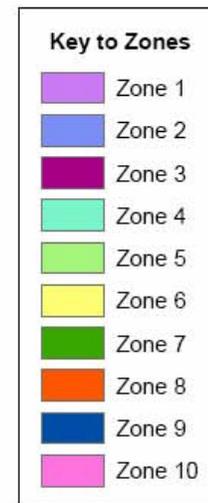
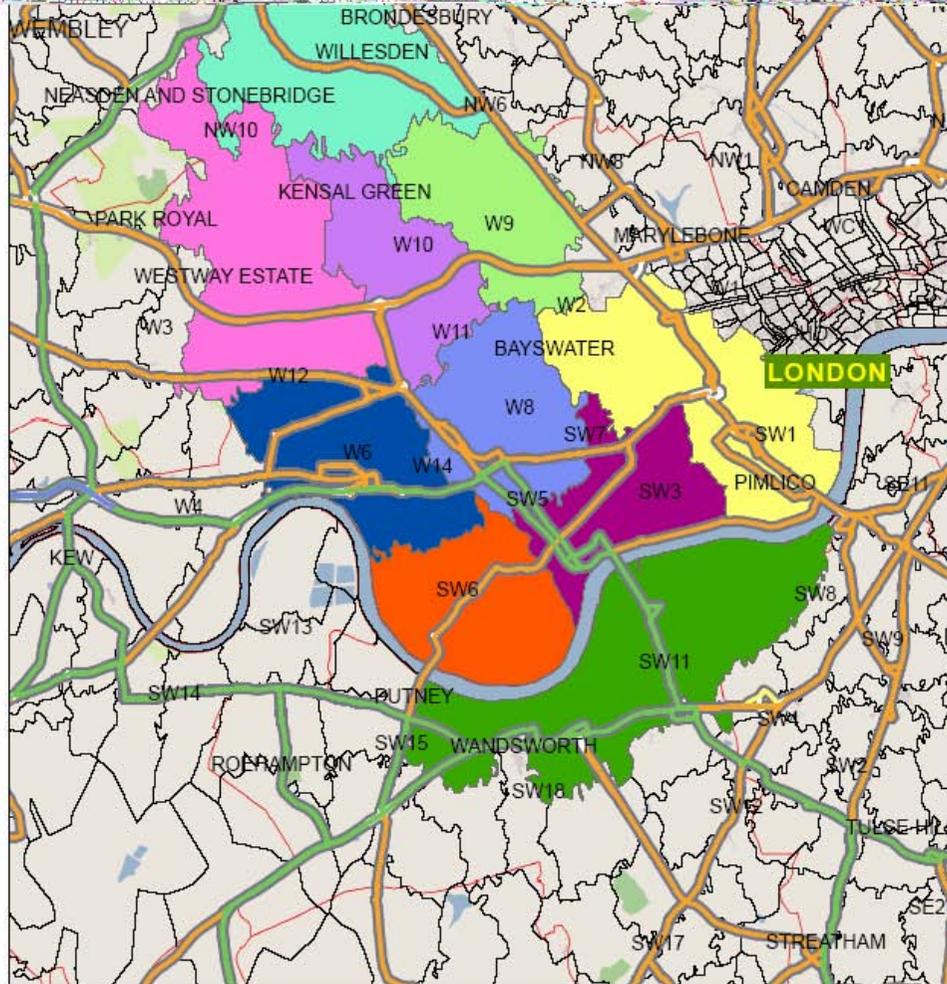
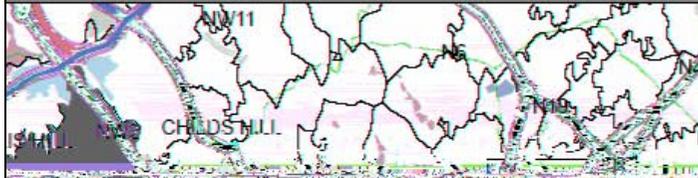


## **Appendix A**

### Study Area and Existing Retail Facilities

# Royal Borough of Kensington & Chelsea Study Area Map



## Kensington & Chelsea Study Area Zones

| Zone                             | Postal Sectors  |
|----------------------------------|---|
| 1 – Kensington North             | NW10 5, W10 5, W10 6, W11 1, W11 2, W11 4   |
| 2 – Kensington Central           | SW5 0, SW5 9, SW7 4, SW7 5, W2 4, W8 4, W8 5, W8 6, W8 7, W11 3, W14 8  |
| 3 – Kensington South             | SW7 2, SW7 3, SW10 0, SW3 1, SW3 2, SW3 3, SW3 4, SW3 5, SW3 6, SW10 9, SW1W 8, SW1X 0, SW1X 9  |
| 4 – Brent South                  | NW2 4, NW2 5, NW2 6, NW6 7, NW10 1, NW10 2, NW10 3, NW10 9  |
| 5 – Westminster North            | NW6 5, NW6 6, W2 5, W2 6, W9 1, W9 2, W9 3, W10 4   |
| 6 – Westminster South            | SW7 1, SW1A 1, SW1E 5, SW1E 6, SW1H 0, SW1H 9, SW1P 4, SW1V 1, SW1V 2, SW1V 3, SW1V 4, SW1V 0, SW1W 9, SW1X 7, SW1X 8, W2 2, W2 3, W1H 5, W1H 7, W1J 6, W1J 7, W1J 8, W1K 1, W1K 2, W1K 6, W1K 7, W1S 4 |
| 7 – Wandsworth North             | SW8 3, SW8 4, SW8 5, SW18 1, SW18 2, SW11 1, SW11 2, SW11 3, SW11 4, SW11 5, SW15 2   |
| 8 – Hammersmith & Fulham South   | SW6 1, SW6 2, SW6 3, SW6 4, SW6 5, SW6 6, SW6 7   |
| 9 – Hammersmith & Fulham Central | W6 0, W6 7, W6 8, W6 9, W12 8, W12 9, W14 0, W14 9  |
| 10 – Hammersmith & Fulham North  | NW10 4, NW10 6, NW10 8, W3 7, W12 0, W12 7  |

**Table 1A - Convenience Floorspace and Benchmark Turnover (2006 prices)**

| Store  | Net Sales Floorspace Sq M | Convenience % Sales Floorspace | Convenience Floorspace Sq M Net | Turnover Density £ per Sq M | Total Convenience Turnover £M |
|--|---------------------------|--------------------------------|---------------------------------|-----------------------------|-------------------------------|
| <b>Large Food Superstores (over 2,500 sq m net)</b>            |                           |                                |                                 |                             |                               |
| Sainsbury's, Kensal Gas Works, Canal Walk, Ladbroke Grove      | 4,063                     | 70%                            | 2,844                           | £9,221                      | £26.23                        |
| Sainsbury's, West End Air Terminal, 158A Cromwell Road         | 3,654                     | 75%                            | 2,741                           | £9,221                      | £25.27                        |
| Tesco, West Cromwell Road, Kensington                          | 4,366                     | 80%                            | 3,493                           | £13,245                     | £46.26                        |
| <b>Sub-Total</b>   | <b>12,083</b>             |                                | <b>9,077</b>                    | <b>£10,769</b>              | <b>£97.76</b>                 |
| <b>Large Supermarkets (over 1,000 sq m net)</b>                |                           |                                |                                 |                             |                               |
| Harrods Food Hall  | 2,300                     | 100%                           | 2,300                           | £10,000                     | £23.00                        |
| Marks & Spencer Food Hall, 85 Kings Road, Chelsea              | 1,200                     | 100%                           | 1,200                           | £11,077                     | £13.29                        |
| Marks & Spencer Food Hall, High Street Kensington              | 1,000                     | 100%                           | 1,000                           | £11,077                     | £11.08                        |
| Tesco Metro, High Street, Kensington                           | 1,460                     | 98%                            | 1,431                           | £13,145                     | £18.81                        |
| Waitrose, Gloucester Arcade, Gloucester Road                   | 1,447                     | 96%                            | 1,389                           | £10,659                     | £14.81                        |
| Waitrose, Kings Road, Chelsea                                  | 1,506                     | 90%                            | 1,355                           | £10,659                     | £14.45                        |
| Whole Foods, High Street, Kensington                           | 3,000                     | n/a                            | 3,000                           | £10,000                     | £30.00                        |
| <b>Sub-Total</b>   | <b>11,913</b>             |                                | <b>11,675</b>                   | <b>£8,174</b>               | <b>£125.43</b>                |
| <b>Small Supermarkets (200 to 1,000 sq m net)</b>              |                           |                                |                                 |                             |                               |
| Harvey Nichols Food Hall                                       | 500                       | 100%                           | 500                             | £10,000                     | £5.00                         |
| Marks & Spencer Simply Food, 179-181 Brompton Road, Kensington | 265                       | 98%                            | 260                             | £11,077                     | £2.88                         |
| Marks & Spencer Simply Food, Earls Court Road                  | 371                       | 99%                            | 367                             | £11,077                     | £4.07                         |
| Marks & Spencer Simply Food, Notting Hill Gate, Notting Hill   | 284                       | 99%                            | 281                             | £11,077                     | £3.11                         |
| Sainsbury's Local, 112-114 Brompton Road                       | 248                       | 95%                            | 236                             | £9,221                      | £2.17                         |
| Sainsbury's Local, Earls Court Road                            | 255                       | 95%                            | 242                             | £9,221                      | £2.23                         |
| Sainsbury's Local, Fulham Road, Chelsea                        | 243                       | 95%                            | 231                             | £9,221                      | £2.13                         |
| Sainsbury's Local, Sloane Avenue, Chelsea                      | 257                       | 90%                            | 231                             | £9,221                      | £2.13                         |
| Somerfield, 210-212 Earls Court Road, Earls Court              | 282                       | 98%                            | 276                             | £5,935                      | £1.64                         |
| Somerfield, 471-487 Kings Road, Chelsea                        | 717                       | 96%                            | 688                             | £5,935                      | £4.09                         |
| Tesco Express PFS, 601-615 Kings Road                          | 200                       | 98%                            | 196                             | £13,145                     | £2.58                         |
| Tesco Express, 248 Fulham Road, Chelsea                        | 211                       | 95%                            | 200                             | £13,145                     | £2.63                         |
| Tesco Express, 459 Fulham Road, (Fulham Rd/Brompton Cemetary)  | 271                       | 98%                            | 266                             | £13,145                     | £3.49                         |
| Tesco Express, 82 Holland Park Avenue (Holland Park Avenue)    | 270                       | 95%                            | 257                             | £13,145                     | £3.37                         |
| Tesco Metro, Notting Hill Gate, Notting Hill                   | 557                       | 95%                            | 529                             | £13,145                     | £6.96                         |
| Tesco Metro, Portobello Road                                   | 519                       | 95%                            | 493                             | £13,145                     | £6.48                         |
| Waitrose, High Street Kensington                               | 666                       | 95%                            | 633                             | £10,659                     | £6.74                         |
| <b>Sub-Total</b>   | <b>6,116</b>              |                                | <b>5,886</b>                    | <b>£10,483</b>              | <b>£61.71</b>                 |
| <b>Small Shops (200 to 1,000 sq m net)</b>                     |                           |                                |                                 |                             |                               |
| Knightsbridge International Centre Shops                       | 1,500                     | 100%                           | 1,500                           | n/a                         | n/a                           |
| Kings Road East Major Centre Shops                             | 600                       | 100%                           | 600                             | n/a                         | n/a                           |
| Kensington High Street Major Centre Shops                      | 800                       | 100%                           | 800                             | n/a                         | n/a                           |
| South Kensington District Centre Shops                         | 1,200                     | 100%                           | 1,200                           | n/a                         | n/a                           |
| Kings Road West District Centre Shops                          | 2,600                     | 100%                           | 2,600                           | n/a                         | n/a                           |
| Notting Hill Gate District Centre Shops                        | 1,000                     | 100%                           | 1,000                           | n/a                         | n/a                           |
| Fulham Road West District Centre Shops                         | 800                       | 100%                           | 800                             | n/a                         | n/a                           |
| Fulham Road West District Centre                               | 900                       | 100%                           | 900                             | n/a                         | n/a                           |
| Portobello Road District Centre Shops                          | 1,200                     | 100%                           | 1,200                           | n/a                         | n/a                           |
| Earls Court District Centre Shops                              | 700                       | 100%                           | 700                             | n/a                         | n/a                           |
| Westbourne Grove District Centre Shops                         | 70                        | 100%                           | 70                              | n/a                         | n/a                           |
| Designated Local Centre Convenience Shops                      | 5,000                     | 100%                           | 5,000                           | n/a                         | n/a                           |
| Tesco Express, Royal Hospital Road, Chelsea                    | 111                       | 98%                            | 109                             | n/a                         | n/a                           |
| Tesco Express, 180-184 Fulham Road, Chelsea                    | 134                       | 95%                            | 127                             | n/a                         | n/a                           |
| Marks & Spencer Simply Food, 289-291 Fulham Road, Chelsea      | 155                       | 99%                            | 153                             | n/a                         | n/a                           |
| Tesco Express, 87-93 Gloucester Road                           | 174                       | 99%                            | 172                             | n/a                         | n/a                           |
| Tesco Express, 50 Old Brompton Road, South Kensington          | 154                       | 95%                            | 146                             | n/a                         | n/a                           |
| Tesco Express, 279 Kings Road, Chelsea                         | 187                       | 95%                            | 178                             | n/a                         | n/a                           |
| Other local shops  | 1,600                     | 100%                           | 1,600                           | n/a                         | n/a                           |
| <b>Sub-Total</b>   | <b>18,885</b>             |                                | <b>18,856</b>                   | <b>n/a</b>                  | <b>n/a</b>                    |
| <b>GRAND TOTAL</b>   | <b>48,997</b>             |                                | <b>45,495</b>                   | <b>n/a</b>                  | <b>n/a</b>                    |
| <b>Comparison Sales Floorspace in Food Stores Sq M Net</b>     |                           |                                |                                 |                             | <b>3,502</b>                  |

Sources: IGD Food Store Directory  
Experian Goad  
NLP Site Survey 2008  
Verdict Report on Grocery Retailers

**Table 2A - Comparison Floorspace in Town Centres and Food Stores**

| <b>Town Centre</b>                       | <b>Gross<br/>Floorspace<br/>Sq M</b> | <b>Net Sales<br/>Floorspace<br/>Sq M</b> |
|--|--------------------------------------|--|
| <b>Knightsbridge</b>                     |                                      |  |
| Harrods                                  | 144,500                              | 70,000                                   |
| Harvey Nicols                            | 20,300                               | 14,000                                   |
| International centre comparison shops    | 30,000                               | 20,000                                   |
| <b>Kings Road (East and West)</b>        |                                      |  |
| Peter Jones                              | 25,000                               | 18,000                                   |
| Major centre comparison shops            | 45,300                               | 34,000                                   |
| <b>Kensington High Street</b>            |                                      |  |
| Major centre comparison shops            | 57,400                               | 43,000                                   |
| <b>South Kensington</b>                  |                                      |  |
| District centre comparison shops         | 5,900                                | 4,100                                    |
| <b>Notting Hill Gate</b>                 |                                      |  |
| Town centre comparison shops             | 9,800                                | 7,400                                    |
| <b>Earls Court Road</b>                  |                                      |  |
| District centre comparison shops         | 2,300                                | 1,700                                    |
| <b>Fulham Road (East and West)</b>       |                                      |  |
| District centre comparison shops         | 32,800                               | 23,000                                   |
| <b>Portobello Road</b>                   |                                      |  |
| Special District centre comparison shops | 23,700                               | 16,600                                   |
| <b>Westbourne Grove</b>                  |                                      |  |
| Special District centre comparison shops | 5,900                                | 3,600                                    |
| <b>Other Comparison Sales</b>            |                                      |  |
| Food store comparison sales              | n/a                                  | 3,502                                    |
| Homebase, Warwick Road                   | 5,200                                | 4,600                                    |
| Local Centres/Local Shops                | n/a                                  | 6,200                                    |
| <b>GRAND TOTAL</b>                       |                                      | <b>269,702</b>                           |

Sources:

NLP Site Survey 2008  
 GLA Gross Comparison Floorspace Figures based on GOAD Plans  
 VOA  
 Table 1A

## Company Average Sales Density Estimates for High Street Comparison Retailers

| Operator                             | Company Average Turnover<br>Per Sq M |
|--------------------------------------|--------------------------------------|
| The Pier (2003/4 figure)             | £4,073                               |
| Comet                                | £7,032                               |
| Dixons                               | £13,609                              |
| The Link                             | £14,823                              |
| Robert Dyas (2003/04)                | £3,706                               |
| Wilkinson hardware (2003/04)         | £3,415                               |
| Debenhams                            | £2,390                               |
| House of Fraser                      | £1,910                               |
| John Lewis                           | £6,450                               |
| TJ Hughes                            | £1,935                               |
| All Sports (2003/04)                 | £4,313                               |
| Bhs (2003/04)                        | £2,315                               |
| Bon Marche (2003/04)                 | £2,674                               |
| Boots Chemists                       | £8,021                               |
| Blacks Leisure (2005/06)             | £3,971                               |
| C&J Clark                            | £10,076                              |
| Clinton Cards                        | £3,010                               |
| Early Learning (2004/05)             | £4,914                               |
| French Connection                    | £4,528                               |
| Game                                 | £12,332                              |
| Gap                                  | £3,652                               |
| Giles Sports (2003/04)               | £3,630                               |
| Goldsmith Jewellers                  | £12,610                              |
| Hargreaves Sport (2003/04)           | £3,858                               |
| HMV                                  | £10,080                              |
| Marks & Spencer (non-food) (2004/05) | £5,038                               |
| Mothercare                           | £2,640                               |
| MVC Entertainment (2004/05)          | £5,021                               |
| New Look                             | £4,766                               |
| Next                                 | £7,192                               |
| Ottakars                             | £3,820                               |
| Peacock (2003/04)                    | £2,030                               |
| Poundstretcher/InStore (2003/04)     | £1,644                               |
| QD Store (2003/04)                   | £2,080                               |
| River Island                         | £11,624                              |
| Ryman                                | £5,173                               |
| Sports World (2003/04)               | £4,768                               |
| Staples (2003/04)                    | £2,011                               |
| Stead & Simpson                      | £3,974                               |
| Superdrug                            | £5,603                               |
| TK Maxx                              | £2,674                               |
| Waterstones                          | £3,908                               |
| WH Smith                             | £5,552                               |
| Woolworth                            | £4,073                               |
| <b>AVERAGE</b>                       | <b>£5,294</b>                        |

Source: Retail Rankings 2007

## **Appendix B**

### Convenience Retail Assessment

**Table 1B : Population Projections**

| Zone Area                        | 2001           | 2008           | 2012           | 2015           | 2020           | 2028           |
|----------------------------------|----------------|----------------|----------------|----------------|----------------|----------------|
| 1 - Kensington North             | 59,134         | 61,138         | 62,734         | 63,509         | 64,807         | 67,375         |
| 2 - Kensington Central           | 69,012         | 70,960         | 71,830         | 72,632         | 73,662         | 70,156         |
| 3 - Kensington South             | 56,358         | 58,048         | 59,342         | 59,901         | 60,775         | 60,053         |
| 4 - Brent South                  | 67,990         | 69,966         | 70,222         | 70,031         | 70,636         | 66,933         |
| 5 - Westminster North            | 68,977         | 73,184         | 74,940         | 75,523         | 77,026         | 80,198         |
| 6 - Westminster South            | 61,312         | 65,677         | 67,404         | 69,072         | 71,169         | 75,391         |
| 7 - Wandsworth North             | 87,104         | 96,353         | 99,482         | 103,332        | 107,129        | 112,022        |
| 8 - Hammersmith & Fulham South   | 57,808         | 61,429         | 64,708         | 65,186         | 66,288         | 67,906         |
| 9 - Hammersmith & Fulham Central | 79,514         | 83,338         | 86,401         | 89,404         | 92,655         | 99,386         |
| 10 - Hammersmith/Fulham North    | 53,853         | 56,890         | 57,315         | 57,281         | 57,610         | 56,654         |
|                                  | <b>661,062</b> | <b>696,985</b> | <b>714,376</b> | <b>725,871</b> | <b>741,757</b> | <b>756,075</b> |

Sources:

2001 Census of Population  
GLA Ward Level Population Projections 2007 (Low PLP)

**Table 2B: Convenience Goods Expenditure Per Capita (2006 Prices)**

| Zone                             | 2008   | 2012   | 2015   | 2020   | 2028   | Growth<br>2008-2012 | Growth<br>2008-2015 | Growth<br>2008-2020 | Growth<br>2008-2028 |
|----------------------------------|--------|--------|--------|--------|--------|---------------------|---------------------|---------------------|---------------------|
| 1 - Kensington North             | £1,567 | £1,606 | £1,650 | £1,719 | £1,832 | 2.5%                | 5.3%                | 9.7%                | 16.9%               |
| 2 - Kensington Central           | £2,068 | £2,120 | £2,178 | £2,268 | £2,418 | 2.5%                | 5.3%                | 9.7%                | 16.9%               |
| 3 - Kensington South             | £2,189 | £2,244 | £2,305 | £2,401 | £2,559 | 2.5%                | 5.3%                | 9.7%                | 16.9%               |
| 4 - Brent South                  | £1,539 | £1,578 | £1,621 | £1,689 | £1,800 | 2.5%                | 5.3%                | 9.7%                | 17.0%               |
| 5 - Westminster North            | £1,713 | £1,756 | £1,804 | £1,879 | £2,003 | 2.5%                | 5.3%                | 9.7%                | 16.9%               |
| 6 - Westminster South            | £2,049 | £2,101 | £2,158 | £2,248 | £2,396 | 2.5%                | 5.3%                | 9.7%                | 16.9%               |
| 7 - Wandsworth North             | £1,789 | £1,834 | £1,884 | £1,962 | £2,091 | 2.5%                | 5.3%                | 9.7%                | 16.9%               |
| 8 - Hammersmith & Fulham South   | £1,756 | £1,800 | £1,849 | £1,926 | £2,053 | 2.5%                | 5.3%                | 9.7%                | 16.9%               |
| 9 - Hammersmith & Fulham Central | £1,695 | £1,738 | £1,785 | £1,860 | £1,982 | 2.5%                | 5.3%                | 9.7%                | 16.9%               |
| 10 - Hammersmith/Fulham North    | £1,475 | £1,512 | £1,553 | £1,618 | £1,724 | 2.5%                | 5.3%                | 9.7%                | 16.9%               |

Sources:

Experian local estimates of 2006 convenience goods expenditure per capita  
Excluding special forms of trading - 1.8% in 2007, 2.0% in 2008, 2.2% in 2009, 2.3% in 2010 and 2.4% in 2011, 2.5% in 2012 and beyond  
Experian Business Strategies - recommended forecast growth rates  
(0.7% per annum between 2007 to 2011, 0.9% between 2012 and 2016 and 0.8% per annum between 2017 and 2028)

**Table 3B: Total Available Convenience Goods Expenditure (£M - 2006 Prices)**

| Zone                             | 2008             | 2012             | 2015             | 2020             | 2028             | Growth<br>2008-2012 | Growth<br>2008-2015 | Growth<br>2008-2020 | Growth<br>2008-2028 |
|----------------------------------|------------------|------------------|------------------|------------------|------------------|---------------------|---------------------|---------------------|---------------------|
| 1 - Kensington North             | £95.80           | £100.75          | £104.79          | £111.40          | £123.43          | 5.2%                | 9.4%                | 16.3%               | 28.8%               |
| 2 - Kensington Central           | £146.74          | £152.28          | £158.19          | £167.07          | £169.64          | 3.8%                | 7.8%                | 13.8%               | 15.6%               |
| 3 - Kensington South             | £127.07          | £133.16          | £138.07          | £145.92          | £153.68          | 4.8%                | 8.7%                | 14.8%               | 20.9%               |
| 4 - Brent South                  | £107.68          | £110.81          | £113.52          | £119.30          | £120.48          | 2.9%                | 5.4%                | 10.8%               | 11.9%               |
| 5 - Westminster North            | £125.36          | £131.59          | £136.24          | £144.73          | £160.64          | 5.0%                | 8.7%                | 15.4%               | 28.1%               |
| 6 - Westminster South            | £134.57          | £141.62          | £149.06          | £159.99          | £180.64          | 5.2%                | 10.8%               | 18.9%               | 34.2%               |
| 7 - Wandsworth North             | £172.38          | £182.45          | £194.68          | £210.19          | £234.24          | 5.8%                | 12.9%               | 21.9%               | 35.9%               |
| 8 - Hammersmith & Fulham South   | £107.87          | £116.47          | £120.53          | £127.67          | £139.41          | 8.0%                | 11.7%               | 18.4%               | 29.2%               |
| 9 - Hammersmith & Fulham Central | £141.26          | £150.16          | £159.59          | £172.34          | £196.98          | 6.3%                | 13.0%               | 22.0%               | 39.4%               |
| 10 - Hammersmith/Fulham North    | £83.91           | £86.66           | £88.96           | £93.21           | £97.67           | 3.3%                | 6.0%                | 11.1%               | 16.4%               |
| <b>Total</b>                     | <b>£1,242.65</b> | <b>£1,305.96</b> | <b>£1,363.63</b> | <b>£1,451.82</b> | <b>£1,576.80</b> | <b>5.1%</b>         | <b>9.7%</b>         | <b>16.8%</b>        | <b>26.9%</b>        |

Sources:

Table 1B and Table 2B

Table 4B:

## Convenience Shopping Penetration Rates 2008

| Centre/Facilities   | Zone 1      | Zone 2      | Zone 3      | Zone 4      | Zone 5      | Zone 6      | Zone 7      | Zone 8      | Zone 9      | Zone 10     | Inflow     |
|---|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|------------|
| <b>Convenience Facilities in Kensington &amp; Chelsea</b> |             |             |             |             |             |             |             |             |             |             |            |
| Food superstores (over 2,500 sq m net)                    | 29%         | 26%         | 7%          | 13%         | 22%         | 6%          | 2%          | 5%          | 3%          | 10%         | 5%         |
| Other food stores (over 200 sq m net)                     | 31%         | 44%         | 56%         | 2%          | 5%          | 6%          | 8%          | 10%         | 8%          | 5%          | 15%        |
| Small stores/shops (under 200 sq m net)                   | 19%         | 20%         | 22%         | 2%          | 2%          | 2%          | 1%          | 2%          | 2%          | 2%          | 10%        |
| <b>LB Kensington &amp; Chelsea Sub-Total</b>              | <b>79%</b>  | <b>90%</b>  | <b>85%</b>  | <b>17%</b>  | <b>29%</b>  | <b>14%</b>  | <b>11%</b>  | <b>17%</b>  | <b>13%</b>  | <b>17%</b>  | <b>n/a</b> |
| <b>Other Destinations within Study Area</b>               |             |             |             |             |             |             |             |             |             |             |            |
| LB Hammersmith & Fulham                                   | 7%          | 4%          | 6%          | 0%          | 2%          | 1%          | 9%          | 63%         | 71%         | 31%         | n/a        |
| City of Westminster                                       | 2%          | 3%          | 2%          | 1%          | 20%         | 63%         | 2%          | 0%          | 1%          | 2%          | n/a        |
| LB Wandsworth   | 0%          | 1%          | 1%          | 0%          | 1%          | 1%          | 61%         | 15%         | 1%          | 0%          | n/a        |
| LB Brent  | 2%          | 0%          | 0%          | 37%         | 31%         | 0%          | 0%          | 1%          | 1%          | 20%         | n/a        |
| Other in Study Area                                       | 2%          | 1%          | 2%          | 6%          | 3%          | 1%          | 13%         | 3%          | 1%          | 0%          | n/a        |
| <b>Other Study Area Sub Total</b>                         | <b>13%</b>  | <b>9%</b>   | <b>11%</b>  | <b>44%</b>  | <b>57%</b>  | <b>66%</b>  | <b>85%</b>  | <b>82%</b>  | <b>75%</b>  | <b>53%</b>  | <b>n/a</b> |
| <b>Other Outside Study Area</b>                           | <b>8%</b>   | <b>1%</b>   | <b>4%</b>   | <b>39%</b>  | <b>14%</b>  | <b>20%</b>  | <b>4%</b>   | <b>1%</b>   | <b>12%</b>  | <b>30%</b>  | <b>n/a</b> |
| <b>Market Share Total</b>                                 | <b>100%</b> |            |

Source:

Market shares based on NEMS household survey 2008

Table 5B:

## Convenience Expenditure 2008 £Million

| Centre/Facilities   | Zone 1        | Zone 2         | Zone 3         | Zone 4         | Zone 5         | Zone 6         | Zone 7         | Zone 8         | Zone 9         | Zone 10       | Inflow        | Total Expend     |
|---|---------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|---------------|---------------|------------------|
| <b>Expenditure 2008</b>                                   | <b>£95.80</b> | <b>£146.74</b> | <b>£127.07</b> | <b>£107.68</b> | <b>£125.36</b> | <b>£134.57</b> | <b>£172.38</b> | <b>£107.87</b> | <b>£141.26</b> | <b>£83.91</b> | <b>n/a</b>    | <b>£1,242.65</b> |
| <b>Convenience Facilities in Kensington &amp; Chelsea</b> |               |                |                |                |                |                |                |                |                |               |               |                  |
| Food superstores (over 2,500 sq m net)                    | £27.78        | £38.15         | £8.89          | £14.00         | £27.58         | £8.07          | £3.45          | £5.39          | £4.24          | £8.39         | £7.68         | £153.64          |
| Other food stores (over 200 sq m net)                     | £29.70        | £64.57         | £71.16         | £2.15          | £6.27          | £8.07          | £13.79         | £10.79         | £11.30         | £4.20         | £39.18        | £261.17          |
| Small stores/shops (under 200 sq m net)                   | £18.20        | £29.35         | £27.95         | £2.15          | £2.51          | £2.69          | £1.72          | £2.16          | £2.83          | £1.68         | £10.14        | £101.38          |
| <b>LB Kensington &amp; Chelsea Sub-Total</b>              | <b>£75.68</b> | <b>£132.07</b> | <b>£108.01</b> | <b>£18.31</b>  | <b>£36.36</b>  | <b>£18.84</b>  | <b>£18.96</b>  | <b>£18.34</b>  | <b>£18.36</b>  | <b>£14.27</b> | <b>£57.00</b> | <b>£516.19</b>   |
| <b>Other Destinations within Study Area</b>               |               |                |                |                |                |                |                |                |                |               |               |                  |
| LB Hammersmith & Fulham                                   | £6.71         | £5.87          | £7.62          | £0.00          | £2.51          | £1.35          | £15.51         | £67.96         | £100.29        | £26.01        | n/a           | £233.83          |
| City of Westminster                                       | £1.92         | £4.40          | £2.54          | £1.08          | £25.07         | £84.78         | £3.45          | £0.00          | £1.41          | £1.68         | n/a           | £126.33          |
| LB Wandsworth   | £0.00         | £1.47          | £1.27          | £0.00          | £1.25          | £1.35          | £105.15        | £16.18         | £1.41          | £0.00         | n/a           | £128.08          |
| LB Brent  | £1.92         | £0.00          | £0.00          | £39.84         | £38.86         | £0.00          | £0.00          | £1.08          | £1.41          | £16.78        | n/a           | £99.89           |
| Other in Study Area                                       | £1.92         | £1.47          | £2.54          | £6.46          | £3.76          | £1.35          | £22.41         | £3.24          | £1.41          | £0.00         | n/a           | £44.55           |
| <b>Other Study Area Sub Total</b>                         | <b>£12.45</b> | <b>£13.21</b>  | <b>£13.98</b>  | <b>£47.38</b>  | <b>£71.46</b>  | <b>£88.82</b>  | <b>£146.52</b> | <b>£88.45</b>  | <b>£105.94</b> | <b>£44.47</b> | <b>n/a</b>    | <b>£632.68</b>   |
| <b>Other Outside Study Area</b>                           | <b>£7.66</b>  | <b>£1.47</b>   | <b>£5.08</b>   | <b>£41.99</b>  | <b>£17.55</b>  | <b>£26.91</b>  | <b>£6.90</b>   | <b>£1.08</b>   | <b>£16.95</b>  | <b>£25.17</b> | <b>n/a</b>    | <b>£150.77</b>   |
| <b>Grand Total</b>  | <b>£95.80</b> | <b>£146.74</b> | <b>£127.07</b> | <b>£107.68</b> | <b>£125.36</b> | <b>£134.57</b> | <b>£172.38</b> | <b>£107.87</b> | <b>£141.26</b> | <b>£83.91</b> | <b>n/a</b>    | <b>£1,299.64</b> |

Sources:

Table 3B and Table 4B

Table 6B:

## Future Market Shares 2012 to 2026

| Centre/Facilities   | Zone 1      | Zone 2      | Zone 3      | Zone 4      | Zone 5      | Zone 6      | Zone 7      | Zone 8      | Zone 9      | Zone 10     | Inflow     |
|---|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|------------|
| <b>Convenience Facilities in Kensington &amp; Chelsea</b> |             |             |             |             |             |             |             |             |             |             |            |
| Food superstores (over 2,500 sq m net)                    | 25%         | 24%         | 7%          | 11%         | 17%         | 5%          | 2%          | 3%          | 1%          | 8%          | 5%         |
| Other food stores (over 200 sq m net)                     | 28%         | 41%         | 54%         | 2%          | 3%          | 4%          | 6%          | 6%          | 5%          | 3%          | 15%        |
| Small stores/shops (under 200 sq m net)                   | 18%         | 19%         | 22%         | 2%          | 2%          | 2%          | 1%          | 2%          | 2%          | 2%          | 10%        |
| <b>LB Kensington &amp; Chelsea Sub-Total</b>              | <b>71%</b>  | <b>84%</b>  | <b>83%</b>  | <b>15%</b>  | <b>22%</b>  | <b>11%</b>  | <b>9%</b>   | <b>11%</b>  | <b>8%</b>   | <b>13%</b>  | <b>n/a</b> |
| <b>Other Destinations within Study Area</b>               |             |             |             |             |             |             |             |             |             |             |            |
| Westfield White City (incl. M&S, Waitrose, Wholefoods)    | 8%          | 6%          | 2%          | 2%          | 4%          | 1%          | 0%          | 3%          | 5%          | 5%          | n/a        |
| LB Hammersmith & Fulham (plus new Waitrose store)         | 7%          | 4%          | 6%          | 0%          | 2%          | 1%          | 9%          | 68%         | 77%         | 35%         | n/a        |
| City of Westminster                                       | 2%          | 3%          | 2%          | 3%          | 32%         | 68%         | 2%          | 0%          | 1%          | 2%          | n/a        |
| LB Wandsworth   | 0%          | 1%          | 1%          | 0%          | 1%          | 1%          | 63%         | 13%         | 1%          | 0%          | n/a        |
| LB Brent  | 2%          | 0%          | 0%          | 35%         | 24%         | 0%          | 0%          | 1%          | 1%          | 16%         | n/a        |
| Other in Study Area                                       | 2%          | 1%          | 2%          | 6%          | 3%          | 1%          | 13%         | 3%          | 1%          | 0%          | n/a        |
| <b>Other Study Area Sub Total</b>                         | <b>21%</b>  | <b>15%</b>  | <b>13%</b>  | <b>46%</b>  | <b>66%</b>  | <b>72%</b>  | <b>87%</b>  | <b>88%</b>  | <b>86%</b>  | <b>58%</b>  | <b>n/a</b> |
| <b>Other Outside Study Area</b>                           | <b>8%</b>   | <b>1%</b>   | <b>4%</b>   | <b>39%</b>  | <b>12%</b>  | <b>17%</b>  | <b>4%</b>   | <b>1%</b>   | <b>6%</b>   | <b>29%</b>  | <b>n/a</b> |
| <b>Market Share Total</b>                                 | <b>100%</b> |            |

Source:

Market shares based on NEMS household survey 2008 and NLP adjustments

Table 7B:

## Convenience Expenditure 2012 £Million

| Centre/Facilities   | Zone 1         | Zone 2         | Zone 3         | Zone 4         | Zone 5         | Zone 6         | Zone 7         | Zone 8         | Zone 9         | Zone 10       | Inflow        | Total Expend     |
|---|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|---------------|---------------|------------------|
| <b>Expenditure 2012</b>                                   | <b>£100.75</b> | <b>£152.28</b> | <b>£133.16</b> | <b>£110.81</b> | <b>£131.59</b> | <b>£141.62</b> | <b>£182.45</b> | <b>£116.47</b> | <b>£150.16</b> | <b>£86.66</b> | <b>n/a</b>    | <b>£1,305.96</b> |
| <b>Convenience Facilities in Kensington &amp; Chelsea</b> |                |                |                |                |                |                |                |                |                |               |               |                  |
| Food superstores (over 2,500 sq m net)                    | £25.19         | £36.55         | £9.32          | £12.19         | £22.37         | £7.08          | £3.65          | £3.49          | £1.50          | £6.93         | £6.75         | £135.03          |
| Other food stores (over 200 sq m net)                     | £28.21         | £62.43         | £71.91         | £2.22          | £3.95          | £5.66          | £10.95         | £6.99          | £7.51          | £2.60         | £35.72        | £238.15          |
| Small stores/shops (under 200 sq m net)                   | £18.14         | £28.93         | £29.30         | £2.22          | £2.63          | £2.83          | £1.82          | £2.33          | £3.00          | £1.73         | £10.33        | £103.26          |
| <b>LB Kensington &amp; Chelsea Sub-Total</b>              | <b>£71.53</b>  | <b>£127.91</b> | <b>£110.53</b> | <b>£16.62</b>  | <b>£28.95</b>  | <b>£15.58</b>  | <b>£16.42</b>  | <b>£12.81</b>  | <b>£12.01</b>  | <b>£11.27</b> | <b>£52.80</b> | <b>£476.43</b>   |
| <b>Other Destinations within Study Area</b>               |                |                |                |                |                |                |                |                |                |               |               |                  |
| Westfield White City                                      | £8.06          | £9.14          | £2.66          | £2.22          | £5.26          | £1.42          | £0.00          | £3.49          | £7.51          | £4.33         | n/a           | £44.09           |
| LB Hammersmith & Fulham                                   | £7.05          | £6.09          | £7.99          | £0.00          | £2.63          | £1.42          | £16.42         | £79.20         | £115.63        | £30.33        | n/a           | £266.76          |
| City of Westminster                                       | £2.02          | £4.57          | £2.66          | £3.32          | £42.11         | £96.30         | £3.65          | £0.00          | £1.50          | £1.73         | n/a           | £157.86          |
| LB Wandsworth   | £0.00          | £1.52          | £1.33          | £0.00          | £1.32          | £1.42          | £114.94        | £15.14         | £1.50          | £0.00         | n/a           | £137.17          |
| LB Brent  | £2.02          | £0.00          | £0.00          | £38.78         | £31.58         | £0.00          | £0.00          | £1.16          | £1.50          | £13.87        | n/a           | £88.91           |
| Other in Study Area                                       | £2.02          | £1.52          | £2.66          | £6.65          | £3.95          | £1.42          | £23.72         | £3.49          | £1.50          | £0.00         | n/a           | £46.93           |
| <b>Other Study Area Sub Total</b>                         | <b>£13.10</b>  | <b>£13.71</b>  | <b>£14.65</b>  | <b>£48.76</b>  | <b>£81.59</b>  | <b>£100.55</b> | <b>£158.73</b> | <b>£99.00</b>  | <b>£121.63</b> | <b>£45.93</b> | <b>n/a</b>    | <b>£697.64</b>   |
| <b>Other Outside Study Area</b>                           | <b>£8.06</b>   | <b>£1.52</b>   | <b>£5.33</b>   | <b>£43.22</b>  | <b>£15.79</b>  | <b>£24.07</b>  | <b>£7.30</b>   | <b>£1.16</b>   | <b>£9.01</b>   | <b>£25.13</b> | <b>n/a</b>    | <b>£140.60</b>   |
| <b>Grand Total</b>  | <b>£92.69</b>  | <b>£143.14</b> | <b>£130.50</b> | <b>£108.59</b> | <b>£126.33</b> | <b>£140.20</b> | <b>£182.45</b> | <b>£112.98</b> | <b>£142.66</b> | <b>£82.33</b> | <b>n/a</b>    | <b>£1,314.67</b> |

Sources:

Table 3B and Table 6B

Table 8B:

## Convenience Expenditure 2015 £Million

| Centre/Facilities   | Zone 1         | Zone 2         | Zone 3         | Zone 4         | Zone 5         | Zone 6         | Zone 7         | Zone 8         | Zone 9         | Zone 10       | Inflow        | Total Expend     |
|---|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|---------------|---------------|------------------|
| <b>Expenditure 2015</b>                                   | <b>£104.79</b> | <b>£158.19</b> | <b>£138.07</b> | <b>£113.52</b> | <b>£136.24</b> | <b>£149.06</b> | <b>£194.68</b> | <b>£120.53</b> | <b>£159.59</b> | <b>£88.96</b> | <b>n/a</b>    | <b>£1,363.63</b> |
| <b>Convenience Facilities in Kensington &amp; Chelsea</b> |                |                |                |                |                |                |                |                |                |               |               |                  |
| Food superstores (over 2,500 sq m net)                    | £26.20         | £37.97         | £9.67          | £12.49         | £23.16         | £7.45          | £3.89          | £3.62          | £1.60          | £7.12         | £7.01         | £140.16          |
| Other food stores (over 200 sq m net)                     | £29.34         | £64.86         | £74.56         | £2.27          | £4.09          | £5.96          | £11.68         | £7.23          | £7.98          | £2.67         | £37.17        | £247.81          |
| Small stores/shops (under 200 sq m net)                   | £18.86         | £30.06         | £30.38         | £2.27          | £2.72          | £2.98          | £1.95          | £2.41          | £3.19          | £1.78         | £10.73        | £107.33          |
| <b>LB Kensington &amp; Chelsea Sub-Total</b>              | <b>£74.40</b>  | <b>£132.88</b> | <b>£114.60</b> | <b>£17.03</b>  | <b>£29.97</b>  | <b>£16.40</b>  | <b>£17.52</b>  | <b>£13.26</b>  | <b>£12.77</b>  | <b>£11.56</b> | <b>£54.91</b> | <b>£495.30</b>   |
| <b>Other Destinations within Study Area</b>               |                |                |                |                |                |                |                |                |                |               |               |                  |
| Westfield White City                                      | £8.38          | £9.49          | £2.76          | £2.27          | £5.45          | £1.49          | £0.00          | £3.62          | £7.98          | £4.45         | n/a           | £45.89           |
| LB Hammersmith & Fulham                                   | £7.34          | £6.33          | £8.28          | £0.00          | £2.72          | £1.49          | £17.52         | £81.96         | £122.88        | £31.14        | n/a           | £279.66          |
| City of Westminster                                       | £2.10          | £4.75          | £2.76          | £3.41          | £43.60         | £101.36        | £3.89          | £0.00          | £1.60          | £1.78         | n/a           | £165.23          |
| LB Wandsworth   | £0.00          | £1.58          | £1.38          | £0.00          | £1.36          | £1.49          | £122.65        | £15.67         | £1.60          | £0.00         | n/a           | £145.73          |
| LB Brent  | £2.10          | £0.00          | £0.00          | £39.73         | £32.70         | £0.00          | £0.00          | £1.21          | £1.60          | £14.23        | n/a           | £91.56           |
| Other in Study Area                                       | £2.10          | £1.58          | £2.76          | £6.81          | £4.09          | £1.49          | £25.31         | £3.62          | £1.60          | £0.00         | n/a           | £49.35           |
| <b>Other Study Area Sub Total</b>                         | <b>£13.62</b>  | <b>£14.24</b>  | <b>£15.19</b>  | <b>£49.95</b>  | <b>£84.47</b>  | <b>£105.83</b> | <b>£169.37</b> | <b>£102.45</b> | <b>£129.27</b> | <b>£47.15</b> | <b>n/a</b>    | <b>£731.53</b>   |
| <b>Other Outside Study Area</b>                           | <b>£8.38</b>   | <b>£1.58</b>   | <b>£5.52</b>   | <b>£44.27</b>  | <b>£16.35</b>  | <b>£25.34</b>  | <b>£7.79</b>   | <b>£1.21</b>   | <b>£9.58</b>   | <b>£25.80</b> | <b>n/a</b>    | <b>£145.82</b>   |
| <b>Grand Total</b>  | <b>£96.41</b>  | <b>£148.70</b> | <b>£135.31</b> | <b>£111.25</b> | <b>£130.79</b> | <b>£147.57</b> | <b>£194.68</b> | <b>£116.91</b> | <b>£151.61</b> | <b>£84.51</b> | <b>n/a</b>    | <b>£1,372.65</b> |

Sources:

Table 3B and Table 6B

Table 9B:

## Convenience Expenditure 2020 £Million

| Centre/Facilities   | Zone 1         | Zone 2         | Zone 3         | Zone 4         | Zone 5         | Zone 6         | Zone 7         | Zone 8         | Zone 9         | Zone 10       | Inflow        | Total Expend     |
|---|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|---------------|---------------|------------------|
| <b>Expenditure 2020</b>                                   | <b>£111.40</b> | <b>£167.07</b> | <b>£145.92</b> | <b>£119.30</b> | <b>£144.73</b> | <b>£159.99</b> | <b>£210.19</b> | <b>£127.67</b> | <b>£172.34</b> | <b>£93.21</b> | <b>n/a</b>    | <b>£1,451.82</b> |
| <b>Convenience Facilities in Kensington &amp; Chelsea</b> |                |                |                |                |                |                |                |                |                |               |               |                  |
| Food superstores (over 2,500 sq m net)                    | £27.85         | £40.10         | £10.21         | £13.12         | £24.60         | £8.00          | £4.20          | £3.83          | £1.72          | £7.46         | £7.43         | £148.53          |
| Other food stores (over 200 sq m net)                     | £31.19         | £68.50         | £78.80         | £2.39          | £4.34          | £6.40          | £12.61         | £7.66          | £8.62          | £2.80         | £39.41        | £262.70          |
| Small stores/shops (under 200 sq m net)                   | £20.05         | £31.74         | £32.10         | £2.39          | £2.89          | £3.20          | £2.10          | £2.55          | £3.45          | £1.86         | £11.37        | £113.72          |
| <b>LB Kensington &amp; Chelsea Sub-Total</b>              | <b>£79.10</b>  | <b>£140.33</b> | <b>£121.11</b> | <b>£17.90</b>  | <b>£31.84</b>  | <b>£17.60</b>  | <b>£18.92</b>  | <b>£14.04</b>  | <b>£13.79</b>  | <b>£12.12</b> | <b>£58.20</b> | <b>£524.95</b>   |
| <b>Other Destinations within Study Area</b>               |                |                |                |                |                |                |                |                |                |               |               |                  |
| Westfield White City                                      | £8.91          | £10.02         | £2.92          | £2.39          | £5.79          | £1.60          | £0.00          | £3.83          | £8.62          | £4.66         | n/a           | £48.74           |
| LB Hammersmith & Fulham                                   | £7.80          | £6.68          | £8.76          | £0.00          | £2.89          | £1.60          | £18.92         | £86.82         | £132.70        | £32.62        | n/a           | £298.79          |
| City of Westminster                                       | £2.23          | £5.01          | £2.92          | £3.58          | £46.31         | £108.79        | £4.20          | £0.00          | £1.72          | £1.86         | n/a           | £176.63          |
| LB Wandsworth   | £0.00          | £1.67          | £1.46          | £0.00          | £1.45          | £1.60          | £132.42        | £16.60         | £1.72          | £0.00         | n/a           | £156.92          |
| LB Brent  | £2.23          | £0.00          | £0.00          | £41.76         | £34.74         | £0.00          | £0.00          | £1.28          | £1.72          | £14.91        | n/a           | £96.63           |
| Other in Study Area                                       | £2.23          | £1.67          | £2.92          | £7.16          | £4.34          | £1.60          | £27.32         | £3.83          | £1.72          | £0.00         | n/a           | £52.80           |
| <b>Other Study Area Sub Total</b>                         | <b>£14.48</b>  | <b>£15.04</b>  | <b>£16.05</b>  | <b>£52.49</b>  | <b>£89.73</b>  | <b>£113.59</b> | <b>£182.86</b> | <b>£108.52</b> | <b>£139.59</b> | <b>£49.40</b> | <b>n/a</b>    | <b>£781.77</b>   |
| <b>Other Outside Study Area</b>                           | <b>£8.91</b>   | <b>£1.67</b>   | <b>£5.84</b>   | <b>£46.53</b>  | <b>£17.37</b>  | <b>£27.20</b>  | <b>£8.41</b>   | <b>£1.28</b>   | <b>£10.34</b>  | <b>£27.03</b> | <b>n/a</b>    | <b>£154.57</b>   |
| <b>Grand Total</b>  | <b>£102.49</b> | <b>£157.04</b> | <b>£143.00</b> | <b>£116.92</b> | <b>£138.94</b> | <b>£158.39</b> | <b>£210.19</b> | <b>£123.84</b> | <b>£163.72</b> | <b>£88.55</b> | <b>n/a</b>    | <b>£1,461.29</b> |

Sources:

Table 3B and Table 6B

Table 10B:

## Convenience Expenditure 2028 £Million

| Centre/Facilities   | Zone 1         | Zone 2         | Zone 3         | Zone 4         | Zone 5         | Zone 6         | Zone 7         | Zone 8         | Zone 9         | Zone 10       | Inflow        | Total Expend     |
|---|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|---------------|---------------|------------------|
| <b>Expenditure 2028</b>                                   | <b>£123.43</b> | <b>£169.64</b> | <b>£153.68</b> | <b>£120.48</b> | <b>£160.64</b> | <b>£180.64</b> | <b>£234.24</b> | <b>£139.41</b> | <b>£196.98</b> | <b>£97.67</b> | <b>n/a</b>    | <b>£1,576.80</b> |
| <b>Convenience Facilities in Kensington &amp; Chelsea</b> |                |                |                |                |                |                |                |                |                |               |               |                  |
| Food superstores (over 2,500 sq m net)                    | £30.86         | £40.71         | £10.76         | £13.25         | £27.31         | £9.03          | £4.68          | £4.18          | £1.97          | £7.81         | £7.92         | £158.50          |
| Other food stores (over 200 sq m net)                     | £34.56         | £69.55         | £82.98         | £2.41          | £4.82          | £7.23          | £14.05         | £8.36          | £9.85          | £2.93         | £41.78        | £278.53          |
| Small stores/shops (under 200 sq m net)                   | £22.22         | £32.23         | £33.81         | £2.41          | £3.21          | £3.61          | £2.34          | £2.79          | £3.94          | £1.95         | £12.06        | £120.57          |
| <b>LB Kensington &amp; Chelsea Sub-Total</b>              | <b>£87.64</b>  | <b>£142.50</b> | <b>£127.55</b> | <b>£18.07</b>  | <b>£35.34</b>  | <b>£19.87</b>  | <b>£21.08</b>  | <b>£15.34</b>  | <b>£15.76</b>  | <b>£12.70</b> | <b>£61.76</b> | <b>£557.60</b>   |
| <b>Other Destinations within Study Area</b>               |                |                |                |                |                |                |                |                |                |               |               |                  |
| Westfield White City                                      | £9.87          | £10.18         | £3.07          | £2.41          | £6.43          | £1.81          | £0.00          | £4.18          | £9.85          | £4.88         | n/a           | £52.68           |
| LB Hammersmith & Fulham                                   | £8.64          | £6.79          | £9.22          | £0.00          | £3.21          | £1.81          | £21.08         | £94.80         | £151.68        | £34.19        | n/a           | £331.41          |
| City of Westminster                                       | £2.47          | £5.09          | £3.07          | £3.61          | £51.40         | £122.83        | £4.68          | £0.00          | £1.97          | £1.95         | n/a           | £197.09          |
| LB Wandsworth   | £0.00          | £1.70          | £1.54          | £0.00          | £1.61          | £1.81          | £147.57        | £18.12         | £1.97          | £0.00         | n/a           | £174.31          |
| LB Brent  | £2.47          | £0.00          | £0.00          | £42.17         | £38.55         | £0.00          | £0.00          | £1.39          | £1.97          | £15.63        | n/a           | £102.18          |
| Other in Study Area                                       | £2.47          | £1.70          | £3.07          | £7.23          | £4.82          | £1.81          | £30.45         | £4.18          | £1.97          | £0.00         | n/a           | £57.70           |
| <b>Other Study Area Sub Total</b>                         | <b>£16.05</b>  | <b>£15.27</b>  | <b>£16.90</b>  | <b>£53.01</b>  | <b>£99.60</b>  | <b>£128.25</b> | <b>£203.79</b> | <b>£118.50</b> | <b>£159.56</b> | <b>£51.77</b> | <b>n/a</b>    | <b>£862.69</b>   |
| <b>Other Outside Study Area</b>                           | <b>£9.87</b>   | <b>£1.70</b>   | <b>£6.15</b>   | <b>£46.99</b>  | <b>£19.28</b>  | <b>£30.71</b>  | <b>£9.37</b>   | <b>£1.39</b>   | <b>£11.82</b>  | <b>£28.32</b> | <b>n/a</b>    | <b>£165.60</b>   |
| <b>Grand Total</b>  | <b>£113.56</b> | <b>£159.46</b> | <b>£150.60</b> | <b>£118.07</b> | <b>£154.21</b> | <b>£178.83</b> | <b>£234.24</b> | <b>£135.23</b> | <b>£187.13</b> | <b>£92.79</b> | <b>n/a</b>    | <b>£1,585.88</b> |

Sources:

Table 3B and Table 6B

**Table 11B: Summary of Convenience Turnover/Floorspace Projections 2008 to 2028 (£Million)  
(High Growth Scenario - return to national benchmark trading levels)**

| Town  | 2008           | 2012           | 2015           | 2020           | 2028           |
|---|----------------|----------------|----------------|----------------|----------------|
| <b>Available Expenditure in Borough</b>               |                |                |                |                |                |
| Food superstores (over 2,500 sq m net)                | £153.64        | £135.03        | £140.16        | £148.53        | £158.50        |
| Other food stores (over 200 sq m net)                 | £261.17        | £238.15        | £247.81        | £262.70        | £278.53        |
| Small stores/shops (under 200 sq m net)               | £101.38        | £103.26        | £107.33        | £113.72        | £120.57        |
| <b>RBKC Total</b>                                     | <b>£516.19</b> | <b>£476.43</b> | <b>£495.30</b> | <b>£524.95</b> | <b>£557.60</b> |
| <b>Benchmark Turnover of Existing Facilities</b>      |                |                |                |                |                |
| Food superstores (over 2,500 sq m net)                | £97.76         | £98.94         | £99.83         | £101.34        | £103.80        |
| Other food stores (over 200 sq m net)                 | £187.14        | £189.40        | £191.11        | £193.99        | £198.69        |
| Small stores/shops (under 200 sq m net)               | £101.38        | £102.60        | £103.53        | £105.09        | £107.64        |
| <b>RBKC Total</b>                                     | <b>£386.28</b> | <b>£390.94</b> | <b>£394.47</b> | <b>£400.42</b> | <b>£410.13</b> |
| <b>Surplus Expenditure</b>                            |                |                |                |                |                |
| Food superstores (over 2,500 sq m net)                | £55.88         | £36.09         | £40.33         | £47.19         | £54.70         |
| Other food stores (over 200 sq m net)                 | £74.03         | £48.75         | £56.71         | £68.71         | £79.83         |
| Small stores/shops (under 200 sq m net)               | £0.00          | £0.66          | £3.80          | £8.62          | £12.93         |
| <b>RBKC Total</b>                                     | <b>£129.91</b> | <b>£85.50</b>  | <b>£100.84</b> | <b>£124.53</b> | <b>£147.47</b> |
| <b>Turnover Density for New Floorspace £ per Sq M</b> |                |                |                |                |                |
| Food stores (over 200 sq m net) density               | £11,000        | £11,133        | £11,233        | £11,403        | £11,679        |
| Small shops/stores density                            | £5,000         | £5,060         | £5,106         | £5,183         | £5,309         |
| <b>Sales Floorspace (Sq m Net)</b>                    |                |                |                |                |                |
| Food superstores (over 2,500 sq m net)                | 5,080          | 3,242          | 3,590          | 4,139          | 4,684          |
| Other food stores (over 200 sq m net)                 | 6,730          | 4,379          | 5,048          | 6,026          | 6,836          |
| Small stores/shops (under 200 sq m net)               | 0              | 130            | 745            | 1,664          | 2,436          |
| <b>RBKC Total</b>                                     | <b>11,810</b>  | <b>7,751</b>   | <b>9,383</b>   | <b>11,829</b>  | <b>13,955</b>  |
| <b>Gross Floorspace (Sq M)</b>                        |                |                |                |                |                |
| Food superstores (over 2,500 sq m net)                | 7,257          | 4,631          | 5,129          | 5,912          | 6,691          |
| Other food stores (over 200 sq m net)                 | 9,614          | 6,256          | 7,212          | 8,609          | 9,765          |
| Small stores/shops (under 200 sq m net)               | 0              | 186            | 1,064          | 2,377          | 3,480          |
| <b>RBKC Total</b>                                     | <b>16,871</b>  | <b>11,072</b>  | <b>13,404</b>  | <b>16,898</b>  | <b>19,936</b>  |

Sources: Tables 1A, 5B to 10B

**Table 12B: Sensitivity Analysis of Convenience Turnover/Floorspace Projections 2008 to 2028 (£Million)**  
**(Low Growth Scenario - 20% trading above average in food stores)**

| Town  | 2008           | 2012           | 2015           | 2020           | 2028           |
|---|----------------|----------------|----------------|----------------|----------------|
| <b>Available Expenditure in Borough</b>               |                |                |                |                |                |
| Food superstores (over 2,500 sq m net)                | £153.64        | £135.03        | £140.16        | £148.53        | £158.50        |
| Other food stores (over 200 sq m net)                 | £261.17        | £238.15        | £247.81        | £262.70        | £278.53        |
| Small stores/shops (under 200 sq m net)               | £101.38        | £103.26        | £107.33        | £113.72        | £120.57        |
| <b>RBKC Total</b>                                     | <b>£516.19</b> | <b>£476.43</b> | <b>£495.30</b> | <b>£524.95</b> | <b>£557.60</b> |
| <b>Benchmark Turnover of Existing Facilities</b>      |                |                |                |                |                |
| Food superstores (over 2,500 sq m net)                | £117.31        | £118.73        | £119.80        | £121.61        | £124.55        |
| Other food stores (over 200 sq m net)                 | £224.57        | £227.27        | £229.33        | £232.79        | £238.43        |
| Small stores/shops (under 200 sq m net)               | £101.38        | £102.60        | £103.53        | £105.09        | £107.64        |
| <b>RBKC Total</b>                                     | <b>£443.26</b> | <b>£448.60</b> | <b>£452.65</b> | <b>£459.48</b> | <b>£470.63</b> |
| <b>Surplus Expenditure</b>                            |                |                |                |                |                |
| Food superstores (over 2,500 sq m net)                | £36.32         | £16.30         | £20.36         | £26.92         | £33.94         |
| Other food stores (over 200 sq m net)                 | £36.60         | £10.87         | £18.48         | £29.92         | £40.10         |
| Small stores/shops (under 200 sq m net)               | n/a            | £0.66          | £3.80          | £8.62          | £12.93         |
| <b>RBKC Total</b>                                     | <b>£72.93</b>  | <b>£27.83</b>  | <b>£42.65</b>  | <b>£65.46</b>  | <b>£86.97</b>  |
| <b>Turnover Density for New Floorspace £ per Sq M</b> |                |                |                |                |                |
| Food stores (over 200 sq m net) density               | £13,200        | £13,359        | £13,480        | £13,683        | £14,015        |
| Small shops/stores density                            | £5,000         | £5,060         | £5,106         | £5,183         | £5,309         |
| <b>Sales Floorspace (Sq m Net)</b>                    |                |                |                |                |                |
| Food superstores (over 2,500 sq m net)                | 2,752          | 1,220          | 1,511          | 1,968          | 2,422          |
| Other food stores (over 200 sq m net)                 | 2,773          | 814            | 1,371          | 2,186          | 2,861          |
| Small stores/shops (under 200 sq m net)               | n/a            | 130            | 745            | 1,664          | 2,436          |
| <b>RBKC Total</b>                                     | <b>5,525</b>   | <b>2,164</b>   | <b>3,627</b>   | <b>5,818</b>   | <b>7,719</b>   |
| <b>Gross Floorspace (Sq M)</b>                        |                |                |                |                |                |
| Food superstores (over 2,500 sq m net)                | 3,931          | 1,743          | 2,158          | 2,811          | 3,460          |
| Other food stores (over 200 sq m net)                 | 3,961          | 1,163          | 1,959          | 3,123          | 4,087          |
| Small stores/shops (under 200 sq m net)               | n/a            | 186            | 1,064          | 2,377          | 3,480          |
| <b>RBKC Total</b>                                     | <b>7,892</b>   | <b>3,091</b>   | <b>5,181</b>   | <b>8,311</b>   | <b>11,027</b>  |

Sources: Tables 1A, 5B to 10B

## **Appendix C**

### Comparison Retail Assessment

**Table 1C: Comparison Goods Expenditure Per Capita (2006 Prices)**

| Expenditure Per Capita           | 2008   | 2012   | 2015   | 2020   | 2028   | Growth<br>2008-2012 | Growth<br>2008-2015 | Growth<br>2008-2020 | Growth<br>2008-2028 |
|----------------------------------|--------|--------|--------|--------|--------|---------------------|---------------------|---------------------|---------------------|
| 1 - Kensington North             | £2,827 | £3,231 | £3,551 | £4,205 | £5,537 | 14.3%               | 25.6%               | 48.7%               | 95.9%               |
| 2 - Kensington Central           | £4,087 | £4,671 | £5,134 | £6,080 | £8,006 | 14.3%               | 25.6%               | 48.8%               | 95.9%               |
| 3 - Kensington South             | £4,307 | £4,922 | £5,410 | £6,406 | £8,436 | 14.3%               | 25.6%               | 48.7%               | 95.9%               |
| 4 - Brent South                  | £2,756 | £3,149 | £3,461 | £4,099 | £5,398 | 14.3%               | 25.6%               | 48.7%               | 95.9%               |
| 5 - Westminster North            | £3,199 | £3,656 | £4,019 | £4,759 | £6,267 | 14.3%               | 25.6%               | 48.8%               | 95.9%               |
| 6 - Westminster South            | £3,986 | £4,555 | £5,006 | £5,929 | £7,807 | 14.3%               | 25.6%               | 48.7%               | 95.9%               |
| 7 - Wandsworth North             | £3,313 | £3,786 | £4,161 | £4,928 | £6,489 | 14.3%               | 25.6%               | 48.7%               | 95.9%               |
| 8 - Hammersmith & Fulham South   | £3,285 | £3,754 | £4,127 | £4,887 | £6,435 | 14.3%               | 25.6%               | 48.8%               | 95.9%               |
| 9 - Hammersmith & Fulham Central | £3,181 | £3,636 | £3,996 | £4,732 | £6,232 | 14.3%               | 25.6%               | 48.8%               | 95.9%               |
| 10 - Hammersmith/Fulham North    | £2,529 | £2,891 | £3,177 | £3,762 | £4,954 | 14.3%               | 25.6%               | 48.8%               | 95.9%               |

**Sources:**

*Experian local estimates for 2006 comparison goods expenditure per capita*

*(Excluding special forms of trading -7.8% in 2007, 8.3% in 2008, 8.7% in 2009, 9.0% in 2010, 9.2% in 2011 and beyond)*

*Experian Business Strategies - recommended forecast growth rates*

*(3.8% per annum between 2007 to 2011 and 3.2% per annum between 2012 and 2016, and 3.5% - 2017 to 2028)*

**Table 2C: Total Available Comparison Goods Expenditure (£M - 2006 Prices)**

| <b>Zone</b>                      | <b>2008</b>      | <b>2012</b>      | <b>2015</b>      | <b>2020</b>      | <b>2028</b>      | <b>Growth<br/>2008-2012</b> | <b>Growth<br/>2008-2015</b> | <b>Growth<br/>2008-2020</b> | <b>Growth<br/>2008-2028</b> |
|----------------------------------|------------------|------------------|------------------|------------------|------------------|-----------------------------|-----------------------------|-----------------------------|-----------------------------|
| 1 - Kensington North             | £172.84          | £202.69          | £225.52          | £272.51          | £373.06          | 17.3%                       | 30.5%                       | 57.7%                       | 115.8%                      |
| 2 - Kensington Central           | £290.01          | £335.52          | £372.89          | £447.86          | £561.67          | 15.7%                       | 28.6%                       | 54.4%                       | 93.7%                       |
| 3 - Kensington South             | £250.01          | £292.08          | £324.07          | £389.32          | £506.61          | 16.8%                       | 29.6%                       | 55.7%                       | 102.6%                      |
| 4 - Brent South                  | £192.83          | £221.13          | £242.38          | £289.54          | £361.30          | 14.7%                       | 25.7%                       | 50.2%                       | 87.4%                       |
| 5 - Westminster North            | £234.12          | £273.98          | £303.53          | £366.57          | £502.60          | 17.0%                       | 29.6%                       | 56.6%                       | 114.7%                      |
| 6 - Westminster South            | £261.79          | £307.02          | £345.77          | £421.96          | £588.58          | 17.3%                       | 32.1%                       | 61.2%                       | 124.8%                      |
| 7 - Wandsworth North             | £319.22          | £376.64          | £429.97          | £527.93          | £726.91          | 18.0%                       | 34.7%                       | 65.4%                       | 127.7%                      |
| 8 - Hammersmith & Fulham South   | £201.80          | £242.91          | £269.02          | £323.95          | £436.98          | 20.4%                       | 33.3%                       | 60.5%                       | 116.5%                      |
| 9 - Hammersmith & Fulham Central | £265.10          | £314.15          | £357.26          | £438.44          | £619.37          | 18.5%                       | 34.8%                       | 65.4%                       | 133.6%                      |
| 10 - Hammersmith/Fulham North    | £143.88          | £165.70          | £181.98          | £216.73          | £280.66          | 15.2%                       | 26.5%                       | 50.6%                       | 95.1%                       |
| <b>Total</b>                     | <b>£2,331.58</b> | <b>£2,731.83</b> | <b>£3,052.38</b> | <b>£3,694.82</b> | <b>£4,957.74</b> | <b>17.2%</b>                | <b>30.9%</b>                | <b>58.5%</b>                | <b>112.6%</b>               |

Sources:

*Table 1B and Table 1C*

**Table 3C: Comparison Shopping Penetration Rates and Available Expenditure 2008**

| Centre/Facilities                | Zone 1         | Zone 2         | Zone 3         | Zone 4         | Zone 5         | Zone 6         | Zone 7         | Zone 8         | Zone 9         | Zone 10        | % Inflow              | Total Expenditure |
|----------------------------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|-----------------------|-------------------|
| <b>Expenditure 2008</b>          | <b>£172.84</b> | <b>£290.01</b> | <b>£250.01</b> | <b>£192.83</b> | <b>£234.12</b> | <b>£261.79</b> | <b>£319.22</b> | <b>£201.80</b> | <b>£265.10</b> | <b>£143.88</b> |                       | <b>£2,331.58</b>  |
| <b>K&amp;C Destinations</b>      |                |                |                |                |                |                |                |                |                |                |                       |                   |
| South - K&C Centres (1)          | 2%             | 16%            | 55%            | 1%             | 4%             | 22%            | 23%            | 20%            | 7%             | 2%             | 65%                   |                   |
| Central/North - K&C Centres (2)  | 39%            | 38%            | 8%             | 4%             | 14%            | 6%             | 4%             | 7%             | 14%            | 8%             | 40%                   |                   |
| Other in K&C (3)                 | 6%             | 9%             | 4%             | 0%             | 1%             | 3%             | 0%             | 1%             | 3%             | 0%             | 5%                    |                   |
| <b>K&amp;C Sub Total</b>         | <b>47%</b>     | <b>63%</b>     | <b>67%</b>     | <b>5%</b>      | <b>19%</b>     | <b>31%</b>     | <b>27%</b>     | <b>28%</b>     | <b>24%</b>     | <b>10%</b>     | <b>n/a</b>            |                   |
| <b>Outside K&amp;C</b>           |                |                |                |                |                |                |                |                |                |                |                       |                   |
| Westminster                      | 25%            | 20%            | 13%            | 19%            | 51%            | 49%            | 14%            | 13%            | 19%            | 19%            | n/a                   |                   |
| Hammersmith & Fulham             | 12%            | 5%             | 7%             | 1%             | 1%             | 0%             | 2%             | 25%            | 31%            | 24%            | n/a                   |                   |
| LB of Brent                      | 5%             | 5%             | 1%             | 50%            | 18%            | 2%             | 0%             | 2%             | 4%             | 14%            | n/a                   |                   |
| LB of Wandsworth                 | 0%             | 1%             | 3%             | 0%             | 0%             | 3%             | 38%            | 20%            | 3%             | 0%             | n/a                   |                   |
| Ealing & Hounslow                | 3%             | 1%             | 0%             | 3%             | 1%             | 0%             | 0%             | 0%             | 9%             | 19%            | n/a                   |                   |
| Other Destinations               | 8%             | 5%             | 9%             | 22%            | 10%            | 15%            | 19%            | 12%            | 10%            | 14%            | n/a                   |                   |
| <b>Outside K&amp;C Sub-Total</b> | <b>53%</b>     | <b>37%</b>     | <b>33%</b>     | <b>95%</b>     | <b>81%</b>     | <b>69%</b>     | <b>73%</b>     | <b>72%</b>     | <b>76%</b>     | <b>90%</b>     | <b>n/a</b>            |                   |
| <b>TOTAL MARKET SHARE</b>        | <b>100%</b>    | <b>n/a</b>            |                   |
|                                  | <b>Zone 1</b>  | <b>Zone 2</b>  | <b>Zone 3</b>  | <b>Zone 4</b>  | <b>Zone 5</b>  | <b>Zone 6</b>  | <b>Zone 7</b>  | <b>Zone 8</b>  | <b>Zone 9</b>  | <b>Zone 10</b> | <b>Inflow Expend.</b> | <b>Total £M</b>   |
| <b>Turnover £M</b>               |                |                |                |                |                |                |                |                |                |                |                       |                   |
| <b>K&amp;C Destinations</b>      |                |                |                |                |                |                |                |                |                |                |                       |                   |
| South - K&C Centres (1)          | £3.46          | £46.40         | £137.51        | £1.93          | £9.36          | £57.59         | £73.42         | £40.36         | £18.56         | £2.88          | £727.01               | £1,118.48         |
| Central/North - K&C Centres (2)  | £67.41         | £110.20        | £20.00         | £7.71          | £32.78         | £15.71         | £12.77         | £14.13         | £37.11         | £11.51         | £219.55               | £548.88           |
| Other in K&C (3)                 | £10.37         | £26.10         | £10.00         | £0.00          | £2.34          | £7.85          | £0.00          | £2.02          | £7.95          | £0.00          | £3.51                 | £70.14            |
| <b>K&amp;C Sub Total</b>         | <b>£81.23</b>  | <b>£182.71</b> | <b>£167.51</b> | <b>£9.64</b>   | <b>£44.48</b>  | <b>£81.15</b>  | <b>£86.19</b>  | <b>£56.50</b>  | <b>£63.62</b>  | <b>£14.39</b>  | <b>£950.07</b>        | <b>£1,737.50</b>  |
| <b>Outside K&amp;C</b>           |                |                |                |                |                |                |                |                |                |                |                       |                   |
| Westminster                      | £43.21         | £58.00         | £32.50         | £36.64         | £119.40        | £128.28        | £44.69         | £26.23         | £50.37         | £27.34         | n/a                   | £566.66           |
| Hammersmith & Fulham             | £20.74         | £14.50         | £17.50         | £1.93          | £2.34          | £0.00          | £6.38          | £50.45         | £82.18         | £34.53         | n/a                   | £230.56           |
| LB of Brent                      | £8.64          | £14.50         | £2.50          | £96.41         | £42.14         | £5.24          | £0.00          | £4.04          | £10.60         | £20.14         | n/a                   | £204.21           |
| LB of Wandsworth                 | £0.00          | £2.90          | £7.50          | £0.00          | £0.00          | £7.85          | £121.30        | £40.36         | £7.95          | £0.00          | n/a                   | £187.87           |
| Ealing & Hounslow                | £5.19          | £2.90          | £0.00          | £5.78          | £2.34          | £0.00          | £0.00          | £0.00          | £23.86         | £27.34         | n/a                   | £67.41            |
| Other Destinations               | £13.83         | £14.50         | £22.50         | £42.42         | £23.41         | £39.27         | £60.65         | £24.22         | £26.51         | £20.14         | n/a                   | £287.45           |
| <b>Outside K&amp;C Sub-Total</b> | <b>£91.60</b>  | <b>£107.30</b> | <b>£82.50</b>  | <b>£183.18</b> | <b>£189.63</b> | <b>£180.63</b> | <b>£233.03</b> | <b>£145.29</b> | <b>£201.48</b> | <b>£129.49</b> | <b>n/a</b>            | <b>£1,544.15</b>  |
| <b>TOTAL TURNOVER</b>            | <b>£172.84</b> | <b>£290.01</b> | <b>£250.01</b> | <b>£192.83</b> | <b>£234.12</b> | <b>£261.79</b> | <b>£319.22</b> | <b>£201.80</b> | <b>£265.10</b> | <b>£143.88</b> | <b>£950.07</b>        | <b>£3,281.65</b>  |

(1) South Kensington and Chelsea Centres include: Knightsbridge, Kings Road (East/West), Fulham Road (East/West) and South Kensington.

(2) Central/North Kensington and Chelsea Centres include: Kensington High Street, Notting Hill Gate, Portobello Road, Earls Court and Westcombe Grove.

Sources:

Table 2C  
NEMS Household and Street Surveys 2008

**Table 4C: Comparison Shopping Penetration Rates and Available Expenditure 2012 (adjusted market shares)**

| Centre/Facilities                | Zone 1         | Zone 2         | Zone 3         | Zone 4         | Zone 5         | Zone 6         | Zone 7         | Zone 8         | Zone 9         | Zone 10        | % Inflow              | Total Expenditure |
|----------------------------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|-----------------------|-------------------|
| <b>Expenditure 2012</b>          | <b>£202.69</b> | <b>£335.52</b> | <b>£292.08</b> | <b>£221.13</b> | <b>£273.98</b> | <b>£307.02</b> | <b>£376.64</b> | <b>£242.91</b> | <b>£314.15</b> | <b>£165.70</b> |                       | <b>£2,731.83</b>  |
| <b>K&amp;C Destinations</b>      |                |                |                |                |                |                |                |                |                |                |                       |                   |
| South - K&C Centres (1)          | 1%             | 12%            | 50%            | 1%             | 4%             | 21%            | 23%            | 19%            | 5%             | 2%             | 67%                   |                   |
| Central/North - K&C Centres (2)  | 27%            | 28%            | 7%             | 4%             | 13%            | 6%             | 4%             | 7%             | 9%             | 6%             | 45%                   |                   |
| Other in K&C (3)                 | 5%             | 8%             | 4%             | 0%             | 1%             | 3%             | 0%             | 1%             | 2%             | 0%             | 5%                    |                   |
| <b>K&amp;C Sub Total</b>         | <b>33%</b>     | <b>48%</b>     | <b>61%</b>     | <b>5%</b>      | <b>18%</b>     | <b>30%</b>     | <b>27%</b>     | <b>27%</b>     | <b>16%</b>     | <b>8%</b>      | <b>n/a</b>            |                   |
| <b>Outside K&amp;C</b>           |                |                |                |                |                |                |                |                |                |                |                       |                   |
| Westfields White City            | 30%            | 25%            | 10%            | 5%             | 10%            | 5%             | 2%             | 5%             | 35%            | 20%            | 30%                   |                   |
| Westminster                      | 18%            | 14%            | 12%            | 18%            | 45%            | 46%            | 13%            | 12%            | 12%            | 15%            | n/a                   |                   |
| Hammersmith & Fulham             | 8%             | 3%             | 6%             | 1%             | 1%             | 0%             | 2%             | 23%            | 18%            | 19%            | n/a                   |                   |
| LB of Brent                      | 4%             | 4%             | 1%             | 47%            | 16%            | 2%             | 0%             | 2%             | 4%             | 10%            | n/a                   |                   |
| LB of Wandsworth                 | 0%             | 1%             | 2%             | 0%             | 0%             | 3%             | 37%            | 19%            | 3%             | 0%             | n/a                   |                   |
| Ealing & Hounslow                | 2%             | 1%             | 0%             | 3%             | 1%             | 0%             | 0%             | 0%             | 6%             | 16%            | n/a                   |                   |
| Other Destinations               | 5%             | 4%             | 8%             | 21%            | 9%             | 14%            | 19%            | 12%            | 6%             | 12%            | n/a                   |                   |
| <b>Outside K&amp;C Sub-Total</b> | <b>67%</b>     | <b>52%</b>     | <b>39%</b>     | <b>95%</b>     | <b>82%</b>     | <b>70%</b>     | <b>73%</b>     | <b>73%</b>     | <b>84%</b>     | <b>92%</b>     | <b>n/a</b>            |                   |
| <b>TOTAL MARKET SHARE</b>        | <b>100%</b>    | <b>n/a</b>            |                   |
|                                  | <b>Zone 1</b>  | <b>Zone 2</b>  | <b>Zone 3</b>  | <b>Zone 4</b>  | <b>Zone 5</b>  | <b>Zone 6</b>  | <b>Zone 7</b>  | <b>Zone 8</b>  | <b>Zone 9</b>  | <b>Zone 10</b> | <b>Inflow Expend.</b> | <b>Total £M</b>   |
| <b>Turnover £M</b>               |                |                |                |                |                |                |                |                |                |                |                       |                   |
| <b>K&amp;C Destinations</b>      |                |                |                |                |                |                |                |                |                |                |                       |                   |
| South - K&C Centres (1)          | £2.03          | £40.26         | £146.04        | £2.21          | £10.96         | £64.48         | £86.63         | £46.15         | £15.71         | £3.31          | £830.97               | £1,248.75         |
| Central/North - K&C Centres (2)  | £54.73         | £93.95         | £20.45         | £8.85          | £35.62         | £18.42         | £15.07         | £17.00         | £28.27         | £9.94          | £250.95               | £553.23           |
| Other in K&C (3)                 | £10.13         | £26.84         | £11.68         | £0.00          | £2.74          | £9.21          | £0.00          | £2.43          | £6.28          | £0.00          | £4.01                 | £73.33            |
| <b>K&amp;C Sub Total</b>         | <b>£66.89</b>  | <b>£161.05</b> | <b>£178.17</b> | <b>£11.06</b>  | <b>£49.32</b>  | <b>£92.11</b>  | <b>£101.69</b> | <b>£65.59</b>  | <b>£50.26</b>  | <b>£13.26</b>  | <b>£1,085.93</b>      | <b>£1,875.32</b>  |
| <b>Outside K&amp;C</b>           |                |                |                |                |                |                |                |                |                |                |                       |                   |
| Westfields White City            | £60.81         | £83.88         | £29.21         | £11.06         | £27.40         | £15.35         | £7.53          | £12.15         | £109.95        | £33.14         | £167.35               | £557.82           |
| Westminster                      | £36.48         | £46.97         | £35.05         | £39.80         | £123.29        | £141.23        | £48.96         | £29.15         | £37.70         | £24.85         | n/a                   | £563.50           |
| Hammersmith & Fulham             | £16.22         | £10.07         | £17.52         | £2.21          | £2.74          | £0.00          | £7.53          | £55.87         | £56.55         | £31.48         | n/a                   | £200.19           |
| LB of Brent                      | £8.11          | £13.42         | £2.92          | £103.93        | £43.84         | £6.14          | £0.00          | £4.86          | £12.57         | £16.57         | n/a                   | £212.35           |
| LB of Wandsworth                 | £0.00          | £3.36          | £5.84          | £0.00          | £0.00          | £9.21          | £139.36        | £46.15         | £9.42          | £0.00          | n/a                   | £213.34           |
| Ealing & Hounslow                | £4.05          | £3.36          | £0.00          | £6.63          | £2.74          | £0.00          | £0.00          | £0.00          | £18.85         | £26.51         | n/a                   | £62.14            |
| Other Destinations               | £10.13         | £13.42         | £23.37         | £46.44         | £24.66         | £42.98         | £71.56         | £29.15         | £18.85         | £19.88         | n/a                   | £300.44           |
| <b>Outside K&amp;C Sub-Total</b> | <b>£135.80</b> | <b>£174.47</b> | <b>£113.91</b> | <b>£210.07</b> | <b>£224.66</b> | <b>£214.92</b> | <b>£274.95</b> | <b>£177.33</b> | <b>£263.89</b> | <b>£152.44</b> | <b>n/a</b>            | <b>£988.47</b>    |
| <b>TOTAL TURNOVER</b>            | <b>£202.69</b> | <b>£335.52</b> | <b>£292.08</b> | <b>£221.13</b> | <b>£273.98</b> | <b>£307.02</b> | <b>£376.64</b> | <b>£242.91</b> | <b>£314.15</b> | <b>£165.70</b> | <b>£1,085.93</b>      | <b>£2,863.79</b>  |

(1) South Kensington and Chelsea Centres include: Knightsbridge, Kings Road (East/West), Fulham Road (East/West) and South Kensington.

(2) Central/North Kensington and Chelsea Centres include: Kensington High Street, Notting Hill Gate, Portobello Road, Earls Court and Westcombe Grove.

Sources:

Table 2C  
NEMS Household and Street Surveys 2008

**Table 5C: Comparison Shopping Penetration Rates and Available Expenditure 2012 (constant market shares)**

| Centre/Facilities                | Zone 1         | Zone 2         | Zone 3         | Zone 4         | Zone 5         | Zone 6         | Zone 7         | Zone 8         | Zone 9         | Zone 10        | % Inflow              | Total Expenditure |
|----------------------------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|-----------------------|-------------------|
| <b>Expenditure 2012</b>          | <b>£202.69</b> | <b>£335.52</b> | <b>£292.08</b> | <b>£221.13</b> | <b>£273.98</b> | <b>£307.02</b> | <b>£376.64</b> | <b>£242.91</b> | <b>£314.15</b> | <b>£165.70</b> |                       | <b>£2,731.83</b>  |
| <b>K&amp;C Destinations</b>      |                |                |                |                |                |                |                |                |                |                |                       |                   |
| South - K&C Centres (1)          | 2%             | 16%            | 55%            | 1%             | 4%             | 22%            | 23%            | 20%            | 7%             | 2%             | 64%                   |                   |
| Central/North - K&C Centres (2)  | 39%            | 38%            | 8%             | 4%             | 14%            | 6%             | 4%             | 7%             | 14%            | 8%             | 39%                   |                   |
| Other in K&C (3)                 | 6%             | 9%             | 4%             | 0%             | 1%             | 3%             | 0%             | 1%             | 3%             | 0%             | 5%                    |                   |
| <b>K&amp;C Sub Total</b>         | <b>47%</b>     | <b>63%</b>     | <b>67%</b>     | <b>5%</b>      | <b>19%</b>     | <b>31%</b>     | <b>27%</b>     | <b>28%</b>     | <b>24%</b>     | <b>10%</b>     | <b>n/a</b>            |                   |
| <b>Outside K&amp;C</b>           |                |                |                |                |                |                |                |                |                |                |                       |                   |
| Westminster                      | 25%            | 20%            | 13%            | 19%            | 51%            | 49%            | 14%            | 13%            | 19%            | 19%            | n/a                   |                   |
| Hammersmith & Fulham             | 12%            | 5%             | 7%             | 1%             | 1%             | 0%             | 2%             | 25%            | 31%            | 24%            | n/a                   |                   |
| LB of Brent                      | 5%             | 5%             | 1%             | 50%            | 18%            | 2%             | 0%             | 2%             | 4%             | 14%            | n/a                   |                   |
| LB of Wandsworth                 | 0%             | 1%             | 3%             | 0%             | 0%             | 3%             | 38%            | 20%            | 3%             | 0%             | n/a                   |                   |
| Ealing & Hounslow                | 3%             | 1%             | 0%             | 3%             | 1%             | 0%             | 0%             | 0%             | 9%             | 19%            | n/a                   |                   |
| Other Destinations               | 8%             | 5%             | 9%             | 22%            | 10%            | 15%            | 19%            | 12%            | 10%            | 14%            | n/a                   |                   |
| <b>Outside K&amp;C Sub-Total</b> | <b>53%</b>     | <b>37%</b>     | <b>33%</b>     | <b>95%</b>     | <b>81%</b>     | <b>69%</b>     | <b>73%</b>     | <b>72%</b>     | <b>76%</b>     | <b>90%</b>     | <b>n/a</b>            |                   |
| <b>TOTAL MARKET SHARE</b>        | <b>100%</b>    | <b>n/a</b>            |                   |
|                                  | <b>Zone 1</b>  | <b>Zone 2</b>  | <b>Zone 3</b>  | <b>Zone 4</b>  | <b>Zone 5</b>  | <b>Zone 6</b>  | <b>Zone 7</b>  | <b>Zone 8</b>  | <b>Zone 9</b>  | <b>Zone 10</b> | <b>Inflow Expend.</b> | <b>Total £M</b>   |
| <b>Turnover £M</b>               |                |                |                |                |                |                |                |                |                |                |                       |                   |
| <b>K&amp;C Destinations</b>      |                |                |                |                |                |                |                |                |                |                |                       |                   |
| South - K&C Centres (1)          | £4.05          | £53.68         | £160.65        | £2.21          | £10.96         | £67.55         | £86.63         | £48.58         | £21.99         | £3.31          | £830.97               | £1,290.58         |
| Central/North - K&C Centres (2)  | £79.05         | £127.50        | £23.37         | £8.85          | £38.36         | £18.42         | £15.07         | £17.00         | £43.98         | £13.26         | £250.95               | £635.79           |
| Other in K&C (3)                 | £12.16         | £30.20         | £11.68         | £0.00          | £2.74          | £9.21          | £0.00          | £2.43          | £9.42          | £0.00          | £4.01                 | £81.85            |
| <b>K&amp;C Sub Total</b>         | <b>£95.27</b>  | <b>£211.38</b> | <b>£195.69</b> | <b>£11.06</b>  | <b>£52.06</b>  | <b>£95.18</b>  | <b>£101.69</b> | <b>£68.02</b>  | <b>£75.40</b>  | <b>£16.57</b>  | <b>£1,085.93</b>      | <b>£2,008.23</b>  |
| <b>Outside K&amp;C</b>           |                |                |                |                |                |                |                |                |                |                |                       |                   |
| Westminster                      | £50.67         | £67.10         | £37.97         | £42.01         | £139.73        | £150.44        | £52.73         | £31.58         | £59.69         | £31.48         | n/a                   | £663.41           |
| Hammersmith & Fulham             | £24.32         | £16.78         | £20.45         | £2.21          | £2.74          | £0.00          | £7.53          | £60.73         | £97.39         | £39.77         | n/a                   | £271.91           |
| LB of Brent                      | £10.13         | £16.78         | £2.92          | £110.56        | £49.32         | £6.14          | £0.00          | £4.86          | £12.57         | £23.20         | n/a                   | £236.47           |
| LB of Wandsworth                 | £0.00          | £3.36          | £8.76          | £0.00          | £0.00          | £9.21          | £143.12        | £48.58         | £9.42          | £0.00          | n/a                   | £222.46           |
| Ealing & Hounslow                | £6.08          | £3.36          | £0.00          | £6.63          | £2.74          | £0.00          | £0.00          | £0.00          | £28.27         | £31.48         | n/a                   | £78.57            |
| Other Destinations               | £16.22         | £16.78         | £26.29         | £48.65         | £27.40         | £46.05         | £71.56         | £19.15         | £31.42         | £23.20         | n/a                   | £336.70           |
| <b>Outside K&amp;C Sub-Total</b> | <b>£107.43</b> | <b>£124.14</b> | <b>£96.39</b>  | <b>£210.07</b> | <b>£221.92</b> | <b>£211.85</b> | <b>£274.95</b> | <b>£174.90</b> | <b>£238.76</b> | <b>£149.13</b> | <b>n/a</b>            | <b>£1,809.53</b>  |
| <b>TOTAL TURNOVER</b>            | <b>£202.69</b> | <b>£335.52</b> | <b>£292.08</b> | <b>£221.13</b> | <b>£273.98</b> | <b>£307.02</b> | <b>£376.64</b> | <b>£242.91</b> | <b>£314.15</b> | <b>£165.70</b> | <b>£1,085.93</b>      | <b>£3,817.76</b>  |

(1) South Kensington and Chelsea Centres include: Knightsbridge, Kings Road (East/West), Fulham Road (East/West) and South Kensington.

(2) Central/North Kensington and Chelsea Centres include: Kensington High Street, Notting Hill Gate, Portobello Road, Earls Court and Westcombe Grove.

