0      | 0.0% | 0 |
| Selco Builders Warehouse, Bradfield Road, Field End Road, Ruislip, HA4 0NU         | 0.2%  | 2      | 0.8%  | 2      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0% | 0 |
| The Range, Victoria Retail Park, Ruislip, HA4 0AJ                                  | 0.2%  | 2      | 0.8%  | 2      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0% | 0 |
| Toolstation, Bradfield Road, Field End Road, Ruislip, HA4 0NU                      | 0.6%  | 5      | 0.4%  | 1      | 0.8%  | 2      | 2.0%  | 2      | 0.0%  | 0      | 0.0% | 0 |
| Victoria Retail Park, Crown Road, Ruislip, HA4 0AJ                                 | 10.4% | 89     | 19.1% | 48     | 10.2% | 26     | 5.1%  | 5      | 2.7%  | 4      | 6.0% | 6 |
| Wickes, Victoria Road, Ruislip, HA4 0QB                                            | 4.5%  | 38     | 5.2%  | 13     | 6.7%  | 17     | 2.0%  | 2      | 0.7%  | 1      | 5.0% | 5 |
| Zone 2                                                                             |       |        |       |        |       |        |       |        |       |        |      |   |
| Aldi, Northolt Road, South Harrow, Harrow, HA2 8EQ                                 | 0.1%  | 1      | 0.0%  | 0      | 0.4%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 0.0% | 0 |
| Eastwoods Paint Shop, Alexandra Avenue, Rayners Lane, Harrow, HA2 9RY              | 0.1%  | 1      | 0.0%  | 0      | 0.4%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 0.0% | 0 |
| Poundland, Northolt Road, South Harrow, Harrow, HA2 8EE                            | 0.1%  | 1      | 0.0%  | 0      | 0.4%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 0.0% | 0 |
| Sainsbury's, Barters Walk, Pinner, HA5 5LU                                         | 0.1%  | 1      | 0.0%  | 0      | 0.4%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 0.0% | 0 |
| Zone 3                                                                             |       |        |       |        |       |        |       |        |       |        |      |   |
| Lidl, Ruislip Road, Northolt, UB5 5PQ                                              | 0.1%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 1.0%  | 1      | 0.0%  | 0      | 0.0% | 0 |
| Zone 4                                                                             |       |        |       |        |       |        |       |        |       |        |      |   |
| Hillingdon DIY, Long Lane, Uxbridge, UB10 9JY                                      | 0.1%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.7%  | 1      | 0.0% | 0 |
| Hillingdon Local Centre                                                            | 0.4%  | 3      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 1.3%  | 2      | 1.0% | 1 |
| Topps Tiles, Uxbridge Road, Uxbridge, UB10 0PH                                     | 0.1%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.7%  | 1      | 0.0% | 0 |
| Zone 5                                                                             |       |        |       |        |       |        |       |        |       |        |      |   |
| Lidl, High Street, Uxbridge, UB8 1GB                                               | 0.2%  | 2      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 2.0% | 2 |
| Uxbridge Town Centre                                                               | 1.5%  | 13     | 0.0%  | 0      | 0.4%  | 1      | 0.0%  | 0      | 4.7%  | 7      | 5.0% | 5 |
| Outside Survey Area                                                                |       |        |       |        |       |        |       |        |       |        |      |   |
| Ansell Garden Centre, Holloway Lane, Harmondsworth, West Drayton, UB7 0AE          | 1.2%  | 10     | 0.8%  | 2      | 0.4%  | 1      | 0.0%  | 0      | 2.7%  | 4      | 3.0% | 3 |
| B&M, Argent Centre, Hayes, UB3 3BS                                                 | 0.2%  | 2      | 0.0%  | 0      | 0.0%  | 0      | 1.0%  | 1      | 0.7%  | 1      | 0.0% | 0 |
| B&M, Fairfield Road, West Drayton, UB7 8EY                                         | 0.1%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 1.0% | 1 |
| B&M, Retail Park, Willow Tree Lane, Glencoe Road, London, UB4 9SN                  | 0.1%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 1.0%  | 1      | 0.0%  | 0      | 0.0% | 0 |
| B&M, St George's Shopping Centre, Harrow, HA1 1HS                                  | 0.1%  | 1      | 0.0%  | 0      | 0.4%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 0.0% | 0 |
| B&Q, Glencoe Road, Hayes, UB4 9SN                                                  | 7.4%  | 63     | 3.2%  | 8      | 2.0%  | 5      | 17.3% | 17     | 17.3% | 26     | 7.0% | 7 |

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|                                                                                       | Total | Zone 1 |      | Zone 2 |      | Zone 3 |      | Zone 4 |      | Zone 5 |      |   |
|---------------------------------------------------------------------------------------|-------|--------|------|--------|------|--------|------|--------|------|--------|------|---|
| B&Q, Honeypot Lane, Harrow, Edgware, Stanmore, HA7 1QL                                | 0.1%  | 1      | 0.0% | 0      | 0.4% | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| B&Q, London Road, High Wycombe, HP11 1EZ                                              | 0.1%  | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 1.0% | 1 |
| B&Q, St. Anns Road, Harrow, HA1 1LA                                                   | 0.1%  | 1      | 0.0% | 0      | 0.0% | 0      | 1.0% | 1      | 0.0% | 0      | 0.0% | 0 |
| B&Q, West Five Centre, London, W3 0RZ                                                 | 0.1%  | 1      | 0.4% | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Carpenders Park Garden Centre, Carpenders Park, Little Oxhey Lane, Watford, WD19 5BA  | 0.5%  | 4      | 1.2% | 3      | 0.4% | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Chipperfield Garden Centre, Tower Hill, Chipperfield, Kings Langley, WD4 9LH          | 0.1%  | 1      | 0.4% | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Costco, Western International Park, Hayes Road, Cranford, Hounslow, Southall, UB2 5XJ | 0.1%  | 1      | 0.4% | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Dunelm, Western Avenue, Greenford, UB6 8LZ                                            | 0.1%  | 1      | 0.0% | 0      | 0.4% | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Flowerland, Norwood Lane, Iver, SL0 0EW                                               | 0.8%  | 7      | 1.2% | 3      | 0.0% | 0      | 0.0% | 0      | 2.0% | 3      | 1.0% | 1 |
| Grantham Town Centre                                                                  | 0.1%  | 1      | 0.0% | 0      | 0.4% | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Harrow Garden Centre, Headstone Lane, Harrow, HA2 6NB                                 | 3.0%  | 26     | 1.2% | 3      | 9.1% | 23     | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Harrow Town Centre                                                                    | 0.7%  | 6      | 0.4% | 1      | 1.6% | 4      | 1.0% | 1      | 0.0% | 0      | 0.0% | 0 |
| Hillier Garden Centre, Ducks Hill Road, Ruislip, HA4 7TP                              | 3.5%  | 30     | 8.4% | 21     | 0.4% | 1      | 1.0% | 1      | 1.3% | 2      | 5.0% | 5 |
| Hillier Garden Centre, Syon Park, Park Road, London, TW8 8JF                          | 0.1%  | 1      | 0.4% | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Home Bargains, High Street, West Drayton, UB7 7GN                                     | 0.4%  | 3      | 0.4% | 1      | 0.0% | 0      | 0.0% | 0      | 0.7% | 1      | 1.0% | 1 |
| John Lewis, Holmers Farm Way, Cressex Centre, High Wycombe, HP12 4NW                  | 0.1%  | 1      | 0.0% | 0      | 0.0% | 0      | 1.0% | 1      | 0.0% | 0      | 0.0% | 0 |
| Lombardy Retail Park, Coldharbour Lane, Hayes, UB3 3EX                                | 0.8%  | 7      | 1.2% | 3      | 0.0% | 0      | 2.0% | 2      | 1.3% | 2      | 0.0% | 0 |
| Morrisons, Trident Point, Pinner Road, Harrow, HA1 4BB                                | 0.1%  | 1      | 0.0% | 0      | 0.4% | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Morrisons, Uxbridge Road, Pinner, HA5 4QT                                             | 0.2%  | 2      | 0.0% | 0      | 0.8% | 2      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| N1 Garden Centre, Englefield Road, London, N1 4EU                                     | 0.1%  | 1      | 0.0% | 0      | 0.4% | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Nik's Nursery, Southlands Road, Denham, Uxbridge, UB9 4HD                             | 0.1%  | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 1.0% | 1 |
| North Harrow Local Centre                                                             | 0.1%  | 1      | 0.0% | 0      | 0.4% | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Osterley Garden Centre, Windmill Lane, Osterley, Isleworth, TW7 5PR                   | 0.1%  | 1      | 0.0% | 0      | 0.0% | 0      | 1.0% | 1      | 0.0% | 0      | 0.0% | 0 |
| Park Royal Local Centre                                                               | 0.1%  | 1      | 0.0% | 0      | 0.4% | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Pinner Local Centre                                                                   | 0.7%  | 6      | 1.6% | 4      | 0.4% | 1      | 0.0% | 0      | 0.7% | 1      | 0.0% | 0 |
| Reading Town Centre                                                                   | 0.1%  | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 1.0% | 1 |
| Ruislip Local Centre                                                                  | 2.0%  | 17     | 3.2% | 8      | 1.6% | 4      | 1.0% | 1      | 0.7% | 1      | 3.0% | 3 |
| Screwfix, Bridge Street, Pinner, HA5 3HR                                              | 0.2%  | 2      | 0.0% | 0      | 0.8% | 2      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Screwfix, Christchurch Industrial Estate, Harrow, HA3 8NT                             | 0.1%  | 1      | 0.0% | 0      | 0.4% | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Screwfix, Crown Trade Park, Horton Road, West Drayton, UB7 8HP                        | 0.2%  | 2      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 1.3% | 2      | 0.0% | 0 |
| Screwfix, Trade City Business Park, Cowley                                            | 0.2%  | 2      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.7% | 1      | 1.0% | 1 |

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|                                                                                           | Total |     | Zone 1 |     | Zone 2 |     | Zone 3 |    | Zone 4 |     | Zone 5 |     |
|-------------------------------------------------------------------------------------------|-------|-----|--------|-----|--------|-----|--------|----|--------|-----|--------|-----|
| Mill Road, Uxbridge, UB8 2DB                                                              |       |     |        |     |        |     |        |    |        |     |        |     |
| Smith's Garden Centre, Oxford Road, Denham, Uxbridge, UB9 4DE                             | 4.6%  | 39  | 5.2%   | 13  | 0.4%   | 1   | 2.0%   | 2  | 3.3%   | 5   | 18.0%  | 18  |
| Squire's Garden Centre, Common Road, Harrow, Stanmore, HA7 3JF                            | 0.9%  | 8   | 0.0%   | 0   | 3.2%   | 8   | 0.0%   | 0  | 0.0%   | 0   | 0.0%   | 0   |
| Squire's Garden Centre, Sixth Cross Road, Twickenham, TW2 5PA                             | 0.1%  | 1   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0  | 0.7%   | 1   | 0.0%   | 0   |
| Staples Corner Retail Park, Geron Way, Brent Cross, London, NW2 6LW                       | 0.1%  | 1   | 0.0%   | 0   | 0.4%   | 1   | 0.0%   | 0  | 0.0%   | 0   | 0.0%   | 0   |
| Tesco Extra, Glencoe Road, Hayes, UB4 9SQ                                                 | 0.4%  | 3   | 0.0%   | 0   | 0.0%   | 0   | 2.0%   | 2  | 0.7%   | 1   | 0.0%   | 0   |
| Tesco Superstore, Ash Hill Drive, Pinner, HA5 2AG                                         | 0.1%  | 1   | 0.4%   | 1   | 0.0%   | 0   | 0.0%   | 0  | 0.0%   | 0   | 0.0%   | 0   |
| Tesco Superstore, High Street, West Drayton, UB7 7FP                                      | 0.1%  | 1   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0  | 0.7%   | 1   | 0.0%   | 0   |
| The Arches Retail Park, Lower High Street, Watford, WD17 2SD                              | 0.8%  | 7   | 1.6%   | 4   | 1.2%   | 3   | 0.0%   | 0  | 0.0%   | 0   | 0.0%   | 0   |
| The Range, Knaves Beech Business Centre, Loudwater, Wooburn Green, High Wycombe, HP10 9QR | 0.1%  | 1   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0  | 0.0%   | 0   | 1.0%   | 1   |
| Toolstation, Church Wharf, Church Street, Rickmansworth, WD3 1JB                          | 0.1%  | 1   | 0.4%   | 1   | 0.0%   | 0   | 0.0%   | 0  | 0.0%   | 0   | 0.0%   | 0   |
| Toolstation, Cowley Mill Trading Estate, Uxbridge, UB8 2YG                                | 0.1%  | 1   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0  | 0.7%   | 1   | 0.0%   | 0   |
| Victoria Place, Buckingham Palace Road, London, SW1W 9SJ                                  | 0.1%  | 1   | 0.4%   | 1   | 0.0%   | 0   | 0.0%   | 0  | 0.0%   | 0   | 0.0%   | 0   |
| Waitrose, Kingsend, Ruislip, HA4 7DS                                                      | 0.1%  | 1   | 0.0%   | 0   | 0.4%   | 1   | 0.0%   | 0  | 0.0%   | 0   | 0.0%   | 0   |
| Watford Town Centre                                                                       | 0.1%  | 1   | 0.0%   | 0   | 0.4%   | 1   | 0.0%   | 0  | 0.0%   | 0   | 0.0%   | 0   |
| West Drayton Town Centre                                                                  | 0.1%  | 1   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0  | 0.7%   | 1   | 0.0%   | 0   |
| Wickes, Seven Sisters Road, South Tottenham, London, N15 5NH                              | 0.1%  | 1   | 0.0%   | 0   | 0.0%   | 0   | 1.0%   | 1  | 0.0%   | 0   | 0.0%   | 0   |
| Wickes, Springfield Road, Elystan, Hayes, UB4 0UP                                         | 0.2%  | 2   | 0.0%   | 0   | 0.0%   | 0   | 1.0%   | 1  | 0.7%   | 1   | 0.0%   | 0   |
| Others                                                                                    |       |     |        |     |        |     |        |    |        |     |        |     |
| Abroad                                                                                    | 0.2%  | 2   | 0.0%   | 0   | 0.8%   | 2   | 0.0%   | 0  | 0.0%   | 0   | 0.0%   | 0   |
| Internet / delivery                                                                       | 17.5% | 149 | 13.1%  | 33  | 18.5%  | 47  | 29.6%  | 29 | 18.0%  | 27  | 13.0%  | 13  |
| Mail order / catalogue                                                                    | 0.6%  | 5   | 0.8%   | 2   | 0.4%   | 1   | 1.0%   | 1  | 0.0%   | 0   | 1.0%   | 1   |
| TV shopping                                                                               | 0.4%  | 3   | 0.0%   | 0   | 1.2%   | 3   | 0.0%   | 0  | 0.0%   | 0   | 0.0%   | 0   |
| (Don't know / can't remember)                                                             | 8.1%  | 69  | 6.8%   | 17  | 10.6%  | 27  | 9.2%   | 9  | 10.0%  | 15  | 1.0%   | 1   |
| (Don't do this type of shopping)                                                          | 18.1% | 154 | 11.6%  | 29  | 20.5%  | 52  | 15.3%  | 15 | 24.0%  | 36  | 22.0%  | 22  |
| Base:                                                                                     |       | 853 |        | 251 |        | 254 |        | 98 |        | 150 |        | 100 |

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|                                                                                             | Total | Zone 1 |      | Zone 2 |      | Zone 3 |       | Zone 4 |      | Zone 5 |      |   |
|---------------------------------------------------------------------------------------------|-------|--------|------|--------|------|--------|-------|--------|------|--------|------|---|
| Q17 Where did your household last buy health / beauty and chemist items?                    |       |        |      |        |      |        |       |        |      |        |      |   |
| Zone 1                                                                                      |       |        |      |        |      |        |       |        |      |        |      |   |
| Aldi, Victoria Retail Park, Ruislip, HA4 0EH                                                | 0.6%  | 5      | 0.4% | 1      | 0.4% | 1      | 1.0%  | 1      | 0.7% | 1      | 1.0% | 1 |
| Asda, Old Dairy Lane, Ruislip, HA4 0FY                                                      | 2.2%  | 19     | 5.2% | 13     | 1.6% | 4      | 2.0%  | 2      | 0.0% | 0      | 0.0% | 0 |
| B&M, Victoria Road, London, HA4 0EH                                                         | 0.4%  | 3      | 0.8% | 2      | 0.0% | 0      | 0.0%  | 0      | 0.7% | 1      | 0.0% | 0 |
| Boots Pharmacy, Field End Road, Pinner, HA5 1QH                                             | 0.1%  | 1      | 0.4% | 1      | 0.0% | 0      | 0.0%  | 0      | 0.0% | 0      | 0.0% | 0 |
| Boots Pharmacy, Field End Road, Pinner, HA5 1QR                                             | 1.1%  | 9      | 3.2% | 8      | 0.0% | 0      | 0.0%  | 0      | 0.0% | 0      | 1.0% | 1 |
| Boots Pharmacy, Field End Road, Ruislip, HA4 0QP                                            | 0.2%  | 2      | 0.8% | 2      | 0.0% | 0      | 0.0%  | 0      | 0.0% | 0      | 0.0% | 0 |
| Boots, High Street, Ruislip, HA4 8JB                                                        | 0.1%  | 1      | 0.4% | 1      | 0.0% | 0      | 0.0%  | 0      | 0.0% | 0      | 0.0% | 0 |
| Eastcoat Pharmacy & Travel Clinic, Field End Road, Pinner, HA5 1QG                          | 0.1%  | 1      | 0.4% | 1      | 0.0% | 0      | 0.0%  | 0      | 0.0% | 0      | 0.0% | 0 |
| Eastcote Local Centre                                                                       | 3.5%  | 30     | 9.2% | 23     | 2.4% | 6      | 0.0%  | 0      | 0.0% | 0      | 1.0% | 1 |
| Lidl, Victoria Road, Ruislip, HA4 0QQ                                                       | 0.4%  | 3      | 0.4% | 1      | 0.8% | 2      | 0.0%  | 0      | 0.0% | 0      | 0.0% | 0 |
| Ruislip Manor Local Centre                                                                  | 2.3%  | 20     | 7.6% | 19     | 0.0% | 0      | 1.0%  | 1      | 0.0% | 0      | 0.0% | 0 |
| Sainsbury's, Long Drive, Ruislip, HA4 0HQ                                                   | 2.6%  | 22     | 4.8% | 12     | 3.5% | 9      | 0.0%  | 0      | 0.0% | 0      | 1.0% | 1 |
| Superdrug, Field End Road, Pinner, HA5 1QL                                                  | 0.6%  | 5      | 1.6% | 4      | 0.4% | 1      | 0.0%  | 0      | 0.0% | 0      | 0.0% | 0 |
| Superdrug, High Street, Ruislip, HA4 8LS                                                    | 0.2%  | 2      | 0.8% | 2      | 0.0% | 0      | 0.0%  | 0      | 0.0% | 0      | 0.0% | 0 |
| Zone 2                                                                                      |       |        |      |        |      |        |       |        |      |        |      |   |
| Aldi, Northolt Road, South Harrow, Harrow, HA2 8EQ                                          | 0.1%  | 1      | 0.0% | 0      | 0.4% | 1      | 0.0%  | 0      | 0.0% | 0      | 0.0% | 0 |
| Asda, Northolt Road, London, HA2 8JN                                                        | 0.2%  | 2      | 0.0% | 0      | 0.0% | 0      | 2.0%  | 2      | 0.0% | 0      | 0.0% | 0 |
| Healthways Pharmacy, Rayners Lane, Harrow, Pinner, HA5 5DY                                  | 0.5%  | 4      | 0.0% | 0      | 1.6% | 4      | 0.0%  | 0      | 0.0% | 0      | 0.0% | 0 |
| Kings Pharmacy, Eastcote Lane, Harrow, HA2 9AJ                                              | 0.5%  | 4      | 0.0% | 0      | 1.6% | 4      | 0.0%  | 0      | 0.0% | 0      | 0.0% | 0 |
| Meads Pharmacy, Alexandra Avenue, Rayners Lane, Harrow, HA2 9SG                             | 0.1%  | 1      | 0.0% | 0      | 0.4% | 1      | 0.0%  | 0      | 0.0% | 0      | 0.0% | 0 |
| Poundland, Northolt Road, South Harrow, Harrow, HA2 8EE                                     | 0.1%  | 1      | 0.0% | 0      | 0.4% | 1      | 0.0%  | 0      | 0.0% | 0      | 0.0% | 0 |
| Rayners Lane District Centre                                                                | 0.7%  | 6      | 0.0% | 0      | 2.4% | 6      | 0.0%  | 0      | 0.0% | 0      | 0.0% | 0 |
| Sainsbury's Local, Rayners Lane, Pinner, HA5 5ER                                            | 0.1%  | 1      | 0.0% | 0      | 0.4% | 1      | 0.0%  | 0      | 0.0% | 0      | 0.0% | 0 |
| Sainsbury's, Barters Walk, Pinner, HA5 5LU                                                  | 0.9%  | 8      | 0.8% | 2      | 2.4% | 6      | 0.0%  | 0      | 0.0% | 0      | 0.0% | 0 |
| Saville Pharmacy, Station Road, North Harrow, Harrow, HA2 7SR                               | 0.1%  | 1      | 0.0% | 0      | 0.4% | 1      | 0.0%  | 0      | 0.0% | 0      | 0.0% | 0 |
| Shaftesbury Pharmacy, Shaftesbury Parade, Shaftesbury Circle, South Harrow, Harrow, HA2 0AJ | 0.5%  | 4      | 0.0% | 0      | 1.6% | 4      | 0.0%  | 0      | 0.0% | 0      | 0.0% | 0 |
| South Harrow Local Centre                                                                   | 0.9%  | 8      | 0.0% | 0      | 3.2% | 8      | 0.0%  | 0      | 0.0% | 0      | 0.0% | 0 |
| Stratwicks Pharmacy, Northolt Road, South Harrow, Harrow, HA2 8DU                           | 0.1%  | 1      | 0.0% | 0      | 0.4% | 1      | 0.0%  | 0      | 0.0% | 0      | 0.0% | 0 |
| Waitrose, Northolt Road, South Harrow, Harrow, HA2 0EG                                      | 0.7%  | 6      | 0.0% | 0      | 2.4% | 6      | 0.0%  | 0      | 0.0% | 0      | 0.0% | 0 |
| Zone 3                                                                                      |       |        |      |        |      |        |       |        |      |        |      |   |
| Northolt Town Centre                                                                        | 2.0%  | 17     | 0.8% | 2      | 0.8% | 2      | 13.3% | 13     | 0.0% | 0      | 0.0% | 0 |
| Zone 4                                                                                      |       |        |      |        |      |        |       |        |      |        |      |   |
| Adell's Chemist, Long Lane, Uxbridge, UB10 9PG                                              | 0.2%  | 2      | 0.0% | 0      | 0.0% | 0      | 0.0%  | 0      | 1.3% | 2      | 0.0% | 0 |
| Eclipse Pharmacy, Long                                                                      | 0.1%  | 1      | 0.0% | 0      | 0.0% | 0      | 0.0%  | 0      | 0.7% | 1      | 0.0% | 0 |

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|                                                                                       | Total |     | Zone 1 |    | Zone 2 |   | Zone 3 |   | Zone 4 |    | Zone 5 |    |
|---------------------------------------------------------------------------------------|-------|-----|--------|----|--------|---|--------|---|--------|----|--------|----|
| Lane, Uxbridge, UB10 9PG                                                              |       |     |        |    |        |   |        |   |        |    |        |    |
| Hillingdon Local Centre                                                               | 1.1%  | 9   | 0.0%   | 0  | 0.0%   | 0 | 1.0%   | 1 | 5.3%   | 8  | 0.0%   | 0  |
| Lansbury Pharmacy, Lansbury Drive, Hayes, UB4 8SE                                     | 0.1%  | 1   | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.7%   | 1  | 0.0%   | 0  |
| Puri Pharmacy, Ryefield Avenue, Uxbridge, UB10 9DA                                    | 0.2%  | 2   | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 1.3%   | 2  | 0.0%   | 0  |
| Vantage Pharmacy, Kingshill Avenue, Hayes, UB4 8BZ                                    | 0.1%  | 1   | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.7%   | 1  | 0.0%   | 0  |
| Zone 5                                                                                |       |     |        |    |        |   |        |   |        |    |        |    |
| Ickenham Local Centre                                                                 | 2.1%  | 18  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 18.0%  | 18 |
| Lidl, High Street, Uxbridge, UB8 1GB                                                  | 0.1%  | 1   | 0.4%   | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0  |
| Marks and Spencer (M&S), High Street, Uxbridge, UB8 1TL                               | 0.2%  | 2   | 0.4%   | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.7%   | 1  | 0.0%   | 0  |
| Sainsbury's, York Road, Uxbridge, UB8 1QW                                             | 0.9%  | 8   | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 2.0%   | 3  | 5.0%   | 5  |
| Tesco Express, High Street, Uxbridge, UB8 1ND                                         | 0.1%  | 1   | 0.0%   | 0  | 0.4%   | 1 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0  |
| Uxbridge Town Centre                                                                  | 13.7% | 117 | 7.6%   | 19 | 1.6%   | 4 | 8.2%   | 8 | 38.7%  | 58 | 28.0%  | 28 |
| Winchester Chemist, Swakeleys Road, Ickenham, Uxbridge, UB10 8DQ                      | 0.1%  | 1   | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 1.0%   | 1  |
| Outside Survey Area                                                                   |       |     |        |    |        |   |        |   |        |    |        |    |
| Aldi, Century Park, Dalton Way, Watford, WD17 2SF                                     | 0.1%  | 1   | 0.4%   | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0  |
| Asda, High Street, Harrow, HA3 7AE                                                    | 0.4%  | 3   | 0.0%   | 0  | 1.2%   | 3 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0  |
| Asda, Millington Road, Hayes, UB3 4AZ                                                 | 0.1%  | 1   | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.7%   | 1  | 0.0%   | 0  |
| B&M, St George's Shopping Centre, Harrow, HA1 1HS                                     | 0.1%  | 1   | 0.0%   | 0  | 0.4%   | 1 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0  |
| Belfast International Airport, Airport Road, Crumlin, BT29 4AB                        | 0.1%  | 1   | 0.0%   | 0  | 0.4%   | 1 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0  |
| Boots Pharmacy, Greenford Road, Greenford, UB6 0UW                                    | 0.1%  | 1   | 0.0%   | 0  | 0.0%   | 0 | 1.0%   | 1 | 0.0%   | 0  | 0.0%   | 0  |
| Boots, Bridge Street, Pinner, HA5 3HR                                                 | 0.1%  | 1   | 0.0%   | 0  | 0.4%   | 1 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0  |
| Boots, Canada Square, London, E14 5AX                                                 | 0.1%  | 1   | 0.0%   | 0  | 0.4%   | 1 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0  |
| Boots, St Anns Shopping Centre, St. Anns Road, Harrow, HA1 1AS                        | 0.1%  | 1   | 0.0%   | 0  | 0.4%   | 1 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0  |
| Boots, Station Road, New Milton, BH25 6HY                                             | 0.1%  | 1   | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 1.0%   | 1  |
| Brent Cross Shopping Centre, Prince Charles Drive, Brent Cross, London, NW4 3FP       | 0.4%  | 3   | 0.4%   | 1  | 0.4%   | 1 | 0.0%   | 0 | 0.0%   | 0  | 1.0%   | 1  |
| Bushey Pharmacy, High Street, Bushey, WD23 3HE                                        | 0.1%  | 1   | 0.4%   | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0  |
| Central London                                                                        | 0.7%  | 6   | 0.4%   | 1  | 0.8%   | 2 | 0.0%   | 0 | 1.3%   | 2  | 1.0%   | 1  |
| Century Retail Park, Watford, WD17 2SF                                                | 0.1%  | 1   | 0.4%   | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0  |
| Colney Fields Shopping Park, London Colney, St Albans, AL2 1BW                        | 0.1%  | 1   | 0.4%   | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0  |
| Costco, Western International Park, Hayes Road, Cranford, Hounslow, Southall, UB2 5XJ | 0.1%  | 1   | 0.4%   | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0  |
| Covent Garden District Centre                                                         | 0.1%  | 1   | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.7%   | 1  | 0.0%   | 0  |
| Doorstep Pharmacy, High Street, Harrow, HA1 3LP                                       | 0.1%  | 1   | 0.0%   | 0  | 0.4%   | 1 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0  |
| Ealing Broadway, The                                                                  | 0.2%  | 2   | 0.0%   | 0  | 0.8%   | 2 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0  |

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|                                                                                               | Total | Zone 1 |       | Zone 2 |       | Zone 3 |       | Zone 4 |      | Zone 5 |      |   |
|-----------------------------------------------------------------------------------------------|-------|--------|-------|--------|-------|--------|-------|--------|------|--------|------|---|
| Broadway, London, W5<br>5JY                                                                   |       |        |       |        |       |        |       |        |      |        |      |   |
| Ealing Local Centre                                                                           | 0.1%  | 1      | 0.4%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 0.0% | 0      | 0.0% | 0 |
| Farringdon Local Centre                                                                       | 0.2%  | 2      | 0.0%  | 0      | 0.8%  | 2      | 0.0%  | 0      | 0.0% | 0      | 0.0% | 0 |
| Gerrards Cross Town Centre                                                                    | 0.1%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.7% | 1      | 0.0% | 0 |
| Greenford Town Centre                                                                         | 0.7%  | 6      | 0.0%  | 0      | 0.4%  | 1      | 4.1%  | 4      | 0.7% | 1      | 0.0% | 0 |
| Harefield Village Centre                                                                      | 0.1%  | 1      | 0.4%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 0.0% | 0      | 0.0% | 0 |
| Harrow Town Centre                                                                            | 6.2%  | 53     | 1.2%  | 3      | 17.3% | 44     | 4.1%  | 4      | 0.7% | 1      | 1.0% | 1 |
| Hayes Town Centre                                                                             | 0.6%  | 5      | 0.0%  | 0      | 0.0%  | 0      | 1.0%  | 1      | 2.7% | 4      | 0.0% | 0 |
| Hillier Garden Centre, Ducks<br>Hill Road, Ruislip, HA4<br>7TP                                | 0.1%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 1.0%  | 1      | 0.0% | 0      | 0.0% | 0 |
| Home Bargains, High Street,<br>West Drayton, UB7 7GN                                          | 0.1%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 1.0%  | 1      | 0.0% | 0      | 0.0% | 0 |
| John Lewis, Holmers Farm<br>Way, Cressex Centre,<br>High Wycombe, HP12<br>4NW                 | 0.1%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0% | 0      | 1.0% | 1 |
| John Lewis, Oxford Street,<br>London, W1C 1DX                                                 | 0.1%  | 1      | 0.4%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 0.0% | 0      | 0.0% | 0 |
| Lidl, Bridge Street, Pinner,<br>HA5 3HZ                                                       | 0.2%  | 2      | 0.4%  | 1      | 0.4%  | 1      | 0.0%  | 0      | 0.0% | 0      | 0.0% | 0 |
| Lidl, High Road, Harrow,<br>HA3 6HF                                                           | 0.1%  | 1      | 0.0%  | 0      | 0.4%  | 1      | 0.0%  | 0      | 0.0% | 0      | 0.0% | 0 |
| Lidl, Uxbridge Road,<br>London, UB4 0SB                                                       | 0.1%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.7% | 1      | 0.0% | 0 |
| Lombardy Retail Park,<br>Coldharbour Lane, Hayes,<br>UB3 3EX                                  | 0.2%  | 2      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 1.3% | 2      | 0.0% | 0 |
| Mango Pharmacy, The<br>Parade, High Street,<br>Cowley, Uxbridge, UB8<br>2EP                   | 0.1%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.7% | 1      | 0.0% | 0 |
| Marks and Spencer (M&S),<br>Barnet Road, London<br>Colney, St Albans, AL2<br>1AB              | 0.1%  | 1      | 0.4%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 0.0% | 0      | 0.0% | 0 |
| Marks and Spencer (M&S),<br>St. Anns Road, Harrow,<br>HA1 1NB                                 | 0.1%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 1.0%  | 1      | 0.0% | 0      | 0.0% | 0 |
| Morrisons, Trident Point,<br>Pinner Road, Harrow,<br>HA1 4BB                                  | 0.1%  | 1      | 0.0%  | 0      | 0.4%  | 1      | 0.0%  | 0      | 0.0% | 0      | 0.0% | 0 |
| Morrisons, Uxbridge Road,<br>Pinner, HA5 4QT                                                  | 0.6%  | 5      | 0.0%  | 0      | 2.0%  | 5      | 0.0%  | 0      | 0.0% | 0      | 0.0% | 0 |
| North Harrow Local Centre                                                                     | 0.7%  | 6      | 0.0%  | 0      | 2.4%  | 6      | 0.0%  | 0      | 0.0% | 0      | 0.0% | 0 |
| Pinner Local Centre                                                                           | 3.4%  | 29     | 6.0%  | 15     | 5.5%  | 14     | 0.0%  | 0      | 0.0% | 0      | 0.0% | 0 |
| Richmond Local Centre                                                                         | 0.1%  | 1      | 0.4%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 0.0% | 0      | 0.0% | 0 |
| RJ's Pharmacy, Ealing Road,<br>Wembley, HA0 4QG                                               | 0.1%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 1.0%  | 1      | 0.0% | 0      | 0.0% | 0 |
| Ruislip Local Centre                                                                          | 6.3%  | 54     | 17.1% | 43     | 0.0%  | 0      | 0.0%  | 0      | 2.0% | 3      | 8.0% | 8 |
| Sainsbury's, Ealing Road,<br>Wembley, HA0 1PF                                                 | 0.1%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.7% | 1      | 0.0% | 0 |
| Sainsbury's, Lombardy<br>Retail Park, Coldharbour<br>Lane, Hayes, UB3 3EX                     | 0.4%  | 3      | 0.0%  | 0      | 0.4%  | 1      | 2.0%  | 2      | 0.0% | 0      | 0.0% | 0 |
| Sunbury Cross Shopping<br>Centre, Staines Road<br>West,<br>Sunbury-on-Thames,<br>TW16 7BB     | 0.1%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 1.0%  | 1      | 0.0% | 0      | 0.0% | 0 |
| Superdrug, Lombardy Retail<br>Park, Hayes, UB3 3EX                                            | 0.1%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.7% | 1      | 0.0% | 0 |
| Tesco Express, Cowley<br>Road, Oxford, OX4 1UT                                                | 0.1%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0% | 0      | 1.0% | 1 |
| Tesco Extra, Bulls Bridge<br>Industrial Estate, Hayes<br>Road, Hounslow, Southall,<br>UB2 5NB | 0.1%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.7% | 1      | 0.0% | 0 |
| Tesco Extra, Glencoe Road,<br>Hayes, UB4 9SQ                                                  | 1.8%  | 15     | 0.4%  | 1      | 0.0%  | 0      | 12.2% | 12     | 1.3% | 2      | 0.0% | 0 |
| Tesco Superstore, Ash Hill<br>Drive, Pinner, HA5 2AG                                          | 0.5%  | 4      | 1.6%  | 4      | 0.0%  | 0      | 0.0%  | 0      | 0.0% | 0      | 0.0% | 0 |
| Tesco Superstore, High                                                                        | 0.5%  | 4      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 2.0% | 3      | 1.0% | 1 |

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|                                                               | Total | Zone 1 |       | Zone 2 |       | Zone 3 |       | Zone 4 |       | Zone 5 |       |     |
|---------------------------------------------------------------|-------|--------|-------|--------|-------|--------|-------|--------|-------|--------|-------|-----|
| Street, West Drayton, UB7 7FP                                 |       |        |       |        |       |        |       |        |       |        |       |     |
| Tesco Superstore, Station Road, Harrow, HA1 2TU               | 0.1%  | 1      | 0.0%  | 0      | 0.4%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0   |
| Tesco Superstore, Western Avenue, Greenford, UB6 8DW          | 0.1%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.7%  | 1      | 0.0%  | 0   |
| The Palm Centre, Ham Street, Richmond, TW10 7HA               | 0.1%  | 1      | 0.4%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0   |
| Waitrose, Alexandria Road, London, W13 0NL                    | 0.1%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.7%  | 1      | 0.0%  | 0   |
| Waitrose, Kingsend, Ruislip, HA4 7DS                          | 0.8%  | 7      | 0.8%  | 2      | 0.0%  | 0      | 1.0%  | 1      | 0.7%  | 1      | 3.0%  | 3   |
| Watford Town Centre                                           | 0.2%  | 2      | 0.0%  | 0      | 0.8%  | 2      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0   |
| Westfield London, Ariel Way, London, W12 7GF                  | 0.7%  | 6      | 0.4%  | 1      | 0.4%  | 1      | 4.1%  | 4      | 0.0%  | 0      | 0.0%  | 0   |
| Westfield Stratford City, Montfichet Road, London, E20 1EJ    | 0.2%  | 2      | 0.4%  | 1      | 0.0%  | 0      | 1.0%  | 1      | 0.0%  | 0      | 0.0%  | 0   |
| Westway Cross Retail Park, Greenford Road, Greenford, UB6 0UW | 0.8%  | 7      | 0.0%  | 0      | 2.0%  | 5      | 2.0%  | 2      | 0.0%  | 0      | 0.0%  | 0   |
| Yeading Lane Pharmacy, Yeading Lane, Hayes, UB4 9AX           | 0.1%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 1.0%  | 1      | 0.0%  | 0      | 0.0%  | 0   |
| Yeading Local Centre                                          | 0.1%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 1.0%  | 1      | 0.0%  | 0      | 0.0%  | 0   |
| Others                                                        |       |        |       |        |       |        |       |        |       |        |       |     |
| Abroad                                                        | 0.4%  | 3      | 0.4%  | 1      | 0.0%  | 0      | 1.0%  | 1      | 0.7%  | 1      | 0.0%  | 0   |
| Internet / delivery                                           | 19.3% | 165    | 14.3% | 36     | 20.5% | 52     | 24.5% | 24     | 20.7% | 31     | 22.0% | 22  |
| Mail order / catalogue                                        | 0.7%  | 6      | 0.4%  | 1      | 0.4%  | 1      | 1.0%  | 1      | 0.7%  | 1      | 2.0%  | 2   |
| TV shopping                                                   | 0.1%  | 1      | 0.4%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0   |
| (Don't know / can't remember)                                 | 4.7%  | 40     | 4.4%  | 11     | 7.9%  | 20     | 2.0%  | 2      | 4.0%  | 6      | 1.0%  | 1   |
| (Don't do this type of shopping)                              | 2.0%  | 17     | 0.8%  | 2      | 3.2%  | 8      | 3.1%  | 3      | 2.0%  | 3      | 1.0%  | 1   |
| Base:                                                         |       | 853    |       | 251    |       | 254    |       | 98     |       | 150    |       | 100 |

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|                                                                                                 | Total | Zone 1 |      | Zone 2 |      | Zone 3 |      | Zone 4 |       | Zone 5 |       |    |
|-------------------------------------------------------------------------------------------------|-------|--------|------|--------|------|--------|------|--------|-------|--------|-------|----|
| Q18 Where did your household last buy books, games, toys, sports, hobby items and pet products? |       |        |      |        |      |        |      |        |       |        |       |    |
| Zone 1                                                                                          |       |        |      |        |      |        |      |        |       |        |       |    |
| Aldi, Victoria Retail Park, Ruislip, HA4 0EH                                                    | 0.4%  | 3      | 0.4% | 1      | 0.0% | 0      | 1.0% | 1      | 0.7%  | 1      | 0.0%  | 0  |
| Asda, Old Dairy Lane, Ruislip, HA4 0FY                                                          | 0.6%  | 5      | 2.0% | 5      | 0.0% | 0      | 0.0% | 0      | 0.0%  | 0      | 0.0%  | 0  |
| B&M, Victoria Road, London, HA4 0EH                                                             | 0.7%  | 6      | 1.6% | 4      | 0.4% | 1      | 1.0% | 1      | 0.0%  | 0      | 0.0%  | 0  |
| Eastcote Local Centre                                                                           | 0.2%  | 2      | 0.4% | 1      | 0.4% | 1      | 0.0% | 0      | 0.0%  | 0      | 0.0%  | 0  |
| John Sanders, High Street, Ruislip, HA4 8JB                                                     | 0.1%  | 1      | 0.4% | 1      | 0.0% | 0      | 0.0% | 0      | 0.0%  | 0      | 0.0%  | 0  |
| Lidl, Victoria Road, Ruislip, HA4 0QQ                                                           | 0.2%  | 2      | 0.4% | 1      | 0.0% | 0      | 0.0% | 0      | 0.0%  | 0      | 1.0%  | 1  |
| Ruislip Manor Local Centre                                                                      | 0.4%  | 3      | 1.2% | 3      | 0.0% | 0      | 0.0% | 0      | 0.0%  | 0      | 0.0%  | 0  |
| Sainsbury's, Long Drive, Ruislip, HA4 0HQ                                                       | 0.7%  | 6      | 1.6% | 4      | 0.8% | 2      | 0.0% | 0      | 0.0%  | 0      | 0.0%  | 0  |
| The Old Dairy, Old Dairy Lane, Ruislip, HA4 0FY                                                 | 0.1%  | 1      | 0.4% | 1      | 0.0% | 0      | 0.0% | 0      | 0.0%  | 0      | 0.0%  | 0  |
| Victoria Retail Park, Crown Road, Ruislip, HA4 0AJ                                              | 4.3%  | 37     | 8.8% | 22     | 2.8% | 7      | 4.1% | 4      | 1.3%  | 2      | 2.0%  | 2  |
| Zone 2                                                                                          |       |        |      |        |      |        |      |        |       |        |       |    |
| Iceland, Rayners Lane, Harrow, Pinner, HA5 5ED                                                  | 0.1%  | 1      | 0.0% | 0      | 0.4% | 1      | 0.0% | 0      | 0.0%  | 0      | 0.0%  | 0  |
| Sainsbury's, Barbers Walk, Pinner, HA5 5LU                                                      | 0.6%  | 5      | 0.4% | 1      | 1.6% | 4      | 0.0% | 0      | 0.0%  | 0      | 0.0%  | 0  |
| South Harrow Local Centre                                                                       | 0.2%  | 2      | 0.0% | 0      | 0.8% | 2      | 0.0% | 0      | 0.0%  | 0      | 0.0%  | 0  |
| Waitrose, Northolt Road, South Harrow, Harrow, HA2 0EG                                          | 0.1%  | 1      | 0.0% | 0      | 0.4% | 1      | 0.0% | 0      | 0.0%  | 0      | 0.0%  | 0  |
| Zone 3                                                                                          |       |        |      |        |      |        |      |        |       |        |       |    |
| Zone 4                                                                                          |       |        |      |        |      |        |      |        |       |        |       |    |
| Centre of Hope, Long Lane, Uxbridge, UB10 9PG                                                   | 0.1%  | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.7%  | 1      | 0.0%  | 0  |
| Hillingdon Local Centre                                                                         | 0.1%  | 1      | 0.4% | 1      | 0.0% | 0      | 0.0% | 0      | 0.0%  | 0      | 0.0%  | 0  |
| Zone 5                                                                                          |       |        |      |        |      |        |      |        |       |        |       |    |
| Co-op, Swakeleys Road, Ickenham, Uxbridge, UB10 8DF                                             | 0.1%  | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0%  | 0      | 1.0%  | 1  |
| Sainsbury's, York Road, Uxbridge, UB8 1QW                                                       | 0.2%  | 2      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 1.3%  | 2      | 0.0%  | 0  |
| Uxbridge Town Centre                                                                            | 5.7%  | 49     | 4.8% | 12     | 0.0% | 0      | 2.0% | 2      | 14.7% | 22     | 13.0% | 13 |
| Outside Survey Area                                                                             |       |        |      |        |      |        |      |        |       |        |       |    |
| Asda, High Street, Harrow, HA3 7AE                                                              | 0.2%  | 2      | 0.0% | 0      | 0.8% | 2      | 0.0% | 0      | 0.0%  | 0      | 0.0%  | 0  |
| Asda, Ivy Bridge Retail Park, Twickenham Road, Twickenham, TW7 7DY                              | 0.1%  | 1      | 0.4% | 1      | 0.0% | 0      | 0.0% | 0      | 0.0%  | 0      | 0.0%  | 0  |
| Aylesbury Town Centre                                                                           | 0.1%  | 1      | 0.0% | 0      | 0.0% | 0      | 1.0% | 1      | 0.0%  | 0      | 0.0%  | 0  |
| Brent Cross Shopping Centre, Prince Charles Drive, Brent Cross, London, NW4 3FP                 | 0.2%  | 2      | 0.4% | 1      | 0.0% | 0      | 0.0% | 0      | 0.7%  | 1      | 0.0%  | 0  |
| Brentford Town Centre                                                                           | 0.1%  | 1      | 0.0% | 0      | 0.4% | 1      | 0.0% | 0      | 0.0%  | 0      | 0.0%  | 0  |
| Cambridge City Centre                                                                           | 0.1%  | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.7%  | 1      | 0.0%  | 0  |
| Castle Point Shopping Centre, Castle Lane West, Bournemouth, BH8 9UW                            | 0.1%  | 1      | 0.0% | 0      | 0.4% | 1      | 0.0% | 0      | 0.0%  | 0      | 0.0%  | 0  |
| Central London                                                                                  | 1.1%  | 9      | 0.4% | 1      | 2.0% | 5      | 0.0% | 0      | 0.7%  | 1      | 2.0%  | 2  |
| Costco, Hartspring Lane, Bushey, WD25 8JS                                                       | 0.2%  | 2      | 0.0% | 0      | 0.8% | 2      | 0.0% | 0      | 0.0%  | 0      | 0.0%  | 0  |
| Costco, Western International Park, Hayes Road, Cranford, Hounslow, Southall, UB2 5XJ           | 0.1%  | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0%  | 0      | 1.0%  | 1  |
| Cowley Retail Park, Uxbridge, UB8 2TE                                                           | 0.8%  | 7      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 3.3%  | 5      | 2.0%  | 2  |
| Daunt Books, Marylebone High Street, London, W1U 4QW                                            | 0.1%  | 1      | 0.4% | 1      | 0.0% | 0      | 0.0% | 0      | 0.0%  | 0      | 0.0%  | 0  |
| Ealing Broadway, The Broadway, London, W5 5JY                                                   | 0.1%  | 1      | 0.4% | 1      | 0.0% | 0      | 0.0% | 0      | 0.0%  | 0      | 0.0%  | 0  |

|                                                                                | Total |    | Zone 1 |    | Zone 2 |    | Zone 3 |   | Zone 4 |   | Zone 5 |   |
|--------------------------------------------------------------------------------|-------|----|--------|----|--------|----|--------|---|--------|---|--------|---|
| Ealing Local Centre                                                            | 0.1%  | 1  | 0.0%   | 0  | 0.4%   | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |
| Elmsleigh Shopping Centre, South Street, Staines, TW18 4QB                     | 0.1%  | 1  | 0.0%   | 0  | 0.0%   | 0  | 1.0%   | 1 | 0.0%   | 0 | 0.0%   | 0 |
| Flowerland, Norwood Lane, Iver, SL0 0EW                                        | 0.1%  | 1  | 0.4%   | 1  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |
| Greenford Town Centre                                                          | 0.2%  | 2  | 0.0%   | 0  | 0.4%   | 1  | 1.0%   | 1 | 0.0%   | 0 | 0.0%   | 0 |
| Harrow Town Centre                                                             | 3.5%  | 30 | 1.2%   | 3  | 9.4%   | 24 | 3.1%   | 3 | 0.0%   | 0 | 0.0%   | 0 |
| High Wycombe Town Centre                                                       | 0.1%  | 1  | 0.4%   | 1  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |
| Hobbycraft, Westway Cross Shopping Park, Greenford Road, Greenford, UB6 0UW    | 0.1%  | 1  | 0.0%   | 0  | 0.4%   | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |
| Home Bargains, Great Western Industrial, Armstrong Way, Southall, UB2 4SD      | 0.1%  | 1  | 0.4%   | 1  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |
| Home Bargains, High Street, West Drayton, UB7 7GN                              | 0.1%  | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 1.0%   | 1 |
| 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 | 1.0%   | 1 |
| Lombardy Retail Park, Coldharbour Lane, Hayes, UB3 3EX                         | 1.1%  | 9  | 2.4%   | 6  | 0.4%   | 1  | 0.0%   | 0 | 1.3%   | 2 | 0.0%   | 0 |
| London Designer Outlet, Wembley Park Boulevard, Wembley Park, Wembley, HA9 0FD | 0.1%  | 1  | 0.4%   | 1  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |
| Marylebone Local Centre                                                        | 0.1%  | 1  | 0.4%   | 1  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |
| Northwood Local Centre                                                         | 0.1%  | 1  | 0.0%   | 0  | 0.0%   | 0  | 1.0%   | 1 | 0.0%   | 0 | 0.0%   | 0 |
| Oxford City Centre                                                             | 0.1%  | 1  | 0.4%   | 1  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |
| Pets at Home, Century Retail Park, Dalton Way, Watford, WD17 2SF               | 0.1%  | 1  | 0.0%   | 0  | 0.4%   | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |
| Pinner Local Centre                                                            | 1.3%  | 11 | 1.6%   | 4  | 2.8%   | 7  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |
| Retail Park 1, Staines-upon-Thames, TW18 4WA                                   | 0.2%  | 2  | 0.4%   | 1  | 0.4%   | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |
| Ruislip Local Centre                                                           | 1.5%  | 13 | 4.4%   | 11 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 2.0%   | 2 |
| Sainsbury's, Lombardy Retail Park, Coldharbour Lane, Hayes, UB3 3EX            | 0.2%  | 2  | 0.0%   | 0  | 0.4%   | 1  | 0.0%   | 0 | 0.7%   | 1 | 0.0%   | 0 |
| Smyths, Cowley Retail Park, High Street, Uxbridge, UB8 2TE                     | 0.7%  | 6  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 | 2.0%   | 3 | 3.0%   | 3 |
| St Luke's Hospice Charity Shop, Bridge Street, Pinner, HA5 3JF                 | 0.2%  | 2  | 0.8%   | 2  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |
| Stafferton Way Retail Park, Maidenhead, SL6 1AY                                | 0.1%  | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.7%   | 1 | 0.0%   | 0 |
| Stanmore Local Centre                                                          | 0.1%  | 1  | 0.4%   | 1  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |
| Staples Corner Retail Park, Geron Way, Brent Cross, London, NW2 6LW            | 0.2%  | 2  | 0.4%   | 1  | 0.0%   | 0  | 1.0%   | 1 | 0.0%   | 0 | 0.0%   | 0 |
| Sunbury Cross Shopping Centre, Staines Road West, Sunbury-on-Thames, TW16 7BB  | 0.1%  | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 1.0%   | 1 |
| Tesco Extra, Glencoe Road, Hayes, UB4 9SQ                                      | 0.4%  | 3  | 0.0%   | 0  | 0.0%   | 0  | 2.0%   | 2 | 0.7%   | 1 | 0.0%   | 0 |
| Tesco Superstore, Ash Hill Drive, Pinner, HA5 2AG                              | 0.2%  | 2  | 0.8%   | 2  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |
| Tesco Superstore, High Street, West Drayton, UB7 7FP                           | 0.2%  | 2  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.7%   | 1 | 1.0%   | 1 |
| Tesco Superstore, Packhorse Road, Gerrards Cross, SL9 8ER                      | 0.1%  | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 1.0%   | 1 |
| The Arches Retail Park, Lower High Street,                                     | 0.1%  | 1  | 0.0%   | 0  | 0.4%   | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |

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|                                                                                  | Total | Zone 1 |       | Zone 2 |       | Zone 3 |       | Zone 4 |       | Zone 5 |       |     |
|----------------------------------------------------------------------------------|-------|--------|-------|--------|-------|--------|-------|--------|-------|--------|-------|-----|
| Watford, WD17 2SD                                                                |       |        |       |        |       |        |       |        |       |        |       |     |
| Waitrose, Kingsend, Ruislip, HA4 7DS                                             | 0.1%  | 1      | 0.4%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0   |
| Waterfields Shopping Park, Waterfields Way, Watford, WD17 2BD                    | 0.4%  | 3      | 0.0%  | 0      | 0.8%  | 2      | 0.0%  | 0      | 0.7%  | 1      | 0.0%  | 0   |
| Waterstones, Gower Street, London, WC1E 6EQ                                      | 0.2%  | 2      | 0.4%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 1.0%  | 1   |
| Waterstones, St. Anns Road, Harrow, HA1 1LQ                                      | 0.1%  | 1      | 0.0%  | 0      | 0.4%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0   |
| Watford Town Centre                                                              | 0.2%  | 2      | 0.0%  | 0      | 0.8%  | 2      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0   |
| Wembley Local Centre                                                             | 0.1%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 1.0%  | 1      | 0.0%  | 0      | 0.0%  | 0   |
| Westfield London, Ariel Way, London, W12 7GF                                     | 0.2%  | 2      | 0.0%  | 0      | 0.0%  | 0      | 2.0%  | 2      | 0.0%  | 0      | 0.0%  | 0   |
| Westway Cross Retail Park, Greenford Road, Greenford, UB6 0UW                    | 2.7%  | 23     | 3.2%  | 8      | 1.6%  | 4      | 8.2%  | 8      | 1.3%  | 2      | 1.0%  | 1   |
| Wildwoods Water Garden Centre, Theobalds Park Road, Crews Hill, Enfield, EN2 9BP | 0.1%  | 1      | 0.0%  | 0      | 0.4%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0   |
| Others                                                                           |       |        |       |        |       |        |       |        |       |        |       |     |
| Abroad                                                                           | 0.2%  | 2      | 0.4%  | 1      | 0.4%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0   |
| Internet / delivery                                                              | 29.0% | 247    | 27.1% | 68     | 30.7% | 78     | 28.6% | 28     | 25.3% | 38     | 35.0% | 35  |
| Mail order / catalogue                                                           | 0.5%  | 4      | 0.0%  | 0      | 0.0%  | 0      | 1.0%  | 1      | 2.0%  | 3      | 0.0%  | 0   |
| TV shopping                                                                      | 0.1%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 1.0%  | 1   |
| (Don't know / can't remember)                                                    | 8.1%  | 69     | 7.2%  | 18     | 9.4%  | 24     | 12.2% | 12     | 8.7%  | 13     | 2.0%  | 2   |
| (Don't do this type of shopping)                                                 | 27.1% | 231    | 21.9% | 55     | 28.3% | 72     | 28.6% | 28     | 32.0% | 48     | 28.0% | 28  |
| Base:                                                                            |       | 853    |       | 251    |       | 254    |       | 98     |       | 150    |       | 100 |

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|                                                                                                                          | Total | Zone 1 |      | Zone 2 |       | Zone 3 |      | Zone 4 |       | Zone 5 |       |    |
|--------------------------------------------------------------------------------------------------------------------------|-------|--------|------|--------|-------|--------|------|--------|-------|--------|-------|----|
| Q19 Where did your household last buy other non-food goods including jewellery & watches, glassware and household goods? |       |        |      |        |       |        |      |        |       |        |       |    |
| Zone 1                                                                                                                   |       |        |      |        |       |        |      |        |       |        |       |    |
| Aldi, Victoria Retail Park, Ruislip, HA4 0EH                                                                             | 0.2%  | 2      | 0.4% | 1      | 0.0%  | 0      | 1.0% | 1      | 0.0%  | 0      | 0.0%  | 0  |
| Asda, Old Dairy Lane, Ruislip, HA4 0FY                                                                                   | 0.9%  | 8      | 2.4% | 6      | 0.8%  | 2      | 0.0% | 0      | 0.0%  | 0      | 0.0%  | 0  |
| Barnardo's, Field End Road, Ruislip, Pinner, HA5 1RH                                                                     | 0.1%  | 1      | 0.4% | 1      | 0.0%  | 0      | 0.0% | 0      | 0.0%  | 0      | 0.0%  | 0  |
| Eastcote Local Centre                                                                                                    | 0.2%  | 2      | 0.8% | 2      | 0.0%  | 0      | 0.0% | 0      | 0.0%  | 0      | 0.0%  | 0  |
| Lidl, Victoria Road, Ruislip, HA4 0QQ                                                                                    | 0.1%  | 1      | 0.0% | 0      | 0.0%  | 0      | 0.0% | 0      | 0.0%  | 0      | 1.0%  | 1  |
| Ruislip Manor Local Centre                                                                                               | 0.2%  | 2      | 0.8% | 2      | 0.0%  | 0      | 0.0% | 0      | 0.0%  | 0      | 0.0%  | 0  |
| Sainsbury's, Long Drive, Ruislip, HA4 0HQ                                                                                | 0.6%  | 5      | 0.8% | 2      | 0.8%  | 2      | 0.0% | 0      | 0.0%  | 0      | 1.0%  | 1  |
| Victoria Retail Park, Crown Road, Ruislip, HA4 0AJ                                                                       | 1.2%  | 10     | 2.4% | 6      | 1.2%  | 3      | 0.0% | 0      | 0.7%  | 1      | 0.0%  | 0  |
| Zone 2                                                                                                                   |       |        |      |        |       |        |      |        |       |        |       |    |
| Asda, Northolt Road, London, HA2 8JN                                                                                     | 0.1%  | 1      | 0.0% | 0      | 0.0%  | 0      | 1.0% | 1      | 0.0%  | 0      | 0.0%  | 0  |
| Poundland, Northolt Road, South Harrow, Harrow, HA2 8EE                                                                  | 0.1%  | 1      | 0.0% | 0      | 0.4%  | 1      | 0.0% | 0      | 0.0%  | 0      | 0.0%  | 0  |
| Sainsbury's, Barbers Walk, Pinner, HA5 5LU                                                                               | 0.6%  | 5      | 0.0% | 0      | 2.0%  | 5      | 0.0% | 0      | 0.0%  | 0      | 0.0%  | 0  |
| South Harrow Local Centre                                                                                                | 0.1%  | 1      | 0.0% | 0      | 0.4%  | 1      | 0.0% | 0      | 0.0%  | 0      | 0.0%  | 0  |
| Zone 3                                                                                                                   |       |        |      |        |       |        |      |        |       |        |       |    |
| Zone 4                                                                                                                   |       |        |      |        |       |        |      |        |       |        |       |    |
| Hillingdon Local Centre                                                                                                  | 0.1%  | 1      | 0.0% | 0      | 0.0%  | 0      | 0.0% | 0      | 0.7%  | 1      | 0.0%  | 0  |
| Zone 5                                                                                                                   |       |        |      |        |       |        |      |        |       |        |       |    |
| Marks and Spencer (M&S), High Street, Uxbridge, UB8 1TL                                                                  | 0.4%  | 3      | 0.0% | 0      | 0.4%  | 1      | 0.0% | 0      | 0.0%  | 0      | 2.0%  | 2  |
| Sainsbury's, York Road, Uxbridge, UB8 1QW                                                                                | 0.4%  | 3      | 0.0% | 0      | 0.0%  | 0      | 0.0% | 0      | 2.0%  | 3      | 0.0%  | 0  |
| Uxbridge Town Centre                                                                                                     | 7.3%  | 62     | 9.2% | 23     | 0.8%  | 2      | 5.1% | 5      | 14.0% | 21     | 11.0% | 11 |
| Outside Survey Area                                                                                                      |       |        |      |        |       |        |      |        |       |        |       |    |
| Aldi, Century Park, Dalton Way, Watford, WD17 2SF                                                                        | 0.1%  | 1      | 0.0% | 0      | 0.4%  | 1      | 0.0% | 0      | 0.0%  | 0      | 0.0%  | 0  |
| B&M, Fairfield Road, West Drayton, UB7 8EY                                                                               | 0.1%  | 1      | 0.0% | 0      | 0.0%  | 0      | 1.0% | 1      | 0.0%  | 0      | 0.0%  | 0  |
| B&M, St George's Shopping Centre, Harrow, HA1 1HS                                                                        | 0.4%  | 3      | 0.0% | 0      | 1.2%  | 3      | 0.0% | 0      | 0.0%  | 0      | 0.0%  | 0  |
| Brent Cross Shopping Centre, Prince Charles Drive, Brent Cross, London, NW4 3FP                                          | 0.5%  | 4      | 0.8% | 2      | 0.4%  | 1      | 0.0% | 0      | 0.7%  | 1      | 0.0%  | 0  |
| Brent South Shopping Park, Brent Terrace, Brent Cross, London, NW2 1LS                                                   | 0.1%  | 1      | 0.4% | 1      | 0.0%  | 0      | 0.0% | 0      | 0.0%  | 0      | 0.0%  | 0  |
| Bridport Town Centre                                                                                                     | 0.1%  | 1      | 0.0% | 0      | 0.0%  | 0      | 0.0% | 0      | 0.0%  | 0      | 1.0%  | 1  |
| Brighton City Centre                                                                                                     | 0.1%  | 1      | 0.0% | 0      | 0.4%  | 1      | 0.0% | 0      | 0.0%  | 0      | 0.0%  | 0  |
| Canterbury City Centre                                                                                                   | 0.1%  | 1      | 0.0% | 0      | 0.0%  | 0      | 1.0% | 1      | 0.0%  | 0      | 0.0%  | 0  |
| Central London                                                                                                           | 2.1%  | 18     | 2.0% | 5      | 2.4%  | 6      | 1.0% | 1      | 2.7%  | 4      | 2.0%  | 2  |
| Costco, Western International Park, Hayes Road, Cranford, Hounslow, Southall, UB2 5XJ                                    | 0.1%  | 1      | 0.0% | 0      | 0.0%  | 0      | 0.0% | 0      | 0.7%  | 1      | 0.0%  | 0  |
| Cowley Retail Park, Uxbridge, UB8 2TE                                                                                    | 0.1%  | 1      | 0.0% | 0      | 0.0%  | 0      | 0.0% | 0      | 0.0%  | 0      | 1.0%  | 1  |
| Denby Outlet, East Midlands Designer Outlet, Mansfield Road, South Normanton, DE55 2JW                                   | 0.1%  | 1      | 0.4% | 1      | 0.0%  | 0      | 0.0% | 0      | 0.0%  | 0      | 0.0%  | 0  |
| Dunelm, Western Avenue, Greenford, UB6 8LZ                                                                               | 0.8%  | 7      | 0.4% | 1      | 0.4%  | 1      | 2.0% | 2      | 0.0%  | 0      | 3.0%  | 3  |
| Ealing Broadway, The Broadway, London, W5 5JY                                                                            | 0.1%  | 1      | 0.0% | 0      | 0.4%  | 1      | 0.0% | 0      | 0.0%  | 0      | 0.0%  | 0  |
| Ealing Local Centre                                                                                                      | 0.1%  | 1      | 0.0% | 0      | 0.4%  | 1      | 0.0% | 0      | 0.0%  | 0      | 0.0%  | 0  |
| Greenford Town Centre                                                                                                    | 0.1%  | 1      | 0.0% | 0      | 0.0%  | 0      | 1.0% | 1      | 0.0%  | 0      | 0.0%  | 0  |
| Harrow Town Centre                                                                                                       | 3.6%  | 31     | 0.8% | 2      | 10.6% | 27     | 2.0% | 2      | 0.0%  | 0      | 0.0%  | 0  |
| Holmers Farm Way, Cressex                                                                                                | 0.1%  | 1      | 0.4% | 1      | 0.0%  | 0      | 0.0% | 0      | 0.0%  | 0      | 0.0%  | 0  |

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|                                                                                | Total | Zone 1 |      | Zone 2 |      | Zone 3 |      | Zone 4 |      | Zone 5 |       |    |
|--------------------------------------------------------------------------------|-------|--------|------|--------|------|--------|------|--------|------|--------|-------|----|
| Centre, High Wycombe, HP12 4NW                                                 |       |        |      |        |      |        |      |        |      |        |       |    |
| Home Bargains, Ivy Bridge Retail Park, Twickenham Road, Twickenham, TW7 7DY    | 0.1%  | 1      | 0.4% | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0%  | 0  |
| Hounslow Local Centre                                                          | 0.1%  | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.7% | 1      | 0.0%  | 0  |
| Ikea, North Circular Road, London, NW10 0TH                                    | 0.9%  | 8      | 0.4% | 1      | 1.6% | 4      | 0.0% | 0      | 2.0% | 3      | 0.0%  | 0  |
| John Lewis, Holmers Farm Way, Cressex Centre, High Wycombe, HP12 4NW           | 2.3%  | 20     | 2.0% | 5      | 0.4% | 1      | 0.0% | 0      | 2.7% | 4      | 10.0% | 10 |
| John Lewis, Oxford Street, London, W1C 1DX                                     | 0.4%  | 3      | 0.8% | 2      | 0.4% | 1      | 0.0% | 0      | 0.0% | 0      | 0.0%  | 0  |
| Kew Retail Park, Bessant Drive, Richmond, TW9 4AD                              | 0.1%  | 1      | 0.4% | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0%  | 0  |
| Kingsbury District Centre                                                      | 0.1%  | 1      | 0.0% | 0      | 0.0% | 0      | 1.0% | 1      | 0.0% | 0      | 0.0%  | 0  |
| Kingston upon Thames Town Centre                                               | 0.1%  | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.7% | 1      | 0.0%  | 0  |
| Lombardy Retail Park, Coldharbour Lane, Hayes, UB3 3EX                         | 0.4%  | 3      | 0.4% | 1      | 0.0% | 0      | 1.0% | 1      | 0.7% | 1      | 0.0%  | 0  |
| London Designer Outlet, Wembley Park Boulevard, Wembley Park, Wembley, HA9 0FD | 0.2%  | 2      | 0.0% | 0      | 0.4% | 1      | 1.0% | 1      | 0.0% | 0      | 0.0%  | 0  |
| Marks and Spencer (M&S), Clarence Street, Kingston upon Thames, KT1 1NU        | 0.1%  | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 1.0%  | 1  |
| Marlow Town Centre                                                             | 0.1%  | 1      | 0.4% | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0%  | 0  |
| North Harrow Local Centre                                                      | 0.1%  | 1      | 0.0% | 0      | 0.4% | 1      | 0.0% | 0      | 0.0% | 0      | 0.0%  | 0  |
| Pandora, Harlequin Shopping Centre, Watford, WD17 2TB                          | 0.1%  | 1      | 0.4% | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0%  | 0  |
| Petts Wood Town Centre                                                         | 0.1%  | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 1.0%  | 1  |
| Pinner Local Centre                                                            | 0.9%  | 8      | 1.2% | 3      | 2.0% | 5      | 0.0% | 0      | 0.0% | 0      | 0.0%  | 0  |
| Ram Jewellery House, Western Road, Southall, UB2 5HQ                           | 0.1%  | 1      | 0.0% | 0      | 0.4% | 1      | 0.0% | 0      | 0.0% | 0      | 0.0%  | 0  |
| Retail Park 1, Staines-upon-Thames, TW18 4WA                                   | 0.2%  | 2      | 0.4% | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 1.0%  | 1  |
| Ruislip Local Centre                                                           | 2.5%  | 21     | 5.2% | 13     | 0.4% | 1      | 1.0% | 1      | 0.7% | 1      | 5.0%  | 5  |
| Sainsbury's, Elgiva Lane, Chesham, HP5 2YA                                     | 0.1%  | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.7% | 1      | 0.0%  | 0  |
| Sainsbury's, Lombardy Retail Park, Coldharbour Lane, Hayes, UB3 3EX            | 0.4%  | 3      | 0.4% | 1      | 0.0% | 0      | 0.0% | 0      | 1.3% | 2      | 0.0%  | 0  |
| Slough Retail Park, Bath Road, Slough, SL1 5AL                                 | 0.1%  | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.7% | 1      | 0.0%  | 0  |
| Southall Local Centre                                                          | 0.1%  | 1      | 0.0% | 0      | 0.4% | 1      | 0.0% | 0      | 0.0% | 0      | 0.0%  | 0  |
| Southwold Town Centre                                                          | 0.1%  | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 1.0%  | 1  |
| Sunshine Garden Centre, Durnsford Road, Bounds Green, N11 2EL                  | 0.1%  | 1      | 0.0% | 0      | 0.4% | 1      | 0.0% | 0      | 0.0% | 0      | 0.0%  | 0  |
| Tesco Extra, Glencoe Road, Hayes, UB4 9SQ                                      | 0.2%  | 2      | 0.0% | 0      | 0.0% | 0      | 1.0% | 1      | 0.7% | 1      | 0.0%  | 0  |
| Tesco Superstore, High Street, West Drayton, UB7 7FP                           | 0.2%  | 2      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 1.3% | 2      | 0.0%  | 0  |
| The Brunswick Centre, Bernard Street, London, WC1N 1BS                         | 0.1%  | 1      | 0.0% | 0      | 0.4% | 1      | 0.0% | 0      | 0.0% | 0      | 0.0%  | 0  |
| Upton Park Local Centre                                                        | 0.1%  | 1      | 0.0% | 0      | 0.0% | 0      | 1.0% | 1      | 0.0% | 0      | 0.0%  | 0  |
| Waitrose, Kingsend, Ruislip, HA4 7DS                                           | 0.1%  | 1      | 0.0% | 0      | 0.0% | 0      | 1.0% | 1      | 0.0% | 0      | 0.0%  | 0  |
| Waterfields Shopping Park, Waterfields Way, Watford, WD17 2BD                  | 0.1%  | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.7% | 1      | 0.0%  | 0  |
| Watford Town Centre                                                            | 0.6%  | 5      | 0.4% | 1      | 1.6% | 4      | 0.0% | 0      | 0.0% | 0      | 0.0%  | 0  |
| Wembley Local Centre                                                           | 0.4%  | 3      | 0.4% | 1      | 0.4% | 1      | 1.0% | 1      | 0.0% | 0      | 0.0%  | 0  |
| Westfield London, Ariel                                                        | 1.2%  | 10     | 0.4% | 1      | 0.8% | 2      | 3.1% | 3      | 1.3% | 2      | 2.0%  | 2  |

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for Lichfields

|                                                                     | Total |     | Zone 1 |     | Zone 2 |     | Zone 3 |    | Zone 4 |     | Zone 5 |     |
|---------------------------------------------------------------------|-------|-----|--------|-----|--------|-----|--------|----|--------|-----|--------|-----|
| Way, London, W12 7GF                                                |       |     |        |     |        |     |        |    |        |     |        |     |
| Westway Cross Retail Park,<br>Greenford Road,<br>Greenford, UB6 0UW | 0.7%  | 6   | 0.8%   | 2   | 0.8%   | 2   | 2.0%   | 2  | 0.0%   | 0   | 0.0%   | 0   |
| Others                                                              |       |     |        |     |        |     |        |    |        |     |        |     |
| Abroad                                                              | 1.2%  | 10  | 1.6%   | 4   | 0.8%   | 2   | 1.0%   | 1  | 2.0%   | 3   | 0.0%   | 0   |
| Internet / delivery                                                 | 20.9% | 178 | 16.7%  | 42  | 22.8%  | 58  | 27.6%  | 27 | 21.3%  | 32  | 19.0%  | 19  |
| Mail order / catalogue                                              | 1.9%  | 16  | 2.4%   | 6   | 2.0%   | 5   | 0.0%   | 0  | 2.0%   | 3   | 2.0%   | 2   |
| TV shopping                                                         | 0.4%  | 3   | 0.0%   | 0   | 0.0%   | 0   | 1.0%   | 1  | 0.0%   | 0   | 2.0%   | 2   |
| (Don't know / can't<br>remember)                                    | 10.6% | 90  | 12.4%  | 31  | 14.6%  | 37  | 10.2%  | 10 | 7.3%   | 11  | 1.0%   | 1   |
| (Don't do this type of<br>shopping)                                 | 29.8% | 254 | 30.3%  | 76  | 26.0%  | 66  | 31.6%  | 31 | 32.0%  | 48  | 33.0%  | 33  |
| Base:                                                               |       | 853 |        | 251 |        | 254 |        | 98 |        | 150 |        | 100 |

GEN Gender of respondent:

|        |       |     |       |     |       |     |       |    |       |     |       |     |
|--------|-------|-----|-------|-----|-------|-----|-------|----|-------|-----|-------|-----|
| Male   | 37.2% | 317 | 35.9% | 90  | 42.1% | 107 | 39.8% | 39 | 35.3% | 53  | 28.0% | 28  |
| Female | 62.8% | 536 | 64.1% | 161 | 57.9% | 147 | 60.2% | 59 | 64.7% | 97  | 72.0% | 72  |
| Base:  |       | 853 |       | 251 |       | 254 |       | 98 |       | 150 |       | 100 |

AGE Could I ask how old you are please?

|           |       |     |       |     |       |     |       |    |       |     |       |     |
|-----------|-------|-----|-------|-----|-------|-----|-------|----|-------|-----|-------|-----|
| 18 to 24  | 6.7%  | 57  | 3.2%  | 8   | 8.3%  | 21  | 4.1%  | 4  | 12.0% | 18  | 6.0%  | 6   |
| 25 to 34  | 9.8%  | 84  | 10.0% | 25  | 9.1%  | 23  | 8.2%  | 8  | 12.0% | 18  | 10.0% | 10  |
| 35 to 44  | 9.6%  | 82  | 7.6%  | 19  | 12.2% | 31  | 9.2%  | 9  | 10.7% | 16  | 7.0%  | 7   |
| 45 to 54  | 11.7% | 100 | 8.0%  | 20  | 11.8% | 30  | 20.4% | 20 | 12.7% | 19  | 11.0% | 11  |
| 55 to 64  | 11.3% | 96  | 12.4% | 31  | 10.2% | 26  | 12.2% | 12 | 12.7% | 19  | 8.0%  | 8   |
| 65 +      | 50.9% | 434 | 59.0% | 148 | 48.4% | 123 | 45.9% | 45 | 40.0% | 60  | 58.0% | 58  |
| (Refused) | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0   |
| Base:     |       | 853 |       | 251 |       | 254 |       | 98 |       | 150 |       | 100 |

QUOTA Zone

|        |       |     |        |     |        |     |        |    |        |     |        |     |
|--------|-------|-----|--------|-----|--------|-----|--------|----|--------|-----|--------|-----|
| Zone 1 | 29.4% | 251 | 100.0% | 251 | 0.0%   | 0   | 0.0%   | 0  | 0.0%   | 0   | 0.0%   | 0   |
| Zone 2 | 29.8% | 254 | 0.0%   | 0   | 100.0% | 254 | 0.0%   | 0  | 0.0%   | 0   | 0.0%   | 0   |
| Zone 3 | 11.5% | 98  | 0.0%   | 0   | 0.0%   | 0   | 100.0% | 98 | 0.0%   | 0   | 0.0%   | 0   |
| Zone 4 | 17.6% | 150 | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0  | 100.0% | 150 | 0.0%   | 0   |
| Zone 5 | 11.7% | 100 | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0  | 0.0%   | 0   | 100.0% | 100 |
| Base:  |       | 853 |        | 251 |        | 254 |        | 98 |        | 150 |        | 100 |

PC Postcode Sector

|        |      |     |       |     |       |     |       |    |       |     |       |     |
|--------|------|-----|-------|-----|-------|-----|-------|----|-------|-----|-------|-----|
| HA2 0  | 2.2% | 19  | 0.0%  | 0   | 7.5%  | 19  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0   |
| HA2 7  | 4.8% | 41  | 0.0%  | 0   | 16.1% | 41  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0   |
| HA2 8  | 3.8% | 32  | 0.0%  | 0   | 12.6% | 32  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0   |
| HA2 9  | 6.0% | 51  | 0.0%  | 0   | 20.1% | 51  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0   |
| HA4 0  | 5.4% | 46  | 18.3% | 46  | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0   |
| HA4 6  | 6.2% | 53  | 21.1% | 53  | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0   |
| HA4 8  | 7.7% | 66  | 26.3% | 66  | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0   |
| HA4 9  | 6.1% | 52  | 20.7% | 52  | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0   |
| HA5 1  | 4.0% | 34  | 13.5% | 34  | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0   |
| HA5 5  | 7.9% | 67  | 0.0%  | 0   | 26.4% | 67  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0   |
| UB10 0 | 7.6% | 65  | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  | 43.3% | 65  | 0.0%  | 0   |
| UB10 8 | 8.7% | 74  | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0   | 74.0% | 74  |
| UB10 9 | 6.4% | 55  | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  | 36.7% | 55  | 0.0%  | 0   |
| UB4 8  | 3.5% | 30  | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  | 20.0% | 30  | 0.0%  | 0   |
| UB5 4  | 5.2% | 44  | 0.0%  | 0   | 17.3% | 44  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0   |
| UB5 5  | 6.1% | 52  | 0.0%  | 0   | 0.0%  | 0   | 53.1% | 52 | 0.0%  | 0   | 0.0%  | 0   |
| UB5 6  | 5.4% | 46  | 0.0%  | 0   | 0.0%  | 0   | 46.9% | 46 | 0.0%  | 0   | 0.0%  | 0   |
| UB8 1  | 3.0% | 26  | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0   | 26.0% | 26  |
| Base:  |      | 853 |       | 251 |       | 254 |       | 98 |       | 150 |       | 100 |

## Appendix 2:

Data Tabulations

By Zone

(Weighted)

Hillingdon Household Survey  
for Lichfields

Weighted:

July 2025

|                                                                                                                                                                                                                       | Total | Zone 1 |       | Zone 2 |       | Zone 3 |      | Zone 4 |      | Zone 5 |      |   |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|--------|-------|--------|-------|--------|------|--------|------|--------|------|---|
| We now have a few questions about where you go food shopping. In answering these questions the location may be a store, a town, village or city, a specific road or area, or it could be via the internet / delivery. |       |        |       |        |       |        |      |        |      |        |      |   |
| Q01 Where did you undertake your household's last main food and grocery shopping?                                                                                                                                     |       |        |       |        |       |        |      |        |      |        |      |   |
| Zone 1                                                                                                                                                                                                                |       |        |       |        |       |        |      |        |      |        |      |   |
| Aldi, Field End Road, Pinner, HA5 1QH                                                                                                                                                                                 | 1.4%  | 12     | 1.7%  | 3      | 1.6%  | 5      | 1.9% | 2      | 0.0% | 0      | 1.7% | 1 |
| Aldi, Victoria Retail Park, Ruislip, HA4 0EH                                                                                                                                                                          | 1.9%  | 16     | 5.3%  | 11     | 0.1%  | 0      | 0.4% | 0      | 1.3% | 2      | 3.7% | 3 |
| Asda, Old Dairy Lane, Ruislip, HA4 0FY                                                                                                                                                                                | 6.0%  | 51     | 18.0% | 36     | 2.5%  | 8      | 4.7% | 6      | 0.8% | 1      | 0.4% | 0 |
| Iceland, High Street, Ruislip, HA4 8LJ                                                                                                                                                                                | 1.7%  | 14     | 3.0%  | 6      | 2.5%  | 7      | 0.0% | 0      | 0.2% | 0      | 0.4% | 0 |
| Lidl, Victoria Road, Ruislip, HA4 0QQ                                                                                                                                                                                 | 1.3%  | 11     | 2.8%  | 6      | 1.5%  | 4      | 0.0% | 0      | 0.0% | 0      | 1.6% | 1 |
| Morrisons Daily, Whitby Road, Ruislip, HA4 9EB                                                                                                                                                                        | 0.3%  | 3      | 0.0%  | 0      | 0.0%  | 0      | 2.2% | 3      | 0.0% | 0      | 0.0% | 0 |
| Om Cash & Carry, Braintree Road Industrial Estate, Ruislip, HA4 0EJ                                                                                                                                                   | 0.3%  | 3      | 1.3%  | 3      | 0.0%  | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Sainsbury's Local, Field End Road, Ruislip, Pinner, HA5 1RD                                                                                                                                                           | 0.4%  | 4      | 0.2%  | 0      | 1.1%  | 3      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Sainsbury's, Long Drive, Ruislip, HA4 0HQ                                                                                                                                                                             | 10.3% | 88     | 22.0% | 44     | 10.5% | 31     | 7.1% | 9      | 0.2% | 0      | 4.0% | 3 |
| Tesco Express, Field End Road, Pinner, HA5 1QL                                                                                                                                                                        | 0.1%  | 1      | 0.3%  | 1      | 0.0%  | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Tesco Express, Field End Road, Ruislip, HA4 0QP                                                                                                                                                                       | 0.2%  | 2      | 0.8%  | 2      | 0.0%  | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Tesco Express, High Street, Ruislip, HA4 8LS                                                                                                                                                                          | 0.2%  | 2      | 0.0%  | 0      | 0.6%  | 2      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Tesco Express, Park Way, Ruislip, HA4 8NR                                                                                                                                                                             | 0.6%  | 5      | 1.7%  | 3      | 0.6%  | 2      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Zone 2                                                                                                                                                                                                                |       |        |       |        |       |        |      |        |      |        |      |   |
| Aldi, Northolt Road, South Harrow, Harrow, HA2 8EQ                                                                                                                                                                    | 1.3%  | 11     | 1.0%  | 2      | 2.9%  | 9      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Asda, Northolt Road, London, HA2 8JN                                                                                                                                                                                  | 1.3%  | 11     | 0.0%  | 0      | 0.5%  | 2      | 6.6% | 8      | 0.9% | 1      | 0.0% | 0 |
| Iceland, Northolt Road, South Harrow, Harrow, HA2 8EB                                                                                                                                                                 | 0.7%  | 6      | 0.0%  | 0      | 1.4%  | 4      | 1.4% | 2      | 0.0% | 0      | 0.0% | 0 |
| Iceland, Rayners Lane, Harrow, Pinner, HA5 5ED                                                                                                                                                                        | 0.5%  | 5      | 0.0%  | 0      | 1.5%  | 5      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Marks and Spencer (M&S) Simply Food, Bishops Walk, Pinner, HA5 5QQ                                                                                                                                                    | 1.2%  | 10     | 1.7%  | 3      | 1.7%  | 5      | 1.5% | 2      | 0.0% | 0      | 0.0% | 0 |
| Nabi Supermarket, Northolt Road, Harrow, HA2 8JN                                                                                                                                                                      | 0.5%  | 4      | 0.0%  | 0      | 1.4%  | 4      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Sainsbury's Local, Rayners Lane, Pinner, HA5 5ER                                                                                                                                                                      | 0.6%  | 5      | 0.0%  | 0      | 1.7%  | 5      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Sainsbury's, Barters Walk, Pinner, HA5 5LU                                                                                                                                                                            | 4.3%  | 36     | 4.6%  | 9      | 9.1%  | 27     | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Sunrise Cash & Carry, Rayners Lane, Pinner, HA5 5ER                                                                                                                                                                   | 0.5%  | 4      | 0.0%  | 0      | 1.4%  | 4      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Tesco Express, Alexandra Avenue, Rayners Lane, Harrow, HA2 9UE                                                                                                                                                        | 0.5%  | 5      | 0.0%  | 0      | 1.5%  | 5      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Tesco Express, Shaftesbury Circle, Shaftesbury Avenue, London, HA2 0AT                                                                                                                                                | 0.1%  | 0      | 0.0%  | 0      | 0.1%  | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Waitrose, Northolt Road, South Harrow, Harrow, HA2 0EG                                                                                                                                                                | 2.1%  | 18     | 0.0%  | 0      | 5.0%  | 15     | 0.7% | 1      | 1.3% | 2      | 0.0% | 0 |
| Zini Turkish & International Food, Northolt Road, South Harrow, Harrow, HA2 8JA                                                                                                                                       | 0.6%  | 5      | 0.0%  | 0      | 1.7%  | 5      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Zone 3                                                                                                                                                                                                                |       |        |       |        |       |        |      |        |      |        |      |   |
| Co-op, Church Road, Northolt, UB5 5AB                                                                                                                                                                                 | 0.9%  | 8      | 0.0%  | 0      | 0.8%  | 2      | 4.4% | 6      | 0.0% | 0      | 0.0% | 0 |
| Lidl, Ruislip Road, Northolt,                                                                                                                                                                                         | 0.5%  | 4      | 0.0%  | 0      | 0.6%  | 2      | 2.1% | 3      | 0.0% | 0      | 0.0% | 0 |

# Hillingdon Household Survey for Lichfields

Weighted:

July 2025

|                                                                                       | Total |    | Zone 1 |   | Zone 2 |   | Zone 3 |   | Zone 4 |    | Zone 5 |    |
|---------------------------------------------------------------------------------------|-------|----|--------|---|--------|---|--------|---|--------|----|--------|----|
| UB5 5PQ                                                                               |       |    |        |   |        |   |        |   |        |    |        |    |
| Local shops, Northolt Town Centre                                                     | 0.3%  | 3  | 0.0%   | 0 | 0.0%   | 0 | 2.2%   | 3 | 0.0%   | 0  | 0.0%   | 0  |
| Sainsbury's Local, Mandeville Road, Northolt, UB5 5HF                                 | 0.5%  | 4  | 0.0%   | 0 | 0.6%   | 2 | 1.8%   | 2 | 0.0%   | 0  | 0.0%   | 0  |
| <b>Zone 4</b>                                                                         |       |    |        |   |        |   |        |   |        |    |        |    |
| Co-op, Kingshill Avenue, Hayes, UB4 8BY                                               | 0.1%  | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.4%   | 0 | 0.0%   | 0  | 0.0%   | 0  |
| Co-op, Long Lane, Uxbridge, UB10 9PG                                                  | 2.2%  | 19 | 0.7%   | 1 | 0.8%   | 2 | 1.4%   | 2 | 4.4%   | 7  | 8.3%   | 6  |
| Iceland, Uxbridge Road, Hayes End, Hayes, UB4 8JH                                     | 0.2%  | 2  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 1.1%   | 2  | 0.0%   | 0  |
| Marks and Spencer (M&S) Simply Food, Uxbridge Road, Uxbridge, Hayes, UB10 0LQ         | 0.2%  | 2  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 1.3%   | 2  | 0.0%   | 0  |
| Neelam Post Office & Convenience, Ryefield Avenue, Uxbridge, UB10 9DA                 | 0.0%  | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.2%   | 0  | 0.0%   | 0  |
| <b>Zone 5</b>                                                                         |       |    |        |   |        |   |        |   |        |    |        |    |
| Co-op, Swakeleys Road, Ickenham, Uxbridge, UB10 8DF                                   | 0.3%  | 2  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 1.3%   | 2  | 0.4%   | 0  |
| Iceland, Grainge's Yard, Uxbridge, UB8 1LH                                            | 0.5%  | 4  | 0.0%   | 0 | 0.0%   | 0 | 1.4%   | 2 | 0.9%   | 1  | 1.7%   | 1  |
| Lidl, High Street, Uxbridge, UB8 1GB                                                  | 1.2%  | 11 | 0.6%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 2.4%   | 4  | 7.5%   | 6  |
| Marks and Spencer (M&S), High Street, Uxbridge, UB8 1TL                               | 0.9%  | 7  | 1.0%   | 2 | 0.0%   | 0 | 0.0%   | 0 | 2.5%   | 4  | 2.0%   | 1  |
| Sainsbury's, York Road, Uxbridge, UB8 1QW                                             | 5.5%  | 47 | 0.0%   | 0 | 0.6%   | 2 | 0.0%   | 0 | 19.0%  | 29 | 21.0%  | 16 |
| Tesco Express, High Street, Uxbridge, UB8 1ND                                         | 0.7%  | 6  | 0.6%   | 1 | 0.6%   | 2 | 0.0%   | 0 | 0.9%   | 1  | 2.5%   | 2  |
| Waitrose (Little), Ickenham, High Road, Uxbridge, UB10 8LF                            | 0.0%  | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.4%   | 0  |
| <b>Outside Survey Area</b>                                                            |       |    |        |   |        |   |        |   |        |    |        |    |
| Aldi, Century Park, Dalton Way, Watford, WD17 2SF                                     | 0.0%  | 0  | 0.2%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0  |
| Aldi, High Street, West Drayton, UB7 7QN                                              | 0.8%  | 6  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 3.3%   | 5  | 1.7%   | 1  |
| Asda, Forty Lane, Wembley, HA9 9EX                                                    | 0.2%  | 2  | 0.0%   | 0 | 0.0%   | 0 | 1.5%   | 2 | 0.0%   | 0  | 0.0%   | 0  |
| Asda, High Street, Harrow, HA3 7AE                                                    | 0.4%  | 3  | 0.0%   | 0 | 1.1%   | 3 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0  |
| Asda, Millington Road, Hayes, UB3 4AZ                                                 | 0.6%  | 5  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 3.1%   | 5  | 0.0%   | 0  |
| Asda, Roehampton Vale, London, SW15 3DT                                               | 0.2%  | 1  | 0.7%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0  |
| B&M, High Road, London, N17 8EY                                                       | 0.5%  | 4  | 0.0%   | 0 | 0.8%   | 2 | 0.0%   | 0 | 0.9%   | 1  | 0.0%   | 0  |
| B&M, St George's Shopping Centre, Harrow, HA1 1HS                                     | 0.5%  | 4  | 1.0%   | 2 | 0.0%   | 0 | 0.0%   | 0 | 1.3%   | 2  | 0.0%   | 0  |
| Co-op, Greenford Avenue, London, W7 1JH                                               | 0.3%  | 3  | 0.7%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.9%   | 1  | 0.0%   | 0  |
| Co-op, Olympic Way, Wembley Park, Wembley, HA9 0FR                                    | 0.6%  | 5  | 0.0%   | 0 | 1.2%   | 3 | 0.0%   | 0 | 0.9%   | 1  | 0.0%   | 0  |
| Co-op, Walm Lane, London, NW2 4QR                                                     | 0.2%  | 2  | 0.0%   | 0 | 0.6%   | 2 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0  |
| Co-op, York Way, Watford, WD25 9DU                                                    | 0.2%  | 1  | 0.7%   | 1 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0  |
| Costco, Western International Park, Hayes Road, Cranford, Hounslow, Southall, UB2 5XJ | 0.2%  | 2  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 1.3%   | 2  | 0.0%   | 0  |
| Dhamecha Cash & Carry, Blyth Road, Hayes, UB3 1RY                                     | 0.2%  | 2  | 0.0%   | 0 | 0.6%   | 2 | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0  |

Column %ges.

