

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
Q01 Where did you last undertake your main food and grocery purchase?																						
Aldi, Market Place, Romford RM1, 3AB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0		
Aldi, High Road Seven Kings, Ilford, IG3 8RS	1.0%	10	4.8%	3	0.7%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	5.3%	5	0.0%	0		
Aldi, Marlborough Road, Romford, RM7 8AB	0.8%	8	0.0%	0	0.4%	0	0.6%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	5.2%	5	1.2%	1
Aldi, Ripple Road, Dagenham, RM9 6SJ	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	2.1%	2	0.0%	0
Aldi, St Mary's Lane, Upminster, RM14 2QB	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	3	0.0%	0	0.0%	0
Asda, Dolphin Approach, Mercury Gardens, Romford, RM1 3EE	0.4%	4	1.7%	1	0.4%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	1.5%	1	0.0%	0
Asda, Merriellands Crescent, Dagenham, RM9 6SJ	3.4%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	11.6%	17	15.8%	15	0.0%	0
Asda, North Street, Barking, IG11 8FJ	1.7%	17	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.3%	15	0.9%	1	0.0%	0
Asda, Vicarage Field Shopping Centre, Barking, IG11 8DJ	0.2%	2	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0
Asda, Whalebone Lane, Chadwell Heath, RM8 1BB	0.5%	5	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	3.3%	3	0.0%	0
Budgens, Snakes Lane, Woodford Green, IG8 0DY	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Faircross Parade, Longbridge Road, Barking, IG11 8UW	0.1%	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	0.0%	0	0.0%	0
Co-op, Fencepiece Road, Ilford, IG6 2LD	0.3%	3	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Green Lane, Beacontree, Dagenham, RM8 1UU	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Co-op, High Street, Wanstead, E11 2AE	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Beacontree Avenue, Dagenham, RM8 3UH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Farmfoods, High Road, Ilford, IG1 1NF	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Cranbrook Road, IG2 6HE	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	0.0%	0	0.0%	0
Iceland, East Street, Barking, IG11 8EP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0

London Borough of Redbridge Household Survey for WYG

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Iceland, Heathway, Dagenham, RM10 8QS	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	4	0.0%	0
Iceland, High Road, Ilford, IG1 1DL	0.4%	4	0.0%	0	0.0%	0	0.0%	0	4.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Ilford, IG6 2AW	0.1%	1	0.4%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, The Broadway, Loughton, IG10 3ST	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Lidl, Atlanta Boulevard, Romford, RM1 1TB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Lidl, Cranbrook Road, Ilford, IG1 4NF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Fencepiece Road, Ilford, IG6 2SU	1.0%	10	0.0%	0	1.6%	1	6.7%	6	0.0%	0	2.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Heathway, Dagenham, RM10 8QS	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	5	2.2%	2	0.0%	0
Lidl, Ilford High Road, Ilford, IG1 1NJ	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Longbridge Road, Dagenham, RM8 2DB	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	6	0.0%	0	0.0%	0
Lidl, Ripple Road, Barking, IG11 7NP	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	8	0.0%	0	0.0%	0
M&S Foodhall, High Road, Ilford, IG1 1DE	0.3%	3	0.5%	0	3.2%	2	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, George Lane, Ilford, E18 1AY	0.2%	2	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, High Road, Loughton, IG10 4LF	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	3
Marks & Spencer, Lakeside, West Thurrock, RM20 2ZQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, South Street, Romford, RM1 1NT	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Morrisons, High Road, Loughton, IG10 1RB	1.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.9%	12
Morrisons, London Road, Grays, RM17 5XZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.8%	1	0.8%	1	0.0%	0
Morrisons, Wood Lane, Beacontree Heath, Dagenham, RM10 7RA	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	8	0.0%	0
Sainsbury's Local, Cranbrook Road, Ilford, IG2 6HE	0.6%	6	0.0%	0	8.4%	6	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Elm Park Avenue, Hornchurch,	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0

London Borough of Redbridge Household Survey for WYG

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RM12 4RX																						
Sainsbury's Local, High Road, Ilford, IG1 1LL	1.4%	14	4.8%	3	7.3%	5	0.0%	0	2.6%	2	0.0%	0	0.4%	1	0.0%	0	0.4%	1	3.1%	3	0.0%	0
Sainsbury's Local, The Broadway, Woodford Green, IG8 0HQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, George Lane, Ilford, E18 1AY	4.6%	46	4.3%	3	0.5%	0	3.2%	3	2.5%	2	24.8%	29	5.3%	8	0.5%	1	0.0%	0	0.0%	0	0.5%	0
Sainsbury's, High Road, Chadwell Heath, Romford, RM6 6PB	0.4%	4	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	4	0.0%	0
Sainsbury's, High Street, Hornchurch, RM11 1TX	0.3%	3	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	3	0.0%	0	0.0%	0
Sainsbury's, King George Avenue, Ilford, IG2 7SH	2.6%	26	17.3%	11	8.9%	6	4.6%	4	0.0%	0	2.3%	3	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.9%	1
Sainsbury's, Old Station Road, Loughton, IG10 4PE	1.7%	17	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.7%	14
Sainsbury's, Roden Road, Ilford, IG1 2AA	1.3%	13	0.4%	0	16.7%	11	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Tanners Lane, Ilford, IG6 1QE	1.4%	14	2.4%	2	1.4%	1	10.7%	9	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	2.8%	2
Sainsbury's, The Brewery, Romford, RM1 1AU	0.3%	3	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.9%	1
Sainsbury's, Torrington Drive, Loughton, IG10 3SZ	1.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	5	0.0%	0	0.0%	0	0.4%	1	0.0%	0	12.8%	9
Sainsbury's, William Hunter Way, Brentwood, CM14 4WQ	0.1%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, South Street, Romford, RM1 1RX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Tesco Express, Cranbrook Road, Ilford, IG1 4NH	0.3%	3	0.5%	0	1.8%	1	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Dagenham Heathway, Dagenham, RM10 8QS	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0
Tesco Express, High Road, Chadwell Heath, RM6 6PR	0.4%	4	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	4	0.0%	0
Tesco Express, High Road, Woodford Green, IG8 9FB	0.2%	2	0.0%	0	0.5%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Tesco Express, Ley Street, Ilford, IG2 7RX	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Manford Way, Chigwell, IG7 4DN	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

London Borough of Redbridge Household Survey for WYG

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Tesco Express, Rainham Road, Rainham, RM13 7QX	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	3	0.5%	1	0.0%	0
Tesco Express, Ripple Road, Barking, IG11 7PG	0.9%	9	2.4%	2	3.1%	2	0.0%	0	0.7%	1	0.0%	0	0.0%	0	3.8%	4	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Woodgrange Road, Ilford, E7 0QH	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0
Tesco Extra, Bridge Road, Rainham, RM13 9YZ	2.0%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.7%	15	5.1%	5	0.0%	0
Tesco Extra, Bryant Avenue, Romford, RM3 0LL	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Tesco Extra, Hornchurch Road, Hornchurch, RM11 1PY	0.4%	4	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.5%	1	2.3%	2
Tesco Extra, Lakeside, West Thurrock, Grays, RM20 1TX	0.1%	1	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Tesco Metro, Collier Row Lane, Collier Row, Romford, RM5 3NL	0.1%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Tesco, Cranbrook Road, Ilford, IG6 1HY	2.7%	27	4.8%	3	8.5%	6	21.9%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Tesco Extra, High Road, Goodmayes, Romford, RM6 4HY	6.4%	64	40.3%	27	13.1%	9	0.6%	0	9.2%	7	0.0%	0	3.4%	5	0.0%	0	4.9%	7	7.6%	7	0.7%	0
Tesco, Highbridge Road, Barking, IG11 7BS	1.9%	19	3.7%	2	3.7%	2	3.3%	3	4.2%	3	0.0%	0	0.0%	0	4.1%	5	2.0%	3	0.5%	1	0.0%	0
Tesco, Southend Road, Woodford Green, IG8 8GE	1.1%	11	1.7%	1	0.9%	1	9.8%	8	0.4%	0	0.5%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, High Road, Ilford, E18 2NA	0.3%	3	0.5%	0	0.0%	0	1.3%	1	0.0%	0	0.5%	1	0.6%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Waitrose, Queens Road, Buckhurst Hill, IG9 5EP	1.6%	16	0.0%	0	0.0%	0	3.3%	3	0.0%	0	9.7%	11	0.4%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Other	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	0.0%	0	0.0%	0
Internet / home delivery	5.6%	56	1.2%	1	0.4%	0	13.9%	12	5.0%	4	8.9%	11	5.7%	9	1.4%	2	5.0%	8	5.0%	5	9.1%	6
Aldi, Collier Row Road, Romford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Aldi, High Road Ilford	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Horns Road, Newbury Park	0.3%	3	0.7%	0	0.5%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Asda, Marshall Road, Leyton	0.8%	8	0.0%	0	0.0%	0	2.5%	2	0.6%	0	0.0%	0	3.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Selborne Walk Shopping Centre, Walthamstow	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	3
Asda, Tollgate Road, Beckton	5.3%	53	0.0%	0	3.6%	2	0.0%	0	11.3%	9	0.0%	0	3.4%	5	16.9%	20	10.7%	16	0.0%	0	0.0%	0

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Budgens, Station Road, Chingford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Co-op, Barking Road, Canning Town	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, Sun Street, Waltham Abbey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Co-op, Woodgrange Road, Forest Gate	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Shadbolt Avenue, Chingford	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	4	0.0%	0
Costco, West Thurrock Way, West Thurrock	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	0.0%	0	0.0%	0
Hunters, Gorden Road, Ilford	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Barking Road, Canning Town	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	5	0.0%	0	0.0%	0	0.0%	0
Iceland, Barking Road, Newham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Iceland, Barking Road, Plaistow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Green Street, Upton Park	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0
Iceland, High Road, Leytonstone	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Old Church Road, Chingford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Woodgrange Road, Forest Gate	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
International Supermarket, George Lane, Woodford	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Cartersfield Road, Waltham Abbey	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Lidl, Grove Farm Retail Park, Chadwell Heath	0.1%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Lidl, High Street North, East Ham	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.6%	1	0.5%	1	0.7%	1	0.0%	0	0.0%	0
Lidl, Tollgate Road, Beckton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Lidl, Tottenham Hale Retail Park, Ferry Road, London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Barking	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	0.0%	0	0.0%	0
Local shops, Barking	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Bow	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Canning Town	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Leytonstone	0.7%	7	0.0%	0	0.9%	1	0.0%	0	0.9%	1	0.0%	0	4.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Upton Park	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	0.0%	0	0.0%	0
Local shops, Wanstead	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Woodford Green	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

London Borough of Redbridge Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
Londis, Somerville Road, Chadwell Heath	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Morrisons, Salisbury Hall Gardens, Chingford Road, Chingford	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	3	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Morrisons, Sproughton Road, Ipswich	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, The Grove, Stratford	3.2%	32	0.0%	0	3.1%	2	0.0%	0	1.2%	1	0.0%	0	13.6%	21	7.1%	8	0.0%	0	0.0%	0	0.0%	0
Nisa, Manford Way, Chigwell	0.2%	2	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poundland, High Street North, East Ham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Celebration Avenue, Stratford	0.3%	3	0.0%	0	0.0%	0	0.0%	0	3.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Church Lane, Leytonstone	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Claps Gate Lane, Beckton	2.7%	27	0.0%	0	0.0%	0	0.0%	0	4.8%	4	0.0%	0	1.2%	2	7.9%	9	7.0%	10	1.5%	1	0.0%	0
Sainsbury's, Hall Lane, Chingford	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, High Street, Walthamstow	0.6%	6	0.0%	0	0.0%	0	0.8%	1	0.0%	0	1.6%	2	1.2%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Sainsbury's, Myrtle Road, East Ham	1.0%	10	0.0%	0	0.0%	0	0.0%	0	3.2%	3	0.0%	0	0.4%	1	5.6%	6	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, The Mall, Stratford	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	9	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Walthamstow Avenue, Low Hall	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Esso Express, Green Lane, Ilford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Camden Road, Camden	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Tesco Express, Green Street, Upton Park	2.8%	28	0.0%	0	0.0%	0	0.0%	0	12.1%	10	0.0%	0	7.0%	11	5.9%	7	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Road, Leytonstone	1.7%	17	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.7%	1	9.8%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Romford Road, Manor Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Armada Way, Beckton	6.3%	63	0.7%	0	1.0%	1	0.0%	0	9.5%	8	0.0%	0	3.2%	5	31.6%	37	7.9%	12	0.0%	0	0.0%	0
Tesco Extra, High Street, Enfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Cheapside, London	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Church Langley Way,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0

London Borough of Redbridge Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
Harlow																						
Tesco, Gainsborough Road, Leytonstone	1.7%	17	0.0%	0	0.0%	0	0.0%	0	4.3%	3	0.0%	0	8.9%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Hancock Road, Bow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, High Road, Leyton	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, High Street, Epping	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Tesco, Larkshall Road, Highams Park	1.6%	16	0.0%	0	0.0%	0	0.6%	0	0.0%	0	12.3%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Tesco, Sewardstone Road, Waltham Abbey	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2
Turkish Food Centre, High Road, Leytonstone	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Ballards Lane, Finchley	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, High Road, South Woodford	1.5%	15	0.0%	0	0.0%	0	0.0%	0	2.4%	2	9.1%	11	0.8%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Waitrose, St John's Well Lane, Berkhamsted	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Waitrose, The Arcade, Westfield, Stratford City	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Ham Food Centre, Barking Road, Newham	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	1.8%	18	0.0%	0	0.4%	0	1.5%	1	1.9%	2	3.7%	4	2.1%	3	0.0%	0	3.3%	5	0.5%	1	2.2%	1
Weighted base:	1000		66		66		83		81		118		155		117		150		97		67	
Sample:	1000		100		100		100		100		100		100		100		100		100		100	

Q02 Which store did you last get your Internet / home delivery main food shopping from?*Those who shop online at Q01*

Asda	11.6%	7	0.0%	0	0.0%	0	7.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.2%	1	58.7%	3	24.9%	2
Iceland	0.4%	0	0.0%	0	100.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons	7.9%	4	0.0%	0	0.0%	0	0.0%	0	12.0%	0	13.8%	1	0.0%	0	0.0%	0	33.3%	3	0.0%	0	0.0%	0
Ocado	14.3%	8	0.0%	0	0.0%	0	34.5%	4	12.0%	0	21.9%	2	9.8%	1	0.0%	0	0.0%	0	0.0%	0	5.7%	0
Sainsbury's	14.6%	8	55.2%	0	0.0%	0	5.6%	1	14.8%	1	50.5%	5	7.0%	1	0.0%	0	7.6%	1	0.0%	0	0.0%	0
Tesco	44.5%	25	44.7%	0	0.0%	0	47.3%	5	52.5%	2	8.1%	1	66.6%	6	100.0%	2	40.9%	3	41.3%	2	59.6%	4
Waitrose	6.6%	4	0.0%	0	0.0%	0	5.6%	1	8.6%	0	5.8%	1	16.7%	1	0.0%	0	0.0%	0	0.0%	0	9.8%	1
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
milk&more	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	56		1		0		12		4		11		9		2		8		5		6	
Sample:	53		2		1		10		6		9		6		2		6		5		6	

London Borough of Redbridge Household Survey for WYG

Weighted:

October 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
Q03 And was that a Click & Collect purchase or did you have you shopping delivered?																						
<i>Those who shop online at Q01</i>																						
Click & Collect	5.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	49.8%	3								
Delivered	94.6%	53	100.1%	1	100.0%	0	100.0%	12	100.0%	4	100.0%	11	100.0%	9	100.0%	2	100.0%	8	100.0%	5	50.2%	3
Weighted base:		56		1		0		12		4		11		9		2		8		5		6
Sample:		53		2		1		10		6		9		6		2		6		5		6
Mean score: [£]																						
Q04 How much did you spend on your last main food and grocery shop (including internet)?																						
£1 - £5	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.5%	0		
£6 - £10	2.1%	21	1.3%	1	2.2%	1	2.7%	2	3.4%	3	1.0%	1	1.1%	2	1.0%	1	3.6%	5	3.6%	3	0.9%	1
£11 - £15	2.0%	20	0.4%	0	0.4%	0	0.4%	3	6.0%	5	1.5%	2	5.6%	9	1.2%	1	0.0%	0	0.0%	0	0.0%	0
£16 - £20	5.4%	54	5.9%	4	7.9%	5	5.1%	4	2.3%	2	3.5%	4	14.2%	22	3.1%	4	1.7%	3	3.8%	4	4.4%	3
£21 - £25	3.4%	34	6.1%	4	4.3%	3	1.5%	1	6.6%	5	3.3%	4	1.0%	1	6.3%	7	2.7%	4	2.7%	3	2.0%	1
£26 - £30	6.3%	63	3.9%	3	7.3%	5	6.8%	6	12.0%	10	0.0%	0	7.1%	11	10.2%	12	6.5%	10	4.6%	4	4.5%	3
£31 - £35	3.6%	36	4.1%	3	2.5%	2	1.1%	1	3.4%	3	0.7%	1	1.0%	1	6.8%	8	7.7%	12	6.4%	6	0.5%	0
£36 - £40	7.7%	77	2.9%	2	5.7%	4	8.9%	7	7.1%	6	5.7%	7	9.5%	15	6.8%	8	10.3%	15	10.2%	10	4.3%	3
£41 - £45	2.9%	29	1.7%	1	1.7%	1	4.6%	4	0.6%	0	1.4%	2	4.0%	6	5.1%	6	1.0%	2	5.8%	6	2.0%	1
£46 - £50	7.9%	79	11.6%	8	11.9%	8	5.6%	5	7.0%	6	4.1%	5	8.0%	12	7.8%	9	7.9%	12	11.2%	11	5.9%	4
£51 - £55	2.0%	20	4.3%	3	3.5%	2	6.2%	5	4.3%	3	1.2%	1	1.1%	2	0.0%	0	1.7%	3	0.5%	1	0.0%	0
£56 - £60	7.4%	74	8.7%	6	1.6%	1	3.8%	3	5.4%	4	13.2%	16	3.8%	6	6.9%	8	13.3%	20	4.4%	4	9.5%	6
£61 - £65	1.8%	18	1.5%	1	0.4%	0	2.6%	2	0.9%	1	2.3%	3	2.4%	4	0.5%	1	0.9%	1	6.1%	6	0.0%	0
£66 - £70	4.0%	40	6.4%	4	1.3%	1	4.0%	3	5.3%	4	7.5%	9	4.2%	7	3.0%	3	2.7%	4	1.8%	2	3.9%	3
£71 - £75	1.8%	18	0.0%	0	0.5%	0	3.3%	3	0.0%	0	6.0%	7	3.4%	5	1.5%	2	0.0%	0	0.9%	1	0.5%	0
£76 - £80	5.5%	55	5.6%	4	9.7%	6	6.1%	5	1.6%	1	6.7%	8	3.3%	5	6.5%	8	4.9%	7	6.8%	7	5.3%	4
£81 - £85	0.9%	9	1.6%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	2.1%	3	2.4%	2	0.9%	1
£86 - £90	2.2%	22	0.0%	0	0.0%	0	2.5%	2	0.6%	0	1.4%	2	3.3%	5	5.3%	6	2.7%	4	2.4%	2	0.0%	0
£91 - £95	0.2%	2	0.4%	0	0.6%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£96 - £100	8.1%	81	7.5%	5	10.4%	7	10.4%	9	12.9%	10	10.0%	12	4.9%	8	4.5%	5	9.1%	14	3.4%	3	12.2%	8
£101 - £120	4.0%	40	3.5%	2	4.8%	3	1.3%	1	1.0%	1	2.1%	3	1.7%	3	7.4%	9	4.5%	7	1.3%	1	15.3%	10
£121 - £140	1.8%	18	0.0%	0	1.9%	1	2.7%	2	3.4%	3	2.8%	3	0.0%	0	0.5%	1	0.4%	1	4.1%	4	4.7%	3
£141 - £160	2.8%	28	0.5%	0	2.5%	2	4.8%	4	0.9%	1	4.2%	5	2.6%	4	2.3%	3	0.9%	1	7.0%	7	1.4%	1
£161 - £180	0.4%	4	0.0%	0	0.6%	0	0.8%	1	0.7%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
£181 - £200	1.2%	12	0.0%	0	0.0%	0	0.0%	0	0.7%	1	1.2%	1	1.2%	2	0.7%	1	2.1%	3	4.6%	4	0.0%	0
£201 - £250	0.6%	6	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	1.7%	3	0.7%	1	0.0%	0	0.0%	0	0.0%	0
£251+	1.0%	10	3.3%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	9.6%	6
(Don't know / varies)	10.4%	104	13.4%	9	16.8%	11	5.9%	5	7.7%	6	14.4%	17	12.8%	20	8.7%	10	10.5%	16	3.9%	4	9.2%	6
(Refused)	2.6%	26	5.4%	4	0.5%	0	6.0%	5	1.9%	2	3.6%	4	2.1%	3	1.4%	2	2.8%	4	1.1%	1	1.0%	1
Mean:	67.49		66.01		62.63		64.29		64.35		74.30		57.38		63.69		62.00		69.82		107.04	
Weighted base:	1000		66		66		83		81		118		155		117		150		97		67	
Sample:	1000		100		100		100		100		100		100		100		100		100		100	