Sources:

Table 2C  
NEMS Household and Street Surveys 2008

**Table 6C: Comparison Shopping Penetration Rates and Available Expenditure 2015 (adjusted market shares)**

| Centre/Facilities                | Zone 1         | Zone 2         | Zone 3         | Zone 4         | Zone 5         | Zone 6         | Zone 7         | Zone 8         | Zone 9         | Zone 10        | % Inflow              | Total Expenditure |
|----------------------------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|-----------------------|-------------------|
| <b>Expenditure 2015</b>          | <b>£225.52</b> | <b>£372.89</b> | <b>£324.07</b> | <b>£242.38</b> | <b>£303.53</b> | <b>£345.77</b> | <b>£429.97</b> | <b>£269.02</b> | <b>£357.26</b> | <b>£181.98</b> |                       | <b>£3,052.38</b>  |
| <b>K&amp;C Destinations</b>      |                |                |                |                |                |                |                |                |                |                |                       |                   |
| South - K&C Centres (1)          | 1%             | 12%            | 50%            | 1%             | 4%             | 21%            | 23%            | 19%            | 5%             | 2%             | 66%                   |                   |
| Central/North - K&C Centres (2)  | 27%            | 28%            | 7%             | 4%             | 13%            | 6%             | 4%             | 7%             | 9%             | 6%             | 45%                   |                   |
| Other in K&C (3)                 | 5%             | 8%             | 4%             | 0%             | 1%             | 3%             | 0%             | 1%             | 2%             | 0%             | 5%                    |                   |
| <b>K&amp;C Sub Total</b>         | <b>33%</b>     | <b>48%</b>     | <b>61%</b>     | <b>5%</b>      | <b>18%</b>     | <b>30%</b>     | <b>27%</b>     | <b>27%</b>     | <b>16%</b>     | <b>8%</b>      | <b>n/a</b>            |                   |
| <b>Outside K&amp;C</b>           |                |                |                |                |                |                |                |                |                |                |                       |                   |
| Westfields White City            | 30%            | 25%            | 10%            | 5%             | 10%            | 5%             | 2%             | 5%             | 35%            | 20%            | 30%                   |                   |
| Westminster                      | 18%            | 14%            | 12%            | 18%            | 45%            | 46%            | 13%            | 12%            | 12%            | 15%            | n/a                   |                   |
| Hammersmith & Fulham             | 8%             | 3%             | 6%             | 1%             | 1%             | 0%             | 2%             | 23%            | 18%            | 19%            | n/a                   |                   |
| LB of Brent                      | 4%             | 4%             | 1%             | 47%            | 16%            | 2%             | 0%             | 2%             | 4%             | 10%            | n/a                   |                   |
| LB of Wandsworth                 | 0%             | 1%             | 2%             | 0%             | 0%             | 3%             | 37%            | 19%            | 3%             | 0%             | n/a                   |                   |
| Ealing & Hounslow                | 2%             | 1%             | 0%             | 3%             | 1%             | 0%             | 0%             | 0%             | 6%             | 16%            | n/a                   |                   |
| Other Destinations               | 5%             | 4%             | 8%             | 21%            | 9%             | 14%            | 19%            | 12%            | 6%             | 12%            | n/a                   |                   |
| <b>Outside K&amp;C Sub-Total</b> | <b>67%</b>     | <b>52%</b>     | <b>39%</b>     | <b>95%</b>     | <b>82%</b>     | <b>70%</b>     | <b>73%</b>     | <b>73%</b>     | <b>84%</b>     | <b>92%</b>     | <b>n/a</b>            |                   |
| <b>TOTAL MARKET SHARE</b>        | <b>100%</b>    | <b>n/a</b>            |                   |
|                                  | <b>Zone 1</b>  | <b>Zone 2</b>  | <b>Zone 3</b>  | <b>Zone 4</b>  | <b>Zone 5</b>  | <b>Zone 6</b>  | <b>Zone 7</b>  | <b>Zone 8</b>  | <b>Zone 9</b>  | <b>Zone 10</b> | <b>Inflow Expend.</b> | <b>Total £M</b>   |
| <b>Turnover £M</b>               |                |                |                |                |                |                |                |                |                |                |                       |                   |
| <b>K&amp;C Destinations</b>      |                |                |                |                |                |                |                |                |                |                |                       |                   |
| South - K&C Centres (1)          | £2.26          | £44.75         | £162.03        | £2.42          | £12.14         | £72.61         | £98.89         | £51.11         | £17.86         | £3.64          | £913.13               | £1,380.85         |
| Central/North - K&C Centres (2)  | £60.89         | £104.41        | £22.68         | £9.70          | £39.46         | £20.75         | £17.20         | £18.83         | £32.15         | £10.92         | £275.76               | £612.74           |
| Other in K&C (3)                 | £11.28         | £29.83         | £12.96         | £0.00          | £3.04          | £10.37         | £0.00          | £2.69          | £7.15          | £0.00          | £4.41                 | £81.72            |
| <b>K&amp;C Sub Total</b>         | <b>£74.42</b>  | <b>£178.99</b> | <b>£197.68</b> | <b>£12.12</b>  | <b>£54.64</b>  | <b>£103.73</b> | <b>£116.09</b> | <b>£72.64</b>  | <b>£57.16</b>  | <b>£14.56</b>  | <b>£1,193.29</b>      | <b>£2,075.31</b>  |
| <b>Outside K&amp;C</b>           |                |                |                |                |                |                |                |                |                |                |                       |                   |
| Westfields White City            | £67.66         | £93.22         | £32.41         | £12.12         | £30.35         | £17.29         | £8.60          | £13.45         | £125.04        | £36.40         | £187.09               | £623.62           |
| Westminster                      | £40.59         | £52.20         | £38.89         | £43.63         | £136.59        | £159.06        | £55.90         | £32.28         | £42.87         | £27.30         | n/a                   | £629.30           |
| Hammersmith & Fulham             | £18.04         | £11.19         | £19.44         | £2.42          | £3.04          | £0.00          | £8.60          | £61.87         | £64.31         | £34.58         | n/a                   | £223.49           |
| LB of Brent                      | £9.02          | £14.92         | £3.24          | £113.92        | £48.56         | £6.92          | £0.00          | £5.38          | £14.29         | £18.20         | n/a                   | £234.44           |
| LB of Wandsworth                 | £0.00          | £3.73          | £6.48          | £0.00          | £0.00          | £10.37         | £159.09        | £51.11         | £10.72         | £0.00          | n/a                   | £241.50           |
| Ealing & Hounslow                | £4.51          | £3.73          | £0.00          | £7.27          | £3.04          | £0.00          | £0.00          | £0.00          | £21.44         | £29.12         | n/a                   | £69.10            |
| Other Destinations               | £11.28         | £14.92         | £25.93         | £50.90         | £27.32         | £48.41         | £81.69         | £32.28         | £21.44         | £21.84         | n/a                   | £335.99           |
| <b>Outside K&amp;C Sub-Total</b> | <b>£151.10</b> | <b>£193.90</b> | <b>£126.39</b> | <b>£230.26</b> | <b>£248.89</b> | <b>£242.04</b> | <b>£313.87</b> | <b>£196.39</b> | <b>£300.10</b> | <b>£167.42</b> | <b>n/a</b>            | <b>£1,104.52</b>  |
| <b>TOTAL TURNOVER</b>            | <b>£225.52</b> | <b>£372.89</b> | <b>£324.07</b> | <b>£242.38</b> | <b>£303.53</b> | <b>£345.77</b> | <b>£429.97</b> | <b>£269.02</b> | <b>£357.26</b> | <b>£181.98</b> | <b>£1,193.29</b>      | <b>£3,179.83</b>  |

(1) South Kensington and Chelsea Centres include: Knightsbridge, Kings Road (East/West), Fulham Road (East/West) and South Kensington.

(2) Central/North Kensington and Chelsea Centres include: Kensington High Street, Notting Hill Gate, Portobello Road, Earls Court and Westcombe Grove.

Sources:

Table 2C  
NEMS Household and Street Surveys 2008

Table 7C:

Comparison Shopping Penetration Rates and Available Expenditure 2015 (constant market shares)

| Centre/Facilities                | Zone 1         | Zone 2         | Zone 3         | Zone 4         | Zone 5         | Zone 6         | Zone 7         | Zone 8         | Zone 9         | Zone 10        | % Inflow              | Total Expenditure |
|----------------------------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|-----------------------|-------------------|
| <b>Expenditure 2015</b>          | <b>£225.52</b> | <b>£372.89</b> | <b>£324.07</b> | <b>£242.38</b> | <b>£303.53</b> | <b>£345.77</b> | <b>£429.97</b> | <b>£269.02</b> | <b>£357.26</b> | <b>£181.98</b> |                       | <b>£3,052.38</b>  |
| <b>K&amp;C Destinations</b>      |                |                |                |                |                |                |                |                |                |                |                       |                   |
| South - K&C Centres (1)          | 2%             | 16%            | 55%            | 1%             | 4%             | 22%            | 23%            | 20%            | 7%             | 2%             | 64%                   |                   |
| Central/North - K&C Centres (2)  | 39%            | 38%            | 8%             | 4%             | 14%            | 6%             | 4%             | 7%             | 14%            | 8%             | 39%                   |                   |
| Other in K&C (3)                 | 6%             | 9%             | 4%             | 0%             | 1%             | 3%             | 0%             | 1%             | 3%             | 0%             | 5%                    |                   |
| <b>K&amp;C Sub Total</b>         | <b>47%</b>     | <b>63%</b>     | <b>67%</b>     | <b>5%</b>      | <b>19%</b>     | <b>31%</b>     | <b>27%</b>     | <b>28%</b>     | <b>24%</b>     | <b>10%</b>     | <b>n/a</b>            |                   |
| <b>Outside K&amp;C</b>           |                |                |                |                |                |                |                |                |                |                |                       |                   |
| Westminster                      | 25%            | 20%            | 13%            | 19%            | 51%            | 49%            | 14%            | 13%            | 19%            | 19%            | n/a                   |                   |
| Hammersmith & Fulham             | 12%            | 5%             | 7%             | 1%             | 1%             | 0%             | 2%             | 25%            | 31%            | 24%            | n/a                   |                   |
| LB of Brent                      | 5%             | 5%             | 1%             | 50%            | 18%            | 2%             | 0%             | 2%             | 4%             | 14%            | n/a                   |                   |
| LB of Wandsworth                 | 0%             | 1%             | 3%             | 0%             | 0%             | 3%             | 38%            | 20%            | 3%             | 0%             | n/a                   |                   |
| Ealing & Hounslow                | 3%             | 1%             | 0%             | 3%             | 1%             | 0%             | 0%             | 0%             | 9%             | 19%            | n/a                   |                   |
| Other Destinations               | 8%             | 5%             | 9%             | 22%            | 10%            | 15%            | 19%            | 12%            | 10%            | 14%            | n/a                   |                   |
| <b>Outside K&amp;C Sub-Total</b> | <b>53%</b>     | <b>37%</b>     | <b>33%</b>     | <b>95%</b>     | <b>81%</b>     | <b>69%</b>     | <b>73%</b>     | <b>72%</b>     | <b>76%</b>     | <b>90%</b>     | <b>n/a</b>            |                   |
| <b>TOTAL MARKET SHARE</b>        | <b>100%</b>    | <b>n/a</b>            |                   |
|                                  | <b>Zone 1</b>  | <b>Zone 2</b>  | <b>Zone 3</b>  | <b>Zone 4</b>  | <b>Zone 5</b>  | <b>Zone 6</b>  | <b>Zone 7</b>  | <b>Zone 8</b>  | <b>Zone 9</b>  | <b>Zone 10</b> | <b>Inflow Expend.</b> | <b>Total £M</b>   |
| <b>Turnover £M</b>               |                |                |                |                |                |                |                |                |                |                |                       |                   |
| <b>K&amp;C Destinations</b>      |                |                |                |                |                |                |                |                |                |                |                       |                   |
| South - K&C Centres (1)          | £4.51          | £59.66         | £178.24        | £2.42          | £12.14         | £76.07         | £98.89         | £53.80         | £25.01         | £3.64          | £913.13               | £1,427.51         |
| Central/North - K&C Centres (2)  | £87.95         | £141.70        | £25.93         | £9.70          | £42.49         | £20.75         | £17.20         | £18.83         | £50.02         | £14.56         | £275.76               | £704.87           |
| Other in K&C (3)                 | £13.53         | £33.56         | £12.96         | £0.00          | £3.04          | £10.37         | £0.00          | £2.69          | £10.72         | £0.00          | £4.41                 | £91.28            |
| <b>K&amp;C Sub Total</b>         | <b>£105.99</b> | <b>£234.92</b> | <b>£217.12</b> | <b>£12.12</b>  | <b>£57.67</b>  | <b>£107.19</b> | <b>£116.09</b> | <b>£75.33</b>  | <b>£85.74</b>  | <b>£18.20</b>  | <b>£1,193.29</b>      | <b>£2,223.66</b>  |
| <b>Outside K&amp;C</b>           |                |                |                |                |                |                |                |                |                |                |                       |                   |
| Westminster                      | £56.38         | £74.58         | £42.13         | £46.05         | £154.80        | £169.43        | £60.20         | £34.97         | £67.88         | £34.58         | n/a                   | £740.99           |
| Hammersmith & Fulham             | £27.06         | £18.64         | £22.68         | £2.42          | £3.04          | £0.00          | £8.60          | £67.26         | £110.75        | £43.68         | n/a                   | £304.13           |
| LB of Brent                      | £11.28         | £18.64         | £3.24          | £121.19        | £54.64         | £6.92          | £0.00          | £5.38          | £14.29         | £25.48         | n/a                   | £261.05           |
| LB of Wandsworth                 | £0.00          | £3.73          | £9.72          | £0.00          | £0.00          | £10.37         | £163.39        | £53.80         | £10.72         | £0.00          | n/a                   | £251.73           |
| Ealing & Hounslow                | £6.77          | £3.73          | £0.00          | £7.27          | £3.04          | £0.00          | £0.00          | £0.00          | £32.15         | £34.58         | n/a                   | £87.53            |
| Other Destinations               | £18.04         | £18.64         | £29.17         | £53.32         | £30.35         | £51.87         | £81.69         | £32.28         | £35.73         | £25.48         | n/a                   | £376.57           |
| <b>Outside K&amp;C Sub-Total</b> | <b>£119.53</b> | <b>£137.97</b> | <b>£106.94</b> | <b>£230.26</b> | <b>£245.86</b> | <b>£238.58</b> | <b>£313.87</b> | <b>£193.69</b> | <b>£271.52</b> | <b>£163.78</b> | <b>n/a</b>            | <b>£2,022.01</b>  |
| <b>TOTAL TURNOVER</b>            | <b>£225.52</b> | <b>£372.89</b> | <b>£324.07</b> | <b>£242.38</b> | <b>£303.53</b> | <b>£345.77</b> | <b>£429.97</b> | <b>£269.02</b> | <b>£357.26</b> | <b>£181.98</b> | <b>£1,193.29</b>      | <b>£4,245.67</b>  |

(1) South Kensington and Chelsea Centres include: Knightsbridge, Kings Road (East/West), Fulham Road (East/West) and South Kensington.

(2) Central/North Kensington and Chelsea Centres include: Kensington High Street, Notting Hill Gate, Portobello Road, Earls Court and Westcombe Grove.

Sources:

Table 2C  
NEMS Household and Street Surveys 2008

**Table 8C: Comparison Shopping Penetration Rates and Available Expenditure 2020 (adjusted market shares)**

| Centre/Facilities                | Zone 1         | Zone 2         | Zone 3         | Zone 4         | Zone 5         | Zone 6         | Zone 7         | Zone 8         | Zone 9         | Zone 10        | % Inflow              | Total Expenditure |
|----------------------------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|-----------------------|-------------------|
| <b>Expenditure 2020</b>          | <b>£272.51</b> | <b>£447.86</b> | <b>£389.32</b> | <b>£289.54</b> | <b>£366.57</b> | <b>£421.96</b> | <b>£527.93</b> | <b>£323.95</b> | <b>£438.44</b> | <b>£216.73</b> |                       | <b>£3,694.82</b>  |
| <b>K&amp;C Destinations</b>      |                |                |                |                |                |                |                |                |                |                |                       |                   |
| South - K&C Centres (1)          | 1%             | 12%            | 50%            | 1%             | 4%             | 21%            | 23%            | 19%            | 5%             | 2%             | 66%                   |                   |
| Central/North - K&C Centres (2)  | 27%            | 28%            | 7%             | 4%             | 13%            | 6%             | 4%             | 7%             | 9%             | 6%             | 45%                   |                   |
| Other in K&C (3)                 | 5%             | 8%             | 4%             | 0%             | 1%             | 3%             | 0%             | 1%             | 2%             | 0%             | 5%                    |                   |
| <b>K&amp;C Sub Total</b>         | <b>33%</b>     | <b>48%</b>     | <b>61%</b>     | <b>5%</b>      | <b>18%</b>     | <b>30%</b>     | <b>27%</b>     | <b>27%</b>     | <b>16%</b>     | <b>8%</b>      | <b>n/a</b>            |                   |
| <b>Outside K&amp;C</b>           |                |                |                |                |                |                |                |                |                |                |                       |                   |
| Westfields White City            | 30%            | 25%            | 10%            | 5%             | 10%            | 5%             | 2%             | 5%             | 35%            | 20%            | 30%                   |                   |
| Westminster                      | 18%            | 14%            | 12%            | 18%            | 45%            | 46%            | 13%            | 12%            | 12%            | 15%            | n/a                   |                   |
| Hammersmith & Fulham             | 8%             | 3%             | 6%             | 1%             | 1%             | 0%             | 2%             | 23%            | 18%            | 19%            | n/a                   |                   |
| LB of Brent                      | 4%             | 4%             | 1%             | 47%            | 16%            | 2%             | 0%             | 2%             | 4%             | 10%            | n/a                   |                   |
| LB of Wandsworth                 | 0%             | 1%             | 2%             | 0%             | 0%             | 3%             | 37%            | 19%            | 3%             | 0%             | n/a                   |                   |
| Ealing & Hounslow                | 2%             | 1%             | 0%             | 3%             | 1%             | 0%             | 0%             | 0%             | 6%             | 16%            | n/a                   |                   |
| Other Destinations               | 5%             | 4%             | 8%             | 21%            | 9%             | 14%            | 19%            | 12%            | 6%             | 12%            | n/a                   |                   |
| <b>Outside K&amp;C Sub-Total</b> | <b>67%</b>     | <b>52%</b>     | <b>39%</b>     | <b>95%</b>     | <b>82%</b>     | <b>70%</b>     | <b>73%</b>     | <b>73%</b>     | <b>84%</b>     | <b>92%</b>     | <b>n/a</b>            |                   |
| <b>TOTAL MARKET SHARE</b>        | <b>100%</b>    | <b>n/a</b>            |                   |
|                                  | <b>Zone 1</b>  | <b>Zone 2</b>  | <b>Zone 3</b>  | <b>Zone 4</b>  | <b>Zone 5</b>  | <b>Zone 6</b>  | <b>Zone 7</b>  | <b>Zone 8</b>  | <b>Zone 9</b>  | <b>Zone 10</b> | <b>Inflow Expend.</b> | <b>Total £M</b>   |
| <b>Turnover £M</b>               |                |                |                |                |                |                |                |                |                |                |                       |                   |
| <b>K&amp;C Destinations</b>      |                |                |                |                |                |                |                |                |                |                |                       |                   |
| South - K&C Centres (1)          | £2.73          | £53.74         | £194.66        | £2.90          | £14.66         | £88.61         | £121.42        | £61.55         | £21.92         | £4.33          | £1,081.79             | £1,648.32         |
| Central/North - K&C Centres (2)  | £73.58         | £125.40        | £27.25         | £11.58         | £47.65         | £25.32         | £21.12         | £22.68         | £39.46         | £13.00         | £326.69               | £733.74           |
| Other in K&C (3)                 | £13.63         | £35.83         | £15.57         | £0.00          | £3.67          | £12.66         | £0.00          | £3.24          | £8.77          | £0.00          | £5.22                 | £98.58            |
| <b>K&amp;C Sub Total</b>         | <b>£89.93</b>  | <b>£214.97</b> | <b>£237.49</b> | <b>£14.48</b>  | <b>£65.98</b>  | <b>£126.59</b> | <b>£142.54</b> | <b>£87.47</b>  | <b>£70.15</b>  | <b>£17.34</b>  | <b>£1,413.70</b>      | <b>£2,480.64</b>  |
| <b>Outside K&amp;C</b>           |                |                |                |                |                |                |                |                |                |                |                       |                   |
| Westfields White City            | £81.75         | £111.97        | £38.93         | £14.48         | £36.66         | £21.10         | £10.56         | £16.20         | £153.46        | £43.35         | £226.47               | £754.92           |
| Westminster                      | £49.05         | £62.70         | £46.72         | £52.12         | £164.96        | £194.10        | £68.63         | £38.87         | £52.61         | £32.51         | n/a                   | £762.27           |
| Hammersmith & Fulham             | £21.80         | £13.44         | £23.36         | £2.90          | £3.67          | £0.00          | £10.56         | £74.51         | £78.92         | £41.18         | n/a                   | £270.32           |
| LB of Brent                      | £10.90         | £17.91         | £3.89          | £136.08        | £58.65         | £8.44          | £0.00          | £6.48          | £17.54         | £21.67         | n/a                   | £281.57           |
| LB of Wandsworth                 | £0.00          | £4.48          | £7.79          | £0.00          | £0.00          | £12.66         | £195.33        | £61.55         | £13.15         | £0.00          | n/a                   | £294.96           |
| Ealing & Hounslow                | £5.45          | £4.48          | £0.00          | £8.69          | £3.67          | £0.00          | £0.00          | £0.00          | £26.31         | £34.68         | n/a                   | £83.26            |
| Other Destinations               | £13.63         | £17.91         | £31.15         | £60.80         | £32.99         | £59.07         | £100.31        | £38.87         | £26.31         | £26.01         | n/a                   | £407.05           |
| <b>Outside K&amp;C Sub-Total</b> | <b>£182.58</b> | <b>£232.89</b> | <b>£151.84</b> | <b>£275.06</b> | <b>£300.59</b> | <b>£295.37</b> | <b>£385.39</b> | <b>£236.48</b> | <b>£368.29</b> | <b>£199.39</b> | <b>n/a</b>            | <b>£1,337.17</b>  |
| <b>TOTAL TURNOVER</b>            | <b>£272.51</b> | <b>£447.86</b> | <b>£389.32</b> | <b>£289.54</b> | <b>£366.57</b> | <b>£421.96</b> | <b>£527.93</b> | <b>£323.95</b> | <b>£438.44</b> | <b>£216.73</b> | <b>£1,413.70</b>      | <b>£3,817.81</b>  |

(1) South Kensington and Chelsea Centres include: Knightsbridge, Kings Road (East/West), Fulham Road (East/West) and South Kensington.

(2) Central/North Kensington and Chelsea Centres include: Kensington High Street, Notting Hill Gate, Portobello Road, Earls Court and Westcombe Grove.

Sources:

Table 2C  
NEMS Household and Street Surveys 2008

Table 9C:

Comparison Shopping Penetration Rates and Available Expenditure 2020 (constant market shares)

| Centre/Facilities                | Zone 1         | Zone 2         | Zone 3         | Zone 4         | Zone 5         | Zone 6         | Zone 7         | Zone 8         | Zone 9         | Zone 10        | % Inflow              | Total Expenditure |
|----------------------------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|-----------------------|-------------------|
| <b>Expenditure 2020</b>          | <b>£272.51</b> | <b>£447.86</b> | <b>£389.32</b> | <b>£289.54</b> | <b>£366.57</b> | <b>£421.96</b> | <b>£527.93</b> | <b>£323.95</b> | <b>£438.44</b> | <b>£216.73</b> |                       | <b>£3,694.82</b>  |
| <b>K&amp;C Destinations</b>      |                |                |                |                |                |                |                |                |                |                |                       |                   |
| South - K&C Centres (1)          | 2%             | 16%            | 55%            | 1%             | 4%             | 22%            | 23%            | 20%            | 7%             | 2%             | 63%                   |                   |
| Central/North - K&C Centres (2)  | 39%            | 38%            | 8%             | 4%             | 14%            | 6%             | 4%             | 7%             | 14%            | 8%             | 39%                   |                   |
| Other in K&C (3)                 | 6%             | 9%             | 4%             | 0%             | 1%             | 3%             | 0%             | 1%             | 3%             | 0%             | 5%                    |                   |
| <b>K&amp;C Sub Total</b>         | <b>47%</b>     | <b>63%</b>     | <b>67%</b>     | <b>5%</b>      | <b>19%</b>     | <b>31%</b>     | <b>27%</b>     | <b>28%</b>     | <b>24%</b>     | <b>10%</b>     | <b>n/a</b>            |                   |
| <b>Outside K&amp;C</b>           |                |                |                |                |                |                |                |                |                |                |                       |                   |
| Westminster                      | 25%            | 20%            | 13%            | 19%            | 51%            | 49%            | 14%            | 13%            | 19%            | 19%            | n/a                   |                   |
| Hammersmith & Fulham             | 12%            | 5%             | 7%             | 1%             | 1%             | 0%             | 2%             | 25%            | 31%            | 24%            | n/a                   |                   |
| LB of Brent                      | 5%             | 5%             | 1%             | 50%            | 18%            | 2%             | 0%             | 2%             | 4%             | 14%            | n/a                   |                   |
| LB of Wandsworth                 | 0%             | 1%             | 3%             | 0%             | 0%             | 3%             | 38%            | 20%            | 3%             | 0%             | n/a                   |                   |
| Ealing & Hounslow                | 3%             | 1%             | 0%             | 3%             | 1%             | 0%             | 0%             | 0%             | 9%             | 19%            | n/a                   |                   |
| Other Destinations               | 8%             | 5%             | 9%             | 22%            | 10%            | 15%            | 19%            | 12%            | 10%            | 14%            | n/a                   |                   |
| <b>Outside K&amp;C Sub-Total</b> | <b>53%</b>     | <b>37%</b>     | <b>33%</b>     | <b>95%</b>     | <b>81%</b>     | <b>69%</b>     | <b>73%</b>     | <b>72%</b>     | <b>76%</b>     | <b>90%</b>     | <b>n/a</b>            |                   |
| <b>TOTAL MARKET SHARE</b>        | <b>100%</b>    | <b>n/a</b>            |                   |
|                                  | <b>Zone 1</b>  | <b>Zone 2</b>  | <b>Zone 3</b>  | <b>Zone 4</b>  | <b>Zone 5</b>  | <b>Zone 6</b>  | <b>Zone 7</b>  | <b>Zone 8</b>  | <b>Zone 9</b>  | <b>Zone 10</b> | <b>Inflow Expend.</b> | <b>Total £M</b>   |
| <b>Turnover £M</b>               |                |                |                |                |                |                |                |                |                |                |                       |                   |
| <b>K&amp;C Destinations</b>      |                |                |                |                |                |                |                |                |                |                |                       |                   |
| South - K&C Centres (1)          | £5.45          | £71.66         | £214.13        | £2.90          | £14.66         | £92.83         | £121.42        | £64.79         | £30.69         | £4.33          | £1,081.79             | £1,704.66         |
| Central/North - K&C Centres (2)  | £106.28        | £170.19        | £31.15         | £11.58         | £51.32         | £25.32         | £21.12         | £22.68         | £61.38         | £17.34         | £326.69               | £845.04           |
| Other in K&C (3)                 | £16.35         | £40.31         | £15.57         | £0.00          | £3.67          | £12.66         | £0.00          | £3.24          | £13.15         | £0.00          | £5.22                 | £110.17           |
| <b>K&amp;C Sub Total</b>         | <b>£128.08</b> | <b>£282.15</b> | <b>£260.85</b> | <b>£14.48</b>  | <b>£69.65</b>  | <b>£130.81</b> | <b>£142.54</b> | <b>£90.71</b>  | <b>£105.23</b> | <b>£21.67</b>  | <b>£1,413.70</b>      | <b>£2,659.86</b>  |
| <b>Outside K&amp;C</b>           |                |                |                |                |                |                |                |                |                |                |                       |                   |
| Westminster                      | £68.13         | £89.57         | £50.61         | £55.01         | £186.95        | £206.76        | £73.91         | £42.11         | £83.30         | £41.18         | n/a                   | £897.54           |
| Hammersmith & Fulham             | £32.70         | £22.39         | £27.25         | £2.90          | £3.67          | £0.00          | £10.56         | £80.99         | £135.92        | £52.02         | n/a                   | £368.39           |
| LB of Brent                      | £13.63         | £22.39         | £3.89          | £144.77        | £65.98         | £8.44          | £0.00          | £6.48          | £17.54         | £30.34         | n/a                   | £313.46           |
| LB of Wandsworth                 | £0.00          | £4.48          | £11.68         | £0.00          | £0.00          | £12.66         | £200.61        | £64.79         | £13.15         | £0.00          | n/a                   | £307.37           |
| Ealing & Hounslow                | £8.18          | £4.48          | £0.00          | £8.69          | £3.67          | £0.00          | £0.00          | £0.00          | £39.46         | £41.18         | n/a                   | £105.64           |
| Other Destinations               | £21.80         | £22.39         | £35.04         | £63.70         | £36.66         | £63.29         | £100.31        | £38.87         | £43.84         | £30.34         | n/a                   | £456.25           |
| <b>Outside K&amp;C Sub-Total</b> | <b>£144.43</b> | <b>£165.71</b> | <b>£128.48</b> | <b>£275.06</b> | <b>£296.92</b> | <b>£291.15</b> | <b>£385.39</b> | <b>£233.24</b> | <b>£333.22</b> | <b>£195.06</b> | <b>n/a</b>            | <b>£2,448.66</b>  |
| <b>TOTAL TURNOVER</b>            | <b>£272.51</b> | <b>£447.86</b> | <b>£389.32</b> | <b>£289.54</b> | <b>£366.57</b> | <b>£421.96</b> | <b>£527.93</b> | <b>£323.95</b> | <b>£438.44</b> | <b>£216.73</b> | <b>£1,413.70</b>      | <b>£5,108.52</b>  |

(1) South Kensington and Chelsea Centres include: Knightsbridge, Kings Road (East/West), Fulham Road (East/West) and South Kensington.

(2) Central/North Kensington and Chelsea Centres include: Kensington High Street, Notting Hill Gate, Portobello Road, Earls Court and Westcombe Grove.

Sources:

Table 2C  
NEMS Household and Street Surveys 2008

Table 10C:

## Comparison Shopping Penetration Rates and Available Expenditure 2028 (adjusted market shares)

| Centre/Facilities                | Zone 1         | Zone 2         | Zone 3         | Zone 4         | Zone 5         | Zone 6         | Zone 7         | Zone 8         | Zone 9         | Zone 10        | % Inflow              | Total Expenditure |
|----------------------------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|-----------------------|-------------------|
| <b>Expenditure 2028</b>          | <b>£373.06</b> | <b>£561.67</b> | <b>£506.61</b> | <b>£361.30</b> | <b>£502.60</b> | <b>£588.58</b> | <b>£726.91</b> | <b>£436.98</b> | <b>£619.37</b> | <b>£280.66</b> |                       | <b>£4,957.74</b>  |
| <b>K&amp;C Destinations</b>      |                |                |                |                |                |                |                |                |                |                |                       |                   |
| South - K&C Centres (1)          | 1%             | 12%            | 50%            | 1%             | 4%             | 21%            | 23%            | 19%            | 5%             | 2%             | 65%                   |                   |
| Central/North - K&C Centres (2)  | 27%            | 28%            | 7%             | 4%             | 13%            | 6%             | 4%             | 7%             | 9%             | 6%             | 44%                   |                   |
| Other in K&C (3)                 | 5%             | 8%             | 4%             | 0%             | 1%             | 3%             | 0%             | 1%             | 2%             | 0%             | 5%                    |                   |
| <b>K&amp;C Sub Total</b>         | <b>33%</b>     | <b>48%</b>     | <b>61%</b>     | <b>5%</b>      | <b>18%</b>     | <b>30%</b>     | <b>27%</b>     | <b>27%</b>     | <b>16%</b>     | <b>8%</b>      | <b>n/a</b>            |                   |
| <b>Outside K&amp;C</b>           |                |                |                |                |                |                |                |                |                |                |                       |                   |
| Westfields White City            | 30%            | 25%            | 10%            | 5%             | 10%            | 5%             | 2%             | 5%             | 35%            | 20%            | 30%                   |                   |
| Westminster                      | 18%            | 14%            | 12%            | 18%            | 45%            | 46%            | 13%            | 12%            | 12%            | 15%            | n/a                   |                   |
| Hammersmith & Fulham             | 8%             | 3%             | 6%             | 1%             | 1%             | 0%             | 2%             | 23%            | 18%            | 19%            | n/a                   |                   |
| LB of Brent                      | 4%             | 4%             | 1%             | 47%            | 16%            | 2%             | 0%             | 2%             | 4%             | 10%            | n/a                   |                   |
| LB of Wandsworth                 | 0%             | 1%             | 2%             | 0%             | 0%             | 3%             | 37%            | 19%            | 3%             | 0%             | n/a                   |                   |
| Ealing & Hounslow                | 2%             | 1%             | 0%             | 3%             | 1%             | 0%             | 0%             | 0%             | 6%             | 16%            | n/a                   |                   |
| Other Destinations               | 5%             | 4%             | 8%             | 21%            | 9%             | 14%            | 19%            | 12%            | 6%             | 12%            | n/a                   |                   |
| <b>Outside K&amp;C Sub-Total</b> | <b>67%</b>     | <b>52%</b>     | <b>39%</b>     | <b>95%</b>     | <b>82%</b>     | <b>70%</b>     | <b>73%</b>     | <b>73%</b>     | <b>84%</b>     | <b>92%</b>     | <b>n/a</b>            |                   |
| <b>TOTAL MARKET SHARE</b>        | <b>100%</b>    | <b>n/a</b>            |                   |
|                                  | <b>Zone 1</b>  | <b>Zone 2</b>  | <b>Zone 3</b>  | <b>Zone 4</b>  | <b>Zone 5</b>  | <b>Zone 6</b>  | <b>Zone 7</b>  | <b>Zone 8</b>  | <b>Zone 9</b>  | <b>Zone 10</b> | <b>Inflow Expend.</b> | <b>Total £M</b>   |
| <b>Turnover £M</b>               |                |                |                |                |                |                |                |                |                |                |                       |                   |
| <b>K&amp;C Destinations</b>      |                |                |                |                |                |                |                |                |                |                |                       |                   |
| South - K&C Centres (1)          | £3.73          | £67.40         | £253.30        | £3.61          | £20.10         | £123.60        | £167.19        | £83.03         | £30.97         | £5.61          | £1,424.21             | £2,182.76         |
| Central/North - K&C Centres (2)  | £100.72        | £157.27        | £35.46         | £14.45         | £65.34         | £35.31         | £29.08         | £30.59         | £55.74         | £16.84         | £430.10               | £970.91           |
| Other in K&C (3)                 | £18.65         | £44.93         | £20.26         | £0.00          | £5.03          | £17.66         | £0.00          | £4.37          | £12.39         | £0.00          | £6.87                 | £130.16           |
| <b>K&amp;C Sub Total</b>         | <b>£123.11</b> | <b>£269.60</b> | <b>£309.03</b> | <b>£18.07</b>  | <b>£90.47</b>  | <b>£176.57</b> | <b>£196.27</b> | <b>£117.98</b> | <b>£99.10</b>  | <b>£22.45</b>  | <b>£1,861.19</b>      | <b>£3,283.83</b>  |
| <b>Outside K&amp;C</b>           |                |                |                |                |                |                |                |                |                |                |                       |                   |
| Westfields White City            | £111.92        | £140.42        | £50.66         | £18.07         | £50.26         | £29.43         | £14.54         | £21.85         | £216.78        | £56.13         | £304.31               | £1,014.36         |
| Westminster                      | £67.15         | £78.63         | £60.79         | £65.03         | £226.17        | £270.75        | £94.50         | £52.44         | £74.32         | £42.10         | n/a                   | £1,031.89         |
| Hammersmith & Fulham             | £29.84         | £16.85         | £30.40         | £3.61          | £5.03          | £0.00          | £14.54         | £100.50        | £111.49        | £53.33         | n/a                   | £365.59           |
| LB of Brent                      | £14.92         | £22.47         | £5.07          | £169.81        | £80.42         | £11.77         | £0.00          | £8.74          | £24.77         | £28.07         | n/a                   | £366.04           |
| LB of Wandsworth                 | £0.00          | £5.62          | £10.13         | £0.00          | £0.00          | £17.66         | £268.96        | £83.03         | £18.58         | £0.00          | n/a                   | £403.97           |
| Ealing & Hounslow                | £7.46          | £5.62          | £0.00          | £10.84         | £5.03          | £0.00          | £0.00          | £0.00          | £37.16         | £44.91         | n/a                   | £111.01           |
| Other Destinations               | £18.65         | £22.47         | £40.53         | £75.87         | £45.23         | £82.40         | £138.11        | £52.44         | £37.16         | £33.68         | n/a                   | £546.55           |
| <b>Outside K&amp;C Sub-Total</b> | <b>£249.95</b> | <b>£292.07</b> | <b>£197.58</b> | <b>£343.24</b> | <b>£412.13</b> | <b>£412.00</b> | <b>£530.64</b> | <b>£318.99</b> | <b>£520.27</b> | <b>£258.21</b> | <b>n/a</b>            | <b>£1,793.15</b>  |
| <b>TOTAL TURNOVER</b>            | <b>£373.06</b> | <b>£561.67</b> | <b>£506.61</b> | <b>£361.30</b> | <b>£502.60</b> | <b>£588.58</b> | <b>£726.91</b> | <b>£436.98</b> | <b>£619.37</b> | <b>£280.66</b> | <b>£1,861.19</b>      | <b>£5,076.99</b>  |

(1) South Kensington and Chelsea Centres include: Knightsbridge, Kings Road (East/West), Fulham Road (East/West) and South Kensington.

(2) Central/North Kensington and Chelsea Centres include: Kensington High Street, Notting Hill Gate, Portobello Road, Earls Court and Westcombe Grove.

Sources:

Table 2C  
NEMS Household and Street Surveys 2008

Table 11C:

Comparison Shopping Penetration Rates and Available Expenditure 2028 (constant adjusted market shares)

| Centre/Facilities                | Zone 1         | Zone 2         | Zone 3         | Zone 4         | Zone 5         | Zone 6         | Zone 7         | Zone 8         | Zone 9         | Zone 10        | % Inflow              | Total Expenditure |
|----------------------------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|-----------------------|-------------------|
| <b>Expenditure 2028</b>          | <b>£373.06</b> | <b>£561.67</b> | <b>£506.61</b> | <b>£361.30</b> | <b>£502.60</b> | <b>£588.58</b> | <b>£726.91</b> | <b>£436.98</b> | <b>£619.37</b> | <b>£280.66</b> |                       | <b>£4,957.74</b>  |
| <b>K&amp;C Destinations</b>      |                |                |                |                |                |                |                |                |                |                |                       |                   |
| South - K&C Centres (1)          | 2%             | 16%            | 55%            | 1%             | 4%             | 22%            | 23%            | 20%            | 7%             | 2%             | 63%                   |                   |
| Central/North - K&C Centres (2)  | 39%            | 38%            | 8%             | 4%             | 14%            | 6%             | 4%             | 7%             | 14%            | 8%             | 38%                   |                   |
| Other in K&C (3)                 | 6%             | 9%             | 4%             | 0%             | 1%             | 3%             | 0%             | 1%             | 3%             | 0%             | 5%                    |                   |
| <b>K&amp;C Sub Total</b>         | <b>47%</b>     | <b>63%</b>     | <b>67%</b>     | <b>5%</b>      | <b>19%</b>     | <b>31%</b>     | <b>27%</b>     | <b>28%</b>     | <b>24%</b>     | <b>10%</b>     | <b>n/a</b>            |                   |
| <b>Outside K&amp;C</b>           |                |                |                |                |                |                |                |                |                |                |                       |                   |
| Westminster                      | 25%            | 20%            | 13%            | 19%            | 51%            | 49%            | 14%            | 13%            | 19%            | 19%            | n/a                   |                   |
| Hammersmith & Fulham             | 12%            | 5%             | 7%             | 1%             | 1%             | 0%             | 2%             | 25%            | 31%            | 24%            | n/a                   |                   |
| LB of Brent                      | 5%             | 5%             | 1%             | 50%            | 18%            | 2%             | 0%             | 2%             | 4%             | 14%            | n/a                   |                   |
| LB of Wandsworth                 | 0%             | 1%             | 3%             | 0%             | 0%             | 3%             | 38%            | 20%            | 3%             | 0%             | n/a                   |                   |
| Ealing & Hounslow                | 3%             | 1%             | 0%             | 3%             | 1%             | 0%             | 0%             | 0%             | 9%             | 19%            | n/a                   |                   |
| Other Destinations               | 8%             | 5%             | 9%             | 22%            | 10%            | 15%            | 19%            | 12%            | 10%            | 14%            | n/a                   |                   |
| <b>Outside K&amp;C Sub-Total</b> | <b>53%</b>     | <b>37%</b>     | <b>33%</b>     | <b>95%</b>     | <b>81%</b>     | <b>69%</b>     | <b>73%</b>     | <b>72%</b>     | <b>76%</b>     | <b>90%</b>     | <b>n/a</b>            |                   |
| <b>TOTAL MARKET SHARE</b>        | <b>100%</b>    | <b>n/a</b>            |                   |
|                                  | <b>Zone 1</b>  | <b>Zone 2</b>  | <b>Zone 3</b>  | <b>Zone 4</b>  | <b>Zone 5</b>  | <b>Zone 6</b>  | <b>Zone 7</b>  | <b>Zone 8</b>  | <b>Zone 9</b>  | <b>Zone 10</b> | <b>Inflow Expend.</b> | <b>Total £M</b>   |
| <b>Turnover £M</b>               |                |                |                |                |                |                |                |                |                |                |                       |                   |
| <b>K&amp;C Destinations</b>      |                |                |                |                |                |                |                |                |                |                |                       |                   |
| South - K&C Centres (1)          | £7.46          | £89.87         | £278.63        | £3.61          | £20.10         | £129.49        | £167.19        | £87.40         | £43.36         | £5.61          | £1,424.21             | £2,256.93         |
| Central/North - K&C Centres (2)  | £145.49        | £213.43        | £40.53         | £14.45         | £70.36         | £35.31         | £29.08         | £30.59         | £86.71         | £22.45         | £430.10               | £1,118.52         |
| Other in K&C (3)                 | £22.38         | £50.55         | £20.26         | £0.00          | £5.03          | £17.66         | £0.00          | £4.37          | £18.58         | £0.00          | £6.87                 | £145.70           |
| <b>K&amp;C Sub Total</b>         | <b>£175.34</b> | <b>£353.85</b> | <b>£339.43</b> | <b>£18.07</b>  | <b>£95.49</b>  | <b>£182.46</b> | <b>£196.27</b> | <b>£122.35</b> | <b>£148.65</b> | <b>£28.07</b>  | <b>£1,861.19</b>      | <b>£3,521.15</b>  |
| <b>Outside K&amp;C</b>           |                |                |                |                |                |                |                |                |                |                |                       |                   |
| Westminster                      | £93.26         | £112.33        | £65.86         | £68.65         | £256.33        | £288.40        | £101.77        | £56.81         | £117.68        | £53.33         | n/a                   | £1,214.42         |
| Hammersmith & Fulham             | £44.77         | £28.08         | £35.46         | £3.61          | £5.03          | £0.00          | £14.54         | £109.24        | £192.01        | £67.36         | n/a                   | £500.10           |
| LB of Brent                      | £18.65         | £28.08         | £5.07          | £180.65        | £90.47         | £11.77         | £0.00          | £8.74          | £24.77         | £39.29         | n/a                   | £407.50           |
| LB of Wandsworth                 | £0.00          | £5.62          | £15.20         | £0.00          | £0.00          | £17.66         | £276.23        | £87.40         | £18.58         | £0.00          | n/a                   | £420.67           |
| Ealing & Hounslow                | £11.19         | £5.62          | £0.00          | £10.84         | £5.03          | £0.00          | £0.00          | £0.00          | £55.74         | £53.33         | n/a                   | £141.74           |
| Other Destinations               | £29.84         | £28.08         | £45.59         | £79.49         | £50.26         | £88.29         | £138.11        | £52.44         | £61.94         | £39.29         | n/a                   | £613.34           |
| <b>Outside K&amp;C Sub-Total</b> | <b>£197.72</b> | <b>£207.82</b> | <b>£167.18</b> | <b>£343.24</b> | <b>£407.11</b> | <b>£406.12</b> | <b>£530.64</b> | <b>£314.62</b> | <b>£470.72</b> | <b>£252.60</b> | <b>n/a</b>            | <b>£3,297.77</b>  |
| <b>TOTAL TURNOVER</b>            | <b>£373.06</b> | <b>£561.67</b> | <b>£506.61</b> | <b>£361.30</b> | <b>£502.60</b> | <b>£588.58</b> | <b>£726.91</b> | <b>£436.98</b> | <b>£619.37</b> | <b>£280.66</b> | <b>£1,861.19</b>      | <b>£6,818.92</b>  |

(1) South Kensington and Chelsea Centres include: Knightsbridge, Kings Road (East/West), Fulham Road (East/West) and South Kensington.

(2) Central/North Kensington and Chelsea Centres include: Kensington High Street, Notting Hill Gate, Portobello Road, Earls Court and Westcombe Grove.

Sources:

Table 2C  
NEMS Household and Street Surveys 2008

**Table 12C: Summary of Comparison Expenditure/Floorspace Projections 2008 to 2028  
(Low Growth Scenario - Adjusted Market Shares)**

| Centre  | 2008             | 2012             | 2015             | 2020             | 2028             |
|---|------------------|------------------|------------------|------------------|------------------|
| <b>Available Expenditure</b>                      |                  |                  |                  |                  |                  |
| South - Kensington & Chelsea Main Centres         | £1,118.48        | £1,248.75        | £1,380.85        | £1,648.32        | £2,182.76        |
| Central/North - Kensington & Chelsea Main Centres | £548.88          | £553.23          | £612.74          | £733.74          | £970.91          |
| Other in Kensington & Chelsea                     | £70.14           | £73.33           | £81.72           | £98.58           | £130.16          |
| <b>Total</b>                                      | <b>£1,737.50</b> | <b>£1,875.32</b> | <b>£2,075.31</b> | <b>£2,480.64</b> | <b>£3,283.83</b> |
| <b>Turnover of Existing Floorspace</b>            |                  |                  |                  |                  |                  |
| South - Kensington & Chelsea Main Centres         | £1,118.48        | £1,187.11        | £1,241.34        | £1,337.27        | £1,506.43        |
| Central/North - Kensington & Chelsea Main Centres | £548.88          | £582.56          | £609.17          | £656.25          | £739.26          |
| Other in Kensington & Chelsea                     | £70.14           | £74.45           | £77.85           | £83.87           | £94.48           |
| <b>Total</b>                                      | <b>£1,737.50</b> | <b>£1,844.12</b> | <b>£1,928.36</b> | <b>£2,077.39</b> | <b>£2,340.16</b> |
| <b>Surplus Expenditure</b>                        |                  |                  |                  |                  |                  |
| South - Kensington & Chelsea Main Centres         | n/a              | £61.64           | £139.51          | £311.05          | £676.34          |
| Central/North - Kensington & Chelsea Main Centres | n/a              | -£29.33          | £3.57            | £77.49           | £231.65          |
| Other in Kensington & Chelsea                     | n/a              | -£1.12           | £3.87            | £14.71           | £35.69           |
| <b>Total</b>                                      | <b>n/a</b>       | <b>£31.19</b>    | <b>£146.95</b>   | <b>£403.25</b>   | <b>£943.67</b>   |
| <b>Sales Density for New Floorspace</b>           |                  |                  |                  |                  |                  |
| Main Centres                                      | £6,528           | £6,929           | £7,245           | £7,805           | £8,792           |
| Other   | £4,904           | £5,205           | £5,443           | £5,863           | £6,605           |
| <b>Sales Floorspace (Sq M Net)</b>                |                  |                  |                  |                  |                  |
| South - Kensington & Chelsea Main Centres         | n/a              | 8,896            | 19,256           | 39,853           | 76,924           |
| Central/North - Kensington & Chelsea Main Centres | n/a              | -4,233           | 493              | 9,928            | 26,347           |
| Other in Kensington & Chelsea                     | n/a              | -215             | 711              | 2,509            | 5,403            |
| <b>Total</b>                                      | <b>n/a</b>       | <b>4,449</b>     | <b>20,460</b>    | <b>52,290</b>    | <b>108,674</b>   |
| <b>Gross Floorspace (Sq M Gross)</b>              |                  |                  |                  |                  |                  |
| South - Kensington & Chelsea Main Centres         | n/a              | 11,862           | 25,674           | 53,137           | 102,565          |
| Central/North - Kensington & Chelsea Main Centres | n/a              | -5,644           | 658              | 13,237           | 35,129           |
| Other in Kensington & Chelsea                     | n/a              | -287             | 948              | 3,346            | 7,204            |
| <b>Total</b>                                      | <b>n/a</b>       | <b>5,932</b>     | <b>27,280</b>    | <b>69,720</b>    | <b>144,898</b>   |

Sources:

Tables 2A, 3C, 4C, 6C, 8C and 10C

**Table 13C: Summary of Comparison Expenditure/Floorspace Projections 2008 to 2028  
(High Growth Scenario - Constant Market Shares)**

| Centre  | 2008             | 2012             | 2015             | 2020             | 2028             |
|---|------------------|------------------|------------------|------------------|------------------|
| <b>Available Expenditure</b>                      |                  |                  |                  |                  |                  |
| South - Kensington & Chelsea Main Centres         | £1,118.48        | £1,290.58        | £1,427.51        | £1,704.66        | £2,256.93        |
| Central/North - Kensington & Chelsea Main Centres | £548.88          | £635.79          | £704.87          | £845.04          | £1,118.52        |
| Other in Kensington & Chelsea                     | £70.14           | £81.85           | £91.28           | £110.17          | £145.70          |
| <b>Total</b>                                      | <b>£1,737.50</b> | <b>£2,008.23</b> | <b>£2,223.66</b> | <b>£2,659.86</b> | <b>£3,521.15</b> |
| <b>Turnover of Existing Floorspace</b>            |                  |                  |                  |                  |                  |
| South - Kensington & Chelsea Main Centres         | £1,118.48        | £1,187.11        | £1,241.34        | £1,337.27        | £1,506.43        |
| Central/North - Kensington & Chelsea Main Centres | £548.88          | £582.56          | £609.17          | £656.25          | £739.26          |
| Other in Kensington & Chelsea                     | £70.14           | £74.45           | £77.85           | £83.87           | £94.48           |
| <b>Total</b>                                      | <b>£1,737.50</b> | <b>£1,844.12</b> | <b>£1,928.36</b> | <b>£2,077.39</b> | <b>£2,340.16</b> |
| <b>Surplus Expenditure</b>                        |                  |                  |                  |                  |                  |
| South - Kensington & Chelsea Main Centres         | n/a              | £103.47          | £186.18          | £367.38          | £750.51          |
| Central/North - Kensington & Chelsea Main Centres | n/a              | £53.23           | £95.70           | £188.79          | £379.26          |
| Other in Kensington & Chelsea                     | n/a              | £7.41            | £13.43           | £26.30           | £51.23           |
| <b>Total</b>                                      | <b>n/a</b>       | <b>£164.11</b>   | <b>£295.31</b>   | <b>£582.48</b>   | <b>£1,180.99</b> |
| <b>Sales Density for New Floorspace</b>           |                  |                  |                  |                  |                  |
| Main Centres                                      | £6,528           | £6,929           | £7,245           | £7,805           | £8,792           |
| Other   | £4,904           | £5,205           | £5,443           | £5,863           | £6,605           |
| <b>Sales Floorspace (Sq M Net)</b>                |                  |                  |                  |                  |                  |
| South - Kensington & Chelsea Main Centres         | n/a              | 14,934           | 25,697           | 47,070           | 85,360           |
| Central/North - Kensington & Chelsea Main Centres | n/a              | 7,683            | 13,209           | 24,188           | 43,135           |
| Other in Kensington & Chelsea                     | n/a              | 1,423            | 2,467            | 4,486            | 7,756            |
| <b>Total</b>                                      | <b>n/a</b>       | <b>24,040</b>    | <b>41,373</b>    | <b>75,744</b>    | <b>136,251</b>   |
| <b>Gross Floorspace (Sq M Gross)</b>              |                  |                  |                  |                  |                  |
| South - Kensington & Chelsea Main Centres         | n/a              | 19,912           | 34,263           | 62,761           | 113,813          |
| Central/North - Kensington & Chelsea Main Centres | n/a              | 10,244           | 17,613           | 32,251           | 57,514           |
| Other in Kensington & Chelsea                     | n/a              | 1,897            | 3,289            | 5,981            | 10,341           |
| <b>Total</b>                                      | <b>n/a</b>       | <b>32,053</b>    | <b>55,164</b>    | <b>100,993</b>   | <b>181,668</b>   |

Sources:

Tables 2A, 3C, 5C, 7C, 9C and 11C

**Table 14C: Sensitivity Analysis of Comparison Expenditure/Floorspace Projections 2008 to 2028  
(higher growth in turnover efficiency - 2.2% per annum)**

| <b>Centre</b>                                     | <b>2008</b>      | <b>2012</b>      | <b>2015</b>      | <b>2020</b>      | <b>2028</b>      |
|---|------------------|------------------|------------------|------------------|------------------|
| <b>Available Expenditure</b>                      |                  |                  |                  |                  |                  |
| South - Kensington & Chelsea Main Centres         | £1,118.48        | £1,248.75        | £1,380.85        | £1,648.32        | £2,182.76        |
| Central/North - Kensington & Chelsea Main Centres | £548.88          | £553.23          | £612.74          | £733.74          | £970.91          |
| Other in Kensington & Chelsea                     | £70.14           | £73.33           | £81.72           | £98.58           | £130.16          |
| <b>Total</b>                                      | <b>£1,737.50</b> | <b>£1,875.32</b> | <b>£2,075.31</b> | <b>£2,480.64</b> | <b>£3,283.83</b> |
| <b>Turnover of Existing Floorspace</b>            |                  |                  |                  |                  |                  |
| South - Kensington & Chelsea Main Centres         | £1,118.48        | £1,220.20        | £1,302.52        | £1,452.24        | £1,728.40        |
| Central/North - Kensington & Chelsea Main Centres | £548.88          | £598.80          | £639.19          | £712.67          | £848.19          |
| Other in Kensington & Chelsea                     | £70.14           | £76.52           | £81.69           | £91.08           | £108.40          |
| <b>Total</b>                                      | <b>£1,737.50</b> | <b>£1,895.52</b> | <b>£2,023.40</b> | <b>£2,255.98</b> | <b>£2,684.99</b> |
| <b>Surplus Expenditure</b>                        |                  |                  |                  |                  |                  |
| South - Kensington & Chelsea Main Centres         | n/a              | £28.55           | £78.33           | £196.08          | £454.36          |
| Central/North - Kensington & Chelsea Main Centres | n/a              | -£45.56          | -£26.45          | £21.07           | £122.72          |
| Other in Kensington & Chelsea                     | n/a              | -£3.19           | £0.03            | £7.50            | £21.77           |
| <b>Total</b>                                      | <b>n/a</b>       | <b>-£20.21</b>   | <b>£51.91</b>    | <b>£224.65</b>   | <b>£598.84</b>   |
| <b>Sales Density for New Floorspace</b>           |                  |                  |                  |                  |                  |
| Main Centres                                      | £6,528           | £7,122           | £7,602           | £8,476           | £10,088          |
| Other   | £4,904           | £5,350           | £5,711           | £6,367           | £7,578           |
| <b>Sales Floorspace (Sq M Net)</b>                |                  |                  |                  |                  |                  |
| South - Kensington & Chelsea Main Centres         | n/a              | 4,009            | 10,303           | 23,134           | 45,040           |
| Central/North - Kensington & Chelsea Main Centres | n/a              | -6,398           | -3,479           | 2,486            | 12,165           |
| Other in Kensington & Chelsea                     | n/a              | -597             | 6                | 1,178            | 2,872            |
| <b>Total</b>                                      | <b>n/a</b>       | <b>-2,986</b>    | <b>6,830</b>     | <b>26,798</b>    | <b>60,077</b>    |
| <b>Gross Floorspace (Sq M Gross)</b>              |                  |                  |                  |                  |                  |
| South - Kensington & Chelsea Main Centres         | n/a              | 5,345            | 13,738           | 30,845           | 60,054           |
| Central/North - Kensington & Chelsea Main Centres | n/a              | -8,531           | -4,639           | 3,314            | 16,220           |
| Other in Kensington & Chelsea                     | n/a              | -796             | 7                | 1,571            | 3,829            |
| <b>Total</b>                                      | <b>n/a</b>       | <b>-3,981</b>    | <b>9,106</b>     | <b>35,731</b>    | <b>80,103</b>    |

## **Appendix D**

### Operators' Requirements

## ROYAL BOROUGH OF KENSINGTON & CHELSEA OPERATOR REQUIREMENTS SURVEY

Over 300 questionnaires were sent to a range of national/regional retail and leisure companies.

27 responses were received (9% response rate) from the following companies:

### Companies with a requirement

| Operator & Trading Names                                      | Space Required Sq Ft | Locations  |
|---|----------------------|--|
| Maplin Electronics  | 2,500 – 5,000        | Kensington High Street; Fulham Road  |
| Primark   | 45,000 +             | No specific requirement – remain opportunistic in search   |
| Regis International (Supercuts, Hair Express, Sassoon Studio) | 750                  | Kensington High Street; South Kensington; King's Road; Notting Hill Gate; Fulham Road; Portobello Road; Local Centres.                         |
| Dolland & Aitcheson   | 900                  | Notting Hill Gate  |
| Staples   | 4,000                | Kensington High Street   |
| Nicholas UK Ltd (Off License)                                 | 1,400                | King's Road  |
| Majestic Wine Warehouse                                       | 2,500 – 3,500        | Knightsbridge; Kensington High Street; South Kensington (new or expanded unit); King's Road; Notting Hill Gate; Fulham Road; Westbourne Grove. |
| Esporta Health & Fitness                                      | 23,000 – 30,000      | Knightsbridge; Kensington High Street; South Kensington; King's Road; Notting Hill Gate.   |

### Companies with no current requirement

|   |   |
|---|---|
| Next  | House Of Fraser                         |
| Jigsaw  | Barnardo's                              |
| BHS   | Woolworths                              |
| SCS Upholstery  | Specsavers                              |
| Morgan  | Rosebys                                 |
| Mosaic Fashions (Oasis, Coast, Principles, Warehouse, Karen Millen) | DSGi (Currys, Currys Digital, PC World) |
| Ann Summers   | The Edinburgh Woollen Mill              |
| Claire's Accessories  | Viyella                                 |
| Matalan   | DFS                                     |
| Clarks  |   |

**Questionnaire Results**

Does your company have a requirement for new or expanded premises in the Borough of Wandsworth?

|       |          |
|-------|----------|
| Yes   | 8 (30%)  |
| No    | 19 (70%) |
| Total | 27       |

What are the main reasons why you are not looking for premises?

Reasons cited:

|  |   |
|--|---|
| 'Requirements met/sufficient representation' | 7 |
| 'Market profile not correct for our brand'   | 3 |
| 'Locations would not sustain a store'        | 1 |
| 'We are taking on a store in White City'     | 1 |
| 'Trade in out of town Retail Parks'          | 1 |
| 'Not looking to move'                        | 1 |
| No reason cited                              | 5 |

What additional information might influence you in deciding to locate in the Borough?

Information cited:

|                      |   |
|----------------------|---|
| 'Parking Facilities' | 1 |
| No information cited | 7 |

What has prevented you from securing this requirement to date?

Reasons cited:

|   |   |
|---|---|
| 'Lack of available/suitable premises/sites/opportunities' | 3 |
| 'High rents'  | 2 |
| 'Have not previously looked in these locations'           | 1 |
| 'Available Car Parking'                                   | 1 |
| No reason cited   | 1 |

**ESTATES GAZETTE (EGI) – RETAILER AND LEISURE REQUIREMENTS  
(SEPTEMBER 2007 TO MARCH 2008)**

| <b>COMPANY NAME</b>    | <b>SECTOR</b>                | <b>REQUIREMENT<br/>(SQ M)</b> | <b>REQUIREMENT<br/>(CENTRE/AREA)</b>   |
|------------------------|------------------------------|-------------------------------|--|
| Moyses Stevens         | Florists                     | 60                            | Kensington<br>Notting Hill   |
| Smollensky's           | Bar/Brasserie/Restaurant     | 139 – 557                     | Chelsea<br>Kensington<br>Notting Hill  |
| Sports Direct          | Sports Clothing & Equipment  | 465 – 929                     | Kensington   |
| TK Maxx                | Clothing                     | 1,800 – 6,500                 | Notting Hill Gate<br>Kensington<br>Chelsea<br>Notting Hill   |
| Yo! Sushi              | Bar/Brasserie/Restaurant     | 186 – 232                     | Kensington<br>Chelsea<br>Notting Hill  |
| Costa Coffee           | Coffee Boutique              | 93 – 186                      | Kensington Church St.<br>Kensington High St.<br>Notting Hill<br>Old Brompton Road<br>Westbourne Grove<br>Notting Hill Gate |
| Giraffe                | Bar/Brasserie/Restaurant     | 139 – 372                     | Holland Park<br>Notting Hill   |
| Gourmet Burger Kitchen | Bar/Brasserie/Restaurant     | 149 – 260                     | Chelsea<br>Holland Park<br>Kensington High St.<br>King's Road<br>Knightsbridge<br>Notting Hill                             |
| Monsoon                | Clothing                     | 93 – 372                      | Notting Hill   |
| La Senza               | Clothing                     | 139 – 186                     | Kensington High St.<br>Knightsbridge   |
| Pret A Manger          | Fastfood/Takeaway/Sandwiches |                               | Earl's Court<br>Fulham Road<br>Knightsbridge   |
| Whistles               | Clothing                     | 111 – 232                     | Kensington Church Street<br>Westbourne Grove   |
| Blacks Outdoor Leisure | Sports Clothing & Equipment  | 465 – 929                     | King's Road  |

| <b>COMPANY NAME</b> | <b>SECTOR</b>           | <b>REQUIREMENT (SQ M)</b> | <b>REQUIREMENT (CENTRE/AREA)</b>            |
|---------------------|-------------------------|---------------------------|---|
| Desa                | Accessories & Jewellery | 139 – 186                 | Brompton Road<br>King's Road                |
| Esprit              | Clothing                | 465 – 734                 | King's Road                                 |
| Uniglo              | Clothing                | 929 – 2,787               | Brompton Road<br>King's Road                |
| Habitat             | Household Goods         | 929 – 1,858               | Brompton Road                               |
| LK Bennett          | Clothing                | 75 – 230                  | Brompton<br>Brompton Cross<br>Brompton Road |
| Reiss               | Clothing                | 167 – 279                 | Brompton Cross<br>Westbourne Grove          |
| Holland & Barrett   | Health/Natural Remedies | 93 – 139                  | Portobello Road                             |
| Abel & Cole         | Food                    | 279 – 465                 | Earl's Court                                |

## **Appendix E**

### Household Survey Results

## Kensington & Chelsea Household Survey For Nathaniel Lichfield & Partners

|  | Total | Kensington<br>North | Kensington<br>Central | Kensington<br>South | Brent South | Westminster<br>North | Westminster<br>South | Wandsworth<br>North | Hammersmit<br>h & Fulham<br>South | Hammersmit<br>h & Fulham<br>Central | Hammersmit<br>h & Fulham<br>North |    |       |    |       |    |       |    |       |    |       |   |
|--|-------|---------------------|-----------------------|---------------------|-------------|----------------------|----------------------|---------------------|-----------------------------------|-------------------------------------|-----------------------------------|----|-------|----|-------|----|-------|----|-------|----|-------|---|
| <b>Q01 Which store or shop did you do your household's last main food and grocery shopping ?</b> |       |                     |                       |                     |             |                      |                      |                     |                                   |                                     |                                   |    |       |    |       |    |       |    |       |    |       |   |
| Sainsbury's, Kensal Gas Works, Canal Walk, Ladbroke Grove  | 8.1%  | 81                  | 34.4%                 | 31                  | 0.0%        | 0                    | 0.0%                 | 0                   | 11.0%                             | 11                                  | 26.2%                             | 28 | 1.1%  | 1  | 0.8%  | 1  | 0.0%  | 0  | 0.8%  | 1  | 10.0% | 8 |
| Waitrose, Kings Road, Chelsea  | 5.0%  | 50                  | 0.0%                  | 0                   | 0.0%        | 0                    | 36.5%                | 31                  | 0.0%                              | 0                                   | 0.0%                              | 0  | 2.1%  | 2  | 10.0% | 13 | 3.3%  | 3  | 0.0%  | 0  | 1.3%  | 1 |
| Sainsbury's, Wilton Road, Victoria   | 4.0%  | 40                  | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 41.1% | 39 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.3%  | 1 |
| Internet   | 3.9%  | 39                  | 5.6%                  | 5                   | 4.8%        | 5                    | 2.4%                 | 2                   | 1.0%                              | 1                                   | 3.7%                              | 4  | 0.0%  | 0  | 5.4%  | 7  | 3.3%  | 3  | 8.3%  | 10 | 2.5%  | 2 |
| Tesco, Shepherds Bush Road, Hammersmith  | 3.9%  | 39                  | 1.1%                  | 1                   | 1.9%        | 2                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 0.0%  | 0  | 0.8%  | 1  | 0.0%  | 0  | 23.3% | 28 | 8.8%  | 7 |
| Tesco, West Cromwell Road, Kensington  | 3.4%  | 34                  | 0.0%                  | 0                   | 13.3%       | 14                   | 4.7%                 | 4                   | 2.0%                              | 2                                   | 0.9%                              | 1  | 1.1%  | 1  | 2.3%  | 3  | 5.6%  | 5  | 2.5%  | 3  | 1.3%  | 1 |
| Sainsbury's, Townmead Road, Fulham   | 3.3%  | 33                  | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.9%                              | 1  | 0.0%  | 0  | 6.9%  | 9  | 25.6% | 23 | 0.0%  | 0  | 0.0%  | 0 |
| Asda, Clapham Junction   | 2.9%  | 29                  | 0.0%                  | 0                   | 0.0%        | 0                    | 1.2%                 | 1                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 1.1%  | 1  | 19.2% | 25 | 2.2%  | 2  | 0.0%  | 0  | 0.0%  | 0 |
| Asda, Park Royal, Ealing   | 2.7%  | 27                  | 2.2%                  | 2                   | 0.0%        | 0                    | 0.0%                 | 0                   | 5.0%                              | 5                                   | 2.8%                              | 3  | 0.0%  | 0  | 0.0%  | 0  | 1.7%  | 2  | 18.8% | 15 |       |   |
| Sainsbury's, Garrett Lane, Wandsworth  | 2.3%  | 23                  | 0.0%                  | 0                   | 1.0%        | 1                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.9%                              | 1  | 1.1%  | 1  | 11.5% | 15 | 4.4%  | 4  | 0.8%  | 1  | 0.0%  | 0 |
| Waitrose, High Street, Kensington  | 2.2%  | 22                  | 0.0%                  | 0                   | 14.3%       | 15                   | 0.0%                 | 0                   | 0.0%                              | 0                                   | 1.9%                              | 2  | 3.2%  | 3  | 0.0%  | 0  | 0.0%  | 0  | 1.7%  | 2  | 0.0%  | 0 |
| Sainsbury's, High Road, Willesden Green  | 2.1%  | 21                  | 1.1%                  | 1                   | 0.0%        | 0                    | 0.0%                 | 0                   | 19.0%                             | 19                                  | 0.0%                              | 0  | 0.0%  | 0  | 0.8%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Waitrose, North End Road, Fulham   | 2.0%  | 20                  | 0.0%                  | 0                   | 0.0%        | 0                    | 1.2%                 | 1                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 0.0%  | 0  | 0.8%  | 1  | 16.7% | 15 | 2.5%  | 3  | 0.0%  | 0 |
| Sainsbury's, West End Air Terminal, Cromwell Road  | 1.9%  | 19                  | 1.1%                  | 1                   | 12.4%       | 13                   | 2.4%                 | 2                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 2.1%  | 2  | 0.8%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Waitrose, Gloucester Arcade, Gloucester Road   | 1.8%  | 18                  | 0.0%                  | 0                   | 12.4%       | 13                   | 1.2%                 | 1                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 1.1%  | 1  | 0.8%  | 1  | 0.0%  | 0  | 1.7%  | 2  | 0.0%  | 0 |
| Morrisons, Shepherds Bush  | 1.6%  | 16                  | 3.3%                  | 3                   | 1.0%        | 1                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 8.3%  | 10 | 2.5%  | 2 |
| Tesco Metro, Portobello Road, Notting Hill   | 1.6%  | 16                  | 14.4%                 | 13                  | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 1.9%                              | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.3%  | 1 |
| Sainsbury's, Kilburn High Road, Kilburn  | 1.5%  | 15                  | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 7.0%                              | 7                                   | 7.5%                              | 8  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Waitrose, Motcombe Street, Belgravia   | 1.3%  | 13                  | 0.0%                  | 0                   | 0.0%        | 0                    | 3.5%                 | 3                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 10.5% | 10 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Marks & Spencer Food Hall, Whiteleys Centre, Queensway   | 1.3%  | 13                  | 2.2%                  | 2                   | 1.0%        | 1                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 9.3%                              | 10 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Marks & Spencer Food Hall, Kings Road, Chelsea   | 1.3%  | 13                  | 0.0%                  | 0                   | 0.0%        | 0                    | 9.4%                 | 8                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 0.0%  | 0  | 1.5%  | 2  | 3.3%  | 3  | 0.0%  | 0  | 0.0%  | 0 |
| Waitrose, Finchley Road, London  | 1.2%  | 12                  | 0.0%                  | 0                   | 1.0%        | 1                    | 0.0%                 | 0                   | 5.0%                              | 5                                   | 4.7%                              | 5  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.8%  | 1  | 0.0%  | 0 |
| Sainsbury's, Fulham Road, Fulham Broadway  | 1.1%  | 11                  | 0.0%                  | 0                   | 0.0%        | 0                    | 1.2%                 | 1                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 0.0%  | 0  | 1.5%  | 2  | 8.9%  | 8  | 0.0%  | 0  | 0.0%  | 0 |
| Marks & Spencer Food Hall,   | 1.1%  | 11                  | 0.0%                  | 0                   | 1.0%        | 1                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.9%                              | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 5.0%  | 6  | 3.8%  | 3 |

## Kensington & Chelsea Household Survey For Nathaniel Lichfield & Partners

|  | Total | Kensington<br>North | Kensington<br>Central | Kensington<br>South | Brent South | Westminster<br>North | Westminster<br>South | Wandsworth<br>North | Hammersmit<br>h & Fulham<br>South | Hammersmit<br>h & Fulham<br>Central | Hammersmit<br>h & Fulham<br>North |
|--|-------|---------------------|-----------------------|---------------------|-------------|----------------------|----------------------|---------------------|-----------------------------------|-------------------------------------|-----------------------------------|
| King Street, Hammersmith                                 |       |                     |                       |                     |             |                      |                      |                     |                                   |                                     |                                   |
| Waitrose, High Street,<br>Putney                         | 1.0%  | 10                  | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              |
| Tesco, Brent Park, Neasden                               | 1.0%  | 10                  | 0.0%                  | 0                   | 0.0%        | 0                    | 8.0%                 | 8                   | 0.9%                              | 1                                   | 0.0%                              |
| Sainsbury's, Chiswick High<br>Road, Chiswick             | 1.0%  | 10                  | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              |
| Tesco Metro, Notting Hill<br>Gate, Notting Hill          | 1.0%  | 10                  | 3.3%                  | 3                   | 6.7%        | 7                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              |
| Tesco, Warwick Way,<br>Pimlico                           | 1.0%  | 10                  | 0.0%                  | 0                   | 1.0%        | 1                    | 2.4%                 | 2                   | 0.0%                              | 0                                   | 0.9%                              |
| Sainsbury's Local,<br>Westbourne Grove,<br>London        | 0.9%  | 9                   | 2.2%                  | 2                   | 2.9%        | 3                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.9%                              |
| Asda, Forty Lane, Wembley                                | 0.9%  | 9                   | 0.0%                  | 0                   | 0.0%        | 0                    | 8.0%                 | 8                   | 0.9%                              | 1                                   | 0.0%                              |
| Asda, Roehampton Vale,<br>London                         | 0.8%  | 8                   | 0.0%                  | 0                   | 0.0%        | 0                    | 1.2%                 | 1                   | 0.0%                              | 0                                   | 1.1%                              |
| Sainsbury's, Kings Mall,<br>Hammersmith                  | 0.8%  | 8                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              |
| Tesco, High Street,<br>Kensington                        | 0.8%  | 8                   | 0.0%                  | 0                   | 3.8%        | 4                    | 0.0%                 | 0                   | 1.0%                              | 1                                   | 0.0%                              |
| Morrisons, King Street,<br>Acton                         | 0.7%  | 7                   | 1.1%                  | 1                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              |
| Sainsbury's, Cromwell Road,<br>Kensington                | 0.7%  | 7                   | 1.1%                  | 1                   | 2.9%        | 3                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 1.1%                              |
| Marks & Spencer Food Hall,<br>High Street, Kensington    | 0.7%  | 7                   | 0.0%                  | 0                   | 3.8%        | 4                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 1.1%                              |
| Sainsbury's, Essex Place,<br>Chiswick                    | 0.6%  | 6                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              |
| Sainsbury's, Finchley Road,<br>Swiss Cottage             | 0.6%  | 6                   | 0.0%                  | 0                   | 0.0%        | 0                    | 2.0%                 | 2                   | 2.8%                              | 3                                   | 0.0%                              |
| Tesco Express, Old<br>Brompton Road, South<br>Kensington | 0.6%  | 6                   | 1.1%                  | 1                   | 1.0%        | 1                    | 1.2%                 | 1                   | 0.0%                              | 0                                   | 1.9%                              |
| Portobello Road Market                                   | 0.6%  | 6                   | 4.4%                  | 4                   | 1.0%        | 1                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.9%                              |
| Tesco Express, Clifton Road,<br>Maida Vale               | 0.6%  | 6                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 4.7%                              | 5                                   | 0.0%                              |
| Tesco, Brent Cross                                       | 0.6%  | 6                   | 0.0%                  | 0                   | 0.0%        | 0                    | 6.0%                 | 6                   | 0.0%                              | 0                                   | 0.0%                              |
| Waitrose, High Street,<br>Southside, Wandsworth          | 0.6%  | 6                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 4.6%                              |
| Sainsbury's, Nine Elms                                   | 0.5%  | 5                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 3.2%                              |
| Tesco Express, Goldhawk<br>Road, Shepherds Bush          | 0.5%  | 5                   | 2.2%                  | 2                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              |
| Somerfield, Doddington<br>Estate, Battersea              | 0.5%  | 5                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 3.8%                              |
| Sainsbury's Local, Battersea<br>Park Road, Battersea     | 0.5%  | 5                   | 0.0%                  | 0                   | 0.0%        | 0                    | 1.2%                 | 1                   | 0.0%                              | 0                                   | 0.0%                              |
| Tesco, Greenford Hoover                                  | 0.5%  | 5                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              |

## Kensington & Chelsea Household Survey For Nathaniel Lichfield & Partners

|  | Total | Kensington<br>North | Kensington<br>Central | Kensington<br>South | Brent South | Westminster<br>North | Westminster<br>South | Wandsworth<br>North | Hammersmit<br>h & Fulham<br>South | Hammersmit<br>h & Fulham<br>Central | Hammersmit<br>h & Fulham<br>North |   |      |   |      |   |      |   |      |   |      |   |
|--|-------|---------------------|-----------------------|---------------------|-------------|----------------------|----------------------|---------------------|-----------------------------------|-------------------------------------|-----------------------------------|---|------|---|------|---|------|---|------|---|------|---|
| Building, Western Avenue, Perivale                           |       |                     |                       |                     |             |                      |                      |                     |                                   |                                     |                                   |   |      |   |      |   |      |   |      |   |      |   |
| Tesco Express, King Steet, Hammersmith                       | 0.5%  | 5                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 3.3% | 4 | 1.3% | 1 |
| Tesco Express, 82 Holland Park Avenue, Notting Hill          | 0.5%  | 5                   | 3.3%                  | 3                   | 1.0%        | 1                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.8% | 1 | 0.0% | 0 |
| Local Shops  | 0.5%  | 5                   | 0.0%                  | 0                   | 0.0%        | 0                    | 1.2%                 | 1                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 0.8% | 1 | 0.0% | 0 | 0.8% | 1 | 2.5% | 2 |      |   |
| Marks & Spencer, Oxford Street, London                       | 0.5%  | 5                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.9%                              | 1 | 4.2% | 4 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Somerfield, Kings Road, Chelsea                              | 0.5%  | 5                   | 0.0%                  | 0                   | 0.0%        | 0                    | 5.9%                 | 5                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Marks & Spencer Simply Food, Notting Hill Gate, Notting Hill | 0.5%  | 5                   | 4.4%                  | 4                   | 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 |
| Somerfield, North End Road, Fulham                           | 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% | 3 | 1.7% | 2 | 0.0% | 0 |
| Sainsbury's Local, Fulham Road, Chelsea                      | 0.5%  | 5                   | 0.0%                  | 0                   | 0.0%        | 0                    | 4.7%                 | 4                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 0.0% | 0 | 0.0% | 0 | 1.1% | 1 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's, Werter Road, Putney                             | 0.4%  | 4                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 0.0% | 0 | 1.5% | 2 | 2.2% | 2 | 0.0% | 0 | 0.0% | 0 |
| Somerfield, Edgware Road, Paddington                         | 0.4%  | 4                   | 1.1%                  | 1                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 3.2% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Iceland, Old Oak Common Lane, East Acton                     | 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 | 5.0% | 4 |
| Wholefoods   | 0.4%  | 4                   | 0.0%                  | 0                   | 1.0%        | 1                    | 1.2%                 | 1                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 0.0% | 0 | 0.0% | 0 | 0.8% | 1 | 1.3% | 1 |      |   |
| Tesco Express, North End Road, Hammersmith                   | 0.4%  | 4                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 3.3% | 4 | 0.0% | 0 |
| Sainsbury's, Canal Way, Ladbroke Grove                       | 0.4%  | 4                   | 2.2%                  | 2                   | 1.0%        | 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 |
| Somerfield, Harrow Road, Maida Vale                          | 0.4%  | 4                   | 2.2%                  | 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 |
| Sainsbury's Local, Clapham Junction                          | 0.3%  | 3                   | 0.0%                  | 0                   | 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 |
| Marks & Spencer Food Hall, Clapham Junction                  | 0.3%  | 3                   | 0.0%                  | 0                   | 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 |
| Marks & Spencer, High Street, Putney                         | 0.3%  | 3                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 0.0% | 0 | 0.8% | 1 | 2.2% | 2 | 0.0% | 0 | 0.0% | 0 |
| Marks & Spencer Simply Food, Brompton Road, Kensington       | 0.3%  | 3                   | 0.0%                  | 0                   | 1.0%        | 1                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.9%                              | 1 | 0.0% | 0 | 0.0% | 0 | 1.1% | 1 | 0.0% | 0 | 0.0% | 0 |
| Asda, Lavender Hill, Clapham                                 | 0.3%  | 3                   | 0.0%                  | 0                   | 0.0%        | 0                    | 1.2%                 | 1                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 0.0% | 0 | 1.5% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Marks & Spencer, Victoria Railway Station, Victoria          | 0.3%  | 3                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 3.2% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Waitrose, Alexandria Road, West Ealing                       | 0.3%  | 3                   | 1.1%                  | 1                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 0.0% | 0 | 0.0% | 0 | 0.8% | 1 | 1.3% | 1 |      |   |
| Sainsbury's Local, Sloane                                    | 0.2%  | 2                   | 0.0%                  | 0                   | 0.0%        | 0                    | 2.4%                 | 2                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

## Kensington & Chelsea Household Survey For Nathaniel Lichfield & Partners

|  | Total | Kensington North |      | Kensington Central |      | Kensington South |      | Brent South |      | Westminster North |      | Westminster South |      | Wandsworth North |      | Hammersmith & Fulham South |      | Hammersmith & Fulham Central |      | Hammersmith & Fulham North |      |   |
|--|-------|------------------|------|--------------------|------|------------------|------|-------------|------|-------------------|------|-------------------|------|------------------|------|----------------------------|------|------------------------------|------|----------------------------|------|---|
| Avenue, Chelsea                                    |       |                  |      |                    |      |                  |      |             |      |                   |      |                   |      |                  |      |                            |      |                              |      |                            |      |   |
| Tesco Express, 279 Kings Road, Chelsea             | 0.2%  | 2                | 0.0% | 0                  | 0.0% | 0                | 2.4% | 2           | 0.0% | 0                 | 0.0% | 0                 | 0.0% | 0                | 0.0% | 0                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0 |
| Iceland, Harrow Road, Kensal Green                 | 0.2%  | 2                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0% | 0                 | 1.9% | 2                 | 0.0% | 0                | 0.0% | 0                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0 |
| Waitrose, Hendon Way, Brent Cross                  | 0.2%  | 2                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 1.0% | 1                 | 0.9% | 1                 | 0.0% | 0                | 0.0% | 0                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0 |
| Marks & Spencer Simply Food, Earls Court Road      | 0.2%  | 2                | 0.0% | 0                  | 1.9% | 2                | 0.0% | 0           | 0.0% | 0                 | 0.0% | 0                 | 0.0% | 0                | 0.0% | 0                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0 |
| Iceland, North End Road, Fulham                    | 0.2%  | 2                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0% | 0                 | 0.0% | 0                 | 0.0% | 0                | 0.0% | 0                          | 2.2% | 2                            | 0.0% | 0                          | 0.0% | 0 |
| Marks & Spencer Food Hall, Edgware Road            | 0.2%  | 2                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 1.0% | 1                 | 0.0% | 0                 | 1.1% | 1                | 0.0% | 0                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0 |
| Morgans, Church Road, Willesden                    | 0.2%  | 2                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 2.0% | 2                 | 0.0% | 0                 | 0.0% | 0                | 0.0% | 0                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0 |
| Sainsbury's Local, Uxbridge Road, Shepherds Bush   | 0.2%  | 2                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0% | 0                 | 0.9% | 1                 | 1.1% | 1                | 0.0% | 0                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0 |
| Iceland Extra, King Street, Hammersmith            | 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                            | 0.8% | 1                          | 1.3% | 1 |
| Co-Op Welcome, Uxbridge Road, Shepherds Bush       | 0.2%  | 2                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0% | 0                 | 0.0% | 0                 | 0.0% | 0                | 0.0% | 0                          | 0.0% | 0                            | 1.7% | 2                          | 0.0% | 0 |
| Farmers market, Waterstones Carpark, Notting Hill  | 0.2%  | 2                | 0.0% | 0                  | 1.9% | 2                | 0.0% | 0           | 0.0% | 0                 | 0.0% | 0                 | 0.0% | 0                | 0.0% | 0                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0 |
| Marks & Spencer Simply Food, Jerden Place, Fulham  | 0.2%  | 2                | 0.0% | 0                  | 0.0% | 0                | 1.2% | 1           | 0.0% | 0                 | 0.0% | 0                 | 0.0% | 0                | 0.0% | 0                          | 1.1% | 1                            | 0.0% | 0                          | 0.0% | 0 |
| Sainsbury's Local, Earls Court Road, London        | 0.2%  | 2                | 0.0% | 0                  | 0.0% | 0                | 1.2% | 1           | 0.0% | 0                 | 0.0% | 0                 | 0.0% | 0                | 0.0% | 0                          | 1.1% | 1                            | 0.0% | 0                          | 0.0% | 0 |
| Tesco Express, 62-64 Queensway, Bayswater          | 0.2%  | 2                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0% | 0                 | 0.9% | 1                 | 1.1% | 1                | 0.0% | 0                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0 |
| Sainsbury's Local, Fulham Palace Road, Hammersmith | 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                            | 0.8% | 1                          | 0.0% | 0 |
| Morrisons, Honeypot Lane, Queensbury               | 0.2%  | 2                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 2.0% | 2                 | 0.0% | 0                 | 0.0% | 0                | 0.0% | 0                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0 |
| Asda, Western Road, Ealing                         | 0.1%  | 1                | 1.1% | 1                  | 0.0% | 0                | 0.0% | 0           | 0.0% | 0                 | 0.0% | 0                 | 0.0% | 0                | 0.0% | 0                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0 |
| Harrods, Brompton Road, London                     | 0.1%  | 1                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0% | 0                 | 0.0% | 0                 | 1.1% | 1                | 0.0% | 0                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0 |
| Tesco Express, 180-184 Fulham Road, Chelsea        | 0.1%  | 1                | 0.0% | 0                  | 0.0% | 0                | 1.2% | 1           | 0.0% | 0                 | 0.0% | 0                 | 0.0% | 0                | 0.0% | 0                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0 |
| Plant Organic, Westbourne Grove, Kensington        | 0.1%  | 1                | 1.1% | 1                  | 0.0% | 0                | 0.0% | 0           | 0.0% | 0                 | 0.0% | 0                 | 0.0% | 0                | 0.0% | 0                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0 |
| Marks & Spencer, Long Acre, Covent Garden          | 0.1%  | 1                | 0.0% | 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 |
| Budgens, Munster Road, Fulham                      | 0.1%  | 1                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0% | 0                 | 0.0% | 0                 | 0.0% | 0                | 0.0% | 0                          | 1.1% | 1                            | 0.0% | 0                          | 0.0% | 0 |
| Farmers market, Marylebone                         | 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 |

## Kensington & Chelsea Household Survey For Nathaniel Lichfield & Partners

|   | Total | Kensington North |      | Kensington Central |      | Kensington South |      | Brent South | Westminster North |   | Westminster South |   | Wandsworth North | Hammersmith & Fulham South |      | Hammersmith & Fulham Central |      | Hammersmith & Fulham North |      |   |
|---|-------|------------------|------|--------------------|------|------------------|------|-------------|-------------------|---|-------------------|---|------------------|----------------------------|------|------------------------------|------|----------------------------|------|---|
| Farmers market, Pimlico                                 | 0.1%  | 1                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0%              | 0 | 0.0%              | 0 | 0.8%             | 1                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0 |
| Farmers market, Salisbury Road, London                  | 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 |
| Sainsbury's, Manor Road, Richmond                       | 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 |
| Sainsbury's, Ealing Road, Wembley                       | 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 |
| Iceland, Broadway, Cricklewood                          | 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 |
| Marks & Spencer Food Hall, 289-291 Fulham Road, Chelsea | 0.1%  | 1                | 0.0% | 0                  | 0.0% | 0                | 1.2% | 1           | 0.0%              | 0 | 0.0%              | 0 | 0.0%             | 0                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0 |
| Tesco Express, Maida Vale                               | 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 |
| Tesco Express, 601 Kings Road, Fulham                   | 0.1%  | 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 |
| Marks & Spencer, Kilburn High Road, Kilburn             | 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 |
| Tesco Express, Royal Hospital Road, Chelsea             | 0.1%  | 1                | 0.0% | 0                  | 0.0% | 0                | 1.2% | 1           | 0.0%              | 0 | 0.0%              | 0 | 0.0%             | 0                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0 |
| Lidl, Edgware Road, Cricklewood                         | 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 |
| Marks & Spencer, Pioneer Way, London                    | 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 |
| Marks & Spencer, St Ann's Road, Hammersmith             | 0.1%  | 1                | 0.0% | 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 |
| Budgens, Bishops Road, Queensway                        | 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 |
| Tesco, Church Street, London                            | 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 |
| Tesco, Edgware Road, London                             | 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 |
| Sainsbury's, The Hyde, Hollandale                       | 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 |
| Sainsbury's, Walm Lane, Cricklewood                     | 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 |
| Tesco, Holland Park, London                             | 0.1%  | 1                | 1.1% | 1                  | 0.0% | 0                | 0.0% | 0           | 0.0%              | 0 | 0.0%              | 0 | 0.0%             | 0                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0 |
| Tesco, Kennington Lane, London                          | 0.1%  | 1                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0%              | 0 | 0.0%              | 0 | 1.1%             | 1                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0 |
| Tesco, Khyber Road, Battersea                           | 0.1%  | 1                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0%              | 0 | 0.0%              | 0 | 0.8%             | 1                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0 |
| Tesco, Osterley Park, Brentford                         | 0.1%  | 1                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0%              | 0 | 0.0%              | 0 | 0.8%             | 1                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0 |
| Selfridges, Oxford Street, London                       | 0.1%  | 1                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0%              | 0 | 0.0%              | 0 | 1.1%             | 1                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0 |
| Sainsbury's Local, Brompton Road, Kensington            | 0.1%  | 1                | 0.0% | 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 |
| Asda, Edgware Road,                                     | 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 |

## Kensington & Chelsea Household Survey For Nathaniel Lichfield & Partners

|  | Total | Kensington North |      | Kensington Central |      | Kensington South |      | Brent South | Westminster North |     | Westminster South |     | Wandsworth North | Hammersmith & Fulham South |      | Hammersmith & Fulham Central |      | Hammersmith & Fulham North |      |     |
|--|-------|------------------|------|--------------------|------|------------------|------|-------------|-------------------|-----|-------------------|-----|------------------|----------------------------|------|------------------------------|------|----------------------------|------|-----|
| Colindale  |       |                  |      |                    |      |                  |      |             |                   |     |                   |     |                  |                            |      |                              |      |                            |      |     |
| Tesco, Willesden Lane, Kilburn                           | 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   |
| Lidl, Clapham Junction                                   | 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   |
| Tesco Express, 107-109 Gloucester Road, South Kensington | 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   |
| Sainsbury's Local, Paddington Station                    | 0.1%  | 1                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0%              | 0   | 0.0%              | 0   | 1.1%             | 1                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0   |
| Tesco Express, 248 Fulham Road, Chelsea                  | 0.1%  | 1                | 0.0% | 0                  | 0.0% | 0                | 1.2% | 1           | 0.0%              | 0   | 0.0%              | 0   | 0.0%             | 0                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0   |
| Marks & Spencer, The Broadway, Ealing                    | 0.1%  | 1                | 0.0% | 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   |
| Waitrose, High Street, Marylebone                        | 0.1%  | 1                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0%              | 0   | 0.0%              | 0   | 1.1%             | 1                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0   |
| Sainsbury's, Borough High Street, Lambeth                | 0.1%  | 1                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0%              | 0   | 0.0%              | 0   | 1.1%             | 1                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0   |
| Morrisons, Chalk Farm Road, Camden                       | 0.1%  | 1                | 1.1% | 1                  | 0.0% | 0                | 0.0% | 0           | 0.0%              | 0   | 0.0%              | 0   | 0.0%             | 0                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0   |
| Tesco Express, 87-93 Gloucester Road                     | 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   |
| Tesco Express, Clapham Junction                          | 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   |
| Sainsbury's, Dog Kennel Hill, London                     | 0.1%  | 1                | 0.0% | 0                  | 0.0% | 0                | 1.2% | 1           | 0.0%              | 0   | 0.0%              | 0   | 0.0%             | 0                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0   |
| Way to Save, Willesden Green                             | 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   |
| Sainsbury's, Edgware Road, London                        | 0.1%  | 1                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0%              | 0   | 0.0%              | 0   | 0.0%             | 0                          | 0.0% | 0                            | 0.0% | 0                          | 1.3% | 1   |
| (Don't know / varies)                                    | 3.8%  | 38               | 0.0% | 0                  | 2.9% | 3                | 3.5% | 3           | 10.0%             | 10  | 6.5%              | 7   | 4.2%             | 4                          | 1.5% | 2                            | 1.1% | 1                          | 1.7% | 2   |
| Base:  |       | 1002             |      | 90                 |      | 105              |      | 85          |                   | 100 |                   | 107 |                  | 95                         |      | 130                          |      | 90                         |      | 120 |