Hillingdon Household Survey  
for Lichfields

Weighted:

July 2025

|                                                                                                 | Total | Zone 1 |      | Zone 2 |      | Zone 3 |      | Zone 4 |      | Zone 5 |      |   |
|-------------------------------------------------------------------------------------------------|-------|--------|------|--------|------|--------|------|--------|------|--------|------|---|
| Farmfoods, Upper Green East, Majestic Way, Mitcham, CR4 2JS                                     | 0.2%  | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.9% | 1      | 0.0% | 0 |
| Home Bargains, Bullsbridge Industrial Estate, Hayes Road, Hounslow, Southall, UB2 5LN           | 0.2%  | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.9% | 1      | 0.0% | 0 |
| Home Bargains, High Street, West Drayton, UB7 7GN                                               | 0.3%  | 2      | 0.0% | 0      | 0.8% | 2      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Iceland, Central Square, Wembley, HA9 7AJ                                                       | 0.2%  | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.9% | 1      | 0.0% | 0 |
| Iceland, Greenford Road, Greenford, UB6 0HY                                                     | 0.1%  | 0      | 0.0% | 0      | 0.0% | 0      | 0.4% | 0      | 0.0% | 0      | 0.0% | 0 |
| Iceland, High Street, Harrow, HA3 5DL                                                           | 0.2%  | 2      | 0.0% | 0      | 0.6% | 2      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Iceland, High Street, Hounslow, TW3 1QL                                                         | 0.2%  | 2      | 0.0% | 0      | 0.0% | 0      | 1.5% | 2      | 0.0% | 0      | 0.0% | 0 |
| Lidl, Bridge Street, Pinner, HA5 3HZ                                                            | 1.1%  | 9      | 0.7% | 1      | 2.7% | 8      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Lidl, Cowley Road, Uxbridge, UB8 2AG                                                            | 0.1%  | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.2% | 0      | 0.9% | 1 |
| Lidl, Hayes Road, Hounslow, Southall, UB2 5LN                                                   | 0.5%  | 4      | 0.7% | 1      | 0.6% | 2      | 0.0% | 0      | 0.9% | 1      | 0.0% | 0 |
| Lidl, High Road, Harrow, HA3 6HF                                                                | 0.1%  | 0      | 0.0% | 0      | 0.1% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Lidl, MacMillan Court, Ruislip Road East, London, Greenford, UB6 9FH                            | 0.6%  | 5      | 0.7% | 1      | 0.6% | 2      | 1.9% | 2      | 0.0% | 0      | 0.0% | 0 |
| Lidl, St. Anns Road, Harrow, HA1 1AT                                                            | 0.1%  | 0      | 0.0% | 0      | 0.1% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Lidl, Uxbridge Road, London, UB4 0SB                                                            | 0.9%  | 8      | 0.7% | 1      | 0.0% | 0      | 1.8% | 2      | 2.8% | 4      | 0.0% | 0 |
| Local shops, Upton Park Local Centre                                                            | 0.3%  | 2      | 0.0% | 0      | 0.8% | 2      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Marks and Spencer (M&S) Simply Food, High Street, Rickmansworth, WD3 1BB                        | 0.0%  | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.4% | 0 |
| Marks and Spencer (M&S) Simply Food, Oxford Road, Denham, Uxbridge, UB9 4DG                     | 0.2%  | 2      | 0.0% | 0      | 0.0% | 0      | 1.4% | 2      | 0.0% | 0      | 0.0% | 0 |
| Marks and Spencer (M&S) Simply Food, Staines Road West, Sunbury-on-Thames, Shepperton, TW16 7BB | 0.2%  | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.9% | 1      | 0.0% | 0 |
| Marks and Spencer (M&S), St. Anns Road, Harrow, HA1 1NB                                         | 0.3%  | 2      | 0.0% | 0      | 0.8% | 2      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Marks and Spencer (M&S), Westway Cross Shopping Park, Greenford, UB6 0UW                        | 0.4%  | 4      | 0.6% | 1      | 0.1% | 0      | 1.5% | 2      | 0.0% | 0      | 0.0% | 0 |
| Mina Stores, Green Street, London, E7 8LF                                                       | 0.3%  | 2      | 0.0% | 0      | 0.0% | 0      | 1.8% | 2      | 0.0% | 0      | 0.0% | 0 |
| Morrisons Daily, Pinner Road, Northwood, HA6 1DA                                                | 0.2%  | 2      | 0.0% | 0      | 0.6% | 2      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Morrisons, The Arcadia Centre, The Broadway, London, W5 2ND                                     | 0.3%  | 3      | 0.0% | 0      | 0.0% | 0      | 2.2% | 3      | 0.0% | 0      | 0.0% | 0 |
| Morrisons, Trident Point, Pinner Road, Harrow, HA1 4BB                                          | 0.3%  | 2      | 0.0% | 0      | 0.7% | 2      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Morrisons, Uxbridge Road, Pinner, HA5 4QT                                                       | 1.1%  | 9      | 0.0% | 0      | 3.0% | 9      | 0.4% | 0      | 0.0% | 0      | 0.0% | 0 |
| Sabary Cash & Carry, Uxbridge Road, Hayes, UB4 0RL                                              | 0.2%  | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.9% | 1      | 0.0% | 0 |
| Sainsbury's Local, High Street, Hampton Hill,                                                   | 0.2%  | 2      | 0.0% | 0      | 0.6% | 2      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |

Hillingdon Household Survey  
for Lichfields

Weighted:

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|                                                                                      | Total |    | Zone 1 |    | Zone 2 |    | Zone 3 |    | Zone 4 |    | Zone 5 |   |
|--------------------------------------------------------------------------------------|-------|----|--------|----|--------|----|--------|----|--------|----|--------|---|
| Hampton, TW12 1NY                                                                    |       |    |        |    |        |    |        |    |        |    |        |   |
| Sainsbury's Local, High Street, Ruislip, HA4 7AN                                     | 1.4%  | 12 | 5.1%   | 10 | 0.6%   | 2  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 |
| Sainsbury's Local, Spring Promenade, West Drayton, UB7 9GL                           | 0.2%  | 2  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 2.5%   | 2 |
| Sainsbury's Local, Uxbridge Road, London, W5 3NT                                     | 0.2%  | 2  | 0.0%   | 0  | 0.6%   | 2  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 |
| Sainsbury's, Ealing Road, Wembley, HA0 1PF                                           | 0.4%  | 4  | 0.0%   | 0  | 0.6%   | 2  | 0.4%   | 0  | 0.9%   | 1  | 0.0%   | 0 |
| Sainsbury's, Lombardy Retail Park, Coldharbour Lane, Hayes, UB3 3EX                  | 2.6%  | 22 | 0.0%   | 0  | 0.7%   | 2  | 8.0%   | 10 | 6.2%   | 10 | 0.0%   | 0 |
| Sainsbury's, Melbourne Avenue, London, W13 9BZ                                       | 0.2%  | 2  | 0.0%   | 0  | 0.0%   | 0  | 1.4%   | 2  | 0.0%   | 0  | 0.0%   | 0 |
| Sainsbury's, Nash Way, Kenton Road, Harrow, HA3 0JA                                  | 0.1%  | 0  | 0.0%   | 0  | 0.1%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 |
| Sainsbury's, The Causeway, Staines, TW18 3AP                                         | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.2%   | 0  | 0.0%   | 0 |
| Sainsbury's, Uxbridge Road, Hampton Hill, Hampton, TW12 1AW                          | 0.2%  | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.9%   | 1  | 0.0%   | 0 |
| Spar, Comer Crescent, Southall, UB2 4XD                                              | 0.2%  | 2  | 0.0%   | 0  | 0.6%   | 2  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 |
| Tesco Express, Beresford Avenue, Wembley, HA0 1NP                                    | 0.2%  | 2  | 0.0%   | 0  | 0.5%   | 2  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 |
| Tesco Express, East Lane, Wembley, HA0 3NJ                                           | 0.3%  | 2  | 0.0%   | 0  | 0.8%   | 2  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 |
| Tesco Express, Heath Road, Twickenham, TW1 4BN                                       | 0.3%  | 2  | 0.0%   | 0  | 0.8%   | 2  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 |
| Tesco Express, Preston Road, Wembley, HA9 8NF                                        | 0.4%  | 3  | 0.0%   | 0  | 0.6%   | 2  | 1.4%   | 2  | 0.0%   | 0  | 0.0%   | 0 |
| Tesco Express, Station Road, West Drayton, UB7 7SF                                   | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.2%   | 0  | 0.0%   | 0 |
| Tesco Express, Uxbridge Road, Hayes, UB4 0RX                                         | 0.2%  | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.9%   | 1  | 0.0%   | 0 |
| Tesco Extra, Bulls Bridge Industrial Estate, Hayes Road, Hounslow, Southall, UB2 5NB | 0.2%  | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.9%   | 1  | 0.0%   | 0 |
| Tesco Extra, Glencoe Road, Hayes, UB4 9SQ                                            | 3.2%  | 27 | 0.0%   | 0  | 0.0%   | 0  | 16.3%  | 21 | 4.4%   | 7  | 0.0%   | 0 |
| Tesco Extra, Lower High Street, Watford, WD17 2BD                                    | 0.0%  | 0  | 0.2%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 |
| Tesco Extra, Mogden Lane, Isleworth, TW7 7JY                                         | 0.3%  | 2  | 0.0%   | 0  | 0.8%   | 2  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 |
| Tesco Superstore, Ash Hill Drive, Pinner, HA5 2AG                                    | 2.3%  | 20 | 3.9%   | 8  | 3.2%   | 10 | 1.5%   | 2  | 0.0%   | 0  | 0.9%   | 1 |
| Tesco Superstore, Frogmoor Wharf, Harefield Road, Rickmansworth, WD3 1LX             | 0.2%  | 2  | 0.2%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 1.6%   | 1 |
| Tesco Superstore, High Street, West Drayton, UB7 7FP                                 | 1.8%  | 15 | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 7.2%   | 11 | 5.1%   | 4 |
| Tesco Superstore, Packhorse Road, Gerrards Cross, SL9 8ER                            | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.4%   | 0 |
| Tesco Superstore, Station Road, Harrow, HA1 2TU                                      | 2.3%  | 20 | 0.7%   | 1  | 6.2%   | 18 | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 |
| Tesco Superstore, Western Avenue, Greenford, UB6 8DW                                 | 1.1%  | 9  | 1.0%   | 2  | 0.0%   | 0  | 4.8%   | 6  | 0.9%   | 1  | 0.0%   | 0 |
| Waitrose (Little), High Street, Hampton Hill, Hampton, TW12 1NL                      | 0.2%  | 2  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 1.3%   | 2  | 0.0%   | 0 |
| Waitrose, Alexandria Road, London, W13 0NL                                           | 0.1%  | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.4%   | 0  | 0.2%   | 0  | 0.0%   | 0 |
| Waitrose, Castle Acre Road,                                                          | 0.1%  | 0  | 0.0%   | 0  | 0.1%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 |

# Hillingdon Household Survey for Lichfields

Weighted:

July 2025

|                                                                              | Total | Zone 1 |      | Zone 2 |       | Zone 3 |      | Zone 4 |       | Zone 5 |       |
|------------------------------------------------------------------------------|-------|--------|------|--------|-------|--------|------|--------|-------|--------|-------|
| Swaffham, PE37 7HT                                                           |       |        |      |        |       |        |      |        |       |        |       |
| Waitrose, High Road,<br>Harrow, HA3 6HF                                      | 0.2%  | 2      | 0.0% | 0      | 0.6%  | 2      | 0.0% | 0      | 0.0%  | 0      | 0.0%  |
| Waitrose, Kingsend, Ruislip,<br>HA4 7DS                                      | 3.0%  | 25     | 5.8% | 12     | 0.6%  | 2      | 0.7% | 1      | 1.8%  | 3      | 11.0% |
| Waitrose, Westfield London<br>Shopping Centre, Ariel<br>Way, London, W12 7GA | 0.2%  | 2      | 0.0% | 0      | 0.0%  | 0      | 1.4% | 2      | 0.0%  | 0      | 0.0%  |
| <b>Others</b>                                                                |       |        |      |        |       |        |      |        |       |        |       |
| Internet / delivery                                                          | 11.7% | 100    | 9.2% | 19     | 10.9% | 32     | 9.1% | 12     | 14.8% | 23     | 20.0% |
| Weighted base:                                                               |       | 853    |      | 202    |       | 296    |      | 126    |       | 155    |       |
| Sample:                                                                      |       | 853    |      | 251    |       | 254    |      | 98     |       | 150    |       |

## Q02 From which online retailer did you last purchase your main food and grocery shopping?

*Those who do their main food shopping via the Internet at Q01*

|                                  |       |     |       |    |       |    |       |    |       |    |       |    |
|----------------------------------|-------|-----|-------|----|-------|----|-------|----|-------|----|-------|----|
| Amazon                           | 1.4%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 6.0%  | 1  | 0.0%  | 0  |
| Asda                             | 1.2%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 8.3%  | 1  |
| Iceland                          | 5.7%  | 6   | 8.8%  | 2  | 2.7%  | 1  | 24.5% | 3  | 1.5%  | 0  | 0.0%  | 0  |
| Marks & Spencer                  | 2.7%  | 3   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 11.9% | 3  | 0.0%  | 0  |
| Morrisons                        | 7.0%  | 7   | 0.0%  | 0  | 20.6% | 7  | 0.0%  | 0  | 0.0%  | 0  | 2.1%  | 0  |
| Ocado                            | 12.9% | 13  | 14.4% | 3  | 2.7%  | 1  | 20.4% | 2  | 25.2% | 6  | 8.5%  | 1  |
| Sainsbury's                      | 36.4% | 36  | 34.8% | 6  | 40.3% | 13 | 8.2%  | 1  | 27.0% | 6  | 66.4% | 10 |
| Tesco                            | 28.6% | 29  | 32.8% | 6  | 29.8% | 10 | 42.9% | 5  | 26.8% | 6  | 12.6% | 2  |
| Waitrose                         | 3.8%  | 4   | 9.3%  | 2  | 4.0%  | 1  | 4.1%  | 0  | 1.5%  | 0  | 0.0%  | 0  |
| Other                            | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Wiltshire Farm Foods             | 0.3%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 2.1%  | 0  |
| (Don't know / can't<br>remember) | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Weighted base:                   |       | 100 |       | 19 |       | 32 |       | 12 |       | 23 |       | 15 |
| Sample:                          |       | 112 |       | 28 |       | 34 |       | 11 |       | 22 |       | 17 |

# Hillingdon Household Survey for Lichfields

Weighted:

July 2025

|                                                                                                                            | Total | Zone 1 |       | Zone 2 |       | Zone 3 |       | Zone 4 |       | Zone 5 |       |    |
|----------------------------------------------------------------------------------------------------------------------------|-------|--------|-------|--------|-------|--------|-------|--------|-------|--------|-------|----|
| Q03 What are the main reasons you choose STORE / LOCATION MENTIONED AT Q01 to do your main food and grocery shopping? [MR] |       |        |       |        |       |        |       |        |       |        |       |    |
| Close to home                                                                                                              | 42.4% | 362    | 50.7% | 102    | 37.0% | 110    | 41.3% | 52     | 40.8% | 63     | 46.9% | 35 |
| Can get everything I need there                                                                                            | 38.5% | 328    | 30.1% | 61     | 40.8% | 121    | 47.0% | 59     | 42.0% | 65     | 30.0% | 22 |
| Quality of food goods available                                                                                            | 35.5% | 303    | 37.0% | 75     | 29.4% | 87     | 50.7% | 64     | 32.9% | 51     | 35.8% | 27 |
| Low prices / value for money                                                                                               | 34.9% | 298    | 34.5% | 69     | 32.1% | 95     | 51.0% | 64     | 31.5% | 49     | 27.4% | 20 |
| Clean store                                                                                                                | 30.4% | 260    | 30.0% | 60     | 25.1% | 74     | 45.5% | 57     | 32.8% | 51     | 22.4% | 17 |
| Online shopping is convenient                                                                                              | 26.6% | 227    | 22.2% | 45     | 23.0% | 68     | 46.9% | 59     | 26.6% | 41     | 18.8% | 14 |
| Range of food goods available                                                                                              | 26.3% | 224    | 27.5% | 55     | 19.8% | 59     | 29.2% | 37     | 26.1% | 40     | 44.1% | 33 |
| Familiar / know where everything is                                                                                        | 25.6% | 219    | 25.9% | 52     | 23.0% | 68     | 37.5% | 47     | 24.6% | 38     | 17.5% | 13 |
| Good offers                                                                                                                | 23.2% | 198    | 16.4% | 33     | 23.8% | 71     | 40.7% | 51     | 22.6% | 35     | 10.8% | 8  |
| Large store                                                                                                                | 21.1% | 180    | 17.8% | 36     | 16.4% | 49     | 45.3% | 57     | 14.1% | 22     | 22.0% | 16 |
| Quality of non-food goods available                                                                                        | 20.5% | 174    | 22.4% | 45     | 15.2% | 45     | 39.3% | 50     | 14.6% | 23     | 16.2% | 12 |
| Loyalty scheme / reward points                                                                                             | 20.2% | 172    | 19.1% | 38     | 16.2% | 48     | 35.7% | 45     | 16.2% | 25     | 20.9% | 15 |
| Friendly / helpful staff                                                                                                   | 19.9% | 170    | 21.5% | 43     | 18.0% | 53     | 21.8% | 28     | 20.7% | 32     | 18.7% | 14 |
| Delivery service                                                                                                           | 18.9% | 161    | 8.7%  | 18     | 16.3% | 48     | 42.9% | 54     | 20.7% | 32     | 12.0% | 9  |
| Good layout / easy to get around                                                                                           | 15.0% | 128    | 11.7% | 24     | 9.0%  | 27     | 30.4% | 38     | 20.2% | 31     | 10.8% | 8  |
| Long opening hours                                                                                                         | 14.1% | 120    | 14.1% | 28     | 11.8% | 35     | 34.2% | 43     | 5.8%  | 9      | 5.8%  | 4  |
| Easy to get to by car                                                                                                      | 14.0% | 119    | 12.4% | 25     | 9.6%  | 29     | 26.9% | 34     | 10.4% | 16     | 21.2% | 16 |
| Self-service checkouts                                                                                                     | 13.0% | 111    | 13.7% | 28     | 11.8% | 35     | 20.3% | 26     | 9.6%  | 15     | 10.7% | 8  |
| Habit / always used it                                                                                                     | 12.5% | 107    | 12.3% | 25     | 11.4% | 34     | 17.0% | 22     | 11.0% | 17     | 13.4% | 10 |
| Started online shopping due to the pandemic and kept using it                                                              | 11.8% | 101    | 10.7% | 22     | 10.7% | 32     | 31.0% | 39     | 3.1%  | 5      | 4.6%  | 3  |
| Pleasant shopping environment                                                                                              | 10.1% | 86     | 14.4% | 29     | 6.6%  | 20     | 10.6% | 13     | 8.5%  | 13     | 15.4% | 11 |
| Range of non-food goods available                                                                                          | 9.5%  | 81     | 11.1% | 22     | 7.0%  | 21     | 4.4%  | 6      | 13.5% | 21     | 15.4% | 11 |
| Parking is free                                                                                                            | 9.2%  | 79     | 6.9%  | 14     | 7.5%  | 22     | 21.8% | 27     | 7.4%  | 11     | 5.3%  | 4  |
| Parking provision is good / easy to park                                                                                   | 9.1%  | 77     | 12.8% | 26     | 8.8%  | 26     | 7.4%  | 9      | 6.0%  | 9      | 8.9%  | 7  |
| Easy to get to by foot                                                                                                     | 9.0%  | 77     | 12.7% | 26     | 7.2%  | 21     | 7.0%  | 9      | 6.7%  | 10     | 14.1% | 10 |
| Close to work                                                                                                              | 8.9%  | 76     | 10.3% | 21     | 7.1%  | 21     | 10.3% | 13     | 8.9%  | 14     | 10.0% | 7  |
| Close to family / friends                                                                                                  | 8.7%  | 74     | 7.6%  | 15     | 4.8%  | 14     | 16.4% | 21     | 9.3%  | 14     | 12.5% | 9  |
| Safe shopping environment (from crime)                                                                                     | 7.3%  | 62     | 13.4% | 27     | 4.8%  | 14     | 8.1%  | 10     | 5.3%  | 8      | 3.4%  | 3  |
| Easy to get to by public transport                                                                                         | 6.5%  | 56     | 9.4%  | 19     | 4.7%  | 14     | 5.5%  | 7      | 5.6%  | 9      | 9.6%  | 7  |
| Close to other shops / services / facilities                                                                               | 6.1%  | 52     | 9.5%  | 19     | 5.1%  | 15     | 1.5%  | 2      | 6.7%  | 10     | 7.9%  | 6  |
| Has a cafe                                                                                                                 | 5.4%  | 46     | 9.2%  | 19     | 3.4%  | 10     | 7.2%  | 9      | 4.0%  | 6      | 3.4%  | 2  |
| Parking prices are low                                                                                                     | 5.4%  | 46     | 10.7% | 22     | 2.0%  | 6      | 7.3%  | 9      | 4.2%  | 7      | 4.2%  | 3  |
| Like to support local business                                                                                             | 4.7%  | 40     | 13.4% | 27     | 2.8%  | 8      | 1.5%  | 2      | 0.9%  | 1      | 1.7%  | 1  |
| Preference for retailer                                                                                                    | 4.6%  | 39     | 7.9%  | 16     | 2.2%  | 7      | 3.6%  | 5      | 6.2%  | 10     | 2.9%  | 2  |
| Use online shopping due to the pandemic / because it's covid safe                                                          | 4.1%  | 35     | 0.2%  | 0      | 8.5%  | 25     | 4.7%  | 6      | 2.2%  | 3      | 0.0%  | 0  |
| Good disability access                                                                                                     | 3.7%  | 31     | 7.4%  | 15     | 3.4%  | 10     | 3.0%  | 4      | 0.9%  | 1      | 1.7%  | 1  |
| Has a petrol station                                                                                                       | 3.5%  | 30     | 6.9%  | 14     | 3.4%  | 10     | 3.0%  | 4      | 0.2%  | 0      | 2.5%  | 2  |
| Ethical policy                                                                                                             | 2.1%  | 18     | 2.7%  | 5      | 2.0%  | 6      | 3.5%  | 4      | 1.5%  | 2      | 0.0%  | 0  |
| Health / mobility issue                                                                                                    | 1.9%  | 16     | 0.2%  | 0      | 1.5%  | 4      | 5.5%  | 7      | 2.2%  | 3      | 1.3%  | 1  |
| Small / quiet store                                                                                                        | 1.7%  | 15     | 3.0%  | 6      | 1.9%  | 6      | 0.0%  | 0      | 0.9%  | 1      | 2.1%  | 2  |
| Staff discount / work there                                                                                                | 1.6%  | 13     | 0.8%  | 2      | 1.2%  | 4      | 3.3%  | 4      | 2.5%  | 4      | 0.0%  | 0  |
| Use store / location because it has good covid safety measures                                                             | 0.7%  | 6      | 1.7%  | 3      | 0.6%  | 2      | 0.0%  | 0      | 0.0%  | 0      | 1.6%  | 1  |
| Convenient                                                                                                                 | 0.7%  | 6      | 0.0%  | 0      | 1.9%  | 6      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0  |
| Only one in the area                                                                                                       | 0.4%  | 3      | 1.7%  | 3      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0  |
| Has Argos in the store                                                                                                     | 0.1%  | 1      | 0.2%  | 0      | 0.0%  | 0      | 0.4%  | 0      | 0.0%  | 0      | 0.0%  | 0  |
| Has a pharmacy                                                                                                             | 0.1%  | 0      | 0.0%  | 0      | 0.1%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0  |
| Good public transport access                                                                                               | 0.0%  | 0      | 0.2%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0  |
| Friends / family use it                                                                                                    | 0.0%  | 0      | 0.2%  | 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  |
| (No reason)                                                                                                                | 1.0%  | 9      | 0.2%  | 0      | 2.1%  | 6      | 0.0%  | 0      | 0.7%  | 1      | 1.6%  | 1  |
| (Don't know)                                                                                                               | 0.6%  | 5      | 0.2%  | 0      | 1.7%  | 5      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0  |

Column %ges.

Hillingdon Household Survey  
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Weighted:

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|                                                                                |       | Total | Zone 1 |     | Zone 2 |     | Zone 3 |    | Zone 4 |    | Zone 5 |    |
|--------------------------------------------------------------------------------|-------|-------|--------|-----|--------|-----|--------|----|--------|----|--------|----|
| Weighted base:                                                                 |       | 853   | 202    |     | 296    |     | 126    |    | 155    |    | 74     |    |
| Sample:                                                                        |       | 853   | 251    |     | 254    |     | 98     |    | 150    |    | 100    |    |
| <b>Q04 How do you usually travel to STORE MENTIONED AT Q01?</b>                |       |       |        |     |        |     |        |    |        |    |        |    |
| <i>Excluding those who do their main food shopping via the Internet at Q01</i> |       |       |        |     |        |     |        |    |        |    |        |    |
| Car / van (as driver)                                                          | 50.7% | 382   | 58.9%  | 108 | 42.4%  | 112 | 61.1%  | 70 | 46.3%  | 61 | 51.6%  | 31 |
| Car / van (as passenger)                                                       | 13.7% | 103   | 15.4%  | 28  | 11.0%  | 29  | 14.4%  | 17 | 15.5%  | 20 | 14.7%  | 9  |
| Bus, minibus or coach                                                          | 11.1% | 83    | 9.1%   | 17  | 10.9%  | 29  | 15.8%  | 18 | 13.0%  | 17 | 4.7%   | 3  |
| Motorcycle, scooter or moped                                                   | 0.3%  | 2     | 0.0%   | 0   | 0.6%   | 2   | 0.0%   | 0  | 0.0%   | 0  | 0.5%   | 0  |
| Walk                                                                           | 20.4% | 154   | 15.1%  | 28  | 28.9%  | 76  | 7.1%   | 8  | 20.7%  | 27 | 24.4%  | 14 |
| Taxi                                                                           | 0.6%  | 5     | 0.2%   | 0   | 1.0%   | 3   | 1.6%   | 2  | 0.0%   | 0  | 0.0%   | 0  |
| Underground / Tube                                                             | 1.4%  | 10    | 0.2%   | 0   | 2.8%   | 7   | 0.0%   | 0  | 1.1%   | 1  | 2.0%   | 1  |
| Train                                                                          | 0.1%  | 1     | 0.4%   | 1   | 0.2%   | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Bicycle                                                                        | 1.1%  | 8     | 0.8%   | 1   | 1.4%   | 4   | 0.0%   | 0  | 1.3%   | 2  | 2.1%   | 1  |
| Disability vehicle (scooter, wheelchair etc.)                                  | 0.6%  | 5     | 0.0%   | 0   | 0.8%   | 2   | 0.0%   | 0  | 2.0%   | 3  | 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 / can't remember)                                                  | 0.0%  | 0     | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Weighted base:                                                                 |       | 753   | 183    |     | 264    |     | 115    |    | 132    |    | 59     |    |
| Sample:                                                                        |       | 741   | 223    |     | 220    |     | 87     |    | 128    |    | 83     |    |

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|                                                                                                   | Total | Zone 1 |       | Zone 2 |      | Zone 3 |      | Zone 4 |      | Zone 5 |      |   |
|---------------------------------------------------------------------------------------------------|-------|--------|-------|--------|------|--------|------|--------|------|--------|------|---|
| Q05 Where did you undertake your household's main food and grocery shopping the time before last? |       |        |       |        |      |        |      |        |      |        |      |   |
| Zone 1                                                                                            |       |        |       |        |      |        |      |        |      |        |      |   |
| Aldi, Field End Road, Pinner, HA5 1QH                                                             | 0.7%  | 6      | 0.9%  | 2      | 0.7% | 2      | 1.5% | 2      | 0.0% | 0      | 0.0% | 0 |
| Aldi, Victoria Retail Park, Ruislip, HA4 0EH                                                      | 2.3%  | 19     | 5.5%  | 11     | 1.5% | 5      | 1.1% | 1      | 0.5% | 1      | 2.0% | 1 |
| Asda, Old Dairy Lane, Ruislip, HA4 0FY                                                            | 5.4%  | 46     | 15.6% | 31     | 2.8% | 8      | 3.6% | 5      | 0.8% | 1      | 0.4% | 0 |
| Iceland, High Street, Ruislip, HA4 8LJ                                                            | 1.6%  | 13     | 3.4%  | 7      | 2.0% | 6      | 0.0% | 0      | 0.2% | 0      | 0.4% | 0 |
| Lidl, Victoria Road, Ruislip, HA4 0QQ                                                             | 2.1%  | 18     | 2.4%  | 5      | 1.5% | 5      | 6.2% | 8      | 0.0% | 0      | 1.6% | 1 |
| Om Cash & Carry, Braintree Road Industrial Estate, Ruislip, HA4 0EJ                               | 0.2%  | 1      | 0.7%  | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Sainsbury's Local, Field End Road, Ruislip, Pinner, HA5 1RD                                       | 0.4%  | 3      | 0.8%  | 2      | 0.6% | 2      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Sainsbury's, Long Drive, Ruislip, HA4 0HQ                                                         | 8.2%  | 70     | 18.1% | 36     | 8.1% | 24     | 5.3% | 7      | 0.2% | 0      | 3.3% | 2 |
| Tesco Express, Field End Road, Pinner, HA5 1QL                                                    | 0.2%  | 2      | 0.8%  | 2      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Tesco Express, Field End Road, Ruislip, HA4 0QP                                                   | 0.1%  | 1      | 0.3%  | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Tesco Express, High Street, Ruislip, HA4 8LS                                                      | 0.5%  | 4      | 0.0%  | 0      | 0.6% | 2      | 2.2% | 3      | 0.0% | 0      | 0.0% | 0 |
| Tesco Express, Park Way, Ruislip, HA4 8NR                                                         | 0.2%  | 1      | 0.7%  | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Zone 2                                                                                            |       |        |       |        |      |        |      |        |      |        |      |   |
| Aldi, Northolt Road, South Harrow, Harrow, HA2 8EQ                                                | 1.3%  | 11     | 1.0%  | 2      | 3.2% | 9      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Asda, Northolt Road, London, HA2 8JN                                                              | 1.3%  | 11     | 0.0%  | 0      | 0.6% | 2      | 6.6% | 8      | 0.9% | 1      | 0.0% | 0 |
| Iceland, Northolt Road, South Harrow, Harrow, HA2 8EB                                             | 0.5%  | 4      | 0.0%  | 0      | 1.4% | 4      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Iceland, Rayners Lane, Harrow, Pinner, HA5 5ED                                                    | 0.6%  | 5      | 0.0%  | 0      | 1.7% | 5      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Marks and Spencer (M&S) Simply Food, Bishops Walk, Pinner, HA5 5QQ                                | 1.6%  | 14     | 2.1%  | 4      | 2.6% | 8      | 1.5% | 2      | 0.0% | 0      | 0.0% | 0 |
| Nabi Supermarket, Northolt Road, Harrow, HA2 8JN                                                  | 0.5%  | 4      | 0.0%  | 0      | 1.4% | 4      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Sainsbury's Local, Rayners Lane, Pinner, HA5 5ER                                                  | 0.6%  | 5      | 0.0%  | 0      | 1.7% | 5      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Sainsbury's, Barters Walk, Pinner, HA5 5LU                                                        | 3.9%  | 33     | 2.8%  | 6      | 8.3% | 25     | 0.0% | 0      | 0.9% | 1      | 1.7% | 1 |
| Sunrise Cash & Carry, Rayners Lane, Pinner, HA5 5ER                                               | 0.5%  | 4      | 0.0%  | 0      | 1.4% | 4      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Tesco Express, Alexandra Avenue, Rayners Lane, Harrow, HA2 9UE                                    | 0.6%  | 5      | 0.0%  | 0      | 1.8% | 5      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Tesco Express, Shaftesbury Circle, Shaftesbury Avenue, London, HA2 0AT                            | 0.1%  | 1      | 0.0%  | 0      | 0.3% | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Tesco Express, Whittington Way, Pinner, HA5 5JX                                                   | 0.1%  | 0      | 0.0%  | 0      | 0.1% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Waitrose, Northolt Road, South Harrow, Harrow, HA2 0EG                                            | 2.7%  | 23     | 0.2%  | 0      | 6.1% | 18     | 1.8% | 2      | 1.3% | 2      | 0.0% | 0 |
| Zini Turkish & International Food, Northolt Road, South Harrow, Harrow, HA2 8JA                   | 0.6%  | 5      | 0.0%  | 0      | 1.7% | 5      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Zone 3                                                                                            |       |        |       |        |      |        |      |        |      |        |      |   |
| Co-op, Church Road, Northolt, UB5 5AB                                                             | 0.9%  | 8      | 0.0%  | 0      | 0.8% | 2      | 4.4% | 6      | 0.0% | 0      | 0.0% | 0 |
| Lidl, Ruislip Road, Northolt, UB5 5PQ                                                             | 0.5%  | 5      | 0.0%  | 0      | 1.4% | 4      | 0.4% | 0      | 0.0% | 0      | 0.0% | 0 |
| Local shops, Northolt Town                                                                        | 0.3%  | 3      | 0.0%  | 0      | 0.0% | 0      | 2.2% | 3      | 0.0% | 0      | 0.0% | 0 |

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|                                                                                                | Total | Zone 1 |      | Zone 2 |      | Zone 3 |      | Zone 4 |       | Zone 5 |       |    |
|------------------------------------------------------------------------------------------------|-------|--------|------|--------|------|--------|------|--------|-------|--------|-------|----|
| Centre                                                                                         |       |        |      |        |      |        |      |        |       |        |       |    |
| Sainsbury's Local,<br>Mandeville Road,<br>Northolt, UB5 5HF                                    | 0.5%  | 4      | 0.0% | 0      | 0.6% | 2      | 1.8% | 2      | 0.0%  | 0      | 0.0%  | 0  |
| Zone 4                                                                                         |       |        |      |        |      |        |      |        |       |        |       |    |
| Asda Express, Uxbridge<br>Road, Uxbridge, UB10<br>0NZ                                          | 0.4%  | 4      | 0.0% | 0      | 0.0% | 0      | 1.5% | 2      | 0.0%  | 0      | 2.5%  | 2  |
| Co-op, Kingshill Avenue,<br>Hayes, UB4 8BY                                                     | 0.1%  | 0      | 0.0% | 0      | 0.0% | 0      | 0.4% | 0      | 0.0%  | 0      | 0.0%  | 0  |
| Co-op, Long Lane,<br>Uxbridge, UB10 9PG                                                        | 1.9%  | 16     | 0.0% | 0      | 0.8% | 2      | 0.0% | 0      | 5.8%  | 9      | 6.6%  | 5  |
| Marks and Spencer (M&S)<br>Simply Food, Uxbridge<br>Road, Uxbridge, Hayes,<br>UB10 0LQ         | 0.2%  | 2      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 1.3%  | 2      | 0.0%  | 0  |
| Neelam Post Office &<br>Convenience, Ryefield<br>Avenue, Uxbridge, UB10<br>9DA                 | 0.0%  | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.2%  | 0      | 0.0%  | 0  |
| Zone 5                                                                                         |       |        |      |        |      |        |      |        |       |        |       |    |
| Co-op, Swakeleys Road,<br>Ickenham, Uxbridge,<br>UB10 8DF                                      | 0.3%  | 2      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 1.3%  | 2      | 0.4%  | 0  |
| Iceland, Grainge's Yard,<br>Uxbridge, UB8 1LH                                                  | 0.4%  | 4      | 0.0% | 0      | 0.0% | 0      | 1.4% | 2      | 1.1%  | 2      | 0.0%  | 0  |
| Lidl, High Street, Uxbridge,<br>UB8 1GB                                                        | 1.2%  | 10     | 0.6% | 1      | 0.0% | 0      | 0.0% | 0      | 3.5%  | 5      | 4.6%  | 3  |
| Marks and Spencer (M&S),<br>High Street, Uxbridge,<br>UB8 1TL                                  | 1.0%  | 9      | 0.7% | 1      | 0.0% | 0      | 0.0% | 0      | 3.5%  | 5      | 2.6%  | 2  |
| Sainsbury's, York Road,<br>Uxbridge, UB8 1QW                                                   | 4.8%  | 41     | 0.0% | 0      | 0.6% | 2      | 0.4% | 0      | 16.6% | 26     | 18.1% | 13 |
| Tesco Express, High Street,<br>Uxbridge, UB8 1ND                                               | 0.4%  | 4      | 0.0% | 0      | 0.6% | 2      | 0.0% | 0      | 0.2%  | 0      | 2.1%  | 2  |
| Outside Survey Area                                                                            |       |        |      |        |      |        |      |        |       |        |       |    |
| Aldi, High Street, West<br>Drayton, UB7 7QN                                                    | 1.2%  | 11     | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 4.4%  | 7      | 5.0%  | 4  |
| Asda, Forty Lane, Wembley,<br>HA9 9EX                                                          | 0.2%  | 2      | 0.0% | 0      | 0.0% | 0      | 1.5% | 2      | 0.0%  | 0      | 0.0%  | 0  |
| Asda, High Street, Harrow,<br>HA3 7AE                                                          | 0.4%  | 3      | 0.0% | 0      | 1.1% | 3      | 0.0% | 0      | 0.0%  | 0      | 0.0%  | 0  |
| Asda, Millington Road,<br>Hayes, UB3 4AZ                                                       | 0.7%  | 6      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 3.1%  | 5      | 1.6%  | 1  |
| B&M, High Road, London,<br>N17 8EY                                                             | 0.5%  | 4      | 0.0% | 0      | 0.8% | 2      | 0.0% | 0      | 0.9%  | 1      | 0.0%  | 0  |
| B&M, St George's Shopping<br>Centre, Harrow, HA1 1HS                                           | 0.5%  | 4      | 1.0% | 2      | 0.0% | 0      | 0.0% | 0      | 1.3%  | 2      | 0.0%  | 0  |
| Co-op, Greenford Avenue,<br>London, W7 1JH                                                     | 0.2%  | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.9%  | 1      | 0.0%  | 0  |
| Co-op, Olympic Way,<br>Wembley Park, Wembley,<br>HA9 0FR                                       | 0.6%  | 5      | 0.0% | 0      | 1.2% | 3      | 0.0% | 0      | 0.9%  | 1      | 0.0%  | 0  |
| Co-op, York Way, Watford,<br>WD25 9DU                                                          | 0.2%  | 1      | 0.7% | 1      | 0.0% | 0      | 0.0% | 0      | 0.0%  | 0      | 0.0%  | 0  |
| Costco, Hartspring Lane,<br>Bushey, WD25 8JS                                                   | 0.0%  | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0%  | 0      | 0.4%  | 0  |
| Dhamecha Cash & Carry,<br>Blyth Road, Hayes, UB3<br>1RY                                        | 0.2%  | 2      | 0.0% | 0      | 0.6% | 2      | 0.0% | 0      | 0.0%  | 0      | 0.0%  | 0  |
| Home Bargains, Bullsbridge<br>Industrial Estate, Hayes<br>Road, Hounslow, Southall,<br>UB2 5LN | 0.2%  | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.9%  | 1      | 0.0%  | 0  |
| Home Bargains, High Street,<br>West Drayton, UB7 7GN                                           | 0.3%  | 3      | 0.0% | 0      | 0.8% | 2      | 0.4% | 0      | 0.0%  | 0      | 0.0%  | 0  |
| Iceland, Central Square,<br>Wembley, HA9 7AJ                                                   | 0.2%  | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.9%  | 1      | 0.0%  | 0  |
| Iceland, Greenford Road,<br>Greenford, UB6 0HY                                                 | 0.1%  | 0      | 0.0% | 0      | 0.0% | 0      | 0.4% | 0      | 0.0%  | 0      | 0.0%  | 0  |
| Iceland, High Street, Harrow,<br>HA3 5DL                                                       | 0.2%  | 2      | 0.0% | 0      | 0.7% | 2      | 0.0% | 0      | 0.0%  | 0      | 0.0%  | 0  |
| Iceland, High Street<br>Hounslow, TW3 1QL                                                      | 0.2%  | 2      | 0.0% | 0      | 0.0% | 0      | 1.5% | 2      | 0.0%  | 0      | 0.0%  | 0  |

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|                                                                                                                        | Total | Zone 1 |      | Zone 2 |      | Zone 3 |      | Zone 4 |      | Zone 5 |      |   |
|------------------------------------------------------------------------------------------------------------------------|-------|--------|------|--------|------|--------|------|--------|------|--------|------|---|
| Iceland, The Broadway,<br>Greenford, UB6 9PT                                                                           | 0.1%  | 1      | 0.0% | 0      | 0.0% | 0      | 0.7% | 1      | 0.0% | 0      | 0.0% | 0 |
| Lidl, Bridge Street, Pinner,<br>HA5 3HZ                                                                                | 1.3%  | 11     | 0.2% | 0      | 3.7% | 11     | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Lidl, Cowley Road,<br>Uxbridge, UB8 2AG                                                                                | 0.2%  | 2      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 1.1% | 2      | 0.4% | 0 |
| Lidl, Hayes Road,<br>Hounslow, Southall, UB2<br>5LN                                                                    | 0.4%  | 3      | 0.7% | 1      | 0.6% | 2      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Lidl, High Road, Harrow,<br>HA3 6HF                                                                                    | 0.2%  | 2      | 0.0% | 0      | 0.5% | 2      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Lidl, MacMillan Court,<br>Ruislip Road East,<br>London, Greenford, UB6<br>9FH                                          | 1.0%  | 9      | 1.7% | 3      | 1.1% | 3      | 1.5% | 2      | 0.0% | 0      | 0.0% | 0 |
| Lidl, St. Anns Road, Harrow,<br>HA1 1AT                                                                                | 0.4%  | 3      | 0.0% | 0      | 1.0% | 3      | 0.4% | 0      | 0.0% | 0      | 0.0% | 0 |
| Lidl, Uxbridge Road,<br>London, UB4 0SB                                                                                | 0.8%  | 7      | 0.7% | 1      | 0.0% | 0      | 1.4% | 2      | 2.0% | 3      | 0.4% | 0 |
| Local shops, Upton Park<br>Local Centre                                                                                | 0.3%  | 2      | 0.0% | 0      | 0.8% | 2      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Marks and Spencer (M&S)<br>Foodhall, St Peters Court,<br>High Street, Chalfont St<br>Peter, Gerrards Cross, SL9<br>9QQ | 0.0%  | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.4% | 0 |
| Marks and Spencer (M&S)<br>Simply Food, High Street,<br>Rickmansworth, WD3<br>1BB                                      | 0.0%  | 0      | 0.2% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Marks and Spencer (M&S)<br>Simply Food, Oxford<br>Road, Denham, Uxbridge,<br>UB9 4DG                                   | 0.2%  | 2      | 0.0% | 0      | 0.0% | 0      | 1.4% | 2      | 0.0% | 0      | 0.0% | 0 |
| Marks and Spencer (M&S)<br>Simply Food, Staines<br>Road West,<br>Sunbury-on-Thames,<br>Shepperton, TW16 7BB            | 0.2%  | 2      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 1.1% | 2      | 0.0% | 0 |
| Marks and Spencer (M&S),<br>St. Anns Road, Harrow,<br>HA1 1NB                                                          | 0.2%  | 2      | 0.0% | 0      | 0.5% | 2      | 0.4% | 0      | 0.0% | 0      | 0.0% | 0 |
| Marks and Spencer (M&S),<br>Westway Cross Shopping<br>Park, Greenford, UB6<br>0UW                                      | 0.4%  | 4      | 0.0% | 0      | 0.0% | 0      | 2.9% | 4      | 0.0% | 0      | 0.0% | 0 |
| Mina Stores, Green Street,<br>London, E7 8LF                                                                           | 0.3%  | 2      | 0.0% | 0      | 0.0% | 0      | 1.8% | 2      | 0.0% | 0      | 0.0% | 0 |
| Morrisons Daily, Pinner<br>Road, Northwood, HA6<br>1DA                                                                 | 0.2%  | 2      | 0.0% | 0      | 0.6% | 2      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Morrisons, The Arcadia<br>Centre, The Broadway,<br>London, W5 2ND                                                      | 0.3%  | 3      | 0.0% | 0      | 0.0% | 0      | 2.2% | 3      | 0.0% | 0      | 0.0% | 0 |
| Morrisons, Trident Point,<br>Pinner Road, Harrow,<br>HA1 4BB                                                           | 0.6%  | 5      | 0.0% | 0      | 1.8% | 5      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Morrisons, Uxbridge Road,<br>Pinner, HA5 4QT                                                                           | 1.4%  | 12     | 1.0% | 2      | 2.7% | 8      | 0.0% | 0      | 0.9% | 1      | 0.0% | 0 |
| Sabary Cash & Carry,<br>Uxbridge Road, Hayes,<br>UB4 0RL                                                               | 0.2%  | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.9% | 1      | 0.0% | 0 |
| Sainsbury's Local, High<br>Street, Ruislip, HA4 7AN                                                                    | 1.6%  | 14     | 6.8% | 14     | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Sainsbury's Local, Uxbridge<br>Road, London, W5 3NT                                                                    | 0.4%  | 3      | 0.0% | 0      | 0.6% | 2      | 0.0% | 0      | 0.9% | 1      | 0.0% | 0 |
| Sainsbury's, Albert Road<br>South, Watford, WD17<br>1PE                                                                | 0.1%  | 0      | 0.0% | 0      | 0.1% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Sainsbury's, Ealing Road,<br>Wembley, HA0 1PF                                                                          | 0.4%  | 3      | 0.0% | 0      | 0.6% | 2      | 0.0% | 0      | 0.9% | 1      | 0.0% | 0 |
| Sainsbury's, Lombardy<br>Retail Park, Coldharbour<br>Lane, Hayes, UB3 3EX                                              | 2.1%  | 18     | 0.0% | 0      | 0.6% | 2      | 5.7% | 7      | 5.6% | 9      | 0.0% | 0 |

Hillingdon Household Survey  
for Lichfields

Weighted:

July 2025

|                                                                                      | Total | Zone 1 |       | Zone 2 |       | Zone 3 |       | Zone 4 |       | Zone 5 |       |     |
|--------------------------------------------------------------------------------------|-------|--------|-------|--------|-------|--------|-------|--------|-------|--------|-------|-----|
| Sainsbury's, Melbourne Avenue, London, W13 9BZ                                       | 0.2%  | 2      | 0.0%  | 0      | 0.0%  | 0      | 1.4%  | 2      | 0.0%  | 0      | 0.0%  | 0   |
| Sainsbury's, Nash Way, Kenton Road, Harrow, HA3 0JA                                  | 0.1%  | 1      | 0.0%  | 0      | 0.3%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0   |
| Sainsbury's, Uxbridge Road, Hampton Hill, Hampton, TW12 1AW                          | 0.2%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.9%  | 1      | 0.0%  | 0   |
| Spar, Comer Crescent, Southall, UB2 4XD                                              | 0.2%  | 2      | 0.0%  | 0      | 0.6%  | 2      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0   |
| Tesco Express (Esso), High Street, Cowley, Uxbridge, UB8 2HL                         | 0.2%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.8%  | 1      | 0.0%  | 0   |
| Tesco Express, Beresford Avenue, Wembley, HA0 1NP                                    | 0.2%  | 2      | 0.0%  | 0      | 0.5%  | 2      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0   |
| Tesco Express, East Lane, Wembley, HA0 3NJ                                           | 0.3%  | 2      | 0.0%  | 0      | 0.8%  | 2      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0   |
| Tesco Express, Heath Road, Twickenham, TW1 4BN                                       | 0.3%  | 2      | 0.0%  | 0      | 0.8%  | 2      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0   |
| Tesco Express, Preston Road, Wembley, HA9 8NF                                        | 0.4%  | 3      | 0.0%  | 0      | 0.6%  | 2      | 1.4%  | 2      | 0.0%  | 0      | 0.0%  | 0   |
| Tesco Express, Uxbridge Road, Hayes, UB4 0RX                                         | 0.3%  | 3      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 1.8%  | 3      | 0.0%  | 0   |
| Tesco Extra, Bulls Bridge Industrial Estate, Hayes Road, Hounslow, Southall, UB2 5NB | 0.2%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.8%  | 1      | 0.0%  | 0   |
| Tesco Extra, Glencoe Road, Hayes, UB4 9SQ                                            | 2.8%  | 23     | 0.0%  | 0      | 0.0%  | 0      | 12.8% | 16     | 4.5%  | 7      | 0.4%  | 0   |
| Tesco Extra, Grant Way, Isleworth, TW7 5NZ                                           | 0.2%  | 2      | 1.0%  | 2      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0   |
| Tesco Superstore, Ash Hill Drive, Pinner, HA5 2AG                                    | 1.6%  | 14     | 4.9%  | 10     | 1.3%  | 4      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0   |
| Tesco Superstore, Frogmoor Wharf, Harefield Road, Rickmansworth, WD3 1LX             | 0.4%  | 4      | 0.3%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 4.0%  | 3   |
| Tesco Superstore, High Street, West Drayton, UB7 7FP                                 | 0.9%  | 8      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 4.2%  | 7      | 2.1%  | 2   |
| Tesco Superstore, Packhorse Road, Gerrards Cross, SL9 8ER                            | 0.1%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.9%  | 1   |
| Tesco Superstore, Station Road, Harrow, HA1 2TU                                      | 1.8%  | 15     | 0.7%  | 1      | 4.8%  | 14     | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0   |
| Tesco Superstore, Western Avenue, Greenford, UB6 8DW                                 | 1.2%  | 10     | 1.7%  | 3      | 0.0%  | 0      | 4.4%  | 6      | 0.9%  | 1      | 0.0%  | 0   |
| Waitrose, Alexandria Road, London, W13 0NL                                           | 0.1%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 0.4%  | 0      | 0.2%  | 0      | 0.0%  | 0   |
| Waitrose, High Road, Harrow, HA3 6HF                                                 | 0.3%  | 2      | 0.0%  | 0      | 0.7%  | 2      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0   |
| Waitrose, Kingsend, Ruislip, HA4 7DS                                                 | 3.3%  | 28     | 6.2%  | 12     | 0.0%  | 0      | 0.0%  | 0      | 4.0%  | 6      | 12.6% | 9   |
| Waitrose, Westfield London Shopping Centre, Ariel Way, London, W12 7GA               | 0.2%  | 2      | 0.0%  | 0      | 0.0%  | 0      | 1.4%  | 2      | 0.0%  | 0      | 0.0%  | 0   |
| Others                                                                               |       |        |       |        |       |        |       |        |       |        |       |     |
| Internet / delivery                                                                  | 14.7% | 125    | 13.7% | 28     | 12.7% | 38     | 13.5% | 17     | 15.5% | 24     | 25.4% | 19  |
| (Don't know / can't remember)                                                        | 1.2%  | 11     | 2.1%  | 4      | 1.4%  | 4      | 0.4%  | 0      | 1.1%  | 2      | 0.0%  | 0   |
| Weighted base:                                                                       |       | 853    |       | 202    |       | 296    |       | 126    |       | 155    |       | 74  |
| Sample:                                                                              |       | 853    |       | 251    |       | 254    |       | 98     |       | 150    |       | 100 |

Q06 Do you make 'top-up' food shopping trips, for goods such as bread and milk, in between your main food shopping trips?

|                |       |     |       |     |       |     |       |     |       |     |       |     |
|----------------|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|
| Yes            | 76.6% | 653 | 80.0% | 161 | 81.6% | 242 | 84.0% | 106 | 63.8% | 99  | 61.4% | 46  |
| No             | 23.4% | 200 | 20.0% | 40  | 18.4% | 55  | 16.0% | 20  | 36.2% | 56  | 38.6% | 29  |
| Weighted base: |       | 853 |       | 202 |       | 296 |       | 126 |       | 155 |       | 74  |
| Sample:        |       | 853 |       | 251 |       | 254 |       | 98  |       | 150 |       | 100 |

# Hillingdon Household Survey for Lichfields

Weighted:

July 2025

|                                                                                 | Total |    | Zone 1 |    | Zone 2 |    | Zone 3 |   | Zone 4 |   | Zone 5 |   |
|---------------------------------------------------------------------------------|-------|----|--------|----|--------|----|--------|---|--------|---|--------|---|
| Q07 Where did you last undertake your household's small scale /top-up shopping? |       |    |        |    |        |    |        |   |        |   |        |   |
| Those who do top-up shopping at Q06                                             |       |    |        |    |        |    |        |   |        |   |        |   |
| Zone 1                                                                          |       |    |        |    |        |    |        |   |        |   |        |   |
| Aldi, Field End Road, Pinner, HA5 1QH                                           | 1.8%  | 12 | 4.7%   | 8  | 1.7%   | 4  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |
| Aldi, Victoria Retail Park, Ruislip, HA4 0EH                                    | 1.6%  | 10 | 4.8%   | 8  | 0.0%   | 0  | 1.7%   | 2 | 0.4%   | 0 | 0.7%   | 0 |
| Asda, Old Dairy Lane, Ruislip, HA4 0FY                                          | 3.7%  | 24 | 13.1%  | 21 | 0.2%   | 0  | 0.0%   | 0 | 1.4%   | 1 | 2.6%   | 1 |
| B&M, Victoria Road, London, HA4 0EH                                             | 0.3%  | 2  | 1.0%   | 2  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |
| Budgens, Victoria Road, Ruislip, HA4 9AB                                        | 0.6%  | 4  | 2.5%   | 4  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |
| Elifs Food Market, Field End Road, Pinner, HA5 1QR                              | 0.1%  | 0  | 0.2%   | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |
| Iceland, High Street, Ruislip, HA4 8LJ                                          | 2.8%  | 18 | 4.6%   | 7  | 4.5%   | 11 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |
| Lidl, Victoria Road, Ruislip, HA4 0QQ                                           | 1.7%  | 11 | 5.4%   | 9  | 0.9%   | 2  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |
| Local shops, Eastcote Local Centre                                              | 0.1%  | 0  | 0.2%   | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |
| Londis, Victoria Road, Ruislip, HA4 0EQ                                         | 0.1%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.4%   | 0 | 0.0%   | 0 | 0.0%   | 0 |
| Londis, Whitby Road, Ruislip, HA4 9EB                                           | 0.1%  | 0  | 0.2%   | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |
| Morrisons Daily, Whitby Road, Ruislip, HA4 9EB                                  | 0.3%  | 2  | 1.3%   | 2  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |
| Sainsbury's Local, Field End Road, Ruislip, Pinner, HA5 1RD                     | 0.8%  | 5  | 1.1%   | 2  | 1.4%   | 3  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |
| Sainsbury's, Long Drive, Ruislip, HA4 0HQ                                       | 2.3%  | 15 | 5.7%   | 9  | 2.2%   | 5  | 0.0%   | 0 | 0.4%   | 0 | 0.0%   | 0 |
| Tesco Express, Field End Road, Pinner, HA5 1QL                                  | 1.0%  | 7  | 2.1%   | 3  | 1.4%   | 3  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |
| Tesco Express, Field End Road, Ruislip, HA4 0QP                                 | 1.4%  | 9  | 4.0%   | 6  | 0.4%   | 1  | 1.8%   | 2 | 0.0%   | 0 | 0.0%   | 0 |
| Tesco Express, High Street, Ruislip, HA4 8LS                                    | 1.9%  | 12 | 4.8%   | 8  | 0.7%   | 2  | 2.6%   | 3 | 0.0%   | 0 | 0.7%   | 0 |
| Tesco Express, Park Way, Ruislip, HA4 8NR                                       | 1.4%  | 9  | 5.2%   | 8  | 0.2%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |
| Western Food Stores, New Pond Parade, West End Road, Ruislip, HA4 6LR           | 0.3%  | 2  | 1.0%   | 2  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |
| Zone 2                                                                          |       |    |        |    |        |    |        |   |        |   |        |   |
| Aldi, Northolt Road, South Harrow, Harrow, HA2 8EQ                              | 1.0%  | 6  | 0.0%   | 0  | 2.6%   | 6  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |
| Asda, Northolt Road, London, HA2 8JN                                            | 1.4%  | 9  | 0.0%   | 0  | 2.4%   | 6  | 3.4%   | 4 | 0.0%   | 0 | 0.0%   | 0 |
| Best Booze, Wood End Gardens, Northolt, UB5 4QJ                                 | 0.1%  | 0  | 0.0%   | 0  | 0.2%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |
| Best Foods, Northolt Road, South Harrow, Harrow, HA2 8HR                        | 0.1%  | 0  | 0.0%   | 0  | 0.2%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |
| Costcutter, Oldfields Circus, Northolt, UB5 4RR                                 | 0.5%  | 3  | 0.0%   | 0  | 0.7%   | 2  | 1.7%   | 2 | 0.0%   | 0 | 0.0%   | 0 |
| Iceland, Northolt Road, South Harrow, Harrow, HA2 8EB                           | 0.3%  | 2  | 0.0%   | 0  | 0.8%   | 2  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |
| Iceland, Rayners Lane, Harrow, Pinner, HA5 5ED                                  | 1.4%  | 9  | 0.9%   | 1  | 3.3%   | 8  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |
| Khurana's Food & Wine, Eastcote Lane, South Harrow, Harrow, HA2 9AJ             | 0.1%  | 0  | 0.0%   | 0  | 0.2%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |
| Komal Superstore, Haydock Green, Northolt, UB5 4AP                              | 0.3%  | 2  | 0.0%   | 0  | 0.0%   | 0  | 1.8%   | 2 | 0.0%   | 0 | 0.0%   | 0 |
| Marks and Spencer (M&S) Simply Food, Bishops Walk, Pinner, HA5 5QQ              | 0.8%  | 5  | 2.1%   | 3  | 0.7%   | 2  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |
| Marks and Spencer (M&S) Simply Food, Pett's Hill,                               | 0.2%  | 1  | 0.0%   | 0  | 0.4%   | 1  | 0.4%   | 0 | 0.0%   | 0 | 0.0%   | 0 |

Column %ges.

