

Guildford Borough Council

Retail and Leisure Study

Volume 3: Shopping Surveys



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Guildford Household Survey for Roger Tym & Partners

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q01 Excluding Christmas shopping, where did your household last undertake a main food and grocery shop?																		
Budgens, 14 Wharf Rd, Ash, ALDERSHOT	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Market Town, 61-66 St Johns Street, FARNCOMBE	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	4
Co-op Market Town, Village Way, CRANLEIGH	0.5%	5	0.0%	0	4.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, 109-113 Queens Road, ALDERSHOT	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, 111 High Street, Horsell, WOKING	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, 2-3 Cobb House, Byfleet, WEST BYFLEET	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, 26 High Street, KNAPHILL	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 120-124 Station Road, ADDLESTONE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 153-163 Victoria Road, ALDERSHOT	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
J Sainsbury, 1 Sainsbury Centre, White Hart Row, CHERTSEY	0.5%	5	0.0%	0	0.0%	0	0.0%	0	4.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, 148-150 High Street, GUILDFORD	1.1%	11	7.2%	9	0.0%	0	0.8%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, 15 Wolseley Walk, WOKING	0.6%	6	0.0%	0	0.0%	0	3.2%	4	0.8%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, 16 South Street, FARNHAM	1.6%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.8%	16	0.0%	0
J Sainsbury, 32-38 High Street, DORKING	1.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.2%	14	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, 7 Worthing Road, HORSHAM	4.3%	43	0.0%	0	0.0%	0	0.8%	1	0.0%	0	1.6%	2	32.0%	40	0.0%	0	0.0%	0
J Sainsbury, Bridge Way, COBHAM	2.2%	22	4.0%	5	0.0%	0	5.6%	7	0.8%	1	7.2%	9	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, Clay Lane, Burpham, GUILDFORD	5.3%	53	32.0%	40	0.8%	1	8.7%	11	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, Redding Way, Knaphill, WOKING	3.3%	33	1.6%	2	0.0%	0	14.3%	18	10.4%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, Stocklund Square, 146-158 High Street, CRANLEIGH	2.9%	29	2.4%	3	19.2%	24	0.0%	0	0.0%	0	0.8%	1	0.8%	1	0.0%	0	0.0%	0
J Sainsbury, The Swan Centre, LEATHERHEAD	1.6%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.8%	16	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, Water Lane, FARNHAM	3.8%	38	0.0%	0	0.8%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	28.8%	36	0.0%	0
J Sainsbury, Woolsack Way, GODALMING	9.9%	99	3.2%	4	22.4%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	53.6%	67
Lidl, North Street, LEATHERHEAD	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, 21 St. Martins Walk, DORKING	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	4	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, 38 Union Street, ALDERSHOT	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Marks & Spencer, 61-65 High Street, GUILDFORD	0.3%	3	0.8%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Marks & Spencer, Barnes Wallis Drive, WEYBRIDGE	0.4%	4	0.0%	0	0.0%	0	2.4%	3	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Unit 19/20, Swan Walk, HORSHAM	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0
Morrisons, Goldsworth Road, Cherry Street, WOKING	3.8%	38	3.2%	4	0.0%	0	21.4%	27	5.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, 211 Kingstone Road, Leatherhead Common, LEATHERHEAD	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, 2-5 Ashcombe Parade,	0.5%	5	0.0%	0	0.8%	1	1.6%	2	0.8%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0

Guildford Household Survey for Roger Tym & Partners

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Kingfield Road, WOKING																		
Tesco Express, 29-31 Ridgeway Road, FARNHAM	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0		
Tesco Express, 7-11 Bridge Street, GUILDFORD	0.7%	7	1.6%	2	1.6%	2	0.8%	1	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0
Tesco Express, Grove House, Headley Road, Haslemere, GRAYSHOTT	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Redkilm Way, HORSHAM	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Tesco Extra, Addlestone Extra, 117 Station Road, ADDLESTONE	2.0%	20	0.0%	0	0.0%	0	0.0%	0	16.0%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Brooklands EXTRA, Barnes Wallace Drive, WEYBRIDGE	3.6%	36	1.6%	2	0.0%	0	9.5%	12	16.0%	20	0.8%	1	0.8%	1	0.0%	0	0.0%	0
Tesco Extra, Horsham EXTRA, Wickhurst Lane, Broadbridge Heath, HORSHAM	5.5%	55	0.0%	0	1.6%	2	0.0%	0	0.0%	0	1.6%	2	40.0%	50	0.8%	1	0.0%	0
Tesco, 5 Wellington Avenue, ALDERSHOT	3.9%	39	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	30.4%	38	0.0%	0
Tesco, Ashenden Road, GUILDFORD	4.8%	48	25.6%	32	3.2%	4	1.6%	2	0.8%	1	0.0%	0	0.0%	0	0.8%	1	6.4%	8
Tesco, Lion Green, HASLEMERE	2.2%	22	0.0%	0	16.0%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2
Tesco, Oxshott Road, LEATHERHEAD	3.0%	30	0.8%	1	0.0%	0	0.8%	1	0.0%	0	22.4%	28	0.0%	0	0.0%	0	0.0%	0
Waitrose, 1 Goldsworth Park Centre, Denton Way, WOKING	1.6%	16	0.0%	0	0.0%	0	11.9%	15	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, 11-14 Bridge Street, GODALMING	5.8%	58	4.8%	6	8.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	32.0%	40
Waitrose, 16-18 Between Streets, COBHAM	1.5%	15	4.0%	5	0.8%	1	4.8%	6	0.0%	0	2.4%	3	0.0%	0	0.0%	0	0.0%	0
Waitrose, 18 Pirie's Place, HORSHAM	1.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	11	0.0%	0	0.0%	0
Waitrose, 48-52 South Street, DORKING	2.1%	21	0.8%	1	0.0%	0	0.0%	0	0.8%	1	15.2%	19	0.0%	0	0.0%	0	0.0%	0
Waitrose, 60 Station Approach, WEST BYFLEET	1.7%	17	0.0%	0	0.0%	0	4.0%	5	8.8%	11	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Waitrose, 62-66 High Street, WEYBRIDGE	1.0%	10	0.0%	0	0.0%	0	0.0%	0	8.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, The Hart, FARNHAM	1.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.6%	12	0.0%	0
Internet	4.0%	40	4.0%	5	4.8%	6	2.4%	3	5.6%	7	8.0%	10	4.8%	6	1.6%	2	0.8%	1
Don't know / varies	1.0%	10	0.8%	1	3.2%	4	2.4%	3	0.8%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Asda, West Meade, Farnborough	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	4.8%	6	0.8%	1
Budgens, Guildford Road, Lightwater	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, Queen Elizabeth Park, Railton Road, Guildford	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, High Street, Great Bookham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Lidl, Wellington Street, Aldershot	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Cranleigh	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Summit Avenue, Farnborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Other outside catchment area	4.2%	42	0.0%	0	2.4%	3	0.8%	1	8.8%	11	8.0%	10	7.2%	9	5.6%	7	0.8%	1
Sainsbury's, New Zealand Avenue, Walton On Thames	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, London Road, Sunningdale	0.4%	4	0.0%	0	0.0%	0	0.0%	0	3.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, West Street, Haslemere	0.9%	9	0.0%	0	7.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:	1001	125		125		126		125		125		125		125		125		125

Guildford Household Survey for Roger Tym & Partners

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q02A When your household last undertook a main food and grocery food shop at [STORE MENTIONED AT Q01], did you also purchase any of the following types of items from that same store?																		
<i>Those who use a specific store at Q01</i>																		
Clothes or shoes																		
Yes	7.3%	70	2.5%	3	2.5%	3	12.2%	15	11.9%	14	12.2%	14	10.9%	13	4.9%	6	1.6%	2
No	92.7%	891	97.5%	117	97.5%	116	87.8%	108	88.1%	104	87.8%	101	89.1%	106	95.1%	117	98.4%	122
Base:		961		120		119		123		118		115		119		123		124
Electrical items such as TV's, DVD players, digital cameras, MP3 players, mobile phones, computers, or domestic appliances																		
Yes	3.3%	32	4.2%	5	3.4%	4	1.6%	2	5.9%	7	0.9%	1	5.9%	7	1.6%	2	3.2%	4
No	96.7%	929	95.8%	115	96.6%	115	98.4%	121	94.1%	111	99.1%	114	94.1%	112	98.4%	121	96.8%	120
Base:		961		120		119		123		118		115		119		123		124
Health, beauty or chemist items																		
Yes	36.9%	355	40.0%	48	36.1%	43	32.5%	40	38.1%	45	28.7%	33	44.5%	53	38.2%	47	37.1%	46
No	63.1%	606	60.0%	72	63.9%	76	67.5%	83	61.9%	73	71.3%	82	55.5%	66	61.8%	76	62.9%	78
Base:		961		120		119		123		118		115		119		123		124
Other non-food items such as books, CD's, jewellery, sports items or toys																		
Yes	14.9%	143	7.5%	9	15.1%	18	16.3%	20	16.9%	20	14.8%	17	16.8%	20	20.3%	25	11.3%	14
No	85.1%	818	92.5%	111	84.9%	101	83.7%	103	83.1%	98	85.2%	98	83.2%	99	79.7%	98	88.7%	110
Base:		961		120		119		123		118		115		119		123		124
Q02B When your household undertakes its main food and grocery spend (STORE MENTIONED AT Q01) does it visit other shops, leisure or service outlets on the same shopping trips ? And if so which ones ?																		
Yes - other food shops	11.9%	114	5.0%	6	21.8%	26	8.9%	11	11.9%	14	14.8%	17	5.9%	7	9.8%	12	16.9%	21
Yes - other non food shops (clothing, footwear, electrical etc)	16.9%	162	9.2%	11	25.2%	30	8.9%	11	14.4%	17	24.3%	28	14.3%	17	13.0%	16	25.8%	32
Yes - pubs, restaurants or cafes	2.2%	21	1.7%	2	3.4%	4	4.1%	5	0.0%	0	0.9%	1	4.2%	5	2.4%	3	0.8%	1
Yes - financial service (ie bank, building society)	3.7%	36	0.8%	1	3.4%	4	2.4%	3	5.1%	6	0.9%	1	1.7%	2	2.4%	3	12.9%	16
Yes - other service (eg hairdresser, travel agent, estate agent)	1.9%	18	1.7%	2	4.2%	5	0.8%	1	0.8%	1	4.3%	5	0.8%	1	0.0%	0	2.4%	3
Yes - leisure activity	0.9%	9	0.8%	1	0.0%	0	0.0%	0	0.8%	1	0.9%	1	4.2%	5	0.8%	1	0.0%	0
Yes - other	5.5%	53	3.3%	4	6.7%	8	8.9%	11	9.3%	11	5.2%	6	5.0%	6	0.0%	0	5.6%	7
No	66.1%	635	80.0%	96	51.3%	61	74.8%	92	61.9%	73	59.1%	68	72.3%	86	77.2%	95	51.6%	64
Base:		961		120		119		123		118		115		119		123		124
Q02C How does your household normally travel to its main food and grocery shopping destination (STORE MENTIONED AT Q01)?																		
Car / van driver	76.5%	735	73.3%	88	77.3%	92	74.8%	92	74.6%	88	74.8%	86	79.8%	95	84.6%	104	72.6%	90
Car / van passenger	10.1%	97	10.0%	12	10.1%	12	13.8%	17	10.2%	12	10.4%	12	7.6%	9	8.9%	11	9.7%	12
Bus	3.6%	35	9.2%	11	1.7%	2	1.6%	2	2.5%	3	1.7%	2	3.4%	4	1.6%	2	7.3%	9
Train	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Taxi	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	8.3%	80	5.0%	6	10.1%	12	8.1%	10	12.7%	15	9.6%	11	7.6%	9	4.1%	5	9.7%	12
Bicycle	0.5%	5	0.0%	0	0.8%	1	1.6%	2	0.0%	0	0.0%	0	0.8%	1	0.8%	1	0.0%	0
Motorcycle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Don't visit (shop via internet or phone).	0.4%	4	1.7%	2	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0
Other (Don't know)	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.8%	1	0.0%	0	0.0%	0
Base:		961		120		119		123		118		115		119		123		124

Guildford Household Survey for Roger Tym & Partners

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q03 Where did your household last undertake a 'top-up' food and grocery shop?																		
Budgens, 14 Wharf Rd, Ash, ALDERSHOT	0.5%	5	0.0%	0	0.0%	0	0.0%	0	2.4%	3	0.0%	0	0.0%	0	1.6%	2	0.0%	0
Co-op Market Town, 14-20 The Broadway, New Haw, ADDLESTONE	0.7%	7	0.0%	0	0.0%	0	0.8%	1	4.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Market Town, 61-66 St Johns Street, FARNCOMBE	2.3%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.4%	23
Co-op Market Town, Lion Green, Shottermill, HASLEMERE	0.2%	2	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Market Town, Village Way, CRANLEIGH	0.8%	8	0.8%	1	4.0%	5	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0
Co-operative Food, 109-113 Queens Road, ALDERSHOT	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	5	0.0%	0
Co-operative Food, 111 High Street, Horsell, WOKING	0.7%	7	0.0%	0	0.0%	0	4.8%	6	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, 2-3 Cobb House, Byfleet, WEST BYFLEET	0.4%	4	0.0%	0	0.0%	0	0.0%	0	3.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, 26 High Street, KNAPHILL	0.3%	3	0.0%	0	0.0%	0	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, 3-6 Martletts Corner, Church Street, Rudgwick, HORSHAM	1.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	8.8%	11	0.0%	0	0.0%	0
Co-operative, 121b Aldershot Road, GUILDFORD	0.6%	6	3.2%	4	0.8%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 120-124 Station Road, ADDLESTONE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 153-163 Victoria Road, ALDERSHOT	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
J Sainsbury, 1 Sainsbury Centre, White Hart Row, CHERTSEY	0.6%	6	0.0%	0	0.0%	0	0.0%	0	4.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, 148-150 High Street, GUILDFORD	1.6%	16	11.2%	14	0.0%	0	0.8%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, 15 Wolsley Walk, WOKING	0.7%	7	0.0%	0	0.0%	0	4.8%	6	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, 16 South Street, FARNHAM	1.6%	16	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.0%	15	0.0%	0
J Sainsbury, 32-38 High Street, DORKING	1.9%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.2%	19	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, 7 Worthing Road, HORSHAM	1.8%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.4%	18	0.0%	0	0.0%	0
J Sainsbury, Bridge Way, COBHAM	1.1%	11	0.8%	1	0.0%	0	4.0%	5	1.6%	2	2.4%	3	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, Clay Lane, Burpham, GUILDFORD	2.0%	20	9.6%	12	0.8%	1	4.8%	6	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
J Sainsbury, Redding Way, Knaphill, WOKING	2.1%	21	0.0%	0	0.0%	0	7.9%	10	8.0%	10	0.0%	0	0.0%	0	0.8%	1	0.0%	0
J Sainsbury, Stocklund Square, 146-158 High Street, CRANLEIGH	2.3%	23	1.6%	2	16.8%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, The Swan Centre, LEATHERHEAD	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	10	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, Water Lane, FARNHAM	0.8%	8	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	7	0.0%	0
J Sainsbury, Woosack Way, GODALMING	3.2%	32	0.0%	0	7.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.4%	23
Lidl, Dogflud Way, FARNHAM	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0
M&S Simply Food, Guildford Railway Station, GUILDFORD	0.2%	2	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, 21 St. Martins Walk, DORKING	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	5	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, 38 Union Street, ALDERSHOT	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	4	0.0%	0
Marks & Spencer, 61-65 High Street, GUILDFORD	0.4%	4	2.4%	3	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Guildford Household Survey for Roger Tym & Partners

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Marks & Spencer, Barnes Wallis Drive, WEYBRIDGE	0.5%	5	0.8%	1	0.0%	0	2.4%	3	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, The Peacocks Centre, WOKING	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Unit 19/20, Swan Walk, HORSHAM	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	7	0.0%	0	0.0%	0
Morrisons, Goldsworth Road, Cherry Street, WOKING	0.9%	9	0.0%	0	0.0%	0	5.6%	7	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, 119-121 Collingwood Crescent, Boxgrove Park, GUILDFORD	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, 18-20 Brox Road, Ottershaw, WOKING	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, 40 High Street, Ripley, GUILDFORD	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, 48-50 Billingshurst Road, Broadbridge Heath, HORSHAM	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	4	0.0%	0	0.0%	0
One Stop, 58 Ash Street, Ash, ALDERSHOT	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
One Stop, 84-86 Lambs Farm Road, Greenfields Estate, HORSHAM	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0
Sainsbury's Local, 2-5 Ashcombe Parade, Kingfield Road, WOKING	0.7%	7	0.0%	0	0.8%	1	4.0%	5	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Simply Food, 94 High Street, CRANLEIGH	0.2%	2	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Tesco Express, 103 Queens Road, WEYBRIDGE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, 128 Upper Hale Road, FARNHAM	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	3	0.0%	0
Tesco Express, 29-31 Ridgeway Road, FARNHAM	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	7	0.0%	0
Tesco Express, 7-11 Bridge Street, GUILDFORD	0.5%	5	0.0%	0	1.6%	2	0.8%	1	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0
Tesco Express, 77 Old Woking Road, WEST BYFLEET	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Redkilm Way, HORSHAM	0.6%	6	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	4.0%	5	0.0%	0	0.0%	0
Tesco Extra, Addlestone Extra, 117 Station Road, ADDLESTONE	1.5%	15	0.0%	0	0.0%	0	0.8%	1	11.2%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Brooklands EXTRA, Barnes Wallace Drive, WEYBRIDGE	1.0%	10	0.0%	0	0.8%	1	0.8%	1	6.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Horsham EXTRA, Wickhurst Lane, Broadbridge Heath, HORSHAM	1.8%	18	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.8%	1	12.8%	16	0.0%	0	0.0%	0
Tesco, 5 Wellington Avenue, ALDERSHOT	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	9	0.0%	0
Tesco, Ashenden Road, GUILDFORD	1.5%	15	8.8%	11	1.6%	2	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Lion Green, HASLEMERE	1.6%	16	0.0%	0	12.0%	15	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Oxshott Road, LEATHERHEAD	1.3%	13	0.0%	0	0.0%	0	0.8%	1	0.0%	0	9.6%	12	0.0%	0	0.0%	0	0.0%	0
Waitrose, 1 Goldsworth Park Centre, Denton Way, WOKING	2.0%	20	0.0%	0	0.0%	0	15.9%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, 11-14 Bridge Street, GODALMING	4.7%	47	0.8%	1	4.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	32.0%	40
Waitrose, 16-18 Between Streets, COBHAM	0.7%	7	0.0%	0	0.0%	0	4.0%	5	0.8%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Waitrose, 18 Pirie's Place,	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	8	0.0%	0	0.0%	0

Column %ges.

Guildford Household Survey for Roger Tym & Partners

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
HORSHAM																		
Waitrose, 48-52 South Street, DORKING	1.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.2%	14	0.0%	0	0.0%	0	0.0%	0
Waitrose, 60 Station Approach, WEST BYFLEET	1.8%	18	0.0%	0	0.0%	0	4.8%	6	8.0%	10	0.0%	0	0.0%	0	1.6%	2	0.0%	0
Waitrose, 62-66 High Street, WEYBRIDGE	0.5%	5	0.0%	0	0.0%	0	0.0%	0	4.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, The Hart, FARNHAM	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	7	0.0%	0
Welcome (South East), 12-14 Madrid Road, GUILDFORD	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Welcome (South East), 47 Church Road, Milford, GODALMING	0.7%	7	0.0%	0	4.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2
Welcome (South East), 69 Ash Street, Ash, ALDERSHOT	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0
Welcome, 173-175 North Lane, ALDERSHOT	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	3	0.0%	0
Welcome, 24 North Parade, Warnham Road, HORSHAM	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	3	0.0%	0	0.0%	0
Welcome, 48 Woodbridge Hill, GUILDFORD	0.2%	2	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet	0.5%	5	0.0%	0	0.8%	1	0.8%	1	0.8%	1	1.6%	2	0.0%	0	0.0%	0	0.0%	0
Don't know / varies	3.4%	34	4.0%	5	1.6%	2	1.6%	2	2.4%	3	6.4%	8	5.6%	7	4.8%	6	0.8%	1
(Don't do this type of shopping)	18.9%	189	27.2%	34	12.0%	15	15.1%	19	16.8%	21	18.4%	23	21.6%	27	20.8%	26	19.2%	24
Asda, West Meade, Farnborough	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.8%	1
Budgens, Chertsey Road, Woking	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, Cobham Road, Fetcham	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	4	0.0%	0	0.0%	0	0.0%	0
Budgens, Guildford Road, Lightwater	0.5%	5	0.0%	0	0.0%	0	0.0%	0	4.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, Queen Elizabeth Park, Railton Road, Guildford	0.2%	2	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, Station Parade, Oakham Road South, East Horsley	0.4%	4	3.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, High Street, Great Bookham	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	8	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, The Square, Bagshot	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Frensham Road, Lower Bourne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Costcutter, Green Lane, Farncombe	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingfisher Farm Shop, Felday Road, Abinger Hammer, Dorking	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0
Lidl, Wellington Street, Aldershot	0.2%	2	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Local Shops, Addlestone	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Aldershot	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0
Local Shops, Ash	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Local Shops, Ash Vale	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Local Shops, Bookham	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	5	0.0%	0	0.0%	0	0.0%	0
Local Shops, Chiddingfold	0.3%	3	0.0%	0	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Chobham	0.3%	3	0.0%	0	0.0%	0	0.0%	0	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Cobham	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Cranleigh	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Dorking	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.8%	1	0.0%	0	0.0%	0
Local Shops, Ewhurst	0.2%	2	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Farncombe	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	4
Local Shops, Farnham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0
Local Shops, Godalming	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	3
Local Shops, Great Bookham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Local Shops, Guildford	0.9%	9	6.4%	8	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Haslemere	0.2%	2	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Guildford Household Survey for Roger Tym & Partners

November 2010

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8							
Local Shops, Horsham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0
Local Shops, Ripley	0.2%	2	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Shottermill	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Woking	0.3%	3	0.0%	0	0.0%	0	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Wrecclesham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Londis, Dartmouth Avenue, Sheerwater	0.2%	2	0.8%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Londis, Queens Street, Horsham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Londis, The Street, Tongham, Farnham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Market - Guildford	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Market - Woking	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer Simply Food (BP Garage), Epsom Road, Merrow	0.8%	8	6.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
McColls, Send Road, Woking	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Summit Avenue, Farnborough	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2
Other outside catchment area	1.8%	18	1.6%	2	2.4%	3	1.6%	2	1.6%	2	0.0%	0	3.2%	4	3.2%	4
Other zone 1	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other zone 4	0.4%	4	0.0%	0	0.0%	0	0.0%	0	3.2%	4	0.0%	0	0.0%	0	0.0%	0
Other zone 5	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	3	0.0%	0	0.0%	0
Other zone 7	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	3
Other zone 8	0.2%	2	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, New Zealand Avenue, Walton On Thames	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Spar, Coltsfoot Drive, Horsham	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	3	0.0%	0
Spar, The Green, Elstead	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Portsmouth Road, Milford	1.0%	10	0.0%	0	6.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2
Waitrose, London Road, Sunningdale	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0
Waitrose, West Street, Haslemere	0.9%	9	0.0%	0	7.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:	1001	125		125		126		125		125		125		125		125

Guildford Household Survey for Roger Tym & Partners

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q04 Excluding Christmas shopping, which retail park did your household last visit?																		
Broadbridge Heath Retail Park, Horsham (Halfords, Homebase, Carpetright)	3.7%	37	0.0%	0	1.6%	2	0.8%	1	0.0%	0	0.8%	1	26.4%	33	0.0%	0	0.0%	0
Ladymead Retail Park, Europa Park Rd, Guildford (Sports World, Comet, B&Q, Homebase, Halfords, Furniture Village, Magnet, Carpet Right)	21.5%	215	52.8%	66	40.8%	51	17.5%	22	6.4%	8	13.6%	17	3.2%	4	6.4%	8	31.2%	39
Lion Retail Park, 151, Oriental Rd, Woking (Halfords, Currys, Focus DIY)	4.5%	45	0.0%	0	2.4%	3	23.8%	30	8.8%	11	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Paddock Retail Park, Sopwith Way, Brooklands, Weybridge (Argos, Currys, M&S, Tesco Extra, Mothercare)	6.0%	60	4.0%	5	0.0%	0	15.1%	19	24.0%	30	4.0%	5	0.0%	0	0.8%	1	0.0%	0
Redding Way, Knaphill, Woking (Sainsbury's/Homebase)	0.7%	7	0.0%	0	0.0%	0	4.0%	5	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Solartron Retail Estate, Farnborough (B&Q, DFS, Paul Simon, Carpetright, Allied Carpets, Maplin, The Sleep Depot, Pets at Home)	2.9%	29	0.0%	0	0.8%	1	1.6%	2	3.2%	4	0.0%	0	0.0%	0	16.0%	20	1.6%	2
Wey Retail Park, Royston Road, Byfleet, West Byfleet (Halfords, Carpet Right/Paul Simon, (previously MFI))	0.9%	9	0.0%	0	1.6%	2	0.8%	1	4.0%	5	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Woodbridge Road, Guildford(PC World, Currys)	0.6%	6	1.6%	2	1.6%	2	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Don't visit Retail Parks	38.8%	388	33.6%	42	37.6%	47	24.6%	31	36.8%	46	59.2%	74	37.6%	47	38.4%	48	42.4%	53
Bluewater Shopping Centre, Thurrock	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	5	4.0%	5	0.0%	0	0.0%	0
Brooklands Retail Park, Byfleet	0.3%	3	0.0%	0	0.0%	0	0.8%	1	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0
County Oak Retail Park, Crawley	2.6%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	5	16.8%	21	0.0%	0	0.0%	0
Farnborough Gate Retail Park, Farnborough	3.2%	32	0.0%	0	0.0%	0	1.6%	2	3.2%	4	0.0%	0	0.0%	0	20.0%	25	0.8%	1
Farnham Retail Park, Farnham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.8%	1
Godalming Retail Park, Godalming	0.6%	6	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	5
Other outside catchment area	10.3%	103	5.6%	7	11.2%	14	6.3%	8	11.2%	14	9.6%	12	11.2%	14	12.8%	16	14.4%	18
Other zone 1	0.2%	2	0.8%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other zone 5	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
The Meadows Retail Park, Camberly	1.4%	14	0.0%	0	0.8%	1	0.8%	1	0.8%	1	0.0%	0	0.0%	0	5.6%	7	3.2%	4
The Peacocks Centre, Woking	0.4%	4	0.0%	0	0.0%	0	1.6%	2	0.8%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Westfield, North London	0.2%	2	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		1001		125		125		126		125		125		125		125		125

Q05 When you visited this retail park, did you purchase any of the following?*Those who use retail parks at Q04***Clothes or shoes**

Yes	25.3%	155	15.7%	13	28.2%	22	22.1%	21	29.1%	23	37.3%	19	23.1%	18	36.4%	28	15.3%	11
No	74.7%	458	84.3%	70	71.8%	56	77.9%	74	70.9%	56	62.7%	32	76.9%	60	63.6%	49	84.7%	61
Base:		613		83		78		95		79		51		78		77		72

Guildford Household Survey for Roger Tym & Partners

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Electrical items such as TV's, DVD players, digital cameras, MP3 players, mobile phones, computers, or domestic appliances																		
Yes	20.2%	124	21.7%	18	26.9%	21	16.8%	16	15.2%	12	21.6%	11	11.5%	9	23.4%	18	26.4%	19
No	79.8%	489	78.3%	65	73.1%	57	83.2%	79	84.8%	67	78.4%	40	88.5%	69	76.6%	59	73.6%	53
Base:		613		83		78		95		79		51		78		77		72
Health, beauty or chemist items																		
Yes	9.6%	59	6.0%	5	10.3%	8	10.5%	10	12.7%	10	15.7%	8	10.3%	8	10.4%	8	2.8%	2
No	90.4%	554	94.0%	78	89.7%	70	89.5%	85	87.3%	69	84.3%	43	89.7%	70	89.6%	69	97.2%	70
Base:		613		83		78		95		79		51		78		77		72
Other non-food items such as books, CD's, jewellery, sports items or toys																		
Yes	22.0%	135	18.1%	15	26.9%	21	30.5%	29	17.7%	14	33.3%	17	20.5%	16	10.4%	8	20.8%	15
No	78.0%	478	81.9%	68	73.1%	57	69.5%	66	82.3%	65	66.7%	34	79.5%	62	89.6%	69	79.2%	57
Base:		613		83		78		95		79		51		78		77		72

Guildford Household Survey for Roger Tym & Partners

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q06 So, speaking as an individual, can you tell me, excluding Christmas shopping, where you last made a purchase of clothes or shoes ?																		
Addlestone	1.0%	10	0.0%	0	0.0%	0	0.0%	0	8.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldershot	2.7%	27	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.0%	20	4.0%	5		
Basingstoke	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	5	0.8%	1		
Brighton	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	3	0.0%	0	0.0%	0
Camberley	3.1%	31	0.0%	0	3.2%	4	0.8%	1	8.0%	10	0.0%	0	0.8%	1	11.2%	14	0.8%	1
Chertsey	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Chobham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Cobham	0.2%	2	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Crawley	2.7%	27	0.0%	0	0.8%	1	0.0%	0	0.0%	0	7.2%	9	13.6%	17	0.0%	0	0.0%	0
Dorking	1.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.4%	13	0.0%	0	0.0%	0	0.0%	0
Farnborough	1.1%	11	0.0%	0	0.8%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	6.4%	8	0.8%	1
Farnham	2.3%	23	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.8%	21	0.8%	1
Godalming	2.5%	25	0.0%	0	3.2%	4	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	16.0%	20
Guildford	34.8%	348	67.2%	84	60.0%	75	20.6%	26	10.4%	13	28.8%	36	13.6%	17	23.2%	29	54.4%	68
Haslemere	0.9%	9	0.0%	0	6.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Horsham	7.0%	70	0.8%	1	4.8%	6	0.0%	0	0.8%	1	4.8%	6	44.8%	56	0.0%	0	0.0%	0
Hounslow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Kingston	2.8%	28	3.2%	4	0.8%	1	4.0%	5	5.6%	7	8.8%	11	0.0%	0	0.0%	0	0.0%	0
Leatherhead	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	10	0.0%	0	0.0%	0	0.0%	0
London	2.3%	23	1.6%	2	1.6%	2	2.4%	3	4.8%	6	2.4%	3	2.4%	3	1.6%	2	1.6%	2
Portsmouth	0.8%	8	0.8%	1	3.2%	4	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.6%	2	0.0%	0
Reading	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Redhill/Reigate	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Southampton	0.2%	2	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Staines	1.0%	10	0.0%	0	0.0%	0	0.0%	0	8.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0
Walton-on-Thames	0.6%	6	0.0%	0	0.0%	0	0.0%	0	4.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weybridge	1.3%	13	0.8%	1	0.0%	0	3.2%	4	5.6%	7	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Windsor	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woking	8.0%	80	2.4%	3	0.0%	0	45.2%	57	13.6%	17	0.8%	1	0.0%	0	0.8%	1	0.8%	1
Broadbridge Heath Retail Park, Horsham (Halfords, Homebase, Carpetright)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Ladymead Retail Park, Europa Park Rd, Guildford (Sports World, Comet, B&Q, Homebase, Halfords, Furniture Village, Magnet, Carpet Right)	0.4%	4	2.4%	3	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Paddock Retail Park, Sopwith Way, Brooklands, Weybridge (Argos, Currys, M&S, Tesco Extra, Mothercare)	2.1%	21	0.8%	1	0.0%	0	5.6%	7	9.6%	12	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Solartron Retail Estate, Farnborough (B&Q, DFS, Paul Simon, Carpetright, Allied Carpets, Maplin, The Sleep Depot, Pets at Home)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Sainsbury,s Bridge Way, Cobham, Surrey	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Clay Lane, Burpham, Guildford	0.2%	2	0.8%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Ashenden Road, Guildford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Abroad	1.0%	10	2.4%	3	0.0%	0	2.4%	3	0.0%	0	0.0%	0	0.0%	0	2.4%	3	0.8%	1
Internet	4.3%	43	2.4%	3	4.0%	5	0.8%	1	7.2%	9	3.2%	4	8.0%	10	2.4%	3	6.4%	8
Home catalogue	3.8%	38	4.8%	6	2.4%	3	4.0%	5	4.0%	5	2.4%	3	4.8%	6	3.2%	4	4.8%	6
TV / Interactive shopping	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Chicester	0.3%	3	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0
Epsom	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	10	0.0%	0	0.0%	0	0.0%	0
Farnborough Gate Retail Park, Farnborough Road, Farnborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Other outside catchment area	3.1%	31	0.0%	0	4.0%	5	4.0%	5	2.4%	3	4.0%	5	1.6%	2	4.0%	5	4.8%	6
West Byfleet	0.2%	2	0.0%	0	0.0%	0	0.8%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	1.1%	11	0.0%	0	1.6%	2	0.0%	0	0.0%	0	2.4%	3	1.6%	2	3.2%	4	0.0%	0
(Don't buy these products)	2.5%	25	6.4%	8	0.8%	1	5.6%	7	0.8%	1	1.6%	2	1.6%	2	1.6%	2	1.6%	2
Base:	1001	125		125		126		125		125		125		125		125		125

Column %ges.