London Borough of Redbridge Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10													
Q05 What was the main reason why you chose (STORE MENTIONED AT Q01) for your last main food shopping?																								
Good range of food items	10.7%	107	12.1%	8	20.1%	13	9.8%	8	12.1%	10	9.4%	11	13.2%	20	9.9%	12	4.8%	7	11.2%	11	10.2%	7		
Good range of non-food items	1.5%	15	2.6%	2	0.7%	0	1.3%	1	3.8%	3	0.5%	1	0.0%	0	4.1%	5	0.0%	0	2.4%	2	1.0%	1		
Good availability of items in stock	1.2%	12	3.3%	2	0.4%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	4	1.3%	2	0.8%	1	0.7%	1	0.0%	0	2.3%	2
Good staff knowledge / expertise	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Good level of staffing	0.1%	1	0.5%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Good value for money	13.1%	131	9.8%	7	5.7%	4	12.4%	10	23.2%	19	12.2%	14	3.0%	5	11.0%	13	23.6%	35	18.0%	17	10.0%	7	10.0%	7
More choice	1.4%	14	2.6%	2	3.1%	2	0.6%	0	0.4%	0	0.7%	1	0.0%	0	0.0%	0	3.6%	5	1.5%	1	3.0%	2	0.0%	2
Easy to find what you need	0.6%	6	2.1%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	1.7%	3	0.0%	0	0.0%	0	0.0%	0
Nice store / like the store	4.8%	48	5.2%	3	10.2%	7	3.4%	3	5.4%	4	6.2%	7	4.9%	8	2.6%	3	3.3%	5	6.9%	7	1.8%	1	1.8%	1
Close to home / live here	39.9%	399	53.8%	36	31.1%	21	33.5%	28	22.0%	18	37.9%	45	49.0%	76	42.9%	50	44.6%	67	33.2%	32	40.9%	27	40.9%	27
Close to work	2.8%	28	1.7%	1	4.1%	3	0.0%	0	10.8%	9	2.2%	3	6.1%	9	0.8%	1	0.0%	0	0.5%	1	2.3%	2	2.3%	2
Close to relatives / friends	0.3%	3	0.0%	0	0.9%	1	0.6%	0	1.0%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.7%	0
Easy parking	2.7%	27	1.6%	1	8.4%	6	5.6%	5	2.4%	2	4.3%	5	0.8%	1	1.8%	2	0.9%	1	0.9%	1	5.3%	4	5.3%	4
Good public transport links	0.4%	4	0.0%	0	0.0%	0	0.6%	0	0.4%	0	0.7%	1	1.0%	1	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Visiting as a tourist	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	3	0.0%	0	1.7%	3	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Convenience of Internet shopping	3.9%	39	0.5%	0	0.4%	0	13.0%	11	2.4%	2	7.2%	8	5.1%	8	0.7%	1	2.8%	4	1.3%	1	4.5%	3	4.5%	3
Easy to get to	1.1%	11	0.0%	0	0.5%	0	1.6%	1	1.2%	1	0.7%	1	0.6%	1	0.5%	1	3.1%	5	0.5%	1	1.0%	1	1.0%	1
Habit	3.9%	39	2.7%	2	5.5%	4	5.5%	5	5.1%	4	0.5%	1	3.8%	6	7.4%	9	2.1%	3	4.2%	4	4.0%	3	4.0%	3
Good quality products	1.8%	18	0.5%	0	1.6%	1	0.6%	0	4.7%	4	3.1%	4	0.6%	1	1.3%	2	0.8%	1	4.2%	4	1.7%	1	1.7%	1
Good layout	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	2.6%	3	0.0%	0	0.0%	0	0.5%	0	0.5%	0
Good opening hours	0.7%	7	0.0%	0	0.0%	0	0.0%	0	3.7%	3	0.9%	1	1.7%	3	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to other facilities	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.8%	1	0.5%	0	0.5%	0
Good loyalty scheme	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not too busy	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.7%	0
Ethical company	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.2%	1
(No particular reason)	5.5%	55	0.0%	0	6.4%	4	11.8%	10	0.4%	0	0.0%	0	4.5%	7	6.7%	8	6.0%	9	12.2%	12	7.2%	5	7.2%	5
(Don't know)	1.9%	19	0.7%	0	0.5%	0	0.0%	0	0.0%	0	8.7%	10	1.8%	3	2.8%	3	0.4%	1	0.9%	1	0.5%	0	0.5%	0
Weighted base:	1000		66		66		83		81		118		155		117		150		97		67		67	
Sample:	1000		100		100		100		100		100		100		100		100		100		100		100	

London Borough of Redbridge Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
Q06 And where did you undertake your main food shopping purchase the time before last?											
Aldi, Market Place, Romford RM1, 3AB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, High Road Seven Kings, Ilford, IG3 8RS	1.4%	14	7.2%	5	3.1%	2	0.0%	0	0.9%	1	0.0%
Aldi, Marlborough Road, Romford, RM7 8AB	0.5%	5	0.0%	0	0.0%	0	3.6%	3	0.0%	0	0.0%
Aldi, Ripple Road, Dagenham, RM9 6SJ	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, St Mary's Lane, Upminster, RM14 2QB	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Dolphin Approach, Mercury Gardens, Romford, RM1 3EE	0.5%	5	1.7%	1	1.0%	1	0.6%	0	0.0%	0	0.0%
Asda, Merriellands Crescent, Dagenham, RM9 6SJ	4.0%	40	0.5%	0	0.5%	0	0.0%	0	0.0%	0	0.0%
Asda, North Street, Barking, IG11 8FJ	1.5%	15	0.5%	0	1.3%	1	0.0%	0	3.7%	3	0.0%
Asda, Vicarage Field Shopping Centre, Barking, IG11 8DJ	0.8%	8	0.9%	1	3.1%	2	0.0%	0	0.0%	0	0.0%
Asda, Whalebone Lane, Chadwell Heath, RM8 1BB	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Budgens, Snakes Lane, Woodford Green, IG8 0DY	0.3%	3	0.0%	0	0.0%	0	0.6%	0	0.0%	0	2.3%
Co-op, Beacontree Avenue, Beacontree, Dagenham, RM8 2UU	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Faircross Parade, Longbridge Road, Barking, IG11 8UW	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%
Co-op, Fencepiece Road, Ilford, IG6 2LD	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%
Co-op, High Street, Wanstead, E11 2AE	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%
Farmfoods, High Road, Ilford, IG1 1NF	0.1%	1	0.5%	0	0.6%	0	0.0%	0	0.0%	0	0.0%
Iceland, East Street, Barking, IG11 8EP	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, Heathway, Dagenham, RM10 8QS	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%
Iceland, High Road, Ilford, IG1 1DL	0.2%	2	0.7%	0	0.4%	0	1.1%	1	0.0%	0	0.0%
Iceland, High Street, Ilford,	0.1%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%

London Borough of Redbridge Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
IG6 2AW											
Iceland, Market Place, Romford, RM1 3AB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, The Broadway, Loughton, IG10 3ST	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, Whalebone Lane, Dagenham, RM8 1FB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%
Lidl, Atlanta Boulevard, Romford, RM1 1TB	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%
Lidl, Cranbrook Road, Ilford, IG1 4NF	0.2%	2	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%
Lidl, Fencepiece Road, Ilford, IG6 2SU	0.7%	7	0.5%	0	0.0%	0	5.4%	5	0.0%	0	0.7%
Lidl, Heathway, Dagenham, RM10 8QS	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Ilford High Road, Ilford, IG1 1NJ	0.3%	3	0.5%	0	1.0%	1	0.0%	0	0.4%	0	0.0%
Lidl, Longbridge Road, Dagenham, RM8 2DB	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%
Lidl, Ripple Road, Barking, IG11 7NP	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%
M&S Foodhall, High Road, Ilford, IG1 1DE	0.6%	6	0.0%	0	1.3%	1	5.4%	4	0.4%	0	0.0%
M&S Simply Food, George Lane, Ilford, E18 1AY	0.4%	4	0.0%	0	0.4%	0	0.0%	0	0.0%	0	1.2%
M&S Simply Food, High Road, Loughton, IG10 4LF	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks & Spencer, Lakeside, West Thurrock, RM20 2ZQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%
Marks & Spencer, South Street, Romford, RM1 1NT	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%
Marks & Spencer, Station Road, Upminster, RM14 2SU	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%
Morrisons M Local, High Road, Ilford, IG1 1DL	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%
Morrisons, High Road, Loughton, IG10 1RB	1.2%	12	0.0%	0	0.0%	0	0.6%	0	0.6%	0	0.5%
Morrisons, London Road, Grays, RM17 5XZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Wood Lane, Beacontree Heath, Dagenham, RM10 7RA	1.1%	11	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%
Sainsbury's Local,	0.5%	5	0.0%	0	3.7%	2	0.6%	0	0.7%	1	1.5%

London Borough of Redbridge Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
Cranbrook Road, Ilford, IG2 6HE											
Sainsbury's Local, Elm Park Avenue, Hornchurch, RM12 4RX	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's Local, High Road, Ilford, IG1 1LL	1.7%	17	7.2%	5	8.8%	6	0.6%	0	4.4%	4	0.0%
Sainsbury's Local, The Broadway, Woodford Green, IG8 0HQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%
Sainsbury's, George Lane, Ilford, E18 1AY	3.5%	35	0.9%	1	0.5%	0	4.5%	4	1.5%	1	17.7%
Sainsbury's, High Road, Chadwell Heath, Romford, RM6 6PB	1.2%	12	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, High Street, Hornchurch, RM11 1TX	0.1%	1	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, King George Avenue, Ilford, IG2 7SH	2.5%	25	11.5%	8	12.9%	9	3.0%	3	0.0%	0	2.3%
Sainsbury's, Old Station Road, Loughton, IG10 4PE	1.5%	15	0.0%	0	0.0%	0	0.6%	0	0.0%	0	1.6%
Sainsbury's, Roden Road, Ilford, IG1 2AA	0.7%	7	0.4%	0	9.6%	6	0.0%	0	0.7%	1	0.0%
Sainsbury's, Tanners Lane, Ilford, IG6 1QE	1.7%	17	1.8%	1	2.5%	2	13.3%	11	0.0%	0	0.0%
Sainsbury's, The Brewery, Romford, RM1 1AU	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Torrington Drive, Loughton, IG10 3SZ	1.0%	10	0.0%	0	0.0%	0	1.1%	1	0.0%	0	2.0%
Sainsbury's, William Hunter Way, Brentwood, CM14 4WQ	0.1%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, Cranbrook Road, Ilford, IG1 4NH	0.1%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%
Tesco Express, Dagenham Heathway, Dagenham, RM10 8QS	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, High Road, Chadwell Heath, RM6 6PR	0.2%	2	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, High Road, Woodford Green, IG8 9FB	0.6%	6	0.0%	0	0.0%	0	1.8%	1	0.0%	0	1.4%
Tesco Express, Ley Street, Ilford, IG2 7RX	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, Manford	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%

London Borough of Redbridge Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
Way, Chigwell, IG7 4DN																						
Tesco Express, Ripple Road, Barking, IG11 7PG	0.8%	8	2.3%	1	2.7%	2	0.0%	0	2.6%	2	0.0%	0	0.0%	0	1.2%	1	0.5%	1	0.0%	0	0.0%	0
Tesco Express, Woodgrange Road, Ilford, E7 0QH	0.5%	5	0.0%	0	0.0%	0	0.0%	0	3.7%	3	0.0%	0	0.4%	1	0.0%	0	0.4%	1	0.8%	1	0.0%	0
Tesco Extra, Bridge Road, Rainham, RM13 9YZ	2.4%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.5%	20	4.4%	4	0.0%	0
Tesco Extra, Bryant Avenue, Romford, RM3 0LL	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Tesco Extra, Hornchurch Road, Hornchurch, RM11 1PY	0.3%	3	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.5%	1	0.0%	0
Tesco Extra, Lakeside, West Thurrock, Grays, RM20 1TX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Tesco Metro, Collier Row Lane, Collier Row, Romford, RM5 3NL	0.1%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Tesco, Airfield Way, Hornchurch, RM12 5AF	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Tesco, Cranbrook Road, Ilford, IG6 1HY	1.6%	16	4.8%	3	6.2%	4	10.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Tesco Extra, High Road, Goodmayes, Romford, RM6 4HY	4.1%	41	27.3%	18	9.8%	7	0.6%	0	7.4%	6	0.0%	0	3.4%	5	0.0%	0	2.3%	3	1.5%	1	0.0%	0
Tesco, Highbridge Road, Barking, IG11 7BS	2.7%	27	3.3%	2	4.6%	3	4.0%	3	3.5%	3	0.0%	0	0.0%	0	0.0%	0	10.1%	15	0.0%	0	0.0%	0
Tesco, Southend Road, Woodford Green, IG8 8GE	1.7%	17	1.7%	1	1.2%	1	5.8%	5	0.9%	1	7.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Waitrose, High Road, Ilford, E18 2NA	0.3%	3	2.1%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Queens Road, Buckhurst Hill, IG9 5EP	1.5%	15	0.7%	0	0.0%	0	2.5%	2	0.0%	0	9.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2
Other	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / home delivery	4.9%	49	1.2%	1	0.4%	0	12.2%	10	5.7%	5	6.0%	7	7.3%	11	3.0%	4	3.3%	5	2.4%	2	5.3%	4
Aldi, High Road Ilford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Aldi, Horns Road, Newbury Park	0.2%	2	0.7%	0	0.5%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Merriellands Crescent, Dagenham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Asda, East Ferry Road, Isle of Dogs	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0
Asda, Genoa Building, Short Blue Place, Barking	0.2%	2	3.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Marshall Road, Leyton	1.0%	10	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	5.7%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Selborne Walk	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	3

London Borough of Redbridge Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
Shopping Centre, Walthamstow																						
Asda, Tollgate Road, Beckton	4.6%	46	0.0%	0	0.0%	0	0.0%	0	4.8%	4	0.0%	0	2.6%	4	20.2%	24	9.8%	15	0.0%	0	0.0%	0
Borough market, Southwark Street, London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Barking Road, Canning Town	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, Hatch Lane, Chingford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Station Road, Chingford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Woodgrange Road, Forest Gate	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Shadbolt Avenue, Chingford	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	4	0.0%	0
Forest Farm Shop & Garden Centre, Forest Road, Hainault	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Gallaghers Market Fresh, Heathway, Dagenham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Iceland, Barking Road, Canning Town	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	5	0.0%	0	0.0%	0	0.0%	0
Iceland, Barking Road, Newham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Iceland, Beckton Retail Park, Alpine Way, Beckton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Iceland, Green Street, Upton Park	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street North, East Ham	0.7%	7	0.0%	0	0.0%	0	0.0%	0	4.5%	4	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.5%	1	0.0%	0
Iceland, High Street, Barkingside	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Woodgrange Road, Forest Gate	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
International Supermarket, George Lane, Woodford	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Cartersfield Road, Waltham Abbey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Lidl, Grove Farm Retail Park, Chadwell Heath	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, High Street North, East Ham	0.5%	5	0.0%	0	0.0%	0	0.0%	0	5.0%	4	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Lidl, High Street, Walthamstow	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Tollgate Road, Beckton	0.4%	4	0.4%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.4%	1	2.2%	3	0.0%	0	0.0%	0	0.0%	0
Lidl, Tottenham Hale Retail	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

London Borough of Redbridge Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
Park, Ferry Road, London											
Local shops, Barking	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%
Local shops, Barkingside	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%
Local shops, Bow	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.7%	3	0.0%
Local shops, Canning Town	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local shops, Leytonstone	0.7%	7	0.0%	0	0.0%	0	0.0%	0	4.4%	7	0.0%
Local shops, Romford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%
Local shops, Upton Park	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local shops, Wanstead	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%
Londis, Somerville Road, Chadwell Heath	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%
M&S Simply Food, Heron House, High Holborn	0.2%	2	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.9%
M&S Simply Food, Stratheden Parade, Blackheath	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%
Marks & Spencer, Westfield Shopping Centre, Stratford City	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%
Morrisons, Salisbury Hall Gardens, Chingford Road, Chingford	0.4%	4	0.0%	0	0.0%	0	0.0%	0	3.3%	4	0.0%
Morrisons, The Grove, Stratford	3.0%	30	0.0%	0	3.1%	2	0.0%	0	6.7%	5	9.2%
Nisa, Manford Way, Chigwell	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%
Organico, High Street, Loughton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%
Poundland, High Street North, East Ham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%
Quality Foods, Ilford Lane, Ilford	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%
Sainsbury's, Claps Gate Lane, Beckton	2.7%	27	0.0%	0	0.4%	0	0.0%	0	3.4%	3	11.1%
Sainsbury's, Hall Lane, Chingford	0.4%	4	0.0%	0	0.0%	0	1.1%	1	0.4%	0	2.3%
Sainsbury's, High Street, Walthamstow	0.4%	4	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.6%
Sainsbury's, Myrtle Road, East Ham	1.3%	13	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.4%
Sainsbury's, The Mall, Stratford	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.7%	1	5.5%
Sainsbury's, Walthamstow Avenue, Low Hall	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%
Tesco Express, Barking Road, Plaistow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%
Tesco Express, Camden	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%

London Borough of Redbridge Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
Road, Camden																						
Tesco Express, Green Street, Upton Park	1.7%	17	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	8.4%	13	1.7%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Road, Leytonstone	2.1%	21	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.7%	1	12.1%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Oxlow Lane, Dagenham	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Pilgrims Way, East Ham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Ripple Road, Oldings Corner	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Armada Way, Beckton	3.9%	39	0.7%	0	3.5%	2	0.0%	0	11.8%	10	0.0%	0	0.6%	1	18.2%	21	3.0%	4	0.0%	0	0.7%	0
Tesco Extra, High Street, Enfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Gainsborough Road, Leytonstone	1.3%	13	0.0%	0	0.0%	0	0.0%	0	3.7%	3	0.0%	0	6.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Hancock Road, Bow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, High Road, Leyton	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, High Street, Epping	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Tesco, Larkshall Road, Highams Park	1.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.2%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Sewardstone Road, Waltham Abbey	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.4%	6
Turkish Food Centre, High Road, Leytonstone	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
W D Chapman, High Road, Woodford Green	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Ballards Lane, Finchley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, High Road, South Woodford	2.1%	21	0.0%	0	1.2%	1	1.3%	1	3.7%	3	8.3%	10	3.3%	5	0.0%	0	0.0%	0	0.0%	0	2.3%	2
Waitrose, The Arcade, Westfield, Stratford City	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Ham Food Centre, Barking Road, Newham	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	6.3%	63	7.9%	5	3.7%	2	12.5%	10	2.9%	2	7.5%	9	5.4%	8	4.1%	5	8.3%	13	2.6%	2	8.0%	5
Weighted base:	1000		66		66		83		81		118		155		117		150		97		67	
Sample:	1000		100		100		100		100		100		100		100		100		100		100	

London Borough of Redbridge Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10										
Q07 Which store did you get your Internet / home delivery main food shopping from?																					
<i>Those who shop online at Q06</i>																					
Asda	6.6%	3	0.0%	0	0.0%	0	8.0%	1	0.0%	0	0.0%	0	0.0%	0	27.3%	1	45.5%	1	0.0%	0	
Iceland	2.5%	1	0.0%	0	100.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.6%	1	0.0%	0	0.0%	0	
Morrisons	4.0%	2	0.0%	0	0.0%	0	0.0%	0	10.5%	0	20.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Ocado	18.4%	9	0.0%	0	0.0%	0	59.7%	6	23.4%	1	8.6%	1	7.6%	1	0.0%	0	0.0%	0	9.8%	0	
Sainsbury's	12.3%	6	55.2%	0	0.0%	0	6.5%	1	0.0%	0	50.0%	4	0.0%	0	22.4%	1	11.4%	1	0.0%	0	
Tesco	50.5%	25	44.7%	0	0.0%	0	25.8%	3	45.8%	2	12.1%	1	87.0%	10	50.0%	2	61.3%	3	54.5%	1	
Waitrose	5.7%	3	0.0%	0	0.0%	0	0.0%	0	20.4%	1	8.6%	1	5.4%	1	0.0%	0	0.0%	0	0.0%	0	
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
milk&more	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
(Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Weighted base:		49		1		0		10		5		7		11		4		5		2	
Sample:		49		2		1		8		7		7		6		4		5		4	

Q08 And was that a Click & Collect purchase or did you have your shopping delivered?*Those who shop online at Q06*

Click & Collect	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.6%	1	0.0%	0	0.0%	0
Delivered	98.0%	48	100.1%	1	100.0%	0	100.0%	10	100.0%	5	100.0%	7	100.0%	11	72.4%	3	100.0%	5	100.0%	2
Weighted base:		49		1		0		10		5		7		11		4		5		2
Sample:		49		2		1		8		7		7		6		4		5		4

London Borough of Redbridge Household Survey for WYG

Weighted:

October 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
Mean score: [£]																						
Q09 How much did you spend at that store (including internet)?																						
£1 - £5	0.8%	8	0.0%	0	0.0%	0	0.6%	0	1.0%	1	0.0%	0	0.0%	0	1.4%	2	3.3%	5	0.0%	0	0.5%	0
£6 - £10	2.8%	28	0.4%	0	6.1%	4	0.8%	1	9.0%	7	3.8%	4	0.4%	1	3.3%	4	3.6%	5	1.5%	1	0.0%	0
£11 - £15	3.1%	31	0.0%	0	1.6%	1	1.1%	1	1.0%	1	2.8%	3	10.3%	16	2.1%	3	0.4%	1	5.8%	6	0.9%	1
£16 - £20	5.0%	50	5.0%	3	7.3%	5	3.9%	3	9.9%	8	3.2%	4	7.9%	12	2.6%	3	2.9%	4	5.5%	5	3.3%	2
£21 - £25	3.6%	36	3.7%	2	1.3%	1	3.1%	3	3.8%	3	2.8%	3	8.6%	13	1.6%	2	2.3%	3	4.9%	5	0.7%	0
£26 - £30	6.4%	64	5.6%	4	8.0%	5	3.6%	3	8.5%	7	8.4%	10	8.4%	13	5.2%	6	1.9%	3	8.4%	8	7.6%	5
£31 - £35	3.1%	31	7.5%	5	1.5%	1	1.5%	1	0.9%	1	0.7%	1	1.6%	3	10.4%	12	1.2%	2	5.5%	5	0.0%	0
£36 - £40	6.6%	66	3.3%	2	8.4%	6	6.9%	6	6.3%	5	5.1%	6	4.4%	7	10.7%	13	8.3%	12	5.8%	6	5.7%	4
£41 - £45	2.1%	21	2.6%	2	0.4%	0	4.0%	3	1.2%	1	0.0%	0	3.4%	5	0.0%	0	0.8%	1	7.9%	8	0.5%	0
£46 - £50	7.8%	78	10.6%	7	8.1%	5	6.1%	5	9.1%	7	5.1%	6	7.1%	11	7.5%	9	12.7%	19	4.9%	5	5.4%	4
£51 - £55	1.9%	19	3.3%	2	3.1%	2	1.1%	1	4.4%	4	0.5%	1	0.6%	1	0.7%	1	3.3%	5	0.5%	1	3.1%	2
£56 - £60	4.8%	48	9.1%	6	1.6%	1	10.5%	9	3.7%	3	6.6%	8	0.4%	1	3.9%	5	4.0%	6	6.2%	6	5.6%	4
£61 - £65	1.3%	13	0.9%	1	0.4%	0	0.8%	1	1.9%	2	1.2%	1	3.4%	5	0.7%	1	0.5%	1	1.5%	1	0.0%	0
£66 - £70	4.1%	41	2.1%	1	4.1%	3	6.0%	5	5.7%	5	1.2%	1	3.5%	5	4.7%	5	3.3%	5	8.8%	9	1.4%	1
£71 - £75	1.6%	16	0.7%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	3	5.5%	9	0.5%	1	0.5%	1	2.4%	2	0.5%	0
£76 - £80	5.2%	52	3.2%	2	6.7%	4	6.0%	5	2.4%	2	14.3%	17	1.6%	3	6.6%	8	5.3%	8	1.7%	2	3.4%	2
£81 - £85	0.4%	4	0.5%	0	1.0%	1	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.4%	1	0.0%	0	0.0%	0
£86 - £90	2.1%	21	1.5%	1	0.5%	0	0.6%	0	1.0%	1	0.0%	0	1.7%	3	1.0%	1	4.5%	7	7.2%	7	0.7%	0
£91 - £95	0.2%	2	0.5%	0	0.6%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£96 - £100	6.1%	61	7.4%	5	6.7%	4	4.2%	4	12.0%	10	8.5%	10	2.5%	4	8.3%	10	2.6%	4	3.9%	4	10.9%	7
£101 - £120	3.9%	39	1.1%	1	1.9%	1	3.8%	3	0.4%	0	6.5%	8	3.4%	5	5.9%	7	2.7%	4	2.4%	2	10.2%	7
£121 - £140	2.2%	22	0.0%	0	1.4%	1	0.0%	0	5.4%	4	2.8%	3	2.9%	4	0.0%	0	1.0%	2	1.7%	2	7.9%	5
£141 - £160	2.4%	24	0.5%	0	1.6%	1	6.6%	5	1.2%	1	3.5%	4	4.0%	6	0.8%	1	0.4%	1	2.3%	2	3.9%	3
£161 - £180	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	1.4%	1
£181 - £200	1.4%	14	0.0%	0	0.5%	0	0.0%	0	1.3%	1	0.0%	0	3.0%	5	0.7%	1	2.1%	3	4.6%	4	0.0%	0
£201 - £250	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
£251+	0.5%	5	3.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	3
(Don't know / varies)	15.6%	156	16.0%	11	26.7%	18	16.3%	14	8.2%	7	14.9%	18	13.4%	21	16.1%	19	21.3%	32	5.0%	5	20.8%	14
(Refused)	4.7%	47	11.1%	7	0.5%	0	10.1%	8	1.8%	1	3.6%	4	2.1%	3	3.4%	4	10.8%	16	1.6%	2	1.0%	1
Mean:	63.66	64.89	55.37	65.68	56.31	69.10	58.61	60.03	59.10	62.18	98.59											
Weighted base:	1000	66	66	83	81	118	155	117	150	97	67											
Sample:	1000	100	100	100	100	100	100	100	100	100	100											

London Borough of Redbridge Household Survey for WYG

Weighted:

October 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
Q10 What was the main reason why you chose (STORE MENTIONED AT Q06) for your main food shopping the time before last?																						
Close to home / live here	35.3%	353	44.3%	29	32.3%	21	24.1%	20	22.9%	19	37.9%	45	48.4%	75	43.3%	50	30.1%	45	24.5%	24	37.9%	25
Close to relatives / friends	0.8%	8	0.0%	0	1.5%	1	0.6%	0	0.6%	0	0.0%	0	1.3%	2	0.0%	0	1.7%	3	0.9%	1	0.7%	0
Close to work	3.4%	34	0.0%	0	1.9%	1	1.3%	1	7.3%	6	1.4%	2	5.1%	8	2.1%	2	4.8%	7	5.7%	6	0.9%	1
Easy parking	1.9%	19	0.0%	0	5.4%	4	3.2%	3	1.8%	1	3.2%	4	0.0%	0	1.0%	1	2.4%	4	0.9%	1	2.8%	2
Easy to find what you need	0.3%	3	0.4%	0	0.0%	0	0.0%	0	0.7%	1	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good availability of items in stock	1.1%	11	5.7%	4	4.4%	3	1.0%	1	0.4%	0	1.4%	2	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good level of staffing	0.2%	2	0.5%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good public transport links	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.5%	1	0.6%	1	0.0%	0	1.0%	2	0.8%	1	0.0%	0
Good range of food items	11.8%	118	7.7%	5	23.0%	15	12.3%	10	24.2%	20	12.4%	15	8.0%	12	8.8%	10	8.4%	13	8.2%	8	14.3%	10
Good range of non-food items	1.1%	11	1.1%	1	0.8%	1	0.0%	0	2.6%	2	0.0%	0	0.0%	0	4.1%	5	0.0%	0	0.0%	0	4.4%	3
Good staff knowledge / expertise	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0
Good value for money	13.0%	130	14.7%	10	5.4%	4	10.2%	9	15.4%	13	14.1%	17	10.3%	16	13.8%	16	13.8%	21	19.9%	19	10.2%	7
More choice	2.1%	21	2.3%	1	1.2%	1	4.4%	4	0.7%	1	0.7%	1	0.6%	1	1.3%	2	3.9%	6	5.9%	6	0.0%	0
Nice store / like the store	3.5%	35	3.9%	3	4.1%	3	2.8%	2	4.6%	4	3.5%	4	3.8%	6	2.6%	3	2.1%	3	6.0%	6	1.8%	1
Visiting as a tourist	0.8%	8	0.0%	0	0.6%	0	0.0%	0	3.7%	3	0.0%	0	1.1%	2	0.0%	0	1.7%	3	0.8%	1	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Convenience of Internet shopping	3.2%	32	1.2%	1	0.0%	0	8.7%	7	1.8%	1	3.5%	4	6.3%	10	2.3%	3	2.8%	4	0.8%	1	2.1%	1
Easy to get to	2.5%	25	4.0%	3	1.0%	1	2.5%	2	2.0%	2	6.6%	8	0.0%	0	2.1%	2	4.3%	6	0.5%	1	1.0%	1
Habit	2.6%	26	1.4%	1	6.8%	4	5.5%	5	1.5%	1	2.0%	2	0.7%	1	3.0%	3	1.6%	2	2.1%	2	5.4%	4
Good quality products	1.2%	12	0.9%	1	1.6%	1	0.6%	0	2.4%	2	2.3%	3	0.0%	0	0.5%	1	0.5%	1	3.4%	3	1.4%	1
Good layout	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Good opening hours	0.6%	6	0.0%	0	0.0%	0	0.0%	0	3.7%	3	0.0%	0	1.7%	3	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Close to other facilities	0.3%	3	0.0%	0	0.5%	0	0.6%	0	0.7%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Good loyalty scheme	1.1%	11	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	5.0%	6	2.6%	4	0.0%	0	0.0%	0
Not too busy	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Ethical company	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
To support local traders	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(No particular reason)	7.2%	72	10.9%	7	4.1%	3	10.1%	8	1.9%	2	2.8%	3	7.4%	11	4.3%	5	6.2%	9	18.0%	17	8.1%	5
(Don't know / varies)	4.9%	49	1.1%	1	4.2%	3	11.5%	10	0.0%	0	4.2%	5	2.7%	4	3.6%	4	11.2%	17	1.7%	2	6.7%	5
Weighted base:	1000		66		66		83		81		118		155		117		150		97		67	
Sample:	1000		100		100		100		100		100		100		100		100		100		100	
Q11 Do you ever make shopping trips for small top-up purchases such as bread, milk and other such items in-between your main food shopping trips?																						
Yes	74.4%	744	81.0%	54	70.0%	46	85.3%	71	58.6%	48	77.1%	91	76.8%	119	67.8%	79	78.7%	118	72.2%	70	72.1%	48
No	25.6%	256	19.0%	13	30.0%	20	14.7%	12	41.4%	34	22.9%	27	23.2%	36	32.2%	37	21.3%	32	27.9%	27	27.9%	19
Weighted base:	1000		66		66		83		81		118		155		117		150		97		67	
Sample:	1000		100		100		100		100		100		100		100		100		100		100	

London Borough of Redbridge Household Survey for WYG

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October 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
Q12 Where did you last undertake these top-up purchases?																						
<i>Those who do top-up shopping at Q11</i>																						
Aldi, Market Place, Romford RM1, 3AB	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	1.2%	1
Aldi, High Road Seven Kings, Ilford, IG3 8RS	1.2%	9	10.0%	5	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0
Aldi, Marlborough Road, Romford, RM7 8AB	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	3	0.0%	0	1.0%	0	0	0
Aldi, Ripple Road, Dagenham, RM9 6SJ	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	1.2%	1	3.3%	2	0.0%	0
Asda, Dolphin Approach, Mercury Gardens, Romford, RM1 3EE	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0
Asda, Merriellands Crescent, Dagenham, RM9 6SJ	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	4.9%	6	0.7%	1	0.0%	0
Asda, North Street, Barking, IG11 8FJ	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	5	0.0%	0	0.0%	0
Asda, Vicarage Field Shopping Centre, Barking, IG11 8DJ	0.1%	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	0.0%	0	0.0%	0
Budgens, Snakes Lane, Woodford Green, IG8 0DY	0.9%	6	0.0%	0	0.0%	0	2.1%	1	0.0%	0	5.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Chigwell Road, Woodford Green, IG8 8AQ	0.9%	7	0.0%	0	0.0%	0	3.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	4	0.0%	0
Co-op, Faircross Parade, Longbridge Road, Barking, IG11 8UW	1.1%	8	4.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	6	0.0%	0	0.0%	0
Co-op, Fencepiece Road, Ilford, IG6 2LD	0.8%	6	0.0%	0	0.0%	0	7.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Co-op, Green Lane, Beacontree, Dagenham, RM8 1UU	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Co-op, High Street, Wanstead, E11 2AE	1.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Horns Road, Ilford, IG6 1BE	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	0.0%	0	0.0%	0
Co-op, Rose Lane, Marks Gate East, Chadwell Heath, RM6 5NR	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Co-op, The Retail Unit, Turpin Avenue, Colliers Row, RM5 2PU	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Costcutter, Beacontree Avenue, Dagenham, RM8	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0

London Borough of Redbridge Household Survey for WYG

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
3UH											
Farmfoods, High Road, Ilford, IG1 1NF	0.3%	2	4.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, Cranbrook Road, IG2 6HE	0.6%	4	0.0%	0	9.6%	4	0.0%	0	0.0%	0	0.0%
Iceland, East Street, Barking, IG11 8EP	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%
Iceland, Heathway, Dagenham, RM10 8QS	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%
Iceland, High Road, Ilford, IG1 1DL	0.3%	2	0.7%	0	3.8%	2	0.0%	0	0.0%	0	0.0%
Iceland, High Street, Ilford, IG6 2AW	0.1%	1	0.5%	0	0.0%	0	0.0%	1	1.3%	1	0.0%
Iceland, The Broadway, Loughton, IG10 3ST	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.5%
Lidl, Atlanta Boulevard, Romford, RM1 1TB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%
Lidl, Cranbrook Road, Ilford, IG1 4NF	0.4%	3	0.0%	0	5.3%	2	0.0%	0	0.7%	0	0.0%
Lidl, Fencepiece Road, Ilford, IG6 2SU	0.5%	4	0.0%	0	0.0%	0	4.2%	3	0.0%	0	0.0%
Lidl, Heathway, Dagenham, RM10 8QS	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%
Lidl, Ilford High Road, Ilford, IG1 1NJ	0.4%	3	1.7%	1	5.1%	2	0.0%	0	0.0%	0	0.0%
Lidl, Longbridge Road, Dagenham, RM8 2DB	0.3%	2	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.7%
Lidl, Ripple Road, Barking, IG11 7NP	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%
Londis, Rainham Road South, Dagenham, RM10 8AH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%
M&S Foodhall, High Road, Ilford, IG1 1DE	0.3%	2	0.0%	0	2.6%	1	0.7%	0	0.0%	0	0.5%
M&S Simply Food, George Lane, Ilford, E18 1AY	0.6%	5	0.0%	0	0.0%	0	1.5%	1	0.0%	0	3.9%
M&S Simply Food, High Road, Loughton, IG10 4LF	0.9%	7	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%
Marks & Spencer, South Street, Romford, RM1 1NT	0.4%	3	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.5%
Morrisons M Local, High Road, Ilford, IG1 1DL	0.1%	1	0.7%	0	0.5%	0	0.0%	0	0.0%	0	0.0%
Morrisons, High Road, Loughton, IG10 1RB	0.3%	2	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Wood Lane,	2.4%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%

London Borough of Redbridge Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
Beacontree Heath, Dagenham, RM10 7RA																						
Sainsbury's Local, Cranbrook Road, Ilford, IG2 6HE	0.9%	7	2.1%	1	10.1%	5	1.1%	1	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Farnham Road, Harold Hill, Romford, RM3 8DX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, High Road, Ilford, IG1 1LL	0.8%	6	1.1%	1	5.3%	2	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.7%	1	0.0%	0
Sainsbury's Local, The Broadway, Woodford Green, IG8 0HQ	1.7%	12	0.0%	0	0.0%	0	8.9%	6	0.0%	0	5.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2
Sainsbury's, George Lane, Ilford, E18 1AY	1.5%	11	0.5%	0	0.0%	0	0.0%	0	0.0%	0	9.8%	9	0.9%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Sainsbury's, High Road, Chadwell Heath, Romford, RM6 6PB	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	4.0%	3	0.0%	0
Sainsbury's, King George Avenue, Ilford, IG2 7SH	0.5%	3	4.3%	2	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Old Station Road, Loughton, IG10 4PE	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	3
Sainsbury's, Roden Road, Ilford, IG1 2AA	0.8%	6	0.0%	0	13.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Tanners Lane, Ilford, IG6 1QE	0.8%	6	0.0%	0	0.0%	0	7.6%	5	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, The Brewery, Romford, RM1 1AU	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Sainsbury's, Torrington Drive, Loughton, IG10 3SZ	1.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.8%	11
Tesco Express, Fairview Parade, Romford, Essex, RM7 7HH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, 405 Brentwood Road, Romford, RM2 5TJ	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Cranbrook Road, Ilford, IG1 4NH	0.5%	3	3.7%	2	0.0%	0	0.0%	0	3.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Cranbrook Road, Ilford, IG2 6LE	0.2%	1	1.5%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Dagenham Heathway, Dagenham, RM10 8QS	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.2%	6	0.0%	0
Tesco Express, High Road, Chadwell Heath, RM6	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0

London Borough of Redbridge Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
6PR																						
Tesco Express, High Road, Woodford Green, IG8 9FB	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, Wanstead, E11 2AE	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Ley Street, Ilford, IG2 7RX	0.8%	6	2.1%	1	10.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Manford Way, Chigwell, IG7 4DN	0.6%	4	0.0%	0	0.0%	0	3.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	2
Tesco Express, Rainham Road, Rainham, RM13 7QX	0.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	6	0.0%	0	0.0%	0
Tesco Express, Ripple Road, Barking, IG11 7PG	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Woodgrange Road, Ilford, E7 0QH	0.9%	6	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	4.4%	5	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Tesco Extra, Bridge Road, Rainham, RM13 9YZ	1.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.1%	10	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Hornchurch Road, Hornchurch, RM11 1PY	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Tesco Metro, Collier Row Lane, Collier Row, Romford, RM5 3NL	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Tesco, Airfield Way, Hornchurch, RM12 5AF	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	3	0.0%	0	0.0%	0	0.0%	0
Tesco, Cranbrook Road, Ilford, IG6 1HY	0.8%	6	4.8%	3	0.0%	0	4.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, High Road, Goodmayes, Romford, RM6 4HY	2.3%	17	13.6%	7	4.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	6	2.3%	2	0.0%	0	0.0%	0
Tesco, Highbridge Road, Barking, IG11 7BS	1.9%	14	0.0%	0	4.4%	2	1.8%	1	0.0%	0	0.0%	0	0.0%	0	9.1%	11	0.0%	0	0.0%	0	0.0%	0
Tesco, Southend Road, Woodford Green, IG8 8GE	1.3%	10	0.0%	0	0.0%	0	5.0%	4	0.0%	0	7.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, High Road, Ilford, E18 2NA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Queens Road, Buckhurst Hill, IG9 5EP	1.8%	14	0.0%	0	0.0%	0	0.9%	1	0.0%	0	14.2%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, St Mary's Lane, Upminster, RM14 3BT	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Other	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / home delivery	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Collier Row Road, Romford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Aldi, Horns Road, Newbury	0.4%	3	0.0%	0	3.0%	1	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Weighted:

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Park																						
Asda, Marshall Road, Leyton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Tollgate Road, Beckton	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	3.4%	3	0.0%	0	0.0%	0	0.0%	0
Budgens, Station Road, Chingford	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	2
Co-op, Hatch Lane, Chingford	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, South, Central Park, East Ham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, Higham Hill Road, Walthamstow	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	3
Co-op, Station Road, Chingford	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2
Co-op, Woodgrange Road, Forest Gate	0.2%	1	0.0%	0	0.7%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Farr Avenue, Barking	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	3	0.0%	0	0.0%	0
Costcutter, High Street South, East Ham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Costcutter, Longwood Gardens, Ilford	0.6%	4	0.0%	0	5.8%	3	0.0%	0	3.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, New North Road, Hainault	0.1%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Thamesview, Farr Avenue, Barking	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	3	0.7%	1	0.0%	0
Costcutter, Upminster Road South, Rainham	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	3	0.0%	0	0.0%	0
Esso Garage, Aldersbrook Road, London	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Esso, High Road, Ilford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Forest Farm Shop & Garden Centre, Forest Road, Hainault	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Golan, Cranbrook Road, Gants Hill, Ilford	0.1%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Highbridge Retail Park, Highbridge Street, Waltham Abbey	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Iceland, Barking Road, Canning Town	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	5	0.0%	0	0.0%	0	0.0%	0
Iceland, Barking Road, Newham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Iceland, Barking Road, Plaistow	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	8.1%	6	0.0%	0	0.0%	0	0.0%	0
Iceland, Beckton Retail Park, Alpine Way, Beckton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0

London Borough of Redbridge Household Survey for WYG

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Iceland, Green Street, Upton Park	0.8%	6	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	4.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Road, Leytonstone	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street North, East Ham	0.8%	6	0.0%	0	0.0%	0	0.0%	0	11.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Old Church Road, Chingford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Woodgrange Road, Forest Gate	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kistrucks, George Lane, Woodford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Grove Farm Retail Park, Chadwell Heath	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Lidl, High Street North, East Ham	1.3%	9	0.0%	0	0.0%	0	0.0%	0	7.7%	4	0.0%	0	0.0%	0	7.3%	6	0.0%	0	0.0%	0	0.0%	0
Lidl, Tollgate Road, Beckton	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	3	5.1%	4	0.0%	0	0.0%	0	0.0%	0
Local shops, Barking	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.3%	2	0.0%	0	0.0%	0
Local shops, Barkingside	0.8%	6	0.0%	0	0.0%	0	7.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Buckhurst Hill	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Canning Town	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Chigwell	0.3%	2	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Clayhall	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Dagenham	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	2.5%	2	0.0%	0
Local shops, East Ham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Local shops, Forest Gate	0.8%	6	0.0%	0	0.5%	0	0.0%	0	11.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Goodmayes	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0
Local shops, Hainault	0.2%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Ilford	2.6%	20	14.1%	8	5.4%	2	0.7%	0	0.0%	0	0.9%	1	0.0%	0	1.2%	1	4.1%	5	3.3%	2	0.0%	0
Local shops, Kings Cross	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Leytonstone	1.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Loughton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1
Local shops, Manor Park	0.6%	4	0.0%	0	0.0%	0	0.0%	0	9.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Newbury Park	0.6%	4	8.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Newham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.7%	1	0.0%	0	0.0%	0
Local shops, Plaistow	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	5	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Rainham	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.8%	1	0.0%	0
Local shops, Redbridge	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Romford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Local shops, Seven Kings	0.1%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Stratford	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Upton Park	1.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	5	8.0%	6	0.0%	0	0.0%	0	0.0%	0
Local shops, Walthamstow	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Wanstead	0.8%	6	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	4.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Woodford Green	0.5%	4	0.0%	0	0.0%	0	1.3%	1	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Londis, Cranbrook Road,	0.4%	3	0.0%	0	0.0%	0	0.0%	0	6.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