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|                                                                             | Total | Zone 1 |      | Zone 2 |      | Zone 3 |       | Zone 4 |      | Zone 5 |      |
|-----------------------------------------------------------------------------|-------|--------|------|--------|------|--------|-------|--------|------|--------|------|
| Northolt, UB5 4NP                                                           |       |        |      |        |      |        |       |        |      |        |      |
| Marsh Food & Wine, Marsh Road, Pinner, HA5 5PB                              | 0.1%  | 0      | 0.2% | 0      | 0.0% | 0      | 0.0%  | 0      | 0.0% | 0      | 0.0% |
| New South Harrow Food & Wines, Northolt Road, South Harrow, Harrow, HA2 8DU | 0.1%  | 0      | 0.0% | 0      | 0.2% | 0      | 0.0%  | 0      | 0.0% | 0      | 0.0% |
| Odeon News, Alexandra Avenue, Rayners Lane, Harrow, HA2 9TR                 | 0.1%  | 0      | 0.0% | 0      | 0.2% | 0      | 0.0%  | 0      | 0.0% | 0      | 0.0% |
| Rayners Food Centre, Rayners Lane, Harrow, Pinner, HA2 7LX                  | 0.1%  | 0      | 0.0% | 0      | 0.2% | 0      | 0.0%  | 0      | 0.0% | 0      | 0.0% |
| Sainsbury's Local, Rayners Lane, Pinner, HA5 5ER                            | 3.1%  | 20     | 1.2% | 2      | 7.6% | 18     | 0.0%  | 0      | 0.0% | 0      | 0.0% |
| Sainsbury's, Barters Walk, Pinner, HA5 5LU                                  | 2.2%  | 15     | 2.7% | 4      | 4.3% | 10     | 0.0%  | 0      | 0.0% | 0      | 0.0% |
| Sunrise Cash & Carry, Rayners Lane, Pinner, HA5 5ER                         | 0.4%  | 2      | 0.0% | 0      | 1.0% | 2      | 0.0%  | 0      | 0.0% | 0      | 0.0% |
| Tesco Express, Alexandra Avenue, Rayners Lane, Harrow, HA2 9UE              | 1.3%  | 8      | 0.0% | 0      | 3.4% | 8      | 0.0%  | 0      | 0.0% | 0      | 0.0% |
| Tesco Express, Pinner Road, North Harrow, Harrow HA2 6EH                    | 0.8%  | 5      | 0.0% | 0      | 2.0% | 5      | 0.0%  | 0      | 0.0% | 0      | 0.0% |
| Tesco Express, Shaftesbury Circle, Shaftesbury Avenue, London, HA2 0AT      | 0.8%  | 5      | 0.0% | 0      | 2.1% | 5      | 0.0%  | 0      | 0.0% | 0      | 0.0% |
| Tesco Express, Whittington Way, Pinner, HA5 5JX                             | 0.8%  | 5      | 0.4% | 1      | 1.9% | 5      | 0.0%  | 0      | 0.0% | 0      | 0.0% |
| Waitrose, Northolt Road, South Harrow, Harrow, HA2 0EG                      | 1.3%  | 8      | 0.0% | 0      | 2.8% | 7      | 1.7%  | 2      | 0.0% | 0      | 0.0% |
| Wenzel's the Bakers, Rayners Lane, Pinner, HA5 5ER                          | 0.6%  | 4      | 0.0% | 0      | 1.5% | 4      | 0.0%  | 0      | 0.0% | 0      | 0.0% |
| Wood End Stores, Wood End Lane, Northolt, UB5 4JP                           | 0.1%  | 0      | 0.0% | 0      | 0.2% | 0      | 0.0%  | 0      | 0.0% | 0      | 0.0% |
| Zone 3                                                                      |       |        |      |        |      |        |       |        |      |        |      |
| Aguona, Church Road, Northolt, UB5 5AG                                      | 0.4%  | 3      | 0.0% | 0      | 0.0% | 0      | 2.6%  | 3      | 0.0% | 0      | 0.0% |
| Butler Stores, Shadwell Drive, Northolt, UB5 6DD                            | 0.4%  | 3      | 0.0% | 0      | 0.0% | 0      | 2.6%  | 3      | 0.0% | 0      | 0.0% |
| Co-op, Church Road, Northolt, UB5 5AB                                       | 1.3%  | 8      | 0.2% | 0      | 0.7% | 2      | 6.0%  | 6      | 0.0% | 0      | 0.0% |
| Co-op, Yeading Lane, Northolt, UB5 6LN                                      | 0.4%  | 3      | 0.0% | 0      | 0.0% | 0      | 2.7%  | 3      | 0.0% | 0      | 0.0% |
| Happy Shop, Arrowscout Walk, Northolt, UB5 6EE                              | 0.5%  | 3      | 0.0% | 0      | 0.0% | 0      | 3.0%  | 3      | 0.0% | 0      | 0.0% |
| Jas Supermarket, Byron Way, Northolt, UB5 6BW                               | 0.3%  | 2      | 0.0% | 0      | 0.0% | 0      | 1.7%  | 2      | 0.0% | 0      | 0.0% |
| Lidl, Ruislip Road, Northolt, UB5 5PQ                                       | 0.6%  | 4      | 0.0% | 0      | 0.0% | 0      | 3.4%  | 4      | 0.0% | 0      | 0.0% |
| Locals Welcome Food and Wine, Church Road, Northolt, UB5 5AW                | 0.3%  | 2      | 0.0% | 0      | 0.0% | 0      | 1.8%  | 2      | 0.0% | 0      | 0.0% |
| Londis, Mandeville Road, Northolt, UB5 5BH                                  | 0.1%  | 0      | 0.0% | 0      | 0.0% | 0      | 0.4%  | 0      | 0.0% | 0      | 0.0% |
| Northolt Food Centre, Church Road, Northolt, UB5 5AU                        | 0.3%  | 2      | 0.0% | 0      | 0.0% | 0      | 1.8%  | 2      | 0.0% | 0      | 0.0% |
| Ridgeway News, Ridgeway Walk, Northolt, UB5 5SE                             | 0.3%  | 2      | 0.0% | 0      | 0.0% | 0      | 1.7%  | 2      | 0.0% | 0      | 0.0% |
| Sainsbury's Local, Mandeville Road, Northolt, UB5 5HF                       | 2.8%  | 19     | 0.0% | 0      | 1.4% | 3      | 14.3% | 15     | 0.0% | 0      | 0.0% |
| Sham House, Mandeville Road, Northolt, UB5 5BL                              | 0.3%  | 2      | 0.0% | 0      | 0.0% | 0      | 1.7%  | 2      | 0.0% | 0      | 0.0% |
| Tesco Express, Church Road, Northolt, UB5 5AU                               | 0.5%  | 3      | 0.0% | 0      | 0.0% | 0      | 3.1%  | 3      | 0.0% | 0      | 0.0% |

Zone 4

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|                                                                                       | Total | Zone 1 |      | Zone 2 |      | Zone 3 |      | Zone 4 |      | Zone 5 |       |    |
|---------------------------------------------------------------------------------------|-------|--------|------|--------|------|--------|------|--------|------|--------|-------|----|
| Asda Express, Uxbridge Road, Uxbridge, UB10 0NZ                                       | 0.6%  | 4      | 0.0% | 0      | 0.0% | 0      | 2.6% | 3      | 1.4% | 1      | 0.0%  | 0  |
| Co-op, Kingshill Avenue, Hayes, UB4 8BY                                               | 0.5%  | 3      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 3.4% | 3      | 0.0%  | 0  |
| Co-op, Long Lane, Uxbridge, UB10 9PG                                                  | 1.9%  | 12     | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 9.4% | 9      | 6.9%  | 3  |
| Iceland, Uxbridge Road, Hayes End, Hayes, UB4 8JH                                     | 0.3%  | 2      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 2.0% | 2      | 0.0%  | 0  |
| Marks and Spencer (M&S) Simply Food, Uxbridge Road, Uxbridge, Hayes, UB10 0LQ         | 1.4%  | 9      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 9.2% | 9      | 0.0%  | 0  |
| Neelam Post Office & Convenience, Ryefield Avenue, Uxbridge, UB10 9DA                 | 0.1%  | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.7% | 1      | 0.0%  | 0  |
| Nisa Local, Kingshill Avenue, Hayes, UB4 8BZ                                          | 0.5%  | 3      | 0.0% | 0      | 0.0% | 0      | 2.6% | 3      | 0.4% | 0      | 0.0%  | 0  |
| Zone 5                                                                                |       |        |      |        |      |        |      |        |      |        |       |    |
| Co-op, Swakeleys Road, Ickenham, Uxbridge, UB10 8DF                                   | 2.4%  | 15     | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 2.7% | 3      | 28.0% | 13 |
| Costcutter, Swakeleys Road, Ickenham, Uxbridge, UB10 8DQ                              | 0.3%  | 2      | 0.0% | 0      | 0.0% | 0      | 1.8% | 2      | 0.0% | 0      | 0.0%  | 0  |
| Euros, Swakeleys Road, Ickenham, Uxbridge, UB10 8DQ                                   | 0.1%  | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 1.4%  | 1  |
| Lidl, High Street, Uxbridge, UB8 1GB                                                  | 2.2%  | 14     | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 8.0% | 8      | 14.2% | 6  |
| Londis, Swakeleys Road, Ickenham, Uxbridge, UB10 8TB                                  | 0.1%  | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.4% | 0      | 0.0%  | 0  |
| Marks and Spencer (M&S), High Street, Uxbridge, UB8 1TL                               | 2.0%  | 13     | 0.2% | 0      | 0.0% | 0      | 2.2% | 2      | 7.0% | 7      | 7.6%  | 3  |
| Sainsbury's, York Road, Uxbridge, UB8 1QW                                             | 1.5%  | 10     | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 5.0% | 5      | 10.8% | 5  |
| Tesco Express, High Road, Ickenham, Uxbridge, UB10 8LB                                | 0.2%  | 2      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 3.5%  | 2  |
| Tesco Express, High Street, Uxbridge, UB8 1ND                                         | 1.0%  | 7      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 6.6% | 7      | 0.0%  | 0  |
| Outside Survey Area                                                                   |       |        |      |        |      |        |      |        |      |        |       |    |
| Aldi, High Street, West Drayton, UB7 7QN                                              | 0.7%  | 4      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 1.4% | 1      | 6.8%  | 3  |
| Asda, High Street, Harrow, HA3 7AE                                                    | 1.4%  | 9      | 0.0% | 0      | 2.1% | 5      | 1.8% | 2      | 2.1% | 2      | 0.0%  | 0  |
| Asda, Millington Road, Hayes, UB3 4AZ                                                 | 0.3%  | 2      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 2.1% | 2      | 0.0%  | 0  |
| Co-op, 107-109 Pitshanger Lane, London, W5 1RH                                        | 0.3%  | 2      | 0.0% | 0      | 0.7% | 2      | 0.0% | 0      | 0.0% | 0      | 0.0%  | 0  |
| Co-op, North Orbital Road, Denham, Uxbridge, UB9 5FB                                  | 0.2%  | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 2.6%  | 1  |
| Co-op, Olympic Way, Wembley Park, Wembley, HA9 0FR                                    | 0.3%  | 2      | 0.0% | 0      | 0.7% | 2      | 0.0% | 0      | 0.0% | 0      | 0.0%  | 0  |
| Co-op, Park Lane, Harefield, Uxbridge, UB9 6BJ                                        | 0.1%  | 1      | 0.4% | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0%  | 0  |
| Co-op, St Albans Road, Watford, WD24 4AE                                              | 0.3%  | 2      | 0.0% | 0      | 0.7% | 2      | 0.0% | 0      | 0.0% | 0      | 0.0%  | 0  |
| Costco, Western International Park, Hayes Road, Cranford, Hounslow, Southall, UB2 5XJ | 0.1%  | 0      | 0.0% | 0      | 0.0% | 0      | 0.4% | 0      | 0.0% | 0      | 0.0%  | 0  |
| Costcutter, High Street, Harefield, Uxbridge, UB9 6BU                                 | 0.1%  | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.4% | 0      | 0.0%  | 0  |
| Harrow Local Food & Wine, Station Road, Harrow,                                       | 0.1%  | 0      | 0.0% | 0      | 0.2% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0%  | 0  |

Column %ges.

Hillingdon Household Survey  
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Weighted:

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|                                                                                                 | Total | Zone 1 |      | Zone 2 |      | Zone 3 |      | Zone 4 |      | Zone 5 |      |   |
|-------------------------------------------------------------------------------------------------|-------|--------|------|--------|------|--------|------|--------|------|--------|------|---|
| HA1 2AW                                                                                         |       |        |      |        |      |        |      |        |      |        |      |   |
| Iceland, High Street, Harrow, HA3 5DL                                                           | 0.2%  | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 1.4% | 1      | 0.0% | 0 |
| Iceland, Station Road, Hayes, UB3 4DX                                                           | 0.4%  | 2      | 0.0% | 0      | 1.0% | 2      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Lidl, Bridge Street, Pinner, HA5 3HZ                                                            | 0.1%  | 1      | 0.0% | 0      | 0.4% | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Lidl, Cowley Road, Uxbridge, UB8 2AG                                                            | 0.1%  | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.4% | 0      | 0.7% | 0 |
| Lidl, Hayes Road, Hounslow, Southall, UB2 5LN                                                   | 0.4%  | 2      | 0.0% | 0      | 1.0% | 2      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Lidl, MacMillan Court, Ruislip Road East, London, Greenford, UB6 9FH                            | 0.3%  | 2      | 0.0% | 0      | 0.0% | 0      | 1.8% | 2      | 0.0% | 0      | 0.0% | 0 |
| Lidl, St. Anns Road, Harrow, HA1 1AT                                                            | 0.4%  | 3      | 0.0% | 0      | 1.2% | 3      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Lidl, Uxbridge Road, London, UB4 0SB                                                            | 0.6%  | 4      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 4.2% | 4      | 0.0% | 0 |
| Local shops, Kensington Local Centre                                                            | 0.3%  | 2      | 0.0% | 0      | 0.0% | 0      | 1.7% | 2      | 0.0% | 0      | 0.0% | 0 |
| Local shops, Pinner Local Centre                                                                | 0.1%  | 0      | 0.0% | 0      | 0.2% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Local shops, West Ealing District Centre                                                        | 0.1%  | 0      | 0.0% | 0      | 0.2% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Marks and Spencer (M&S) Simply Food, Bessborough Road, Harrow, HA1 3BS                          | 0.3%  | 2      | 0.0% | 0      | 0.7% | 2      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Marks and Spencer (M&S) Simply Food, High Street, Rickmansworth, WD3 1BB                        | 0.1%  | 0      | 0.2% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Marks and Spencer (M&S) Simply Food, Staines Road West, Sunbury-on-Thames, Shepperton, TW16 7BB | 0.2%  | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 1.4% | 1      | 0.0% | 0 |
| Marks and Spencer (M&S), Kew Retail Park, Saint Martin's Walk, Mortlake Road, Richmond, TW9 4AD | 0.1%  | 0      | 0.0% | 0      | 0.0% | 0      | 0.4% | 0      | 0.0% | 0      | 0.0% | 0 |
| Marks and Spencer (M&S), St. Anns Road, Harrow, HA1 1NB                                         | 0.5%  | 3      | 0.4% | 1      | 1.0% | 2      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Morrisons, Trident Point, Pinner Road, Harrow, HA1 4BB                                          | 0.5%  | 3      | 0.0% | 0      | 1.4% | 3      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Morrisons, Uxbridge Road, Pinner, HA5 4QT                                                       | 0.3%  | 2      | 0.0% | 0      | 0.7% | 2      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Sainsbury's Local, High Street, Ruislip, HA4 7AN                                                | 1.0%  | 7      | 4.2% | 7      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Sainsbury's Local, Northfield Avenue, London, W13 9QU                                           | 0.3%  | 2      | 0.0% | 0      | 0.7% | 2      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Sainsbury's, Ealing Road, Wembley, HA0 1PF                                                      | 0.1%  | 0      | 0.0% | 0      | 0.0% | 0      | 0.4% | 0      | 0.0% | 0      | 0.0% | 0 |
| Sainsbury's, Lombardy Retail Park, Coldharbour Lane, Hayes, UB3 3EX                             | 0.4%  | 3      | 0.0% | 0      | 0.0% | 0      | 2.6% | 3      | 0.0% | 0      | 0.0% | 0 |
| Sainsbury's, Nash Way, Kenton Road, Harrow, HA3 0JA                                             | 0.2%  | 2      | 0.0% | 0      | 0.7% | 2      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Tesco Express (Esso), High Street, Cowley, Uxbridge, UB8 2HL                                    | 0.2%  | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 2.6% | 1 |
| Tesco Express, East Lane, Wembley, HA0 3NJ                                                      | 0.3%  | 2      | 0.0% | 0      | 0.7% | 2      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Tesco Express, King Street, Southall, UB2 4DB                                                   | 0.3%  | 2      | 0.0% | 0      | 0.0% | 0      | 1.7% | 2      | 0.0% | 0      | 0.0% | 0 |
| Tesco Express, Lady Margaret Road, Southall,                                                    | 0.3%  | 2      | 0.0% | 0      | 0.0% | 0      | 1.7% | 2      | 0.0% | 0      | 0.0% | 0 |

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|                                                                                      | Total | Zone 1 |       | Zone 2 |       | Zone 3 |       | Zone 4 |       | Zone 5 |      |    |
|--------------------------------------------------------------------------------------|-------|--------|-------|--------|-------|--------|-------|--------|-------|--------|------|----|
| UB1 2QQ                                                                              |       |        |       |        |       |        |       |        |       |        |      |    |
| Tesco Extra, Bulls Bridge Industrial Estate, Hayes Road, Hounslow, Southall, UB2 5NB | 0.2%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 1.4%  | 1      | 0.0% | 0  |
| Tesco Extra, Glencoe Road, Hayes, UB4 9SQ                                            | 0.2%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 1.3%  | 1      | 0.0%  | 0      | 0.0% | 0  |
| Tesco Superstore, Ash Hill Drive, Pinner, HA5 2AG                                    | 1.0%  | 7      | 2.9%  | 5      | 0.9%  | 2      | 0.0%  | 0      | 0.0%  | 0      | 0.0% | 0  |
| Tesco Superstore, Packhorse Road, Gerrards Cross, SL9 8ER                            | 0.1%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.4%  | 0      | 0.0% | 0  |
| Tesco Superstore, Station Road, Harrow, HA1 2TU                                      | 0.3%  | 2      | 0.0%  | 0      | 0.9%  | 2      | 0.0%  | 0      | 0.0%  | 0      | 0.0% | 0  |
| The Espresso Bakery, High Street, Cowley, Uxbridge, UB8 2HL                          | 0.2%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 1.3%  | 1      | 0.0% | 0  |
| Waitrose (Little), Fordbridge Road, Ashford, TW15 3RD                                | 0.3%  | 2      | 1.2%  | 2      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0% | 0  |
| Waitrose, Green Lane, Northwood, HA6 2XW                                             | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.7% | 0  |
| Waitrose, High Road, Harrow, HA3 6HF                                                 | 0.3%  | 2      | 0.0%  | 0      | 0.9%  | 2      | 0.0%  | 0      | 0.0%  | 0      | 0.0% | 0  |
| Waitrose, Homestead Road, Rickmansworth, WD3 1FX                                     | 0.2%  | 1      | 0.8%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0% | 0  |
| Waitrose, Kingsend, Ruislip, HA4 7DS                                                 | 2.6%  | 17     | 6.2%  | 10     | 0.0%  | 0      | 0.0%  | 0      | 3.9%  | 4      | 7.4% | 3  |
| Waitrose, The Brunswick Centre, Handel Street, London, WC1N 1AF                      | 0.2%  | 2      | 0.0%  | 0      | 0.7%  | 2      | 0.0%  | 0      | 0.0%  | 0      | 0.0% | 0  |
| Others                                                                               |       |        |       |        |       |        |       |        |       |        |      |    |
| Internet / delivery                                                                  | 1.4%  | 9      | 1.3%  | 2      | 0.2%  | 0      | 4.4%  | 5      | 1.7%  | 2      | 0.0% | 0  |
| (Don't know / can't remember)                                                        | 18.3% | 119    | 12.4% | 20     | 28.0% | 68     | 10.3% | 11     | 19.8% | 20     | 2.8% | 1  |
| Weighted base:                                                                       |       | 653    |       | 161    |       | 242    |       | 106    |       | 99     |      | 46 |
| Sample:                                                                              |       | 631    |       | 195    |       | 193    |       | 77     |       | 97     |      | 69 |

|                                                                                                       | Total | Zone 1 |       | Zone 2 |      | Zone 3 |      | Zone 4 |      | Zone 5 |      |   |
|-------------------------------------------------------------------------------------------------------|-------|--------|-------|--------|------|--------|------|--------|------|--------|------|---|
| <b>Q08 Where did you undertake your household's small scale/top-up shopping the time before last?</b> |       |        |       |        |      |        |      |        |      |        |      |   |
| <i>Those who do top-up shopping at Q06: and stated a location at Q07</i>                              |       |        |       |        |      |        |      |        |      |        |      |   |
| <b>Zone 1</b>                                                                                         |       |        |       |        |      |        |      |        |      |        |      |   |
| Aldi, Field End Road, Pinner, HA5 1QH                                                                 | 2.3%  | 12     | 5.7%  | 8      | 2.4% | 4      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Aldi, Victoria Retail Park, Ruislip, HA4 0EH                                                          | 2.2%  | 12     | 5.1%  | 7      | 0.0% | 0      | 1.8% | 2      | 2.1% | 2      | 2.7% | 1 |
| Asda, Old Dairy Lane, Ruislip, HA4 0FY                                                                | 3.8%  | 20     | 12.5% | 18     | 1.2% | 2      | 0.5% | 0      | 0.0% | 0      | 0.0% | 0 |
| B&M, Victoria Road, London, HA4 0EH                                                                   | 0.1%  | 0      | 0.2%  | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Budgens, Victoria Road, Ruislip, HA4 9AB                                                              | 1.0%  | 5      | 3.8%  | 5      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Iceland, High Street, Ruislip, HA4 8LJ                                                                | 3.7%  | 20     | 5.7%  | 8      | 6.2% | 11     | 0.0% | 0      | 0.0% | 0      | 1.4% | 1 |
| Lidl, Victoria Road, Ruislip, HA4 0QQ                                                                 | 0.8%  | 5      | 2.9%  | 4      | 0.2% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Local shops, Eastcote Local Centre                                                                    | 0.1%  | 0      | 0.2%  | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Londis, Whitby Road, Ruislip, HA4 9EB                                                                 | 0.1%  | 0      | 0.2%  | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Morrisons Daily, Whitby Road, Ruislip, HA4 9EB                                                        | 0.2%  | 1      | 0.7%  | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Sainsbury's Local, Field End Road, Ruislip, Pinner, HA5 1RD                                           | 0.9%  | 5      | 2.1%  | 3      | 1.0% | 2      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Sainsbury's, Long Drive, Ruislip, HA4 0HQ                                                             | 3.3%  | 18     | 7.7%  | 11     | 3.5% | 6      | 0.5% | 0      | 0.4% | 0      | 0.0% | 0 |
| Suraj Food & Wine, Whitby Road, Ruislip, HA4 9DY                                                      | 0.2%  | 1      | 0.9%  | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Tesco Express, Field End Road, Pinner, HA5 1QL                                                        | 1.0%  | 5      | 1.0%  | 1      | 2.2% | 4      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Tesco Express, Field End Road, Ruislip, HA4 0QP                                                       | 1.1%  | 6      | 2.5%  | 3      | 0.2% | 0      | 2.0% | 2      | 0.0% | 0      | 0.0% | 0 |
| Tesco Express, High Street, Ruislip, HA4 8LS                                                          | 2.3%  | 12     | 5.2%  | 7      | 1.0% | 2      | 2.9% | 3      | 0.0% | 0      | 0.7% | 0 |
| Tesco Express, Park Way, Ruislip, HA4 8NR                                                             | 1.0%  | 5      | 3.9%  | 5      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Western Food Stores, New Pond Parade, West End Road, Ruislip, HA4 6LR                                 | 0.1%  | 0      | 0.2%  | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| <b>Zone 2</b>                                                                                         |       |        |       |        |      |        |      |        |      |        |      |   |
| A & K Convenience Store, Northolt Road, South Harrow, Harrow, HA2 0LH                                 | 0.1%  | 0      | 0.0%  | 0      | 0.2% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Aldi, Northolt Road, South Harrow, Harrow, HA2 8EQ                                                    | 1.7%  | 9      | 0.9%  | 1      | 4.3% | 7      | 0.5% | 0      | 0.0% | 0      | 0.0% | 0 |
| Asda, Northolt Road, London, HA2 8JN                                                                  | 0.8%  | 4      | 0.0%  | 0      | 1.4% | 2      | 1.8% | 2      | 0.0% | 0      | 0.0% | 0 |
| Best Foods, Northolt Road, South Harrow, Harrow, HA2 8HR                                              | 0.1%  | 0      | 0.0%  | 0      | 0.2% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Costcutter, Oldfields Circus, Northolt, UB5 4RR                                                       | 0.7%  | 3      | 0.0%  | 0      | 1.0% | 2      | 1.8% | 2      | 0.0% | 0      | 0.0% | 0 |
| Iceland, Northolt Road, South Harrow, Harrow, HA2 8EB                                                 | 0.5%  | 3      | 0.0%  | 0      | 1.5% | 3      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Iceland, Rayners Lane, Harrow, Pinner, HA5 5ED                                                        | 1.8%  | 10     | 1.0%  | 1      | 4.8% | 8      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Komal Superstore, Haydock Green, Northolt, UB5 4AP                                                    | 0.4%  | 2      | 0.0%  | 0      | 0.0% | 0      | 2.0% | 2      | 0.0% | 0      | 0.0% | 0 |
| Marks and Spencer (M&S) Simply Food, Bishops Walk, Pinner, HA5 5QQ                                    | 0.9%  | 5      | 1.5%  | 2      | 1.7% | 3      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Marks and Spencer (M&S) Simply Food, Pett's Hill, Northolt, UB5 4NP                                   | 0.2%  | 1      | 0.0%  | 0      | 0.2% | 0      | 0.5% | 0      | 0.0% | 0      | 0.0% | 0 |
| Marsh Food & Wine, Marsh Road, Pinner, HA5 5PB                                                        | 0.1%  | 0      | 0.2%  | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Odeon News, Alexandra Avenue, Rayners Lane,                                                           | 0.1%  | 0      | 0.0%  | 0      | 0.2% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |

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|                                                                               | Total | Zone 1 |      | Zone 2 |      | Zone 3 |       | Zone 4 |       | Zone 5 |      |   |
|-------------------------------------------------------------------------------|-------|--------|------|--------|------|--------|-------|--------|-------|--------|------|---|
| Harrow, HA2 9TR                                                               |       |        |      |        |      |        |       |        |       |        |      |   |
| Sainsbury's Local, Rayners Lane, Pinner, HA5 5ER                              | 3.6%  | 19     | 1.4% | 2      | 9.9% | 17     | 0.0%  | 0      | 0.0%  | 0      | 0.0% | 0 |
| Sainsbury's, Barters Walk, Pinner, HA5 5LU                                    | 2.3%  | 12     | 3.3% | 5      | 4.3% | 8      | 0.0%  | 0      | 0.0%  | 0      | 0.0% | 0 |
| Tesco Express, Alexandra Avenue, Rayners Lane, Harrow, HA2 9UE                | 1.9%  | 10     | 0.0% | 0      | 6.0% | 10     | 0.0%  | 0      | 0.0%  | 0      | 0.0% | 0 |
| Tesco Express, Pinner Road, North Harrow, Harrow HA2 6EH                      | 1.2%  | 6      | 0.0% | 0      | 3.6% | 6      | 0.0%  | 0      | 0.0%  | 0      | 0.0% | 0 |
| Tesco Express, Shaftesbury Circle, Shaftesbury Avenue, London, HA2 0AT        | 0.6%  | 3      | 0.0% | 0      | 2.0% | 3      | 0.0%  | 0      | 0.0%  | 0      | 0.0% | 0 |
| Tesco Express, Whittington Way, Pinner, HA5 5JX                               | 1.1%  | 6      | 1.2% | 2      | 2.4% | 4      | 0.0%  | 0      | 0.0%  | 0      | 0.0% | 0 |
| Waitrose, Northolt Road, South Harrow, Harrow, HA2 0EG                        | 2.4%  | 13     | 0.0% | 0      | 6.5% | 11     | 1.8%  | 2      | 0.0%  | 0      | 0.0% | 0 |
| Wenzel's the Bakers, Rayners Lane, Pinner, HA5 5ER                            | 0.2%  | 1      | 0.0% | 0      | 0.5% | 1      | 0.0%  | 0      | 0.0%  | 0      | 0.0% | 0 |
| Wood End Stores, Wood End Lane, Northolt, UB5 4JP                             | 0.2%  | 1      | 0.0% | 0      | 0.5% | 1      | 0.0%  | 0      | 0.0%  | 0      | 0.0% | 0 |
| Zone 3                                                                        |       |        |      |        |      |        |       |        |       |        |      |   |
| Butler Stores, Shadwell Drive, Northolt, UB5 6DD                              | 0.5%  | 3      | 0.0% | 0      | 0.0% | 0      | 2.9%  | 3      | 0.0%  | 0      | 0.0% | 0 |
| Co-op, Church Road, Northolt, UB5 5AB                                         | 2.3%  | 12     | 0.2% | 0      | 1.0% | 2      | 11.0% | 10     | 0.0%  | 0      | 0.0% | 0 |
| Co-op, Yeading Lane, Northolt, UB5 6LN                                        | 0.8%  | 4      | 0.0% | 0      | 0.0% | 0      | 4.5%  | 4      | 0.0%  | 0      | 0.0% | 0 |
| Happy Shop, Arrowscote Walk, Northolt, UB5 6EE                                | 0.6%  | 3      | 0.0% | 0      | 0.0% | 0      | 3.4%  | 3      | 0.0%  | 0      | 0.0% | 0 |
| Jas Supermarket, Byron Way, Northolt, UB5 6BW                                 | 0.3%  | 2      | 0.0% | 0      | 0.0% | 0      | 1.9%  | 2      | 0.0%  | 0      | 0.0% | 0 |
| Lidl, Ruislip Road, Northolt, UB5 5PQ                                         | 1.3%  | 7      | 0.0% | 0      | 0.0% | 0      | 7.3%  | 7      | 0.0%  | 0      | 0.0% | 0 |
| Local shops, Northolt Town Centre                                             | 0.5%  | 3      | 0.0% | 0      | 0.0% | 0      | 2.9%  | 3      | 0.0%  | 0      | 0.0% | 0 |
| Locals Welcome Food and Wine, Church Road, Northolt, UB5 5AW                  | 0.4%  | 2      | 0.0% | 0      | 0.0% | 0      | 2.0%  | 2      | 0.0%  | 0      | 0.0% | 0 |
| Ridgeway News, Ridgeway Walk, Northolt, UB5 5SE                               | 0.3%  | 2      | 0.0% | 0      | 0.0% | 0      | 1.9%  | 2      | 0.0%  | 0      | 0.0% | 0 |
| Sainsbury's Local, Mandeville Road, Northolt, UB5 5HF                         | 2.3%  | 12     | 0.0% | 0      | 2.0% | 3      | 9.2%  | 9      | 0.0%  | 0      | 0.0% | 0 |
| Sham House, Mandeville Road, Northolt, UB5 5BL                                | 0.3%  | 2      | 0.0% | 0      | 0.0% | 0      | 1.9%  | 2      | 0.0%  | 0      | 0.0% | 0 |
| Tesco Express, Church Road, Northolt, UB5 5AU                                 | 0.5%  | 3      | 0.0% | 0      | 0.0% | 0      | 3.0%  | 3      | 0.0%  | 0      | 0.0% | 0 |
| Zone 4                                                                        |       |        |      |        |      |        |       |        |       |        |      |   |
| Asda Express, Uxbridge Road, Uxbridge, UB10 0NZ                               | 0.7%  | 4      | 0.0% | 0      | 0.0% | 0      | 2.9%  | 3      | 1.3%  | 1      | 0.0% | 0 |
| Bill The Baker, Long Lane, Uxbridge, UB10 9JU                                 | 0.1%  | 0      | 0.0% | 0      | 0.0% | 0      | 0.0%  | 0      | 0.4%  | 0      | 0.0% | 0 |
| Co-op, Kingshill Avenue, Hayes, UB4 8BY                                       | 0.6%  | 3      | 0.0% | 0      | 0.0% | 0      | 0.0%  | 0      | 4.3%  | 3      | 0.0% | 0 |
| Co-op, Long Lane, Uxbridge, UB10 9PG                                          | 2.1%  | 11     | 0.0% | 0      | 0.0% | 0      | 0.0%  | 0      | 10.7% | 8      | 6.3% | 3 |
| Iceland, Uxbridge Road, Hayes End, Hayes, UB4 8JH                             | 0.3%  | 2      | 0.0% | 0      | 0.0% | 0      | 0.0%  | 0      | 2.2%  | 2      | 0.0% | 0 |
| Marks and Spencer (M&S) Simply Food, Uxbridge Road, Uxbridge, Hayes, UB10 0LQ | 1.3%  | 7      | 0.0% | 0      | 0.0% | 0      | 0.0%  | 0      | 8.6%  | 7      | 0.0% | 0 |
| Neelam Post Office & Convenience, Ryefield Avenue, Uxbridge, UB10 9DA         | 0.1%  | 1      | 0.0% | 0      | 0.0% | 0      | 0.0%  | 0      | 0.9%  | 1      | 0.0% | 0 |

Hillingdon Household Survey  
for Lichfields

Weighted:

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|                                                                                       | Total |    | Zone 1 |   | Zone 2 |   | Zone 3 |   | Zone 4 |   | Zone 5 |    |
|---------------------------------------------------------------------------------------|-------|----|--------|---|--------|---|--------|---|--------|---|--------|----|
| Nisa Local, Kingshill Avenue, Hayes, UB4 8BZ                                          | 0.9%  | 5  | 0.0%   | 0 | 0.0%   | 0 | 4.8%   | 5 | 0.4%   | 0 | 0.0%   | 0  |
| The Hillingdon Butchery, Long Lane, Uxbridge, UB10 9JU                                | 0.1%  | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.4%   | 0 | 0.0%   | 0  |
| Zone 5                                                                                |       |    |        |   |        |   |        |   |        |   |        |    |
| Co-op, Swakeleys Road, Ickenham, Uxbridge, UB10 8DF                                   | 2.3%  | 12 | 0.2%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 1.7%   | 1 | 23.8%  | 11 |
| Costcutter, Swakeleys Road, Ickenham, Uxbridge, UB10 8DQ                              | 0.5%  | 3  | 0.0%   | 0 | 0.0%   | 0 | 2.0%   | 2 | 0.0%   | 0 | 1.4%   | 1  |
| Euros, Swakeleys Road, Ickenham, Uxbridge, UB10 8DQ                                   | 0.1%  | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.7%   | 0  |
| Lidl, High Street, Uxbridge, UB8 1GB                                                  | 3.3%  | 18 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 11.3%  | 9 | 20.1%  | 9  |
| Londis, Swakeleys Road, Ickenham, Uxbridge, UB10 8TB                                  | 0.1%  | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.4%   | 0 | 0.0%   | 0  |
| Marks and Spencer (M&S), High Street, Uxbridge, UB8 1TL                               | 2.2%  | 12 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 9.5%   | 8 | 9.3%   | 4  |
| Sainsbury's, York Road, Uxbridge, UB8 1QW                                             | 1.8%  | 9  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 6.6%   | 5 | 9.3%   | 4  |
| Tesco Express, High Road, Ickenham, Uxbridge, UB10 8LB                                | 0.6%  | 3  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 7.7%   | 3  |
| Tesco Express, High Street, Uxbridge, UB8 1ND                                         | 1.3%  | 7  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 8.7%   | 7 | 0.0%   | 0  |
| Outside Survey Area                                                                   |       |    |        |   |        |   |        |   |        |   |        |    |
| Aldi, High Street, West Drayton, UB7 7QN                                              | 0.9%  | 5  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 2.2%   | 2 | 7.0%   | 3  |
| Asda, Forty Lane, Wembley, HA9 9EX                                                    | 0.3%  | 2  | 0.0%   | 0 | 0.9%   | 2 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  |
| Asda, High Street, Harrow, HA3 7AE                                                    | 1.7%  | 9  | 0.0%   | 0 | 2.9%   | 5 | 2.0%   | 2 | 2.6%   | 2 | 0.0%   | 0  |
| Asda, Millington Road, Hayes, UB3 4AZ                                                 | 0.6%  | 3  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 4.2%   | 3 | 0.0%   | 0  |
| Batlers Green Farm Shop, Common Lane, Radlett, WD7 8PH                                | 0.1%  | 0  | 0.0%   | 0 | 0.2%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  |
| Co-op, North Orbital Road, Denham, Uxbridge, UB9 5FB                                  | 0.2%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 2.7%   | 1  |
| Co-op, St Albans Road, Watford, WD24 4AE                                              | 0.3%  | 2  | 0.0%   | 0 | 1.0%   | 2 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  |
| Costco, Western International Park, Hayes Road, Cranford, Hounslow, Southall, UB2 5XJ | 0.1%  | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.5%   | 0 | 0.0%   | 0 | 0.0%   | 0  |
| Harrow Local Food & Wine, Station Road, Harrow, HA1 2AW                               | 0.1%  | 0  | 0.0%   | 0 | 0.2%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  |
| Iceland, High Street, Harrow, HA3 5DL                                                 | 0.3%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 1.8%   | 1 | 0.0%   | 0  |
| Iceland, High Street, Rickmansworth, WD3 1AJ                                          | 0.1%  | 0  | 0.2%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  |
| Iceland, Station Road, Hayes, UB3 4DX                                                 | 0.5%  | 2  | 0.0%   | 0 | 1.4%   | 2 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  |
| Iceland, The Broadway, Greenford, UB6 9PT                                             | 0.2%  | 1  | 0.0%   | 0 | 0.0%   | 0 | 1.0%   | 1 | 0.0%   | 0 | 0.0%   | 0  |
| Lidl, Bridge Street, Pinner, HA5 3HZ                                                  | 0.7%  | 4  | 0.5%   | 1 | 1.7%   | 3 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  |
| Lidl, Cowley Road, Uxbridge, UB8 2AG                                                  | 0.1%  | 1  | 0.2%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.4%   | 0 | 0.0%   | 0  |
| Lidl, Hayes Road, Hounslow, Southall, UB2 5LN                                         | 0.5%  | 2  | 0.0%   | 0 | 1.4%   | 2 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  |
| Lidl, High Road, Harrow, HA3 6HF                                                      | 0.1%  | 0  | 0.0%   | 0 | 0.2%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0  |
| Lidl, MacMillan Court, Ruislip Road East,                                             | 0.4%  | 2  | 0.0%   | 0 | 0.0%   | 0 | 2.0%   | 2 | 0.0%   | 0 | 0.0%   | 0  |

|                                                                                                 | Total | Zone 1 |      | Zone 2 |      | Zone 3 |      | Zone 4 |      | Zone 5 |      |   |
|-------------------------------------------------------------------------------------------------|-------|--------|------|--------|------|--------|------|--------|------|--------|------|---|
| London, Greenford, UB6 9FH                                                                      |       |        |      |        |      |        |      |        |      |        |      |   |
| Lidl, St. Anns Road, Harrow, HA1 1AT                                                            | 0.9%  | 5      | 0.0% | 0      | 2.8% | 5      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Lidl, Uxbridge Road, London, UB4 0SB                                                            | 0.3%  | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 1.8% | 1      | 0.0% | 0 |
| Local shops, Kensington Local Centre                                                            | 0.3%  | 2      | 0.0% | 0      | 0.0% | 0      | 1.9% | 2      | 0.0% | 0      | 0.0% | 0 |
| Local shops, Pinner Local Centre                                                                | 0.1%  | 0      | 0.0% | 0      | 0.2% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Marks and Spencer (M&S) Simply Food, Bessborough Road, Harrow, HA1 3BS                          | 0.3%  | 2      | 0.0% | 0      | 1.0% | 2      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Marks and Spencer (M&S) Simply Food, High Street, Rickmansworth, WD3 1BB                        | 0.1%  | 0      | 0.2% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Marks and Spencer (M&S) Simply Food, Staines Road West, Sunbury-on-Thames, Shepperton, TW16 7BB | 0.3%  | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 1.7% | 1      | 0.0% | 0 |
| Marks and Spencer (M&S), Kew Retail Park, Saint Martin's Walk, Mortlake Road, Richmond, TW9 4AD | 0.1%  | 0      | 0.0% | 0      | 0.0% | 0      | 0.5% | 0      | 0.0% | 0      | 0.0% | 0 |
| Marks and Spencer (M&S), St. Anns Road, Harrow, HA1 1NB                                         | 0.4%  | 2      | 0.2% | 0      | 1.2% | 2      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Marks and Spencer (M&S), Westway Cross Shopping Park, Greenford, UB6 0UW                        | 0.9%  | 5      | 1.9% | 3      | 0.0% | 0      | 2.0% | 2      | 0.0% | 0      | 0.0% | 0 |
| Morrisons, Trident Point, Pinner Road, Harrow, HA1 4BB                                          | 0.5%  | 3      | 0.0% | 0      | 1.7% | 3      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Morrisons, Uxbridge Road, Pinner, HA5 4QT                                                       | 0.4%  | 2      | 0.0% | 0      | 1.2% | 2      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Sainsbury's Local, Coldharbour Lane, Hayes, UB3 3HG                                             | 0.1%  | 0      | 0.0% | 0      | 0.0% | 0      | 0.5% | 0      | 0.0% | 0      | 0.0% | 0 |
| Sainsbury's Local, High Street, Ruislip, HA4 7AN                                                | 1.7%  | 9      | 6.2% | 9      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Sainsbury's Local, Northfield Avenue, London, W13 9QU                                           | 0.3%  | 2      | 0.0% | 0      | 1.0% | 2      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Sainsbury's, Ealing Road, Wembley, HA0 1PF                                                      | 0.1%  | 0      | 0.0% | 0      | 0.0% | 0      | 0.5% | 0      | 0.0% | 0      | 0.0% | 0 |
| Sainsbury's, Lombardy Retail Park, Coldharbour Lane, Hayes, UB3 3EX                             | 0.6%  | 3      | 0.0% | 0      | 0.0% | 0      | 3.4% | 3      | 0.0% | 0      | 0.0% | 0 |
| Sainsbury's, Nash Way, Kenton Road, Harrow, HA3 0JA                                             | 0.1%  | 0      | 0.0% | 0      | 0.2% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Tesco Express (Esso), High Street, Cowley, Uxbridge, UB8 2HL                                    | 0.2%  | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 2.7% | 1 |
| Tesco Express, King Street, Southall, UB2 4DB                                                   | 0.3%  | 2      | 0.0% | 0      | 0.0% | 0      | 1.9% | 2      | 0.0% | 0      | 0.0% | 0 |
| Tesco Express, Lady Margaret Road, Southall, UB1 2QQ                                            | 0.3%  | 2      | 0.0% | 0      | 0.0% | 0      | 1.9% | 2      | 0.0% | 0      | 0.0% | 0 |
| Tesco Extra, Bulls Bridge Industrial Estate, Hayes Road, Hounslow, Southall, UB2 5NB            | 0.3%  | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 1.7% | 1      | 0.0% | 0 |
| Tesco Extra, Glencoe Road, Hayes, UB4 9SQ                                                       | 0.2%  | 1      | 0.0% | 0      | 0.0% | 0      | 1.0% | 1      | 0.0% | 0      | 0.0% | 0 |
| Tesco Superstore, Ash Hill Drive, Pinner, HA5 2AG                                               | 1.1%  | 6      | 2.8% | 4      | 1.2% | 2      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Tesco Superstore, Station Road, Harrow, HA1 2TU                                                 | 0.3%  | 2      | 0.0% | 0      | 1.0% | 2      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |

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|                                                           | Total | Zone 1 |      | Zone 2 |      | Zone 3 |      | Zone 4 |      | Zone 5 |      |   |
|-----------------------------------------------------------|-------|--------|------|--------|------|--------|------|--------|------|--------|------|---|
| Tesco Superstore, Western Avenue, Greenford, UB6 8DW      | 0.1%  | 0      | 0.0% | 0      | 0.2% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Uxbridge Road Post Office, Uxbridge Road, London, W12 0NR | 0.1%  | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.4% | 0      | 0.0% | 0 |
| Waitrose (Little), Fordbridge Road, Ashford, TW15 3RD     | 0.4%  | 2      | 1.4% | 2      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Waitrose, Alexandria Road, London, W13 0NL                | 0.3%  | 2      | 0.0% | 0      | 1.0% | 2      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Waitrose, Finchley Road, South Hampstead, London, NW3 6NN | 0.3%  | 1      | 1.0% | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Waitrose, Green Lane, Northwood, HA6 2XW                  | 0.1%  | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.7% | 0 |
| Waitrose, High Road, Harrow, HA3 6HF                      | 0.3%  | 2      | 0.0% | 0      | 1.0% | 2      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Waitrose, Kingsend, Ruislip, HA4 7DS                      | 3.4%  | 18     | 7.7% | 11     | 0.0% | 0      | 2.4% | 2      | 4.8% | 4      | 2.1% | 1 |
| Others                                                    |       |        |      |        |      |        |      |        |      |        |      |   |
| Internet / delivery                                       | 1.2%  | 7      | 2.1% | 3      | 0.0% | 0      | 0.5% | 0      | 3.8% | 3      | 0.0% | 0 |
| (Don't know / can't remember)                             | 3.5%  | 19     | 4.8% | 7      | 4.3% | 7      | 0.5% | 0      | 4.4% | 3      | 1.4% | 1 |
| Weighted base:                                            | 534   |        | 141  |        | 174  |        | 95   |        | 79   |        | 44   |   |
| Sample:                                                   | 551   |        | 179  |        | 151  |        | 71   |        | 82   |        | 68   |   |

# Hillingdon Household Survey for Lichfields

Weighted:

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|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 |
|--|-------|--------|--------|--------|--------|--------|
|--|-------|--------|--------|--------|--------|--------|

We now have a few questions about where you undertake non-food shopping. In answering these questions the location may be a town centre, a retail park, a free standing store, or it could be facilities such as the internet.