Guildford Household Survey for Roger Tym & Partners

Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
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Guildford Household Survey for Roger Tym & Partners

November 2010

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q07 And the time before that, excluding Christmas shopping, where did you go to make a purchase of clothes or shoes ?																		
<i>Those who purchase clothes or shoes at Q06</i>																		
Addlestone	0.5%	5	0.0%	0	0.0%	0	0.0%	0	4.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldershot	1.8%	18	0.0%	0	3.2%	4	0.0%	0	0.0%	0	0.0%	0	9.8%	12	1.6%	2		
Basingstoke	0.8%	8	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	4.9%	6	0.0%	0		
Bracknell	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0		
Brighton	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	4	0.8%	1	0.0%	0
Camberley	3.3%	32	0.0%	0	0.8%	1	3.4%	4	8.1%	10	0.0%	0	0.0%	0	9.8%	12	4.1%	5
Chertsey	0.5%	5	0.0%	0	1.6%	2	0.0%	0	0.8%	1	0.8%	1	0.8%	1	0.0%	0	0.0%	0
Cobham	0.2%	2	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Cranleigh	0.3%	3	0.9%	1	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crawley	2.9%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.1%	10	14.6%	18	0.0%	0	0.0%	0
Dorking	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.1%	10	0.0%	0	0.0%	0	0.0%	0
Farnborough	1.0%	10	0.0%	0	1.6%	2	1.7%	2	0.0%	0	0.0%	0	3.3%	4	1.6%	2		
Farnham	1.8%	18	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.8%	17	0.0%	0		
Godalming	2.5%	24	0.9%	1	4.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.8%	17		
Guildford	31.4%	306	58.1%	68	45.2%	56	23.5%	28	16.9%	21	26.0%	32	8.9%	11	24.4%	30	48.8%	60
Haslemere	0.5%	5	0.0%	0	3.2%	4	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Horsham	6.9%	67	0.9%	1	1.6%	2	0.0%	0	0.0%	0	4.9%	6	46.3%	57	0.0%	0	0.8%	1
Kingston	3.4%	33	4.3%	5	1.6%	2	3.4%	4	6.5%	8	10.6%	13	0.8%	1	0.0%	0	0.0%	0
Leatherhead	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	5	0.0%	0	0.0%	0	0.0%	0
London	3.4%	33	1.7%	2	6.5%	8	4.2%	5	4.0%	5	1.6%	2	2.4%	3	4.1%	5	2.4%	3
Portsmouth	0.7%	7	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	4.1%	5		
Reading	0.5%	5	0.0%	0	1.6%	2	0.0%	0	0.8%	1	0.0%	0	0.8%	1	0.8%	1	0.0%	0
Redhill/Reigate	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0
Southampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1		
Staines	0.3%	3	0.0%	0	0.0%	0	0.0%	0	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Walton-on-Thames	1.0%	10	0.0%	0	0.8%	1	0.8%	1	6.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weybridge	0.8%	8	0.0%	0	0.0%	0	1.7%	2	4.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windsor	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woking	7.0%	68	6.0%	7	1.6%	2	31.9%	38	12.9%	16	0.0%	0	0.0%	0	0.8%	1	3.3%	4
Broadbridge Heath Retail Park, Horsham (Halfords, Homebase, Carpetright)	0.3%	3	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0
Ladymead Retail Park, Europa Park Rd, Guildford (Sports World, Comet, B&Q, Homebase, Halfords, Furniture Village, Magnet, Carpet Right)	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Paddock Retail Park, Sopwith Way, Brooklands, Weybridge (Argos, Currys, M&S, Tesco Extra, Mothercare)	1.6%	16	0.0%	0	0.0%	0	5.9%	7	6.5%	8	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Redding Way, Knaphill, Woking (Sainsbury's/Homebase)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solartron Retail Estate, Farnborough (B&Q, DFS, Paul Simon, Carpetright, Allied Carpets, Maplin, The Sleep Depot, Pets at Home)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0		
Wey Retail Park, Royston Road, Byfleet, West Byfleet (Halfords, Carpet Right/Paul Simon, (previously MFI))	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Clay Lane, Burpham, Guildford	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.7%	7	1.7%	2	0.0%	0	2.5%	3	0.0%	0	0.0%	0	0.8%	1	0.8%	1		
Internet	3.4%	33	3.4%	4	2.4%	3	1.7%	2	3.2%	4	3.3%	4	5.7%	7	2.4%	3	4.9%	6
Home catalogue	3.0%	29	6.0%	7	3.2%	4	5.0%	6	3.2%	4	0.8%	1	0.8%	1	2.4%	3	2.4%	3
TV / Interactive shopping	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1		
Chicester	0.8%	8	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	3.3%	4	0.8%	1	0.8%	1
Epsom	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	5	0.0%	0	0.0%	0	0.0%	0
Farnborough Gate Retail Park, Farnborough Road, Farnborough	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0

Column %ges.

Guildford Household Survey for Roger Tym & Partners

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Other outside catchment area	3.7%	36	2.6%	3	3.2%	4	0.8%	1	4.0%	5	5.7%	7	5.7%	7	3.3%	4	4.1%	5
(Don't know / can't remember)	9.4%	92	10.3%	12	11.3%	14	6.7%	8	10.5%	13	13.0%	16	4.9%	6	13.8%	17	4.9%	6
(Only bought these items once before)	1.4%	14	0.9%	1	0.8%	1	2.5%	3	2.4%	3	4.9%	6	0.0%	0	0.0%	0	0.0%	0
Base:		976		117		124		119		124		123		123		123		123

Guildford Household Survey for Roger Tym & Partners

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q08 Excluding Christmas shopping, can you tell me where your household last made a purchase of furniture, carpets, or soft household furnishings?																		
Addlestone	0.6%	6	0.0%	0	0.0%	0	0.8%	1	4.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldershot	1.6%	16	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	10.4%	13	1.6%	2
Ash	1.0%	10	1.6%	2	0.0%	0	0.0%	0	0.8%	1	1.6%	2	0.0%	0	1.6%	2	2.4%	3
Brighton	0.5%	5	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	4	0.0%	0	0.0%	0
Camberley	1.5%	15	0.8%	1	2.4%	3	1.6%	2	3.2%	4	0.0%	0	0.8%	1	1.6%	2	1.6%	2
Chobham	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cobham	0.7%	7	1.6%	2	0.0%	0	1.6%	2	0.0%	0	2.4%	3	0.0%	0	0.0%	0	0.0%	0
Cranleigh	0.8%	8	0.8%	1	2.4%	3	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	1.6%	2
Crawley	2.0%	20	0.0%	0	1.6%	2	0.0%	0	0.0%	0	4.8%	6	9.6%	12	0.0%	0	0.0%	0
Croydon	2.5%	25	2.4%	3	3.2%	4	2.4%	3	0.8%	1	6.4%	8	4.8%	6	0.0%	0	0.0%	0
Dorking	0.9%	9	0.0%	0	0.0%	0	0.8%	1	0.0%	0	6.4%	8	0.0%	0	0.0%	0	0.0%	0
Farnborough	3.9%	39	0.8%	1	3.2%	4	3.2%	4	2.4%	3	0.0%	0	0.0%	0	16.0%	20	5.6%	7
Farnham	2.4%	24	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.0%	20	1.6%	2
Frimley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Godalming	2.0%	20	0.8%	1	4.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	10.4%	13
Guildford	14.8%	148	24.8%	31	22.4%	28	10.3%	13	4.0%	5	16.8%	21	4.8%	6	8.0%	10	27.2%	34
Haslemere	1.3%	13	0.0%	0	9.6%	12	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Horsham	4.3%	43	0.0%	0	0.8%	1	0.0%	0	0.8%	1	2.4%	3	29.6%	37	0.0%	0	0.8%	1
Kingston	2.8%	28	2.4%	3	0.8%	1	2.4%	3	7.2%	9	8.8%	11	0.0%	0	0.0%	0	0.8%	1
Leatherhead	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	3	0.0%	0	0.0%	0	0.0%	0
London	1.2%	12	0.0%	0	1.6%	2	1.6%	2	3.2%	4	0.0%	0	0.8%	1	0.8%	1	1.6%	2
Portsmouth	0.2%	2	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Reading	0.2%	2	0.0%	0	0.0%	0	0.8%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southampton	0.5%	5	0.0%	0	3.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Staines	0.8%	8	0.0%	0	0.0%	0	0.0%	0	6.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walton-on-Thames	1.0%	10	0.0%	0	0.0%	0	0.8%	1	7.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weybridge	0.5%	5	0.0%	1	0.0%	0	0.8%	1	1.6%	2	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Woking	2.6%	26	1.6%	2	0.8%	1	12.7%	16	4.8%	6	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Broadbridge Heath Retail Park, Horsham (Halfords, Homebase, Carpetright)	0.5%	5	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	4	0.0%	0	0.0%	0
Ladymead Retail Park, Europa Park Rd, Guildford (Sports World, Comet, B&Q, Homebase, Halfords, Furniture Village, Magnet, Carpet Right)	4.0%	40	8.8%	11	8.0%	10	6.3%	8	0.8%	1	2.4%	3	0.0%	0	0.0%	0	5.6%	7
Lion Retail Park, 151, Oriental Rd, Woking (Halfords, Currys, Focus DIY)	0.5%	5	0.0%	0	0.0%	0	3.2%	4	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Paddock Retail Park, Sopwith Way, Brooklands, Weybridge (Argos, Currys, M&S, Tesco Extra, Mothercare)	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Redding Way, Knaphill, Woking (Sainsbury's/Homebase)	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solartron Retail Estate, Farnborough (B&Q, DFS, Paul Simon, Carpetright, Allied Carpets, Maplin, The Sleep Depot, Pets at Home)	0.8%	8	0.0%	0	0.0%	0	2.4%	3	0.0%	0	0.0%	0	0.0%	0	3.2%	4	0.8%	1
Wey Retail Park, Royston Road, Byfleet, West Byfleet (Halfords, Carpet Right/Paul Simon, (previously MFI))	0.4%	4	0.0%	0	0.0%	0	0.8%	1	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodbridge Road, Guildford(PC World, Currys)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Sainsbury's, Clay Lane, Burpham, Guildford	0.2%	2	0.8%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet	5.4%	54	6.4%	8	4.0%	5	4.0%	5	4.0%	5	6.4%	8	8.8%	11	5.6%	7	4.0%	5
Home catalogue	0.8%	8	0.0%	0	2.4%	3	0.8%	1	0.0%	0	2.4%	3	0.0%	0	0.0%	0	0.8%	1
TV / Interactive shopping	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bookham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0

Guildford Household Survey for Roger Tym & Partners

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Chicester	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Epsom	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0
Farnborough Gate Retail Park, Farnborough Road, Farnborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farncombe	0.3%	3	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2
Other outside catchment area	1.9%	19	0.8%	1	2.4%	3	0.8%	1	2.4%	3	2.4%	3	2.4%	3	1.6%	2	2.4%	3
Other zone 3	0.4%	4	0.0%	0	0.0%	0	0.0%	0	2.4%	3	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Other zone 4	0.4%	4	0.0%	0	0.0%	0	0.8%	1	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other zone 7	0.3%	3	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.8%	1
West Byfleet	0.4%	4	0.0%	0	0.0%	0	0.8%	1	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	4.7%	47	4.0%	5	4.8%	6	4.0%	5	4.0%	5	2.4%	3	2.4%	3	6.4%	8	9.6%	12
(Don't buy these products)	27.0%	270	38.4%	48	17.6%	22	32.5%	41	28.8%	36	27.2%	34	27.2%	34	25.6%	32	18.4%	23
Base:	1001	125	125	126	125	125	125	125	125	125	125	125	125	125	125	125	125	125

Guildford Household Survey for Roger Tym & Partners

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q09 And the time before that, excluding Christmas shopping, where did your household go to make a purchase of furniture, carpets, or soft household furnishings?																		
<i>Those who purchase furniture, carpets at Q08</i>																		
Addlestone	0.5%	4	0.0%	0	0.0%	0	1.2%	1	3.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldershot	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	6	0.0%	0
Ash	1.1%	8	1.3%	1	1.0%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	3.2%	3	2.0%	2
Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Bracknell	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton	0.3%	2	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Camberley	1.0%	7	0.0%	0	1.0%	1	1.2%	1	3.4%	3	0.0%	0	0.0%	0	2.2%	2	0.0%	0
Chobham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cobham	0.4%	3	2.6%	2	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cranleigh	0.7%	5	0.0%	0	3.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Crawley	2.2%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	5	12.1%	11	0.0%	0	0.0%	0
Croydon	3.0%	22	1.3%	1	1.9%	2	1.2%	1	3.4%	3	4.4%	4	6.6%	6	2.2%	2	2.9%	3
Dorking	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	6	0.0%	0	0.0%	0	0.0%	0
Farnborough	2.6%	19	0.0%	0	1.0%	1	1.2%	1	3.4%	3	0.0%	0	0.0%	0	12.9%	12	2.0%	2
Farnham	3.6%	26	3.9%	3	2.9%	3	0.0%	0	0.0%	0	0.0%	0	1.1%	1	19.4%	18	1.0%	1
Frimley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Godalming	1.5%	11	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.8%	10
Guildford	16.3%	119	27.3%	21	27.2%	28	10.6%	9	2.2%	2	15.4%	14	9.9%	9	9.7%	9	26.5%	27
Haslemere	0.8%	6	0.0%	0	5.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Horsham	4.0%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	29.7%	27	0.0%	0	0.0%	0
Kingston	4.4%	32	2.6%	2	1.9%	2	10.6%	9	6.7%	6	13.2%	12	0.0%	0	1.1%	1	0.0%	0
Leatherhead	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	5	0.0%	0	0.0%	0	1.0%	1
London	0.8%	6	0.0%	0	1.9%	2	0.0%	0	2.2%	2	0.0%	0	1.1%	1	0.0%	0	1.0%	1
Portsmouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Southampton	0.5%	4	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	2.0%	2
Staines	0.3%	2	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Walton-on-Thames	0.5%	4	0.0%	0	0.0%	0	1.2%	1	3.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weybridge	0.5%	4	0.0%	0	1.0%	1	1.2%	1	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windsor	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woking	2.9%	21	2.6%	2	1.0%	1	5.9%	5	13.5%	12	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Broadbridge Heath Retail Park, Horsham (Halfords, Homebase, Carpetright)	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0
Ladymead Retail Park, Europa Park Rd, Guildford (Sports World, Comet, B&Q, Homebase, Halfords, Furniture Village, Magnet, Carpet Right)	2.6%	19	6.5%	5	2.9%	3	4.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	7
Lion Retail Park, 151, Oriental Rd, Woking (Halfords, Currys, Focus DIY)	0.7%	5	0.0%	0	0.0%	0	4.7%	4	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Paddock Retail Park, Sopwith Way, Brooklands, Weybridge (Argos, Currys, M&S, Tesco Extra, Mothercare)	0.3%	2	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Redding Way, Knaphill, Woking (Sainsbury's/Homebase)	0.1%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solartron Retail Estate, Farnborough (B&Q, DFS, Paul Simon, Carpetright, Allied Carpets, Maplin, The Sleep Depot, Pets at Home)	0.5%	4	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0
Wey Retail Park, Royston Road, Byfleet, West Byfleet (Halfords, Carpet Right/Paul Simon, (previously MFI))	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet	6.2%	45	10.4%	8	7.8%	8	3.5%	3	3.4%	3	8.8%	8	5.5%	5	3.2%	3	6.9%	7
Home catalogue	0.4%	3	0.0%	0	1.0%	1	1.2%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Bookham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Epsom	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	3	0.0%	0	0.0%	0	0.0%	0
Farncombe	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1

Guildford Household Survey for Roger Tym & Partners

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
Other outside catchment area	1.0% 7	0.0% 0	0.0% 0	0.0% 0	2.2% 2	0.0% 0	4.4% 4	0.0% 0	1.0% 1
Other zone 3	0.1% 1	1.3% 1	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Other zone 4	0.1% 1	0.0% 0	0.0% 0	0.0% 0	1.1% 1	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Other zone 7	0.1% 1	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	1.1% 1	0.0% 0
West Byfleet	0.1% 1	0.0% 0	0.0% 0	0.0% 0	1.1% 1	0.0% 0	0.0% 0	0.0% 0	0.0% 0
(Don't know / can't remember)	29.3% 214	35.1% 27	26.2% 27	40.0% 34	29.2% 26	20.9% 19	22.0% 20	32.3% 30	30.4% 31
(Only bought these items once before)	5.9% 43	3.9% 3	8.7% 9	4.7% 4	9.0% 8	11.0% 10	3.3% 3	3.2% 3	2.9% 3
Base:	731	77	103	85	89	91	91	93	102

Guildford Household Survey for Roger Tym & Partners

November 2010

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q10 Now can you tell me, excluding Christmas shopping, where your household last made a purchase of DIY, decorating goods or gardening items?																		
Addlestone	1.1%	11	0.0%	0	0.0%	0	0.8%	1	8.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldershot	1.9%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.2%	19	0.0%	0
Bracknell	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Brighton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Camberley	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cobham	0.2%	2	0.8%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cranleigh	0.4%	4	0.0%	0	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Crawley	1.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	3	6.4%	8	0.0%	0	0.0%	0
Dorking	3.5%	35	1.6%	2	0.8%	1	0.0%	0	0.0%	0	24.0%	30	1.6%	2	0.0%	0	0.0%	0
Esher	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnborough	4.1%	41	0.8%	1	0.0%	0	0.0%	0	4.8%	6	0.0%	0	0.0%	0	25.6%	32	1.6%	2
Farnham	3.7%	37	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.2%	34	0.8%	1
Godalming	13.5%	135	4.0%	5	33.6%	42	0.0%	0	0.0%	0	0.0%	0	0.8%	1	69.6%	87		
Guildford	6.2%	62	20.0%	25	11.2%	14	7.1%	9	1.6%	2	7.2%	9	0.0%	0	0.8%	1	1.6%	2
Haslemere	1.0%	10	0.0%	0	8.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Horsham	5.5%	55	0.0%	0	4.0%	5	0.8%	1	0.0%	0	3.2%	4	36.0%	45	0.0%	0	0.0%	0
Leatherhead	6.3%	63	2.4%	3	0.0%	0	5.6%	7	0.0%	0	42.4%	53	0.0%	0	0.0%	0	0.0%	0
Lightwater	0.4%	4	0.0%	0	0.0%	0	0.0%	0	3.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maidenhead	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Milford	0.6%	6	0.8%	1	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	3
Redhill/Reigate	0.2%	2	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Southampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Staines	0.5%	5	0.0%	0	0.0%	0	0.0%	0	4.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walton-on-Thames	0.8%	8	0.0%	0	0.0%	0	1.6%	2	4.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weybridge	2.2%	22	0.0%	0	0.0%	0	0.0%	0	17.6%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windlesham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woking	3.9%	39	0.8%	1	0.0%	0	17.5%	22	12.8%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broadbridge Heath Retail Park, Horsham (Halfords, Homebase, Carpetright)	4.8%	48	0.0%	0	2.4%	3	0.0%	0	0.0%	0	0.0%	0	36.0%	45	0.0%	0	0.0%	0
Ladymead Retail Park, Europa Park Rd, Guildford (Sports World, Comet, B&Q, Homebase, Halfords, Furniture Village, Magnet, Carpet Right)	9.7%	97	43.2%	54	13.6%	17	12.7%	16	2.4%	3	0.8%	1	0.0%	0	1.6%	2	3.2%	4
Lion Retail Park, 151, Oriental Rd, Woking (Halfords, Currys, Focus DIY)	1.5%	15	0.0%	0	0.0%	0	10.3%	13	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Paddock Retail Park, Sopwith Way, Brooklands, Weybridge (Argos, Currys, M&S, Tesco Extra, Mothercare)	0.2%	2	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Redding Way, Knaphill, Woking (Sainsbury's/Homebase)	1.8%	18	0.0%	0	0.0%	0	9.5%	12	4.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solartron Retail Estate, Farnborough (B&Q, DFS, Paul Simon, Carpetright, Allied Carpets, Maplin, The Sleep Depot, Pets at Home)	1.7%	17	0.8%	1	0.0%	0	0.0%	0	2.4%	3	0.0%	0	0.0%	0	9.6%	12	0.8%	1
Wickes, 102 Inkerman Rd, Knaphill, Woking	1.2%	12	0.0%	0	0.8%	1	7.9%	10	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodbridge Road, Guildford (PC World, Currys)	0.4%	4	1.6%	2	0.8%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet	0.9%	9	0.8%	1	2.4%	3	0.8%	1	0.8%	1	0.8%	1	0.8%	1	0.0%	0	0.8%	1
TV / Interactive shopping	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Epsom	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other outside catchment area	1.0%	10	0.0%	0	1.6%	2	0.0%	0	3.2%	4	2.4%	3	0.0%	0	0.8%	1	0.0%	0
Other zone 1	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other zone 2	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Other zone 3	0.3%	3	0.8%	1	0.0%	0	0.8%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other zone 4	0.5%	5	0.0%	0	0.0%	0	0.0%	0	3.2%	4	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Other zone 6	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Other zone 7	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2

Column %ges.

Guildford Household Survey for Roger Tym & Partners

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	
West Byfleet	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	2.4%	24	1.6%	2	5.6%	7	2.4%	3	4.0%	5
(Don't buy these products)	14.8%	148	17.6%	22	9.6%	12	17.5%	22	15.2%	19
Base:	1001	125	125	125	126	125	125	125	125	125

Guildford Household Survey for Roger Tym & Partners

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q11 And the time before that, excluding Christmas shopping, where did your household go to make a purchase of DIY, decorating goods or gardening items?																		
<i>Those who purchase DIY or decorating goods at Q10</i>																		
Addlestone	0.7%	6	0.0%	0	0.0%	0	1.9%	2	3.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldershot	2.5%	21	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.3%	18	0.9%	1
Basingstoke	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0
Bracknell	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Camberley	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cobham	0.2%	2	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cranleigh	0.5%	4	0.0%	0	3.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crawley	0.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	4	3.8%	4	0.0%	0	0.0%	0
Dorking	3.6%	31	1.0%	1	0.0%	0	0.0%	0	0.0%	0	27.1%	29	0.9%	1	0.0%	0	0.0%	0
Esher	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Farnborough	4.6%	39	2.9%	3	0.9%	1	1.0%	1	6.6%	7	0.0%	0	0.0%	0	25.0%	26	0.9%	1
Farnham	4.9%	42	0.0%	0	1.8%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	35.6%	37	1.8%	2
Frimley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Godalming	12.0%	102	2.9%	3	29.2%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	58.2%	64
Guildford	7.9%	67	20.4%	21	13.3%	15	8.7%	9	4.7%	5	9.3%	10	0.0%	0	1.0%	1	5.5%	6
Haslemere	1.1%	9	0.0%	0	8.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Horsham	6.4%	55	0.0%	0	4.4%	5	0.0%	0	0.0%	0	0.0%	0	47.2%	50	0.0%	0	0.0%	0
Kingston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Leatherhead	5.2%	44	3.9%	4	0.0%	0	6.7%	7	0.0%	0	30.8%	33	0.0%	0	0.0%	0	0.0%	0
Lightwater	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milford	1.2%	10	1.0%	1	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	7
Reading	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Redhill/Reigate	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	4	0.0%	0	0.0%	0	0.0%	0
Staines	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton	0.5%	4	1.0%	1	0.0%	0	0.0%	0	0.0%	0	2.8%	3	0.0%	0	0.0%	0	0.0%	0
Walton-on-Thames	0.9%	8	0.0%	0	0.0%	0	1.9%	2	5.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weybridge	2.3%	20	0.0%	0	0.0%	0	0.0%	0	18.9%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woking	4.3%	37	1.0%	1	0.0%	0	20.2%	21	14.2%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broadbridge Heath Retail Park, Horsham (Halfords, Homebase, Carpetright)	4.2%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	34.0%	36	0.0%	0	0.0%	0
Ladymead Retail Park, Europa Park Rd, Guildford (Sports World, Comet, B&Q, Homebase, Halfords, Furniture Village, Magnet, Carpet Right)	10.3%	88	40.8%	42	13.3%	15	16.3%	17	1.9%	2	1.9%	2	0.0%	0	0.0%	0	9.1%	10
Lion Retail Park, 151, Oriental Rd, Woking (Halfords, Currys, Focus DIY)	1.5%	13	0.0%	0	0.0%	0	10.6%	11	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Paddock Retail Park, Sopwith Way, Brooklands, Weybridge (Argos, Currys, M&S, Tesco Extra, Mothercare)	0.5%	4	0.0%	0	0.0%	0	2.9%	3	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Redding Way, Knaphill, Woking (Sainsbury's/Homebase)	1.4%	12	0.0%	0	0.0%	0	7.7%	8	3.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solartron Retail Estate, Farnborough (B&Q, DFS, Paul Simon, Carpetright, Allied Carpets, Maplin, The Sleep Depot, Pets at Home)	1.1%	9	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	6.7%	7	0.9%	1
Wickes, 102 Inkerman Rd, Knaphill, Woking	1.3%	11	0.0%	0	0.0%	0	5.8%	6	4.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodbridge Road, Guildford(PC World, Currys)	0.2%	2	1.0%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet	0.9%	8	0.0%	0	1.8%	2	1.9%	2	0.0%	0	2.8%	3	0.9%	1	0.0%	0	0.0%	0
TV / Interactive shopping	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Bookham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Other outside catchment area	1.6%	14	1.0%	1	2.7%	3	0.0%	0	3.8%	4	2.8%	3	0.0%	0	1.9%	2	0.9%	1
Other zone 4	0.4%	3	0.0%	0	0.0%	0	0.0%	0	2.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other zone 7	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	4
(Don't know / can't	10.4%	89	16.5%	17	11.5%	13	11.5%	12	10.4%	11	5.6%	6	9.4%	10	8.7%	9	10.0%	11

Guildford Household Survey for Roger Tym & Partners

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
remember) (Only bought these items once before)	3.3% 28	3.9% 4	7.1% 8	1.0% 1	5.7% 6	6.5% 7	0.9% 1	0.0% 0	0.9% 1
Base:	853	103	113	104	106	107	106	104	110

Guildford Household Survey for Roger Tym & Partners

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q12 Now can you tell me, excluding Christmas shopping, where your household last made a purchase of electrical items (this may include domestic appliances, MP3 players, TV's, digital cameras, computers etc)?																		
Addlestone	1.7%	17	0.0%	0	0.0%	0	1.6%	2	12.0%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldershot	1.7%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.8%	16	0.8%	1
Bracknell	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Camberley	1.3%	13	0.0%	0	0.8%	1	0.8%	1	4.8%	6	0.0%	0	0.0%	0	3.2%	4	0.8%	1
Chertsey	0.3%	3	0.0%	0	0.0%	0	0.0%	0	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cobham	0.6%	6	0.0%	0	0.0%	0	1.6%	2	0.8%	1	2.4%	3	0.0%	0	0.0%	0	0.0%	0
Cranleigh	0.5%	5	0.0%	0	4.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crawley	2.6%	26	0.0%	0	0.8%	1	0.0%	0	0.0%	0	8.0%	10	12.0%	15	0.0%	0	0.0%	0
Croydon	0.4%	4	0.0%	0	0.8%	1	0.0%	0	0.0%	0	2.4%	3	0.0%	0	0.0%	0	0.0%	0
Dorking	1.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.4%	13	0.0%	0	0.0%	0	0.0%	0
Farnborough	3.3%	33	0.8%	1	0.8%	1	0.0%	0	4.0%	5	0.0%	0	0.0%	0	20.0%	25	0.8%	1
Farnham	1.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.0%	15	0.0%	0
Godalming	4.1%	41	0.8%	1	8.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.0%	30
Guildford	13.1%	131	28.0%	35	24.0%	30	11.1%	14	7.2%	9	8.8%	11	0.8%	1	4.8%	6	20.0%	25
Haslemere	0.6%	6	0.0%	0	4.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Horsham	5.4%	54	0.8%	1	0.8%	1	0.0%	0	0.0%	0	1.6%	2	40.0%	50	0.0%	0	0.0%	0
Hounslow	0.2%	2	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Kingston	2.2%	22	2.4%	3	0.0%	0	2.4%	3	3.2%	4	8.8%	11	0.8%	1	0.0%	0	0.0%	0
Leatherhead	1.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.2%	14	0.0%	0	0.0%	0	0.0%	0
London	1.1%	11	0.8%	1	1.6%	2	0.8%	1	3.2%	4	1.6%	2	0.8%	1	0.0%	0	0.0%	0
Maidenhead	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Redhill/Reigate	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.8%	1	0.0%	0	0.0%	0
Southampton	0.3%	3	0.8%	1	0.8%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staines	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walton-on-Thames	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weybridge	2.1%	21	0.8%	1	1.6%	2	1.6%	2	11.2%	14	1.6%	2	0.0%	0	0.0%	0	0.0%	0
Woking	3.2%	32	1.6%	2	0.0%	0	16.7%	21	6.4%	8	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Broadbridge Heath Retail Park, Horsham (Halfords, Homebase, Carpetright)	1.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	8.8%	11	0.0%	0	0.0%	0
Ladymead Retail Park, Europa Park Rd, Guildford (Sports World, Comet, B&Q, Homebase, Halfords, Furniture Village, Magnet, Carpet Right)	8.3%	83	20.8%	26	15.2%	19	11.1%	14	1.6%	2	0.8%	1	0.0%	0	0.8%	1	16.0%	20
Lion Retail Park, 151, Oriental Rd, Woking (Halfords, Currys, Focus DIY)	1.0%	10	0.0%	0	0.0%	0	6.3%	8	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Paddock Retail Park, Sopwith Way, Brooklands, Weybridge (Argos, Currys, M&S, Tesco Extra, Mothercare)	2.1%	21	0.8%	1	0.0%	0	7.1%	9	8.0%	10	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Redding Way, Knaphill, Woking (Sainsbury's/Homebase)	0.6%	6	0.0%	0	0.0%	0	4.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solartron Retail Estate, Farnborough (B&Q, DFS, Paul Simon, Carpetright, Allied Carpets, Maplin, The Sleep Depot, Pets at Home)	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	5	0.0%	0
Walnut Tree Close, Guildford (Jewsons)	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wey Retail Park, Royston Road, Byfleet, West Byfleet (Halfords, Carpet Right/Paul Simon, (previously MFI))	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodbridge Road, Guildford(PC World, Currys)	1.1%	11	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	4.8%	6
Sainsbury,s Bridge Way, Cobham, Surrey	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Clay Lane, Burpham, Guildford	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Ashenden Road,	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.8%	1

Guildford Household Survey for Roger Tym & Partners

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Guildford																		
Abroad	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0								
Internet	12.1%	121	11.2%	14	13.6%	17	13.5%	17	11.2%	14	16.0%	20	14.4%	18	10.4%	13	6.4%	8
Home catalogue	0.6%	6	0.0%	0	0.8%	1	0.0%	0	0.8%	1	0.8%	1	1.6%	2	0.0%	0	0.8%	1
Bookham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Chicester	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Epsom	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	3	0.0%	0	0.0%	0	0.0%	0
Farnborough Gate Retail Park, Farnborough Road, Farnborough	1.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	11	0.0%	0
Farncombe	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	9
Other outside catchment area	1.7%	17	3.2%	4	0.8%	1	1.6%	2	2.4%	3	0.8%	1	4.0%	5	0.0%	0	0.8%	1
Other zone 1	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other zone 3	0.2%	2	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other zone 4	0.2%	2	0.0%	0	0.0%	0	0.8%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other zone 5	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
West Byfleet	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	3.9%	39	0.0%	0	6.4%	8	3.2%	4	0.8%	1	3.2%	4	2.4%	3	8.0%	10	7.2%	9
(Don't buy these products)	13.3%	133	23.2%	29	12.0%	15	12.7%	16	10.4%	13	12.8%	16	12.8%	16	12.8%	16	9.6%	12
Base:		1001		125		125		126		125		125		125		125		125