London Borough of Redbridge Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
Ilford																						
Londis, Snakes Lane East, Woodford Green	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	0.0%	0	0.0%	0
Londis, Station Parade, Barking	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
M&S Simply Food, Heron House, High Holborn	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, High Street, Camden	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
M&S Simply Food, Jubilee Place, Bank Street, Canary Wharf	0.1%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, One New Change, London	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Fenchurch Street, London	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Westfield Shopping Centre, Stratford City	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0
Morrisons, Salisbury Hall Gardens, Chingford Road, Chingford	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	2.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, The Grove, Stratford	1.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Manford Way, Chigwell	0.7%	5	0.0%	0	0.0%	0	4.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	2
Nisa, Wood lane, Dagenham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Percy Ingle, Church Road, Leyton	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Planet Organic, Torrington Place, Fitzrovia	0.3%	2	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality Fruit & Veg, Hainault Road, Leytonstone	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Celebration Avenue, Stratford	0.4%	3	0.0%	0	0.0%	0	0.0%	0	6.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Church Lane, Leytonstone	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Claps Gate Lane, Beckton	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	3.0%	3	0.0%	0	0.0%	0
Sainsbury's, Crown Road, Enfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Sainsbury's, High Street, Walthamstow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Myrtle Road, East Ham	1.1%	8	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	9.0%	7	0.7%	1	0.0%	0	0.0%	0

London Borough of Redbridge Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
Sainsbury's, The Mall, Stratford	1.3%	9	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	7.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Walthamstow Avenue, Low Hall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SnS Local, Colworth Road, Leytonstone	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	0.0%	0	0.0%	0
Tesco Esso Express, Green Lane, Ilford	1.0%	8	10.0%	5	0.5%	0	0.0%	0	3.2%	2	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Tesco Express, Barking Road, Plaistow	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	3	2.2%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Forest Road, Walthamstow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Green Street, Upton Park	1.2%	9	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	1.8%	2	7.3%	6	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Heathway, Dagenham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	1.0%	1	0.0%	0
Tesco Express, High Road, Leytonstone	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street South, East Ham	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Katherine Road, East Ham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Oxlow Lane, Dagenham	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	4	0.0%	0
Tesco Express, Pilgrims Way, East Ham	1.1%	8	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.7%	7	0.8%	1	0.0%	0	0.0%	0
Tesco Express, Romford Road, Manor Park	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Romford Road, Stratford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Shafter Road, Dagenham	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	3	3.3%	2	0.0%	0
Tesco Express, South Street, Romford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Tesco Express, Station Road, Chingford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, The Oxygen, Canning Town	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Armada Way, Beckton	1.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	5	4.1%	5	0.0%	0	0.0%	0
Tesco Extra, High Street, Enfield	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	0.0%	0	0.0%	0
Tesco Metro, Bishopsgate, London	0.2%	1	0.7%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Cheapside, London	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, High Street,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

London Borough of Redbridge Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
Stamford											
Tesco, Gainsborough Road, Leytonstone	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, High Road, Leyton	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Larkshall Road, Highams Park	1.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, South London Hospital, Clapham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Turkish Food Centre, High Road, Leytonstone	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
W D Chapman, High Road, Woodford Green	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waitrose (Little), Tottenham Court Road, London	0.2%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Waitrose, High Road, South Woodford	1.3%	10	0.0%	0	0.0%	0	6.3%	4	1.8%	1	4.2%
Waitrose, The Arcade, Westfield, Stratford City	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%
Waitrose, Wharf Road, London	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't know / can't remember)	5.4%	40	3.4%	2	1.6%	1	5.3%	4	3.0%	1	4.2%
Weighted base:	744	54	46	71	48	91	119	79	118	70	48
Sample:	707	74	64	81	62	78	70	65	77	70	66

Q12A Which store did you last get your Internet / home delivery top-up food shopping from?

Those who shop online at Q12

Asda	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ocado	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waitrose	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
milk&more	100.0%	0	0.0%	0	100.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Weighted base:	0	0	0	0	0	0	0	0	0	0	0										
Sample:	1	0	1	0	0	0	0	0	0	0	0										

London Borough of Redbridge Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
Q12B And was that a Click & Collect purchase or did you have your shopping delivered?											
<i>Those who shop online at Q12</i>											
Click & Collect	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Delivered	100.0%	0	0.0%	0	100.0%	0	0.0%	0	0.0%	0	0.0%
Weighted base:	0	0	0	0	0	0	0	0	0	0	0
Sample:	1	0	1	0	0	0	0	0	0	0	0

Mean score: [£]

Q13 How much did you spend at that store (including internet)?*Those who do top-up shopping at Q11*

£1 - £5	26.1%	194	30.0%	16	32.4%	15	18.0%	13	32.7%	16	17.7%	16	34.9%	41	18.6%	15	28.2%	33	35.0%	25	10.3%	5
£6 - £10	25.7%	191	25.6%	14	27.5%	13	18.8%	13	33.0%	16	20.9%	19	39.2%	47	37.0%	29	12.4%	15	20.2%	14	24.6%	12
£11 - £15	10.8%	80	9.1%	5	7.4%	3	12.6%	9	6.2%	3	12.9%	12	7.7%	9	5.8%	5	16.5%	19	14.3%	10	10.5%	5
£16 - £20	11.8%	87	11.6%	6	10.7%	5	17.1%	12	11.5%	5	18.6%	17	1.9%	2	11.8%	9	13.7%	16	6.7%	5	19.0%	9
£21 - £25	2.9%	21	1.2%	1	2.3%	1	5.4%	4	1.5%	1	1.2%	1	0.5%	1	2.2%	2	1.9%	2	10.7%	8	4.2%	2
£26 - £30	4.9%	37	6.1%	3	0.9%	0	7.1%	5	0.7%	0	6.4%	6	1.4%	2	8.0%	6	4.7%	6	3.3%	2	12.4%	6
£31 - £35	1.5%	11	0.8%	0	2.7%	1	0.7%	0	1.0%	0	1.9%	2	1.4%	2	1.9%	2	2.1%	3	1.0%	1	1.0%	0
£36 - £40	2.2%	16	1.1%	1	0.0%	0	3.6%	3	6.2%	3	0.9%	1	0.7%	1	1.9%	2	2.1%	3	3.3%	2	4.4%	2
£41 - £45	0.9%	6	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	4	0.0%	0	2.1%	3	0.0%	0	0.0%	0
£46 - £50	1.5%	11	1.3%	1	3.0%	1	5.6%	4	1.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	7.1%	3
£51 - £55	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£56 - £60	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.7%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
£61 - £65	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£66 - £70	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£71 - £75	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£76 - £80	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£81 - £85	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£86 - £90	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£91 - £95	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£96 - £100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£101 - £120	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£121 - £140	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£141 - £160	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£161 - £180	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£181 - £200	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£201 - £250	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£251+	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	9.7%	72	9.6%	5	13.0%	6	6.6%	5	5.4%	3	18.0%	16	7.9%	9	8.3%	7	12.3%	15	5.5%	4	5.9%	3
(Refused)	1.7%	13	3.0%	2	0.0%	0	4.5%	3	0.7%	0	0.9%	1	0.0%	0	3.4%	3	3.1%	4	0.0%	0	0.7%	0
<i>Mean:</i>	<i>13.75</i>	<i>12.65</i>	<i>11.81</i>	<i>17.58</i>	<i>12.44</i>	<i>14.15</i>	<i>10.80</i>	<i>13.95</i>	<i>14.20</i>	<i>12.57</i>	<i>19.44</i>											
Weighted base:	744	54	46	71	48	91	119	79	118	70	48											
Sample:	707	74	64	81	62	78	70	65	77	70	66											

London Borough of Redbridge Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
Q14 Where did you last buy clothes & footwear?																						
Barking Town Centre (Including Vicarage Shopping Centre)	1.3%	13	3.3%	2	0.0%	0	0.0%	0	3.7%	3	0.0%	0	0.8%	1	0.0%	0	4.6%	7	0.0%	0	0.0%	0
Barkingside Town Centre	0.3%	3	0.5%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London - West End (Oxford Street / Regent Street / Bond Street)	4.0%	40	0.5%	0	2.1%	1	2.8%	2	4.2%	3	9.4%	11	6.8%	11	1.7%	2	0.4%	1	2.4%	2	9.5%	6
Chadwell Health Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Dagenham Town Centre (Including Heathway Shopping Centre)	0.3%	3	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	1.1%	1	0.0%	0
Grays Town Centre (Including Grays Shopping Centre & Queensgate Shopping Centre)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Hornchurch Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Iford Lane Local Centre	0.3%	3	1.4%	1	0.7%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Iford Town Centre	10.1%	101	32.0%	21	43.7%	29	9.4%	8	12.2%	10	2.6%	3	5.1%	8	9.3%	11	5.4%	8	2.9%	3	0.7%	0
Newbury Park Local Centre	0.3%	3	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Romford Town Centre (including The Liberty, The Mall and The Brewery)	10.4%	104	4.7%	3	5.2%	3	13.8%	12	0.4%	0	1.2%	1	0.4%	1	3.1%	4	17.6%	26	46.5%	45	12.8%	9
South Woodford Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stratford (including Westfield Stratford City)	26.0%	260	22.8%	15	14.7%	10	31.3%	26	30.8%	25	43.7%	51	51.5%	80	28.3%	33	1.4%	2	8.7%	8	14.2%	10
Woodford Bridge Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda Superstore, Whalebone Lane, Chadwell Heath, RM8 1BB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Asda, Vicarage Field Shopping Centre, Barking, IG11 8DJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.5%	1	0.0%	0
Lakeside Shopping Centre/Mall (Intu shopping centre)	2.0%	20	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.7%	15	3.1%	3	2.2%	1
Matalan, North Street, Romford	0.2%	2	0.0%	0	0.4%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Sainsbury's, King George Avenue, Ilford, IG2 7SH	0.1%	1	0.4%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Bridge Road, Rainham, RM13 9YZ	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	4	0.0%	0	0.0%	0

London Borough of Redbridge Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
Angel Way Retail Park, Romford (Decathlon, Pet Smart)	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Beckton Hill Retail Park, Barking (Matalan, Poundstretcher)	0.6%	6	0.0%	0	0.5%	0	0.0%	0	1.2%	1	0.0%
Beckton Triangle Retail Park (Argos, Currys, DFS, Maplin)	1.7%	17	0.0%	0	1.6%	1	0.0%	0	1.9%	2	0.0%
Bluewater Shopping Centre	0.7%	7	2.6%	2	0.0%	0	0.0%	0	0.0%	0	1.2%
Gateway Retail Park, Barking (B&Q, Halfords, Staples)	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%
Grove Farm Retail Park, High Road, Romford (Halfords, Smyths, Staples)	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lakeside Retail Park, Lakeside	2.9%	29	8.4%	6	3.7%	2	6.9%	6	0.0%	0	0.0%
Merriellands Retail Park, Dagenham (Argos, Homebase, Halfords)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Newbury Retail Park, Horns Road, Ilford (B&Q, JD, Pets at Home, Toys R Us)	0.2%	2	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Thurrock Shopping Park, Lakeside	3.9%	39	0.5%	0	0.5%	0	0.8%	1	3.8%	3	0.0%
West Thurrock Retail Park, Weston Avenue, Lakeside	0.2%	2	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other	2.0%	20	0.0%	0	0.0%	0	0.0%	0	1.6%	1	4.7%
Internet / online / delivered	11.3%	113	6.2%	4	16.7%	11	6.0%	5	11.7%	10	18.2%
Abroad	0.5%	5	0.4%	0	0.0%	0	1.3%	1	0.0%	0	0.7%
Asda, Tollgate Road, Beckton	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Beckton District Centre	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%
Brookfield Shopping Park, Halfhide Lane, Cheshunt	0.4%	4	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%
Buckhurst Hill Town Centre	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%
Cheshunt Town Centre	0.3%	3	0.0%	0	0.0%	0	0.6%	0	0.0%	0	1.8%
Chingford District Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.0%
Clapton District Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Costco, Shadbolt Avenue, Chingford	0.1%	1	0.0%	0	0.4%	0	0.0%	0	0.9%	1	0.0%
Debden Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
East Ham District Centre	2.4%	24	0.0%	0	0.0%	0	0.0%	0	8.3%	7	0.0%
Epping Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%
Forest Gate Local Centre	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%

London Borough of Redbridge Household Survey for WYG

Weighted:

October 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
Gallions Reach Shopping Park, Armada Way, Beckton	2.1%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.4%	14	3.8%	6	0.8%	1	0.0%	0
Greenwich Retail Park, Bugsby's Way, London	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	5	0.0%	0	0.0%	0
Harlow Retail Park, Harlow	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2
Harlow Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Leyton District Centre	0.2%	2	1.7%	1	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leytonstone Local Centre	1.1%	11	0.0%	0	0.0%	0	0.0%	0	3.7%	3	0.0%	0	4.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longford Village Centre	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Loughton Town Centre	0.7%	7	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	8.6%	6
Marks & Spencer, Brookfield Centre, Halfhide Lane, Cheshunt	0.3%	3	0.0%	0	0.0%	0	0.6%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Matalan, The Brand Centre, Mollison Avenue, Enfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Sainsbury's, Claps Gate Lane, Beckton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Hall Lane, Chingford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Walthamstow Avenue, Low Hall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Armada Way, Beckton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Waltham Abbey Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Walthamstow Town Centre	0.4%	4	0.0%	0	0.0%	0	1.5%	1	0.0%	0	1.6%	2	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wanstead Local Centre	0.3%	3	3.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westfield London, Ariel Way, London	0.3%	3	0.0%	0	0.0%	0	0.0%	0	3.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	4.5%	45	1.2%	1	3.8%	3	6.5%	5	6.4%	5	5.6%	7	1.2%	2	1.4%	2	8.2%	12	6.6%	6	3.7%	2
(Don't do this type of shopping)	3.6%	36	5.8%	4	4.6%	3	8.9%	7	3.1%	2	1.9%	2	6.8%	11	3.8%	4	0.4%	1	1.5%	1	0.5%	0
Weighted base:	1000		66		66		83		81		118		155		117		150		97		67	
Sample:	1000		100		100		100		100		100		100		100		100		100		100	

London Borough of Redbridge Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
Q15 Where did you last buy books, CDs, DVDs?																						
Barking Town Centre (Including Vicarage Shopping Centre)	0.4%	4	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	4	0.0%	0	0.0%	0
Barkingside Town Centre	0.4%	4	0.0%	0	0.0%	0	4.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brentwood Town Centre (Including Baytree Centre)	0.1%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London - West End (Oxford Street / Regent Street / Bond Street)	1.4%	14	0.7%	0	0.0%	0	2.2%	2	3.9%	3	3.5%	4	1.3%	2	0.7%	1	0.0%	0	0.9%	1	0.5%	0
Chadwell Health Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0
Dagenham Town Centre (Including Heathway Shopping Centre)	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	4.4%	4	0.0%	0
Hornchurch Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Ilford Lane Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Ilford Town Centre	3.6%	36	8.6%	6	15.2%	10	7.5%	6	10.0%	8	0.5%	1	1.1%	2	0.0%	0	0.7%	1	2.4%	2	0.7%	0
Newbury Park Local Centre	0.3%	3	0.4%	0	0.0%	0	3.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Romford Town Centre (including The Liberty, The Mall and The Brewery)	3.8%	38	3.4%	2	0.0%	0	3.4%	3	0.4%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	12	17.3%	17	5.5%	4
South Woodford Town Centre	0.6%	6	0.0%	0	0.0%	0	2.5%	2	0.4%	0	2.5%	3	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stratford (including Westfield Stratford City)	4.4%	44	0.5%	0	5.2%	3	2.0%	2	6.8%	5	8.7%	10	8.4%	13	4.6%	5	0.0%	0	1.5%	1	3.7%	2
Woodfoord Bridge Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodford Broadway Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Vicarage Field Shopping Centre, Barking, IG11 8DJ	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.5%	1	0.0%	0
Lakeside Shopping Centre/Mall (Intu shopping centre)	0.8%	8	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	6	0.0%	0	0.0%	0
Morrisons, Wood Lane, Beacontree Heath, Dagenham, RM10 7RA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Sainsbury's, Howard Road, Lakeside, Thurrock, RM16 6YJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Sainsbury's, King George Avenue, Ilford, IG2 7SH	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Bridge Road,	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	7	0.0%	0	0.0%	0

London Borough of Redbridge Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
Rainham, RM13 9YZ											
Tesco Extra, Hornchurch Road, Hornchurch, RM11 1PY	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Beckton Triangle Retail Park (Argos, Currys, DFS, Maplin)	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Bluewater Shopping Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lakeside Retail Park, Lakeside	0.7%	7	1.7%	1	0.0%	0	2.5%	2	0.0%	0	0.0%
Merriellands Retail Park, Dagenham (Argos, Homebase, Halfords)	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Newbury Retail Park, Horns Road, Ilford (B&Q, JD, Pets at Home, Toys R Us)	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Thurrock Shopping Park, Lakeside	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other	0.4%	4	0.5%	0	0.6%	0	0.0%	0	1.4%	2	0.0%
Internet / online / delivered	38.3%	383	40.1%	27	40.0%	26	41.3%	34	32.0%	26	58.0%
Asda, Tollgate Road, Beckton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Beckton District Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Bethnal Green Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%
Canary Wharf Local Centre	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%
Chichester Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Chingford District Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%
Costco, Shadbolt Avenue, Chingford	0.1%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
East Ham District Centre	1.7%	17	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Harlow Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Leytonstone Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Loughton Town Centre	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%
Manor Park Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%
Morrisons, The Grove, Stratford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%
Sainsbury's, Claps Gate Lane, Beckton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, High Street, Walthamstow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Stockton-on-Tees Town Centre	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%
Tesco, Cranbrook Road, Ilford	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%
Tesco, Southend Road, Woodford Green	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%
Upton Park Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

London Borough of Redbridge Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	
Walthamstow Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Wansford Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wanstead Local Centre	0.2%	2	0.0%	0	0.0%	0	0.7%	1	0.8%	0	0.0%	0
Woodford Green Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
(Don't know / can't remember)	3.7%	37	8.4%	6	3.6%	2	0.0%	0	2.3%	2	5.3%	6
(Don't do this type of shopping)	33.1%	331	30.6%	20	31.6%	21	27.8%	23	42.1%	34	14.6%	17
Weighted base:	1000	66	66	83	81	118	155	117	150	97	67	
Sample:	1000	100	100	100	100	100	100	100	100	100	100	

London Borough of Redbridge Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
Q16 Where did you last buy furnishings & household textiles?																						
Barking Town Centre (Including Vicarage Shopping Centre)	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.5%	1	4.7%	7	0.0%	0	0.0%	0
Barkingside Town Centre	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brentwood Town Centre (Including Baytree Centre)	0.1%	1	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Central London - West End (Oxford Street / Regent Street / Bond Street)	2.3%	23	1.2%	1	3.1%	2	2.2%	2	2.4%	2	4.1%	5	5.6%	9	0.8%	1	0.4%	1	0.5%	1	1.2%	1
Chadwell Health Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Dagenham Town Centre (Including Heathway Shopping Centre)	1.2%	12	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.5%	1	3.9%	6	5.5%	5	0.0%	0
Ilford Lane Local Centre	0.2%	2	1.7%	1	0.5%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ilford Town Centre	5.3%	53	11.2%	7	20.2%	13	8.6%	7	6.8%	6	3.3%	4	1.0%	1	1.8%	2	4.8%	7	4.7%	5	0.0%	0
Rainham Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Romford Town Centre (including The Liberty, The Mall and The Brewery)	4.0%	40	3.2%	2	2.9%	2	8.2%	7	0.7%	1	0.7%	1	0.0%	0	0.0%	0	3.8%	6	17.5%	17	7.3%	5
Seven Kings Local Centre	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	0.0%	0	0.0%	0
South Woodford Town Centre	0.5%	5	0.0%	0	0.0%	0	0.8%	1	2.5%	2	0.9%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stratford (including Westfield Stratford City)	7.1%	71	2.1%	1	6.1%	4	6.1%	5	7.3%	6	17.1%	20	12.4%	19	6.9%	8	0.7%	1	1.5%	1	7.1%	5
Upminster Town Centre	0.1%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Asda, Dolphin Approach, Mercury Gardens, Romford, RM1 3EE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
B&Q, Roneo Corner Retail Park, Romford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0
Homebase, High Road, Seven Kings, Ilford	0.9%	9	4.0%	3	0.0%	0	3.4%	3	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2
Homebase, Rom Valley Way, Romford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Ikea, Motherwell Way, Lakeside, Thurrock	2.2%	22	3.9%	3	1.6%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	3	5.0%	6	6.3%	9	0.5%	1	0.0%	0
Lakeside Shopping Centre/Mall (Intu shopping centre)	1.2%	12	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	2	5.5%	8	0.0%	0	0.0%	0
Matalan, North Street, Romford	0.2%	2	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, High Road, Chadwell Heath, Romford,	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	4	0.0%	0

London Borough of Redbridge Household Survey for WYG

Weighted:

October 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
RM6 6PB											
Tesco Extra, Bridge Road, Rainham, RM13 9YZ	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Beckton Hill Retail Park, Barking (Matalan, Poundstretcher)	0.3%	3	0.0%	0	0.0%	0	1.0%	1	0.4%	1	1.0%
Beckton Triangle Retail Park (Argos, Currys, DFS, Maplin)	4.2%	42	7.2%	5	3.7%	2	0.0%	0	5.0%	4	0.7%
Bluewater Shopping Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%
Eastern Avenue West Retail Park, Romford (Carphone Warehouse, Currys, Poundstretcher)	2.0%	20	0.5%	0	0.4%	0	10.9%	9	0.0%	0	0.0%
Gallows Corner Retail Park, Colchester Road, Romford (Argos, Halfords, Next)	0.3%	3	0.9%	1	0.0%	0	0.6%	0	0.0%	0	0.0%
Goodmayes Retail Park, High Road, Chadwell Health (B&Q, Harveys, Wickes, Currys)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lakeside Retail Park, Lakeside	4.0%	40	7.7%	5	3.7%	2	3.4%	3	0.0%	0	6.7%
Merriellands Retail Park, Dagenham (Argos, Homebase, Halfords)	0.3%	3	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Newbury Retail Park, Horns Road, Ilford (B&Q, JD, Pets at Home, Toys R Us)	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Rom Valley Way Retail Park, Romford (Argos, Homebase, Snow & Rock)	0.4%	4	0.7%	0	3.1%	2	0.0%	0	0.0%	0	0.7%
Thurrock Shopping Park, Lakeside	1.8%	18	1.7%	1	0.8%	1	0.0%	0	0.0%	0	3.4%
West Thurrock Retail Park, Weston Avenue, Lakeside	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%
Other	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%
Internet / online / delivered	10.8%	108	8.5%	6	14.5%	10	9.2%	8	8.5%	7	9.9%
Asda, Tollgate Road, Beckton	0.3%	3	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%
B&Q, Leyton Mills, Marshall Road, Leyton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%
Beckton District Centre	0.3%	3	0.9%	1	0.0%	0	0.0%	0	0.0%	0	1.5%
Bethnal Green Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%
Chingford District Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%
Clapton District Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
De Mandeville Gate Retail	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%

London Borough of Redbridge Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	
Park, Southbury Road, Enfield												
Dunelm Mill, Harlow Retail Park, Edinburgh Way, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
East Ham District Centre	0.8%	8	0.0%	0	0.9%	1	1.0%	1	6.3%	5	0.0%	0
Enfield Town Centre	1.0%	10	0.0%	0	0.0%	0	0.8%	1	0.0%	0	8.1%	10
Epping Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Forest Gate Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0
Gallions Reach Shopping Park, Armada Way, Beckton	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harlow Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Fulbourne Road, Walthamstow	0.4%	4	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0
Ikea, Glover Drive, London	4.1%	41	0.5%	0	2.1%	1	4.5%	4	4.8%	4	9.1%	11
Leytonstone Local Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Loughton Town Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Marks & Spencer, Brookfield Centre, Halfhide Lane, Cheshunt	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Matalan, High Road, Leytonstone	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Morrisons, Salisbury Hall Gardens, Chingford Road, Chingford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Matalan, The Brand Centre, Mollison Avenue, Enfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ravenside Retail Park, Edmonton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2
Sainsbury's, Claps Gate Lane, Beckton	0.3%	3	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0
Sofa Design, Horns Road, Newbury Park, Ilford	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Staples Corner Retail Park, Geron Way, London	0.1%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Armada Way, Beckton	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Glover Drive, Upper Edmonton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Upton Park Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Waltham Abbey Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waltham Cross	0.4%	4	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.7%	1
Walthamstow Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wanstead Local Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	3
West Ham District Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1

London Borough of Redbridge Household Survey for WYG

Weighted:

October 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
Whitechapel District Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't know / can't remember)	11.2%	112	11.5%	8	11.5%	8	12.2%	10	16.3%	13	11.8%
(Don't do this type of shopping)	26.0%	260	29.5%	19	19.3%	13	17.0%	14	32.8%	27	16.3%
Weighted base:	1000	66	66	83	81	118	155	117	150	97	67
Sample:	1000	100	100	100	100	100	100	100	100	100	100

London Borough of Redbridge Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
Q17 Where did you last buy small household goods (glassware, utensils, clocks,watches)?																						
Barking Town Centre (Including Vicarage Shopping Centre)	1.3%	13	3.3%	2	0.0%	0	0.0%	0	3.7%	3	0.0%	0	0.0%	0	0.5%	1	5.0%	7	0.0%	0	0.0%	0
Barkingside Town Centre	0.4%	4	0.0%	0	0.0%	0	4.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Central London - West End (Oxford Street / Regent Street / Bond Street)	1.3%	13	0.5%	0	0.0%	0	0.0%	0	3.9%	3	3.2%	4	1.9%	3	1.7%	2	0.0%	0	0.0%	0	1.2%	1
Chadwell Health Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Dagenham Town Centre (Including Heathway Shopping Centre)	1.7%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	11	6.4%	6	0.0%	0
Ilford Lane Local Centre	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ilford Town Centre	6.2%	62	15.0%	10	30.3%	20	4.6%	4	8.8%	7	0.0%	0	1.9%	3	4.3%	5	7.5%	11	2.4%	2	0.0%	0
Manford Way Local Centre	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	0.0%	0	0.0%	0
Newbury Park Local Centre	0.1%	1	0.0%	0	0.4%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainham Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Romford Town Centre (including The Liberty, The Mall and The Brewery)	4.8%	48	4.1%	3	1.6%	1	7.0%	6	2.3%	2	0.7%	1	0.0%	0	0.5%	1	4.7%	7	21.7%	21	9.8%	7
Seven Kings Local Centre	0.2%	2	3.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Woodford Town Centre	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	3	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Stratford (including Westfield Stratford City)	7.6%	76	4.9%	3	3.6%	2	7.2%	6	8.2%	7	13.1%	15	17.3%	27	7.9%	9	0.4%	1	0.8%	1	8.2%	5
Upminster Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.4%	1	0.0%	0	0.0%	0
Woodford Bridge Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodford Broadway Local Centre	0.1%	1	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Dolphin Approach, Mercury Gardens, Romford, RM1 3EE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Asda, Vicarage Field Shopping Centre, Barking, IG11 8DJ	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	3	0.0%	0	0.0%	0
B&Q Tangent Link, Harold Hill, Romford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2
Homebase, High Road, Seven Kings, Ilford	0.3%	3	3.9%	3	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Rom Valley Way, Romford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Ikea, Motherwell Way, Lakeside, Thurrock	1.3%	13	3.9%	3	3.6%	2	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	3.0%	4	2.4%	2	0.9%	1

London Borough of Redbridge Household Survey for WYG

Weighted:

October 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
Lakeside Shopping Centre/Mall (Intu shopping centre)	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	2.6%	4	0.8%	1	0.0%	0
Matalan, North Street, Romford	0.2%	2	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, High Road, Chadwell Heath, Romford, RM6 6PB	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, King George Avenue, Ilford, IG2 7SH	0.5%	5	0.0%	0	0.0%	0	1.5%	1	0.0%	0	2.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Sainsbury's, Tanners Lane, Ilford, IG6 1QE	0.2%	2	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2
Tesco Extra, Bridge Road, Rainham, RM13 9YZ	1.5%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.1%	12	2.4%	2	0.0%	0
Tesco Extra, High Road, Goodmayes, Romford, RM6 4HY	0.3%	3	4.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Hornchurch Road, Hornchurch, RM11 1PY	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Tesco Extra, Lakeside, West Thurrock, Grays, RM20 1TX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Beckton Hill Retail Park, Barking (Matalan, Poundstretcher)	0.5%	5	0.0%	0	0.5%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	1.8%	2	0.0%	0	2.4%	2	0.0%	0
Beckton Triangle Retail Park (Argos, Currys, DFS, Maplin)	1.8%	18	0.0%	0	0.0%	0	0.6%	0	4.7%	4	0.0%	0	0.4%	1	6.8%	8	3.3%	5	0.0%	0	0.0%	0
Bluewater Shopping Centre	0.4%	4	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.4%	1	1.5%	1	0.5%	0
Chase Lane Retail Park, King George Avenue, Ilford (Sainsbury's, Sports Direct)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Eastern Avenue West Retail Park, Romford (Carphone Warehouse, Currys, Poundstretcher)	0.8%	8	0.0%	0	0.0%	0	3.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	4	0.5%	0
Gallows Corner Retail Park, Colchester Road, Romford (Argos, Halfords, Next)	0.8%	8	0.5%	0	0.0%	0	0.0%	0	5.5%	5	0.0%	0	0.0%	0	0.7%	1	1.7%	3	0.0%	0	0.0%	0
Goodmayes Retail Park, High Road, Chadwell Heath (B&Q, Harveys, Wickes, Currys)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Grove Farm Retail Park, High Road, Romford	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

London Borough of Redbridge Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
(Halfords, Smyths, Staples)																						
Lakeside Retail Park, Lakeside	2.2%	22	4.1%	3	1.6%	1	3.3%	3	0.4%	0	0.0%	0	2.1%	3	4.8%	6	1.7%	3	3.8%	4	0.7%	0
Merrilands Retail Park, Dagenham (Argos, Homebase, Halfords)	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	4	6.1%	6	0.0%	0
Newbury Retail Park, Horns Road, Ilford (B&Q, JD, Pets at Home, Toys R Us)	0.2%	2	1.4%	1	0.6%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rom Valley Way Retail Park, Romford (Argos, Homebase, Snow & Rock)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Thurrock Shopping Park, Lakeside	1.8%	18	0.5%	0	0.8%	1	0.0%	0	1.5%	1	0.0%	0	6.8%	11	0.8%	1	1.0%	2	2.4%	2	0.0%	0
West Thurrock Retail Park, Weston Avenue, Lakeside	0.1%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Internet / online / delivered Abroad	7.2%	72	3.6%	2	16.0%	11	8.5%	7	8.8%	7	6.7%	8	8.6%	13	4.6%	5	6.7%	10	1.3%	1	11.2%	7
Asda, Tollgate Road, Beckton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Tollgate Road, Beckton	0.3%	3	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Beckton District Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Beckton Retail Park, Alpine Way, Beckton	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	3	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Canary Wharf Local Centre	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	0.0%	0	0.0%	0
Chichester Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chingford District Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
East Ham District Centre	3.0%	30	0.0%	0	0.0%	0	0.0%	0	5.1%	4	0.0%	0	0.4%	1	21.1%	25	0.7%	1	0.0%	0	0.0%	0
Edmonton District Centre	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Enfield Town Centre	0.4%	4	0.0%	0	0.0%	0	0.8%	1	0.0%	0	3.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Forest Gate Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gallions Reach Shopping Park, Armada Way, Beckton	0.3%	3	0.0%	0	0.0%	0	0.0%	0	3.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greenwich Retail Park, Bugsby's Way, London	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	5	0.0%	0	0.0%	0
Highams Park District Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Fulbourne Road, Walthamstow	0.6%	6	0.0%	0	0.0%	0	3.4%	3	0.0%	0	2.1%	3	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ikea, Glover Drive, London	6.7%	67	6.1%	4	3.2%	2	13.2%	11	1.5%	1	18.5%	22	6.9%	11	2.1%	2	3.3%	5	4.6%	4	5.8%	4
Leyton District Centre	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	3.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leytonstone Local Centre	1.6%	16	0.0%	0	0.0%	0	1.0%	1	4.4%	4	0.0%	0	7.4%	11	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Loughton Town Centre	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.4%	0	3.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	6
Marks & Spencer, Brookfield Centre, Halfhide Lane, Cheshunt	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

London Borough of Redbridge Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
Matalan, High Road, Leytonstone	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tottenham Town Centre	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Plaistow Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ravenside Retail Park, Edmonton	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	0.0%	0	0.9%	1
Sainsbury's, Claps Gate Lane, Beckton	1.4%	14	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.8%	1	0.5%	1	8.2%	12	0.0%	0	0.0%	0
Sainsbury's, Hall Lane, Chingford	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, High Street, Walthamstow	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Sainsbury's, Walthamstow Avenue, Low Hall	0.3%	3	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2
Tesco Extra, Armada Way, Beckton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Brookfield Centre, Cheshunt	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Tesco Extra, Glover Drive, Upper Edmonton	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Cranbrook Road, Ilford	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Gainsborough Road, Leytonstone	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, High Road, Ilford	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Upton Park Local Centre	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	4	0.0%	0	0.0%	0	0.0%	0
Waltham Abbey Town Centre	0.1%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walthamstow Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wanstead Local Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	10.7%	107	11.4%	8	9.0%	6	14.0%	12	8.1%	7	15.7%	18	4.9%	8	9.9%	12	7.3%	11	13.0%	13	20.4%	14
(Don't do this type of shopping)	20.7%	207	26.8%	18	24.1%	16	16.7%	14	26.1%	21	14.3%	17	25.7%	40	21.5%	25	17.7%	27	19.0%	18	17.9%	12
Weighted base:	1000		66		66		83		81		118		155		117		150		97		67	
Sample:	1000		100		100		100		100		100		100		100		100		100		100	

London Borough of Redbridge Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
Q18 Where did you last buy toys, games, bicycles, pets / pet products & other recreational goods?																						
Barking Town Centre (Including Vicarage Shopping Centre)	1.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.2%	12	0.0%	0	2.3%	2
Barkingside Town Centre	0.2%	2	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brentwood Town Centre (Including Baytree Centre)	0.1%	1	0.4%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London - West End (Oxford Street / Regent Street / Bond Street)	0.4%	4	1.7%	1	0.0%	0	0.6%	0	2.2%	2	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chadwell Health Town Centre	0.5%	5	0.4%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	3	0.0%	0
Collier Row Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Dagenham Town Centre (Including Heathway Shopping Centre)	1.6%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.5%	14	1.8%	2	0.0%	0
Grays Town Centre (Including Grays Shopping Centre & Queensgate Shopping Centre)	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0
Hornchurch Town Centre	0.2%	2	3.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ilford Lane Local Centre	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ilford Town Centre	3.5%	35	12.1%	8	14.7%	10	5.0%	4	5.1%	4	1.8%	2	0.0%	0	0.5%	1	3.8%	6	0.0%	0	0.7%	0
Manford Way Local Centre	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newbury Park Local Centre	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Romford Town Centre (including The Liberty, The Mall and The Brewery)	2.2%	22	3.1%	2	2.2%	1	1.3%	1	0.4%	0	0.7%	1	0.0%	0	0.0%	0	3.5%	5	9.9%	10	2.0%	1
Seven Kings Local Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0
South Woodford Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.4%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stratford (including Westfield Stratford City)	5.1%	51	0.0%	0	2.2%	1	3.5%	3	7.6%	6	3.8%	4	19.7%	31	3.6%	4	0.0%	0	0.5%	1	1.2%	1
Woodfoord Bridge Local Centre	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	0.0%	0	0.0%	0
Asda Superstore, Whalebone Lane, Chadwell Heath, RM8 1BB	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Dolphin Approach, Mercury Gardens, Romford, RM1 3EE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Asda, Vicarage Field Shopping Centre, Barking, IG11 8DJ	0.1%	1	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Lakeside Shopping	0.8%	8	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	5	0.8%	1	0.0%	0

London Borough of Redbridge Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
Centre/Mall (Intu shopping centre)											
Sainsbury's, High Road, Chadwell Heath, Romford, RM6 6PB	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Tanners Lane, Ilford, IG6 1QE	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%
Tesco Extra, Bridge Road, Rainham, RM13 9YZ	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%
Tesco Extra, High Road, Goodmayes, Romford, RM6 4HY	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Extra, Lakeside, West Thurrock, Grays, RM20 1TX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%
Beckton Hill Retail Park, Barking (Matalan, Poundstretcher)	0.6%	6	1.7%	1	0.0%	0	0.0%	0	1.9%	2	0.0%
Beckton Triangle Retail Park (Argos, Currys, DFS, Maplin)	2.5%	25	3.3%	2	0.6%	0	0.0%	0	2.2%	2	0.4%
Eastern Avenue West Retail Park, Romford (Carphone Warehouse, Currys, Poundstretcher)	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%
Gallows Corner Retail Park, Colchester Road, Romford (Argos, Halfords, Next)	0.6%	6	0.0%	0	1.6%	1	0.0%	0	2.5%	2	0.0%
Gateway Retail Park, Barking (B&Q, Halfords, Staples)	0.6%	6	0.0%	0	0.5%	0	0.0%	0	0.0%	0	4.4%
Goodmayes Retail Park, High Road, Chadwell Heath (B&Q, Harveys, Wickes, Currys)	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Lakeside Retail Park, Lakeside	1.4%	14	5.4%	4	0.0%	0	2.5%	2	0.0%	0	0.0%
Merriellands Retail Park, Dagenham (Argos, Homebase, Halfords)	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%
Newbury Retail Park, Horns Road, Ilford (B&Q, JD, Pets at Home, Toys R Us)	3.0%	30	7.0%	5	4.0%	3	10.0%	8	1.9%	2	0.7%
Rom Valley Way Retail Park, Romford (Argos, Homebase, Snow & Rock)	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Thurrock Shopping Park,	1.0%	10	0.0%	0	0.8%	1	0.0%	0	1.9%	2	0.0%

London Borough of Redbridge Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
Lakeside											
West Thurrock Retail Park, Weston Avenue, Lakeside	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Internet / online / delivered	12.4%	124	10.8%	7	11.7%	8	12.7%	11	11.9%	10	24.1%
Aldi, Market Place, Romford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, Merriellands Crescent, Dagenham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Tollgate Road, Beckton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Beckton District Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%
Brookfield Shopping Park, Halfhide Lane, Cheshunt	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Buckhurst Hill Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%
Canary Wharf Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%
Chigwell Town Centre	0.2%	2	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%
Chingford District Centre	0.4%	4	0.0%	0	0.0%	0	0.8%	1	0.0%	0	2.3%
Cork Tree Retail Park, Hall Lane, Chingford	0.7%	7	0.0%	0	0.0%	0	4.8%	4	0.0%	0	1.6%
De Mandeville Gate Retail Park, Southbury Road, Enfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
East Ham District Centre	1.1%	11	0.0%	0	0.0%	0	0.0%	0	6.6%	5	0.0%
Edmonton District Centre	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%
Enfield Retail Park, Southbury Road, Enfield	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Enfield Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%
Forest Gate Local Centre	0.1%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%
Gallions Reach Shopping Park, Armada Way, Beckton	3.5%	35	0.0%	0	1.6%	1	0.0%	0	5.5%	5	0.0%
Halfords, Cork Tree Retail Park, Hall Lane, Chingford	0.2%	2	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.7%
Halfords, High Road, Loughton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Harlow Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Highams Park District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Leyton District Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%
Leytonstone Local Centre	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%
Loughton Town Centre	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ravenside Retail Park, Edmonton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Claps Gate Lane, Beckton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%
Sainsbury's, High Street,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

London Borough of Redbridge Household Survey for WYG

Weighted:

October 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
Walthamstow											
Sainsbury's, Walthamstow Avenue, Low Hall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Stepney District Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Extra, Armada Way, Beckton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Gainsborough Road, Leytonstone	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, High Road, Leyton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Sewardstone Road, Waltham Abbey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%
Walthamstow Town Centre	0.2%	2	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%
Wanstead Local Centre	0.7%	7	0.0%	0	0.0%	0	0.7%	1	0.0%	0	3.9%
(Don't know / can't remember)	6.7%	67	4.1%	3	2.0%	1	8.8%	7	6.2%	5	15.6%
(Don't do this type of shopping)	41.0%	410	43.4%	29	49.8%	33	40.2%	33	38.2%	31	40.0%
Weighted base:	1000	66	66	83	81	118	155	117	150	97	67
Sample:	1000	100	100	100	100	100	100	100	100	100	100

London Borough of Redbridge Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
Q19 Where did you last buy chemist / health & beauty goods?																						
Barking Town Centre (Including Vicarage Shopping Centre)	2.5%	25	1.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	14.7%	22	0.5%	1	0.0%	0
Barkingside Town Centre	2.2%	22	2.7%	2	0.5%	0	17.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	5	0.0%	0	0.0%	0
Brentwood Town Centre (Including Baytree Centre)	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London - West End (Oxford Street / Regent Street / Bond Street)	4.5%	45	6.1%	4	1.6%	1	4.6%	4	3.4%	3	6.2%	7	8.4%	13	0.5%	1	0.5%	1	10.7%	10	1.8%	1
Chadwell Health Town Centre	0.6%	6	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	5.2%	5	0.0%	0
Collier Row Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Dagenham Town Centre (Including Heathway Shopping Centre)	4.6%	46	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.2%	20	27.0%	26	0.0%	0
Gants Hill Town Centre	0.1%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Goodmayes Local Centre	0.5%	5	1.3%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	4	0.0%	0
Hornchurch Town Centre	0.2%	2	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.5%	1	0.0%	0
Ilford Lane Local Centre	0.6%	6	2.5%	2	5.1%	3	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ilford Town Centre	10.2%	102	29.5%	20	71.4%	47	18.1%	15	6.2%	5	1.8%	2	0.8%	1	3.0%	3	2.9%	4	3.4%	3	0.5%	0
Manford Way Local Centre	0.4%	4	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2
Newbury Park Local Centre	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainham Town Centre	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	5	0.5%	1	0.0%	0
Romford Town Centre (including The Liberty, The Mall and The Brewery)	5.1%	51	4.5%	3	4.7%	3	6.5%	5	2.7%	2	0.0%	0	0.0%	0	0.0%	0	7.5%	11	23.7%	23	4.1%	3
Seven Kings Local Centre	0.2%	2	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Woodford Town Centre	5.1%	51	0.0%	0	0.0%	0	10.4%	9	0.4%	0	34.6%	41	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Stratford (including Westfield Stratford City)	7.6%	76	3.9%	3	2.1%	1	7.9%	7	13.9%	11	8.6%	10	21.0%	32	8.4%	10	0.0%	0	0.0%	0	2.6%	2
Woodford Bridge Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodford Broadway Local Centre	0.5%	5	0.0%	0	0.0%	0	4.0%	3	0.0%	0	1.2%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda Superstore, Whalebone Lane, Chadwell Heath, RM8 1BB	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Dolphin Approach, Mercury Gardens, Romford, RM1 3EE	0.1%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside Shopping Centre/Mall (Intu shopping centre)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.8%	1	0.8%	1	0.0%	0