## Kensington & Chelsea Household Survey For Nathaniel Lichfield & Partners

|  | Total | Kensington<br>North | Kensington<br>Central | Kensington<br>South | Brent South | Westminster<br>North | Westminster<br>South | Wandsworth<br>North | Hammersmit<br>h & Fulham<br>South | Hammersmit<br>h & Fulham<br>Central | Hammersmit<br>h & Fulham<br>North |   |       |    |      |    |       |    |      |    |      |   |
|--|-------|---------------------|-----------------------|---------------------|-------------|----------------------|----------------------|---------------------|-----------------------------------|-------------------------------------|-----------------------------------|---|-------|----|------|----|-------|----|------|----|------|---|
| <b>Q02 Is there any other store or shop you do your main food and grocery shopping ?</b> |       |                     |                       |                     |             |                      |                      |                     |                                   |                                     |                                   |   |       |    |      |    |       |    |      |    |      |   |
| Tesco, West Cromwell Road,<br>Kensington   | 2.6%  | 26                  | 6.7%                  | 6                   | 7.6%        | 8                    | 7.1%                 | 6                   | 0.0%                              | 0                                   | 0.9%                              | 1 | 1.1%  | 1  | 0.0% | 0  | 2.2%  | 2  | 0.8% | 1  | 1.3% | 1 |
| Waitrose, North End Road,<br>Fulham  | 2.4%  | 24                  | 0.0%                  | 0                   | 1.0%        | 1                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 0.0%  | 0  | 0.8% | 1  | 18.9% | 17 | 4.2% | 5  | 0.0% | 0 |
| Sainsbury's, Kensal Gas<br>Works, Canal Walk,<br>Ladbroke Grove                          | 2.4%  | 24                  | 13.3%                 | 12                  | 0.0%        | 0                    | 0.0%                 | 0                   | 3.0%                              | 3                                   | 6.5%                              | 7 | 1.1%  | 1  | 0.0% | 0  | 0.0%  | 0  | 0.0% | 0  | 1.3% | 1 |
| Waitrose, High Street,<br>Kensington   | 2.3%  | 23                  | 4.4%                  | 4                   | 7.6%        | 8                    | 1.2%                 | 1                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 1.1%  | 1  | 0.8% | 1  | 1.1%  | 1  | 5.8% | 7  | 0.0% | 0 |
| Waitrose, Kings Road,<br>Chelsea   | 2.2%  | 22                  | 0.0%                  | 0                   | 0.0%        | 0                    | 12.9%                | 11                  | 0.0%                              | 0                                   | 0.0%                              | 0 | 5.3%  | 5  | 3.1% | 4  | 2.2%  | 2  | 0.0% | 0  | 0.0% | 0 |
| Asda, Park Royal, Ealing   | 1.7%  | 17                  | 4.4%                  | 4                   | 0.0%        | 0                    | 0.0%                 | 0                   | 5.0%                              | 5                                   | 0.0%                              | 0 | 0.0%  | 0  | 0.0% | 0  | 0.0%  | 0  | 0.8% | 1  | 8.8% | 7 |
| Sainsbury's, Kings Mall,<br>Hammersmith  | 1.6%  | 16                  | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 0.0%  | 0  | 0.0% | 0  | 0.0%  | 0  | 9.2% | 11 | 6.3% | 5 |
| Marks & Spencer Food Hall,<br>High Street, Kensington                                    | 1.6%  | 16                  | 1.1%                  | 1                   | 6.7%        | 7                    | 1.2%                 | 1                   | 1.0%                              | 1                                   | 0.9%                              | 1 | 0.0%  | 0  | 0.8% | 1  | 1.1%  | 1  | 1.7% | 2  | 1.3% | 1 |
| Asda, Clapham Junction   | 1.4%  | 14                  | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 1.1%  | 1  | 9.2% | 12 | 1.1%  | 1  | 0.0% | 0  | 0.0% | 0 |
| Morrisons, Shepherds Bush  | 1.3%  | 13                  | 2.2%                  | 2                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 0.0%  | 0  | 0.0% | 0  | 0.0%  | 0  | 4.2% | 5  | 7.5% | 6 |
| Marks & Spencer Food Hall,<br>Kings Road, Chelsea  | 1.3%  | 13                  | 0.0%                  | 0                   | 1.0%        | 1                    | 9.4%                 | 8                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 1.1%  | 1  | 1.5% | 2  | 1.1%  | 1  | 0.0% | 0  | 0.0% | 0 |
| Tesco, Shepherds Bush<br>Road, Hammersmith   | 1.2%  | 12                  | 0.0%                  | 0                   | 1.0%        | 1                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 0.0%  | 0  | 0.0% | 0  | 0.0%  | 0  | 7.5% | 9  | 2.5% | 2 |
| Sainsbury's, Wilton Road,<br>Victoria  | 1.2%  | 12                  | 0.0%                  | 0                   | 0.0%        | 0                    | 2.4%                 | 2                   | 1.0%                              | 1                                   | 0.0%                              | 0 | 9.5%  | 9  | 0.0% | 0  | 0.0%  | 0  | 0.0% | 0  | 0.0% | 0 |
| Sainsbury's Local,<br>Westbourne Grove,<br>London  | 1.1%  | 11                  | 3.3%                  | 3                   | 0.0%        | 0                    | 0.0%                 | 0                   | 3.0%                              | 3                                   | 4.7%                              | 5 | 0.0%  | 0  | 0.0% | 0  | 0.0%  | 0  | 0.0% | 0  | 0.0% | 0 |
| Tesco Metro, Portobello<br>Road, Notting Hill  | 1.1%  | 11                  | 7.8%                  | 7                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 1.9%                              | 2 | 0.0%  | 0  | 0.0% | 0  | 0.0%  | 0  | 0.8% | 1  | 1.3% | 1 |
| Sainsbury's, Townmead<br>Road, Fulham  | 1.1%  | 11                  | 0.0%                  | 0                   | 0.0%        | 0                    | 1.2%                 | 1                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 0.0%  | 0  | 3.1% | 4  | 6.7%  | 6  | 0.0% | 0  | 0.0% | 0 |
| Marks & Spencer Food Hall,<br>King Street, Hammersmith                                   | 1.0%  | 10                  | 2.2%                  | 2                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 1.1%  | 1  | 0.0% | 0  | 0.0%  | 0  | 4.2% | 5  | 2.5% | 2 |
| Tesco, Warwick Way,<br>Pimlico   | 1.0%  | 10                  | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 10.5% | 10 | 0.0% | 0  | 0.0%  | 0  | 0.0% | 0  | 0.0% | 0 |
| Sainsbury's, Garrett Lane,<br>Wandsworth   | 1.0%  | 10                  | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 0.0%  | 0  | 6.9% | 9  | 0.0%  | 0  | 0.8% | 1  | 0.0% | 0 |
| Waitrose, High Street,<br>Putney   | 0.9%  | 9                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 0.0%  | 0  | 3.8% | 5  | 3.3%  | 3  | 0.8% | 1  | 0.0% | 0 |
| Sainsbury's, West End Air<br>Terminal, Cromwell Road                                     | 0.9%  | 9                   | 0.0%                  | 0                   | 7.6%        | 8                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 0.0%  | 0  | 0.0% | 0  | 0.0%  | 0  | 0.8% | 1  | 0.0% | 0 |
| Waitrose, High Street,<br>Southside, Wandsworth  | 0.8%  | 8                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 0.0%  | 0  | 6.2% | 8  | 0.0%  | 0  | 0.0% | 0  | 0.0% | 0 |
| Sainsbury's, Cromwell Road,<br>Kensington  | 0.8%  | 8                   | 0.0%                  | 0                   | 1.9%        | 2                    | 2.4%                 | 2                   | 1.0%                              | 1                                   | 1.9%                              | 2 | 0.0%  | 0  | 0.0% | 0  | 1.1%  | 1  | 0.0% | 0  | 0.0% | 0 |

## Kensington & Chelsea Household Survey For Nathaniel Lichfield & Partners

|  | Total | Kensington North |      | Kensington Central |      | Kensington South |      | Brent South |      | Westminster North |      | Westminster South |      | Wandsworth North |      | Hammersmith & Fulham South |      | Hammersmith & Fulham Central |      | Hammersmith & Fulham North |      |   |
|--|-------|------------------|------|--------------------|------|------------------|------|-------------|------|-------------------|------|-------------------|------|------------------|------|----------------------------|------|------------------------------|------|----------------------------|------|---|
| Local Shops  | 0.8%  | 8                | 0.0% | 0                  | 2.9% | 3                | 0.0% | 0           | 2.0% | 2                 | 0.0% | 0                 | 1.1% | 1                | 0.0% | 0                          | 1.1% | 1                            | 0.8% | 1                          | 0.0% | 0 |
| Internet   | 0.8%  | 8                | 1.1% | 1                  | 0.0% | 0                | 2.4% | 2           | 0.0% | 0                 | 0.0% | 0                 | 0.0% | 0                | 3.1% | 4                          | 0.0% | 0                            | 0.8% | 1                          | 0.0% | 0 |
| Sainsbury's, Essex Place, Chiswick                           | 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                            | 5.8% | 7                          | 1.3% | 1 |
| Marks & Spencer, Kilburn High Road, Kilburn                  | 0.7%  | 7                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 3.0% | 3                 | 3.7% | 4                 | 0.0% | 0                | 0.0% | 0                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0 |
| Waitrose, Gloucester Arcade, Gloucester Road                 | 0.7%  | 7                | 0.0% | 0                  | 3.8% | 4                | 0.0% | 0           | 0.0% | 0                 | 0.0% | 0                 | 0.0% | 0                | 0.0% | 0                          | 0.0% | 0                            | 2.5% | 3                          | 0.0% | 0 |
| Wholefoods   | 0.6%  | 6                | 0.0% | 0                  | 2.9% | 3                | 0.0% | 0           | 0.0% | 0                 | 0.0% | 0                 | 0.0% | 0                | 0.0% | 0                          | 0.0% | 0                            | 1.7% | 2                          | 1.3% | 1 |
| Marks & Spencer Simply Food, Earls Court Road                | 0.6%  | 6                | 0.0% | 0                  | 3.8% | 4                | 2.4% | 2           | 0.0% | 0                 | 0.0% | 0                 | 0.0% | 0                | 0.0% | 0                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0 |
| Tesco Express, Clifton Road, Maida Vale                      | 0.5%  | 5                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 1.0% | 1                 | 3.7% | 4                 | 0.0% | 0                | 0.0% | 0                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0 |
| Marks & Spencer, Oxford Street, London                       | 0.5%  | 5                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 1.0% | 1                 | 0.0% | 0                 | 3.2% | 3                | 0.8% | 1                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0 |
| Marks & Spencer Simply Food, Notting Hill Gate, Notting Hill | 0.5%  | 5                | 2.2% | 2                  | 1.9% | 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 |
| Tesco, High Street, Kensington                               | 0.5%  | 5                | 0.0% | 0                  | 1.0% | 1                | 1.2% | 1           | 0.0% | 0                 | 0.0% | 0                 | 1.1% | 1                | 0.0% | 0                          | 0.0% | 0                            | 1.7% | 2                          | 0.0% | 0 |
| Sainsbury's, Kilburn High Road, Kilburn                      | 0.5%  | 5                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 2.0% | 2                 | 2.8% | 3                 | 0.0% | 0                | 0.0% | 0                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0 |
| Budgens, The Colonnades, Bayswater                           | 0.5%  | 5                | 0.0% | 0                  | 1.0% | 1                | 0.0% | 0           | 0.0% | 0                 | 2.8% | 3                 | 1.1% | 1                | 0.0% | 0                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0 |
| Sainsbury's Local, Brompton Road, Kensington                 | 0.4%  | 4                | 0.0% | 0                  | 1.9% | 2                | 0.0% | 0           | 0.0% | 0                 | 0.9% | 1                 | 1.1% | 1                | 0.0% | 0                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0 |
| Marks & Spencer Food Hall, Clapham Junction                  | 0.4%  | 4                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0% | 0                 | 0.0% | 0                 | 0.0% | 0                | 3.1% | 4                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0 |
| Marks & Spencer Food Hall, Whiteleys Centre, Queensway       | 0.4%  | 4                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0% | 0                 | 2.8% | 3                 | 1.1% | 1                | 0.0% | 0                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0 |
| Sainsbury's Local, Battersea Park Road, Battersea            | 0.4%  | 4                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0% | 0                 | 0.9% | 1                 | 0.0% | 0                | 2.3% | 3                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0 |
| Sainsbury's Local, Earls Court Road, London                  | 0.4%  | 4                | 0.0% | 0                  | 1.9% | 2                | 0.0% | 0           | 0.0% | 0                 | 0.9% | 1                 | 1.1% | 1                | 0.0% | 0                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0 |
| Sainsbury's Local, Sloane Avenue, Chelsea                    | 0.4%  | 4                | 0.0% | 0                  | 0.0% | 0                | 3.5% | 3           | 0.0% | 0                 | 0.0% | 0                 | 0.0% | 0                | 0.0% | 0                          | 1.1% | 1                            | 0.0% | 0                          | 0.0% | 0 |
| Somerfield, Harrow Road, Maida Vale                          | 0.4%  | 4                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0% | 0                 | 3.7% | 4                 | 0.0% | 0                | 0.0% | 0                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0 |
| Sainsbury's, Werter Road, Putney                             | 0.4%  | 4                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0% | 0                 | 0.0% | 0                 | 0.0% | 0                | 1.5% | 2                          | 2.2% | 2                            | 0.0% | 0                          | 0.0% | 0 |
| Sainsbury's, Fulham Road, Fulham Broadway                    | 0.4%  | 4                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0% | 0                 | 0.0% | 0                 | 0.0% | 0                | 0.8% | 1                          | 3.3% | 3                            | 0.0% | 0                          | 0.0% | 0 |
| Sainsbury's Local, Clapham Junction                          | 0.4%  | 4                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0% | 0                 | 0.0% | 0                 | 0.0% | 0                | 3.1% | 4                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0 |
| Tesco Express, Clapham Junction                              | 0.4%  | 4                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0% | 0                 | 0.0% | 0                 | 0.0% | 0                | 3.1% | 4                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0 |

## Kensington & Chelsea Household Survey For Nathaniel Lichfield & Partners

|   | Total |   | Kensington<br>North | Kensington<br>Central | Kensington<br>South | Brent South | Westminster<br>North | Westminster<br>South | Wandsworth<br>North | Hammersmit<br>h & Fulham<br>South | Hammersmit<br>h & Fulham<br>Central | Hammersmit<br>h & Fulham<br>North |      |   |      |   |      |   |      |   |      |   |
|---|-------|---|---------------------|-----------------------|---------------------|-------------|----------------------|----------------------|---------------------|-----------------------------------|-------------------------------------|-----------------------------------|------|---|------|---|------|---|------|---|------|---|
| Netto, Hardwicke Road, Acton                            | 0.3%  | 3 | 0.0%                | 0                     | 0.0%                | 0           | 0.0%                 | 0                    | 0.0%                | 0                                 | 0.0%                                | 0                                 | 0.0% | 0 | 0.0% | 0 | 1.1% | 1 | 0.0% | 0 | 2.5% | 2 |
| Morrisons, King Street, Acton                           | 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 | 0.8% | 1 | 2.5% | 2 |
| Somerfield, North End Road, Fulham                      | 0.3%  | 3 | 0.0%                | 0                     | 0.0%                | 0           | 0.0%                 | 0                    | 0.0%                | 0                                 | 0.0%                                | 0                                 | 0.0% | 0 | 0.0% | 0 | 2.2% | 2 | 0.8% | 1 | 0.0% | 0 |
| Marks & Spencer, Brent Cross                            | 0.3%  | 3 | 0.0%                | 0                     | 0.0%                | 0           | 0.0%                 | 0                    | 2.0%                | 2                                 | 0.0%                                | 0                                 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.3% | 1 |
| Tesco Metro, Notting Hill Gate, Notting Hill            | 0.3%  | 3 | 1.1%                | 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 | 1.3% | 1 |
| Somerfield, Earls Court Road, Earls Court               | 0.3%  | 3 | 0.0%                | 0                     | 1.9%                | 2           | 1.2%                 | 1                    | 0.0%                | 0                                 | 0.0%                                | 0                                 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Express, 138-142 Queensway, Bayswater             | 0.3%  | 3 | 0.0%                | 0                     | 1.9%                | 2           | 0.0%                 | 0                    | 0.0%                | 0                                 | 0.9%                                | 1                                 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Somerfield, Kings Road, Chelsea                         | 0.3%  | 3 | 0.0%                | 0                     | 0.0%                | 0           | 3.5%                 | 3                    | 0.0%                | 0                                 | 0.0%                                | 0                                 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Iceland, Old Oak Common Lane, East Acton                | 0.3%  | 3 | 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 | 2.5% | 2 |
| Asda, Forty Lane, Wembley                               | 0.3%  | 3 | 0.0%                | 0                     | 0.0%                | 0           | 0.0%                 | 0                    | 3.0%                | 3                                 | 0.0%                                | 0                                 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco, Brent Cross                                      | 0.3%  | 3 | 0.0%                | 0                     | 0.0%                | 0           | 0.0%                 | 0                    | 2.0%                | 2                                 | 0.9%                                | 1                                 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-Op Welcome, Uxbridge Road, Shepherds Bush            | 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 | 0.8% | 1 | 2.5% | 2 |
| Tesco Express, 279 Kings Road, Chelsea                  | 0.3%  | 3 | 0.0%                | 0                     | 0.0%                | 0           | 2.4%                 | 2                    | 0.0%                | 0                                 | 0.0%                                | 0                                 | 0.0% | 0 | 0.8% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Somerfield, Edgware Road, Paddington                    | 0.3%  | 3 | 0.0%                | 0                     | 0.0%                | 0           | 0.0%                 | 0                    | 0.0%                | 0                                 | 0.0%                                | 0                                 | 3.2% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's, High Road, Willesden Green                 | 0.3%  | 3 | 0.0%                | 0                     | 0.0%                | 0           | 0.0%                 | 0                    | 3.0%                | 3                                 | 0.0%                                | 0                                 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Marks & Spencer, High Road, Chiswick                    | 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 | 0.8% | 1 | 1.3% | 1 |
| Tesco, High Road, Chiswick                              | 0.2%  | 2 | 1.1%                | 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 |
| Somerfield, Dodington Estate, Battersea                 | 0.2%  | 2 | 0.0%                | 0                     | 0.0%                | 0           | 1.2%                 | 1                    | 0.0%                | 0                                 | 0.0%                                | 0                                 | 0.0% | 0 | 0.8% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl, Clapham Junction                                  | 0.2%  | 2 | 0.0%                | 0                     | 0.0%                | 0           | 0.0%                 | 0                    | 0.0%                | 0                                 | 0.9%                                | 1                                 | 0.0% | 0 | 0.0% | 0 | 1.1% | 1 | 0.0% | 0 | 0.0% | 0 |
| Marks & Spencer, High Street, Putney                    | 0.2%  | 2 | 0.0%                | 0                     | 0.0%                | 0           | 0.0%                 | 0                    | 0.0%                | 0                                 | 0.0%                                | 0                                 | 0.8% | 1 | 1.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Marks & Spencer Food Hall, 289-291 Fulham Road, Chelsea | 0.2%  | 2 | 0.0%                | 0                     | 0.0%                | 0           | 1.2%                 | 1                    | 0.0%                | 0                                 | 0.0%                                | 0                                 | 0.0% | 0 | 0.8% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Asda, Edgware Road, Colindale                           | 0.2%  | 2 | 0.0%                | 0                     | 0.0%                | 0           | 0.0%                 | 0                    | 2.0%                | 2                                 | 0.0%                                | 0                                 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Portobello Road Market                                  | 0.2%  | 2 | 1.1%                | 1                     | 0.0%                | 0           | 0.0%                 | 0                    | 0.0%                | 0                                 | 0.0%                                | 0                                 | 1.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Wyndham Butchers, Fulham Road, London                   | 0.2%  | 2 | 0.0%                | 0                     | 1.0%                | 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 |
| Waitrose, Motcombe Street, Belgravia                    | 0.2%  | 2 | 0.0%                | 0                     | 0.0%                | 0           | 0.0%                 | 0                    | 0.0%                | 0                                 | 0.0%                                | 0                                 | 2.1% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Asda, Roehampton Vale,                                  | 0.2%  | 2 | 0.0%                | 0                     | 0.0%                | 0           | 0.0%                 | 0                    | 0.0%                | 0                                 | 0.0%                                | 0                                 | 0.0% | 0 | 1.5% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

## Kensington & Chelsea Household Survey For Nathaniel Lichfield & Partners

|  | Total | Kensington North |      | Kensington Central |      | Kensington South |      | Brent South |      | Westminster North |      | Westminster South |      | Wandsworth North |      | Hammersmith & Fulham South |      | Hammersmith & Fulham Central |      | Hammersmith & Fulham North |      |   |
|--|-------|------------------|------|--------------------|------|------------------|------|-------------|------|-------------------|------|-------------------|------|------------------|------|----------------------------|------|------------------------------|------|----------------------------|------|---|
| London   |       |                  |      |                    |      |                  |      |             |      |                   |      |                   |      |                  |      |                            |      |                              |      |                            |      |   |
| Sainsbury's Local, Fulham Road, Chelsea                  | 0.2%  | 2                | 0.0% | 0                  | 0.0% | 0                | 2.4% | 2           | 0.0% | 0                 | 0.0% | 0                 | 0.0% | 0                | 0.0% | 0                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0 |
| Tesco Express, 82 Holland Park Avenue, Notting Hill      | 0.2%  | 2                | 0.0% | 0                  | 1.0% | 1                | 0.0% | 0           | 0.0% | 0                 | 0.0% | 0                 | 0.0% | 0                | 0.0% | 0                          | 0.0% | 0                            | 0.8% | 1                          | 0.0% | 0 |
| Waitrose, Finchley Road, London                          | 0.2%  | 2                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0% | 0                 | 1.9% | 2                 | 0.0% | 0                | 0.0% | 0                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0 |
| Sainsbury's Local, Uxbridge Road, Shepherds Bush         | 0.2%  | 2                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0% | 0                 | 0.0% | 0                 | 0.0% | 0                | 0.0% | 0                          | 0.0% | 0                            | 1.7% | 2                          | 0.0% | 0 |
| Tesco Express, North End Road, Hammersmith               | 0.2%  | 2                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0% | 0                 | 0.0% | 0                 | 0.0% | 0                | 0.0% | 0                          | 0.0% | 0                            | 1.7% | 2                          | 0.0% | 0 |
| Marks & Spencer Simply Food, Jerden Place, Fulham        | 0.2%  | 2                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0% | 0                 | 0.0% | 0                 | 0.0% | 0                | 0.0% | 0                          | 2.2% | 2                            | 0.0% | 0                          | 0.0% | 0 |
| Tesco, Brent Park, Neasden                               | 0.2%  | 2                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 1.0% | 1                 | 0.9% | 1                 | 0.0% | 0                | 0.0% | 0                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0 |
| North End Road Market, Fulham                            | 0.1%  | 1                | 0.0% | 0                  | 0.0% | 0                | 1.2% | 1           | 0.0% | 0                 | 0.0% | 0                 | 0.0% | 0                | 0.0% | 0                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0 |
| Fresh and Wild, Camden                                   | 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 |
| Harvey Nicholls, Knightsbridge                           | 0.1%  | 1                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0% | 0                 | 0.0% | 0                 | 0.0% | 0                | 0.0% | 0                          | 1.1% | 1                            | 0.0% | 0                          | 0.0% | 0 |
| Co-Op Welcome, North End Road, Fulham                    | 0.1%  | 1                | 0.0% | 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 |
| Farmers market, Wellington Baracks                       | 0.1%  | 1                | 0.0% | 0                  | 0.0% | 0                | 1.2% | 1           | 0.0% | 0                 | 0.0% | 0                 | 0.0% | 0                | 0.0% | 0                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0 |
| Lidl, Edgware Road, Cricklewood                          | 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 |
| Somerfield, Clapham Junction                             | 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 |
| Peter Jones, Sloane Square, Chelsea                      | 0.1%  | 1                | 0.0% | 0                  | 0.0% | 0                | 1.2% | 1           | 0.0% | 0                 | 0.0% | 0                 | 0.0% | 0                | 0.0% | 0                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0 |
| Farmers market, Oval                                     | 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 |
| Iceland, High Street, Harlesden                          | 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 |
| Shepherds Bush Market                                    | 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 |
| Costcutters, Upper Richmond Road, London                 | 0.1%  | 1                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0% | 0                 | 0.0% | 0                 | 0.0% | 0                | 0.0% | 0                          | 1.1% | 1                            | 0.0% | 0                          | 0.0% | 0 |
| Sainsbury's, Bryanston Street, Marble Arch, London       | 0.1%  | 1                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0% | 0                 | 0.0% | 0                 | 1.1% | 1                | 0.0% | 0                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0 |
| Lidl, Blackbird Hill                                     | 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 |
| Budgens, Praed Street, Paddington                        | 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 Express, 107-109 Gloucester Road, South Kensington | 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 |
| Tesco Express, 115 Maida Vale                            | 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 |

## Kensington & Chelsea Household Survey For Nathaniel Lichfield & Partners

|  | Total |   | Kensington<br>North | Kensington<br>Central | Kensington<br>South | Brent South | Westminster<br>North | Westminster<br>South | Wandsworth<br>North | Hammersmit<br>h & Fulham<br>South | Hammersmit<br>h & Fulham<br>Central | Hammersmit<br>h & Fulham<br>North |      |   |      |   |      |   |      |   |      |   |
|--|-------|---|---------------------|-----------------------|---------------------|-------------|----------------------|----------------------|---------------------|-----------------------------------|-------------------------------------|-----------------------------------|------|---|------|---|------|---|------|---|------|---|
| Sainsbury's, Walm Lane,<br>Cricklewood                 | 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 |
| Marks & Spencer, Victoria<br>Railway Station, Victoria | 0.1%  | 1 | 0.0%                | 0                     | 0.0%                | 0           | 0.0%                 | 0                    | 0.0%                | 0                                 | 0.0%                                | 0                                 | 1.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Makro, Park Royal                                      | 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 |
| Damas Gate, Uxbridge Road,<br>London                   | 0.1%  | 1 | 0.0%                | 0                     | 0.0%                | 0           | 0.0%                 | 0                    | 0.0%                | 0                                 | 0.0%                                | 0                                 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.8% | 1 | 0.0% | 0 |
| Tesco Express, 601 Kings<br>Road, Fulham               | 0.1%  | 1 | 0.0%                | 0                     | 0.0%                | 0           | 0.0%                 | 0                    | 0.0%                | 0                                 | 0.0%                                | 0                                 | 0.0% | 0 | 0.0% | 0 | 1.1% | 1 | 0.0% | 0 | 0.0% | 0 |
| Tesco Express, 62-64<br>Queensway, Bayswater           | 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 Express, 700-702<br>Fulham Road, Fulham          | 0.1%  | 1 | 0.0%                | 0                     | 0.0%                | 0           | 0.0%                 | 0                    | 0.0%                | 0                                 | 0.0%                                | 0                                 | 0.0% | 0 | 0.0% | 0 | 1.1% | 1 | 0.0% | 0 | 0.0% | 0 |
| Somerfield, Cricklewood<br>Lane, London                | 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 |
| Iceland, Harrow Road,<br>Kensal Green                  | 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 |
| Iceland, North End Road,<br>Fulham                     | 0.1%  | 1 | 0.0%                | 0                     | 0.0%                | 0           | 0.0%                 | 0                    | 0.0%                | 0                                 | 0.0%                                | 0                                 | 0.0% | 0 | 0.0% | 0 | 1.1% | 1 | 0.0% | 0 | 0.0% | 0 |
| Tesco Express, Fulham<br>Palace Road, Fulham           | 0.1%  | 1 | 0.0%                | 0                     | 0.0%                | 0           | 0.0%                 | 0                    | 0.0%                | 0                                 | 0.0%                                | 0                                 | 0.0% | 0 | 0.0% | 0 | 1.1% | 1 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's, Kiln Lane,<br>Epsom                       | 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 |
| Tesco Express, Royal<br>Hospital Road, Chelsea         | 0.1%  | 1 | 0.0%                | 0                     | 0.0%                | 0           | 1.2%                 | 1                    | 0.0%                | 0                                 | 0.0%                                | 0                                 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Express, West End<br>Quay, Paddington            | 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 |
| Budgens, Munster Road,<br>Fulham                       | 0.1%  | 1 | 0.0%                | 0                     | 0.0%                | 0           | 0.0%                 | 0                    | 0.0%                | 0                                 | 0.0%                                | 0                                 | 0.0% | 0 | 0.0% | 0 | 1.1% | 1 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's, Uxbridge Road,<br>Shepherds Bush          | 0.1%  | 1 | 0.0%                | 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, Beverley Way, New<br>Malden                     | 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 |
| Sainsbury's, Wandsworth<br>Bridge Road, Chelsea        | 0.1%  | 1 | 0.0%                | 0                     | 0.0%                | 0           | 1.2%                 | 1                    | 0.0%                | 0                                 | 0.0%                                | 0                                 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Marks & Spencer, The<br>Broadway, Ealing               | 0.1%  | 1 | 0.0%                | 0                     | 0.0%                | 0           | 0.0%                 | 0                    | 0.0%                | 0                                 | 0.0%                                | 0                                 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.3% | 1 |
| Tesco, Broadway,<br>Hammersmith                        | 0.1%  | 1 | 0.0%                | 0                     | 0.0%                | 0           | 0.0%                 | 0                    | 0.0%                | 0                                 | 0.0%                                | 0                                 | 0.0% | 0 | 0.0% | 0 | 1.1% | 1 | 0.0% | 0 | 0.0% | 0 |
| Tesco, Church Street,<br>London                        | 0.1%  | 1 | 0.0%                | 0                     | 0.0%                | 0           | 0.0%                 | 0                    | 0.0%                | 0                                 | 0.0%                                | 0                                 | 1.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Selfridges, Oxford Street,<br>London                   | 0.1%  | 1 | 0.0%                | 0                     | 0.0%                | 0           | 0.0%                 | 0                    | 0.0%                | 0                                 | 0.0%                                | 0                                 | 1.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Nature Intended, High Street,<br>Chiswick              | 0.1%  | 1 | 0.0%                | 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, High Street, Ryde,<br>Isle of Wight             | 0.1%  | 1 | 0.0%                | 0                     | 0.0%                | 0           | 0.0%                 | 0                    | 0.0%                | 0                                 | 0.0%                                | 0                                 | 0.0% | 0 | 0.0% | 0 | 1.1% | 1 | 0.0% | 0 | 0.0% | 0 |

## Kensington & Chelsea Household Survey For Nathaniel Lichfield & Partners

|  | Total | Kensington North |       | Kensington Central |       | Kensington South |       | Brent South |       | Westminster North |       | Westminster South |       | Wandsworth North |       | Hammersmith & Fulham South |       | Hammersmith & Fulham Central |       | Hammersmith & Fulham North |       |    |
|--|-------|------------------|-------|--------------------|-------|------------------|-------|-------------|-------|-------------------|-------|-------------------|-------|------------------|-------|----------------------------|-------|------------------------------|-------|----------------------------|-------|----|
| Tesco Express, Brompton Road, Knightsbridge        | 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  |
| Partridges, Sloane Square, Chelsea                 | 0.1%  | 1                | 0.0%  | 0                  | 0.0%  | 0                | 0.0%  | 0           | 0.0%  | 0                 | 0.0%  | 0                 | 1.1%  | 1                | 0.0%  | 0                          | 0.0%  | 0                            | 0.0%  | 0                          | 0.0%  | 0  |
| Tesco, Uxbridge Road, Ealing                       | 0.1%  | 1                | 0.0%  | 0                  | 0.0%  | 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  |
| Plant Organic, Westbourne Grove, Kensington        | 0.1%  | 1                | 1.1%  | 1                  | 0.0%  | 0                | 0.0%  | 0           | 0.0%  | 0                 | 0.0%  | 0                 | 0.0%  | 0                | 0.0%  | 0                          | 0.0%  | 0                            | 0.0%  | 0                          | 0.0%  | 0  |
| Marks & Spencer Simply Food, Paddington Station    | 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, Willesden Lane, Kilburn                     | 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  |
| John Lewis, Oxford Street, London                  | 0.1%  | 1                | 0.0%  | 0                  | 0.0%  | 0                | 0.0%  | 0           | 0.0%  | 0                 | 0.0%  | 0                 | 1.1%  | 1                | 0.0%  | 0                          | 0.0%  | 0                            | 0.0%  | 0                          | 0.0%  | 0  |
| Tachbrook Market, Pimlico                          | 0.1%  | 1                | 0.0%  | 0                  | 0.0%  | 0                | 0.0%  | 0           | 0.0%  | 0                 | 0.0%  | 0                 | 1.1%  | 1                | 0.0%  | 0                          | 0.0%  | 0                            | 0.0%  | 0                          | 0.0%  | 0  |
| Waitrose, Hendon Way, Brent Cross                  | 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  |
| Sainsbury's Local, Fulham Palace Road, Hammersmith | 0.1%  | 1                | 0.0%  | 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  |
| Lidl, Uxbridge Road, Ealing                        | 0.1%  | 1                | 0.0%  | 0                  | 0.0%  | 0                | 0.0%  | 0           | 0.0%  | 0                 | 0.0%  | 0                 | 0.0%  | 0                | 0.0%  | 0                          | 0.0%  | 0                            | 0.0%  | 0                          | 1.3%  | 1  |
| Tesco Express, 248 Fulham Road, Chelsea            | 0.1%  | 1                | 0.0%  | 0                  | 0.0%  | 0                | 0.0%  | 0           | 0.0%  | 0                 | 0.0%  | 0                 | 0.0%  | 0                | 0.0%  | 0                          | 1.1%  | 1                            | 0.0%  | 0                          | 0.0%  | 0  |
| Luscious Organic, High Street, Kensington          | 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  |
| Tesco Express, 459 Fulham Road, Chelsea            | 0.1%  | 1                | 0.0%  | 0                  | 0.0%  | 0                | 1.2%  | 1           | 0.0%  | 0                 | 0.0%  | 0                 | 0.0%  | 0                | 0.0%  | 0                          | 0.0%  | 0                            | 0.0%  | 0                          | 0.0%  | 0  |
| Sainsbury's, Borough High Street, Lambeth          | 0.1%  | 1                | 0.0%  | 0                  | 0.0%  | 0                | 0.0%  | 0           | 0.0%  | 0                 | 0.0%  | 0                 | 1.1%  | 1                | 0.0%  | 0                          | 0.0%  | 0                            | 0.0%  | 0                          | 0.0%  | 0  |
| Waitrose, Upper Richmond Road West, London         | 0.1%  | 1                | 0.0%  | 0                  | 0.0%  | 0                | 0.0%  | 0           | 0.0%  | 0                 | 0.0%  | 0                 | 0.0%  | 0                | 0.0%  | 0                          | 0.0%  | 0                            | 0.0%  | 0                          | 1.3%  | 1  |
| Waitrose, West Street, Marlow                      | 0.1%  | 1                | 0.0%  | 0                  | 0.0%  | 0                | 0.0%  | 0           | 0.0%  | 0                 | 0.0%  | 0                 | 1.1%  | 1                | 0.0%  | 0                          | 0.0%  | 0                            | 0.0%  | 0                          | 0.0%  | 0  |
| Tesco, Highbridge Road, Barking                    | 0.1%  | 1                | 0.0%  | 0                  | 0.0%  | 0                | 1.2%  | 1           | 0.0%  | 0                 | 0.0%  | 0                 | 0.0%  | 0                | 0.0%  | 0                          | 0.0%  | 0                            | 0.0%  | 0                          | 0.0%  | 0  |
| Sainsbury's, Finchley Road, Swiss Cottage          | 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  |
| (No other store)                                   | 27.6% | 277              | 37.8% | 34                 | 21.9% | 23               | 18.8% | 16          | 31.0% | 31                | 29.0% | 31                | 28.4% | 27               | 33.8% | 44                         | 23.3% | 21                           | 24.2% | 29                         | 26.3% | 21 |
| (Don't know / varies)                              | 13.0% | 130              | 8.9%  | 8                  | 13.3% | 14               | 12.9% | 11          | 22.0% | 22                | 18.7% | 20                | 14.7% | 14               | 4.6%  | 6                          | 10.0% | 9                            | 8.3%  | 10                         | 20.0% | 16 |
| AA King, New Kings Road, Fulham                    | 0.1%  | 1                | 0.0%  | 0                  | 0.0%  | 0                | 0.0%  | 0           | 0.0%  | 0                 | 0.0%  | 0                 | 0.0%  | 0                | 0.0%  | 0                          | 1.1%  | 1                            | 0.0%  | 0                          | 0.0%  | 0  |
| Base:  |       | 1002             |       | 90                 |       | 105              |       | 85          |       | 100               |       | 107               |       | 95               |       | 130                        |       | 90                           |       | 120                        |       | 80 |

## Kensington & Chelsea Household Survey For Nathaniel Lichfield & Partners

|  | Total | Kensington North |       | Kensington Central |       | Kensington South |       | Brent South |       | Westminster North |       | Westminster South |       | Wandsworth North |       | Hammersmith & Fulham South |       | Hammersmith & Fulham Central |       | Hammersmith & Fulham North |       |    |
|--|-------|------------------|-------|--------------------|-------|------------------|-------|-------------|-------|-------------------|-------|-------------------|-------|------------------|-------|----------------------------|-------|------------------------------|-------|----------------------------|-------|----|
| <b>Q03 How do you normally travel to do your main food shopping?</b> |       |                  |       |                    |       |                  |       |             |       |                   |       |                   |       |                  |       |                            |       |                              |       |                            |       |    |
| Car-driver   | 31.9% | 320              | 28.9% | 26                 | 15.2% | 16               | 25.9% | 22          | 48.0% | 48                | 32.7% | 35                | 21.1% | 20               | 34.6% | 45                         | 41.1% | 37                           | 34.2% | 41                         | 37.5% | 30 |
| Car-passenger  | 6.3%  | 63               | 4.4%  | 4                  | 1.9%  | 2                | 7.1%  | 6           | 12.0% | 12                | 7.5%  | 8                 | 5.3%  | 5                | 3.1%  | 4                          | 4.4%  | 4                            | 5.0%  | 6                          | 15.0% | 12 |
| Bus / coach  | 15.7% | 157              | 17.8% | 16                 | 8.6%  | 9                | 4.7%  | 4           | 17.0% | 17                | 19.6% | 21                | 16.8% | 16               | 14.6% | 19                         | 13.3% | 12                           | 15.8% | 19                         | 30.0% | 24 |
| Train  | 0.2%  | 2                | 0.0%  | 0                  | 0.0%  | 0                | 0.0%  | 0           | 1.0%  | 1                 | 0.0%  | 0                 | 0.0%  | 0                | 0.0%  | 0                          | 0.0%  | 0                            | 0.0%  | 0                          | 1.3%  | 1  |
| Tube   | 0.8%  | 8                | 0.0%  | 0                  | 0.0%  | 0                | 0.0%  | 0           | 4.0%  | 4                 | 0.0%  | 0                 | 1.1%  | 1                | 0.0%  | 0                          | 0.0%  | 0                            | 2.5%  | 3                          | 0.0%  | 0  |
| Taxi   | 0.7%  | 7                | 0.0%  | 0                  | 1.0%  | 1                | 1.2%  | 1           | 0.0%  | 0                 | 0.9%  | 1                 | 2.1%  | 2                | 0.8%  | 1                          | 1.1%  | 1                            | 0.0%  | 0                          | 0.0%  | 0  |
| Walk   | 35.7% | 358              | 41.1% | 37                 | 63.8% | 67               | 52.9% | 45          | 15.0% | 15                | 28.0% | 30                | 45.3% | 43               | 36.2% | 47                         | 30.0% | 27                           | 32.5% | 39                         | 10.0% | 8  |
| Bicycle  | 1.5%  | 15               | 0.0%  | 0                  | 1.0%  | 1                | 0.0%  | 0           | 1.0%  | 1                 | 1.9%  | 2                 | 3.2%  | 3                | 2.3%  | 3                          | 1.1%  | 1                            | 2.5%  | 3                          | 1.3%  | 1  |
| Other  | 0.1%  | 1                | 1.1%  | 1                  | 0.0%  | 0                | 0.0%  | 0           | 0.0%  | 0                 | 0.0%  | 0                 | 0.0%  | 0                | 0.0%  | 0                          | 0.0%  | 0                            | 0.0%  | 0                          | 0.0%  | 0  |
| Delivered  | 2.8%  | 28               | 3.3%  | 3                  | 5.7%  | 6                | 1.2%  | 1           | 0.0%  | 0                 | 1.9%  | 2                 | 0.0%  | 0                | 3.8%  | 5                          | 1.1%  | 1                            | 5.8%  | 7                          | 3.8%  | 3  |
| (Don't know / varies)  | 4.3%  | 43               | 3.3%  | 3                  | 2.9%  | 3                | 7.1%  | 6           | 2.0%  | 2                 | 7.5%  | 8                 | 5.3%  | 5                | 4.6%  | 6                          | 7.8%  | 7                            | 1.7%  | 2                          | 1.3%  | 1  |
| Base:  |       | 1002             |       | 90                 |       | 105              |       | 85          |       | 100               |       | 107               |       | 95               |       | 130                        |       | 90                           |       | 120                        |       | 80 |

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|  | Total | Kensington North |       | Kensington Central |      | Kensington South |      | Brent South |       | Westminster North |       | Westminster South |       | Wandsworth North |      | Hammersmith & Fulham South |       | Hammersmith & Fulham Central |       | Hammersmith & Fulham North |       |   |
|--|-------|------------------|-------|--------------------|------|------------------|------|-------------|-------|-------------------|-------|-------------------|-------|------------------|------|----------------------------|-------|------------------------------|-------|----------------------------|-------|---|
| <b>Q04 In addition to your main food shopping at which store or shop did you last visit for small scale/top up shopping for things like bread, milk or newspapers?</b> |       |                  |       |                    |      |                  |      |             |       |                   |       |                   |       |                  |      |                            |       |                              |       |                            |       |   |
| Local Shops  | 12.4% | 124              | 18.9% | 17                 | 9.5% | 10               | 9.4% | 8           | 10.0% | 10                | 13.1% | 14                | 16.8% | 16               | 8.5% | 11                         | 11.1% | 10                           | 19.2% | 23                         | 6.3%  | 5 |
| Sainsbury's, Kensal Gas Works, Canal Walk, Ladbroke Grove  | 1.8%  | 18               | 2.2%  | 2                  | 0.0% | 0                | 0.0% | 0           | 8.0%  | 8                 | 3.7%  | 4                 | 1.1%  | 1                | 0.0% | 0                          | 0.0%  | 0                            | 0.8%  | 1                          | 2.5%  | 2 |
| Waitrose, Kings Road, Chelsea  | 1.7%  | 17               | 0.0%  | 0                  | 0.0% | 0                | 9.4% | 8           | 0.0%  | 0                 | 0.0%  | 0                 | 0.0%  | 0                | 6.9% | 9                          | 0.0%  | 0                            | 0.0%  | 0                          | 0.0%  | 0 |
| Morrisons, Shepherds Bush  | 1.3%  | 13               | 2.2%  | 2                  | 1.0% | 1                | 0.0% | 0           | 0.0%  | 0                 | 0.0%  | 0                 | 0.0%  | 0                | 0.0% | 0                          | 0.0%  | 0                            | 5.8%  | 7                          | 3.8%  | 3 |
| Tesco Metro, Portobello Road, Notting Hill   | 1.1%  | 11               | 10.0% | 9                  | 0.0% | 0                | 0.0% | 0           | 0.0%  | 0                 | 0.0%  | 0                 | 0.0%  | 0                | 0.0% | 0                          | 0.0%  | 0                            | 0.0%  | 0                          | 2.5%  | 2 |
| Sainsbury's, High Road, Willesden Green  | 1.1%  | 11               | 0.0%  | 0                  | 0.0% | 0                | 0.0% | 0           | 11.0% | 11                | 0.0%  | 0                 | 0.0%  | 0                | 0.0% | 0                          | 0.0%  | 0                            | 0.0%  | 0                          | 0.0%  | 0 |
| Waitrose, High Street, Kensington  | 1.0%  | 10               | 2.2%  | 2                  | 5.7% | 6                | 0.0% | 0           | 1.0%  | 1                 | 0.0%  | 0                 | 0.0%  | 0                | 0.0% | 0                          | 0.0%  | 0                            | 0.8%  | 1                          | 0.0%  | 0 |
| Sainsbury's Local, Westbourne Grove, London  | 1.0%  | 10               | 2.2%  | 2                  | 1.9% | 2                | 0.0% | 0           | 0.0%  | 0                 | 5.6%  | 6                 | 0.0%  | 0                | 0.0% | 0                          | 0.0%  | 0                            | 0.0%  | 0                          | 0.0%  | 0 |
| Tesco, Shepherds Bush Road, Hammersmith  | 1.0%  | 10               | 1.1%  | 1                  | 1.9% | 2                | 0.0% | 0           | 0.0%  | 0                 | 0.0%  | 0                 | 0.0%  | 0                | 0.0% | 0                          | 0.0%  | 0                            | 4.2%  | 5                          | 2.5%  | 2 |
| Iceland, Old Oak Common Lane, East Acton   | 0.9%  | 9                | 0.0%  | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0%  | 0                 | 0.0%  | 0                 | 0.0%  | 0                | 0.0% | 0                          | 0.0%  | 0                            | 0.0%  | 0                          | 11.3% | 9 |
| Tesco, West Cromwell Road, Kensington  | 0.9%  | 9                | 0.0%  | 0                  | 4.8% | 5                | 0.0% | 0           | 0.0%  | 0                 | 0.0%  | 0                 | 3.2%  | 3                | 0.0% | 0                          | 1.1%  | 1                            | 0.0%  | 0                          | 0.0%  | 0 |
| Tesco Express, North End Road, Hammersmith   | 0.9%  | 9                | 0.0%  | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0%  | 0                 | 0.0%  | 0                 | 0.0%  | 0                | 0.0% | 0                          | 0.0%  | 0                            | 7.5%  | 9                          | 0.0%  | 0 |
| Co-Op Welcome, Uxbridge Road, Shepherds Bush   | 0.9%  | 9                | 0.0%  | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0%  | 0                 | 0.0%  | 0                 | 0.0%  | 0                | 0.0% | 0                          | 0.0%  | 0                            | 5.8%  | 7                          | 2.5%  | 2 |
| Marks & Spencer Food Hall, High Street, Kensington   | 0.9%  | 9                | 1.1%  | 1                  | 5.7% | 6                | 0.0% | 0           | 0.0%  | 0                 | 0.9%  | 1                 | 0.0%  | 0                | 0.0% | 0                          | 0.0%  | 0                            | 0.8%  | 1                          | 0.0%  | 0 |
| Sainsbury's Local, Clapham Junction  | 0.8%  | 8                | 1.1%  | 1                  | 0.0% | 0                | 0.0% | 0           | 0.0%  | 0                 | 0.0%  | 0                 | 0.0%  | 0                | 5.4% | 7                          | 0.0%  | 0                            | 0.0%  | 0                          | 0.0%  | 0 |
| Tesco Express, 279 Kings Road, Chelsea   | 0.8%  | 8                | 0.0%  | 0                  | 0.0% | 0                | 5.9% | 5           | 0.0%  | 0                 | 0.0%  | 0                 | 1.1%  | 1                | 1.5% | 2                          | 0.0%  | 0                            | 0.0%  | 0                          | 0.0%  | 0 |
| Waitrose, Gloucester Arcade, Gloucester Road   | 0.8%  | 8                | 0.0%  | 0                  | 7.6% | 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 |
| Asda, Clapham Junction   | 0.8%  | 8                | 0.0%  | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0%  | 0                 | 0.0%  | 0                 | 0.0%  | 0                | 6.2% | 8                          | 0.0%  | 0                            | 0.0%  | 0                          | 0.0%  | 0 |
| Sainsbury's, Garrett Lane, Wandsworth  | 0.8%  | 8                | 0.0%  | 0                  | 1.0% | 1                | 0.0% | 0           | 0.0%  | 0                 | 0.0%  | 0                 | 0.0%  | 0                | 4.6% | 6                          | 1.1%  | 1                            | 0.0%  | 0                          | 0.0%  | 0 |
| Tesco Metro, Notting Hill Gate, Notting Hill   | 0.7%  | 7                | 3.3%  | 3                  | 2.9% | 3                | 0.0% | 0           | 0.0%  | 0                 | 0.9%  | 1                 | 0.0%  | 0                | 0.0% | 0                          | 0.0%  | 0                            | 0.0%  | 0                          | 0.0%  | 0 |
| Sainsbury's, Kilburn High Road, Kilburn  | 0.7%  | 7                | 0.0%  | 0                  | 0.0% | 0                | 0.0% | 0           | 4.0%  | 4                 | 2.8%  | 3                 | 0.0%  | 0                | 0.0% | 0                          | 0.0%  | 0                            | 0.0%  | 0                          | 0.0%  | 0 |
| Sainsbury's Local, Battersea Park Road, Battersea  | 0.7%  | 7                | 0.0%  | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0%  | 0                 | 0.0%  | 0                 | 0.0%  | 0                | 5.4% | 7                          | 0.0%  | 0                            | 0.0%  | 0                          | 0.0%  | 0 |
| Sainsbury's, Townmead Road, Fulham   | 0.7%  | 7                | 0.0%  | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0%  | 0                 | 0.0%  | 0                 | 0.0%  | 0                | 1.5% | 2                          | 5.6%  | 5                            | 0.0%  | 0                          | 0.0%  | 0 |

## Kensington & Chelsea Household Survey For Nathaniel Lichfield & Partners

|  | Total |   | Kensington<br>North | Kensington<br>Central | Kensington<br>South | Brent South | Westminster<br>North | Westminster<br>South | Wandsworth<br>North | Hammersmit<br>h & Fulham<br>South | Hammersmit<br>h & Fulham<br>Central | Hammersmit<br>h & Fulham<br>North |      |   |      |   |      |   |      |   |      |   |
|--|-------|---|---------------------|-----------------------|---------------------|-------------|----------------------|----------------------|---------------------|-----------------------------------|-------------------------------------|-----------------------------------|------|---|------|---|------|---|------|---|------|---|
| Sainsbury's, Wilton Road,<br>Victoria                        | 0.7%  | 7 | 0.0%                | 0                     | 0.0%                | 0           | 0.0%                 | 0                    | 1.0%                | 1                                 | 0.0%                                | 0                                 | 5.3% | 5 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.3% | 1 |
| Sainsbury's, Fulham Road,<br>Fulham Broadway                 | 0.6%  | 6 | 0.0%                | 0                     | 0.0%                | 0           | 0.0%                 | 0                    | 0.0%                | 0                                 | 0.0%                                | 0                                 | 0.0% | 0 | 0.0% | 0 | 5.6% | 5 | 0.8% | 1 | 0.0% | 0 |
| Tesco Express, Clifton Road,<br>Maida Vale                   | 0.6%  | 6 | 0.0%                | 0                     | 0.0%                | 0           | 0.0%                 | 0                    | 0.0%                | 0                                 | 5.6%                                | 6                                 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Express, 82 Holland<br>Park Avenue, Notting Hill       | 0.6%  | 6 | 4.4%                | 4                     | 0.0%                | 0           | 0.0%                 | 0                    | 0.0%                | 0                                 | 0.0%                                | 0                                 | 0.0% | 0 | 0.0% | 0 | 1.1% | 1 | 0.8% | 1 | 0.0% | 0 |
| Waitrose, North End Road,<br>Fulham                          | 0.6%  | 6 | 0.0%                | 0                     | 0.0%                | 0           | 0.0%                 | 0                    | 0.0%                | 0                                 | 0.0%                                | 0                                 | 0.0% | 0 | 0.0% | 0 | 3.3% | 3 | 2.5% | 3 | 0.0% | 0 |
| Tesco Express, 601 Kings<br>Road, Fulham                     | 0.5%  | 5 | 0.0%                | 0                     | 0.0%                | 0           | 1.2%                 | 1                    | 0.0%                | 0                                 | 0.0%                                | 0                                 | 0.0% | 0 | 0.0% | 0 | 3.3% | 3 | 0.8% | 1 | 0.0% | 0 |
| Marks & Spencer Food Hall,<br>King Street, Hammersmith       | 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 | 4.2% | 5 | 0.0% | 0 |
| Somerfield, North End Road,<br>Fulham                        | 0.5%  | 5 | 0.0%                | 0                     | 0.0%                | 0           | 0.0%                 | 0                    | 0.0%                | 0                                 | 0.0%                                | 0                                 | 0.0% | 0 | 0.0% | 0 | 5.6% | 5 | 0.0% | 0 | 0.0% | 0 |
| Morrisons, King Street,<br>Acton                             | 0.5%  | 5 | 1.1%                | 1                     | 0.0%                | 0           | 0.0%                 | 0                    | 0.0%                | 0                                 | 0.0%                                | 0                                 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.8% | 1 | 3.8% | 3 |
| Asda, Park Royal, Ealing                                     | 0.5%  | 5 | 1.1%                | 1                     | 0.0%                | 0           | 0.0%                 | 0                    | 3.0%                | 3                                 | 0.0%                                | 0                                 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.3% | 1 |
| Somerfield, Kings Road,<br>Chelsea                           | 0.5%  | 5 | 0.0%                | 0                     | 0.0%                | 0           | 4.7%                 | 4                    | 0.0%                | 0                                 | 0.0%                                | 0                                 | 0.0% | 0 | 0.0% | 0 | 1.1% | 1 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's, West End Air<br>Terminal, Cromwell Road         | 0.5%  | 5 | 0.0%                | 0                     | 4.8%                | 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, Goldhawk<br>Road, Shepherds Bush              | 0.5%  | 5 | 0.0%                | 0                     | 0.0%                | 0           | 0.0%                 | 0                    | 0.0%                | 0                                 | 0.0%                                | 0                                 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.5% | 3 | 2.5% | 2 |
| Sainsbury's Local, Fulham<br>Road, Chelsea                   | 0.5%  | 5 | 0.0%                | 0                     | 0.0%                | 0           | 3.5%                 | 3                    | 0.0%                | 0                                 | 0.0%                                | 0                                 | 0.0% | 0 | 0.8% | 1 | 1.1% | 1 | 0.0% | 0 | 0.0% | 0 |
| Marks & Spencer Food Hall,<br>Clapham Junction               | 0.5%  | 5 | 0.0%                | 0                     | 0.0%                | 0           | 0.0%                 | 0                    | 0.0%                | 0                                 | 0.0%                                | 0                                 | 0.0% | 0 | 3.8% | 5 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Local, Uxbridge<br>Road, Shepherds Bush          | 0.5%  | 5 | 0.0%                | 0                     | 0.0%                | 0           | 0.0%                 | 0                    | 0.0%                | 0                                 | 0.0%                                | 0                                 | 0.0% | 0 | 0.8% | 1 | 0.0% | 0 | 2.5% | 3 | 1.3% | 1 |
| Somerfield, Dodington<br>Estate, Battersea                   | 0.5%  | 5 | 1.1%                | 1                     | 0.0%                | 0           | 0.0%                 | 0                    | 0.0%                | 0                                 | 0.0%                                | 0                                 | 0.0% | 0 | 3.1% | 4 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Marks & Spencer Food Hall,<br>Kings Road, Chelsea            | 0.5%  | 5 | 0.0%                | 0                     | 0.0%                | 0           | 2.4%                 | 2                    | 0.0%                | 0                                 | 0.0%                                | 0                                 | 0.0% | 0 | 0.8% | 1 | 2.2% | 2 | 0.0% | 0 | 0.0% | 0 |
| Somerfield, Earls Court<br>Road, Earls Court                 | 0.5%  | 5 | 0.0%                | 0                     | 3.8%                | 4           | 1.2%                 | 1                    | 0.0%                | 0                                 | 0.0%                                | 0                                 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Costcutter, Lupus Street,<br>Pimlico                         | 0.5%  | 5 | 0.0%                | 0                     | 0.0%                | 0           | 0.0%                 | 0                    | 0.0%                | 0                                 | 0.0%                                | 0                                 | 5.3% | 5 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Express, 115 Maida<br>Vale                             | 0.5%  | 5 | 0.0%                | 0                     | 0.0%                | 0           | 0.0%                 | 0                    | 1.0%                | 1                                 | 3.7%                                | 4                                 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Iceland, Harrow Road,<br>Kensal Green                        | 0.5%  | 5 | 0.0%                | 0                     | 0.0%                | 0           | 0.0%                 | 0                    | 1.0%                | 1                                 | 3.7%                                | 4                                 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Marks & Spencer Food Hall,<br>Whiteleys Centre,<br>Queensway | 0.5%  | 5 | 0.0%                | 0                     | 0.0%                | 0           | 0.0%                 | 0                    | 0.0%                | 0                                 | 3.7%                                | 4                                 | 1.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Express, Fulham  | 0.4%  | 4 | 0.0%                | 0                     | 0.0%                | 0           | 0.0%                 | 0                    | 0.0%                | 0                                 | 0.0%                                | 0                                 | 0.0% | 0 | 0.0% | 0 | 4.4% | 4 | 0.0% | 0 | 0.0% | 0 |

## Kensington & Chelsea Household Survey For Nathaniel Lichfield & Partners

|  | Total | Kensington<br>North | Kensington<br>Central | Kensington<br>South | Brent South | Westminster<br>North | Westminster<br>South | Wandsworth<br>North | Hammersmit<br>h & Fulham<br>South | Hammersmit<br>h & Fulham<br>Central | Hammersmit<br>h & Fulham<br>North |   |      |   |      |   |      |   |      |   |      |   |
|--|-------|---------------------|-----------------------|---------------------|-------------|----------------------|----------------------|---------------------|-----------------------------------|-------------------------------------|-----------------------------------|---|------|---|------|---|------|---|------|---|------|---|
| Palace Road, Fulham  |       |                     |                       |                     |             |                      |                      |                     |                                   |                                     |                                   |   |      |   |      |   |      |   |      |   |      |   |
| Sainsbury's Local, Sloane Avenue, Chelsea                    | 0.4%  | 4                   | 0.0%                  | 0                   | 0.0%        | 0                    | 4.7%                 | 4                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Local, Fulham Palace Road, Hammersmith           | 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% | 1 | 2.5% | 3 | 0.0% | 0 |
| Budgens, Munster Road, Fulham                                | 0.4%  | 4                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 0.0% | 0 | 0.0% | 0 | 4.4% | 4 | 0.0% | 0 | 0.0% | 0 |
| Marks & Spencer Simply Food, Notting Hill Gate, Notting Hill | 0.4%  | 4                   | 3.3%                  | 3                   | 1.0%        | 1                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Express, Old Brompton Road, South Kensington           | 0.4%  | 4                   | 1.1%                  | 1                   | 1.0%        | 1                    | 1.2%                 | 1                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 0.0% | 0 | 0.8% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Somerfield, Clapham Junction                                 | 0.3%  | 3                   | 0.0%                  | 0                   | 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 |
| Iceland Extra, King Street, Hammersmith                      | 0.3%  | 3                   | 1.1%                  | 1                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.7% | 2 | 0.0% | 0 |
| Sainsbury's, Cromwell Road, Kensington                       | 0.3%  | 3                   | 0.0%                  | 0                   | 1.0%        | 1                    | 1.2%                 | 1                   | 0.0%                              | 0                                   | 0.9%                              | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Local, Paddington Station                        | 0.3%  | 3                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.9%                              | 1 | 2.1% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco, Willesden Lane, Kilburn                               | 0.3%  | 3                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 3.0%                              | 3                                   | 0.0%                              | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Marks & Spencer, High Street, Putney                         | 0.3%  | 3                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 0.0% | 0 | 1.5% | 2 | 1.1% | 1 | 0.0% | 0 | 0.0% | 0 |
| Budgens, The Colonnades, Bayswater                           | 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 |
| Waitrose, High Street, Southside, Wandsworth                 | 0.3%  | 3                   | 0.0%                  | 0                   | 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 |
| Tesco Express, Clapham Junction                              | 0.3%  | 3                   | 0.0%                  | 0                   | 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 |
| Tesco Express, King Steet, Hammersmith                       | 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 | 2.5% | 3 | 0.0% | 0 |
| Tesco, Brent Park, Neasden                                   | 0.3%  | 3                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 3.0%                              | 3                                   | 0.0%                              | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Marks & Spencer Simply Food, Earls Court Road                | 0.3%  | 3                   | 0.0%                  | 0                   | 2.9%        | 3                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Partridges, Sloane Square, Chelsea                           | 0.3%  | 3                   | 0.0%                  | 0                   | 1.9%        | 2                    | 1.2%                 | 1                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's, Kings Mall, Hammersmith                         | 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 | 1.7% | 2 | 1.3% | 1 |
| Marks & Spencer Food Hall, 289-291 Fulham Road, Chelsea      | 0.3%  | 3                   | 0.0%                  | 0                   | 0.0%        | 0                    | 2.4%                 | 2                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 0.0% | 0 | 0.0% | 0 | 1.1% | 1 | 0.0% | 0 | 0.0% | 0 |
| Co-Op, Askew Road, Shepherds Bush                            | 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 | 1.7% | 2 | 1.3% | 1 |
| Iceland, North End Road,                                     | 0.3%  | 3                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 0.0% | 0 | 0.0% | 0 | 3.3% | 3 | 0.0% | 0 | 0.0% | 0 |

## Kensington & Chelsea Household Survey For Nathaniel Lichfield & Partners

|  | Total | Kensington<br>North | Kensington<br>Central | Kensington<br>South | Brent South | Westminster<br>North | Westminster<br>South | Wandsworth<br>North | Hammersmit<br>h & Fulham<br>South | Hammersmit<br>h & Fulham<br>Central | Hammersmit<br>h & Fulham<br>North |   |      |   |      |   |      |   |      |   |      |   |
|--|-------|---------------------|-----------------------|---------------------|-------------|----------------------|----------------------|---------------------|-----------------------------------|-------------------------------------|-----------------------------------|---|------|---|------|---|------|---|------|---|------|---|
| Fulham   |       |                     |                       |                     |             |                      |                      |                     |                                   |                                     |                                   |   |      |   |      |   |      |   |      |   |      |   |
| Sainsbury's Local, Brompton Road, Kensington             | 0.3%  | 3                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 1.0%                              | 1                                   | 0.0%                              | 0 | 2.1% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Waitrose, Motcombe Street, Belgravia                     | 0.3%  | 3                   | 0.0%                  | 0                   | 0.0%        | 0                    | 1.2%                 | 1                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 2.1% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Express, 459 Fulham Road, Chelsea                  | 0.2%  | 2                   | 0.0%                  | 0                   | 0.0%        | 0                    | 2.4%                 | 2                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's, Finchley Road, Swiss Cottage                | 0.2%  | 2                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 1.0%                              | 1                                   | 0.9%                              | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Waitrose, High Street, Marylebone                        | 0.2%  | 2                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.9%                              | 1 | 0.0% | 0 | 0.0% | 0 | 1.1% | 1 | 0.0% | 0 | 0.0% | 0 |
| Shepherds Bush Market                                    | 0.2%  | 2                   | 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 | 1.3% | 1 |
| Plant Organic, Westbourne Grove, Kensington              | 0.2%  | 2                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.9%                              | 1 | 0.0% | 0 | 0.0% | 0 | 1.1% | 1 | 0.0% | 0 | 0.0% | 0 |
| Portobello Road Market                                   | 0.2%  | 2                   | 2.2%                  | 2                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Express, 700-702 Fulham Road, Fulham               | 0.2%  | 2                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 0.0% | 0 | 0.0% | 0 | 2.2% | 2 | 0.0% | 0 | 0.0% | 0 |
| Tesco Express, Royal Hospital Road, Chelsea              | 0.2%  | 2                   | 0.0%                  | 0                   | 0.0%        | 0                    | 2.4%                 | 2                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Asda, Forty Lane, Wembley                                | 0.2%  | 2                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 2.0%                              | 2                                   | 0.0%                              | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Iceland, Broadway, Cricklewood                           | 0.2%  | 2                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 2.0%                              | 2                                   | 0.0%                              | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Londis, Uxbridge Road, West Kensington                   | 0.2%  | 2                   | 0.0%                  | 0                   | 1.0%        | 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 |
| Spar, Battersea Park Road, Battersea                     | 0.2%  | 2                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 0.0% | 0 | 1.5% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Express, 248 Fulham Road, Chelsea                  | 0.2%  | 2                   | 0.0%                  | 0                   | 0.0%        | 0                    | 1.2%                 | 1                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 0.0% | 0 | 0.0% | 0 | 1.1% | 1 | 0.0% | 0 | 0.0% | 0 |
| Waitrose, High Street, Putney                            | 0.2%  | 2                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 0.0% | 0 | 0.8% | 1 | 1.1% | 1 | 0.0% | 0 | 0.0% | 0 |
| North End Road Market, Fulham                            | 0.2%  | 2                   | 0.0%                  | 0                   | 0.0%        | 0                    | 1.2%                 | 1                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.8% | 1 | 0.0% | 0 |
| Tesco, Khyber Road, Battersea                            | 0.2%  | 2                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 0.0% | 0 | 1.5% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Budgens, Parsons Green, Fulham                           | 0.2%  | 2                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 0.0% | 0 | 0.0% | 0 | 2.2% | 2 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's, Chiswick High Road, Chiswick                | 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 | 0.8% | 1 | 1.3% | 1 |
| Marks & Spencer Simply Food, Brompton Road, Kensington   | 0.2%  | 2                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 1.1% | 1 | 0.0% | 0 | 1.1% | 1 | 0.0% | 0 | 0.0% | 0 |
| Tesco Express, 107-109 Gloucester Road, South Kensington | 0.2%  | 2                   | 0.0%                  | 0                   | 1.0%        | 1                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 1.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Farmers market, Salisbury Road, Queenspark               | 0.1%  | 1                   | 1.1%                  | 1                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Marks & Spencer, Brent                                   | 0.1%  | 1                   | 0.0%                  | 0                   | 0.0%        | 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 |

## Kensington & Chelsea Household Survey For Nathaniel Lichfield & Partners

|   | Total | Kensington<br>North | Kensington<br>Central | Kensington<br>South | Brent South | Westminster<br>North | Westminster<br>South | Wandsworth<br>North | Hammersmit<br>h & Fulham<br>South | Hammersmit<br>h & Fulham<br>Central | Hammersmit<br>h & Fulham<br>North |   |      |   |      |   |      |   |      |   |      |   |
|---|-------|---------------------|-----------------------|---------------------|-------------|----------------------|----------------------|---------------------|-----------------------------------|-------------------------------------|-----------------------------------|---|------|---|------|---|------|---|------|---|------|---|
| Cross   |       |                     |                       |                     |             |                      |                      |                     |                                   |                                     |                                   |   |      |   |      |   |      |   |      |   |      |   |
| Marks & Spencer Simply<br>Food, Jerden Place,<br>Fulham   | 0.1%  | 1                   | 0.0%                  | 0                   | 0.0%        | 0                    | 1.2%                 | 1                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Eurofoods, Charlwood<br>Street, Pimlico                   | 0.1%  | 1                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 1.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl, Clapham Junction                                    | 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 |
| Marks & Spencer, St John's<br>Road, Battersea             | 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 |
| Eurofoods, Church Street,<br>London                       | 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 |
| Farmers market, Orange<br>Square                          | 0.1%  | 1                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 1.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's, Ealing Road,<br>Wembley                      | 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 |
| Nisa, Kensington Church<br>Street, Kensington             | 0.1%  | 1                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 1.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Abroad  | 0.1%  | 1                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 1.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Food Corner, Earls Court                                  | 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 |
| Costcutter, Westbourne Park                               | 0.1%  | 1                   | 1.1%                  | 1                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Denby Street Market                                       | 0.1%  | 1                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 1.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Somerfield, Cricklewood<br>Lane, London                   | 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 |
| Bybus, London Gardens,<br>Notting Hill Gate               | 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 |
| Farmers market, Notting Hill                              | 0.1%  | 1                   | 1.1%                  | 1                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-Op Welcome, North End<br>Road, Fulham                  | 0.1%  | 1                   | 0.0%                  | 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 |
| Somerfield, Harrow Road,<br>Maida Vale                    | 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 |
| Budgens, Harlesden  | 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 |
| Costcutter, Rowley Way,<br>London                         | 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 |
| Iceland, Southside Shopping<br>Centre, Wandsworth         | 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 |
| Kensington Food & Wine,<br>Russell Gardens,<br>Kensington | 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 |
| L'Eau A La Bouche,<br>Broadway Market, London             | 0.1%  | 1                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 1.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Express, 62-64<br>Queensway, Bayswater              | 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 |
| AA King, New Kings Road,<br>Fulham                        | 0.1%  | 1                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 0.0% | 0 | 0.0% | 0 | 1.1% | 1 | 0.0% | 0 | 0.0% | 0 |
| Londis, Fulham  | 0.1%  | 1                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 0.0% | 0 | 0.0% | 0 | 1.1% | 1 | 0.0% | 0 | 0.0% | 0 |
| Londis, High Road,<br>Willesden Green                     | 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 |

## Kensington & Chelsea Household Survey For Nathaniel Lichfield & Partners

|  | Total |   | Kensington<br>North | Kensington<br>Central | Kensington<br>South | Brent South | Westminster<br>North | Westminster<br>South | Wandsworth<br>North | Hammersmit<br>h & Fulham<br>South | Hammersmit<br>h & Fulham<br>Central | Hammersmit<br>h & Fulham<br>North |
|--|-------|---|---------------------|-----------------------|---------------------|-------------|----------------------|----------------------|---------------------|-----------------------------------|-------------------------------------|-----------------------------------|
| Fields, Chesterton Road,<br>North Kensington                     | 0.1%  | 1 | 1.1%                | 1                     | 0.0%                | 0           | 0.0%                 | 0                    | 0.0%                | 0                                 | 0.0%                                | 0                                 |
| Londis, Merton Road,<br>Wandsworth                               | 0.1%  | 1 | 0.0%                | 0                     | 0.0%                | 0           | 0.0%                 | 0                    | 0.0%                | 0                                 | 0.0%                                | 0                                 |
| Best Foods, Westminster  | 0.1%  | 1 | 0.0%                | 0                     | 0.0%                | 0           | 1.2%                 | 1                    | 0.0%                | 0                                 | 0.0%                                | 0                                 |
| Many Thanks, Fulham Road,<br>Fulham                              | 0.1%  | 1 | 0.0%                | 0                     | 0.0%                | 0           | 0.0%                 | 0                    | 0.0%                | 0                                 | 0.0%                                | 0                                 |
| Food Market, North End<br>Road, Fulham                           | 0.1%  | 1 | 0.0%                | 0                     | 0.0%                | 0           | 1.2%                 | 1                    | 0.0%                | 0                                 | 0.0%                                | 0                                 |
| Green Valley, Marble Arch  | 0.1%  | 1 | 0.0%                | 0                     | 0.0%                | 0           | 0.0%                 | 0                    | 0.0%                | 0                                 | 1.1%                                | 1                                 |
| Spar, Queensway  | 0.1%  | 1 | 0.0%                | 0                     | 1.0%                | 1           | 0.0%                 | 0                    | 0.0%                | 0                                 | 0.0%                                | 0                                 |
| Tesco Express, West End<br>Quay, Paddington                      | 0.1%  | 1 | 0.0%                | 0                     | 0.0%                | 0           | 0.0%                 | 0                    | 0.0%                | 0                                 | 1.1%                                | 1                                 |
| Sainsbury's, Nine Elms   | 0.1%  | 1 | 0.0%                | 0                     | 0.0%                | 0           | 0.0%                 | 0                    | 0.0%                | 0                                 | 0.8%                                | 1                                 |
| Londis, High Street,<br>Clapham                                  | 0.1%  | 1 | 0.0%                | 0                     | 0.0%                | 0           | 0.0%                 | 0                    | 0.0%                | 0                                 | 0.8%                                | 1                                 |
| Tesco, Brent Cross   | 0.1%  | 1 | 0.0%                | 0                     | 0.0%                | 0           | 1.0%                 | 1                    | 0.0%                | 0                                 | 0.0%                                | 0                                 |
| Sainsbury's, Wandsworth<br>Road, South Lambeth                   | 0.1%  | 1 | 0.0%                | 0                     | 0.0%                | 0           | 0.0%                 | 0                    | 0.0%                | 0                                 | 1.1%                                | 1                                 |
| Tesco, Greenford Hoover<br>Building, Western<br>Avenue, Perivale | 0.1%  | 1 | 0.0%                | 0                     | 0.0%                | 0           | 0.0%                 | 0                    | 0.0%                | 0                                 | 0.0%                                | 0                                 |
| Costcutter, Uxbridge Road,<br>Hammersmith                        | 0.1%  | 1 | 0.0%                | 0                     | 0.0%                | 0           | 0.0%                 | 0                    | 0.0%                | 0                                 | 0.8%                                | 1                                 |
| Tesco, Monk Street, SW1  | 0.1%  | 1 | 0.0%                | 0                     | 0.0%                | 0           | 0.0%                 | 0                    | 0.0%                | 0                                 | 1.1%                                | 1                                 |
| Tesco, Queens Road,<br>Wimbledon                                 | 0.1%  | 1 | 0.0%                | 0                     | 0.0%                | 0           | 0.0%                 | 0                    | 0.0%                | 0                                 | 0.8%                                | 1                                 |
| Marks & Spencer, Oxford<br>Street, London                        | 0.1%  | 1 | 1.1%                | 1                     | 0.0%                | 0           | 0.0%                 | 0                    | 0.0%                | 0                                 | 0.0%                                | 0                                 |
| Tesco, Warwick Way,<br>Pimlico                                   | 0.1%  | 1 | 0.0%                | 0                     | 0.0%                | 0           | 0.0%                 | 0                    | 0.0%                | 0                                 | 1.1%                                | 1                                 |
| Marks & Spencer, Victoria<br>Railway Station, Victoria           | 0.1%  | 1 | 0.0%                | 0                     | 0.0%                | 0           | 0.0%                 | 0                    | 0.0%                | 0                                 | 1.1%                                | 1                                 |
| Somerfield, Edgware Road,<br>Paddington                          | 0.1%  | 1 | 0.0%                | 0                     | 0.0%                | 0           | 0.0%                 | 0                    | 0.0%                | 0                                 | 1.1%                                | 1                                 |
| Tooting Market   | 0.1%  | 1 | 0.0%                | 0                     | 0.0%                | 0           | 0.0%                 | 0                    | 0.0%                | 0                                 | 0.8%                                | 1                                 |
| Waitrose, Canada Square  | 0.1%  | 1 | 0.0%                | 0                     | 0.0%                | 0           | 0.0%                 | 0                    | 0.0%                | 0                                 | 0.0%                                | 0                                 |
| Waitrose, Finchley Road,<br>London                               | 0.1%  | 1 | 0.0%                | 0                     | 0.0%                | 0           | 0.0%                 | 0                    | 0.0%                | 0                                 | 0.0%                                | 0                                 |
| Somerfield, Upper<br>Richmond Road, Putney                       | 0.1%  | 1 | 0.0%                | 0                     | 0.0%                | 0           | 0.0%                 | 0                    | 0.8%                | 1                                 | 0.0%                                | 0                                 |
| Freshco, Wandsworth Bridge<br>Road, Fulham                       | 0.1%  | 1 | 0.0%                | 0                     | 0.0%                | 0           | 1.2%                 | 1                    | 0.0%                | 0                                 | 0.0%                                | 0                                 |
| Spar, Craven Road,<br>Paddington                                 | 0.1%  | 1 | 0.0%                | 0                     | 0.0%                | 0           | 0.0%                 | 0                    | 0.0%                | 0                                 | 1.1%                                | 1                                 |
| Queens Superstore,<br>Queenstown Road,                           | 0.1%  | 1 | 0.0%                | 0                     | 0.0%                | 0           | 0.0%                 | 0                    | 0.0%                | 0                                 | 0.8%                                | 1                                 |

## Kensington & Chelsea Household Survey For Nathaniel Lichfield & Partners

|  | Total | Kensington North |       | Kensington Central |       | Kensington South |       | Brent South |       | Westminster North |       | Westminster South |       | Wandsworth North |       | Hammersmith & Fulham South |       | Hammersmith & Fulham Central |       | Hammersmith & Fulham North |       |    |
|--|-------|------------------|-------|--------------------|-------|------------------|-------|-------------|-------|-------------------|-------|-------------------|-------|------------------|-------|----------------------------|-------|------------------------------|-------|----------------------------|-------|----|
| Battersea  |       |                  |       |                    |       |                  |       |             |       |                   |       |                   |       |                  |       |                            |       |                              |       |                            |       |    |
| Tackbrook Market                                     | 0.1%  | 1                | 0.0%  | 0                  | 0.0%  | 0                | 0.0%  | 0           | 0.0%  | 0                 | 0.0%  | 0                 | 1.1%  | 1                | 0.0%  | 0                          | 0.0%  | 0                            | 0.0%  | 0                          | 0.0%  | 0  |
| Sainsbury's, The Hyde, Hollandale                    | 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  |
| Iceland, High Street, Harlesden                      | 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  |
| Tesco Express, 180-184 Fulham Road, Chelsea          | 0.1%  | 1                | 0.0%  | 0                  | 0.0%  | 0                | 1.2%  | 1           | 0.0%  | 0                 | 0.0%  | 0                 | 0.0%  | 0                | 0.0%  | 0                          | 0.0%  | 0                            | 0.0%  | 0                          | 0.0%  | 0  |
| Way to Save, Willesden Green                         | 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  |
| Wellworth Foods, Old Brompton Road, North Kensington | 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  |
| (Don't do top-up food shopping)                      | 23.2% | 232              | 26.7% | 24                 | 21.9% | 23               | 18.8% | 16          | 23.0% | 23                | 31.8% | 34                | 26.3% | 25               | 16.9% | 22                         | 18.9% | 17                           | 20.8% | 25                         | 28.8% | 23 |
| (Don't know / varies)                                | 13.0% | 130              | 7.8%  | 7                  | 12.4% | 13               | 16.5% | 14          | 16.0% | 16                | 15.0% | 16                | 15.8% | 15               | 13.1% | 17                         | 10.0% | 9                            | 5.0%  | 6                          | 21.3% | 17 |
| Base:  |       | 1002             |       | 90                 |       | 105              |       | 85          |       | 100               |       | 107               |       | 95               |       | 130                        |       | 90                           |       | 120                        |       | 80 |

## Kensington & Chelsea Household Survey For Nathaniel Lichfield & Partners

|   | Total | Kensington<br>North | Kensington<br>Central | Kensington<br>South | Brent South | Westminster<br>North | Westminster<br>South | Wandsworth<br>North | Hammersmit<br>h & Fulham<br>South | Hammersmit<br>h & Fulham<br>Central | Hammersmit<br>h & Fulham<br>North |    |       |    |       |    |       |    |       |    |       |    |
|---|-------|---------------------|-----------------------|---------------------|-------------|----------------------|----------------------|---------------------|-----------------------------------|-------------------------------------|-----------------------------------|----|-------|----|-------|----|-------|----|-------|----|-------|----|
| <b>Q05 In which location do you buy most of your household's non-food shopping?</b> |       |                     |                       |                     |             |                      |                      |                     |                                   |                                     |                                   |    |       |    |       |    |       |    |       |    |       |    |
| London West End   | 17.5% | 175                 | 17.8%                 | 16                  | 15.2%       | 16                   | 8.2%                 | 7                   | 19.0%                             | 19                                  | 36.4%                             | 39 | 26.3% | 25 | 16.2% | 21 | 7.8%  | 7  | 12.5% | 15 | 12.5% | 10 |
| Kensington High Street  | 12.2% | 122                 | 22.2%                 | 20                  | 40.0%       | 42                   | 2.4%                 | 2                   | 2.0%                              | 2                                   | 6.5%                              | 7  | 5.3%  | 5  | 3.8%  | 5  | 11.1% | 10 | 16.7% | 20 | 11.3% | 9  |
| Kings Road  | 10.9% | 109                 | 1.1%                  | 1                   | 6.7%        | 7                    | 54.1%                | 46                  | 0.0%                              | 0                                   | 0.9%                              | 1  | 15.8% | 15 | 15.4% | 20 | 17.8% | 16 | 2.5%  | 3  | 0.0%  | 0  |
| Hammersmith   | 6.9%  | 69                  | 6.7%                  | 6                   | 1.9%        | 2                    | 2.4%                 | 2                   | 0.0%                              | 0                                   | 0.9%                              | 1  | 0.0%  | 0  | 0.0%  | 0  | 6.7%  | 6  | 28.3% | 34 | 22.5% | 18 |
| Several different locations   | 5.5%  | 55                  | 5.6%                  | 5                   | 3.8%        | 4                    | 3.5%                 | 3                   | 7.0%                              | 7                                   | 2.8%                              | 3  | 13.7% | 13 | 6.2%  | 8  | 2.2%  | 2  | 5.8%  | 7  | 3.8%  | 3  |
| Brent Cross   | 4.5%  | 45                  | 1.1%                  | 1                   | 0.0%        | 0                    | 0.0%                 | 0                   | 34.0%                             | 34                                  | 3.7%                              | 4  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.8%  | 1  | 6.3%  | 5  |
| Internet / delivered  | 3.8%  | 38                  | 4.4%                  | 4                   | 5.7%        | 6                    | 2.4%                 | 2                   | 3.0%                              | 3                                   | 6.5%                              | 7  | 1.1%  | 1  | 3.1%  | 4  | 4.4%  | 4  | 3.3%  | 4  | 3.8%  | 3  |
| Kilburn   | 2.6%  | 26                  | 1.1%                  | 1                   | 0.0%        | 0                    | 0.0%                 | 0                   | 16.0%                             | 16                                  | 8.4%                              | 9  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Fulham  | 2.6%  | 26                  | 0.0%                  | 0                   | 0.0%        | 0                    | 2.4%                 | 2                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 1.1%  | 1  | 2.3%  | 3  | 21.1% | 19 | 0.8%  | 1  | 0.0%  | 0  |
| Clapham Junction  | 2.4%  | 24                  | 0.0%                  | 0                   | 0.0%        | 0                    | 1.2%                 | 1                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 0.0%  | 0  | 16.9% | 22 | 1.1%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Putney  | 1.8%  | 18                  | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 1.1%  | 1  | 3.8%  | 5  | 12.2% | 11 | 0.8%  | 1  | 0.0%  | 0  |
| Notting Hill Gate   | 1.6%  | 16                  | 7.8%                  | 7                   | 5.7%        | 6                    | 1.2%                 | 1                   | 0.0%                              | 0                                   | 1.9%                              | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Wandsworth Town   | 1.5%  | 15                  | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 0.0%  | 0  | 10.0% | 13 | 1.1%  | 1  | 0.8%  | 1  | 0.0%  | 0  |
| Shepherds Bush  | 1.5%  | 15                  | 1.1%                  | 1                   | 1.0%        | 1                    | 1.2%                 | 1                   | 0.0%                              | 0                                   | 0.9%                              | 1  | 0.0%  | 0  | 0.0%  | 0  | 1.1%  | 1  | 5.8%  | 7  | 3.8%  | 3  |
| Kingston-Upon-Thames  | 1.3%  | 13                  | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 0.0%  | 0  | 7.7%  | 10 | 0.0%  | 0  | 1.7%  | 2  | 1.3%  | 1  |
| Portobello Road   | 1.2%  | 12                  | 11.1%                 | 10                  | 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  |
| Victoria  | 1.2%  | 12                  | 0.0%                  | 0                   | 0.0%        | 0                    | 1.2%                 | 1                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 11.6% | 11 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Knightsbridge   | 1.0%  | 10                  | 0.0%                  | 0                   | 2.9%        | 3                    | 2.4%                 | 2                   | 0.0%                              | 0                                   | 0.9%                              | 1  | 2.1%  | 2  | 0.8%  | 1  | 1.1%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Central London  | 1.0%  | 10                  | 1.1%                  | 1                   | 1.9%        | 2                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 1.9%                              | 2  | 3.2%  | 3  | 0.8%  | 1  | 0.0%  | 0  | 0.8%  | 1  | 0.0%  | 0  |
| Willesden Green   | 0.8%  | 8                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 7.0%                              | 7                                   | 0.0%                              | 0  | 1.1%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Harlesden   | 0.6%  | 6                   | 1.1%                  | 1                   | 0.0%        | 0                    | 0.0%                 | 0                   | 2.0%                              | 2                                   | 0.0%                              | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 3.8%  | 3  |
| Ladbroke Grove  | 0.6%  | 6                   | 3.3%                  | 3                   | 0.0%        | 0                    | 0.0%                 | 0                   | 1.0%                              | 1                                   | 1.9%                              | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Ealing  | 0.5%  | 5                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 6.3%  | 5  |
| Chiswick  | 0.5%  | 5                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 3.3%  | 4  | 1.3%  | 1  |
| Westminster   | 0.5%  | 5                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.9%                              | 1  | 3.2%  | 3  | 0.0%  | 0  | 1.1%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Ealing Broadway   | 0.5%  | 5                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 6.3%  | 5  |
| Battersea   | 0.5%  | 5                   | 0.0%                  | 0                   | 0.0%        | 0                    | 1.2%                 | 1                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 0.0%  | 0  | 3.1%  | 4  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Maida Vale  | 0.4%  | 4                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 3.7%                              | 4  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Abroad  | 0.4%  | 4                   | 1.1%                  | 1                   | 1.0%        | 1                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.9%                              | 1  | 0.0%  | 0  | 0.8%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| South Kensington  | 0.4%  | 4                   | 1.1%                  | 1                   | 2.9%        | 3                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Earls Court   | 0.3%  | 3                   | 0.0%                  | 0                   | 1.9%        | 2                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.1%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Wembley   | 0.3%  | 3                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 3.8%  | 3  |
| Fulham Road West  | 0.3%  | 3                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 0.0%  | 0  | 0.0%  | 0  | 2.2%  | 2  | 0.8%  | 1  | 0.0%  | 0  |
| Marylebone  | 0.3%  | 3                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 2.1%  | 2  | 0.0%  | 0  | 1.1%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Richmond  | 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  | 2.5%  | 3  | 0.0%  | 0  |
| Westbourne Grove  | 0.3%  | 3                   | 2.2%                  | 2                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.9%                              | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Pimlico   | 0.3%  | 3                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 2.1%  | 2  | 0.8%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Queensway, London   | 0.2%  | 2                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 1.9%                              | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Harrow  | 0.2%  | 2                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 2.0%                              | 2                                   | 0.0%                              | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Kew Gardens   | 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  | 0.8%  | 1  | 1.3%  | 1  |
| London  | 0.2%  | 2                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.1%  | 1  | 0.0%  | 0  | 1.3%  | 1  |
| Tooting   | 0.2%  | 2                   | 0.0%                  | 0                   | 0.0%        | 0                    | 1.2%                 | 1                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 0.0%  | 0  | 0.8%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Kilburn High Road, London   | 0.2%  | 2                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 1.9%                              | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Wimbledon   | 0.2%  | 2                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 0.0%  | 0  | 0.0%  | 0  | 2.2%  | 2  | 0.0%  | 0  | 0.0%  | 0  |
| Church Road, Acton  | 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  |

## Kensington & Chelsea Household Survey For Nathaniel Lichfield & Partners

|  | Total | Kensington North | Kensington Central | Kensington South | Brent South | Westminster North | Westminster South | Wandsworth North | Hammersmith & Fulham South | Hammersmith & Fulham Central | Hammersmith & Fulham North |
|--|-------|------------------|--------------------|------------------|-------------|-------------------|-------------------|------------------|----------------------------|------------------------------|----------------------------|
| Marks & Spencer, Whiteleys Of Bayswater, Queensway, London | 0.1%  | 1                | 0.0%               | 0                | 0.0%        | 0                 | 0.0%              | 0                | 0.0%                       | 0                            | 0.0%                       |
| Old Kent Road, London                                      | 0.1%  | 1                | 0.0%               | 0                | 0.0%        | 0                 | 0.0%              | 0                | 0.0%                       | 0                            | 0.0%                       |
| Hemel Hempstead  | 0.1%  | 1                | 0.0%               | 0                | 0.0%        | 0                 | 0.0%              | 0                | 0.0%                       | 0                            | 1.3%                       |
| Perivale   | 0.1%  | 1                | 0.0%               | 0                | 0.0%        | 0                 | 0.0%              | 0                | 0.0%                       | 0                            | 1.3%                       |
| Acton  | 0.1%  | 1                | 0.0%               | 0                | 0.0%        | 0                 | 0.0%              | 0                | 0.0%                       | 0                            | 1.3%                       |
| Cricklewood Broadway                                       | 0.1%  | 1                | 0.0%               | 0                | 0.0%        | 0                 | 1.0%              | 1                | 0.0%                       | 0                            | 0.0%                       |
| Cromwell Road, London                                      | 0.1%  | 1                | 0.0%               | 0                | 0.0%        | 0                 | 0.0%              | 0                | 1.1%                       | 1                            | 0.0%                       |
| Brook Green  | 0.1%  | 1                | 0.0%               | 0                | 0.0%        | 0                 | 0.0%              | 0                | 0.0%                       | 0                            | 1.3%                       |
| Neasden  | 0.1%  | 1                | 0.0%               | 0                | 0.0%        | 0                 | 1.0%              | 1                | 0.0%                       | 0                            | 0.0%                       |
| Harrods, Brompton Road, London                             | 0.1%  | 1                | 0.0%               | 0                | 1.0%        | 1                 | 0.0%              | 0                | 0.0%                       | 0                            | 0.0%                       |
| Sainsbury's, Canal Way, Ladbroke Grove                     | 0.1%  | 1                | 0.0%               | 0                | 1.0%        | 1                 | 0.0%              | 0                | 0.0%                       | 0                            | 0.0%                       |
| Edgware Road   | 0.1%  | 1                | 0.0%               | 0                | 0.0%        | 0                 | 0.0%              | 0                | 0.9%                       | 1                            | 0.0%                       |
| Sheldon Square   | 0.1%  | 1                | 0.0%               | 0                | 0.0%        | 0                 | 0.0%              | 0                | 0.9%                       | 1                            | 0.0%                       |
| Fulham Road East   | 0.1%  | 1                | 0.0%               | 0                | 0.0%        | 0                 | 0.0%              | 0                | 0.0%                       | 0                            | 1.1%                       |
| Shopping Centre, Uxbridge                                  | 0.1%  | 1                | 0.0%               | 0                | 0.0%        | 0                 | 0.0%              | 0                | 0.0%                       | 0                            | 1.3%                       |
| Bloomsbury, London   | 0.1%  | 1                | 0.0%               | 0                | 0.0%        | 0                 | 0.0%              | 0                | 0.9%                       | 1                            | 0.0%                       |
| Fulham Road, Fulham  | 0.1%  | 1                | 0.0%               | 0                | 0.0%        | 0                 | 1.2%              | 1                | 0.0%                       | 0                            | 0.0%                       |
| Hampstead  | 0.1%  | 1                | 1.1%               | 1                | 0.0%        | 0                 | 0.0%              | 0                | 0.0%                       | 0                            | 0.0%                       |
| Victoria Street, Westminster                               | 0.1%  | 1                | 0.0%               | 0                | 0.0%        | 0                 | 0.0%              | 0                | 1.1%                       | 1                            | 0.0%                       |
| Camden Town  | 0.1%  | 1                | 0.0%               | 0                | 0.0%        | 0                 | 0.0%              | 0                | 0.9%                       | 1                            | 0.0%                       |
| Watford  | 0.1%  | 1                | 0.0%               | 0                | 0.0%        | 0                 | 0.0%              | 0                | 1.1%                       | 1                            | 0.0%                       |
| Park Royal, Hounslow                                       | 0.1%  | 1                | 1.1%               | 1                | 0.0%        | 0                 | 0.0%              | 0                | 0.0%                       | 0                            | 0.0%                       |
| West Ealing  | 0.1%  | 1                | 1.1%               | 1                | 0.0%        | 0                 | 0.0%              | 0                | 0.0%                       | 0                            | 0.0%                       |
| High Road, Wembley   | 0.1%  | 1                | 0.0%               | 0                | 0.0%        | 0                 | 0.0%              | 0                | 1.0%                       | 1                            | 0.0%                       |
| Hounslow   | 0.1%  | 1                | 0.0%               | 0                | 0.0%        | 0                 | 0.0%              | 0                | 0.0%                       | 0                            | 0.8%                       |
| Whiteleys Shopping Centre, Queensway, London               | 0.1%  | 1                | 0.0%               | 0                | 0.0%        | 0                 | 0.0%              | 0                | 0.9%                       | 1                            | 0.0%                       |
| Croydon  | 0.1%  | 1                | 0.0%               | 0                | 0.0%        | 0                 | 0.0%              | 0                | 0.0%                       | 0                            | 0.8%                       |
| Doncaster  | 0.1%  | 1                | 0.0%               | 0                | 0.0%        | 0                 | 0.0%              | 0                | 0.0%                       | 0                            | 1.1%                       |
| Roehampton   | 0.1%  | 1                | 0.0%               | 0                | 0.0%        | 0                 | 0.0%              | 0                | 0.0%                       | 0                            | 0.8%                       |
| (Don't know)   | 6.9%  | 69               | 6.7%               | 6                | 7.6%        | 8                 | 14.1%             | 12               | 3.0%                       | 3                            | 8.4%                       |
| (Don't regularly buy these kind of goods)                  | 0.1%  | 1                | 0.0%               | 0                | 0.0%        | 0                 | 0.0%              | 0                | 0.0%                       | 0                            | 1.1%                       |
| Base:  | 1002  | 90               | 105                | 85               | 100         | 107               | 95                | 130              | 90                         | 120                          | 80                         |