Guildford Household Survey for Roger Tym & Partners

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q13 And the time before that, excluding Christmas shopping, where did your household go to make a purchase of electrical items?																		
<i>Those who purchase electrical items at Q12</i>																		
Addlestone	1.5%	13	0.0%	0	0.0%	0	0.9%	1	9.8%	11	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Aldershot	1.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	9	0.9%	1
Camberley	1.2%	10	0.0%	0	0.0%	0	0.0%	0	4.5%	5	0.0%	0	0.0%	0	4.6%	5	0.0%	0
Cobham	0.3%	3	0.0%	0	0.0%	0	0.9%	1	0.9%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Cranleigh	0.5%	4	1.0%	1	2.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crawley	2.0%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	7	9.2%	10	0.0%	0	0.0%	0
Dorking	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	6	0.0%	0	0.0%	0	0.0%	0
Farnborough	2.8%	24	1.0%	1	0.9%	1	0.0%	0	2.7%	3	0.0%	0	0.0%	0	17.4%	19	0.0%	0
Farnham	1.2%	10	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	9	0.0%	0
Frimley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Godalming	3.1%	27	0.0%	0	3.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.4%	23
Guildford	12.7%	110	22.9%	22	24.5%	27	11.8%	13	7.1%	8	11.0%	12	0.9%	1	2.8%	3	21.2%	24
Haslemere	0.3%	3	0.0%	0	2.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Horsham	6.7%	58	0.0%	0	1.8%	2	0.0%	0	0.0%	0	2.8%	3	48.6%	53	0.0%	0	0.0%	0
Kingston	2.2%	19	2.1%	2	0.0%	0	1.8%	2	3.6%	4	9.2%	10	0.9%	1	0.0%	0	0.0%	0
Leatherhead	1.6%	14	1.0%	1	0.0%	0	0.0%	0	0.0%	0	11.9%	13	0.0%	0	0.0%	0	0.0%	0
Lightwater	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
London	0.5%	4	0.0%	0	0.9%	1	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Portsmouth	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Redhill/Reigate	0.2%	2	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Southampton	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staines	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Walton-on-Thames	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weybridge	1.4%	12	1.0%	1	0.9%	1	0.9%	1	5.4%	6	1.8%	2	0.0%	0	0.0%	0	0.9%	1
Woking	3.8%	33	1.0%	1	0.0%	0	17.3%	19	10.7%	12	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Broadbridge Heath Retail Park, Horsham (Halfords, Homebase, Carpetright)	0.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	5.5%	6	0.0%	0	0.0%	0
Ladymead Retail Park, Europa Park Rd, Guildford (Sports World, Comet, B&Q, Homebase, Halfords, Furniture Village, Magnet, Carpet Right)	6.6%	57	16.7%	16	14.5%	16	9.1%	10	0.9%	1	0.9%	1	0.0%	0	1.8%	2	9.7%	11
Lion Retail Park, 151, Oriental Rd, Woking (Halfords, Currys, Focus DIY)	0.8%	7	0.0%	0	0.0%	0	6.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Paddock Retail Park, Sopwith Way, Brooklands, Weybridge (Argos, Currys, M&S, Tesco Extra, Mothercare)	2.1%	18	1.0%	1	0.0%	0	5.5%	6	9.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Redding Way, Knaphill, Woking (Sainsbury's/Homebase)	0.5%	4	0.0%	0	0.0%	0	3.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solartron Retail Estate, Farnborough (B&Q, DFS, Paul Simon, Carpetright, Allied Carpets, Maplin, The Sleep Depot, Pets at Home)	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	3	0.0%	0
Woodbridge Road, Guildford(PC World, Currys)	1.0%	9	2.1%	2	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	2	3.5%	4
Sainsbury's, Clay Lane, Burpham, Guildford	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet	12.8%	111	18.8%	18	15.5%	17	10.9%	12	11.6%	13	16.5%	18	11.0%	12	11.0%	12	8.0%	9
Home catalogue	0.6%	5	1.0%	1	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2
Bookham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Chichester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Farnborough Gate Retail Park, Farnborough Road, Farnborough	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	4.6%	5	0.0%	0
Farncombe	0.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	7
Other outside catchment area	1.3%	11	2.1%	2	0.0%	0	0.0%	0	0.9%	1	1.8%	2	3.7%	4	1.8%	2	0.0%	0
Other zone 3	0.1%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Byfleet	0.1%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Guildford Household Survey for Roger Tym & Partners

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
(Don't know / can't remember)	22.2% 193	24.0% 23	20.0% 22	21.8% 24	22.3% 25	17.4% 19	17.4% 19	31.2% 34	23.9% 27
(Only bought these items once before)	4.3% 37	3.1% 3	8.2% 9	4.5% 5	3.6% 4	9.2% 10	1.8% 2	1.8% 2	1.8% 2
Base:	868	96	110	110	112	109	109	109	113

Guildford Household Survey for Roger Tym & Partners

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8							
Q14 Now can you tell me, excluding Christmas shopping, where you last made a purchase of health, beauty or chemist items?																
Addlestone	2.0%	20	0.0%	0	0.0%	0	0.0%	0	16.0%	20	0.0%	0	0.0%	0	0.0%	0
Aldershot	4.5%	45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	34.4%	43	1.6%	2
Ash	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	3	0.0%	0
Camberley	0.9%	9	0.0%	0	0.0%	0	0.0%	0	5.6%	7	0.0%	0	1.6%	2	0.0%	0
Chertsey	0.7%	7	0.0%	0	0.0%	0	0.0%	0	5.6%	7	0.0%	0	0.0%	0	0.0%	0
Cobham	1.8%	18	3.2%	4	0.0%	0	5.6%	7	0.8%	1	4.8%	6	0.0%	0	0.0%	0
Cranleigh	3.2%	32	0.8%	1	24.8%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crawley	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	5	3.2%	4	0.0%	0
Dorking	4.1%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	32.8%	41	0.0%	0	0.0%	0
Farnborough	1.2%	12	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	8.0%	10
Farnham	4.6%	46	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	35.2%	44
Godalming	12.4%	124	3.2%	4	25.6%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	70.4%
Guildford	15.2%	152	70.4%	88	14.4%	18	7.1%	9	7.2%	9	7.2%	9	2.4%	3	4.0%	5
Haslemere	3.1%	31	0.0%	0	24.8%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Horsham	9.6%	96	0.8%	1	2.4%	3	0.0%	0	0.0%	0	1.6%	2	72.0%	90	0.0%	0
Kingston	0.6%	6	1.6%	2	0.0%	0	1.6%	2	0.0%	0	1.6%	2	0.0%	0	0.0%	0
Leatherhead	3.5%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.0%	35	0.0%	0	0.0%	0
Lightwater	0.4%	4	0.0%	0	0.0%	0	0.0%	0	3.2%	4	0.0%	0	0.0%	0	0.0%	0
London	0.8%	8	0.0%	0	0.0%	0	0.8%	1	3.2%	4	0.0%	0	0.8%	1	0.8%	1
Milford	0.3%	3	0.0%	0	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Redhill/Reigate	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Staines	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Walton-on-Thames	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0
Weybridge	2.0%	20	0.0%	0	0.0%	0	0.8%	1	13.6%	17	1.6%	2	0.0%	0	0.0%	0
Windsor	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Woking	9.2%	92	0.8%	1	0.8%	1	56.3%	71	14.4%	18	0.8%	1	0.0%	0	0.0%	0
Broadbridge Heath Retail Park, Horsham (Halfords, Homebase, Carpetright)	1.8%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.4%	18	0.0%	0
Paddock Retail Park, Sopwith Way, Brooklands, Weybridge (Argos, Currys, M&S, Tesco Extra, Mothercare)	1.4%	14	0.8%	1	0.0%	0	4.0%	5	6.4%	8	0.0%	0	0.0%	0	0.0%	0
Redding Way, Knaphill, Woking (Sainsbury's/Homebase)	0.6%	6	0.0%	0	0.0%	0	3.2%	4	1.6%	2	0.0%	0	0.0%	0	0.0%	0
Wey Retail Park, Royston Road, Byfleet, West Byfleet (Halfords, Carpet Right/Paul Simon, (previously MFI))	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Bridge Way, Cobham, Surrey	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Clay Lane, Burpham, Guildford	0.5%	5	3.2%	4	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Ashenden Road, Guildford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0
Abroad	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Internet	1.0%	10	0.8%	1	0.0%	0	0.8%	1	0.8%	1	0.8%	1	0.8%	1	1.6%	2
Home catalogue	0.7%	7	1.6%	2	0.0%	0	1.6%	2	0.8%	1	0.8%	1	0.0%	0	0.8%	1
Bookham	0.7%	7	0.8%	1	0.0%	0	0.0%	0	0.0%	0	4.8%	6	0.0%	0	0.0%	0
Chicester	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Epsom	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0
Farnborough Gate Retail Park, Farnborough Road, Farnborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Farncombe	1.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	9.6%
Other outside catchment area	1.2%	12	2.4%	3	0.0%	0	0.8%	1	2.4%	3	0.0%	0	0.8%	1	2.4%	3
Other zone 1	0.6%	6	4.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other zone 3	0.7%	7	0.0%	0	0.0%	0	5.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other zone 4	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0
Other zone 5	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	3	0.0%	0	0.0%	0
Other zone 7	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2
Other zone 8	0.2%	2	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0.8%
West Byfleet	0.8%	8	0.8%	1	0.0%	0	0.8%	1	4.8%	6	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	0.4%	4	0.8%	1	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.8%	1
(Don't buy these products)	4.9%	49	3.2%	4	1.6%	2	9.5%	12	5.6%	7	6.4%	8	2.4%	3	6.4%	8
Base:		1001		125		125		126		125		125		125		125

Guildford Household Survey for Roger Tym & Partners

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q15 And the time before that, excluding Christmas shopping, where did you go to make a purchase of health, beauty or chemist items?																		
<i>Those who purchase health, beauty or chemist items at Q14</i>																		
Addlestone	1.9%	18	0.0%	0	0.0%	0	0.9%	1	14.4%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldershot	4.0%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	32.5%	38	0.0%	0
Ash	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0
Basingstoke	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0
Camberley	0.9%	9	0.0%	0	0.0%	0	0.0%	0	5.9%	7	0.0%	0	0.0%	0	1.7%	2	0.0%	0
Chertsey	0.5%	5	0.0%	0	0.0%	0	0.0%	0	4.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chobham	0.1%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cobham	1.7%	16	3.3%	4	0.0%	0	7.9%	9	0.0%	0	2.6%	3	0.0%	0	0.0%	0	0.0%	0
Cranleigh	3.0%	29	2.5%	3	19.5%	24	0.0%	0	0.0%	0	0.9%	1	0.8%	1	0.0%	0	0.0%	0
Crawley	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	4	3.3%	4	0.0%	0	0.0%	0
Croydon	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dorking	3.2%	30	0.0%	0	0.0%	0	0.9%	1	0.0%	0	24.8%	29	0.0%	0	0.0%	0	0.0%	0
Farnborough	0.9%	9	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	5.1%	6	0.8%	1
Farnham	4.9%	47	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	38.5%	45	0.0%	0
Godalming	12.1%	115	3.3%	4	21.1%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	70.8%	85
Guildford	16.7%	159	64.5%	78	19.5%	24	10.5%	12	7.6%	9	13.7%	16	1.6%	2	6.0%	7	9.2%	11
Haslemere	3.2%	30	0.0%	0	24.4%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Horsham	10.3%	98	0.0%	0	2.4%	3	0.0%	0	0.0%	0	3.4%	4	74.6%	91	0.0%	0	0.0%	0
Hounslow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Kingston	0.6%	6	0.0%	0	0.0%	0	0.9%	1	0.0%	0	4.3%	5	0.0%	0	0.0%	0	0.0%	0
Leatherhead	2.6%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.4%	25	0.0%	0	0.0%	0	0.0%	0
Lightwater	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London	0.8%	8	0.8%	1	0.8%	1	0.0%	0	1.7%	2	0.0%	0	1.6%	2	0.9%	1	0.8%	1
Milford	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Redhill/Reigate	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staines	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Sutton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Walton-on-Thames	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weybridge	1.6%	15	0.0%	0	0.0%	0	0.9%	1	11.9%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woking	9.0%	86	2.5%	3	0.8%	1	52.6%	60	16.9%	20	0.9%	1	0.0%	0	0.9%	1	0.0%	0
Broadbridge Heath Retail Park, Horsham (Halfords, Homebase, Carpetright)	1.4%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.7%	13	0.0%	0	0.0%	0
Paddock Retail Park, Sopwith Way, Brooklands, Weybridge (Argos, Currys, M&S, Tesco Extra, Mothercare)	1.3%	12	1.7%	2	0.0%	0	3.5%	4	5.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Redding Way, Knaphill, Woking (Sainsbury's/Homebase)	0.6%	6	0.0%	0	0.0%	0	4.4%	5	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solartron Retail Estate, Farnborough (B&Q, DFS, Paul Simon, Carpetright, Allied Carpets, Maplin, The Sleep Depot, Pets at Home)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Sainsbury's, Clay Lane, Burpham, Guildford	0.5%	5	3.3%	4	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Ashenden Road, Guildford	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.8%	1
Abroad	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.9%	1	0.0%	0
Internet	1.3%	12	2.5%	3	0.0%	0	0.0%	0	0.8%	1	2.6%	3	0.8%	1	0.9%	1	2.5%	3
Home catalogue	0.6%	6	0.8%	1	0.0%	0	1.8%	2	0.8%	1	0.9%	1	0.0%	0	0.0%	0	0.8%	1
Bookham	0.4%	4	0.8%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	3	0.0%	0	0.0%	0	0.0%	0
Chichester	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Epsom	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	5	0.0%	0	0.0%	0	0.0%	0
Farncombe	1.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	12
Other outside catchment area	1.2%	11	1.7%	2	0.0%	0	0.9%	1	2.5%	3	0.0%	0	1.6%	2	1.7%	2	0.8%	1
Other zone 1	0.5%	5	4.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other zone 3	0.7%	7	0.0%	0	0.0%	0	5.3%	6	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other zone 4	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other zone 5	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0
Other zone 7	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0
Other zone 8	0.2%	2	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
West Byfleet	1.1%	10	0.0%	0	0.0%	0	2.6%	3	5.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	3.6%	34	5.8%	7	0.8%	1	2.6%	3	9.3%	11	4.3%	5	0.0%	0	3.4%	4	2.5%	3
(Only bought these items once before)	2.7%	26	2.5%	3	5.7%	7	2.6%	3	0.8%	1	7.7%	9	0.8%	1	1.7%	2	0.0%	0
Base:	952	121	123	114	118	117	122	117	120									

Column %ges.

Guildford Household Survey for Roger Tym & Partners

Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
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Guildford Household Survey for Roger Tym & Partners

November 2010

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q16 Now can you tell me, excluding Christmas shopping, where your household last made a purchase of recreational goods such a sports equipment, musical instruments, toys etc?																		
Addlestone	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldershot	1.1%	11	0.8%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	9	0.0%	0
Basingstoke	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0
Bracknell	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Brighton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0
Camberley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Cobham	0.7%	7	0.8%	1	0.0%	0	0.8%	1	0.8%	1	3.2%	4	0.0%	0	0.0%	0	0.0%	0
Cranleigh	0.3%	3	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Crawley	1.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	4	7.2%	9	0.0%	0	0.0%	0
Croydon	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dorking	1.2%	12	0.0%	0	0.0%	0	0.0%	0	0.8%	1	8.8%	11	0.0%	0	0.0%	0	0.0%	0
Farnborough	0.6%	6	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	4	0.8%	1
Farnham	2.6%	26	0.8%	1	1.6%	2	0.0%	0	0.8%	1	0.0%	0	0.0%	0	17.6%	22	0.0%	0
Frimley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Godalming	2.3%	23	0.0%	0	6.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.0%	15
Guildford	11.1%	111	21.6%	27	15.2%	19	4.8%	6	8.0%	10	12.8%	16	3.2%	4	8.0%	10	15.2%	19
Haslemere	1.6%	16	0.0%	0	12.0%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Horsham	4.0%	40	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.8%	1	30.4%	38	0.0%	0	0.0%	0
Kingston	1.0%	10	0.8%	1	0.8%	1	0.8%	1	3.2%	4	2.4%	3	0.0%	0	0.0%	0	0.0%	0
Leatherhead	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	5	0.0%	0	0.0%	0	0.0%	0
London	0.8%	8	0.0%	0	0.8%	1	2.4%	3	0.8%	1	0.0%	0	0.8%	1	0.8%	1	0.8%	1
Portsmouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Reading	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Redhill/Reigate	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0
Southampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Staines	0.3%	3	0.0%	0	0.0%	0	0.0%	0	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walton-on-Thames	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weybridge	0.5%	5	0.0%	0	0.0%	0	0.8%	1	3.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windsor	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Woking	5.5%	55	1.6%	2	1.6%	2	27.0%	34	12.0%	15	0.0%	0	0.0%	0	0.8%	1	0.8%	1
Broadbridge Heath Retail Park, Horsham (Halfords, Homebase, Carpetright)	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0
Ladymead Retail Park, Europa Park Rd, Guildford (Sports World, Comet, B&Q, Homebase, Halfords, Furniture Village, Magnet, Carpet Right)	1.6%	16	6.4%	8	2.4%	3	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	4
Lion Retail Park, 151, Oriental Rd, Woking (Halfords, Currys, Focus DIY)	0.3%	3	0.8%	1	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Paddock Retail Park, Sopwith Way, Brooklands, Weybridge (Argos, Currys, M&S, Tesco Extra, Mothercare)	0.6%	6	0.8%	1	0.0%	0	2.4%	3	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solartron Retail Estate, Farnborough (B&Q, DFS, Paul Simon, Carpetright, Allied Carpets, Maplin, The Sleep Depot, Pets at Home)	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.8%	1
Internet	8.9%	89	7.2%	9	10.4%	13	7.1%	9	8.8%	11	12.0%	15	10.4%	13	5.6%	7	9.6%	12
Home catalogue	0.2%	2	0.8%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Epsom	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	5	0.0%	0	0.0%	0	0.0%	0
Other outside catchment area	1.6%	16	3.2%	4	1.6%	2	1.6%	2	1.6%	2	0.0%	0	2.4%	3	0.0%	0	2.4%	3
Other zone 1	0.3%	3	0.8%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Other zone 2	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other zone 3	0.2%	2	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Other zone 5	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0
Other zone 7	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
West Byfleet	0.3%	3	0.0%	0	0.8%	1	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	2.7%	27	2.4%	3	2.4%	3	2.4%	3	6.4%	8	0.0%	0	1.6%	2	4.8%	6	1.6%	2
(Don't buy these products)	44.6%	446	50.4%	63	39.2%	49	44.4%	56	42.4%	53	43.2%	54	40.0%	50	47.2%	59	49.6%	62
Base:		1001		125		125		126		125		125		125		125		125

Column %ges.

Guildford Household Survey for Roger Tym & Partners

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q17 And the time before that, excluding Christmas shopping, where did your household go to make a purchase of recreational goods?																		
<i>Those who purchase recreational goods at Q16</i>																		
Addlestone	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldershot	1.4%	8	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.6%	7	0.0%	0
Ash	0.2%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Bracknell	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0
Camberley	0.7%	4	0.0%	0	0.0%	0	0.0%	0	4.2%	3	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Cobham	0.5%	3	1.6%	1	0.0%	0	1.4%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cranleigh	0.7%	4	0.0%	0	3.9%	3	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Crawley	3.6%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	3	22.7%	17	0.0%	0	0.0%	0
Croydon	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0
Dorking	2.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.3%	13	0.0%	0	0.0%	0	0.0%	0
Farnborough	2.0%	11	1.6%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.1%	8	1.6%	1
Farnham	2.5%	14	1.6%	1	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.7%	11	0.0%	0
Godalming	3.2%	18	0.0%	0	5.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.2%	14
Guildford	20.4%	113	45.2%	28	30.3%	23	11.4%	8	9.7%	7	14.1%	10	4.0%	3	18.2%	12	34.9%	22
Haslemere	2.3%	13	0.0%	0	14.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0
Horsham	5.9%	33	0.0%	0	1.3%	1	0.0%	0	0.0%	0	2.8%	2	40.0%	30	0.0%	0	0.0%	0
Kingston	2.2%	12	0.0%	0	1.3%	1	4.3%	3	5.6%	4	5.6%	4	0.0%	0	0.0%	0	0.0%	0
Leatherhead	1.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.5%	6	0.0%	0	0.0%	0	0.0%	0
London	1.1%	6	1.6%	1	1.3%	1	1.4%	1	1.4%	1	1.4%	1	0.0%	0	0.0%	0	1.6%	1
Milford	0.2%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portsmouth	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Reading	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	1.6%	1
Redhill/Reigate	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0
Southampton	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	1.6%	1
Staines	0.5%	3	0.0%	0	0.0%	0	1.4%	1	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walton-on-Thames	0.4%	2	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weybridge	0.4%	2	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woking	8.5%	47	3.2%	2	0.0%	0	41.4%	29	22.2%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broadbridge Heath Retail Park, Horsham (Halfords, Homebase, Carpetright)	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0
Ladymead Retail Park, Europa Park Rd, Guildford (Sports World, Comet, B&Q, Homebase, Halfords, Furniture Village, Magnet, Carpet Right)	2.3%	13	9.7%	6	1.3%	1	1.4%	1	0.0%	0	2.8%	2	1.3%	1	0.0%	0	3.2%	2
Lion Retail Park, 151, Oriental Rd, Woking (Halfords, Currys, Focus DIY)	0.5%	3	1.6%	1	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Paddock Retail Park, Sopwith Way, Brooklands, Weybridge (Argos, Currys, M&S, Tesco Extra, Mothercare)	0.5%	3	0.0%	0	0.0%	0	2.9%	2	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Internet	14.1%	78	14.5%	9	17.1%	13	11.4%	8	11.1%	8	14.1%	10	13.3%	10	12.1%	8	19.0%	12
Home catalogue	0.7%	4	1.6%	1	0.0%	0	1.4%	1	0.0%	0	1.4%	1	1.3%	1	0.0%	0	0.0%	0
Epsom	0.2%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other outside catchment area	1.8%	10	4.8%	3	1.3%	1	1.4%	1	2.8%	2	0.0%	0	2.7%	2	1.5%	1	0.0%	0
Other zone 1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Other zone 2	0.4%	2	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other zone 3	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Other zone 5	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	11.5%	64	9.7%	6	6.6%	5	14.3%	10	19.4%	14	9.9%	7	6.7%	5	15.2%	10	11.1%	7
(Only bought these items once before)	4.1%	23	0.0%	0	7.9%	6	1.4%	1	9.7%	7	7.0%	5	1.3%	1	4.5%	3	0.0%	0
Base:		555		62		76		70		72		71		75		66		63

Guildford Household Survey for Roger Tym & Partners

November 2010

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q18 Now can you tell me, excluding Christmas shopping, where your household last made a purchase of other non-food items such as books, DVD's, jewellery, china or glass?																		
Addlestone	0.5%	5	0.0%	0	0.0%	0	0.0%	0	4.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldershot	2.2%	22	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.8%	21	0.0%	0	0.0%	0
Basingstoke	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.8%	1	0.0%	0
Brighton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Camberley	0.7%	7	0.0%	0	0.0%	0	0.0%	0	4.0%	5	0.0%	0	1.6%	2	0.0%	0	0.0%	0
Chertsey	0.2%	2	0.0%	0	0.0%	0	0.8%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cobham	0.7%	7	0.0%	0	0.0%	0	4.0%	5	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0
Cranleigh	0.8%	8	0.0%	0	4.8%	6	0.0%	0	0.0%	0	0.8%	1	0.8%	1	0.0%	0	0.0%	0
Crawley	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	4	4.0%	5	0.0%	0	0.0%	0
Croydon	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dorking	2.0%	20	0.8%	1	0.0%	0	0.0%	0	0.0%	0	15.2%	19	0.0%	0	0.0%	0	0.0%	0
Farnborough	1.0%	10	1.6%	2	0.0%	0	0.8%	1	0.8%	1	0.0%	0	0.0%	0	4.0%	5	0.8%	1
Farnham	1.8%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.4%	18	0.0%	0
Godalming	6.6%	66	0.0%	0	12.8%	16	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	39.2%	49
Guildford	15.0%	150	40.0%	50	16.8%	21	13.5%	17	8.8%	11	14.4%	18	0.8%	1	7.2%	9	18.4%	23
Haslemere	0.7%	7	0.0%	0	5.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Horsham	6.7%	67	0.8%	1	2.4%	3	0.0%	0	0.0%	0	2.4%	3	48.0%	60	0.0%	0	0.0%	0
Hounslow	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston	1.2%	12	2.4%	3	0.0%	0	1.6%	2	1.6%	2	4.0%	5	0.0%	0	0.0%	0	0.0%	0
Leatherhead	1.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	11	0.0%	0	0.0%	0	0.0%	0
London	1.0%	10	0.0%	0	1.6%	2	0.8%	1	1.6%	2	1.6%	2	0.8%	1	0.8%	1	0.8%	1
Milford	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Redhill/Reigate	0.2%	2	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Southampton	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staines	0.7%	7	0.0%	0	0.0%	0	0.0%	0	5.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Walton-on-Thames	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weybridge	1.1%	11	0.0%	0	0.0%	0	0.8%	1	8.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woking	5.2%	52	0.8%	1	0.0%	0	23.8%	30	14.4%	18	0.8%	1	0.0%	0	1.6%	2	0.0%	0
Broadbridge Heath Retail Park, Horsham (Halfords, Homebase, Carpetright)	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	5	0.0%	0	0.0%	0
Ladymead Retail Park, Europa Park Rd, Guildford (Sports World, Comet, B&Q, Homebase, Halfords, Furniture Village, Magnet, Carpet Right)	0.2%	2	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Paddock Retail Park, Sopwith Way, Brooklands, Weybridge (Argos, Currys, M&S, Tesco Extra, Mothercare)	0.7%	7	1.6%	2	0.0%	0	2.4%	3	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Redding Way, Knaphill, Woking (Sainsbury's/Homebase)	0.4%	4	0.0%	0	0.0%	0	2.4%	3	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Bridge Way, Cobham, Surrey	0.2%	2	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Clay Lane, Burpham, Guildford	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Ashenden Road, Guildford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Abroad	0.4%	4	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.8%	1	0.0%	0	0.8%	1
Internet	25.8%	258	26.4%	33	35.2%	44	23.8%	30	24.0%	30	22.4%	28	28.8%	36	25.6%	32	20.0%	25
Home catalogue	1.1%	11	0.8%	1	1.6%	2	2.4%	3	0.8%	1	0.8%	1	0.0%	0	2.4%	3	0.0%	0
TV / Interactive shopping	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.8%	1	0.8%	1
Chichester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Epsom	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	5	0.0%	0	0.0%	0	0.0%	0
Other outside catchment area	1.1%	11	0.0%	0	4.8%	6	1.6%	2	0.8%	1	0.0%	0	0.8%	1	0.8%	1	0.0%	0
Other zone 3	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other zone 4	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	1.4%	14	0.8%	1	1.6%	2	0.8%	1	1.6%	2	1.6%	2	0.8%	1	2.4%	3	1.6%	2
(Don't buy these products)	15.7%	157	20.8%	26	11.2%	14	16.7%	21	17.6%	22	15.2%	19	7.2%	9	20.8%	26	16.0%	20
Base:	1001	125	125	126	125	125	125	125	125	125	125	125	125	125	125	125	125	125

Column %ges.

Guildford Household Survey for Roger Tym & Partners

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q19 And the time before that, excluding Christmas shopping, where did your household go to make purchase of other non-food items?																		
<i>Those who purchase other non food items at Q18</i>																		
Addlestone	0.6%	5	0.0%	0	0.0%	0	0.0%	0	4.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldershot	1.9%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.2%	16	0.0%	0
Brighton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0
Camberley	0.8%	7	0.0%	0	0.0%	0	0.0%	0	4.9%	5	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Cobham	0.7%	6	0.0%	0	0.0%	0	3.8%	4	1.0%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Cranleigh	0.8%	7	0.0%	0	4.5%	5	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	1.0%	1
Crawley	1.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	4	4.3%	5	0.0%	0	0.0%	0
Croydon	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dorking	2.8%	24	0.0%	0	0.9%	1	0.0%	0	0.0%	0	20.8%	22	0.9%	1	0.0%	0	0.0%	0
Farnborough	1.3%	11	1.0%	1	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0	7.1%	7	1.0%	1
Farnham	1.9%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.2%	16	0.0%	0
Godalming	6.5%	55	0.0%	0	9.0%	10	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	41.9%	44
Guildford	18.5%	156	49.5%	49	23.4%	26	16.2%	17	10.7%	11	15.1%	16	1.7%	2	12.1%	12	21.9%	23
Haslemere	1.1%	9	0.0%	0	7.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Horsham	8.5%	72	1.0%	1	3.6%	4	1.0%	1	0.0%	0	1.9%	2	54.3%	63	0.0%	0	1.0%	1
Kingston	1.4%	12	3.0%	3	0.0%	0	1.9%	2	1.9%	2	3.8%	4	0.0%	0	0.0%	0	1.0%	1
Leatherhead	1.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.5%	9	0.0%	0	0.0%	0	0.0%	0
London	0.8%	7	1.0%	1	0.0%	0	1.9%	2	1.9%	2	0.9%	1	0.0%	0	0.0%	0	1.0%	1
Reading	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Redhill/Reigate	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southampton	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staines	0.6%	5	0.0%	0	0.0%	0	0.0%	0	4.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Walton-on-Thames	0.6%	5	0.0%	0	0.0%	0	0.0%	0	4.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weybridge	0.7%	6	0.0%	0	0.0%	0	0.0%	0	5.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woking	6.2%	52	3.0%	3	0.0%	0	27.6%	29	16.5%	17	0.9%	1	0.0%	0	1.0%	1	1.0%	1
Broadbridge Heath Retail Park, Horsham (Halfords, Homebase, Carpetright)	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	5	0.0%	0	0.0%	0
Paddock Retail Park, Sopwith Way, Brooklands, Weybridge (Argos, Currys, M&S, Tesco Extra, Mothercare)	0.8%	7	2.0%	2	0.0%	0	2.9%	3	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Redding Way, Knaphill, Woking (Sainsbury's/Homebase)	0.2%	2	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Clay Lane, Burpham, Guildford	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Ashenden Road, Guildford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Abroad	0.5%	4	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	1.0%	1	0.0%	0
Internet	25.7%	217	19.2%	19	35.1%	39	30.5%	32	21.4%	22	24.5%	26	23.3%	27	30.3%	30	21.0%	22
Home catalogue	1.2%	10	2.0%	2	1.8%	2	1.9%	2	1.0%	1	1.9%	2	0.0%	0	1.0%	1	0.0%	0
TV / Interactive shopping	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Epsom	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	4	0.0%	0	0.0%	0	0.0%	0
Other outside catchment area (Don't know / can't remember)	1.3%	11	1.0%	1	2.7%	3	1.9%	2	1.0%	1	0.0%	0	0.0%	0	3.0%	3	1.0%	1
(Only bought these items once before)	7.5%	63	11.1%	11	8.1%	9	4.8%	5	9.7%	10	5.7%	6	6.9%	8	9.1%	9	4.8%	5
Base:		844		99		111		105		103		106		116		99		105
Q20 What mode of travel did you use for your last non-food shopping trip?																		
Car / van driver	66.4%	665	55.2%	69	73.6%	92	60.3%	76	78.4%	98	73.6%	92	66.4%	83	73.6%	92	50.4%	63
Car / van passenger	8.8%	88	5.6%	7	9.6%	12	11.1%	14	6.4%	8	8.0%	10	10.4%	13	8.0%	10	11.2%	14
Bus	7.6%	76	14.4%	18	5.6%	7	6.3%	8	8.0%	10	5.6%	7	3.2%	4	5.6%	7	12.0%	15
Train	1.9%	19	1.6%	2	4.8%	6	0.8%	1	2.4%	3	1.6%	2	0.8%	1	2.4%	3	0.8%	1
Taxi	0.2%	2	0.0%	0	0.0%	0	0.8%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	10.3%	103	14.4%	18	3.2%	4	12.7%	16	2.4%	3	8.8%	11	14.4%	18	9.6%	12	16.8%	21
Bicycle	1.8%	18	3.2%	4	0.8%	1	6.3%	8	0.8%	1	0.0%	0	2.4%	3	0.0%	0	0.8%	1
Motorcycle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.3%	3	0.8%	1	0.0%	0	0.0%	0	0.8%	1	0.8%	1	0.8%	1	0.0%	0	0.0%	0
Delivered	1.4%	14	1.6%	2	1.6%	2	0.8%	1	0.8%	1	0.8%	1	1.6%	2	0.8%	1	3.2%	4
Park and Ride	1.1%	11	2.4%	3	0.8%	1	0.8%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	4.0%	5
(Don't know)	0.2%	2	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Base:		1001		125		125		126		125		125		125		125		125

Guildford Household Survey for Roger Tym & Partners

November 2010

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q21 When you undertook this trip, did you also visit any other shopping destination, or carry out any leisure activity?																		
Yes	26.6%	266	21.6%	27	28.8%	36	23.8%	30	32.0%	40	28.0%	35	28.0%	35	28.0%	35	22.4%	28
No	71.4%	715	76.8%	96	69.6%	87	73.0%	92	64.0%	80	71.2%	89	71.2%	89	72.0%	90	73.6%	92
(Don't know / can't remember)	2.0%	20	1.6%	2	1.6%	2	3.2%	4	4.0%	5	0.8%	1	0.8%	1	0.0%	0	4.0%	5
Base:	1001	125	125	126	125	125	125	125	125	125	125	125	125	125	125	125	125	125
Q22A In which town, village or out-of-town location does your household spend most money on the following leisure and cultural activities?																		
Restaurants/Cafes																		
Addlestone	0.4%	4	0.0%	0	0.0%	0	0.0%	0	3.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldershot	1.8%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.8%	16	1.6%	2
Ash	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	3	0.0%	0
Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Bracknell	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Brighton	0.2%	2	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Camberley	1.1%	11	0.8%	1	0.0%	0	0.0%	0	6.4%	8	0.0%	0	0.0%	0	1.6%	2	0.0%	0
Chertsey	0.4%	4	0.0%	0	0.8%	1	0.0%	0	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chobham	0.4%	4	0.0%	0	0.0%	0	0.0%	0	3.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cobham	1.6%	16	2.4%	3	0.0%	0	7.1%	9	0.8%	1	2.4%	3	0.0%	0	0.0%	0	0.0%	0
Cranleigh	2.6%	26	0.0%	0	17.6%	22	0.0%	0	0.0%	0	1.6%	2	0.8%	1	0.0%	0	0.8%	1
Crawley	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	6.4%	8	0.0%	0	0.0%	0
Croydon	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dorking	4.3%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	34.4%	43	0.0%	0	0.0%	0	0.0%	0
Esher	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Farnborough	0.3%	3	0.0%	0	0.0%	0	0.8%	1	0.8%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Farnham	5.1%	51	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	39.2%	49	1.6%	2
Frimley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Godalming	9.0%	90	0.8%	1	15.2%	19	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	55.2%	69
Guildford	17.0%	170	55.2%	69	18.4%	23	15.1%	19	8.0%	10	6.4%	8	4.0%	5	12.8%	16	16.0%	20
Haslemere	2.3%	23	0.8%	1	16.8%	21	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Horsham	8.5%	85	0.0%	0	0.8%	1	0.8%	1	0.0%	0	0.0%	0	65.6%	82	0.0%	0	0.8%	1
Hounslow	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Kingston	0.4%	4	0.0%	0	0.0%	0	0.8%	1	0.8%	1	1.6%	2	0.0%	0	0.0%	0	0.0%	0
Leatherhead	2.7%	27	0.0%	0	0.0%	0	1.6%	2	0.0%	0	20.0%	25	0.0%	0	0.0%	0	0.0%	0
Lightwater	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London	3.1%	31	4.8%	6	4.8%	6	5.6%	7	2.4%	3	2.4%	3	0.8%	1	3.2%	4	0.8%	1
Milford	0.2%	2	0.0%	0	0.8%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portsmouth	0.2%	2	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Redhill/Reigate	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	3	0.0%	0	0.0%	0	0.0%	0
Southampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staines	0.6%	6	0.0%	0	0.0%	0	0.0%	0	4.0%	5	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Sutton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Walton-on-Thames	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weybridge	1.9%	19	0.0%	0	0.0%	0	1.6%	2	13.6%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windsor	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woking	5.2%	52	0.8%	1	0.0%	0	28.6%	36	11.2%	14	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Abroad	0.5%	5	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.8%	1	0.8%	1
Other	5.5%	55	5.6%	7	2.4%	3	8.7%	11	8.8%	11	7.2%	9	5.6%	7	2.4%	3	3.2%	4
Bookham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Epsom	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0
West Byfleet	1.2%	12	0.0%	0	0.0%	0	2.4%	3	7.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	5.2%	52	7.2%	9	6.4%	8	5.6%	7	7.2%	9	4.0%	5	3.2%	4	4.8%	6	3.2%	4
(Don't do these activities)	15.3%	153	20.0%	25	13.6%	17	19.0%	24	15.2%	19	12.8%	16	10.4%	13	16.0%	20	15.2%	19
Base:	1001	125	125	126	125	125	125	125	125	125	125	125	125	125	125	125	125	125

Column %ges.