London Borough of Redbridge Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10									
Sainsbury's, High Road, Chadwell Heath, Romford, RM6 6PB	0.1%	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	0.0%	0
Sainsbury's, High Street, Hornchurch, RM11 1TX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Sainsbury's, King George Avenue, Ilford, IG2 7SH	0.3%	3	2.8%	2	0.9%	1	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Sainsbury's, The Brewery, Romford, RM1 1AU	0.1%	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	0.0%	0
Sainsbury's, Tanners Lane, Ilford, IG6 1QE	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Bridge Road, Rainham, RM13 9YZ	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	7	1.1%	1	0.0%	0
Tesco Extra, High Road, Goodmayes, Romford, RM6 4HY	0.8%	8	9.5%	6	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Tesco Extra, Lakeside, West Thurrock, Grays, RM20 1TX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Beckton Hill Retail Park, Barking (Matalan, Poundstretcher)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beckton Triangle Retail Park (Argos, Currys, DFS, Maplin)	1.2%	12	0.0%	0	0.5%	0	0.6%	0	1.3%	1	0.0%	0	0.0%	0	2.1%	3	4.9%	7	0.0%	0
Bluewater Shopping Centre	0.1%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gallows Corner Retail Park, Colchester Road, Romford (Argos, Halfords, Next)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Goodmayes Retail Park, High Road, Chadwell Health (B&Q, Harveys, Wickes, Currys)	0.2%	2	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.9%	1	0.0%	0
Lakeside Retail Park, Lakeside	1.8%	18	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	4.1%	5	5.0%	8	4.1%	4
Merriellands Retail Park, Dagenham (Argos, Homebase, Halfords)	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	0.0%	0
Newbury Retail Park, Horns Road, Ilford (B&Q, JD, Pets at Home, Toys R Us)	0.2%	2	1.9%	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
Thurrock Shopping Park, Lakeside	0.8%	8	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.9%	1	0.0%	0	0.8%	1	1.7%	3	0.0%	0
Other	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	5	0.0%	0	0.0%	0
Internet / online / delivered	4.2%	42	5.7%	4	3.1%	2	0.8%	1	8.1%	7	2.7%	3	3.8%	6	1.4%	2	8.6%	13	2.8%	3
Aldi, High Road, Seven Kings, Ilford	0.3%	3	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0

London Borough of Redbridge Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
Asda, Tollgate Road, Beckton	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	3	3.8%	6	0.0%	0	0.0%	0
Beckton District Centre	0.5%	5	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0	2.3%	3	0.0%	0	0.0%	0	0.0%	0
Buckhurst Hill Town Centre	0.7%	7	0.0%	0	0.0%	0	0.8%	1	0.0%	0	5.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Canary Wharf Local Centre	0.3%	3	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0
Canning Town District Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	3	0.0%	0	0.0%	0	0.0%	0
Cheshunt Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Chichester Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chigwell Town Centre	0.3%	3	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chingford District Centre	1.2%	12	0.0%	0	0.0%	0	0.6%	0	0.0%	0	5.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	5
Clapton District Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Clayhall District Centre	0.3%	3	0.0%	0	0.0%	0	3.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Debden Local Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	3
East Ham District Centre	4.8%	48	0.0%	0	0.6%	0	0.0%	0	19.8%	16	0.0%	0	2.1%	3	23.2%	27	1.0%	2	0.0%	0	0.0%	0
Elm Park District Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Epping Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Forest Gate Local Centre	1.0%	10	0.0%	0	0.0%	0	0.0%	0	3.2%	3	0.0%	0	1.0%	1	5.0%	6	0.0%	0	0.0%	0	0.0%	0
Gallions Reach Shopping Park, Armada Way, Beckton	1.9%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.4%	16	2.3%	3	0.0%	0	0.0%	0
Goodmayes District Centre	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	5	0.0%	0	0.0%	0	0.0%	0
Hainault Local Centre	0.1%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harlow Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Highams Park District Centre	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	0.0%	0	0.0%	0
Leyton District Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leytonstone Local Centre	2.4%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.3%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longford Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Loughton Town Centre	3.2%	32	0.0%	0	0.0%	0	0.6%	0	0.0%	0	4.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	39.9%	27
Manor Park Local Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	3.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Moorgate Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Morrisons, The Grove, Stratford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Plaistow Local Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Redbridge District Centre	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	0.0%	0	0.0%	0
Sainsbury's, Claps Gate Lane, Beckton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Hall Lane, Chingford	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, High Street, Walthamstow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Sainsbury's, Walthamstow Avenue, Low Hall	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Armada Way, Beckton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Glover Drive,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

London Borough of Redbridge Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
Upper Edmonton											
Tesco, Cranbrook Road, Ilford	0.3%	3	2.1%	1	0.0%	0	1.6%	1	0.0%	0	0.0%
Tesco, Gainsborough Road, Leytonstone	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%
Tesco, High Road, Ilford	0.2%	2	3.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, High Road, Leyton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Highbridge Road, Barking	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Larkshall Road, Highams Park	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%
Tesco, Sewardstone Road, Waltham Abbey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Southend Road, Woodford Green	0.1%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%
Upton Park Local Centre	2.2%	22	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%
Walthamstow Town Centre	0.8%	8	0.0%	0	0.0%	0	0.0%	0	3.9%	5	0.6%
Wansford Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%
Wanstead Local Centre	2.4%	24	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%
Woodford Green Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%
(Don't know / can't remember)	4.8%	48	0.4%	0	5.0%	3	0.6%	0	20.1%	16	12.0%
(Don't do this type of shopping)	8.6%	86	12.1%	8	2.3%	2	9.4%	8	5.7%	5	3.9%
Weighted base:	1000		66		66		83		81		118
Sample:	1000		100		100		100		100		100

London Borough of Redbridge Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
Q20 Where did you last buy large electrical goods (white goods)?																						
Barking Town Centre (Including Vicarage Shopping Centre)	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.8%	1	0.7%	1	0.0%	0	0.0%	0
Barkingside Town Centre	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London - West End (Oxford Street / Regent Street / Bond Street)	1.4%	14	1.9%	1	0.6%	0	1.8%	2	2.0%	2	2.6%	3	1.9%	3	0.0%	0	0.8%	1	0.0%	0	2.5%	2
Chadwell Health Town Centre	0.4%	4	0.5%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	3	0.0%	0
Collier Row Town Centre	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dagenham Town Centre (Including Heathway Shopping Centre)	1.3%	13	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	10	2.4%	2	0.0%	0
Gants Hill Town Centre	0.1%	1	0.7%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Goodmayes Local Centre	0.5%	5	0.4%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	3.3%	3	0.0%	0
Hornchurch Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.5%	1	0.9%	1
Ilford Lane Local Centre	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ilford Town Centre	2.5%	25	9.9%	7	10.4%	7	2.5%	2	1.0%	1	0.0%	0	0.6%	1	1.4%	2	3.6%	5	0.0%	0	1.6%	1
Newbury Park Local Centre	0.3%	3	0.0%	0	0.0%	0	0.6%	0	3.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Romford Town Centre (including The Liberty, The Mall and The Brewery)	1.4%	14	2.0%	1	5.5%	4	1.5%	1	1.9%	2	0.0%	0	0.8%	1	0.0%	0	0.5%	1	4.0%	4	0.0%	0
Seven Kings Local Centre	0.1%	1	0.0%	0	0.9%	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
South Woodford Town Centre	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	5	0.4%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Stratford (including Westfield Stratford City)	7.6%	76	3.9%	3	6.6%	4	11.8%	10	8.8%	7	16.9%	20	7.5%	12	6.1%	7	3.6%	5	1.3%	1	9.2%	6
Woodford Broadway Local Centre	0.5%	5	0.0%	0	0.0%	0	2.6%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Lakeside Shopping Centre/Mall (Intu shopping centre)	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	3.3%	5	0.0%	0	0.0%	0
Sainsbury's, King George Avenue, Ilford, IG2 7SH	0.2%	2	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Bridge Road, Rainham, RM13 9YZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.8%	1	0.0%	0
Tesco Extra, Bryant Avenue, Romford, RM3 0LL	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Tesco Extra, High Road, Goodmayes, Romford, RM6 4HY	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Angel Way Retail Park, Romford (Decathlon, Pet Smart)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0

London Borough of Redbridge Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
Beckton Hill Retail Park, Barking (Matalan, Poundstretcher)	0.5%	5	0.0%	0	0.5%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	1.2%	1	1.4%	2	0.5%	1	0.0%	0
Beckton Triangle Retail Park (Argos, Currys, DFS, Maplin)	8.6%	86	4.3%	3	2.4%	2	4.6%	4	24.7%	20	0.0%	0	3.1%	5	29.3%	34	10.0%	15	3.3%	3	0.7%	0
Bluewater Shopping Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Chase Lane Retail Park, King George Avenue, Ilford (Sainsbury's, Sports Direct)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Eastern Avenue West Retail Park, Romford (Carphone Warehouse, Currys, Poundstretcher)	1.7%	17	1.1%	1	0.0%	0	4.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	3	7.4%	7	3.8%	3
Gallows Corner Retail Park, Colchester Road, Romford (Argos, Halfords, Next)	0.6%	6	0.0%	0	0.0%	0	1.5%	1	3.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2
Gateway Retail Park, Barking (B&Q, Halfords, Staples)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Goodmayes Retail Park, High Road, Chadwell Health (B&Q, Harveys, Wickes, Currys)	1.7%	17	14.7%	10	1.9%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	5.1%	5	0.0%	0
Lakeside Retail Park, Lakeside	2.2%	22	1.1%	1	0.0%	0	4.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.2%	15	2.4%	2	0.0%	0
Merriellands Retail Park, Dagenham (Argos, Homebase, Halfords)	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	9	1.3%	1	0.0%	0
Newbury Retail Park, Horns Road, Ilford (B&Q, JD, Pets at Home, Toys R Us)	0.7%	7	4.5%	3	1.2%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.5%	1	2.3%	2
Rom Valley Way Retail Park, Romford (Argos, Homebase, Snow & Rock)	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thurrock Shopping Park, Lakeside	0.6%	6	1.7%	1	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	2	1.7%	2	0.9%	1
Other	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Internet / online / delivered	22.6%	226	24.5%	16	26.2%	17	19.9%	17	23.0%	19	25.0%	29	21.8%	34	19.3%	22	22.1%	33	28.6%	28	15.3%	10
Anchor Retail Park, Mile End Road, Stepney	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Tollgate Road, Beckton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
B&Q, Gateway Retail Park, Beckton Triangle, Beckton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beckton District Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0

London Borough of Redbridge Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
Borehamwood Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Canary Wharf Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chingford District Centre	0.6%	6	0.0%	0	0.0%	0	0.8%	1	0.6%	0	2.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2
Cork Tree Retail Park, Hall Lane, Chingford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Shadbolt Avenue, Chingford	0.3%	3	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.7%	0
Currys PC World, Cork Tree Retail Park, Hall Lane, Chingford	1.7%	17	0.0%	0	0.0%	0	3.6%	3	0.0%	0	9.9%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	3
Currys, Beckton Triangle Retail Park, Clapsgate Lane, Beckton	0.6%	6	3.3%	2	0.0%	0	2.5%	2	1.2%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Currys, Queensgate Retail Park, Harlow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Currys/PC World, High Road, Chadwell Heath	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
De Mandeville Gate Retail Park, Southbury Road, Enfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Debden Local Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
East Ham District Centre	0.4%	4	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0
Enfield Retail Park, Southbury Road, Enfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Forest Gate Local Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gallions Reach Shopping Park, Armada Way, Beckton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.5%	1	0.0%	0	0.0%	0
Homebase, Fulbourne Road, Walthamstow	0.1%	1	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ikea, Glover Drive, London	0.4%	4	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.7%	3	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Leyton District Centre	1.1%	11	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	5.7%	9	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Leytonstone Local Centre	0.9%	9	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	5.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Loughton Town Centre	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	5
Manor Park Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys PC World, Tottenham Court Road, London	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys PC World, Tottenham Hale Retail Park, Broad Lane, Tottenham	0.2%	2	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ravenside Retail Park, Edmonton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Tesco Extra, Armada Way, Beckton	0.3%	3	1.7%	1	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	1.0%	1	0.4%	1	0.0%	0	0.0%	0
Tesco, High Road, Ilford	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Larkshall Road, Highams Park	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

London Borough of Redbridge Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
Upton Park Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Walthamstow Town Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.0%
(Don't know / can't remember)	11.0%	110	6.7%	4	12.8%	8	17.3%	14	0.0%	0	9.9%
(Don't do this type of shopping)	19.0%	190	11.4%	8	27.0%	18	8.7%	7	19.8%	16	14.7%
Weighted base:	1000	66	66	83	81	118	155	117	150	97	67
Sample:	1000	100	100	100	100	100	100	100	100	100	100

London Borough of Redbridge Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
Q21 Where did you last buy small electrical goods (cameras, tablets, computers, hairdryers, blenders)?																						
Barking Town Centre (Including Vicarage Shopping Centre)	1.9%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.5%	19	0.0%	0	0.0%	0
Barkingside Town Centre	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London - West End (Oxford Street / Regent Street / Bond Street)	2.6%	26	4.7%	3	0.4%	0	0.6%	0	2.0%	2	6.7%	8	3.8%	6	2.1%	2	0.5%	1	2.4%	2	2.0%	1
Dagenham Town Centre (Including Heathway Shopping Centre)	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	3	6.0%	6	0.0%	0
Goodmayes Local Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0
Hornchurch Town Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	3	0.0%	0	0.0%	0
Ilford Lane Local Centre	0.1%	1	0.7%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Ilford Town Centre	2.7%	27	4.7%	3	14.1%	9	7.1%	6	6.3%	5	0.5%	1	0.0%	0	1.3%	2	0.4%	1	0.5%	1	0.7%	0
Newbury Park Local Centre	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainham Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.5%	1	0.0%	0
Romford Town Centre (including The Liberty, The Mall and The Brewery)	2.0%	20	1.5%	1	1.6%	1	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	6	8.5%	8	2.5%	2
Seven Kings Local Centre	0.5%	5	1.7%	1	1.2%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0
South Woodford Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stratford (including Westfield Stratford City)	10.2%	102	6.8%	4	8.5%	6	14.2%	12	13.8%	11	13.5%	16	22.9%	35	4.7%	5	2.1%	3	1.3%	1	11.5%	8
Woodford Broadway Local Centre	0.2%	2	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, High Road, Seven Kings, Ilford	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Rom Valley Way, Romford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Lakeside Shopping Centre/Mall (Intu shopping centre)	1.0%	10	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	4.9%	7	0.8%	1	0.0%	0
Sainsbury's, High Street, Hornchurch, RM11 1TX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Sainsbury's, King George Avenue, Ilford, IG2 7SH	0.5%	5	0.7%	0	0.0%	0	4.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Sainsbury's, Tanners Lane, Ilford, IG6 1QE	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Bridge Road, Rainham, RM13 9YZ	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.8%	1	0.0%	0
Tesco Extra, Bryant Avenue, Romford, RM3 0LL	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Tesco Extra, High Road,	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0

London Borough of Redbridge Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
Goodmayes, Romford, RM6 4HY											
Tesco Extra, Hornchurch Road, Hornchurch, RM11 1PY	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Extra, Lakeside, West Thurrock, Grays, RM20 1TX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Angel Way Retail Park, Romford (Decathlon, Pet Smart)	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%
Beckton Hill Retail Park, Barking (Matalan, Poundstretcher)	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%
Beckton Triangle Retail Park (Argos, Currys, DFS, Maplin)	6.3%	63	3.3%	2	2.1%	1	0.6%	0	10.5%	9	4.4%
Bluewater Shopping Centre	0.4%	4	1.7%	1	0.0%	0	0.0%	0	0.7%	1	0.7%
Eastern Avenue West Retail Park, Romford (Carphone Warehouse, Currys, Poundstretcher)	1.6%	16	5.5%	4	0.0%	0	2.9%	2	0.0%	0	0.0%
Gallows Corner Retail Park, Colchester Road, Romford (Argos, Halfords, Next)	0.4%	4	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%
Goodmayes Retail Park, High Road, Chadwell Health (B&Q, Harveys, Wickes, Currys)	1.4%	14	8.0%	5	2.5%	2	0.0%	0	0.0%	0	0.0%
Lakeside Retail Park, Lakeside	3.0%	30	4.4%	3	0.6%	0	4.9%	4	0.0%	0	0.0%
Merrilands Retail Park, Dagenham (Argos, Homebase, Halfords)	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Newbury Retail Park, Horns Road, Ilford (B&Q, JD, Pets at Home, Toys R Us)	0.1%	1	0.0%	0	0.4%	0	0.6%	0	0.0%	0	0.0%
Rom Valley Way Retail Park, Romford (Argos, Homebase, Snow & Rock)	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Thurrock Shopping Park, Lakeside	0.5%	5	1.7%	1	0.0%	0	0.0%	0	0.4%	0	0.0%
West Thurrock Retail Park, Weston Avenue, Lakeside	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other	0.2%	2	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%
Internet / online / delivered	21.8%	218	23.1%	15	37.7%	25	23.7%	20	29.7%	24	26.1%
Asda, Marshall Road, Leyton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

London Borough of Redbridge Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10													
Asda, Tollgate Road, Beckton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
B&Q, Deacon Industrial Estate, Cabinet Way, Chingford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Springfield Drive, Ilford	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	0.0%	0	0.0%	0	0.0%	0
Beckton District Centre	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	3.3%	5	0.0%	0	0.0%	0	0.0%	0
Brixton District Centre	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Buckhurst Hill Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chichester Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chingford District Centre	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2		
Cork Tree Retail Park, Hall Lane, Chingford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Costco, Shadbolt Avenue, Chingford	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	4	0.9%	1		
Currys PC World, Cork Tree Retail Park, Hall Lane, Chingford	0.9%	9	0.0%	0	0.0%	0	0.6%	0	0.0%	0	6.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0		
Currys, Beckton Triangle Retail Park, Clapsgate Lane, Beckton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys, Queensgate Retail Park, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0		
Currys/PC World, High Road, Chadwell Heath	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys/PC World, Queensgate Retail Park, Edinburgh Way, Harlow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1		
De Mandeville Gate Retail Park, Southbury Road, Enfield	0.2%	2	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1		
East Ham District Centre	1.5%	15	0.0%	0	0.0%	0	0.0%	0	4.9%	4	0.0%	0	0.0%	0	9.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edmonton District Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Forest Gate Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gallions Reach Shopping Park, Armada Way, Beckton	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	5.5%	8	0.0%	0	0.0%	0	0.0%	0
Harlow Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0		
Homebase, Fulbourne Road, Walthamstow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1		
Leyton District Centre	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	4	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leytonstone Local Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Loughton Town Centre	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.4%	0	2.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.8%	7		
Currys PC World, Tottenham Hale Retail Park, Broad Lane, Tottenham	0.2%	2	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Tottenham Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ravenside Retail Park, Edmonton	0.3%	3	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.7%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Sainsbury's, Claps Gate Lane, Beckton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Hall Lane, Chingford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, High Street, Walthamstow	0.1%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Armada Way, Beckton	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	3	0.4%	1	0.0%	0	0.0%	0
Tesco Extra, Glover Drive, Upper Edmonton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Cranbrook Road, Ilford	0.2%	2	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walthamstow Town Centre	0.1%	1	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wansford Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	9.9%	99	5.2%	3	12.1%	8	11.1%	9	5.9%	5	17.0%	20	12.3%	19	8.2%	10	6.9%	10	5.2%	5	14.8%	10
(Don't do this type of shopping)	18.9%	189	21.6%	14	14.9%	10	12.7%	11	21.8%	18	7.7%	9	23.4%	36	23.6%	27	18.6%	28	19.6%	19	24.9%	17
Weighted base:	1000		66		66		83		81		118		155		117		150		97		67	
Sample:	1000		100		100		100		100		100		100		100		100		100		100	

London Borough of Redbridge Household Survey for WYG

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
Q22 Where did you last buy DIY, decorating goods & gardening products?																						
Barking Town Centre (Including Vicarage Shopping Centre)	1.8%	18	0.0%	0	3.1%	2	0.0%	0	3.7%	3	0.0%	0	0.0%	0	0.0%	0	8.6%	13	0.0%	0	0.0%	0
Barkingside Town Centre	0.6%	6	0.0%	0	1.6%	1	6.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brentwood Town Centre (Including Baytree Centre)	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London - West End (Oxford Street / Regent Street / Bond Street)	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chadwell Health Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Collier Row Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Dagenham Town Centre (Including Heathway Shopping Centre)	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	4	4.6%	4	0.0%	0
Goodmayes Local Centre	0.2%	2	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Grays Town Centre (Including Grays Shopping Centre & Queensgate Shopping Centre)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Hornchurch Town Centre	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	0.0%	0	0.0%	0
Ilford Lane Local Centre	0.1%	1	0.0%	0	0.4%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Ilford Town Centre	1.4%	14	6.1%	4	12.1%	8	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.7%	0
Newbury Park Local Centre	0.7%	7	0.0%	0	4.7%	3	4.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Romford Town Centre (including The Liberty, The Mall and The Brewery)	1.3%	13	1.7%	1	1.6%	1	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	4.7%	5	3.2%	2
Seven Kings Local Centre	1.0%	10	2.0%	1	4.4%	3	0.0%	0	3.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	3	0.0%	0
South Woodford Town Centre	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	3	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stratford (including Westfield Stratford City)	0.6%	6	0.0%	0	4.7%	3	0.0%	0	1.2%	1	0.0%	0	0.4%	1	0.0%	0	0.5%	1	0.8%	1	0.0%	0
Upminster Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.8%	1	0.8%	1	0.0%	0
Woodford Bridge Local Centre	0.5%	5	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	4	0.0%	0
Woodford Broadway Local Centre	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q Tangent Link, Harold Hill, Romford	0.3%	3	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.5%	0
B&Q Warehouse, Heron Way, Lakeside, Thurrock	0.1%	1	0.9%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Roneo Corner Retail Park, Romford	3.5%	35	0.5%	0	0.0%	0	2.5%	2	0.0%	0	0.7%	1	0.0%	0	0.5%	1	8.9%	13	17.5%	17	1.8%	1
Homebase, High Road,	2.4%	24	21.3%	14	5.7%	4	3.1%	3	0.4%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	1.5%	1	2.3%	2