## Q09 Where do you do most of your household's non-food shopping?

### Zone 1

|                                                      |      |    |      |    |      |   |      |   |      |   |      |   |
|------------------------------------------------------|------|----|------|----|------|---|------|---|------|---|------|---|
| Aldi, Victoria Retail Park, Ruislip, HA4 0EH         | 0.7% | 6  | 1.0% | 2  | 0.0% | 0 | 0.0% | 0 | 0.9% | 1 | 3.3% | 2 |
| Asda, Old Dairy Lane, Ruislip, HA4 0FY               | 1.8% | 16 | 5.0% | 10 | 0.0% | 0 | 2.9% | 4 | 1.3% | 2 | 0.0% | 0 |
| B&M, Victoria Road, London, HA4 0EH                  | 0.6% | 5  | 1.8% | 4  | 0.3% | 1 | 0.4% | 0 | 0.0% | 0 | 0.0% | 0 |
| Eastcote Local Centre                                | 0.6% | 5  | 2.3% | 5  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.4% | 0 |
| Lidl, Victoria Road, Ruislip, HA4 0QQ                | 0.2% | 1  | 0.7% | 1  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Pricewise, Victoria Road, Ruislip, HA4 9BN           | 0.0% | 0  | 0.2% | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Ruislip Manor Local Centre                           | 0.2% | 2  | 1.0% | 2  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Ruislip Retail Park, Victoria Road, Ruislip, HA4 0QE | 0.1% | 0  | 0.0% | 0  | 0.1% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's, Long Drive, Ruislip, HA4 0HQ            | 1.5% | 12 | 2.1% | 4  | 1.2% | 4 | 3.6% | 5 | 0.0% | 0 | 0.0% | 0 |
| Tesco Express, High Street, Ruislip, HA4 8LS         | 0.2% | 1  | 0.7% | 1  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Victoria Retail Park, Crown Road, Ruislip, HA4 0AJ   | 2.5% | 21 | 4.9% | 10 | 2.2% | 7 | 2.9% | 4 | 0.2% | 0 | 0.9% | 1 |
| Wickes, Victoria Road, Ruislip, HA4 0QB              | 0.2% | 2  | 0.0% | 0  | 0.1% | 0 | 0.0% | 0 | 0.0% | 0 | 1.7% | 1 |

### Zone 2

|                                                         |      |    |      |   |      |    |      |   |      |   |      |   |
|---------------------------------------------------------|------|----|------|---|------|----|------|---|------|---|------|---|
| Aldi, Northolt Road, South Harrow, Harrow, HA2 8EQ      | 0.5% | 4  | 0.0% | 0 | 0.6% | 2  | 2.2% | 3 | 0.0% | 0 | 0.0% | 0 |
| Asda, Northolt Road, London, HA2 8JN                    | 0.3% | 3  | 0.0% | 0 | 0.0% | 0  | 2.2% | 3 | 0.0% | 0 | 0.0% | 0 |
| Komal Superstore, Haydock Green, Northolt, UB5 4AP      | 0.4% | 4  | 0.0% | 0 | 0.0% | 0  | 3.0% | 4 | 0.0% | 0 | 0.0% | 0 |
| Poundland, Northolt Road, South Harrow, Harrow, HA2 8EE | 0.3% | 3  | 0.0% | 0 | 0.0% | 0  | 2.2% | 3 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's, Barters Walk, Pinner, HA5 5LU              | 1.3% | 11 | 0.3% | 1 | 3.5% | 11 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| South Harrow Local Centre                               | 0.1% | 1  | 0.0% | 0 | 0.3% | 1  | 0.0% | 0 | 0.2% | 0 | 0.0% | 0 |
| Waitrose, Northolt Road, South Harrow, Harrow, HA2 0EG  | 0.4% | 4  | 0.0% | 0 | 0.1% | 0  | 1.4% | 2 | 0.9% | 1 | 0.0% | 0 |

### Zone 3

|                                               |      |   |      |   |      |   |      |   |      |   |      |   |
|-----------------------------------------------|------|---|------|---|------|---|------|---|------|---|------|---|
| Lidl, Ruislip Road, Northolt, UB5 5PQ         | 0.5% | 5 | 1.4% | 3 | 0.0% | 0 | 1.5% | 2 | 0.0% | 0 | 0.0% | 0 |
| Northolt Town Centre                          | 0.2% | 2 | 0.0% | 0 | 0.6% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Express, Church Road, Northolt, UB5 5AU | 0.2% | 2 | 0.0% | 0 | 0.0% | 0 | 1.4% | 2 | 0.0% | 0 | 0.0% | 0 |

### Zone 4

|                         |      |   |      |   |      |   |      |   |      |   |      |   |
|-------------------------|------|---|------|---|------|---|------|---|------|---|------|---|
| Hillingdon Local Centre | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.2% | 0 | 0.0% | 0 |
|-------------------------|------|---|------|---|------|---|------|---|------|---|------|---|

### Zone 5

|                                                         |       |    |       |    |      |    |      |   |       |    |       |    |
|---------------------------------------------------------|-------|----|-------|----|------|----|------|---|-------|----|-------|----|
| Lidl, High Street, Uxbridge, UB8 1GB                    | 0.3%  | 3  | 0.6%  | 1  | 0.0% | 0  | 0.0% | 0 | 0.9%  | 1  | 0.0%  | 0  |
| Marks and Spencer (M&S), High Street, Uxbridge, UB8 1TL | 0.5%  | 4  | 0.5%  | 1  | 0.0% | 0  | 0.4% | 0 | 1.6%  | 2  | 0.0%  | 0  |
| Sainsbury's, York Road, Uxbridge, UB8 1QW               | 1.3%  | 11 | 0.0%  | 0  | 0.0% | 0  | 0.0% | 0 | 5.5%  | 8  | 3.8%  | 3  |
| Uxbridge Town Centre                                    | 10.9% | 93 | 12.3% | 25 | 4.2% | 13 | 4.0% | 5 | 23.2% | 36 | 20.3% | 15 |

### Outside Survey Area

|                                                                    |      |   |      |   |      |   |      |   |      |   |      |   |
|--------------------------------------------------------------------|------|---|------|---|------|---|------|---|------|---|------|---|
| Aldi, Adams Walk, Kingston upon Thames, KT1 1DF                    | 0.3% | 2 | 0.0% | 0 | 0.8% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Aldi, Hospital Road, Hounslow, TW3 3HY                             | 0.4% | 3 | 0.0% | 0 | 0.6% | 2 | 0.0% | 0 | 0.9% | 1 | 0.0% | 0 |
| Asda, Forty Lane, Wembley, HA9 9EX                                 | 0.2% | 2 | 0.0% | 0 | 0.6% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Asda, High Street, Harrow, HA3 7AE                                 | 0.2% | 2 | 0.0% | 0 | 0.6% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Asda, Ivy Bridge Retail Park, Twickenham Road, Twickenham, TW7 7DY | 0.3% | 2 | 0.0% | 0 | 0.8% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

Column %ges.

Hillingdon Household Survey  
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|                                                                                 | Total |    | Zone 1 |   | Zone 2 |    | Zone 3 |   | Zone 4 |   | Zone 5 |   |
|---------------------------------------------------------------------------------|-------|----|--------|---|--------|----|--------|---|--------|---|--------|---|
| B&M, Fairfield Road, West Drayton, UB7 8EY                                      | 0.2%  | 2  | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 2.5%   | 2 |
| B&M, Retail Park, Willow Tree Lane, Glencoe Road, London, UB4 9SN               | 0.6%  | 5  | 0.0%   | 0 | 0.0%   | 0  | 4.0%   | 5 | 0.0%   | 0 | 0.0%   | 0 |
| B&M, Slough Trading Estate, Montrose Avenue, Slough, SL1 4XP                    | 0.3%  | 2  | 0.0%   | 0 | 0.8%   | 2  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |
| B&M, St George's Shopping Centre, Harrow, HA1 1HS                               | 0.8%  | 7  | 1.7%   | 3 | 0.0%   | 0  | 3.0%   | 4 | 0.0%   | 0 | 0.0%   | 0 |
| B&M, The Blenheim Centre, Alexandra Road, Hounslow, TW3 1NL                     | 0.2%  | 1  | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.8%   | 1 | 0.0%   | 0 |
| B&Q, Glencoe Road, Hayes, UB4 9SN                                               | 0.4%  | 3  | 0.0%   | 0 | 0.0%   | 0  | 2.1%   | 3 | 0.5%   | 1 | 0.0%   | 0 |
| Brent Cross Shopping Centre, Prince Charles Drive, Brent Cross, London, NW4 3FP | 0.5%  | 4  | 0.2%   | 0 | 0.1%   | 0  | 1.4%   | 2 | 0.8%   | 1 | 0.0%   | 0 |
| Brent South Shopping Park, Brent Terrace, Brent Cross, London, NW2 1LS          | 0.2%  | 1  | 0.7%   | 1 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |
| Central London                                                                  | 1.3%  | 11 | 0.7%   | 1 | 2.8%   | 8  | 0.0%   | 0 | 0.0%   | 0 | 2.0%   | 1 |
| Colney Fields Shopping Park, London Colney, St Albans, AL2 1BW                  | 0.0%  | 0  | 0.2%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |
| Costco, Hartspring Lane, Bushey, WD25 8JS                                       | 0.1%  | 1  | 0.3%   | 1 | 0.1%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |
| Costco, Second Way, Wembley, HA9 0YJ                                            | 0.6%  | 5  | 0.0%   | 0 | 1.1%   | 3  | 1.5%   | 2 | 0.0%   | 0 | 0.0%   | 0 |
| Dhamecha Cash & Carry, Blyth Road, Hayes, UB3 1RY                               | 0.2%  | 2  | 0.0%   | 0 | 0.6%   | 2  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |
| Dunelm, Western Avenue, Greenford, UB6 8LZ                                      | 0.0%  | 0  | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.4%   | 0 |
| Ealing Broadway, The Broadway, London, W5 5JY                                   | 0.3%  | 3  | 0.2%   | 0 | 0.6%   | 2  | 0.4%   | 0 | 0.0%   | 0 | 0.0%   | 0 |
| Ealing Local Centre                                                             | 0.5%  | 5  | 0.0%   | 0 | 1.1%   | 3  | 0.7%   | 1 | 0.0%   | 0 | 0.4%   | 0 |
| Greenford Town Centre                                                           | 0.1%  | 0  | 0.0%   | 0 | 0.0%   | 0  | 0.4%   | 0 | 0.0%   | 0 | 0.0%   | 0 |
| Harrow Town Centre                                                              | 8.0%  | 68 | 1.9%   | 4 | 18.8%  | 56 | 4.0%   | 5 | 2.2%   | 3 | 0.0%   | 0 |
| Hayes Bridge Retail Park, Springfield Road, Hayes, UB4 0TU                      | 0.5%  | 4  | 0.7%   | 1 | 0.0%   | 0  | 2.2%   | 3 | 0.0%   | 0 | 0.0%   | 0 |
| Hayes Town Centre                                                               | 0.6%  | 5  | 0.0%   | 0 | 1.0%   | 3  | 0.7%   | 1 | 0.9%   | 1 | 0.0%   | 0 |
| Holmers Farm Way, Cressex Centre, High Wycombe, HP12 4NW                        | 0.0%  | 0  | 0.2%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |
| Home Bargains, Great Western Industrial, Armstrong Way, Southall, UB2 4SD       | 0.4%  | 3  | 0.7%   | 1 | 0.6%   | 2  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |
| Home Bargains, High Street, West Drayton, UB7 7GN                               | 0.2%  | 1  | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.9%   | 1 | 0.0%   | 0 |
| Home Bargains, Hospital Road, Hounslow, TW3 3HY                                 | 0.2%  | 1  | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.9%   | 1 | 0.0%   | 0 |
| Home Bargains, Ivy Bridge Retail Park, Twickenham Road, Twickenham, TW7 7DY     | 0.3%  | 2  | 0.0%   | 0 | 0.8%   | 2  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |
| Home Bargains, Weir Road, London, SW19 8UG                                      | 0.2%  | 2  | 0.0%   | 0 | 0.0%   | 0  | 1.4%   | 2 | 0.0%   | 0 | 0.0%   | 0 |
| John Lewis, Holmers Farm Way, Cressex Centre, High Wycombe, HP12 4NW            | 0.3%  | 3  | 0.8%   | 2 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 1.7%   | 1 |
| Kingston upon Thames Town Centre                                                | 0.1%  | 1  | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.2%   | 0 | 0.4%   | 0 |
| Lidl, Bridge Street, Pinner, HA5 3HZ                                            | 0.2%  | 1  | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.9%   | 1 | 0.0%   | 0 |
| Lidl, Broadway, London, W13 0SY                                                 | 0.2%  | 2  | 0.0%   | 0 | 0.6%   | 2  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |
| Lidl, Hayes Road,                                                               | 0.2%  | 2  | 0.0%   | 0 | 0.0%   | 0  | 1.5%   | 2 | 0.0%   | 0 | 0.0%   | 0 |

Hillingdon Household Survey  
for Lichfields

Weighted:

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|                                                                                      | Total | Zone 1 |      | Zone 2 |      | Zone 3 |      | Zone 4 |      | Zone 5 |      |   |
|--------------------------------------------------------------------------------------|-------|--------|------|--------|------|--------|------|--------|------|--------|------|---|
| Hounslow, Southall, UB2 5LN                                                          |       |        |      |        |      |        |      |        |      |        |      |   |
| Lidl, Uxbridge Road, London, UB4 0SB                                                 | 0.2%  | 2      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 1.3% | 2      | 0.0% | 0 |
| Lombardy Retail Park, Coldharbour Lane, Hayes, UB3 3EX                               | 2.3%  | 19     | 5.3% | 11     | 0.0% | 0      | 3.9% | 5      | 1.5% | 2      | 1.7% | 1 |
| London Designer Outlet, Wembley Park Boulevard, Wembley Park, Wembley, HA9 0FD       | 0.1%  | 0      | 0.0% | 0      | 0.0% | 0      | 0.4% | 0      | 0.0% | 0      | 0.0% | 0 |
| Marks and Spencer (M&S), St. Anns Road, Harrow, HA1 1NB                              | 0.1%  | 1      | 0.2% | 0      | 0.1% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Marylebone Local Centre                                                              | 0.0%  | 0      | 0.2% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Morrisons, The Waterside, High Street, Brentford, TW8 8EW                            | 0.2%  | 1      | 0.7% | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Morrisons, Uxbridge Road, Pinner, HA5 4QT                                            | 0.1%  | 0      | 0.0% | 0      | 0.1% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| North Harrow Local Centre                                                            | 0.2%  | 2      | 0.0% | 0      | 0.6% | 2      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Pinner Local Centre                                                                  | 0.7%  | 6      | 0.2% | 0      | 1.9% | 6      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Ruislip Local Centre                                                                 | 2.0%  | 17     | 5.4% | 11     | 1.1% | 3      | 0.4% | 0      | 1.1% | 2      | 0.9% | 1 |
| Sainsbury's, Lombardy Retail Park, Coldharbour Lane, Hayes, UB3 3EX                  | 0.2%  | 2      | 0.0% | 0      | 0.0% | 0      | 0.4% | 0      | 0.9% | 1      | 0.0% | 0 |
| Sainsbury's, Melbourne Avenue, London, W13 9BZ                                       | 0.2%  | 2      | 0.0% | 0      | 0.0% | 0      | 1.4% | 2      | 0.0% | 0      | 0.0% | 0 |
| Shepherd's Bush Local Centre                                                         | 0.2%  | 2      | 0.0% | 0      | 0.6% | 2      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Slough Retail Park, Bath Road, Slough, SL1 5AL                                       | 0.2%  | 2      | 1.0% | 2      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Southall Local Centre                                                                | 0.2%  | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.9% | 1      | 0.0% | 0 |
| Tesco Extra, Bulls Bridge Industrial Estate, Hayes Road, Hounslow, Southall, UB2 5NB | 0.2%  | 2      | 0.0% | 0      | 0.0% | 0      | 1.5% | 2      | 0.0% | 0      | 0.0% | 0 |
| Tesco Extra, Glencoe Road, Hayes, UB4 9SQ                                            | 0.3%  | 2      | 0.0% | 0      | 0.0% | 0      | 0.7% | 1      | 0.8% | 1      | 0.0% | 0 |
| Tesco Superstore, Ash Hill Drive, Pinner, HA5 2AG                                    | 0.4%  | 4      | 0.2% | 0      | 1.1% | 3      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Tesco Superstore, Frogmoor Wharf, Harefield Road, Rickmansworth, WD3 1LX             | 0.1%  | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 1.6% | 1 |
| Tesco Superstore, High Street, West Drayton, UB7 7FP                                 | 0.7%  | 6      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 8.4% | 6 |
| Tesco Superstore, Station Road, Harrow, HA1 2TU                                      | 0.3%  | 2      | 0.0% | 0      | 0.8% | 2      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Tesco Superstore, Western Avenue, Greenford, UB6 8DW                                 | 0.2%  | 2      | 0.0% | 0      | 0.6% | 2      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| The Broadwalk Shopping Centre, Station Road, Edgware, HA8 7BD                        | 0.2%  | 1      | 0.7% | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| The Harlequin, Watford, WD17 2UB                                                     | 0.2%  | 1      | 0.6% | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Upton Park Local Centre                                                              | 0.3%  | 2      | 0.0% | 0      | 0.0% | 0      | 1.8% | 2      | 0.0% | 0      | 0.0% | 0 |
| Waitrose, High Road, Harrow, HA3 6HF                                                 | 0.2%  | 2      | 0.0% | 0      | 0.6% | 2      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Waitrose, Kingsend, Ruislip, HA4 7DS                                                 | 0.3%  | 3      | 0.2% | 0      | 0.6% | 2      | 0.0% | 0      | 0.0% | 0      | 0.9% | 1 |
| Waterfields Shopping Park, Waterfields Way, Watford, WD17 2BD                        | 0.1%  | 1      | 0.0% | 0      | 0.3% | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Watford Town Centre                                                                  | 1.6%  | 13     | 1.2% | 2      | 3.3% | 10     | 0.0% | 0      | 0.0% | 0      | 1.6% | 1 |
| Wembley Local Centre                                                                 | 0.8%  | 7      | 1.0% | 2      | 0.6% | 2      | 1.5% | 2      | 0.9% | 1      | 0.0% | 0 |
| Westfield London, Ariel Way, London, W12 7GF                                         | 2.1%  | 18     | 0.7% | 1      | 0.7% | 2      | 5.0% | 6      | 4.8% | 7      | 0.9% | 1 |
| Westway Cross Retail Park, Greenford Road, Greenford, UB6 0UW                        | 1.2%  | 10     | 1.2% | 2      | 0.7% | 2      | 4.7% | 6      | 0.0% | 0      | 0.0% | 0 |

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|                       | Total |     | Zone 1 |     | Zone 2 |     | Zone 3 |     | Zone 4 |     | Zone 5 |     |
|-----------------------|-------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Windsor Town Centre   | 0.0%  | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.4%   | 0   |
| Yeading Local Centre  | 0.1%  | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.4%   | 0   | 0.0%   | 0   | 0.0%   | 0   |
| Others                |       |     |        |     |        |     |        |     |        |     |        |     |
| Internet / delivery   | 32.7% | 279 | 32.6%  | 66  | 31.6%  | 94  | 23.3%  | 29  | 36.6%  | 57  | 45.1%  | 33  |
| (Don't know / varies) | 6.3%  | 54  | 6.0%   | 12  | 8.8%   | 26  | 3.4%   | 4   | 7.1%   | 11  | 0.9%   | 1   |
| Weighted base:        |       | 853 |        | 202 |        | 296 |        | 126 |        | 155 |        | 74  |
| Sample:               |       | 853 |        | 251 |        | 254 |        | 98  |        | 150 |        | 100 |

# Hillingdon Household Survey for Lichfields

Weighted:

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|                                                                                                                                             | Total |     | Zone 1 |    | Zone 2 |    | Zone 3 |    | Zone 4 |    | Zone 5 |    |
|---------------------------------------------------------------------------------------------------------------------------------------------|-------|-----|--------|----|--------|----|--------|----|--------|----|--------|----|
| <b>Q10 What are your main reasons for visiting LOCATION MENTIONED AT Q09 for the majority of your household's non-food shopping? [MR]</b>   |       |     |        |    |        |    |        |    |        |    |        |    |
| <i>Excluding those who do their non-food shopping via the internet at Q09 or 'Don't know' where they do they do their non-food shopping</i> |       |     |        |    |        |    |        |    |        |    |        |    |
| Close to home                                                                                                                               | 34.4% | 179 | 45.7%  | 57 | 30.1%  | 53 | 20.1%  | 19 | 41.1%  | 36 | 36.9%  | 15 |
| Shops - good range of non-food shops generally                                                                                              | 23.3% | 121 | 29.0%  | 36 | 16.9%  | 30 | 27.6%  | 26 | 21.2%  | 18 | 28.4%  | 11 |
| Shops - good range of 'high street' retailers                                                                                               | 20.8% | 108 | 30.5%  | 38 | 19.0%  | 34 | 11.4%  | 11 | 15.1%  | 13 | 32.8%  | 13 |
| Good cafés / restaurants                                                                                                                    | 16.4% | 85  | 25.1%  | 31 | 12.3%  | 22 | 14.4%  | 13 | 14.6%  | 13 | 16.3%  | 7  |
| Clean streets / well maintained                                                                                                             | 16.3% | 85  | 27.9%  | 34 | 11.8%  | 21 | 16.0%  | 15 | 10.3%  | 9  | 13.9%  | 6  |
| Shops - good range of clothes shops                                                                                                         | 15.8% | 82  | 29.2%  | 36 | 14.2%  | 25 | 11.9%  | 11 | 8.7%   | 8  | 6.2%   | 2  |
| Good market                                                                                                                                 | 14.9% | 78  | 21.9%  | 27 | 6.6%   | 12 | 16.4%  | 15 | 17.5%  | 15 | 21.5%  | 9  |
| Shops - good range of affordable shops                                                                                                      | 14.4% | 75  | 20.8%  | 26 | 14.9%  | 26 | 9.9%   | 9  | 9.2%   | 8  | 14.7%  | 6  |
| Parking - it's easy to find a space                                                                                                         | 13.7% | 71  | 20.4%  | 25 | 10.9%  | 19 | 15.0%  | 14 | 7.8%   | 7  | 15.5%  | 6  |
| Shops - good range of independent shops                                                                                                     | 12.8% | 67  | 22.5%  | 28 | 6.7%   | 12 | 10.0%  | 9  | 12.3%  | 11 | 17.7%  | 7  |
| Good seating areas                                                                                                                          | 12.1% | 63  | 26.2%  | 32 | 2.4%   | 4  | 10.0%  | 9  | 10.3%  | 9  | 19.9%  | 8  |
| Good bus service                                                                                                                            | 11.9% | 62  | 13.6%  | 17 | 10.4%  | 18 | 18.1%  | 17 | 8.7%   | 8  | 6.2%   | 2  |
| Attractive environment / nice place                                                                                                         | 11.4% | 59  | 12.1%  | 15 | 11.0%  | 19 | 8.6%   | 8  | 12.2%  | 11 | 16.2%  | 7  |
| Diverse / multi-cultural                                                                                                                    | 11.3% | 59  | 18.0%  | 22 | 3.7%   | 7  | 19.3%  | 18 | 9.5%   | 8  | 9.1%   | 4  |
| Good for a day out                                                                                                                          | 11.0% | 57  | 20.0%  | 25 | 8.0%   | 14 | 4.0%   | 4  | 14.2%  | 12 | 6.2%   | 2  |
| Good toilet facilities                                                                                                                      | 10.4% | 54  | 13.7%  | 17 | 5.7%   | 10 | 9.0%   | 8  | 11.1%  | 10 | 23.1%  | 9  |
| Shops - good opening hours / open on Sundays                                                                                                | 10.3% | 53  | 14.4%  | 18 | 11.8%  | 21 | 9.5%   | 9  | 3.2%   | 3  | 7.7%   | 3  |
| Familiar / know where everything is                                                                                                         | 9.3%  | 48  | 9.5%   | 12 | 9.4%   | 17 | 7.9%   | 7  | 9.1%   | 8  | 11.6%  | 5  |
| Nice atmosphere / friendly people                                                                                                           | 8.0%  | 42  | 15.0%  | 19 | 4.2%   | 8  | 4.1%   | 4  | 10.0%  | 9  | 7.6%   | 3  |
| Shops - good range of quality shops                                                                                                         | 8.0%  | 42  | 15.3%  | 19 | 3.3%   | 6  | 3.9%   | 4  | 7.8%   | 7  | 16.2%  | 6  |
| Good layout / shops close together                                                                                                          | 7.8%  | 40  | 12.9%  | 16 | 1.4%   | 2  | 6.5%   | 6  | 11.9%  | 10 | 13.9%  | 6  |
| Close to friends / relatives                                                                                                                | 7.7%  | 40  | 10.6%  | 13 | 3.8%   | 7  | 13.4%  | 12 | 6.4%   | 6  | 6.1%   | 2  |
| Close to work / en route to work                                                                                                            | 7.7%  | 40  | 15.8%  | 20 | 6.6%   | 12 | 4.6%   | 4  | 0.4%   | 0  | 10.8%  | 4  |
| Has undercover shopping                                                                                                                     | 7.6%  | 40  | 12.3%  | 15 | 3.5%   | 6  | 4.5%   | 4  | 11.2%  | 10 | 10.8%  | 4  |
| Good for financial services (e.g. banks / building societies)                                                                               | 7.3%  | 38  | 18.5%  | 23 | 2.8%   | 5  | 4.0%   | 4  | 6.0%   | 5  | 3.1%   | 1  |
| Pedestrianised areas                                                                                                                        | 7.2%  | 37  | 11.5%  | 14 | 6.6%   | 12 | 4.8%   | 4  | 4.0%   | 3  | 9.1%   | 4  |
| Like to support local businesses                                                                                                            | 7.1%  | 37  | 18.6%  | 23 | 1.9%   | 3  | 0.0%   | 0  | 10.8%  | 9  | 3.2%   | 1  |
| Shops - good range of charity shops                                                                                                         | 6.7%  | 35  | 16.0%  | 20 | 0.9%   | 2  | 4.6%   | 4  | 7.9%   | 7  | 6.2%   | 2  |
| Good leisure facilities (e.g. leisure centres, cinema, health and fitness clubs, etc)                                                       | 6.6%  | 34  | 12.0%  | 15 | 2.4%   | 4  | 4.0%   | 4  | 7.0%   | 6  | 13.9%  | 6  |
| Good train service                                                                                                                          | 6.2%  | 32  | 10.1%  | 12 | 3.8%   | 7  | 5.1%   | 5  | 4.4%   | 4  | 10.8%  | 4  |
| Parking - it's free                                                                                                                         | 5.9%  | 31  | 3.5%   | 4  | 8.6%   | 15 | 9.4%   | 9  | 1.5%   | 1  | 2.9%   | 1  |
| Good range of other services (e.g. library, hairdresser, vets etc.)                                                                         | 5.2%  | 27  | 11.0%  | 14 | 3.8%   | 7  | 6.0%   | 6  | 1.6%   | 1  | 0.0%   | 0  |
| You can get everything you need there                                                                                                       | 5.2%  | 27  | 3.6%   | 4  | 4.2%   | 7  | 2.5%   | 2  | 11.3%  | 10 | 7.0%   | 3  |
| Good range of health services (e.g. doctors, dentists, opticians etc.)                                                                      | 4.7%  | 24  | 12.5%  | 15 | 0.2%   | 0  | 2.0%   | 2  | 4.0%   | 3  | 7.7%   | 3  |
| Shops - good range of bakers / butchers / greengrocers                                                                                      | 4.6%  | 24  | 11.2%  | 14 | 2.8%   | 5  | 2.4%   | 2  | 0.0%   | 0  | 7.7%   | 3  |
| Shops - good range of supermarkets                                                                                                          | 4.6%  | 24  | 9.3%   | 11 | 2.6%   | 5  | 2.5%   | 2  | 2.4%   | 2  | 8.5%   | 3  |
| Easy to get there on foot                                                                                                                   | 4.1%  | 21  | 8.7%   | 11 | 0.9%   | 2  | 4.6%   | 4  | 2.0%   | 2  | 7.6%   | 3  |
| Open / green spaces                                                                                                                         | 3.9%  | 20  | 11.0%  | 14 | 0.0%   | 0  | 0.0%   | 0  | 3.9%   | 3  | 7.7%   | 3  |
| Good pubs / bars                                                                                                                            | 3.7%  | 19  | 6.0%   | 7  | 1.9%   | 3  | 2.0%   | 2  | 6.3%   | 5  | 3.1%   | 1  |
| Parking - it's cheap                                                                                                                        | 3.2%  | 16  | 3.8%   | 5  | 1.0%   | 2  | 10.9%  | 10 | 0.0%   | 0  | 0.0%   | 0  |
| Good disabled access                                                                                                                        | 2.8%  | 15  | 6.0%   | 7  | 2.9%   | 5  | 0.5%   | 0  | 0.0%   | 0  | 4.6%   | 2  |
| Traditional / quaint                                                                                                                        | 2.8%  | 14  | 5.5%   | 7  | 1.4%   | 2  | 2.9%   | 3  | 2.3%   | 2  | 0.8%   | 0  |
| Quiet / not too busy                                                                                                                        | 2.1%  | 11  | 3.0%   | 4  | 1.4%   | 2  | 5.0%   | 5  | 0.0%   | 0  | 0.0%   | 0  |

Column %ges.

# Hillingdon Household Survey for Lichfields

Weighted:

July 2025

|                                              | Total | Zone 1 |      | Zone 2 |      | Zone 3 |       | Zone 4 |       | Zone 5 |      |    |
|----------------------------------------------|-------|--------|------|--------|------|--------|-------|--------|-------|--------|------|----|
| Get staff discount                           | 0.8%  | 4      | 1.0% | 1      | 0.9% | 2      | 0.0%  | 0      | 1.6%  | 1      | 0.0% | 0  |
| Easy to get to by car                        | 0.8%  | 4      | 0.3% | 0      | 0.2% | 0      | 2.4%  | 2      | 0.0%  | 0      | 3.1% | 1  |
| Specific store - John Lewis                  | 0.6%  | 3      | 0.0% | 0      | 0.5% | 1      | 1.9%  | 2      | 0.0%  | 0      | 0.8% | 0  |
| Specific store - M&S                         | 0.6%  | 3      | 0.6% | 1      | 0.2% | 0      | 0.5%  | 0      | 0.0%  | 0      | 3.2% | 1  |
| Habit                                        | 0.5%  | 3      | 0.3% | 0      | 1.2% | 2      | 0.0%  | 0      | 0.0%  | 0      | 0.8% | 0  |
| Convenient                                   | 0.5%  | 2      | 0.3% | 0      | 0.0% | 0      | 0.0%  | 0      | 2.3%  | 2      | 0.0% | 0  |
| Specific store - Argos                       | 0.4%  | 2      | 0.0% | 0      | 0.9% | 2      | 0.0%  | 0      | 0.4%  | 0      | 0.0% | 0  |
| Close to place of worship                    | 0.3%  | 2      | 0.0% | 0      | 1.0% | 2      | 0.0%  | 0      | 0.0%  | 0      | 0.0% | 0  |
| Preference for specific retailer             | 0.3%  | 2      | 1.3% | 2      | 0.0% | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0% | 0  |
| Dislike internet shopping                    | 0.1%  | 1      | 0.3% | 0      | 0.0% | 0      | 0.0%  | 0      | 0.4%  | 0      | 0.0% | 0  |
| Close to other shops / services / facilities | 0.1%  | 0      | 0.0% | 0      | 0.2% | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0% | 0  |
| Specific store - Robert Dyas                 | 0.1%  | 0      | 0.0% | 0      | 0.2% | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0% | 0  |
| Specific store - Dunelm                      | 0.1%  | 0      | 0.0% | 0      | 0.2% | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0% | 0  |
| Specific store - B&Q                         | 0.1%  | 0      | 0.0% | 0      | 0.0% | 0      | 0.0%  | 0      | 0.4%  | 0      | 0.0% | 0  |
| Has a petrol station                         | 0.1%  | 0      | 0.3% | 0      | 0.0% | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0% | 0  |
| Specific store - Currys                      | 0.1%  | 0      | 0.0% | 0      | 0.0% | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.8% | 0  |
| Large store                                  | 0.1%  | 0      | 0.0% | 0      | 0.0% | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.8% | 0  |
| Specific store - The Range                   | 0.1%  | 0      | 0.0% | 0      | 0.0% | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.8% | 0  |
| Specific store - Next                        | 0.1%  | 0      | 0.0% | 0      | 0.0% | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.8% | 0  |
| Other                                        | 0.0%  | 0      | 0.0% | 0      | 0.0% | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0% | 0  |
| (No reason)                                  | 7.7%  | 40     | 5.2% | 6      | 5.9% | 10     | 13.4% | 12     | 11.1% | 10     | 2.9% | 1  |
| (Don't know)                                 | 0.7%  | 4      | 0.3% | 0      | 1.2% | 2      | 0.0%  | 0      | 1.6%  | 1      | 0.0% | 0  |
| Weighted base:                               |       | 520    |      | 124    |      | 177    |       | 93     |       | 87     |      | 40 |
| Sample:                                      |       | 538    |      | 165    |      | 154    |       | 69     |       | 92     |      | 58 |

**Q11 How do you usually travel to LOCATION MENTIONED AT Q09?***Excluding those who do their non-food shopping via the internet at Q09 or 'Don't know' where they do they do their non-food shopping*

|                                               |       |     |       |     |       |     |       |    |       |    |       |    |
|-----------------------------------------------|-------|-----|-------|-----|-------|-----|-------|----|-------|----|-------|----|
| Car / van (as driver)                         | 43.2% | 225 | 49.7% | 61  | 40.0% | 71  | 50.8% | 47 | 35.3% | 31 | 37.0% | 15 |
| Car / van (as passenger)                      | 11.4% | 59  | 16.6% | 20  | 6.4%  | 11  | 15.5% | 14 | 9.5%  | 8  | 11.6% | 5  |
| Bus, minibus or coach                         | 20.1% | 104 | 10.5% | 13  | 20.6% | 36  | 22.5% | 21 | 30.0% | 26 | 19.9% | 8  |
| Motorcycle, scooter or moped                  | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Walk                                          | 11.3% | 59  | 10.5% | 13  | 12.5% | 22  | 5.9%  | 5  | 13.0% | 11 | 17.5% | 7  |
| Taxi                                          | 0.5%  | 3   | 1.6%  | 2   | 0.2%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.8%  | 0  |
| Underground / Tube                            | 4.9%  | 25  | 2.8%  | 3   | 6.6%  | 12  | 2.0%  | 2  | 7.6%  | 7  | 4.5%  | 2  |
| Train                                         | 6.7%  | 35  | 6.6%  | 8   | 10.7% | 19  | 3.4%  | 3  | 1.5%  | 1  | 7.8%  | 3  |
| Bicycle                                       | 1.0%  | 5   | 0.0%  | 0   | 2.9%  | 5   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Disability vehicle (scooter, wheelchair etc.) | 0.6%  | 3   | 0.6%  | 1   | 0.0%  | 0   | 0.0%  | 0  | 3.1%  | 3  | 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)                         | 0.3%  | 2   | 1.1%  | 1   | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.8%  | 0  |
| Weighted base:                                |       | 520 |       | 124 |       | 177 |       | 93 |       | 87 |       | 40 |
| Sample:                                       |       | 538 |       | 165 |       | 154 |       | 69 |       | 92 |       | 58 |

Hillingdon Household Survey  
for Lichfields

Weighted:

July 2025

|                                                                                  | Total | Zone 1 |       | Zone 2 |       | Zone 3 |       | Zone 4 |       | Zone 5 |       |   |
|----------------------------------------------------------------------------------|-------|--------|-------|--------|-------|--------|-------|--------|-------|--------|-------|---|
| Q12 Where did your household last buy clothes, footwear and other fashion goods? |       |        |       |        |       |        |       |        |       |        |       |   |
| Zone 1                                                                           |       |        |       |        |       |        |       |        |       |        |       |   |
| Asda, Old Dairy Lane, Ruislip, HA4 0FY                                           | 0.6%  | 5      | 0.9%  | 2      | 0.5%  | 2      | 1.4%  | 2      | 0.0%  | 0      | 0.0%  | 0 |
| Eastcote Local Centre                                                            | 0.1%  | 1      | 0.5%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0 |
| John Sanders, High Street, Ruislip, HA4 8JB                                      | 0.2%  | 2      | 0.9%  | 2      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0 |
| Ruislip Retail Park, Victoria Road, Ruislip, HA4 0QE                             | 0.5%  | 4      | 1.2%  | 2      | 0.0%  | 0      | 1.5%  | 2      | 0.0%  | 0      | 0.0%  | 0 |
| Sainsbury's, Long Drive, Ruislip, HA4 0HQ                                        | 0.8%  | 7      | 1.9%  | 4      | 1.0%  | 3      | 0.4%  | 0      | 0.0%  | 0      | 0.0%  | 0 |
| Victoria Retail Park, Crown Road, Ruislip, HA4 0AJ                               | 0.7%  | 6      | 3.2%  | 6      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0 |
| Zone 2                                                                           |       |        |       |        |       |        |       |        |       |        |       |   |
| Sainsbury's, Barbers Walk, Pinner, HA5 5LU                                       | 0.1%  | 0      | 0.0%  | 0      | 0.1%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0 |
| South Harrow Local Centre                                                        | 0.1%  | 1      | 0.0%  | 0      | 0.3%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0 |
| Zone 3                                                                           |       |        |       |        |       |        |       |        |       |        |       |   |
| Northolt Town Centre                                                             | 0.5%  | 5      | 0.0%  | 0      | 0.0%  | 0      | 3.6%  | 5      | 0.0%  | 0      | 0.0%  | 0 |
| Zone 4                                                                           |       |        |       |        |       |        |       |        |       |        |       |   |
| Zone 5                                                                           |       |        |       |        |       |        |       |        |       |        |       |   |
| Marks and Spencer (M&S), High Street, Uxbridge, UB8 1TL                          | 3.1%  | 26     | 5.2%  | 10     | 0.6%  | 2      | 0.4%  | 0      | 3.9%  | 6      | 10.0% | 7 |
| Sainsbury's, York Road, Uxbridge, UB8 1QW                                        | 0.2%  | 2      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.8%  | 1      | 0.4%  | 0 |
| Uxbridge Town Centre                                                             | 9.6%  | 81     | 10.7% | 22     | 2.5%  | 8      | 10.9% | 14     | 19.0% | 29     | 12.5% | 9 |
| Outside Survey Area                                                              |       |        |       |        |       |        |       |        |       |        |       |   |
| B&M, Fairfield Road, West Drayton, UB7 8EY                                       | 0.1%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 1.7%  | 1 |
| B&M, Retail Park, Willow Tree Lane, Glencoe Road, London, UB4 9SN                | 0.3%  | 3      | 1.4%  | 3      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0 |
| B&Q, Glencoe Road, Hayes, UB4 9SN                                                | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.2%  | 0      | 0.0%  | 0 |
| Brent Cross Shopping Centre, Prince Charles Drive, Brent Cross, London, NW4 3FP  | 1.2%  | 11     | 2.5%  | 5      | 0.1%  | 0      | 1.5%  | 2      | 0.9%  | 1      | 2.5%  | 2 |
| Brent South Shopping Park, Brent Terrace, Brent Cross, London, NW2 1LS           | 0.5%  | 4      | 1.4%  | 3      | 0.6%  | 2      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0 |
| Central London                                                                   | 2.6%  | 22     | 1.5%  | 3      | 3.8%  | 11     | 1.5%  | 2      | 3.2%  | 5      | 0.9%  | 1 |
| Cheltenham Town Centre                                                           | 0.1%  | 0      | 0.0%  | 0      | 0.1%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0 |
| Colney Fields Shopping Park, London Colney, St Albans, AL2 1BW                   | 0.2%  | 1      | 0.6%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0 |
| Costco, Hartspring Lane, Bushey, WD25 8JS                                        | 0.1%  | 0      | 0.0%  | 0      | 0.1%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0 |
| Cowes Town Centre                                                                | 0.0%  | 0      | 0.2%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0 |
| Criccieth Town Centre                                                            | 0.1%  | 0      | 0.0%  | 0      | 0.1%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0 |
| Designer Outlet Ashford, Kimberley Way, Ashford, TN24 0SD                        | 0.2%  | 2      | 0.0%  | 0      | 0.6%  | 2      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0 |
| Designer Outlet Bridgend, Derwen, Bridgend, CF32 9SU                             | 0.2%  | 2      | 0.0%  | 0      | 0.6%  | 2      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0 |
| Ealing Broadway, The Broadway, London, W5 5JY                                    | 0.1%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.4%  | 0      | 0.0%  | 0      | 0.0%  | 0 |
| Ealing Local Centre                                                              | 0.5%  | 4      | 1.7%  | 3      | 0.0%  | 0      | 0.7%  | 1      | 0.0%  | 0      | 0.0%  | 0 |
| Flowerland, Norwood Lane, Iver, SL0 0EW                                          | 0.0%  | 0      | 0.2%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0 |
| Greenford Town Centre                                                            | 0.1%  | 1      | 0.0%  | 0      | 0.1%  | 0      | 0.4%  | 0      | 0.0%  | 0      | 0.0%  | 0 |
| Harrow Garden Centre, Headstone Lane, Harrow, HA2 6NB                            | 0.2%  | 2      | 0.0%  | 0      | 0.6%  | 2      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0 |
| Harrow Town Centre                                                               | 7.5%  | 64     | 2.9%  | 6      | 18.3% | 54     | 2.1%  | 3      | 0.9%  | 1      | 0.0%  | 0 |
| Hastings Town Centre                                                             | 0.0%  | 0      | 0.2%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0 |
| Hayes Bridge Retail Park, Springfield Road, Hayes, UB4 0TU                       | 0.2%  | 2      | 1.0%  | 2      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0 |
| Hayes Town Centre                                                                | 0.1%  | 1      | 0.0%  | 0      | 0.1%  | 0      | 0.0%  | 0      | 0.2%  | 0      | 0.0%  | 0 |

# Hillingdon Household Survey for Lichfields

Weighted:

July 2025

|                                                                                 | Total | Zone 1 |      | Zone 2 |      | Zone 3 |       | Zone 4 |      | Zone 5 |      |   |
|---------------------------------------------------------------------------------|-------|--------|------|--------|------|--------|-------|--------|------|--------|------|---|
| High Wycombe Town Centre                                                        | 0.1%  | 1      | 0.2% | 0      | 0.0% | 0      | 0.4%  | 0      | 0.0% | 0      | 0.0% | 0 |
| Hinckley Town Centre                                                            | 0.2%  | 2      | 0.0% | 0      | 0.5% | 2      | 0.0%  | 0      | 0.0% | 0      | 0.0% | 0 |
| Hounslow Local Centre                                                           | 0.5%  | 4      | 0.0% | 0      | 0.8% | 2      | 1.4%  | 2      | 0.0% | 0      | 0.0% | 0 |
| Hove Local Centre                                                               | 0.2%  | 2      | 0.0% | 0      | 0.5% | 2      | 0.0%  | 0      | 0.0% | 0      | 0.0% | 0 |
| John Lewis, Holmers Farm Way, Cressex Centre, High Wycombe, HP12 4NW            | 0.6%  | 5      | 0.3% | 1      | 0.3% | 1      | 0.0%  | 0      | 0.2% | 0      | 4.1% | 3 |
| John Lewis, Oxford Street, London, W1C 1DX                                      | 0.0%  | 0      | 0.2% | 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      | 0.2% | 0      | 0.4% | 0 |
| Lombardy Retail Park, Coldharbour Lane, Hayes, UB3 3EX                          | 2.5%  | 22     | 2.1% | 4      | 0.0% | 0      | 12.3% | 16     | 1.1% | 2      | 0.0% | 0 |
| London Colney Village Centre                                                    | 0.1%  | 0      | 0.0% | 0      | 0.1% | 0      | 0.0%  | 0      | 0.0% | 0      | 0.0% | 0 |
| London Designer Outlet, Wembley Park Boulevard, Wembley Park, Wembley, HA9 0FD  | 0.7%  | 6      | 1.2% | 2      | 0.1% | 0      | 0.4%  | 0      | 1.1% | 2      | 1.7% | 1 |
| Marks and Spencer (M&S), Barnet Road, London Colney, St Albans, AL2 1AB         | 0.0%  | 0      | 0.2% | 0      | 0.0% | 0      | 0.0%  | 0      | 0.0% | 0      | 0.0% | 0 |
| Marks and Spencer (M&S), Clifton Drive South, The Broadway, London, W5 5JW      | 0.2%  | 1      | 0.2% | 0      | 0.0% | 0      | 0.7%  | 1      | 0.0% | 0      | 0.0% | 0 |
| Marks and Spencer (M&S), High Street, Watford, WD17 2DH                         | 0.1%  | 1      | 0.3% | 1      | 0.1% | 0      | 0.0%  | 0      | 0.0% | 0      | 0.0% | 0 |
| Marks and Spencer (M&S), Marlowes, Hemel Hempstead, HP1 1BL                     | 0.1%  | 0      | 0.0% | 0      | 0.0% | 0      | 0.4%  | 0      | 0.0% | 0      | 0.0% | 0 |
| Marks and Spencer (M&S), Oxford Street, London, W1C 1AP                         | 0.3%  | 3      | 0.6% | 1      | 0.0% | 0      | 0.0%  | 0      | 0.9% | 1      | 0.0% | 0 |
| Marks and Spencer (M&S), St. Anns Road, Harrow, HA1 1NB                         | 1.6%  | 14     | 1.0% | 2      | 1.6% | 5      | 5.8%  | 7      | 0.0% | 0      | 0.0% | 0 |
| Marks and Spencer (M&S), The Willows, Nicholson Road, Torquay, TQ2 7XA          | 0.0%  | 0      | 0.2% | 0      | 0.0% | 0      | 0.0%  | 0      | 0.0% | 0      | 0.0% | 0 |
| Marylebone Local Centre                                                         | 0.0%  | 0      | 0.2% | 0      | 0.0% | 0      | 0.0%  | 0      | 0.0% | 0      | 0.0% | 0 |
| Matalan, Pump Lane, Hayes, UB3 3NB                                              | 0.1%  | 0      | 0.0% | 0      | 0.0% | 0      | 0.4%  | 0      | 0.0% | 0      | 0.0% | 0 |
| Milton Keynes City Centre                                                       | 0.0%  | 0      | 0.2% | 0      | 0.0% | 0      | 0.0%  | 0      | 0.0% | 0      | 0.0% | 0 |
| Morrisons, Trident Point, Pinner Road, Harrow, HA1 4BB                          | 0.1%  | 0      | 0.0% | 0      | 0.1% | 0      | 0.0%  | 0      | 0.0% | 0      | 0.0% | 0 |
| Neasden Local Centre                                                            | 0.1%  | 0      | 0.0% | 0      | 0.1% | 0      | 0.0%  | 0      | 0.0% | 0      | 0.0% | 0 |
| Next, Jubilee Place, London, E14 5NY                                            | 0.2%  | 2      | 0.0% | 0      | 0.6% | 2      | 0.0%  | 0      | 0.0% | 0      | 0.0% | 0 |
| Next, St. Anns Road, Harrow, HA1 1JX                                            | 0.3%  | 3      | 0.0% | 0      | 0.0% | 0      | 2.2%  | 3      | 0.0% | 0      | 0.0% | 0 |
| Oxford City Centre                                                              | 0.0%  | 0      | 0.2% | 0      | 0.0% | 0      | 0.0%  | 0      | 0.0% | 0      | 0.0% | 0 |
| Pinner Local Centre                                                             | 0.3%  | 3      | 0.8% | 2      | 0.4% | 1      | 0.0%  | 0      | 0.0% | 0      | 0.0% | 0 |
| Primark, Ealing Broadway Centre, London, W5 5JY                                 | 0.3%  | 2      | 0.0% | 0      | 0.8% | 2      | 0.0%  | 0      | 0.0% | 0      | 0.0% | 0 |
| Primark, High Road, Wembley, HA9 7BS                                            | 0.8%  | 7      | 0.7% | 1      | 0.6% | 2      | 2.9%  | 4      | 0.0% | 0      | 0.0% | 0 |
| Primark, St Ann's Shopping Centre, Harrow, HA1 1AT                              | 0.4%  | 3      | 0.0% | 0      | 1.1% | 3      | 0.0%  | 0      | 0.0% | 0      | 0.0% | 0 |
| Ramsgate Town Centre                                                            | 0.0%  | 0      | 0.2% | 0      | 0.0% | 0      | 0.0%  | 0      | 0.0% | 0      | 0.0% | 0 |
| Ruislip Local Centre                                                            | 1.7%  | 15     | 3.5% | 7      | 0.3% | 1      | 2.2%  | 3      | 1.9% | 3      | 1.3% | 1 |
| Skechers Factory Outlet, Wembley Park Boulevard, Wembley Park, Wembley, HA9 0TG | 0.0%  | 0      | 0.0% | 0      | 0.0% | 0      | 0.0%  | 0      | 0.0% | 0      | 0.4% | 0 |
| Southall Local Centre                                                           | 1.1%  | 10     | 0.7% | 1      | 1.7% | 5      | 1.5%  | 2      | 0.9% | 1      | 0.0% | 0 |
| Squire's Garden Centre, Common Road, Harrow,                                    | 0.2%  | 1      | 0.0% | 0      | 0.0% | 0      | 0.0%  | 0      | 0.9% | 1      | 0.0% | 0 |