Guildford Household Survey for Roger Tym & Partners

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q22B In which town, village or out-of-town location does your household spend most money on the following leisure and cultural activities?																		
Pubs/Bars/ Nightclubs																		
Addlestone	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldershot	1.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.2%	14	0.8%	1
Ash	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	4	0.0%	0
Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bracknell	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Brighton	0.3%	3	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0
Camberley	0.4%	4	0.0%	0	0.0%	0	0.8%	1	1.6%	2	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Chertsey	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chobham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cobham	0.3%	3	0.0%	0	0.0%	0	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cranleigh	1.5%	15	0.0%	0	11.2%	14	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Crawley	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	3	0.0%	0	0.0%	0
Dorking	3.0%	30	0.0%	0	0.8%	1	0.0%	0	0.0%	0	23.2%	29	0.0%	0	0.0%	0	0.0%	0
Esher	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Farnborough	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0
Farnham	2.6%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.8%	26	0.0%	0
Godalming	5.7%	57	0.8%	1	10.4%	13	0.0%	0	0.0%	0	0.0%	0	0.8%	1	33.6%	42		
Guildford	7.8%	78	32.8%	41	8.0%	10	6.3%	8	1.6%	2	3.2%	4	0.8%	1	7.2%	9	2.4%	3
Haslemere	1.9%	19	0.0%	0	15.2%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Horsham	6.8%	68	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	52.8%	66	0.0%	0	0.0%	0
Leatherhead	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	10	0.0%	0	0.0%	0	0.0%	0
Lightwater	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London	1.8%	18	0.0%	0	1.6%	2	3.2%	4	3.2%	4	4.0%	5	1.6%	2	0.0%	0	0.8%	1
Milford	0.3%	3	0.0%	0	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Redhill/Reigate	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Southampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staines	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walton-on-Thames	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Weybridge	1.6%	16	0.0%	0	0.0%	0	0.8%	1	12.0%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winchester	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windlesham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woking	2.9%	29	1.6%	2	0.0%	0	19.0%	24	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.2%	2	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Other	7.7%	77	7.2%	9	9.6%	12	10.3%	13	12.0%	15	7.2%	9	4.8%	6	4.0%	5	6.4%	8
Bookham	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	7	0.0%	0	0.0%	0	0.0%	0
West Byfleet	0.7%	7	0.0%	0	0.0%	0	1.6%	2	4.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	4.6%	46	5.6%	7	4.0%	5	7.1%	9	4.0%	5	4.8%	6	4.8%	6	3.2%	4	3.2%	4
(Don't do these activities)	44.1%	441	50.4%	63	36.8%	46	46.8%	59	48.8%	61	40.0%	50	31.2%	39	45.6%	57	52.8%	66
Base:	1001	125	125	125	125	125	125	125	125	125	125	125	125	125	125	125	125	125

Guildford Household Survey for Roger Tym & Partners

November 2010

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q22C In which town, village or out-of-town location does your household spend most money on the following leisure and cultural activities?																		
Cinema																		
Addlestone	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0		
Basingstoke	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	7	0.0%	0		
Bracknell	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.8%	1	0.0%	0		
Camberley	3.3%	33	0.0%	0	0.8%	1	0.8%	1	8.8%	11	0.0%	0	16.0%	20	0.0%	0		
Crawley	5.9%	59	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.4%	13	36.8%	46	0.0%	0		
Dorking	1.9%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.2%	19	0.0%	0	0.0%	0		
Esher	0.9%	9	0.0%	0	0.0%	0	0.8%	1	4.0%	5	2.4%	3	0.0%	0	0.0%	0		
Farnborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0		
Godalming	1.0%	10	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	8		
Guildford	15.4%	154	25.6%	32	33.6%	42	5.6%	7	0.8%	1	8.8%	11	2.4%	3	18.4%	23	28.0%	35
Haslemere	0.6%	6	0.0%	0	4.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Horsham	2.4%	24	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.8%	1	17.6%	22	0.0%	0		
Leatherhead	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	7	0.0%	0	0.0%	0		
London	0.4%	4	0.0%	0	0.8%	1	0.0%	0	0.8%	1	0.8%	1	0.8%	1	0.0%	0		
Reading	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.8%	1	0.0%	0		
Redhill/Reigate	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	3	0.0%	0	0.0%	0		
Staines	1.6%	16	0.0%	0	0.0%	0	2.4%	3	10.4%	13	0.0%	0	0.0%	0	0.0%	0		
Walton-on-Thames	0.7%	7	0.0%	0	0.8%	1	0.0%	0	4.8%	6	0.0%	0	0.0%	0	0.0%	0		
Weybridge	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Woking	6.1%	61	1.6%	2	0.0%	0	31.0%	39	16.0%	20	0.0%	0	0.0%	0	0.0%	0		
Ambassadors, The Peacocks Centre, Woking	1.5%	15	0.0%	0	0.0%	0	8.7%	11	2.4%	3	0.0%	0	0.8%	1	0.0%	0		
Aqua Roma Leisure Newlands Corner, Guildford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0		
Borough Hall Cinema, Bridge St, Godalming	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	3		
Cranleigh Arts Centre Cinema, High Street, Cranleigh	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Dorking Halls, Reigate Road, Dorking	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0		
Haslemere Hall, Bridge Road, Haslemere	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Odeon, Bedford Rd, Guildford	9.8%	98	21.6%	27	30.4%	38	4.8%	6	1.6%	2	0.8%	1	0.0%	0	9.6%	12	9.6%	12
The Ambassadors Cinema - Woking	0.6%	6	0.8%	1	0.0%	0	0.0%	0	3.2%	4	0.0%	0	0.8%	1	0.0%	0		
The Capitol Theatre and Cinema, North St, Horsham	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	7	0.0%	0		
The Maltings Cinema, Bridge Square, Farnham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0		
The New Victoria / Rhoda Mcgraw Theatre, Woking	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0		
Other	1.6%	16	0.8%	1	1.6%	2	0.0%	0	3.2%	4	2.4%	3	0.8%	1	3.2%	4	0.8%	1
Epsom	1.6%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.8%	16	0.0%	0	0.0%	0		
West Byfleet	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0		
(Don't know / varies)	1.2%	12	0.8%	1	0.0%	0	1.6%	2	0.8%	1	2.4%	3	1.6%	2	1.6%	2	0.8%	1
(Don't do these activities)	39.4%	394	48.8%	61	24.0%	30	42.9%	54	39.2%	49	34.4%	43	33.6%	42	40.0%	50	52.0%	65
Base:	1001	125		125		126		125		125		125		125		125		

Guildford Household Survey for Roger Tym & Partners

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q22D In which town, village or out-of-town location does your household spend most money on the following leisure and cultural activities?																		
Museums/Art galleries																		
Aldershot	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0		
Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0		
Brighton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0		
Chertsey	0.3%	3	0.0%	0	0.0%	0	0.0%	0	2.4%	3	0.0%	0	0.0%	0	0.0%	0		
Dorking	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0		
Farnham	0.6%	6	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	5	0.0%	0		
Godalming	1.7%	17	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.8%	16		
Guildford	1.6%	16	4.0%	5	1.6%	2	0.8%	1	0.8%	1	0.8%	1	0.0%	0	4.0%	5		
Haslemere	0.8%	8	0.0%	0	5.6%	7	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0		
Horsham	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	8	0.0%	0		
London	43.4%	434	39.2%	49	52.0%	65	39.7%	50	44.8%	56	58.4%	73	44.8%	56	32.8%	41	35.2%	44
Portsmouth	0.2%	2	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0		
Weybridge	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0		
Woking	1.1%	11	0.8%	1	0.0%	0	4.8%	6	3.2%	4	0.0%	0	0.0%	0	0.0%	0		
The New Victoria / Rhoda Mcgraw Theatre, Woking	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Abroad	1.7%	17	4.8%	6	2.4%	3	0.8%	1	0.0%	0	0.0%	0	3.2%	4	2.4%	3		
Other	2.2%	22	2.4%	3	2.4%	3	1.6%	2	1.6%	2	0.8%	1	3.2%	4	1.6%	2	4.0%	5
(Don't know / varies)	2.4%	24	2.4%	3	2.4%	3	1.6%	2	2.4%	3	0.8%	1	4.8%	6	2.4%	3	2.4%	3
(Don't do these activities)	42.5%	425	44.8%	56	32.8%	41	50.0%	63	42.4%	53	37.6%	47	39.2%	49	53.6%	67	39.2%	49
Base:		1001		125		125		126		125		125		125		125		125

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q22E In which town, village or out-of-town location does your household spend most money on the following leisure and cultural activities?																		
Family entertainment centre (i.e. TenPin bowling/ Skating Rink)																		
Aldershot	1.3%	13	0.0%	0	2.4%	3	0.0%	0	0.0%	0	0.0%	0	8.0%	10	0.0%	0		
Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0		
Bracknell	0.6%	6	0.0%	0	0.0%	0	0.8%	1	4.0%	5	0.0%	0	0.0%	0	0.0%	0		
Brighton	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Camberley	1.1%	11	0.0%	0	0.0%	0	0.8%	1	3.2%	4	0.0%	0	4.8%	6	0.0%	0		
Chertsey	0.2%	2	0.8%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Cranleigh	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1		
Crawley	3.3%	33	0.0%	0	0.8%	1	0.0%	0	0.0%	0	5.6%	7	20.0%	25	0.0%	0		
Dorking	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0		
Farnborough	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	4	0.8%	1		
Frimley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0		
Guildford	14.0%	140	15.2%	19	22.4%	28	11.9%	15	6.4%	8	21.6%	27	4.0%	5	11.2%	14	19.2%	24
Haslemere	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Horsham	2.2%	22	0.0%	0	2.4%	3	0.0%	0	0.0%	0	1.6%	2	13.6%	17	0.0%	0		
Hounslow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0		
Kingston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0		
Leatherhead	0.4%	4	0.8%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	3	0.0%	0	0.0%	0		
London	0.8%	8	0.0%	0	1.6%	2	0.8%	1	0.8%	1	1.6%	2	0.0%	0	1.6%	2		
Woking	2.2%	22	0.0%	0	0.0%	0	9.5%	12	8.0%	10	0.0%	0	0.0%	0	0.0%	0		
Aldershot Bowling, Hippodrome House, Birchett Rd, Aldershot	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0		
Guildford Spectrum – Parkway, Guildford	5.3%	53	16.0%	20	8.0%	10	2.4%	3	3.2%	4	2.4%	3	0.8%	1	3.2%	4	6.4%	8
Guildford Spectrum, Parkway, Guildford	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Quantum Health & Fitness – University of Surrey, Guildford	0.2%	2	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1		
The Big Apple Leisure Centre, Woking	0.6%	6	0.0%	0	0.0%	0	4.0%	5	0.8%	1	0.0%	0	0.0%	0	0.0%	0		
Abroad	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Other	1.1%	11	0.0%	0	0.8%	1	0.8%	1	1.6%	2	1.6%	2	0.8%	1	1.6%	2	1.6%	2
(Don't know / varies)	1.5%	15	0.8%	1	0.0%	0	1.6%	2	3.2%	4	1.6%	2	2.4%	3	1.6%	2	0.8%	1
(Don't do these activities)	63.6%	637	66.4%	83	58.4%	73	65.9%	83	68.0%	85	60.8%	76	57.6%	72	62.4%	78	69.6%	87
Base:		1001		125		125		126		125		125		125		125		125

Guildford Household Survey for Roger Tym & Partners

November 2010

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q22F In which town, village or out-of-town location does your household spend most money on the following leisure and cultural activities?																		
Health & Fitness																		
Addlestone	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldershot	1.4%	14	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	9.6%	12	0.8%	1	0.0%	0
Ash	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.8%	1	0.0%	0
Bracknell	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Camberley	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chertsey	0.4%	4	0.0%	0	0.0%	0	0.0%	0	3.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cranleigh	1.7%	17	1.6%	2	8.8%	11	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.8%	1	0.8%	1
Crawley	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	3.2%	4	0.0%	0	0.0%	0
Dorking	2.7%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.6%	27	0.0%	0	0.0%	0	0.0%	0
Farnborough	0.4%	4	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	3	0.0%	0
Farnham	1.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.2%	14	0.8%	1
Frimley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Godalming	3.0%	30	2.4%	3	5.6%	7	0.0%	0	0.0%	0	0.0%	0	0.8%	1	15.2%	19	0.0%	0
Guildford	4.5%	45	15.2%	19	4.0%	5	5.6%	7	0.8%	1	2.4%	3	0.0%	0	1.6%	2	6.4%	8
Haslemere	1.9%	19	0.0%	0	15.2%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Horsham	4.6%	46	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.6%	2	34.4%	43	0.0%	0	0.0%	0
Leatherhead	1.8%	18	1.6%	2	0.0%	0	0.0%	0	0.0%	0	12.8%	16	0.0%	0	0.0%	0	0.0%	0
Lightwater	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London	0.4%	4	0.0%	0	0.8%	1	0.8%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Redhill/Reigate	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Slough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Walton-on-Thames	0.3%	3	0.0%	0	0.0%	0	0.0%	0	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weybridge	0.5%	5	0.0%	0	0.0%	0	0.0%	0	4.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woking	2.3%	23	0.0%	0	0.8%	1	11.1%	14	6.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
David Lloyd – Westfield Avenue, Old Woking	0.3%	3	0.0%	0	0.0%	0	1.6%	2	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
David Lloyd, Brooklands Rd, Surrey	0.5%	5	0.0%	0	0.0%	0	1.6%	2	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dorking Sports Cente, Reigate Road, Dorking	0.4%	4	0.8%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	3	0.0%	0	0.0%	0	0.0%	0
Dragons Health Club - Epsom Rd, Merrow, Guildford	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Esporta Health & Fitness, Queen Elizabeth Park, Railton Rd, Guildford	0.4%	4	3.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnham Sports Center Dogflud Way, Farnham	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	6	0.0%	0
Fullbrook Sports Centre – New Haw, Addlestone	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Godalming Leisure Centre - Broadwater Park, Summers Road, Godalming	0.5%	5	0.8%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	3
Guildford Spectrum – Parkway, Guildford	1.0%	10	7.2%	9	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hérons Leisure Centre, Kings Road, Haslemere	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LA Fitness - Arthurs Bridge Wharf, Horsell Moor, Woking	0.9%	9	0.0%	0	0.0%	0	6.3%	8	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LA Fitness Epsom Road, Guildford	0.2%	2	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nuffield Health & Fitness, The Crescent, Leatherhead	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0
Nuffield Health & Fitness, Weybourne Rd, Farnham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0
Nuffield Health & Wellbeing (formerly Cannons) – Pyrford Road, West Byfleet (may also call it Pyrford)	0.3%	3	0.8%	1	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quantum Health & Fitness – University of Surrey, Guildford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Spirit Health and Fitness – Post House Hotel, Egerton Road, Guildford	0.4%	4	3.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Surrey University Sports Park	0.2%	2	0.8%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woking Leisure Centre/Pool	0.9%	9	0.0%	0	0.8%	1	4.8%	6	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Guildford Household Survey for Roger Tym & Partners

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
in the Park - Woking	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
XLCise - 33 Westmead, Woking,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	3.0%	30	0.8%	1	3.2%	4	0.8%	1	4.8%	6	3.2%	4	0.8%	1	4.8%	6	5.6%	7
Bookham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
West Byfleet	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.7%	7	0.0%	0	0.8%	1	1.6%	2	0.0%	0	0.8%	1	1.6%	2	0.8%	1	0.0%	0
(Don't do these activities)	59.5%	596	59.2%	74	55.2%	69	65.9%	83	60.8%	76	50.4%	63	58.4%	73	60.0%	75	66.4%	83
Base:	1001	125	125	125	125	125	125	125	125	125	125	125	125	125	125	125	125	125

Q22G In which town, village or out-of-town location does your household spend most money on the following leisure and cultural activities? Bingo/Casino/Bookmaker

Aldershot	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.8%	1
Brighton	0.4%	4	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	2.4%	3	0.0%	0	0.0%	0
Cobham	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cranleigh	0.3%	3	0.0%	0	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crawley	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	1.6%	2	0.0%	0	0.0%	0
Dorking	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Farnborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Farnham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Godalming	0.3%	3	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2
Guildford	0.2%	2	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Haslemere	0.3%	3	0.0%	0	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Horsham	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	3	0.0%	0	0.0%	0
Kingston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Leatherhead	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
London	0.3%	3	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.8%	1	0.0%	0
Woking	0.6%	6	0.8%	1	0.0%	0	1.6%	2	1.6%	2	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Other	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.8%	1	0.0%	0	2.4%	3
(Don't know / varies)	0.2%	2	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
(Don't do these activities)	95.3%	954	99.2%	124	92.8%	116	96.0%	121	98.4%	123	93.6%	117	92.0%	115	95.2%	119	95.2%	119
Base:	1001	125	125	125	125	125	125	125	125	125	125	125	125	125	125	125	125	125

Guildford Household Survey for Roger Tym & Partners

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q22Hn in which town, village or out-of-town location does your household spend most money on the following leisure and cultural activities?																		
Theatre/Concerts																		
Aldershot	1.1%	11	0.0%	0	0.8%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	7.2%	9	0.0%	0
Basingstoke	0.4%	4	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0
Brighton	1.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	8.0%	10	0.0%	0	1.6%	2
Camberley	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.6%	2	0.0%	0
Chertsey	0.2%	2	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Cobham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Crawley	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	8	0.0%	0	0.0%	0
Croydon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Dorking	1.7%	17	0.0%	0	0.8%	1	0.0%	0	0.0%	0	12.8%	16	0.0%	0	0.0%	0	0.0%	0
Farnham	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	4	0.0%	0
Godalming	0.8%	8	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	7
Guildford	8.1%	81	14.4%	18	12.8%	16	4.0%	5	0.8%	1	4.8%	6	4.0%	5	6.4%	8	17.6%	22
Haslemere	0.3%	3	0.0%	0	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Horsham	1.6%	16	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.0%	15	0.0%	0	0.0%	0
Kingston	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.8%	1	1.6%	2	0.0%	0	0.0%	0	0.0%	0
Leatherhead	0.5%	5	0.8%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	4	0.0%	0	0.0%	0	0.0%	0
London	30.1%	301	31.2%	39	39.2%	49	19.8%	25	28.8%	36	38.4%	48	32.0%	40	33.6%	42	17.6%	22
Redhill/Reigate	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southampton	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staines	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walton-on-Thames	0.2%	2	0.0%	0	0.0%	0	0.8%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weybridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Windlesham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Windsor	0.2%	2	0.0%	0	0.8%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woking	10.9%	109	8.0%	10	4.0%	5	31.0%	39	24.8%	31	7.2%	9	0.8%	1	4.8%	6	6.4%	8
Ambassadors, The Peacocks Centre, Woking	2.0%	20	0.0%	0	0.0%	0	5.6%	7	7.2%	9	0.0%	0	0.0%	0	2.4%	3	0.8%	1
Borough Hall Cinema, Bridge St, Godalming	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
The Ambassadors Cinema - Woking	0.3%	3	0.0%	0	0.0%	0	0.0%	0	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Capitol Theatre and Cinema, North St, Horsham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
The New Victoria / Rhoda Mcgraw Theatre, Woking	1.0%	10	0.0%	0	3.2%	4	0.8%	1	2.4%	3	0.0%	0	0.0%	0	1.6%	2	0.0%	0
Abroad	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Other	2.0%	20	1.6%	2	4.0%	5	0.8%	1	2.4%	3	4.0%	5	0.8%	1	0.8%	1	1.6%	2
Epsom	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Yvonne Arnaud Theatre, Millbrook, Guildford	2.2%	22	4.0%	5	4.0%	5	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.8%	1	8.0%	10
(Don't know / varies)	3.6%	36	4.0%	5	0.8%	1	2.4%	3	3.2%	4	3.2%	4	11.2%	14	2.4%	3	1.6%	2
(Don't do these activities)	28.5%	285	35.2%	44	22.4%	28	34.1%	43	23.2%	29	20.0%	25	23.2%	29	32.8%	41	36.8%	46
Base:		1001		125		125		126		125		125		125		125		125
GEN Gender of respondent:																		
Male	26.9%	269	28.8%	36	20.0%	25	27.8%	35	32.8%	41	24.0%	30	28.8%	36	29.6%	37	23.2%	29
Female	73.1%	732	71.2%	89	80.0%	100	72.2%	91	67.2%	84	76.0%	95	71.2%	89	70.4%	88	76.8%	96
Base:		1001		125		125		126		125		125		125		125		125
AGE Could I ask, how old are you ?																		
18 to 24	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.8%	1	0.8%	1	0.0%	0
25 to 34	2.8%	28	2.4%	3	2.4%	3	3.2%	4	0.0%	0	0.8%	1	4.0%	5	7.2%	9	2.4%	3
35 to 44	18.3%	183	17.6%	22	25.6%	32	19.0%	24	12.0%	15	16.0%	20	23.2%	29	21.6%	27	11.2%	14
45 to 54	29.1%	291	28.8%	36	33.6%	42	34.1%	43	35.2%	44	36.0%	45	25.6%	32	21.6%	27	17.6%	22
55 to 64	18.2%	182	19.2%	24	15.2%	19	14.3%	18	23.2%	29	14.4%	18	18.4%	23	19.2%	24	21.6%	27
65 +	29.4%	294	29.6%	37	20.8%	26	27.8%	35	28.8%	36	28.8%	36	26.4%	33	27.2%	34	45.6%	57
(Refused)	2.0%	20	2.4%	3	2.4%	3	1.6%	2	0.8%	1	3.2%	4	1.6%	2	2.4%	3	1.6%	2
Base:		1001		125		125		126		125		125		125		125		125

Guildford Household Survey for Roger Tym & Partners

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
CAR How many cars does your household own or have the use of ?																		
None	7.8%	78	14.4%	18	4.8%	6	7.1%	9	4.8%	6	4.8%	6	6.4%	8	6.4%	8	13.6%	17
One	40.9%	409	38.4%	48	33.6%	42	50.8%	64	36.8%	46	33.6%	42	48.0%	60	40.8%	51	44.8%	56
Two	38.3%	383	39.2%	49	45.6%	57	32.5%	41	45.6%	57	43.2%	54	32.0%	40	36.8%	46	31.2%	39
Three or more	11.8%	118	5.6%	7	14.4%	18	7.1%	9	12.8%	16	17.6%	22	11.2%	14	16.0%	20	9.6%	12
(Refused)	1.3%	13	2.4%	3	1.6%	2	2.4%	3	0.0%	0	0.8%	1	2.4%	3	0.0%	0	0.8%	1
Base:		1001		125		125		126		125		125		125		125		125

WOR Which of the following best describes the current employment situation of the chief wage earner of your household?

Working full time	50.4%	504	44.8%	56	55.2%	69	46.8%	59	51.2%	64	58.4%	73	56.0%	70	51.2%	64	39.2%	49
Working part time	8.8%	88	12.0%	15	11.2%	14	9.5%	12	11.2%	14	5.6%	7	7.2%	9	11.2%	14	2.4%	3
Unemployed	2.1%	21	3.2%	4	3.2%	4	1.6%	2	4.0%	5	1.6%	2	0.0%	0	1.6%	2	1.6%	2
Retired	36.5%	365	37.6%	47	26.4%	33	38.1%	48	33.6%	42	31.2%	39	34.4%	43	34.4%	43	56.0%	70
A housewife	0.5%	5	0.0%	0	2.4%	3	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.8%	1	0.0%	0
A student	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Refused)	1.6%	16	1.6%	2	1.6%	2	3.2%	4	0.0%	0	2.4%	3	2.4%	3	0.8%	1	0.8%	1
Base:		1001		125		125		126		125		125		125		125		125

SEG Socio-economic Grouping

A	6.5%	65	8.0%	10	8.8%	11	5.6%	7	3.2%	4	5.6%	7	7.2%	9	5.6%	7	8.0%	10
B	25.9%	259	26.4%	33	32.8%	41	16.7%	21	28.8%	36	29.6%	37	20.8%	26	34.4%	43	17.6%	22
C1	27.4%	274	34.4%	43	24.0%	30	31.7%	40	24.8%	31	27.2%	34	30.4%	38	24.0%	30	22.4%	28
C2	12.6%	126	9.6%	12	9.6%	12	12.7%	16	13.6%	17	13.6%	17	10.4%	13	12.0%	15	19.2%	24
D	7.0%	70	4.0%	5	8.0%	10	6.3%	8	7.2%	9	5.6%	7	9.6%	12	8.8%	11	6.4%	8
E	10.3%	103	8.8%	11	8.8%	11	14.3%	18	9.6%	12	5.6%	7	12.0%	15	9.6%	12	13.6%	17
(Refused)	10.4%	104	8.8%	11	8.0%	10	12.7%	16	12.8%	16	12.8%	16	9.6%	12	5.6%	7	12.8%	16
Base:		1001		125		125		126		125		125		125		125		125

Guildford Household Survey for Roger Tym & Partners

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
PS Postcode Sector																		
GU1 1	1.1%	11	8.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU1 2	1.1%	11	8.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU1 3	0.6%	6	4.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU1 4	0.6%	6	4.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU2 4	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU2 7	0.7%	7	5.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU2 8	0.9%	9	7.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU2 9	1.9%	19	15.2%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU3 2	0.3%	3	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU3 3	0.7%	7	5.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU4 7	1.6%	16	12.8%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU4 8	0.9%	9	7.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU5 0	0.4%	4	3.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU5 9	0.3%	3	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU6 7	2.2%	22	0.0%	0	17.6%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU6 8	1.4%	14	0.0%	0	11.2%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU7 1	3.5%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.0%	35
GU7 2	3.5%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.0%	35
GU7 3	5.5%	55	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	44.0%	55
GU8 4	1.1%	11	0.0%	0	8.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU8 5	3.4%	34	0.0%	0	27.2%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU8 6	0.6%	6	0.0%	0	4.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU9 0	1.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	11	0.0%	0
GU9 7	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	9	0.0%	0
GU9 8	1.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.0%	15	0.0%	0
GU9 9	1.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.0%	15	0.0%	0
GU101	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	5	0.0%	0
GU102	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	3	0.0%	0
GU103	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0
GU104	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	5	0.0%	0
GU105	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	6	0.0%	0
GU111	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	3	0.0%	0
GU113	1.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.2%	14	0.0%	0
GU124	1.7%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.6%	17	0.0%	0
GU125	1.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	11	0.0%	0
GU126	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	9	0.0%	0
GU185	1.2%	12	0.0%	0	0.0%	0	0.0%	0	9.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU195	0.5%	5	0.0%	0	0.0%	0	0.0%	0	4.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU206	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU212	1.4%	14	0.0%	0	0.0%	0	11.1%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU213	2.3%	23	0.0%	0	0.0%	0	18.3%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU214	1.6%	16	0.0%	0	0.0%	0	12.7%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU215	0.7%	7	0.0%	0	0.0%	0	5.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU220	0.6%	6	0.0%	0	0.0%	0	4.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU227	0.6%	6	0.0%	0	0.0%	0	4.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU228	1.0%	10	0.0%	0	0.0%	0	7.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU229	1.0%	10	0.0%	0	0.0%	0	7.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU236	1.1%	11	0.0%	0	0.0%	0	8.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU237	1.0%	10	0.0%	0	0.0%	0	7.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU240	0.7%	7	0.0%	0	0.0%	0	0.0%	0	5.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU248	0.3%	3	0.0%	0	0.0%	0	0.0%	0	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU249	1.3%	13	0.0%	0	0.0%	0	0.0%	0	10.4%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU271	1.6%	16	0.0%	0	12.8%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU272	1.6%	16	0.0%	0	12.8%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU273	0.6%	6	0.0%	0	4.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
KT111	0.4%	4	0.0%	0	0.0%	0	3.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
KT112	0.3%	3	0.0%	0	0.0%	0	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
KT113	0.6%	6	0.0%	0	0.0%	0	4.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
KT130	0.6%	6	0.0%	0	0.0%	0	0.0%	0	4.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
KT138	0.7%	7	0.0%	0	0.0%	0	0.0%	0	5.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
KT139	0.7%	7	0.0%	0	0.0%	0	0.0%	0	5.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
KT146	0.8%	8	0.0%	0	0.0%	0	0.0%	0	6.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
KT147	1.0%	10	0.0%	0	0.0%	0	0.0%	0	8.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
KT151	1.3%	13	0.0%	0	0.0%	0	0.0%	0	10.4%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0
KT152	0.9%	9	0.0%	0	0.0%	0	0.0%	0	7.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
KT153	1.2%	12	0.0%	0	0.0%	0	0.0%	0	9.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0
KT160	0.3%	3	0.0%	0	0.0%	0	0.0%	0	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
KT168	0.3%	3	0.0%	0	0.0%	0	0.0%	0	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
KT169	0.6%	6	0.0%	0	0.0%	0	0.0%	0	4.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
KT220	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
KT227	1.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.6%	12	0.0%	0	0.0%	0	0.0%	0
KT228	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	8	0.0%	0	0.0%	0	0.0%	0

Guildford Household Survey for Roger Tym & Partners

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
KT229	2.0%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.0%	20	0.0%	0	0.0%	0	0.0%	0
KT233	1.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.6%	12	0.0%	0	0.0%	0	0.0%	0
KT234	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	9	0.0%	0	0.0%	0	0.0%	0
KT245	0.9%	9	7.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
KT246	0.4%	4	3.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RH4 1	1.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.4%	13	0.0%	0	0.0%	0	0.0%	0
RH4 2	1.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	11	0.0%	0	0.0%	0	0.0%	0
RH4 3	1.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	11	0.0%	0	0.0%	0	0.0%	0
RH5 4	1.6%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.8%	16	0.0%	0	0.0%	0	0.0%	0
RH5 5	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	7	0.0%	0	0.0%	0	0.0%	0
RH5 6	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	5	0.0%	0	0.0%	0	0.0%	0
RH121	1.9%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.2%	19	0.0%	0	0.0%	0
RH122	2.1%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.8%	21	0.0%	0	0.0%	0
RH123	2.3%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.4%	23	0.0%	0	0.0%	0
RH124	3.2%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.6%	32	0.0%	0	0.0%	0
RH125	3.0%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.0%	30	0.0%	0	0.0%	0
Base:		1001		125		125		126		125		125		125		125		125

QUOTA Zone

Zone 1	12.5%	125	100.0%	125	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2	12.5%	125	0.0%	0	100.0%	125	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3	12.6%	126	0.0%	0	0.0%	0	100.0%	126	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4	12.5%	125	0.0%	0	0.0%	0	0.0%	0	100.0%	125	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5	12.5%	125	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	125	0.0%	0	0.0%	0	0.0%	0
Zone 6	12.5%	125	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	125	0.0%	0	0.0%	0
Zone 7	12.5%	125	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	125	0.0%	0
Zone 8	12.5%	125	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	125
Base:		1001		125		125		126		125		125		125		125		125