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
Seven Kings, Ilford Homebase, Rom Valley Way, Romford	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	1.6%	1
Ikea, Motherwell Way, Lakeside, Thurrock	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside Shopping Centre/Mall (Intu shopping centre)	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	5	0.0%	0	0.0%	0
Screwfix, 643 Eastern Avenue, Ilford	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	0.0%	0	0.0%	0
Tesco Extra, Bridge Road, Rainham, RM13 9YZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Wickes Extra, Hertford Road, Barking	0.6%	6	1.1%	1	0.6%	0	0.0%	0	1.2%	1	0.0%	0	1.7%	3	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Wickes, Brook Street, Brentwood	0.2%	2	3.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beckton Hill Retail Park, Barking (Matalan, Poundstretcher)	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	3.0%	3	2.2%	3	0.0%	0	0.0%	0
Beckton Triangle Retail Park (Argos, Currys, DFS, Maplin)	12.1%	121	4.0%	3	6.5%	4	0.8%	1	22.0%	18	0.0%	0	14.2%	22	44.5%	52	12.0%	18	3.3%	3	0.7%	0
Chase Lane Retail Park, King George Avenue, Ilford (Sainsbury's, Sports Direct)	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastern Avenue West Retail Park, Romford (Carphone Warehouse, Currys, Poundstretcher)	0.2%	2	1.7%	1	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gallows Corner Retail Park, Colchester Road, Romford (Argos, Halfords, Next)	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	1.3%	1	0.9%	1
Gateway Retail Park, Barking (B&Q, Halfords, Staples)	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	1.3%	2	0.0%	0	0.0%	0
Goodmayes Retail Park, High Road, Chadwell Health (B&Q, Harveys, Wickes, Currys)	1.8%	18	11.9%	8	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	6	3.7%	4	0.0%	0
Lakeside Retail Park, Lakeside	0.9%	9	0.0%	0	0.0%	0	2.5%	2	3.7%	3	0.0%	0	0.0%	0	0.0%	0	1.1%	2	2.4%	2	0.0%	0
Merrilands Retail Park, Dagenham (Argos, Homebase, Halfords)	1.6%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.2%	12	4.1%	4	0.0%	0
Newbury Retail Park, Horns Road, Ilford (B&Q, JD,	4.1%	41	12.2%	8	18.4%	12	13.9%	12	4.2%	3	1.2%	1	0.6%	1	0.0%	0	0.0%	0	0.8%	1	3.5%	2

London Borough of Redbridge Household Survey for WYG

Weighted:

October 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
Pets at Home, Toys R Us)											
Rom Valley Way Retail Park, Romford (Argos, Homebase, Snow & Rock)	0.2%	2	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Thurrock Shopping Park, Lakeside	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
West Thurrock Retail Park, Weston Avenue, Lakeside	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%
Internet / online / delivered	2.1%	21	3.3%	2	4.4%	3	1.0%	1	1.8%	1	0.7%
B&Q, Deacon Industrial Estate, Cabinet Way, Chingford	1.7%	17	0.0%	0	0.6%	0	3.3%	3	0.0%	0	10.8%
B&Q, Gateway Retail Park, Beckton Triangle, Beckton	2.1%	21	0.7%	0	1.6%	1	1.0%	1	6.4%	5	0.0%
B&Q, Leyton Mills, Marshall Road, Leyton	2.0%	20	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%
B&Q, Springfield Drive, Ilford	2.3%	23	1.3%	1	4.7%	3	17.6%	15	0.0%	0	2.3%
B&Q, Station Road, Lower Road, Belvedere	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Buckhurst Hill Town Centre	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%
Canning Town District Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%
Chigwell Town Centre	0.3%	3	3.3%	2	0.0%	0	1.0%	1	0.0%	0	0.0%
Chingford District Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%
Crews Hill Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%
Discount DIY, High Road, Leytonstone	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%
East Ham District Centre	1.0%	10	0.0%	0	0.0%	0	0.0%	0	10.3%	8	0.0%
Enfield Retail Park, Southbury Road, Enfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Enfield Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%
Forest Gate Local Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%
Gallions Reach Shopping Park, Armada Way, Beckton	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Greenwich Retail Park, Bugsby's Way, London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hainault Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%
Harlow Garden Centre, Canes Lane, Hastingwood	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%
Highams Park District Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%
Homebase, Church Hill, Loughton	2.4%	24	0.0%	0	0.0%	0	1.8%	2	0.0%	0	4.1%
Homebase, Fulbourne Road,	7.6%	76	0.0%	0	0.0%	0	11.2%	9	4.9%	4	32.0%

London Borough of Redbridge Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
Walthamstow											
Ikea, Glover Drive, London	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Leyton District Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Leytonstone Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Loughton Town Centre	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Salisbury Hall Gardens, Chingford Road, Chingford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Northfields Nursery, Sewardstone Road, Chingford	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%
Park View Nursery, Theobalds Park Road, Crews Hill, Enfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Plaistow Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ravenside Retail Park, Edmonton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%
Sainsbury's, High Street, Walthamstow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Screwfix, Maybells Commercial Estate, Ripple Road, Barking	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%
Screwfix, Waltham Park Way, Billet Road, Walthamstow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Selco Builders Warehouse, Walthamstow Avenue, Walthamstow	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%
Tesco Extra, Brookfield Centre, Cheshunt	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%
Tesco, Sewardstone Road, Waltham Abbey	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%
Tower Hamlets District Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%
Upton Park Local Centre	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waltham Abbey Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%
Waltham Cross	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%
Walthamstow Town Centre	0.7%	7	0.0%	0	0.0%	0	0.0%	0	4.6%	5	0.9%
Wanstead Local Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%
Wickes, High Road, Chadwell Heath	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wickes, Howard Way, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%
Wickes, Manor Road, Canning Town	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%
(Don't know / can't	8.1%	81	3.4%	2	11.0%	7	4.4%	4	5.6%	5	18.7%

London Borough of Redbridge Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
remember) (Don't do this type of shopping)	22.3% 223	19.6% 13	11.2% 7	14.7% 12	27.3% 22	13.6% 16	32.5% 50	28.2% 33	17.1% 26	24.2% 24	28.6% 19
Weighted base:	1000	66	66	83	81	118	155	117	150	97	67
Sample:	1000	100	100	100	100	100	100	100	100	100	100

London Borough of Redbridge Household Survey for WYG

Weighted:

October 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
Q23 Where did you last buy furniture, carpets & floor coverings?																						
Barking Town Centre (Including Vicarage Shopping Centre)	0.6%	6	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	3.6%	5	0.0%	0	0.0%	0
Barkingside Town Centre	0.7%	7	0.5%	0	0.0%	0	5.8%	5	1.0%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brentwood Town Centre (Including Baytree Centre)	0.1%	1	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Central London - West End (Oxford Street / Regent Street / Bond Street)	1.0%	10	1.7%	1	0.0%	0	1.0%	1	0.4%	0	3.4%	4	1.2%	2	0.0%	0	0.4%	1	0.0%	0	1.2%	1
Dagenham Town Centre (Including Heathway Shopping Centre)	0.8%	8	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	1.7%	3	4.6%	4	0.0%	0
Goodmayes Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.9%	1	0.0%	0
Hornchurch Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ilford Lane Local Centre	0.3%	3	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Ilford Town Centre	1.4%	14	5.6%	4	10.4%	7	0.6%	0	0.0%	0	0.5%	1	0.9%	1	0.0%	0	0.4%	1	0.5%	1	0.0%	0
Newbury Park Local Centre	0.2%	2	0.5%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainham Town Centre	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	3	2.4%	2	0.0%	0
Romford Town Centre (including The Liberty, The Mall and The Brewery)	1.9%	19	2.5%	2	1.6%	1	1.3%	1	1.9%	2	0.0%	0	0.0%	0	0.8%	1	2.3%	3	6.0%	6	4.9%	3
Seven Kings Local Centre	0.6%	6	3.7%	2	1.4%	1	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0
South Woodford Town Centre	0.9%	9	0.0%	0	0.5%	0	0.0%	0	0.0%	0	6.5%	8	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Stratford (including Westfield Stratford City)	2.1%	21	1.2%	1	3.5%	2	1.3%	1	1.0%	1	5.5%	6	4.5%	7	1.3%	2	0.0%	0	0.0%	0	1.7%	1
Upminster Town Centre	0.3%	3	0.4%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.9%	1	0.9%	1
Woodford Bridge Local Centre	0.4%	4	0.0%	0	0.0%	0	4.2%	4	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Woodford Broadway Local Centre	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Roneo Corner Retail Park, Romford	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	3	0.5%	1	0.0%	0
Homebase, High Road, Seven Kings, Ilford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Ikea, Motherwell Way, Lakeside, Thurrock	0.5%	5	3.9%	3	0.5%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside Shopping Centre/Mall (Intu shopping centre)	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	5	0.0%	0	0.0%	0
Wickes Extra, Hertford Road, Barking	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	1.2%	2	0.0%	0	0.0%	0
Beckton Hill Retail Park, Barking (Matalan,	1.0%	10	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	8.1%	9	0.0%	0	0.0%	0	0.0%	0

London Borough of Redbridge Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
Poundstretcher)																						
Beckton Triangle Retail Park (Argos, Currys, DFS, Maplin)	5.6%	56	5.6%	4	1.1%	1	5.5%	5	6.6%	5	0.0%	0	3.3%	5	11.7%	14	12.3%	18	3.3%	3	2.3%	2
Bluewater Shopping Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Eastern Avenue West Retail Park, Romford (Carphone Warehouse, Currys, Poundstretcher)	0.3%	3	0.0%	0	0.4%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0
Gallows Corner Retail Park, Colchester Road, Romford (Argos, Halfords, Next)	1.3%	13	1.7%	1	0.0%	0	4.6%	4	3.7%	3	0.0%	0	0.0%	0	0.0%	0	0.8%	1	2.4%	2	1.7%	1
Goodmayes Retail Park, High Road, Chadwell Health (B&Q, Harveys, Wickes, Currys)	0.7%	7	1.1%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	5	1.3%	1	0.5%	0
Grove Farm Retail Park, High Road, Romford (Halfords, Smyths, Staples)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Lakeside Retail Park, Lakeside	1.2%	12	0.8%	1	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	6	3.4%	3	0.0%	0
Merrielands Retail Park, Dagenham (Argos, Homebase, Halfords)	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	5	5.2%	5	0.0%	0
Newbury Retail Park, Horns Road, Ilford (B&Q, JD, Pets at Home, Toys R Us)	0.3%	3	0.5%	0	0.4%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2
Rom Valley Way Retail Park, Romford (Argos, Homebase, Snow & Rock)	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	3	0.5%	1	0.0%	0
Thurrock Shopping Park, Lakeside	1.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	3.4%	5	2.1%	3	0.4%	1	3.4%	3	0.0%	0
West Thurrock Retail Park, Weston Avenue, Lakeside	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.5%	1	0.0%	0
Other	0.4%	4	0.0%	0	3.1%	2	0.0%	0	0.4%	0	0.7%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / online / delivered	4.8%	48	6.9%	5	13.3%	9	2.5%	2	9.0%	7	4.0%	5	4.4%	7	6.1%	7	1.3%	2	3.1%	3	2.3%	2
B&Q, Gateway Retail Park, Beckton Triangle, Beckton	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	0.0%	0	0.0%	0
B&Q, Leyton Mills, Marshall Road, Leyton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Springfield Drive, Ilford	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	0.0%	0	0.0%	0
Beckton District Centre	0.6%	6	0.4%	0	0.0%	0	0.0%	0	4.1%	3	0.0%	0	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beckton Retail Park, Alpine Way, Beckton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Brookfield Shopping Park,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0

London Borough of Redbridge Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
Halfhide Lane, Cheshunt																						
Buckhurst Hill Town Centre	0.2%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Carpet World, Deacon Trading Estate, Cabinet Way, Chingford	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carpetright, High Road, Romford	0.3%	3	1.7%	1	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carpetright, Highbridge Retail Park, Highbridge Street, Waltham Abbey	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carpetright, Manor Road, Canning Town	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Chigwell Town Centre	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chingford District Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Clarkes Direct Flooring, Roneo Corner	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Cork Tree Retail Park, Hall Lane, Chingford	0.5%	5	0.0%	0	0.0%	0	0.6%	0	0.0%	0	3.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
De Mandeville Gate Retail Park, Southbury Road, Enfield	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Debden Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
East Ham District Centre	1.5%	15	0.0%	0	0.0%	0	0.0%	0	3.7%	3	0.0%	0	3.4%	5	6.0%	7	0.0%	0	0.0%	0	0.0%	0
Edmonton District Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Enfield Retail Park, Southbury Road, Enfield	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2
Enfield Town Centre	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Epping Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Forest Gate Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hainault Local Centre	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harlow Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2
Homebase, Church Hill, Loughton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Homebase, Kidbrooke Park Road, Kidbrooke, Blackheath	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Howdens Joinery, Blackhorse Lane, Walthamstow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ikea, Glover Drive, London	0.9%	9	0.0%	0	0.5%	0	5.3%	4	0.7%	1	0.7%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Leytonstone Local Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Loughton Town Centre	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	9.6%	6
Manor Park Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Brookfield Centre, Halfhide Lane, Cheshunt	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	0.0%	0	0.0%	0
Ravenside Retail Park,	1.3%	13	0.0%	0	0.0%	0	5.8%	5	0.0%	0	6.0%	7	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0

London Borough of Redbridge Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
Edmonton Sofa Design, Horns Road, Newbury Park, Ilford	0.2%	2	1.7%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Upton Park Local Centre	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	1.1%	2	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Waltham Abbey Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Waltham Cross	0.1%	1	0.0%	0	0.4%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walthamstow Town Centre	0.5%	5	0.0%	0	0.0%	0	1.0%	1	0.0%	0	2.1%	3	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Woodford Green Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	16.8%	168	13.7%	9	14.3%	9	15.6%	13	16.0%	13	20.1%	24	15.4%	24	4.0%	5	20.7%	31	26.7%	26	22.0%	15
(Don't do this type of shopping)	39.7%	397	44.6%	30	42.0%	28	30.4%	25	43.8%	36	29.7%	35	53.2%	82	53.7%	63	33.5%	50	27.5%	27	33.3%	22
Weighted base:	1000		66		66		83		81		118		155		117		150		97		67	
Sample:	1000		100		100		100		100		100		100		100		100		100		100	

Mean score [Times a year, those who go]: Everyday = 365, 5 - 6 times a week = 286, 3 - 4 times a week = 182, Twice a week = 104, Once a week = 52, Once every two weeks = 26, Once a month = 12, Once every two months = 6, 3 or 4 times a year = 3.5, Twice a year = 2, Once a year = 1, Less often = 0.5

Q24 How often do you make trips to Ilford town centre for shopping and / or services?

Everyday	0.9%	9	1.6%	1	6.0%	4	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0
5 - 6 times a week	0.5%	5	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	4.4%	3
3 - 4 times a week	2.7%	27	7.9%	5	9.9%	7	1.5%	1	1.3%	1	0.7%	1	3.4%	5	0.7%	1	3.8%	6	0.0%	0	0.0%	0
Twice a week	3.6%	36	4.8%	3	21.7%	14	2.3%	2	6.7%	5	0.0%	0	0.7%	1	0.8%	1	5.3%	8	0.9%	1	0.0%	0
Once a week	6.7%	67	16.3%	11	17.5%	12	4.4%	4	18.5%	15	1.5%	2	2.5%	4	5.6%	6	2.9%	4	9.3%	9	0.0%	0
Once every two weeks	6.8%	68	16.5%	11	14.8%	10	11.1%	9	11.5%	9	1.2%	1	5.5%	8	5.9%	7	6.1%	9	2.8%	3	0.7%	0
Once a month	7.5%	75	22.3%	15	12.6%	8	8.3%	7	16.1%	13	5.6%	7	6.1%	9	6.2%	7	5.3%	8	1.1%	1	0.0%	0
Once every two months	5.3%	53	3.0%	2	5.1%	3	7.7%	6	4.2%	3	5.2%	6	0.4%	1	17.4%	20	2.6%	4	4.4%	4	3.7%	2
3 or 4 times a year	6.9%	69	8.7%	6	5.2%	3	8.4%	7	8.0%	6	5.3%	6	8.2%	13	6.1%	7	8.1%	12	5.3%	5	3.9%	3
Twice a year	6.1%	61	1.2%	1	0.0%	0	7.6%	6	7.1%	6	8.5%	10	12.6%	20	3.9%	5	3.5%	5	5.9%	6	4.9%	3
Once a year	6.8%	68	4.5%	3	0.5%	0	6.1%	5	4.5%	4	10.2%	12	5.2%	8	10.7%	13	6.6%	10	4.1%	4	13.7%	9
Less often	6.1%	61	1.4%	1	3.1%	2	3.0%	3	2.6%	2	3.6%	4	9.5%	15	8.6%	10	11.6%	17	3.7%	4	4.6%	3
Never	38.7%	387	9.6%	6	0.0%	0	33.2%	28	19.3%	16	56.5%	67	44.9%	70	31.9%	37	42.4%	64	60.1%	58	63.3%	42
(Don't know / varies)	1.4%	14	2.3%	2	2.3%	2	3.8%	3	0.0%	0	1.6%	2	0.4%	1	2.1%	3	1.7%	3	0.0%	0	0.7%	0
Mean:	33.86		46.53		83.24		34.04		30.59		9.30		23.04		13.27		30.01		40.01		37.14	
Weighted base:	1000		66		66		83		81		118		155		117		150		97		67	
Sample:	1000		100		100		100		100		100		100		100		100		100		100	

London Borough of Redbridge Household Survey for WYG

Weighted:

October 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
Q25 Why do you not use Ilford town centre for shopping and / or services? [MR]																						
<i>Those who do not visit Ilford town centre at Q24</i>																						
Choice of leisure facilities (cinema, gym, pubs etc)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Choice of services (hairdressers, banks etc)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Enough choice in the local Ilford area	1.8%	7	0.0%	0	0.0%	0	2.9%	1	0.0%	0	9.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Environmental quality of centre	9.0%	35	0.0%	0	0.0%	0	29.7%	8	5.3%	1	14.9%	10	4.0%	3	6.6%	2	8.6%	5	3.9%	2	7.2%	3
Expensive car parking	3.9%	15	0.0%	0	0.0%	0	0.0%	0	4.4%	1	3.8%	3	0.9%	1	16.6%	6	5.2%	3	0.9%	1	3.1%	1
Inconveniently located car parking	2.7%	11	0.0%	0	0.0%	0	2.4%	1	7.5%	1	4.1%	3	0.0%	0	4.1%	2	1.6%	1	3.9%	2	2.8%	1
Lack of choice and range of shops	5.9%	23	0.0%	0	0.0%	0	16.8%	5	22.0%	3	6.2%	4	10.6%	7	2.6%	1	0.9%	1	0.0%	0	3.8%	2
Lack of preferred supermarket operator	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not accessible by public transport	3.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	10.0%	7	0.0%	0	2.4%	2	4.1%	2	0.0%	0
Not easy to get to	4.2%	16	17.7%	1	0.0%	0	0.0%	0	4.4%	1	5.0%	3	7.2%	5	2.6%	1	0.9%	1	4.4%	3	4.4%	2
Prefer other town centres	28.1%	109	7.0%	0	0.0%	0	50.4%	14	33.5%	5	24.8%	16	28.1%	20	11.2%	4	34.5%	22	31.9%	19	20.1%	9
Too far away from home or work	28.8%	112	17.7%	1	0.0%	0	4.1%	1	12.1%	2	22.9%	15	36.5%	25	33.8%	13	44.0%	28	22.0%	13	32.1%	14
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too busy	1.3%	5	4.0%	0	0.0%	0	7.4%	2	0.0%	0	0.0%	0	1.8%	1	0.0%	0	1.3%	1	0.9%	1	0.8%	0
Traffic congestion	4.9%	19	0.0%	0	0.0%	0	0.0%	0	24.3%	4	5.6%	4	4.8%	3	15.6%	6	2.2%	1	0.0%	0	2.3%	1
Not safe	4.8%	19	0.0%	0	0.0%	0	16.8%	5	0.0%	0	7.1%	5	1.5%	1	2.6%	1	6.6%	4	2.5%	1	3.8%	2
Lack of car parking	1.6%	6	0.0%	0	0.0%	0	14.5%	4	2.2%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / no reason to visit)	19.6%	76	64.3%	4	0.0%	0	8.9%	2	9.1%	1	19.5%	13	14.5%	10	6.9%	3	17.4%	11	32.1%	19	29.6%	13
(Don't know)	3.7%	14	7.0%	0	0.0%	0	3.8%	1	18.9%	3	0.0%	0	6.4%	4	12.9%	5	0.0%	0	0.9%	1	0.0%	0
Weighted base:	387		6			28		16		67		70		37		64		58		42		
Sample:	343		10		0	28		21		52		39		28		40		63		62		