**Q06 Have you heard of Westfield's White City Shopping Centre development due to open this year?**

|       |       |     |       |    |       |     |       |     |       |     |       |    |       |    |       |    |       |    |       |    |       |    |
|-------|-------|-----|-------|----|-------|-----|-------|-----|-------|-----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|
| Yes   | 59.3% | 594 | 82.2% | 74 | 67.6% | 71  | 41.2% | 35  | 56.0% | 56  | 58.9% | 63 | 44.2% | 42 | 27.7% | 36 | 55.6% | 50 | 79.2% | 95 | 90.0% | 72 |
| No    | 40.7% | 408 | 17.8% | 16 | 32.4% | 34  | 58.8% | 50  | 44.0% | 44  | 41.1% | 44 | 55.8% | 53 | 72.3% | 94 | 44.4% | 40 | 20.8% | 25 | 10.0% | 8  |
| Base: | 1002  | 90  | 105   | 85 | 100   | 107 | 95    | 130 | 90    | 120 | 80    |    |       |    |       |    |       |    |       |    |       |    |

## Kensington & Chelsea Household Survey For Nathaniel Lichfield & Partners

|  | Total | Kensington North |       | Kensington Central |       | Kensington South |       | Brent South |       | Westminster North |       | Westminster South |       | Wandsworth North |       | Hammersmith & Fulham South |       | Hammersmith & Fulham Central |       | Hammersmith & Fulham North |       |    |
|--|-------|------------------|-------|--------------------|-------|------------------|-------|-------------|-------|-------------------|-------|-------------------|-------|------------------|-------|----------------------------|-------|------------------------------|-------|----------------------------|-------|----|
| <b>Q07 Will you consider shopping there regularly?</b>               |       |                  |       |                    |       |                  |       |             |       |                   |       |                   |       |                  |       |                            |       |                              |       |                            |       |    |
| Yes  | 53.2% | 316              | 64.9% | 48                 | 46.5% | 33               | 31.4% | 11          | 51.8% | 29                | 47.6% | 30                | 26.2% | 11               | 27.8% | 10                         | 42.0% | 21                           | 65.3% | 62                         | 84.7% | 61 |
| No   | 46.8% | 278              | 35.1% | 26                 | 53.5% | 38               | 68.6% | 24          | 48.2% | 27                | 52.4% | 33                | 73.8% | 31               | 72.2% | 26                         | 58.0% | 29                           | 34.7% | 33                         | 15.3% | 11 |
| Base:  |       | 594              |       | 74                 |       | 71               |       | 35          |       | 56                |       | 63                |       | 42               |       | 36                         |       | 50                           |       | 95                         |       | 72 |
| <b>Q08 How do you normally travel to do your non-food shopping ?</b> |       |                  |       |                    |       |                  |       |             |       |                   |       |                   |       |                  |       |                            |       |                              |       |                            |       |    |
| Car-driver   | 20.6% | 206              | 20.0% | 18                 | 13.3% | 14               | 17.6% | 15          | 43.0% | 43                | 21.5% | 23                | 7.4%  | 7                | 21.5% | 28                         | 16.7% | 15                           | 18.3% | 22                         | 26.3% | 21 |
| Car-passenger  | 2.8%  | 28               | 2.2%  | 2                  | 2.9%  | 3                | 3.5%  | 3           | 5.0%  | 5                 | 0.9%  | 1                 | 0.0%  | 0                | 3.8%  | 5                          | 2.2%  | 2                            | 0.8%  | 1                          | 7.5%  | 6  |
| Bus / coach  | 33.0% | 331              | 36.7% | 33                 | 20.0% | 21               | 27.1% | 23          | 28.0% | 28                | 41.1% | 44                | 43.2% | 41               | 32.3% | 42                         | 38.9% | 35                           | 26.7% | 32                         | 40.0% | 32 |
| Train  | 6.9%  | 69               | 3.3%  | 3                  | 7.6%  | 8                | 2.4%  | 2           | 9.0%  | 9                 | 7.5%  | 8                 | 5.3%  | 5                | 7.7%  | 10                         | 10.0% | 9                            | 8.3%  | 10                         | 6.3%  | 5  |
| Taxi   | 0.9%  | 9                | 0.0%  | 0                  | 2.9%  | 3                | 2.4%  | 2           | 0.0%  | 0                 | 0.0%  | 0                 | 3.2%  | 3                | 0.0%  | 0                          | 0.0%  | 0                            | 0.8%  | 1                          | 0.0%  | 0  |
| Walk   | 18.5% | 185              | 16.7% | 15                 | 34.3% | 36               | 30.6% | 26          | 7.0%  | 7                 | 13.1% | 14                | 20.0% | 19               | 18.5% | 24                         | 18.9% | 17                           | 16.7% | 20                         | 8.8%  | 7  |
| Bicycle  | 2.9%  | 29               | 2.2%  | 2                  | 3.8%  | 4                | 1.2%  | 1           | 0.0%  | 0                 | 2.8%  | 3                 | 5.3%  | 5                | 3.8%  | 5                          | 2.2%  | 2                            | 4.2%  | 5                          | 2.5%  | 2  |
| Tube   | 3.0%  | 30               | 1.1%  | 1                  | 4.8%  | 5                | 1.2%  | 1           | 1.0%  | 1                 | 5.6%  | 6                 | 2.1%  | 2                | 2.3%  | 3                          | 2.2%  | 2                            | 6.7%  | 8                          | 1.3%  | 1  |
| Delivered  | 0.8%  | 8                | 1.1%  | 1                  | 1.0%  | 1                | 0.0%  | 0           | 0.0%  | 0                 | 0.0%  | 0                 | 1.1%  | 1                | 1.5%  | 2                          | 1.1%  | 1                            | 0.8%  | 1                          | 1.3%  | 1  |
| Motorcycle   | 0.2%  | 2                | 0.0%  | 0                  | 0.0%  | 0                | 0.0%  | 0           | 1.0%  | 1                 | 0.0%  | 0                 | 1.1%  | 1                | 0.0%  | 0                          | 0.0%  | 0                            | 0.0%  | 0                          | 0.0%  | 0  |
| (Don't know / varies)  | 10.5% | 105              | 16.7% | 15                 | 9.5%  | 10               | 14.1% | 12          | 6.0%  | 6                 | 7.5%  | 8                 | 11.6% | 11               | 8.5%  | 11                         | 7.8%  | 7                            | 16.7% | 20                         | 6.3%  | 5  |
| Base:  |       | 1002             |       | 90                 |       | 105              |       | 85          |       | 100               |       | 107               |       | 95               |       | 130                        |       | 90                           |       | 120                        |       | 80 |

## Kensington & Chelsea Household Survey For Nathaniel Lichfield & Partners

|  | Total | Kensington<br>North | Kensington<br>Central | Kensington<br>South | Brent South | Westminster<br>North | Westminster<br>South | Wandsworth<br>North | Hammersmit<br>h & Fulham<br>South | Hammersmit<br>h & Fulham<br>Central | Hammersmit<br>h & Fulham<br>North |    |       |    |       |    |       |    |       |    |       |    |
|--|-------|---------------------|-----------------------|---------------------|-------------|----------------------|----------------------|---------------------|-----------------------------------|-------------------------------------|-----------------------------------|----|-------|----|-------|----|-------|----|-------|----|-------|----|
| <b>Q09 At which location did your household last buy clothes and shoes ?</b> |       |                     |                       |                     |             |                      |                      |                     |                                   |                                     |                                   |    |       |    |       |    |       |    |       |    |       |    |
| London West End  | 21.5% | 215                 | 20.0%                 | 18                  | 17.1%       | 18                   | 12.9%                | 11                  | 16.0%                             | 16                                  | 52.3%                             | 56 | 30.5% | 29 | 16.2% | 21 | 13.3% | 12 | 15.8% | 19 | 18.8% | 15 |
| Kensington High Street   | 13.3% | 133                 | 25.6%                 | 23                  | 43.8%       | 46                   | 8.2%                 | 7                   | 4.0%                              | 4                                   | 7.5%                              | 8  | 3.2%  | 3  | 6.2%  | 8  | 10.0% | 9  | 15.0% | 18 | 8.8%  | 7  |
| Kings Road   | 11.1% | 111                 | 1.1%                  | 1                   | 6.7%        | 7                    | 47.1%                | 40                  | 0.0%                              | 0                                   | 0.9%                              | 1  | 16.8% | 16 | 18.5% | 24 | 16.7% | 15 | 5.0%  | 6  | 1.3%  | 1  |
| Hammersmith  | 7.4%  | 74                  | 10.0%                 | 9                   | 2.9%        | 3                    | 3.5%                 | 3                   | 0.0%                              | 0                                   | 0.9%                              | 1  | 0.0%  | 0  | 0.0%  | 0  | 10.0% | 9  | 25.8% | 31 | 22.5% | 18 |
| Brent Cross  | 4.2%  | 42                  | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 34.0%                             | 34                                  | 1.9%                              | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.8%  | 1  | 6.3%  | 5  |
| Central London   | 3.4%  | 34                  | 4.4%                  | 4                   | 4.8%        | 5                    | 1.2%                 | 1                   | 2.0%                              | 2                                   | 2.8%                              | 3  | 8.4%  | 8  | 1.5%  | 2  | 2.2%  | 2  | 2.5%  | 3  | 5.0%  | 4  |
| Internet / delivered   | 2.8%  | 28                  | 3.3%                  | 3                   | 0.0%        | 0                    | 3.5%                 | 3                   | 3.0%                              | 3                                   | 3.7%                              | 4  | 3.2%  | 3  | 1.5%  | 2  | 2.2%  | 2  | 4.2%  | 5  | 3.8%  | 3  |
| Abroad   | 2.2%  | 22                  | 0.0%                  | 0                   | 4.8%        | 5                    | 4.7%                 | 4                   | 0.0%                              | 0                                   | 1.9%                              | 2  | 0.0%  | 0  | 0.8%  | 1  | 4.4%  | 4  | 4.2%  | 5  | 1.3%  | 1  |
| Wandsworth Town  | 2.0%  | 20                  | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 0.0%  | 0  | 10.8% | 14 | 5.6%  | 5  | 0.8%  | 1  | 0.0%  | 0  |
| Kilburn  | 1.7%  | 17                  | 2.2%                  | 2                   | 0.0%        | 0                    | 0.0%                 | 0                   | 11.0%                             | 11                                  | 3.7%                              | 4  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Fulham   | 1.7%  | 17                  | 0.0%                  | 0                   | 0.0%        | 0                    | 4.7%                 | 4                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 0.0%  | 0  | 1.5%  | 2  | 10.0% | 9  | 1.7%  | 2  | 0.0%  | 0  |
| Knightsbridge  | 1.6%  | 16                  | 1.1%                  | 1                   | 3.8%        | 4                    | 3.5%                 | 3                   | 0.0%                              | 0                                   | 0.9%                              | 1  | 3.2%  | 3  | 0.0%  | 0  | 3.3%  | 3  | 0.8%  | 1  | 0.0%  | 0  |
| Brent Cross Shopping<br>Centre, Prince Charles<br>Drive, London              | 1.5%  | 15                  | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 12.0%                             | 12                                  | 0.9%                              | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 2.5%  | 2  |
| Clapham Junction   | 1.5%  | 15                  | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 1.1%  | 1  | 10.8% | 14 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Kingston-Upon-Thames   | 1.2%  | 12                  | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 0.0%  | 0  | 5.4%  | 7  | 1.1%  | 1  | 2.5%  | 3  | 1.3%  | 1  |
| Notting Hill Gate  | 1.1%  | 11                  | 6.7%                  | 6                   | 1.9%        | 2                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 1.9%                              | 2  | 0.0%  | 0  | 0.8%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Shepherds Bush   | 0.9%  | 9                   | 2.2%                  | 2                   | 0.0%        | 0                    | 0.0%                 | 0                   | 1.0%                              | 1                                   | 0.0%                              | 0  | 0.0%  | 0  | 0.8%  | 1  | 2.2%  | 2  | 0.8%  | 1  | 2.5%  | 2  |
| Wimbledon  | 0.7%  | 7                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 0.0%  | 0  | 3.8%  | 5  | 2.2%  | 2  | 0.0%  | 0  | 0.0%  | 0  |
| Putney   | 0.7%  | 7                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 0.0%  | 0  | 3.1%  | 4  | 2.2%  | 2  | 0.8%  | 1  | 0.0%  | 0  |
| Victoria   | 0.7%  | 7                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 6.3%  | 6  | 0.8%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Ealing   | 0.7%  | 7                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 2.5%  | 3  | 5.0%  | 4  |
| Portobello Road  | 0.6%  | 6                   | 4.4%                  | 4                   | 1.0%        | 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  |
| Richmond   | 0.6%  | 6                   | 0.0%                  | 0                   | 1.0%        | 1                    | 0.0%                 | 0                   | 1.0%                              | 1                                   | 0.0%                              | 0  | 1.1%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 2.5%  | 3  | 0.0%  | 0  |
| Ealing Broadway  | 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  | 7.5%  | 6  |
| Croydon  | 0.5%  | 5                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 1.1%  | 1  | 2.3%  | 3  | 1.1%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Harrow   | 0.5%  | 5                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 4.0%                              | 4                                   | 0.0%                              | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.3%  | 1  |
| South Kensington   | 0.4%  | 4                   | 0.0%                  | 0                   | 1.0%        | 1                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 3.2%  | 3  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Edgware Road   | 0.4%  | 4                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 2.0%                              | 2                                   | 0.9%                              | 1  | 0.0%  | 0  | 0.0%  | 0  | 1.1%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Harlesden  | 0.4%  | 4                   | 1.1%                  | 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  | 2.5%  | 2  |
| Westbourne Grove   | 0.4%  | 4                   | 3.3%                  | 3                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 1.1%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Westminster  | 0.3%  | 3                   | 0.0%                  | 0                   | 1.0%        | 1                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.9%                              | 1  | 1.1%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Covent Garden  | 0.3%  | 3                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 0.0%  | 0  | 0.8%  | 1  | 0.0%  | 0  | 1.7%  | 2  | 0.0%  | 0  |
| Several different locations  | 0.3%  | 3                   | 1.1%                  | 1                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 1.1%  | 1  | 0.8%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Queensway, London  | 0.3%  | 3                   | 1.1%                  | 1                   | 0.0%        | 0                    | 0.0%                 | 0                   | 1.0%                              | 1                                   | 0.9%                              | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Marylebone   | 0.3%  | 3                   | 0.0%                  | 0                   | 1.0%        | 1                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 1.1%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.8%  | 1  | 0.0%  | 0  |
| Barnes   | 0.2%  | 2                   | 0.0%                  | 0                   | 1.0%        | 1                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.8%  | 1  | 0.0%  | 0  |
| Fulham Road West   | 0.2%  | 2                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 0.0%  | 0  | 0.0%  | 0  | 2.2%  | 2  | 0.0%  | 0  | 0.0%  | 0  |
| Marks & Spencer, Whiteleys<br>Of Bayswater,<br>Queensway, London             | 0.2%  | 2                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 1.9%                              | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Bayswater  | 0.2%  | 2                   | 0.0%                  | 0                   | 1.0%        | 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  |
| Harrods, Brompton Road,<br>London  | 0.2%  | 2                   | 0.0%                  | 0                   | 1.0%        | 1                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.8%  | 1  | 0.0%  | 0  |

## Kensington & Chelsea Household Survey For Nathaniel Lichfield & Partners

|  | Total | Kensington North |      | Kensington Central |      | Kensington South |      | Brent South |      | Westminster North |      | Westminster South |      | Wandsworth North |      | Hammersmith h & Fulham South |      | Hammersmith h & Fulham Central |      | Hammersmith h & Fulham North |      |   |
|--|-------|------------------|------|--------------------|------|------------------|------|-------------|------|-------------------|------|-------------------|------|------------------|------|------------------------------|------|--------------------------------|------|------------------------------|------|---|
| Somerset                                       | 0.2%  | 2                | 1.1% | 1                  | 0.0% | 0                | 1.2% | 1           | 0.0% | 0                 | 0.0% | 0                 | 0.0% | 0                | 0.0% | 0                            | 0.0% | 0                              | 0.0% | 0                            | 0.0% | 0 |
| Battersea                                      | 0.2%  | 2                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0% | 0                 | 0.0% | 0                 | 0.0% | 0                | 1.5% | 2                            | 0.0% | 0                              | 0.0% | 0                            | 0.0% | 0 |
| Retail Park, Kew                               | 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                              | 0.8% | 1                            | 1.3% | 1 |
| Whiteleys Shopping Centre, Queensway, London   | 0.2%  | 2                | 1.1% | 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 |
| Hounslow                                       | 0.2%  | 2                | 1.1% | 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 |
| Kilburn High Road, London                      | 0.2%  | 2                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0% | 0                 | 1.9% | 2                 | 0.0% | 0                | 0.0% | 0                            | 0.0% | 0                              | 0.0% | 0                            | 0.0% | 0 |
| Pimlico  | 0.2%  | 2                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0% | 0                 | 0.0% | 0                 | 2.1% | 2                | 0.0% | 0                            | 0.0% | 0                              | 0.0% | 0                            | 0.0% | 0 |
| Kew Gardens                                    | 0.2%  | 2                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0% | 0                 | 0.0% | 0                 | 0.0% | 0                | 0.0% | 0                            | 1.1% | 1                              | 0.8% | 1                            | 0.0% | 0 |
| Marble Arch                                    | 0.2%  | 2                | 1.1% | 1                  | 0.0% | 0                | 0.0% | 0           | 0.0% | 0                 | 0.0% | 0                 | 1.1% | 1                | 0.0% | 0                            | 0.0% | 0                              | 0.0% | 0                            | 0.0% | 0 |
| Brighton                                       | 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 |
| High Road, Greenford                           | 0.1%  | 1                | 0.0% | 0                  | 0.0% | 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 |
| Camberwell                                     | 0.1%  | 1                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0% | 0                 | 0.0% | 0                 | 1.1% | 1                | 0.0% | 0                            | 0.0% | 0                              | 0.0% | 0                            | 0.0% | 0 |
| Lincoln  | 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                              | 0.8% | 0                            | 0.0% | 0 |
| Holloway                                       | 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 |
| Marks & Spencer, Cardinal Place, Victoria      | 0.1%  | 1                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0% | 0                 | 0.0% | 0                 | 1.1% | 1                | 0.0% | 0                            | 0.0% | 0                              | 0.0% | 0                            | 0.0% | 0 |
| Lewisham                                       | 0.1%  | 1                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0% | 0                 | 0.0% | 0                 | 1.1% | 1                | 0.0% | 0                            | 0.0% | 0                              | 0.0% | 0                            | 0.0% | 0 |
| Bicester                                       | 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 |
| Berwick St James                               | 0.1%  | 1                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0% | 0                 | 0.0% | 0                 | 0.0% | 0                | 0.0% | 0                            | 1.1% | 1                              | 0.0% | 0                            | 0.0% | 0 |
| Acton  | 0.1%  | 1                | 1.1% | 1                  | 0.0% | 0                | 0.0% | 0           | 0.0% | 0                 | 0.0% | 0                 | 0.0% | 0                | 0.0% | 0                            | 0.0% | 0                              | 0.0% | 0                            | 0.0% | 0 |
| Northcote Road, Battersea                      | 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 |
| Norwich  | 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 |
| Canterbury                                     | 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 |
| Oxfordshire                                    | 0.1%  | 1                | 1.1% | 1                  | 0.0% | 0                | 0.0% | 0           | 0.0% | 0                 | 0.0% | 0                 | 0.0% | 0                | 0.0% | 0                            | 0.0% | 0                              | 0.0% | 0                            | 0.0% | 0 |
| Camden Town                                    | 0.1%  | 1                | 1.1% | 1                  | 0.0% | 0                | 0.0% | 0           | 0.0% | 0                 | 0.0% | 0                 | 0.0% | 0                | 0.0% | 0                            | 0.0% | 0                              | 0.0% | 0                            | 0.0% | 0 |
| Chiswick                                       | 0.1%  | 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 |
| North London                                   | 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 |
| Fulham Road, Fulham                            | 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 |
| Devonshire Road, Chiswick                      | 0.1%  | 1                | 0.0% | 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 |
| Marks & Spencer, The Broadway, Ealing Broadway | 0.1%  | 1                | 0.0% | 0                  | 0.0% | 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 |
| Reading  | 0.1%  | 1                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0% | 0                 | 0.0% | 0                 | 0.0% | 0                | 0.0% | 0                            | 0.0% | 0                              | 0.0% | 0                            | 1.3% | 1 |
| Kingsbury                                      | 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 |
| Earls Court Road, Kensington                   | 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 |
| Ruislip  | 0.1%  | 1                | 1.1% | 1                  | 0.0% | 0                | 0.0% | 0           | 0.0% | 0                 | 0.0% | 0                 | 0.0% | 0                | 0.0% | 0                            | 0.0% | 0                              | 0.0% | 0                            | 0.0% | 0 |
| St Albans                                      | 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 |
| Fulham Road East                               | 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 |
| Liverpool Street, London                       | 0.1%  | 1                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0% | 0                 | 0.0% | 0                 | 1.1% | 1                | 0.0% | 0                            | 0.0% | 0                              | 0.0% | 0                            | 0.0% | 0 |
| Shopping Centre, Uxbridge                      | 0.1%  | 1                | 0.0% | 0                  | 0.0% | 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 |
| Glasgow  | 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 |
| Maida Vale                                     | 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 |
| Sunbury-on-Thames                              | 0.1%  | 1                | 0.0% | 0                  | 0.0% | 0                | 1.2% | 1           | 0.0% | 0                 | 0.0% | 0                 | 0.0% | 0                | 0.0% | 0                            | 0.0% | 0                              | 0.0% | 0                            | 0.0% | 0 |
| Tooting  | 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 |
| Twickenham                                     | 0.1%  | 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 |

## Kensington & Chelsea Household Survey For Nathaniel Lichfield & Partners

|   | Total | Kensington North |      | Kensington Central |      | Kensington South |      | Brent South | Westminster North |     | Westminster South |     | Wandsworth North | Hammersmith & Fulham South |      | Hammersmith & Fulham Central |      | Hammersmith & Fulham North |      |     |
|---|-------|------------------|------|--------------------|------|------------------|------|-------------|-------------------|-----|-------------------|-----|------------------|----------------------------|------|------------------------------|------|----------------------------|------|-----|
| Hemel Hempstead                           | 0.1%  | 1                | 0.0% | 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   |
| Victoria Street, Westminster              | 0.1%  | 1                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0%              | 0   | 1.1%              | 1   | 0.0%             | 0                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0   |
| High Road, Wembley                        | 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   |
| Warwick                                   | 0.1%  | 1                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0%              | 0   | 0.0%              | 0   | 1.1%             | 1                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0   |
| Wembley                                   | 0.1%  | 1                | 0.0% | 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   |
| Ilkeston                                  | 0.1%  | 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   |
| Park Royal, Hounslow                      | 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   |
| Petworth                                  | 0.1%  | 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   |
| Willesden Green                           | 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   |
| Kensington South                          | 0.1%  | 1                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0%              | 0   | 0.0%              | 0   | 0.0%             | 0                          | 1.1% | 1                            | 0.0% | 0                          | 0.0% | 0   |
| Windsor                                   | 0.1%  | 1                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0%              | 0   | 0.0%              | 0   | 0.0%             | 0                          | 0.0% | 0                            | 0.8% | 1                          | 0.0% | 0   |
| Doncaster                                 | 0.1%  | 1                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0%              | 0   | 1.1%              | 1   | 0.0%             | 0                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0   |
| (Don't regularly buy these kind of goods) | 2.7%  | 27               | 2.2% | 2                  | 1.9% | 2                | 4.7% | 4           | 1.0%              | 1   | 5.6%              | 6   | 5.3%             | 5                          | 3.1% | 4                            | 1.1% | 1                          | 1.7% | 2   |
| (Don't know)                              | 2.4%  | 24               | 1.1% | 1                  | 2.9% | 3                | 3.5% | 3           | 1.0%              | 1   | 2.8%              | 3   | 2.1%             | 2                          | 3.1% | 4                            | 5.6% | 5                          | 0.8% | 1   |
| Base:                                     |       | 1002             |      | 90                 |      | 105              |      | 85          |                   | 100 |                   | 107 |                  | 95                         |      | 130                          |      | 90                         |      | 120 |
|   |       |                  |      |                    |      |                  |      |             |                   |     |                   |     |                  |                            |      |                              |      |                            |      | 80  |

## Kensington & Chelsea Household Survey For Nathaniel Lichfield & Partners

|  | Total | Kensington<br>North | Kensington<br>Central | Kensington<br>South | Brent South | Westminster<br>North | Westminster<br>South | Wandsworth<br>North | Hammersmit<br>h & Fulham<br>South | Hammersmit<br>h & Fulham<br>Central | Hammersmit<br>h & Fulham<br>North |    |       |    |       |    |       |    |       |    |       |    |
|--|-------|---------------------|-----------------------|---------------------|-------------|----------------------|----------------------|---------------------|-----------------------------------|-------------------------------------|-----------------------------------|----|-------|----|-------|----|-------|----|-------|----|-------|----|
| <b>Q10 At which other locations do you shop for clothes and shoes ?</b><br><i>Only those who shop for clothing and shoes</i> |       |                     |                       |                     |             |                      |                      |                     |                                   |                                     |                                   |    |       |    |       |    |       |    |       |    |       |    |
| London West End  | 14.4% | 137                 | 18.4%                 | 16                  | 15.0%       | 15                   | 14.1%                | 11                  | 16.3%                             | 16                                  | 11.2%                             | 11 | 13.6% | 12 | 11.5% | 14 | 9.5%  | 8  | 20.5% | 24 | 12.7% | 10 |
| Kensington High Street   | 9.5%  | 90                  | 9.2%                  | 8                   | 12.0%       | 12                   | 9.0%                 | 7                   | 6.1%                              | 6                                   | 8.2%                              | 8  | 4.5%  | 4  | 4.9%  | 6  | 13.1% | 11 | 18.8% | 22 | 7.6%  | 6  |
| Kings Road   | 4.6%  | 44                  | 1.1%                  | 1                   | 7.0%        | 7                    | 10.3%                | 8                   | 0.0%                              | 0                                   | 2.0%                              | 2  | 1.1%  | 1  | 12.3% | 15 | 7.1%  | 6  | 2.6%  | 3  | 1.3%  | 1  |
| Hammersmith  | 4.6%  | 44                  | 5.7%                  | 5                   | 3.0%        | 3                    | 2.6%                 | 2                   | 0.0%                              | 0                                   | 1.0%                              | 1  | 0.0%  | 0  | 0.8%  | 1  | 4.8%  | 4  | 18.8% | 22 | 7.6%  | 6  |
| Central London   | 3.4%  | 32                  | 4.6%                  | 4                   | 5.0%        | 5                    | 1.3%                 | 1                   | 1.0%                              | 1                                   | 6.1%                              | 6  | 6.8%  | 6  | 2.5%  | 3  | 2.4%  | 2  | 1.7%  | 2  | 2.5%  | 2  |
| Knightsbridge  | 2.4%  | 23                  | 0.0%                  | 0                   | 6.0%        | 6                    | 5.1%                 | 4                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 3.4%  | 3  | 2.5%  | 3  | 6.0%  | 5  | 0.9%  | 1  | 1.3%  | 1  |
| Internet / delivered   | 2.3%  | 22                  | 1.1%                  | 1                   | 4.0%        | 4                    | 5.1%                 | 4                   | 3.1%                              | 3                                   | 1.0%                              | 1  | 1.1%  | 1  | 3.3%  | 4  | 1.2%  | 1  | 1.7%  | 2  | 1.3%  | 1  |
| Several different locations  | 1.7%  | 16                  | 1.1%                  | 1                   | 2.0%        | 2                    | 0.0%                 | 0                   | 1.0%                              | 1                                   | 0.0%                              | 0  | 4.5%  | 4  | 1.6%  | 2  | 1.2%  | 1  | 0.9%  | 1  | 5.1%  | 4  |
| Brent Cross  | 1.7%  | 16                  | 2.3%                  | 2                   | 0.0%        | 0                    | 0.0%                 | 0                   | 7.1%                              | 7                                   | 1.0%                              | 1  | 0.0%  | 0  | 0.0%  | 0  | 1.2%  | 1  | 1.7%  | 2  | 3.8%  | 3  |
| Brent Cross Shopping<br>Centre, Prince Charles<br>Drive, London  | 1.4%  | 13                  | 4.6%                  | 4                   | 0.0%        | 0                    | 0.0%                 | 0                   | 7.1%                              | 7                                   | 1.0%                              | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.3%  | 1  |
| Kingston-Upon-Thames   | 1.4%  | 13                  | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 2.3%  | 2  | 4.1%  | 5  | 6.0%  | 5  | 0.0%  | 0  | 1.3%  | 1  |
| Wandsworth Town  | 1.1%  | 10                  | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 1.1%  | 1  | 4.9%  | 6  | 3.6%  | 3  | 0.0%  | 0  | 0.0%  | 0  |
| Putney   | 1.1%  | 10                  | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 0.0%  | 0  | 3.3%  | 4  | 6.0%  | 5  | 0.9%  | 1  | 0.0%  | 0  |
| Notting Hill Gate  | 0.9%  | 9                   | 1.1%                  | 1                   | 2.0%        | 2                    | 0.0%                 | 0                   | 1.0%                              | 1                                   | 2.0%                              | 2  | 2.3%  | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.9%  | 1  | 0.0%  | 0  |
| Portobello Road  | 0.8%  | 8                   | 6.9%                  | 6                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 1.0%                              | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.9%  | 1  | 0.0%  | 0  |
| Shepherds Bush   | 0.7%  | 7                   | 0.0%                  | 0                   | 0.0%        | 0                    | 1.3%                 | 1                   | 2.0%                              | 2                                   | 0.0%                              | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.7%  | 2  | 2.5%  | 2  |
| Abroad   | 0.7%  | 7                   | 0.0%                  | 0                   | 2.0%        | 2                    | 1.3%                 | 1                   | 0.0%                              | 0                                   | 1.0%                              | 1  | 2.3%  | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.9%  | 1  | 0.0%  | 0  |
| Clapham Junction   | 0.7%  | 7                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 1.1%  | 1  | 4.9%  | 6  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Kilburn  | 0.6%  | 6                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 4.1%                              | 4                                   | 1.0%                              | 1  | 1.1%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Victoria   | 0.6%  | 6                   | 0.0%                  | 0                   | 1.0%        | 1                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 5.7%  | 5  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Fulham Road West   | 0.5%  | 5                   | 0.0%                  | 0                   | 0.0%        | 0                    | 3.8%                 | 3                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 1.1%  | 1  | 0.0%  | 0  | 1.2%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Wimbledon  | 0.5%  | 5                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 0.0%  | 0  | 3.3%  | 4  | 0.0%  | 0  | 0.9%  | 1  | 0.0%  | 0  |
| Fulham   | 0.4%  | 4                   | 0.0%                  | 0                   | 0.0%        | 0                    | 1.3%                 | 1                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 0.0%  | 0  | 0.0%  | 0  | 2.4%  | 2  | 0.9%  | 1  | 0.0%  | 0  |
| Ealing   | 0.4%  | 4                   | 1.1%                  | 1                   | 0.0%        | 0                    | 1.3%                 | 1                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 2.5%  | 2  |
| Queensway, London  | 0.3%  | 3                   | 1.1%                  | 1                   | 0.0%        | 0                    | 0.0%                 | 0                   | 1.0%                              | 1                                   | 1.0%                              | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Brompton Cross   | 0.3%  | 3                   | 0.0%                  | 0                   | 0.0%        | 0                    | 1.3%                 | 1                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 2.3%  | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Westbourne Grove   | 0.3%  | 3                   | 0.0%                  | 0                   | 2.0%        | 2                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 1.0%                              | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Camden Town  | 0.3%  | 3                   | 1.1%                  | 1                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 1.1%  | 1  | 0.8%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Cricklewood  | 0.2%  | 2                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 2.0%                              | 2                                   | 0.0%                              | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| High Street, Marylebone  | 0.2%  | 2                   | 0.0%                  | 0                   | 1.0%        | 1                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 1.0%                              | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Edgware Road   | 0.2%  | 2                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 1.0%                              | 1  | 1.1%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Willesden Green  | 0.2%  | 2                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 2.0%                              | 2                                   | 0.0%                              | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Harrow   | 0.2%  | 2                   | 1.1%                  | 1                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.3%  | 1  |
| Sutton   | 0.2%  | 2                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 0.0%  | 0  | 1.6%  | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| High Road, Chiswick  | 0.2%  | 2                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.7%  | 2  | 0.0%  | 0  |
| Croydon  | 0.2%  | 2                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 1.1%  | 1  | 0.8%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Kilburn High Road, London  | 0.2%  | 2                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 2.0%                              | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Tooting  | 0.2%  | 2                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.2%  | 1  | 0.9%  | 1  | 0.0%  | 0  |
| Richmond   | 0.2%  | 2                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 0.0%  | 0  | 1.6%  | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Piccadilly   | 0.2%  | 2                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 1.0%                              | 1                                   | 0.0%                              | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.2%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Brixton  | 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  |
| Harlequin Centre, Watford  | 0.1%  | 1                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 1.0%                              | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |

## Kensington & Chelsea Household Survey For Nathaniel Lichfield & Partners

|  | Total | Kensington North |       | Kensington Central |       | Kensington South |       | Brent South | Westminster North |    | Westminster South |    | Wandsworth North | Hammersmith & Fulham South |       | Hammersmith & Fulham Central |       | Hammersmith & Fulham North |       |     |       |    |
|--|-------|------------------|-------|--------------------|-------|------------------|-------|-------------|-------------------|----|-------------------|----|------------------|----------------------------|-------|------------------------------|-------|----------------------------|-------|-----|-------|----|
| Ealing Broadway                                    | 0.1%  | 1                | 0.0%  | 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   |       |    |
| Bank   | 0.1%  | 1                | 0.0%  | 0                  | 0.0%  | 0                | 0.0%  | 0           | 0.0%              | 0  | 0.0%              | 0  | 1.1%             | 1                          | 0.0%  | 0                            | 0.0%  | 0                          | 0.0%  | 0   |       |    |
| Chiswick   | 0.1%  | 1                | 0.0%  | 0                  | 0.0%  | 0                | 0.0%  | 0           | 0.0%              | 0  | 0.0%              | 0  | 0.0%             | 0                          | 0.0%  | 0                            | 0.9%  | 1                          | 0.0%  | 0   |       |    |
| Bayswater  | 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   |       |    |
| Brighton   | 0.1%  | 1                | 0.0%  | 0                  | 0.0%  | 0                | 0.0%  | 0           | 0.0%              | 0  | 0.0%              | 0  | 0.0%             | 0                          | 0.0%  | 0                            | 0.9%  | 1                          | 0.0%  | 0   |       |    |
| Covent Garden                                      | 0.1%  | 1                | 0.0%  | 0                  | 0.0%  | 0                | 0.0%  | 0           | 0.0%              | 0  | 0.0%              | 0  | 0.8%             | 1                          | 0.0%  | 0                            | 0.0%  | 0                          | 0.0%  | 0   |       |    |
| Bromley  | 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   |       |    |
| Beckenham  | 0.1%  | 1                | 0.0%  | 0                  | 0.0%  | 0                | 0.0%  | 0           | 0.0%              | 0  | 0.0%              | 0  | 1.1%             | 1                          | 0.0%  | 0                            | 0.0%  | 0                          | 0.0%  | 0   |       |    |
| Birmingham   | 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   |       |    |
| Bluewater Shopping Centre, Kent                    | 0.1%  | 1                | 0.0%  | 0                  | 0.0%  | 0                | 0.0%  | 0           | 0.0%              | 0  | 0.0%              | 0  | 1.1%             | 1                          | 0.0%  | 0                            | 0.0%  | 0                          | 0.0%  | 0   |       |    |
| Oxbridge   | 0.1%  | 1                | 0.0%  | 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   |       |    |
| Luton  | 0.1%  | 1                | 0.0%  | 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   |       |    |
| Church Road, Acton                                 | 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   |       |    |
| Holborn  | 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   |       |    |
| Shoreditch   | 0.1%  | 1                | 0.0%  | 0                  | 0.0%  | 0                | 0.0%  | 0           | 0.0%              | 0  | 0.0%              | 0  | 0.8%             | 1                          | 0.0%  | 0                            | 0.0%  | 0                          | 0.0%  | 0   |       |    |
| Southampton  | 0.1%  | 1                | 0.0%  | 0                  | 0.0%  | 0                | 0.0%  | 0           | 0.0%              | 0  | 0.0%              | 0  | 0.0%             | 0                          | 0.0%  | 0                            | 0.0%  | 0                          | 1.3%  | 1   |       |    |
| Staples Corner Business Park, Edgware Road, London | 0.1%  | 1                | 0.0%  | 0                  | 0.0%  | 0                | 0.0%  | 0           | 0.0%              | 0  | 0.0%              | 0  | 0.0%             | 0                          | 0.0%  | 0                            | 0.0%  | 0                          | 1.3%  | 1   |       |    |
| Stratford  | 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   |       |    |
| Suffolk  | 0.1%  | 1                | 0.0%  | 0                  | 0.0%  | 0                | 0.0%  | 0           | 0.0%              | 0  | 1.0%              | 1  | 0.0%             | 0                          | 0.0%  | 0                            | 0.0%  | 0                          | 0.0%  | 0   |       |    |
| East Croydon                                       | 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   |       |    |
| St Leonards  | 0.1%  | 1                | 0.0%  | 0                  | 0.0%  | 0                | 0.0%  | 0           | 0.0%              | 0  | 0.0%              | 0  | 1.1%             | 1                          | 0.0%  | 0                            | 0.0%  | 0                          | 0.0%  | 0   |       |    |
| Uxbridge   | 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   |       |    |
| Norfolk  | 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   |       |    |
| Bristol  | 0.1%  | 1                | 0.0%  | 0                  | 0.0%  | 0                | 0.0%  | 0           | 0.0%              | 0  | 0.0%              | 0  | 0.0%             | 0                          | 0.0%  | 0                            | 0.9%  | 1                          | 0.0%  | 0   |       |    |
| Wembley  | 0.1%  | 1                | 0.0%  | 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   |       |    |
| Harrods, Brompton Road, London                     | 0.1%  | 1                | 0.0%  | 0                  | 0.0%  | 0                | 0.0%  | 0           | 0.0%              | 0  | 0.0%              | 0  | 0.8%             | 1                          | 0.0%  | 0                            | 0.0%  | 0                          | 0.0%  | 0   |       |    |
| Westminster  | 0.1%  | 1                | 0.0%  | 0                  | 0.0%  | 0                | 0.0%  | 0           | 0.0%              | 0  | 1.0%              | 1  | 0.0%             | 0                          | 0.0%  | 0                            | 0.0%  | 0                          | 0.0%  | 0   |       |    |
| Harrow Shopping Centre, London                     | 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   |       |    |
| Cardiff  | 0.1%  | 1                | 0.0%  | 0                  | 0.0%  | 0                | 0.0%  | 0           | 0.0%              | 0  | 0.0%              | 0  | 1.1%             | 1                          | 0.0%  | 0                            | 0.0%  | 0                          | 0.0%  | 0   |       |    |
| Windsor  | 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   |       |    |
| High Street, Stratford                             | 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   |       |    |
| (No other mention / no other centre)               | 40.4% | 384              | 41.4% | 36                 | 37.0% | 37               | 38.5% | 30          | 43.9%             | 43 | 55.1%             | 54 | 46.6%            | 41                         | 34.4% | 42                           | 40.5% | 34                         | 29.9% | 35  | 40.5% | 32 |
| (Don't know)                                       | 2.3%  | 22               | 2.3%  | 2                  | 4.0%  | 4                | 2.6%  | 2           | 3.1%              | 3  | 2.0%              | 2  | 1.1%             | 1                          | 2.5%  | 3                            | 0.0%  | 0                          | 1.7%  | 2   | 3.8%  | 3  |
| Base:  |       | 951              |       | 87                 |       | 100              |       | 78          |                   | 98 |                   | 98 |                  | 88                         |       | 122                          |       | 84                         |       | 117 |       | 79 |

## Kensington & Chelsea Household Survey For Nathaniel Lichfield & Partners

|  | Total | Kensington<br>North | Kensington<br>Central | Kensington<br>South | Brent South | Westminster<br>North | Westminster<br>South | Wandsworth<br>North | Hammersmit<br>h & Fulham<br>South | Hammersmit<br>h & Fulham<br>Central | Hammersmit<br>h & Fulham<br>North |    |       |    |       |    |       |    |       |    |       |   |
|--|-------|---------------------|-----------------------|---------------------|-------------|----------------------|----------------------|---------------------|-----------------------------------|-------------------------------------|-----------------------------------|----|-------|----|-------|----|-------|----|-------|----|-------|---|
| <b>Q11 At which location did your household last buy domestic electric appliances (e.g. fridges and kitchen items) ?</b> |       |                     |                       |                     |             |                      |                      |                     |                                   |                                     |                                   |    |       |    |       |    |       |    |       |    |       |   |
| London West End  | 13.2% | 132                 | 15.6%                 | 14                  | 12.4%       | 13                   | 3.5%                 | 3                   | 4.0%                              | 4                                   | 29.9%                             | 32 | 16.8% | 16 | 10.8% | 14 | 10.0% | 9  | 15.8% | 19 | 10.0% | 8 |
| Kings Road   | 13.1% | 131                 | 3.3%                  | 3                   | 11.4%       | 12                   | 48.2%                | 41                  | 0.0%                              | 0                                   | 0.0%                              | 0  | 18.9% | 18 | 20.0% | 26 | 20.0% | 18 | 8.3%  | 10 | 3.8%  | 3 |
| Internet / delivered   | 10.1% | 101                 | 10.0%                 | 9                   | 12.4%       | 13                   | 8.2%                 | 7                   | 9.0%                              | 9                                   | 11.2%                             | 12 | 10.5% | 10 | 13.8% | 18 | 8.9%  | 8  | 8.3%  | 10 | 6.3%  | 5 |
| Kensington High Street   | 3.7%  | 37                  | 5.6%                  | 5                   | 16.2%       | 17                   | 3.5%                 | 3                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 2.1%  | 2  | 0.8%  | 1  | 3.3%  | 3  | 5.0%  | 6  | 0.0%  | 0 |
| Hammersmith  | 3.5%  | 35                  | 4.4%                  | 4                   | 1.0%        | 1                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.1%  | 1  | 18.3% | 22 | 8.8%  | 7 |
| Wandsworth Town  | 2.8%  | 28                  | 1.1%                  | 1                   | 1.9%        | 2                    | 1.2%                 | 1                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 0.0%  | 0  | 10.8% | 14 | 6.7%  | 6  | 3.3%  | 4  | 0.0%  | 0 |
| Brent Cross  | 2.7%  | 27                  | 2.2%                  | 2                   | 0.0%        | 0                    | 0.0%                 | 0                   | 18.0%                             | 18                                  | 0.9%                              | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 7.5%  | 6 |
| Fulham   | 2.3%  | 23                  | 0.0%                  | 0                   | 0.0%        | 0                    | 3.5%                 | 3                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 0.0%  | 0  | 5.4%  | 7  | 12.2% | 11 | 1.7%  | 2  | 0.0%  | 0 |
| Shepherds Bush   | 2.1%  | 21                  | 6.7%                  | 6                   | 1.9%        | 2                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.1%  | 1  | 4.2%  | 5  | 8.8%  | 7 |
| Central London   | 1.5%  | 15                  | 1.1%                  | 1                   | 2.9%        | 3                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.9%                              | 1  | 6.3%  | 6  | 0.0%  | 0  | 1.1%  | 1  | 0.0%  | 0  | 3.8%  | 3 |
| Brent Cross Shopping<br>Centre, Prince Charles<br>Drive, London  | 1.3%  | 13                  | 1.1%                  | 1                   | 0.0%        | 0                    | 0.0%                 | 0                   | 11.0%                             | 11                                  | 0.9%                              | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Notting Hill Gate  | 1.1%  | 11                  | 5.6%                  | 5                   | 2.9%        | 3                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.9%                              | 1  | 0.0%  | 0  | 0.0%  | 0  | 1.1%  | 1  | 0.8%  | 1  | 0.0%  | 0 |
| Putney   | 1.0%  | 10                  | 0.0%                  | 0                   | 1.0%        | 1                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 0.0%  | 0  | 2.3%  | 3  | 6.7%  | 6  | 0.0%  | 0  | 0.0%  | 0 |
| Knightsbridge  | 1.0%  | 10                  | 0.0%                  | 0                   | 0.0%        | 0                    | 4.7%                 | 4                   | 0.0%                              | 0                                   | 1.9%                              | 2  | 3.2%  | 3  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.3%  | 1 |
| Kilburn  | 1.0%  | 10                  | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 5.0%                              | 5                                   | 4.7%                              | 5  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Victoria   | 0.9%  | 9                   | 0.0%                  | 0                   | 1.0%        | 1                    | 1.2%                 | 1                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 7.4%  | 7  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Clapham Junction   | 0.9%  | 9                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 0.0%  | 0  | 6.9%  | 9  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Edgware Road   | 0.9%  | 9                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 4.0%                              | 4                                   | 3.7%                              | 4  | 1.1%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Ladbroke Grove   | 0.7%  | 7                   | 3.3%                  | 3                   | 1.9%        | 2                    | 0.0%                 | 0                   | 1.0%                              | 1                                   | 0.0%                              | 0  | 0.0%  | 0  | 0.8%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Wembley  | 0.7%  | 7                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 3.0%                              | 3                                   | 0.0%                              | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 5.0%  | 4 |
| Kingston-Upon-Thames   | 0.6%  | 6                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 1.1%  | 1  | 2.3%  | 3  | 0.0%  | 0  | 0.8%  | 1  | 1.3%  | 1 |
| Westbourne Grove   | 0.6%  | 6                   | 4.4%                  | 4                   | 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 |
| Wandsworth Bridge Road,<br>Hammersmith   | 0.6%  | 6                   | 0.0%                  | 0                   | 0.0%        | 0                    | 1.2%                 | 1                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 0.0%  | 0  | 0.8%  | 1  | 4.4%  | 4  | 0.0%  | 0  | 0.0%  | 0 |
| Ealing Broadway  | 0.5%  | 5                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.8%  | 1  | 5.0%  | 4  | 0.0%  | 0 |
| Willesden Green  | 0.5%  | 5                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 5.0%                              | 5                                   | 0.0%                              | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Ealing   | 0.5%  | 5                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.7%  | 2  | 3.8%  | 3 |
| Fulham Road West   | 0.4%  | 4                   | 0.0%                  | 0                   | 1.9%        | 2                    | 1.2%                 | 1                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.1%  | 1  | 0.0%  | 0  | 0.0%  | 0 |
| Neasden  | 0.4%  | 4                   | 1.1%                  | 1                   | 0.0%        | 0                    | 0.0%                 | 0                   | 1.0%                              | 1                                   | 1.9%                              | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Alperton   | 0.4%  | 4                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 1.0%                              | 1                                   | 0.0%                              | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.8%  | 1  | 2.5%  | 2 |
| Brentford  | 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  | 0.8%  | 1  | 3.8%  | 3 |
| Currys, Staples Corner Retail<br>Park, Geron Way, London   | 0.4%  | 4                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 3.0%                              | 3                                   | 0.9%                              | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Wimbledon  | 0.4%  | 4                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 0.8%  | 1  | 1.1%  | 1  | 1.7%  | 2  | 0.0%  | 0  | 0.0%  | 0 |
| Harrow Road, London  | 0.3%  | 3                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 1.0%                              | 1                                   | 1.9%                              | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Park Royal, Hounslow   | 0.3%  | 3                   | 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  | 2.5%  | 2 |
| Middlesex  | 0.3%  | 3                   | 0.0%                  | 0                   | 0.0%        | 0                    | 1.2%                 | 1                   | 0.0%                              | 0                                   | 0.9%                              | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.8%  | 1  | 0.0%  | 0 |
| Portobello Road  | 0.3%  | 3                   | 2.2%                  | 2                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.8%  | 1  | 0.0%  | 0 |
| Earls Court  | 0.3%  | 3                   | 0.0%                  | 0                   | 1.9%        | 2                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.1%  | 1  | 0.0%  | 0  | 0.0%  | 0 |
| Pimlico  | 0.3%  | 3                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 3.2%  | 3  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Ikea, Drury Way, Wembley   | 0.3%  | 3                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 0.8%  | 1  | 0.0%  | 0  | 0.8%  | 1  | 0.8%  | 1  | 1.3%  | 1 |
| Abroad   | 0.2%  | 2                   | 0.0%                  | 0                   | 1.9%        | 2                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Acton  | 0.2%  | 2                   | 1.1%                  | 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 |

## Kensington & Chelsea Household Survey For Nathaniel Lichfield & Partners

|  | Total | Kensington North |      | Kensington Central |      | Kensington South |      | Brent South | Westminster North |   | Westminster South |   | Wandsworth North | Hammersmith & Fulham South |      | Hammersmith & Fulham Central |      | Hammersmith & Fulham North |      |   |
|--|-------|------------------|------|--------------------|------|------------------|------|-------------|-------------------|---|-------------------|---|------------------|----------------------------|------|------------------------------|------|----------------------------|------|---|
| Ruislip  | 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                          | 1.3% | 1 |
| Several different locations                              | 0.2%  | 2                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0%              | 0 | 0.0%              | 0 | 1.1%             | 1                          | 0.8% | 1                            | 0.0% | 0                          | 0.0% | 0 |
| Purley Way, Croydon                                      | 0.2%  | 2                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0%              | 0 | 0.0%              | 0 | 0.8%             | 1                          | 1.1% | 1                            | 0.0% | 0                          | 0.0% | 0 |
| John Lewis, Brent Cross Shopping Centre, London          | 0.2%  | 2                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 2.0%              | 2 | 0.0%              | 0 | 0.0%             | 0                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0 |
| Queensway, London  | 0.2%  | 2                | 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 |
| Staples Corner Business Park, Edgware Road, London       | 0.2%  | 2                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 2.0%              | 2 | 0.0%              | 0 | 0.0%             | 0                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0 |
| Kilburn High Road, London                                | 0.2%  | 2                | 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 |
| South Kensington   | 0.2%  | 2                | 0.0% | 0                  | 1.0% | 1                | 1.2% | 1           | 0.0%              | 0 | 0.0%              | 0 | 0.0%             | 0                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0 |
| Currys, Brent Cross Shopping Centre, Brent Cross         | 0.2%  | 2                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 1.0%              | 1 | 0.9%              | 1 | 0.0%             | 0                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0 |
| Hayes  | 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                          | 1.3% | 1 |
| Barnes   | 0.2%  | 2                | 0.0% | 0                  | 1.0% | 1                | 0.0% | 0           | 0.0%              | 0 | 0.0%              | 0 | 0.8%             | 1                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0 |
| Cricklewood  | 0.2%  | 2                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 1.0%              | 1 | 0.9%              | 1 | 0.0%             | 0                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0 |
| Industrial Estate, Brentford                             | 0.2%  | 2                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0%              | 0 | 0.0%              | 0 | 0.0%             | 0                          | 0.0% | 0                            | 1.7% | 2                          | 0.0% | 0 |
| Paddington   | 0.2%  | 2                | 1.1% | 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 |
| Alfreton   | 0.1%  | 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 |
| Kent   | 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 |
| Currys, Moorfields, London                               | 0.1%  | 1                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0%              | 0 | 0.0%              | 0 | 1.1%             | 1                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0 |
| Currys, Stadium Retail Park, Wembley Park Drive, Wembley | 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 |
| John Lewis, Wood Street, Kingston-Upon-Thames            | 0.1%  | 1                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0%              | 0 | 0.0%              | 0 | 0.0%             | 0                          | 0.0% | 0                            | 0.8% | 1                          | 0.0% | 0 |
| Makro, Atlas Road, London                                | 0.1%  | 1                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0%              | 0 | 0.0%              | 0 | 0.0%             | 0                          | 0.0% | 0                            | 0.0% | 0                          | 1.3% | 1 |
| Kings Mall, Hammersmith                                  | 0.1%  | 1                | 1.1% | 1                  | 0.0% | 0                | 0.0% | 0           | 0.0%              | 0 | 0.0%              | 0 | 0.0%             | 0                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0 |
| Balham   | 0.1%  | 1                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0%              | 0 | 0.0%              | 0 | 0.8%             | 1                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0 |
| Bristol  | 0.1%  | 1                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0%              | 0 | 0.0%              | 0 | 0.0%             | 0                          | 1.1% | 1                            | 0.0% | 0                          | 0.0% | 0 |
| Argos, Vauxhall Bridge Road, London                      | 0.1%  | 1                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0%              | 0 | 0.0%              | 0 | 1.1%             | 1                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0 |
| John Lewis, Oxford Street, London                        | 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 |
| London   | 0.1%  | 1                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0%              | 0 | 0.0%              | 0 | 0.0%             | 0                          | 0.0% | 0                            | 0.0% | 0                          | 1.3% | 1 |
| Currys, Great West Road, Brentford                       | 0.1%  | 1                | 0.0% | 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 |
| Currys, Kingston Road, New Malden                        | 0.1%  | 1                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0%              | 0 | 0.0%              | 0 | 0.8%             | 1                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0 |
| Mill Hill  | 0.1%  | 1                | 0.0% | 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 |
| Chapel Market, London                                    | 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 |
| Roehampton   | 0.1%  | 1                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0%              | 0 | 0.0%              | 0 | 0.8%             | 1                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0 |
| Doncaster  | 0.1%  | 1                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0%              | 0 | 0.0%              | 0 | 1.1%             | 1                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0 |
| St Leonards  | 0.1%  | 1                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0%              | 0 | 0.0%              | 0 | 1.1%             | 1                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0 |
| Retail Park, Kew   | 0.1%  | 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 |
| Richmond   | 0.1%  | 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 |

## Kensington & Chelsea Household Survey For Nathaniel Lichfield & Partners

|   | Total | Kensington North |       | Kensington Central |       | Kensington South |       | Brent South |       | Westminster North |       | Westminster South |       | Wandsworth North |       | Hammersmith & Fulham South |       | Hammersmith & Fulham Central |       | Hammersmith & Fulham North |       |    |
|---|-------|------------------|-------|--------------------|-------|------------------|-------|-------------|-------|-------------------|-------|-------------------|-------|------------------|-------|----------------------------|-------|------------------------------|-------|----------------------------|-------|----|
| Beckton   | 0.1%  | 1                | 0.0%  | 0                  | 0.0%  | 0                | 1.2%  | 1           | 0.0%  | 0                 | 0.0%  | 0                 | 0.0%  | 0                | 0.0%  | 0                          | 0.0%  | 0                            | 0.0%  | 0                          | 0.0%  | 0  |
| Currys, Buckingham Palace Road, London              | 0.1%  | 1                | 1.1%  | 1                  | 0.0%  | 0                | 0.0%  | 0           | 0.0%  | 0                 | 0.0%  | 0                 | 0.0%  | 0                | 0.0%  | 0                          | 0.0%  | 0                            | 0.0%  | 0                          | 0.0%  | 0  |
| Suffolk   | 0.1%  | 1                | 0.0%  | 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, Whiteleys Shopping Centre, Queensway, London | 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  |
| Harlequin Centre, Watford                           | 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  |
| Harlesden   | 0.1%  | 1                | 1.1%  | 1                  | 0.0%  | 0                | 0.0%  | 0           | 0.0%  | 0                 | 0.0%  | 0                 | 0.0%  | 0                | 0.0%  | 0                          | 0.0%  | 0                            | 0.0%  | 0                          | 0.0%  | 0  |
| Harrods, Brompton Road, London                      | 0.1%  | 1                | 0.0%  | 0                  | 0.0%  | 0                | 0.0%  | 0           | 0.0%  | 0                 | 0.0%  | 0                 | 1.1%  | 1                | 0.0%  | 0                          | 0.0%  | 0                            | 0.0%  | 0                          | 0.0%  | 0  |
| Chiswick  | 0.1%  | 1                | 0.0%  | 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  |
| Clapham Common                                      | 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  |
| Barking   | 0.1%  | 1                | 0.0%  | 0                  | 0.0%  | 0                | 1.2%  | 1           | 0.0%  | 0                 | 0.0%  | 0                 | 0.0%  | 0                | 0.0%  | 0                          | 0.0%  | 0                            | 0.0%  | 0                          | 0.0%  | 0  |
| Croydon   | 0.1%  | 1                | 0.0%  | 0                  | 0.0%  | 0                | 0.0%  | 0           | 0.0%  | 0                 | 0.0%  | 0                 | 1.1%  | 1                | 0.0%  | 0                          | 0.0%  | 0                            | 0.0%  | 0                          | 0.0%  | 0  |
| Wimbledon Road, Tooting                             | 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  |
| Lea Square, London                                  | 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  |
| (Don't regularly buy these kind of goods)           | 17.6% | 176              | 22.2% | 20                 | 16.2% | 17               | 17.6% | 15          | 23.0% | 23                | 21.5% | 23                | 17.9% | 17               | 14.6% | 19                         | 14.4% | 13                           | 13.3% | 16                         | 16.3% | 13 |
| (Don't know)  | 3.7%  | 37               | 4.4%  | 4                  | 6.7%  | 7                | 1.2%  | 1           | 3.0%  | 3                 | 7.5%  | 8                 | 4.2%  | 4                | 2.3%  | 3                          | 3.3%  | 3                            | 2.5%  | 3                          | 1.3%  | 1  |
| Base:   |       | 1002             |       | 90                 |       | 105              |       | 85          |       | 100               |       | 107               |       | 95               |       | 130                        |       | 90                           |       | 120                        |       | 80 |

## Kensington & Chelsea Household Survey For Nathaniel Lichfield & Partners

|  | Total | Kensington<br>North | Kensington<br>Central | Kensington<br>South | Brent South | Westminster<br>North | Westminster<br>South | Wandsworth<br>North | Hammersmit<br>h & Fulham<br>South | Hammersmit<br>h & Fulham<br>Central | Hammersmit<br>h & Fulham<br>North |   |      |   |      |   |      |   |      |   |      |   |
|--|-------|---------------------|-----------------------|---------------------|-------------|----------------------|----------------------|---------------------|-----------------------------------|-------------------------------------|-----------------------------------|---|------|---|------|---|------|---|------|---|------|---|
| <b>Q12 At which other locations do you visit when shopping for domestic electric appliances (e.g. fridges and kitchen items) ?</b> |       |                     |                       |                     |             |                      |                      |                     |                                   |                                     |                                   |   |      |   |      |   |      |   |      |   |      |   |
| <i>Only those who shop for domestic electrical appliances</i>  |       |                     |                       |                     |             |                      |                      |                     |                                   |                                     |                                   |   |      |   |      |   |      |   |      |   |      |   |
| Internet / delivered   | 4.6%  | 36                  | 6.1%                  | 4                   | 2.5%        | 2                    | 7.2%                 | 5                   | 1.4%                              | 1                                   | 3.9%                              | 3 | 2.7% | 2 | 4.6% | 5 | 5.4% | 4 | 6.9% | 7 | 4.5% | 3 |
| Kings Road   | 3.9%  | 31                  | 1.5%                  | 1                   | 3.7%        | 3                    | 8.7%                 | 6                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 5.4% | 4 | 6.5% | 7 | 5.4% | 4 | 5.0% | 5 | 1.5% | 1 |
| London West End  | 2.9%  | 23                  | 3.0%                  | 2                   | 3.7%        | 3                    | 5.8%                 | 4                   | 2.7%                              | 2                                   | 1.3%                              | 1 | 0.0% | 0 | 1.9% | 2 | 0.0% | 0 | 6.9% | 7 | 3.0% | 2 |
| Kensington High Street   | 2.3%  | 18                  | 1.5%                  | 1                   | 11.1%       | 9                    | 2.9%                 | 2                   | 1.4%                              | 1                                   | 0.0%                              | 0 | 1.4% | 1 | 0.0% | 0 | 2.7% | 2 | 2.0% | 2 | 0.0% | 0 |
| Wandsworth Town  | 1.5%  | 12                  | 0.0%                  | 0                   | 0.0%        | 0                    | 1.4%                 | 1                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 0.0% | 0 | 6.5% | 7 | 4.1% | 3 | 1.0% | 1 | 0.0% | 0 |
| Hammersmith  | 1.4%  | 11                  | 1.5%                  | 1                   | 1.2%        | 1                    | 1.4%                 | 1                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 0.0% | 0 | 0.0% | 0 | 1.4% | 1 | 5.9% | 6 | 1.5% | 1 |
| Central London   | 1.1%  | 9                   | 1.5%                  | 1                   | 2.5%        | 2                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 0.0% | 0 | 0.9% | 1 | 2.7% | 2 | 2.0% | 2 | 1.5% | 1 |
| Fulham   | 1.0%  | 8                   | 0.0%                  | 0                   | 0.0%        | 0                    | 2.9%                 | 2                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 0.0% | 0 | 2.8% | 3 | 4.1% | 3 | 0.0% | 0 | 0.0% | 0 |
| Clapham Junction   | 0.9%  | 7                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 0.0% | 0 | 4.6% | 5 | 1.4% | 1 | 1.0% | 1 | 0.0% | 0 |
| Brent Cross  | 0.9%  | 7                   | 0.0%                  | 0                   | 1.2%        | 1                    | 0.0%                 | 0                   | 6.8%                              | 5                                   | 0.0%                              | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.5% | 1 |
| Kilburn  | 0.8%  | 6                   | 1.5%                  | 1                   | 0.0%        | 0                    | 0.0%                 | 0                   | 5.4%                              | 4                                   | 1.3%                              | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Putney   | 0.6%  | 5                   | 0.0%                  | 0                   | 0.0%        | 0                    | 1.4%                 | 1                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 0.0% | 0 | 0.0% | 0 | 5.4% | 4 | 0.0% | 0 | 0.0% | 0 |
| Kingston-Upon-Thames   | 0.5%  | 4                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 0.0% | 0 | 1.9% | 2 | 1.4% | 1 | 1.0% | 1 | 0.0% | 0 |
| Wimbledon  | 0.5%  | 4                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 0.0% | 0 | 2.8% | 3 | 1.4% | 1 | 0.0% | 0 | 0.0% | 0 |
| Queensway, London  | 0.5%  | 4                   | 1.5%                  | 1                   | 0.0%        | 0                    | 1.4%                 | 1                   | 0.0%                              | 0                                   | 2.6%                              | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Shepherds Bush   | 0.5%  | 4                   | 0.0%                  | 0                   | 1.2%        | 1                    | 0.0%                 | 0                   | 1.4%                              | 1                                   | 0.0%                              | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 1.5% | 1 |
| Victoria   | 0.5%  | 4                   | 0.0%                  | 0                   | 0.0%        | 0                    | 1.4%                 | 1                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 4.1% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Wembley  | 0.4%  | 3                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 2.7%                              | 2                                   | 0.0%                              | 0 | 1.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Several different locations  | 0.4%  | 3                   | 0.0%                  | 0                   | 1.2%        | 1                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 1.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.5% | 1 |
| Brent Cross Shopping<br>Centre, Prince Charles<br>Drive, London  | 0.4%  | 3                   | 1.5%                  | 1                   | 0.0%        | 0                    | 0.0%                 | 0                   | 2.7%                              | 2                                   | 0.0%                              | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| South Kensington   | 0.3%  | 2                   | 0.0%                  | 0                   | 0.0%        | 0                    | 1.4%                 | 1                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 1.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Edgware Road   | 0.3%  | 2                   | 1.5%                  | 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 |
| Fulham Road East   | 0.1%  | 1                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 1.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Fulham Road West   | 0.1%  | 1                   | 0.0%                  | 0                   | 0.0%        | 0                    | 1.4%                 | 1                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Chiswick   | 0.1%  | 1                   | 0.0%                  | 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 |
| Harrow   | 0.1%  | 1                   | 0.0%                  | 0                   | 0.0%        | 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 |
| Gloucester Road, London  | 0.1%  | 1                   | 0.0%                  | 0                   | 1.2%        | 1                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Croydon  | 0.1%  | 1                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 0.0% | 0 | 0.9% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Holborn  | 0.1%  | 1                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 1.4%                              | 1                                   | 0.0%                              | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Currys, Hospital Road,<br>Hounslow   | 0.1%  | 1                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 |
| Ikea, Drury Way, Wembley   | 0.1%  | 1                   | 0.0%                  | 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 |
| High Road, Wembley   | 0.1%  | 1                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 1.4%                              | 1                                   | 0.0%                              | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Kensal Green   | 0.1%  | 1                   | 0.0%                  | 0                   | 0.0%        | 0                    | 1.4%                 | 1                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Acton  | 0.1%  | 1                   | 0.0%                  | 0                   | 0.0%        | 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 |
| Argos, High Road, Wembley  | 0.1%  | 1                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 1.4%                              | 1                                   | 0.0%                              | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Argos, King Street,<br>Hammersmith   | 0.1%  | 1                   | 0.0%                  | 0                   | 0.0%        | 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 |
| Battersea  | 0.1%  | 1                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 1.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Makro, Atlas Road, London  | 0.1%  | 1                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 1.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Marble Arch  | 0.1%  | 1                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 1.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Notting Hill Gate  | 0.1%  | 1                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 1 | 0.0% | 0 |

## Kensington & Chelsea Household Survey For Nathaniel Lichfield & Partners

|  | Total | Kensington North | Kensington Central | Kensington South | Brent South | Westminster North | Westminster South | Wandsworth North | Hammersmith & Fulham South | Hammersmith & Fulham Central | Hammersmith & Fulham North |    |  |    |  |     |  |    |  |     |  |    |
|--|-------|------------------|--------------------|------------------|-------------|-------------------|-------------------|------------------|----------------------------|------------------------------|----------------------------|----|--|----|--|-----|--|----|--|-----|--|----|
| Currys, Hurlingham Retail Park, Wandsworth Bridge Road, Fulham | 0.1%  | 1                | 0.0%               | 0                | 0.0%        | 0                 | 0.0%              | 0                | 0.0%                       | 0                            | 0.0%                       |    |  |    |  |     |  |    |  |     |  |    |
| Pimlico  | 0.1%  | 1                | 0.0%               | 0                | 0.0%        | 0                 | 0.0%              | 0                | 0.0%                       | 0                            | 0.0%                       |    |  |    |  |     |  |    |  |     |  |    |
| Portobello Road  | 0.1%  | 1                | 0.0%               | 0                | 0.0%        | 0                 | 0.0%              | 0                | 0.0%                       | 0                            | 0.0%                       |    |  |    |  |     |  |    |  |     |  |    |
| Cumbria  | 0.1%  | 1                | 0.0%               | 0                | 0.0%        | 0                 | 0.0%              | 0                | 0.0%                       | 0                            | 0.0%                       |    |  |    |  |     |  |    |  |     |  |    |
| Currys, Brent Cross Shopping Centre, Brent Cross               | 0.1%  | 1                | 0.0%               | 0                | 0.0%        | 0                 | 0.0%              | 0                | 0.0%                       | 0                            | 0.0%                       |    |  |    |  |     |  |    |  |     |  |    |
| Richmond   | 0.1%  | 1                | 0.0%               | 0                | 0.0%        | 0                 | 0.0%              | 0                | 0.0%                       | 0                            | 0.0%                       |    |  |    |  |     |  |    |  |     |  |    |
| Ryde, Isle of Wight  | 0.1%  | 1                | 0.0%               | 0                | 0.0%        | 0                 | 0.0%              | 0                | 0.0%                       | 0                            | 0.0%                       |    |  |    |  |     |  |    |  |     |  |    |
| Ealing Broadway  | 0.1%  | 1                | 1.5%               | 1                | 0.0%        | 0                 | 0.0%              | 0                | 0.0%                       | 0                            | 0.0%                       |    |  |    |  |     |  |    |  |     |  |    |
| Earls Court  | 0.1%  | 1                | 0.0%               | 0                | 0.0%        | 0                 | 1.4%              | 1                | 0.0%                       | 0                            | 0.0%                       |    |  |    |  |     |  |    |  |     |  |    |
| Slough   | 0.1%  | 1                | 0.0%               | 0                | 0.0%        | 0                 | 0.0%              | 0                | 0.0%                       | 0                            | 0.0%                       |    |  |    |  |     |  |    |  |     |  |    |
| Finchley Road, Cricklewood                                     | 0.1%  | 1                | 0.0%               | 0                | 0.0%        | 0                 | 0.0%              | 0                | 1.3%                       | 1                            | 0.0%                       |    |  |    |  |     |  |    |  |     |  |    |
| South London   | 0.1%  | 1                | 0.0%               | 0                | 0.0%        | 0                 | 0.0%              | 0                | 0.0%                       | 0                            | 0.0%                       |    |  |    |  |     |  |    |  |     |  |    |
| Staples Corner Business Park, Edgware Road, London             | 0.1%  | 1                | 0.0%               | 0                | 0.0%        | 0                 | 0.0%              | 0                | 1.4%                       | 1                            | 0.0%                       |    |  |    |  |     |  |    |  |     |  |    |
| Stroud   | 0.1%  | 1                | 0.0%               | 0                | 0.0%        | 0                 | 0.0%              | 0                | 0.0%                       | 0                            | 0.0%                       |    |  |    |  |     |  |    |  |     |  |    |
| Tottenham Court Road, London                                   | 0.1%  | 1                | 0.0%               | 0                | 0.0%        | 0                 | 0.0%              | 0                | 0.0%                       | 0                            | 0.0%                       |    |  |    |  |     |  |    |  |     |  |    |
| Greenwich  | 0.1%  | 1                | 0.0%               | 0                | 0.0%        | 0                 | 0.0%              | 0                | 0.0%                       | 0                            | 0.0%                       |    |  |    |  |     |  |    |  |     |  |    |
| Guildford  | 0.1%  | 1                | 0.0%               | 0                | 0.0%        | 0                 | 1.4%              | 1                | 0.0%                       | 0                            | 0.0%                       |    |  |    |  |     |  |    |  |     |  |    |
| Park Royal, Hounslow   | 0.1%  | 1                | 0.0%               | 0                | 0.0%        | 0                 | 0.0%              | 0                | 0.0%                       | 0                            | 0.0%                       |    |  |    |  |     |  |    |  |     |  |    |
| Willesden Green  | 0.1%  | 1                | 0.0%               | 0                | 0.0%        | 0                 | 0.0%              | 0                | 1.4%                       | 1                            | 0.0%                       |    |  |    |  |     |  |    |  |     |  |    |
| Wiltshire  | 0.1%  | 1                | 0.0%               | 0                | 0.0%        | 0                 | 1.4%              | 1                | 0.0%                       | 0                            | 0.0%                       |    |  |    |  |     |  |    |  |     |  |    |
| High Wycombe   | 0.1%  | 1                | 0.0%               | 0                | 0.0%        | 0                 | 0.0%              | 0                | 0.0%                       | 0                            | 0.0%                       |    |  |    |  |     |  |    |  |     |  |    |
| Woolwich   | 0.1%  | 1                | 0.0%               | 0                | 1.2%        | 1                 | 0.0%              | 0                | 0.0%                       | 0                            | 0.0%                       |    |  |    |  |     |  |    |  |     |  |    |
| Homebase, Churchfield Road, Acton                              | 0.1%  | 1                | 0.0%               | 0                | 0.0%        | 0                 | 0.0%              | 0                | 0.0%                       | 0                            | 0.0%                       |    |  |    |  |     |  |    |  |     |  |    |
| (No other mention / no other centre)                           | 65.4% | 516              | 69.7%              | 46               | 64.2%       | 52                | 53.6%             | 37               | 64.9%                      | 48                           | 85.5%                      |    |  |    |  |     |  |    |  |     |  |    |
| (Don't know)   | 3.9%  | 31               | 7.6%               | 5                | 4.9%        | 4                 | 2.9%              | 2                | 4.1%                       | 3                            | 3.9%                       |    |  |    |  |     |  |    |  |     |  |    |
| Base:  |       | 789              |                    | 66               |             | 81                |                   | 69               |                            | 74                           |                            | 76 |  | 74 |  | 108 |  | 74 |  | 101 |  | 66 |

## Kensington & Chelsea Household Survey For Nathaniel Lichfield & Partners

|   | Total | Kensington North |       | Kensington Central |       | Kensington South |       | Brent South |       | Westminster North |       | Westminster South |       | Wandsworth North |       | Hammersmith & Fulham South |       | Hammersmith & Fulham Central |       | Hammersmith & Fulham North |       |    |
|---|-------|------------------|-------|--------------------|-------|------------------|-------|-------------|-------|-------------------|-------|-------------------|-------|------------------|-------|----------------------------|-------|------------------------------|-------|----------------------------|-------|----|
| <b>Q13 At which location did your household last buy other kinds of electric goods such as TV / Hi-Fi and computers ?</b> |       |                  |       |                    |       |                  |       |             |       |                   |       |                   |       |                  |       |                            |       |                              |       |                            |       |    |
| Internet / delivered  | 16.0% | 160              | 11.1% | 10                 | 17.1% | 18               | 14.1% | 12          | 18.0% | 18                | 28.0% | 30                | 14.7% | 14               | 13.8% | 18                         | 13.3% | 12                           | 13.3% | 16                         | 15.0% | 12 |
| London West End   | 11.5% | 115              | 15.6% | 14                 | 11.4% | 12               | 7.1%  | 6           | 5.0%  | 5                 | 23.4% | 25                | 12.6% | 12               | 9.2%  | 12                         | 5.6%  | 5                            | 14.2% | 17                         | 8.8%  | 7  |
| Kings Road  | 9.3%  | 93               | 1.1%  | 1                  | 7.6%  | 8                | 32.9% | 28          | 0.0%  | 0                 | 0.0%  | 0                 | 14.7% | 14               | 15.4% | 20                         | 10.0% | 9                            | 10.0% | 12                         | 1.3%  | 1  |
| Kensington High Street  | 6.0%  | 60               | 14.4% | 13                 | 25.7% | 27               | 7.1%  | 6           | 0.0%  | 0                 | 1.9%  | 2                 | 2.1%  | 2                | 2.3%  | 3                          | 2.2%  | 2                            | 4.2%  | 5                          | 0.0%  | 0  |
| Hammersmith   | 2.9%  | 29               | 3.3%  | 3                  | 1.0%  | 1                | 1.2%  | 1           | 0.0%  | 0                 | 0.0%  | 0                 | 0.0%  | 0                | 0.0%  | 0                          | 3.3%  | 3                            | 12.5% | 15                         | 7.5%  | 6  |
| Wandsworth Town   | 2.8%  | 28               | 0.0%  | 0                  | 0.0%  | 0                | 1.2%  | 1           | 0.0%  | 0                 | 0.0%  | 0                 | 2.1%  | 2                | 11.5% | 15                         | 8.9%  | 8                            | 1.7%  | 2                          | 0.0%  | 0  |
| Fulham  | 2.5%  | 25               | 0.0%  | 0                  | 0.0%  | 0                | 2.4%  | 2           | 0.0%  | 0                 | 0.0%  | 0                 | 0.0%  | 0                | 6.2%  | 8                          | 14.4% | 13                           | 1.7%  | 2                          | 0.0%  | 0  |
| Central London  | 2.0%  | 20               | 1.1%  | 1                  | 3.8%  | 4                | 0.0%  | 0           | 1.0%  | 1                 | 1.9%  | 2                 | 5.3%  | 5                | 0.0%  | 0                          | 2.2%  | 2                            | 2.5%  | 3                          | 2.5%  | 2  |
| Brent Cross   | 1.6%  | 16               | 1.1%  | 1                  | 0.0%  | 0                | 0.0%  | 0           | 8.0%  | 8                 | 0.9%  | 1                 | 0.0%  | 0                | 0.0%  | 0                          | 0.0%  | 0                            | 0.0%  | 0                          | 7.5%  | 6  |
| Shepherds Bush  | 1.4%  | 14               | 5.6%  | 5                  | 0.0%  | 0                | 0.0%  | 0           | 0.0%  | 0                 | 0.9%  | 1                 | 0.0%  | 0                | 0.8%  | 1                          | 0.0%  | 0                            | 3.3%  | 4                          | 3.8%  | 3  |
| Victoria  | 1.0%  | 10               | 0.0%  | 0                  | 0.0%  | 0                | 1.2%  | 1           | 0.0%  | 0                 | 0.0%  | 0                 | 9.5%  | 9                | 0.0%  | 0                          | 0.0%  | 0                            | 0.0%  | 0                          | 0.0%  | 0  |
| Tottenham Court Road, London  | 0.8%  | 8                | 2.2%  | 2                  | 1.0%  | 1                | 0.0%  | 0           | 0.0%  | 0                 | 0.9%  | 1                 | 2.1%  | 2                | 0.0%  | 0                          | 0.0%  | 0                            | 0.8%  | 1                          | 1.3%  | 1  |
| Brent Cross Shopping Centre, Prince Charles Drive, London   | 0.8%  | 8                | 1.1%  | 1                  | 0.0%  | 0                | 0.0%  | 0           | 6.0%  | 6                 | 0.9%  | 1                 | 0.0%  | 0                | 0.0%  | 0                          | 0.0%  | 0                            | 0.0%  | 0                          | 0.0%  | 0  |
| Edgware Road  | 0.7%  | 7                | 0.0%  | 0                  | 0.0%  | 0                | 0.0%  | 0           | 5.0%  | 5                 | 1.9%  | 2                 | 0.0%  | 0                | 0.0%  | 0                          | 0.0%  | 0                            | 0.0%  | 0                          | 0.0%  | 0  |
| Wembley   | 0.6%  | 6                | 1.1%  | 1                  | 0.0%  | 0                | 0.0%  | 0           | 3.0%  | 3                 | 0.0%  | 0                 | 0.0%  | 0                | 0.0%  | 0                          | 0.0%  | 0                            | 0.0%  | 0                          | 2.5%  | 2  |
| Clapham Junction  | 0.6%  | 6                | 0.0%  | 0                  | 0.0%  | 0                | 0.0%  | 0           | 0.0%  | 0                 | 0.0%  | 0                 | 0.0%  | 0                | 4.6%  | 6                          | 0.0%  | 0                            | 0.0%  | 0                          | 0.0%  | 0  |
| Kilburn   | 0.6%  | 6                | 0.0%  | 0                  | 0.0%  | 0                | 0.0%  | 0           | 2.0%  | 2                 | 3.7%  | 4                 | 0.0%  | 0                | 0.0%  | 0                          | 0.0%  | 0                            | 0.0%  | 0                          | 0.0%  | 0  |
| Park Royal, Hounslow  | 0.6%  | 6                | 1.1%  | 1                  | 0.0%  | 0                | 0.0%  | 0           | 2.0%  | 2                 | 0.0%  | 0                 | 0.0%  | 0                | 0.0%  | 0                          | 0.0%  | 0                            | 0.0%  | 0                          | 3.8%  | 3  |
| Queensway, London   | 0.5%  | 5                | 2.2%  | 2                  | 1.0%  | 1                | 0.0%  | 0           | 0.0%  | 0                 | 1.9%  | 2                 | 0.0%  | 0                | 0.0%  | 0                          | 0.0%  | 0                            | 0.0%  | 0                          | 0.0%  | 0  |
| Ealing  | 0.5%  | 5                | 0.0%  | 0                  | 0.0%  | 0                | 0.0%  | 0           | 0.0%  | 0                 | 0.0%  | 0                 | 0.0%  | 0                | 0.0%  | 0                          | 0.0%  | 0                            | 1.7%  | 2                          | 3.8%  | 3  |
| Fulham Road East  | 0.5%  | 5                | 0.0%  | 0                  | 0.0%  | 0                | 2.4%  | 2           | 0.0%  | 0                 | 0.0%  | 0                 | 1.1%  | 1                | 0.0%  | 0                          | 1.1%  | 1                            | 0.8%  | 1                          | 0.0%  | 0  |
| Putney  | 0.5%  | 5                | 0.0%  | 0                  | 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  |
| Knightsbridge   | 0.5%  | 5                | 0.0%  | 0                  | 1.0%  | 1                | 2.4%  | 2           | 0.0%  | 0                 | 0.0%  | 0                 | 1.1%  | 1                | 0.0%  | 0                          | 0.0%  | 0                            | 0.0%  | 0                          | 1.3%  | 1  |
| Notting Hill Gate   | 0.5%  | 5                | 2.2%  | 2                  | 1.0%  | 1                | 0.0%  | 0           | 0.0%  | 0                 | 0.0%  | 0                 | 0.0%  | 0                | 0.0%  | 0                          | 1.1%  | 1                            | 0.8%  | 1                          | 0.0%  | 0  |
| Abroad  | 0.4%  | 4                | 0.0%  | 0                  | 1.9%  | 2                | 0.0%  | 0           | 0.0%  | 0                 | 0.0%  | 0                 | 0.0%  | 0                | 0.0%  | 0                          | 2.2%  | 2                            | 0.0%  | 0                          | 0.0%  | 0  |
| Brentford   | 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                            | 2.5%  | 3                          | 1.3%  | 1  |
| Wimbledon   | 0.4%  | 4                | 0.0%  | 0                  | 0.0%  | 0                | 0.0%  | 0           | 0.0%  | 0                 | 0.0%  | 0                 | 0.0%  | 0                | 2.3%  | 3                          | 1.1%  | 1                            | 0.0%  | 0                          | 0.0%  | 0  |
| Staples Corner Business Park, Edgware Road, London  | 0.4%  | 4                | 0.0%  | 0                  | 0.0%  | 0                | 0.0%  | 0           | 3.0%  | 3                 | 0.0%  | 0                 | 0.0%  | 0                | 0.0%  | 0                          | 0.0%  | 0                            | 0.0%  | 0                          | 1.3%  | 1  |
| Several different locations   | 0.4%  | 4                | 1.1%  | 1                  | 0.0%  | 0                | 0.0%  | 0           | 1.0%  | 1                 | 0.0%  | 0                 | 1.1%  | 1                | 0.0%  | 0                          | 0.0%  | 0                            | 0.8%  | 1                          | 0.0%  | 0  |
| Alperton  | 0.3%  | 3                | 0.0%  | 0                  | 0.0%  | 0                | 0.0%  | 0           | 2.0%  | 2                 | 0.0%  | 0                 | 0.0%  | 0                | 0.0%  | 0                          | 0.0%  | 0                            | 0.0%  | 0                          | 1.3%  | 1  |
| Ealing Broadway   | 0.3%  | 3                | 0.0%  | 0                  | 0.0%  | 0                | 0.0%  | 0           | 0.0%  | 0                 | 0.0%  | 0                 | 0.0%  | 0                | 0.0%  | 0                          | 0.0%  | 0                            | 0.0%  | 0                          | 3.8%  | 3  |
| Ladbroke Grove  | 0.3%  | 3                | 1.1%  | 1                  | 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  |
| Camden Town   | 0.3%  | 3                | 0.0%  | 0                  | 0.0%  | 0                | 0.0%  | 0           | 1.0%  | 1                 | 0.0%  | 0                 | 1.1%  | 1                | 0.0%  | 0                          | 0.0%  | 0                            | 0.8%  | 1                          | 0.0%  | 0  |
| Wandsworth Bridge Road, Hammersmith   | 0.3%  | 3                | 0.0%  | 0                  | 0.0%  | 0                | 0.0%  | 0           | 0.0%  | 0                 | 0.0%  | 0                 | 0.0%  | 0                | 1.5%  | 2                          | 1.1%  | 1                            | 0.0%  | 0                          | 0.0%  | 0  |
| Currys, Staples Corner Retail Park, Geron Way, London   | 0.3%  | 3                | 0.0%  | 0                  | 0.0%  | 0                | 0.0%  | 0           | 3.0%  | 3                 | 0.0%  | 0                 | 0.0%  | 0                | 0.0%  | 0                          | 0.0%  | 0                            | 0.0%  | 0                          | 0.0%  | 0  |
| Birmingham  | 0.2%  | 2                | 0.0%  | 0                  | 0.0%  | 0                | 1.2%  | 1           | 0.0%  | 0                 | 0.0%  | 0                 | 0.8%  | 1                | 0.0%  | 0                          | 0.0%  | 0                            | 0.0%  | 0                          | 0.0%  | 0  |
| Currys, Brent Cross Shopping Centre, Brent  | 0.2%  | 2                | 0.0%  | 0                  | 0.0%  | 0                | 0.0%  | 0           | 0.0%  | 0                 | 1.9%  | 2                 | 0.0%  | 0                | 0.0%  | 0                          | 0.0%  | 0                            | 0.0%  | 0                          | 0.0%  | 0  |

## Kensington & Chelsea Household Survey For Nathaniel Lichfield & Partners

|  | Total | Kensington North |      | Kensington Central |      | Kensington South |      | Brent South | Westminster North |   | Westminster South |   | Wandsworth North | Hammersmith & Fulham South |      | Hammersmith & Fulham Central |      | Hammersmith & Fulham North |      |   |
|--|-------|------------------|------|--------------------|------|------------------|------|-------------|-------------------|---|-------------------|---|------------------|----------------------------|------|------------------------------|------|----------------------------|------|---|
| Cross  |       |                  |      |                    |      |                  |      |             |                   |   |                   |   |                  |                            |      |                              |      |                            |      |   |
| Fulham Road West   | 0.2%  | 2                | 0.0% | 0                  | 0.0% | 0                | 1.2% | 1           | 0.0%              | 0 | 0.0%              | 0 | 0.8%             | 1                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0 |
| John Lewis, Wood Street, Kingston-Upon-Thames                    | 0.2%  | 2                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0%              | 0 | 0.0%              | 0 | 1.5%             | 2                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0 |
| PC World, Staples Corner Business Park, Edgware Road, London     | 0.2%  | 2                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 2.0%              | 2 | 0.0%              | 0 | 0.0%             | 0                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0 |
| Cricklewood Broadway Acton                                       | 0.2%  | 2                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 1.0%              | 1 | 0.0%              | 0 | 0.0%             | 0                          | 0.0% | 0                            | 0.0% | 0                          | 1.3% | 1 |
| Kingston-Upon-Thames   | 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                          | 1.3% | 1 |
| Westbourne Grove   | 0.2%  | 2                | 2.2% | 2                  | 0.0% | 0                | 0.0% | 0           | 0.0%              | 0 | 0.0%              | 0 | 0.0%             | 0                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0 |
| Battersea  | 0.1%  | 1                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0%              | 0 | 0.0%              | 0 | 0.8%             | 1                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0 |
| Comet, Engineers Way, Wembley                                    | 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 |
| Croydon  | 0.1%  | 1                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0%              | 0 | 0.0%              | 0 | 1.1%             | 1                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0 |
| Bristol  | 0.1%  | 1                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0%              | 0 | 0.0%              | 0 | 0.0%             | 0                          | 1.1% | 1                            | 0.0% | 0                          | 0.0% | 0 |
| Lea Square, London   | 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 |
| Argos, Vauxhall Bridge Road, London                              | 0.1%  | 1                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0%              | 0 | 0.0%              | 0 | 1.1%             | 1                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0 |
| Manchester   | 0.1%  | 1                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0%              | 0 | 0.0%              | 0 | 0.8%             | 1                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0 |
| Euston   | 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 |
| Neasden  | 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 |
| North London   | 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 |
| Fulham Road, Fulham  | 0.1%  | 1                | 0.0% | 0                  | 0.0% | 0                | 1.2% | 1           | 0.0%              | 0 | 0.0%              | 0 | 0.0%             | 0                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0 |
| Old Brompton Road, London  | 0.1%  | 1                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0%              | 0 | 0.0%              | 0 | 0.0%             | 0                          | 0.0% | 0                            | 0.8% | 1                          | 0.0% | 0 |
| Osterley   | 0.1%  | 1                | 0.0% | 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 |
| Harlesden  | 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 |
| Dorset   | 0.1%  | 1                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0%              | 0 | 0.0%              | 0 | 0.0%             | 0                          | 1.1% | 1                            | 0.0% | 0                          | 0.0% | 0 |
| Chiswick   | 0.1%  | 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 |
| PC World, Tottenham Court Road, Bloomsbury                       | 0.1%  | 1                | 0.0% | 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 |
| Peckham  | 0.1%  | 1                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0%              | 0 | 0.0%              | 0 | 1.1%             | 1                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0 |
| Cricklewood  | 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 |
| Cromwell Road, London  | 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 |
| Retail Park, Kew   | 0.1%  | 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 |
| Currys, Moorfields, London                                       | 0.1%  | 1                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0%              | 0 | 0.0%              | 0 | 1.1%             | 1                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0 |
| Kensington North   | 0.1%  | 1                | 0.0% | 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 |
| Sainsbury's, Hyde Estate Road, London                            | 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 |
| Currys, Pydar Street, Truro                                      | 0.1%  | 1                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0%              | 0 | 0.0%              | 0 | 0.8%             | 1                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0 |
| PC World, Hurlingham Retail Park, Wandsworth Bridge Road, Fulham | 0.1%  | 1                | 0.0% | 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 |
| Slough   | 0.1%  | 1                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0%              | 0 | 0.0%              | 0 | 0.0%             | 0                          | 1.1% | 1                            | 0.0% | 0                          | 0.0% | 0 |
| Somerset   | 0.1%  | 1                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0%              | 0 | 0.0%              | 0 | 0.8%             | 1                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0 |
| Sony Centre, Queensway, London                                   | 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 |

## Kensington & Chelsea Household Survey For Nathaniel Lichfield & Partners

|   | Total | Kensington North |       | Kensington Central |       | Kensington South |       | Brent South | Westminster North |     | Westminster South |     | Wandsworth North | Hammersmith & Fulham South |       | Hammersmith & Fulham Central |       | Hammersmith & Fulham North |       |     |       |    |
|---|-------|------------------|-------|--------------------|-------|------------------|-------|-------------|-------------------|-----|-------------------|-----|------------------|----------------------------|-------|------------------------------|-------|----------------------------|-------|-----|-------|----|
| South Kensington                            | 0.1%  | 1                | 0.0%  | 0                  | 0.0%  | 0                | 0.0%  | 0           | 0.0%              | 0   | 0.0%              | 0   | 0.8%             | 1                          | 0.0%  | 0                            | 0.0%  | 0                          | 0.0%  | 0   |       |    |
| Middlesex                                   | 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   |       |    |
| Stonebridge                                 | 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   |       |    |
| Streatham                                   | 0.1%  | 1                | 0.0%  | 0                  | 0.0%  | 0                | 0.0%  | 0           | 0.0%              | 0   | 0.0%              | 0   | 0.8%             | 1                          | 0.0%  | 0                            | 0.0%  | 0                          | 0.0%  | 0   |       |    |
| Tesco, North Circular Road, Brent           | 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   |       |    |
| Tesco, Surrey Quays Shopping Centre, London | 0.1%  | 1                | 0.0%  | 0                  | 0.0%  | 0                | 0.0%  | 0           | 0.0%              | 0   | 0.0%              | 0   | 1.1%             | 1                          | 0.0%  | 0                            | 0.0%  | 0                          | 0.0%  | 0   |       |    |
| Tesco, Western Avenue, Perivale             | 0.1%  | 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   |       |    |
| Currys, Victoria Street, London             | 0.1%  | 1                | 0.0%  | 0                  | 0.0%  | 0                | 0.0%  | 0           | 0.0%              | 0   | 0.0%              | 0   | 1.1%             | 1                          | 0.0%  | 0                            | 0.0%  | 0                          | 0.0%  | 0   |       |    |
| Harlequin Centre, Watford                   | 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   |       |    |
| 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                          | 1.3%  | 1   |       |    |
| Harrods, Brompton Road, London              | 0.1%  | 1                | 0.0%  | 0                  | 0.0%  | 0                | 0.0%  | 0           | 0.0%              | 0   | 0.0%              | 0   | 1.1%             | 1                          | 0.0%  | 0                            | 0.0%  | 0                          | 0.0%  | 0   |       |    |
| Hayes                                       | 0.1%  | 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   |       |    |
| High Road, Chiswick                         | 0.1%  | 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   |       |    |
| High Road, Wembley                          | 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   |       |    |
| Willesden Green                             | 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   |       |    |
| Ruislip                                     | 0.1%  | 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, Ealing Road, Alperton          | 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   |       |    |
| (Don't regularly buy these kind of goods)   | 20.5% | 205              | 24.4% | 22                 | 22.9% | 24               | 21.2% | 18          | 23.0%             | 23  | 19.6%             | 21  | 22.1%            | 21                         | 19.2% | 25                           | 20.0% | 18                         | 15.0% | 18  | 18.8% | 15 |
| (Don't know)                                | 4.8%  | 48               | 7.8%  | 7                  | 1.9%  | 2                | 3.5%  | 3           | 4.0%              | 4   | 6.5%              | 7   | 3.2%             | 3                          | 3.1%  | 4                            | 7.8%  | 7                          | 6.7%  | 8   | 3.8%  | 3  |
| Base:                                       |       | 1002             |       | 90                 |       | 105              |       | 85          |                   | 100 |                   | 107 |                  | 95                         |       | 130                          |       | 90                         |       | 120 |       | 80 |