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q01 Excluding Christmas shopping, where did your household last undertake a main food and grocery shop?																		
Budgens, 14 Wharf Rd, Ash, ALDERSHOT	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Market Town, 61-66 St Johns Street, FARNCOMBE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1
Co-op Market Town, Village Way, CRANLEIGH	0.3%	3	0.0%	0	4.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, 109-113 Queens Road, ALDERSHOT	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, 111 High Street, Horsell, WOKING	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, 2-3 Cobb House, Byfleet, WEST BYFLEET	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, 26 High Street, KNAPHILL	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 120-124 Station Road, ADDLESTONE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 153-163 Victoria Road, ALDERSHOT	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
J Sainsbury, 1 Sainsbury Centre, White Hart Row, CHERTSEY	0.7%	7	0.0%	0	0.0%	0	0.0%	0	4.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, 148-150 High Street, GUILDFORD	1.5%	15	7.2%	13	0.0%	0	0.8%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, 15 Wolseley Walk, WOKING	0.8%	8	0.0%	0	0.0%	0	3.2%	5	0.8%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, 16 South Street, FARNHAM	2.2%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.8%	22	0.0%	0
J Sainsbury, 32-38 High Street, DORKING	1.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.2%	12	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, 7 Worthing Road, HORSHAM	2.6%	26	0.0%	0	0.0%	0	0.8%	1	0.0%	0	1.6%	2	32.0%	23	0.0%	0	0.0%	0
J Sainsbury, Bridge Way, COBHAM	2.5%	25	4.0%	7	0.0%	0	5.6%	9	0.8%	1	7.2%	8	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, Clay Lane, Burpham, GUILDFORD	7.2%	72	32.0%	56	0.8%	1	8.7%	15	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, Redding Way, Knaphill, WOKING	4.6%	46	1.6%	3	0.0%	0	14.3%	24	10.4%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, Stocklund Square, 146-158 High Street, CRANLEIGH	2.1%	21	2.4%	4	19.2%	16	0.0%	0	0.0%	0	0.8%	1	0.8%	1	0.0%	0	0.0%	0
J Sainsbury, The Swan Centre, LEATHERHEAD	1.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.8%	14	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, Water Lane, FARNHAM	5.2%	52	0.0%	0	0.8%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	28.8%	50	0.0%	0
J Sainsbury, Woolsack Way, GODALMING	4.4%	44	3.2%	6	22.4%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	53.6%	20
Lidl, North Street, LEATHERHEAD	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, 21 St. Martins Walk, DORKING	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	3	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, 38 Union Street, ALDERSHOT	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Marks & Spencer, 61-65 High Street, GUILDFORD	0.3%	3	0.8%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Marks & Spencer, Barnes Wallis Drive, WEYBRIDGE	0.5%	5	0.0%	0	0.0%	0	2.4%	4	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Unit 19/20, Swan Walk, HORSHAM	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Morrisons, Goldsworth Road, Cherry Street, WOKING	5.2%	52	3.2%	6	0.0%	0	21.4%	36	5.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, 211 Kingstone Road, Leatherhead Common, LEATHERHEAD	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, 2-5 Ashcombe Parade,	0.5%	5	0.0%	0	0.8%	1	1.6%	3	0.8%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Kingfield Road, WOKING																		
Tesco Express, 29-31 Ridgeway Road, FARNHAM	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0		
Tesco Express, 7-11 Bridge Street, GUILDFORD	0.7%	7	1.6%	3	1.6%	1	0.8%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Tesco Express, Grove House, Headley Road, Haslemere, GRAYSHOTT	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Redkilm Way, HORSHAM	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Tesco Extra, Addlestone Extra, 117 Station Road, ADDLESTONE	3.0%	30	0.0%	0	0.0%	0	0.0%	0	16.0%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Brooklands EXTRA, Barnes Wallace Drive, WEYBRIDGE	5.0%	50	1.6%	3	0.0%	0	9.5%	16	16.0%	30	0.8%	1	0.8%	1	0.0%	0	0.0%	0
Tesco Extra, Horsham EXTRA, Wickhurst Lane, Broadbridge Heath, HORSHAM	3.3%	33	0.0%	0	1.6%	1	0.0%	0	0.0%	0	1.6%	2	40.0%	28	0.8%	1	0.0%	0
Tesco, 5 Wellington Avenue, ALDERSHOT	5.4%	54	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	30.4%	53	0.0%	0
Tesco, Ashenden Road, GUILDFORD	5.6%	56	25.6%	45	3.2%	3	1.6%	3	0.8%	1	0.0%	0	0.0%	0	0.8%	1	6.4%	2
Tesco, Lion Green, HASLEMERE	1.4%	14	0.0%	0	16.0%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Tesco, Oxshott Road, LEATHERHEAD	2.7%	27	0.8%	1	0.0%	0	0.8%	1	0.0%	0	22.4%	24	0.0%	0	0.0%	0	0.0%	0
Waitrose, 1 Goldsworth Park Centre, Denton Way, WOKING	2.1%	21	0.0%	0	0.0%	0	11.9%	20	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, 11-14 Bridge Street, GODALMING	2.9%	29	4.8%	8	8.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	32.0%	12
Waitrose, 16-18 Between Streets, COBHAM	1.8%	18	4.0%	7	0.8%	1	4.8%	8	0.0%	0	2.4%	3	0.0%	0	0.0%	0	0.0%	0
Waitrose, 18 Pirie's Place, HORSHAM	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	6	0.0%	0	0.0%	0
Waitrose, 48-52 South Street, DORKING	1.9%	19	0.8%	1	0.0%	0	0.0%	0	0.8%	1	15.2%	16	0.0%	0	0.0%	0	0.0%	0
Waitrose, 60 Station Approach, WEST BYFLEET	2.4%	24	0.0%	0	0.0%	0	4.0%	7	8.8%	16	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Waitrose, 62-66 High Street, WEYBRIDGE	1.5%	15	0.0%	0	0.0%	0	0.0%	0	8.0%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, The Hart, FARNHAM	1.7%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.6%	17	0.0%	0
Internet	4.0%	40	4.0%	7	4.8%	4	2.4%	4	5.6%	10	8.0%	9	4.8%	3	1.6%	3	0.8%	0
Don't know / varies	1.0%	10	0.8%	1	3.2%	3	2.4%	4	0.8%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Asda, West Meade, Farnborough	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	4.8%	8	0.8%	0
Budgens, Guildford Road, Lightwater	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, Queen Elizabeth Park, Railton Road, Guildford	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, High Street, Great Bookham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Lidl, Wellington Street, Aldershot	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Cranleigh	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Summit Avenue, Farnborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Other outside catchment area	4.3%	43	0.0%	0	2.4%	2	0.8%	1	8.8%	16	8.0%	9	7.2%	5	5.6%	10	0.8%	0
Sainsbury's, New Zealand Avenue, Walton On Thames	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, London Road, Sunningdale	0.6%	6	0.0%	0	0.0%	0	0.0%	0	3.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, West Street, Haslemere	0.6%	6	0.0%	0	7.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	1001	176		82	167	186	106	71	175	38								
Sample:	1001	125		125	126	125	125	125	125	125								

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
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Q02AWhen your household last undertook a main food and grocery food shop at [STORE MENTIONED AT Q01], did you also purchase any of the following types of items from that same store?

Those who use a specific store at Q01

Clothes or shoes

Yes	7.8%	75	2.5%	4	2.5%	2	12.2%	20	11.9%	21	12.2%	12	10.9%	7	4.9%	8	1.6%	1
No	92.2%	885	97.5%	164	97.5%	76	87.8%	143	88.1%	155	87.8%	86	89.1%	60	95.1%	164	98.4%	37
Weighted base:		961		169		78		163		176		98		67		172		37
Sample:		961		120		119		123		118		115		119		123		124

Electrical items such as TV's, DVD players, digital cameras, MP3 players, mobile phones, computers, or domestic appliances

Yes	3.3%	32	4.2%	7	3.4%	3	1.6%	3	5.9%	10	0.9%	1	5.9%	4	1.6%	3	3.2%	1
No	96.7%	929	95.8%	162	96.6%	76	98.4%	160	94.1%	165	99.1%	97	94.1%	64	98.4%	169	96.8%	36
Weighted base:		961		169		78		163		176		98		67		172		37
Sample:		961		120		119		123		118		115		119		123		124

Health, beauty or chemist items

Yes	36.8%	354	40.0%	67	36.1%	28	32.5%	53	38.1%	67	28.7%	28	44.5%	30	38.2%	66	37.1%	14
No	63.2%	607	60.0%	101	63.9%	50	67.5%	110	61.9%	109	71.3%	70	55.5%	37	61.8%	106	62.9%	24
Weighted base:		961		169		78		163		176		98		67		172		37
Sample:		961		120		119		123		118		115		119		123		124

Other non-food items such as books, CD's, jewellery, sports items or toys

Yes	15.2%	146	7.5%	13	15.1%	12	16.3%	26	16.9%	30	14.8%	14	16.8%	11	20.3%	35	11.3%	4
No	84.8%	815	92.5%	156	84.9%	67	83.7%	136	83.1%	146	85.2%	83	83.2%	56	79.7%	137	88.7%	33
Weighted base:		961		169		78		163		176		98		67		172		37
Sample:		961		120		119		123		118		115		119		123		124

Q02BWhen your household undertakes its main food and grocery spend (STORE MENTIONED AT Q01) does it visit other shops, leisure or service outlets on the same shopping trips ? And if so which ones ?

Yes - other food shops	10.7%	103	5.0%	8	21.8%	17	8.9%	15	11.9%	21	14.8%	14	5.9%	4	9.8%	17	16.9%	6
Yes - other non food shops (clothing, footwear, electrical etc)	14.6%	141	9.2%	15	25.2%	20	8.9%	15	14.4%	25	24.3%	24	14.3%	10	13.0%	22	25.8%	10
Yes - pubs, restaurants or cafes	2.1%	20	1.7%	3	3.4%	3	4.1%	7	0.0%	0	0.9%	1	4.2%	3	2.4%	4	0.8%	0
Yes - financial service (ie bank, building society)	2.9%	28	0.8%	1	3.4%	3	2.4%	4	5.1%	9	0.9%	1	1.7%	1	2.4%	4	12.9%	5
Yes - other service (eg hairdresser, travel agent, estate agent)	1.5%	15	1.7%	3	4.2%	3	0.8%	1	0.8%	1	4.3%	4	0.8%	1	0.0%	0	2.4%	1
Yes - leisure activity	0.8%	8	0.8%	1	0.0%	0	0.0%	0	0.8%	1	0.9%	1	4.2%	3	0.8%	1	0.0%	0
Yes - other	5.5%	52	3.3%	6	6.7%	5	8.9%	15	9.3%	16	5.2%	5	5.0%	3	0.0%	0	5.6%	2
No	69.2%	665	80.0%	135	51.3%	40	74.8%	122	61.9%	109	59.1%	58	72.3%	49	77.2%	133	51.6%	19
Weighted base:		961		169		78		163		176		98		67		172		37
Sample:		961		120		119		123		118		115		119		123		124

Q02CHow does your household normally travel to its main food and grocery shopping destination (STORE MENTIONED AT Q01)?

Car / van driver	76.7%	737	73.3%	124	77.3%	61	74.8%	122	74.6%	131	74.8%	73	79.8%	54	84.6%	146	72.6%	27
Car / van passenger	10.4%	99	10.0%	17	10.1%	8	13.8%	23	10.2%	18	10.4%	10	7.6%	5	8.9%	15	9.7%	4
Bus	3.5%	33	9.2%	15	1.7%	1	1.6%	3	2.5%	4	1.7%	2	3.4%	2	1.6%	3	7.3%	3
Train	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Taxi	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	8.0%	77	5.0%	8	10.1%	8	8.1%	13	12.7%	22	9.6%	9	7.6%	5	4.1%	7	9.7%	4
Bicycle	0.5%	5	0.0%	0	0.8%	1	1.6%	3	0.0%	0	0.0%	0	0.8%	1	0.8%	1	0.0%	0
Motorcycle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Don't visit (shop via internet or phone).	0.5%	5	1.7%	3	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0
Other (Don't know)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.8%	1	0.0%	0	0.0%	0
Weighted base:		961		169		78		163		176		98		67		172		37
Sample:		961		120		119		123		118		115		119		123		124

Weighted:

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q03 Where did your household last undertake a 'top-up' food and grocery shop?																		
Budgens, 14 Wharf Rd, Ash, ALDERSHOT	0.7%	7	0.0%	0	0.0%	0	0.0%	0	2.4%	4	0.0%	0	0.0%	0	1.6%	3	0.0%	0
Co-op Market Town, 14-20 The Broadway, New Haw, ADDLESTONE	1.0%	10	0.0%	0	0.0%	0	0.8%	1	4.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Market Town, 61-66 St Johns Street, FARNCOMBE	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.4%	7
Co-op Market Town, Lion Green, Shottermill, HASLEMERE	0.1%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Market Town, Village Way, CRANLEIGH	0.6%	6	0.8%	1	4.0%	3	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Co-operative Food, 109-113 Queens Road, ALDERSHOT	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	7	0.0%	0
Co-operative Food, 111 High Street, Horsell, WOKING	0.9%	9	0.0%	0	0.0%	0	4.8%	8	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, 2-3 Cobb House, Byfleet, WEST BYFLEET	0.6%	6	0.0%	0	0.0%	0	0.0%	0	3.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, 26 High Street, KNAPHILL	0.4%	4	0.0%	0	0.0%	0	2.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, 3-6 Martletts Corner, Church Street, Rudgwick, HORSHAM	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	8.8%	6	0.0%	0	0.0%	0
Co-operative, 121b Aldershot Road, GUILDFORD	0.8%	8	3.2%	6	0.8%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 120-124 Station Road, ADDLESTONE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 153-163 Victoria Road, ALDERSHOT	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
J Sainsbury, 1 Sainsbury Centre, White Hart Row, CHERTSEY	0.9%	9	0.0%	0	0.0%	0	0.0%	0	4.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, 148-150 High Street, GUILDFORD	2.2%	22	11.2%	20	0.0%	0	0.8%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, 15 Wolsley Walk, WOKING	0.9%	9	0.0%	0	0.0%	0	4.8%	8	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, 16 South Street, FARNHAM	2.2%	22	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.0%	21	0.0%	0
J Sainsbury, 32-38 High Street, DORKING	1.6%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.2%	16	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, 7 Worthing Road, HORSHAM	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.4%	10	0.0%	0	0.0%	0
J Sainsbury, Bridge Way, COBHAM	1.4%	14	0.8%	1	0.0%	0	4.0%	7	1.6%	3	2.4%	3	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, Clay Lane, Burpham, GUILDFORD	2.6%	26	9.6%	17	0.8%	1	4.8%	8	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
J Sainsbury, Redding Way, Knaphill, WOKING	3.0%	30	0.0%	0	0.0%	0	7.9%	13	8.0%	15	0.0%	0	0.0%	0	0.8%	1	0.0%	0
J Sainsbury, Stocklund Square, 146-158 High Street, CRANLEIGH	1.7%	17	1.6%	3	16.8%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, The Swan Centre, LEATHERHEAD	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	9	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, Water Lane, FARNHAM	1.0%	10	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	10	0.0%	0
J Sainsbury, Woolsack Way, GODALMING	1.3%	13	0.0%	0	7.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.4%	7
Lidl, Dogflud Way, FARNHAM	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	3	0.0%	0
M&S Simply Food, Guildford Railway Station, GUILDFORD	0.3%	3	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, 21 St. Martins Walk, DORKING	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, 38 Union Street, ALDERSHOT	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	6	0.0%	0
Marks & Spencer, 61-65 High Street, GUILDFORD	0.5%	5	2.4%	4	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

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Marks & Spencer, Barnes Wallis Drive, WEYBRIDGE	0.6%	6	0.8%	1	0.0%	0	2.4%	4	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, The Peacocks Centre, WOKING	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Unit 19/20, Swan Walk, HORSHAM	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	4	0.0%	0	0.0%	0
Morrisons, Goldsworth Road, Cherry Street, WOKING	1.2%	12	0.0%	0	0.0%	0	5.6%	9	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, 119-121 Collingwood Crescent, Boxgrove Park, GUILDFORD	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, 18-20 Brox Road, Ottershaw, WOKING	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, 40 High Street, Ripley, GUILDFORD	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, 48-50 Billingshurst Road, Broadbridge Heath, HORSHAM	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2	0.0%	0	0.0%	0
One Stop, 58 Ash Street, Ash, ALDERSHOT	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
One Stop, 84-86 Lambs Farm Road, Greenfields Estate, HORSHAM	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Sainsbury's Local, 2-5 Ashcombe Parade, Kingfield Road, WOKING	0.8%	8	0.0%	0	0.8%	1	4.0%	7	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Simply Food, 94 High Street, CRANLEIGH	0.2%	2	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Tesco Express, 103 Queens Road, WEYBRIDGE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, 128 Upper Hale Road, FARNHAM	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	4	0.0%	0
Tesco Express, 29-31 Ridgeway Road, FARNHAM	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	10	0.0%	0
Tesco Express, 7-11 Bridge Street, GUILDFORD	0.4%	4	0.0%	0	1.6%	1	0.8%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Tesco Express, 77 Old Woking Road, WEST BYFLEET	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Redkilm Way, HORSHAM	0.3%	3	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	4.0%	3	0.0%	0	0.0%	0
Tesco Extra, Addlestone Extra, 117 Station Road, ADDLESTONE	2.2%	22	0.0%	0	0.0%	0	0.8%	1	11.2%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Brooklands EXTRA, Barnes Wallace Drive, WEYBRIDGE	1.4%	14	0.0%	0	0.8%	1	0.8%	1	6.4%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Horsham EXTRA, Wickhurst Lane, Broadbridge Heath, HORSHAM	1.1%	11	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.8%	1	12.8%	9	0.0%	0	0.0%	0
Tesco, 5 Wellington Avenue, ALDERSHOT	1.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	13	0.0%	0
Tesco, Ashenden Road, GUILDFORD	1.9%	19	8.8%	15	1.6%	1	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Lion Green, HASLEMERE	1.1%	11	0.0%	0	12.0%	10	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Oxshott Road, LEATHERHEAD	1.2%	12	0.0%	0	0.0%	0	0.8%	1	0.0%	0	9.6%	10	0.0%	0	0.0%	0	0.0%	0
Waitrose, 1 Goldsworth Park Centre, Denton Way, WOKING	2.6%	26	0.0%	0	0.0%	0	15.9%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, 11-14 Bridge Street, GODALMING	1.8%	18	0.8%	1	4.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	32.0%	12
Waitrose, 16-18 Between Streets, COBHAM	0.9%	9	0.0%	0	0.0%	0	4.0%	7	0.8%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Waitrose, 18 Pirie's Place,	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	5	0.0%	0	0.0%	0

Column %ges.

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HORSHAM																		
Waitrose, 48-52 South Street, DORKING	1.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.2%	12	0.0%	0	0.0%	0	0.0%	0
Waitrose, 60 Station Approach, WEST BYFLEET	2.6%	26	0.0%	0	0.0%	0	4.8%	8	8.0%	15	0.0%	0	0.0%	0	1.6%	3	0.0%	0
Waitrose, 62-66 High Street, WEYBRIDGE	0.7%	7	0.0%	0	0.0%	0	0.0%	0	4.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, The Hart, FARNHAM	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	10	0.0%	0
Welcome (South East), 12-14 Madrid Road, GUILDFORD	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Welcome (South East), 47 Church Road, Milford, GODALMING	0.4%	4	0.0%	0	4.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Welcome (South East), 69 Ash Street, Ash, ALDERSHOT	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	3	0.0%	0
Welcome, 173-175 North Lane, ALDERSHOT	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	4	0.0%	0
Welcome, 24 North Parade, Warnham Road, HORSHAM	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0
Welcome, 48 Woodbridge Hill, GUILDFORD	0.3%	3	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet	0.5%	5	0.0%	0	0.8%	1	0.8%	1	0.8%	1	1.6%	2	0.0%	0	0.0%	0	0.0%	0
Don't know / varies	3.5%	35	4.0%	7	1.6%	1	1.6%	3	2.4%	4	6.4%	7	5.6%	4	4.8%	8	0.8%	0
(Don't do this type of shopping)	19.2%	193	27.2%	48	12.0%	10	15.1%	25	16.8%	31	18.4%	20	21.6%	15	20.8%	36	19.2%	7
Asda, West Meade, Farnborough	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.8%	0
Budgens, Chertsey Road, Woking	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, Cobham Road, Fetcham	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	3	0.0%	0	0.0%	0	0.0%	0
Budgens, Guildford Road, Lightwater	0.7%	7	0.0%	0	0.0%	0	0.0%	0	4.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, Queen Elizabeth Park, Railton Road, Guildford	0.3%	3	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, Station Parade, Oakham Road South, East Horsley	0.6%	6	3.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, High Street, Great Bookham	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	7	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, The Square, Bagshot	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Frensham Road, Lower Bourne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Costcutter, Green Lane, Farncombe	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingfisher Farm Shop, Felday Road, Abinger Hammer, Dorking	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0
Lidl, Wellington Street, Aldershot	0.3%	3	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Local Shops, Addlestone	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Aldershot	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	3	0.0%	0
Local Shops, Ash	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Local Shops, Ash Vale	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Local Shops, Bookham	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0	0.0%	0	0.0%	0
Local Shops, Chiddingfold	0.2%	2	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Chobham	0.4%	4	0.0%	0	0.0%	0	0.0%	0	2.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Cobham	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Cranleigh	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Dorking	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.8%	1	0.0%	0	0.0%	0
Local Shops, Ewhurst	0.1%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Farncombe	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1
Local Shops, Farnham	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	3	0.0%	0
Local Shops, Godalming	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1
Local Shops, Great Bookham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Local Shops, Guildford	1.3%	13	6.4%	11	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Haslemere	0.1%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Guildford Household Survey for Roger Tym & Partners

Weighted:

November 2010

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Local Shops, Horsham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Local Shops, Ripley	0.3%	3	0.0%	0	0.0%	0	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Shottermill	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Woking	0.4%	4	0.0%	0	0.0%	0	2.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Wrecclesham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Londis, Dartmouth Avenue, Sheerwater	0.3%	3	0.8%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Londis, Queens Street, Horsham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Londis, The Street, Tongham, Farnham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Market - Guildford	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Market - Woking	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer Simply Food (BP Garage), Epsom Road, Merrow	1.1%	11	6.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
McColls, Send Road, Woking	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Summit Avenue, Farnborough	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	3	0.0%	0
Other outside catchment area	1.9%	19	1.6%	3	2.4%	2	1.6%	3	1.6%	3	0.0%	0	3.2%	2	3.2%	6	0.8%	0
Other zone 1	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other zone 4	0.6%	6	0.0%	0	0.0%	0	0.0%	0	3.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other zone 5	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	3	0.0%	0	0.0%	0	0.0%	0
Other zone 7	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	4	0.0%	0
Other zone 8	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Sainsbury's, New Zealand Avenue, Walton On Thames	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Coltsfoot Drive, Horsham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0
Spar, The Green, Elstead	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Portsmouth Road, Milford	0.6%	6	0.0%	0	6.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Waitrose, London Road, Sunningdale	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, West Street, Haslemere	0.6%	6	0.0%	0	7.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	1001		176		82		167		186		106		71		175			38
Sample:	1001		125		125		126		125		125		125		125			125

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q04 Excluding Christmas shopping, which retail park did your household last visit?																		
Broadbridge Heath Retail Park, Horsham (Halfords, Homebase, Carpetright)	2.2%	22	0.0%	0	1.6%	1	0.8%	1	0.0%	0	0.8%	1	26.4%	19	0.0%	0	0.0%	0
Ladymead Retail Park, Europa Park Rd, Guildford (Sports World, Comet, B&Q, Homebase, Halfords, Furniture Village, Magnet, Carpet Right)	20.7%	207	52.8%	93	40.8%	34	17.5%	29	6.4%	12	13.6%	14	3.2%	2	6.4%	11	31.2%	12
Lion Retail Park, 151, Oriental Rd, Woking (Halfords, Currys, Focus DIY)	5.9%	59	0.0%	0	2.4%	2	23.8%	40	8.8%	16	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Paddock Retail Park, Sopwith Way, Brooklands, Weybridge (Argos, Currys, M&S, Tesco Extra, Mothercare)	8.2%	83	4.0%	7	0.0%	0	15.1%	25	24.0%	45	4.0%	4	0.0%	0	0.8%	1	0.0%	0
Redding Way, Knaphill, Woking (Sainsbury's/Homebase)	0.8%	8	0.0%	0	0.0%	0	4.0%	7	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Solartron Retail Estate, Farnborough (B&Q, DFS, Paul Simon, Carpetright, Allied Carpets, Maplin, The Sleep Depot, Pets at Home)	3.8%	38	0.0%	0	0.8%	1	1.6%	3	3.2%	6	0.0%	0	0.0%	0	16.0%	28	1.6%	1
Wey Retail Park, Royston Road, Byfleet, West Byfleet (Halfords, Carpet Right/Paul Simon, (previously MFI))	1.1%	11	0.0%	0	1.6%	1	0.8%	1	4.0%	7	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Woodbridge Road, Guildford(PC World, Currys)	0.6%	6	1.6%	3	1.6%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Don't visit Retail Parks	37.2%	372	33.6%	59	37.6%	31	24.6%	41	36.8%	68	59.2%	63	37.6%	27	38.4%	67	42.4%	16
Bluewater Shopping Centre, Thurrock	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	4.0%	3	0.0%	0	0.0%	0
Brooklands Retail Park, Byfleet	0.3%	3	0.0%	0	0.0%	0	0.8%	1	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0
County Oak Retail Park, Crawley	1.6%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	16.8%	12	0.0%	0	0.0%	0
Farnborough Gate Retail Park, Farnborough	4.4%	44	0.0%	0	0.0%	0	1.6%	3	3.2%	6	0.0%	0	0.0%	0	20.0%	35	0.8%	0
Farnham Retail Park, Farnham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.8%	0
Godalming Retail Park, Godalming	0.2%	2	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	2
Other outside catchment area	9.6%	96	5.6%	10	11.2%	9	6.3%	11	11.2%	21	9.6%	10	11.2%	8	12.8%	22	14.4%	5
Other zone 1	0.2%	2	0.8%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other zone 5	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
The Meadows Retail Park, Camberly	1.4%	14	0.0%	0	0.8%	1	0.8%	1	0.8%	1	0.0%	0	0.0%	0	5.6%	10	3.2%	1
The Peacocks Centre, Woking	0.5%	5	0.0%	0	0.0%	0	1.6%	3	0.8%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Westfield, North London	0.3%	3	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1001		176		82		167		186		106		71		175		38
Sample:		1001		125		125		126		125		125		125		125		125

Q05 When you visited this retail park, did you purchase any of the following?
Those who use retail parks at Q04

Clothes or shoes

Yes	26.0%	164	15.7%	18	28.2%	14	22.1%	28	29.1%	34	37.3%	16	23.1%	10	36.4%	39	15.3%	3
No	74.0%	465	84.3%	98	71.8%	37	77.9%	98	70.9%	83	62.7%	27	76.9%	34	63.6%	69	84.7%	18
Weighted base:		629		117		51		126		118		43		44		108		22
Sample:		613		83		78		95		79		51		78		77		72

Guildford Household Survey for Roger Tym & Partners

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Electrical items such as TV's, DVD players, digital cameras, MP3 players, mobile phones, computers, or domestic appliances																		
Yes	19.7%	124	21.7%	25	26.9%	14	16.8%	21	15.2%	18	21.6%	9	11.5%	5	23.4%	25	26.4%	6
No	80.3%	505	78.3%	91	73.1%	38	83.2%	105	84.8%	100	78.4%	34	88.5%	39	76.6%	83	73.6%	16
Weighted base:		629		117		51		126		118		43		44		108		22
Sample:		613		83		78		95		79		51		78		77		72
Health, beauty or chemist items																		
Yes	10.1%	64	6.0%	7	10.3%	5	10.5%	13	12.7%	15	15.7%	7	10.3%	5	10.4%	11	2.8%	1
No	89.9%	565	94.0%	110	89.7%	46	89.5%	113	87.3%	103	84.3%	37	89.7%	40	89.6%	97	97.2%	21
Weighted base:		629		117		51		126		118		43		44		108		22
Sample:		613		83		78		95		79		51		78		77		72
Other non-food items such as books, CD's, jewellery, sports items or toys																		
Yes	21.2%	133	18.1%	21	26.9%	14	30.5%	38	17.7%	21	33.3%	14	20.5%	9	10.4%	11	20.8%	5
No	78.8%	495	81.9%	96	73.1%	38	69.5%	87	82.3%	97	66.7%	29	79.5%	35	89.6%	97	79.2%	17
Weighted base:		629		117		51		126		118		43		44		108		22
Sample:		613		83		78		95		79		51		78		77		72

Weighted:

November 2010

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8								
Q06 So, speaking as an individual, can you tell me, excluding Christmas shopping, where you last made a purchase of clothes or shoes ?																	
Addlestone	1.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Aldershot	3.2%	32	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.0%	28	4.0%	2	
Basingstoke	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	7	0.8%	0	
Brighton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	
Camberley	3.9%	39	0.0%	0	3.2%	3	0.8%	1	8.0%	15	0.0%	0	0.8%	1	11.2%	20	0.8%
Chertsey	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.8%	1	0.0%	0	0.0%	0	
Chobham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	
Cobham	0.2%	2	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	
Crawley	1.8%	18	0.0%	0	0.8%	1	0.0%	0	0.0%	0	7.2%	8	13.6%	10	0.0%	0	
Dorking	1.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.4%	11	0.0%	0	0.0%	0	
Farnborough	1.4%	14	0.0%	0	0.8%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	6.4%	11	0.8%
Farnham	3.0%	30	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.8%	29	0.8%
Godalming	1.0%	10	0.0%	0	3.2%	3	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	16.0%
Guildford	32.2%	323	67.2%	118	60.0%	49	20.6%	34	10.4%	19	28.8%	31	13.6%	10	23.2%	41	54.4%
Haslemere	0.6%	6	0.0%	0	6.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%
Horsham	4.4%	44	0.8%	1	4.8%	4	0.0%	0	0.8%	1	4.8%	5	44.8%	32	0.0%	0	0.0%
Hounslow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%
Kingston	3.3%	33	3.2%	6	0.8%	1	4.0%	7	5.6%	10	8.8%	9	0.0%	0	0.0%	0	0.0%
Leatherhead	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	9	0.0%	0	0.0%	0	0.0%
London	2.5%	25	1.6%	3	1.6%	1	2.4%	4	4.8%	9	2.4%	3	2.4%	2	1.6%	3	1.6%
Portsmouth	0.8%	8	0.8%	1	3.2%	3	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.6%	3	0.0%
Reading	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Redhill/Reigate	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%
Southampton	0.2%	2	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%
Staines	1.5%	15	0.0%	0	0.0%	0	0.0%	0	8.0%	15	0.0%	0	0.0%	0	0.0%	0	0.0%
Sutton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%
Walton-on-Thames	0.9%	9	0.0%	0	0.0%	0	0.0%	0	4.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%
Weybridge	1.8%	18	0.8%	1	0.0%	0	3.2%	5	5.6%	10	0.8%	1	0.0%	0	0.0%	0	0.0%
Windsor	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%
Woking	10.7%	108	2.4%	4	0.0%	0	45.2%	76	13.6%	25	0.8%	1	0.0%	0	0.8%	1	0.8%
Broadbridge Heath Retail Park, Horsham (Halfords, Homebase, Carpetright)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%
Ladymead Retail Park, Europa Park Rd, Guildford (Sports World, Comet, B&Q, Homebase, Halfords, Furniture Village, Magnet, Carpet Right)	0.5%	5	2.4%	4	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Paddock Retail Park, Sopwith Way, Brooklands, Weybridge (Argos, Currys, M&S, Tesco Extra, Mothercare)	2.9%	29	0.8%	1	0.0%	0	5.6%	9	9.6%	18	0.8%	1	0.0%	0	0.0%	0	0.0%
Solartron Retail Estate, Farnborough (B&Q, DFS, Paul Simon, Carpetright, Allied Carpets, Maplin, The Sleep Depot, Pets at Home)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%
Sainsbury,s Bridge Way, Cobham, Surrey	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Clay Lane, Burpham, Guildford	0.3%	3	0.8%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Ashenden Road, Guildford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%
Abroad	1.3%	13	2.4%	4	0.0%	0	2.4%	4	0.0%	0	0.0%	0	2.4%	4	0.8%	0	
Internet	3.8%	38	2.4%	4	4.0%	3	0.8%	1	7.2%	13	3.2%	3	8.0%	6	2.4%	4	6.4%
Home catalogue	3.8%	38	4.8%	8	2.4%	2	4.0%	7	4.0%	7	2.4%	3	4.8%	3	3.2%	6	4.8%
TV / Interactive shopping	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%
Chicester	0.2%	2	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%
Epsom	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	9	0.0%	0	0.0%	0	0.0%
Farnborough Gate Retail Park, Farnborough Road, Farnborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%
Other outside catchment area	2.9%	29	0.0%	0	4.0%	3	4.0%	7	2.4%	4	4.0%	4	1.6%	1	4.0%	7	4.8%
West Byfleet	0.3%	3	0.0%	0	0.0%	0	0.8%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't know / can't remember)	1.1%	11	0.0%	0	1.6%	1	0.0%	0	0.0%	0	2.4%	3	1.6%	1	3.2%	6	0.0%
(Don't buy these products)	2.9%	29	6.4%	11	0.8%	1	5.6%	9	0.8%	1	1.6%	2	1.6%	1	1.6%	3	1.6%
Weighted base:	1001	176		82		167		186		106		71		175		38	

Column %ges.

by Zone
Weighted:

Guildford Household Survey for Roger Tym & Partners

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November 2010

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
Sample:	1001	125	125	126	125	125	125	125	125

Weighted:

November 2010

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q07 And the time before that, excluding Christmas shopping, where did you go to make a purchase of clothes or shoes ?																		
<i>Those who purchase clothes or shoes at Q06</i>																		
Addlestone	0.8%	7	0.0%	0	0.0%	0	0.0%	0	4.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldershot	2.1%	20	0.0%	0	3.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.8%	17	1.6%	1
Basingstoke	1.1%	11	0.0%	0	0.0%	0	1.7%	3	0.0%	0	0.0%	0	0.0%	0	4.9%	8	0.0%	0
Bracknell	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Brighton	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.8%	1	0.0%	0
Camberley	4.0%	39	0.0%	0	0.8%	1	3.4%	5	8.1%	15	0.0%	0	0.0%	0	9.8%	17	4.1%	2
Chertsey	0.4%	4	0.0%	0	1.6%	1	0.0%	0	0.8%	1	0.8%	1	0.8%	1	0.0%	0	0.0%	0
Cobham	0.2%	2	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Cranleigh	0.3%	3	0.9%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crawley	1.9%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.1%	9	14.6%	10	0.0%	0	0.0%	0
Dorking	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.1%	9	0.0%	0	0.0%	0	0.0%	0
Farnborough	1.0%	10	0.0%	0	1.6%	1	1.7%	3	0.0%	0	0.0%	0	0.0%	0	3.3%	6	1.6%	1
Farnham	2.6%	25	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.8%	24	0.0%	0
Godalming	1.1%	10	0.9%	1	4.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.8%	5
Guildford	30.3%	294	58.1%	96	45.2%	37	23.5%	37	16.9%	31	26.0%	27	8.9%	6	24.4%	42	48.8%	18
Haslemere	0.4%	4	0.0%	0	3.2%	3	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Horsham	4.2%	40	0.9%	1	1.6%	1	0.0%	0	0.0%	0	4.9%	5	46.3%	32	0.0%	0	0.8%	0
Kingston	3.8%	37	4.3%	7	1.6%	1	3.4%	5	6.5%	12	10.6%	11	0.8%	1	0.0%	0	0.0%	0
Leatherhead	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	4	0.0%	0	0.0%	0	0.0%	0
London	3.4%	33	1.7%	3	6.5%	5	4.2%	7	4.0%	7	1.6%	2	2.4%	2	4.1%	7	2.4%	1
Portsmouth	0.4%	4	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	4.1%	2
Reading	0.5%	5	0.0%	0	1.6%	1	0.0%	0	0.8%	1	0.0%	0	0.8%	1	0.8%	1	0.0%	0
Redhill/Reigate	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0
Southampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Staines	0.5%	4	0.0%	0	0.0%	0	0.0%	0	2.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Walton-on-Thames	1.4%	14	0.0%	0	0.8%	1	0.8%	1	6.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weybridge	1.2%	12	0.0%	0	0.0%	0	1.7%	3	4.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winchester	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windsor	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woking	9.0%	88	6.0%	10	1.6%	1	31.9%	50	12.9%	24	0.0%	0	0.0%	0	0.8%	1	3.3%	1
Broadbridge Heath Retail Park, Horsham (Halfords, Homebase, Carpetright)	0.3%	2	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Ladymead Retail Park, Europa Park Rd, Guildford (Sports World, Comet, B&Q, Homebase, Halfords, Furniture Village, Magnet, Carpet Right)	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Paddock Retail Park, Sopwith Way, Brooklands, Weybridge (Argos, Currys, M&S, Tesco Extra, Mothercare)	2.3%	22	0.0%	0	0.0%	0	5.9%	9	6.5%	12	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Redding Way, Knaphill, Woking (Sainsbury's/Homebase)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solartron Retail Estate, Farnborough (B&Q, DFS, Paul Simon, Carpetright, Allied Carpets, Maplin, The Sleep Depot, Pets at Home)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Wey Retail Park, Royston Road, Byfleet, West Byfleet (Halfords, Carpet Right/Paul Simon, (previously MFI))	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Clay Lane, Burpham, Guildford	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.9%	8	1.7%	3	0.0%	0	2.5%	4	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.8%	0
Internet	3.0%	30	3.4%	6	2.4%	2	1.7%	3	3.2%	6	3.3%	3	5.7%	4	2.4%	4	4.9%	2
Home catalogue	3.4%	33	6.0%	10	3.2%	3	5.0%	8	3.2%	6	0.8%	1	0.8%	1	2.4%	4	2.4%	1
TV / Interactive shopping	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Chicester	0.5%	5	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.8%	1	0.8%	0
Epsom	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	4	0.0%	0	0.0%	0	0.0%	0
Farnborough Gate Retail Park, Farnborough Road, Farnborough	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	3	0.0%	0

Column %ges.

by Zone
Weighted:

Guildford Household Survey for Roger Tym & Partners

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November 2010

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Other outside catchment area	3.4%	33	2.6%	4	3.2%	3	0.8%	1	4.0%	7	5.7%	6	5.7%	4	3.3%	6	4.1%	2
(Don't know / can't remember)	10.1%	99	10.3%	17	11.3%	9	6.7%	11	10.5%	19	13.0%	14	4.9%	3	13.8%	24	4.9%	2
(Only bought these items once before)	1.6%	16	0.9%	1	0.8%	1	2.5%	4	2.4%	4	4.9%	5	0.0%	0	0.0%	0	0.0%	0
Weighted base:		972		164		82		158		185		105		70		172		37
Sample:		976		117		124		119		124		123		123		123		123

Weighted:

November 2010

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q08 Excluding Christmas shopping, can you tell me where your household last made a purchase of furniture, carpets, or soft household furnishings?																		
Addlestone	0.9%	9	0.0%	0	0.0%	0	0.8%	1	4.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldershot	2.0%	20	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	10.4%	18	1.6%	1
Ash	1.0%	10	1.6%	3	0.0%	0	0.0%	0	0.8%	1	1.6%	2	0.0%	0	1.6%	3	2.4%	1
Brighton	0.4%	4	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2	0.0%	0	0.0%	0
Camberley	1.6%	16	0.8%	1	2.4%	2	1.6%	3	3.2%	6	0.0%	0	0.8%	1	1.6%	3	1.6%	1
Chobham	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cobham	0.8%	8	1.6%	3	0.0%	0	1.6%	3	0.0%	0	2.4%	3	0.0%	0	0.0%	0	0.0%	0
Cranleigh	0.5%	5	0.8%	1	2.4%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	1.6%	1
Crawley	1.3%	13	0.0%	0	1.6%	1	0.0%	0	0.0%	0	4.8%	5	9.6%	7	0.0%	0	0.0%	0
Croydon	2.3%	23	2.4%	4	3.2%	3	2.4%	4	0.8%	1	6.4%	7	4.8%	3	0.0%	0	0.0%	0
Dorking	0.8%	8	0.0%	0	0.0%	0	0.8%	1	0.0%	0	6.4%	7	0.0%	0	0.0%	0	0.0%	0
Farnborough	4.4%	44	0.8%	1	3.2%	3	3.2%	5	2.4%	4	0.0%	0	0.0%	0	16.0%	28	5.6%	2
Farnham	3.0%	30	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.0%	28	1.6%	1
Frimley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Godalming	1.0%	10	0.8%	1	4.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	10.4%	4
Guildford	13.2%	132	24.8%	44	22.4%	18	10.3%	17	4.0%	7	16.8%	18	4.8%	3	8.0%	14	27.2%	10
Haslemere	0.9%	9	0.0%	0	9.6%	8	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Horsham	2.6%	26	0.0%	0	0.8%	1	0.0%	0	0.8%	1	2.4%	3	29.6%	21	0.0%	0	0.8%	0
Kingston	3.2%	32	2.4%	4	0.8%	1	2.4%	4	7.2%	13	8.8%	9	0.0%	0	0.0%	0	0.8%	0
Leatherhead	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	3	0.0%	0	0.0%	0	0.0%	0
London	1.2%	12	0.0%	0	1.6%	1	1.6%	3	3.2%	6	0.0%	0	0.8%	1	0.8%	1	1.6%	1
Portsmouth	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Reading	0.3%	3	0.0%	0	0.0%	0	0.8%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southampton	0.4%	4	0.0%	0	3.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Staines	1.2%	12	0.0%	0	0.0%	0	0.0%	0	6.4%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walton-on-Thames	1.5%	15	0.0%	0	0.0%	0	0.8%	1	7.2%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weybridge	0.6%	6	0.0%	1	0.0%	0	0.8%	1	1.6%	3	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Woking	3.4%	34	1.6%	3	0.8%	1	12.7%	21	4.8%	9	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Broadbridge Heath Retail Park, Horsham (Halfords, Homebase, Carpetright)	0.3%	3	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	2	0.0%	0	0.0%	0
Ladymead Retail Park, Europa Park Rd, Guildford (Sports World, Comet, B&Q, Homebase, Halfords, Furniture Village, Magnet, Carpet Right)	3.9%	39	8.8%	15	8.0%	7	6.3%	11	0.8%	1	2.4%	3	0.0%	0	0.0%	0	5.6%	2
Lion Retail Park, 151, Oriental Rd, Woking (Halfords, Currys, Focus DIY)	0.7%	7	0.0%	0	0.0%	0	3.2%	5	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Paddock Retail Park, Sopwith Way, Brooklands, Weybridge (Argos, Currys, M&S, Tesco Extra, Mothercare)	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Redding Way, Knaphill, Woking (Sainsbury's/Homebase)	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solartron Retail Estate, Farnborough (B&Q, DFS, Paul Simon, Carpetright, Allied Carpets, Maplin, The Sleep Depot, Pets at Home)	1.0%	10	0.0%	0	0.0%	0	2.4%	4	0.0%	0	0.0%	0	0.0%	0	3.2%	6	0.8%	0
Wey Retail Park, Royston Road, Byfleet, West Byfleet (Halfords, Carpet Right/Paul Simon, previously MFI)	0.6%	6	0.0%	0	0.0%	0	0.8%	1	2.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodbridge Road, Guildford(PC World, Currys)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Sainsbury's, Clay Lane, Burpham, Guildford	0.3%	3	0.8%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet	5.3%	53	6.4%	11	4.0%	3	4.0%	7	4.0%	7	6.4%	7	8.8%	6	5.6%	10	4.0%	2
Home catalogue	0.6%	6	0.0%	0	2.4%	2	0.8%	1	0.0%	0	2.4%	3	0.0%	0	0.0%	0	0.8%	0
TV / Interactive shopping	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bookham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Guildford Household Survey for Roger Tym & Partners

Weighted:

November 2010

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Chicester	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Epsom	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0
Farnborough Gate Retail Park, Farnborough Road, Farnborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farncombe	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Other outside catchment area	1.7%	17	0.8%	1	2.4%	2	0.8%	1	2.4%	4	2.4%	3	2.4%	2	1.6%	3	2.4%	1
Other zone 3	0.5%	5	0.0%	0	0.0%	0	0.0%	0	2.4%	4	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Other zone 4	0.6%	6	0.0%	0	0.0%	0	0.8%	1	2.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other zone 7	0.3%	3	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.8%	0
West Byfleet	0.6%	6	0.0%	0	0.0%	0	0.8%	1	2.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	4.4%	44	4.0%	7	4.8%	4	4.0%	7	4.0%	7	2.4%	3	2.4%	2	6.4%	11	9.6%	4
(Don't buy these products)	29.0%	290	38.4%	67	17.6%	14	32.5%	54	28.8%	54	27.2%	29	27.2%	19	25.6%	45	18.4%	7
Weighted base:	1001		176		82		167		186		106		71		175		38	
Sample:	1001		125		125		126		125		125		125		125		125	

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q09 And the time before that, excluding Christmas shopping, where did your household go to make a purchase of furniture, carpets, or soft household furnishings?																		
<i>Those who purchase furniture, carpets at Q08</i>																		
Addlestone	0.8%	6	0.0%	0	0.0%	0	1.2%	1	3.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldershot	1.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	8	0.0%	0
Ash	1.2%	8	1.3%	1	1.0%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	3.2%	4	2.0%	1
Basingstoke	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Bracknell	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton	0.3%	2	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Camberley	1.3%	9	0.0%	0	1.0%	1	1.2%	1	3.4%	4	0.0%	0	0.0%	0	2.2%	3	0.0%	0
Chobham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cobham	0.6%	4	2.6%	3	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cranleigh	0.4%	3	0.0%	0	3.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Crawley	1.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	4	12.1%	6	0.0%	0	0.0%	0
Croydon	2.7%	19	1.3%	1	1.9%	1	1.2%	1	3.4%	4	4.4%	3	6.6%	3	2.2%	3	2.9%	1
Dorking	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	5	0.0%	0	0.0%	0	0.0%	0
Farnborough	3.4%	24	0.0%	0	1.0%	1	1.2%	1	3.4%	4	0.0%	0	0.0%	0	12.9%	17	2.0%	1
Farnham	4.5%	32	3.9%	4	2.9%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	1	19.4%	25	1.0%	0
Frimley	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Godalming	0.5%	4	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.8%	3
Guildford	14.1%	101	27.3%	30	27.2%	18	10.6%	12	2.2%	3	15.4%	12	9.9%	5	9.7%	13	26.5%	8
Haslemere	0.6%	4	0.0%	0	5.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Horsham	2.4%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	29.7%	15	0.0%	0	0.0%	0
Kingston	5.1%	37	2.6%	3	1.9%	1	10.6%	12	6.7%	9	13.2%	10	0.0%	0	1.1%	1	0.0%	0
Leatherhead	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	4	0.0%	0	0.0%	0	1.0%	0
London	0.7%	5	0.0%	0	1.9%	1	0.0%	0	2.2%	3	0.0%	0	1.1%	1	0.0%	0	1.0%	0
Portsmouth	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Southampton	0.3%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	2.0%	1
Staines	0.4%	3	0.0%	0	0.0%	0	0.0%	0	2.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Walton-on-Thames	0.8%	6	0.0%	0	0.0%	0	1.2%	1	3.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weybridge	0.7%	5	0.0%	0	1.0%	1	1.2%	1	2.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windsor	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woking	4.0%	28	2.6%	3	1.0%	1	5.9%	7	13.5%	18	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Broadbridge Heath Retail Park, Horsham (Halfords, Homebase, Carpetright)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0
Ladymead Retail Park, Europa Park Rd, Guildford (Sports World, Comet, B&Q, Homebase, Halfords, Furniture Village, Magnet, Carpet Right)	2.3%	16	6.5%	7	2.9%	2	4.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	2
Lion Retail Park, 151, Oriental Rd, Woking (Halfords, Currys, Focus DIY)	1.0%	7	0.0%	0	0.0%	0	4.7%	5	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Paddock Retail Park, Sopwith Way, Brooklands, Weybridge (Argos, Currys, M&S, Tesco Extra, Mothercare)	0.4%	3	0.0%	0	0.0%	0	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Redding Way, Knaphill, Woking (Sainsbury's/Homebase)	0.2%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solartron Retail Estate, Farnborough (B&Q, DFS, Paul Simon, Carpetright, Allied Carpets, Maplin, The Sleep Depot, Pets at Home)	0.8%	5	0.0%	0	0.0%	0	2.4%	3	0.0%	0	0.0%	0	0.0%	0	2.2%	3	0.0%	0
Wey Retail Park, Royston Road, Byfleet, West Byfleet (Halfords, Carpet Right/Paul Simon, (previously MFI))	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet	5.8%	41	10.4%	11	7.8%	5	3.5%	4	3.4%	4	8.8%	7	5.5%	3	3.2%	4	6.9%	2
Home catalogue	0.4%	3	0.0%	0	1.0%	1	1.2%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Bookham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Epsom	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	3	0.0%	0	0.0%	0	0.0%	0
Farncombe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0

Guildford Household Survey for Roger Tym & Partners

Weighted:

November 2010

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Other outside catchment area	0.8%	6	0.0%	0	0.0%	0	0.0%	0	2.2%	3	0.0%	0	4.4%	2	0.0%	0	1.0%	0
Other zone 3	0.2%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other zone 4	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other zone 7	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
West Byfleet	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	30.7%	218	35.1%	38	26.2%	18	40.0%	45	29.2%	39	20.9%	16	22.0%	11	32.3%	42	30.4%	9
(Only bought these items once before)	6.0%	43	3.9%	4	8.7%	6	4.7%	5	9.0%	12	11.0%	9	3.3%	2	3.2%	4	2.9%	1
Weighted base:	711	108	68	113	133	77	52	130	31									
Sample:	731	77	103	85	89	91	91	93	102									

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q10 Now can you tell me, excluding Christmas shopping, where your household last made a purchase of DIY, decorating goods or gardening items?																		
Addlestone	1.6%	16	0.0%	0	0.0%	0	0.8%	1	8.0%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldershot	2.7%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.2%	27	0.0%	0
Bracknell	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Brighton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Camberley	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cobham	0.3%	3	0.8%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cranleigh	0.2%	2	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Crawley	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	3	6.4%	5	0.0%	0	0.0%	0
Dorking	3.0%	30	1.6%	3	0.8%	1	0.0%	0	0.0%	0	24.0%	26	1.6%	1	0.0%	0	0.0%	0
Esher	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnborough	5.6%	56	0.8%	1	0.0%	0	0.0%	0	4.8%	9	0.0%	0	0.0%	0	25.6%	45	1.6%	1
Farnham	4.9%	49	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.2%	48	0.8%	0
Godalming	6.2%	62	4.0%	7	33.6%	28	0.0%	0	0.0%	0	0.0%	0	0.8%	1	69.6%	26		
Guildford	6.9%	69	20.0%	35	11.2%	9	7.1%	12	1.6%	3	7.2%	8	0.0%	0	0.8%	1	1.6%	1
Haslemere	0.7%	7	0.0%	0	8.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Horsham	3.4%	34	0.0%	0	4.0%	3	0.8%	1	0.0%	0	3.2%	3	36.0%	26	0.0%	0	0.0%	0
Leatherhead	5.9%	59	2.4%	4	0.0%	0	5.6%	9	0.0%	0	42.4%	45	0.0%	0	0.0%	0	0.0%	0
Lightwater	0.6%	6	0.0%	0	0.0%	0	0.0%	0	3.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maidenhead	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Milford	0.4%	4	0.8%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1
Redhill/Reigate	0.2%	2	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Southampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Staines	0.7%	7	0.0%	0	0.0%	0	0.0%	0	4.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walton-on-Thames	1.2%	12	0.0%	0	0.0%	0	1.6%	3	4.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weybridge	3.3%	33	0.0%	0	0.0%	0	0.0%	0	17.6%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windlesham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woking	5.4%	54	0.8%	1	0.0%	0	17.5%	29	12.8%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broadbridge Heath Retail Park, Horsham (Halfords, Homebase, Carpetright)	2.7%	27	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	36.0%	26	0.0%	0	0.0%	0
Ladymead Retail Park, Europa Park Rd, Guildford (Sports World, Comet, B&Q, Homebase, Halfords, Furniture Village, Magnet, Carpet Right)	11.8%	118	43.2%	76	13.6%	11	12.7%	21	2.4%	4	0.8%	1	0.0%	0	1.6%	3	3.2%	1
Lion Retail Park, 151, Oriental Rd, Woking (Halfords, Currys, Focus DIY)	2.0%	20	0.0%	0	0.0%	0	10.3%	17	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Paddock Retail Park, Sopwith Way, Brooklands, Weybridge (Argos, Currys, M&S, Tesco Extra, Mothercare)	0.3%	3	0.0%	0	0.0%	0	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Redding Way, Knaphill, Woking (Sainsbury's/Homebase)	2.5%	25	0.0%	0	0.0%	0	9.5%	16	4.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solartron Retail Estate, Farnborough (B&Q, DFS, Paul Simon, Carpetright, Allied Carpets, Maplin, The Sleep Depot, Pets at Home)	2.3%	23	0.8%	1	0.0%	0	0.0%	0	2.4%	4	0.0%	0	0.0%	0	9.6%	17	0.8%	0
Wickes, 102 Inkerman Rd, Knaphill, Woking	1.5%	15	0.0%	0	0.8%	1	7.9%	13	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodbridge Road, Guildford (PC World, Currys)	0.5%	5	1.6%	3	0.8%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet	0.8%	8	0.8%	1	2.4%	2	0.8%	1	0.8%	1	0.8%	1	0.8%	1	0.0%	0	0.8%	0
TV / Interactive shopping	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Epsom	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other outside catchment area	1.1%	11	0.0%	0	1.6%	1	0.0%	0	3.2%	6	2.4%	3	0.0%	0	0.8%	1	0.0%	0
Other zone 1	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other zone 2	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Other zone 3	0.4%	4	0.8%	1	0.0%	0	0.8%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other zone 4	0.7%	7	0.0%	0	0.0%	0	0.0%	0	3.2%	6	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Other zone 6	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Other zone 7	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1		

Guildford Household Survey for Roger Tym & Partners

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	
West Byfleet	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	2.2%	22	1.6%	3	5.6%	5	2.4%	4	4.0%	7
(Don't buy these products)	15.6%	156	17.6%	31	9.6%	8	17.5%	29	15.2%	28
Weighted base:	1001	176	82	167	186	106	71	175	38	
Sample:	1001	125	125	126	125	125	125	125	125	125

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q11 And the time before that, excluding Christmas shopping, where did your household go to make a purchase of DIY, decorating goods or gardening items?																		
<i>Those who purchase DIY or decorating goods at Q10</i>																		
Addlestone	1.0%	9	0.0%	0	0.0%	0	1.9%	3	3.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldershot	3.4%	28	1.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.3%	25	0.9%	0
Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Bracknell	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Camberley	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cobham	0.3%	3	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cranleigh	0.3%	3	0.0%	0	3.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crawley	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	3	3.8%	2	0.0%	0	0.0%	0
Dorking	3.2%	27	1.0%	1	0.0%	0	0.0%	0	0.0%	0	27.1%	25	0.9%	1	0.0%	0	0.0%	0
Esher	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Farnborough	6.3%	53	2.9%	4	0.9%	1	1.0%	1	6.6%	10	0.0%	0	0.0%	0	25.0%	36	0.9%	0
Farnham	6.5%	55	0.0%	0	1.8%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	35.6%	52	1.8%	1
Frimley	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Godalming	5.7%	48	2.9%	4	29.2%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	3	58.2%	19
Guildford	8.3%	70	20.4%	30	13.3%	10	8.7%	12	4.7%	7	9.3%	9	0.0%	0	1.0%	1	5.5%	2
Haslemere	0.7%	6	0.0%	0	8.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Horsham	3.7%	32	0.0%	0	4.4%	3	0.0%	0	0.0%	0	0.0%	0	47.2%	28	0.0%	0	0.0%	0
Kingston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Leatherhead	5.1%	43	3.9%	6	0.0%	0	6.7%	9	0.0%	0	30.8%	28	0.0%	0	0.0%	0	0.0%	0
Lightwater	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milford	0.6%	5	1.0%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	2
Reading	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Redhill/Reigate	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	3	0.0%	0	0.0%	0	0.0%	0
Staines	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton	0.5%	4	1.0%	1	0.0%	0	0.0%	0	0.0%	0	2.8%	3	0.0%	0	0.0%	0	0.0%	0
Walton-on-Thames	1.4%	12	0.0%	0	0.0%	0	1.9%	3	5.7%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weybridge	3.5%	30	0.0%	0	0.0%	0	0.0%	0	18.9%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woking	6.1%	52	1.0%	1	0.0%	0	20.2%	28	14.2%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broadbridge Heath Retail Park, Horsham (Halfords, Homebase, Carpetright)	2.4%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	34.0%	20	0.0%	0	0.0%	0
Ladymead Retail Park, Europa Park Rd, Guildford (Sports World, Comet, B&Q, Homebase, Halfords, Furniture Village, Magnet, Carpet Right)	11.7%	99	40.8%	59	13.3%	10	16.3%	23	1.9%	3	1.9%	2	0.0%	0	0.0%	0	9.1%	3
Lion Retail Park, 151, Oriental Rd, Woking (Halfords, Currys, Focus DIY)	2.1%	18	0.0%	0	0.0%	0	10.6%	15	1.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Paddock Retail Park, Sopwith Way, Brooklands, Weybridge (Argos, Currys, M&S, Tesco Extra, Mothercare)	0.6%	5	0.0%	0	0.0%	0	2.9%	4	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Redding Way, Knaphill, Woking (Sainsbury's/Homebase)	2.0%	17	0.0%	0	0.0%	0	7.7%	11	3.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solartron Retail Estate, Farnborough (B&Q, DFS, Paul Simon, Carpetright, Allied Carpets, Maplin, The Sleep Depot, Pets at Home)	1.4%	12	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	6.7%	10	0.9%	0
Wickes, 102 Inkerman Rd, Knaphill, Woking	1.8%	15	0.0%	0	0.0%	0	5.8%	8	4.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodbridge Road, Guildford(PC World, Currys)	0.2%	2	1.0%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet	0.8%	7	0.0%	0	1.8%	1	1.9%	3	0.0%	0	2.8%	3	0.9%	1	0.0%	0	0.0%	0
TV / Interactive shopping	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Bookham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Other outside catchment area	1.8%	15	1.0%	1	2.7%	2	0.0%	0	3.8%	6	2.8%	3	0.0%	0	1.9%	3	0.9%	0
Other zone 4	0.5%	4	0.0%	0	0.0%	0	0.0%	0	2.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other zone 7	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1
(Don't know / can't	10.8%	91	16.5%	24	11.5%	9	11.5%	16	10.4%	16	5.6%	5	9.4%	6	8.7%	13	10.0%	3

Guildford Household Survey for Roger Tym & Partners

Weighted:

November 2010

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
remember) (Only bought these items once before)	3.3% 28	3.9% 6	7.1% 5	1.0% 1	5.7% 9	6.5% 6	0.9% 1	0.0% 0	0.9% 0
Weighted base:	845	145	74	138	158	91	60	146	33
Sample:	853	103	113	104	106	107	106	104	110

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q12 Now can you tell me, excluding Christmas shopping, where your household last made a purchase of electrical items (this may include domestic appliances, MP3 players, TV's, digital cameras, computers etc)?																		
Addlestone	2.5%	25	0.0%	0	0.0%	0	1.6%	3	12.0%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldershot	2.3%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.8%	22	0.8%	0
Bracknell	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Camberley	1.7%	17	0.0%	0	0.8%	1	0.8%	1	4.8%	9	0.0%	0	0.0%	0	3.2%	6	0.8%	0
Chertsey	0.4%	4	0.0%	0	0.0%	0	0.0%	0	2.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cobham	0.7%	7	0.0%	0	0.0%	0	1.6%	3	0.8%	1	2.4%	3	0.0%	0	0.0%	0	0.0%	0
Cranleigh	0.3%	3	0.0%	0	4.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crawley	1.8%	18	0.0%	0	0.8%	1	0.0%	0	0.0%	0	8.0%	9	12.0%	9	0.0%	0	0.0%	0
Croydon	0.3%	3	0.0%	0	0.8%	1	0.0%	0	0.0%	0	2.4%	3	0.0%	0	0.0%	0	0.0%	0
Dorking	1.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.4%	11	0.0%	0	0.0%	0	0.0%	0
Farnborough	4.5%	45	0.8%	1	0.8%	1	0.0%	0	4.0%	7	0.0%	0	0.0%	0	20.0%	35	0.8%	0
Farnham	2.1%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.0%	21	0.0%	0
Godalming	1.7%	17	0.8%	1	8.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.0%	9
Guildford	12.7%	127	28.0%	49	24.0%	20	11.1%	19	7.2%	13	8.8%	9	0.8%	1	4.8%	8	20.0%	8
Haslemere	0.4%	4	0.0%	0	4.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Horsham	3.2%	32	0.8%	1	0.8%	1	0.0%	0	0.0%	0	1.6%	2	40.0%	28	0.0%	0	0.0%	0
Hounslow	0.2%	2	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Kingston	2.4%	24	2.4%	4	0.0%	0	2.4%	4	3.2%	6	8.8%	9	0.8%	1	0.0%	0	0.0%	0
Leatherhead	1.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.2%	12	0.0%	0	0.0%	0	0.0%	0
London	1.2%	12	0.8%	1	1.6%	1	0.8%	1	3.2%	6	1.6%	2	0.8%	1	0.0%	0	0.0%	0
Maidenhead	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Redhill/Reigate	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.8%	1	0.0%	0	0.0%	0
Southampton	0.4%	4	0.8%	1	0.8%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staines	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walton-on-Thames	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weybridge	2.8%	28	0.8%	1	1.6%	1	1.6%	3	11.2%	21	1.6%	2	0.0%	0	0.0%	0	0.0%	0
Woking	4.3%	43	1.6%	3	0.0%	0	16.7%	28	6.4%	12	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Broadbridge Heath Retail Park, Horsham (Halfords, Homebase, Carpetright)	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	8.8%	6	0.0%	0	0.0%	0
Ladymead Retail Park, Europa Park Rd, Guildford (Sports World, Comet, B&Q, Homebase, Halfords, Furniture Village, Magnet, Carpet Right)	7.9%	79	20.8%	37	15.2%	13	11.1%	19	1.6%	3	0.8%	1	0.0%	0	0.8%	1	16.0%	6
Lion Retail Park, 151, Oriental Rd, Woking (Halfords, Currys, Focus DIY)	1.4%	14	0.0%	0	0.0%	0	6.3%	11	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Paddock Retail Park, Sopwith Way, Brooklands, Weybridge (Argos, Currys, M&S, Tesco Extra, Mothercare)	2.9%	29	0.8%	1	0.0%	0	7.1%	12	8.0%	15	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Redding Way, Knaphill, Woking (Sainsbury's/Homebase)	0.8%	8	0.0%	0	0.0%	0	4.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solartron Retail Estate, Farnborough (B&Q, DFS, Paul Simon, Carpetright, Allied Carpets, Maplin, The Sleep Depot, Pets at Home)	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	7	0.0%	0
Walnut Tree Close, Guildford (Jewsons)	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wey Retail Park, Royston Road, Byfleet, West Byfleet (Halfords, Carpet Right/Paul Simon, (previously MFI))	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodbridge Road, Guildford(PC World, Currys)	0.9%	9	2.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	3	4.8%	2
Sainsbury,s Bridge Way, Cobham, Surrey	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Clay Lane, Burpham, Guildford	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Ashenden Road,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.8%	0

Guildford Household Survey for Roger Tym & Partners

Weighted:

November 2010

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Guildford																		
Abroad	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0								
Internet	12.2%	122	11.2%	20	13.6%	11	13.5%	23	11.2%	21	16.0%	17	14.4%	10	10.4%	18	6.4%	2
Home catalogue	0.4%	4	0.0%	0	0.8%	1	0.0%	0	0.8%	1	0.8%	1	1.6%	1	0.0%	0	0.8%	0
Bookham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Chicester	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Epsom	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	3	0.0%	0	0.0%	0	0.0%	0
Farnborough Gate Retail Park, Farnborough Road, Farnborough	1.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	15	0.0%	0
Farncombe	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	3
Other outside catchment area	1.7%	17	3.2%	6	0.8%	1	1.6%	3	2.4%	4	0.8%	1	4.0%	3	0.0%	0	0.8%	0
Other zone 1	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other zone 3	0.3%	3	0.0%	0	0.0%	0	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other zone 4	0.3%	3	0.0%	0	0.0%	0	0.8%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other zone 5	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
West Byfleet	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	3.4%	34	0.0%	0	6.4%	5	3.2%	5	0.8%	1	3.2%	3	2.4%	2	8.0%	14	7.2%	3
(Don't buy these products)	14.0%	140	23.2%	41	12.0%	10	12.7%	21	10.4%	19	12.8%	14	12.8%	9	12.8%	22	9.6%	4
Weighted base:		1001		176		82		167		186		106		71		175		38
Sample:		1001		125		125		126		125		125		125		125		125