London Borough of Redbridge Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
Q26 What is the main reason(s) for visiting Ilford town centre? [MR]																						
<i>Those who visit Ilford town centre at Q24</i>																						
Go to hairdressers / dry cleaners or other services	3.9%	24	2.3%	1	2.7%	2	0.0%	0	16.7%	11	1.7%	1	1.7%	1	0.0%	0	2.5%	2	13.9%	5	0.0%	0
Go to work	5.3%	32	6.0%	4	7.8%	5	6.4%	4	1.3%	1	3.3%	2	2.3%	2	4.1%	3	9.5%	8	0.0%	0	16.3%	4
Shopping for food items	22.2%	136	34.5%	21	37.5%	25	22.6%	13	28.7%	19	25.7%	13	7.9%	7	15.9%	13	23.0%	20	15.1%	6	2.8%	1
Shopping for non-food items	62.6%	384	71.7%	43	52.6%	35	55.6%	31	66.5%	44	66.2%	34	53.0%	45	66.2%	53	68.7%	59	61.2%	24	68.7%	17
Use bank / financial services	6.5%	40	18.2%	11	23.0%	15	1.7%	1	11.0%	7	0.0%	0	0.0%	0	2.2%	2	1.8%	2	5.9%	2	0.0%	0
Use Post Office	0.7%	4	1.2%	1	3.0%	2	0.0%	0	0.0%	0	1.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit doctors / dentist	1.3%	8	0.7%	0	2.0%	1	0.0%	0	1.1%	1	5.2%	3	0.7%	1	0.0%	0	1.3%	1	3.2%	1	0.0%	0
Visit pub / restaurant	5.1%	31	0.6%	0	5.9%	4	8.2%	5	10.5%	7	2.0%	1	2.0%	2	9.0%	7	3.6%	3	6.0%	2	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Browsing / window shopping	4.8%	29	2.9%	2	8.3%	5	4.8%	3	0.5%	0	0.0%	0	5.1%	4	14.9%	12	0.7%	1	2.7%	1	4.8%	1
Meet friends / family	2.2%	13	0.4%	0	0.0%	0	1.5%	1	9.1%	6	3.3%	2	1.0%	1	1.0%	1	0.0%	0	7.3%	3	0.0%	0
Leisure activity	2.9%	18	0.0%	0	0.0%	0	0.8%	0	0.5%	0	4.5%	2	7.2%	6	1.0%	1	7.2%	6	2.3%	1	2.0%	0
For a trip out	1.2%	8	1.0%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	3.2%	3	2.4%	2	0.9%	1	2.3%	1	0.0%	0
To use the railway station	0.1%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / no particular reason)	8.0%	49	8.4%	5	18.0%	12	14.6%	8	0.9%	1	4.5%	2	21.0%	18	0.7%	1	0.0%	0	1.9%	1	8.2%	2
Weighted base:	613	60	66	56	66	51	85	79	87	39	25											
Sample:	657	90	100	72	79	48	61	72	60	37	38											

London Borough of Redbridge Household Survey for WYG

Weighted:

October 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
Q27 What would encourage you to visit Ilford town centre more? [MR]																						
Better environment	2.4%	24	0.9%	1	1.5%	1	8.8%	7	5.3%	4	2.8%	3	0.4%	1	1.5%	2	1.8%	3	2.2%	2	0.9%	1
Better public transport facilities	1.7%	17	0.5%	0	0.0%	0	1.1%	1	5.5%	5	1.6%	2	1.8%	3	1.5%	2	2.4%	4	0.9%	1	0.9%	1
Better range of leisure facilities	1.8%	18	3.3%	2	0.0%	0	4.8%	4	0.0%	0	4.4%	5	0.6%	1	0.0%	0	0.5%	1	5.4%	5	0.0%	0
Better range of shops	10.0%	100	12.6%	8	13.6%	9	7.6%	6	17.0%	14	12.6%	15	12.4%	19	6.2%	7	11.5%	17	3.1%	3	1.4%	1
Better restaurants / bars	1.2%	12	5.3%	3	4.0%	3	1.5%	1	1.9%	2	0.7%	1	0.7%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Better security	0.2%	2	0.4%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Cheaper parking	4.4%	44	2.3%	2	3.5%	2	2.1%	2	2.3%	2	4.3%	5	4.4%	7	11.4%	13	5.3%	8	0.5%	1	4.4%	3
Cheaper public transport	0.7%	7	0.7%	0	1.6%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.5%	1	1.7%	3	0.0%	0	1.4%	1
Discount foodstores within the town centre	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved leisure facilities	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved non-food shops within the town centre	1.5%	15	2.0%	1	1.0%	1	0.6%	0	0.4%	0	3.5%	4	0.0%	0	3.8%	4	2.1%	3	0.0%	0	1.6%	1
Improved quality of environment	1.8%	18	4.4%	3	0.5%	0	4.0%	3	0.9%	1	5.4%	6	0.7%	1	0.8%	1	0.4%	1	0.5%	1	2.1%	1
Improved quality of shops	6.5%	65	11.0%	7	13.6%	9	7.5%	6	11.7%	9	3.9%	5	11.7%	18	1.3%	2	4.3%	6	1.6%	2	0.7%	0
Improved street cleaning	1.7%	17	3.3%	2	5.0%	3	1.0%	1	4.4%	4	2.3%	3	0.4%	1	0.0%	0	0.4%	1	2.9%	3	0.0%	0
Increased choice and range of shops	8.8%	88	14.0%	9	17.4%	11	11.3%	9	16.7%	14	5.1%	6	14.4%	22	6.0%	7	2.4%	4	3.5%	3	3.2%	2
Longer opening hours	0.1%	1	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Lower priced parking	1.1%	11	0.7%	0	0.0%	0	1.5%	1	0.0%	0	3.0%	4	2.4%	4	0.7%	1	0.0%	0	0.5%	1	0.5%	0
More brand names	0.8%	8	2.6%	2	0.6%	0	0.0%	0	3.7%	3	0.9%	1	0.0%	0	0.0%	0	0.7%	1	0.9%	1	0.0%	0
More convenient parking	2.7%	27	2.3%	1	0.4%	0	0.6%	0	7.1%	6	1.2%	1	3.9%	6	4.8%	6	3.2%	5	0.5%	1	0.7%	0
More independent shops	1.6%	16	2.8%	2	5.0%	3	0.0%	0	0.9%	1	0.7%	1	5.2%	8	0.7%	1	0.0%	0	0.0%	0	0.0%	0
More parking	3.4%	34	0.9%	1	0.9%	1	4.8%	4	5.0%	4	4.7%	5	2.1%	3	5.3%	6	3.5%	5	3.9%	4	1.6%	1
Safer / better personal security	2.0%	20	0.5%	0	0.4%	0	0.6%	0	4.9%	4	4.4%	5	1.2%	2	0.0%	0	5.3%	8	0.0%	0	0.5%	0
Safer car parks in the evening	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less congestion	3.1%	31	5.0%	3	1.8%	1	5.7%	5	12.2%	10	2.3%	3	0.4%	1	3.0%	3	1.2%	2	0.8%	1	3.5%	2
Better prices	1.1%	11	0.0%	0	0.0%	0	0.0%	0	0.6%	0	1.4%	2	3.4%	5	0.8%	1	1.7%	3	0.0%	0	0.0%	0
Improve / introduce market	0.4%	4	0.7%	0	0.9%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.4%	1	0.0%	0	0.0%	0
If it were easier to get to	0.7%	7	0.0%	0	0.8%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	5	0.0%	0	0.0%	0	0.7%	0
Better disabled access	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	5	0.0%	0	2.1%	3	0.0%	0	0.0%	0
Nothing	50.3%	503	53.8%	36	41.2%	27	46.3%	39	28.2%	23	49.2%	58	43.4%	67	57.1%	67	48.4%	73	71.0%	69	67.3%	45
(Don't know)	10.1%	101	1.5%	1	8.0%	5	10.6%	9	8.1%	7	9.5%	11	9.5%	15	9.6%	11	18.5%	28	4.8%	5	14.7%	10
Weighted base:	1000		66		66		83		81		118		155		117		150		97		67	
Sample:	1000		100		100		100		100		100		100		100		100		100		100	

London Borough of Redbridge Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
GEN Gender of respondent:																						
Male	37.4%	374	42.8%	28	32.5%	21	26.2%	22	35.8%	29	32.9%	39	43.3%	67	45.8%	53	44.9%	67	29.6%	29	27.6%	18
Female	62.6%	626	57.2%	38	67.5%	45	73.8%	61	64.2%	52	67.1%	79	56.7%	88	54.2%	63	55.1%	83	70.5%	68	72.4%	49
Weighted base:	1000	66	66	83	81	118	155	117	150	97	67											
Sample:	1000	100	100	100	100	100	100	100	100	100	100											
AGE Could I ask how old you are please?																						
18 to 24	10.5%	105	16.6%	11	12.4%	8	4.8%	4	7.3%	6	13.2%	16	10.2%	16	8.2%	10	16.3%	24	4.6%	4	8.8%	6
25 to 34	18.2%	182	19.9%	13	30.9%	20	4.8%	4	29.3%	24	4.4%	5	27.2%	42	24.7%	29	22.8%	34	4.6%	4	8.8%	6
35 to 44	23.1%	231	22.2%	15	19.1%	13	24.7%	21	16.9%	14	24.9%	29	22.7%	35	14.8%	17	26.7%	40	33.2%	32	22.6%	15
45 to 54	16.5%	165	13.6%	9	11.1%	7	17.3%	14	11.4%	9	33.9%	40	16.7%	26	10.8%	13	8.5%	13	21.1%	21	20.1%	13
55 to 64	13.6%	136	9.4%	6	11.9%	8	18.5%	15	17.7%	14	9.8%	12	8.2%	13	19.2%	22	10.5%	16	14.9%	14	22.2%	15
65 +	16.2%	162	11.3%	7	9.8%	6	23.6%	20	15.4%	13	13.9%	16	12.3%	19	22.2%	26	15.2%	23	21.6%	21	16.4%	11
(Refused)	2.0%	20	7.0%	5	4.9%	3	6.3%	5	1.9%	2	0.0%	0	2.7%	4	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Weighted base:	1000	66	66	83	81	118	155	117	150	97	67											
Sample:	1000	100	100	100	100	100	100	100	100	100	100											
ADU Including yourself, how many people are there in your household who are aged 16 and over?																						
One	16.5%	165	9.6%	6	18.1%	12	15.1%	13	11.7%	9	13.8%	16	17.5%	27	13.0%	15	20.9%	31	24.9%	24	15.5%	10
Two	38.6%	386	27.0%	18	32.2%	21	40.1%	33	36.2%	29	40.1%	47	44.6%	69	35.7%	42	42.6%	64	32.5%	32	45.9%	31
Three	19.4%	194	19.9%	13	17.8%	12	28.3%	24	18.7%	15	24.4%	29	14.9%	23	20.6%	24	16.9%	25	14.7%	14	21.8%	15
Four	13.9%	139	21.5%	14	14.9%	10	10.4%	9	12.5%	10	14.7%	17	7.9%	12	21.6%	25	12.2%	18	17.2%	17	9.8%	7
Five	6.3%	63	13.7%	9	9.2%	6	2.5%	2	11.0%	9	0.7%	1	10.3%	16	1.3%	2	6.6%	10	6.2%	6	4.4%	3
Six or more	1.4%	14	2.3%	1	3.7%	2	0.8%	1	3.7%	3	0.7%	1	3.4%	5	0.0%	0	0.0%	0	0.8%	1	0.0%	0
(Refused)	3.9%	39	6.1%	4	4.1%	3	2.8%	2	6.3%	5	5.6%	7	1.4%	2	7.9%	9	0.8%	1	3.7%	4	2.6%	2
Weighted base:	1000	66	66	83	81	118	155	117	150	97	67											
Sample:	1000	100	100	100	100	100	100	100	100	100	100											
CHI How many people are there in your household who are aged 15 and under?																						
None	60.6%	606	60.0%	40	67.5%	45	59.8%	50	58.9%	48	60.7%	71	69.0%	107	62.0%	72	54.8%	82	57.4%	56	52.2%	35
One	15.9%	159	11.2%	7	16.6%	11	23.4%	20	14.1%	11	18.5%	22	17.1%	26	15.2%	18	13.2%	20	15.5%	15	13.7%	9
Two	14.7%	147	14.3%	9	8.7%	6	14.0%	12	16.9%	14	12.7%	15	8.4%	13	8.8%	10	23.0%	34	15.6%	15	27.4%	18
Three	4.5%	45	6.2%	4	3.2%	2	0.0%	0	0.0%	0	3.0%	4	4.0%	6	6.2%	7	8.3%	12	7.9%	8	2.9%	2
Four	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	0.0%	0	0.0%	0
Five	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	0.0%	0	0.0%	0
Six or more	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Refused)	4.0%	40	8.3%	5	4.1%	3	2.8%	2	6.3%	5	5.1%	6	1.4%	2	7.9%	9	0.8%	1	3.7%	4	3.8%	3
Weighted base:	1000	66	66	83	81	118	155	117	150	97	67											
Sample:	1000	100	100	100	100	100	100	100	100	100	100											

London Borough of Redbridge Household Survey for WYG

Weighted:

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		
CAR How many cars does your household own or have the use of?																						
None	19.3%	193	9.1%	6	19.2%	13	7.8%	7	19.6%	16	12.9%	15	26.5%	41	21.4%	25	27.4%	41	23.2%	23	11.2%	7
One	46.8%	468	40.7%	27	49.6%	33	51.9%	43	47.0%	38	45.5%	54	44.8%	69	64.7%	75	44.5%	67	36.7%	36	39.5%	26
Two	23.5%	235	38.8%	26	21.3%	14	26.7%	22	22.0%	18	25.8%	30	23.9%	37	6.9%	8	22.3%	33	27.5%	27	29.2%	20
Three or more	6.1%	61	5.0%	3	5.8%	4	11.7%	10	5.1%	4	9.3%	11	3.0%	5	0.5%	1	5.1%	8	4.0%	4	18.4%	12
(Refused)	4.2%	42	6.3%	4	4.1%	3	1.8%	2	6.3%	5	6.5%	8	1.8%	3	6.4%	7	0.8%	1	8.7%	8	1.7%	1
Weighted base:		1000		66		66		83		81		118		155		117		150		97		67
Sample:		1000		100		100		100		100		100		100		100		100		100		100

EMP Which of the following best describes employment status? [PR]

Working full time	52.6%	526	64.1%	42	41.6%	28	55.5%	46	51.3%	42	58.1%	68	57.2%	89	45.1%	53	53.8%	81	47.0%	46	48.3%	32
Working part time	14.2%	142	6.8%	5	16.3%	11	7.9%	7	11.4%	9	14.5%	17	12.8%	20	18.1%	21	19.9%	30	10.3%	10	19.2%	13
Unemployed	2.6%	26	1.2%	1	1.6%	1	0.8%	1	9.8%	8	0.0%	0	4.9%	8	1.7%	2	1.2%	2	3.9%	4	0.7%	0
Retired	19.2%	192	15.4%	10	14.6%	10	27.2%	23	19.6%	16	16.8%	20	13.6%	21	25.1%	29	17.0%	25	24.4%	24	21.2%	14
A housewife / househusband	3.2%	32	6.2%	4	5.7%	4	0.8%	1	0.7%	1	5.5%	6	5.4%	8	1.7%	2	0.7%	1	2.4%	2	3.5%	2
A student	2.5%	25	0.0%	0	9.3%	6	4.8%	4	0.0%	0	0.0%	0	4.0%	6	0.7%	1	3.3%	5	0.0%	0	4.4%	3
Sick / disabled	1.5%	15	0.0%	0	3.7%	2	0.0%	0	1.2%	1	0.0%	0	0.7%	1	1.7%	2	3.9%	6	2.6%	3	0.9%	1
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Refused)	4.2%	42	6.3%	4	7.1%	5	3.1%	3	6.0%	5	5.1%	6	1.4%	2	5.9%	7	0.4%	1	9.4%	9	1.7%	1
Weighted base:		1000		66		66		83		81		118		155		117		150		97		67
Sample:		1000		100		100		100		100		100		100		100		100		100		100

QUOTA Zone:

Zone 1	6.6%	66	100.0%	66	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2	6.6%	66	0.0%	0	100.0%	66	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3	8.3%	83	0.0%	0	0.0%	0	100.0%	83	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4	8.1%	81	0.0%	0	0.0%	0	0.0%	0	100.0%	81	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5	11.8%	118	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	118	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6	15.5%	155	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	155	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7	11.7%	117	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	117	0.0%	0	0.0%	0	0.0%	0
Zone 8	15.0%	150	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	150	0.0%	0	0.0%	0
Zone 9	9.7%	97	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	97	0.0%	0
Zone 10	6.7%	67	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	67
Weighted base:		1000		66		66		83		81		118		155		117		150		97		67
Sample:		1000		100		100		100		100		100		100		100		100		100		100

London Borough of Redbridge Household Survey for WYG

Weighted:

October 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
PC Postcode sector:											
E10 6	1.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
E11 1	2.3%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
E11 2	2.2%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
E11 3	1.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
E11 4	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
E12 5	2.2%	22	0.0%	0	0.0%	0	27.6%	22	0.0%	0	0.0%
E12 6	2.7%	27	0.0%	0	0.0%	0	33.0%	27	0.0%	0	0.0%
E13 0	3.7%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.2%
E13 8	2.1%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.6%
E13 9	1.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.7%
E15 1	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%
E15 3	0.7%	7	0.0%	0	0.0%	0	0.0%	0	4.4%	7	0.0%
E15 4	1.8%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.6%
E16 1	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%
E16 3	1.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.5%
E16 4	1.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.0%
E17 3	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%
E17 4	0.8%	8	0.0%	0	0.0%	0	0.0%	0	7.0%	8	0.0%
E18 1	1.0%	10	0.0%	0	0.0%	0	0.0%	0	8.1%	10	0.0%
E18 2	2.4%	24	0.0%	0	0.0%	0	0.0%	0	20.1%	24	0.0%
E4 6	0.8%	8	0.0%	0	0.0%	0	0.0%	0	7.2%	8	0.0%
E4 7	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
E4 9	1.8%	18	0.0%	0	0.0%	0	0.0%	0	15.1%	18	0.0%
E6 1	3.3%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.2%
E6 2	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
E6 3	1.9%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.6%
E6 5	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%
E6 6	1.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.1%
E7 0	1.0%	10	0.0%	0	0.0%	0	11.8%	10	0.0%	0	0.0%
E7 8	2.2%	22	0.0%	0	0.0%	0	27.6%	22	0.0%	0	0.0%
E7 9	1.4%	14	0.0%	0	0.0%	0	0.0%	0	9.0%	14	0.0%
IG1 1	1.2%	12	0.0%	0	17.9%	12	0.0%	0	0.0%	0	0.0%
IG1 2	0.9%	9	0.0%	0	13.4%	9	0.0%	0	0.0%	0	0.0%
IG1 3	2.3%	23	0.0%	0	35.2%	23	0.0%	0	0.0%	0	0.0%
IG1 4	2.2%	22	0.0%	0	33.5%	22	0.0%	0	0.0%	0	0.0%
IG10 1	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
IG10 2	1.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
IG10 3	2.5%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
IG10 4	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
IG11 0	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%
IG11 7	4.0%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.6%
IG11 8	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%
IG11 9	1.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%
IG2 6	0.8%	8	12.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%
IG2 7	1.1%	11	17.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%

London Borough of Redbridge Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
IG3 8	1.7%	17	26.1%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IG3 9	2.9%	29	44.1%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IG4 5	0.4%	4	0.0%	0	0.0%	0	4.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IG5 0	1.1%	11	0.0%	0	0.0%	0	13.0%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IG6 1	1.5%	15	0.0%	0	0.0%	0	17.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IG6 2	1.1%	11	0.0%	0	0.0%	0	12.9%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IG6 3	0.8%	8	0.0%	0	0.0%	0	10.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IG7 4	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	4
IG7 5	0.7%	7	0.0%	0	0.0%	0	8.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IG7 6	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	3
IG8 0	1.9%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.7%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IG8 7	1.6%	16	0.0%	0	0.0%	0	18.8%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IG8 8	1.2%	12	0.0%	0	0.0%	0	14.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IG8 9	1.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IG9 5	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IG9 6	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RM10 7	2.4%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.8%	24	0.0%	0	0.0%	0
RM10 8	2.9%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	29.4%	29	0.0%	0	0.0%	0
RM10 9	2.1%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.2%	21	0.0%	0	0.0%	0	0.0%	0
RM13 8	2.6%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.4%	26	0.0%	0	0.0%	0	0.0%	0
RM5 2	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	4
RM6 4	1.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.2%	13	0.0%	0	0.0%	0
RM6 5	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	10	0.0%	0	0.0%	0
RM6 6	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	6	0.0%	0	0.0%	0
RM8 1	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	5	0.0%	0	0.0%	0
RM8 2	1.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	13	0.0%	0	0.0%	0	0.0%	0
RM8 3	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	5	0.0%	0	0.0%	0
RM9 4	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	3	0.0%	0	0.0%	0	0.0%	0
RM9 5	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	6	0.0%	0	0.0%	0
RM9 6	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	6	0.0%	0	0.0%	0	0.0%	0
Weighted base:	1000	66	66	83	81	118	155	117	150	97	67											
Sample:	1000	100	100	100	100	100	100	100	100	100	100											