Column %ges.

|                                                                              | Total | Zone 1 |       | Zone 2 |       | Zone 3 |       | Zone 4 |       | Zone 5 |       |    |
|------------------------------------------------------------------------------|-------|--------|-------|--------|-------|--------|-------|--------|-------|--------|-------|----|
| Stanmore, HA7 3JF                                                            |       |        |       |        |       |        |       |        |       |        |       |    |
| Stanmore Local Centre                                                        | 0.1%  | 0      | 0.0%  | 0      | 0.1%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0  |
| Sunbury-on-Thames Town Centre                                                | 0.1%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.4%  | 0      | 0.0%  | 0      | 0.0%  | 0  |
| Tesco Extra, Glencoe Road, Hayes, UB4 9SQ                                    | 0.2%  | 1      | 0.6%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0  |
| Tesco Extra, Lower High Street, Watford, WD17 2BD                            | 0.2%  | 2      | 0.0%  | 0      | 0.5%  | 2      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0  |
| Tesco Superstore, Ash Hill Drive, Pinner, HA5 2AG                            | 0.2%  | 2      | 0.0%  | 0      | 0.5%  | 2      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0  |
| The Edinburgh Woollen Mill, High Street, Ruislip, HA4 7AA                    | 0.1%  | 1      | 0.3%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0  |
| The Harlequin, Watford, WD17 2UB                                             | 0.2%  | 1      | 0.6%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0  |
| The Mall Wood Green, High Road, London, N22 6YQ                              | 0.2%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.9%  | 1      | 0.0%  | 0  |
| Tralee Town Centre                                                           | 0.1%  | 0      | 0.0%  | 0      | 0.1%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0  |
| Two Rivers Shopping Centre, Mustard Mill Road, Staines-upon-Thames, TW18 4WB | 0.2%  | 1      | 0.6%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0  |
| Upton Park Local Centre                                                      | 0.5%  | 4      | 0.0%  | 0      | 0.0%  | 0      | 1.8%  | 2      | 1.3%  | 2      | 0.0%  | 0  |
| Waitrose, Westfield London Shopping Centre, Ariel Way, London, W12 7GA       | 0.2%  | 2      | 0.0%  | 0      | 0.5%  | 2      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0  |
| Waterfields Shopping Park, Waterfields Way, Watford, WD17 2BD                | 0.2%  | 2      | 0.3%  | 1      | 0.3%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0  |
| Watford Town Centre                                                          | 1.4%  | 12     | 1.0%  | 2      | 3.4%  | 10     | 0.0%  | 0      | 0.0%  | 0      | 0.4%  | 0  |
| Wembley Local Centre                                                         | 0.5%  | 5      | 0.0%  | 0      | 0.0%  | 0      | 3.6%  | 5      | 0.0%  | 0      | 0.0%  | 0  |
| West Drayton Town Centre                                                     | 0.2%  | 1      | 0.7%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0  |
| Westfield London, Ariel Way, London, W12 7GF                                 | 3.2%  | 27     | 0.5%  | 1      | 3.5%  | 10     | 3.6%  | 5      | 7.0%  | 11     | 0.4%  | 0  |
| Westfield Stratford City, Montfichet Road, London, E20 1EJ                   | 0.8%  | 7      | 0.7%  | 1      | 2.0%  | 6      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0  |
| Westway Cross Retail Park, Greenford Road, Greenford, UB6 0UW                | 0.7%  | 6      | 0.2%  | 0      | 0.7%  | 2      | 1.5%  | 2      | 0.9%  | 1      | 0.0%  | 0  |
| Wexham Local Centre                                                          | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.4%  | 0  |
| Wide Fit Shoes, Kenton Park Parade, Kenton Road, Harrow, HA3 8DN             | 0.1%  | 0      | 0.0%  | 0      | 0.1%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0  |
| Others                                                                       |       |        |       |        |       |        |       |        |       |        |       |    |
| Abroad                                                                       | 1.8%  | 15     | 1.5%  | 3      | 3.1%  | 9      | 0.0%  | 0      | 0.9%  | 1      | 2.1%  | 2  |
| Internet / delivery                                                          | 35.6% | 303    | 33.4% | 67     | 33.3% | 99     | 25.8% | 33     | 42.8% | 66     | 52.0% | 39 |
| Mail order / catalogue                                                       | 1.7%  | 14     | 1.0%  | 2      | 0.6%  | 2      | 0.7%  | 1      | 2.9%  | 4      | 6.6%  | 5  |
| TV shopping                                                                  | 0.1%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 0.7%  | 1      | 0.0%  | 0      | 0.0%  | 0  |
| (Don't know / can't remember)                                                | 7.1%  | 60     | 5.8%  | 12     | 10.0% | 30     | 5.8%  | 7      | 6.6%  | 10     | 2.1%  | 2  |
| (Don't do this type of shopping)                                             | 0.9%  | 8      | 2.0%  | 4      | 0.7%  | 2      | 0.7%  | 1      | 0.2%  | 0      | 0.0%  | 0  |
| Weighted base:                                                               | 853   |        | 202   |        | 296   |        | 126   |        | 155   |        | 74    |    |
| Sample:                                                                      | 853   |        | 251   |        | 254   |        | 98    |        | 150   |        | 100   |    |

# Hillingdon Household Survey for Lichfields

Weighted:

July 2025

|                                                                                        | Total | Zone 1 |       | Zone 2 |      | Zone 3 |      | Zone 4 |      | Zone 5 |      |   |
|----------------------------------------------------------------------------------------|-------|--------|-------|--------|------|--------|------|--------|------|--------|------|---|
| Q13 Where did your household last buy furniture, soft furnishings and floor coverings? |       |        |       |        |      |        |      |        |      |        |      |   |
| Zone 1                                                                                 |       |        |       |        |      |        |      |        |      |        |      |   |
| Asda, Old Dairy Lane,<br>Ruislip, HA4 0FY                                              | 0.4%  | 3      | 0.6%  | 1      | 0.0% | 0      | 1.5% | 2      | 0.0% | 0      | 0.0% | 0 |
| B&M, Victoria Road,<br>London, HA4 0EH                                                 | 0.3%  | 3      | 1.3%  | 3      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Carpet World, Field End<br>Road, Ruislip, HA4 9NJ                                      | 0.0%  | 0      | 0.2%  | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Dreams, Windmill Hill,<br>Ruislip, HA4 8PT                                             | 0.4%  | 3      | 0.8%  | 2      | 0.0% | 0      | 0.4% | 0      | 0.0% | 0      | 1.7% |   |
| Eastcote Local Centre                                                                  | 0.4%  | 4      | 1.0%  | 2      | 0.1% | 0      | 0.0% | 0      | 0.0% | 0      | 1.7% | 1 |
| Furniture Village, Ruislip<br>Retail Park, Victoria Road,<br>Ruislip, HA4 0QE          | 0.7%  | 6      | 1.8%  | 4      | 0.0% | 0      | 1.5% | 2      | 0.0% | 0      | 0.0% | 0 |
| Manor Carpets, Victoria<br>Road, Ruislip, HA4 9BH                                      | 0.1%  | 0      | 0.0%  | 0      | 0.1% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Oak Furnitureland, Brook<br>Retail Park, Victoria Road,<br>Ruislip, HA4 0LN            | 0.4%  | 3      | 0.2%  | 0      | 0.5% | 2      | 0.0% | 0      | 0.0% | 0      | 1.6% | 1 |
| Ruislip Manor Local Centre                                                             | 0.5%  | 4      | 1.0%  | 2      | 0.8% | 2      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Ruislip Retail Park, Victoria<br>Road, Ruislip, HA4 0QE                                | 0.3%  | 3      | 0.5%  | 1      | 0.6% | 2      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Sainsbury's, Long Drive,<br>Ruislip, HA4 0HQ                                           | 0.1%  | 1      | 0.2%  | 0      | 0.1% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| The Range, Victoria Retail<br>Park, Ruislip, HA4 0AJ                                   | 0.1%  | 1      | 0.2%  | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.4% | 0 |
| Victoria Retail Park, Crown<br>Road, Ruislip, HA4 0AJ                                  | 7.3%  | 63     | 12.6% | 25     | 6.7% | 20     | 5.8% | 7      | 3.1% | 5      | 7.1% | 5 |
| Wickes, Victoria Road,<br>Ruislip, HA4 0QB                                             | 0.2%  | 2      | 0.0%  | 0      | 0.5% | 2      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Zone 2                                                                                 |       |        |       |        |      |        |      |        |      |        |      |   |
| Dunelm, Brember Road,<br>South Harrow, Harrow,<br>HA2 8AX                              | 0.2%  | 2      | 0.0%  | 0      | 0.7% | 2      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| K2 Carpets and Beds,<br>Alexandra Avenue,<br>Rayners Lane, Harrow,<br>HA2 9SE          | 0.1%  | 1      | 0.0%  | 0      | 0.3% | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Sainsbury's, Barters Walk,<br>Pinner, HA5 5LU                                          | 0.1%  | 0      | 0.0%  | 0      | 0.1% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| South Harrow Local Centre                                                              | 0.0%  | 0      | 0.2%  | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Sunrise Cash & Carry,<br>Rayners Lane, Pinner,<br>HA5 5ER                              | 0.0%  | 0      | 0.2%  | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Vezways Furnishing Stores,<br>Alexandra Avenue,<br>Rayners Lane, Harrow,<br>HA2 9SE    | 0.2%  | 2      | 0.0%  | 0      | 0.5% | 2      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Zone 3                                                                                 |       |        |       |        |      |        |      |        |      |        |      |   |
| Northolt Town Centre                                                                   | 0.1%  | 0      | 0.0%  | 0      | 0.0% | 0      | 0.4% | 0      | 0.0% | 0      | 0.0% | 0 |
| Zone 4                                                                                 |       |        |       |        |      |        |      |        |      |        |      |   |
| Zone 5                                                                                 |       |        |       |        |      |        |      |        |      |        |      |   |
| Ickenham Flooring &<br>Designs, Swakeleys Road,<br>Ickenham, Uxbridge,<br>UB10 8DG     | 0.0%  | 0      | 0.0%  | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.4% | 0 |
| Ickenham Local Centre                                                                  | 0.1%  | 1      | 0.0%  | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.9% | 1 |
| Marks and Spencer (M&S),<br>High Street, Uxbridge,<br>UB8 1TL                          | 0.2%  | 2      | 0.7%  | 1      | 0.0% | 0      | 0.0% | 0      | 0.5% | 1      | 0.0% | 0 |
| Sainsbury's, York Road,<br>Uxbridge, UB8 1QW                                           | 0.1%  | 1      | 0.0%  | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 1.6% | 1 |
| Uxbridge Town Centre                                                                   | 0.8%  | 7      | 0.8%  | 2      | 0.1% | 0      | 0.4% | 0      | 0.5% | 1      | 4.6% | 3 |
| Outside Survey Area                                                                    |       |        |       |        |      |        |      |        |      |        |      |   |
| Aylesbury Town Centre                                                                  | 0.2%  | 1      | 0.6%  | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| B&M, Retail Park, Willow<br>Tree Lane, Glencoe Road,<br>London, UB4 9SN                | 0.1%  | 0      | 0.0%  | 0      | 0.0% | 0      | 0.4% | 0      | 0.0% | 0      | 0.0% | 0 |
| B&M, St George's Shopping<br>Centre, Harrow, HA1 1HS                                   | 0.1%  | 0      | 0.0%  | 0      | 0.1% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| B&Q, Glencoe Road, Hayes,<br>UB4 9SN                                                   | 0.1%  | 1      | 0.0%  | 0      | 0.0% | 0      | 0.0% | 0      | 0.7% | 1      | 0.0% | 0 |
| Brent Cross Shopping                                                                   | 0.5%  | 4      | 0.5%  | 1      | 0.8% | 2      | 0.0% | 0      | 0.2% | 0      | 0.0% | 0 |

Column %ges.

Hillingdon Household Survey  
for Lichfields

Weighted:

July 2025

|                                                                               | Total |    | Zone 1 |   | Zone 2 |    | Zone 3 |    | Zone 4 |   | Zone 5 |   |
|-------------------------------------------------------------------------------|-------|----|--------|---|--------|----|--------|----|--------|---|--------|---|
| Centre, Prince Charles Drive, Brent Cross, London, NW4 3FP                    |       |    |        |   |        |    |        |    |        |   |        |   |
| Brent South Shopping Park, Brent Terrace, Brent Cross, London, NW2 1LS        | 0.3%  | 3  | 0.0%   | 0 | 0.6%   | 2  | 0.0%   | 0  | 0.0%   | 0 | 1.7%   | 1 |
| Central London                                                                | 0.8%  | 7  | 0.3%   | 1 | 1.9%   | 6  | 0.0%   | 0  | 0.2%   | 0 | 0.0%   | 0 |
| Century Retail Park, Watford, WD17 2SF                                        | 0.5%  | 4  | 0.2%   | 0 | 1.3%   | 4  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 |
| Chesham Town Centre                                                           | 0.1%  | 0  | 0.0%   | 0 | 0.1%   | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 |
| Colne Bridge Retail Park, Watford, WD17 2JZ                                   | 0.2%  | 1  | 0.7%   | 1 | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 |
| Costco, Hartspring Lane, Bushey, WD25 8JS                                     | 0.1%  | 0  | 0.0%   | 0 | 0.1%   | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 |
| Dunelm, Knaves Beech Retail Park, Loudwater, High Wycombe, HP10 9QR           | 0.2%  | 2  | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 | 2.1%   | 2 |
| Dunelm, Western Avenue, Greenford, UB6 8LZ                                    | 3.5%  | 30 | 2.9%   | 6 | 4.2%   | 12 | 0.7%   | 1  | 4.6%   | 7 | 4.6%   | 3 |
| Ealing Local Centre                                                           | 0.4%  | 3  | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0  | 1.8%   | 3 | 0.4%   | 0 |
| Edgware Town Centre                                                           | 0.1%  | 0  | 0.0%   | 0 | 0.1%   | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 |
| Greenford Town Centre                                                         | 0.5%  | 4  | 0.0%   | 0 | 0.6%   | 2  | 1.8%   | 2  | 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 | 0.4%   | 0 |
| Harrow Town Centre                                                            | 1.1%  | 10 | 1.7%   | 3 | 2.0%   | 6  | 0.4%   | 0  | 0.0%   | 0 | 0.0%   | 0 |
| Hayes Bridge Retail Park, Springfield Road, Hayes, UB4 0TU                    | 0.7%  | 6  | 0.7%   | 1 | 0.0%   | 0  | 3.0%   | 4  | 0.5%   | 1 | 0.0%   | 0 |
| Hayes Town Centre                                                             | 0.1%  | 1  | 0.0%   | 0 | 0.0%   | 0  | 0.4%   | 0  | 0.2%   | 0 | 0.0%   | 0 |
| Heal's, Tottenham Court Road, London, W1T 7LQ                                 | 0.0%  | 0  | 0.2%   | 0 | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 |
| Hillier Garden Centre, Ducks Hill Road, Ruislip, HA4 7TP                      | 0.2%  | 1  | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0  | 0.9%   | 1 | 0.0%   | 0 |
| Holmers Farm Way, Cressex Centre, High Wycombe, HP12 4NW                      | 0.1%  | 1  | 0.2%   | 0 | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.4%   | 0 |
| Home Bargains, Great Western Industrial, Armstrong Way, Southall, UB2 4SD     | 0.2%  | 1  | 0.7%   | 1 | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 |
| Home Bargains, Ivy Bridge Retail Park, Twickenham Road, Twickenham, TW7 7DY   | 0.2%  | 2  | 1.0%   | 2 | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 |
| Hounslow Local Centre                                                         | 0.2%  | 2  | 0.0%   | 0 | 0.6%   | 2  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 |
| Ikea, Bugsby's Way, London, SE10 0QJ                                          | 0.2%  | 1  | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0  | 0.9%   | 1 | 0.0%   | 0 |
| Ikea, North Circular Road, London, NW10 0TH                                   | 4.1%  | 35 | 2.0%   | 4 | 5.0%   | 15 | 8.7%   | 11 | 2.2%   | 3 | 2.4%   | 2 |
| Ikea, Pincents Kiln Industrial Park, Pincents Lane, Theale, Reading, RG31 7SD | 0.3%  | 2  | 0.0%   | 0 | 0.8%   | 2  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 |
| Ivybridge Retail Park, Summerwood Road, Isleworth, TW7 7QY                    | 0.2%  | 2  | 0.0%   | 0 | 0.6%   | 2  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 |
| John Lewis, Holmers Farm Way, Cressex Centre, High Wycombe, HP12 4NW          | 1.6%  | 14 | 3.3%   | 7 | 0.3%   | 1  | 0.4%   | 0  | 2.0%   | 3 | 3.8%   | 3 |
| John Lewis, Oxford Street, London, W1C 1DX                                    | 0.1%  | 1  | 0.2%   | 0 | 0.3%   | 1  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 |
| John Lewis, Wood Street, Kingston upon Thames, KT1 1TE                        | 0.0%  | 0  | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.4%   | 0 |
| Kingston upon Thames Town Centre                                              | 0.0%  | 0  | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0  | 0.2%   | 0 | 0.0%   | 0 |
| Leyton Local Centre                                                           | 0.2%  | 2  | 0.0%   | 0 | 0.0%   | 0  | 1.4%   | 2  | 0.0%   | 0 | 0.0%   | 0 |
| Lombardy Retail Park, Coldharbour Lane, Hayes, UB3 3EX                        | 0.3%  | 2  | 0.0%   | 0 | 0.0%   | 0  | 1.5%   | 2  | 0.2%   | 0 | 0.0%   | 0 |
| Lucas Furniture, Sir Henry                                                    | 0.2%  | 2  | 0.6%   | 1 | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.4%   | 0 |

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|                                                                               | Total | Zone 1 |       | Zone 2 |       | Zone 3 |       | Zone 4 |       | Zone 5 |       |    |
|-------------------------------------------------------------------------------|-------|--------|-------|--------|-------|--------|-------|--------|-------|--------|-------|----|
| Lee Crescent, Aylesbury, HP18 0PE                                             |       |        |       |        |       |        |       |        |       |        |       |    |
| Marks and Spencer (M&S), Barnet Road, London Colney, St Albans, AL2 1AB       | 0.2%  | 2      | 0.0%  | 0      | 0.5%  | 2      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0  |
| Marks and Spencer (M&S), High Street, Watford, WD17 2DH                       | 0.2%  | 1      | 0.6%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0  |
| Next, Eden Centre, Newlands Meadow, High Wycombe, HP11 2BY                    | 0.2%  | 1      | 0.6%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0  |
| North Harrow Local Centre                                                     | 0.1%  | 0      | 0.0%  | 0      | 0.1%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0  |
| Oak Furnitureland, Colne Valley Retail Park, Watford, WD17 2JZ                | 0.0%  | 0      | 0.2%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0  |
| Perivale Town Centre                                                          | 0.1%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.4%  | 0      | 0.0%  | 0      | 0.0%  | 0  |
| Retail Park 1, Staines-upon-Thames, TW18 4WA                                  | 0.9%  | 7      | 2.2%  | 4      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 4.2%  | 3  |
| Ruislip Local Centre                                                          | 1.0%  | 8      | 2.3%  | 5      | 0.9%  | 3      | 0.0%  | 0      | 0.2%  | 0      | 0.9%  | 1  |
| Sainsbury's, Lombardy Retail Park, Coldharbour Lane, Hayes, UB3 3EX           | 0.2%  | 2      | 0.0%  | 0      | 0.6%  | 2      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0  |
| Slough Retail Park, Bath Road, Slough, SL1 5AL                                | 0.3%  | 3      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 1.7%  | 3      | 0.0%  | 0  |
| Southall Local Centre                                                         | 0.2%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.9%  | 1      | 0.0%  | 0  |
| Sunbury Cross Shopping Centre, Staines Road West, Sunbury-on-Thames, TW16 7BB | 0.2%  | 1      | 0.7%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0  |
| Swags & Tails, Bridge Street, Pinner, HA5 3HR                                 | 0.1%  | 0      | 0.0%  | 0      | 0.1%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0  |
| The Arches Retail Park, Lower High Street, Watford, WD17 2SD                  | 0.2%  | 1      | 0.6%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0  |
| Upton Park Local Centre                                                       | 0.1%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.4%  | 0      | 0.0%  | 0      | 0.0%  | 0  |
| Watford Town Centre                                                           | 0.8%  | 7      | 0.2%  | 0      | 1.4%  | 4      | 0.0%  | 0      | 1.3%  | 2      | 0.0%  | 0  |
| Wembley Local Centre                                                          | 0.4%  | 3      | 0.0%  | 0      | 0.0%  | 0      | 2.5%  | 3      | 0.0%  | 0      | 0.0%  | 0  |
| Westfield London, Ariel Way, London, W12 7GF                                  | 0.5%  | 5      | 0.0%  | 0      | 0.8%  | 2      | 0.4%  | 0      | 0.9%  | 1      | 0.4%  | 0  |
| Westfield Stratford City, Montfichet Road, London, E20 1EJ                    | 0.1%  | 0      | 0.0%  | 0      | 0.1%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0  |
| Westway Cross Retail Park, Greenford Road, Greenford, UB6 0UW                 | 0.2%  | 2      | 0.2%  | 0      | 0.3%  | 1      | 0.0%  | 0      | 0.2%  | 0      | 0.4%  | 0  |
| Others                                                                        |       |        |       |        |       |        |       |        |       |        |       |    |
| Abroad                                                                        | 0.2%  | 2      | 0.0%  | 0      | 0.0%  | 0      | 1.5%  | 2      | 0.0%  | 0      | 0.0%  | 0  |
| Internet / delivery                                                           | 25.8% | 220    | 22.4% | 45     | 23.5% | 70     | 30.6% | 39     | 31.1% | 48     | 24.5% | 18 |
| Mail order / catalogue                                                        | 0.8%  | 7      | 1.5%  | 3      | 0.0%  | 0      | 0.0%  | 0      | 1.1%  | 2      | 2.5%  | 2  |
| (Don't know / can't remember)                                                 | 13.4% | 115    | 12.5% | 25     | 17.2% | 51     | 10.2% | 13     | 13.9% | 22     | 5.5%  | 4  |
| (Don't do this type of shopping)                                              | 23.8% | 203    | 18.0% | 36     | 23.5% | 70     | 25.4% | 32     | 30.0% | 46     | 24.9% | 18 |
| Weighted base:                                                                | 853   |        | 202   |        | 296   |        | 126   |        | 155   |        | 74    |    |
| Sample:                                                                       | 853   |        | 251   |        | 254   |        | 98    |        | 150   |        | 100   |    |

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|                                                                                                                                                 | Total |    | Zone 1 |    | Zone 2 |    | Zone 3 |    | Zone 4 |   | Zone 5 |   |
|-------------------------------------------------------------------------------------------------------------------------------------------------|-------|----|--------|----|--------|----|--------|----|--------|---|--------|---|
| Q14 Where did your household last buy domestic electrical appliances (e.g. fridges, washing machines, coffee-makers, toasters and dishwashers)? |       |    |        |    |        |    |        |    |        |   |        |   |
| Zone 1                                                                                                                                          |       |    |        |    |        |    |        |    |        |   |        |   |
| Aldi, Victoria Retail Park, Ruislip, HA4 0EH                                                                                                    | 0.2%  | 2  | 1.0%   | 2  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 |
| Asda, Old Dairy Lane, Ruislip, HA4 0FY                                                                                                          | 1.1%  | 10 | 3.0%   | 6  | 0.5%   | 2  | 1.4%   | 2  | 0.0%   | 0 | 0.4%   | 0 |
| B&M, Victoria Road, London, HA4 0EH                                                                                                             | 0.4%  | 4  | 1.6%   | 3  | 0.1%   | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 |
| Currys, Victoria Road, Ruislip, HA4 0EL                                                                                                         | 0.9%  | 8  | 0.0%   | 0  | 2.5%   | 8  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 |
| Eastcote Local Centre                                                                                                                           | 0.5%  | 5  | 0.3%   | 1  | 0.1%   | 0  | 2.8%   | 4  | 0.0%   | 0 | 0.0%   | 0 |
| Euronics Jyotsna Electrical, Field End Road, Ruislip, HA4 0QP                                                                                   | 0.4%  | 3  | 1.7%   | 3  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 |
| Euronics, Pembroke Road, Middlesex, HA4 8NW                                                                                                     | 0.2%  | 2  | 0.0%   | 0  | 0.5%   | 2  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 |
| John Sanders, High Street, Ruislip, HA4 8JB                                                                                                     | 0.0%  | 0  | 0.2%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 |
| Lidl, Victoria Road, Ruislip, HA4 0QQ                                                                                                           | 0.2%  | 2  | 0.0%   | 0  | 0.7%   | 2  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 |
| Ruislip Appliances, Pembroke Road, Ruislip, HA4 8NW                                                                                             | 0.4%  | 3  | 1.3%   | 3  | 0.1%   | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.4%   | 0 |
| Ruislip Manor Local Centre                                                                                                                      | 1.2%  | 11 | 4.7%   | 9  | 0.3%   | 1  | 0.0%   | 0  | 0.2%   | 0 | 0.0%   | 0 |
| Sainsbury's, Long Drive, Ruislip, HA4 0HQ                                                                                                       | 1.0%  | 8  | 2.8%   | 6  | 0.8%   | 2  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 |
| Victoria Retail Park, Crown Road, Ruislip, HA4 0AJ                                                                                              | 11.5% | 98 | 16.8%  | 34 | 10.8%  | 32 | 12.7%  | 16 | 4.7%   | 7 | 12.1%  | 9 |
| Wickes, Victoria Road, Ruislip, HA4 0QB                                                                                                         | 0.3%  | 2  | 0.0%   | 0  | 0.8%   | 2  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 |
| Zone 2                                                                                                                                          |       |    |        |    |        |    |        |    |        |   |        |   |
| Asda, Northolt Road, London, HA2 8JN                                                                                                            | 0.3%  | 3  | 0.0%   | 0  | 0.0%   | 0  | 2.2%   | 3  | 0.0%   | 0 | 0.0%   | 0 |
| Euronics, Imperial Drive, Rayners Lane, Harrow, HA2 7HE                                                                                         | 0.2%  | 2  | 0.2%   | 0  | 0.4%   | 1  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 |
| Range Cooker Showroom, Rayners Lane, Harrow, Pinner, HA5 5ED                                                                                    | 0.1%  | 0  | 0.0%   | 0  | 0.1%   | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 |
| Rayners Lane District Centre                                                                                                                    | 0.3%  | 3  | 0.0%   | 0  | 1.0%   | 3  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 |
| Sainsbury's, Barters Walk, Pinner, HA5 5LU                                                                                                      | 1.0%  | 9  | 0.8%   | 2  | 0.8%   | 2  | 3.6%   | 5  | 0.0%   | 0 | 0.0%   | 0 |
| South Harrow Local Centre                                                                                                                       | 0.1%  | 0  | 0.0%   | 0  | 0.1%   | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 |
| Zone 3                                                                                                                                          |       |    |        |    |        |    |        |    |        |   |        |   |
| Zone 4                                                                                                                                          |       |    |        |    |        |    |        |    |        |   |        |   |
| Hillingdon Local Centre                                                                                                                         | 0.2%  | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.9%   | 1 | 0.0%   | 0 |
| Stuart Electricals, Uxbridge Road, Hayes End, Hayes, UB4 8JG                                                                                    | 0.1%  | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.5%   | 1 | 0.0%   | 0 |
| Zone 5                                                                                                                                          |       |    |        |    |        |    |        |    |        |   |        |   |
| Sainsbury's, York Road, Uxbridge, UB8 1QW                                                                                                       | 0.1%  | 1  | 0.3%   | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.4%   | 0 |
| Uxbridge Town Centre                                                                                                                            | 0.7%  | 6  | 0.0%   | 0  | 0.6%   | 2  | 0.4%   | 0  | 1.1%   | 2 | 3.0%   | 2 |
| Outside Survey Area                                                                                                                             |       |    |        |    |        |    |        |    |        |   |        |   |
| Ariana Electronics, Uxbridge Road, Hayes, UB4 0RL                                                                                               | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.2%   | 0 | 0.0%   | 0 |
| Asda, High Street, Harrow, HA3 7AE                                                                                                              | 0.2%  | 2  | 0.0%   | 0  | 0.6%   | 2  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 |
| B&M, St George's Shopping Centre, Harrow, HA1 1HS                                                                                               | 0.2%  | 2  | 0.0%   | 0  | 0.0%   | 0  | 1.5%   | 2  | 0.0%   | 0 | 0.0%   | 0 |
| Brent Cross Shopping Centre, Prince Charles Drive, Brent Cross, London, NW4 3FP                                                                 | 1.3%  | 11 | 2.4%   | 5  | 1.3%   | 4  | 1.8%   | 2  | 0.0%   | 0 | 0.0%   | 0 |
| Brent South Shopping Park, Brent Terrace, Brent Cross, London, NW2 1LS                                                                          | 0.4%  | 4  | 0.7%   | 1  | 0.8%   | 2  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 |
| Central London                                                                                                                                  | 0.4%  | 4  | 0.2%   | 0  | 0.9%   | 3  | 0.0%   | 0  | 0.2%   | 0 | 0.4%   | 0 |
| Century Retail Park, Watford, WD17 2SF                                                                                                          | 0.3%  | 3  | 0.0%   | 0  | 0.9%   | 3  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 |
| Costco, Hartspring Lane, Bushey, WD25 8JS                                                                                                       | 0.1%  | 1  | 0.3%   | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 |

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|                                                                                       | Total | Zone 1 |      | Zone 2 |      | Zone 3 |      | Zone 4 |      | Zone 5 |      |   |
|---------------------------------------------------------------------------------------|-------|--------|------|--------|------|--------|------|--------|------|--------|------|---|
| Costco, Western International Park, Hayes Road, Cranford, Hounslow, Southall, UB2 5XJ | 0.6%  | 5      | 0.7% | 1      | 0.0% | 0      | 0.0% | 0      | 1.7% | 3      | 1.6% | 1 |
| Cowley Retail Park, Uxbridge, UB8 2TE                                                 | 0.1%  | 1      | 0.0% | 0      | 0.0% | 0      | 0.4% | 0      | 0.0% | 0      | 0.9% | 1 |
| Currys, Lombardy Retail Park, Coldharbour Lane, Hayes, UB3 3EX                        | 1.4%  | 12     | 0.0% | 0      | 0.6% | 2      | 6.5% | 8      | 1.1% | 2      | 0.0% | 0 |
| Ealing Local Centre                                                                   | 0.2%  | 2      | 0.0% | 0      | 0.7% | 2      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Greenford Town Centre                                                                 | 0.1%  | 0      | 0.0% | 0      | 0.0% | 0      | 0.4% | 0      | 0.0% | 0      | 0.0% | 0 |
| Hanwell Town Centre                                                                   | 0.1%  | 0      | 0.0% | 0      | 0.0% | 0      | 0.4% | 0      | 0.0% | 0      | 0.0% | 0 |
| Harrow Town Centre                                                                    | 0.6%  | 5      | 1.0% | 2      | 1.1% | 3      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Harrow Weald District Centre                                                          | 0.1%  | 0      | 0.0% | 0      | 0.1% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Hayes Bridge Retail Park, Springfield Road, Hayes, UB4 0TU                            | 0.2%  | 2      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 1.3% | 2      | 0.0% | 0 |
| Hayes Town Centre                                                                     | 0.3%  | 2      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 1.6% | 2      | 0.0% | 0 |
| Holmers Farm Way, Cressex Centre, High Wycombe, HP12 4NW                              | 0.0%  | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.4% | 0 |
| Home Bargains, Bullsbridge Industrial Estate, Hayes Road, Hounslow, Southall, UB2 5LN | 0.2%  | 1      | 0.7% | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Home Bargains, Great Western Industrial, Armstrong Way, Southall, UB2 4SD             | 0.3%  | 3      | 1.4% | 3      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Howdens, Cowley Mill Trading Estate, Longbridge Way, Uxbridge, UB8 2YG                | 0.1%  | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 1.7% | 1 |
| Howdens, Oldfield Lane, North Dimsdale, Greenford, UB6 0NB                            | 0.1%  | 0      | 0.0% | 0      | 0.1% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| John Lewis, Holmers Farm Way, Cressex Centre, High Wycombe, HP12 4NW                  | 1.9%  | 16     | 2.4% | 5      | 0.4% | 1      | 1.1% | 1      | 2.6% | 4      | 5.9% | 4 |
| John Lewis, Oxford Street, London, W1C 1DX                                            | 0.1%  | 1      | 0.0% | 0      | 0.1% | 0      | 0.0% | 0      | 0.2% | 0      | 0.0% | 0 |
| Kingston upon Thames Town Centre                                                      | 0.0%  | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.2% | 0      | 0.0% | 0 |
| Lidl, Bridge Street, Pinner, HA5 3HZ                                                  | 0.2%  | 2      | 0.0% | 0      | 0.5% | 2      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Lidl, Slough Retail Park, Bath Road, Slough, SL1 5AL                                  | 0.2%  | 1      | 0.7% | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Lombardy Retail Park, Coldharbour Lane, Hayes, UB3 3EX                                | 2.9%  | 24     | 2.6% | 5      | 0.6% | 2      | 5.2% | 7      | 5.8% | 9      | 2.5% | 2 |
| Lyton Mills Retail Park, Marshall Road, London, E10 5NH                               | 0.2%  | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.9% | 1      | 0.0% | 0 |
| Morrisons, Aylesham Centre, Rye Lane, London, SE15 5EW                                | 0.1%  | 0      | 0.0% | 0      | 0.1% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Morrisons, Trident Point, Pinner Road, Harrow, HA1 4BB                                | 0.1%  | 0      | 0.0% | 0      | 0.1% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Ruislip Local Centre                                                                  | 1.6%  | 13     | 2.2% | 4      | 2.1% | 6      | 1.1% | 1      | 0.0% | 0      | 1.7% | 1 |
| Sainsbury's, Lombardy Retail Park, Coldharbour Lane, Hayes, UB3 3EX                   | 0.9%  | 8      | 0.0% | 0      | 0.6% | 2      | 3.5% | 4      | 0.2% | 0      | 1.7% | 1 |
| Slough Retail Park, Bath Road, Slough, SL1 5AL                                        | 0.2%  | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.8% | 1      | 0.0% | 0 |
| Sorrell & Son, High Road, Harrow, HA3 6EL                                             | 0.1%  | 0      | 0.0% | 0      | 0.1% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Stuarts, Uxbridge Road, London, W12 8LH                                               | 0.0%  | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.2% | 0      | 0.0% | 0 |
| Tesco Extra, Glencoe Road,                                                            | 0.2%  | 1      | 0.0% | 0      | 0.0% | 0      | 1.1% | 1      | 0.0% | 0      | 0.0% | 0 |

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|                                                               | Total | Zone 1 |       | Zone 2 |       | Zone 3 |       | Zone 4 |       | Zone 5 |       |     |
|---------------------------------------------------------------|-------|--------|-------|--------|-------|--------|-------|--------|-------|--------|-------|-----|
| Hayes, UB4 9SQ                                                |       |        |       |        |       |        |       |        |       |        |       |     |
| Tesco Extra, Mogden Lane, Isleworth, TW7 7JY                  | 0.3%  | 2      | 0.0%  | 0      | 0.8%  | 2      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0   |
| Tesco Superstore, Ash Hill Drive, Pinner, HA5 2AG             | 0.6%  | 5      | 0.0%  | 0      | 1.1%  | 3      | 0.0%  | 0      | 0.9%  | 1      | 0.0%  | 0   |
| Tesco Superstore, Station Road, Harrow, HA1 2TU               | 0.2%  | 1      | 0.7%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0   |
| The Arches Retail Park, Lower High Street, Watford, WD17 2SD  | 0.0%  | 0      | 0.2%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0   |
| The Harlequin, Watford, WD17 2UB                              | 0.0%  | 0      | 0.2%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0   |
| Upton Park Local Centre                                       | 0.3%  | 3      | 0.0%  | 0      | 0.0%  | 0      | 0.4%  | 0      | 1.3%  | 2      | 0.0%  | 0   |
| Victoria Place, Buckingham Palace Road, London, SW1W 9SJ      | 0.2%  | 1      | 0.6%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0   |
| Waterfields Shopping Park, Waterfields Way, Watford, WD17 2BD | 0.1%  | 0      | 0.0%  | 0      | 0.1%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0   |
| Watford Town Centre                                           | 0.5%  | 4      | 0.0%  | 0      | 0.7%  | 2      | 0.0%  | 0      | 1.3%  | 2      | 0.0%  | 0   |
| Wembley Local Centre                                          | 0.6%  | 5      | 1.0%  | 2      | 0.0%  | 0      | 2.2%  | 3      | 0.0%  | 0      | 0.0%  | 0   |
| West Drayton Town Centre                                      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.2%  | 0      | 0.0%  | 0   |
| Westfield London, Ariel Way, London, W12 7GF                  | 0.8%  | 7      | 1.0%  | 2      | 0.7%  | 2      | 1.4%  | 2      | 0.0%  | 0      | 1.3%  | 1   |
| Others                                                        |       |        |       |        |       |        |       |        |       |        |       |     |
| Internet / delivery                                           | 39.1% | 333    | 28.3% | 57     | 37.4% | 111    | 39.4% | 50     | 51.6% | 80     | 48.6% | 36  |
| Mail order / catalogue                                        | 0.6%  | 5      | 0.0%  | 0      | 0.6%  | 2      | 0.0%  | 0      | 2.2%  | 3      | 0.0%  | 0   |
| TV shopping                                                   | 0.2%  | 1      | 0.7%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0   |
| (Don't know / can't remember)                                 | 8.4%  | 72     | 9.8%  | 20     | 12.2% | 36     | 6.9%  | 9      | 4.7%  | 7      | 0.0%  | 0   |
| (Don't do this type of shopping)                              | 11.0% | 94     | 7.6%  | 15     | 13.9% | 41     | 3.7%  | 5      | 13.0% | 20     | 17.0% | 13  |
| Weighted base:                                                |       | 853    |       | 202    |       | 296    |       | 126    |       | 155    |       | 74  |
| Sample:                                                       |       | 853    |       | 251    |       | 254    |       | 98     |       | 150    |       | 100 |

|                                                                                                                                    | Total | Zone 1 |       | Zone 2 |       | Zone 3 |       | Zone 4 |      | Zone 5 |       |   |
|------------------------------------------------------------------------------------------------------------------------------------|-------|--------|-------|--------|-------|--------|-------|--------|------|--------|-------|---|
| Q15 Where did your household last buy other kinds of electric goods such as TVs, radios, audio, telephones, and computer products? |       |        |       |        |       |        |       |        |      |        |       |   |
| Zone 1                                                                                                                             |       |        |       |        |       |        |       |        |      |        |       |   |
| Asda, Old Dairy Lane, Ruislip, HA4 0FY                                                                                             | 0.0%  | 0      | 0.2%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0% | 0      | 0.0%  | 0 |
| B&M, Victoria Road, London, HA4 0EH                                                                                                | 0.1%  | 0      | 0.0%  | 0      | 0.1%  | 0      | 0.0%  | 0      | 0.0% | 0      | 0.0%  | 0 |
| Currys, Victoria Road, Ruislip, HA4 0EL                                                                                            | 1.5%  | 13     | 0.0%  | 0      | 3.2%  | 10     | 2.5%  | 3      | 0.0% | 0      | 0.0%  | 0 |
| Eastcote Local Centre                                                                                                              | 0.1%  | 1      | 0.2%  | 0      | 0.0%  | 0      | 0.4%  | 0      | 0.0% | 0      | 0.0%  | 0 |
| Sainsbury's, Long Drive, Ruislip, HA4 0HQ                                                                                          | 1.2%  | 10     | 2.1%  | 4      | 1.9%  | 6      | 0.0%  | 0      | 0.0% | 0      | 0.0%  | 0 |
| Victoria Retail Park, Crown Road, Ruislip, HA4 0AJ                                                                                 | 11.3% | 96     | 18.4% | 37     | 10.4% | 31     | 12.5% | 16     | 3.1% | 5      | 10.5% | 8 |
| Zone 2                                                                                                                             |       |        |       |        |       |        |       |        |      |        |       |   |
| Sainsbury's, Barters Walk, Pinner, HA5 5LU                                                                                         | 0.6%  | 5      | 1.3%  | 3      | 0.9%  | 3      | 0.0%  | 0      | 0.0% | 0      | 0.0%  | 0 |
| Zone 3                                                                                                                             |       |        |       |        |       |        |       |        |      |        |       |   |
| Zone 4                                                                                                                             |       |        |       |        |       |        |       |        |      |        |       |   |
| Hillingdon Local Centre                                                                                                            | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0% | 0      | 0.4%  | 0 |
| Stuart Electricals, Uxbridge Road, Hayes End, Hayes, UB4 8JG                                                                       | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.2% | 0      | 0.0%  | 0 |
| Zone 5                                                                                                                             |       |        |       |        |       |        |       |        |      |        |       |   |
| Sainsbury's, York Road, Uxbridge, UB8 1QW                                                                                          | 0.2%  | 2      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 1.1% | 2      | 0.0%  | 0 |
| Uxbridge Town Centre                                                                                                               | 1.3%  | 11     | 0.3%  | 1      | 0.6%  | 2      | 0.4%  | 0      | 3.1% | 5      | 4.9%  | 4 |
| Outside Survey Area                                                                                                                |       |        |       |        |       |        |       |        |      |        |       |   |
| B&M, Colindale Retail Park, London, NW9 6TH                                                                                        | 0.4%  | 3      | 1.7%  | 3      | 0.0%  | 0      | 0.0%  | 0      | 0.0% | 0      | 0.0%  | 0 |
| B&M, High Road, London, N17 8EY                                                                                                    | 0.2%  | 1      | 0.7%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 0.0% | 0      | 0.0%  | 0 |
| Brent Cross Shopping Centre, Prince Charles Drive, Brent Cross, London, NW4 3FP                                                    | 1.0%  | 8      | 1.2%  | 2      | 1.3%  | 4      | 1.8%  | 2      | 0.0% | 0      | 0.0%  | 0 |
| Central London                                                                                                                     | 0.4%  | 4      | 0.5%  | 1      | 0.7%  | 2      | 0.0%  | 0      | 0.0% | 0      | 0.4%  | 0 |
| Century Retail Park, Watford, WD17 2SF                                                                                             | 0.4%  | 3      | 0.0%  | 0      | 1.1%  | 3      | 0.0%  | 0      | 0.0% | 0      | 0.0%  | 0 |
| Costco, Hartspring Lane, Bushey, WD25 8JS                                                                                          | 0.3%  | 2      | 0.0%  | 0      | 0.7%  | 2      | 0.0%  | 0      | 0.0% | 0      | 0.0%  | 0 |
| Costco, Western International Park, Hayes Road, Cranford, Hounslow, Southall, UB2 5XJ                                              | 0.3%  | 2      | 0.5%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 0.0% | 0      | 1.6%  | 1 |
| Cowley Retail Park, Uxbridge, UB8 2TE                                                                                              | 0.2%  | 2      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.8% | 1      | 0.9%  | 1 |
| Currys, Lombardy Retail Park, Coldharbour Lane, Hayes, UB3 3EX                                                                     | 1.1%  | 10     | 0.0%  | 0      | 0.0%  | 0      | 6.5%  | 8      | 0.9% | 1      | 0.0%  | 0 |
| Currys, Meteor Centre, Wheatcroft Way, Derby, DE21 4RY                                                                             | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0% | 0      | 0.4%  | 0 |
| Currys, Ravenside Retail Park, Bexhill-on-Sea, TN40 2JS                                                                            | 0.0%  | 0      | 0.2%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0% | 0      | 0.0%  | 0 |
| Currys, Stadium Retail Park, Wembley Park, Wembley, HA9 8TS                                                                        | 0.2%  | 2      | 0.0%  | 0      | 0.6%  | 2      | 0.0%  | 0      | 0.0% | 0      | 0.0%  | 0 |
| Dunelm, Western Avenue, Greenford, UB6 8LZ                                                                                         | 0.2%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.9% | 1      | 0.0%  | 0 |
| Ealing Broadway, The Broadway, London, W5 5JY                                                                                      | 0.1%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.4%  | 0      | 0.0% | 0      | 0.0%  | 0 |
| Ealing Local Centre                                                                                                                | 0.4%  | 3      | 0.0%  | 0      | 0.1%  | 0      | 2.1%  | 3      | 0.0% | 0      | 0.0%  | 0 |
| Harrow Town Centre                                                                                                                 | 0.8%  | 7      | 0.2%  | 0      | 2.2%  | 6      | 0.0%  | 0      | 0.0% | 0      | 0.0%  | 0 |
| Hayes Bridge Retail Park, Springfield Road, Hayes, UB4 0TU                                                                         | 0.2%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.9% | 1      | 0.0%  | 0 |
| Hayes Town Centre                                                                                                                  | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.2% | 0      | 0.0%  | 0 |
| Holmers Farm Way, Cressex Centre, High Wycombe, HP12 4NW                                                                           | 0.1%  | 1      | 0.2%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0% | 0      | 0.4%  | 0 |

Hillingdon Household Survey  
for Lichfields

Weighted:

July 2025

|                                                                                           | Total | Zone 1 |       | Zone 2 |       | Zone 3 |       | Zone 4 |       | Zone 5 |       |     |
|-------------------------------------------------------------------------------------------|-------|--------|-------|--------|-------|--------|-------|--------|-------|--------|-------|-----|
| Home Bargains, Bullsbridge Industrial Estate, Hayes Road, Hounslow, Southall, UB2 5LN     | 0.2%  | 1      | 0.7%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0   |
| Home Bargains, Great Western Industrial, Armstrong Way, Southall, UB2 4SD                 | 0.2%  | 1      | 0.7%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0   |
| John Lewis, Holmers Farm Way, Cressex Centre, High Wycombe, HP12 4NW                      | 2.5%  | 21     | 2.0%  | 4      | 0.1%  | 0      | 0.7%  | 1      | 5.1%  | 8      | 10.5% | 8   |
| John Lewis, Oxford Street, London, W1C 1DX                                                | 0.1%  | 1      | 0.0%  | 0      | 0.3%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0   |
| Kingston upon Thames Town Centre                                                          | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.2%  | 0      | 0.0%  | 0   |
| Lombardy Retail Park, Coldharbour Lane, Hayes, UB3 3EX                                    | 3.3%  | 28     | 4.0%  | 8      | 1.4%  | 4      | 3.7%  | 5      | 4.9%  | 8      | 4.6%  | 3   |
| North Acton Local Centre                                                                  | 0.0%  | 0      | 0.2%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0   |
| North Harrow Local Centre                                                                 | 0.1%  | 0      | 0.0%  | 0      | 0.1%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0   |
| Pinner Local Centre                                                                       | 0.3%  | 3      | 0.0%  | 0      | 1.0%  | 3      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0   |
| Ruislip Local Centre                                                                      | 0.5%  | 4      | 2.0%  | 4      | 0.1%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0   |
| Sainsbury's, Lombardy Retail Park, Coldharbour Lane, Hayes, UB3 3EX                       | 0.1%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.4%  | 0      | 0.0%  | 0      | 0.0%  | 0   |
| Tesco Extra, Glencoe Road, Hayes, UB4 9SQ                                                 | 0.2%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 1.1%  | 1      | 0.0%  | 0      | 0.0%  | 0   |
| Tesco Extra, Great Central Way, London, NW10 0TL                                          | 0.2%  | 2      | 0.0%  | 0      | 0.0%  | 0      | 1.5%  | 2      | 0.0%  | 0      | 0.0%  | 0   |
| Tesco Superstore, Ash Hill Drive, Pinner, HA5 2AG                                         | 0.4%  | 3      | 0.2%  | 0      | 0.6%  | 2      | 0.0%  | 0      | 0.9%  | 1      | 0.0%  | 0   |
| The Arches Retail Park, Lower High Street, Watford, WD17 2SD                              | 0.1%  | 1      | 0.2%  | 0      | 0.1%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0   |
| The Harlequin, Watford, WD17 2UB                                                          | 0.1%  | 1      | 0.0%  | 0      | 0.3%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0   |
| Waitrose, Brent Cross Shopping Centre, Prince Charles Drive, Brent Cross, London, NW4 3FQ | 0.2%  | 1      | 0.7%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0   |
| Waterfields Shopping Park, Waterfields Way, Watford, WD17 2BD                             | 0.0%  | 0      | 0.2%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0   |
| Watford Town Centre                                                                       | 0.9%  | 7      | 0.8%  | 2      | 1.2%  | 4      | 0.0%  | 0      | 1.3%  | 2      | 0.0%  | 0   |
| Westfield London, Ariel Way, London, W12 7GF                                              | 0.4%  | 3      | 0.2%  | 0      | 0.0%  | 0      | 0.4%  | 0      | 0.8%  | 1      | 1.3%  | 1   |
| Westfield Stratford City, Montfichet Road, London, E20 1EJ                                | 0.2%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.8%  | 1      | 0.0%  | 0   |
| Woking Town Centre                                                                        | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.2%  | 0      | 0.0%  | 0   |
| Yiewsley Village Centre                                                                   | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.2%  | 0      | 0.0%  | 0   |
| Others                                                                                    |       |        |       |        |       |        |       |        |       |        |       |     |
| Abroad                                                                                    | 0.6%  | 5      | 0.0%  | 0      | 0.0%  | 0      | 3.0%  | 4      | 1.1%  | 2      | 0.0%  | 0   |
| Internet / delivery                                                                       | 40.9% | 349    | 34.7% | 70     | 39.9% | 118    | 43.7% | 55     | 46.5% | 72     | 45.3% | 34  |
| Mail order / catalogue                                                                    | 0.5%  | 4      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 1.8%  | 3      | 1.7%  | 1   |
| TV shopping                                                                               | 0.0%  | 0      | 0.2%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0   |
| (Don't know / can't remember)                                                             | 13.0% | 111    | 14.2% | 29     | 17.5% | 52     | 13.0% | 16     | 7.2%  | 11     | 3.4%  | 3   |
| (Don't do this type of shopping)                                                          | 12.6% | 108    | 11.5% | 23     | 13.4% | 40     | 5.9%  | 7      | 17.6% | 27     | 13.7% | 10  |
| Weighted base:                                                                            | 853   |        |       | 202    |       | 296    |       | 126    |       | 155    |       | 74  |
| Sample:                                                                                   | 853   |        |       | 251    |       | 254    |       | 98     |       | 150    |       | 100 |

Hillingdon Household Survey  
for Lichfields

|                                                                                    | Total |    | Zone 1 |    | Zone 2 |    | Zone 3 |    | Zone 4 |    | Zone 5 |   |
|------------------------------------------------------------------------------------|-------|----|--------|----|--------|----|--------|----|--------|----|--------|---|
| Q16 Where did your household last buy DIY / hardware products and garden supplies? |       |    |        |    |        |    |        |    |        |    |        |   |
| Zone 1                                                                             |       |    |        |    |        |    |        |    |        |    |        |   |
| Aldi, Field End Road, Pinner, HA5 1QH                                              | 0.2%  | 2  | 1.0%   | 2  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 |
| Aldi, Victoria Retail Park, Ruislip, HA4 0EH                                       | 0.4%  | 3  | 1.5%   | 3  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 |
| Asda, Old Dairy Lane, Ruislip, HA4 0FY                                             | 0.2%  | 2  | 0.8%   | 2  | 0.0%   | 0  | 0.4%   | 0  | 0.0%   | 0  | 0.0%   | 0 |
| B&M, Victoria Road, London, HA4 0EH                                                | 1.3%  | 12 | 4.0%   | 8  | 0.7%   | 2  | 0.0%   | 0  | 0.9%   | 1  | 0.0%   | 0 |
| Ruislip Manor Local Centre                                                         | 0.2%  | 1  | 0.6%   | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 |
| Ruislip Retail Park, Victoria Road, Ruislip, HA4 0QE                               | 0.0%  | 0  | 0.2%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 |
| Sainsbury's, Long Drive, Ruislip, HA4 0HQ                                          | 0.2%  | 1  | 0.7%   | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 |
| Screwfix, Chancerygate Business Centre, Stonefield Way, Ruislip, HA4 0JA           | 0.8%  | 7  | 2.5%   | 5  | 0.7%   | 2  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 |
| Selco Builders Warehouse, Bradfield Road, Field End Road, Ruislip, HA4 0NU         | 0.2%  | 2  | 0.8%   | 2  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 |
| The Range, Victoria Retail Park, Ruislip, HA4 0AJ                                  | 0.1%  | 1  | 0.3%   | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 |
| Toolstation, Bradfield Road, Field End Road, Ruislip, HA4 0NU                      | 0.7%  | 6  | 0.7%   | 1  | 0.7%   | 2  | 1.8%   | 2  | 0.0%   | 0  | 0.0%   | 0 |
| Victoria Retail Park, Crown Road, Ruislip, HA4 0AJ                                 | 7.5%  | 64 | 15.1%  | 30 | 7.0%   | 21 | 4.0%   | 5  | 2.9%   | 4  | 5.0%   | 4 |
| Wickes, Victoria Road, Ruislip, HA4 0QB                                            | 4.3%  | 37 | 5.0%   | 10 | 6.0%   | 18 | 2.5%   | 3  | 0.8%   | 1  | 5.8%   | 4 |
| Zone 2                                                                             |       |    |        |    |        |    |        |    |        |    |        |   |
| Aldi, Northolt Road, South Harrow, Harrow, HA2 8EQ                                 | 0.2%  | 2  | 0.0%   | 0  | 0.6%   | 2  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 |
| Eastwoods Paint Shop, Alexandra Avenue, Rayners Lane, Harrow, HA2 9RY              | 0.1%  | 0  | 0.0%   | 0  | 0.1%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 |
| Poundland, Northolt Road, South Harrow, Harrow, HA2 8EE                            | 0.1%  | 0  | 0.0%   | 0  | 0.1%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 |
| Sainsbury's, Barters Walk, Pinner, HA5 5LU                                         | 0.1%  | 0  | 0.0%   | 0  | 0.1%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 |
| Zone 3                                                                             |       |    |        |    |        |    |        |    |        |    |        |   |
| Lidl, Ruislip Road, Northolt, UB5 5PQ                                              | 0.1%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.4%   | 0  | 0.0%   | 0  | 0.0%   | 0 |
| Zone 4                                                                             |       |    |        |    |        |    |        |    |        |    |        |   |
| Hillingdon DIY, Long Lane, Uxbridge, UB10 9JY                                      | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.2%   | 0  | 0.0%   | 0 |
| Hillingdon Local Centre                                                            | 0.3%  | 3  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 1.5%   | 2  | 0.4%   | 0 |
| Topps Tiles, Uxbridge Road, Uxbridge, UB10 0PH                                     | 0.2%  | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.8%   | 1  | 0.0%   | 0 |
| Zone 5                                                                             |       |    |        |    |        |    |        |    |        |    |        |   |
| Lidl, High Street, Uxbridge, UB8 1GB                                               | 0.1%  | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.9%   | 1 |
| Uxbridge Town Centre                                                               | 1.0%  | 9  | 0.0%   | 0  | 0.6%   | 2  | 0.0%   | 0  | 2.3%   | 3  | 4.5%   | 3 |
| Outside Survey Area                                                                |       |    |        |    |        |    |        |    |        |    |        |   |
| Ansell Garden Centre, Holloway Lane, Harmondsworth, West Drayton, UB7 0AE          | 0.5%  | 4  | 0.3%   | 1  | 0.1%   | 0  | 0.0%   | 0  | 1.5%   | 2  | 1.3%   | 1 |
| B&M, Argent Centre, Hayes, UB3 3BS                                                 | 0.2%  | 2  | 0.0%   | 0  | 0.0%   | 0  | 1.4%   | 2  | 0.2%   | 0  | 0.0%   | 0 |
| B&M, Fairfield Road, West Drayton, UB7 8EY                                         | 0.1%  | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 1.7%   | 1 |
| B&M, Retail Park, Willow Tree Lane, Glencoe Road, London, UB4 9SN                  | 0.1%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.4%   | 0  | 0.0%   | 0  | 0.0%   | 0 |
| B&M, St George's Shopping Centre, Harrow, HA1 1HS                                  | 0.2%  | 2  | 0.0%   | 0  | 0.5%   | 2  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 |
| B&Q, Glencoe Road, Hayes, UB4 9SN                                                  | 5.3%  | 46 | 3.1%   | 6  | 1.9%   | 6  | 10.6%  | 13 | 11.0%  | 17 | 4.3%   | 3 |

# Hillingdon Household Survey for Lichfields

Weighted:

July 2025

|                                                                                       | Total | Zone 1 |      | Zone 2 |      | Zone 3 |      | Zone 4 |      | Zone 5 |      |   |
|---------------------------------------------------------------------------------------|-------|--------|------|--------|------|--------|------|--------|------|--------|------|---|
| B&Q, Honeypot Lane, Harrow, Edgware, Stanmore, HA7 1QL                                | 0.2%  | 2      | 0.0% | 0      | 0.5% | 2      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| B&Q, London Road, High Wycombe, HP11 1EZ                                              | 0.0%  | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.4% | 0 |
| B&Q, St. Anns Road, Harrow, HA1 1LA                                                   | 0.2%  | 2      | 0.0% | 0      | 0.0% | 0      | 1.4% | 2      | 0.0% | 0      | 0.0% | 0 |
| B&Q, West Five Centre, London, W3 0RZ                                                 | 0.0%  | 0      | 0.2% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Carpenders Park Garden Centre, Carpenders Park, Little Oxhey Lane, Watford, WD19 5BA  | 0.2%  | 1      | 0.5% | 1      | 0.1% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Chipperfield Garden Centre, Tower Hill, Chipperfield, Kings Langley, WD4 9LH          | 0.0%  | 0      | 0.2% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Costco, Western International Park, Hayes Road, Cranford, Hounslow, Southall, UB2 5XJ | 0.0%  | 0      | 0.2% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Dunelm, Western Avenue, Greenford, UB6 8LZ                                            | 0.2%  | 2      | 0.0% | 0      | 0.5% | 2      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Flowerland, Norwood Lane, Iver, SL0 0EW                                               | 0.7%  | 6      | 1.5% | 3      | 0.0% | 0      | 0.0% | 0      | 2.0% | 3      | 0.4% | 0 |
| Grantham Town Centre                                                                  | 0.1%  | 0      | 0.0% | 0      | 0.1% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Harrow Garden Centre, Headstone Lane, Harrow, HA2 6NB                                 | 1.7%  | 15     | 0.5% | 1      | 4.6% | 14     | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Harrow Town Centre                                                                    | 0.8%  | 7      | 0.2% | 0      | 2.0% | 6      | 0.4% | 0      | 0.0% | 0      | 0.0% | 0 |
| Hillier Garden Centre, Ducks Hill Road, Ruislip, HA4 7TP                              | 1.6%  | 13     | 4.6% | 9      | 0.1% | 0      | 0.4% | 0      | 0.5% | 1      | 3.3% | 2 |
| Hillier Garden Centre, Syon Park, Park Road, London, TW8 8JF                          | 0.0%  | 0      | 0.2% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Home Bargains, High Street, West Drayton, UB7 7GN                                     | 0.3%  | 3      | 0.2% | 0      | 0.0% | 0      | 0.0% | 0      | 0.2% | 0      | 2.5% | 2 |
| John Lewis, Holmers Farm Way, Cressex Centre, High Wycombe, HP12 4NW                  | 0.1%  | 0      | 0.0% | 0      | 0.0% | 0      | 0.4% | 0      | 0.0% | 0      | 0.0% | 0 |
| Lombardy Retail Park, Coldharbour Lane, Hayes, UB3 3EX                                | 1.2%  | 10     | 3.0% | 6      | 0.0% | 0      | 3.0% | 4      | 0.5% | 1      | 0.0% | 0 |
| Morrisons, Trident Point, Pinner Road, Harrow, HA1 4BB                                | 0.1%  | 0      | 0.0% | 0      | 0.1% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Morrisons, Uxbridge Road, Pinner, HA5 4QT                                             | 0.1%  | 1      | 0.0% | 0      | 0.3% | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| N1 Garden Centre, Englefield Road, London, N1 4EU                                     | 0.2%  | 2      | 0.0% | 0      | 0.5% | 2      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Nik's Nursery, Southlands Road, Denham, Uxbridge, UB9 4HD                             | 0.0%  | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.4% | 0 |
| North Harrow Local Centre                                                             | 0.1%  | 0      | 0.0% | 0      | 0.1% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Osterley Garden Centre, Windmill Lane, Osterley, Isleworth, TW7 5PR                   | 0.2%  | 2      | 0.0% | 0      | 0.0% | 0      | 1.4% | 2      | 0.0% | 0      | 0.0% | 0 |
| Park Royal Local Centre                                                               | 0.2%  | 2      | 0.0% | 0      | 0.6% | 2      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Pinner Local Centre                                                                   | 0.5%  | 4      | 1.2% | 2      | 0.1% | 0      | 0.0% | 0      | 0.9% | 1      | 0.0% | 0 |
| Reading Town Centre                                                                   | 0.0%  | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.4% | 0 |
| Ruislip Local Centre                                                                  | 1.4%  | 12     | 2.3% | 5      | 2.0% | 6      | 0.4% | 0      | 0.2% | 0      | 1.3% | 1 |
| Screwfix, Bridge Street, Pinner, HA5 3HR                                              | 0.1%  | 1      | 0.0% | 0      | 0.3% | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Screwfix, Christchurch Industrial Estate, Harrow, HA3 8NT                             | 0.1%  | 0      | 0.0% | 0      | 0.1% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Screwfix, Crown Trade Park, Horton Road, West Drayton, UB7 8HP                        | 0.2%  | 2      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 1.1% | 2      | 0.0% | 0 |
| Screwfix, Trade City Business Park, Cowley                                            | 0.2%  | 2      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.8% | 1      | 0.4% | 0 |

Column %ges.

# Hillingdon Household Survey for Lichfields

Weighted:

July 2025

|                                                                                           | Total |     | Zone 1 |    | Zone 2 |    | Zone 3 |    | Zone 4 |    | Zone 5 |    |
|-------------------------------------------------------------------------------------------|-------|-----|--------|----|--------|----|--------|----|--------|----|--------|----|
| Mill Road, Uxbridge, UB8 2DB                                                              |       |     |        |    |        |    |        |    |        |    |        |    |
| Smith's Garden Centre, Oxford Road, Denham, Uxbridge, UB9 4DE                             | 2.1%  | 18  | 2.2%   | 5  | 0.1%   | 0  | 1.9%   | 2  | 1.8%   | 3  | 10.1%  | 8  |
| Squire's Garden Centre, Common Road, Harrow, Stanmore, HA7 3JF                            | 0.5%  | 5   | 0.0%   | 0  | 1.6%   | 5  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Squire's Garden Centre, Sixth Cross Road, Twickenham, TW2 5PA                             | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.2%   | 0  | 0.0%   | 0  |
| Staples Corner Retail Park, Geron Way, Brent Cross, London, NW2 6LW                       | 0.2%  | 2   | 0.0%   | 0  | 0.6%   | 2  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Tesco Extra, Glencoe Road, Hayes, UB4 9SQ                                                 | 0.2%  | 1   | 0.0%   | 0  | 0.0%   | 0  | 0.7%   | 1  | 0.2%   | 0  | 0.0%   | 0  |
| Tesco Superstore, Ash Hill Drive, Pinner, HA5 2AG                                         | 0.2%  | 2   | 1.0%   | 2  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Tesco Superstore, High Street, West Drayton, UB7 7FP                                      | 0.2%  | 1   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.9%   | 1  | 0.0%   | 0  |
| The Arches Retail Park, Lower High Street, Watford, WD17 2SD                              | 0.7%  | 6   | 1.6%   | 3  | 0.9%   | 3  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| The Range, Knaves Beech Business Centre, Loudwater, Wooburn Green, High Wycombe, HP10 9QR | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.4%   | 0  |
| Toolstation, Church Wharf, Church Street, Rickmansworth, WD3 1JB                          | 0.0%  | 0   | 0.2%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Toolstation, Cowley Mill Trading Estate, Uxbridge, UB8 2YG                                | 0.2%  | 1   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.8%   | 1  | 0.0%   | 0  |
| Victoria Place, Buckingham Palace Road, London, SW1W 9SJ                                  | 0.2%  | 1   | 0.7%   | 1  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Waitrose, Kingsend, Ruislip, HA4 7DS                                                      | 0.3%  | 2   | 0.0%   | 0  | 0.8%   | 2  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Watford Town Centre                                                                       | 0.2%  | 2   | 0.0%   | 0  | 0.6%   | 2  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| West Drayton Town Centre                                                                  | 0.2%  | 1   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.9%   | 1  | 0.0%   | 0  |
| Wickes, Seven Sisters Road, South Tottenham, London, N15 5NH                              | 0.2%  | 2   | 0.0%   | 0  | 0.0%   | 0  | 1.5%   | 2  | 0.0%   | 0  | 0.0%   | 0  |
| Wickes, Springfield Road, Elystan, Hayes, UB4 0UP                                         | 0.4%  | 3   | 0.0%   | 0  | 0.0%   | 0  | 1.4%   | 2  | 0.9%   | 1  | 0.0%   | 0  |
| <b>Others</b>                                                                             |       |     |        |    |        |    |        |    |        |    |        |    |
| Abroad                                                                                    | 0.5%  | 4   | 0.0%   | 0  | 1.4%   | 4  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Internet / delivery                                                                       | 27.7% | 236 | 21.2%  | 43 | 27.6%  | 82 | 42.5%  | 54 | 27.1%  | 42 | 21.2%  | 16 |
| Mail order / catalogue                                                                    | 0.7%  | 6   | 1.3%   | 3  | 0.1%   | 0  | 1.5%   | 2  | 0.0%   | 0  | 1.7%   | 1  |
| TV shopping                                                                               | 0.3%  | 2   | 0.0%   | 0  | 0.8%   | 2  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| (Don't know / can't remember)                                                             | 9.6%  | 82  | 7.4%   | 15 | 12.2%  | 36 | 9.2%   | 12 | 11.5%  | 18 | 1.7%   | 1  |
| (Don't do this type of shopping)                                                          | 20.2% | 172 | 13.1%  | 26 | 21.7%  | 64 | 12.7%  | 16 | 27.1%  | 42 | 32.0%  | 24 |
| Weighted base:                                                                            | 853   |     | 202    |    | 296    |    | 126    |    | 155    |    | 74     |    |
| Sample:                                                                                   | 853   |     | 251    |    | 254    |    | 98     |    | 150    |    | 100    |    |

Hillingdon Household Survey  
for Lichfields

Weighted:

|                                                                                             | Total | Zone 1 |      | Zone 2 |      | Zone 3 |       | Zone 4 |      | Zone 5 |      |   |
|---------------------------------------------------------------------------------------------|-------|--------|------|--------|------|--------|-------|--------|------|--------|------|---|
| Q17 Where did your household last buy health / beauty and chemist items?                    |       |        |      |        |      |        |       |        |      |        |      |   |
| Zone 1                                                                                      |       |        |      |        |      |        |       |        |      |        |      |   |
| Aldi, Victoria Retail Park, Ruislip, HA4 0EH                                                | 0.6%  | 5      | 0.7% | 1      | 0.1% | 0      | 0.4%  | 0      | 0.9% | 1      | 1.7% | 1 |
| Asda, Old Dairy Lane, Ruislip, HA4 0FY                                                      | 3.0%  | 26     | 8.6% | 17     | 2.1% | 6      | 1.8%  | 2      | 0.0% | 0      | 0.0% | 0 |
| B&M, Victoria Road, London, HA4 0EH                                                         | 0.2%  | 2      | 0.9% | 2      | 0.0% | 0      | 0.0%  | 0      | 0.2% | 0      | 0.0% | 0 |
| Boots Pharmacy, Field End Road, Pinner, HA5 1QH                                             | 0.0%  | 0      | 0.2% | 0      | 0.0% | 0      | 0.0%  | 0      | 0.0% | 0      | 0.0% | 0 |
| Boots Pharmacy, Field End Road, Pinner, HA5 1QR                                             | 0.9%  | 8      | 3.3% | 7      | 0.0% | 0      | 0.0%  | 0      | 0.0% | 0      | 1.7% | 1 |
| Boots Pharmacy, Field End Road, Ruislip, HA4 0QP                                            | 0.2%  | 2      | 0.8% | 2      | 0.0% | 0      | 0.0%  | 0      | 0.0% | 0      | 0.0% | 0 |
| Boots, High Street, Ruislip, HA4 8JB                                                        | 0.2%  | 1      | 0.6% | 1      | 0.0% | 0      | 0.0%  | 0      | 0.0% | 0      | 0.0% | 0 |
| Eastcoat Pharmacy & Travel Clinic, Field End Road, Pinner, HA5 1QG                          | 0.2%  | 1      | 0.6% | 1      | 0.0% | 0      | 0.0%  | 0      | 0.0% | 0      | 0.0% | 0 |
| Eastcote Local Centre                                                                       | 2.2%  | 19     | 5.9% | 12     | 2.1% | 6      | 0.0%  | 0      | 0.0% | 0      | 0.4% | 0 |
| Lidl, Victoria Road, Ruislip, HA4 0QQ                                                       | 0.3%  | 2      | 0.2% | 0      | 0.7% | 2      | 0.0%  | 0      | 0.0% | 0      | 0.0% | 0 |
| Ruislip Manor Local Centre                                                                  | 1.4%  | 12     | 5.7% | 11     | 0.0% | 0      | 0.4%  | 0      | 0.0% | 0      | 0.0% | 0 |
| Sainsbury's, Long Drive, Ruislip, HA4 0HQ                                                   | 1.6%  | 13     | 3.5% | 7      | 1.7% | 5      | 0.0%  | 0      | 0.0% | 0      | 1.6% | 1 |
| Superdrug, Field End Road, Pinner, HA5 1QL                                                  | 0.4%  | 3      | 0.7% | 1      | 0.5% | 2      | 0.0%  | 0      | 0.0% | 0      | 0.0% | 0 |
| Superdrug, High Street, Ruislip, HA4 8LS                                                    | 0.1%  | 1      | 0.3% | 1      | 0.0% | 0      | 0.0%  | 0      | 0.0% | 0      | 0.0% | 0 |
| Zone 2                                                                                      |       |        |      |        |      |        |       |        |      |        |      |   |
| Aldi, Northolt Road, South Harrow, Harrow, HA2 8EQ                                          | 0.1%  | 0      | 0.0% | 0      | 0.1% | 0      | 0.0%  | 0      | 0.0% | 0      | 0.0% | 0 |
| Asda, Northolt Road, London, HA2 8JN                                                        | 0.5%  | 5      | 0.0% | 0      | 0.0% | 0      | 3.6%  | 5      | 0.0% | 0      | 0.0% | 0 |
| Healthways Pharmacy, Rayners Lane, Harrow, Pinner, HA5 5DY                                  | 0.2%  | 2      | 0.0% | 0      | 0.6% | 2      | 0.0%  | 0      | 0.0% | 0      | 0.0% | 0 |
| Kings Pharmacy, Eastcote Lane, Harrow, HA2 9AJ                                              | 0.2%  | 2      | 0.0% | 0      | 0.6% | 2      | 0.0%  | 0      | 0.0% | 0      | 0.0% | 0 |
| Meads Pharmacy, Alexandra Avenue, Rayners Lane, Harrow, HA2 9SG                             | 0.1%  | 0      | 0.0% | 0      | 0.1% | 0      | 0.0%  | 0      | 0.0% | 0      | 0.0% | 0 |
| Poundland, Northolt Road, South Harrow, Harrow, HA2 8EE                                     | 0.1%  | 0      | 0.0% | 0      | 0.1% | 0      | 0.0%  | 0      | 0.0% | 0      | 0.0% | 0 |
| Rayners Lane District Centre                                                                | 0.6%  | 5      | 0.0% | 0      | 1.7% | 5      | 0.0%  | 0      | 0.0% | 0      | 0.0% | 0 |
| Sainsbury's Local, Rayners Lane, Pinner, HA5 5ER                                            | 0.3%  | 2      | 0.0% | 0      | 0.8% | 2      | 0.0%  | 0      | 0.0% | 0      | 0.0% | 0 |
| Sainsbury's, Barters Walk, Pinner, HA5 5LU                                                  | 0.8%  | 7      | 0.3% | 1      | 2.1% | 6      | 0.0%  | 0      | 0.0% | 0      | 0.0% | 0 |
| Saville Pharmacy, Station Road, North Harrow, Harrow, HA2 7SR                               | 0.1%  | 0      | 0.0% | 0      | 0.1% | 0      | 0.0%  | 0      | 0.0% | 0      | 0.0% | 0 |
| Shaftesbury Pharmacy, Shaftesbury Parade, Shaftesbury Circle, South Harrow, Harrow, HA2 0AJ | 0.2%  | 2      | 0.0% | 0      | 0.6% | 2      | 0.0%  | 0      | 0.0% | 0      | 0.0% | 0 |
| South Harrow Local Centre                                                                   | 1.0%  | 8      | 0.0% | 0      | 2.7% | 8      | 0.0%  | 0      | 0.0% | 0      | 0.0% | 0 |
| Stratwicks Pharmacy, Northolt Road, South Harrow, Harrow, HA2 8DU                           | 0.1%  | 0      | 0.0% | 0      | 0.1% | 0      | 0.0%  | 0      | 0.0% | 0      | 0.0% | 0 |
| Waitrose, Northolt Road, South Harrow, Harrow, HA2 0EG                                      | 0.4%  | 4      | 0.0% | 0      | 1.3% | 4      | 0.0%  | 0      | 0.0% | 0      | 0.0% | 0 |
| Zone 3                                                                                      |       |        |      |        |      |        |       |        |      |        |      |   |
| Northolt Town Centre                                                                        | 1.8%  | 15     | 0.9% | 2      | 0.3% | 1      | 10.1% | 13     | 0.0% | 0      | 0.0% | 0 |
| Zone 4                                                                                      |       |        |      |        |      |        |       |        |      |        |      |   |
| Adell's Chemist, Long Lane, Uxbridge, UB10 9PG                                              | 0.2%  | 2      | 0.0% | 0      | 0.0% | 0      | 0.0%  | 0      | 1.1% | 2      | 0.0% | 0 |
| Eclipse Pharmacy, Long                                                                      | 0.0%  | 0      | 0.0% | 0      | 0.0% | 0      | 0.0%  | 0      | 0.2% | 0      | 0.0% | 0 |

Hillingdon Household Survey  
for Lichfields

Weighted:

July 2025

|                                                                                       | Total | Zone 1 |      | Zone 2 |      | Zone 3 |      | Zone 4 |       | Zone 5 |       |    |
|---------------------------------------------------------------------------------------|-------|--------|------|--------|------|--------|------|--------|-------|--------|-------|----|
| Lane, Uxbridge, UB10 9PG                                                              |       |        |      |        |      |        |      |        |       |        |       |    |
| Hillingdon Local Centre                                                               | 0.5%  | 4      | 0.0% | 0      | 0.0% | 0      | 0.4% | 0      | 2.5%  | 4      | 0.0%  | 0  |
| Lansbury Pharmacy, Lansbury Drive, Hayes, UB4 8SE                                     | 0.0%  | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.2%  | 0      | 0.0%  | 0  |
| Puri Pharmacy, Ryefield Avenue, Uxbridge, UB10 9DA                                    | 0.1%  | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.5%  | 1      | 0.0%  | 0  |
| Vantage Pharmacy, Kingshill Avenue, Hayes, UB4 8BZ                                    | 0.0%  | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.2%  | 0      | 0.0%  | 0  |
| Zone 5                                                                                |       |        |      |        |      |        |      |        |       |        |       |    |
| Ickenham Local Centre                                                                 | 1.0%  | 8      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0%  | 0      | 11.3% | 8  |
| Lidl, High Street, Uxbridge, UB8 1GB                                                  | 0.2%  | 1      | 0.7% | 1      | 0.0% | 0      | 0.0% | 0      | 0.0%  | 0      | 0.0%  | 0  |
| Marks and Spencer (M&S), High Street, Uxbridge, UB8 1TL                               | 0.4%  | 3      | 1.0% | 2      | 0.0% | 0      | 0.0% | 0      | 0.9%  | 1      | 0.0%  | 0  |
| Sainsbury's, York Road, Uxbridge, UB8 1QW                                             | 0.9%  | 7      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 3.1%  | 5      | 3.4%  | 2  |
| Tesco Express, High Street, Uxbridge, UB8 1ND                                         | 0.2%  | 2      | 0.0% | 0      | 0.6% | 2      | 0.0% | 0      | 0.0%  | 0      | 0.0%  | 0  |
| Uxbridge Town Centre                                                                  | 11.5% | 98     | 7.6% | 15     | 1.4% | 4      | 6.9% | 9      | 34.0% | 53     | 23.4% | 17 |
| Winchester Chemist, Swakeleys Road, Ickenham, Uxbridge, UB10 8DQ                      | 0.0%  | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0%  | 0      | 0.4%  | 0  |
| Outside Survey Area                                                                   |       |        |      |        |      |        |      |        |       |        |       |    |
| Aldi, Century Park, Dalton Way, Watford, WD17 2SF                                     | 0.0%  | 0      | 0.2% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0%  | 0      | 0.0%  | 0  |
| Asda, High Street, Harrow, HA3 7AE                                                    | 0.7%  | 6      | 0.0% | 0      | 2.0% | 6      | 0.0% | 0      | 0.0%  | 0      | 0.0%  | 0  |
| Asda, Millington Road, Hayes, UB3 4AZ                                                 | 0.2%  | 2      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 1.3%  | 2      | 0.0%  | 0  |
| B&M, St George's Shopping Centre, Harrow, HA1 1HS                                     | 0.1%  | 0      | 0.0% | 0      | 0.1% | 0      | 0.0% | 0      | 0.0%  | 0      | 0.0%  | 0  |
| Belfast International Airport, Airport Road, Crumlin, BT29 4AB                        | 0.1%  | 0      | 0.0% | 0      | 0.1% | 0      | 0.0% | 0      | 0.0%  | 0      | 0.0%  | 0  |
| Boots Pharmacy, Greenford Road, Greenford, UB6 0UW                                    | 0.2%  | 2      | 0.0% | 0      | 0.0% | 0      | 1.4% | 2      | 0.0%  | 0      | 0.0%  | 0  |
| Boots, Bridge Street, Pinner, HA5 3HR                                                 | 0.1%  | 0      | 0.0% | 0      | 0.1% | 0      | 0.0% | 0      | 0.0%  | 0      | 0.0%  | 0  |
| Boots, Canada Square, London, E14 5AX                                                 | 0.2%  | 2      | 0.0% | 0      | 0.6% | 2      | 0.0% | 0      | 0.0%  | 0      | 0.0%  | 0  |
| Boots, St Anns Shopping Centre, St. Anns Road, Harrow, HA1 1AS                        | 0.1%  | 0      | 0.0% | 0      | 0.1% | 0      | 0.0% | 0      | 0.0%  | 0      | 0.0%  | 0  |
| Boots, Station Road, New Milton, BH25 6HY                                             | 0.0%  | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0%  | 0      | 0.4%  | 0  |
| Brent Cross Shopping Centre, Prince Charles Drive, Brent Cross, London, NW4 3FP       | 0.4%  | 3      | 0.2% | 0      | 0.6% | 2      | 0.0% | 0      | 0.0%  | 0      | 1.7%  | 1  |
| Bushey Pharmacy, High Street, Bushey, WD23 3HE                                        | 0.0%  | 0      | 0.2% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0%  | 0      | 0.0%  | 0  |
| Central London                                                                        | 1.0%  | 8      | 0.2% | 0      | 1.1% | 3      | 0.0% | 0      | 2.2%  | 3      | 1.7%  | 1  |
| Century Retail Park, Watford, WD17 2SF                                                | 0.2%  | 2      | 1.0% | 2      | 0.0% | 0      | 0.0% | 0      | 0.0%  | 0      | 0.0%  | 0  |
| Colney Fields Shopping Park, London Colney, St Albans, AL2 1BW                        | 0.2%  | 1      | 0.6% | 1      | 0.0% | 0      | 0.0% | 0      | 0.0%  | 0      | 0.0%  | 0  |
| Costco, Western International Park, Hayes Road, Cranford, Hounslow, Southall, UB2 5XJ | 0.0%  | 0      | 0.2% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0%  | 0      | 0.0%  | 0  |
| Covent Garden District Centre                                                         | 0.0%  | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.2%  | 0      | 0.0%  | 0  |
| Doorstep Pharmacy, High Street, Harrow, HA1 3LP                                       | 0.1%  | 0      | 0.0% | 0      | 0.1% | 0      | 0.0% | 0      | 0.0%  | 0      | 0.0%  | 0  |
| Ealing Broadway, The                                                                  | 0.5%  | 4      | 0.0% | 0      | 1.4% | 4      | 0.0% | 0      | 0.0%  | 0      | 0.0%  | 0  |

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|                                                                                               | Total | Zone 1 |       | Zone 2 |       | Zone 3 |      | Zone 4 |      | Zone 5 |      |   |
|-----------------------------------------------------------------------------------------------|-------|--------|-------|--------|-------|--------|------|--------|------|--------|------|---|
| Broadway, London, W5<br>5JY                                                                   |       |        |       |        |       |        |      |        |      |        |      |   |
| Ealing Local Centre                                                                           | 0.0%  | 0      | 0.2%  | 0      | 0.0%  | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Farringdon Local Centre                                                                       | 0.2%  | 2      | 0.0%  | 0      | 0.7%  | 2      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Gerrards Cross Town Centre                                                                    | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0% | 0      | 0.2% | 0      | 0.0% | 0 |
| Greenford Town Centre                                                                         | 0.8%  | 7      | 0.0%  | 0      | 0.6%  | 2      | 3.3% | 4      | 0.9% | 1      | 0.0% | 0 |
| Harefield Village Centre                                                                      | 0.0%  | 0      | 0.2%  | 0      | 0.0%  | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Harrow Town Centre                                                                            | 6.6%  | 56     | 1.3%  | 3      | 16.8% | 50     | 1.5% | 2      | 0.9% | 1      | 0.4% | 0 |
| Hayes Town Centre                                                                             | 0.3%  | 3      | 0.0%  | 0      | 0.0%  | 0      | 0.4% | 0      | 1.5% | 2      | 0.0% | 0 |
| Hillier Garden Centre, Ducks<br>Hill Road, Ruislip, HA4<br>7TP                                | 0.2%  | 2      | 0.0%  | 0      | 0.0%  | 0      | 1.5% | 2      | 0.0% | 0      | 0.0% | 0 |
| Home Bargains, High Street,<br>West Drayton, UB7 7GN                                          | 0.1%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.4% | 0      | 0.0% | 0      | 0.0% | 0 |
| John Lewis, Holmers Farm<br>Way, Cressex Centre,<br>High Wycombe, HP12<br>4NW                 | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0% | 0      | 0.0% | 0      | 0.4% | 0 |
| John Lewis, Oxford Street,<br>London, W1C 1DX                                                 | 0.0%  | 0      | 0.2%  | 0      | 0.0%  | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Lidl, Bridge Street, Pinner,<br>HA5 3HZ                                                       | 0.3%  | 3      | 0.7%  | 1      | 0.5%  | 2      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Lidl, High Road, Harrow,<br>HA3 6HF                                                           | 0.2%  | 2      | 0.0%  | 0      | 0.6%  | 2      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Lidl, Uxbridge Road,<br>London, UB4 0SB                                                       | 0.2%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 0.0% | 0      | 0.9% | 1      | 0.0% | 0 |
| Lombardy Retail Park,<br>Coldharbour Lane, Hayes,<br>UB3 3EX                                  | 0.3%  | 3      | 0.0%  | 0      | 0.0%  | 0      | 0.0% | 0      | 1.8% | 3      | 0.0% | 0 |
| Mango Pharmacy, The<br>Parade, High Street,<br>Cowley, Uxbridge, UB8<br>2EP                   | 0.2%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 0.0% | 0      | 0.8% | 1      | 0.0% | 0 |
| Marks and Spencer (M&S),<br>Barnet Road, London<br>Colney, St Albans, AL2<br>1AB              | 0.0%  | 0      | 0.2%  | 0      | 0.0%  | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Marks and Spencer (M&S),<br>St. Anns Road, Harrow,<br>HA1 1NB                                 | 0.3%  | 3      | 0.0%  | 0      | 0.0%  | 0      | 2.2% | 3      | 0.0% | 0      | 0.0% | 0 |
| Morrisons, Trident Point,<br>Pinner Road, Harrow,<br>HA1 4BB                                  | 0.1%  | 0      | 0.0%  | 0      | 0.1%  | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Morrisons, Uxbridge Road,<br>Pinner, HA5 4QT                                                  | 0.4%  | 3      | 0.0%  | 0      | 1.2%  | 3      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| North Harrow Local Centre                                                                     | 0.5%  | 4      | 0.0%  | 0      | 1.3%  | 4      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Pinner Local Centre                                                                           | 2.2%  | 19     | 5.0%  | 10     | 2.9%  | 9      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Richmond Local Centre                                                                         | 0.2%  | 1      | 0.6%  | 1      | 0.0%  | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| RJ's Pharmacy, Ealing Road,<br>Wembley, HA0 4QG                                               | 0.1%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.4% | 0      | 0.0% | 0      | 0.0% | 0 |
| Ruislip Local Centre                                                                          | 3.7%  | 31     | 12.1% | 24     | 0.0%  | 0      | 0.0% | 0      | 1.8% | 3      | 5.7% | 4 |
| Sainsbury's, Ealing Road,<br>Wembley, HA0 1PF                                                 | 0.2%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 0.0% | 0      | 0.9% | 1      | 0.0% | 0 |
| Sainsbury's, Lombardy<br>Retail Park, Coldharbour<br>Lane, Hayes, UB3 3EX                     | 0.7%  | 6      | 0.0%  | 0      | 0.6%  | 2      | 3.6% | 5      | 0.0% | 0      | 0.0% | 0 |
| Sunbury Cross Shopping<br>Centre, Staines Road<br>West,<br>Sunbury-on-Thames,<br>TW16 7BB     | 0.2%  | 2      | 0.0%  | 0      | 0.0%  | 0      | 1.5% | 2      | 0.0% | 0      | 0.0% | 0 |
| Superdrug, Lombardy Retail<br>Park, Hayes, UB3 3EX                                            | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0% | 0      | 0.2% | 0      | 0.0% | 0 |
| Tesco Express, Cowley<br>Road, Oxford, OX4 1UT                                                | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0% | 0      | 0.0% | 0      | 0.4% | 0 |
| Tesco Extra, Bulls Bridge<br>Industrial Estate, Hayes<br>Road, Hounslow, Southall,<br>UB2 5NB | 0.2%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 0.0% | 0      | 0.8% | 1      | 0.0% | 0 |
| Tesco Extra, Glencoe Road,<br>Hayes, UB4 9SQ                                                  | 1.2%  | 10     | 0.2%  | 0      | 0.0%  | 0      | 6.5% | 8      | 1.1% | 2      | 0.0% | 0 |
| Tesco Superstore, Ash Hill<br>Drive, Pinner, HA5 2AG                                          | 0.5%  | 4      | 2.0%  | 4      | 0.0%  | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Tesco Superstore, High                                                                        | 0.5%  | 4      | 0.0%  | 0      | 0.0%  | 0      | 0.0% | 0      | 1.3% | 2      | 2.5% | 2 |

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|                                                               | Total | Zone 1 |       | Zone 2 |       | Zone 3 |       | Zone 4 |       | Zone 5 |       |    |
|---------------------------------------------------------------|-------|--------|-------|--------|-------|--------|-------|--------|-------|--------|-------|----|
| Street, West Drayton, UB7 7FP                                 |       |        |       |        |       |        |       |        |       |        |       |    |
| Tesco Superstore, Station Road, Harrow, HA1 2TU               | 0.1%  | 0      | 0.0%  | 0      | 0.1%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0  |
| Tesco Superstore, Western Avenue, Greenford, UB6 8DW          | 0.2%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.9%  | 1      | 0.0%  | 0  |
| The Palm Centre, Ham Street, Richmond, TW10 7HA               | 0.2%  | 2      | 1.0%  | 2      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0  |
| Waitrose, Alexandria Road, London, W13 0NL                    | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.2%  | 0      | 0.0%  | 0  |
| Waitrose, Kingsend, Ruislip, HA4 7DS                          | 0.4%  | 3      | 0.3%  | 1      | 0.0%  | 0      | 0.4%  | 0      | 0.2%  | 0      | 2.6%  | 2  |
| Watford Town Centre                                           | 0.1%  | 1      | 0.0%  | 0      | 0.3%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0  |
| Westfield London, Ariel Way, London, W12 7GF                  | 1.0%  | 9      | 0.2%  | 0      | 0.8%  | 2      | 4.8%  | 6      | 0.0%  | 0      | 0.0%  | 0  |
| Westfield Stratford City, Montfichet Road, London, E20 1EJ    | 0.4%  | 3      | 0.7%  | 1      | 0.0%  | 0      | 1.5%  | 2      | 0.0%  | 0      | 0.0%  | 0  |
| Westway Cross Retail Park, Greenford Road, Greenford, UB6 0UW | 1.1%  | 9      | 0.0%  | 0      | 1.9%  | 5      | 2.8%  | 4      | 0.0%  | 0      | 0.0%  | 0  |
| Yeading Lane Pharmacy, Yeading Lane, Hayes, UB4 9AX           | 0.1%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.4%  | 0      | 0.0%  | 0      | 0.0%  | 0  |
| Yeading Local Centre                                          | 0.2%  | 2      | 0.0%  | 0      | 0.0%  | 0      | 1.4%  | 2      | 0.0%  | 0      | 0.0%  | 0  |
| Others                                                        |       |        |       |        |       |        |       |        |       |        |       |    |
| Abroad                                                        | 0.5%  | 5      | 0.7%  | 1      | 0.0%  | 0      | 1.5%  | 2      | 0.9%  | 1      | 0.0%  | 0  |
| Internet / delivery                                           | 28.8% | 246    | 22.4% | 45     | 29.2% | 87     | 36.8% | 47     | 27.4% | 42     | 34.1% | 25 |
| Mail order / catalogue                                        | 0.6%  | 5      | 0.2%  | 0      | 0.1%  | 0      | 0.4%  | 0      | 0.9%  | 1      | 2.9%  | 2  |
| TV shopping                                                   | 0.2%  | 1      | 0.7%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0  |
| (Don't know / can't remember)                                 | 6.6%  | 56     | 6.0%  | 12     | 10.8% | 32     | 1.8%  | 2      | 5.7%  | 9      | 1.7%  | 1  |
| (Don't do this type of shopping)                              | 2.6%  | 22     | 0.3%  | 1      | 4.5%  | 13     | 2.2%  | 3      | 2.9%  | 4      | 1.7%  | 1  |
| Weighted base:                                                | 853   |        | 202   |        | 296   |        | 126   |        | 155   |        | 74    |    |
| Sample:                                                       | 853   |        | 251   |        | 254   |        | 98    |        | 150   |        | 100   |    |