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q13 And the time before that, excluding Christmas shopping, where did your household go to make a purchase of electrical items?																		
<i>Those who purchase electrical items at Q12</i>																		
Addlestone	2.2%	19	0.0%	0	0.0%	0	0.9%	1	9.8%	16	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Aldershot	1.5%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	13	0.9%	0
Camberley	1.7%	14	0.0%	0	0.0%	0	0.0%	0	4.5%	7	0.0%	0	0.0%	0	4.6%	7	0.0%	0
Cobham	0.4%	4	0.0%	0	0.0%	0	0.9%	1	0.9%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Cranleigh	0.4%	3	1.0%	1	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crawley	1.4%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	6	9.2%	6	0.0%	0	0.0%	0
Dorking	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	5	0.0%	0	0.0%	0	0.0%	0
Farnborough	3.8%	33	1.0%	1	0.9%	1	0.0%	0	2.7%	4	0.0%	0	0.0%	0	17.4%	27	0.0%	0
Farnham	1.5%	13	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	13	0.0%	0
Frimley	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Godalming	1.1%	10	0.0%	0	3.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.4%	7
Guildford	11.6%	100	22.9%	31	24.5%	18	11.8%	17	7.1%	12	11.0%	10	0.9%	1	2.8%	4	21.2%	7
Haslemere	0.2%	2	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Horsham	3.9%	34	0.0%	0	1.8%	1	0.0%	0	0.0%	0	2.8%	3	48.6%	30	0.0%	0	0.0%	0
Kingston	2.4%	20	2.1%	3	0.0%	0	1.8%	3	3.6%	6	9.2%	9	0.9%	1	0.0%	0	0.0%	0
Leatherhead	1.4%	12	1.0%	1	0.0%	0	0.0%	0	0.0%	0	11.9%	11	0.0%	0	0.0%	0	0.0%	0
Lightwater	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
London	0.5%	4	0.0%	0	0.9%	1	0.0%	0	1.8%	3	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Portsmouth	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Redhill/Reigate	0.2%	2	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Southampton	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staines	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Walton-on-Thames	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weybridge	1.7%	14	1.0%	1	0.9%	1	0.9%	1	5.4%	9	1.8%	2	0.0%	0	0.0%	0	0.9%	0
Woking	5.2%	45	1.0%	1	0.0%	0	17.3%	25	10.7%	18	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Broadbridge Heath Retail Park, Horsham (Halfords, Homebase, Carpetright)	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	5.5%	3	0.0%	0	0.0%	0
Ladymead Retail Park, Europa Park Rd, Guildford (Sports World, Comet, B&Q, Homebase, Halfords, Furniture Village, Magnet, Carpet Right)	6.4%	55	16.7%	22	14.5%	11	9.1%	13	0.9%	1	0.9%	1	0.0%	0	1.8%	3	9.7%	3
Lion Retail Park, 151, Oriental Rd, Woking (Halfords, Currys, Focus DIY)	1.1%	9	0.0%	0	0.0%	0	6.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Paddock Retail Park, Sopwith Way, Brooklands, Weybridge (Argos, Currys, M&S, Tesco Extra, Mothercare)	3.0%	26	1.0%	1	0.0%	0	5.5%	8	9.8%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Redding Way, Knaphill, Woking (Sainsbury's/Homebase)	0.6%	5	0.0%	0	0.0%	0	3.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solartron Retail Estate, Farnborough (B&Q, DFS, Paul Simon, Carpetright, Allied Carpets, Maplin, The Sleep Depot, Pets at Home)	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	4	0.0%	0
Woodbridge Road, Guildford(PC World, Currys)	0.9%	8	2.1%	3	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	3	3.5%	1
Sainsbury's, Clay Lane, Burpham, Guildford	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet	13.2%	113	18.8%	25	15.5%	11	10.9%	16	11.6%	19	16.5%	15	11.0%	7	11.0%	17	8.0%	3
Home catalogue	0.5%	5	1.0%	1	0.0%	0	1.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Bookham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Chichester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Farnborough Gate Retail Park, Farnborough Road, Farnborough	1.0%	8	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	4.6%	7	0.0%	0
Farncombe	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	2
Other outside catchment area	1.3%	11	2.1%	3	0.0%	0	0.0%	0	0.9%	1	1.8%	2	3.7%	2	1.8%	3	0.0%	0
Other zone 3	0.2%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Byfleet	0.2%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

by Zone
Weighted:

Guildford Household Survey for Roger Tym & Partners

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November 2010

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
(Don't know / can't remember)	23.1% 199	24.0% 32	20.0% 14	21.8% 32	22.3% 37	17.4% 16	17.4% 11	31.2% 48	23.9% 8
(Only bought these items once before)	4.2% 36	3.1% 4	8.2% 6	4.5% 7	3.6% 6	9.2% 9	1.8% 1	1.8% 3	1.8% 1
Weighted base:	861	135	72	146	167	93	62	153	34
Sample:	868	96	110	110	112	109	109	109	113

Weighted:

November 2010

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8							
Q14 Now can you tell me, excluding Christmas shopping, where you last made a purchase of health, beauty or chemist items?																
Addlestone	3.0%	30	0.0%	0	0.0%	0	0.0%	0	16.0%	30	0.0%	0	0.0%	0	0.0%	0
Aldershot	6.1%	61	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	34.4%	60	1.6%	1
Ash	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	4	0.0%	0
Camberley	1.3%	13	0.0%	0	0.0%	0	0.0%	0	5.6%	10	0.0%	0	1.6%	3	0.0%	0
Chertsey	1.0%	10	0.0%	0	0.0%	0	0.0%	0	5.6%	10	0.0%	0	0.0%	0	0.0%	0
Cobham	2.1%	21	3.2%	6	0.0%	0	5.6%	9	0.8%	1	4.8%	5	0.0%	0	0.0%	0
Cranleigh	2.2%	22	0.8%	1	24.8%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crawley	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	3.2%	2	0.0%	0
Dorking	3.5%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	32.8%	35	0.0%	0	0.0%	0
Farnborough	1.7%	17	0.0%	0	0.0%	0	0.0%	0	1.6%	3	0.0%	0	0.0%	0	8.0%	14
Farnham	6.3%	63	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	35.2%	62
Godalming	5.3%	53	3.2%	6	25.6%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	70.4%
Guildford	18.0%	181	70.4%	124	14.4%	12	7.1%	12	7.2%	13	7.2%	8	2.4%	2	4.0%	7
Haslemere	2.0%	20	0.0%	0	24.8%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Horsham	5.6%	56	0.8%	1	2.4%	2	0.0%	0	0.0%	0	1.6%	2	72.0%	51	0.0%	0
Kingston	0.7%	7	1.6%	3	0.0%	0	1.6%	3	0.0%	0	1.6%	2	0.0%	0	0.0%	0
Leatherhead	3.0%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.0%	30	0.0%	0	0.0%	0
Lightwater	0.6%	6	0.0%	0	0.0%	0	0.0%	0	3.2%	6	0.0%	0	0.0%	0	0.0%	0
London	1.0%	10	0.0%	0	0.0%	0	0.8%	1	3.2%	6	0.0%	0	0.8%	1	0.8%	0
Milford	0.2%	2	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Redhill/Reigate	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Staines	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Walton-on-Thames	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.6%	3	0.0%	0	0.0%	0	0.0%	0
Weybridge	2.8%	28	0.0%	0	0.0%	0	0.8%	1	13.6%	25	1.6%	2	0.0%	0	0.0%	0
Windsor	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Woking	12.4%	124	0.8%	1	0.8%	1	56.3%	94	14.4%	27	0.8%	1	0.0%	0	0.0%	0
Broadbridge Heath Retail Park, Horsham (Halfords, Homebase, Carpetright)	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.4%	10	0.0%	0
Paddock Retail Park, Sopwith Way, Brooklands, Weybridge (Argos, Currys, M&S, Tesco Extra, Mothercare)	2.0%	20	0.8%	1	0.0%	0	4.0%	7	6.4%	12	0.0%	0	0.0%	0	0.0%	0
Redding Way, Knaphill, Woking (Sainsbury's/Homebase)	0.8%	8	0.0%	0	0.0%	0	3.2%	5	1.6%	3	0.0%	0	0.0%	0	0.0%	0
Wey Retail Park, Royston Road, Byfleet, West Byfleet (Halfords, Carpet Right/Paul Simon, (previously MFI))	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury,s Bridge Way, Cobham, Surrey	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Clay Lane, Burpham, Guildford	0.7%	7	3.2%	6	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Ashenden Road, Guildford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Abroad	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Internet	0.9%	9	0.8%	1	0.0%	0	0.8%	1	0.8%	1	0.8%	1	0.8%	1	1.6%	3
Home catalogue	0.8%	8	1.6%	3	0.0%	0	1.6%	3	0.8%	1	0.8%	1	0.0%	0	0.0%	0
Bookham	0.7%	7	0.8%	1	0.0%	0	0.0%	0	0.0%	0	4.8%	5	0.0%	0	0.0%	0
Chichester	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Epsom	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0
Farnborough Gate Retail Park, Farnborough Road, Farnborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Farncombe	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	9.6%
Other outside catchment area	1.5%	15	2.4%	4	0.0%	0	0.8%	1	2.4%	4	0.0%	0	0.8%	1	2.4%	4
Other zone 1	0.8%	8	4.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other zone 3	0.9%	9	0.0%	0	0.0%	0	5.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other zone 4	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.6%	3	0.0%	0	0.0%	0	0.0%	0
Other zone 5	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	3	0.0%	0	0.0%	0
Other zone 7	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	3
Other zone 8	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0.8%
West Byfleet	1.2%	12	0.8%	1	0.0%	0	0.8%	1	4.8%	9	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	0.6%	6	0.8%	1	0.0%	0	0.0%	0	1.6%	3	0.0%	0	0.0%	0	0.8%	1
(Don't buy these products)	5.4%	54	3.2%	6	1.6%	1	9.5%	16	5.6%	10	6.4%	7	2.4%	2	6.4%	11
Weighted base:	1001		176		82		167		186		106		71		175	38
Sample:	1001		125		125		126		125		125		125		125	125

Column %ges.

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q15 And the time before that, excluding Christmas shopping, where did you go to make a purchase of health, beauty or chemist items?																		
<i>Those who purchase health, beauty or chemist items at Q14</i>																		
Addlestone	2.8%	27	0.0%	0	0.0%	0	0.9%	1	14.4%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldershot	5.6%	53	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	32.5%	53	0.0%	0
Ash	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	3	0.0%	0
Basingstoke	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	3	0.0%	0
Camberley	1.4%	13	0.0%	0	0.0%	0	0.0%	0	5.9%	10	0.0%	0	0.0%	0	1.7%	3	0.0%	0
Chertsey	0.8%	7	0.0%	0	0.0%	0	0.0%	0	4.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chobham	0.1%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cobham	2.1%	20	3.3%	6	0.0%	0	7.9%	12	0.0%	0	2.6%	3	0.0%	0	0.0%	0	0.0%	0
Cranleigh	2.3%	21	2.5%	4	19.5%	16	0.0%	0	0.0%	0	0.9%	1	0.8%	1	0.0%	0	0.0%	0
Crawley	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	3	3.3%	2	0.0%	0	0.0%	0
Croydon	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dorking	2.7%	26	0.0%	0	0.0%	0	0.9%	1	0.0%	0	24.8%	25	0.0%	0	0.0%	0	0.0%	0
Farnborough	1.2%	12	0.0%	0	0.0%	0	0.0%	0	1.7%	3	0.0%	0	0.0%	0	5.1%	8	0.8%	0
Farnham	6.8%	64	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	38.5%	63	0.0%	0
Godalming	5.1%	48	3.3%	6	21.1%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	70.8%	26
Guildford	19.3%	183	64.5%	110	19.5%	16	10.5%	16	7.6%	13	13.7%	14	1.6%	1	6.0%	10	9.2%	3
Haslemere	2.1%	20	0.0%	0	24.4%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Horsham	6.0%	57	0.0%	0	2.4%	2	0.0%	0	0.0%	0	3.4%	3	74.6%	52	0.0%	0	0.0%	0
Hounslow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Kingston	0.6%	6	0.0%	0	0.0%	0	0.9%	1	0.0%	0	4.3%	4	0.0%	0	0.0%	0	0.0%	0
Leatherhead	2.2%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.4%	21	0.0%	0	0.0%	0	0.0%	0
Lightwater	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London	0.8%	8	0.8%	1	0.8%	1	0.0%	0	1.7%	3	0.0%	0	1.6%	1	0.9%	1	0.8%	0
Milford	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Redhill/Reigate	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staines	0.4%	4	0.0%	0	0.0%	0	0.0%	0	1.7%	3	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Sutton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Walton-on-Thames	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weybridge	2.3%	22	0.0%	0	0.0%	0	0.9%	1	11.9%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woking	12.3%	116	2.5%	4	0.8%	1	52.6%	79	16.9%	30	0.9%	1	0.0%	0	0.9%	1	0.0%	0
Broadbridge Heath Retail Park, Horsham (Halfords, Homebase, Carpetright)	0.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.7%	7	0.0%	0	0.0%	0
Paddock Retail Park, Sopwith Way, Brooklands, Weybridge (Argos, Currys, M&S, Tesco Extra, Mothercare)	1.8%	17	1.7%	3	0.0%	0	3.5%	5	5.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Redding Way, Knaphill, Woking (Sainsbury's/Homebase)	0.9%	8	0.0%	0	0.0%	0	4.4%	7	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solartron Retail Estate, Farnborough (B&Q, DFS, Paul Simon, Carpetright, Allied Carpets, Maplin, The Sleep Depot, Pets at Home)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Sainsbury's, Clay Lane, Burpham, Guildford	0.7%	7	3.3%	6	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Ashenden Road, Guildford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.8%	0
Abroad	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.9%	1	0.0%	0
Internet	1.2%	11	2.5%	4	0.0%	0	0.0%	0	0.8%	1	2.6%	3	0.8%	1	0.9%	1	2.5%	1
Home catalogue	0.7%	7	0.8%	1	0.0%	0	1.8%	3	0.8%	1	0.9%	1	0.0%	0	0.0%	0	0.8%	0
Bookham	0.4%	4	0.8%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	3	0.0%	0	0.0%	0	0.0%	0
Chichester	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Epsom	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	4	0.0%	0	0.0%	0	0.0%	0
Farncombe	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	4
Other outside catchment area	1.4%	13	1.7%	3	0.0%	0	0.9%	1	2.5%	4	0.0%	0	1.6%	1	1.7%	3	0.8%	0
Other zone 1	0.7%	7	4.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other zone 3	1.0%	9	0.0%	0	0.0%	0	5.3%	8	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other zone 4	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other zone 5	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0
Other zone 7	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	3	0.0%	0
Other zone 8	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
West Byfleet	1.5%	14	0.0%	0	0.0%	0	2.6%	4	5.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	4.4%	42	5.8%	10	0.8%	1	2.6%	4	9.3%	16	4.3%	4	0.0%	0	3.4%	6	2.5%	1
(Only bought these items once before)	2.7%	25	2.5%	4	5.7%	5	2.6%	4	0.8%	1	7.7%	8	0.8%	1	1.7%	3	0.0%	0
Weighted base:		947		170		81		151		176		100		69		164		36

Column %ges.

by Zone
Weighted:

Guildford Household Survey for Roger Tym & Partners

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November 2010

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
Sample:	952	121	123	114	118	117	122	117	120

Weighted:

November 2010

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q16 Now can you tell me, excluding Christmas shopping, where your household last made a purchase of recreational goods such a sports equipment, musical instruments, toys etc?																		
Addlestone	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldershot	1.5%	15	0.8%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	13	0.0%	0
Basingstoke	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	3	0.0%	0
Bracknell	0.4%	4	0.0%	0	0.0%	0	0.0%	0	1.6%	3	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Brighton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Camberley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Cobham	0.8%	8	0.8%	1	0.0%	0	0.8%	1	0.8%	1	3.2%	3	0.0%	0	0.0%	0	0.0%	0
Cranleigh	0.2%	2	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Crawley	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	3	7.2%	5	0.0%	0	0.0%	0
Croydon	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dorking	1.1%	11	0.0%	0	0.0%	0	0.0%	0	0.8%	1	8.8%	9	0.0%	0	0.0%	0	0.0%	0
Farnborough	0.7%	7	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	6	0.8%	0
Farnham	3.5%	35	0.8%	1	1.6%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	17.6%	31	0.0%	0
Frimley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Godalming	1.0%	10	0.0%	0	6.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.0%	5
Guildford	10.9%	109	21.6%	38	15.2%	13	4.8%	8	8.0%	15	12.8%	14	3.2%	2	8.0%	14	15.2%	6
Haslemere	1.1%	11	0.0%	0	12.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Horsham	2.3%	23	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.8%	1	30.4%	22	0.0%	0	0.0%	0
Kingston	1.2%	12	0.8%	1	0.8%	1	0.8%	1	3.2%	6	2.4%	3	0.0%	0	0.0%	0	0.0%	0
Leatherhead	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0	0.0%	0	0.0%	0
London	0.8%	8	0.0%	0	0.8%	1	2.4%	4	0.8%	1	0.0%	0	0.8%	1	0.8%	1	0.8%	0
Portsmouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Reading	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Redhill/Reigate	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0
Southampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Staines	0.4%	4	0.0%	0	0.0%	0	0.0%	0	2.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walton-on-Thames	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weybridge	0.7%	7	0.0%	0	0.0%	0	0.8%	1	3.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windslesham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Woking	7.3%	73	1.6%	3	1.6%	1	27.0%	45	12.0%	22	0.0%	0	0.0%	0	0.8%	1	0.8%	0
Broadbridge Heath Retail Park, Horsham (Halfords, Homebase, Carpetright)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Ladymead Retail Park, Europa Park Rd, Guildford (Sports World, Comet, B&Q, Homebase, Halfords, Furniture Village, Magnet, Carpet Right)	1.6%	16	6.4%	11	2.4%	2	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1
Lion Retail Park, 151, Oriental Rd, Woking (Halfords, Currys, Focus DIY)	0.4%	4	0.8%	1	0.0%	0	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Paddock Retail Park, Sopwith Way, Brooklands, Weybridge (Argos, Currys, M&S, Tesco Extra, Mothercare)	0.8%	8	0.8%	1	0.0%	0	2.4%	4	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solartron Retail Estate, Farnborough (B&Q, DFS, Paul Simon, Carpetright, Allied Carpets, Maplin, The Sleep Depot, Pets at Home)	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.8%	0
Internet	8.3%	83	7.2%	13	10.4%	9	7.1%	12	8.8%	16	12.0%	13	10.4%	7	5.6%	10	9.6%	4
Home catalogue	0.3%	3	0.8%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Epsom	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0	0.0%	0	0.0%	0
Other outside catchment area	1.5%	15	3.2%	6	1.6%	1	1.6%	3	1.6%	3	0.0%	0	2.4%	2	0.0%	0	2.4%	1
Other zone 1	0.2%	2	0.8%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Other zone 2	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other zone 3	0.2%	2	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Other zone 5	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0
Other zone 7	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
West Byfleet	0.4%	4	0.0%	0	0.8%	1	0.0%	0	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	3.2%	32	2.4%	4	2.4%	2	2.4%	4	6.4%	12	0.0%	0	1.6%	1	4.8%	8	1.6%	1
(Don't buy these products)	44.9%	450	50.4%	89	39.2%	32	44.4%	74	42.4%	79	43.2%	46	40.0%	28	47.2%	83	49.6%	19
Weighted base:	1001		176		82		167		186		106		71		175		38	
Sample:	1001		125		125		126		125		125		125		125		125	

Column %ges.

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q17 And the time before that, excluding Christmas shopping, where did your household go to make a purchase of recreational goods?																		
<i>Those who purchase recreational goods at Q16</i>																		
Addlestone	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldershot	2.0%	11	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.6%	10	0.0%	0
Ash	0.3%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Bracknell	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0
Camberley	1.1%	6	0.0%	0	0.0%	0	0.0%	0	4.2%	4	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Cobham	0.8%	4	1.6%	1	0.0%	0	1.4%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cranleigh	0.5%	3	0.0%	0	3.9%	2	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Crawley	2.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	3	22.7%	10	0.0%	0	0.0%	0
Croydon	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0
Dorking	2.0%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.3%	11	0.0%	0	0.0%	0	0.0%	0
Farnborough	2.5%	14	1.6%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.1%	11	1.6%	0
Farnham	3.3%	18	1.6%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.7%	15	0.0%	0
Godalming	1.2%	7	0.0%	0	5.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.2%	4
Guildford	19.8%	109	45.2%	39	30.3%	15	11.4%	11	9.7%	10	14.1%	9	4.0%	2	18.2%	17	34.9%	7
Haslemere	1.8%	10	0.0%	0	14.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0
Horsham	3.5%	19	0.0%	0	1.3%	1	0.0%	0	0.0%	0	2.8%	2	40.0%	17	0.0%	0	0.0%	0
Kingston	2.5%	14	0.0%	0	1.3%	1	4.3%	4	5.6%	6	5.6%	3	0.0%	0	0.0%	0	0.0%	0
Leatherhead	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.5%	5	0.0%	0	0.0%	0	0.0%	0
London	1.1%	6	1.6%	1	1.3%	1	1.4%	1	1.4%	1	1.4%	1	0.0%	0	0.0%	0	1.6%	0
Milford	0.1%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portsmouth	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0
Reading	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	1.6%	0
Redhill/Reigate	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0
Southampton	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	1.6%	0
Staines	0.8%	4	0.0%	0	0.0%	0	1.4%	1	2.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walton-on-Thames	0.5%	3	0.0%	0	0.0%	0	0.0%	0	2.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weybridge	0.5%	3	0.0%	0	0.0%	0	0.0%	0	2.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woking	11.8%	65	3.2%	3	0.0%	0	41.4%	38	22.2%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broadbridge Heath Retail Park, Horsham (Halfords, Homebase, Carpetright)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0
Ladymead Retail Park, Europa Park Rd, Guildford (Sports World, Comet, B&Q, Homebase, Halfords, Furniture Village, Magnet, Carpet Right)	2.4%	13	9.7%	8	1.3%	1	1.4%	1	0.0%	0	2.8%	2	1.3%	1	0.0%	0	3.2%	1
Lion Retail Park, 151, Oriental Rd, Woking (Halfords, Currys, Focus DIY)	0.7%	4	1.6%	1	0.0%	0	2.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Paddock Retail Park, Sopwith Way, Brooklands, Weybridge (Argos, Currys, M&S, Tesco Extra, Mothercare)	0.8%	4	0.0%	0	0.0%	0	2.9%	3	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Internet	13.2%	73	14.5%	13	17.1%	9	11.4%	11	11.1%	12	14.1%	9	13.3%	6	12.1%	11	19.0%	4
Home catalogue	0.8%	4	1.6%	1	0.0%	0	1.4%	1	0.0%	0	1.4%	1	1.3%	1	0.0%	0	0.0%	0
Epsom	0.2%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other outside catchment area	2.1%	12	4.8%	4	1.3%	1	1.4%	1	2.8%	3	0.0%	0	2.7%	1	1.5%	1	0.0%	0
Other zone 1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0
Other zone 2	0.2%	1	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other zone 3	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Other zone 5	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	12.8%	71	9.7%	8	6.6%	3	14.3%	13	19.4%	21	9.9%	6	6.7%	3	15.2%	14	11.1%	2
(Only bought these items once before)	4.5%	25	0.0%	0	7.9%	4	1.4%	1	9.7%	10	7.0%	4	1.3%	1	4.5%	4	0.0%	0
Weighted base:	551		87		50		93		107		60		43		92		19	
Sample:	555		62		76		70		72		71		75		66		63	

Weighted:

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q18 Now can you tell me, excluding Christmas shopping, where your household last made a purchase of other non-food items such as books, DVD's, jewellery, china or glass?																		
Addlestone	0.7%	7	0.0%	0	0.0%	0	0.0%	0	4.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldershot	3.1%	31	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.8%	29	0.0%	0	0.0%	0
Basingstoke	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.8%	0	0.0%	0
Brighton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Camberley	1.0%	10	0.0%	0	0.0%	0	0.0%	0	4.0%	7	0.0%	0	0.0%	0	1.6%	3	0.0%	0
Chertsey	0.3%	3	0.0%	0	0.0%	0	0.8%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cobham	0.8%	8	0.0%	0	0.0%	0	4.0%	7	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0
Cranleigh	0.5%	5	0.0%	0	4.8%	4	0.0%	0	0.0%	0	0.8%	1	0.8%	1	0.0%	0	0.0%	0
Crawley	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	3	4.0%	3	0.0%	0	0.0%	0
Croydon	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dorking	1.8%	18	0.8%	1	0.0%	0	0.0%	0	0.0%	0	15.2%	16	0.0%	0	0.0%	0	0.0%	0
Farnborough	1.3%	13	1.6%	3	0.0%	0	0.8%	1	0.8%	1	0.0%	0	0.0%	0	4.0%	7	0.8%	0
Farnham	2.5%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.4%	25	0.0%	0
Godalming	2.6%	26	0.0%	0	12.8%	11	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	39.2%	15
Guildford	15.8%	158	40.0%	70	16.8%	14	13.5%	23	8.8%	16	14.4%	15	0.8%	1	7.2%	13	18.4%	7
Haslemere	0.5%	5	0.0%	0	5.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Horsham	4.0%	40	0.8%	1	2.4%	2	0.0%	0	0.0%	0	2.4%	3	48.0%	34	0.0%	0	0.0%	0
Hounslow	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston	1.4%	14	2.4%	4	0.0%	0	1.6%	3	1.6%	3	4.0%	4	0.0%	0	0.0%	0	0.0%	0
Leatherhead	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	9	0.0%	0	0.0%	0	0.0%	0
London	1.0%	10	0.0%	0	1.6%	1	0.8%	1	1.6%	3	1.6%	2	0.8%	1	0.8%	1	0.8%	0
Milford	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Redhill/Reigate	0.2%	2	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Southampton	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staines	1.0%	10	0.0%	0	0.0%	0	0.0%	0	5.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Walton-on-Thames	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weybridge	1.6%	16	0.0%	0	0.0%	0	0.8%	1	8.0%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woking	7.2%	72	0.8%	1	0.0%	0	23.8%	40	14.4%	27	0.8%	1	0.0%	0	1.6%	3	0.0%	0
Broadbridge Heath Retail Park, Horsham (Halfords, Homebase, Carpetright)	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	3	0.0%	0	0.0%	0
Ladymead Retail Park, Europa Park Rd, Guildford (Sports World, Comet, B&Q, Homebase, Halfords, Furniture Village, Magnet, Carpet Right)	0.2%	2	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.8%	0
Paddock Retail Park, Sopwith Way, Brooklands, Weybridge (Argos, Currys, M&S, Tesco Extra, Mothercare)	1.0%	10	1.6%	3	0.0%	0	2.4%	4	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Redding Way, Knaphill, Woking (Sainsbury's/Homebase)	0.5%	5	0.0%	0	0.0%	0	2.4%	4	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Bridge Way, Cobham, Surrey	0.2%	2	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Clay Lane, Burpham, Guildford	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Ashenden Road, Guildford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Abroad	0.3%	3	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.8%	1	0.0%	0	0.8%	0
Internet	25.6%	256	26.4%	46	35.2%	29	23.8%	40	24.0%	45	22.4%	24	28.8%	20	25.6%	45	20.0%	8
Home catalogue	1.3%	13	0.8%	1	1.6%	1	2.4%	4	0.8%	1	0.8%	1	0.0%	0	2.4%	4	0.0%	0
TV / Interactive shopping	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.8%	0	0.0%	0
Chicester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Epsom	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0	0.0%	0	0.0%	0
Other outside catchment area	1.0%	10	0.0%	0	4.8%	4	1.6%	3	0.8%	1	0.0%	0	0.8%	1	0.8%	1	0.0%	0
Other zone 3	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other zone 4	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	1.4%	14	0.8%	1	1.6%	1	0.8%	1	1.6%	3	1.6%	2	0.8%	1	2.4%	4	1.6%	1
(Don't buy these products)	17.0%	170	20.8%	37	11.2%	9	16.7%	28	17.6%	33	15.2%	16	7.2%	5	20.8%	36	16.0%	6
Weighted base:	1001		176		82		167		186		106		71		175		38	
Sample:	1001		125		125		126		125		125		125		125		125	

Column %ges.

Weighted:

November 2010

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q19 And the time before that, excluding Christmas shopping, where did your household go to make purchase of other non-food items?																		
<i>Those who purchase other non food items at Q18</i>																		
Addlestone	0.9%	7	0.0%	0	0.0%	0	0.0%	0	4.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldershot	2.7%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.2%	22	0.0%	0
Brighton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Camberley	1.2%	10	0.0%	0	0.0%	0	0.0%	0	4.9%	7	0.0%	0	0.0%	0	2.0%	3	0.0%	0
Cobham	0.9%	8	0.0%	0	0.0%	0	3.8%	5	1.0%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Cranleigh	0.5%	4	0.0%	0	4.5%	3	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	1.0%	0
Crawley	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	3	4.3%	3	0.0%	0	0.0%	0
Croydon	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dorking	2.4%	20	0.0%	0	0.9%	1	0.0%	0	0.0%	0	20.8%	19	0.9%	1	0.0%	0	0.0%	0
Farnborough	1.7%	14	1.0%	1	0.0%	0	0.0%	0	1.9%	3	0.0%	0	0.0%	0	7.1%	10	1.0%	0
Farnham	2.7%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.2%	22	0.0%	0
Godalming	2.6%	21	0.0%	0	9.0%	7	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	41.9%	13
Guildford	19.7%	163	49.5%	69	23.4%	17	16.2%	23	10.7%	16	15.1%	14	1.7%	1	12.1%	17	21.9%	7
Haslemere	0.7%	6	0.0%	0	7.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Horsham	5.2%	43	1.0%	1	3.6%	3	1.0%	1	0.0%	0	1.9%	2	54.3%	36	0.0%	0	1.0%	0
Kingston	1.6%	14	3.0%	4	0.0%	0	1.9%	3	1.9%	3	3.8%	3	0.0%	0	0.0%	0	1.0%	0
Leatherhead	0.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.5%	8	0.0%	0	0.0%	0	0.0%	0
London	1.0%	8	1.0%	1	0.0%	0	1.9%	3	1.9%	3	0.9%	1	0.0%	0	0.0%	0	1.0%	0
Reading	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Redhill/Reigate	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southampton	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staines	0.9%	7	0.0%	0	0.0%	0	0.0%	0	4.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Walton-on-Thames	0.9%	7	0.0%	0	0.0%	0	0.0%	0	4.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weybridge	1.1%	9	0.0%	0	0.0%	0	0.0%	0	5.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woking	8.5%	71	3.0%	4	0.0%	0	27.6%	38	16.5%	25	0.9%	1	0.0%	0	1.0%	1	1.0%	0
Broadbridge Heath Retail Park, Horsham (Halfords, Homebase, Carpetright)	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	3	0.0%	0	0.0%	0
Paddock Retail Park, Sopwith Way, Brooklands, Weybridge (Argos, Currys, M&S, Tesco Extra, Mothercare)	1.2%	10	2.0%	3	0.0%	0	2.9%	4	1.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Redding Way, Knaphill, Woking (Sainsbury's/Homebase)	0.3%	3	0.0%	0	0.0%	0	1.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Clay Lane, Burpham, Guildford	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Ashenden Road, Guildford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Abroad	0.6%	5	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	1.0%	1	0.0%	0
Internet	25.7%	214	19.2%	27	35.1%	26	30.5%	42	21.4%	33	24.5%	22	23.3%	15	30.3%	42	21.0%	7
Home catalogue	1.4%	11	2.0%	3	1.8%	1	1.9%	3	1.0%	1	1.9%	2	0.0%	0	1.0%	1	0.0%	0
TV / Interactive shopping	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Epsom	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	3	0.0%	0	0.0%	0	0.0%	0
Other outside catchment area (Don't know / can't remember)	1.4%	12	1.0%	1	2.7%	2	1.9%	3	1.0%	1	0.0%	0	0.0%	0	3.0%	4	1.0%	0
(Only bought these items once before)	8.0%	67	11.1%	15	8.1%	6	4.8%	7	9.7%	15	5.7%	5	6.9%	5	9.1%	13	4.8%	2
Weighted base:		831		139		73		139		153		90		66		139		32
Sample:		844		99		111		105		103		106		116		99		105

Guildford Household Survey for Roger Tym & Partners

Weighted:

November 2010

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q20 What mode of travel did you use for your last non-food shopping trip?																		
Car / van driver	67.7%	677	55.2%	97	73.6%	61	60.3%	101	78.4%	146	73.6%	78	66.4%	47	73.6%	129	50.4%	19
Car / van passenger	8.2%	82	5.6%	10	9.6%	8	11.1%	19	6.4%	12	8.0%	9	10.4%	7	8.0%	14	11.2%	4
Bus	7.8%	78	14.4%	25	5.6%	5	6.3%	11	8.0%	15	5.6%	6	3.2%	2	5.6%	10	12.0%	5
Train	1.9%	19	1.6%	3	4.8%	4	0.8%	1	2.4%	4	1.6%	2	0.8%	1	2.4%	4	0.8%	0
Taxi	0.3%	3	0.0%	0	0.0%	0	0.8%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	9.6%	96	14.4%	25	3.2%	3	12.7%	21	2.4%	4	8.8%	9	14.4%	10	9.6%	17	16.8%	6
Bicycle	2.0%	20	3.2%	6	0.8%	1	6.3%	11	0.8%	1	0.0%	0	2.4%	2	0.0%	0	0.8%	0
Motorcycle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.3%	3	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.8%	1	0.0%	0	0.0%	0
Delivered	1.2%	12	1.6%	3	1.6%	1	0.8%	1	0.8%	1	0.8%	1	1.6%	1	0.8%	1	3.2%	1
Park and Ride	0.9%	9	2.4%	4	0.8%	1	0.8%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	4.0%	2
(Don't know)	0.2%	2	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Weighted base:		1001		176		82		167		186		106		71		175		38
Sample:		1001		125		125		126		125		125		125		125		125
Q21 When you undertook this trip, did you also visit any other shopping destination, or carry out any leisure activity?																		
Yes	26.8%	268	21.6%	38	28.8%	24	23.8%	40	32.0%	60	28.0%	30	28.0%	20	28.0%	49	22.4%	8
No	71.2%	713	76.8%	135	69.6%	57	73.0%	122	64.0%	119	71.2%	76	71.2%	50	72.0%	126	73.6%	28
(Don't know / can't remember)	2.0%	20	1.6%	3	1.6%	1	3.2%	5	4.0%	7	0.8%	1	0.8%	1	0.0%	0	4.0%	2
Weighted base:		1001		176		82		167		186		106		71		175		38
Sample:		1001		125		125		126		125		125		125		125		125

Guildford Household Survey for Roger Tym & Partners

Weighted:

November 2010

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q22A In which town, village or out-of-town location does your household spend most money on the following leisure and cultural activities?																		
Restaurants/Cafes																		
Addlestone	0.6%	6	0.0%	0	0.0%	0	0.0%	0	3.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldershot	2.3%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.8%	22	1.6%	1
Ash	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	4	0.0%	0
Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Bracknell	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Brighton	0.2%	2	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Camberley	1.6%	16	0.8%	1	0.0%	0	0.0%	0	6.4%	12	0.0%	0	0.0%	0	1.6%	3	0.0%	0
Chertsey	0.5%	5	0.0%	0	0.8%	1	0.0%	0	2.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chobham	0.6%	6	0.0%	0	0.0%	0	0.0%	0	3.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cobham	2.0%	20	2.4%	4	0.0%	0	7.1%	12	0.8%	1	2.4%	3	0.0%	0	0.0%	0	0.0%	0
Cranleigh	1.7%	17	0.0%	0	17.6%	14	0.0%	0	0.0%	0	1.6%	2	0.8%	1	0.0%	0	0.8%	0
Crawley	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	6.4%	5	0.0%	0	0.0%	0
Croydon	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dorking	3.7%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	34.4%	37	0.0%	0	0.0%	0	0.0%	0
Esher	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Farnborough	0.4%	4	0.0%	0	0.0%	0	0.8%	1	0.8%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Farnham	6.9%	69	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	39.2%	69	1.6%	1
Frimley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Godalming	3.6%	36	0.8%	1	15.2%	13	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	55.2%	21
Guildford	19.0%	190	55.2%	97	18.4%	15	15.1%	25	8.0%	15	6.4%	7	4.0%	3	12.8%	22	16.0%	6
Haslemere	1.7%	17	0.8%	1	16.8%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Horsham	4.9%	49	0.0%	0	0.8%	1	0.8%	1	0.0%	0	0.0%	0	65.6%	47	0.0%	0	0.8%	0
Hounslow	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Kingston	0.5%	5	0.0%	0	0.0%	0	0.8%	1	0.8%	1	1.6%	2	0.0%	0	0.0%	0	0.0%	0
Leatherhead	2.4%	24	0.0%	0	0.0%	0	1.6%	3	0.0%	0	20.0%	21	0.0%	0	0.0%	0	0.0%	0
Lightwater	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London	3.5%	35	4.8%	8	4.8%	4	5.6%	9	2.4%	4	2.4%	3	0.8%	1	3.2%	6	0.8%	0
Milford	0.2%	2	0.0%	0	0.8%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portsmouth	0.1%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Redhill/Reigate	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	3	0.0%	0	0.0%	0	0.0%	0
Southampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staines	0.9%	9	0.0%	0	0.0%	0	0.0%	0	4.0%	7	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Sutton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Walton-on-Thames	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weybridge	2.8%	28	0.0%	0	0.0%	0	1.6%	3	13.6%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windsor	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woking	7.1%	71	0.8%	1	0.0%	0	28.6%	48	11.2%	21	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Abroad	0.5%	5	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.8%	1	0.8%	0
Other	6.0%	60	5.6%	10	2.4%	2	8.7%	15	8.8%	16	7.2%	8	5.6%	4	2.4%	4	3.2%	1
Bookham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Epsom	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0
West Byfleet	1.7%	17	0.0%	0	0.0%	0	2.4%	4	7.2%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	5.7%	57	7.2%	13	6.4%	5	5.6%	9	7.2%	13	4.0%	4	3.2%	2	4.8%	8	3.2%	1
(Don't do these activities)	16.1%	161	20.0%	35	13.6%	11	19.0%	32	15.2%	28	12.8%	14	10.4%	7	16.0%	28	15.2%	6
Weighted base:	1001		176		82		167		186		106		71		175		38	
Sample:	1001		125		125		126		125		125		125		125		125	

Weighted:

November 2010

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q22B In which town, village or out-of-town location does your household spend most money on the following leisure and cultural activities?																		
Pubs/Bars/ Nightclubs																		
Addlestone	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldershot	2.0%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.2%	20	0.8%	0
Ash	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	6	0.0%	0
Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bracknell	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Brighton	0.2%	2	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Camberley	0.6%	6	0.0%	0	0.0%	0	0.8%	1	1.6%	3	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Chertsey	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chobham	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cobham	0.4%	4	0.0%	0	0.0%	0	2.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cranleigh	1.0%	10	0.0%	0	11.2%	9	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Crawley	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0
Dorking	2.5%	25	0.0%	0	0.8%	1	0.0%	0	0.0%	0	23.2%	25	0.0%	0	0.0%	0	0.0%	0
Esher	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Farnborough	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	3	0.0%	0
Farnham	3.6%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.8%	36	0.0%	0
Godalming	2.4%	24	0.8%	1	10.4%	9	0.0%	0	0.0%	0	0.0%	0	0.8%	1	33.6%	13		13
Guildford	9.5%	95	32.8%	58	8.0%	7	6.3%	11	1.6%	3	3.2%	3	0.8%	1	7.2%	13	2.4%	1
Haslemere	1.3%	13	0.0%	0	15.2%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Horsham	4.0%	40	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	52.8%	37	0.0%	0	0.0%	0
Leatherhead	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	9	0.0%	0	0.0%	0	0.0%	0
Lightwater	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London	1.8%	18	0.0%	0	1.6%	1	3.2%	5	3.2%	6	4.0%	4	1.6%	1	0.0%	0	0.8%	0
Milford	0.2%	2	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Redhill/Reigate	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Southampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staines	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walton-on-Thames	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Weybridge	2.4%	24	0.0%	0	0.0%	0	0.8%	1	12.0%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winchester	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windlesham	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woking	3.9%	39	1.6%	3	0.0%	0	19.0%	32	2.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.3%	3	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Other	8.1%	81	7.2%	13	9.6%	8	10.3%	17	12.0%	22	7.2%	8	4.8%	3	4.0%	7	6.4%	2
Bookham	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	6	0.0%	0	0.0%	0	0.0%	0
West Byfleet	1.0%	10	0.0%	0	0.0%	0	1.6%	3	4.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	4.8%	48	5.6%	10	4.0%	3	7.1%	12	4.0%	7	4.8%	5	4.8%	3	3.2%	6	3.2%	1
(Don't do these activities)	45.2%	452	50.4%	89	36.8%	30	46.8%	78	48.8%	91	40.0%	43	31.2%	22	45.6%	80	52.8%	20
Weighted base:	1001	176		82		167		186		106		71		175		38		
Sample:	1001	125		125		126		125		125		125		125		125		

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8							
Q22C In which town, village or out-of-town location does your household spend most money on the following leisure and cultural activities?																
Cinema																
Addlestone	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Basingstoke	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	10	0.0%	0
Bracknell	0.4%	4	0.0%	0	0.0%	0	0.0%	0	1.6%	3	0.0%	0	0.8%	1	0.0%	0
Camberley	4.6%	46	0.0%	0	0.8%	1	0.8%	1	8.8%	16	0.0%	0	0.0%	28	0.0%	0
Crawley	3.7%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.4%	11	36.8%	26	0.0%	0
Dorking	1.6%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.2%	16	0.0%	0	0.0%	0
Esher	1.1%	11	0.0%	0	0.0%	0	0.8%	1	4.0%	7	2.4%	3	0.0%	0	0.0%	0
Farnborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Godalming	0.4%	4	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	2
Guildford	13.7%	137	25.6%	45	33.6%	28	5.6%	9	0.8%	1	8.8%	9	2.4%	2	18.4%	32
Haslemere	0.4%	4	0.0%	0	4.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Horsham	1.5%	15	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.8%	1	17.6%	12	0.0%	0
Leatherhead	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	6	0.0%	0	0.0%	0
London	0.4%	4	0.0%	0	0.8%	1	0.0%	0	0.8%	1	0.8%	1	0.8%	1	0.0%	0
Reading	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.8%	1
Redhill/Reigate	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	3	0.0%	0	0.0%	0
Staines	2.3%	23	0.0%	0	0.0%	0	2.4%	4	10.4%	19	0.0%	0	0.0%	0	0.0%	0
Walton-on-Thames	1.0%	10	0.0%	0	0.8%	1	0.0%	0	4.8%	9	0.0%	0	0.0%	0	0.0%	0
Weybridge	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woking	8.4%	84	1.6%	3	0.0%	0	31.0%	52	16.0%	30	0.0%	0	0.0%	0	0.0%	0
Ambassadors, The Peacocks Centre, Woking	2.0%	20	0.0%	0	0.0%	0	8.7%	15	2.4%	4	0.0%	0	0.0%	0	0.8%	1
Aqua Roma Leisure Newlands Corner, Guildford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Borough Hall Cinema, Bridge St, Godalming	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1
Cranleigh Arts Centre Cinema, High Street, Cranleigh	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dorking Halls, Reigate Road, Dorking	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Haslemere Hall, Bridge Road, Haslemere	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odeon, Bedford Rd, Guildford	9.5%	95	21.6%	38	30.4%	25	4.8%	8	1.6%	3	0.8%	1	0.0%	0	9.6%	17
The Ambassadors Cinema - Woking	0.9%	9	0.8%	1	0.0%	0	0.0%	0	3.2%	6	0.0%	0	0.0%	0	0.8%	1
The Capitol Theatre and Cinema, North St, Horsham	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	4	0.0%	0
The Maltings Cinema, Bridge Square, Farnham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
The New Victoria / Rhoda Mcgraw Theatre, Woking	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Other	1.8%	18	0.8%	1	1.6%	1	0.0%	0	3.2%	6	2.4%	3	0.8%	1	3.2%	6
Epsom	1.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.8%	14	0.0%	0	0.0%	0
West Byfleet	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	1.2%	12	0.8%	1	0.0%	0	1.6%	3	0.8%	1	2.4%	3	1.6%	1	1.6%	3
(Don't do these activities)	40.0%	400	48.8%	86	24.0%	20	42.9%	72	39.2%	73	34.4%	37	33.6%	24	40.0%	70
Weighted base:	1001	176		82	167	186	106	71	175	38						
Sample:	1001	125		125	126	125	125	125	125	125						

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q22D In which town, village or out-of-town location does your household spend most money on the following leisure and cultural activities?																		
Museums/Art galleries																		
Aldershot	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0		
Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0		
Brighton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0		
Chertsey	0.4%	4	0.0%	0	0.0%	0	0.0%	0	2.4%	4	0.0%	0	0.0%	0	0.0%	0		
Dorking	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0		
Farnham	0.8%	8	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	7	0.0%	0		
Godalming	0.6%	6	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.8%	5		
Guildford	1.5%	15	4.0%	7	1.6%	1	0.8%	1	0.8%	1	0.8%	1	0.0%	0	0.8%	2		
Haslemere	0.6%	6	0.0%	0	5.6%	5	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0		
Horsham	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	5	0.0%	0		
London	42.5%	426	39.2%	69	52.0%	43	39.7%	66	44.8%	83	58.4%	62	44.8%	32	32.8%	57	35.2%	13
Portsmouth	0.2%	2	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Weybridge	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woking	1.5%	15	0.8%	1	0.0%	0	4.8%	8	3.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The New Victoria / Rhoda Mcgraw Theatre, Woking	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	1.8%	18	4.8%	8	2.4%	2	0.8%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	6	2.4%	1
Other	1.9%	19	2.4%	4	2.4%	2	1.6%	3	1.6%	3	0.8%	1	3.2%	2	1.6%	3	4.0%	2
(Don't know / varies)	2.3%	23	2.4%	4	2.4%	2	1.6%	3	2.4%	4	0.8%	1	4.8%	3	2.4%	4	2.4%	1
(Don't do these activities)	44.4%	444	44.8%	79	32.8%	27	50.0%	83	42.4%	79	37.6%	40	39.2%	28	53.6%	94	39.2%	15
Weighted base:		1001		176		82		167		186		106		71		175		38
Sample:		1001		125		125		126		125		125		125		125		125

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q22E In which town, village or out-of-town location does your household spend most money on the following leisure and cultural activities?																		
Family entertainment centre (i.e. TenPin bowling/ Skating Rink)																		
Aldershot	1.6%	16	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	14	0.0%	0
Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Bracknell	0.9%	9	0.0%	0	0.0%	0	0.8%	1	4.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Camberley	1.6%	16	0.0%	0	0.0%	0	0.8%	1	3.2%	6	0.0%	0	0.0%	0	4.8%	8	0.0%	0
Chertsey	0.3%	3	0.8%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cranleigh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Crawley	2.1%	21	0.0%	0	0.8%	1	0.0%	0	0.0%	0	5.6%	6	20.0%	14	0.0%	0	0.0%	0
Dorking	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Farnborough	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	6	0.8%	0
Frimley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Guildford	12.9%	130	15.2%	27	22.4%	18	11.9%	20	6.4%	12	21.6%	23	4.0%	3	11.2%	20	19.2%	7
Haslemere	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Horsham	1.3%	13	0.0%	0	2.4%	2	0.0%	0	0.0%	0	1.6%	2	13.6%	10	0.0%	0	0.0%	0
Hounslow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Kingston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leatherhead	0.4%	4	0.8%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	3	0.0%	0	0.0%	0	0.0%	0
London	0.9%	9	0.0%	0	1.6%	1	0.8%	1	0.8%	1	1.6%	2	0.0%	0	1.6%	3	0.0%	0
Woking	3.1%	31	0.0%	0	0.0%	0	9.5%	16	8.0%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldershot Bowling, Hippodrome House, Birchett Rd, Aldershot	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Guildford Spectrum – Parkway, Guildford	5.6%	56	16.0%	28	8.0%	7	2.4%	4	3.2%	6	2.4%	3	0.8%	1	3.2%	6	6.4%	2
Guildford Spectrum, Parkway, Guildford	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quantum Health & Fitness – University of Surrey, Guildford	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
The Big Apple Leisure Centre, Woking	0.8%	8	0.0%	0	0.0%	0	4.0%	7	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	1.1%	11	0.0%	0	0.8%	1	0.8%	1	1.6%	3	1.6%	2	0.8%	1	1.6%	3	1.6%	1
(Don't know / varies)	1.7%	17	0.8%	1	0.0%	0	1.6%	3	3.2%	6	1.6%	2	2.4%	2	1.6%	3	0.8%	0
(Don't do these activities)	64.2%	642	66.4%	117	58.4%	48	65.9%	110	68.0%	127	60.8%	65	57.6%	41	62.4%	109	69.6%	26
Weighted base:		1001		176		82		167		186		106		71		175		38
Sample:		1001		125		125		126		125		125		125		125		125

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q22F In which town, village or out-of-town location does your household spend most money on the following leisure and cultural activities?																		
Health & Fitness																		
Addlestone	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldershot	1.8%	18	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	9.6%	17	0.8%	0	0.0%	0
Ash	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.8%	1	0.0%	0
Bracknell	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Camberley	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chertsey	0.6%	6	0.0%	0	0.0%	0	0.0%	0	3.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cranleigh	1.3%	13	1.6%	3	8.8%	7	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.8%	1	0.8%	0
Crawley	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	3.2%	2	0.0%	0	0.0%	0
Dorking	2.3%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.6%	23	0.0%	0	0.0%	0	0.0%	0
Farnborough	0.5%	5	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	4	0.0%	0
Farnham	2.0%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.2%	20	0.8%	0
Frimley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Godalming	1.6%	16	2.4%	4	5.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	15.2%	6
Guildford	4.8%	49	15.2%	27	4.0%	3	5.6%	9	0.8%	1	2.4%	3	0.0%	0	1.6%	3	6.4%	2
Haslemere	1.3%	13	0.0%	0	15.2%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Horsham	2.7%	27	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.6%	2	34.4%	24	0.0%	0	0.0%	0
Leatherhead	1.6%	16	1.6%	3	0.0%	0	0.0%	0	0.0%	0	12.8%	14	0.0%	0	0.0%	0	0.0%	0
Lightwater	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London	0.4%	4	0.0%	0	0.8%	1	0.8%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Redhill/Reigate	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Slough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Walton-on-Thames	0.4%	4	0.0%	0	0.0%	0	0.0%	0	2.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weybridge	0.7%	7	0.0%	0	0.0%	0	0.0%	0	4.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woking	3.1%	31	0.0%	0	0.8%	1	11.1%	19	6.4%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0
David Lloyd – Westfield Avenue, Old Woking	0.4%	4	0.0%	0	0.0%	0	1.6%	3	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
David Lloyd, Brooklands Rd, Surrey	0.7%	7	0.0%	0	0.0%	0	1.6%	3	2.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dorking Sports Centre, Reigate Road, Dorking	0.4%	4	0.8%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	3	0.0%	0	0.0%	0	0.0%	0
Dragons Health Club - Epsom Rd, Merrow, Guildford	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Esporta Health & Fitness, Queen Elizabeth Park, Railton Rd, Guildford	0.6%	6	3.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnham Sports Center Dogflud Way, Farnham	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	8	0.0%	0
Fullbrook Sports Centre – New Haw, Addlestone	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Godalming Leisure Centre - Broadwater Park, Summers Road, Godalming	0.3%	3	0.8%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1
Guildford Spectrum – Parkway, Guildford	1.3%	13	7.2%	13	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hérons Leisure Centre, Kings Road, Haslemere	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LA Fitness - Arthurs Bridge Wharf, Horsell Moor, Woking	1.2%	12	0.0%	0	0.0%	0	6.3%	11	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LA Fitness Epsom Road, Guildford	0.3%	3	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nuffield Health & Fitness, The Crescent, Leatherhead	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0
Nuffield Health & Fitness, Weybourne Rd, Farnham	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	3	0.0%	0
Nuffield Health & Wellbeing (formerly Cannons) – Pyrford Road, West Byfleet (may also call it Pyrford)	0.4%	4	0.8%	1	0.0%	0	0.0%	0	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quantum Health & Fitness – University of Surrey, Guildford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Spirit Health and Fitness – Post House Hotel, Egerton Road, Guildford	0.6%	6	3.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Surrey University Sports Park	0.3%	3	0.8%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woking Leisure Centre/Pool	1.2%	12	0.0%	0	0.8%	1	4.8%	8	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
in the Park - Woking																		
XLCise - 33 Westmead, Woking,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	2.9%	29	0.8%	1	3.2%	3	0.8%	1	4.8%	9	3.2%	3	0.8%	1	4.8%	8	5.6%	2
Bookham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
West Byfleet	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.7%	7	0.0%	0	0.8%	1	1.6%	3	0.0%	0	0.8%	1	1.6%	1	0.8%	1	0.0%	0
(Don't do these activities)	59.7%	598	59.2%	104	55.2%	45	65.9%	110	60.8%	113	50.4%	54	58.4%	41	60.0%	105	66.4%	25
Weighted base:	1001	176		82	167	186	106	71	175	38								
Sample:	1001	125		125	126	125	125	125	125	125								

Q22G In which town, village or out-of-town location does your household spend most money on the following leisure and cultural activities? Bingo/Casino/Bookmaker

Aldershot	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	3	0.8%	0
Brighton	0.3%	3	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0
Cobham	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cranleigh	0.2%	2	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crawley	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	1.6%	1	0.0%	0	0.0%	0
Dorking	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Farnborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Farnham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Godalming	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Guildford	0.2%	2	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Haslemere	0.2%	2	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Horsham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0
Kingston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Leatherhead	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
London	0.3%	3	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.8%	1	0.0%	0
Woking	0.8%	8	0.8%	1	0.0%	0	1.6%	3	1.6%	3	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Other	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.8%	1	0.0%	0	2.4%	1
(Don't know / varies)	0.2%	2	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
(Don't do these activities)	96.0%	961	99.2%	174	92.8%	76	96.0%	160	98.4%	183	93.6%	100	92.0%	65	95.2%	166	95.2%	36
Weighted base:	1001	176		82	167	186	106	71	175	38								
Sample:	1001	125		125	126	125	125	125	125	125								

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
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**Q22HIn which town, village or out-of-town location does your household spend most money on the following leisure and cultural activities?
 Theatre/Concerts**

Aldershot	1.5%	15	0.0%	0	0.8%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	7.2%	13	0.0%	0
Basingstoke	0.4%	4	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	3	0.0%	0
Brighton	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	8.0%	6	0.0%	0	1.6%	1
Camberley	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.6%	3	0.0%	0
Chertsey	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Cobham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Crawley	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	5	0.0%	0	0.0%	0
Croydon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Dorking	1.4%	14	0.0%	0	0.8%	1	0.0%	0	0.0%	0	12.8%	14	0.0%	0	0.0%	0	0.0%	0
Farnham	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	6	0.0%	0
Godalming	0.3%	3	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	2
Guildford	7.0%	70	14.4%	25	12.8%	11	4.0%	7	0.8%	1	4.8%	5	4.0%	3	6.4%	11	17.6%	7
Haslemere	0.2%	2	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Horsham	1.0%	10	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.0%	9	0.0%	0	0.0%	0
Kingston	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.8%	1	1.6%	2	0.0%	0	0.0%	0	0.0%	0
Leatherhead	0.5%	5	0.8%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	3	0.0%	0	0.0%	0	0.0%	0
London	30.2%	303	31.2%	55	39.2%	32	19.8%	33	28.8%	54	38.4%	41	32.0%	23	33.6%	59	17.6%	7
Redhill/Reigate	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southampton	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staines	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walton-on-Thames	0.3%	3	0.0%	0	0.0%	0	0.8%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weybridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Windlesham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Windsor	0.2%	2	0.0%	0	0.8%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woking	13.4%	134	8.0%	14	4.0%	3	31.0%	52	24.8%	46	7.2%	8	0.8%	1	4.8%	8	6.4%	2
Ambassadors, The Peacocks Centre, Woking	2.7%	27	0.0%	0	0.0%	0	5.6%	9	7.2%	13	0.0%	0	0.0%	0	2.4%	4	0.8%	0
Borough Hall Cinema, Bridge St, Godalming	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
The Ambassadors Cinema - Woking	0.4%	4	0.0%	0	0.0%	0	0.0%	0	2.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Capitol Theatre and Cinema, North St, Horsham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
The New Victoria / Rhoda Mcgraw Theatre, Woking	1.1%	11	0.0%	0	3.2%	3	0.8%	1	2.4%	4	0.0%	0	0.0%	0	1.6%	3	0.0%	0
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Other	1.9%	19	1.6%	3	4.0%	3	0.8%	1	2.4%	4	4.0%	4	0.8%	1	0.8%	1	1.6%	1
Epsom	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Yvonne Arnaud Theatre, Millbrook, Guildford	1.6%	16	4.0%	7	4.0%	3	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.8%	1	8.0%	3
(Don't know / varies)	3.4%	34	4.0%	7	0.8%	1	2.4%	4	3.2%	6	3.2%	3	11.2%	8	2.4%	4	1.6%	1
(Don't do these activities)	28.9%	289	35.2%	62	22.4%	18	34.1%	57	23.2%	43	20.0%	21	23.2%	16	32.8%	57	36.8%	14
Weighted base:		1001		176		82		167		186		106		71		175		38
Sample:		1001		125		125		126		125		125		125		125		125

GEN Gender of respondent:

Male	28.1%	281	28.8%	51	20.0%	16	27.8%	46	32.8%	61	24.0%	26	28.8%	20	29.6%	52	23.2%	9
Female	71.9%	720	71.2%	125	80.0%	66	72.2%	121	67.2%	125	76.0%	81	71.2%	50	70.4%	123	76.8%	29
Weighted base:		1001		176		82		167		186		106		71		175		38
Sample:		1001		125		125		126		125		125		125		125		125

AGE Could I ask, how old are you ?

18 to 24	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.8%	1	0.8%	1	0.0%	0
25 to 34	2.9%	29	2.4%	4	2.4%	2	3.2%	5	0.0%	0	0.8%	1	4.0%	3	7.2%	13	2.4%	1
35 to 44	18.1%	182	17.6%	31	25.6%	21	19.0%	32	12.0%	22	16.0%	17	23.2%	16	21.6%	38	11.2%	4
45 to 54	30.1%	302	28.8%	51	33.6%	28	34.1%	57	35.2%	66	36.0%	38	25.6%	18	21.6%	38	17.6%	7
55 to 64	18.3%	183	19.2%	34	15.2%	13	14.3%	24	23.2%	43	14.4%	15	18.4%	13	19.2%	34	21.6%	8
65 +	28.3%	283	29.6%	52	20.8%	17	27.8%	46	28.8%	54	28.8%	31	26.4%	19	27.2%	48	45.6%	17
(Refused)	2.0%	20	2.4%	4	2.4%	2	1.6%	3	0.8%	1	3.2%	3	1.6%	1	2.4%	4	1.6%	1
Weighted base:		1001		176		82		167		186		106		71		175		38
Sample:		1001		125		125		126		125		125		125		125		125

Guildford Household Survey for Roger Tym & Partners

Weighted:

November 2010

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
CAR How many cars does your household own or have the use of ?																		
None	7.6%	76	14.4%	25	4.8%	4	7.1%	12	4.8%	9	4.8%	5	6.4%	5	6.4%	11	13.6%	5
One	40.6%	406	38.4%	67	33.6%	28	50.8%	85	36.8%	68	33.6%	36	48.0%	34	40.8%	71	44.8%	17
Two	39.0%	390	39.2%	69	45.6%	38	32.5%	54	45.6%	85	43.2%	46	32.0%	23	36.8%	64	31.2%	12
Three or more	11.6%	116	5.6%	10	14.4%	12	7.1%	12	12.8%	24	17.6%	19	11.2%	8	16.0%	28	9.6%	4
(Refused)	1.2%	12	2.4%	4	1.6%	1	2.4%	4	0.0%	0	0.8%	1	2.4%	2	0.0%	0	0.8%	0
Weighted base:		1001		176		82		167		186		106		71		175		38
Sample:		1001		125		125		126		125		125		125		125		125

WOR Which of the following best describes the current employment situation of the chief wage earner of your household?

Working full time	50.3%	504	44.8%	79	55.2%	45	46.8%	78	51.2%	95	58.4%	62	56.0%	40	51.2%	90	39.2%	15
Working part time	9.9%	99	12.0%	21	11.2%	9	9.5%	16	11.2%	21	5.6%	6	7.2%	5	11.2%	20	2.4%	1
Unemployed	2.3%	23	3.2%	6	3.2%	3	1.6%	3	4.0%	7	1.6%	2	0.0%	0	1.6%	3	1.6%	1
Retired	35.2%	353	37.6%	66	26.4%	22	38.1%	64	33.6%	63	31.2%	33	34.4%	24	34.4%	60	56.0%	21
A housewife	0.4%	4	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.8%	1	0.0%	0
A student	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Refused)	1.5%	15	1.6%	3	1.6%	1	3.2%	5	0.0%	0	2.4%	3	2.4%	2	0.8%	1	0.8%	0
Weighted base:		1001		176		82		167		186		106		71		175		38
Sample:		1001		125		125		126		125		125		125		125		125

SEG Socio-economic Grouping

A	6.0%	60	8.0%	14	8.8%	7	5.6%	9	3.2%	6	5.6%	6	7.2%	5	5.6%	10	8.0%	3
B	26.8%	268	26.4%	46	32.8%	27	16.7%	28	28.8%	54	29.6%	31	20.8%	15	34.4%	60	17.6%	7
C1	28.0%	280	34.4%	60	24.0%	20	31.7%	53	24.8%	46	27.2%	29	30.4%	22	24.0%	42	22.4%	8
C2	12.1%	121	9.6%	17	9.6%	8	12.7%	21	13.6%	25	13.6%	14	10.4%	7	12.0%	21	19.2%	7
D	6.8%	68	4.0%	7	8.0%	7	6.3%	11	7.2%	13	5.6%	6	9.6%	7	8.8%	15	6.4%	2
E	10.1%	101	8.8%	15	8.8%	7	14.3%	24	9.6%	18	5.6%	6	12.0%	9	9.6%	17	13.6%	5
(Refused)	10.2%	102	8.8%	15	8.0%	7	12.7%	21	12.8%	24	12.8%	14	9.6%	7	5.6%	10	12.8%	5
Weighted base:		1001		176		82		167		186		106		71		175		38
Sample:		1001		125		125		126		125		125		125		125		125

Guildford Household Survey for Roger Tym & Partners

Weighted:

November 2010

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
PS Postcode Sector																		
GU1 1	1.5%	15	8.8%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU1 2	1.5%	15	8.8%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU1 3	0.8%	8	4.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU1 4	0.8%	8	4.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU2 4	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU2 7	1.0%	10	5.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU2 8	1.3%	13	7.2%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU2 9	2.7%	27	15.2%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU3 2	0.4%	4	2.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU3 3	1.0%	10	5.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU4 7	2.2%	22	12.8%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU4 8	1.3%	13	7.2%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU5 0	0.6%	6	3.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU5 9	0.4%	4	2.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU6 7	1.4%	14	0.0%	0	17.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU6 8	0.9%	9	0.0%	0	11.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU7 1	1.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.0%	11
GU7 2	1.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.0%	11
GU7 3	1.7%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	44.0%	17
GU8 4	0.7%	7	0.0%	0	8.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU8 5	2.2%	22	0.0%	0	27.2%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU8 6	0.4%	4	0.0%	0	4.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU9 0	1.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	15	0.0%	0
GU9 7	1.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	13	0.0%	0
GU9 8	2.1%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.0%	21	0.0%	0
GU9 9	2.1%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.0%	21	0.0%	0
GU101	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	7	0.0%	0
GU102	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	4	0.0%	0
GU103	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	3	0.0%	0
GU104	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	7	0.0%	0
GU105	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	8	0.0%	0
GU111	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	4	0.0%	0
GU113	2.0%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.2%	20	0.0%	0
GU124	2.4%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.6%	24	0.0%	0
GU125	1.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	15	0.0%	0
GU126	1.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	13	0.0%	0
GU185	1.8%	18	0.0%	0	0.0%	0	0.0%	0	9.6%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU195	0.7%	7	0.0%	0	0.0%	0	0.0%	0	4.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU206	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU212	1.9%	19	0.0%	0	0.0%	0	11.1%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU213	3.0%	30	0.0%	0	0.0%	0	18.3%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU214	2.1%	21	0.0%	0	0.0%	0	12.7%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU215	0.9%	9	0.0%	0	0.0%	0	5.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU220	0.8%	8	0.0%	0	0.0%	0	4.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU227	0.8%	8	0.0%	0	0.0%	0	4.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU228	1.3%	13	0.0%	0	0.0%	0	7.9%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU229	1.3%	13	0.0%	0	0.0%	0	7.9%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU236	1.5%	15	0.0%	0	0.0%	0	8.7%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU237	1.3%	13	0.0%	0	0.0%	0	7.9%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU240	1.0%	10	0.0%	0	0.0%	0	0.0%	0	5.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU248	0.4%	4	0.0%	0	0.0%	0	0.0%	0	2.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU249	1.9%	19	0.0%	0	0.0%	0	0.0%	0	10.4%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU271	1.1%	11	0.0%	0	12.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU272	1.1%	11	0.0%	0	12.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU273	0.4%	4	0.0%	0	4.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
KT111	0.5%	5	0.0%	0	0.0%	0	3.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
KT112	0.4%	4	0.0%	0	0.0%	0	2.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
KT113	0.8%	8	0.0%	0	0.0%	0	4.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
KT130	0.9%	9	0.0%	0	0.0%	0	0.0%	0	4.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
KT138	1.0%	10	0.0%	0	0.0%	0	0.0%	0	5.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
KT139	1.0%	10	0.0%	0	0.0%	0	0.0%	0	5.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
KT146	1.2%	12	0.0%	0	0.0%	0	0.0%	0	6.4%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0
KT147	1.5%	15	0.0%	0	0.0%	0	0.0%	0	8.0%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0
KT151	1.9%	19	0.0%	0	0.0%	0	0.0%	0	10.4%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0
KT152	1.3%	13	0.0%	0	0.0%	0	0.0%	0	7.2%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0
KT153	1.8%	18	0.0%	0	0.0%	0	0.0%	0	9.6%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0
KT160	0.4%	4	0.0%	0	0.0%	0	0.0%	0	2.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
KT168	0.4%	4	0.0%	0	0.0%	0	0.0%	0	2.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
KT169	0.9%	9	0.0%	0	0.0%	0	0.0%	0	4.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
KT220	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
KT227	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.6%	10	0.0%	0	0.0%	0	0.0%	0
KT228	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	7	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Guildford Household Survey for Roger Tym & Partners

Weighted:

November 2010

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
KT229	1.7%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.0%	17	0.0%	0	0.0%	0	0.0%	0
KT233	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.6%	10	0.0%	0	0.0%	0	0.0%	0
KT234	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	8	0.0%	0	0.0%	0	0.0%	0
KT245	1.3%	13	7.2%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
KT246	0.6%	6	3.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RH4 1	1.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.4%	11	0.0%	0	0.0%	0	0.0%	0
RH4 2	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	9	0.0%	0	0.0%	0	0.0%	0
RH4 3	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	9	0.0%	0	0.0%	0	0.0%	0
RH5 4	1.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.8%	14	0.0%	0	0.0%	0	0.0%	0
RH5 5	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	6	0.0%	0	0.0%	0	0.0%	0
RH5 6	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0	0.0%	0	0.0%	0
RH121	1.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.2%	11	0.0%	0	0.0%	0
RH122	1.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.8%	12	0.0%	0	0.0%	0
RH123	1.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.4%	13	0.0%	0	0.0%	0
RH124	1.8%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.6%	18	0.0%	0	0.0%	0
RH125	1.7%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.0%	17	0.0%	0	0.0%	0
Weighted base:	1001	176		82	167	186	106	71	175	38								
Sample:	1001	125		125	126	125	125	125	125	125								

QUOTA Zone

Zone 1	17.6%	176	100.0%	176	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2	8.2%	82	0.0%	0	100.0%	82	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3	16.7%	167	0.0%	0	0.0%	0	100.0%	167	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4	18.6%	186	0.0%	0	0.0%	0	0.0%	0	100.0%	186	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5	10.6%	106	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	106	0.0%	0	0.0%	0	0.0%	0
Zone 6	7.1%	71	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	71	0.0%	0	0.0%	0
Zone 7	17.5%	175	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	175	0.0%	0
Zone 8	3.8%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	38
Weighted base:	1001	176		82	167	186	106	71	175	38								
Sample:	1001	125		125	126	125	125	125	125	125								