## Kensington & Chelsea Household Survey For Nathaniel Lichfield & Partners

|   | Total | Kensington<br>North | Kensington<br>Central | Kensington<br>South | Brent South | Westminster<br>North | Westminster<br>South | Wandsworth<br>North | Hammersmit<br>h & Fulham<br>South | Hammersmit<br>h & Fulham<br>Central | Hammersmit<br>h & Fulham<br>North |   |      |   |      |   |       |   |      |   |      |   |
|---|-------|---------------------|-----------------------|---------------------|-------------|----------------------|----------------------|---------------------|-----------------------------------|-------------------------------------|-----------------------------------|---|------|---|------|---|-------|---|------|---|------|---|
| <b>Q14 At which other locations do you visit when buying other kinds of electric goods such as TV / Hi-Fi and computers ?</b> |       |                     |                       |                     |             |                      |                      |                     |                                   |                                     |                                   |   |      |   |      |   |       |   |      |   |      |   |
| <i>Only those who shop for other electric goods</i>   |       |                     |                       |                     |             |                      |                      |                     |                                   |                                     |                                   |   |      |   |      |   |       |   |      |   |      |   |
| London West End   | 6.0%  | 45                  | 4.9%                  | 3                   | 13.9%       | 11                   | 1.6%                 | 1                   | 5.5%                              | 4                                   | 7.6%                              | 6 | 2.8% | 2 | 3.0% | 3 | 12.3% | 8 | 6.4% | 6 | 1.6% | 1 |
| Internet / delivered  | 4.0%  | 30                  | 1.6%                  | 1                   | 8.9%        | 7                    | 4.7%                 | 3                   | 1.4%                              | 1                                   | 0.0%                              | 0 | 7.0% | 5 | 3.0% | 3 | 6.2%  | 4 | 6.4% | 6 | 0.0% | 0 |
| Kings Road  | 2.8%  | 21                  | 1.6%                  | 1                   | 3.8%        | 3                    | 12.5%                | 8                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 2.8% | 2 | 3.0% | 3 | 3.1%  | 2 | 1.1% | 1 | 1.6% | 1 |
| Kensington High Street  | 1.9%  | 14                  | 4.9%                  | 3                   | 3.8%        | 3                    | 6.3%                 | 4                   | 0.0%                              | 0                                   | 2.5%                              | 2 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 | 2.1% | 2 | 0.0% | 0 |
| Wandsworth Town   | 1.3%  | 10                  | 0.0%                  | 0                   | 0.0%        | 0                    | 4.7%                 | 3                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 1.4% | 1 | 5.9% | 6 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Brent Cross   | 1.1%  | 8                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 5.5%                              | 4                                   | 3.8%                              | 3 | 1.4% | 1 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Hammersmith   | 0.9%  | 7                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 | 5.3% | 5 | 3.2% | 2 |
| Several different locations   | 0.7%  | 5                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 1.4%                              | 1                                   | 0.0%                              | 0 | 1.4% | 1 | 2.0% | 2 | 0.0%  | 0 | 1.1% | 1 | 0.0% | 0 |
| Central London  | 0.7%  | 5                   | 1.6%                  | 1                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 1.3%                              | 1 | 1.4% | 1 | 0.0% | 0 | 1.5%  | 1 | 1.1% | 1 | 0.0% | 0 |
| Fulham  | 0.7%  | 5                   | 0.0%                  | 0                   | 0.0%        | 0                    | 1.6%                 | 1                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 0.0% | 0 | 1.0% | 1 | 3.1%  | 2 | 1.1% | 1 | 0.0% | 0 |
| Fulham Road West  | 0.5%  | 4                   | 0.0%                  | 0                   | 0.0%        | 0                    | 3.1%                 | 2                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 0.0% | 0 | 0.0% | 0 | 1.5%  | 1 | 1.1% | 1 | 0.0% | 0 |
| Knightsbridge   | 0.5%  | 4                   | 0.0%                  | 0                   | 2.5%        | 2                    | 1.6%                 | 1                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 0.0% | 0 | 0.0% | 0 | 1.5%  | 1 | 0.0% | 0 | 0.0% | 0 |
| Clapham Junction  | 0.4%  | 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 |
| Brent Cross Shopping<br>Centre, Prince Charles<br>Drive, London   | 0.4%  | 3                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 2.7%                              | 2                                   | 0.0%                              | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 1.6% | 1 |
| Edgware Road  | 0.3%  | 2                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 2.5%                              | 2 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Victoria  | 0.3%  | 2                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 2.8% | 2 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| South Kensington  | 0.3%  | 2                   | 1.6%                  | 1                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 0.0% | 0 | 1.0% | 1 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Brent   | 0.1%  | 1                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 1.4%                              | 1                                   | 0.0%                              | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Alperton  | 0.1%  | 1                   | 0.0%                  | 0                   | 0.0%        | 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 |
| Brentford   | 0.1%  | 1                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 | 1.1% | 1 | 0.0% | 0 |
| Abroad  | 0.1%  | 1                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 1.4% | 1 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Kings Cross Station, London   | 0.1%  | 1                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 1.6% | 1 |
| Kingston-Upon-Thames  | 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 |
| Hendon  | 0.1%  | 1                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 1.3%                              | 1 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| High Wycombe  | 0.1%  | 1                   | 0.0%                  | 0                   | 0.0%        | 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 |
| Makro, Atlas Road, London   | 0.1%  | 1                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 1.4% | 1 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Fulham Road East  | 0.1%  | 1                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 1.4% | 1 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Acton   | 0.1%  | 1                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 1.4%                              | 1                                   | 0.0%                              | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| PC World, Staples Corner<br>Business Park, Edgware<br>Road, London  | 0.1%  | 1                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 1.4%                              | 1                                   | 0.0%                              | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Penzance  | 0.1%  | 1                   | 0.0%                  | 0                   | 1.3%        | 1                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Piccadilly  | 0.1%  | 1                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 1.4% | 1 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Putney  | 0.1%  | 1                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 0.0% | 0 | 0.0% | 0 | 1.5%  | 1 | 0.0% | 0 | 0.0% | 0 |
| Richmond  | 0.1%  | 1                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 1.4% | 1 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Selfridges, Oxford Street,<br>London  | 0.1%  | 1                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 1.4% | 1 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Currys, The Chimes<br>Shopping Centre,<br>Uxbridge  | 0.1%  | 1                   | 1.6%                  | 1                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Shepherds Bush  | 0.1%  | 1                   | 1.6%                  | 1                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Ealing  | 0.1%  | 1                   | 0.0%                  | 0                   | 0.0%        | 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 |

## Kensington & Chelsea Household Survey For Nathaniel Lichfield & Partners

|  | Total | Kensington<br>North | Kensington<br>Central | Kensington<br>South | Brent South | Westminster<br>North | Westminster<br>South | Wandsworth<br>North | Hammersmit<br>h & Fulham<br>South | Hammersmit<br>h & Fulham<br>Central | Hammersmit<br>h & Fulham<br>North |    |       |    |       |     |       |    |       |    |       |    |
|--|-------|---------------------|-----------------------|---------------------|-------------|----------------------|----------------------|---------------------|-----------------------------------|-------------------------------------|-----------------------------------|----|-------|----|-------|-----|-------|----|-------|----|-------|----|
| Staples Corner Business<br>Park, Edgware Road,<br>London | 0.1%  | 1                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 1.4%                              | 1                                   | 0.0%                              | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Truro  | 0.1%  | 1                   | 0.0%                  | 0                   | 1.3%        | 1                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Norwich  | 0.1%  | 1                   | 0.0%                  | 0                   | 1.3%        | 1                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Park Royal, Hounslow                                     | 0.1%  | 1                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 1.3%                              | 1  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Watford  | 0.1%  | 1                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0  | 1.1%  | 1  | 0.0%  | 0  |
| Wembley  | 0.1%  | 1                   | 0.0%                  | 0                   | 0.0%        | 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  |
| Westminster  | 0.1%  | 1                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 1.3%                              | 1  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Wimbledon  | 0.1%  | 1                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 1.0%  | 1  | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Kilburn  | 0.1%  | 1                   | 0.0%                  | 0                   | 0.0%        | 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  |
| (No other mention / no other<br>centre)                  | 70.0% | 524                 | 77.0%                 | 47                  | 58.2%       | 46                   | 56.3%                | 36                  | 74.0%                             | 54                                  | 70.9%                             | 56 | 74.6% | 53 | 74.3% | 75  | 60.0% | 39 | 74.5% | 70 | 77.4% | 48 |
| (Don't know)   | 4.7%  | 35                  | 3.3%                  | 2                   | 5.1%        | 4                    | 9.4%                 | 6                   | 4.1%                              | 3                                   | 7.6%                              | 6  | 0.0%  | 0  | 4.0%  | 4   | 9.2%  | 6  | 0.0%  | 0  | 6.5%  | 4  |
| Base:  |       | 749                 |                       | 61                  |             | 79                   |                      | 64                  |                                   | 73                                  |                                   | 79 |       | 71 |       | 101 |       | 65 |       | 94 |       | 62 |

## Kensington & Chelsea Household Survey For Nathaniel Lichfield & Partners

|  | Total | Kensington<br>North | Kensington<br>Central | Kensington<br>South | Brent South | Westminster<br>North | Westminster<br>South | Wandsworth<br>North | Hammersmit<br>h & Fulham<br>South | Hammersmit<br>h & Fulham<br>Central | Hammersmit<br>h & Fulham<br>North |    |       |    |       |    |       |    |       |    |      |   |
|--|-------|---------------------|-----------------------|---------------------|-------------|----------------------|----------------------|---------------------|-----------------------------------|-------------------------------------|-----------------------------------|----|-------|----|-------|----|-------|----|-------|----|------|---|
| <b>Q15 At which location did your household last buy furniture, soft furnishings and floor-coverings ?</b> |       |                     |                       |                     |             |                      |                      |                     |                                   |                                     |                                   |    |       |    |       |    |       |    |       |    |      |   |
| Kings Road   | 10.1% | 101                 | 1.1%                  | 1                   | 16.2%       | 17                   | 38.8%                | 33                  | 1.0%                              | 1                                   | 2.8%                              | 3  | 8.4%  | 8  | 13.8% | 18 | 12.2% | 11 | 7.5%  | 9  | 0.0% | 0 |
| London West End  | 8.6%  | 86                  | 13.3%                 | 12                  | 5.7%        | 6                    | 5.9%                 | 5                   | 4.0%                              | 4                                   | 17.8%                             | 19 | 10.5% | 10 | 5.4%  | 7  | 5.6%  | 5  | 11.7% | 14 | 5.0% | 4 |
| Internet / delivered   | 5.2%  | 52                  | 3.3%                  | 3                   | 3.8%        | 4                    | 3.5%                 | 3                   | 3.0%                              | 3                                   | 9.3%                              | 10 | 4.2%  | 4  | 9.2%  | 12 | 3.3%  | 3  | 5.0%  | 6  | 5.0% | 4 |
| Wembley  | 2.8%  | 28                  | 2.2%                  | 2                   | 1.0%        | 1                    | 3.5%                 | 3                   | 2.0%                              | 2                                   | 2.8%                              | 3  | 2.1%  | 2  | 0.0%  | 0  | 7.8%  | 7  | 1.7%  | 2  | 7.5% | 6 |
| Brent  | 2.7%  | 27                  | 1.1%                  | 1                   | 0.0%        | 0                    | 1.2%                 | 1                   | 16.0%                             | 16                                  | 3.7%                              | 4  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.7%  | 2  | 3.8% | 3 |
| Kensington High Street   | 2.5%  | 25                  | 6.7%                  | 6                   | 5.7%        | 6                    | 0.0%                 | 0                   | 1.0%                              | 1                                   | 1.9%                              | 2  | 2.1%  | 2  | 2.3%  | 3  | 0.0%  | 0  | 3.3%  | 4  | 1.3% | 1 |
| Ikea, Drury Way, Wembley   | 2.4%  | 24                  | 4.4%                  | 4                   | 3.8%        | 4                    | 0.0%                 | 0                   | 4.0%                              | 4                                   | 1.9%                              | 2  | 2.1%  | 2  | 0.8%  | 1  | 1.1%  | 1  | 2.5%  | 3  | 3.8% | 3 |
| Hammersmith  | 1.8%  | 18                  | 1.1%                  | 1                   | 1.9%        | 2                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 1.1%  | 1  | 0.0%  | 0  | 2.2%  | 2  | 7.5%  | 9  | 3.8% | 3 |
| Shepherds Bush   | 1.5%  | 15                  | 3.3%                  | 3                   | 1.0%        | 1                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.9%                              | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 3.3%  | 4  | 7.5% | 6 |
| Central London   | 1.4%  | 14                  | 3.3%                  | 3                   | 1.9%        | 2                    | 0.0%                 | 0                   | 1.0%                              | 1                                   | 0.9%                              | 1  | 5.3%  | 5  | 0.0%  | 0  | 0.0%  | 0  | 0.8%  | 1  | 1.3% | 1 |
| Fulham   | 1.2%  | 12                  | 0.0%                  | 0                   | 1.9%        | 2                    | 2.4%                 | 2                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 0.0%  | 0  | 0.0%  | 0  | 8.9%  | 8  | 0.0%  | 0  | 0.0% | 0 |
| Wandsworth Town  | 1.1%  | 11                  | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 1.1%  | 1  | 4.6%  | 6  | 3.3%  | 3  | 0.8%  | 1  | 0.0% | 0 |
| Brent Cross Shopping<br>Centre, Prince Charles<br>Drive, London  | 0.9%  | 9                   | 1.1%                  | 1                   | 0.0%        | 0                    | 0.0%                 | 0                   | 4.0%                              | 4                                   | 0.9%                              | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.7%  | 2  | 1.3% | 1 |
| Several different locations  | 0.8%  | 8                   | 1.1%                  | 1                   | 0.0%        | 0                    | 0.0%                 | 0                   | 3.0%                              | 3                                   | 0.0%                              | 0  | 0.0%  | 0  | 0.8%  | 1  | 1.1%  | 1  | 0.8%  | 1  | 1.3% | 1 |
| Clapham Junction   | 0.8%  | 8                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 0.0%  | 0  | 5.4%  | 7  | 1.1%  | 1  | 0.0%  | 0  | 0.0% | 0 |
| Kingston-Upon-Thames   | 0.7%  | 7                   | 0.0%                  | 0                   | 1.0%        | 1                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 0.0%  | 0  | 3.8%  | 5  | 0.0%  | 0  | 0.8%  | 1  | 0.0% | 0 |
| Wimbledon  | 0.7%  | 7                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 0.0%  | 0  | 4.6%  | 6  | 1.1%  | 1  | 0.0%  | 0  | 0.0% | 0 |
| Knightsbridge  | 0.7%  | 7                   | 0.0%                  | 0                   | 1.0%        | 1                    | 2.4%                 | 2                   | 0.0%                              | 0                                   | 0.9%                              | 1  | 1.1%  | 1  | 1.5%  | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 |
| Portobello Road  | 0.7%  | 7                   | 3.3%                  | 3                   | 0.0%        | 0                    | 1.2%                 | 1                   | 0.0%                              | 0                                   | 0.9%                              | 1  | 1.1%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.8%  | 1  | 0.0% | 0 |
| Kilburn  | 0.6%  | 6                   | 1.1%                  | 1                   | 0.0%        | 0                    | 0.0%                 | 0                   | 4.0%                              | 4                                   | 0.9%                              | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 |
| Neasden  | 0.6%  | 6                   | 0.0%                  | 0                   | 1.0%        | 1                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.9%                              | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.8%  | 1  | 3.8% | 3 |
| Croydon  | 0.6%  | 6                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 1.1%  | 1  | 3.8%  | 5  | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 |
| Notting Hill Gate  | 0.6%  | 6                   | 3.3%                  | 3                   | 1.0%        | 1                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.9%                              | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.3% | 1 |
| Park Royal, Hounslow   | 0.5%  | 5                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.1%  | 1  | 0.8%  | 1  | 3.8% | 3 |
| Edgware Road   | 0.5%  | 5                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 1.0%                              | 1                                   | 2.8%                              | 3  | 1.1%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 |
| Chiswick   | 0.5%  | 5                   | 0.0%                  | 0                   | 1.9%        | 2                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.7%  | 2  | 1.3% | 1 |
| Ealing   | 0.5%  | 5                   | 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  | 5.0% | 4 |
| Acton  | 0.5%  | 5                   | 1.1%                  | 1                   | 0.0%        | 0                    | 0.0%                 | 0                   | 1.0%                              | 1                                   | 0.0%                              | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.8%  | 1  | 2.5% | 2 |
| Harrods, Brompton Road,<br>London  | 0.4%  | 4                   | 0.0%                  | 0                   | 1.0%        | 1                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.9%                              | 1  | 1.1%  | 1  | 0.8%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 |
| Putney   | 0.4%  | 4                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 0.0%  | 0  | 1.5%  | 2  | 2.2%  | 2  | 0.0%  | 0  | 0.0% | 0 |
| Battersea  | 0.4%  | 4                   | 0.0%                  | 0                   | 0.0%        | 0                    | 1.2%                 | 1                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 1.1%  | 1  | 1.5%  | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 |
| Abroad   | 0.4%  | 4                   | 0.0%                  | 0                   | 1.9%        | 2                    | 0.0%                 | 0                   | 1.0%                              | 1                                   | 0.0%                              | 0  | 0.0%  | 0  | 0.8%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 |
| Fulham Road West   | 0.3%  | 3                   | 0.0%                  | 0                   | 0.0%        | 0                    | 1.2%                 | 1                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 0.0%  | 0  | 0.8%  | 1  | 1.1%  | 1  | 0.0%  | 0  | 0.0% | 0 |
| Earls Court  | 0.3%  | 3                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.1%  | 1  | 1.7%  | 2  | 0.0% | 0 |
| Ikea, Valley Park, Purley<br>Way, Croydon  | 0.3%  | 3                   | 0.0%                  | 0                   | 0.0%        | 0                    | 1.2%                 | 1                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 0.0%  | 0  | 1.5%  | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 |
| New Malden   | 0.3%  | 3                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 1.1%  | 1  | 0.8%  | 1  | 1.1%  | 1  | 0.0%  | 0  | 0.0% | 0 |
| West Hampstead   | 0.3%  | 3                   | 0.0%                  | 0                   | 1.0%        | 1                    | 0.0%                 | 0                   | 2.0%                              | 2                                   | 0.0%                              | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 |
| Staples Corner Business<br>Park, Edgware Road,<br>London   | 0.3%  | 3                   | 1.1%                  | 1                   | 0.0%        | 0                    | 0.0%                 | 0                   | 1.0%                              | 1                                   | 0.9%                              | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 |
| Harlesden  | 0.3%  | 3                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 2.0%                              | 2                                   | 0.0%                              | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.3% | 1 |

## Kensington & Chelsea Household Survey For Nathaniel Lichfield & Partners

|  | Total | Kensington North |      | Kensington Central |      | Kensington South |      | Brent South | Westminster North |   | Westminster South |   | Wandsworth North | Hammersmith & Fulham South |      | Hammersmith & Fulham Central |      | Hammersmith & Fulham North |      |   |
|--|-------|------------------|------|--------------------|------|------------------|------|-------------|-------------------|---|-------------------|---|------------------|----------------------------|------|------------------------------|------|----------------------------|------|---|
| Willesden Green  | 0.3%  | 3                | 0.0% | 0                  | 1.0% | 1                | 0.0% | 0           | 1.0%              | 1 | 0.0%              | 0 | 0.0%             | 0                          | 1.1% | 1                            | 0.0% | 0                          | 0.0% | 0 |
| DFS, Shannon Corner Retail Park, Burlington Road, New Malden | 0.3%  | 3                | 0.0% | 0                  | 1.0% | 1                | 0.0% | 0           | 0.0%              | 0 | 0.0%              | 0 | 1.5%             | 2                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0 |
| Pimlico  | 0.3%  | 3                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0%              | 0 | 0.0%              | 0 | 3.2%             | 3                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0 |
| Camden Town  | 0.3%  | 3                | 1.1% | 1                  | 0.0% | 0                | 0.0% | 0           | 2.0%              | 2 | 0.0%              | 0 | 0.0%             | 0                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0 |
| Homebase, Churchfield Road, Acton                            | 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% | 2                          | 1.3% | 1 |
| Victoria   | 0.2%  | 2                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0%              | 0 | 0.0%              | 0 | 2.1%             | 2                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0 |
| Cricklewood  | 0.2%  | 2                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 2.0%              | 2 | 0.0%              | 0 | 0.0%             | 0                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0 |
| South Kensington   | 0.2%  | 2                | 1.1% | 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 |
| Ruislip  | 0.2%  | 2                | 1.1% | 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 |
| Brent Park   | 0.2%  | 2                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 1.0%              | 1 | 0.0%              | 0 | 0.0%             | 0                          | 0.0% | 0                            | 0.8% | 1                          | 0.0% | 0 |
| DFS, Tilling Road, Cricklewood                               | 0.2%  | 2                | 0.0% | 0                  | 1.0% | 1                | 0.0% | 0           | 0.0%              | 0 | 0.0%              | 0 | 0.0%             | 0                          | 0.0% | 0                            | 0.0% | 0                          | 1.3% | 1 |
| North London   | 0.2%  | 2                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0%              | 0 | 0.9%              | 1 | 1.1%             | 1                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0 |
| Purley Way, Croydon  | 0.2%  | 2                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0%              | 0 | 0.0%              | 0 | 0.8%             | 1                          | 1.1% | 1                            | 0.0% | 0                          | 0.0% | 0 |
| Watford  | 0.2%  | 2                | 1.1% | 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 |
| John Lewis, Wood Street, Kingston-Upon-Thames                | 0.1%  | 1                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0%              | 0 | 0.0%              | 0 | 0.0%             | 0                          | 0.0% | 0                            | 0.0% | 0                          | 1.3% | 1 |
| Argos, Vauxhall Bridge Road, London                          | 0.1%  | 1                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0%              | 0 | 0.0%              | 0 | 1.1%             | 1                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0 |
| Bethnal Green  | 0.1%  | 1                | 0.0% | 0                  | 0.0% | 0                | 1.2% | 1           | 0.0%              | 0 | 0.0%              | 0 | 0.0%             | 0                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0 |
| B&Q, Gunnersbury Road, Chiswick                              | 0.1%  | 1                | 0.0% | 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 |
| Fulham Road East   | 0.1%  | 1                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0%              | 0 | 0.0%              | 0 | 1.1%             | 1                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0 |
| Harrow   | 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 |
| Land of Leather, Westgate Park, Fodderwick                   | 0.1%  | 1                | 1.1% | 1                  | 0.0% | 0                | 0.0% | 0           | 0.0%              | 0 | 0.0%              | 0 | 0.0%             | 0                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0 |
| Hendon   | 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 |
| Ladbroke Grove   | 0.1%  | 1                | 1.1% | 1                  | 0.0% | 0                | 0.0% | 0           | 0.0%              | 0 | 0.0%              | 0 | 0.0%             | 0                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0 |
| Middlesex  | 0.1%  | 1                | 0.0% | 0                  | 0.0% | 0                | 1.2% | 1           | 0.0%              | 0 | 0.0%              | 0 | 0.0%             | 0                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0 |
| Kensington North   | 0.1%  | 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 |
| Oxfordshire  | 0.1%  | 1                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0%              | 0 | 0.0%              | 0 | 1.1%             | 1                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0 |
| B&Q, Broadway Retail Park, Cricklewood                       | 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 |
| Parsons Green  | 0.1%  | 1                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0%              | 0 | 0.0%              | 0 | 0.8%             | 1                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0 |
| Crucial Trading, King's Road, Chelsea                        | 0.1%  | 1                | 0.0% | 0                  | 0.0% | 0                | 1.2% | 1           | 0.0%              | 0 | 0.0%              | 0 | 0.0%             | 0                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0 |
| B&Q, Western Avenue, Acton                                   | 0.1%  | 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 |
| Islington  | 0.1%  | 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 |
| Lewisham   | 0.1%  | 1                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0%              | 0 | 0.0%              | 0 | 1.1%             | 1                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0 |
| East London  | 0.1%  | 1                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0%              | 0 | 0.0%              | 0 | 0.0%             | 0                          | 0.0% | 0                            | 0.8% | 1                          | 0.0% | 0 |
| Kensal Green   | 0.1%  | 1                | 1.1% | 1                  | 0.0% | 0                | 0.0% | 0           | 0.0%              | 0 | 0.0%              | 0 | 0.0%             | 0                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0 |
| St Leonards  | 0.1%  | 1                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0%              | 0 | 0.0%              | 0 | 1.1%             | 1                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0 |
| Kensington   | 0.1%  | 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 |

## Kensington & Chelsea Household Survey For Nathaniel Lichfield & Partners

|  | Total | Kensington North |       | Kensington Central |       | Kensington South |       | Brent South |       | Westminster North |       | Westminster South |       | Wandsworth North |       | Hammersmith & Fulham South |       | Hammersmith & Fulham Central |       | Hammersmith & Fulham North |       |    |
|--|-------|------------------|-------|--------------------|-------|------------------|-------|-------------|-------|-------------------|-------|-------------------|-------|------------------|-------|----------------------------|-------|------------------------------|-------|----------------------------|-------|----|
| Fulham Broadway                                    | 0.1%  | 1                | 0.0%  | 0                  | 0.0%  | 0                | 1.2%  | 1           | 0.0%  | 0                 | 0.0%  | 0                 | 0.0%  | 0                | 0.0%  | 0                          | 0.0%  | 0                            | 0.0%  | 0                          | 0.0%  | 0  |
| Slough   | 0.1%  | 1                | 0.0%  | 0                  | 0.0%  | 0                | 0.0%  | 0           | 0.0%  | 0                 | 0.0%  | 0                 | 0.0%  | 0                | 0.0%  | 0                          | 1.1%  | 1                            | 0.0%  | 0                          | 0.0%  | 0  |
| South Croydon                                      | 0.1%  | 1                | 0.0%  | 0                  | 0.0%  | 0                | 0.0%  | 0           | 0.0%  | 0                 | 0.0%  | 0                 | 1.1%  | 1                | 0.0%  | 0                          | 0.0%  | 0                            | 0.0%  | 0                          | 0.0%  | 0  |
| Gainford   | 0.1%  | 1                | 0.0%  | 0                  | 0.0%  | 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  |
| Southampton  | 0.1%  | 1                | 0.0%  | 0                  | 0.0%  | 0                | 0.0%  | 0           | 0.0%  | 0                 | 0.0%  | 0                 | 0.0%  | 0                | 0.0%  | 0                          | 1.1%  | 1                            | 0.0%  | 0                          | 0.0%  | 0  |
| Lakeside Shopping Centre,<br>West Thurrock         | 0.1%  | 1                | 1.1%  | 1                  | 0.0%  | 0                | 0.0%  | 0           | 0.0%  | 0                 | 0.0%  | 0                 | 0.0%  | 0                | 0.0%  | 0                          | 0.0%  | 0                            | 0.0%  | 0                          | 0.0%  | 0  |
| Tottenham Court Road,<br>London                    | 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  |
| Uxbridge   | 0.1%  | 1                | 0.0%  | 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  |
| Vauxhall   | 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  |
| High Road, Wembley                                 | 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  |
| High Street, Putney                                | 0.1%  | 1                | 0.0%  | 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  |
| Hillingdon   | 0.1%  | 1                | 1.1%  | 1                  | 0.0%  | 0                | 0.0%  | 0           | 0.0%  | 0                 | 0.0%  | 0                 | 0.0%  | 0                | 0.0%  | 0                          | 0.0%  | 0                            | 0.0%  | 0                          | 0.0%  | 0  |
| Fakenham   | 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  |
| West End Lane, Kilburn                             | 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  |
| Ikea, Straiton Road,<br>Loanhead                   | 0.1%  | 1                | 0.0%  | 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  |
| Westbourne Grove                                   | 0.1%  | 1                | 1.1%  | 1                  | 0.0%  | 0                | 0.0%  | 0           | 0.0%  | 0                 | 0.0%  | 0                 | 0.0%  | 0                | 0.0%  | 0                          | 0.0%  | 0                            | 0.0%  | 0                          | 0.0%  | 0  |
| Industrial Estate, Brentford                       | 0.1%  | 1                | 0.0%  | 0                  | 0.0%  | 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  |
| Penzance   | 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  |
| Winchester   | 0.1%  | 1                | 0.0%  | 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  |
| John Lewis, Brent Cross<br>Shopping Centre, London | 0.1%  | 1                | 0.0%  | 0                  | 0.0%  | 0                | 0.0%  | 0           | 0.0%  | 0                 | 0.0%  | 0                 | 0.0%  | 0                | 0.0%  | 0                          | 0.0%  | 0                            | 0.0%  | 0                          | 1.3%  | 1  |
| (Don't regularly buy these<br>kind of goods)       | 31.1% | 312              | 32.2% | 29                 | 34.3% | 36               | 22.4% | 19          | 35.0% | 35                | 38.3% | 41                | 33.7% | 32               | 26.9% | 35                         | 32.2% | 29                           | 29.2% | 35                         | 26.3% | 21 |
| (Don't know)                                       | 6.3%  | 63               | 4.4%  | 4                  | 7.6%  | 8                | 10.6% | 9           | 3.0%  | 3                 | 6.5%  | 7                 | 9.5%  | 9                | 5.4%  | 7                          | 8.9%  | 8                            | 4.2%  | 5                          | 3.8%  | 3  |
| Base:  |       | 1002             |       | 90                 |       | 105              |       | 85          |       | 100               |       | 107               |       | 95               |       | 130                        |       | 90                           |       | 120                        |       | 80 |

## Kensington & Chelsea Household Survey For Nathaniel Lichfield & Partners

|  | Total | Kensington<br>North | Kensington<br>Central | Kensington<br>South | Brent South | Westminster<br>North | Westminster<br>South | Wandsworth<br>North | Hammersmit<br>h & Fulham<br>South | Hammersmit<br>h & Fulham<br>Central | Hammersmit<br>h & Fulham<br>North |   |      |   |       |   |      |   |      |   |      |   |
|--|-------|---------------------|-----------------------|---------------------|-------------|----------------------|----------------------|---------------------|-----------------------------------|-------------------------------------|-----------------------------------|---|------|---|-------|---|------|---|------|---|------|---|
| <b>Q16 Which other locations do you visit to buy furniture, soft furnishings and floor-coverings ?</b> |       |                     |                       |                     |             |                      |                      |                     |                                   |                                     |                                   |   |      |   |       |   |      |   |      |   |      |   |
| <i>Only those who shop for furniture and floor coverings</i>   |       |                     |                       |                     |             |                      |                      |                     |                                   |                                     |                                   |   |      |   |       |   |      |   |      |   |      |   |
| Kings Road   | 4.8%  | 30                  | 0.0%                  | 0                   | 9.8%        | 6                    | 14.0%                | 8                   | 1.6%                              | 1                                   | 0.0%                              | 0 | 1.9% | 1 | 10.2% | 9 | 7.5% | 4 | 1.3% | 1 | 0.0% | 0 |
| London West End  | 3.5%  | 22                  | 1.8%                  | 1                   | 4.9%        | 3                    | 5.3%                 | 3                   | 1.6%                              | 1                                   | 3.4%                              | 2 | 1.9% | 1 | 3.4%  | 3 | 0.0% | 0 | 5.0% | 4 | 7.1% | 4 |
| Internet / delivered   | 2.1%  | 13                  | 0.0%                  | 0                   | 0.0%        | 0                    | 1.8%                 | 1                   | 1.6%                              | 1                                   | 1.7%                              | 1 | 0.0% | 0 | 4.5%  | 4 | 3.8% | 2 | 5.0% | 4 | 0.0% | 0 |
| Hammersmith  | 1.6%  | 10                  | 1.8%                  | 1                   | 3.3%        | 2                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 6.3% | 5 | 3.6% | 2 |
| Wembley  | 1.4%  | 9                   | 1.8%                  | 1                   | 0.0%        | 0                    | 1.8%                 | 1                   | 3.2%                              | 2                                   | 1.7%                              | 1 | 1.9% | 1 | 0.0%  | 0 | 0.0% | 0 | 2.5% | 2 | 1.8% | 1 |
| Several different locations  | 1.3%  | 8                   | 0.0%                  | 0                   | 1.6%        | 1                    | 1.8%                 | 1                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 5.6% | 3 | 0.0%  | 0 | 0.0% | 0 | 2.5% | 2 | 1.8% | 1 |
| Croydon  | 1.1%  | 7                   | 0.0%                  | 0                   | 0.0%        | 0                    | 1.8%                 | 1                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 1.9% | 1 | 3.4%  | 3 | 3.8% | 2 | 0.0% | 0 | 0.0% | 0 |
| Kensington High Street   | 0.8%  | 5                   | 3.5%                  | 2                   | 3.3%        | 2                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 1.9% | 1 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Fulham Road West   | 0.8%  | 5                   | 0.0%                  | 0                   | 0.0%        | 0                    | 3.5%                 | 2                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 1.9% | 1 | 0.0%  | 0 | 3.8% | 2 | 0.0% | 0 | 0.0% | 0 |
| Central London   | 0.8%  | 5                   | 1.8%                  | 1                   | 0.0%        | 0                    | 1.8%                 | 1                   | 0.0%                              | 0                                   | 3.4%                              | 2 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 1.3% | 1 | 0.0% | 0 |
| Wandsworth Town  | 0.6%  | 4                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 0.0% | 0 | 2.3%  | 2 | 3.8% | 2 | 0.0% | 0 | 0.0% | 0 |
| Brent Cross  | 0.6%  | 4                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 1.6%                              | 1                                   | 1.7%                              | 1 | 0.0% | 0 | 1.1%  | 1 | 0.0% | 0 | 1.3% | 1 | 0.0% | 0 |
| Ikea, Drury Way, Wembley   | 0.6%  | 4                   | 0.0%                  | 0                   | 3.3%        | 2                    | 1.8%                 | 1                   | 0.0%                              | 0                                   | 1.7%                              | 1 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Shepherds Bush   | 0.6%  | 4                   | 5.3%                  | 3                   | 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 |
| South Kensington   | 0.3%  | 2                   | 1.8%                  | 1                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 1.7%                              | 1 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Knightsbridge  | 0.3%  | 2                   | 0.0%                  | 0                   | 1.6%        | 1                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 0.0% | 0 | 1.1%  | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Fulham   | 0.3%  | 2                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 0.0% | 0 | 0.0%  | 0 | 1.9% | 1 | 1.3% | 1 | 0.0% | 0 |
| Battersea  | 0.3%  | 2                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 0.0% | 0 | 2.3%  | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Wimbledon  | 0.3%  | 2                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 0.0% | 0 | 1.1%  | 1 | 1.9% | 1 | 0.0% | 0 | 0.0% | 0 |
| Kingston-Upon-Thames   | 0.3%  | 2                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 0.0% | 0 | 0.0%  | 0 | 1.9% | 1 | 1.3% | 1 | 0.0% | 0 |
| Cricklewood Broadway   | 0.3%  | 2                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 3.2%                              | 2                                   | 0.0%                              | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Fulham Road East   | 0.3%  | 2                   | 0.0%                  | 0                   | 0.0%        | 0                    | 1.8%                 | 1                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 1.9% | 1 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Warwick Road, Kensington   | 0.3%  | 2                   | 1.8%                  | 1                   | 1.6%        | 1                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Cargo Homeshop,<br>Tottenham Court Road,<br>London   | 0.2%  | 1                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 1.6%                              | 1                                   | 0.0%                              | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Edgware Road   | 0.2%  | 1                   | 1.8%                  | 1                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Brent Cross Shopping<br>Centre, Prince Charles<br>Drive, London  | 0.2%  | 1                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 1.7%                              | 1 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Harlesden  | 0.2%  | 1                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 1.6%                              | 1                                   | 0.0%                              | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Chiswick   | 0.2%  | 1                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 1.3% | 1 | 0.0% | 0 |
| Cambridge  | 0.2%  | 1                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 1.3% | 1 | 0.0% | 0 |
| Acton  | 0.2%  | 1                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 1.3% | 1 | 0.0% | 0 |
| Brent Park   | 0.2%  | 1                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 1.6%                              | 1                                   | 0.0%                              | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| B&Q, Western Avenue,<br>Acton  | 0.2%  | 1                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 1.3% | 1 | 0.0% | 0 |
| Market (unspecified<br>location)   | 0.2%  | 1                   | 0.0%                  | 0                   | 1.6%        | 1                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Neasden  | 0.2%  | 1                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 1.6%                              | 1                                   | 0.0%                              | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| North Circular Road, London  | 0.2%  | 1                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 1.6%                              | 1                                   | 0.0%                              | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| North End Road, Fulham   | 0.2%  | 1                   | 0.0%                  | 0                   | 1.6%        | 1                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| North London   | 0.2%  | 1                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 1.6%                              | 1                                   | 0.0%                              | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Ikea, Valley Park, Purley  | 0.2%  | 1                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 0.0% | 0 | 1.1%  | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |



## Kensington & Chelsea Household Survey For Nathaniel Lichfield & Partners

|   | Total | Kensington North |       | Kensington Central |       | Kensington South |       | Brent South |       | Westminster North |      | Westminster South |       | Wandsworth North |       | Hammersmith & Fulham South |       | Hammersmith & Fulham Central |       | Hammersmith & Fulham North |       |    |
|---|-------|------------------|-------|--------------------|-------|------------------|-------|-------------|-------|-------------------|------|-------------------|-------|------------------|-------|----------------------------|-------|------------------------------|-------|----------------------------|-------|----|
| <b>Q17 At which location did your household last buy DIY / hardware and garden items?</b> |       |                  |       |                    |       |                  |       |             |       |                   |      |                   |       |                  |       |                            |       |                              |       |                            |       |    |
| Wandsworth Town   | 13.2% | 132              | 1.1%  | 1                  | 0.0%  | 0                | 10.6% | 9           | 0.0%  | 0                 | 0.0% | 0                 | 9.5%  | 9                | 57.7% | 75                         | 36.7% | 33                           | 4.2%  | 5                          | 0.0%  | 0  |
| Homebase, Warwick Road, Kensington  | 10.1% | 101              | 17.8% | 16                 | 35.2% | 37               | 14.1% | 12          | 1.0%  | 1                 | 2.8% | 3                 | 12.6% | 12               | 0.8%  | 1                          | 3.3%  | 3                            | 13.3% | 16                         | 0.0%  | 0  |
| Kensington High Street  | 3.8%  | 38               | 11.1% | 10                 | 7.6%  | 8                | 4.7%  | 4           | 0.0%  | 0                 | 0.9% | 1                 | 0.0%  | 0                | 0.0%  | 0                          | 3.3%  | 3                            | 9.2%  | 11                         | 1.3%  | 1  |
| Acton   | 3.6%  | 36               | 5.6%  | 5                  | 0.0%  | 0                | 0.0%  | 0           | 1.0%  | 1                 | 0.9% | 1                 | 0.0%  | 0                | 0.0%  | 0                          | 0.0%  | 0                            | 5.8%  | 7                          | 27.5% | 22 |
| Willesden Green   | 3.2%  | 32               | 2.2%  | 2                  | 0.0%  | 0                | 0.0%  | 0           | 25.0% | 25                | 1.9% | 2                 | 0.0%  | 0                | 0.0%  | 0                          | 0.0%  | 0                            | 0.0%  | 0                          | 3.8%  | 3  |
| Shepherds Bush  | 1.5%  | 15               | 1.1%  | 1                  | 0.0%  | 0                | 0.0%  | 0           | 0.0%  | 0                 | 1.9% | 2                 | 1.1%  | 1                | 0.0%  | 0                          | 0.0%  | 0                            | 5.8%  | 7                          | 5.0%  | 4  |
| Kings Road  | 1.5%  | 15               | 0.0%  | 0                  | 0.0%  | 0                | 12.9% | 11          | 0.0%  | 0                 | 0.9% | 1                 | 2.1%  | 2                | 0.8%  | 1                          | 0.0%  | 0                            | 0.0%  | 0                          | 0.0%  | 0  |
| Fulham  | 1.5%  | 15               | 0.0%  | 0                  | 1.9%  | 2                | 2.4%  | 2           | 0.0%  | 0                 | 0.0% | 0                 | 0.0%  | 0                | 0.8%  | 1                          | 11.1% | 10                           | 0.0%  | 0                          | 0.0%  | 0  |
| Earls Court   | 1.5%  | 15               | 0.0%  | 0                  | 3.8%  | 4                | 7.1%  | 6           | 0.0%  | 0                 | 0.9% | 1                 | 1.1%  | 1                | 0.0%  | 0                          | 1.1%  | 1                            | 1.7%  | 2                          | 0.0%  | 0  |
| Notting Hill Gate   | 1.4%  | 14               | 3.3%  | 3                  | 7.6%  | 8                | 0.0%  | 0           | 0.0%  | 0                 | 1.9% | 2                 | 0.0%  | 0                | 0.0%  | 0                          | 0.0%  | 0                            | 0.8%  | 1                          | 0.0%  | 0  |
| Cricklewood   | 1.3%  | 13               | 1.1%  | 1                  | 0.0%  | 0                | 0.0%  | 0           | 8.0%  | 8                 | 3.7% | 4                 | 0.0%  | 0                | 0.0%  | 0                          | 0.0%  | 0                            | 0.0%  | 0                          | 0.0%  | 0  |
| Internet / delivered  | 1.2%  | 12               | 3.3%  | 3                  | 0.0%  | 0                | 1.2%  | 1           | 1.0%  | 1                 | 0.9% | 1                 | 1.1%  | 1                | 0.0%  | 0                          | 3.3%  | 3                            | 0.8%  | 1                          | 1.3%  | 1  |
| Hammersmith   | 1.1%  | 11               | 0.0%  | 0                  | 0.0%  | 0                | 0.0%  | 0           | 0.0%  | 0                 | 0.0% | 0                 | 1.1%  | 1                | 0.0%  | 0                          | 0.0%  | 0                            | 6.7%  | 8                          | 2.5%  | 2  |
| London West End   | 1.1%  | 11               | 2.2%  | 2                  | 0.0%  | 0                | 0.0%  | 0           | 1.0%  | 1                 | 2.8% | 3                 | 1.1%  | 1                | 0.8%  | 1                          | 0.0%  | 0                            | 0.8%  | 1                          | 2.5%  | 2  |
| Kilburn   | 1.1%  | 11               | 0.0%  | 0                  | 0.0%  | 0                | 0.0%  | 0           | 3.0%  | 3                 | 7.5% | 8                 | 0.0%  | 0                | 0.0%  | 0                          | 0.0%  | 0                            | 0.0%  | 0                          | 0.0%  | 0  |
| B&Q, Broadway Retail Park, Cricklewood  | 1.0%  | 10               | 0.0%  | 0                  | 0.0%  | 0                | 0.0%  | 0           | 7.0%  | 7                 | 0.9% | 1                 | 1.1%  | 1                | 0.0%  | 0                          | 0.0%  | 0                            | 0.0%  | 0                          | 1.3%  | 1  |
| Pimlico   | 0.9%  | 9                | 0.0%  | 0                  | 0.0%  | 0                | 1.2%  | 1           | 0.0%  | 0                 | 0.0% | 0                 | 8.4%  | 8                | 0.0%  | 0                          | 0.0%  | 0                            | 0.0%  | 0                          | 0.0%  | 0  |
| Homebase, Churchfield Road, Acton   | 0.9%  | 9                | 0.0%  | 0                  | 0.0%  | 0                | 0.0%  | 0           | 0.0%  | 0                 | 0.9% | 1                 | 0.0%  | 0                | 0.0%  | 0                          | 0.0%  | 0                            | 0.8%  | 1                          | 8.8%  | 7  |
| Chiswick  | 0.9%  | 9                | 1.1%  | 1                  | 0.0%  | 0                | 0.0%  | 0           | 0.0%  | 0                 | 0.0% | 0                 | 0.0%  | 0                | 0.0%  | 0                          | 1.1%  | 1                            | 5.0%  | 6                          | 1.3%  | 1  |
| B&Q, Smugglers Way, Wandsworth  | 0.8%  | 8                | 0.0%  | 0                  | 1.9%  | 2                | 1.2%  | 1           | 0.0%  | 0                 | 0.0% | 0                 | 0.0%  | 0                | 0.8%  | 1                          | 4.4%  | 4                            | 0.0%  | 0                          | 0.0%  | 0  |
| Battersea   | 0.8%  | 8                | 0.0%  | 0                  | 0.0%  | 0                | 0.0%  | 0           | 0.0%  | 0                 | 0.0% | 0                 | 1.1%  | 1                | 5.4%  | 7                          | 0.0%  | 0                            | 0.0%  | 0                          | 0.0%  | 0  |
| Fulham Road West  | 0.8%  | 8                | 0.0%  | 0                  | 0.0%  | 0                | 4.7%  | 4           | 0.0%  | 0                 | 0.0% | 0                 | 0.0%  | 0                | 0.0%  | 0                          | 4.4%  | 4                            | 0.0%  | 0                          | 0.0%  | 0  |
| Westbourne Grove  | 0.8%  | 8                | 1.1%  | 1                  | 1.9%  | 2                | 0.0%  | 0           | 0.0%  | 0                 | 3.7% | 4                 | 1.1%  | 1                | 0.0%  | 0                          | 0.0%  | 0                            | 0.0%  | 0                          | 0.0%  | 0  |
| Portobello Road   | 0.7%  | 7                | 6.7%  | 6                  | 0.0%  | 0                | 0.0%  | 0           | 0.0%  | 0                 | 0.0% | 0                 | 1.1%  | 1                | 0.0%  | 0                          | 0.0%  | 0                            | 0.0%  | 0                          | 0.0%  | 0  |
| Victoria  | 0.6%  | 6                | 0.0%  | 0                  | 0.0%  | 0                | 1.2%  | 1           | 0.0%  | 0                 | 0.0% | 0                 | 5.3%  | 5                | 0.0%  | 0                          | 0.0%  | 0                            | 0.0%  | 0                          | 0.0%  | 0  |
| Clapham Junction  | 0.6%  | 6                | 0.0%  | 0                  | 0.0%  | 0                | 1.2%  | 1           | 0.0%  | 0                 | 0.0% | 0                 | 0.0%  | 0                | 3.8%  | 5                          | 0.0%  | 0                            | 0.0%  | 0                          | 0.0%  | 0  |
| South Kensington  | 0.6%  | 6                | 1.1%  | 1                  | 1.0%  | 1                | 2.4%  | 2           | 0.0%  | 0                 | 0.0% | 0                 | 0.0%  | 0                | 0.0%  | 0                          | 0.0%  | 0                            | 1.7%  | 2                          | 0.0%  | 0  |
| Harlesden   | 0.6%  | 6                | 1.1%  | 1                  | 0.0%  | 0                | 0.0%  | 0           | 3.0%  | 3                 | 0.9% | 1                 | 0.0%  | 0                | 0.0%  | 0                          | 0.0%  | 0                            | 0.0%  | 0                          | 1.3%  | 1  |
| Several different locations   | 0.6%  | 6                | 0.0%  | 0                  | 1.0%  | 1                | 0.0%  | 0           | 3.0%  | 3                 | 0.9% | 1                 | 1.1%  | 1                | 0.0%  | 0                          | 0.0%  | 0                            | 0.0%  | 0                          | 0.0%  | 0  |
| B&Q, Western Avenue, Acton  | 0.5%  | 5                | 0.0%  | 0                  | 0.0%  | 0                | 0.0%  | 0           | 0.0%  | 0                 | 1.9% | 2                 | 0.0%  | 0                | 0.0%  | 0                          | 0.0%  | 0                            | 0.8%  | 1                          | 2.5%  | 2  |
| Edgware Road  | 0.5%  | 5                | 0.0%  | 0                  | 0.0%  | 0                | 0.0%  | 0           | 4.0%  | 4                 | 0.9% | 1                 | 0.0%  | 0                | 0.0%  | 0                          | 0.0%  | 0                            | 0.0%  | 0                          | 0.0%  | 0  |
| Park Royal, Hounslow  | 0.5%  | 5                | 0.0%  | 0                  | 0.0%  | 0                | 0.0%  | 0           | 1.0%  | 1                 | 0.9% | 1                 | 0.0%  | 0                | 0.0%  | 0                          | 0.0%  | 0                            | 0.8%  | 1                          | 2.5%  | 2  |
| Putney  | 0.5%  | 5                | 0.0%  | 0                  | 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  |
| Homebase, High Road, North Finchley   | 0.5%  | 5                | 0.0%  | 0                  | 0.0%  | 0                | 0.0%  | 0           | 5.0%  | 5                 | 0.0% | 0                 | 0.0%  | 0                | 0.0%  | 0                          | 0.0%  | 0                            | 0.0%  | 0                          | 0.0%  | 0  |
| Homebase, York Road, Battersea  | 0.5%  | 5                | 0.0%  | 0                  | 0.0%  | 0                | 1.2%  | 1           | 0.0%  | 0                 | 0.0% | 0                 | 0.0%  | 0                | 2.3%  | 3                          | 1.1%  | 1                            | 0.0%  | 0                          | 0.0%  | 0  |
| Brent Cross   | 0.4%  | 4                | 0.0%  | 0                  | 0.0%  | 0                | 0.0%  | 0           | 2.0%  | 2                 | 1.9% | 2                 | 0.0%  | 0                | 0.0%  | 0                          | 0.0%  | 0                            | 0.0%  | 0                          | 0.0%  | 0  |
| High Road, Chiswick   | 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                            | 2.5%  | 3                          | 1.3%  | 1  |
| Swiss Cottage   | 0.3%  | 3                | 0.0%  | 0                  | 0.0%  | 0                | 0.0%  | 0           | 0.0%  | 0                 | 1.9% | 2                 | 1.1%  | 1                | 0.0%  | 0                          | 0.0%  | 0                            | 0.0%  | 0                          | 0.0%  | 0  |

## Kensington & Chelsea Household Survey For Nathaniel Lichfield & Partners

|  | Total | Kensington North |      | Kensington Central |      | Kensington South |      | Brent South | Westminster North |   | Westminster South |   | Wandsworth North | Hammersmith & Fulham South |      | Hammersmith & Fulham Central |      | Hammersmith & Fulham North |      |   |
|--|-------|------------------|------|--------------------|------|------------------|------|-------------|-------------------|---|-------------------|---|------------------|----------------------------|------|------------------------------|------|----------------------------|------|---|
| Wembley                                      | 0.3%  | 3                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0%              | 0 | 0.0%              | 0 | 0.0%             | 0                          | 1.1% | 1                            | 0.0% | 0                          | 2.5% | 2 |
| London                                       | 0.3%  | 3                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0%              | 0 | 0.0%              | 0 | 0.0%             | 0                          | 0.0% | 0                            | 0.8% | 1                          | 2.5% | 2 |
| Fulham Road East                             | 0.3%  | 3                | 0.0% | 0                  | 0.0% | 0                | 2.4% | 2           | 0.0%              | 0 | 0.0%              | 0 | 1.1%             | 1                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0 |
| B&Q, Gunnersbury Road, Chiswick              | 0.3%  | 3                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0%              | 0 | 0.0%              | 0 | 0.0%             | 0                          | 0.0% | 0                            | 2.5% | 3                          | 0.0% | 0 |
| Wimbledon                                    | 0.3%  | 3                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0%              | 0 | 0.0%              | 0 | 1.5%             | 2                          | 1.1% | 1                            | 0.0% | 0                          | 0.0% | 0 |
| Harrow Road, London                          | 0.2%  | 2                | 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 |
| Dorset                                       | 0.2%  | 2                | 0.0% | 0                  | 0.0% | 0                | 1.2% | 1           | 0.0%              | 0 | 0.0%              | 0 | 0.0%             | 0                          | 1.1% | 1                            | 0.0% | 0                          | 0.0% | 0 |
| Neasden                                      | 0.2%  | 2                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 1.0%              | 1 | 0.9%              | 1 | 0.0%             | 0                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0 |
| Maida Vale                                   | 0.2%  | 2                | 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 |
| Warwick                                      | 0.2%  | 2                | 1.1% | 1                  | 0.0% | 0                | 0.0% | 0           | 0.0%              | 0 | 0.0%              | 0 | 1.1%             | 1                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0 |
| Ealing Broadway                              | 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                          | 1.3% | 1 |
| Richmond                                     | 0.2%  | 2                | 1.1% | 1                  | 0.0% | 0                | 0.0% | 0           | 0.0%              | 0 | 0.0%              | 0 | 0.0%             | 0                          | 1.1% | 1                            | 0.0% | 0                          | 0.0% | 0 |
| Kensington West                              | 0.2%  | 2                | 0.0% | 0                  | 1.0% | 1                | 0.0% | 0           | 0.0%              | 0 | 0.0%              | 0 | 0.0%             | 0                          | 0.0% | 0                            | 0.8% | 1                          | 0.0% | 0 |
| Central London                               | 0.2%  | 2                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0%              | 0 | 0.9%              | 1 | 1.1%             | 1                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0 |
| Leylands Decorating Centre, Rye Lane, London | 0.2%  | 2                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0%              | 0 | 0.0%              | 0 | 2.1%             | 2                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0 |
| Abroad                                       | 0.2%  | 2                | 0.0% | 0                  | 1.9% | 2                | 0.0% | 0           | 0.0%              | 0 | 0.0%              | 0 | 0.0%             | 0                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0 |
| Shirland Road, Bayswater                     | 0.2%  | 2                | 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 |
| Westminster                                  | 0.2%  | 2                | 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 |
| Clifton Gardens                              | 0.2%  | 2                | 0.0% | 0                  | 1.0% | 1                | 0.0% | 0           | 1.0%              | 1 | 0.0%              | 0 | 0.0%             | 0                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0 |
| Finchley Road, Cricklewood                   | 0.2%  | 2                | 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 |
| Warwick Road, Kensington                     | 0.2%  | 2                | 0.0% | 0                  | 1.9% | 2                | 0.0% | 0           | 0.0%              | 0 | 0.0%              | 0 | 0.0%             | 0                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0 |
| Kensal Green                                 | 0.1%  | 1                | 1.1% | 1                  | 0.0% | 0                | 0.0% | 0           | 0.0%              | 0 | 0.0%              | 0 | 0.0%             | 0                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0 |
| Hounslow                                     | 0.1%  | 1                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0%              | 0 | 0.0%              | 0 | 0.0%             | 0                          | 0.0% | 0                            | 0.8% | 1                          | 0.0% | 0 |
| Ikea, Drury Way, Wembley                     | 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 |
| Brentford                                    | 0.1%  | 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 |
| North End Road, Fulham                       | 0.1%  | 1                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0%              | 0 | 0.0%              | 0 | 0.0%             | 0                          | 1.1% | 1                            | 0.0% | 0                          | 0.0% | 0 |
| Fulham Road, Fulham                          | 0.1%  | 1                | 0.0% | 0                  | 0.0% | 0                | 1.2% | 1           | 0.0%              | 0 | 0.0%              | 0 | 0.0%             | 0                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0 |
| Barking                                      | 0.1%  | 1                | 0.0% | 0                  | 0.0% | 0                | 1.2% | 1           | 0.0%              | 0 | 0.0%              | 0 | 0.0%             | 0                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0 |
| Oxfordshire                                  | 0.1%  | 1                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0%              | 0 | 0.0%              | 0 | 0.0%             | 0                          | 1.1% | 1                            | 0.0% | 0                          | 0.0% | 0 |
| Paddington                                   | 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 |
| Knightsbridge                                | 0.1%  | 1                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0%              | 0 | 0.0%              | 0 | 1.1%             | 1                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0 |
| Ladbroke Grove                               | 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 |
| Basingstoke                                  | 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 |
| Ealing                                       | 0.1%  | 1                | 0.0% | 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 |
| Queensway, London                            | 0.1%  | 1                | 1.1% | 1                  | 0.0% | 0                | 0.0% | 0           | 0.0%              | 0 | 0.0%              | 0 | 0.0%             | 0                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0 |
| Raffles, Earls Court Road, Earl's Court      | 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 |
| Isleworth                                    | 0.1%  | 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 |
| Robert Dyas, Artillery Row, London           | 0.1%  | 1                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0%              | 0 | 0.0%              | 0 | 0.8%             | 1                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0 |
| St Leonards                                  | 0.1%  | 1                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0%              | 0 | 0.0%              | 0 | 1.1%             | 1                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0 |
| Farnborough                                  | 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 |
| B&Q, Marshall Road, Eastbourne               | 0.1%  | 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 |
| Kilburn High Road, London                    | 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 |

## Kensington & Chelsea Household Survey For Nathaniel Lichfield & Partners

|   | Total | Kensington North |       | Kensington Central |       | Kensington South |       | Brent South |       | Westminster North |       | Westminster South |       | Wandsworth North |       | Hammersmith & Fulham South |       | Hammersmith & Fulham Central |       | Hammersmith & Fulham North |       |    |
|---|-------|------------------|-------|--------------------|-------|------------------|-------|-------------|-------|-------------------|-------|-------------------|-------|------------------|-------|----------------------------|-------|------------------------------|-------|----------------------------|-------|----|
| South Croydon   | 0.1%  | 1                | 0.0%  | 0                  | 0.0%  | 0                | 0.0%  | 0           | 0.0%  | 0                 | 0.0%  | 0                 | 1.1%  | 1                | 0.0%  | 0                          | 0.0%  | 0                            | 0.0%  | 0                          | 0.0%  | 0  |
| Gillingham  | 0.1%  | 1                | 0.0%  | 0                  | 0.0%  | 0                | 0.0%  | 0           | 0.0%  | 0                 | 0.0%  | 0                 | 1.1%  | 1                | 0.0%  | 0                          | 0.0%  | 0                            | 0.0%  | 0                          | 0.0%  | 0  |
| Ginkgo Garden Centre,<br>Ravenscourt Avenue,<br>Hammersmith | 0.1%  | 1                | 0.0%  | 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  |
| Guildford   | 0.1%  | 1                | 0.0%  | 0                  | 0.0%  | 0                | 1.2%  | 1           | 0.0%  | 0                 | 0.0%  | 0                 | 0.0%  | 0                | 0.0%  | 0                          | 0.0%  | 0                            | 0.0%  | 0                          | 0.0%  | 0  |
| Birmingham  | 0.1%  | 1                | 0.0%  | 0                  | 0.0%  | 0                | 1.2%  | 1           | 0.0%  | 0                 | 0.0%  | 0                 | 0.0%  | 0                | 0.0%  | 0                          | 0.0%  | 0                            | 0.0%  | 0                          | 0.0%  | 0  |
| Brent   | 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  |
| Makro, Atlas Road, London                                   | 0.1%  | 1                | 0.0%  | 0                  | 0.0%  | 0                | 0.0%  | 0           | 0.0%  | 0                 | 0.0%  | 0                 | 0.0%  | 0                | 0.0%  | 0                          | 0.0%  | 0                            | 0.0%  | 0                          | 1.3%  | 1  |
| Waterloo  | 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  |
| Homebase, Bridgend Retail<br>Park, Bridgend                 | 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  |
| West Wickham  | 0.1%  | 1                | 0.0%  | 0                  | 0.0%  | 0                | 1.2%  | 1           | 0.0%  | 0                 | 0.0%  | 0                 | 0.0%  | 0                | 0.0%  | 0                          | 0.0%  | 0                            | 0.0%  | 0                          | 0.0%  | 0  |
| Old Brompton Road, London                                   | 0.1%  | 1                | 0.0%  | 0                  | 0.0%  | 0                | 1.2%  | 1           | 0.0%  | 0                 | 0.0%  | 0                 | 0.0%  | 0                | 0.0%  | 0                          | 0.0%  | 0                            | 0.0%  | 0                          | 0.0%  | 0  |
| Homebase, Pentavia Retail<br>Park, Watford Way,<br>London   | 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  |
| Homebase, Syon Lane,<br>Isleworth                           | 0.1%  | 1                | 0.0%  | 0                  | 0.0%  | 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  |
| Cromwell Road, London                                       | 0.1%  | 1                | 0.0%  | 0                  | 0.0%  | 0                | 0.0%  | 0           | 0.0%  | 0                 | 0.0%  | 0                 | 1.1%  | 1                | 0.0%  | 0                          | 0.0%  | 0                            | 0.0%  | 0                          | 0.0%  | 0  |
| Croydon   | 0.1%  | 1                | 0.0%  | 0                  | 0.0%  | 0                | 0.0%  | 0           | 0.0%  | 0                 | 0.0%  | 0                 | 0.0%  | 0                | 0.0%  | 0                          | 1.1%  | 1                            | 0.0%  | 0                          | 0.0%  | 0  |
| (Don't regularly buy these<br>kind of goods)                | 27.5% | 276              | 33.3% | 30                 | 29.5% | 31               | 22.4% | 19          | 26.0% | 26                | 37.4% | 40                | 38.9% | 37               | 19.2% | 25                         | 20.0% | 18                           | 25.8% | 31                         | 23.8% | 19 |
| (Don't know)  | 2.5%  | 25               | 2.2%  | 2                  | 1.0%  | 1                | 1.2%  | 1           | 4.0%  | 4                 | 4.7%  | 5                 | 1.1%  | 1                | 2.3%  | 3                          | 0.0%  | 0                            | 4.2%  | 5                          | 3.8%  | 3  |
| Base:   |       | 1002             |       | 90                 |       | 105              |       | 85          |       | 100               |       | 107               |       | 95               |       | 130                        |       | 90                           |       | 120                        |       | 80 |

## Kensington & Chelsea Household Survey For Nathaniel Lichfield & Partners

|  | Total | Kensington<br>North | Kensington<br>Central | Kensington<br>South | Brent South | Westminster<br>North | Westminster<br>South | Wandsworth<br>North | Hammersmit<br>h & Fulham<br>South | Hammersmit<br>h & Fulham<br>Central | Hammersmit<br>h & Fulham<br>North |   |       |   |      |    |      |   |      |   |      |   |
|--|-------|---------------------|-----------------------|---------------------|-------------|----------------------|----------------------|---------------------|-----------------------------------|-------------------------------------|-----------------------------------|---|-------|---|------|----|------|---|------|---|------|---|
| <b>Q18 Which other locations do you visit to buy DIY / hardware and garden items ?</b> |       |                     |                       |                     |             |                      |                      |                     |                                   |                                     |                                   |   |       |   |      |    |      |   |      |   |      |   |
| <i>Only those who shop for DIY / hardware and garden items</i>                         |       |                     |                       |                     |             |                      |                      |                     |                                   |                                     |                                   |   |       |   |      |    |      |   |      |   |      |   |
| Knightsbridge  | 3.3%  | 23                  | 0.0%                  | 0                   | 1.4%        | 1                    | 3.1%                 | 2                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 12.3% | 7 | 9.8% | 10 | 1.4% | 1 | 2.4% | 2 | 0.0% | 0 |
| Kensington High Street   | 2.9%  | 20                  | 5.2%                  | 3                   | 6.8%        | 5                    | 0.0%                 | 0                   | 1.4%                              | 1                                   | 0.0%                              | 0 | 1.8%  | 1 | 0.0% | 0  | 0.0% | 0 | 9.5% | 8 | 3.4% | 2 |
| Fulham Road West   | 2.6%  | 18                  | 0.0%                  | 0                   | 0.0%        | 0                    | 7.7%                 | 5                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 1.8%  | 1 | 5.9% | 6  | 8.3% | 6 | 0.0% | 0 | 0.0% | 0 |
| Earls Court  | 2.6%  | 18                  | 5.2%                  | 3                   | 6.8%        | 5                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 1.8%  | 1 | 0.0% | 0  | 2.8% | 2 | 7.1% | 6 | 1.7% | 1 |
| Kings Road   | 2.3%  | 16                  | 3.4%                  | 2                   | 0.0%        | 0                    | 7.7%                 | 5                   | 1.4%                              | 1                                   | 1.6%                              | 1 | 3.5%  | 2 | 1.0% | 1  | 0.0% | 0 | 3.6% | 3 | 1.7% | 1 |
| Wandsworth Town  | 1.4%  | 10                  | 0.0%                  | 0                   | 0.0%        | 0                    | 4.6%                 | 3                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 3.5%  | 2 | 1.0% | 1  | 4.2% | 3 | 1.2% | 1 | 0.0% | 0 |
| Several different locations  | 1.1%  | 8                   | 0.0%                  | 0                   | 2.7%        | 2                    | 3.1%                 | 2                   | 1.4%                              | 1                                   | 0.0%                              | 0 | 1.8%  | 1 | 0.0% | 0  | 1.4% | 1 | 0.0% | 0 | 1.7% | 1 |
| London West End  | 0.9%  | 6                   | 0.0%                  | 0                   | 0.0%        | 0                    | 1.5%                 | 1                   | 0.0%                              | 0                                   | 3.2%                              | 2 | 1.8%  | 1 | 0.0% | 0  | 2.8% | 2 | 0.0% | 0 | 0.0% | 0 |
| Willesden Green  | 0.7%  | 5                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 4.3%                              | 3                                   | 3.2%                              | 2 | 0.0%  | 0 | 0.0% | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| B&Q, Broadway Retail Park,<br>Cricklewood  | 0.7%  | 5                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 7.1%                              | 5                                   | 0.0%                              | 0 | 0.0%  | 0 | 0.0% | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Edgware Road   | 0.6%  | 4                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 4.3%                              | 3                                   | 1.6%                              | 1 | 0.0%  | 0 | 0.0% | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Hammersmith  | 0.6%  | 4                   | 1.7%                  | 1                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 0.0%  | 0 | 0.0% | 0  | 0.0% | 0 | 2.4% | 2 | 1.7% | 1 |
| Westminster  | 0.6%  | 4                   | 0.0%                  | 0                   | 0.0%        | 0                    | 1.5%                 | 1                   | 0.0%                              | 0                                   | 3.2%                              | 2 | 1.8%  | 1 | 0.0% | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Hanwell  | 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 | 1.2% | 1 | 3.4% | 2 |
| Internet / delivered   | 0.4%  | 3                   | 0.0%                  | 0                   | 1.4%        | 1                    | 1.5%                 | 1                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 0.0%  | 0 | 1.0% | 1  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Fulham Road East   | 0.4%  | 3                   | 0.0%                  | 0                   | 0.0%        | 0                    | 3.1%                 | 2                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 0.0%  | 0 | 0.0% | 0  | 1.4% | 1 | 0.0% | 0 | 0.0% | 0 |
| Fulham   | 0.4%  | 3                   | 0.0%                  | 0                   | 0.0%        | 0                    | 1.5%                 | 1                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 0.0%  | 0 | 0.0% | 0  | 2.8% | 2 | 0.0% | 0 | 0.0% | 0 |
| Shepherds Bush   | 0.3%  | 2                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 0.0%  | 0 | 0.0% | 0  | 0.0% | 0 | 2.4% | 2 | 0.0% | 0 |
| B&Q, Western Avenue,<br>Acton  | 0.3%  | 2                   | 1.7%                  | 1                   | 0.0%        | 0                    | 0.0%                 | 0                   | 1.4%                              | 1                                   | 0.0%                              | 0 | 0.0%  | 0 | 0.0% | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Queensway, London  | 0.3%  | 2                   | 0.0%                  | 0                   | 1.4%        | 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 |
| Portobello Road  | 0.3%  | 2                   | 1.7%                  | 1                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 1.6%                              | 1 | 0.0%  | 0 | 0.0% | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Wembley  | 0.3%  | 2                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 0.0%  | 0 | 0.0% | 0  | 0.0% | 0 | 2.4% | 2 | 0.0% | 0 |
| Kilburn  | 0.3%  | 2                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 1.4%                              | 1                                   | 1.6%                              | 1 | 0.0%  | 0 | 0.0% | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Cricklewood  | 0.3%  | 2                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 2.9%                              | 2                                   | 0.0%                              | 0 | 0.0%  | 0 | 0.0% | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Central London   | 0.1%  | 1                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 0.0%  | 0 | 0.0% | 0  | 1.4% | 1 | 0.0% | 0 | 0.0% | 0 |
| Acton  | 0.1%  | 1                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 0.0%  | 0 | 0.0% | 0  | 0.0% | 0 | 1.2% | 1 | 0.0% | 0 |
| Clacton-on-Sea   | 0.1%  | 1                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 0.0%  | 0 | 0.0% | 0  | 0.0% | 0 | 1.2% | 1 | 0.0% | 0 |
| Finchley Road, Cricklewood   | 0.1%  | 1                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 1.6%                              | 1 | 0.0%  | 0 | 0.0% | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Chiswick   | 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 |
| Chiswick Business Park,<br>Ealing  | 0.1%  | 1                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 0.0%  | 0 | 0.0% | 0  | 0.0% | 0 | 0.0% | 0 | 1.7% | 1 |
| Mill Hill  | 0.1%  | 1                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 1.4%                              | 1                                   | 0.0%                              | 0 | 0.0%  | 0 | 0.0% | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Norfolk  | 0.1%  | 1                   | 0.0%                  | 0                   | 0.0%        | 0                    | 1.5%                 | 1                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 0.0%  | 0 | 0.0% | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Belgravia  | 0.1%  | 1                   | 0.0%                  | 0                   | 0.0%        | 0                    | 1.5%                 | 1                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 0.0%  | 0 | 0.0% | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Buckingham Palace Road,<br>London  | 0.1%  | 1                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 1.8%  | 1 | 0.0% | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Old Brompton Road, London  | 0.1%  | 1                   | 0.0%                  | 0                   | 1.4%        | 1                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 0.0%  | 0 | 0.0% | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Ikea, Drury Way, Wembley   | 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 |
| Paddington   | 0.1%  | 1                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 1.8%  | 1 | 0.0% | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Kensington   | 0.1%  | 1                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 1.8%  | 1 | 0.0% | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Penzance   | 0.1%  | 1                   | 0.0%                  | 0                   | 1.4%        | 1                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 0.0%  | 0 | 0.0% | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| North London   | 0.1%  | 1                   | 0.0%                  | 0                   | 0.0%        | 0                    | 1.5%                 | 1                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 0.0%  | 0 | 0.0% | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

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|   | Total | Kensington North |       | Kensington Central |       | Kensington South |       | Brent South |       | Westminster North |       | Westminster South |       | Wandsworth North |       | Hammersmith & Fulham South |       | Hammersmith & Fulham Central |       | Hammersmith & Fulham North |       |    |
|---|-------|------------------|-------|--------------------|-------|------------------|-------|-------------|-------|-------------------|-------|-------------------|-------|------------------|-------|----------------------------|-------|------------------------------|-------|----------------------------|-------|----|
| Notting Hill Gate   | 0.1%  | 1                | 0.0%  | 0                  | 1.4%  | 1                | 0.0%  | 0           | 0.0%  | 0                 | 0.0%  | 0                 | 0.0%  | 0                | 0.0%  | 0                          | 0.0%  | 0                            | 0.0%  | 0                          | 0.0%  | 0  |
| Putney  | 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  |
| London  | 0.1%  | 1                | 0.0%  | 0                  | 0.0%  | 0                | 0.0%  | 0           | 1.4%  | 1                 | 0.0%  | 0                 | 0.0%  | 0                | 0.0%  | 0                          | 0.0%  | 0                            | 0.0%  | 0                          | 0.0%  | 0  |
| Retail Park, Kew  | 0.1%  | 1                | 0.0%  | 0                  | 0.0%  | 0                | 0.0%  | 0           | 0.0%  | 0                 | 0.0%  | 0                 | 0.0%  | 0                | 0.0%  | 0                          | 1.4%  | 1                            | 0.0%  | 0                          | 0.0%  | 0  |
| Meads Court, Eastbourne                                     | 0.1%  | 1                | 0.0%  | 0                  | 0.0%  | 0                | 0.0%  | 0           | 0.0%  | 0                 | 0.0%  | 0                 | 0.0%  | 0                | 0.0%  | 0                          | 0.0%  | 0                            | 1.2%  | 1                          | 0.0%  | 0  |
| Ginkgo Garden Centre,<br>Ravenscourt Avenue,<br>Hammersmith | 0.1%  | 1                | 0.0%  | 0                  | 0.0%  | 0                | 0.0%  | 0           | 0.0%  | 0                 | 0.0%  | 0                 | 0.0%  | 0                | 0.0%  | 0                          | 0.0%  | 0                            | 1.2%  | 1                          | 0.0%  | 0  |
| Vauxhall  | 0.1%  | 1                | 0.0%  | 0                  | 0.0%  | 0                | 1.5%  | 1           | 0.0%  | 0                 | 0.0%  | 0                 | 0.0%  | 0                | 0.0%  | 0                          | 0.0%  | 0                            | 0.0%  | 0                          | 0.0%  | 0  |
| Victoria  | 0.1%  | 1                | 0.0%  | 0                  | 0.0%  | 0                | 0.0%  | 0           | 0.0%  | 0                 | 0.0%  | 0                 | 1.8%  | 1                | 0.0%  | 0                          | 0.0%  | 0                            | 0.0%  | 0                          | 0.0%  | 0  |
| Homebase, York Road,<br>Battersea                           | 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  |
| Warwick Avenue  | 0.1%  | 1                | 0.0%  | 0                  | 0.0%  | 0                | 0.0%  | 0           | 0.0%  | 0                 | 0.0%  | 0                 | 1.8%  | 1                | 0.0%  | 0                          | 0.0%  | 0                            | 0.0%  | 0                          | 0.0%  | 0  |
| Old Kent Road, London                                       | 0.1%  | 1                | 0.0%  | 0                  | 0.0%  | 0                | 0.0%  | 0           | 0.0%  | 0                 | 0.0%  | 0                 | 1.8%  | 1                | 0.0%  | 0                          | 0.0%  | 0                            | 0.0%  | 0                          | 0.0%  | 0  |
| Westbourne Grove  | 0.1%  | 1                | 0.0%  | 0                  | 1.4%  | 1                | 0.0%  | 0           | 0.0%  | 0                 | 0.0%  | 0                 | 0.0%  | 0                | 0.0%  | 0                          | 0.0%  | 0                            | 0.0%  | 0                          | 0.0%  | 0  |
| Park Royal, Hounslow  | 0.1%  | 1                | 0.0%  | 0                  | 0.0%  | 0                | 0.0%  | 0           | 1.4%  | 1                 | 0.0%  | 0                 | 0.0%  | 0                | 0.0%  | 0                          | 0.0%  | 0                            | 0.0%  | 0                          | 0.0%  | 0  |
| Kew Gardens   | 0.1%  | 1                | 0.0%  | 0                  | 0.0%  | 0                | 1.5%  | 1           | 0.0%  | 0                 | 0.0%  | 0                 | 0.0%  | 0                | 0.0%  | 0                          | 0.0%  | 0                            | 0.0%  | 0                          | 0.0%  | 0  |
| Pimlico   | 0.1%  | 1                | 0.0%  | 0                  | 0.0%  | 0                | 0.0%  | 0           | 0.0%  | 0                 | 0.0%  | 0                 | 1.8%  | 1                | 0.0%  | 0                          | 0.0%  | 0                            | 0.0%  | 0                          | 0.0%  | 0  |
| (No other mention / no other<br>centre)                     | 67.8% | 475              | 75.9% | 44                 | 68.5% | 50               | 53.8% | 35          | 65.7% | 46                | 75.8% | 47                | 57.9% | 33               | 79.4% | 81                         | 62.5% | 45                           | 57.1% | 48                         | 79.3% | 46 |
| (Don't know)  | 4.3%  | 30               | 1.7%  | 1                  | 5.5%  | 4                | 4.6%  | 3           | 4.3%  | 3                 | 4.8%  | 3                 | 0.0%  | 0                | 1.0%  | 1                          | 9.7%  | 7                            | 6.0%  | 5                          | 5.2%  | 3  |
| Base:   |       | 701              |       | 58                 |       | 73               |       | 65          |       | 70                |       | 62                |       | 57               |       | 102                        |       | 72                           |       | 84                         |       | 58 |

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|  | Total | Kensington<br>North | Kensington<br>Central | Kensington<br>South | Brent South | Westminster<br>North | Westminster<br>South | Wandsworth<br>North | Hammersmit<br>h & Fulham<br>South | Hammersmit<br>h & Fulham<br>Central | Hammersmit<br>h & Fulham<br>North |    |       |    |       |    |       |    |       |    |       |    |
|--|-------|---------------------|-----------------------|---------------------|-------------|----------------------|----------------------|---------------------|-----------------------------------|-------------------------------------|-----------------------------------|----|-------|----|-------|----|-------|----|-------|----|-------|----|
| <b>Q19 At which location did your household last buy chemist, health and beauty items?</b> |       |                     |                       |                     |             |                      |                      |                     |                                   |                                     |                                   |    |       |    |       |    |       |    |       |    |       |    |
| Kensington High Street   | 11.6% | 116                 | 21.1%                 | 19                  | 50.5%       | 53                   | 8.2%                 | 7                   | 4.0%                              | 4                                   | 7.5%                              | 8  | 6.3%  | 6  | 1.5%  | 2  | 3.3%  | 3  | 6.7%  | 8  | 7.5%  | 6  |
| Hammersmith  | 8.5%  | 85                  | 5.6%                  | 5                   | 1.9%        | 2                    | 1.2%                 | 1                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 0.0%  | 0  | 0.0%  | 0  | 5.6%  | 5  | 48.3% | 58 | 17.5% | 14 |
| Kings Road   | 7.7%  | 77                  | 0.0%                  | 0                   | 1.9%        | 2                    | 54.1%                | 46                  | 0.0%                              | 0                                   | 0.9%                              | 1  | 10.5% | 10 | 8.5%  | 11 | 5.6%  | 5  | 0.8%  | 1  | 1.3%  | 1  |
| London West End  | 6.8%  | 68                  | 5.6%                  | 5                   | 1.9%        | 2                    | 0.0%                 | 0                   | 5.0%                              | 5                                   | 19.6%                             | 21 | 12.6% | 12 | 4.6%  | 6  | 7.8%  | 7  | 4.2%  | 5  | 6.3%  | 5  |
| Fulham   | 4.5%  | 45                  | 0.0%                  | 0                   | 1.0%        | 1                    | 2.4%                 | 2                   | 0.0%                              | 0                                   | 0.9%                              | 1  | 0.0%  | 0  | 0.8%  | 1  | 40.0% | 36 | 3.3%  | 4  | 0.0%  | 0  |
| Clapham Junction   | 4.2%  | 42                  | 0.0%                  | 0                   | 1.0%        | 1                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 0.0%  | 0  | 31.5% | 41 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Shepherds Bush   | 4.1%  | 41                  | 6.7%                  | 6                   | 1.0%        | 1                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 2.8%                              | 3  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 15.8% | 19 | 15.0% | 12 |
| Notting Hill Gate  | 3.6%  | 36                  | 20.0%                 | 18                  | 7.6%        | 8                    | 1.2%                 | 1                   | 0.0%                              | 0                                   | 5.6%                              | 6  | 1.1%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 2.5%  | 2  |
| Kilburn  | 3.2%  | 32                  | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 17.0%                             | 17                                  | 14.0%                             | 15 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Putney   | 2.7%  | 27                  | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 0.0%  | 0  | 10.0% | 13 | 13.3% | 12 | 1.7%  | 2  | 0.0%  | 0  |
| Wandsworth Town  | 2.6%  | 26                  | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 0.0%  | 0  | 17.7% | 23 | 2.2%  | 2  | 0.8%  | 1  | 0.0%  | 0  |
| Victoria   | 2.4%  | 24                  | 0.0%                  | 0                   | 0.0%        | 0                    | 1.2%                 | 1                   | 2.0%                              | 2                                   | 0.0%                              | 0  | 18.9% | 18 | 1.5%  | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 1  |
| Brent Cross  | 2.0%  | 20                  | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 17.0%                             | 17                                  | 0.9%                              | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 2.5%  | 2  |
| Earls Court  | 1.5%  | 15                  | 0.0%                  | 0                   | 10.5%       | 11                   | 4.7%                 | 4                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Willesden Green  | 1.4%  | 14                  | 1.1%                  | 1                   | 0.0%        | 0                    | 0.0%                 | 0                   | 13.0%                             | 13                                  | 0.0%                              | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Pimlico  | 1.4%  | 14                  | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 14.7% | 14 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Acton  | 1.4%  | 14                  | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.8%  | 1  | 16.3% | 13 |
| Queensway, London  | 1.3%  | 13                  | 0.0%                  | 0                   | 3.8%        | 4                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 6.5%                              | 7  | 1.1%  | 1  | 0.8%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Battersea  | 1.3%  | 13                  | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 0.0%  | 0  | 10.0% | 13 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Portobello Road  | 1.3%  | 13                  | 12.2%                 | 11                  | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.9%                              | 1  | 1.1%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Several different locations  | 1.1%  | 11                  | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 3.0%                              | 3                                   | 2.8%                              | 3  | 2.1%  | 2  | 1.5%  | 2  | 1.1%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| South Kensington   | 0.9%  | 9                   | 1.1%                  | 1                   | 2.9%        | 3                    | 3.5%                 | 3                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 2.1%  | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Internet / delivered   | 0.9%  | 9                   | 1.1%                  | 1                   | 1.0%        | 1                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 3.2%  | 3  | 0.0%  | 0  | 0.0%  | 0  | 1.7%  | 2  | 2.5%  | 2  |
| Fulham Road East   | 0.7%  | 7                   | 0.0%                  | 0                   | 0.0%        | 0                    | 3.5%                 | 3                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 0.0%  | 0  | 0.0%  | 0  | 3.3%  | 3  | 0.8%  | 1  | 0.0%  | 0  |
| Harlesden  | 0.7%  | 7                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 5.0%                              | 5                                   | 0.0%                              | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 2.5%  | 2  |
| Brent Cross Shopping<br>Centre, Prince Charles<br>Drive, London                            | 0.6%  | 6                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 6.0%                              | 6                                   | 0.0%                              | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Westminster  | 0.6%  | 6                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.9%                              | 1  | 4.2%  | 4  | 0.0%  | 0  | 1.1%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Westbourne Grove   | 0.6%  | 6                   | 3.3%                  | 3                   | 1.0%        | 1                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 1.9%                              | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Ladbroke Grove   | 0.6%  | 6                   | 2.2%                  | 2                   | 0.0%        | 0                    | 0.0%                 | 0                   | 1.0%                              | 1                                   | 2.8%                              | 3  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Wembley  | 0.6%  | 6                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 2.0%                              | 2                                   | 0.9%                              | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 3.8%  | 3  |
| Chiswick   | 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  | 2.5%  | 3  | 3.8%  | 3  |
| Knightsbridge  | 0.5%  | 5                   | 0.0%                  | 0                   | 1.0%        | 1                    | 2.4%                 | 2                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 1.1%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.8%  | 1  | 0.0%  | 0  |
| Central London   | 0.5%  | 5                   | 1.1%                  | 1                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.9%                              | 1  | 3.2%  | 3  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Maida Vale   | 0.5%  | 5                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 4.7%                              | 5  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Gloucester Road, London  | 0.4%  | 4                   | 0.0%                  | 0                   | 3.8%        | 4                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Edgware Road   | 0.4%  | 4                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 1.0%                              | 1                                   | 0.9%                              | 1  | 2.1%  | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Fulham Road West   | 0.4%  | 4                   | 0.0%                  | 0                   | 0.0%        | 0                    | 1.2%                 | 1                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 0.0%  | 0  | 0.0%  | 0  | 3.3%  | 3  | 0.0%  | 0  | 0.0%  | 0  |
| Whiteleys Shopping Centre,<br>Queensway, London  | 0.3%  | 3                   | 1.1%                  | 1                   | 0.0%        | 0                    | 0.0%                 | 0                   | 1.0%                              | 1                                   | 0.9%                              | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Piccadilly   | 0.3%  | 3                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.9%                              | 1  | 1.1%  | 1  | 0.8%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Park Royal, Hounslow   | 0.3%  | 3                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 2.0%                              | 2                                   | 0.0%                              | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.3%  | 1  |
| Kilburn High Road, London  | 0.3%  | 3                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 1.0%                              | 1                                   | 1.9%                              | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Ealing   | 0.3%  | 3                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 3.8%  | 3  |

## Kensington & Chelsea Household Survey For Nathaniel Lichfield & Partners

|   | Total | Kensington North |      | Kensington Central |      | Kensington South |      | Brent South | Westminster North |   | Westminster South |   | Wandsworth North | Hammersmith & Fulham South |      | Hammersmith & Fulham Central |      | Hammersmith & Fulham North |      |   |
|---|-------|------------------|------|--------------------|------|------------------|------|-------------|-------------------|---|-------------------|---|------------------|----------------------------|------|------------------------------|------|----------------------------|------|---|
| Holland Park                              | 0.3%  | 3                | 2.2% | 2                  | 1.0% | 1                | 0.0% | 0           | 0.0%              | 0 | 0.0%              | 0 | 0.0%             | 0                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0 |
| High Road, Chiswick                       | 0.3%  | 3                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0%              | 0 | 0.0%              | 0 | 0.0%             | 0                          | 0.0% | 0                            | 2.5% | 3                          | 0.0% | 0 |
| Ealing Broadway                           | 0.3%  | 3                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0%              | 0 | 0.9%              | 1 | 0.0%             | 0                          | 0.0% | 0                            | 0.0% | 0                          | 2.5% | 2 |
| Old Brompton Road, London                 | 0.2%  | 2                | 0.0% | 0                  | 0.0% | 0                | 1.2% | 1           | 0.0%              | 0 | 0.0%              | 0 | 1.1%             | 1                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0 |
| North End Road, Fulham                    | 0.2%  | 2                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0%              | 0 | 0.0%              | 0 | 0.0%             | 0                          | 2.2% | 2                            | 0.0% | 0                          | 0.0% | 0 |
| Brent                                     | 0.2%  | 2                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 1.0%              | 1 | 0.9%              | 1 | 0.0%             | 0                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0 |
| Sainsbury's, Canal Way, Ladbroke Grove    | 0.2%  | 2                | 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 |
| Fulham Park Avenue, Fulham                | 0.2%  | 2                | 2.2% | 2                  | 0.0% | 0                | 0.0% | 0           | 0.0%              | 0 | 0.0%              | 0 | 0.0%             | 0                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0 |
| Fulham Broadway                           | 0.2%  | 2                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0%              | 0 | 0.0%              | 0 | 0.0%             | 0                          | 2.2% | 2                            | 0.0% | 0                          | 0.0% | 0 |
| Boots, Cathedral Walk, London             | 0.2%  | 2                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0%              | 0 | 0.0%              | 0 | 2.1%             | 2                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0 |
| Boots, Queensway, Bayswater               | 0.2%  | 2                | 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 |
| Kew Gardens                               | 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                          | 1.3% | 1 |
| Cricklewood                               | 0.2%  | 2                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 2.0%              | 2 | 0.0%              | 0 | 0.0%             | 0                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0 |
| Brook Green                               | 0.1%  | 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 |
| Gatwick Airport                           | 0.1%  | 1                | 0.0% | 0                  | 0.0% | 0                | 1.2% | 1           | 0.0%              | 0 | 0.0%              | 0 | 0.0%             | 0                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0 |
| Abroad                                    | 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 |
| Kensington West                           | 0.1%  | 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 |
| Gloucester Arcade, London                 | 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 |
| Doncaster                                 | 0.1%  | 1                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0%              | 0 | 0.0%              | 0 | 1.1%             | 1                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0 |
| Norfolk                                   | 0.1%  | 1                | 0.0% | 0                  | 0.0% | 0                | 1.2% | 1           | 0.0%              | 0 | 0.0%              | 0 | 0.0%             | 0                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0 |
| Boots, Clifton Road, London               | 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 |
| North Pole Road, Kensington               | 0.1%  | 1                | 1.1% | 1                  | 0.0% | 0                | 0.0% | 0           | 0.0%              | 0 | 0.0%              | 0 | 0.0%             | 0                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0 |
| Cardinal Place, Putney                    | 0.1%  | 1                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0%              | 0 | 0.0%              | 0 | 1.1%             | 1                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0 |
| Asda, Forty Lane, Wembley                 | 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 |
| Belgravia                                 | 0.1%  | 1                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0%              | 0 | 0.0%              | 0 | 1.1%             | 1                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0 |
| Clifton Gardens                           | 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 |
| Parsons Green                             | 0.1%  | 1                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0%              | 0 | 0.0%              | 0 | 0.0%             | 0                          | 1.1% | 1                            | 0.0% | 0                          | 0.0% | 0 |
| Camden Town                               | 0.1%  | 1                | 0.0% | 0                  | 0.0% | 0                | 1.2% | 1           | 0.0%              | 0 | 0.0%              | 0 | 0.0%             | 0                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0 |
| Cromwell Road, London                     | 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 |
| Holborn                                   | 0.1%  | 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 |
| Portchester Square, Paddington            | 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 |
| Neasden                                   | 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 |
| Kensington                                | 0.1%  | 1                | 1.1% | 1                  | 0.0% | 0                | 0.0% | 0           | 0.0%              | 0 | 0.0%              | 0 | 0.0%             | 0                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0 |
| East Croydon                              | 0.1%  | 1                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0%              | 0 | 0.0%              | 0 | 0.0%             | 0                          | 1.1% | 1                            | 0.0% | 0                          | 0.0% | 0 |
| Richmond                                  | 0.1%  | 1                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0%              | 0 | 0.0%              | 0 | 0.8%             | 1                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0 |
| Elizabeth Street, Belgravia               | 0.1%  | 1                | 0.0% | 0                  | 0.0% | 0                | 1.2% | 1           | 0.0%              | 0 | 0.0%              | 0 | 0.0%             | 0                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0 |
| Sainsbury's, Chiswick High Road, Chiswick | 0.1%  | 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, Ealing Road, Alperton        | 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 |
| Fulham Palace Road, Hammersmith           | 0.1%  | 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 |