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|                                                                                                 | Total | Zone 1 |      | Zone 2 |      | Zone 3 |      | Zone 4 |       | Zone 5 |      |   |
|-------------------------------------------------------------------------------------------------|-------|--------|------|--------|------|--------|------|--------|-------|--------|------|---|
| Q18 Where did your household last buy books, games, toys, sports, hobby items and pet products? |       |        |      |        |      |        |      |        |       |        |      |   |
| Zone 1                                                                                          |       |        |      |        |      |        |      |        |       |        |      |   |
| Aldi, Victoria Retail Park, Ruislip, HA4 0EH                                                    | 0.1%  | 1      | 0.2% | 0      | 0.0% | 0      | 0.4% | 0      | 0.2%  | 0      | 0.0% | 0 |
| Asda, Old Dairy Lane, Ruislip, HA4 0FY                                                          | 0.7%  | 6      | 3.0% | 6      | 0.0% | 0      | 0.0% | 0      | 0.0%  | 0      | 0.0% | 0 |
| B&M, Victoria Road, London, HA4 0EH                                                             | 0.5%  | 4      | 1.5% | 3      | 0.1% | 0      | 0.4% | 0      | 0.0%  | 0      | 0.0% | 0 |
| Eastcote Local Centre                                                                           | 0.2%  | 2      | 0.2% | 0      | 0.5% | 2      | 0.0% | 0      | 0.0%  | 0      | 0.0% | 0 |
| John Sanders, High Street, Ruislip, HA4 8JB                                                     | 0.0%  | 0      | 0.2% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0%  | 0      | 0.0% | 0 |
| Lidl, Victoria Road, Ruislip, HA4 0QQ                                                           | 0.3%  | 3      | 0.7% | 1      | 0.0% | 0      | 0.0% | 0      | 0.0%  | 0      | 1.7% | 1 |
| Ruislip Manor Local Centre                                                                      | 0.2%  | 2      | 1.0% | 2      | 0.0% | 0      | 0.0% | 0      | 0.0%  | 0      | 0.0% | 0 |
| Sainsbury's, Long Drive, Ruislip, HA4 0HQ                                                       | 0.5%  | 5      | 0.7% | 1      | 1.1% | 3      | 0.0% | 0      | 0.0%  | 0      | 0.0% | 0 |
| The Old Dairy, Old Dairy Lane, Ruislip, HA4 0FY                                                 | 0.0%  | 0      | 0.2% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0%  | 0      | 0.0% | 0 |
| Victoria Retail Park, Crown Road, Ruislip, HA4 0AJ                                              | 3.3%  | 28     | 8.1% | 16     | 1.8% | 5      | 1.5% | 2      | 1.7%  | 3      | 2.1% | 2 |
| Zone 2                                                                                          |       |        |      |        |      |        |      |        |       |        |      |   |
| Iceland, Rayners Lane, Harrow, Pinner, HA5 5ED                                                  | 0.1%  | 0      | 0.0% | 0      | 0.1% | 0      | 0.0% | 0      | 0.0%  | 0      | 0.0% | 0 |
| Sainsbury's, Barthers Walk, Pinner, HA5 5LU                                                     | 0.2%  | 2      | 0.2% | 0      | 0.6% | 2      | 0.0% | 0      | 0.0%  | 0      | 0.0% | 0 |
| South Harrow Local Centre                                                                       | 0.1%  | 1      | 0.0% | 0      | 0.3% | 1      | 0.0% | 0      | 0.0%  | 0      | 0.0% | 0 |
| Waitrose, Northolt Road, South Harrow, Harrow, HA2 0EG                                          | 0.1%  | 0      | 0.0% | 0      | 0.1% | 0      | 0.0% | 0      | 0.0%  | 0      | 0.0% | 0 |
| Zone 3                                                                                          |       |        |      |        |      |        |      |        |       |        |      |   |
| Zone 4                                                                                          |       |        |      |        |      |        |      |        |       |        |      |   |
| Centre of Hope, Long Lane, Uxbridge, UB10 9PG                                                   | 0.0%  | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.2%  | 0      | 0.0% | 0 |
| Hillingdon Local Centre                                                                         | 0.2%  | 1      | 0.7% | 1      | 0.0% | 0      | 0.0% | 0      | 0.0%  | 0      | 0.0% | 0 |
| Zone 5                                                                                          |       |        |      |        |      |        |      |        |       |        |      |   |
| Co-op, Swakeleys Road, Ickenham, Uxbridge, UB10 8DF                                             | 0.0%  | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0%  | 0      | 0.4% | 0 |
| Sainsbury's, York Road, Uxbridge, UB8 1QW                                                       | 0.1%  | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.5%  | 1      | 0.0% | 0 |
| Uxbridge Town Centre                                                                            | 3.8%  | 32     | 4.3% | 9      | 0.0% | 0      | 0.7% | 1      | 10.3% | 16     | 8.8% | 6 |
| Outside Survey Area                                                                             |       |        |      |        |      |        |      |        |       |        |      |   |
| Asda, High Street, Harrow, HA3 7AE                                                              | 0.5%  | 4      | 0.0% | 0      | 1.4% | 4      | 0.0% | 0      | 0.0%  | 0      | 0.0% | 0 |
| Asda, Ivy Bridge Retail Park, Twickenham Road, Twickenham, TW7 7DY                              | 0.2%  | 1      | 0.7% | 1      | 0.0% | 0      | 0.0% | 0      | 0.0%  | 0      | 0.0% | 0 |
| Aylesbury Town Centre                                                                           | 0.2%  | 2      | 0.0% | 0      | 0.0% | 0      | 1.5% | 2      | 0.0%  | 0      | 0.0% | 0 |
| Brent Cross Shopping Centre, Prince Charles Drive, Brent Cross, London, NW4 3FP                 | 0.2%  | 2      | 0.7% | 1      | 0.0% | 0      | 0.0% | 0      | 0.2%  | 0      | 0.0% | 0 |
| Brentford Town Centre                                                                           | 0.1%  | 0      | 0.0% | 0      | 0.1% | 0      | 0.0% | 0      | 0.0%  | 0      | 0.0% | 0 |
| Cambridge City Centre                                                                           | 0.2%  | 2      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 1.3%  | 2      | 0.0% | 0 |
| Castle Point Shopping Centre, Castle Lane West, Bournemouth, BH8 9UW                            | 0.1%  | 0      | 0.0% | 0      | 0.1% | 0      | 0.0% | 0      | 0.0%  | 0      | 0.0% | 0 |
| Central London                                                                                  | 1.4%  | 12     | 0.2% | 0      | 2.5% | 8      | 0.0% | 0      | 0.9%  | 1      | 3.4% | 2 |
| Costco, Hartspring Lane, Bushey, WD25 8JS                                                       | 0.1%  | 1      | 0.0% | 0      | 0.3% | 1      | 0.0% | 0      | 0.0%  | 0      | 0.0% | 0 |
| Costco, Western International Park, Hayes Road, Cranford, Hounslow, Southall, UB2 5XJ           | 0.0%  | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0%  | 0      | 0.4% | 0 |
| Cowley Retail Park, Uxbridge, UB8 2TE                                                           | 0.8%  | 7      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 3.6%  | 6      | 2.1% | 2 |
| Daunt Books, Marylebone High Street, London, W1U 4QW                                            | 0.0%  | 0      | 0.2% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0%  | 0      | 0.0% | 0 |
| Ealing Broadway, The Broadway, London, W5 5JY                                                   | 0.0%  | 0      | 0.2% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0%  | 0      | 0.0% | 0 |

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|-------------------------------------------------------------------------------------------|-------|----|--------|---|--------|----|--------|---|--------|---|--------|---|
| Ealing Local Centre                                                                       | 0.2%  | 2  | 0.0%   | 0 | 0.5%   | 2  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |
| Elmsleigh Shopping Centre,<br>South Street, Staines,<br>TW18 4QB                          | 0.2%  | 2  | 0.0%   | 0 | 0.0%   | 0  | 1.5%   | 2 | 0.0%   | 0 | 0.0%   | 0 |
| Flowerland, Norwood Lane,<br>Iver, SL0 0EW                                                | 0.2%  | 1  | 0.6%   | 1 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |
| Greenford Town Centre                                                                     | 0.6%  | 5  | 0.0%   | 0 | 0.8%   | 2  | 2.2%   | 3 | 0.0%   | 0 | 0.0%   | 0 |
| Harrow Town Centre                                                                        | 3.5%  | 30 | 1.0%   | 2 | 8.1%   | 24 | 2.9%   | 4 | 0.0%   | 0 | 0.0%   | 0 |
| High Wycombe Town<br>Centre                                                               | 0.2%  | 1  | 0.7%   | 1 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |
| Hobbycraft, Westway Cross<br>Shopping Park, Greenford<br>Road, Greenford, UB6<br>0UW      | 0.2%  | 2  | 0.0%   | 0 | 0.5%   | 2  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |
| Home Bargains, Great<br>Western Industrial,<br>Armstrong Way, Southall,<br>UB2 4SD        | 0.2%  | 1  | 0.7%   | 1 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |
| Home Bargains, High Street,<br>West Drayton, UB7 7GN                                      | 0.2%  | 2  | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 2.5%   | 2 |
| John Lewis, Holmers Farm<br>Way, Cressex Centre,<br>High Wycombe, HP12<br>4NW             | 0.0%  | 0  | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.4%   | 0 |
| Lombardy Retail Park,<br>Coldharbour Lane, Hayes,<br>UB3 3EX                              | 1.4%  | 12 | 4.7%   | 9 | 0.1%   | 0  | 0.0%   | 0 | 1.5%   | 2 | 0.0%   | 0 |
| London Designer Outlet,<br>Wembley Park Boulevard,<br>Wembley Park, Wembley,<br>HA9 0FD   | 0.2%  | 1  | 0.7%   | 1 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |
| Marylebone Local Centre                                                                   | 0.0%  | 0  | 0.2%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |
| Northwood Local Centre                                                                    | 0.1%  | 0  | 0.0%   | 0 | 0.0%   | 0  | 0.4%   | 0 | 0.0%   | 0 | 0.0%   | 0 |
| Oxford City Centre                                                                        | 0.0%  | 0  | 0.2%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |
| Pets at Home, Century Retail<br>Park, Dalton Way,<br>Watford, WD17 2SF                    | 0.1%  | 0  | 0.0%   | 0 | 0.1%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |
| Pinner Local Centre                                                                       | 0.6%  | 5  | 1.2%   | 2 | 1.0%   | 3  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |
| Retail Park 1,<br>Staines-upon-Thames,<br>TW18 4WA                                        | 0.4%  | 4  | 1.0%   | 2 | 0.6%   | 2  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |
| Ruislip Local Centre                                                                      | 1.1%  | 9  | 4.2%   | 8 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.9%   | 1 |
| Sainsbury's, Lombardy<br>Retail Park, Coldharbour<br>Lane, Hayes, UB3 3EX                 | 0.1%  | 1  | 0.0%   | 0 | 0.1%   | 0  | 0.0%   | 0 | 0.2%   | 0 | 0.0%   | 0 |
| Smyths, Cowley Retail Park,<br>High Street, Uxbridge,<br>UB8 2TE                          | 0.2%  | 2  | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.7%   | 1 | 1.3%   | 1 |
| St Luke's Hospice Charity<br>Shop, Bridge Street,<br>Pinner, HA5 3JF                      | 0.2%  | 2  | 0.8%   | 2 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |
| Stafferton Way Retail Park,<br>Maidenhead, SL6 1AY                                        | 0.2%  | 1  | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.8%   | 1 | 0.0%   | 0 |
| Stanmore Local Centre                                                                     | 0.0%  | 0  | 0.2%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |
| Staples Corner Retail Park,<br>Geron Way, Brent Cross,<br>London, NW2 6LW                 | 0.5%  | 4  | 1.0%   | 2 | 0.0%   | 0  | 1.5%   | 2 | 0.0%   | 0 | 0.0%   | 0 |
| Sunbury Cross Shopping<br>Centre, Staines Road<br>West,<br>Sunbury-on-Thames,<br>TW16 7BB | 0.1%  | 1  | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 1.7%   | 1 |
| Tesco Extra, Glencoe Road,<br>Hayes, UB4 9SQ                                              | 0.2%  | 1  | 0.0%   | 0 | 0.0%   | 0  | 0.7%   | 1 | 0.2%   | 0 | 0.0%   | 0 |
| Tesco Superstore, Ash Hill<br>Drive, Pinner, HA5 2AG                                      | 0.2%  | 2  | 0.9%   | 2 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |
| Tesco Superstore, High<br>Street, West Drayton, UB7<br>7FP                                | 0.2%  | 2  | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.2%   | 0 | 1.7%   | 1 |
| Tesco Superstore, Packhorse<br>Road, Gerrards Cross, SL9<br>8ER                           | 0.0%  | 0  | 0.0%   | 0 | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.4%   | 0 |
| The Arches Retail Park,<br>Lower High Street,                                             | 0.1%  | 0  | 0.0%   | 0 | 0.1%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |

Column %ges.

# Hillingdon Household Survey for Lichfields

Weighted:

July 2025

|                                                                                  | Total | Zone 1 |       | Zone 2 |       | Zone 3 |       | Zone 4 |       | Zone 5 |       |
|----------------------------------------------------------------------------------|-------|--------|-------|--------|-------|--------|-------|--------|-------|--------|-------|
| Watford, WD17 2SD                                                                |       |        |       |        |       |        |       |        |       |        |       |
| Waitrose, Kingsend, Ruislip, HA4 7DS                                             | 0.0%  | 0      | 0.2%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  |
| Waterfields Shopping Park, Waterfields Way, Watford, WD17 2BD                    | 0.6%  | 5      | 0.0%  | 0      | 1.4%  | 4      | 0.0%  | 0      | 0.9%  | 1      | 0.0%  |
| Waterstones, Gower Street, London, WC1E 6EQ                                      | 0.2%  | 2      | 0.6%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.4%  |
| Waterstones, St. Anns Road, Harrow, HA1 1LQ                                      | 0.1%  | 0      | 0.0%  | 0      | 0.1%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  |
| Watford Town Centre                                                              | 0.2%  | 2      | 0.0%  | 0      | 0.7%  | 2      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  |
| Wembley Local Centre                                                             | 0.1%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.4%  | 0      | 0.0%  | 0      | 0.0%  |
| Westfield London, Ariel Way, London, W12 7GF                                     | 0.3%  | 2      | 0.0%  | 0      | 0.0%  | 0      | 1.8%  | 2      | 0.0%  | 0      | 0.0%  |
| Westway Cross Retail Park, Greenford Road, Greenford, UB6 0UW                    | 2.2%  | 19     | 2.8%  | 6      | 1.0%  | 3      | 7.2%  | 9      | 0.5%  | 1      | 0.4%  |
| Wildwoods Water Garden Centre, Theobalds Park Road, Crews Hill, Enfield, EN2 9BP | 0.1%  | 0      | 0.0%  | 0      | 0.1%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  |
| <b>Others</b>                                                                    |       |        |       |        |       |        |       |        |       |        |       |
| Abroad                                                                           | 0.4%  | 4      | 0.7%  | 1      | 0.8%  | 2      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  |
| Internet / delivery                                                              | 32.6% | 278    | 29.8% | 60     | 35.6% | 106    | 33.5% | 42     | 28.6% | 44     | 34.9% |
| Mail order / catalogue                                                           | 0.3%  | 3      | 0.0%  | 0      | 0.0%  | 0      | 0.4%  | 0      | 1.4%  | 2      | 0.0%  |
| TV shopping                                                                      | 0.1%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 1.6%  |
| (Don't know / can't remember)                                                    | 11.0% | 93     | 7.7%  | 15     | 12.8% | 38     | 16.3% | 21     | 11.6% | 18     | 2.1%  |
| (Don't do this type of shopping)                                                 | 26.2% | 224    | 17.6% | 35     | 26.0% | 77     | 26.7% | 34     | 34.4% | 53     | 32.8% |
| Weighted base:                                                                   |       | 853    |       | 202    |       | 296    |       | 126    |       | 155    |       |
| Sample:                                                                          |       | 853    |       | 251    |       | 254    |       | 98     |       | 150    |       |

|                                                                                                                          | Total | Zone 1 |      | Zone 2 |       | Zone 3 |      | Zone 4 |       | Zone 5 |      |   |
|--------------------------------------------------------------------------------------------------------------------------|-------|--------|------|--------|-------|--------|------|--------|-------|--------|------|---|
| Q19 Where did your household last buy other non-food goods including jewellery & watches, glassware and household goods? |       |        |      |        |       |        |      |        |       |        |      |   |
| Zone 1                                                                                                                   |       |        |      |        |       |        |      |        |       |        |      |   |
| Aldi, Victoria Retail Park, Ruislip, HA4 0EH                                                                             | 0.1%  | 1      | 0.2% | 0      | 0.0%  | 0      | 0.4% | 0      | 0.0%  | 0      | 0.0% | 0 |
| Asda, Old Dairy Lane, Ruislip, HA4 0FY                                                                                   | 0.8%  | 7      | 2.3% | 5      | 0.7%  | 2      | 0.0% | 0      | 0.0%  | 0      | 0.0% | 0 |
| Barnardo's, Field End Road, Ruislip, Pinner, HA5 1RH                                                                     | 0.2%  | 1      | 0.6% | 1      | 0.0%  | 0      | 0.0% | 0      | 0.0%  | 0      | 0.0% | 0 |
| Eastcote Local Centre                                                                                                    | 0.1%  | 1      | 0.3% | 1      | 0.0%  | 0      | 0.0% | 0      | 0.0%  | 0      | 0.0% | 0 |
| Lidl, Victoria Road, Ruislip, HA4 0QQ                                                                                    | 0.1%  | 1      | 0.0% | 0      | 0.0%  | 0      | 0.0% | 0      | 0.0%  | 0      | 1.7% | 1 |
| Ruislip Manor Local Centre                                                                                               | 0.2%  | 2      | 0.9% | 2      | 0.0%  | 0      | 0.0% | 0      | 0.0%  | 0      | 0.0% | 0 |
| Sainsbury's, Long Drive, Ruislip, HA4 0HQ                                                                                | 0.3%  | 3      | 0.8% | 2      | 0.3%  | 1      | 0.0% | 0      | 0.0%  | 0      | 0.4% | 0 |
| Victoria Retail Park, Crown Road, Ruislip, HA4 0AJ                                                                       | 0.8%  | 7      | 1.0% | 2      | 1.3%  | 4      | 0.0% | 0      | 0.8%  | 1      | 0.0% | 0 |
| Zone 2                                                                                                                   |       |        |      |        |       |        |      |        |       |        |      |   |
| Asda, Northolt Road, London, HA2 8JN                                                                                     | 0.3%  | 3      | 0.0% | 0      | 0.0%  | 0      | 2.2% | 3      | 0.0%  | 0      | 0.0% | 0 |
| Poundland, Northolt Road, South Harrow, Harrow, HA2 8EE                                                                  | 0.1%  | 0      | 0.0% | 0      | 0.1%  | 0      | 0.0% | 0      | 0.0%  | 0      | 0.0% | 0 |
| Sainsbury's, Barbers Walk, Pinner, HA5 5LU                                                                               | 0.4%  | 3      | 0.0% | 0      | 1.1%  | 3      | 0.0% | 0      | 0.0%  | 0      | 0.0% | 0 |
| South Harrow Local Centre                                                                                                | 0.1%  | 0      | 0.0% | 0      | 0.1%  | 0      | 0.0% | 0      | 0.0%  | 0      | 0.0% | 0 |
| Zone 3                                                                                                                   |       |        |      |        |       |        |      |        |       |        |      |   |
| Zone 4                                                                                                                   |       |        |      |        |       |        |      |        |       |        |      |   |
| Hillingdon Local Centre                                                                                                  | 0.0%  | 0      | 0.0% | 0      | 0.0%  | 0      | 0.0% | 0      | 0.2%  | 0      | 0.0% | 0 |
| Zone 5                                                                                                                   |       |        |      |        |       |        |      |        |       |        |      |   |
| Marks and Spencer (M&S), High Street, Uxbridge, UB8 1TL                                                                  | 0.2%  | 2      | 0.0% | 0      | 0.1%  | 0      | 0.0% | 0      | 0.0%  | 0      | 2.1% | 2 |
| Sainsbury's, York Road, Uxbridge, UB8 1QW                                                                                | 0.2%  | 2      | 0.0% | 0      | 0.0%  | 0      | 0.0% | 0      | 1.4%  | 2      | 0.0% | 0 |
| Uxbridge Town Centre                                                                                                     | 4.8%  | 41     | 6.4% | 13     | 0.7%  | 2      | 2.9% | 4      | 10.5% | 16     | 8.4% | 6 |
| Outside Survey Area                                                                                                      |       |        |      |        |       |        |      |        |       |        |      |   |
| Aldi, Century Park, Dalton Way, Watford, WD17 2SF                                                                        | 0.2%  | 2      | 0.0% | 0      | 0.5%  | 2      | 0.0% | 0      | 0.0%  | 0      | 0.0% | 0 |
| B&M, Fairfield Road, West Drayton, UB7 8EY                                                                               | 0.2%  | 2      | 0.0% | 0      | 0.0%  | 0      | 1.5% | 2      | 0.0%  | 0      | 0.0% | 0 |
| B&M, St George's Shopping Centre, Harrow, HA1 1HS                                                                        | 0.3%  | 3      | 0.0% | 0      | 0.9%  | 3      | 0.0% | 0      | 0.0%  | 0      | 0.0% | 0 |
| Brent Cross Shopping Centre, Prince Charles Drive, Brent Cross, London, NW4 3FP                                          | 0.3%  | 3      | 0.3% | 1      | 0.5%  | 2      | 0.0% | 0      | 0.2%  | 0      | 0.0% | 0 |
| Brent South Shopping Park, Brent Terrace, Brent Cross, London, NW2 1LS                                                   | 0.2%  | 1      | 0.7% | 1      | 0.0%  | 0      | 0.0% | 0      | 0.0%  | 0      | 0.0% | 0 |
| Bridport Town Centre                                                                                                     | 0.0%  | 0      | 0.0% | 0      | 0.0%  | 0      | 0.0% | 0      | 0.0%  | 0      | 0.4% | 0 |
| Brighton City Centre                                                                                                     | 0.1%  | 0      | 0.0% | 0      | 0.1%  | 0      | 0.0% | 0      | 0.0%  | 0      | 0.0% | 0 |
| Canterbury City Centre                                                                                                   | 0.1%  | 0      | 0.0% | 0      | 0.0%  | 0      | 0.4% | 0      | 0.0%  | 0      | 0.0% | 0 |
| Central London                                                                                                           | 1.5%  | 13     | 1.4% | 3      | 1.3%  | 4      | 0.4% | 0      | 2.7%  | 4      | 2.0% | 1 |
| Costco, Western International Park, Hayes Road, Cranford, Hounslow, Southall, UB2 5XJ                                    | 0.2%  | 2      | 0.0% | 0      | 0.0%  | 0      | 0.0% | 0      | 1.3%  | 2      | 0.0% | 0 |
| Cowley Retail Park, Uxbridge, UB8 2TE                                                                                    | 0.0%  | 0      | 0.0% | 0      | 0.0%  | 0      | 0.0% | 0      | 0.0%  | 0      | 0.4% | 0 |
| Denby Outlet, East Midlands Designer Outlet, Mansfield Road, South Normanton, DE55 2JW                                   | 0.0%  | 0      | 0.2% | 0      | 0.0%  | 0      | 0.0% | 0      | 0.0%  | 0      | 0.0% | 0 |
| Dunelm, Western Avenue, Greenford, UB6 8LZ                                                                               | 0.6%  | 5      | 0.2% | 0      | 0.5%  | 2      | 1.9% | 2      | 0.0%  | 0      | 1.3% | 1 |
| Ealing Broadway, The Broadway, London, W5 5JY                                                                            | 0.1%  | 0      | 0.0% | 0      | 0.1%  | 0      | 0.0% | 0      | 0.0%  | 0      | 0.0% | 0 |
| Ealing Local Centre                                                                                                      | 0.2%  | 2      | 0.0% | 0      | 0.5%  | 2      | 0.0% | 0      | 0.0%  | 0      | 0.0% | 0 |
| Greenford Town Centre                                                                                                    | 0.3%  | 3      | 0.0% | 0      | 0.0%  | 0      | 2.2% | 3      | 0.0%  | 0      | 0.0% | 0 |
| Harrow Town Centre                                                                                                       | 4.7%  | 40     | 1.3% | 3      | 12.3% | 36     | 0.7% | 1      | 0.0%  | 0      | 0.0% | 0 |
| Holmers Farm Way, Cressex                                                                                                | 0.0%  | 0      | 0.2% | 0      | 0.0%  | 0      | 0.0% | 0      | 0.0%  | 0      | 0.0% | 0 |

# Hillingdon Household Survey for Lichfields

Weighted:

July 2025

|                                                                                | Total | Zone 1 |      | Zone 2 |      | Zone 3 |      | Zone 4 |      | Zone 5 |      |   |
|--------------------------------------------------------------------------------|-------|--------|------|--------|------|--------|------|--------|------|--------|------|---|
| Centre, High Wycombe, HP12 4NW                                                 |       |        |      |        |      |        |      |        |      |        |      |   |
| Home Bargains, Ivy Bridge Retail Park, Twickenham Road, Twickenham, TW7 7DY    | 0.2%  | 1      | 0.7% | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Hounslow Local Centre                                                          | 0.2%  | 2      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 1.3% | 2      | 0.0% | 0 |
| Ikea, North Circular Road, London, NW10 0TH                                    | 0.8%  | 7      | 0.6% | 1      | 1.3% | 4      | 0.0% | 0      | 1.3% | 2      | 0.0% | 0 |
| John Lewis, Holmers Farm Way, Cressex Centre, High Wycombe, HP12 4NW           | 1.5%  | 13     | 1.3% | 3      | 0.5% | 2      | 0.0% | 0      | 2.2% | 3      | 6.7% | 5 |
| John Lewis, Oxford Street, London, W1C 1DX                                     | 0.5%  | 4      | 1.3% | 3      | 0.6% | 2      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Kew Retail Park, Bessant Drive, Richmond, TW9 4AD                              | 0.2%  | 1      | 0.7% | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Kingsbury District Centre                                                      | 0.2%  | 2      | 0.0% | 0      | 0.0% | 0      | 1.5% | 2      | 0.0% | 0      | 0.0% | 0 |
| Kingston upon Thames Town Centre                                               | 0.0%  | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.2% | 0      | 0.0% | 0 |
| Lombardy Retail Park, Coldharbour Lane, Hayes, UB3 3EX                         | 0.5%  | 4      | 1.0% | 2      | 0.0% | 0      | 1.4% | 2      | 0.2% | 0      | 0.0% | 0 |
| London Designer Outlet, Wembley Park Boulevard, Wembley Park, Wembley, HA9 0FD | 0.4%  | 3      | 0.0% | 0      | 0.5% | 2      | 1.4% | 2      | 0.0% | 0      | 0.0% | 0 |
| Marks and Spencer (M&S), Clarence Street, Kingston upon Thames, KT1 1NU        | 0.0%  | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.4% | 0 |
| Marlow Town Centre                                                             | 0.0%  | 0      | 0.2% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| North Harrow Local Centre                                                      | 0.1%  | 0      | 0.0% | 0      | 0.1% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Pandora, Harlequin Shopping Centre, Watford, WD17 2TB                          | 0.0%  | 0      | 0.2% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Petts Wood Town Centre                                                         | 0.0%  | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.4% | 0 |
| Pinner Local Centre                                                            | 0.5%  | 4      | 1.0% | 2      | 0.7% | 2      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Ram Jewellery House, Western Road, Southall, UB2 5HQ                           | 0.1%  | 0      | 0.0% | 0      | 0.1% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Retail Park 1, Staines-upon-Thames, TW18 4WA                                   | 0.3%  | 3      | 0.7% | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 1.7% | 1 |
| Ruislip Local Centre                                                           | 1.6%  | 14     | 4.5% | 9      | 0.1% | 0      | 0.4% | 0      | 0.9% | 1      | 3.3% | 2 |
| Sainsbury's, Elgiva Lane, Chesham, HP5 2YA                                     | 0.0%  | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.2% | 0      | 0.0% | 0 |
| Sainsbury's, Lombardy Retail Park, Coldharbour Lane, Hayes, UB3 3EX            | 0.2%  | 2      | 0.6% | 1      | 0.0% | 0      | 0.0% | 0      | 0.5% | 1      | 0.0% | 0 |
| Slough Retail Park, Bath Road, Slough, SL1 5AL                                 | 0.0%  | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.2% | 0      | 0.0% | 0 |
| Southall Local Centre                                                          | 0.2%  | 2      | 0.0% | 0      | 0.6% | 2      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Southwold Town Centre                                                          | 0.0%  | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.4% | 0 |
| Sunshine Garden Centre, Durnsford Road, Bounds Green, N11 2EL                  | 0.1%  | 0      | 0.0% | 0      | 0.1% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Tesco Extra, Glencoe Road, Hayes, UB4 9SQ                                      | 0.2%  | 2      | 0.0% | 0      | 0.0% | 0      | 0.4% | 0      | 0.8% | 1      | 0.0% | 0 |
| Tesco Superstore, High Street, West Drayton, UB7 7FP                           | 0.2%  | 2      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 1.1% | 2      | 0.0% | 0 |
| The Brunswick Centre, Bernard Street, London, WC1N 1BS                         | 0.3%  | 2      | 0.0% | 0      | 0.8% | 2      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Upton Park Local Centre                                                        | 0.2%  | 2      | 0.0% | 0      | 0.0% | 0      | 1.4% | 2      | 0.0% | 0      | 0.0% | 0 |
| Waitrose, Kingsend, Ruislip, HA4 7DS                                           | 0.1%  | 0      | 0.0% | 0      | 0.0% | 0      | 0.4% | 0      | 0.0% | 0      | 0.0% | 0 |
| Waterfields Shopping Park, Waterfields Way, Watford, WD17 2BD                  | 0.2%  | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.9% | 1      | 0.0% | 0 |
| Watford Town Centre                                                            | 0.4%  | 3      | 0.2% | 0      | 1.0% | 3      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Wembley Local Centre                                                           | 0.4%  | 4      | 0.7% | 1      | 0.6% | 2      | 0.4% | 0      | 0.0% | 0      | 0.0% | 0 |
| Westfield London, Ariel                                                        | 1.2%  | 10     | 0.2% | 0      | 0.3% | 1      | 4.3% | 5      | 1.7% | 3      | 0.9% | 1 |

Column %ges.

Hillingdon Household Survey  
for Lichfields

Weighted:

July 2025

|                                                                     | Total |     | Zone 1 |     | Zone 2 |     | Zone 3 |     | Zone 4 |     | Zone 5 |     |
|---------------------------------------------------------------------|-------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Way, London, W12 7GF                                                |       |     |        |     |        |     |        |     |        |     |        |     |
| Westway Cross Retail Park,<br>Greenford Road,<br>Greenford, UB6 0UW | 0.6%  | 5   | 0.3%   | 1   | 0.3%   | 1   | 2.9%   | 4   | 0.0%   | 0   | 0.0%   | 0   |
| <b>Others</b>                                                       |       |     |        |     |        |     |        |     |        |     |        |     |
| Abroad                                                              | 1.2%  | 10  | 1.7%   | 3   | 0.3%   | 1   | 1.4%   | 2   | 2.7%   | 4   | 0.0%   | 0   |
| Internet / delivery                                                 | 29.6% | 253 | 22.7%  | 46  | 31.7%  | 94  | 41.2%  | 52  | 28.7%  | 44  | 22.6%  | 17  |
| Mail order / catalogue                                              | 3.2%  | 27  | 5.0%   | 10  | 3.4%   | 10  | 0.0%   | 0   | 2.7%   | 4   | 4.2%   | 3   |
| TV shopping                                                         | 0.1%  | 1   | 0.0%   | 0   | 0.0%   | 0   | 0.4%   | 0   | 0.0%   | 0   | 0.9%   | 1   |
| (Don't know / can't<br>remember)                                    | 11.7% | 100 | 15.2%  | 31  | 15.9%  | 47  | 10.2%  | 13  | 5.6%   | 9   | 0.4%   | 0   |
| (Don't do this type of<br>shopping)                                 | 24.9% | 212 | 24.5%  | 49  | 19.6%  | 58  | 20.0%  | 25  | 31.6%  | 49  | 41.4%  | 31  |
| Weighted base:                                                      |       | 853 |        | 202 |        | 296 |        | 126 |        | 155 |        | 74  |
| Sample:                                                             |       | 853 |        | 251 |        | 254 |        | 98  |        | 150 |        | 100 |

**GEN Gender of respondent:**

|                |       |     |       |     |       |     |       |     |       |     |       |     |
|----------------|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|
| Male           | 39.3% | 335 | 38.8% | 78  | 43.2% | 128 | 40.4% | 51  | 35.6% | 55  | 31.2% | 23  |
| Female         | 60.7% | 518 | 61.2% | 123 | 56.8% | 168 | 59.6% | 75  | 64.4% | 100 | 68.8% | 51  |
| Weighted base: |       | 853 |       | 202 |       | 296 |       | 126 |       | 155 |       | 74  |
| Sample:        |       | 853 |       | 251 |       | 254 |       | 98  |       | 150 |       | 100 |

**AGE Could I ask how old you are please?**

|                |       |     |       |     |       |     |       |     |       |     |       |     |
|----------------|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|
| 18 to 24       | 10.0% | 85  | 5.3%  | 11  | 11.8% | 35  | 5.8%  | 7   | 15.9% | 25  | 9.9%  | 7   |
| 25 to 34       | 14.5% | 123 | 16.7% | 34  | 12.9% | 38  | 11.6% | 15  | 15.9% | 25  | 16.6% | 12  |
| 35 to 44       | 21.7% | 185 | 18.9% | 38  | 26.0% | 77  | 19.4% | 25  | 21.1% | 33  | 17.3% | 13  |
| 45 to 54       | 18.4% | 157 | 13.7% | 28  | 17.4% | 51  | 29.8% | 38  | 17.3% | 27  | 18.7% | 14  |
| 55 to 64       | 16.0% | 137 | 19.8% | 40  | 14.0% | 42  | 16.6% | 21  | 16.1% | 25  | 12.7% | 9   |
| 65 +           | 19.3% | 165 | 25.5% | 51  | 17.8% | 53  | 16.8% | 21  | 13.7% | 21  | 24.8% | 18  |
| (Refused)      | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Weighted base: |       | 853 |       | 202 |       | 296 |       | 126 |       | 155 |       | 74  |
| Sample:        |       | 853 |       | 251 |       | 254 |       | 98  |       | 150 |       | 100 |

**QUOTA Zone**

|                |       |     |        |     |        |     |        |     |        |     |        |     |
|----------------|-------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Zone 1         | 23.6% | 202 | 100.0% | 202 | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   |
| Zone 2         | 34.7% | 296 | 0.0%   | 0   | 100.0% | 296 | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   |
| Zone 3         | 14.8% | 126 | 0.0%   | 0   | 0.0%   | 0   | 100.0% | 126 | 0.0%   | 0   | 0.0%   | 0   |
| Zone 4         | 18.1% | 155 | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 100.0% | 155 | 0.0%   | 0   |
| Zone 5         | 8.7%  | 74  | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 100.0% | 74  |
| Weighted base: |       | 853 |        | 202 |        | 296 |        | 126 |        | 155 |        | 74  |
| Sample:        |       | 853 |        | 251 |        | 254 |        | 98  |        | 150 |        | 100 |

**PC Postcode Sector**

|                |       |     |       |     |       |     |       |     |       |     |       |     |
|----------------|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|
| HA2 0          | 1.8%  | 16  | 0.0%  | 0   | 5.3%  | 16  | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| HA2 7          | 4.3%  | 37  | 0.0%  | 0   | 12.3% | 37  | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| HA2 8          | 3.4%  | 29  | 0.0%  | 0   | 9.9%  | 29  | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| HA2 9          | 6.8%  | 58  | 0.0%  | 0   | 19.5% | 58  | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| HA4 0          | 4.4%  | 37  | 18.6% | 37  | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| HA4 6          | 5.6%  | 48  | 23.8% | 48  | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| HA4 8          | 6.5%  | 55  | 27.3% | 55  | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| HA4 9          | 4.6%  | 39  | 19.5% | 39  | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| HA5 1          | 2.5%  | 22  | 10.8% | 22  | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| HA5 5          | 10.6% | 90  | 0.0%  | 0   | 30.4% | 90  | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| UB10 0         | 8.7%  | 74  | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 47.8% | 74  | 0.0%  | 0   |
| UB10 8         | 5.8%  | 49  | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 66.7% | 49  |
| UB10 9         | 6.3%  | 53  | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 34.6% | 53  | 0.0%  | 0   |
| UB4 8          | 3.2%  | 27  | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 17.7% | 27  | 0.0%  | 0   |
| UB5 4          | 7.8%  | 67  | 0.0%  | 0   | 22.6% | 67  | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| UB5 5          | 8.4%  | 72  | 0.0%  | 0   | 0.0%  | 0   | 56.9% | 72  | 0.0%  | 0   | 0.0%  | 0   |
| UB5 6          | 6.4%  | 54  | 0.0%  | 0   | 0.0%  | 0   | 43.1% | 54  | 0.0%  | 0   | 0.0%  | 0   |
| UB8 1          | 2.9%  | 25  | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 33.3% | 25  |
| Weighted base: |       | 853 |       | 202 |       | 296 |       | 126 |       | 155 |       | 74  |
| Sample:        |       | 853 |       | 251 |       | 254 |       | 98  |       | 150 |       | 100 |

### **Appendix 3:**

#### **Sample Questionnaire**

Job No: 065A25  
Hillingdon Household Survey Questionnaire

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

**QA Are you the person responsible, or jointly responsible for food and non-food shopping in your household?**

YES – CONTINUE INTERVIEW.

NO – ASK TO SPEAK TO THE PERSON WHO IS RESPONSIBLE FOR MOST OF THE HOUSEHOLD'S SHOPPING, IF NOT AVAILABLE  
THANK AND CLOSE INTERVIEW.

**READ OUT:** *We now have a few questions about where you go food shopping. In answering these questions the location may be a store, a town, village or city, a specific road or area, or it could be via the internet / delivery.*

**Q01 Where did you undertake your household's last main food and grocery shopping?**

DO NOT READ OUT. ONE ANSWER ONLY. INTERVIEWER INCLUDE STORES FULL NAME (E.G. TESCO EXTRA, TESCO EXPRESS, ETC) AND ADDRESS

|       |                                  |           |
|-------|----------------------------------|-----------|
| #Food | Food List                        | GO TO Q03 |
| 500   | Other (PLEASE WRITE IN)          | GO TO Q03 |
| 502   | Internet / delivery              | GO TO Q02 |
| 505   | (Don't know / can't remember)    | CLOSE     |
| 506   | (Don't do this type of shopping) | CLOSE     |

**Those who do their main food shopping via the Internet at Q01:**

**Q02 From which online retailer did you last purchase your main food and grocery shopping?**

DO NOT PROMPT. ONE ANSWER ONLY.

|   |                               |
|---|-------------------------------|
| 1 | Amazon                        |
| 2 | Asda                          |
| 3 | Iceland                       |
| 4 | Marks & Spencer               |
| 5 | Morrisons                     |
| 6 | Ocado                         |
| 7 | Sainsbury's                   |
| 8 | Tesco                         |
| A | Waitrose                      |
| B | Other (PLEASE WRITE IN)       |
| C | (Don't know / can't remember) |

**Q03 What are the main reasons you choose (STORE / LOCATION MENTIONED AT Q01) to do your main food and grocery shopping?**

DO NOT PROMPT. CAN BE MULTI-CODED. PROBE FULLY. Anything else?

#Food Re Food Reasons List

**Excluding those who do their main food shopping via the Internet at Q01:**

**Q04 How do you usually travel to (STORE MENTIONED AT Q01)?**

DO NOT PROMPT. ONE ANSWER ONLY.

|   |                                               |
|---|-----------------------------------------------|
| 1 | Car / van (as driver)                         |
| 2 | Car / van (as passenger)                      |
| 3 | Bus, minibus or coach                         |
| 4 | Motorcycle, scooter or moped                  |
| 5 | Walk                                          |
| 6 | Taxi                                          |
| 7 | Underground / Tube                            |
| 8 | Train                                         |
| 9 | Bicycle                                       |
| A | Disability vehicle (scooter, wheelchair etc.) |
| B | Other (PLEASE WRITE IN)                       |
| C | (Don't know / can't remember)                 |

**Q05 Where did you undertake your household's main food and grocery shopping the time before last?**

DO NOT READ OUT. ONE ANSWER ONLY. INTERVIEWER INCLUDE STORES FULL NAME (E.G. TESCO EXTRA, TESCO EXPRESS, ETC) AND ADDRESS

|       |                               |
|-------|-------------------------------|
| #Food | Food List                     |
| 500   | Other (PLEASE WRITE IN)       |
| 502   | Internet / delivery           |
| 505   | (Don't know / can't remember) |
| 507   | (Same as time before)         |

**Q06 Do you make 'top-up' food shopping trips, for goods such as bread and milk, in between your main food shopping trips?**

DO NOT PROMPT. ONE ANSWER ONLY.

|   |     |           |
|---|-----|-----------|
| 1 | Yes | GO TO Q07 |
| 2 | No  | GO TO Q09 |

**Those who do top-up shopping at Q06:**

**Q07 Where did you last undertake your household's small scale /top-up shopping?**

DO NOT READ OUT. ONE ANSWER ONLY. INTERVIEWER INCLUDE STORES FULL NAME (E.G. TESCO EXTRA, TESCO EXPRESS, ETC) AND ADDRESS

|       |                               |           |
|-------|-------------------------------|-----------|
| #Food | Food List                     | GO TO Q08 |
| 500   | Other (PLEASE WRITE IN)       | GO TO Q08 |
| 502   | Internet / delivery           | GO TO Q08 |
| 505   | (Don't know / can't remember) | GO TO Q09 |

Those who do top-up shopping at Q06: and stated a location at Q07

**Q08 Where did you undertake your household's small scale/top-up shopping the time before last?**  
DO NOT READ OUT. ONE ANSWER ONLY. INTERVIEWER INCLUDE STORES FULL NAME (E.G. TESCO EXTRA, TESCO EXPRESS, ETC) AND ADDRESS

#Food Food List  
500 Other (PLEASE WRITE IN)  
502 Internet / delivery  
505 (Don't know / can't remember)  
507 (Same as time before)

**READ OUT: "We now have a few questions about where you undertake non-food shopping. In answering these questions the location may be a town centre, a retail park, a free standing store, or it could be facilities such as the internet"**

**Q09 Where do you do most of your household's non-food shopping?**  
DO NOT PROMPT. ONE ANSWER ONLY.

#NonFood Non-food List  
500 Other (PLEASE WRITE IN) GO TO Q10  
502 Internet / delivery GO TO Q10  
505 (Don't know / varies) GO TO Q12

**Q10 What are your main reasons for visiting (LOCATION MENTIONED AT Q09) for the majority of your household's non-food shopping?**  
DO NOT PROMPT. SELECT ALL THAT APPLY.

#NF Reas NF Reasons List

**Q11 How do you usually travel to (LOCATION MENTIONED AT Q09)?**  
DO NOT PROMPT. ONE ANSWER ONLY.

1 Car / van (as driver)  
2 Car / van (as passenger)  
3 Bus, minibus or coach  
4 Motorcycle, scooter or moped  
5 Walk  
6 Taxi  
7 Underground / Tube  
8 Train  
9 Bicycle  
A Disability vehicle (scooter, wheelchair etc.)  
B Other (PLEASE WRITE IN)  
C (Don't know / varies)

**Q12 Where did your household last buy clothes, footwear and other fashion goods?**  
DO NOT PROMPT. ONE ANSWER ONLY.

#NonFood Non-food List  
500 Other (PLEASE WRITE IN)  
502 Internet / delivery  
505 (Don't know / can't remember)  
506 (Don't do this type of shopping)

**Q13 Where did your household last buy furniture, soft furnishings and floor coverings?**  
DO NOT PROMPT. ONE ANSWER ONLY.

#NonFood Non-food List  
500 Other (PLEASE WRITE IN)  
502 Internet / delivery  
505 (Don't know / can't remember)  
506 (Don't do this type of shopping)

**Q14 Where did your household last buy domestic electrical appliances (e.g. fridges, washing machines, coffee-makers, toasters and dishwashers)?**  
DO NOT PROMPT. ONE ANSWER ONLY.

#NonFood Non-food List  
500 Other (PLEASE WRITE IN)  
502 Internet / delivery  
505 (Don't know / can't remember)  
506 (Don't do this type of shopping)

**Q15 Where did your household last buy other kinds of electric goods such as TVs, radios, audio, telephones, and computer products?**  
DO NOT PROMPT. ONE ANSWER ONLY.

#NonFood Non-food List  
500 Other (PLEASE WRITE IN)  
502 Internet / delivery  
505 (Don't know / can't remember)  
506 (Don't do this type of shopping)

**Q16 Where did your household last buy DIY / hardware products and garden supplies?**  
DO NOT PROMPT. ONE ANSWER ONLY.

#NonFood Non-food List  
500 Other (PLEASE WRITE IN)  
502 Internet / delivery  
505 (Don't know / can't remember)  
506 (Don't do this type of shopping)

**Q17**      **Where did your household last buy health / beauty and chemist items?**  
DO NOT PROMPT. ONE ANSWER ONLY.

#NonFood Non-food List  
500      Other (PLEASE WRITE IN)  
502      Internet / delivery  
505      (Don't know / can't remember)  
506      (Don't do this type of shopping)

**Q18**      **Where did your household last buy books, games, toys, sports, hobby items and pet products?**  
DO NOT PROMPT. ONE ANSWER ONLY.

#NonFood Non-food List  
500      Other (PLEASE WRITE IN)  
502      Internet / delivery  
505      (Don't know / can't remember)  
506      (Don't do this type of shopping)

**Q19**      **Where did your household last buy other non-food goods including jewellery & watches, glassware and household goods?**  
  
DO NOT PROMPT. ONE ANSWER ONLY.

#NonFood Non-food List  
500      Other (PLEASE WRITE IN)  
502      Internet / delivery  
505      (Don't know / can't remember)  
506      (Don't do this type of shopping)

**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 4:

Map

Key

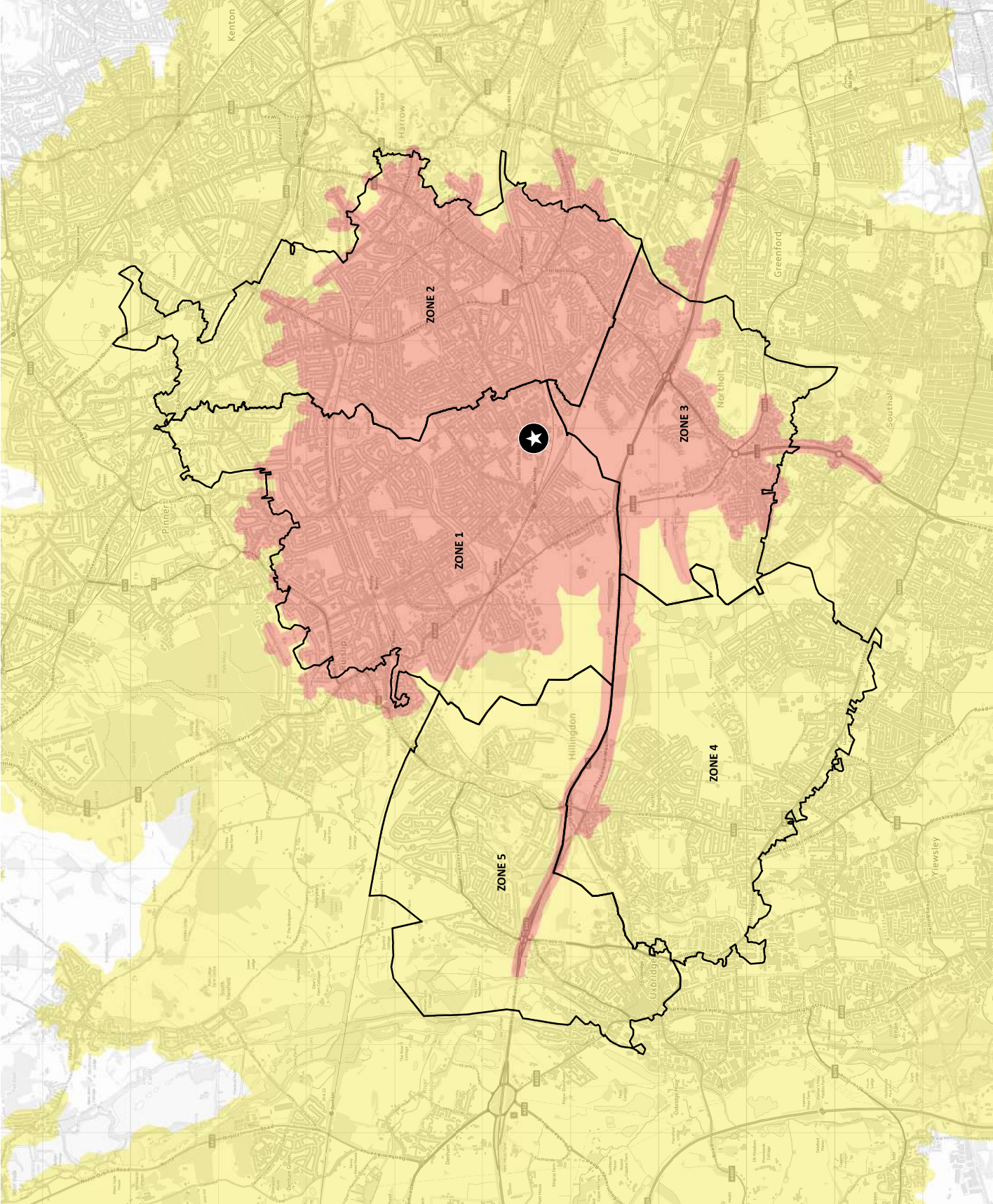
★

Site

10 Minute Off-Peak Drivetime

20 Minute Off-Peak Drivetime

Zone



# LICHFIELDS

|          |                          |
|----------|--------------------------|
| Project  | M&S Victoria Retail Park |
| Title    | Zones                    |
| Client   | Marks & Spencer plc      |
| Date     | 18.06.2025               |
| Scale    | 1:40,000 @ A3            |
| Drawn by | MAR                      |
| Dwg. No  | GIS/LF/70714/01-03       |

GIS Reference: S:\P Jobs\LF70000 - LF70999\LF70714 - M&S Victoria Retail Park\LF70714 - M&S Victoria Retail Park - Zones - 18.06.2025.mxd