## Kensington & Chelsea Household Survey For Nathaniel Lichfield & Partners

|   | Total | Kensington North |      | Kensington Central |      | Kensington South |      | Brent South | Westminster North |     | Westminster South |     | Wandsworth North | Hammersmith & Fulham South |      | Hammersmith & Fulham Central |      | Hammersmith & Fulham North |      |     |      |    |
|---|-------|------------------|------|--------------------|------|------------------|------|-------------|-------------------|-----|-------------------|-----|------------------|----------------------------|------|------------------------------|------|----------------------------|------|-----|------|----|
| Boots, Gloucester Road, London            | 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   |      |    |
| Liverpool Street, London                  | 0.1%  | 1                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0%              | 0   | 0.0%              | 0   | 1.1%             | 1                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0   |      |    |
| Tesco, Shepherds Bush Road, Hammersmith   | 0.1%  | 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   |      |    |
| Fulham Road, Fulham                       | 0.1%  | 1                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0%              | 0   | 0.0%              | 0   | 0.0%             | 0                          | 1.1% | 1                            | 0.0% | 0                          | 0.0% | 0   |      |    |
| Walm Lane, London                         | 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   |      |    |
| Gees, Warwick Way, London                 | 0.1%  | 1                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0%              | 0   | 0.0%              | 0   | 1.1%             | 1                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0   |      |    |
| Warwick                                   | 0.1%  | 1                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0%              | 0   | 0.0%              | 0   | 1.1%             | 1                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0   |      |    |
| Warwick Way, Pimlico                      | 0.1%  | 1                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0%              | 0   | 0.0%              | 0   | 1.1%             | 1                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0   |      |    |
| Golders Green Road, London                | 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   |      |    |
| West Ealing                               | 0.1%  | 1                | 1.1% | 1                  | 0.0% | 0                | 0.0% | 0           | 0.0%              | 0   | 0.0%              | 0   | 0.0%             | 0                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0   |      |    |
| Paddington                                | 0.1%  | 1                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0%              | 0   | 0.0%              | 0   | 1.1%             | 1                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0   |      |    |
| Harrow Road, London                       | 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   |      |    |
| Heathrow Airport                          | 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   |      |    |
| Connaught Street, London                  | 0.1%  | 1                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0%              | 0   | 0.0%              | 0   | 1.1%             | 1                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0   |      |    |
| Wimbledon                                 | 0.1%  | 1                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0%              | 0   | 0.0%              | 0   | 0.8%             | 1                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0   |      |    |
| Pinner                                    | 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   |      |    |
| (Don't regularly buy these kind of goods) | 4.9%  | 49               | 5.6% | 5                  | 2.9% | 3                | 7.1% | 6           | 7.0%              | 7   | 7.5%              | 8   | 2.1%             | 2                          | 5.4% | 7                            | 2.2% | 2                          | 2.5% | 3   | 7.5% |    |
| (Don't know)                              | 2.6%  | 26               | 4.4% | 4                  | 1.0% | 1                | 3.5% | 3           | 5.0%              | 5   | 2.8%              | 3   | 0.0%             | 0                          | 3.8% | 5                            | 3.3% | 3                          | 0.8% | 1   | 1.3% |    |
| Base:                                     |       | 1002             |      | 90                 |      | 105              |      | 85          |                   | 100 |                   | 107 |                  | 95                         |      | 130                          |      | 90                         |      | 120 |      | 80 |

## Kensington & Chelsea Household Survey For Nathaniel Lichfield & Partners

|   | Total | Kensington<br>North | Kensington<br>Central | Kensington<br>South | Brent South | Westminster<br>North | Westminster<br>South | Wandsworth<br>North | Hammersmit<br>h & Fulham<br>South | Hammersmit<br>h & Fulham<br>Central | Hammersmit<br>h & Fulham<br>North |   |      |   |      |   |      |   |       |    |      |   |
|---|-------|---------------------|-----------------------|---------------------|-------------|----------------------|----------------------|---------------------|-----------------------------------|-------------------------------------|-----------------------------------|---|------|---|------|---|------|---|-------|----|------|---|
| <b>Q20 At which other locations do you visit to buy health, beauty and chemist items ?</b><br><i>Only those who shop for health, beauty and chemist items</i> |       |                     |                       |                     |             |                      |                      |                     |                                   |                                     |                                   |   |      |   |      |   |      |   |       |    |      |   |
| Kensington High Street  | 4.4%  | 41                  | 12.3%                 | 10                  | 5.9%        | 6                    | 1.3%                 | 1                   | 1.1%                              | 1                                   | 5.2%                              | 5 | 0.0% | 0 | 1.7% | 2 | 2.4% | 2 | 10.3% | 12 | 2.7% | 2 |
| London West End   | 4.1%  | 38                  | 1.2%                  | 1                   | 3.0%        | 3                    | 2.6%                 | 2                   | 5.7%                              | 5                                   | 7.3%                              | 7 | 1.1% | 1 | 5.1% | 6 | 3.5% | 3 | 3.4%  | 4  | 8.2% | 6 |
| Kings Road  | 3.5%  | 32                  | 0.0%                  | 0                   | 1.0%        | 1                    | 17.1%                | 13                  | 0.0%                              | 0                                   | 1.0%                              | 1 | 5.4% | 5 | 6.8% | 8 | 3.5% | 3 | 0.0%  | 0  | 1.4% | 1 |
| Several different locations   | 2.1%  | 19                  | 1.2%                  | 1                   | 3.0%        | 3                    | 1.3%                 | 1                   | 4.5%                              | 4                                   | 2.1%                              | 2 | 2.2% | 2 | 0.8% | 1 | 1.2% | 1 | 2.6%  | 3  | 1.4% | 1 |
| Hammersmith   | 1.9%  | 18                  | 4.9%                  | 4                   | 1.0%        | 1                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 7.8%  | 9  | 5.5% | 4 |
| Fulham  | 1.2%  | 11                  | 0.0%                  | 0                   | 0.0%        | 0                    | 1.3%                 | 1                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 0.0% | 0 | 0.0% | 0 | 9.4% | 8 | 1.7%  | 2  | 0.0% | 0 |
| Notting Hill Gate   | 1.2%  | 11                  | 6.2%                  | 5                   | 4.0%        | 4                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.9%  | 1  | 1.4% | 1 |
| Putney  | 1.0%  | 9                   | 0.0%                  | 0                   | 0.0%        | 0                    | 2.6%                 | 2                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 0.0% | 0 | 0.8% | 1 | 7.1% | 6 | 0.0%  | 0  | 0.0% | 0 |
| Central London  | 1.0%  | 9                   | 2.5%                  | 2                   | 2.0%        | 2                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 1.0%                              | 1 | 3.2% | 3 | 0.8% | 1 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 |
| Wandsworth Town   | 1.0%  | 9                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 0.0% | 0 | 5.9% | 7 | 1.2% | 1 | 0.9%  | 1  | 0.0% | 0 |
| Shepherds Bush  | 0.9%  | 8                   | 0.0%                  | 0                   | 2.0%        | 2                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 1.1% | 1 | 0.0% | 0 | 0.0% | 0 | 1.7%  | 2  | 4.1% | 3 |
| Brent Cross   | 0.9%  | 8                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 3.4%                              | 3                                   | 2.1%                              | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0  | 4.1% | 3 |
| Clapham Junction  | 0.6%  | 6                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 1.1% | 1 | 4.2% | 5 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 |
| Victoria  | 0.6%  | 6                   | 0.0%                  | 0                   | 0.0%        | 0                    | 1.3%                 | 1                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 5.4% | 5 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 |
| Knightsbridge   | 0.6%  | 6                   | 0.0%                  | 0                   | 1.0%        | 1                    | 1.3%                 | 1                   | 0.0%                              | 0                                   | 1.0%                              | 1 | 2.2% | 2 | 0.8% | 1 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 |
| Kilburn   | 0.6%  | 6                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 2.3%                              | 2                                   | 4.2%                              | 4 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 |
| Queensway, London   | 0.5%  | 5                   | 1.2%                  | 1                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 2.1%                              | 2 | 2.2% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 |
| Internet / delivered  | 0.5%  | 5                   | 0.0%                  | 0                   | 0.0%        | 0                    | 2.6%                 | 2                   | 1.1%                              | 1                                   | 1.0%                              | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.9%  | 1  | 0.0% | 0 |
| Battersea   | 0.5%  | 5                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 0.0% | 0 | 4.2% | 5 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 |
| Fulham Road West  | 0.4%  | 4                   | 0.0%                  | 0                   | 0.0%        | 0                    | 2.6%                 | 2                   | 0.0%                              | 0                                   | 1.0%                              | 1 | 0.0% | 0 | 0.0% | 0 | 1.2% | 1 | 0.0%  | 0  | 0.0% | 0 |
| Ealing  | 0.4%  | 4                   | 1.2%                  | 1                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.7%  | 2  | 1.4% | 1 |
| Acton   | 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 | 0.9%  | 1  | 2.7% | 2 |
| Maida Vale  | 0.3%  | 3                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 3.1%                              | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 |
| Earls Court   | 0.3%  | 3                   | 0.0%                  | 0                   | 2.0%        | 2                    | 1.3%                 | 1                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 |
| Portobello Road   | 0.3%  | 3                   | 2.5%                  | 2                   | 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 |
| Fulham Road East  | 0.2%  | 2                   | 0.0%                  | 0                   | 0.0%        | 0                    | 1.3%                 | 1                   | 0.0%                              | 0                                   | 1.0%                              | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 |
| Westbourne Grove  | 0.2%  | 2                   | 0.0%                  | 0                   | 1.0%        | 1                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 1.0%                              | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 |
| Kendal Rise   | 0.2%  | 2                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 2.1%                              | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 |
| Paddington  | 0.2%  | 2                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 2.1%                              | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 |
| Camden Town   | 0.2%  | 2                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 1.0%                              | 1 | 1.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 |
| Willesden Green   | 0.2%  | 2                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 2.3%                              | 2                                   | 0.0%                              | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 |
| Chiswick  | 0.2%  | 2                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.7%  | 2  | 0.0% | 0 |
| Harlesden   | 0.2%  | 2                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 1.1%                              | 1                                   | 0.0%                              | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0  | 1.4% | 1 |
| Westminster   | 0.2%  | 2                   | 0.0%                  | 0                   | 0.0%        | 0                    | 1.3%                 | 1                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 1.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 |
| Asda, Forty Lane, Wembley   | 0.1%  | 1                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 1.1%                              | 1                                   | 0.0%                              | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 |
| High Road, Chiswick   | 0.1%  | 1                   | 0.0%                  | 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 |
| Ladbroke Grove  | 0.1%  | 1                   | 1.2%                  | 1                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 |
| Neasden   | 0.1%  | 1                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 1.1%                              | 1                                   | 0.0%                              | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 |
| Boots, Pimlico  | 0.1%  | 1                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 1.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 |
| Old Brompton Road, London   | 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 |
| Harrow  | 0.1%  | 1                   | 0.0%                  | 0                   | 0.0%        | 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 |
| Liverpool Street, London  | 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 |
| Cambridge   | 0.1%  | 1                   | 0.0%                  | 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 |
| Perivale  | 0.1%  | 1                   | 0.0%                  | 0                   | 0.0%        | 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 |

## Kensington & Chelsea Household Survey For Nathaniel Lichfield & Partners

|   | Total | Kensington North |       | Kensington Central |       | Kensington South |       | Brent South |       | Westminster North |       | Westminster South |       | Wandsworth North |       | Hammersmith & Fulham South |       | Hammersmith & Fulham Central |       | Hammersmith & Fulham North |       |    |
|---|-------|------------------|-------|--------------------|-------|------------------|-------|-------------|-------|-------------------|-------|-------------------|-------|------------------|-------|----------------------------|-------|------------------------------|-------|----------------------------|-------|----|
| Fulham Road, Fulham                             | 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  |
| Oxfordshire                                     | 0.1%  | 1                | 0.0%  | 0                  | 0.0%  | 0                | 0.0%  | 0           | 0.0%  | 0                 | 0.0%  | 0                 | 0.0%  | 0                | 0.0%  | 0                          | 1.2%  | 1                            | 0.0%  | 0                          | 0.0%  | 0  |
| Kingston-Upon-Thames                            | 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  |
| Brighton  | 0.1%  | 1                | 0.0%  | 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  |
| Reading   | 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  |
| Richmond  | 0.1%  | 1                | 0.0%  | 0                  | 0.0%  | 0                | 0.0%  | 0           | 1.1%  | 1                 | 0.0%  | 0                 | 0.0%  | 0                | 0.0%  | 0                          | 0.0%  | 0                            | 0.0%  | 0                          | 0.0%  | 0  |
| Russell Road, London                            | 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  |
| Gloucester Road, London                         | 0.1%  | 1                | 0.0%  | 0                  | 0.0%  | 0                | 0.0%  | 0           | 0.0%  | 0                 | 0.0%  | 0                 | 1.1%  | 1                | 0.0%  | 0                          | 0.0%  | 0                            | 0.0%  | 0                          | 0.0%  | 0  |
| Marble Arch                                     | 0.1%  | 1                | 0.0%  | 0                  | 0.0%  | 0                | 0.0%  | 0           | 0.0%  | 0                 | 0.0%  | 0                 | 1.1%  | 1                | 0.0%  | 0                          | 0.0%  | 0                            | 0.0%  | 0                          | 0.0%  | 0  |
| Meads Court, Eastbourne                         | 0.1%  | 1                | 0.0%  | 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  |
| Victoria Street, Westminster                    | 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  |
| Harrow Road, London                             | 0.1%  | 1                | 0.0%  | 0                  | 0.0%  | 0                | 0.0%  | 0           | 0.0%  | 0                 | 1.0%  | 1                 | 0.0%  | 0                | 0.0%  | 0                          | 0.0%  | 0                            | 0.0%  | 0                          | 0.0%  | 0  |
| Wembley   | 0.1%  | 1                | 0.0%  | 0                  | 0.0%  | 0                | 0.0%  | 0           | 1.1%  | 1                 | 0.0%  | 0                 | 0.0%  | 0                | 0.0%  | 0                          | 0.0%  | 0                            | 0.0%  | 0                          | 0.0%  | 0  |
| West Ealing                                     | 0.1%  | 1                | 0.0%  | 0                  | 0.0%  | 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  |
| Islington                                       | 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  |
| Parsons Green                                   | 0.1%  | 1                | 0.0%  | 0                  | 0.0%  | 0                | 0.0%  | 0           | 0.0%  | 0                 | 0.0%  | 0                 | 0.0%  | 0                | 0.0%  | 0                          | 1.2%  | 1                            | 0.0%  | 0                          | 0.0%  | 0  |
| Whiteleys Shopping Centre,<br>Queensway, London | 0.1%  | 1                | 0.0%  | 0                  | 0.0%  | 0                | 0.0%  | 0           | 0.0%  | 0                 | 1.0%  | 1                 | 0.0%  | 0                | 0.0%  | 0                          | 0.0%  | 0                            | 0.0%  | 0                          | 0.0%  | 0  |
| Clapham Common                                  | 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  |
| Wimbledon                                       | 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  |
| Queens Park                                     | 0.1%  | 1                | 0.0%  | 0                  | 0.0%  | 0                | 0.0%  | 0           | 1.1%  | 1                 | 0.0%  | 0                 | 0.0%  | 0                | 0.0%  | 0                          | 0.0%  | 0                            | 0.0%  | 0                          | 0.0%  | 0  |
| (No other mention / no other<br>centre)         | 64.9% | 602              | 67.9% | 55                 | 67.3% | 68               | 56.6% | 43          | 69.3% | 61                | 61.5% | 59                | 71.0% | 66               | 65.3% | 77                         | 63.5% | 54                           | 62.1% | 72                         | 64.4% | 47 |
| (Don't know)                                    | 2.4%  | 22               | 1.2%  | 1                  | 2.0%  | 2                | 3.9%  | 3           | 3.4%  | 3                 | 0.0%  | 0                 | 0.0%  | 0                | 2.5%  | 3                          | 5.9%  | 5                            | 2.6%  | 3                          | 2.7%  | 2  |
| Base:   |       | 927              |       | 81                 |       | 101              |       | 76          |       | 88                |       | 96                |       | 93               |       | 118                        |       | 85                           |       | 116                        |       | 73 |

## Kensington & Chelsea Household Survey For Nathaniel Lichfield & Partners

|   | Total | Kensington<br>North | Kensington<br>Central | Kensington<br>South | Brent South | Westminster<br>North | Westminster<br>South | Wandsworth<br>North | Hammersmit<br>h & Fulham<br>South | Hammersmit<br>h & Fulham<br>Central | Hammersmit<br>h & Fulham<br>North |    |       |    |       |    |       |    |       |    |       |    |
|---|-------|---------------------|-----------------------|---------------------|-------------|----------------------|----------------------|---------------------|-----------------------------------|-------------------------------------|-----------------------------------|----|-------|----|-------|----|-------|----|-------|----|-------|----|
| <b>Q21 At which location did your household last buy other non-food items such as books, CD's, toys and gifts ?</b> |       |                     |                       |                     |             |                      |                      |                     |                                   |                                     |                                   |    |       |    |       |    |       |    |       |    |       |    |
| Internet / delivered  | 18.4% | 184                 | 18.9%                 | 17                  | 15.2%       | 16                   | 14.1%                | 12                  | 24.0%                             | 24                                  | 18.7%                             | 20 | 12.6% | 12 | 22.3% | 29 | 15.6% | 14 | 20.0% | 24 | 20.0% | 16 |
| London West End   | 9.1%  | 91                  | 5.6%                  | 5                   | 6.7%        | 7                    | 4.7%                 | 4                   | 5.0%                              | 5                                   | 15.9%                             | 17 | 23.2% | 22 | 6.2%  | 8  | 5.6%  | 5  | 11.7% | 14 | 5.0%  | 4  |
| Kensington High Street  | 9.0%  | 90                  | 14.4%                 | 13                  | 40.0%       | 42                   | 8.2%                 | 7                   | 0.0%                              | 0                                   | 5.6%                              | 6  | 3.2%  | 3  | 1.5%  | 2  | 4.4%  | 4  | 6.7%  | 8  | 6.3%  | 5  |
| Kings Road  | 6.1%  | 61                  | 0.0%                  | 0                   | 2.9%        | 3                    | 36.5%                | 31                  | 1.0%                              | 1                                   | 0.9%                              | 1  | 10.5% | 10 | 8.5%  | 11 | 4.4%  | 4  | 0.0%  | 0  | 0.0%  | 0  |
| Hammersmith   | 4.8%  | 48                  | 10.0%                 | 9                   | 1.9%        | 2                    | 1.2%                 | 1                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 0.0%  | 0  | 0.0%  | 2  | 2.2%  | 2  | 22.5% | 27 | 8.8%  | 7  |
| Fulham  | 3.2%  | 32                  | 0.0%                  | 0                   | 0.0%        | 0                    | 5.9%                 | 5                   | 0.0%                              | 0                                   | 0.9%                              | 1  | 0.0%  | 0  | 0.0%  | 0  | 25.6% | 23 | 2.5%  | 3  | 0.0%  | 0  |
| Clapham Junction  | 2.6%  | 26                  | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 0.0%  | 0  | 20.0% | 26 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Notting Hill Gate   | 2.6%  | 26                  | 13.3%                 | 12                  | 5.7%        | 6                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 4.7%                              | 5  | 0.0%  | 0  | 0.0%  | 0  | 1.1%  | 1  | 1.7%  | 2  | 0.0%  | 0  |
| Wandsworth Town   | 2.2%  | 22                  | 0.0%                  | 0                   | 1.0%        | 1                    | 1.2%                 | 1                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 0.0%  | 0  | 13.1% | 17 | 2.2%  | 2  | 0.8%  | 1  | 0.0%  | 0  |
| Several different locations   | 2.2%  | 22                  | 1.1%                  | 1                   | 1.0%        | 1                    | 1.2%                 | 1                   | 6.0%                              | 6                                   | 1.9%                              | 2  | 4.2%  | 4  | 0.0%  | 0  | 3.3%  | 3  | 2.5%  | 3  | 1.3%  | 1  |
| Kilburn   | 2.0%  | 20                  | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 10.0%                             | 10                                  | 8.4%                              | 9  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.8%  | 1  | 0.0%  | 0  |
| Putney  | 2.0%  | 20                  | 0.0%                  | 0                   | 0.0%        | 0                    | 1.2%                 | 1                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 0.0%  | 0  | 6.2%  | 8  | 11.1% | 10 | 0.8%  | 1  | 0.0%  | 0  |
| Victoria  | 1.6%  | 16                  | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.9%                              | 1  | 15.8% | 15 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Brent Cross   | 1.6%  | 16                  | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 12.0%                             | 12                                  | 0.9%                              | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 3.8%  | 3  |
| Shepherds Bush  | 1.1%  | 11                  | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.9%                              | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 4.2%  | 5  | 6.3%  | 5  |
| Central London  | 1.1%  | 11                  | 0.0%                  | 0                   | 1.9%        | 2                    | 0.0%                 | 0                   | 1.0%                              | 1                                   | 0.9%                              | 1  | 2.1%  | 2  | 1.5%  | 2  | 1.1%  | 1  | 0.0%  | 0  | 2.5%  | 2  |
| Brent Cross Shopping<br>Centre, Prince Charles<br>Drive, London   | 0.9%  | 9                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 7.0%                              | 7                                   | 0.0%                              | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.8%  | 1  | 1.3%  | 1  |
| Chiswick  | 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  | 5.0%  | 6  | 0.0%  | 0  |
| Knightsbridge   | 0.6%  | 6                   | 0.0%                  | 0                   | 1.0%        | 1                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 2.1%  | 2  | 0.0%  | 0  | 1.1%  | 1  | 0.8%  | 1  | 1.3%  | 1  |
| Portobello Road   | 0.6%  | 6                   | 5.6%                  | 5                   | 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  |
| Edgware Road  | 0.6%  | 6                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 2.8%                              | 3  | 2.1%  | 2  | 0.0%  | 0  | 1.1%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Whiteleys Shopping Centre,<br>Queensway, London   | 0.6%  | 6                   | 3.3%                  | 3                   | 0.0%        | 0                    | 0.0%                 | 0                   | 1.0%                              | 1                                   | 1.9%                              | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Ealing  | 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  | 0.8%  | 1  | 6.3%  | 5  |
| Holland Park  | 0.5%  | 5                   | 3.3%                  | 3                   | 1.0%        | 1                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 1.1%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| South Kensington  | 0.5%  | 5                   | 1.1%                  | 1                   | 2.9%        | 3                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 1.1%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Westbourne Grove  | 0.4%  | 4                   | 1.1%                  | 1                   | 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  |
| High Road, Chiswick   | 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  | 2.5%  | 3  | 1.3%  | 1  |
| Piccadilly  | 0.4%  | 4                   | 0.0%                  | 0                   | 1.9%        | 2                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.9%                              | 1  | 0.0%  | 0  | 0.8%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Fulham Road West  | 0.4%  | 4                   | 0.0%                  | 0                   | 0.0%        | 0                    | 2.4%                 | 2                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 0.0%  | 0  | 0.0%  | 0  | 2.2%  | 2  | 0.0%  | 0  | 0.0%  | 0  |
| Westminster   | 0.3%  | 3                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.9%                              | 1  | 1.1%  | 1  | 0.0%  | 0  | 1.1%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Fulham Road East  | 0.3%  | 3                   | 0.0%                  | 0                   | 0.0%        | 0                    | 2.4%                 | 2                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.1%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Queensway, London   | 0.3%  | 3                   | 0.0%                  | 0                   | 1.0%        | 1                    | 0.0%                 | 0                   | 1.0%                              | 1                                   | 0.9%                              | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Leeds City Centre   | 0.2%  | 2                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 1.1%  | 1  | 0.0%  | 0  | 1.1%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Gatwick Airport   | 0.2%  | 2                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.9%                              | 1  | 0.0%  | 0  | 0.8%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Heathrow Airport  | 0.2%  | 2                   | 0.0%                  | 0                   | 1.0%        | 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  |
| Covent Garden   | 0.2%  | 2                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 0.0%  | 0  | 0.0%  | 0  | 2.2%  | 2  | 0.0%  | 0  | 0.0%  | 0  |
| Abroad  | 0.2%  | 2                   | 0.0%                  | 0                   | 1.0%        | 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  |
| Harlesden   | 0.2%  | 2                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 1.0%                              | 1                                   | 0.0%                              | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.3%  | 1  |
| Kingston-Upon-Thames  | 0.2%  | 2                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.1%  | 1  | 0.8%  | 1  | 0.0%  | 0  |
| Wembley   | 0.2%  | 2                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 1.0%                              | 1                                   | 0.9%                              | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Fulham Road, Fulham   | 0.2%  | 2                   | 0.0%                  | 0                   | 0.0%        | 0                    | 2.4%                 | 2                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Marylebone  | 0.2%  | 2                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 1.0%                              | 1                                   | 0.9%                              | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |

## Kensington & Chelsea Household Survey For Nathaniel Lichfield & Partners

|  | Total | Kensington North |       | Kensington Central |       | Kensington South |       | Brent South | Westminster North |     | Westminster South |     | Wandsworth North | Hammersmith h & Fulham South |       | Hammersmith h & Fulham Central |      | Hammersmith h & Fulham North |       |     |       |    |
|--|-------|------------------|-------|--------------------|-------|------------------|-------|-------------|-------------------|-----|-------------------|-----|------------------|------------------------------|-------|--------------------------------|------|------------------------------|-------|-----|-------|----|
| Park Royal, Hounslow                         | 0.2%  | 2                | 0.0%  | 0                  | 0.0%  | 0                | 0.0%  | 0           | 2.0%              | 2   | 0.0%              | 0   | 0.0%             | 0                            | 0.0%  | 0                              | 0.0% | 0                            | 0.0%  | 0   |       |    |
| Pimlico                                      | 0.2%  | 2                | 0.0%  | 0                  | 0.0%  | 0                | 0.0%  | 0           | 0.0%              | 0   | 0.0%              | 0   | 2.1%             | 2                            | 0.0%  | 0                              | 0.0% | 0                            | 0.0%  | 0   |       |    |
| Fulham Broadway                              | 0.2%  | 2                | 0.0%  | 0                  | 0.0%  | 0                | 0.0%  | 0           | 0.0%              | 0   | 0.0%              | 0   | 0.0%             | 0                            | 2.2%  | 2                              | 0.0% | 0                            | 0.0%  | 0   |       |    |
| Willesden Green                              | 0.2%  | 2                | 0.0%  | 0                  | 0.0%  | 0                | 0.0%  | 0           | 1.0%              | 1   | 0.0%              | 0   | 0.0%             | 0                            | 0.0%  | 0                              | 0.0% | 0                            | 1.3%  | 1   |       |    |
| Lewisham                                     | 0.1%  | 1                | 0.0%  | 0                  | 0.0%  | 0                | 0.0%  | 0           | 0.0%              | 0   | 0.0%              | 0   | 0.8%             | 1                            | 0.0%  | 0                              | 0.0% | 0                            | 0.0%  | 0   |       |    |
| Kings Cross Station, London                  | 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   |       |    |
| Charing Cross                                | 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   |       |    |
| Brighton                                     | 0.1%  | 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   |       |    |
| Norwich                                      | 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   |       |    |
| Brixton                                      | 0.1%  | 1                | 0.0%  | 0                  | 0.0%  | 0                | 0.0%  | 0           | 0.0%              | 0   | 0.0%              | 0   | 0.0%             | 0                            | 1.1%  | 1                              | 0.0% | 0                            | 0.0%  | 0   |       |    |
| Oxford                                       | 0.1%  | 1                | 1.1%  | 1                  | 0.0%  | 0                | 0.0%  | 0           | 0.0%              | 0   | 0.0%              | 0   | 0.0%             | 0                            | 0.0%  | 0                              | 0.0% | 0                            | 0.0%  | 0   |       |    |
| Asda, Western Road, Ealing                   | 0.1%  | 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   |       |    |
| Balham                                       | 0.1%  | 1                | 0.0%  | 0                  | 0.0%  | 0                | 0.0%  | 0           | 0.0%              | 0   | 0.0%              | 0   | 0.8%             | 1                            | 0.0%  | 0                              | 0.0% | 0                            | 0.0%  | 0   |       |    |
| Perivale                                     | 0.1%  | 1                | 0.0%  | 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   |       |    |
| Hemel Hempstead                              | 0.1%  | 1                | 0.0%  | 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   |       |    |
| Brent  | 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   |       |    |
| Doncaster                                    | 0.1%  | 1                | 0.0%  | 0                  | 0.0%  | 0                | 0.0%  | 0           | 0.0%              | 0   | 1.1%              | 1   | 0.0%             | 0                            | 0.0%  | 0                              | 0.0% | 0                            | 0.0%  | 0   |       |    |
| North End Road, Fulham                       | 0.1%  | 1                | 0.0%  | 0                  | 0.0%  | 0                | 0.0%  | 0           | 0.0%              | 0   | 0.0%              | 0   | 0.0%             | 0                            | 1.1%  | 1                              | 0.0% | 0                            | 0.0%  | 0   |       |    |
| Ealing Broadway                              | 0.1%  | 1                | 0.0%  | 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   |       |    |
| Richmond                                     | 0.1%  | 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   |       |    |
| Euston                                       | 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   |       |    |
| Finchley Road, Cricklewood                   | 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   |       |    |
| Paddington                                   | 0.1%  | 1                | 0.0%  | 0                  | 0.0%  | 0                | 0.0%  | 0           | 0.0%              | 0   | 1.1%              | 1   | 0.0%             | 0                            | 0.0%  | 0                              | 0.0% | 0                            | 0.0%  | 0   |       |    |
| Bloomsbury, London                           | 0.1%  | 1                | 0.0%  | 0                  | 0.0%  | 0                | 0.0%  | 0           | 0.0%              | 0   | 0.0%              | 0   | 0.8%             | 1                            | 0.0%  | 0                              | 0.0% | 0                            | 0.0%  | 0   |       |    |
| Stroud                                       | 0.1%  | 1                | 0.0%  | 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   |       |    |
| Fulham Park Avenue, Fulham                   | 0.1%  | 1                | 1.1%  | 1                  | 0.0%  | 0                | 0.0%  | 0           | 0.0%              | 0   | 0.0%              | 0   | 0.0%             | 0                            | 0.0%  | 0                              | 0.0% | 0                            | 0.0%  | 0   |       |    |
| Daunts Books, Marylebone High Street, London | 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   |       |    |
| Warwick                                      | 0.1%  | 1                | 0.0%  | 0                  | 0.0%  | 0                | 0.0%  | 0           | 0.0%              | 0   | 1.1%              | 1   | 0.0%             | 0                            | 0.0%  | 0                              | 0.0% | 0                            | 0.0%  | 0   |       |    |
| Northcote Road, Battersea                    | 0.1%  | 1                | 0.0%  | 0                  | 0.0%  | 0                | 0.0%  | 0           | 0.0%              | 0   | 0.0%              | 0   | 0.8%             | 1                            | 0.0%  | 0                              | 0.0% | 0                            | 0.0%  | 0   |       |    |
| Gloucester Road, London                      | 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   |       |    |
| Camden Town                                  | 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   |       |    |
| WH Smith, Paddington Station, London         | 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   |       |    |
| Harrow                                       | 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   |       |    |
| Somerset                                     | 0.1%  | 1                | 1.1%  | 1                  | 0.0%  | 0                | 0.0%  | 0           | 0.0%              | 0   | 0.0%              | 0   | 0.0%             | 0                            | 0.0%  | 0                              | 0.0% | 0                            | 0.0%  | 0   |       |    |
| Wimbledon                                    | 0.1%  | 1                | 0.0%  | 0                  | 0.0%  | 0                | 0.0%  | 0           | 0.0%              | 0   | 0.0%              | 0   | 0.8%             | 1                            | 0.0%  | 0                              | 0.0% | 0                            | 0.0%  | 0   |       |    |
| Cricklewood                                  | 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   |       |    |
| (Don't regularly buy these kind of goods)    | 14.1% | 141              | 16.7% | 15                 | 10.5% | 11               | 14.1% | 12          | 18.0%             | 18  | 15.9%             | 17  | 11.6%            | 11                           | 13.1% | 17                             | 5.6% | 5                            | 10.8% | 13  | 27.5% | 22 |
| (Don't know)                                 | 2.5%  | 25               | 2.2%  | 2                  | 1.9%  | 2                | 2.4%  | 2           | 3.0%              | 3   | 4.7%              | 5   | 3.2%             | 3                            | 2.3%  | 3                              | 2.2% | 2                            | 1.7%  | 2   | 1.3%  | 1  |
| Base:  |       | 1002             |       | 90                 |       | 105              |       | 85          |                   | 100 |                   | 107 |                  | 95                           |       | 130                            |      | 90                           |       | 120 |       | 80 |

## Kensington & Chelsea Household Survey For Nathaniel Lichfield & Partners

|   | Total | Kensington<br>North | Kensington<br>Central | Kensington<br>South | Brent South | Westminster<br>North | Westminster<br>South | Wandsworth<br>North | Hammersmit<br>h & Fulham<br>South | Hammersmit<br>h & Fulham<br>Central | Hammersmit<br>h & Fulham<br>North |    |      |   |       |    |       |    |      |   |       |   |
|---|-------|---------------------|-----------------------|---------------------|-------------|----------------------|----------------------|---------------------|-----------------------------------|-------------------------------------|-----------------------------------|----|------|---|-------|----|-------|----|------|---|-------|---|
| <b>Q22 Which other locations do you visit to buy other non-food items such as books, CD's, toys and gifts ?</b> |       |                     |                       |                     |             |                      |                      |                     |                                   |                                     |                                   |    |      |   |       |    |       |    |      |   |       |   |
| <i>Only those who shop for other non-food goods such as books, CD's, toys and gifts</i>                         |       |                     |                       |                     |             |                      |                      |                     |                                   |                                     |                                   |    |      |   |       |    |       |    |      |   |       |   |
| London West End   | 7.4%  | 62                  | 6.8%                  | 5                   | 6.5%        | 6                    | 7.0%                 | 5                   | 3.8%                              | 3                                   | 11.8%                             | 10 | 7.4% | 6 | 8.2%  | 9  | 3.6%  | 3  | 8.6% | 9 | 10.5% | 6 |
| Kensington High Street  | 5.9%  | 49                  | 12.3%                 | 9                   | 15.2%       | 14                   | 4.2%                 | 3                   | 1.3%                              | 1                                   | 1.2%                              | 1  | 1.2% | 1 | 3.6%  | 4  | 6.0%  | 5  | 8.6% | 9 | 3.5%  | 2 |
| Internet / delivered  | 5.7%  | 48                  | 5.5%                  | 4                   | 6.5%        | 6                    | 7.0%                 | 5                   | 6.3%                              | 5                                   | 3.5%                              | 3  | 9.9% | 8 | 5.5%  | 6  | 2.4%  | 2  | 8.6% | 9 | 0.0%  | 0 |
| Kings Road  | 3.2%  | 27                  | 0.0%                  | 0                   | 1.1%        | 1                    | 14.1%                | 10                  | 0.0%                              | 0                                   | 0.0%                              | 0  | 2.5% | 2 | 9.1%  | 10 | 4.8%  | 4  | 0.0% | 0 | 0.0%  | 0 |
| Hammersmith   | 2.6%  | 22                  | 1.4%                  | 1                   | 3.3%        | 3                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 0.0% | 0 | 0.0%  | 0  | 3.6%  | 3  | 8.6% | 9 | 10.5% | 6 |
| Notting Hill Gate   | 2.5%  | 21                  | 9.6%                  | 7                   | 5.4%        | 5                    | 0.0%                 | 0                   | 1.3%                              | 1                                   | 2.4%                              | 2  | 1.2% | 1 | 0.0%  | 0  | 1.2%  | 1  | 1.9% | 2 | 3.5%  | 2 |
| Several different locations   | 2.2%  | 18                  | 0.0%                  | 0                   | 3.3%        | 3                    | 1.4%                 | 1                   | 3.8%                              | 3                                   | 1.2%                              | 1  | 1.2% | 1 | 0.0%  | 0  | 2.4%  | 2  | 4.8% | 5 | 3.5%  | 2 |
| Putney  | 1.9%  | 16                  | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 0.0% | 0 | 3.6%  | 4  | 13.3% | 11 | 1.0% | 1 | 0.0%  | 0 |
| Wandsworth Town   | 1.9%  | 16                  | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 0.0% | 0 | 11.8% | 13 | 3.6%  | 3  | 0.0% | 0 | 0.0%  | 0 |
| Abroad  | 1.4%  | 12                  | 1.4%                  | 1                   | 1.1%        | 1                    | 0.0%                 | 0                   | 1.3%                              | 1                                   | 0.0%                              | 0  | 6.2% | 5 | 0.0%  | 0  | 0.0%  | 0  | 2.9% | 3 | 1.8%  | 1 |
| Acton   | 1.2%  | 10                  | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 6.3%                              | 5                                   | 3.5%                              | 3  | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0  | 1.0% | 1 | 1.8%  | 1 |
| Shepherds Bush  | 1.2%  | 10                  | 0.0%                  | 0                   | 2.2%        | 2                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0  | 1.9% | 2 | 10.5% | 6 |
| Clapham Junction  | 0.8%  | 7                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 0.0% | 0 | 6.4%  | 7  | 0.0%  | 0  | 0.0% | 0 | 0.0%  | 0 |
| Fulham  | 0.7%  | 6                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 0.0% | 0 | 0.0%  | 0  | 6.0%  | 5  | 1.0% | 1 | 0.0%  | 0 |
| South Kensington  | 0.7%  | 6                   | 0.0%                  | 0                   | 2.2%        | 2                    | 4.2%                 | 3                   | 0.0%                              | 0                                   | 1.2%                              | 1  | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0%  | 0 |
| Ealing  | 0.5%  | 4                   | 1.4%                  | 1                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0  | 1.9% | 2 | 1.8%  | 1 |
| Queensway, London   | 0.5%  | 4                   | 2.7%                  | 2                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 2.4%                              | 2  | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0%  | 0 |
| Kingston-Upon-Thames  | 0.5%  | 4                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 0.0% | 0 | 2.7%  | 3  | 0.0%  | 0  | 1.0% | 1 | 0.0%  | 0 |
| Wimbledon   | 0.5%  | 4                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 0.0% | 0 | 2.7%  | 3  | 1.2%  | 1  | 0.0% | 0 | 0.0%  | 0 |
| Central London  | 0.4%  | 3                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 0.0% | 0 | 0.0%  | 0  | 2.4%  | 2  | 1.0% | 1 | 0.0%  | 0 |
| Portobello Road   | 0.4%  | 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 |
| Camden Town   | 0.4%  | 3                   | 1.4%                  | 1                   | 0.0%        | 0                    | 1.4%                 | 1                   | 0.0%                              | 0                                   | 1.2%                              | 1  | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0%  | 0 |
| Chiswick  | 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  | 1.9% | 2 | 1.8%  | 1 |
| Battersea   | 0.2%  | 2                   | 0.0%                  | 0                   | 1.1%        | 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 |
| High Road, Chiswick   | 0.2%  | 2                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0  | 1.9% | 2 | 0.0%  | 0 |
| Knightsbridge   | 0.2%  | 2                   | 0.0%                  | 0                   | 1.1%        | 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 |
| Holborn   | 0.2%  | 2                   | 0.0%                  | 0                   | 1.1%        | 1                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0  | 1.0% | 1 | 0.0%  | 0 |
| Staples Corner Business<br>Park, Edgware Road,<br>London  | 0.2%  | 2                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 2.5%                              | 2                                   | 0.0%                              | 0  | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0%  | 0 |
| Victoria  | 0.2%  | 2                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 2.5% | 2 | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0%  | 0 |
| Edgware Road  | 0.2%  | 2                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 1.2%                              | 1  | 1.2% | 1 | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0%  | 0 |
| Swiss Cottage   | 0.2%  | 2                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 1.3%                              | 1                                   | 1.2%                              | 1  | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0%  | 0 |
| Brighton  | 0.1%  | 1                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 0.0% | 0 | 0.9%  | 1  | 0.0%  | 0  | 0.0% | 0 | 0.0%  | 0 |
| Harrow  | 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 |
| Old Brompton Road, London   | 0.1%  | 1                   | 0.0%                  | 0                   | 0.0%        | 0                    | 1.4%                 | 1                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0%  | 0 |
| Fulham Broadway   | 0.1%  | 1                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 0.0% | 0 | 0.0%  | 0  | 1.2%  | 1  | 0.0% | 0 | 0.0%  | 0 |
| Richmond  | 0.1%  | 1                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 1.2% | 1 | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0%  | 0 |
| Ealing Broadway   | 0.1%  | 1                   | 0.0%                  | 0                   | 0.0%        | 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 |
| Earls Court   | 0.1%  | 1                   | 0.0%                  | 0                   | 0.0%        | 0                    | 1.4%                 | 1                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0%  | 0 |
| Piccadilly  | 0.1%  | 1                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 1.2% | 1 | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0%  | 0 |
| Ladbroke Grove  | 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 |
| Sutton  | 0.1%  | 1                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 0.0% | 0 | 0.9%  | 1  | 0.0%  | 0  | 0.0% | 0 | 0.0%  | 0 |
| Fulham Road East  | 0.1%  | 1                   | 0.0%                  | 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 |

## Kensington & Chelsea Household Survey For Nathaniel Lichfield & Partners

|  | Total | Kensington North |      | Kensington Central |      | Kensington South |      | Brent South |      | Westminster North |      | Westminster South |      | Wandsworth North |      | Hammersmith & Fulham South |      | Hammersmith & Fulham Central |      | Hammersmith & Fulham North |      |    |
|--|-------|------------------|------|--------------------|------|------------------|------|-------------|------|-------------------|------|-------------------|------|------------------|------|----------------------------|------|------------------------------|------|----------------------------|------|----|
| Fulham Road West   | 0.1%  | 1                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0% | 0                 | 0.0% | 0                 | 0.0% | 0                | 0.0% | 0                          | 1.2% | 1                            | 0.0% | 0                          | 0.0% | 0  |
| Oxford   | 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  |
| Westminster  | 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  |
| Whiteleys Shopping Centre, Queensway, London                   | 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  |
| Willesden Green  | 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  |
| Islington  | 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  |
| Ashford  | 0.1%  | 1                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0% | 0                 | 0.0% | 0                 | 1.2% | 1                | 0.0% | 0                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0  |
| The Old Vic, Waterloo  | 0.1%  | 1                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0% | 0                 | 0.0% | 0                 | 1.2% | 1                | 0.0% | 0                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0  |
| Kilburn High Road, London (No other mention / no other 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  |
| (Don't know)   | 1.9%  | 16               | 2.7% | 2                  | 0.0% | 0                | 2.8% | 2           | 0.0% | 0                 | 3.5% | 3                 | 2.5% | 2                | 0.9% | 1                          | 6.0% | 5                            | 1.0% | 1                          | 0.0% | 0  |
| Base:  |       | 836              |      | 73                 |      | 92               |      | 71          |      | 79                |      | 85                |      | 81               |      | 110                        |      | 83                           |      | 105                        |      | 57 |

### Q23 What items, if any, do you regularly buy on the internet? (Up to 3 answers)

|   |       |      |       |    |       |     |       |    |       |     |       |     |       |    |       |     |       |    |       |     |       |    |
|---|-------|------|-------|----|-------|-----|-------|----|-------|-----|-------|-----|-------|----|-------|-----|-------|----|-------|-----|-------|----|
| Nothing   | 52.4% | 525  | 48.9% | 44 | 47.6% | 50  | 57.6% | 49 | 57.0% | 57  | 60.7% | 65  | 57.9% | 55 | 43.1% | 56  | 42.2% | 38 | 46.7% | 56  | 68.8% | 55 |
| Groceries                                       | 8.0%  | 80   | 7.8%  | 7  | 7.6%  | 8   | 10.6% | 9  | 6.0%  | 6   | 6.5%  | 7   | 6.3%  | 6  | 10.0% | 13  | 6.7%  | 6  | 12.5% | 15  | 3.8%  | 3  |
| Clothes and Shoes                               | 10.1% | 101  | 11.1% | 10 | 9.5%  | 10  | 9.4%  | 8  | 14.0% | 14  | 5.6%  | 6   | 6.3%  | 6  | 14.6% | 19  | 12.2% | 11 | 10.0% | 12  | 6.3%  | 5  |
| Domestic Electrical Appliances                  | 5.7%  | 57   | 4.4%  | 4  | 6.7%  | 7   | 7.1%  | 6  | 8.0%  | 8   | 3.7%  | 4   | 7.4%  | 7  | 4.6%  | 6   | 5.6%  | 5  | 5.0%  | 6   | 5.0%  | 4  |
| Electrical TV, Hi-Fi and Computers              | 11.7% | 117  | 13.3% | 12 | 13.3% | 14  | 15.3% | 13 | 13.0% | 13  | 13.1% | 14  | 13.7% | 13 | 10.0% | 13  | 10.0% | 9  | 7.5%  | 9   | 8.8%  | 7  |
| Furniture, Soft Furnishings and Floor Coverings | 3.0%  | 30   | 0.0%  | 0  | 3.8%  | 4   | 4.7%  | 4  | 3.0%  | 3   | 1.9%  | 2   | 0.0%  | 0  | 4.6%  | 6   | 4.4%  | 4  | 5.8%  | 7   | 0.0%  | 0  |
| DIY, Hardware and Homewares                     | 1.2%  | 12   | 1.1%  | 1  | 1.9%  | 2   | 1.2%  | 1  | 1.0%  | 1   | 0.0%  | 0   | 1.1%  | 1  | 2.3%  | 3   | 2.2%  | 2  | 0.0%  | 0   | 1.3%  | 1  |
| Health and Beauty, Chemist Items                | 1.3%  | 13   | 1.1%  | 1  | 0.0%  | 0   | 2.4%  | 2  | 0.0%  | 0   | 3.7%  | 4   | 2.1%  | 2  | 1.5%  | 2   | 0.0%  | 0  | 1.7%  | 2   | 0.0%  | 0  |
| Books, CD's, Toys etc.                          | 34.6% | 347  | 36.7% | 33 | 37.1% | 39  | 25.9% | 22 | 34.0% | 34  | 27.1% | 29  | 29.5% | 28 | 44.6% | 58  | 41.1% | 37 | 41.7% | 50  | 21.3% | 17 |
| Other   | 2.0%  | 20   | 2.2%  | 2  | 5.7%  | 6   | 1.2%  | 1  | 2.0%  | 2   | 1.9%  | 2   | 0.0%  | 0  | 0.8%  | 1   | 1.1%  | 1  | 3.3%  | 4   | 1.3%  | 1  |
| Flight / Travel tickets                         | 4.3%  | 43   | 4.4%  | 4  | 6.7%  | 7   | 2.4%  | 2  | 6.0%  | 6   | 2.8%  | 3   | 3.2%  | 3  | 6.2%  | 8   | 7.8%  | 7  | 1.7%  | 2   | 1.3%  | 1  |
| Holidays  | 0.6%  | 6    | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0  | 2.0%  | 2   | 0.9%  | 1   | 0.0%  | 0  | 0.0%  | 0   | 1.1%  | 1  | 0.8%  | 1   | 1.3%  | 1  |
| Insurance                                       | 0.3%  | 3    | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0  | 1.0%  | 1   | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0   | 2.2%  | 2  | 0.0%  | 0   | 0.0%  | 0  |
| Concert / Theatre tickets                       | 0.4%  | 4    | 0.0%  | 0  | 0.0%  | 0   | 2.4%  | 2  | 0.0%  | 0   | 0.0%  | 0   | 1.1%  | 1  | 0.0%  | 0   | 0.0%  | 0  | 0.8%  | 1   | 0.0%  | 0  |
| Pet items                                       | 0.3%  | 3    | 1.1%  | 1  | 1.0%  | 1   | 0.0%  | 0  | 1.0%  | 1   | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0  |
| Base:   |       | 1002 |       | 90 |       | 105 |       | 85 |       | 100 |       | 107 |       | 95 |       | 130 |       | 90 |       | 120 |       | 80 |

## Kensington & Chelsea Household Survey For Nathaniel Lichfield & Partners

|  | Total | Kensington<br>North | Kensington<br>Central | Kensington<br>South | Brent South | Westminster<br>North | Westminster<br>South | Wandsworth<br>North | Hammersmit<br>h & Fulham<br>South | Hammersmit<br>h & Fulham<br>Central | Hammersmit<br>h & Fulham<br>North |     |       |    |       |     |       |    |       |     |       |    |
|--|-------|---------------------|-----------------------|---------------------|-------------|----------------------|----------------------|---------------------|-----------------------------------|-------------------------------------|-----------------------------------|-----|-------|----|-------|-----|-------|----|-------|-----|-------|----|
| <b>Q24 Do you or your family do any of the following leisure activities?</b> |       |                     |                       |                     |             |                      |                      |                     |                                   |                                     |                                   |     |       |    |       |     |       |    |       |     |       |    |
| Cinema   | 56.0% | 561                 | 58.9%                 | 53                  | 66.7%       | 70                   | 63.5%                | 54                  | 53.0%                             | 53                                  | 51.4%                             | 55  | 52.6% | 50 | 50.8% | 66  | 70.0% | 63 | 53.3% | 64  | 41.3% | 33 |
| Theatre  | 50.8% | 509                 | 38.9%                 | 35                  | 61.0%       | 64                   | 52.9%                | 45                  | 39.0%                             | 39                                  | 52.3%                             | 56  | 62.1% | 59 | 50.0% | 65  | 55.6% | 50 | 55.8% | 67  | 36.3% | 29 |
| Pub/bar  | 45.0% | 451                 | 36.7%                 | 33                  | 47.6%       | 50                   | 41.2%                | 35                  | 42.0%                             | 42                                  | 41.1%                             | 44  | 46.3% | 44 | 58.5% | 76  | 47.8% | 43 | 41.7% | 50  | 42.5% | 34 |
| Restaurant   | 74.9% | 750                 | 68.9%                 | 62                  | 81.0%       | 85                   | 80.0%                | 68                  | 69.0%                             | 69                                  | 71.0%                             | 76  | 81.1% | 77 | 83.1% | 108 | 78.9% | 71 | 70.8% | 85  | 61.3% | 49 |
| Nightclub  | 13.7% | 137                 | 13.3%                 | 12                  | 17.1%       | 18                   | 12.9%                | 11                  | 16.0%                             | 16                                  | 14.0%                             | 15  | 7.4%  | 7  | 18.5% | 24  | 11.1% | 10 | 10.0% | 12  | 15.0% | 12 |
| Bingo  | 3.2%  | 32                  | 2.2%                  | 2                   | 4.8%        | 5                    | 2.4%                 | 2                   | 6.0%                              | 6                                   | 2.8%                              | 3   | 0.0%  | 0  | 3.8%  | 5   | 1.1%  | 1  | 5.0%  | 6   | 2.5%  | 2  |
| Health & Fitness club  | 33.1% | 332                 | 36.7%                 | 33                  | 39.0%       | 41                   | 36.5%                | 31                  | 31.0%                             | 31                                  | 31.8%                             | 34  | 32.6% | 31 | 32.3% | 42  | 36.7% | 33 | 30.0% | 36  | 25.0% | 20 |
| Tenpin bowling   | 8.1%  | 81                  | 14.4%                 | 13                  | 8.6%        | 9                    | 4.7%                 | 4                   | 6.0%                              | 6                                   | 9.3%                              | 10  | 3.2%  | 3  | 9.2%  | 12  | 7.8%  | 7  | 7.5%  | 9   | 10.0% | 8  |
| None of these<br>(Don't know)  | 12.1% | 121                 | 16.7%                 | 15                  | 5.7%        | 6                    | 8.2%                 | 7                   | 17.0%                             | 17                                  | 11.2%                             | 12  | 12.6% | 12 | 9.2%  | 12  | 4.4%  | 4  | 14.2% | 17  | 23.8% | 19 |
| Base:  |       | 1002                |                       | 90                  |             | 105                  |                      | 85                  |                                   | 100                                 |                                   | 107 |       | 95 |       | 130 |       | 90 |       | 120 |       | 80 |

## Kensington & Chelsea Household Survey For Nathaniel Lichfield & Partners

|  | Total | Kensington<br>North | Kensington<br>Central | Kensington<br>South | Brent South | Westminster<br>North | Westminster<br>South | Wandsworth<br>North | Hammersmit<br>h & Fulham<br>South | Hammersmit<br>h & Fulham<br>Central | Hammersmit<br>h & Fulham<br>North |    |       |   |       |    |       |    |       |    |       |    |
|--|-------|---------------------|-----------------------|---------------------|-------------|----------------------|----------------------|---------------------|-----------------------------------|-------------------------------------|-----------------------------------|----|-------|---|-------|----|-------|----|-------|----|-------|----|
| <b>Q25 Where did you or your family last visit the cinema?</b>       |       |                     |                       |                     |             |                      |                      |                     |                                   |                                     |                                   |    |       |   |       |    |       |    |       |    |       |    |
| <i>Only those who go to the cinema</i>                               |       |                     |                       |                     |             |                      |                      |                     |                                   |                                     |                                   |    |       |   |       |    |       |    |       |    |       |    |
| Vue, Fulham Broadway<br>Centre, Fulham                               | 12.8% | 72                  | 1.9%                  | 1                   | 12.9%       | 9                    | 14.8%                | 8                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 8.0%  | 4 | 4.5%  | 3  | 63.5% | 40 | 10.9% | 7  | 0.0%  | 0  |
| Vue, Shepherds Bush Green  | 9.6%  | 54                  | 17.0%                 | 9                   | 10.0%       | 7                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 3.6%                              | 2  | 0.0%  | 0 | 0.0%  | 0  | 3.2%  | 2  | 34.4% | 22 | 36.4% | 12 |
| Odeon, Kensington High<br>Street                                     | 9.3%  | 52                  | 15.1%                 | 8                   | 35.7%       | 25                   | 0.0%                 | 0                   | 1.9%                              | 1                                   | 5.5%                              | 3  | 4.0%  | 2 | 1.5%  | 1  | 1.6%  | 1  | 17.2% | 11 | 0.0%  | 0  |
| Cineworld, Kings Road,<br>Chelsea                                    | 8.2%  | 46                  | 0.0%                  | 0                   | 4.3%        | 3                    | 35.2%                | 19                  | 1.9%                              | 1                                   | 0.0%                              | 0  | 16.0% | 8 | 16.7% | 11 | 4.8%  | 3  | 1.6%  | 1  | 0.0%  | 0  |
| Central London   | 6.6%  | 37                  | 3.8%                  | 2                   | 0.0%        | 0                    | 5.6%                 | 3                   | 7.5%                              | 4                                   | 9.1%                              | 5  | 18.0% | 9 | 10.6% | 7  | 3.2%  | 2  | 4.7%  | 3  | 6.1%  | 2  |
| Cineworld, Fulham Road,<br>Chelsea                                   | 5.9%  | 33                  | 0.0%                  | 0                   | 11.4%       | 8                    | 29.6%                | 16                  | 0.0%                              | 0                                   | 0.0%                              | 0  | 4.0%  | 2 | 3.0%  | 2  | 7.9%  | 5  | 0.0%  | 0  | 0.0%  | 0  |
| Wandsworth   | 5.9%  | 33                  | 0.0%                  | 0                   | 0.0%        | 0                    | 1.9%                 | 1                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 0.0%  | 0 | 47.0% | 31 | 1.6%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| UCI, Bayswater, Queenway   | 4.6%  | 26                  | 9.4%                  | 5                   | 2.9%        | 2                    | 0.0%                 | 0                   | 7.5%                              | 4                                   | 21.8%                             | 12 | 4.0%  | 2 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 3.0%  | 1  |
| Kilburn  | 3.7%  | 21                  | 1.9%                  | 1                   | 0.0%        | 0                    | 0.0%                 | 0                   | 26.4%                             | 14                                  | 9.1%                              | 5  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 3.0%  | 1  |
| Notting Hill Coronet,<br>Notting Hill                                | 3.6%  | 20                  | 18.9%                 | 10                  | 8.6%        | 6                    | 0.0%                 | 0                   | 1.9%                              | 1                                   | 3.6%                              | 2  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 1.6%  | 1  | 0.0%  | 0  |
| Cineworld, Hammersmith<br>O2 centre, Finchley Road,<br>Swiss Cottage | 2.5%  | 14                  | 0.0%                  | 0                   | 1.4%        | 1                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 2.0%  | 1 | 0.0%  | 0  | 0.0%  | 0  | 14.1% | 9  | 9.1%  | 3  |
| Odeon, Leicester Square  | 2.3%  | 13                  | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 9.4%                              | 5                                   | 10.9%                             | 6  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 6.1%  | 2  |
| Odeon, Leicester Square  | 2.1%  | 12                  | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 5.7%                              | 3                                   | 1.8%                              | 1  | 12.0% | 6 | 1.5%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 3.0%  | 1  |
| Cineworld, Staples Corner,<br>Brentcross                             | 1.2%  | 7                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 9.4%                              | 5                                   | 3.6%                              | 2  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Putney   | 1.2%  | 7                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 0.0%  | 0 | 6.1%  | 4  | 4.8%  | 3  | 0.0%  | 0  | 0.0%  | 0  |
| Park Royal   | 1.1%  | 6                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 1.9%                              | 1                                   | 0.0%                              | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 1.6%  | 1  | 12.1% | 4  |
| Leicester Square   | 0.7%  | 4                   | 1.9%                  | 1                   | 1.4%        | 1                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 4.0%  | 2 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| The Gate, Notting Hill   | 0.7%  | 4                   | 3.8%                  | 2                   | 1.4%        | 1                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 1.8%                              | 1  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Odeon, High Street, Putney   | 0.7%  | 4                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 0.0%  | 0 | 0.0%  | 0  | 6.3%  | 4  | 0.0%  | 0  | 0.0%  | 0  |
| Finchley Road, Swiss<br>Cottage                                      | 0.5%  | 3                   | 1.9%                  | 1                   | 0.0%        | 0                    | 0.0%                 | 0                   | 1.9%                              | 1                                   | 1.8%                              | 1  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Curzon, Mayfair  | 0.5%  | 3                   | 1.9%                  | 1                   | 0.0%        | 0                    | 1.9%                 | 1                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 2.0%  | 1 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Odeon, High Street,<br>Kensington                                    | 0.5%  | 3                   | 1.9%                  | 1                   | 1.4%        | 1                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 1.6%  | 1  | 0.0%  | 0  |
| The Electric Cinema,<br>Portobello Road                              | 0.4%  | 2                   | 3.8%                  | 2                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Brent Cross  | 0.4%  | 2                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 1.9%                              | 1                                   | 0.0%                              | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 3.0%  | 1  |
| Cinelumiere, The French<br>Institute, Queensbury<br>Place            | 0.4%  | 2                   | 0.0%                  | 0                   | 1.4%        | 1                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 1.8%                              | 1  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Clapham  | 0.4%  | 2                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 0.0%  | 0 | 3.0%  | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Vue, Harrow  | 0.4%  | 2                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 3.8%                              | 2                                   | 0.0%                              | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Epsom  | 0.4%  | 2                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 2.0%  | 1 | 1.5%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Edwards Road   | 0.4%  | 2                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 3.6%                              | 2  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Richmond   | 0.4%  | 2                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 3.1%  | 2  | 0.0%  | 0  |
| Willesden Green  | 0.4%  | 2                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 3.8%                              | 2                                   | 0.0%                              | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Vue, Park Royal  | 0.4%  | 2                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 1.9%                              | 1                                   | 0.0%                              | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 3.0%  | 1  |

## Kensington & Chelsea Household Survey For Nathaniel Lichfield & Partners

|  | Total | Kensington North |      | Kensington Central |      | Kensington South |      | Brent South | Westminster North |    | Westminster South |    | Wandsworth North | Hammersmith & Fulham South |      | Hammersmith & Fulham Central |      | Hammersmith & Fulham North |      |    |       |    |
|--|-------|------------------|------|--------------------|------|------------------|------|-------------|-------------------|----|-------------------|----|------------------|----------------------------|------|------------------------------|------|----------------------------|------|----|-------|----|
| Odeon, The Broadway, Wimbledon                 | 0.4%  | 2                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 1.9%              | 1  | 0.0%              | 0  | 0.0%             | 0                          | 1.5% | 1                            | 0.0% | 0                          | 0.0% | 0  | 0.0%  | 0  |
| London West End                                | 0.4%  | 2                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 1.9%              | 1  | 1.8%              | 1  | 0.0%             | 0                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0  | 0.0%  | 0  |
| Marble Arch                                    | 0.4%  | 2                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0%              | 0  | 0.0%              | 0  | 4.0%             | 2                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0  | 0.0%  | 0  |
| Prince Charles Cinema, Leicester Square        | 0.4%  | 2                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0%              | 0  | 0.0%              | 0  | 2.0%             | 1                          | 0.0% | 0                            | 0.0% | 0                          | 1.6% | 1  | 0.0%  | 0  |
| Cineworld, Shaftesbury Avenue, London West End | 0.4%  | 2                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0%              | 0  | 0.0%              | 0  | 2.0%             | 1                          | 0.0% | 0                            | 0.0% | 0                          | 1.6% | 1  | 0.0%  | 0  |
| Abroad   | 0.4%  | 2                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0%              | 0  | 1.8%              | 1  | 0.0%             | 0                          | 0.0% | 0                            | 0.0% | 0                          | 1.6% | 1  | 0.0%  | 0  |
| Electric Cinema, Portobello Road               | 0.4%  | 2                | 3.8% | 2                  | 0.0% | 0                | 0.0% | 0           | 0.0%              | 0  | 0.0%              | 0  | 0.0%             | 0                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0  | 0.0%  | 0  |
| White Leaf Centre                              | 0.4%  | 2                | 3.8% | 2                  | 0.0% | 0                | 0.0% | 0           | 0.0%              | 0  | 0.0%              | 0  | 0.0%             | 0                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0  | 0.0%  | 0  |
| Bafta, Piccadilly                              | 0.2%  | 1                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0%              | 0  | 0.0%              | 0  | 2.0%             | 1                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0  | 0.0%  | 0  |
| Islington                                      | 0.2%  | 1                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0%              | 0  | 1.8%              | 1  | 0.0%             | 0                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0  | 0.0%  | 0  |
| North Finchley                                 | 0.2%  | 1                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 1.9%              | 1  | 0.0%              | 0  | 0.0%             | 0                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0  | 0.0%  | 0  |
| Apollo, Regent Street                          | 0.2%  | 1                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0%              | 0  | 0.0%              | 0  | 2.0%             | 1                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0  | 0.0%  | 0  |
| Acton  | 0.2%  | 1                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0%              | 0  | 1.8%              | 1  | 0.0%             | 0                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0  | 0.0%  | 0  |
| Haymarket                                      | 0.2%  | 1                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0%              | 0  | 0.0%              | 0  | 2.0%             | 1                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0  | 0.0%  | 0  |
| Riverside Studios, Hammersmith                 | 0.2%  | 1                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0%              | 0  | 0.0%              | 0  | 0.0%             | 0                          | 0.0% | 0                            | 0.0% | 0                          | 1.6% | 1  | 0.0%  | 0  |
| Soho   | 0.2%  | 1                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0%              | 0  | 0.0%              | 0  | 1.5%             | 1                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0  | 0.0%  | 0  |
| Southbank                                      | 0.2%  | 1                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0%              | 0  | 1.8%              | 1  | 0.0%             | 0                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0  | 0.0%  | 0  |
| Bayswater                                      | 0.2%  | 1                | 1.9% | 1                  | 0.0% | 0                | 0.0% | 0           | 0.0%              | 0  | 0.0%              | 0  | 0.0%             | 0                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0  | 0.0%  | 0  |
| Gradidge Picture House, South London           | 0.2%  | 1                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0%              | 0  | 0.0%              | 0  | 2.0%             | 1                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0  | 0.0%  | 0  |
| Reel Cinema, Piccadilly                        | 0.2%  | 1                | 0.0% | 0                  | 0.0% | 0                | 1.9% | 1           | 0.0%              | 0  | 0.0%              | 0  | 0.0%             | 0                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0  | 0.0%  | 0  |
| Renoir, Brunswick Shopping Centre, Bloomsbury  | 0.2%  | 1                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0%              | 0  | 1.8%              | 1  | 0.0%             | 0                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0  | 0.0%  | 0  |
| Odeon, Surrey Quays                            | 0.2%  | 1                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0%              | 0  | 0.0%              | 0  | 2.0%             | 1                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0  | 0.0%  | 0  |
| Vue, Westway Shopping Centre, Acton            | 0.2%  | 1                | 1.9% | 1                  | 0.0% | 0                | 0.0% | 0           | 0.0%              | 0  | 0.0%              | 0  | 0.0%             | 0                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0  | 0.0%  | 0  |
| West Ham                                       | 0.2%  | 1                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 1.9%              | 1  | 0.0%              | 0  | 0.0%             | 0                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0  | 0.0%  | 0  |
| White Cliff, Queensway                         | 0.2%  | 1                | 0.0% | 0                  | 1.4% | 1                | 0.0% | 0           | 0.0%              | 0  | 0.0%              | 0  | 0.0%             | 0                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0  | 0.0%  | 0  |
| Belle Vue Cinema, Willesden                    | 0.2%  | 1                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0%              | 0  | 1.8%              | 1  | 0.0%             | 0                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0  | 0.0%  | 0  |
| UCI, Leicester Square                          | 0.2%  | 1                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0%              | 0  | 1.8%              | 1  | 0.0%             | 0                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0  | 0.0%  | 0  |
| (Don't know)                                   | 5.7%  | 32               | 5.7% | 3                  | 5.7% | 4                | 9.3% | 5           | 5.7%              | 3  | 7.3%              | 4  | 6.0%             | 3                          | 1.5% | 1                            | 3.2% | 2                          | 3.1% | 2  | 15.2% | 5  |
| Base:  |       | 561              |      | 53                 |      | 70               |      | 54          |                   | 53 |                   | 55 |                  | 50                         |      | 66                           |      | 63                         |      | 64 |       | 33 |

## Kensington & Chelsea Household Survey For Nathaniel Lichfield & Partners

|   | Total | Kensington<br>North | Kensington<br>Central | Kensington<br>South | Brent South | Westminster<br>North | Westminster<br>South | Wandsworth<br>North | Hammersmit<br>h & Fulham<br>South | Hammersmit<br>h & Fulham<br>Central | Hammersmit<br>h & Fulham<br>North |    |       |    |       |    |       |    |       |    |       |    |
|---|-------|---------------------|-----------------------|---------------------|-------------|----------------------|----------------------|---------------------|-----------------------------------|-------------------------------------|-----------------------------------|----|-------|----|-------|----|-------|----|-------|----|-------|----|
| <b>Q26 Where did you or your family last visit the Theatre?</b> |       |                     |                       |                     |             |                      |                      |                     |                                   |                                     |                                   |    |       |    |       |    |       |    |       |    |       |    |
| <i>Only those who go to the theatre</i>                         |       |                     |                       |                     |             |                      |                      |                     |                                   |                                     |                                   |    |       |    |       |    |       |    |       |    |       |    |
| Central London/West End   | 71.7% | 365                 | 80.0%                 | 28                  | 75.0%       | 48                   | 62.2%                | 28                  | 76.9%                             | 30                                  | 71.4%                             | 40 | 71.2% | 42 | 73.8% | 48 | 66.0% | 33 | 70.1% | 47 | 72.4% | 21 |
| Hammersmith   | 2.8%  | 14                  | 5.7%                  | 2                   | 1.6%        | 1                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 0.0%  | 0  | 0.0%  | 0  | 4.0%  | 2  | 6.0%  | 4  | 17.2% | 5  |
| Royal Court Theatre, Sloane<br>Square, Chelsea                  | 2.4%  | 12                  | 2.9%                  | 1                   | 1.6%        | 1                    | 6.7%                 | 3                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 6.8%  | 4  | 1.5%  | 1  | 4.0%  | 2  | 0.0%  | 0  | 0.0%  | 0  |
| Wimbledon   | 2.2%  | 11                  | 2.9%                  | 1                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 1.7%  | 1  | 9.2%  | 6  | 6.0%  | 3  | 0.0%  | 0  | 0.0%  | 0  |
| National Theatre, Southbank                                     | 2.2%  | 11                  | 2.9%                  | 1                   | 0.0%        | 0                    | 8.9%                 | 4                   | 2.6%                              | 1                                   | 0.0%                              | 0  | 3.4%  | 2  | 0.0%  | 0  | 0.0%  | 0  | 4.5%  | 3  | 0.0%  | 0  |
| Richmond  | 1.4%  | 7                   | 2.9%                  | 1                   | 1.6%        | 1                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 0.0%  | 0  | 1.5%  | 1  | 2.0%  | 1  | 4.5%  | 3  | 0.0%  | 0  |
| Covent Garden   | 1.0%  | 5                   | 0.0%                  | 0                   | 3.1%        | 2                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 1.7%  | 1  | 0.0%  | 0  | 4.0%  | 2  | 0.0%  | 0  | 0.0%  | 0  |
| Victoria Theatre, Victoria<br>Kilburn                           | 0.8%  | 4                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 3.6%                              | 2  | 0.0%  | 0  | 1.5%  | 1  | 2.0%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Royal Albert Hall   | 0.8%  | 4                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 5.1%                              | 2                                   | 0.0%                              | 0  | 3.4%  | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Shepherds Bush  | 0.8%  | 4                   | 0.0%                  | 0                   | 0.0%        | 0                    | 2.2%                 | 1                   | 0.0%                              | 0                                   | 1.8%                              | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.5%  | 1  | 3.4%  | 1  |
| Piccadilly  | 0.8%  | 4                   | 0.0%                  | 0                   | 3.1%        | 2                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 1.8%                              | 1  | 1.7%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Kingston  | 0.6%  | 3                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 0.0%  | 0  | 4.6%  | 3  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| The Strand, London West<br>End                                  | 0.6%  | 3                   | 0.0%                  | 0                   | 1.6%        | 1                    | 2.2%                 | 1                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.5%  | 1  | 0.0%  | 0  |
| Abroad  | 0.4%  | 2                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 1.8%                              | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.5%  | 1  | 0.0%  | 0  |
| Croydon   | 0.4%  | 2                   | 0.0%                  | 0                   | 0.0%        | 0                    | 2.2%                 | 1                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 0.0%  | 0  | 0.0%  | 0  | 2.0%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Shaftsbury Theatre,<br>Shaftsbury                               | 0.4%  | 2                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 1.7%  | 1  | 0.0%  | 0  | 2.0%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Gate Theatre, Pembridge<br>Road                                 | 0.2%  | 1                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 1.8%                              | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Chelsea Theatre, Worlds<br>End, Kings Road                      | 0.2%  | 1                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.5%  | 1  | 0.0%  | 0  |
| Cambridge   | 0.2%  | 1                   | 0.0%                  | 0                   | 1.6%        | 1                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Battersea   | 0.2%  | 1                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 0.0%  | 0  | 0.0%  | 0  | 2.0%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Camden  | 0.2%  | 1                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 1.8%                              | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Charring Cross  | 0.2%  | 1                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 0.0%  | 0  | 0.0%  | 0  | 2.0%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Islington   | 0.2%  | 1                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 0.0%  | 0  | 1.5%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Adelphi, Strand   | 0.2%  | 1                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 1.7%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Becks Theatre, Hayes  | 0.2%  | 1                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.5%  | 1  | 0.0%  | 0  |
| Aldwych Road, Westminster                                       | 0.2%  | 1                   | 0.0%                  | 0                   | 0.0%        | 0                    | 2.2%                 | 1                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Oxford  | 0.2%  | 1                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 1.8%                              | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Haymarket   | 0.2%  | 1                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 1.8%                              | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Peacock Theatre, Portugal<br>Street                             | 0.2%  | 1                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 1.8%                              | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Colloseum, West End   | 0.2%  | 1                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 1.7%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Richmond Theatre,<br>Richmond                                   | 0.2%  | 1                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.5%  | 1  | 0.0%  | 0  |
| O2 Centre, Greenwich  | 0.2%  | 1                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 2.6%                              | 1                                   | 0.0%                              | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Finborough Theatre,<br>Finborough Road                          | 0.2%  | 1                   | 0.0%                  | 0                   | 0.0%        | 0                    | 2.2%                 | 1                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Sadlers Wells, Islington  | 0.2%  | 1                   | 2.9%                  | 1                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Holborn   | 0.2%  | 1                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 1.8%                              | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |

## Kensington & Chelsea Household Survey For Nathaniel Lichfield & Partners

|                                  | Total | Kensington North |      | Kensington Central |      | Kensington South |      | Brent South |      | Westminster North |      | Westminster South |      | Wandsworth North |      | Hammersmith & Fulham South |      | Hammersmith & Fulham Central |      | Hammersmith & Fulham North |      |    |
|----------------------------------|-------|------------------|------|--------------------|------|------------------|------|-------------|------|-------------------|------|-------------------|------|------------------|------|----------------------------|------|------------------------------|------|----------------------------|------|----|
| Soho                             | 0.2%  | 1                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0% | 0                 | 1.8% | 1                 | 0.0% | 0                | 0.0% | 0                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0  |
| Southbank                        | 0.2%  | 1                | 0.0% | 0                  | 1.6% | 1                | 0.0% | 0           | 0.0% | 0                 | 0.0% | 0                 | 0.0% | 0                | 0.0% | 0                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0  |
| Swiss Cottage, Hampstead         | 0.2%  | 1                | 0.0% | 0                  | 1.6% | 1                | 0.0% | 0           | 0.0% | 0                 | 0.0% | 0                 | 0.0% | 0                | 0.0% | 0                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0  |
| The Apollo, Victoria             | 0.2%  | 1                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0% | 0                 | 0.0% | 0                 | 1.7% | 1                | 0.0% | 0                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0  |
| The Minack Theatre, Cornwall     | 0.2%  | 1                | 0.0% | 0                  | 1.6% | 1                | 0.0% | 0           | 0.0% | 0                 | 0.0% | 0                 | 0.0% | 0                | 0.0% | 0                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0  |
| The Old Vic, Waterloo            | 0.2%  | 1                | 0.0% | 0                  | 1.6% | 1                | 0.0% | 0           | 0.0% | 0                 | 0.0% | 0                 | 0.0% | 0                | 0.0% | 0                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0  |
| Central London                   | 0.2%  | 1                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0% | 0                 | 0.0% | 0                 | 0.0% | 0                | 1.5% | 1                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0  |
| The Tricycle Theatre, Kilburn    | 0.2%  | 1                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 2.6% | 1                 | 0.0% | 0                 | 0.0% | 0                | 0.0% | 0                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0  |
| Theatre Royal, Haymarket         | 0.2%  | 1                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0% | 0                 | 0.0% | 0                 | 1.7% | 1                | 0.0% | 0                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0  |
| Tottenham Court Road             | 0.2%  | 1                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0% | 0                 | 1.8% | 1                 | 0.0% | 0                | 0.0% | 0                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0  |
| Royal Opera House, Covent Garden | 0.2%  | 1                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0% | 0                 | 0.0% | 0                 | 0.0% | 0                | 0.0% | 0                          | 0.0% | 0                            | 0.0% | 0                          | 3.4% | 1  |
| Wandsworth                       | 0.2%  | 1                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0% | 0                 | 0.0% | 0                 | 0.0% | 0                | 1.5% | 1                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0  |
| Westminster                      | 0.2%  | 1                | 0.0% | 0                  | 0.0% | 0                | 2.2% | 1           | 0.0% | 0                 | 0.0% | 0                 | 0.0% | 0                | 0.0% | 0                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0  |
| White Bear, Kennington           | 0.2%  | 1                | 0.0% | 0                  | 1.6% | 1                | 0.0% | 0           | 0.0% | 0                 | 0.0% | 0                 | 0.0% | 0                | 0.0% | 0                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0  |
| Yvonne Arnaud Theatre, Guildford | 0.2%  | 1                | 0.0% | 0                  | 0.0% | 0                | 2.2% | 1           | 0.0% | 0                 | 0.0% | 0                 | 0.0% | 0                | 0.0% | 0                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0  |
| (Don't know)                     | 3.5%  | 18               | 0.0% | 0                  | 3.1% | 2                | 6.7% | 3           | 5.1% | 2                 | 3.6% | 2                 | 1.7% | 1                | 3.1% | 2                          | 4.0% | 2                            | 6.0% | 4                          | 0.0% | 0  |
| Base:                            |       | 509              |      | 35                 |      | 64               |      | 45          |      | 39                |      | 56                |      | 59               |      | 65                         |      | 50                           |      | 67                         |      | 29 |

## Kensington & Chelsea Household Survey For Nathaniel Lichfield & Partners

|  | Total | Kensington<br>North | Kensington<br>Central | Kensington<br>South | Brent South | Westminster<br>North | Westminster<br>South | Wandsworth<br>North | Hammersmit<br>h & Fulham<br>South | Hammersmit<br>h & Fulham<br>Central | Hammersmit<br>h & Fulham<br>North |    |       |    |       |    |       |    |       |    |       |   |
|--|-------|---------------------|-----------------------|---------------------|-------------|----------------------|----------------------|---------------------|-----------------------------------|-------------------------------------|-----------------------------------|----|-------|----|-------|----|-------|----|-------|----|-------|---|
| <b>Q27 Where did you or your family last visit a pub / bar?</b><br><i>Only those who go to a pub / bar</i> |       |                     |                       |                     |             |                      |                      |                     |                                   |                                     |                                   |    |       |    |       |    |       |    |       |    |       |   |
| London West End  | 14.6% | 66                  | 6.1%                  | 2                   | 10.0%       | 5                    | 8.6%                 | 3                   | 28.6%                             | 12                                  | 27.3%                             | 12 | 11.4% | 5  | 11.8% | 9  | 9.3%  | 4  | 16.0% | 8  | 17.6% | 6 |
| Kensington High Street   | 7.8%  | 35                  | 21.2%                 | 7                   | 34.0%       | 17                   | 2.9%                 | 1                   | 0.0%                              | 0                                   | 2.3%                              | 1  | 4.5%  | 2  | 1.3%  | 1  | 2.3%  | 1  | 8.0%  | 4  | 2.9%  | 1 |
| Fulham   | 6.4%  | 29                  | 0.0%                  | 0                   | 2.0%        | 1                    | 5.7%                 | 2                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 0.0%  | 0  | 0.0%  | 0  | 53.5% | 23 | 4.0%  | 2  | 2.9%  | 1 |
| Clapham Junction   | 4.2%  | 19                  | 0.0%                  | 0                   | 4.0%        | 2                    | 2.9%                 | 1                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 0.0%  | 0  | 19.7% | 15 | 2.3%  | 1  | 0.0%  | 0  | 0.0%  | 0 |
| Notting Hill Gate  | 4.0%  | 18                  | 27.3%                 | 9                   | 6.0%        | 3                    | 5.7%                 | 2                   | 4.8%                              | 2                                   | 4.5%                              | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Allington  | 3.8%  | 17                  | 0.0%                  | 0                   | 4.0%        | 2                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 0.0%  | 0  | 18.4% | 14 | 0.0%  | 0  | 2.0%  | 1  | 0.0%  | 0 |
| Kings Road   | 3.5%  | 16                  | 3.0%                  | 1                   | 0.0%        | 0                    | 28.6%                | 10                  | 0.0%                              | 0                                   | 0.0%                              | 0  | 4.5%  | 2  | 0.0%  | 0  | 7.0%  | 3  | 0.0%  | 0  | 0.0%  | 0 |
| Shepherds Bush   | 3.5%  | 16                  | 0.0%                  | 0                   | 2.0%        | 1                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 2.3%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 18.0% | 9  | 14.7% | 5 |
| Wandsworth Town  | 3.3%  | 15                  | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 2.4%                              | 1                                   | 0.0%                              | 0  | 0.0%  | 0  | 17.1% | 13 | 0.0%  | 0  | 2.0%  | 1  | 0.0%  | 0 |
| Hammersmith  | 3.3%  | 15                  | 0.0%                  | 0                   | 0.0%        | 0                    | 2.9%                 | 1                   | 0.0%                              | 0                                   | 2.3%                              | 1  | 0.0%  | 0  | 1.3%  | 1  | 0.0%  | 0  | 24.0% | 12 | 0.0%  | 0 |
| Victoria   | 2.7%  | 12                  | 0.0%                  | 0                   | 0.0%        | 0                    | 2.9%                 | 1                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 25.0% | 11 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Acton  | 2.4%  | 11                  | 0.0%                  | 0                   | 6.0%        | 3                    | 2.9%                 | 1                   | 0.0%                              | 0                                   | 2.3%                              | 1  | 0.0%  | 0  | 1.3%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 14.7% | 5 |
| Kilburn  | 1.8%  | 8                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 16.7%                             | 7                                   | 2.3%                              | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Putney   | 1.8%  | 8                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 0.0%  | 0  | 7.9%  | 6  | 4.7%  | 2  | 0.0%  | 0  | 0.0%  | 0 |
| Pimlico  | 1.3%  | 6                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 13.6% | 6  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Portobello Road  | 1.3%  | 6                   | 12.1%                 | 4                   | 2.0%        | 1                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 2.3%                              | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Westminster  | 1.1%  | 5                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 4.5%                              | 2  | 6.8%  | 3  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Kings Road, Chelsea  | 0.9%  | 4                   | 0.0%                  | 0                   | 0.0%        | 0                    | 5.7%                 | 2                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 0.0%  | 0  | 2.6%  | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Maida Vale   | 0.9%  | 4                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 9.1%                              | 4  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Fulham Road West   | 0.7%  | 3                   | 0.0%                  | 0                   | 2.0%        | 1                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 0.0%  | 0  | 0.0%  | 0  | 4.7%  | 2  | 0.0%  | 0  | 0.0%  | 0 |
| Fulham Road East   | 0.7%  | 3                   | 0.0%                  | 0                   | 2.0%        | 1                    | 5.7%                 | 2                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Cricklewood  | 0.7%  | 3                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 7.1%                              | 3                                   | 0.0%                              | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Richmond   | 0.7%  | 3                   | 0.0%                  | 0                   | 2.0%        | 1                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 0.0%  | 0  | 0.0%  | 0  | 2.3%  | 1  | 2.0%  | 1  | 0.0%  | 0 |
| Holborn  | 0.7%  | 3                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 2.3%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 5.9%  | 2 |
| Canary Wharf   | 0.7%  | 3                   | 0.0%                  | 0                   | 0.0%        | 0                    | 2.9%                 | 1                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 2.3%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 2.0%  | 1  | 0.0%  | 0 |
| Willesden Green  | 0.4%  | 2                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 2.4%                              | 1                                   | 0.0%                              | 0  | 2.3%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Knightsbridge  | 0.4%  | 2                   | 0.0%                  | 0                   | 0.0%        | 0                    | 2.9%                 | 1                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 0.0%  | 0  | 1.3%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Paddington   | 0.4%  | 2                   | 3.0%                  | 1                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 2.3%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Brent  | 0.4%  | 2                   | 3.0%                  | 1                   | 0.0%        | 0                    | 0.0%                 | 0                   | 2.4%                              | 1                                   | 0.0%                              | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Brixton  | 0.4%  | 2                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 2.4%                              | 1                                   | 0.0%                              | 0  | 0.0%  | 0  | 1.3%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Bayswater  | 0.4%  | 2                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 4.5%                              | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Central London   | 0.4%  | 2                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 2.3%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 2.9%  | 1 |
| Westbourne Grove   | 0.4%  | 2                   | 3.0%                  | 1                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 2.0%  | 1  | 0.0%  | 0 |
| Chiswick   | 0.4%  | 2                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 2.0%  | 1  | 2.9%  | 1 |
| Ladbroke Grove,<br>Kensington  | 0.4%  | 2                   | 3.0%                  | 1                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 0.0%  | 0  | 1.3%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Leicester Square   | 0.4%  | 2                   | 3.0%                  | 1                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 0.0%  | 0  | 0.0%  | 0  | 2.3%  | 1  | 0.0%  | 0  | 0.0%  | 0 |
| Hendon   | 0.4%  | 2                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 4.8%                              | 2                                   | 0.0%                              | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Ealing   | 0.4%  | 2                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 5.9%  | 2 |
| Oxfordshire  | 0.4%  | 2                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 0.0%  | 0  | 0.0%  | 0  | 4.7%  | 2  | 0.0%  | 0  | 0.0%  | 0 |
| Soho   | 0.4%  | 2                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 2.3%                              | 1  | 2.3%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Mayfair  | 0.4%  | 2                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 2.4%                              | 1                                   | 0.0%                              | 0  | 0.0%  | 0  | 1.3%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Marble Arch  | 0.4%  | 2                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 2.4%                              | 1                                   | 0.0%                              | 0  | 2.3%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Stratford  | 0.4%  | 2                   | 0.0%                  | 0                   | 0.0%        | 0                    | 2.9%                 | 1                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 0.0%  | 0  | 1.3%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |

## Kensington & Chelsea Household Survey For Nathaniel Lichfield & Partners

|                             | Total | Kensington<br>North | Kensington<br>Central | Kensington<br>South | Brent South | Westminster<br>North | Westminster<br>South | Wandsworth<br>North | Hammersmit<br>h & Fulham<br>South | Hammersmit<br>h & Fulham<br>Central | Hammersmit<br>h & Fulham<br>North |   |      |   |      |   |      |   |      |   |      |   |
|-----------------------------|-------|---------------------|-----------------------|---------------------|-------------|----------------------|----------------------|---------------------|-----------------------------------|-------------------------------------|-----------------------------------|---|------|---|------|---|------|---|------|---|------|---|
| Kensal Green, Brent         | 0.4%  | 2                   | 3.0%                  | 1                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Gloucester Road, Kensington | 0.4%  | 2                   | 0.0%                  | 0                   | 4.0%        | 2                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Bridgeway, Kensington       | 0.2%  | 1                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 0.0% | 0 | 0.0% | 0 | 2.0% | 1 | 0.0% | 0 | 0.0% | 0 |
| East Finchley               | 0.2%  | 1                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 2.3%                              | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Finsbury Park               | 0.2%  | 1                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.9% | 1 | 0.0% | 0 |
| Hampshire                   | 0.2%  | 1                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 2.3%                              | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Edgware Road                | 0.2%  | 1                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 2.4%                              | 1                                   | 0.0%                              | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Golders Green               | 0.2%  | 1                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 2.4%                              | 1                                   | 0.0%                              | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| High Holborn                | 0.2%  | 1                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 2.3%                              | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Fulham Road, Chelsea        | 0.2%  | 1                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 1.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Balham                      | 0.2%  | 1                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 1.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Edgware                     | 0.2%  | 1                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 2.4%                              | 1                                   | 0.0%                              | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Hyde Park                   | 0.2%  | 1                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 2.3%                              | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Finchley Road, Finchley     | 0.2%  | 1                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 2.4%                              | 1                                   | 0.0%                              | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Brompton Road               | 0.2%  | 1                   | 0.0%                  | 0                   | 2.0%        | 1                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Kings Cross                 | 0.2%  | 1                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 2.3%                              | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| South Kensington            | 0.2%  | 1                   | 0.0%                  | 0                   | 2.0%        | 1                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Camden Town                 | 0.2%  | 1                   | 3.0%                  | 1                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lambeth                     | 0.2%  | 1                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 1.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lancaster Gate              | 0.2%  | 1                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.9% | 1 | 0.0% | 0 |
| Dorset                      | 0.2%  | 1                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 0.0% | 0 | 2.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| London East End             | 0.2%  | 1                   | 0.0%                  | 0                   | 0.0%        | 0                    | 2.9%                 | 1                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Harlesden                   | 0.2%  | 1                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.9% | 1 | 0.0% | 0 |
| Highgate                    | 0.2%  | 1                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.9% | 1 | 0.0% | 0 |
| Eastern Lane                | 0.2%  | 1                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 2.4%                              | 1                                   | 0.0%                              | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Millbank                    | 0.2%  | 1                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 2.3%                              | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Muswell Hill                | 0.2%  | 1                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 0.0% | 0 | 0.0% | 0 | 2.0% | 1 | 0.0% | 0 | 0.0% | 0 |
| North London                | 0.2%  | 1                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 2.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| North Yorkshire             | 0.2%  | 1                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 2.3%                              | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Northpole Road              | 0.2%  | 1                   | 3.0%                  | 1                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Nottingham                  | 0.2%  | 1                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 0.0% | 0 | 0.0% | 0 | 2.0% | 1 | 0.0% | 0 | 0.0% | 0 |
| Notting Hill                | 0.2%  | 1                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 2.3%                              | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Old Street, Hackney         | 0.2%  | 1                   | 3.0%                  | 1                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Harrow                      | 0.2%  | 1                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 2.4%                              | 1                                   | 0.0%                              | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Oxford Street               | 0.2%  | 1                   | 0.0%                  | 0                   | 2.0%        | 1                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Belgravia                   | 0.2%  | 1                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 2.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Bermondsey                  | 0.2%  | 1                   | 0.0%                  | 0                   | 2.0%        | 1                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Abroad                      | 0.2%  | 1                   | 0.0%                  | 0                   | 2.0%        | 1                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Parsons Green               | 0.2%  | 1                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 0.0% | 0 | 2.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Penzance                    | 0.2%  | 1                   | 0.0%                  | 0                   | 2.0%        | 1                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Piccadilly                  | 0.2%  | 1                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 2.3%                              | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Kensington                  | 0.2%  | 1                   | 0.0%                  | 0                   | 2.0%        | 1                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Queens Park, Salisbury      | 0.2%  | 1                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 2.3%                              | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Reign Street                | 0.2%  | 1                   | 3.0%                  | 1                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Clerkenwell                 | 0.2%  | 1                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 1.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Russell Square              | 0.2%  | 1                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 2.3%                              | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Ruislip                     | 0.2%  | 1                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 2.4%                              | 1                                   | 0.0%                              | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

## Kensington & Chelsea Household Survey For Nathaniel Lichfield & Partners

|                             | Total | Kensington North | Kensington Central | Kensington South | Brent South | Westminster North | Westminster South | Wandsworth North | Hammersmith & Fulham South | Hammersmith & Fulham Central | Hammersmith & Fulham North |
|-----------------------------|-------|------------------|--------------------|------------------|-------------|-------------------|-------------------|------------------|----------------------------|------------------------------|----------------------------|
| Sheffield                   | 0.2%  | 1                | 0                  | 0                | 2.9%        | 1                 | 0                 | 0.0%             | 0                          | 0.0%                         | 0                          |
| Sheldon Square              | 0.2%  | 1                | 0                  | 0                | 0.0%        | 0                 | 0.0%              | 2.3%             | 1                          | 0.0%                         | 0                          |
| Eastbourne                  | 0.2%  | 1                | 0                  | 0                | 0.0%        | 0                 | 0.0%              | 0.0%             | 0                          | 0.0%                         | 2.0%                       |
| St Johns Wood               | 0.2%  | 1                | 0                  | 0                | 0.0%        | 0                 | 0.0%              | 2.3%             | 1                          | 0.0%                         | 0                          |
| Stamford Brook, Hammersmith | 0.2%  | 1                | 0                  | 0                | 0.0%        | 0                 | 0.0%              | 0.0%             | 0                          | 0.0%                         | 2.0%                       |
| Farringdon                  | 0.2%  | 1                | 0                  | 0                | 0.0%        | 0                 | 0.0%              | 0.0%             | 0                          | 0.0%                         | 2.9%                       |
| Streatham                   | 0.2%  | 1                | 0                  | 0                | 0.0%        | 2.4%              | 1                 | 0.0%             | 0                          | 0.0%                         | 0.0%                       |
| Sussex                      | 0.2%  | 1                | 0                  | 0                | 0.0%        | 0.0%              | 0                 | 0.0%             | 1.3%                       | 1                            | 0.0%                       |
| Tadworth                    | 0.2%  | 1                | 0                  | 0                | 0.0%        | 0.0%              | 0                 | 0.0%             | 1.3%                       | 1                            | 0.0%                       |
| Waterloo                    | 0.2%  | 1                | 0                  | 0                | 0.0%        | 0.0%              | 0                 | 0.0%             | 1.3%                       | 1                            | 0.0%                       |
| Wembley                     | 0.2%  | 1                | 0                  | 0                | 0.0%        | 0.0%              | 0                 | 0.0%             | 0.0%                       | 0                            | 2.9%                       |
| West Kensington             | 0.2%  | 1                | 0                  | 0                | 0.0%        | 0.0%              | 0                 | 0.0%             | 0.0%                       | 0                            | 2.0%                       |
| Westbourne Park             | 0.2%  | 1                | 0                  | 0                | 0.0%        | 0.0%              | 2.3%              | 1                | 0.0%                       | 0                            | 0.0%                       |
| Oxford                      | 0.2%  | 1                | 0                  | 0                | 0.0%        | 0.0%              | 0                 | 0.0%             | 2.3%                       | 1                            | 0.0%                       |
| Wimbledon                   | 0.2%  | 1                | 0                  | 0                | 0.0%        | 0.0%              | 0                 | 0.0%             | 1.3%                       | 1                            | 0.0%                       |
| High Road, Kilburn          | 0.2%  | 1                | 0                  | 0                | 0.0%        | 2.4%              | 1                 | 0.0%             | 0                          | 0.0%                         | 0.0%                       |
| (Don't know)                | 4.9%  | 22               | 0                  | 6.0%             | 3           | 11.4%             | 4                 | 2.4%             | 1                          | 9.1%                         | 4                          |
| Base:                       | 451   | 33               | 50                 | 35               | 42          | 44                | 44                | 76               | 43                         | 50                           | 34                         |

## Kensington & Chelsea Household Survey For Nathaniel Lichfield & Partners

|  | Total | Kensington<br>North | Kensington<br>Central | Kensington<br>South | Brent South | Westminster<br>North | Westminster<br>South | Wandsworth<br>North | Hammersmit<br>h & Fulham<br>South | Hammersmit<br>h & Fulham<br>Central | Hammersmit<br>h & Fulham<br>North |    |       |    |       |    |       |    |       |    |       |   |
|--|-------|---------------------|-----------------------|---------------------|-------------|----------------------|----------------------|---------------------|-----------------------------------|-------------------------------------|-----------------------------------|----|-------|----|-------|----|-------|----|-------|----|-------|---|
| <b>Q28 Where did you or your family last visit a restaurant?</b><br><i>Only those who go to a restaurant</i> |       |                     |                       |                     |             |                      |                      |                     |                                   |                                     |                                   |    |       |    |       |    |       |    |       |    |       |   |
| London West End  | 15.5% | 116                 | 11.3%                 | 7                   | 9.4%        | 8                    | 8.8%                 | 6                   | 20.3%                             | 14                                  | 19.7%                             | 15 | 19.5% | 15 | 16.7% | 18 | 8.5%  | 6  | 21.2% | 18 | 18.4% | 9 |
| Kensington High Street   | 6.9%  | 52                  | 11.3%                 | 7                   | 29.4%       | 25                   | 7.4%                 | 5                   | 4.3%                              | 3                                   | 2.6%                              | 2  | 2.6%  | 2  | 0.9%  | 1  | 2.8%  | 2  | 3.5%  | 3  | 4.1%  | 2 |
| Fulham   | 5.5%  | 41                  | 1.6%                  | 1                   | 1.2%        | 1                    | 2.9%                 | 2                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 1.3%  | 1  | 0.9%  | 1  | 42.3% | 30 | 4.7%  | 4  | 2.0%  | 1 |
| Notting Hill Gate  | 5.2%  | 39                  | 25.8%                 | 16                  | 10.6%       | 9                    | 1.5%                 | 1                   | 4.3%                              | 3                                   | 6.6%                              | 5  | 1.3%  | 1  | 0.0%  | 0  | 1.4%  | 1  | 3.5%  | 3  | 0.0%  | 0 |
| Hammersmith  | 4.1%  | 31                  | 6.5%                  | 4                   | 0.0%        | 0                    | 0.0%                 | 0                   | 1.4%                              | 1                                   | 2.6%                              | 2  | 0.0%  | 0  | 0.9%  | 1  | 0.0%  | 0  | 23.5% | 20 | 6.1%  | 3 |
| Kings Road   | 3.2%  | 24                  | 0.0%                  | 0                   | 0.0%        | 0                    | 14.7%                | 10                  | 0.0%                              | 0                                   | 0.0%                              | 0  | 6.5%  | 5  | 3.7%  | 4  | 7.0%  | 5  | 0.0%  | 0  | 0.0%  | 0 |
| Shepherds Bush   | 2.9%  | 22                  | 0.0%                  | 0                   | 2.4%        | 2                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 1.3%  | 1  | 0.0%  | 0  | 1.4%  | 1  | 10.6% | 9  | 18.4% | 9 |
| Clapham Junction   | 2.5%  | 19                  | 0.0%                  | 0                   | 0.0%        | 0                    | 4.4%                 | 3                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 0.0%  | 0  | 14.8% | 16 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Wandsworth Town  | 2.4%  | 18                  | 0.0%                  | 0                   | 1.2%        | 1                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 1.3%  | 1  | 13.0% | 14 | 2.8%  | 2  | 0.0%  | 0  | 0.0%  | 0 |
| Chelsea  | 2.4%  | 18                  | 0.0%                  | 0                   | 1.2%        | 1                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 0.0%  | 0  | 15.7% | 17 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Victoria   | 2.4%  | 18                  | 0.0%                  | 0                   | 1.2%        | 1                    | 0.0%                 | 0                   | 1.4%                              | 1                                   | 0.0%                              | 0  | 18.2% | 14 | 0.9%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 2.0%  | 1 |
| Abbey Road, St Johns Wood  | 2.0%  | 15                  | 0.0%                  | 0                   | 0.0%        | 0                    | 2.9%                 | 2                   | 0.0%                              | 0                                   | 1.3%                              | 1  | 15.6% | 12 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Willesden Green  | 1.7%  | 13                  | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 17.4%                             | 12                                  | 0.0%                              | 0  | 1.3%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Putney   | 1.6%  | 12                  | 0.0%                  | 0                   | 0.0%        | 0                    | 1.5%                 | 1                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 0.0%  | 0  | 8.3%  | 9  | 2.8%  | 2  | 0.0%  | 0  | 0.0%  | 0 |
| Acton  | 1.5%  | 11                  | 0.0%                  | 0                   | 1.2%        | 1                    | 11.8%                | 8                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 0.0%  | 0  | 0.9%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 2.0%  | 1 |
| Kilburn  | 1.5%  | 11                  | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 10.1%                             | 7                                   | 3.9%                              | 3  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 2.0%  | 1 |
| Westbourne Grove   | 1.3%  | 10                  | 3.2%                  | 2                   | 1.2%        | 1                    | 0.0%                 | 0                   | 2.9%                              | 2                                   | 6.6%                              | 5  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Ealing   | 1.2%  | 9                   | 1.6%                  | 1                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 1.3%                              | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 2.4%  | 2  | 10.2% | 5 |
| Chiswick   | 1.2%  | 9                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 9.4%  | 8  | 2.0%  | 1 |
| Pimlico  | 1.2%  | 9                   | 0.0%                  | 0                   | 4.7%        | 4                    | 0.0%                 | 0                   | 2.9%                              | 2                                   | 0.0%                              | 0  | 1.3%  | 1  | 0.0%  | 0  | 1.4%  | 1  | 1.2%  | 1  | 0.0%  | 0 |
| Portobello Road  | 1.1%  | 8                   | 8.1%                  | 5                   | 1.2%        | 1                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 1.3%                              | 1  | 1.3%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Knightsbridge  | 1.1%  | 8                   | 0.0%                  | 0                   | 3.5%        | 3                    | 1.5%                 | 1                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 1.3%  | 1  | 0.9%  | 1  | 0.0%  | 0  | 2.4%  | 2  | 0.0%  | 0 |
| South Kensington   | 1.1%  | 8                   | 0.0%                  | 0                   | 3.5%        | 3                    | 2.9%                 | 2                   | 0.0%                              | 0                                   | 1.3%                              | 1  | 0.0%  | 0  | 0.0%  | 0  | 1.4%  | 1  | 1.2%  | 1  | 0.0%  | 0 |
| Kings Road, Chelsea  | 0.9%  | 7                   | 0.0%                  | 0                   | 0.0%        | 0                    | 7.4%                 | 5                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 0.0%  | 0  | 1.9%  | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Fulham Road West   | 0.9%  | 7                   | 1.6%                  | 1                   | 1.2%        | 1                    | 2.9%                 | 2                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 0.0%  | 0  | 0.0%  | 0  | 2.8%  | 2  | 1.2%  | 1  | 0.0%  | 0 |
| Earls Court  | 0.8%  | 6                   | 0.0%                  | 0                   | 5.9%        | 5                    | 1.5%                 | 1                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Bayswater  | 0.8%  | 6                   | 1.6%                  | 1                   | 0.0%        | 0                    | 0.0%                 | 0                   | 1.4%                              | 1                                   | 2.6%                              | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.2%  | 1  | 2.0%  | 1 |
| Abroad   | 0.8%  | 6                   | 0.0%                  | 0                   | 0.0%        | 0                    | 4.4%                 | 3                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 1.9%  | 2  | 1.4%  | 1  | 0.0%  | 1  | 0.0%  | 0  | 0.0%  | 0 |
| Maida Vale   | 0.8%  | 6                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 7.9%                              | 6  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Queensway  | 0.7%  | 5                   | 3.2%                  | 2                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 1.3%                              | 1  | 1.3%  | 1  | 0.0%  | 0  | 1.4%  | 1  | 0.0%  | 0  | 0.0%  | 0 |
| Mayfair  | 0.7%  | 5                   | 0.0%                  | 0                   | 1.2%        | 1                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 1.3%                              | 1  | 2.6%  | 2  | 0.9%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Central London   | 0.7%  | 5                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 1.3%  | 1  | 1.9%  | 2  | 2.8%  | 2  | 0.0%  | 0  | 0.0%  | 0 |
| Edgware Road   | 0.7%  | 5                   | 1.6%                  | 1                   | 0.0%        | 0                    | 0.0%                 | 0                   | 2.9%                              | 2                                   | 1.3%                              | 1  | 1.3%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Southall   | 0.5%  | 4                   | 3.2%                  | 2                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.2%  | 1  | 2.0%  | 1 |
| Wimbledon  | 0.5%  | 4                   | 0.0%                  | 0                   | 0.0%        | 0                    | 1.5%                 | 1                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 0.0%  | 0  | 2.8%  | 3  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Covent Garden  | 0.5%  | 4                   | 0.0%                  | 0                   | 0.0%        | 0                    | 2.9%                 | 2                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 2.6%  | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Oxford Street  | 0.4%  | 3                   | 1.6%                  | 1                   | 1.2%        | 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 |
| Fulham Road, Chelsea   | 0.4%  | 3                   | 1.6%                  | 1                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 0.0%  | 0  | 0.9%  | 1  | 1.4%  | 1  | 0.0%  | 0  | 0.0%  | 0 |
| Piccadilly   | 0.4%  | 3                   | 0.0%                  | 0                   | 1.2%        | 1                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 1.3%  | 1  | 0.9%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Westminster  | 0.4%  | 3                   | 1.6%                  | 1                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 2.6%                              | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Marylebone   | 0.4%  | 3                   | 0.0%                  | 0                   | 1.2%        | 1                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 1.3%                              | 1  | 1.3%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Islington  | 0.4%  | 3                   | 0.0%                  | 0                   | 1.2%        | 1                    | 0.0%                 | 0                   | 1.4%                              | 1                                   | 1.3%                              | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Queens Park  | 0.4%  | 3                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 1.4%                              | 1                                   | 2.6%                              | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Wembley  | 0.4%  | 3                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 2.9%                              | 2                                   | 0.0%                              | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 2.0%  | 1 |

## Kensington & Chelsea Household Survey For Nathaniel Lichfield & Partners

|                                 | Total | Kensington North |      | Kensington Central |      | Kensington South |      | Brent South | Westminster North |   | Westminster South |   | Wandsworth North | Hammersmith h & Fulham South |      | Hammersmith h & Fulham Central |      | Hammersmith h & Fulham North |      |   |
|---------------------------------|-------|------------------|------|--------------------|------|------------------|------|-------------|-------------------|---|-------------------|---|------------------|------------------------------|------|--------------------------------|------|------------------------------|------|---|
| Kingston                        | 0.3%  | 2                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0%              | 0 | 0.0%              | 0 | 1.3%             | 1                            | 0.0% | 0                              | 0.0% | 0                            | 2.0% | 1 |
| Earls Court                     | 0.3%  | 2                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0%              | 0 | 1.3%              | 1 | 0.0%             | 0                            | 0.0% | 0                              | 1.4% | 1                            | 0.0% | 0 |
| Palmers Green                   | 0.3%  | 2                | 1.6% | 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 |
| Waterloo                        | 0.3%  | 2                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0%              | 0 | 0.0%              | 0 | 0.0%             | 0                            | 0.9% | 1                              | 0.0% | 0                            | 1.2% | 1 |
| Whitleys, Bayswater             | 0.3%  | 2                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0%              | 0 | 2.6%              | 2 | 0.0%             | 0                            | 0.0% | 0                              | 0.0% | 0                            | 0.0% | 0 |
| Marble Arch                     | 0.3%  | 2                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0%              | 0 | 0.0%              | 0 | 2.6%             | 2                            | 0.0% | 0                              | 0.0% | 0                            | 0.0% | 0 |
| Gloucester Road, SW7            | 0.3%  | 2                | 0.0% | 0                  | 2.4% | 2                | 0.0% | 0           | 0.0%              | 0 | 0.0%              | 0 | 0.0%             | 0                            | 0.0% | 0                              | 0.0% | 0                            | 0.0% | 0 |
| Kensal Green, Brent             | 0.3%  | 2                | 1.6% | 1                  | 0.0% | 0                | 0.0% | 0           | 1.4%              | 1 | 0.0%              | 0 | 0.0%             | 0                            | 0.0% | 0                              | 0.0% | 0                            | 0.0% | 0 |
| Bloomsbury                      | 0.3%  | 2                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0%              | 0 | 2.6%              | 2 | 0.0%             | 0                            | 0.0% | 0                              | 0.0% | 0                            | 0.0% | 0 |
| Fulham Broadway, Chelsea        | 0.3%  | 2                | 0.0% | 0                  | 0.0% | 0                | 1.5% | 1           | 0.0%              | 0 | 0.0%              | 0 | 0.0%             | 0                            | 0.0% | 0                              | 1.4% | 1                            | 0.0% | 0 |
| Holland Park Avenue, Kensington | 0.3%  | 2                | 1.6% | 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 |
| Craven Park                     | 0.1%  | 1                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 1.4%              | 1 | 0.0%              | 0 | 0.0%             | 0                            | 0.0% | 0                              | 0.0% | 0                            | 0.0% | 0 |
| Bath                            | 0.1%  | 1                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 1.4%              | 1 | 0.0%              | 0 | 0.0%             | 0                            | 0.0% | 0                              | 0.0% | 0                            | 0.0% | 0 |
| Crouch End                      | 0.1%  | 1                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0%              | 0 | 0.0%              | 0 | 0.0%             | 0                            | 1.4% | 1                              | 0.0% | 0                            | 0.0% | 0 |
| Angel Islington                 | 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 |
| Finchley                        | 0.1%  | 1                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 1.4%              | 1 | 0.0%              | 0 | 0.0%             | 0                            | 0.0% | 0                              | 0.0% | 0                            | 0.0% | 0 |
| Dovehouse Street, Chelsea       | 0.1%  | 1                | 0.0% | 0                  | 0.0% | 0                | 1.5% | 1           | 0.0%              | 0 | 0.0%              | 0 | 0.0%             | 0                            | 0.0% | 0                              | 0.0% | 0                            | 0.0% | 0 |
| Brookgreen                      | 0.1%  | 1                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0%              | 0 | 0.0%              | 0 | 0.0%             | 0                            | 0.0% | 0                              | 1.2% | 1                            | 0.0% | 0 |
| Brompton Road                   | 0.1%  | 1                | 0.0% | 0                  | 1.2% | 1                | 0.0% | 0           | 0.0%              | 0 | 0.0%              | 0 | 0.0%             | 0                            | 0.0% | 0                              | 0.0% | 0                            | 0.0% | 0 |
| Harrow                          | 0.1%  | 1                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 1.4%              | 1 | 0.0%              | 0 | 0.0%             | 0                            | 0.0% | 0                              | 0.0% | 0                            | 0.0% | 0 |
| Hereford Road, W2               | 0.1%  | 1                | 0.0% | 0                  | 1.2% | 1                | 0.0% | 0           | 0.0%              | 0 | 0.0%              | 0 | 0.0%             | 0                            | 0.0% | 0                              | 0.0% | 0                            | 0.0% | 0 |
| Greenford                       | 0.1%  | 1                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 1.4%              | 1 | 0.0%              | 0 | 0.0%             | 0                            | 0.0% | 0                              | 0.0% | 0                            | 0.0% | 0 |
| Doncaster                       | 0.1%  | 1                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0%              | 0 | 0.0%              | 0 | 1.3%             | 1                            | 0.0% | 0                              | 0.0% | 0                            | 0.0% | 0 |
| China Town, Piccadilly          | 0.1%  | 1                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0%              | 0 | 0.0%              | 0 | 0.0%             | 0                            | 0.9% | 1                              | 0.0% | 0                            | 0.0% | 0 |
| Fulham Road East                | 0.1%  | 1                | 0.0% | 0                  | 0.0% | 0                | 1.5% | 1           | 0.0%              | 0 | 0.0%              | 0 | 0.0%             | 0                            | 0.0% | 0                              | 0.0% | 0                            | 0.0% | 0 |
| Colindale                       | 0.1%  | 1                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 1.4%              | 1 | 0.0%              | 0 | 0.0%             | 0                            | 0.0% | 0                              | 0.0% | 0                            | 0.0% | 0 |
| Kingsbury                       | 0.1%  | 1                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0%              | 0 | 1.3%              | 1 | 0.0%             | 0                            | 0.0% | 0                              | 0.0% | 0                            | 0.0% | 0 |
| Coventry                        | 0.1%  | 1                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0%              | 0 | 0.0%              | 0 | 0.0%             | 0                            | 0.0% | 0                              | 0.0% | 0                            | 2.0% | 1 |
| Ladbroke Grove                  | 0.1%  | 1                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0%              | 0 | 1.3%              | 1 | 0.0%             | 0                            | 0.0% | 0                              | 0.0% | 0                            | 0.0% | 0 |
| Lambeth                         | 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 |
| Launceston Place, W8            | 0.1%  | 1                | 0.0% | 0                  | 1.2% | 1                | 0.0% | 0           | 0.0%              | 0 | 0.0%              | 0 | 0.0%             | 0                            | 0.0% | 0                              | 0.0% | 0                            | 0.0% | 0 |
| Brighton                        | 0.1%  | 1                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0%              | 0 | 0.0%              | 0 | 0.0%             | 0                            | 1.4% | 1                              | 0.0% | 0                            | 0.0% | 0 |
| Lincolnshire                    | 0.1%  | 1                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0%              | 0 | 1.3%              | 1 | 0.0%             | 0                            | 0.0% | 0                              | 0.0% | 0                            | 0.0% | 0 |
| London East End                 | 0.1%  | 1                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0%              | 0 | 0.0%              | 0 | 1.3%             | 1                            | 0.0% | 0                              | 0.0% | 0                            | 0.0% | 0 |
| Magista Square                  | 0.1%  | 1                | 0.0% | 0                  | 0.0% | 0                | 1.5% | 1           | 0.0%              | 0 | 0.0%              | 0 | 0.0%             | 0                            | 0.0% | 0                              | 0.0% | 0                            | 0.0% | 0 |
| East Finchley                   | 0.1%  | 1                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 1.4%              | 1 | 0.0%              | 0 | 0.0%             | 0                            | 0.0% | 0                              | 0.0% | 0                            | 0.0% | 0 |
| East Acton                      | 0.1%  | 1                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0%              | 0 | 0.0%              | 0 | 0.0%             | 0                            | 0.0% | 0                              | 0.0% | 0                            | 2.0% | 1 |
| Edgewell Road, Westminster      | 0.1%  | 1                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0%              | 0 | 0.0%              | 0 | 0.0%             | 0                            | 1.4% | 1                              | 0.0% | 0                            | 0.0% | 0 |
| Farringdon                      | 0.1%  | 1                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0%              | 0 | 0.0%              | 0 | 0.0%             | 0                            | 0.0% | 0                              | 0.0% | 0                            | 2.0% | 1 |
| Muswell Hill                    | 0.1%  | 1                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 1.4%              | 1 | 0.0%              | 0 | 0.0%             | 0                            | 0.0% | 0                              | 0.0% | 0                            | 0.0% | 0 |
| Newbury                         | 0.1%  | 1                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0%              | 0 | 0.0%              | 0 | 0.0%             | 0                            | 0.0% | 0                              | 0.0% | 0                            | 2.0% | 1 |
| North Kensington                | 0.1%  | 1                | 1.6% | 1                  | 0.0% | 0                | 0.0% | 0           | 0.0%              | 0 | 0.0%              | 0 | 0.0%             | 0                            | 0.0% | 0                              | 0.0% | 0                            | 0.0% | 0 |
| North London                    | 0.1%  | 1                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0%              | 0 | 0.0%              | 0 | 1.3%             | 1                            | 0.0% | 0                              | 0.0% | 0                            | 0.0% | 0 |
| North Yorkshire                 | 0.1%  | 1                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0%              | 0 | 1.3%              | 1 | 0.0%             | 0                            | 0.0% | 0                              | 0.0% | 0                            | 0.0% | 0 |
| Nottingham                      | 0.1%  | 1                | 0.0% | 0                  | 1.2% | 1                | 0.0% | 0           | 0.0%              | 0 | 0.0%              | 0 | 0.0%             | 0                            | 0.0% | 0                              | 0.0% | 0                            | 0.0% | 0 |
| Olympia                         | 0.1%  | 1                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0%              | 0 | 0.0%              | 0 | 0.0%             | 0                            | 0.0% | 0                              | 1.2% | 1                            | 0.0% | 0 |

## Kensington & Chelsea Household Survey For Nathaniel Lichfield & Partners

|                                | Total | Kensington North |      | Kensington Central |      | Kensington South |      | Brent South | Westminster North |    | Westminster South |    | Wandsworth North | Hammersmith h & Fulham South |      | Hammersmith h & Fulham Central |      | Hammersmith h & Fulham North |      |    |  |    |
|--------------------------------|-------|------------------|------|--------------------|------|------------------|------|-------------|-------------------|----|-------------------|----|------------------|------------------------------|------|--------------------------------|------|------------------------------|------|----|--|----|
| Lavender Hill, Battersea       | 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  |  |    |
| Paddington                     | 0.1%  | 1                | 1.6% | 1                  | 0.0% | 0                | 0.0% | 0           | 0.0%              | 0  | 0.0%              | 0  | 0.0%             | 0                            | 0.0% | 0                              | 0.0% | 0                            | 0.0% | 0  |  |    |
| Pall Mall                      | 0.1%  | 1                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0%              | 0  | 0.0%              | 0  | 1.3%             | 1                            | 0.0% | 0                              | 0.0% | 0                            | 0.0% | 0  |  |    |
| Broadstairs, Kent              | 0.1%  | 1                | 0.0% | 0                  | 0.0% | 0                | 1.5% | 1           | 0.0%              | 0  | 0.0%              | 0  | 0.0%             | 0                            | 0.0% | 0                              | 0.0% | 0                            | 0.0% | 0  |  |    |
| Park Royal, Ealing             | 0.1%  | 1                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0%              | 0  | 0.0%              | 0  | 0.0%             | 0                            | 0.0% | 0                              | 0.0% | 0                            | 2.0% | 1  |  |    |
| Peckham                        | 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  |  |    |
| Canary Wharf                   | 0.1%  | 1                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0%              | 0  | 1.3%              | 1  | 0.0%             | 0                            | 0.0% | 0                              | 0.0% | 0                            | 0.0% | 0  |  |    |
| Hyde Park                      | 0.1%  | 1                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 1.4%              | 1  | 0.0%              | 0  | 0.0%             | 0                            | 0.0% | 0                              | 0.0% | 0                            | 0.0% | 0  |  |    |
| China Town, Leicester Square   | 0.1%  | 1                | 0.0% | 0                  | 0.0% | 0                | 1.5% | 1           | 0.0%              | 0  | 0.0%              | 0  | 0.0%             | 0                            | 0.0% | 0                              | 0.0% | 0                            | 0.0% | 0  |  |    |
| Reign Street                   | 0.1%  | 1                | 1.6% | 1                  | 0.0% | 0                | 0.0% | 0           | 0.0%              | 0  | 0.0%              | 0  | 0.0%             | 0                            | 0.0% | 0                              | 0.0% | 0                            | 0.0% | 0  |  |    |
| Richmond                       | 0.1%  | 1                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0%              | 0  | 0.0%              | 0  | 0.0%             | 0                            | 0.0% | 0                              | 1.2% | 1                            | 0.0% | 0  |  |    |
| Russell Square                 | 0.1%  | 1                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0%              | 0  | 1.3%              | 1  | 0.0%             | 0                            | 0.0% | 0                              | 0.0% | 0                            | 0.0% | 0  |  |    |
| Sheldon Square                 | 0.1%  | 1                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0%              | 0  | 1.3%              | 1  | 0.0%             | 0                            | 0.0% | 0                              | 0.0% | 0                            | 0.0% | 0  |  |    |
| Shepherds, Westminster         | 0.1%  | 1                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0%              | 0  | 0.0%              | 0  | 1.3%             | 1                            | 0.0% | 0                              | 0.0% | 0                            | 0.0% | 0  |  |    |
| Soho                           | 0.1%  | 1                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0%              | 0  | 1.3%              | 1  | 0.0%             | 0                            | 0.0% | 0                              | 0.0% | 0                            | 0.0% | 0  |  |    |
| Cromwell Road                  | 0.1%  | 1                | 1.6% | 1                  | 0.0% | 0                | 0.0% | 0           | 0.0%              | 0  | 0.0%              | 0  | 0.0%             | 0                            | 0.0% | 0                              | 0.0% | 0                            | 0.0% | 0  |  |    |
| Southbank                      | 0.1%  | 1                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0%              | 0  | 1.3%              | 1  | 0.0%             | 0                            | 0.0% | 0                              | 0.0% | 0                            | 0.0% | 0  |  |    |
| Southwark                      | 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  |  |    |
| St Hellier, Surrey             | 0.1%  | 1                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0%              | 0  | 0.0%              | 0  | 0.0%             | 0                            | 1.4% | 1                              | 0.0% | 0                            | 0.0% | 0  |  |    |
| St Johns Wood                  | 0.1%  | 1                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 1.4%              | 1  | 0.0%              | 0  | 0.0%             | 0                            | 0.0% | 0                              | 0.0% | 0                            | 0.0% | 0  |  |    |
| Stamford Brook, Hammersmith    | 0.1%  | 1                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0%              | 0  | 0.0%              | 0  | 0.0%             | 0                            | 0.0% | 0                              | 1.2% | 1                            | 0.0% | 0  |  |    |
| Stratford                      | 0.1%  | 1                | 0.0% | 0                  | 0.0% | 0                | 1.5% | 1           | 0.0%              | 0  | 0.0%              | 0  | 0.0%             | 0                            | 0.0% | 0                              | 0.0% | 0                            | 0.0% | 0  |  |    |
| Tadworth                       | 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  |  |    |
| Torquay                        | 0.1%  | 1                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0%              | 0  | 0.0%              | 0  | 0.0%             | 0                            | 0.0% | 0                              | 1.2% | 1                            | 0.0% | 0  |  |    |
| Tottenham Court Road           | 0.1%  | 1                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0%              | 0  | 0.0%              | 0  | 1.3%             | 1                            | 0.0% | 0                              | 0.0% | 0                            | 0.0% | 0  |  |    |
| Tower of London                | 0.1%  | 1                | 0.0% | 0                  | 1.2% | 1                | 0.0% | 0           | 0.0%              | 0  | 0.0%              | 0  | 0.0%             | 0                            | 0.0% | 0                              | 0.0% | 0                            | 0.0% | 0  |  |    |
| Trafalgar Square               | 0.1%  | 1                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0%              | 0  | 0.0%              | 0  | 0.0%             | 0                            | 0.0% | 0                              | 1.2% | 1                            | 0.0% | 0  |  |    |
| Uxbridge                       | 0.1%  | 1                | 1.6% | 1                  | 0.0% | 0                | 0.0% | 0           | 0.0%              | 0  | 0.0%              | 0  | 0.0%             | 0                            | 0.0% | 0                              | 0.0% | 0                            | 0.0% | 0  |  |    |
| Wandsworth Bridge Road, Fulham | 0.1%  | 1                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0%              | 0  | 0.0%              | 0  | 0.0%             | 0                            | 1.4% | 1                              | 0.0% | 0                            | 0.0% | 0  |  |    |
| Golders Green                  | 0.1%  | 1                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 1.4%              | 1  | 0.0%              | 0  | 0.0%             | 0                            | 0.0% | 0                              | 0.0% | 0                            | 0.0% | 0  |  |    |
| Goldthorpe Road, W12           | 0.1%  | 1                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0%              | 0  | 0.0%              | 0  | 0.0%             | 0                            | 0.0% | 0                              | 1.2% | 1                            | 0.0% | 0  |  |    |
| West Hampstead                 | 0.1%  | 1                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0%              | 0  | 0.0%              | 0  | 0.0%             | 0                            | 0.0% | 0                              | 0.0% | 0                            | 2.0% | 1  |  |    |
| Greenwich                      | 0.1%  | 1                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 1.4%              | 1  | 0.0%              | 0  | 0.0%             | 0                            | 0.0% | 0                              | 0.0% | 0                            | 0.0% | 0  |  |    |
| Hampstead                      | 0.1%  | 1                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 1.4%              | 1  | 0.0%              | 0  | 0.0%             | 0                            | 0.0% | 0                              | 0.0% | 0                            | 0.0% | 0  |  |    |
| Hanger Green, Ealing           | 0.1%  | 1                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0%              | 0  | 0.0%              | 0  | 0.0%             | 0                            | 0.0% | 0                              | 0.0% | 0                            | 2.0% | 1  |  |    |
| Hannover Square                | 0.1%  | 1                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0%              | 0  | 0.0%              | 0  | 1.3%             | 1                            | 0.0% | 0                              | 0.0% | 0                            | 0.0% | 0  |  |    |
| (Don't know)                   | 5.6%  | 42               | 1.6% | 1                  | 7.1% | 6                | 8.8% | 6           | 4.3%              | 3  | 13.2%             | 10 | 1.3%             | 1                            | 3.7% | 4                              | 5.6% | 4                            | 2.4% | 2  |  |    |
| Base:                          |       | 750              |      | 62                 |      | 85               |      | 68          |                   | 69 |                   | 76 |                  | 77                           |      | 108                            |      | 71                           |      | 85 |  | 49 |

## Kensington & Chelsea Household Survey For Nathaniel Lichfield & Partners

|   | Total | Kensington<br>North | Kensington<br>Central | Kensington<br>South | Brent South | Westminster<br>North | Westminster<br>South | Wandsworth<br>North | Hammersmit<br>h & Fulham<br>South | Hammersmit<br>h & Fulham<br>Central | Hammersmit<br>h & Fulham<br>North |    |       |   |       |    |       |    |       |    |       |    |
|---|-------|---------------------|-----------------------|---------------------|-------------|----------------------|----------------------|---------------------|-----------------------------------|-------------------------------------|-----------------------------------|----|-------|---|-------|----|-------|----|-------|----|-------|----|
| <b>Q29 Where did you or your family last visit a nightclub/ live music venue?</b><br><i>Only those who go to a nightclub / live music event</i> |       |                     |                       |                     |             |                      |                      |                     |                                   |                                     |                                   |    |       |   |       |    |       |    |       |    |       |    |
| London West End   | 36.5% | 50                  | 33.3%                 | 4                   | 27.8%       | 5                    | 9.1%                 | 1                   | 56.3%                             | 9                                   | 40.0%                             | 6  | 42.9% | 3 | 37.5% | 9  | 40.0% | 4  | 41.7% | 5  | 33.3% | 4  |
| Notting Hill Gate   | 4.4%  | 6                   | 25.0%                 | 3                   | 5.6%        | 1                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 13.3%                             | 2  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Kensington High Street  | 3.7%  | 5                   | 8.3%                  | 1                   | 5.6%        | 1                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 0.0%  | 0 | 4.2%  | 1  | 0.0%  | 0  | 16.7% | 2  | 0.0%  | 0  |
| Brixton   | 3.7%  | 5                   | 16.7%                 | 2                   | 5.6%        | 1                    | 9.1%                 | 1                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 0.0%  | 0 | 4.2%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Kings Road  | 3.7%  | 5                   | 0.0%                  | 0                   | 5.6%        | 1                    | 9.1%                 | 1                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 0.0%  | 0 | 8.3%  | 2  | 10.0% | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Clapham Junction  | 2.9%  | 4                   | 0.0%                  | 0                   | 5.6%        | 1                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 0.0%  | 0 | 8.3%  | 2  | 10.0% | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Central London  | 2.9%  | 4                   | 8.3%                  | 1                   | 0.0%        | 0                    | 9.1%                 | 1                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 0.0%  | 0 | 0.0%  | 0  | 10.0% | 1  | 8.3%  | 1  | 0.0%  | 0  |
| Soho  | 2.9%  | 4                   | 0.0%                  | 0                   | 16.7%       | 3                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 6.7%                              | 1  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Camden Town   | 2.2%  | 3                   | 0.0%                  | 0                   | 0.0%        | 0                    | 9.1%                 | 1                   | 6.3%                              | 1                                   | 0.0%                              | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 8.3%  | 1  |
| Victoria  | 1.5%  | 2                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 6.7%                              | 1  | 14.3% | 1 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| South Kensington  | 1.5%  | 2                   | 0.0%                  | 0                   | 0.0%        | 0                    | 9.1%                 | 1                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 0.0%  | 0 | 14.3% | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Abroad  | 1.5%  | 2                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 6.7%                              | 1  | 0.0%  | 0 | 0.0%  | 0  | 10.0% | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Wandsworth Town   | 1.5%  | 2                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 6.3%                              | 1                                   | 6.7%                              | 1  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Hammersmith   | 1.5%  | 2                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 8.3%  | 1  | 8.3%  | 1  |
| Kilburn   | 1.5%  | 2                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 12.5%                             | 2                                   | 0.0%                              | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Leicester Square  | 1.5%  | 2                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 0.0%  | 0 | 4.2%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 8.3%  | 1  |
| Putney  | 1.5%  | 2                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 0.0%  | 0 | 4.2%  | 1  | 10.0% | 1  | 0.0%  | 0  | 0.0%  | 0  |
| High Road, Streatham  | 1.5%  | 2                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 0.0%  | 0 | 0.0%  | 0  | 10.0% | 1  | 8.3%  | 1  | 0.0%  | 0  |
| Shepherds Bush  | 0.7%  | 1                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 8.3%  | 1  | 0.0%  | 0  |
| Bournemouth   | 0.7%  | 1                   | 0.0%                  | 0                   | 0.0%        | 0                    | 9.1%                 | 1                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Covent Garden   | 0.7%  | 1                   | 0.0%                  | 0                   | 5.6%        | 1                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Kingston  | 0.7%  | 1                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 0.0%  | 0 | 4.2%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Ladbroke Grove  | 0.7%  | 1                   | 8.3%                  | 1                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Hendon  | 0.7%  | 1                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 6.3%                              | 1                                   | 0.0%                              | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| London East End   | 0.7%  | 1                   | 0.0%                  | 0                   | 0.0%        | 0                    | 9.1%                 | 1                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Mayfair   | 0.7%  | 1                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 0.0%  | 0 | 4.2%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Old Street  | 0.7%  | 1                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 6.7%                              | 1  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Peckham   | 0.7%  | 1                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 0.0%  | 0 | 4.2%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Piccadilly  | 0.7%  | 1                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 6.7%                              | 1  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Kings Road, Chelsea   | 0.7%  | 1                   | 0.0%                  | 0                   | 0.0%        | 0                    | 9.1%                 | 1                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| South Bank  | 0.7%  | 1                   | 0.0%                  | 0                   | 5.6%        | 1                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| South London  | 0.7%  | 1                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 8.3%  | 1  |
| Sutton  | 0.7%  | 1                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 0.0%  | 0 | 4.2%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| The Bank, Central London  | 0.7%  | 1                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 6.7%                              | 1  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Warwick Road  | 0.7%  | 1                   | 0.0%                  | 0                   | 5.6%        | 1                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Ealing  | 0.7%  | 1                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 8.3%  | 1  |
| (Don't know)  | 10.9% | 15                  | 0.0%                  | 0                   | 11.1%       | 2                    | 18.2%                | 2                   | 12.5%                             | 2                                   | 0.0%                              | 0  | 28.6% | 2 | 12.5% | 3  | 0.0%  | 0  | 8.3%  | 1  | 25.0% | 3  |
| Base:   |       | 137                 |                       | 12                  |             | 18                   |                      | 11                  |                                   | 16                                  |                                   | 15 |       | 7 |       | 24 |       | 10 |       | 12 |       | 12 |

## Kensington & Chelsea Household Survey For Nathaniel Lichfield & Partners

|  | Total | Kensington North |       | Kensington Central |       | Kensington South |       | Brent South |       | Westminster North |       | Westminster South |      | Wandsworth North |       | Hammersmith & Fulham South |        | Hammersmith & Fulham Central |       | Hammersmith & Fulham North |       |   |
|--|-------|------------------|-------|--------------------|-------|------------------|-------|-------------|-------|-------------------|-------|-------------------|------|------------------|-------|----------------------------|--------|------------------------------|-------|----------------------------|-------|---|
| <b>Q30 Where did you or your family last go to play bingo?</b> |       |                  |       |                    |       |                  |       |             |       |                   |       |                   |      |                  |       |                            |        |                              |       |                            |       |   |
| <i>Only those who play bingo</i>                               |       |                  |       |                    |       |                  |       |             |       |                   |       |                   |      |                  |       |                            |        |                              |       |                            |       |   |
| Cricklewood  | 37.5% | 12               | 0.0%  | 0                  | 40.0% | 2                | 0.0%  | 0           | 83.3% | 5                 | 33.3% | 1                 | 0.0% | 0                | 0.0%  | 0                          | 0.0%   | 0                            | 50.0% | 3                          | 50.0% | 1 |
| Acton  | 15.6% | 5                | 50.0% | 1                  | 0.0%  | 0                | 0.0%  | 0           | 0.0%  | 0                 | 0.0%  | 0                 | 0.0% | 0                | 0.0%  | 0                          | 0.0%   | 0                            | 50.0% | 3                          | 50.0% | 1 |
| Wandsworth   | 9.4%  | 3                | 0.0%  | 0                  | 20.0% | 1                | 50.0% | 1           | 0.0%  | 0                 | 0.0%  | 0                 | 0.0% | 0                | 20.0% | 1                          | 0.0%   | 0                            | 0.0%  | 0                          | 0.0%  | 0 |
| London West End  | 6.3%  | 2                | 0.0%  | 0                  | 0.0%  | 0                | 0.0%  | 0           | 0.0%  | 0                 | 33.3% | 1                 | 0.0% | 0                | 20.0% | 1                          | 0.0%   | 0                            | 0.0%  | 0                          | 0.0%  | 0 |
| Willesden Green  | 6.3%  | 2                | 50.0% | 1                  | 0.0%  | 0                | 0.0%  | 0           | 16.7% | 1                 | 0.0%  | 0                 | 0.0% | 0                | 0.0%  | 0                          | 0.0%   | 0                            | 0.0%  | 0                          | 0.0%  | 0 |
| Camden   | 3.1%  | 1                | 0.0%  | 0                  | 0.0%  | 0                | 0.0%  | 0           | 0.0%  | 0                 | 33.3% | 1                 | 0.0% | 0                | 0.0%  | 0                          | 0.0%   | 0                            | 0.0%  | 0                          | 0.0%  | 0 |
| Tooting  | 3.1%  | 1                | 0.0%  | 0                  | 0.0%  | 0                | 0.0%  | 0           | 0.0%  | 0                 | 0.0%  | 0                 | 0.0% | 0                | 20.0% | 1                          | 0.0%   | 0                            | 0.0%  | 0                          | 0.0%  | 0 |
| Clapham Junction   | 3.1%  | 1                | 0.0%  | 0                  | 0.0%  | 0                | 0.0%  | 0           | 0.0%  | 0                 | 0.0%  | 0                 | 0.0% | 0                | 20.0% | 1                          | 0.0%   | 0                            | 0.0%  | 0                          | 0.0%  | 0 |
| Hampstead  | 3.1%  | 1                | 0.0%  | 0                  | 20.0% | 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 |
| Kingston   | 3.1%  | 1                | 0.0%  | 0                  | 0.0%  | 0                | 0.0%  | 0           | 0.0%  | 0                 | 0.0%  | 0                 | 0.0% | 0                | 20.0% | 1                          | 0.0%   | 0                            | 0.0%  | 0                          | 0.0%  | 0 |
| Putney   | 3.1%  | 1                | 0.0%  | 0                  | 0.0%  | 0                | 0.0%  | 0           | 0.0%  | 0                 | 0.0%  | 0                 | 0.0% | 0                | 0.0%  | 0                          | 100.0% | 1                            | 0.0%  | 0                          | 0.0%  | 0 |
| Stratford  | 3.1%  | 1                | 0.0%  | 0                  | 0.0%  | 0                | 50.0% | 1           | 0.0%  | 0                 | 0.0%  | 0                 | 0.0% | 0                | 0.0%  | 0                          | 0.0%   | 0                            | 0.0%  | 0                          | 0.0%  | 0 |
| (Don't know)   | 3.1%  | 1                | 0.0%  | 0                  | 20.0% | 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 |
| Base:  |       | 32               |       | 2                  |       | 5                |       | 2           |       | 6                 |       | 3                 |      | 0                |       | 5                          |        | 1                            |       | 6                          |       | 2 |

## Kensington & Chelsea Household Survey For Nathaniel Lichfield & Partners

|   | Total | Kensington<br>North | Kensington<br>Central | Kensington<br>South | Brent South | Westminster<br>North | Westminster<br>South | Wandsworth<br>North | Hammersmit<br>h & Fulham<br>South | Hammersmit<br>h & Fulham<br>Central | Hammersmit<br>h & Fulham<br>North |   |       |   |       |    |       |   |       |    |       |   |
|---|-------|---------------------|-----------------------|---------------------|-------------|----------------------|----------------------|---------------------|-----------------------------------|-------------------------------------|-----------------------------------|---|-------|---|-------|----|-------|---|-------|----|-------|---|
| <b>Q31 Where did you or your family last go to a healthclub/gym?</b><br><i>Only those who use a health club / gym</i> |       |                     |                       |                     |             |                      |                      |                     |                                   |                                     |                                   |   |       |   |       |    |       |   |       |    |       |   |
| Fulham  | 7.8%  | 26                  | 0.0%                  | 0                   | 0.0%        | 0                    | 9.7%                 | 3                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 0.0%  | 1 | 63.6% | 21 | 2.8%  | 1 | 0.0%  | 0  |       |   |
| Wandsworth Town   | 5.4%  | 18                  | 0.0%                  | 0                   | 2.4%        | 1                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 0.0%  | 0 | 33.3% | 14 | 6.1%  | 2 | 2.8%  | 1  | 0.0%  | 0 |
| Willesden Green   | 5.1%  | 17                  | 6.1%                  | 2                   | 0.0%        | 0                    | 0.0%                 | 0                   | 45.2%                             | 14                                  | 0.0%                              | 0 | 3.2%  | 1 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 |
| Kensington High Street  | 4.8%  | 16                  | 6.1%                  | 2                   | 17.1%       | 7                    | 3.2%                 | 1                   | 0.0%                              | 0                                   | 2.9%                              | 1 | 6.5%  | 2 | 2.4%  | 1  | 0.0%  | 0 | 5.6%  | 2  | 0.0%  | 0 |
| Vigin Active, Kensington  | 4.5%  | 15                  | 15.2%                 | 5                   | 12.2%       | 5                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 | 8.3%  | 3  | 10.0% | 2 |
| London West End   | 4.5%  | 15                  | 6.1%                  | 2                   | 4.9%        | 2                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 14.7%                             | 5 | 9.7%  | 3 | 0.0%  | 0  | 6.1%  | 2 | 2.8%  | 1  | 0.0%  | 0 |
| Hammersmith   | 3.6%  | 12                  | 0.0%                  | 0                   | 2.4%        | 1                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 0.0%  | 0 | 0.0%  | 0  | 3.0%  | 1 | 27.8% | 10 | 0.0%  | 0 |
| Shepherds Bush  | 3.3%  | 11                  | 3.0%                  | 1                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 0.0%  | 0 | 0.0%  | 0  | 11.1% | 4 | 30.0% | 6  | 0.0%  | 0 |
| Putney  | 2.4%  | 8                   | 0.0%                  | 0                   | 2.4%        | 1                    | 3.2%                 | 1                   | 0.0%                              | 0                                   | 2.9%                              | 1 | 0.0%  | 0 | 7.1%  | 3  | 6.1%  | 2 | 0.0%  | 0  | 0.0%  | 0 |
| Battersea   | 2.1%  | 7                   | 0.0%                  | 0                   | 0.0%        | 0                    | 3.2%                 | 1                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 0.0%  | 0 | 14.3% | 6  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 |
| Victoria  | 2.1%  | 7                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 22.6% | 7 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 |
| Kings Road  | 2.1%  | 7                   | 0.0%                  | 0                   | 0.0%        | 0                    | 9.7%                 | 3                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 6.5%  | 2 | 4.8%  | 2  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 |
| Clapham Junction  | 2.1%  | 7                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 0.0%  | 0 | 16.7% | 7  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 |
| Fulham Road West  | 1.8%  | 6                   | 0.0%                  | 0                   | 2.4%        | 1                    | 9.7%                 | 3                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 0.0%  | 0 | 6.1%  | 2  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 |
| Acton   | 1.8%  | 6                   | 0.0%                  | 0                   | 0.0%        | 0                    | 3.2%                 | 1                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 0.0%  | 0 | 0.0%  | 0  | 5.6%  | 2 | 15.0% | 3  | 0.0%  | 0 |
| David Lloyd, Kensington   | 1.8%  | 6                   | 3.0%                  | 1                   | 9.8%        | 4                    | 3.2%                 | 1                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 |
| Kilburn   | 1.8%  | 6                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 12.9%                             | 4                                   | 5.9%                              | 2 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 |
| Notting Hill Gate   | 1.8%  | 6                   | 12.1%                 | 4                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 2.9%                              | 1 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 5.0%  | 1 |
| Jubilee Gym, Ladbrooke<br>Grove   | 1.8%  | 6                   | 6.1%                  | 2                   | 2.4%        | 1                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 5.9%                              | 2 | 0.0%  | 0 | 2.4%  | 1  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 |
| Fulham Road East  | 1.5%  | 5                   | 0.0%                  | 0                   | 0.0%        | 0                    | 9.7%                 | 3                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 0.0%  | 0 | 3.0%  | 1  | 0.0%  | 0 | 5.0%  | 1  | 0.0%  | 0 |
| Virgin Active, Chelsea  | 1.5%  | 5                   | 0.0%                  | 0                   | 4.9%        | 2                    | 6.5%                 | 2                   | 0.0%                              | 0                                   | 2.9%                              | 1 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 |
| Virgin Active, Bromyard<br>Avenue, Acton  | 1.2%  | 4                   | 3.0%                  | 1                   | 2.4%        | 1                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 0.0%  | 0 | 0.0%  | 0  | 5.6%  | 2 | 0.0%  | 0  | 0.0%  | 0 |
| Queensway   | 0.9%  | 3                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 5.9%                              | 2 | 3.2%  | 1 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 |
| Vauxhall  | 0.9%  | 3                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 9.7%  | 3 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 |
| Westbourne Grove  | 0.9%  | 3                   | 3.0%                  | 1                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 5.9%                              | 2 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 |
| South Kensington  | 0.9%  | 3                   | 6.1%                  | 2                   | 2.4%        | 1                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 |
| Queens Park   | 0.9%  | 3                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 8.8%                              | 3 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 |
| Virgin Active, Notting Hill   | 0.9%  | 3                   | 6.1%                  | 2                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 3.2%  | 1 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 |
| Portobello Road   | 0.9%  | 3                   | 3.0%                  | 1                   | 0.0%        | 0                    | 0.0%                 | 0                   | 3.2%                              | 1                                   | 2.9%                              | 1 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 |
| Cricklewood   | 0.9%  | 3                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 9.7%                              | 3                                   | 0.0%                              | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 |
| Courtneys, Chelsea Manor<br>Road, Chelsea Townhall,<br>Chelsea  | 0.6%  | 2                   | 0.0%                  | 0                   | 2.4%        | 1                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 2.9%                              | 1 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 |
| Maida Vale  | 0.6%  | 2                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 5.9%                              | 2 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 |
| Pimlico   | 0.6%  | 2                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 6.5%  | 2 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 |
| Barons Court  | 0.6%  | 2                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 0.0%  | 0 | 0.0%  | 0  | 5.6%  | 2 | 0.0%  | 0  | 0.0%  | 0 |
| North Kensington  | 0.6%  | 2                   | 3.0%                  | 1                   | 2.4%        | 1                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 |
| Bayswater   | 0.6%  | 2                   | 3.0%                  | 1                   | 2.4%        | 1                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 |
| Lampton Club, Westbourne<br>Grove, Notting Hill   | 0.6%  | 2                   | 3.0%                  | 1                   | 2.4%        | 1                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 |
| Olympia   | 0.6%  | 2                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0 | 0.0%  | 0 | 0.0%  | 0  | 5.6%  | 2 | 0.0%  | 0  | 0.0%  | 0 |
| Sheldon Square, Paddington  | 0.6%  | 2                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 2.9%                              | 1 | 3.2%  | 1 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 |

## Kensington & Chelsea Household Survey For Nathaniel Lichfield & Partners

|                                      | Total | Kensington North |      | Kensington Central |      | Kensington South |      | Brent South |      | Westminster North |      | Westminster South |      | Wandsworth North |      | Hammersmith & Fulham South |      | Hammersmith & Fulham Central |      | Hammersmith & Fulham North |      |   |
|--------------------------------------|-------|------------------|------|--------------------|------|------------------|------|-------------|------|-------------------|------|-------------------|------|------------------|------|----------------------------|------|------------------------------|------|----------------------------|------|---|
| Central London                       | 0.6%  | 2                | 0.0% | 0                  | 0.0% | 0                | 3.2% | 1           | 3.2% | 1                 | 0.0% | 0                 | 0.0% | 0                | 0.0% | 0                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0 |
| Kings Road, Chelsea                  | 0.6%  | 2                | 0.0% | 0                  | 0.0% | 0                | 6.5% | 2           | 0.0% | 0                 | 0.0% | 0                 | 0.0% | 0                | 0.0% | 0                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0 |
| Chiswick                             | 0.6%  | 2                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0% | 0                 | 0.0% | 0                 | 0.0% | 0                | 0.0% | 0                          | 0.0% | 0                            | 5.6% | 2                          | 0.0% | 0 |
| Finchley                             | 0.6%  | 2                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 3.2% | 1                 | 0.0% | 0                 | 0.0% | 0                | 0.0% | 0                          | 0.0% | 0                            | 0.0% | 0                          | 5.0% | 1 |
| Canary Wharf                         | 0.6%  | 2                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0% | 0                 | 0.0% | 0                 | 0.0% | 0                | 2.4% | 1                          | 3.0% | 1                            | 0.0% | 0                          | 0.0% | 0 |
| Paddington                           | 0.6%  | 2                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0% | 0                 | 5.9% | 2                 | 0.0% | 0                | 0.0% | 0                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0 |
| West Kensington                      | 0.6%  | 2                | 0.0% | 0                  | 4.9% | 2                | 0.0% | 0           | 0.0% | 0                 | 0.0% | 0                 | 0.0% | 0                | 0.0% | 0                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0 |
| Knightsbridge                        | 0.3%  | 1                | 0.0% | 0                  | 0.0% | 0                | 3.2% | 1           | 0.0% | 0                 | 0.0% | 0                 | 0.0% | 0                | 0.0% | 0                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0 |
| At home with personal trainer        | 0.3%  | 1                | 0.0% | 0                  | 0.0% | 0                | 3.2% | 1           | 0.0% | 0                 | 0.0% | 0                 | 0.0% | 0                | 0.0% | 0                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0 |
| Harlesden                            | 0.3%  | 1                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 3.2% | 1                 | 0.0% | 0                 | 0.0% | 0                | 0.0% | 0                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0 |
| Cannons, Shildon Square              | 0.3%  | 1                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0% | 0                 | 2.9% | 1                 | 0.0% | 0                | 0.0% | 0                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0 |
| Golders Green                        | 0.3%  | 1                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 3.2% | 1                 | 0.0% | 0                 | 0.0% | 0                | 0.0% | 0                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0 |
| Harbour Club, Chelsea                | 0.3%  | 1                | 0.0% | 0                  | 0.0% | 0                | 3.2% | 1           | 0.0% | 0                 | 0.0% | 0                 | 0.0% | 0                | 0.0% | 0                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0 |
| Harley Street, Marylebone            | 0.3%  | 1                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0% | 0                 | 2.9% | 1                 | 0.0% | 0                | 0.0% | 0                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0 |
| High Holborn                         | 0.3%  | 1                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0% | 0                 | 0.0% | 0                 | 3.2% | 1                | 0.0% | 0                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0 |
| Angel Islington                      | 0.3%  | 1                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0% | 0                 | 0.0% | 0                 | 0.0% | 0                | 2.4% | 1                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0 |
| Kensington Sports Centre, Kensington | 0.3%  | 1                | 3.0% | 1                  | 0.0% | 0                | 0.0% | 0           | 0.0% | 0                 | 0.0% | 0                 | 0.0% | 0                | 0.0% | 0                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0 |
| King Edwards Park, London            | 0.3%  | 1                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 3.2% | 1                 | 0.0% | 0                 | 0.0% | 0                | 0.0% | 0                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0 |
| Camden Town                          | 0.3%  | 1                | 0.0% | 0                  | 2.4% | 1                | 0.0% | 0           | 0.0% | 0                 | 0.0% | 0                 | 0.0% | 0                | 0.0% | 0                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0 |
| LA Fitness, Pelham Street            | 0.3%  | 1                | 0.0% | 0                  | 0.0% | 0                | 3.2% | 1           | 0.0% | 0                 | 0.0% | 0                 | 0.0% | 0                | 0.0% | 0                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0 |
| Cannons, East Grinstead              | 0.3%  | 1                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0% | 0                 | 0.0% | 0                 | 3.2% | 1                | 0.0% | 0                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0 |
| Latchmere Leisure Centre, Battersea  | 0.3%  | 1                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0% | 0                 | 0.0% | 0                 | 0.0% | 0                | 2.4% | 1                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0 |
| Marriott Hotel, Marble Arch          | 0.3%  | 1                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0% | 0                 | 0.0% | 0                 | 3.2% | 1                | 0.0% | 0                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0 |
| Neasden                              | 0.3%  | 1                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 3.2% | 1                 | 0.0% | 0                 | 0.0% | 0                | 0.0% | 0                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0 |
| Chelsea Baths, Chelsea               | 0.3%  | 1                | 0.0% | 0                  | 0.0% | 0                | 3.2% | 1           | 0.0% | 0                 | 0.0% | 0                 | 0.0% | 0                | 0.0% | 0                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0 |
| O2 Centre, Finchley Road             | 0.3%  | 1                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0% | 0                 | 2.9% | 1                 | 0.0% | 0                | 0.0% | 0                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0 |
| Brent                                | 0.3%  | 1                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 3.2% | 1                 | 0.0% | 0                 | 0.0% | 0                | 0.0% | 0                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0 |
| Oxford                               | 0.3%  | 1                | 0.0% | 0                  | 2.4% | 1                | 0.0% | 0           | 0.0% | 0                 | 0.0% | 0                 | 0.0% | 0                | 0.0% | 0                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0 |
| Covent Garden                        | 0.3%  | 1                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0% | 0                 | 0.0% | 0                 | 0.0% | 0                | 0.0% | 0                          | 0.0% | 0                            | 2.8% | 1                          | 0.0% | 0 |
| Pall Mall                            | 0.3%  | 1                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0% | 0                 | 0.0% | 0                 | 3.2% | 1                | 0.0% | 0                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0 |
| Pheonix Centre, White City           | 0.3%  | 1                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0% | 0                 | 0.0% | 0                 | 0.0% | 0                | 0.0% | 0                          | 0.0% | 0                            | 2.8% | 1                          | 0.0% | 0 |
| Cannons, Bloomsbury                  | 0.3%  | 1                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0% | 0                 | 0.0% | 0                 | 0.0% | 0                | 2.4% | 1                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0 |
| Fitness First, Acton                 | 0.3%  | 1                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0% | 0                 | 0.0% | 0                 | 0.0% | 0                | 0.0% | 0                          | 0.0% | 0                            | 0.0% | 0                          | 5.0% | 1 |
| Fitness First, Queenspark            | 0.3%  | 1                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0% | 0                 | 2.9% | 1                 | 0.0% | 0                | 0.0% | 0                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0 |
| Raynes Park                          | 0.3%  | 1                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0% | 0                 | 0.0% | 0                 | 0.0% | 0                | 2.4% | 1                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0 |
| Reading                              | 0.3%  | 1                | 3.0% | 1                  | 0.0% | 0                | 0.0% | 0           | 0.0% | 0                 | 0.0% | 0                 | 0.0% | 0                | 0.0% | 0                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0 |
| Roehampton                           | 0.3%  | 1                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0% | 0                 | 0.0% | 0                 | 0.0% | 0                | 0.0% | 0                          | 0.0% | 0                            | 2.8% | 1                          | 0.0% | 0 |
| Seymour Leisure Centre, Westminster  | 0.3%  | 1                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0% | 0                 | 0.0% | 0                 | 3.2% | 1                | 0.0% | 0                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0 |
| Bloomsbury                           | 0.3%  | 1                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0% | 0                 | 2.9% | 1                 | 0.0% | 0                | 0.0% | 0                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0 |
| Stockley Park, Heathrow              | 0.3%  | 1                | 0.0% | 0                  | 2.4% | 1                | 0.0% | 0           | 0.0% | 0                 | 0.0% | 0                 | 0.0% | 0                | 0.0% | 0                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0 |
| Stonebridge                          | 0.3%  | 1                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 0.0% | 0                 | 0.0% | 0                 | 0.0% | 0                | 0.0% | 0                          | 0.0% | 0                            | 0.0% | 0                          | 5.0% | 1 |
| Bridge Park                          | 0.3%  | 1                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 3.2% | 1                 | 0.0% | 0                 | 0.0% | 0                | 0.0% | 0                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0 |
| Brondesbury Parl                     | 0.3%  | 1                | 0.0% | 0                  | 0.0% | 0                | 0.0% | 0           | 3.2% | 1                 | 0.0% | 0                 | 0.0% | 0                | 0.0% | 0                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0 |

## Kensington & Chelsea Household Survey For Nathaniel Lichfield & Partners

|                                      | Total | Kensington North |      | Kensington Central |      | Kensington South |       | Brent South | Westminster North |    | Westminster South |    | Wandsworth North | Hammersmith & Fulham South |      | Hammersmith & Fulham Central |      | Hammersmith & Fulham North |      |    |  |    |
|--------------------------------------|-------|------------------|------|--------------------|------|------------------|-------|-------------|-------------------|----|-------------------|----|------------------|----------------------------|------|------------------------------|------|----------------------------|------|----|--|----|
| Virgin Active, Crookwood             | 0.3%  | 1                | 0.0% | 0                  | 0.0% | 0                | 0.0%  | 0           | 0.0%              | 0  | 0.0%              | 0  | 0.0%             | 0                          | 0.0% | 0                            | 0.0% | 0                          | 5.0% | 1  |  |    |
| Virgin Active, Fulham Road, Fulham   | 0.3%  | 1                | 0.0% | 0                  | 2.4% | 1                | 0.0%  | 0           | 0.0%              | 0  | 0.0%              | 0  | 0.0%             | 0                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0  |  |    |
| Virgin Active, Mayfair               | 0.3%  | 1                | 0.0% | 0                  | 0.0% | 0                | 0.0%  | 0           | 0.0%              | 0  | 0.0%              | 0  | 3.2%             | 1                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0  |  |    |
| Virgin Active, The Broadway, Ealing  | 0.3%  | 1                | 0.0% | 0                  | 0.0% | 0                | 0.0%  | 0           | 0.0%              | 0  | 0.0%              | 0  | 2.4%             | 1                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0  |  |    |
| Virgin Active, Regents Place, Camden | 0.3%  | 1                | 0.0% | 0                  | 0.0% | 0                | 0.0%  | 0           | 0.0%              | 0  | 0.0%              | 0  | 0.0%             | 0                          | 0.0% | 0                            | 0.0% | 0                          | 5.0% | 1  |  |    |
| Water Meadow Lane, Fulham            | 0.3%  | 1                | 0.0% | 0                  | 0.0% | 0                | 0.0%  | 0           | 0.0%              | 0  | 0.0%              | 0  | 2.4%             | 1                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0  |  |    |
| Cornwall Road                        | 0.3%  | 1                | 0.0% | 0                  | 2.4% | 1                | 0.0%  | 0           | 0.0%              | 0  | 0.0%              | 0  | 0.0%             | 0                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0  |  |    |
| Westminster                          | 0.3%  | 1                | 0.0% | 0                  | 0.0% | 0                | 0.0%  | 0           | 0.0%              | 0  | 0.0%              | 0  | 3.2%             | 1                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0  |  |    |
| White City                           | 0.3%  | 1                | 0.0% | 0                  | 0.0% | 0                | 0.0%  | 0           | 0.0%              | 0  | 0.0%              | 0  | 0.0%             | 0                          | 0.0% | 0                            | 0.0% | 0                          | 5.0% | 1  |  |    |
| Work Gym, Baker Street               | 0.3%  | 1                | 0.0% | 0                  | 2.4% | 1                | 0.0%  | 0           | 0.0%              | 0  | 0.0%              | 0  | 0.0%             | 0                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0  |  |    |
| Writes Lane, Kensington              | 0.3%  | 1                | 0.0% | 0                  | 2.4% | 1                | 0.0%  | 0           | 0.0%              | 0  | 0.0%              | 0  | 0.0%             | 0                          | 0.0% | 0                            | 0.0% | 0                          | 0.0% | 0  |  |    |
| David Lloyd, Fulham Broadway         | 0.3%  | 1                | 0.0% | 0                  | 0.0% | 0                | 0.0%  | 0           | 0.0%              | 0  | 0.0%              | 0  | 0.0%             | 0                          | 3.0% | 1                            | 0.0% | 0                          | 0.0% | 0  |  |    |
| (Don't know)                         | 3.6%  | 12               | 6.1% | 2                  | 2.4% | 1                | 12.9% | 4           | 0.0%              | 0  | 5.9%              | 2  | 3.2%             | 1                          | 0.0% | 0                            | 2.8% | 1                          | 5.0% | 1  |  |    |
| Base:                                |       | 332              |      | 33                 |      | 41               |       | 31          |                   | 31 |                   | 34 |                  | 31                         |      | 42                           |      | 33                         |      | 36 |  | 20 |

### Q32 Where did you or your family last go for tenpin bowling?

*Only those who play ten-pin bowling*

|                                      |       |    |       |    |       |   |       |   |       |   |       |    |       |   |       |    |       |   |       |   |       |   |
|--------------------------------------|-------|----|-------|----|-------|---|-------|---|-------|---|-------|----|-------|---|-------|----|-------|---|-------|---|-------|---|
| Queens Ice Bowl, Queensway           | 24.7% | 20 | 30.8% | 4  | 33.3% | 3 | 75.0% | 3 | 33.3% | 2 | 40.0% | 4  | 33.3% | 1 | 0.0%  | 0  | 0.0%  | 0 | 11.1% | 1 | 25.0% | 2 |
| Park Royal - Acton                   | 22.2% | 18 | 15.4% | 2  | 11.1% | 1 | 0.0%  | 0 | 66.7% | 4 | 10.0% | 1  | 0.0%  | 0 | 0.0%  | 0  | 42.9% | 3 | 44.4% | 4 | 37.5% | 3 |
| London - West End                    | 9.9%  | 8  | 7.7%  | 1  | 11.1% | 1 | 25.0% | 1 | 0.0%  | 0 | 0.0%  | 0  | 33.3% | 1 | 8.3%  | 1  | 42.9% | 3 | 0.0%  | 0 | 0.0%  | 0 |
| All Star Lanes, Bloomsbury           | 3.7%  | 3  | 7.7%  | 1  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 10.0% | 1  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 | 11.1% | 1 | 0.0%  | 0 |
| Kingston                             | 3.7%  | 3  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 | 25.0% | 3  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Charrington Bowl, Tolworth           | 2.5%  | 2  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 | 16.7% | 2  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Elephant & Castle                    | 2.5%  | 2  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 | 16.7% | 2  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Bloomsbury Bowling Lanes, Bloomsbury | 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 | 11.1% | 1 | 0.0%  | 0 |
| Croydon                              | 1.2%  | 1  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 | 8.3%  | 1  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Finsbury Park                        | 1.2%  | 1  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 12.5% | 1 |
| Harlington                           | 1.2%  | 1  | 7.7%  | 1  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Notting Hill                         | 1.2%  | 1  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 10.0% | 1  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Piccadilly                           | 1.2%  | 1  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 33.3% | 1 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Purley Way, Croydon                  | 1.2%  | 1  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 | 8.3%  | 1  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Raynes Park                          | 1.2%  | 1  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 | 8.3%  | 1  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Streatham                            | 1.2%  | 1  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 | 8.3%  | 1  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| (Don't know)                         | 19.8% | 16 | 30.8% | 4  | 44.4% | 4 | 0.0%  | 0 | 0.0%  | 0 | 30.0% | 3  | 0.0%  | 0 | 0.0%  | 0  | 14.3% | 1 | 22.2% | 2 | 25.0% | 2 |
| Base:                                |       | 81 |       | 13 |       | 9 |       | 4 |       | 6 |       | 10 |       | 3 |       | 12 |       | 7 |       | 9 |       | 8 |

## Kensington & Chelsea Household Survey For Nathaniel Lichfield & Partners

|  | Total | Kensington North |       | Kensington Central |       | Kensington South |       | Brent South |       | Westminster North |       | Westminster South |       | Wandsworth North |       | Hammersmith & Fulham South |       | Hammersmith & Fulham Central |       | Hammersmith & Fulham North |       |    |
|--|-------|------------------|-------|--------------------|-------|------------------|-------|-------------|-------|-------------------|-------|-------------------|-------|------------------|-------|----------------------------|-------|------------------------------|-------|----------------------------|-------|----|
| <b>GEN Gender:</b>   |       |                  |       |                    |       |                  |       |             |       |                   |       |                   |       |                  |       |                            |       |                              |       |                            |       |    |
| Male   | 33.0% | 331              | 33.3% | 30                 | 40.0% | 42               | 32.9% | 28          | 35.0% | 35                | 29.9% | 32                | 34.7% | 33               | 31.5% | 41                         | 25.6% | 23                           | 34.2% | 41                         | 32.5% | 26 |
| Female   | 67.0% | 671              | 66.7% | 60                 | 60.0% | 63               | 67.1% | 57          | 65.0% | 65                | 70.1% | 75                | 65.3% | 62               | 68.5% | 89                         | 74.4% | 67                           | 65.8% | 79                         | 67.5% | 54 |
| Base:  |       | 1002             |       | 90                 |       | 105              |       | 85          |       | 100               |       | 107               |       | 95               |       | 130                        |       | 90                           |       | 120                        |       | 80 |
| <b>AGE How old are you ?</b>   |       |                  |       |                    |       |                  |       |             |       |                   |       |                   |       |                  |       |                            |       |                              |       |                            |       |    |
| 18-24  | 4.3%  | 43               | 5.6%  | 5                  | 3.8%  | 4                | 3.5%  | 3           | 1.0%  | 1                 | 6.5%  | 7                 | 2.1%  | 2                | 6.2%  | 8                          | 4.4%  | 4                            | 2.5%  | 3                          | 7.5%  | 6  |
| 25-34  | 13.9% | 139              | 14.4% | 13                 | 15.2% | 16               | 4.7%  | 4           | 14.0% | 14                | 12.2% | 13                | 10.5% | 10               | 16.2% | 21                         | 17.8% | 16                           | 17.5% | 21                         | 13.8% | 11 |
| 35-44  | 21.7% | 217              | 18.9% | 17                 | 26.7% | 28               | 17.6% | 15          | 27.0% | 27                | 23.4% | 25                | 16.8% | 16               | 31.5% | 41                         | 16.7% | 15                           | 21.7% | 26                         | 8.8%  | 7  |
| 45-54  | 18.6% | 186              | 22.2% | 20                 | 15.2% | 16               | 22.4% | 19          | 17.0% | 17                | 19.6% | 21                | 17.9% | 17               | 18.5% | 24                         | 15.6% | 14                           | 12.5% | 15                         | 28.8% | 23 |
| 55-64  | 20.1% | 201              | 22.2% | 20                 | 16.2% | 17               | 23.5% | 20          | 18.0% | 18                | 21.5% | 23                | 18.9% | 18               | 16.2% | 21                         | 25.6% | 23                           | 19.2% | 23                         | 22.5% | 18 |
| 65+  | 20.1% | 201              | 15.6% | 14                 | 19.0% | 20               | 23.5% | 20          | 22.0% | 22                | 15.9% | 17                | 33.7% | 32               | 10.0% | 13                         | 18.9% | 17                           | 25.8% | 31                         | 18.8% | 15 |
| (Refused)  | 1.5%  | 15               | 1.1%  | 1                  | 3.8%  | 4                | 4.7%  | 4           | 1.0%  | 1                 | 0.9%  | 1                 | 0.0%  | 0                | 1.5%  | 2                          | 1.1%  | 1                            | 0.8%  | 1                          | 0.0%  | 0  |
| Base:  |       | 1002             |       | 90                 |       | 105              |       | 85          |       | 100               |       | 107               |       | 95               |       | 130                        |       | 90                           |       | 120                        |       | 80 |
| <b>SEG Socioeconomic Grouping:</b>   |       |                  |       |                    |       |                  |       |             |       |                   |       |                   |       |                  |       |                            |       |                              |       |                            |       |    |
| A  | 6.2%  | 62               | 7.8%  | 7                  | 10.5% | 11               | 5.9%  | 5           | 2.0%  | 2                 | 5.6%  | 6                 | 4.2%  | 4                | 6.9%  | 9                          | 10.0% | 9                            | 6.7%  | 8                          | 1.3%  | 1  |
| B  | 21.4% | 214              | 15.6% | 14                 | 29.5% | 31               | 20.0% | 17          | 16.0% | 16                | 17.8% | 19                | 17.9% | 17               | 27.7% | 36                         | 25.6% | 23                           | 23.3% | 28                         | 16.3% | 13 |
| C1   | 34.2% | 343              | 33.3% | 30                 | 36.2% | 38               | 34.1% | 29          | 34.0% | 34                | 30.8% | 33                | 46.3% | 44               | 34.6% | 45                         | 28.9% | 26                           | 30.0% | 36                         | 35.0% | 28 |
| C2   | 16.0% | 160              | 18.9% | 17                 | 7.6%  | 8                | 14.1% | 12          | 22.0% | 22                | 21.5% | 23                | 8.4%  | 8                | 14.6% | 19                         | 15.6% | 14                           | 15.8% | 19                         | 22.5% | 18 |
| D  | 6.7%  | 67               | 6.7%  | 6                  | 2.9%  | 3                | 7.1%  | 6           | 5.0%  | 5                 | 6.5%  | 7                 | 6.3%  | 6                | 3.1%  | 4                          | 7.8%  | 7                            | 11.7% | 14                         | 11.3% | 9  |
| E  | 2.6%  | 26               | 3.3%  | 3                  | 2.9%  | 3                | 1.2%  | 1           | 10.0% | 10                | 1.9%  | 2                 | 1.1%  | 1                | 0.0%  | 0                          | 1.1%  | 1                            | 4.2%  | 5                          | 0.0%  | 0  |
| (Refused)  | 13.0% | 130              | 14.4% | 13                 | 10.5% | 11               | 17.6% | 15          | 11.0% | 11                | 15.9% | 17                | 15.8% | 15               | 13.1% | 17                         | 11.1% | 10                           | 8.3%  | 10                         | 13.8% | 11 |
| Base:  |       | 1002             |       | 90                 |       | 105              |       | 85          |       | 100               |       | 107               |       | 95               |       | 130                        |       | 90                           |       | 120                        |       | 80 |
| <b>CAR How many cars are there normally available for use in the household ?</b> |       |                  |       |                    |       |                  |       |             |       |                   |       |                   |       |                  |       |                            |       |                              |       |                            |       |    |
| None   | 35.1% | 352              | 47.8% | 43                 | 39.0% | 41               | 30.6% | 26          | 26.0% | 26                | 42.1% | 45                | 53.7% | 51               | 30.8% | 40                         | 25.6% | 23                           | 31.7% | 38                         | 23.8% | 19 |
| One  | 46.8% | 469              | 37.8% | 34                 | 38.1% | 40               | 48.2% | 41          | 51.0% | 51                | 44.9% | 48                | 37.9% | 36               | 46.9% | 61                         | 50.0% | 45                           | 55.8% | 67                         | 57.5% | 46 |
| Two  | 13.3% | 133              | 13.3% | 12                 | 15.2% | 16               | 14.1% | 12          | 17.0% | 17                | 10.3% | 11                | 5.3%  | 5                | 16.9% | 22                         | 18.9% | 17                           | 8.3%  | 10                         | 13.8% | 11 |
| Three or more  | 2.7%  | 27               | 0.0%  | 0                  | 4.8%  | 5                | 3.5%  | 3           | 5.0%  | 5                 | 0.9%  | 1                 | 2.1%  | 2                | 1.5%  | 2                          | 4.4%  | 4                            | 2.5%  | 3                          | 2.5%  | 2  |
| (Don't know)   | 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  |
| (Refused)  | 2.0%  | 20               | 1.1%  | 1                  | 2.9%  | 3                | 3.5%  | 3           | 1.0%  | 1                 | 1.9%  | 2                 | 1.1%  | 1                | 3.1%  | 4                          | 1.1%  | 1                            | 1.7%  | 2                          | 2.5%  | 2  |
| Base:  |       | 1002             |       | 90                 |       | 105              |       | 85          |       | 100               |       | 107               |       | 95               |       | 130                        |       | 90                           |       | 120                        |       | 80 |

## Kensington & Chelsea Household Survey For Nathaniel Lichfield & Partners

|   | Total | Kensington North |       | Kensington Central |       | Kensington South |       | Brent South |       | Westminster North |       | Westminster South |       | Wandsworth North |       | Hammersmith & Fulham South |       | Hammersmith & Fulham Central |       | Hammersmith & Fulham North |       |    |
|---|-------|------------------|-------|--------------------|-------|------------------|-------|-------------|-------|-------------------|-------|-------------------|-------|------------------|-------|----------------------------|-------|------------------------------|-------|----------------------------|-------|----|
| <b>ETH Finally, just for the purposes of the survey and to make sure we speak to a representative cross section of the community, please could you tell me which of the following best describes your ethnic origin ?</b> |       |                  |       |                    |       |                  |       |             |       |                   |       |                   |       |                  |       |                            |       |                              |       |                            |       |    |
| British   | 61.4% | 615              | 60.0% | 54                 | 62.9% | 66               | 65.9% | 56          | 50.0% | 50                | 60.7% | 65                | 67.4% | 64               | 63.8% | 83                         | 62.2% | 56                           | 65.0% | 78                         | 53.8% | 43 |
| Other White   | 13.6% | 136              | 8.9%  | 8                  | 19.0% | 20               | 17.6% | 15          | 7.0%  | 7                 | 12.2% | 13                | 16.8% | 16               | 16.9% | 22                         | 15.6% | 14                           | 10.8% | 13                         | 10.0% | 8  |
| Irish   | 6.1%  | 61               | 8.9%  | 8                  | 2.9%  | 3                | 2.4%  | 2           | 13.0% | 13                | 3.7%  | 4                 | 4.2%  | 4                | 4.6%  | 6                          | 2.2%  | 2                            | 7.5%  | 9                          | 12.5% | 10 |
| Other ethnic group  | 1.9%  | 19               | 3.3%  | 3                  | 3.8%  | 4                | 1.2%  | 1           | 2.0%  | 2                 | 0.9%  | 1                 | 2.1%  | 2                | 1.5%  | 2                          | 0.0%  | 0                            | 1.7%  | 2                          | 2.5%  | 2  |
| Any other Asian or Asian British  | 1.8%  | 18               | 1.1%  | 1                  | 1.0%  | 1                | 0.0%  | 0           | 3.0%  | 3                 | 1.9%  | 2                 | 3.2%  | 3                | 0.8%  | 1                          | 2.2%  | 2                            | 1.7%  | 2                          | 3.8%  | 3  |
| Any other mixed background  | 1.7%  | 17               | 2.2%  | 2                  | 1.9%  | 2                | 2.4%  | 2           | 2.0%  | 2                 | 3.7%  | 4                 | 0.0%  | 0                | 0.8%  | 1                          | 2.2%  | 2                            | 1.7%  | 2                          | 0.0%  | 0  |
| African   | 1.6%  | 16               | 2.2%  | 2                  | 1.0%  | 1                | 0.0%  | 0           | 2.0%  | 2                 | 1.9%  | 2                 | 2.1%  | 2                | 0.8%  | 1                          | 1.1%  | 1                            | 0.8%  | 1                          | 5.0%  | 4  |
| Indian  | 1.5%  | 15               | 0.0%  | 0                  | 1.0%  | 1                | 0.0%  | 0           | 5.0%  | 5                 | 2.8%  | 3                 | 0.0%  | 0                | 0.0%  | 0                          | 1.1%  | 1                            | 1.7%  | 2                          | 3.8%  | 3  |
| White & Black Caribbean   | 1.5%  | 15               | 0.0%  | 0                  | 0.0%  | 0                | 0.0%  | 0           | 1.0%  | 1                 | 0.9%  | 1                 | 0.0%  | 0                | 3.1%  | 4                          | 2.2%  | 2                            | 4.2%  | 5                          | 2.5%  | 2  |
| Caribbean   | 1.2%  | 12               | 1.1%  | 1                  | 0.0%  | 0                | 1.2%  | 1           | 3.0%  | 3                 | 0.9%  | 1                 | 1.1%  | 1                | 1.5%  | 2                          | 1.1%  | 1                            | 0.8%  | 1                          | 1.3%  | 1  |
| White & Black African   | 0.9%  | 9                | 2.2%  | 2                  | 0.0%  | 0                | 0.0%  | 0           | 2.0%  | 2                 | 0.9%  | 1                 | 0.0%  | 0                | 1.5%  | 2                          | 2.2%  | 2                            | 0.0%  | 0                          | 0.0%  | 0  |
| Chinese   | 0.7%  | 7                | 2.2%  | 2                  | 0.0%  | 0                | 2.4%  | 2           | 0.0%  | 0                 | 0.9%  | 1                 | 1.1%  | 1                | 0.0%  | 0                          | 1.1%  | 1                            | 0.0%  | 0                          | 0.0%  | 0  |
| Any other Black background  | 0.6%  | 6                | 0.0%  | 0                  | 0.0%  | 0                | 0.0%  | 0           | 4.0%  | 4                 | 0.0%  | 0                 | 0.0%  | 0                | 0.0%  | 0                          | 0.0%  | 0                            | 0.8%  | 1                          | 1.3%  | 1  |
| White & Asian   | 0.5%  | 5                | 2.2%  | 2                  | 1.9%  | 2                | 0.0%  | 0           | 0.0%  | 0                 | 0.9%  | 1                 | 0.0%  | 0                | 0.0%  | 0                          | 0.0%  | 0                            | 0.0%  | 0                          | 0.0%  | 0  |
| Bangladeshi   | 0.5%  | 5                | 0.0%  | 0                  | 1.0%  | 1                | 0.0%  | 0           | 1.0%  | 1                 | 0.9%  | 1                 | 1.1%  | 1                | 0.0%  | 0                          | 1.1%  | 1                            | 0.0%  | 0                          | 0.0%  | 0  |
| Pakistani   | 0.4%  | 4                | 2.2%  | 2                  | 0.0%  | 0                | 0.0%  | 0           | 2.0%  | 2                 | 0.0%  | 0                 | 0.0%  | 0                | 0.0%  | 0                          | 0.0%  | 0                            | 0.0%  | 0                          | 0.0%  | 0  |
| Mediterranean   | 0.3%  | 3                | 0.0%  | 0                  | 1.0%  | 1                | 0.0%  | 0           | 0.0%  | 0                 | 0.0%  | 0                 | 0.0%  | 0                | 0.8%  | 1                          | 0.0%  | 0                            | 0.0%  | 0                          | 1.3%  | 1  |
| (Refused)   | 3.9%  | 39               | 3.3%  | 3                  | 2.9%  | 3                | 7.1%  | 6           | 3.0%  | 3                 | 6.5%  | 7                 | 1.1%  | 1                | 3.8%  | 5                          | 5.6%  | 5                            | 3.3%  | 4                          | 2.5%  | 2  |
| Base:   |       | 1002             |       | 90                 |       | 105              |       | 85          |       | 100               |       | 107               |       | 95               |       | 130                        |       | 90                           |       | 120                        |       | 80 |

**QUOTA Zone:**

|                              |       |      |        |    |        |     |        |    |        |     |        |     |        |    |        |     |        |    |        |     |        |    |
|------------------------------|-------|------|--------|----|--------|-----|--------|----|--------|-----|--------|-----|--------|----|--------|-----|--------|----|--------|-----|--------|----|
| Kensington North             | 9.0%  | 90   | 100.0% | 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  |
| Kensington Central           | 10.5% | 105  | 0.0%   | 0  | 100.0% | 105 | 0.0%   | 0  | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0  | 0.0%   | 0   | 0.0%   | 0  | 0.0%   | 0   | 0.0%   | 0  |
| Kensington South             | 8.5%  | 85   | 0.0%   | 0  | 0.0%   | 0   | 100.0% | 85 | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0  | 0.0%   | 0   | 0.0%   | 0  | 0.0%   | 0   | 0.0%   | 0  |
| Brent South                  | 10.0% | 100  | 0.0%   | 0  | 0.0%   | 0   | 0.0%   | 0  | 100.0% | 100 | 0.0%   | 0   | 0.0%   | 0  | 0.0%   | 0   | 0.0%   | 0  | 0.0%   | 0   | 0.0%   | 0  |
| Westminster North            | 10.7% | 107  | 0.0%   | 0  | 0.0%   | 0   | 0.0%   | 0  | 0.0%   | 0   | 100.0% | 107 | 0.0%   | 0  | 0.0%   | 0   | 0.0%   | 0  | 0.0%   | 0   | 0.0%   | 0  |
| Westminster South            | 9.5%  | 95   | 0.0%   | 0  | 0.0%   | 0   | 0.0%   | 0  | 0.0%   | 0   | 0.0%   | 0   | 100.0% | 95 | 0.0%   | 0   | 0.0%   | 0  | 0.0%   | 0   | 0.0%   | 0  |
| Wandsworth North             | 13.0% | 130  | 0.0%   | 0  | 0.0%   | 0   | 0.0%   | 0  | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0  | 100.0% | 130 | 0.0%   | 0  | 0.0%   | 0   | 0.0%   | 0  |
| Hammersmith & Fulham South   | 9.0%  | 90   | 0.0%   | 0  | 0.0%   | 0   | 0.0%   | 0  | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0  | 0.0%   | 0   | 100.0% | 90 | 0.0%   | 0   | 0.0%   | 0  |
| Hammersmith & Fulham Central | 12.0% | 120  | 0.0%   | 0  | 0.0%   | 0   | 0.0%   | 0  | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0  | 0.0%   | 0   | 0.0%   | 0  | 100.0% | 120 | 0.0%   | 0  |
| Hammersmith & Fulham North   | 8.0%  | 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   | 100.0% | 80 |
| Base:                        |       | 1002 |        | 90 |        | 105 |        | 85 |        | 100 |        | 107 |        | 95 |        | 130 |        | 90 |        | 120 |        | 80 |

## Kensington & Chelsea Household Survey For Nathaniel Lichfield & Partners

| PC     | Postcode: | Total | Kensington<br>North | Kensington<br>Central | Kensington<br>South | Brent South | Westminster<br>North | Westminster<br>South | Wandsworth<br>North | Hammersmit<br>h & Fulham<br>South | Hammersmit<br>h & Fulham<br>Central | Hammersmit<br>h & Fulham<br>North |    |       |    |       |    |      |   |      |   |
|--------|-----------|-------|---------------------|-----------------------|---------------------|-------------|----------------------|----------------------|---------------------|-----------------------------------|-------------------------------------|-----------------------------------|----|-------|----|-------|----|------|---|------|---|
| NW10 1 |           | 1.7%  | 17                  | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 17.0%                             | 17                                  | 0.0%                              | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| NW10 2 |           | 1.1%  | 11                  | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 11.0%                             | 11                                  | 0.0%                              | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| NW10 3 |           | 1.5%  | 15                  | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 15.0%                             | 15                                  | 0.0%                              | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| NW10 4 |           | 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 | 6.3% | 5 |
| NW10 5 |           | 1.0%  | 10                  | 11.1%                 | 10                  | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| NW10 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 | 3.8% | 3 |
| NW10 8 |           | 0.7%  | 7                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 | 8.8% | 7 |
| NW10 9 |           | 1.0%  | 10                  | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 10.0%                             | 10                                  | 0.0%                              | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| NW2 4  |           | 1.5%  | 15                  | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 15.0%                             | 15                                  | 0.0%                              | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| NW2 5  |           | 0.6%  | 6                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 6.0%                              | 6                                   | 0.0%                              | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| NW2 6  |           | 1.0%  | 10                  | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 10.0%                             | 10                                  | 0.0%                              | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| NW6 5  |           | 0.5%  | 5                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 4.7%                              | 5  | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| NW6 6  |           | 1.3%  | 13                  | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 12.2%                             | 13 | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| NW6 7  |           | 1.6%  | 16                  | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 16.0%                             | 16                                  | 0.0%                              | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| SW10 0 |           | 2.0%  | 20                  | 0.0%                  | 0                   | 0.0%        | 0                    | 23.5%                | 20                  | 0.0%                              | 0                                   | 0.0%                              | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| SW10 9 |           | 1.3%  | 13                  | 0.0%                  | 0                   | 0.0%        | 0                    | 15.3%                | 13                  | 0.0%                              | 0                                   | 0.0%                              | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| SW11 1 |           | 1.6%  | 16                  | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 12.3% | 16 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| SW11 2 |           | 1.7%  | 17                  | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 13.1% | 17 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| SW11 3 |           | 1.5%  | 15                  | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 11.5% | 15 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| SW11 4 |           | 1.1%  | 11                  | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 8.5%  | 11 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| SW11 5 |           | 1.9%  | 19                  | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 14.6% | 19 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| SW15 2 |           | 1.1%  | 11                  | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 8.5%  | 11 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| SW18 1 |           | 1.6%  | 16                  | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 12.3% | 16 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| SW18 2 |           | 1.6%  | 16                  | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 12.3% | 16 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| SW1E 5 |           | 0.1%  | 1                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 1.1%                              | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| SW1E 6 |           | 0.1%  | 1                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 1.1%                              | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| SW1P 4 |           | 0.8%  | 8                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 8.4%                              | 8  | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| SW1V 1 |           | 0.4%  | 4                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 4.2%                              | 4  | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| SW1V 2 |           | 1.2%  | 12                  | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 12.6%                             | 12 | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| SW1V 3 |           | 2.1%  | 21                  | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 22.1%                             | 21 | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| SW1V 4 |           | 1.7%  | 17                  | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 17.9%                             | 17 | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| SW1W 8 |           | 0.6%  | 6                   | 0.0%                  | 0                   | 0.0%        | 0                    | 7.1%                 | 6                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| SW1W 9 |           | 0.3%  | 3                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 3.2%                              | 3  | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| SW1X 0 |           | 0.1%  | 1                   | 0.0%                  | 0                   | 0.0%        | 0                    | 1.2%                 | 1                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| SW1X 8 |           | 0.1%  | 1                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 1.1%                              | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| SW3 2  |           | 0.9%  | 9                   | 0.0%                  | 0                   | 0.0%        | 0                    | 10.6%                | 9                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| SW3 3  |           | 0.4%  | 4                   | 0.0%                  | 0                   | 0.0%        | 0                    | 4.7%                 | 4                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| SW3 4  |           | 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 |
| SW3 5  |           | 0.9%  | 9                   | 0.0%                  | 0                   | 0.0%        | 0                    | 10.6%                | 9                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| SW3 6  |           | 0.4%  | 4                   | 0.0%                  | 0                   | 0.0%        | 0                    | 4.7%                 | 4                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| SW5 0  |           | 1.0%  | 10                  | 0.0%                  | 0                   | 9.5%        | 10                   | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| SW5 9  |           | 1.3%  | 13                  | 0.0%                  | 0                   | 12.4%       | 13                   | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| SW6 1  |           | 0.8%  | 8                   | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 0.0%  | 0  | 8.9%  | 8  | 0.0% | 0 | 0.0% | 0 |
| SW6 2  |           | 1.7%  | 17                  | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 0.0%  | 0  | 18.9% | 17 | 0.0% | 0 | 0.0% | 0 |
| SW6 3  |           | 1.7%  | 17                  | 0.0%                  | 0                   | 0.0%        | 0                    | 0.0%                 | 0                   | 0.0%                              | 0                                   | 0.0%                              | 0  | 0.0%  | 0  | 18.9% | 17 | 0.0% | 0 | 0.0% | 0 |

## Kensington & Chelsea Household Survey For Nathaniel Lichfield & Partners

|       | Total | Kensington North |       | Kensington Central |       | Kensington South |      | Brent South | Westminster North |    | Westminster South |    | Wandsworth North | Hammersmith h & Fulham South |       | Hammersmith h & Fulham Central |       | Hammersmith h & Fulham North |       |    |
|-------|-------|------------------|-------|--------------------|-------|------------------|------|-------------|-------------------|----|-------------------|----|------------------|------------------------------|-------|--------------------------------|-------|------------------------------|-------|----|
| SW6 4 | 1.1%  | 11               | 0.0%  | 0                  | 0.0%  | 0                | 0.0% | 0           | 0.0%              | 0  | 0.0%              | 0  | 0.0%             | 0                            | 12.2% | 11                             | 0.0%  | 0                            | 0.0%  | 0  |
| SW6 5 | 0.4%  | 4                | 0.0%  | 0                  | 0.0%  | 0                | 0.0% | 0           | 0.0%              | 0  | 0.0%              | 0  | 0.0%             | 0                            | 4.4%  | 4                              | 0.0%  | 0                            | 0.0%  | 0  |
| SW6 6 | 1.5%  | 15               | 0.0%  | 0                  | 0.0%  | 0                | 0.0% | 0           | 0.0%              | 0  | 0.0%              | 0  | 0.0%             | 0                            | 16.7% | 15                             | 0.0%  | 0                            | 0.0%  | 0  |
| SW6 7 | 1.8%  | 18               | 0.0%  | 0                  | 0.0%  | 0                | 0.0% | 0           | 0.0%              | 0  | 0.0%              | 0  | 0.0%             | 0                            | 20.0% | 18                             | 0.0%  | 0                            | 0.0%  | 0  |
| SW7 1 | 0.5%  | 5                | 0.0%  | 0                  | 0.0%  | 0                | 0.0% | 0           | 0.0%              | 0  | 5.3%              | 5  | 0.0%             | 0                            | 0.0%  | 0                              | 0.0%  | 0                            | 0.0%  | 0  |
| SW7 2 | 0.4%  | 4                | 0.0%  | 0                  | 0.0%  | 0                | 4.7% | 4           | 0.0%              | 0  | 0.0%              | 0  | 0.0%             | 0                            | 0.0%  | 0                              | 0.0%  | 0                            | 0.0%  | 0  |
| SW7 3 | 0.4%  | 4                | 0.0%  | 0                  | 0.0%  | 0                | 4.7% | 4           | 0.0%              | 0  | 0.0%              | 0  | 0.0%             | 0                            | 0.0%  | 0                              | 0.0%  | 0                            | 0.0%  | 0  |
| SW7 4 | 1.2%  | 12               | 0.0%  | 0                  | 11.4% | 12               | 0.0% | 0           | 0.0%              | 0  | 0.0%              | 0  | 0.0%             | 0                            | 0.0%  | 0                              | 0.0%  | 0                            | 0.0%  | 0  |
| SW7 5 | 0.3%  | 3                | 0.0%  | 0                  | 2.9%  | 3                | 0.0% | 0           | 0.0%              | 0  | 0.0%              | 0  | 0.0%             | 0                            | 0.0%  | 0                              | 0.0%  | 0                            | 0.0%  | 0  |
| SW8 3 | 0.5%  | 5                | 0.0%  | 0                  | 0.0%  | 0                | 0.0% | 0           | 0.0%              | 0  | 0.0%              | 0  | 3.8%             | 5                            | 0.0%  | 0                              | 0.0%  | 0                            | 0.0%  | 0  |
| SW8 4 | 0.3%  | 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  |
| SW8 5 | 0.1%  | 1                | 0.0%  | 0                  | 0.0%  | 0                | 0.0% | 0           | 0.0%              | 0  | 0.0%              | 0  | 0.8%             | 1                            | 0.0%  | 0                              | 0.0%  | 0                            | 0.0%  | 0  |
| W10 4 | 1.8%  | 18               | 0.0%  | 0                  | 0.0%  | 0                | 0.0% | 0           | 16.8%             | 18 | 0.0%              | 0  | 0.0%             | 0                            | 0.0%  | 0                              | 0.0%  | 0                            | 0.0%  | 0  |
| W10 5 | 1.4%  | 14               | 15.6% | 14                 | 0.0%  | 0                | 0.0% | 0           | 0.0%              | 0  | 0.0%              | 0  | 0.0%             | 0                            | 0.0%  | 0                              | 0.0%  | 0                            | 0.0%  | 0  |
| W10 6 | 1.8%  | 18               | 20.0% | 18                 | 0.0%  | 0                | 0.0% | 0           | 0.0%              | 0  | 0.0%              | 0  | 0.0%             | 0                            | 0.0%  | 0                              | 0.0%  | 0                            | 0.0%  | 0  |
| W11 1 | 1.6%  | 16               | 17.8% | 16                 | 0.0%  | 0                | 0.0% | 0           | 0.0%              | 0  | 0.0%              | 0  | 0.0%             | 0                            | 0.0%  | 0                              | 0.0%  | 0                            | 0.0%  | 0  |
| W11 2 | 1.3%  | 13               | 14.4% | 13                 | 0.0%  | 0                | 0.0% | 0           | 0.0%              | 0  | 0.0%              | 0  | 0.0%             | 0                            | 0.0%  | 0                              | 0.0%  | 0                            | 0.0%  | 0  |
| W11 3 | 1.0%  | 10               | 0.0%  | 0                  | 9.5%  | 10               | 0.0% | 0           | 0.0%              | 0  | 0.0%              | 0  | 0.0%             | 0                            | 0.0%  | 0                              | 0.0%  | 0                            | 0.0%  | 0  |
| W11 4 | 1.9%  | 19               | 21.1% | 19                 | 0.0%  | 0                | 0.0% | 0           | 0.0%              | 0  | 0.0%              | 0  | 0.0%             | 0                            | 0.0%  | 0                              | 0.0%  | 0                            | 0.0%  | 0  |
| W12 0 | 2.8%  | 28               | 0.0%  | 0                  | 0.0%  | 0                | 0.0% | 0           | 0.0%              | 0  | 0.0%              | 0  | 0.0%             | 0                            | 0.0%  | 0                              | 0.0%  | 0                            | 35.0% | 28 |
| W12 7 | 1.8%  | 18               | 0.0%  | 0                  | 0.0%  | 0                | 0.0% | 0           | 0.0%              | 0  | 0.0%              | 0  | 0.0%             | 0                            | 0.0%  | 0                              | 0.0%  | 0                            | 0.0%  | 18 |
| W12 8 | 1.5%  | 15               | 0.0%  | 0                  | 0.0%  | 0                | 0.0% | 0           | 0.0%              | 0  | 0.0%              | 0  | 0.0%             | 0                            | 0.0%  | 0                              | 12.5% | 15                           | 0.0%  | 0  |
| W12 9 | 2.5%  | 25               | 0.0%  | 0                  | 0.0%  | 0                | 0.0% | 0           | 0.0%              | 0  | 0.0%              | 0  | 0.0%             | 0                            | 0.0%  | 0                              | 20.8% | 25                           | 0.0%  | 0  |
| W14 0 | 2.0%  | 20               | 0.0%  | 0                  | 0.0%  | 0                | 0.0% | 0           | 0.0%              | 0  | 0.0%              | 0  | 0.0%             | 0                            | 0.0%  | 0                              | 16.7% | 20                           | 0.0%  | 0  |
| W14 8 | 1.9%  | 19               | 0.0%  | 0                  | 18.1% | 19               | 0.0% | 0           | 0.0%              | 0  | 0.0%              | 0  | 0.0%             | 0                            | 0.0%  | 0                              | 0.0%  | 0                            | 0.0%  | 0  |
| W14 9 | 2.0%  | 20               | 0.0%  | 0                  | 0.0%  | 0                | 0.0% | 0           | 0.0%              | 0  | 0.0%              | 0  | 0.0%             | 0                            | 0.0%  | 0                              | 16.7% | 20                           | 0.0%  | 0  |
| W1H 5 | 0.2%  | 2                | 0.0%  | 0                  | 0.0%  | 0                | 0.0% | 0           | 0.0%              | 0  | 2.1%              | 2  | 0.0%             | 0                            | 0.0%  | 0                              | 0.0%  | 0                            | 0.0%  | 0  |
| W1J 7 | 0.1%  | 1                | 0.0%  | 0                  | 0.0%  | 0                | 0.0% | 0           | 0.0%              | 0  | 1.1%              | 1  | 0.0%             | 0                            | 0.0%  | 0                              | 0.0%  | 0                            | 0.0%  | 0  |
| W1K 2 | 0.1%  | 1                | 0.0%  | 0                  | 0.0%  | 0                | 0.0% | 0           | 0.0%              | 0  | 1.1%              | 1  | 0.0%             | 0                            | 0.0%  | 0                              | 0.0%  | 0                            | 0.0%  | 0  |
| W1K 6 | 0.1%  | 1                | 0.0%  | 0                  | 0.0%  | 0                | 0.0% | 0           | 0.0%              | 0  | 1.1%              | 1  | 0.0%             | 0                            | 0.0%  | 0                              | 0.0%  | 0                            | 0.0%  | 0  |
| W2 2  | 1.0%  | 10               | 0.0%  | 0                  | 0.0%  | 0                | 0.0% | 0           | 0.0%              | 0  | 10.5%             | 10 | 0.0%             | 0                            | 0.0%  | 0                              | 0.0%  | 0                            | 0.0%  | 0  |
| W2 3  | 0.7%  | 7                | 0.0%  | 0                  | 0.0%  | 0                | 0.0% | 0           | 0.0%              | 0  | 7.4%              | 7  | 0.0%             | 0                            | 0.0%  | 0                              | 0.0%  | 0                            | 0.0%  | 0  |
| W2 4  | 0.7%  | 7                | 0.0%  | 0                  | 6.7%  | 7                | 0.0% | 0           | 0.0%              | 0  | 0.0%              | 0  | 0.0%             | 0                            | 0.0%  | 0                              | 0.0%  | 0                            | 0.0%  | 0  |
| W2 5  | 1.9%  | 19               | 0.0%  | 0                  | 0.0%  | 0                | 0.0% | 0           | 17.8%             | 19 | 0.0%              | 0  | 0.0%             | 0                            | 0.0%  | 0                              | 0.0%  | 0                            | 0.0%  | 0  |
| W2 6  | 0.9%  | 9                | 0.0%  | 0                  | 0.0%  | 0                | 0.0% | 0           | 8.4%              | 9  | 0.0%              | 0  | 0.0%             | 0                            | 0.0%  | 0                              | 0.0%  | 0                            | 0.0%  | 0  |
| W3 7  | 1.9%  | 19               | 0.0%  | 0                  | 0.0%  | 0                | 0.0% | 0           | 0.0%              | 0  | 0.0%              | 0  | 0.0%             | 0                            | 0.0%  | 0                              | 0.0%  | 0                            | 23.8% | 19 |
| W6 0  | 1.4%  | 14               | 0.0%  | 0                  | 0.0%  | 0                | 0.0% | 0           | 0.0%              | 0  | 0.0%              | 0  | 0.0%             | 0                            | 0.0%  | 0                              | 11.7% | 14                           | 0.0%  | 0  |
| W6 7  | 0.6%  | 6                | 0.0%  | 0                  | 0.0%  | 0                | 0.0% | 0           | 0.0%              | 0  | 0.0%              | 0  | 0.0%             | 0                            | 0.0%  | 0                              | 5.0%  | 6                            | 0.0%  | 0  |
| W6 8  | 0.5%  | 5                | 0.0%  | 0                  | 0.0%  | 0                | 0.0% | 0           | 0.0%              | 0  | 0.0%              | 0  | 0.0%             | 0                            | 0.0%  | 0                              | 4.2%  | 5                            | 0.0%  | 0  |
| W6 9  | 1.5%  | 15               | 0.0%  | 0                  | 0.0%  | 0                | 0.0% | 0           | 0.0%              | 0  | 0.0%              | 0  | 0.0%             | 0                            | 0.0%  | 0                              | 12.5% | 15                           | 0.0%  | 0  |
| W8 4  | 0.3%  | 3                | 0.0%  | 0                  | 2.9%  | 3                | 0.0% | 0           | 0.0%              | 0  | 0.0%              | 0  | 0.0%             | 0                            | 0.0%  | 0                              | 0.0%  | 0                            | 0.0%  | 0  |
| W8 5  | 0.4%  | 4                | 0.0%  | 0                  | 3.8%  | 4                | 0.0% | 0           | 0.0%              | 0  | 0.0%              | 0  | 0.0%             | 0                            | 0.0%  | 0                              | 0.0%  | 0                            | 0.0%  | 0  |
| W8 6  | 1.5%  | 15               | 0.0%  | 0                  | 14.3% | 15               | 0.0% | 0           | 0.0%              | 0  | 0.0%              | 0  | 0.0%             | 0                            | 0.0%  | 0                              | 0.0%  | 0                            | 0.0%  | 0  |
| W8 7  | 0.9%  | 9                | 0.0%  | 0                  | 8.6%  | 9                | 0.0% | 0           | 0.0%              | 0  | 0.0%              | 0  | 0.0%             | 0                            | 0.0%  | 0                              | 0.0%  | 0                            | 0.0%  | 0  |
| W9 1  | 1.8%  | 18               | 0.0%  | 0                  | 0.0%  | 0                | 0.0% | 0           | 16.8%             | 18 | 0.0%              | 0  | 0.0%             | 0                            | 0.0%  | 0                              | 0.0%  | 0                            | 0.0%  | 0  |
| W9 2  | 1.2%  | 12               | 0.0%  | 0                  | 0.0%  | 0                | 0.0% | 0           | 11.2%             | 12 | 0.0%              | 0  | 0.0%             | 0                            | 0.0%  | 0                              | 0.0%  | 0                            | 0.0%  | 0  |
| W9 3  | 1.3%  | 13               | 0.0%  | 0                  | 0.0%  | 0                | 0.0% | 0           | 12.2%             | 13 | 0.0%              | 0  | 0.0%             | 0                            | 0.0%  | 0                              | 0.0%  | 0                            | 0.0%  | 0  |

### Kensington & Chelsea Household Survey For Nathaniel Lichfield & Partners

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|       | Total | Kensington<br>North | Kensington<br>Central | Kensington<br>South | Brent South | Westminster<br>North | Westminster<br>South | Wandsworth<br>North | Hammersmit<br>h & Fulham<br>South | Hammersmit<br>h & Fulham<br>Central | Hammersmit<br>h & Fulham<br>North |
|-------|-------|---------------------|-----------------------|---------------------|-------------|----------------------|----------------------|---------------------|-----------------------------------|-------------------------------------|-----------------------------------|
| Base: | 1002  | 90                  | 105                   | 85                  | 100         | 107                  | 95                   | 130                 | 90                                | 120                                 | 80                                |

## **Appendix F**

### In-Street Survey Results

## Kensington and Chelsea - Tourist, Resident & Shopper Survey for Nathaniel Lichfield & Partners

|   | Total | Knightsbridge | Kensington High Street | Kings Road East | Kings Road West | Fulham Road East | Fulham Road West | Notting Hill Gate | Portobello Road | South Kensington | Earls Court Road | Westbourne Grove |       |     |       |     |       |     |       |     |       |     |       |     |
|---|-------|---------------|------------------------|-----------------|-----------------|------------------|------------------|-------------------|-----------------|------------------|------------------|------------------|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|
| <b>Q01 What is the main purpose of your visit to (STUDY CENTRE) today ?</b>             |       |               |                        |                 |                 |                  |                  |                   |                 |                  |                  |                  |       |     |       |     |       |     |       |     |       |     |       |     |
| Shopping for food only  | 12.3% | 175           | 0.0%                   | 0               | 7.0%            | 14               | 7.3%             | 15                | 22.8%           | 23               | 7.0%             | 7                | 22.3% | 25  | 6.0%  | 6   | 42.6% | 43  | 0.0%  | 0   | 17.0% | 17  | 24.8% | 25  |
| Shopping for non-food goods only  | 17.4% | 248           | 29.5%                  | 59              | 23.0%           | 46               | 23.3%            | 48                | 26.7%           | 27               | 9.0%             | 9                | 22.3% | 25  | 8.0%  | 8   | 2.0%  | 2   | 1.0%  | 1   | 7.0%  | 7   | 15.8% | 16  |
| Shopping for both food & non-food items   | 9.7%  | 138           | 4.0%                   | 8               | 18.5%           | 37               | 9.2%             | 19                | 12.9%           | 13               | 24.0%            | 24               | 16.1% | 18  | 4.0%  | 4   | 5.0%  | 5   | 0.0%  | 0   | 3.0%  | 3   | 6.9%  | 7   |
| Window shopping   | 4.7%  | 67            | 6.0%                   | 12              | 4.5%            | 9                | 2.4%             | 5                 | 4.0%            | 4                | 5.0%             | 5                | 0.0%  | 0   | 4.0%  | 4   | 20.8% | 21  | 0.0%  | 0   | 5.0%  | 5   | 2.0%  | 2   |
| To visit the Market   | 3.4%  | 48            | 1.0%                   | 2               | 0.0%            | 0                | 4.4%             | 9                 | 0.0%            | 0                | 11.0%            | 11               | 2.7%  | 3   | 4.0%  | 4   | 15.8% | 16  | 0.0%  | 0   | 3.0%  | 3   | 0.0%  | 0   |
| To visit a restaurant / café / public house   | 3.7%  | 52            | 4.5%                   | 9               | 4.5%            | 9                | 2.4%             | 5                 | 4.0%            | 4                | 1.0%             | 1                | 0.9%  | 1   | 9.0%  | 9   | 1.0%  | 1   | 5.0%  | 5   | 6.0%  | 6   | 2.0%  | 2   |
| To have a walk / stroll around  | 7.3%  | 104           | 12.5%                  | 25              | 7.0%            | 14               | 5.8%             | 12                | 10.9%           | 11               | 5.0%             | 5                | 1.8%  | 2   | 7.0%  | 7   | 5.9%  | 6   | 2.0%  | 2   | 13.0% | 13  | 6.9%  | 7   |
| To use services e.g. bank, post office, hairdresser                                     | 6.5%  | 92            | 5.5%                   | 11              | 5.5%            | 11               | 7.8%             | 16                | 9.9%            | 10               | 14.0%            | 14               | 2.7%  | 3   | 3.0%  | 3   | 0.0%  | 0   | 6.9%  | 7   | 4.0%  | 4   | 12.9% | 13  |
| Work / business purposes  | 21.2% | 301           | 19.5%                  | 39              | 24.5%           | 49               | 32.5%            | 67                | 14.9%           | 15               | 29.0%            | 29               | 5.4%  | 6   | 15.0% | 15  | 2.0%  | 2   | 25.7% | 26  | 32.0% | 32  | 20.8% | 21  |
| Healthcare e.g. doctor, dentist, optician   | 1.8%  | 25            | 0.5%                   | 1               | 2.0%            | 4                | 1.0%             | 2                 | 4.0%            | 4                | 7.0%             | 7                | 0.9%  | 1   | 1.0%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 4.0%  | 4   | 1.0%  | 1   |
| Social / leisure reason e.g. meeting friends, going to gym                              | 12.9% | 183           | 8.5%                   | 17              | 9.5%            | 19               | 10.2%            | 21                | 7.9%            | 8                | 11.0%            | 11               | 16.1% | 18  | 30.0% | 30  | 1.0%  | 1   | 30.7% | 31  | 18.0% | 18  | 8.9%  | 9   |
| Sightseeing / visiting a tourist attraction   | 6.8%  | 96            | 10.0%                  | 20              | 2.0%            | 4                | 8.3%             | 17                | 1.0%            | 1                | 5.0%             | 5                | 5.4%  | 6   | 4.0%  | 4   | 5.0%  | 5   | 28.7% | 29  | 4.0%  | 4   | 1.0%  | 1   |
| Other   | 0.2%  | 3             | 0.0%                   | 0               | 0.5%            | 1                | 0.5%             | 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   |
| Church  | 0.2%  | 3             | 0.0%                   | 0               | 0.5%            | 1                | 0.0%             | 0                 | 0.0%            | 0                | 0.0%             | 0                | 0.0%  | 0   | 2.0%  | 2   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| University / college  | 0.6%  | 9             | 0.0%                   | 0               | 2.0%            | 4                | 0.5%             | 1                 | 0.0%            | 0                | 0.0%             | 0                | 0.0%  | 0   | 2.0%  | 2   | 0.0%  | 0   | 2.0%  | 2   | 0.0%  | 0   | 0.0%  | 0   |
| Live here   | 0.6%  | 9             | 0.0%                   | 0               | 0.0%            | 0                | 0.5%             | 1                 | 0.0%            | 0                | 0.0%             | 0                | 0.0%  | 0   | 1.0%  | 1   | 0.0%  | 0   | 2.0%  | 2   | 0.0%  | 0   | 5.0%  | 5   |
| Passing through   | 0.6%  | 8             | 1.0%                   | 2               | 1.0%            | 2                | 0.0%             | 0                 | 0.0%            | 0                | 0.0%             | 0                | 0.0%  | 0   | 1.0%  | 1   | 1.0%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 2.0%  | 2   |
| (No main purpose)   | 0.4%  | 5             | 0.5%                   | 1               | 0.0%            | 0                | 0.0%             | 0                 | 1.0%            | 1                | 0.0%             | 0                | 0.9%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 2.0%  | 2   |
| (Don't know)  | 1.3%  | 19            | 4.0%                   | 8               | 1.0%            | 2                | 0.0%             | 0                 | 0.0%            | 0                | 0.0%             | 0                | 2.7%  | 3   | 2.0%  | 2   | 1.0%  | 1   | 0.0%  | 0   | 2.0%  | 2   | 1.0%  | 1   |
| Base:   |       | 1422          |                        | 200             |                 | 200              |                  | 206               |                 | 101              |                  | 100              |       | 112 |       | 100 |       | 101 |       | 101 |       | 100 |       | 101 |
| <b>Q02 Do you intend to do, or have you done any shopping in (STUDY CENTRE) today ?</b> |       |               |                        |                 |                 |                  |                  |                   |                 |                  |                  |                  |       |     |       |     |       |     |       |     |       |     |       |     |
| <i>Those who did not mention shopping at Q01</i>  |       |               |                        |                 |                 |                  |                  |                   |                 |                  |                  |                  |       |     |       |     |       |     |       |     |       |     |       |     |
| Yes   | 33.9% | 297           | 22.6%                  | 30              | 44.4%           | 48               | 37.0%            | 47                | 58.5%           | 24               | 25.0%            | 15               | 40.9% | 18  | 37.8% | 31  | 31.4% | 16  | 10.0% | 10  | 41.3% | 31  | 50.0% | 27  |
| No  | 52.7% | 461           | 41.4%                  | 55              | 49.1%           | 53               | 55.1%            | 70                | 31.7%           | 13               | 65.0%            | 39               | 56.8% | 25  | 51.2% | 42  | 25.5% | 13  | 85.0% | 85  | 53.3% | 40  | 48.1% | 26  |
| (Don't know)  | 13.4% | 117           | 36.1%                  | 48              | 6.5%            | 7                | 7.9%             | 10                | 9.8%            | 4                | 10.0%            | 6                | 2.3%  | 1   | 11.0% | 9   | 43.1% | 22  | 5.0%  | 5   | 5.3%  | 4   | 1.9%  | 1   |
| Base:   |       | 875           |                        | 133             |                 | 108              |                  | 127               |                 | 41               |                  | 60               |       | 44  |       | 82  |       | 51  |       | 100 |       | 75  |       | 54  |

## Kensington and Chelsea - Tourist, Resident & Shopper Survey for Nathaniel Lichfield & Partners

|   | Total | Knightsbridge | Kensington High Street | Kings Road East | Kings Road West | Fulham Road East | Fulham Road West | Notting Hill Gate | Portobello Road | South Kensington | Earls Court Road | Westbourne Grove |       |    |       |    |       |    |       |    |       |    |       |    |
|---|-------|---------------|------------------------|-----------------|-----------------|------------------|------------------|-------------------|-----------------|------------------|------------------|------------------|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|
| <b>Q03 What do you intend to buy or have you bought in (STUDY CENTRE) today ?</b>     |       |               |                        |                 |                 |                  |                  |                   |                 |                  |                  |                  |       |    |       |    |       |    |       |    |       |    |       |    |
| <i>Those who's main purpose is shopping at Q01 or those who intend to shop at Q02</i> |       |               |                        |                 |                 |                  |                  |                   |                 |                  |                  |                  |       |    |       |    |       |    |       |    |       |    |       |    |
| Food and groceries  | 51.1% | 431           | 17.5%                  | 17              | 52.9%           | 74               | 49.2%            | 62                | 64.3%           | 54               | 69.1%            | 38               | 58.1% | 50 | 51.0% | 25 | 30.3% | 20 | 36.4% | 4  | 64.3% | 36 | 68.9% | 51 |
| Newspapers / Magazines  | 4.5%  | 38            | 1.0%                   | 1               | 2.9%            | 4                | 6.3%             | 8                 | 6.0%            | 5                | 3.6%             | 2                | 2.3%  | 2  | 8.2%  | 4  | 1.5%  | 1  | 9.1%  | 1  | 7.1%  | 4  | 8.1%  | 6  |
| Confectionery / Tobacco   | 1.8%  | 15            | 3.1%                   | 3               | 0.7%            | 1                | 0.0%             | 0                 | 0.0%            | 0                | 5.5%             | 3                | 0.0%  | 0  | 4.1%  | 2  | 0.0%  | 0  | 0.0%  | 0  | 5.4%  | 3  | 4.1%  | 3  |
| Clothing / Footwear   | 34.1% | 288           | 59.8%                  | 58              | 51.4%           | 72               | 31.7%            | 40                | 33.3%           | 28               | 54.5%            | 30               | 15.1% | 13 | 30.6% | 15 | 12.1% | 8  | 18.2% | 2  | 14.3% | 8  | 18.9% | 14 |
| Furniture / Carpets / Soft furnishings  | 2.0%  | 17            | 2.1%                   | 2               | 0.7%            | 1                | 5.6%             | 7                 | 4.8%            | 4                | 0.0%             | 0                | 0.0%  | 0  | 2.0%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 1.8%  | 1  | 1.4%  | 1  |
| Domestic Electrical goods   | 2.5%  | 21            | 2.1%                   | 2               | 2.9%            | 4                | 4.0%             | 5                 | 2.4%            | 2                | 5.5%             | 3                | 3.5%  | 3  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 3.6%  | 2  | 0.0%  | 0  |
| Other electrical goods (TV, Hi-fi etc)  | 1.8%  | 15            | 1.0%                   | 1               | 1.4%            | 2                | 2.4%             | 3                 | 0.0%            | 0                | 1.8%             | 1                | 3.5%  | 3  | 4.1%  | 2  | 0.0%  | 0  | 0.0%  | 0  | 1.8%  | 1  | 2.7%  | 2  |
| DIY / Hardware / Gardening  | 3.0%  | 25            | 1.0%                   | 1               | 4.3%            | 6                | 6.3%             | 8                 | 0.0%            | 0                | 5.5%             | 3                | 1.2%  | 1  | 4.1%  | 2  | 3.0%  | 2  | 0.0%  | 0  | 1.8%  | 1  | 1.4%  | 1  |
| Other household goods   | 7.1%  | 60            | 2.1%                   | 2               | 4.3%            | 6                | 9.5%             | 12                | 0.0%            | 0                | 47.3%            | 26               | 5.8%  | 5  | 2.0%  | 1  | 3.0%  | 2  | 0.0%  | 0  | 7.1%  | 4  | 2.7%  | 2  |
| Gifts / Jewellery / China and Glass   | 5.7%  | 48            | 13.4%                  | 13              | 2.9%            | 4                | 6.3%             | 8                 | 0.0%            | 0                | 7.3%             | 4                | 7.0%  | 6  | 4.1%  | 2  | 9.1%  | 6  | 0.0%  | 0  | 3.6%  | 2  | 4.1%  | 3  |
| Books / CD's / Videos / Toys / Hobbies  | 8.4%  | 71            | 7.2%                   | 7               | 8.6%            | 12               | 11.9%            | 15                | 10.7%           | 9                | 9.1%             | 5                | 14.0% | 12 | 10.2% | 5  | 1.5%  | 1  | 9.1%  | 1  | 0.0%  | 0  | 5.4%  | 4  |
| Health / Beauty / Chemist items   | 9.0%  | 76            | 9.3%                   | 9               | 8.6%            | 12               | 13.5%            | 17                | 9.5%            | 8                | 18.2%            | 10               | 5.8%  | 5  | 8.2%  | 4  | 0.0%  | 0  | 9.1%  | 1  | 10.7% | 6  | 5.4%  | 4  |
| Other   | 0.7%  | 6             | 1.0%                   | 1               | 1.4%            | 2                | 0.0%             | 0                 | 0.0%            | 0                | 0.0%             | 0                | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.8%  | 1  | 2.7%  | 2  |
| Stationery  | 0.8%  | 7             | 0.0%                   | 0               | 0.7%            | 1                | 2.4%             | 3                 | 3.6%            | 3                | 0.0%             | 0                | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| (Don't know)  | 8.1%  | 68            | 5.2%                   | 5               | 1.4%            | 2                | 3.2%             | 4                 | 0.0%            | 0                | 0.0%             | 0                | 7.0%  | 6  | 8.2%  | 4  | 54.5% | 36 | 27.3% | 3  | 7.1%  | 4  | 5.4%  | 4  |
| Base:   |       | 844           |                        | 97              |                 | 140              |                  | 126               |                 | 84               |                  | 55               |       | 86 |       | 49 |       | 66 |       | 11 |       | 56 |       | 74 |

## Kensington and Chelsea - Tourist, Resident & Shopper Survey for Nathaniel Lichfield & Partners

|  | Total | Knightsbridge | Kensington High Street | Kings Road East | Kings Road West | Fulham Road East | Fulham Road West | Notting Hill Gate | Portobello Road | South Kensington | Earls Court Road | Westbourne Grove |       |             |       |             |       |             |       |            |       |            |       |             |
|--|-------|---------------|------------------------|-----------------|-----------------|------------------|------------------|-------------------|-----------------|------------------|------------------|------------------|-------|-------------|-------|-------------|-------|-------------|-------|------------|-------|------------|-------|-------------|
| <b>Mean Score [£0, £2.50, £7.50, £15, £25, £35, £45, £62.50, £87.50, £125, £225]</b>   |       |               |                        |                 |                 |                  |                  |                   |                 |                  |                  |                  |       |             |       |             |       |             |       |            |       |            |       |             |
| <b>Q04 Approximately how much will you spend or have you spent in total on each of the following during your visit to (STUDY CENTRE) today ?</b> |       |               |                        |                 |                 |                  |                  |                   |                 |                  |                  |                  |       |             |       |             |       |             |       |            |       |            |       |             |
| <i>Those who's main purpose is shopping at Q01 or those who intend to shop at Q02</i>  |       |               |                        |                 |                 |                  |                  |                   |                 |                  |                  |                  |       |             |       |             |       |             |       |            |       |            |       |             |
| <b>Food &amp; Grocery</b>  |       |               |                        |                 |                 |                  |                  |                   |                 |                  |                  |                  |       |             |       |             |       |             |       |            |       |            |       |             |
| Nothing  | 23.2% | 196           | 75.3%                  | 73              | 38.6%           | 54               | 17.5%            | 22                | 0.0%            | 0                | 0.0%             | 0                | 10.5% | 9           | 0.0%  | 0           | 15.2% | 10          | 45.5% | 5          | 21.4% | 12         | 14.9% | 11          |
| Less than £5.00  | 7.6%  | 64            | 1.0%                   | 1               | 7.9%            | 11               | 7.1%             | 9                 | 10.7%           | 9                | 1.8%             | 1                | 4.7%  | 4           | 8.2%  | 4           | 0.0%  | 0           | 0.0%  | 0          | 25.0% | 14         | 14.9% | 11          |
| £5.01 - £10.00   | 14.1% | 119           | 9.3%                   | 9               | 14.3%           | 20               | 4.0%             | 5                 | 19.0%           | 16               | 34.5%            | 19               | 18.6% | 16          | 16.3% | 8           | 15.2% | 10          | 0.0%  | 0          | 12.5% | 7          | 12.2% | 9           |
| £10.01 - £20.00  | 12.6% | 106           | 2.1%                   | 2               | 15.7%           | 22               | 12.7%            | 16                | 14.3%           | 12               | 23.6%            | 13               | 16.3% | 14          | 14.3% | 7           | 3.0%  | 2           | 9.1%  | 1          | 7.1%  | 4          | 17.6% | 13          |
| £20.01 - £30.00  | 6.5%  | 55            | 4.1%                   | 4               | 5.7%            | 8                | 4.8%             | 6                 | 11.9%           | 10               | 1.8%             | 1                | 9.3%  | 8           | 6.1%  | 3           | 3.0%  | 2           | 9.1%  | 1          | 7.1%  | 4          | 10.8% | 8           |
| £30.01 - £40.00  | 3.0%  | 25            | 1.0%                   | 1               | 2.9%            | 4                | 1.6%             | 2                 | 4.8%            | 4                | 3.6%             | 2                | 7.0%  | 6           | 0.0%  | 0           | 3.0%  | 2           | 0.0%  | 0          | 1.8%  | 1          | 4.1%  | 3           |
| £40.01 - £50.00  | 0.7%  | 6             | 0.0%                   | 0               | 2.9%            | 4                | 0.0%             | 0                 | 0.0%            | 0                | 0.0%             | 0                | 0.0%  | 0           | 0.0%  | 0           | 1.5%  | 1           | 0.0%  | 0          | 1.8%  | 1          | 0.0%  | 0           |
| £50.01 - £75.00  | 0.9%  | 8             | 1.0%                   | 1               | 0.7%            | 1                | 4.0%             | 5                 | 1.2%            | 1                | 0.0%             | 0                | 0.0%  | 0           | 0.0%  | 0           | 0.0%  | 0           | 0.0%  | 0          | 0.0%  | 0          | 0.0%  | 0           |
| £75.01 - £100.00   | 0.5%  | 4             | 0.0%                   | 0               | 0.7%            | 1                | 0.8%             | 1                 | 1.2%            | 1                | 0.0%             | 0                | 0.0%  | 0           | 2.0%  | 1           | 0.0%  | 0           | 0.0%  | 0          | 0.0%  | 0          | 0.0%  | 0           |
| £100.01 - £150.00  | 0.0%  | 0             | 0.0%                   | 0               | 0.0%            | 0                | 0.0%             | 0                 | 0.0%            | 0                | 0.0%             | 0                | 0.0%  | 0           | 0.0%  | 0           | 0.0%  | 0           | 0.0%  | 0          | 0.0%  | 0          | 0.0%  | 0           |
| More than £150.00  | 0.1%  | 1             | 0.0%                   | 0               | 0.0%            | 0                | 0.0%             | 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           |
| (Don't know)   | 30.1% | 254           | 6.2%                   | 6               | 10.0%           | 14               | 44.4%            | 56                | 36.9%           | 31               | 34.5%            | 19               | 33.7% | 29          | 53.1% | 26          | 59.1% | 39          | 27.3% | 3          | 23.2% | 13         | 24.3% | 18          |
| (Refused)  | 0.7%  | 6             | 0.0%                   | 0               | 0.7%            | 1                | 3.2%             | 4                 | 0.0%            | 0                | 0.0%             | 0                | 0.0%  | 0           | 0.0%  | 0           | 0.0%  | 0           | 9.1%  | 1          | 0.0%  | 0          | 0.0%  | 0           |
| <b>Mean:</b>   |       | <b>10.7</b>   |                        | <b>3.3</b>      |                 | <b>9.4</b>       |                  | <b>13.9</b>       |                 | <b>16.3</b>      |                  | <b>12.1</b>      |       | <b>13.2</b> |       | <b>14.7</b> |       | <b>10.0</b> |       | <b>5.7</b> |       | <b>7.6</b> |       | <b>14.6</b> |
| <b>Base:</b>   |       | <b>844</b>    |                        | <b>97</b>       |                 | <b>140</b>       |                  | <b>126</b>        |                 | <b>84</b>        |                  | <b>55</b>        |       | <b>86</b>   |       | <b>49</b>   |       | <b>66</b>   |       | <b>11</b>  |       | <b>56</b>  |       | <b>74</b>   |
| <b>Non-food</b>  |       |               |                        |                 |                 |                  |                  |                   |                 |                  |                  |                  |       |             |       |             |       |             |       |            |       |            |       |             |
| Nothing  | 12.3% | 104           | 4.1%                   | 4               | 23.6%           | 33               | 5.6%             | 7                 | 1.2%            | 1                | 0.0%             | 0                | 9.3%  | 8           | 2.0%  | 1           | 13.6% | 9           | 18.2% | 2          | 41.1% | 23         | 21.6% | 16          |
| Less than £5.00  | 4.5%  | 38            | 0.0%                   | 0               | 5.7%            | 8                | 4.8%             | 6                 | 4.8%            | 4                | 0.0%             | 0                | 2.3%  | 2           | 0.0%  | 0           | 3.0%  | 2           | 9.1%  | 1          | 10.7% | 6          | 12.2% | 9           |
| £5.01 - £10.00   | 6.4%  | 54            | 3.1%                   | 3               | 6.4%            | 9                | 7.1%             | 9                 | 9.5%            | 8                | 1.8%             | 1                | 8.1%  | 7           | 12.2% | 6           | 4.5%  | 3           | 9.1%  | 1          | 7.1%  | 4          | 4.1%  | 3           |
| £10.01 - £20.00  | 7.3%  | 62            | 2.1%                   | 2               | 11.4%           | 16               | 7.9%             | 10                | 8.3%            | 7                | 0.0%             | 0                | 8.1%  | 7           | 16.3% | 8           | 3.0%  | 2           | 9.1%  | 1          | 7.1%  | 4          | 6.8%  | 5           |
| £20.01 - £30.00  | 4.4%  | 37            | 2.1%                   | 2               | 5.0%            | 7                | 4.8%             | 6                 | 4.8%            | 4                | 5.5%             | 3                | 10.5% | 9           | 8.2%  | 4           | 0.0%  | 0           | 0.0%  | 0          | 0.0%  | 0          | 2.7%  | 2           |
| £30.01 - £40.00  | 6.2%  | 52            | 4.1%                   | 4               | 8.6%            | 12               | 3.2%             | 4                 | 6.0%            | 5                | 27.3%            | 15               | 4.7%  | 4           | 8.2%  | 4           | 0.0%  | 0           | 0.0%  | 0          | 0.0%  | 0          | 5.4%  | 4           |
| £40.01 - £50.00  | 5.3%  | 45            | 3.1%                   | 3               | 8.6%            | 12               | 6.3%             | 8                 | 4.8%            | 4                | 3.6%             | 2                | 11.6% | 10          | 4.1%  | 2           | 3.0%  | 2           | 0.0%  | 0          | 0.0%  | 0          | 2.7%  | 2           |
| £50.01 - £75.00  | 6.0%  | 51            | 6.2%                   | 6               | 2.9%            | 4                | 8.7%             | 11                | 11.9%           | 10               | 7.3%             | 4                | 9.3%  | 8           | 2.0%  | 1           | 3.0%  | 2           | 9.1%  | 1          | 1.8%  | 1          | 4.1%  | 3           |
| £75.01 - £100.00   | 7.1%  | 60            | 4.1%                   | 4               | 10.7%           | 15               | 7.9%             | 10                | 6.0%            | 5                | 25.5%            | 14               | 3.5%  | 3           | 6.1%  | 3           | 4.5%  | 3           | 0.0%  | 0          | 3.6%  | 2          | 1.4%  | 1           |
| £100.01 - £150.00  | 3.8%  | 32            | 12.4%                  | 12              | 3.6%            | 5                | 4.0%             | 5                 | 1.2%            | 1                | 5.5%             | 3                | 2.3%  | 2           | 0.0%  | 0           | 3.0%  | 2           | 0.0%  | 0          | 1.8%  | 1          | 1.4%  | 1           |
| More than £150.00  | 6.2%  | 52            | 25.8%                  | 25              | 6.4%            | 9                | 9.5%             | 12                | 1.2%            | 1                | 0.0%             | 0                | 0.0%  | 0           | 0.0%  | 0           | 3.0%  | 2           | 0.0%  | 0          | 5.4%  | 3          | 0.0%  | 0           |
| (Don't know)   | 29.9% | 252           | 33.0%                  | 32              | 7.1%            | 10               | 27.0%            | 34                | 39.3%           | 33               | 23.6%            | 13               | 30.2% | 26          | 40.8% | 20          | 59.1% | 39          | 45.5% | 5          | 21.4% | 12         | 37.8% | 28          |
| (Refused)  | 0.6%  | 5             | 0.0%                   | 0               | 0.0%            | 0                | 3.2%             | 4                 | 1.2%            | 1                | 0.0%             | 0                | 0.0%  | 0           | 0.0%  | 0           | 0.0%  | 0           | 0.0%  | 0          | 0.0%  | 0          | 0.0%  | 0           |
| <b>Mean:</b>   |       | <b>52</b>     |                        | <b>127</b>      |                 | <b>44</b>        |                  | <b>66</b>         |                 | <b>41</b>        |                  | <b>61</b>        |       | <b>33</b>   |       | <b>28</b>   |       | <b>46</b>   |       | <b>15</b>  |       | <b>26</b>  |       | <b>17</b>   |
| <b>Base:</b>   |       | <b>844</b>    |                        | <b>97</b>       |                 | <b>140</b>       |                  | <b>126</b>        |                 | <b>84</b>        |                  | <b>55</b>        |       | <b>86</b>   |       | <b>49</b>   |       | <b>66</b>   |       | <b>11</b>  |       | <b>56</b>  |       | <b>74</b>   |

## Kensington and Chelsea - Tourist, Resident & Shopper Survey for Nathaniel Lichfield & Partners

|  | Total | Knightsbridge | Kensington High Street | Kings Road East | Kings Road West | Fulham Road East | Fulham Road West | Notting Hill Gate | Portobello Road | South Kensington | Earls Court Road | Westbourne Grove |       |     |       |     |       |     |       |      |       |     |       |     |
|--|-------|---------------|------------------------|-----------------|-----------------|------------------|------------------|-------------------|-----------------|------------------|------------------|------------------|-------|-----|-------|-----|-------|-----|-------|------|-------|-----|-------|-----|
| <b>Eating / drinking out</b>   |       |               |                        |                 |                 |                  |                  |                   |                 |                  |                  |                  |       |     |       |     |       |     |       |      |       |     |       |     |
| Nothing  | 24.9% | 210           | 44.3%                  | 43              | 45.0%           | 63               | 13.5%            | 17                | 0.0%            | 0                | 0.0%             | 0                | 17.4% | 15  | 2.0%  | 1   | 31.8% | 21  | 18.2% | 2    | 58.9% | 33  | 20.3% | 15  |
| Less than £5.00  | 7.2%  | 61            | 10.3%                  | 10              | 15.0%           | 21               | 7.1%             | 9                 | 2.4%            | 2                | 0.0%             | 0                | 0.0%  | 0   | 10.2% | 5   | 1.5%  | 1   | 9.1%  | 1    | 10.7% | 6   | 8.1%  | 6   |
| £5.01 - £10.00   | 8.5%  | 72            | 14.4%                  | 14              | 15.0%           | 21               | 7.9%             | 10                | 7.1%            | 6                | 9.1%             | 5                | 3.5%  | 3   | 2.0%  | 1   | 3.0%  | 2   | 18.2% | 2    | 3.6%  | 2   | 8.1%  | 6   |
| £10.01 - £20.00  | 3.2%  | 27            | 6.2%                   | 6               | 2.9%            | 4                | 3.2%             | 4                 | 0.0%            | 0                | 12.7%            | 7                | 3.5%  | 3   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0    | 1.8%  | 1   | 2.7%  | 2   |
| £20.01 - £30.00  | 2.8%  | 24            | 10.3%                  | 10              | 5.0%            | 7                | 1.6%             | 2                 | 0.0%            | 0                | 0.0%             | 0                | 1.2%  | 1   | 0.0%  | 0   | 1.5%  | 1   | 9.1%  | 1    | 3.6%  | 2   | 0.0%  | 0   |
| £30.01 - £40.00  | 0.8%  | 7             | 2.1%                   | 2               | 0.0%            | 0                | 0.8%             | 1                 | 0.0%            | 0                | 0.0%             | 0                | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 18.2% | 2    | 3.6%  | 2   | 0.0%  | 0   |
| £40.01 - £50.00  | 0.6%  | 5             | 1.0%                   | 1               | 0.7%            | 1                | 1.6%             | 2                 | 0.0%            | 0                | 0.0%             | 0                | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0    | 0.0%  | 0   | 1.4%  | 1   |
| £50.01 - £75.00  | 0.4%  | 3             | 1.0%                   | 1               | 1.4%            | 2                | 0.0%             | 0                 | 0.0%            | 0                | 0.0%             | 0                | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0    | 0.0%  | 0   | 0.0%  | 0   |
| £75.01 - £100.00   | 0.2%  | 2             | 0.0%                   | 0               | 0.7%            | 1                | 0.8%             | 1                 | 0.0%            | 0                | 0.0%             | 0                | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0    | 0.0%  | 0   | 0.0%  | 0   |
| £100.01 - £150.00  | 0.4%  | 3             | 1.0%                   | 1               | 0.7%            | 1                | 0.0%             | 0                 | 0.0%            | 0                | 0.0%             | 0                | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0    | 0.0%  | 0   | 1.4%  | 1   |
| More than £150.00  | 0.2%  | 2             | 0.0%                   | 0               | 0.7%            | 1                | 0.8%             | 1                 | 0.0%            | 0                | 0.0%             | 0                | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0    | 0.0%  | 0   | 0.0%  | 0   |
| (Don't know)   | 50.4% | 425           | 9.3%                   | 9               | 11.4%           | 16               | 62.7%            | 79                | 89.3%           | 75               | 78.2%            | 43               | 74.4% | 64  | 85.7% | 42  | 62.1% | 41  | 27.3% | 3    | 17.9% | 10  | 58.1% | 43  |
| (Refused)  | 0.4%  | 3             | 0.0%                   | 0               | 1.4%            | 2                | 0.0%             | 0                 | 1.2%            | 1                | 0.0%             | 0                | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0    | 0.0%  | 0   | 0.0%  | 0   |
| Mean:  |       | 8.1           |                        | 8.8             |                 | 8.6              |                  | 13.7              |                 | 6.3              |                  | 11.9             |       | 4.2 |       | 2.9 |       | 1.7 |       | 14.1 |       | 3.6 |       | 8.4 |
| Base:  |       | 844           |                        | 97              |                 | 140              |                  | 126               |                 | 84               |                  | 55               |       | 86  |       | 49  |       | 66  |       | 11   |       | 56  |       | 74  |
| <b>Q05 Do you intend to visit, or have you visited any leisure / entertainment facilities or eat / drink in (STUDY CENTRE) today ?</b> |       |               |                        |                 |                 |                  |                  |                   |                 |                  |                  |                  |       |     |       |     |       |     |       |      |       |     |       |     |
| Yes  | 40.9% | 582           | 45.5%                  | 91              | 50.0%           | 100              | 46.1%            | 95                | 42.6%           | 43               | 25.0%            | 25               | 20.5% | 23  | 51.0% | 51  | 19.8% | 20  | 56.4% | 57   | 30.0% | 30  | 46.5% | 47  |
| No   | 54.3% | 772           | 41.0%                  | 82              | 48.5%           | 97               | 52.4%            | 108               | 55.4%           | 56               | 66.0%            | 66               | 79.5% | 89  | 43.0% | 43  | 68.3% | 69  | 40.6% | 41   | 68.0% | 68  | 52.5% | 53  |
| (Don't know)   | 4.8%  | 68            | 13.5%                  | 27              | 1.5%            | 3                | 1.5%             | 3                 | 2.0%            | 2                | 9.0%             | 9                | 0.0%  | 0   | 6.0%  | 6   | 11.9% | 12  | 3.0%  | 3    | 2.0%  | 2   | 1.0%  | 1   |
| Base:  |       | 1422          |                        | 200             |                 | 200              |                  | 206               |                 | 101              |                  | 100              |       | 112 |       | 100 |       | 101 |       | 101  |       | 100 |       | 101 |
| <b>Q06 And what type of facilities do you intend to visit, or have you visited today?</b>  |       |               |                        |                 |                 |                  |                  |                   |                 |                  |                  |                  |       |     |       |     |       |     |       |      |       |     |       |     |
| <i>Those who intend to visit, or have you visited any leisure / entertainment facilities or eat / drink in (STUDY CENTRE) at Q05</i>   |       |               |                        |                 |                 |                  |                  |                   |                 |                  |                  |                  |       |     |       |     |       |     |       |      |       |     |       |     |
| Sports facilities  | 3.3%  | 19            | 0.0%                   | 0               | 2.0%            | 2                | 2.1%             | 2                 | 0.0%            | 0                | 24.0%            | 6                | 17.4% | 4   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0    | 10.0% | 3   | 4.3%  | 2   |
| Pubs / bars  | 13.6% | 79            | 14.3%                  | 13              | 7.0%            | 7                | 14.7%            | 14                | 2.3%            | 1                | 8.0%             | 2                | 4.3%  | 1   | 41.2% | 21  | 20.0% | 4   | 5.3%  | 3    | 33.3% | 10  | 6.4%  | 3   |
| Restaurants  | 43.8% | 255           | 59.3%                  | 54              | 41.0%           | 41               | 43.2%            | 41                | 25.6%           | 11               | 68.0%            | 17               | 56.5% | 13  | 31.4% | 16  | 65.0% | 13  | 31.6% | 18   | 43.3% | 13  | 38.3% | 18  |
| Takeaway food  | 20.8% | 121           | 19.8%                  | 18              | 21.0%           | 21               | 13.7%            | 13                | 2.3%            | 1                | 36.0%            | 9                | 13.0% | 3   | 17.6% | 9   | 15.0% | 3   | 42.1% | 24   | 23.3% | 7   | 27.7% | 13  |
| Walk about / look around   | 5.0%  | 29            | 0.0%                   | 0               | 0.0%            | 0                | 7.4%             | 7                 | 2.3%            | 1                | 52.0%            | 13               | 4.3%  | 1   | 3.9%  | 2   | 0.0%  | 0   | 5.3%  | 3    | 0.0%  | 0   | 4.3%  | 2   |
| Theatre  | 2.2%  | 13            | 4.4%                   | 4               | 1.0%            | 1                | 3.2%             | 3                 | 0.0%            | 0                | 0.0%             | 0                | 4.3%  | 1   | 2.0%  | 1   | 0.0%  | 0   | 1.8%  | 1    | 6.7%  | 2   | 0.0%  | 0   |
| Other  | 2.1%  | 12            | 1.1%                   | 1               | 8.0%            | 8                | 1.1%             | 1                 | 0.0%            | 0                | 0.0%             | 0                | 0.0%  | 0   | 2.0%  | 1   | 0.0%  | 0   | 0.0%  | 0    | 0.0%  | 0   | 2.1%  | 1   |
| Café / coffee shops  | 15.1% | 88            | 0.0%                   | 0               | 21.0%           | 21               | 22.1%            | 21                | 62.8%           | 27               | 0.0%             | 0                | 4.3%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 10.5% | 6    | 13.3% | 4   | 17.0% | 8   |
| Cinema   | 0.9%  | 5             | 0.0%                   | 0               | 2.0%            | 2                | 1.1%             | 1                 | 2.3%            | 1                | 0.0%             | 0                | 4.3%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0    | 0.0%  | 0   | 0.0%  | 0   |
| Museums  | 1.2%  | 7             | 0.0%                   | 0               | 0.0%            | 0                | 3.2%             | 3                 | 0.0%            | 0                | 0.0%             | 0                | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 7.0%  | 4    | 0.0%  | 0   | 0.0%  | 0   |
| (Don't know)   | 4.1%  | 24            | 3.3%                   | 3               | 2.0%            | 2                | 3.2%             | 3                 | 7.0%            | 3                | 4.0%             | 1                | 4.3%  | 1   | 5.9%  | 3   | 0.0%  | 0   | 12.3% | 7    | 0.0%  | 0   | 2.1%  | 1   |
| Base:  |       | 582           |                        | 91              |                 | 100              |                  | 95                |                 | 43               |                  | 25               |       | 23  |       | 51  |       | 20  |       | 57   |       | 30  |       | 47  |

## Kensington and Chelsea - Tourist, Resident & Shopper Survey for Nathaniel Lichfield & Partners

|  | Total | Knightsbridge | Kensington High Street | Kings Road East | Kings Road West | Fulham Road East | Fulham Road West | Notting Hill Gate | Portobello Road | South Kensington | Earls Court Road | Westbourne Grove |       |     |        |     |       |     |       |     |       |     |       |     |
|--|-------|---------------|------------------------|-----------------|-----------------|------------------|------------------|-------------------|-----------------|------------------|------------------|------------------|-------|-----|--------|-----|-------|-----|-------|-----|-------|-----|-------|-----|
| <b>Q07 How did you travel to (STUDY CENTRE) today ?</b>  |       |               |                        |                 |                 |                  |                  |                   |                 |                  |                  |                  |       |     |        |     |       |     |       |     |       |     |       |     |
| Car-driver   | 3.3%  | 47            | 2.0%                   | 4               | 7.5%            | 15               | 2.9%             | 6                 | 2.0%            | 2                | 3.0%             | 3                | 0.0%  | 0   | 2.0%   | 2   | 3.0%  | 3   | 3.0%  | 3   | 7.0%  | 7   | 2.0%  | 2   |
| Car-passenger  | 1.8%  | 25            | 1.0%                   | 2               | 2.5%            | 5                | 1.0%             | 2                 | 2.0%            | 2                | 9.0%             | 9                | 0.0%  | 0   | 1.0%   | 1   | 2.0%  | 2   | 1.0%  | 1   | 1.0%  | 1   | 0.0%  | 0   |
| Train  | 6.0%  | 85            | 10.0%                  | 20              | 4.5%            | 9                | 6.8%             | 14                | 5.0%            | 5                | 6.0%             | 6                | 4.5%  | 5   | 2.0%   | 2   | 2.0%  | 2   | 14.9% | 15  | 3.0%  | 3   | 4.0%  | 4   |
| Tube   | 30.3% | 431           | 49.5%                  | 99              | 20.0%           | 40               | 35.9%            | 74                | 20.8%           | 21               | 11.0%            | 11               | 10.7% | 12  | 45.0%  | 45  | 36.6% | 37  | 44.6% | 45  | 33.0% | 33  | 13.9% | 14  |
| Taxi   | 3.5%  | 50            | 11.0%                  | 22              | 2.5%            | 5                | 5.8%             | 12                | 2.0%            | 2                | 0.0%             | 0                | 1.8%  | 2   | 2.0%   | 2   | 2.0%  | 2   | 1.0%  | 1   | 1.0%  | 1   | 1.0%  | 1   |
| Bus / coach  | 21.3% | 303           | 9.5%                   | 19              | 27.5%           | 55               | 19.4%            | 40                | 19.8%           | 20               | 25.0%            | 25               | 49.1% | 55  | 23.0%  | 23  | 24.8% | 25  | 16.8% | 17  | 7.0%  | 7   | 16.8% | 17  |
| Walked   | 30.9% | 439           | 16.0%                  | 32              | 32.5%           | 65               | 24.3%            | 50                | 44.6%           | 45               | 44.0%            | 44               | 33.0% | 37  | 21.0%  | 21  | 28.7% | 29  | 15.8% | 16  | 45.0% | 45  | 54.5% | 55  |
| Bicycle  | 1.9%  | 27            | 1.0%                   | 2               | 2.0%            | 4                | 1.9%             | 4                 | 3.0%            | 3                | 0.0%             | 0                | 0.9%  | 1   | 4.0%   | 4   | 0.0%  | 0   | 1.0%  | 1   | 2.0%  | 2   | 5.9%  | 6   |
| Other  | 0.1%  | 1             | 0.0%                   | 0               | 0.5%            | 1                | 0.0%             | 0                 | 0.0%            | 0                | 0.0%             | 0                | 0.0%  | 0   | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Motorbike / scooter  | 0.6%  | 9             | 0.0%                   | 0               | 0.5%            | 1                | 1.0%             | 2                 | 1.0%            | 1                | 0.0%             | 0                | 0.0%  | 0   | 0.0%   | 0   | 0.0%  | 0   | 2.0%  | 2   | 1.0%  | 1   | 2.0%  | 2   |
| (Refused)  | 0.4%  | 5             | 0.0%                   | 0               | 0.0%            | 0                | 1.0%             | 2                 | 0.0%            | 0                | 2.0%             | 2                | 0.0%  | 0   | 0.0%   | 0   | 1.0%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Base:  |       | 1422          |                        | 200             |                 | 200              |                  | 206               |                 | 101              |                  | 100              |       | 112 |        | 100 |       | 101 |       | 101 |       | 100 |       | 101 |
| <b>Q08 Did you or will you have to pay the full congestion charge for your journey to (STUDY CENTRE) today ?</b> |       |               |                        |                 |                 |                  |                  |                   |                 |                  |                  |                  |       |     |        |     |       |     |       |     |       |     |       |     |
| <i>Those who travelled by car at Q07</i>   |       |               |                        |                 |                 |                  |                  |                   |                 |                  |                  |                  |       |     |        |     |       |     |       |     |       |     |       |     |
| Yes  | 45.8% | 33            | 50.0%                  | 3               | 30.0%           | 6                | 50.0%            | 4                 | 75.0%           | 3                | 66.7%            | 8                | 0.0%  | 0   | 0.0%   | 0   | 60.0% | 3   | 25.0% | 1   | 50.0% | 4   | 50.0% | 1   |
| No   | 47.2% | 34            | 50.0%                  | 3               | 65.0%           | 13               | 50.0%            | 4                 | 25.0%           | 1                | 0.0%             | 0                | 0.0%  | 0   | 100.0% | 3   | 40.0% | 2   | 75.0% | 3   | 50.0% | 4   | 50.0% | 1   |
| (Don't know)   | 6.9%  | 5             | 0.0%                   | 0               | 5.0%            | 1                | 0.0%             | 0                 | 0.0%            | 0                | 33.3%            | 4                | 0.0%  | 0   | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Base:  |       | 72            |                        | 6               |                 | 20               |                  | 8                 |                 | 4                |                  | 12               |       | 0   |        | 3   |       | 5   |       | 4   |       | 8   |       | 2   |

## Kensington and Chelsea - Tourist, Resident & Shopper Survey for Nathaniel Lichfield & Partners

|  | Total | Knightsbridge | Kensington High Street | Kings Road East | Kings Road West | Fulham Road East | Fulham Road West | Notting Hill Gate | Portobello Road | South Kensington | Earls Court Road | Westbourne Grove |       |    |       |    |      |    |       |    |       |    |       |    |
|--|-------|---------------|------------------------|-----------------|-----------------|------------------|------------------|-------------------|-----------------|------------------|------------------|------------------|-------|----|-------|----|------|----|-------|----|-------|----|-------|----|
| <b>Q09 Which tube or train station did you use for your journey to (STUDY CENTRE) today?</b> |       |               |                        |                 |                 |                  |                  |                   |                 |                  |                  |                  |       |    |       |    |      |    |       |    |       |    |       |    |
| <i>Those who travelled by train / tube at Q07</i>  |       |               |                        |                 |                 |                  |                  |                   |                 |                  |                  |                  |       |    |       |    |      |    |       |    |       |    |       |    |
| Bayswater  | 1.2%  | 6             | 0.0%                   | 0               | 0.0%            | 0                | 0.0%             | 0                 | 0.0%            | 0                | 0.0%             | 0                | 16.7% | 3  |       |    |      |    |       |    |       |    |       |    |
| Earls Court  | 8.5%  | 44            | 0.0%                   | 0               | 14.3%           | 7                | 2.3%             | 2                 | 3.8%            | 1                | 29.4%            | 5                | 29.4% | 5  | 0.0%  | 0  | 0.0% | 0  | 66.7% | 24 | 0.0%  | 0  |       |    |
| Gloucester Road  | 0.8%  | 4             | 0.0%                   | 0               | 4.1%            | 2                | 0.0%             | 0                 | 0.0%            | 0                | 11.8%            | 2                | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0  | 0.0%  | 0  | 0.0%  | 0  |       |    |
| High Street Kensington   | 2.1%  | 11            | 0.0%                   | 0               | 16.3%           | 8                | 0.0%             | 0                 | 0.0%            | 0                | 0.0%             | 0                | 5.9%  | 1  | 0.0%  | 0  | 0.0% | 0  | 1.7%  | 1  | 2.8%  | 1  | 0.0%  | 0  |
| Holland Park   | 0.6%  | 3             | 0.8%                   | 1               | 0.0%            | 0                | 0.0%             | 0                 | 0.0%            | 0                | 5.9%             | 1                | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0  | 2.8%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Kensal Green   | 0.0%  | 0             | 0.0%                   | 0               | 0.0%            | 0                | 0.0%             | 0                 | 0.0%            | 0                | 0.0%             | 0                | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Kensington Olympia   | 0.4%  | 2             | 0.0%                   | 0               | 2.0%            | 1                | 0.0%             | 0                 | 0.0%            | 0                | 5.9%             | 1                | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Knightsbridge  | 19.8% | 102           | 82.4%                  | 98              | 0.0%            | 0                | 3.4%             | 3                 | 0.0%            | 0                | 0.0%             | 0                | 0.0%  | 0  | 0.0%  | 0  | 1.7% | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Ladbroke Grove   | 5.6%  | 29            | 0.0%                   | 0               | 0.0%            | 0                | 0.0%             | 0                 | 0.0%            | 0                | 0.0%             | 0                | 0.0%  | 0  | 74.4% | 29 | 0.0% | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Latimer Road   | 1.0%  | 5             | 0.0%                   | 0               | 0.0%            | 0                | 0.0%             | 0                 | 0.0%            | 0                | 0.0%             | 0                | 0.0%  | 0  | 12.8% | 5  | 0.0% | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Notting Hill Gate  | 7.9%  | 41            | 0.0%                   | 0               | 2.0%            | 1                | 0.0%             | 0                 | 0.0%            | 0                | 5.9%             | 1                | 72.3% | 34 | 12.8% | 5  | 0.0% | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Queensway  | 3.5%  | 18            | 0.0%                   | 0               | 0.0%            | 0                | 0.0%             | 0                 | 0.0%            | 0                | 11.8%            | 2                | 0.0%  | 0  | 19.1% | 9  | 0.0% | 0  | 0.0%  | 0  | 0.0%  | 0  | 38.9% | 7  |
| Shepherd's Bush  | 0.8%  | 4             | 0.0%                   | 0               | 2.0%            | 1                | 0.0%             | 0                 | 0.0%            | 0                | 11.8%            | 2                | 0.0%  | 0  | 2.1%  | 1  | 0.0% | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Sloane Square  | 20.3% | 105           | 5.9%                   | 7               | 0.0%            | 0                | 84.1%            | 74                | 73.1%           | 19               | 0.0%             | 0                | 11.8% | 2  | 0.0%  | 0  | 0.0% | 0  | 1.7%  | 1  | 0.0%  | 0  | 11.1% | 2  |
| South Kensington   | 3.1%  | 16            | 1.7%                   | 2               | 6.1%            | 3                | 3.4%             | 3                 | 15.4%           | 4                | 0.0%             | 0                | 0.0%  | 0  | 0.0%  | 0  | 5.0% | 3  | 2.8%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| West Brompton  | 0.2%  | 1             | 0.0%                   | 0               | 0.0%            | 0                | 0.0%             | 0                 | 0.0%            | 0                | 0.0%             | 0                | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0  | 2.8%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| West Kensington  | 0.0%  | 0             | 0.0%                   | 0               | 0.0%            | 0                | 0.0%             | 0                 | 0.0%            | 0                | 0.0%             | 0                | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Westbourne Park  | 0.2%  | 1             | 0.0%                   | 0               | 0.0%            | 0                | 0.0%             | 0                 | 0.0%            | 0                | 0.0%             | 0                | 0.0%  | 0  | 2.1%  | 1  | 0.0% | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Other  | 17.2% | 89            | 5.9%                   | 7               | 38.8%           | 19               | 1.1%             | 1                 | 3.8%            | 1                | 5.9%             | 1                | 23.5% | 4  | 0.0%  | 0  | 0.0% | 0  | 76.7% | 46 | 16.7% | 6  | 22.2% | 4  |
| Kings Cross  | 0.8%  | 4             | 0.0%                   | 0               | 6.1%            | 3                | 0.0%             | 0                 | 0.0%            | 0                | 0.0%             | 0                | 0.0%  | 0  | 0.0%  | 0  | 1.7% | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Liverpool Street   | 0.8%  | 4             | 0.8%                   | 1               | 2.0%            | 1                | 0.0%             | 0                 | 0.0%            | 0                | 0.0%             | 0                | 5.9%  | 1  | 0.0%  | 0  | 0.0% | 0  | 1.7%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Victoria   | 1.6%  | 8             | 0.8%                   | 1               | 2.0%            | 1                | 0.0%             | 0                 | 0.0%            | 0                | 5.9%             | 1                | 0.0%  | 0  | 0.0%  | 0  | 6.7% | 4  | 0.0%  | 0  | 5.6%  | 1  | 0.0%  | 1  |
| Westminster  | 0.6%  | 3             | 0.8%                   | 1               | 0.0%            | 0                | 0.0%             | 0                 | 0.0%            | 0                | 11.8%            | 2                | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Wimbledon  | 0.8%  | 4             | 0.0%                   | 0               | 2.0%            | 1                | 0.0%             | 0                 | 0.0%            | 0                | 5.9%             | 1                | 0.0%  | 0  | 0.0%  | 0  | 1.7% | 1  | 2.8%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Charing Cross  | 0.8%  | 4             | 0.0%                   | 0               | 2.0%            | 1                | 2.3%             | 2                 | 3.8%            | 1                | 0.0%             | 0                | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| (Don't know)   | 1.6%  | 8             | 0.8%                   | 1               | 0.0%            | 0                | 3.4%             | 3                 | 0.0%            | 0                | 5.9%             | 1                | 0.0%  | 0  | 0.0%  | 0  | 1.7% | 1  | 2.8%  | 1  | 5.6%  | 1  | 0.0%  | 1  |
| Base:  |       | 516           |                        | 119             |                 | 49               |                  | 88                |                 | 26               |                  | 17               |       | 17 |       | 47 |      | 39 |       | 60 |       | 36 |       | 18 |

## Kensington and Chelsea - Tourist, Resident & Shopper Survey for Nathaniel Lichfield & Partners

|   | Total | Knightsbridge | Kensington High Street | Kings Road East | Kings Road West | Fulham Road East | Fulham Road West | Notting Hill Gate | Portobello Road | South Kensington | Earls Court Road | Westbourne Grove |       |    |       |    |       |    |       |    |       |    |       |    |
|---|-------|---------------|------------------------|-----------------|-----------------|------------------|------------------|-------------------|-----------------|------------------|------------------|------------------|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|
| <b>Q10 Which other shopping centres or towns do you use regularly, (i.e. at least once a month) ?</b> |       |               |                        |                 |                 |                  |                  |                   |                 |                  |                  |                  |       |    |       |    |       |    |       |    |       |    |       |    |
| No other centre   | 7.6%  | 108           | 5.5%                   | 11              | 2.5%            | 5                | 8.7%             | 18                | 13.9%           | 14               | 1.0%             | 1                | 3.6%  | 4  | 5.0%  | 5  | 16.8% | 17 | 12.9% | 13 | 11.0% | 11 | 8.9%  | 9  |
| Clapham   | 5.6%  | 79            | 2.0%                   | 4               | 3.5%            | 7                | 3.4%             | 7                 | 10.9%           | 11               | 27.0%            | 27               | 0.9%  | 1  | 4.0%  | 4  | 4.0%  | 4  | 8.9%  | 9  | 2.0%  | 2  | 3.0%  | 3  |
| Earls Court Road  | 4.4%  | 63            | 0.0%                   | 0               | 3.5%            | 7                | 13.1%            | 27                | 2.0%            | 2                | 5.0%             | 5                | 7.1%  | 8  | 3.0%  | 3  | 5.9%  | 6  | 3.0%  | 3  | 2.0%  | 2  | 0.0%  | 0  |
| Fulham Road (East)  | 4.4%  | 62            | 1.0%                   | 2               | 5.0%            | 10               | 5.3%             | 11                | 6.9%            | 7                | 15.0%            | 15               | 1.8%  | 2  | 3.0%  | 3  | 1.0%  | 1  | 3.0%  | 3  | 5.0%  | 5  | 3.0%  | 3  |
| Fulham Road (West)  | 5.3%  | 75            | 0.5%                   | 1               | 5.5%            | 11               | 9.2%             | 19                | 6.9%            | 7                | 15.0%            | 15               | 6.3%  | 7  | 3.0%  | 3  | 1.0%  | 1  | 2.0%  | 2  | 6.0%  | 6  | 3.0%  | 3  |
| Hammersmith   | 15.2% | 216           | 1.0%                   | 2               | 22.5%           | 45               | 5.3%             | 11                | 9.9%            | 10               | 18.0%            | 18               | 64.3% | 72 | 15.0% | 15 | 12.9% | 13 | 7.9%  | 8  | 12.0% | 12 | 9.9%  | 10 |
| Kensington High Street  | 29.8% | 424           | 8.0%                   | 16              | 64.5%           | 129              | 25.2%            | 52                | 25.7%           | 26               | 71.0%            | 71               | 7.1%  | 8  | 21.0% | 21 | 11.9% | 12 | 14.9% | 15 | 38.0% | 38 | 35.6% | 36 |
| King's Road (East)  | 11.1% | 158           | 5.5%                   | 11              | 23.5%           | 47               | 5.3%             | 11                | 3.0%            | 3                | 49.0%            | 49               | 8.9%  | 10 | 2.0%  | 2  | 1.0%  | 1  | 10.9% | 11 | 6.0%  | 6  | 6.9%  | 7  |
| King's Road (West)  | 11.0% | 156           | 4.5%                   | 9               | 18.0%           | 36               | 9.2%             | 19                | 4.0%            | 4                | 49.0%            | 49               | 10.7% | 12 | 4.0%  | 4  | 2.0%  | 2  | 8.9%  | 9  | 5.0%  | 5  | 6.9%  | 7  |
| Knightsbridge   | 12.6% | 179           | 4.0%                   | 8               | 13.0%           | 26               | 19.9%            | 41                | 19.8%           | 20               | 25.0%            | 25               | 21.4% | 24 | 8.0%  | 8  | 3.0%  | 3  | 10.9% | 11 | 5.0%  | 5  | 7.9%  | 8  |
| London – West End   | 31.2% | 444           | 23.5%                  | 47              | 38.5%           | 77               | 31.1%            | 64                | 37.6%           | 38               | 26.0%            | 26               | 47.3% | 53 | 18.0% | 18 | 39.6% | 40 | 23.8% | 24 | 15.0% | 15 | 41.6% | 42 |
| Marylebone  | 5.5%  | 78            | 1.5%                   | 3               | 1.0%            | 2                | 2.4%             | 5                 | 1.0%            | 1                | 38.0%            | 38               | 8.9%  | 10 | 5.0%  | 5  | 5.0%  | 5  | 4.0%  | 4  | 0.0%  | 0  | 5.0%  | 5  |
| Notting Hill Gate   | 8.2%  | 116           | 1.5%                   | 3               | 11.5%           | 23               | 2.9%             | 6                 | 5.9%            | 6                | 7.0%             | 7                | 0.0%  | 0  | 27.0% | 27 | 10.9% | 11 | 5.9%  | 6  | 7.0%  | 7  | 19.8% | 20 |
| Paddington  | 3.4%  | 49            | 0.0%                   | 0               | 0.0%            | 0                | 0.5%             | 1                 | 0.0%            | 0                | 33.0%            | 33               | 3.6%  | 4  | 1.0%  | 1  | 2.0%  | 2  | 4.0%  | 4  | 0.0%  | 0  | 4.0%  | 4  |
| Pimlico   | 1.2%  | 17            | 0.0%                   | 0               | 0.5%            | 1                | 1.9%             | 4                 | 3.0%            | 3                | 5.0%             | 5                | 0.9%  | 1  | 0.0%  | 0  | 1.0%  | 1  | 1.0%  | 1  | 0.0%  | 0  | 1.0%  | 1  |
| Portobello Road   | 7.7%  | 109           | 1.0%                   | 2               | 14.5%           | 29               | 2.9%             | 6                 | 7.9%            | 8                | 10.0%            | 10               | 0.0%  | 0  | 12.0% | 12 | 1.0%  | 1  | 4.0%  | 4  | 6.0%  | 6  | 30.7% | 31 |
| Putney  | 6.5%  | 92            | 2.0%                   | 4               | 3.5%            | 7                | 1.9%             | 4                 | 5.0%            | 5                | 65.0%            | 65               | 3.6%  | 4  | 0.0%  | 0  | 1.0%  | 1  | 0.0%  | 0  | 2.0%  | 2  | 0.0%  | 0  |
| Shepherd's Bush   | 5.6%  | 80            | 0.0%                   | 0               | 7.0%            | 14               | 2.4%             | 5                 | 2.0%            | 2                | 16.0%            | 16               | 0.9%  | 1  | 18.0% | 18 | 17.8% | 18 | 1.0%  | 1  | 1.0%  | 1  | 4.0%  | 4  |
| Soho  | 4.2%  | 60            | 0.0%                   | 0               | 3.0%            | 6                | 2.4%             | 5                 | 5.9%            | 6                | 30.0%            | 30               | 0.0%  | 0  | 4.0%  | 4  | 1.0%  | 1  | 4.0%  | 4  | 1.0%  | 1  | 3.0%  | 3  |
| South Kensington  | 6.0%  | 85            | 3.0%                   | 6               | 4.5%            | 9                | 5.8%             | 12                | 6.9%            | 7                | 19.0%            | 19               | 2.7%  | 3  | 5.0%  | 5  | 7.9%  | 8  | 3.0%  | 3  | 7.0%  | 7  | 5.9%  | 6  |
| Wandsworth  | 3.9%  | 55            | 3.5%                   | 7               | 4.0%            | 8                | 2.4%             | 5                 | 5.9%            | 6                | 4.0%             | 4                | 7.1%  | 8  | 4.0%  | 4  | 5.9%  | 6  | 3.0%  | 3  | 4.0%  | 4  | 0.0%  | 0  |
| Westbourne Grove  | 2.2%  | 31            | 0.5%                   | 1               | 2.5%            | 5                | 0.5%             | 1                 | 3.0%            | 3                | 5.0%             | 5                | 0.0%  | 0  | 2.0%  | 2  | 2.0%  | 2  | 1.0%  | 1  | 0.0%  | 0  | 10.9% | 11 |
| Out-of-centre retail parks in the RB of Kensington & Chelsea  | 2.3%  | 32            | 2.5%                   | 5               | 0.0%            | 0                | 10.7%            | 22                | 0.0%            | 0                | 3.0%             | 3                | 0.0%  | 0  | 0.0%  | 0  | 2.0%  | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Other   | 10.9% | 155           | 24.0%                  | 48              | 10.0%           | 20               | 12.1%            | 25                | 10.9%           | 11               | 0.0%             | 0                | 0.9%  | 1  | 9.0%  | 9  | 2.0%  | 2  | 25.7% | 26 | 5.0%  | 5  | 7.9%  | 8  |
| Angel   | 0.4%  | 6             | 0.5%                   | 1               | 1.0%            | 2                | 1.0%             | 2                 | 0.0%            | 0                | 0.0%             | 0                | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.0%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Barking   | 0.2%  | 3             | 0.0%                   | 0               | 0.0%            | 0                | 1.5%             | 3                 | 0.0%            | 0                | 0.0%             | 0                | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Bluewater Shopping Centre   | 1.4%  | 20            | 4.0%                   | 8               | 1.0%            | 2                | 1.0%             | 2                 | 2.0%            | 2                | 1.0%             | 1                | 0.0%  | 0  | 2.0%  | 2  | 0.0%  | 0  | 0.0%  | 0  | 3.0%  | 3  | 0.0%  | 0  |
| Bond Street   | 0.4%  | 6             | 0.5%                   | 1               | 1.5%            | 3                | 0.5%             | 1                 | 0.0%            | 0                | 0.0%             | 0                | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.0%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Brent Cross   | 1.2%  | 17            | 1.5%                   | 3               | 2.5%            | 5                | 0.0%             | 0                 | 0.0%            | 0                | 0.0%             | 0                | 0.0%  | 0  | 1.0%  | 1  | 0.0%  | 0  | 3.0%  | 3  | 1.0%  | 1  | 4.0%  | 4  |
| Brixton   | 0.2%  | 3             | 0.0%                   | 0               | 0.0%            | 0                | 0.0%             | 0                 | 0.0%            | 0                | 0.0%             | 0                | 0.0%  | 0  | 0.0%  | 0  | 1.0%  | 1  | 1.0%  | 1  | 0.0%  | 0  | 1.0%  | 1  |
| Bromley   | 0.4%  | 6             | 1.5%                   | 3               | 0.5%            | 1                | 0.0%             | 0                 | 1.0%            | 1                | 0.0%             | 0                | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.0%  | 1  | 0.0%  | 0  |
| Cambridge   | 0.2%  | 3             | 1.5%                   | 3               | 0.0%            | 0                | 0.0%             | 0                 | 0.0%            | 0                | 0.0%             | 0                | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Camden  | 0.6%  | 9             | 0.0%                   | 0               | 1.0%            | 2                | 0.5%             | 1                 | 2.0%            | 2                | 0.0%             | 0                | 0.0%  | 0  | 2.0%  | 2  | 0.0%  | 0  | 2.0%  | 2  | 0.0%  | 0  | 0.0%  | 0  |
| Cheltenham  | 0.2%  | 3             | 0.5%                   | 1               | 0.5%            | 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  |
| Chiswick  | 0.4%  | 6             | 0.0%                   | 0               | 1.0%            | 2                | 0.5%             | 1                 | 1.0%            | 1                | 0.0%             | 0                | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 2.0%  | 2  | 0.0%  | 0  | 0.0%  | 0  |
| Covent Garden   | 0.8%  | 12            | 1.0%                   | 2               | 1.0%            | 2                | 1.9%             | 4                 | 2.0%            | 2                | 0.0%             | 0                | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.0%  | 1  | 1.0%  | 1  | 0.0%  | 0  |
| Croydon   | 0.3%  | 4             | 0.5%                   | 1               | 0.0%            | 0                | 0.5%             | 1                 | 1.0%            | 1                | 0.0%             | 0                | 0.9%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Ealing  | 0.6%  | 9             | 0.5%                   | 1               | 1.5%            | 3                | 0.0%             | 0                 | 1.0%            | 1                | 0.0%             | 0                | 0.0%  | 0  | 2.0%  | 2  | 0.0%  | 0  | 1.0%  | 1  | 0.0%  | 0  | 1.0%  | 1  |
| Edgware Road  | 0.3%  | 4             | 0.5%                   | 1               | 0.5%            | 1                | 0.0%             | 0                 | 0.0%            | 0                | 0.0%             | 0                | 0.0%  | 0  | 1.0%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.0%  | 1  |
| Gloucester Road   | 0.2%  | 3             | 0.5%                   | 1               | 0.0%            | 0                | 1.0%             | 2                 | 0.0%            | 0                | 0.0%             | 0                | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Greenwich   | 0.2%  | 3             | 0.0%                   | 0               | 0.0%            | 0                | 1.0%             | 2                 | 1.0%            | 1                | 0.0%             | 0                | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Harlow  | 0.2%  | 3             | 1.0%                   | 2               | 0.0%            | 0                | 0.0%             | 0                 | 0.0%            | 0                | 0.0%             | 0                | 0.0%  | 0  | 1.0%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Holland Park  | 0.2%  | 3             | 0.0%                   | 0               | 1.5%            | 3                | 0.0%             | 0                 | 0.0%            | 0                | 0.0%             | 0                | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |

## Kensington and Chelsea - Tourist, Resident & Shopper Survey for Nathaniel Lichfield & Partners

|                             | Total | Knightsbridge | Kensington High Street | Kings Road East | Kings Road West | Fulham Road East | Fulham Road West | Notting Hill Gate | Portobello Road | South Kensington | Earls Court Road | Westbourne Grove |      |   |
|-----------------------------|-------|---------------|------------------------|-----------------|-----------------|------------------|------------------|-------------------|-----------------|------------------|------------------|------------------|------|---|
| Kilburn                     | 0.4%  | 5             | 0.0%                   | 0               | 1.0%            | 2                | 0.0%             | 0                 | 0.0%            | 0                | 0.0%             | 0                | 1.0% | 1 |
| Kingston                    | 1.5%  | 22            | 3.5%                   | 7               | 3.0%            | 6                | 0.0%             | 0                 | 2.0%            | 2                | 0.0%             | 0                | 1.0% | 1 |
| Lakeside Shopping Centre    | 1.1%  | 16            | 4.5%                   | 9               | 1.5%            | 3                | 1.0%             | 2                 | 1.0%            | 1                | 0.0%             | 0                | 0.0% | 0 |
| Milton Keynes               | 0.4%  | 6             | 2.5%                   | 5               | 0.0%            | 0                | 0.5%             | 1                 | 0.0%            | 0                | 0.0%             | 0                | 0.0% | 0 |
| Newcastle                   | 0.2%  | 3             | 1.0%                   | 2               | 0.0%            | 0                | 0.5%             | 1                 | 0.0%            | 0                | 0.0%             | 0                | 0.0% | 0 |
| North London                | 0.4%  | 6             | 0.0%                   | 0               | 0.0%            | 0                | 0.0%             | 0                 | 2.0%            | 2                | 0.0%             | 0                | 0.0% | 0 |
| Oxford Street               | 1.1%  | 16            | 0.5%                   | 1               | 0.5%            | 1                | 1.5%             | 3                 | 0.0%            | 0                | 1.0%             | 1                | 0.0% | 0 |
| Peckham                     | 0.2%  | 3             | 0.5%                   | 1               | 0.0%            | 0                | 0.5%             | 1                 | 0.0%            | 0                | 0.0%             | 0                | 0.0% | 0 |
| Piccadilly                  | 0.4%  | 5             | 0.0%                   | 0               | 0.5%            | 1                | 0.0%             | 0                 | 2.0%            | 2                | 0.0%             | 0                | 0.0% | 0 |
| Queensway                   | 0.7%  | 10            | 0.0%                   | 0               | 2.5%            | 5                | 0.0%             | 0                 | 0.0%            | 0                | 0.9%             | 1                | 3.0% | 3 |
| Richmond                    | 0.5%  | 7             | 1.0%                   | 2               | 0.5%            | 1                | 0.0%             | 0                 | 1.0%            | 1                | 0.0%             | 0                | 0.0% | 0 |
| Romford                     | 0.4%  | 5             | 1.0%                   | 2               | 0.0%            | 0                | 1.0%             | 2                 | 0.0%            | 0                | 0.0%             | 0                | 0.0% | 0 |
| Stratford                   | 0.6%  | 8             | 0.5%                   | 1               | 0.5%            | 1                | 1.5%             | 3                 | 0.0%            | 0                | 0.9%             | 1                | 0.0% | 0 |
| Streatham                   | 0.2%  | 3             | 1.0%                   | 2               | 0.0%            | 0                | 0.0%             | 0                 | 0.0%            | 0                | 0.0%             | 0                | 0.0% | 0 |
| Victoria                    | 0.6%  | 8             | 0.0%                   | 0               | 0.5%            | 1                | 0.5%             | 1                 | 3.0%            | 3                | 0.0%             | 0                | 0.0% | 0 |
| Wimbledon                   | 0.6%  | 8             | 1.0%                   | 2               | 0.5%            | 1                | 0.5%             | 1                 | 0.0%            | 0                | 0.0%             | 0                | 1.0% | 1 |
| Wood Green                  | 0.6%  | 8             | 0.5%                   | 1               | 0.5%            | 1                | 1.5%             | 3                 | 0.0%            | 0                | 0.0%             | 0                | 1.0% | 1 |
| Abroad                      | 0.8%  | 11            | 4.0%                   | 8               | 0.0%            | 0                | 0.5%             | 1                 | 1.0%            | 1                | 0.0%             | 0                | 0.0% | 0 |
| Lewisham                    | 0.2%  | 3             | 0.0%                   | 0               | 0.0%            | 0                | 1.0%             | 2                 | 0.0%            | 0                | 0.0%             | 0                | 0.0% | 0 |
| Ilford                      | 0.2%  | 3             | 0.0%                   | 0               | 0.0%            | 0                | 0.0%             | 0                 | 0.0%            | 0                | 0.0%             | 0                | 0.0% | 0 |
| Trafford Centre, Manchester | 0.2%  | 3             | 1.5%                   | 3               | 0.0%            | 0                | 0.0%             | 0                 | 0.0%            | 0                | 0.0%             | 0                | 0.0% | 0 |
| Sheffield                   | 0.2%  | 3             | 1.5%                   | 3               | 0.0%            | 0                | 0.0%             | 0                 | 0.0%            | 0                | 0.0%             | 0                | 0.0% | 0 |
| Northampton                 | 0.2%  | 3             | 0.5%                   | 1               | 0.0%            | 0                | 0.5%             | 1                 | 0.0%            | 0                | 0.0%             | 0                | 0.0% | 0 |
| Hounslow                    | 0.2%  | 3             | 1.0%                   | 2               | 0.0%            | 0                | 0.0%             | 0                 | 0.0%            | 0                | 0.0%             | 0                | 1.0% | 1 |
| (Don't know)                | 3.1%  | 44            | 5.5%                   | 11              | 1.5%            | 3                | 1.0%             | 2                 | 1.0%            | 1                | 0.9%             | 1                | 4.0% | 4 |
| Base:                       | 1422  | 200           | 200                    | 206             | 101             | 100              | 112              | 100               | 101             | 101              | 100              | 101              |      |   |

### Q11 Approximately how much time will you spend in the shopping area in (STUDY CENTRE) today ?

|                           |       |     |       |     |       |     |       |     |       |     |       |     |       |    |       |    |       |    |       |    |       |    |       |    |
|---------------------------|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|
| 0-15 minutes              | 10.3% | 146 | 1.5%  | 3   | 8.0%  | 16  | 13.1% | 27  | 9.9%  | 10  | 2.0%  | 2   | 4.5%  | 5  | 9.0%  | 9  | 5.0%  | 5  | 30.7% | 31 | 29.0% | 29 | 8.9%  | 9  |
| 16-30 minutes             | 11.3% | 160 | 6.0%  | 12  | 11.0% | 22  | 7.8%  | 16  | 11.9% | 12  | 8.0%  | 8   | 9.8%  | 11 | 5.0%  | 5  | 40.6% | 41 | 4.0%  | 4  | 15.0% | 15 | 13.9% | 14 |
| 31 minutes – under 1 hour | 15.6% | 222 | 7.5%  | 15  | 16.0% | 32  | 14.6% | 30  | 15.8% | 16  | 26.0% | 26  | 8.9%  | 10 | 11.0% | 11 | 36.6% | 37 | 4.0%  | 4  | 16.0% | 16 | 24.8% | 25 |
| 1 – 1 ½ hours             | 14.3% | 203 | 12.5% | 25  | 15.5% | 31  | 20.4% | 42  | 18.8% | 19  | 11.0% | 11  | 28.6% | 32 | 14.0% | 14 | 5.0%  | 5  | 3.0%  | 3  | 4.0%  | 4  | 16.8% | 17 |
| Over 1 ½ - 2 hours        | 14.3% | 204 | 18.0% | 36  | 15.0% | 30  | 14.6% | 30  | 12.9% | 13  | 14.0% | 14  | 27.7% | 31 | 13.0% | 13 | 5.0%  | 5  | 6.9%  | 7  | 9.0%  | 9  | 15.8% | 16 |
| Over 2-3 hours            | 13.3% | 189 | 22.5% | 45  | 9.5%  | 19  | 14.1% | 29  | 8.9%  | 9   | 26.0% | 26  | 12.5% | 14 | 14.0% | 14 | 4.0%  | 4  | 16.8% | 17 | 8.0%  | 8  | 4.0%  | 4  |
| Over 3 hours              | 12.5% | 178 | 11.5% | 23  | 18.0% | 36  | 10.7% | 22  | 20.8% | 21  | 2.0%  | 2   | 2.7%  | 3  | 16.0% | 16 | 2.0%  | 2  | 29.7% | 30 | 8.0%  | 8  | 14.9% | 15 |
| (Don't know)              | 8.2%  | 116 | 20.5% | 41  | 6.0%  | 12  | 4.9%  | 10  | 1.0%  | 1   | 10.0% | 10  | 5.4%  | 6  | 18.0% | 18 | 1.0%  | 1  | 5.0%  | 5  | 11.0% | 11 | 1.0%  | 1  |
| (Refused)                 | 0.3%  | 4   | 0.0%  | 0   | 1.0%  | 2   | 0.0%  | 0   | 0.0%  | 0   | 1.0%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 1.0%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Base:                     | 1422  | 200 | 200   | 206 | 101   | 100 | 112   | 100 | 101   | 101 | 100   | 101 |       |    |       |    |       |    |       |    |       |    |       |    |

## Kensington and Chelsea - Tourist, Resident & Shopper Survey for Nathaniel Lichfield & Partners

|  | Total | Knightsbridge | Kensington High Street | Kings Road East | Kings Road West | Fulham Road East | Fulham Road West | Notting Hill Gate | Portobello Road | South Kensington | Earls Court Road | Westbourne Grove |       |     |       |     |       |     |       |     |       |     |       |     |
|--|-------|---------------|------------------------|-----------------|-----------------|------------------|------------------|-------------------|-----------------|------------------|------------------|------------------|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|
| <b>Q12 How often do you shop in (STUDY CENTRE) ?</b>           |       |               |                        |                 |                 |                  |                  |                   |                 |                  |                  |                  |       |     |       |     |       |     |       |     |       |     |       |     |
| Everyday   | 13.4% | 191           | 0.0%                   | 0               | 23.5%           | 47               | 10.2%            | 21                | 23.8%           | 24               | 1.0%             | 1                | 12.5% | 14  | 11.0% | 11  | 24.8% | 25  | 2.0%  | 2   | 20.0% | 20  | 25.7% | 26  |
| 2-3 times a week   | 18.5% | 263           | 4.0%                   | 8               | 22.0%           | 44               | 18.4%            | 38                | 25.7%           | 26               | 23.0%            | 23               | 25.9% | 29  | 19.0% | 19  | 20.8% | 21  | 5.9%  | 6   | 21.0% | 21  | 27.7% | 28  |
| Once a week  | 15.4% | 219           | 6.0%                   | 12              | 14.0%           | 28               | 20.4%            | 42                | 12.9%           | 13               | 37.0%            | 37               | 25.9% | 29  | 18.0% | 18  | 7.9%  | 8   | 5.0%  | 5   | 7.0%  | 7   | 19.8% | 20  |
| Once a fortnight   | 7.6%  | 108           | 6.0%                   | 12              | 13.0%           | 26               | 4.9%             | 10                | 7.9%            | 8                | 21.0%            | 21               | 11.6% | 13  | 3.0%  | 3   | 3.0%  | 3   | 2.0%  | 2   | 7.0%  | 7   | 3.0%  | 3   |
| Once a month   | 7.5%  | 106           | 8.0%                   | 16              | 9.5%            | 19               | 6.8%             | 14                | 10.9%           | 11               | 3.0%             | 3                | 8.9%  | 10  | 13.0% | 13  | 2.0%  | 2   | 5.9%  | 6   | 7.0%  | 7   | 5.0%  | 5   |
| Less than once a month   | 20.7% | 295           | 45.5%                  | 91              | 12.5%           | 25               | 24.3%            | 50                | 12.9%           | 13               | 10.0%            | 10               | 12.5% | 14  | 26.0% | 26  | 13.9% | 14  | 20.8% | 21  | 18.0% | 18  | 12.9% | 13  |
| Never  | 15.0% | 213           | 29.0%                  | 58              | 4.5%            | 9                | 15.0%            | 31                | 2.0%            | 2                | 0.0%             | 0                | 1.8%  | 2   | 7.0%  | 7   | 23.8% | 24  | 56.4% | 57  | 18.0% | 18  | 5.0%  | 5   |
| (Don't know)   | 1.9%  | 27            | 1.5%                   | 3               | 1.0%            | 2                | 0.0%             | 0                 | 4.0%            | 4                | 5.0%             | 5                | 0.9%  | 1   | 3.0%  | 3   | 4.0%  | 4   | 2.0%  | 2   | 2.0%  | 2   | 1.0%  | 1   |
| Base:  |       | 1422          |                        | 200             |                 | 200              |                  | 206               |                 | 101              |                  | 100              |       | 112 |       | 100 |       | 101 |       | 101 |       | 100 |       | 101 |
| <b>Q13 What do you like about shopping in (STUDY CENTRE) ?</b> |       |               |                        |                 |                 |                  |                  |                   |                 |                  |                  |                  |       |     |       |     |       |     |       |     |       |     |       |     |
| Nothing in particular  | 13.9% | 197           | 28.5%                  | 57              | 8.5%            | 17               | 13.6%            | 28                | 6.9%            | 7                | 19.0%            | 19               | 0.0%  | 0   | 10.0% | 10  | 4.0%  | 4   | 19.8% | 20  | 22.0% | 22  | 12.9% | 13  |
| Close to home / easy to get to                                 | 30.1% | 428           | 10.0%                  | 20              | 31.5%           | 63               | 29.6%            | 61                | 44.6%           | 45               | 47.0%            | 47               | 56.3% | 63  | 20.0% | 20  | 25.7% | 26  | 5.0%  | 5   | 35.0% | 35  | 42.6% | 43  |
| Close to work  | 8.5%  | 121           | 2.5%                   | 5               | 9.5%            | 19               | 12.6%            | 26                | 12.9%           | 13               | 2.0%             | 2                | 2.7%  | 3   | 7.0%  | 7   | 30.7% | 31  | 2.0%  | 2   | 6.0%  | 6   | 6.9%  | 7   |
| Choice of shops and services                                   | 30.4% | 432           | 25.0%                  | 50              | 41.0%           | 82               | 45.1%            | 93                | 25.7%           | 26               | 50.0%            | 50               | 22.3% | 25  | 29.0% | 29  | 24.8% | 25  | 4.0%  | 4   | 17.0% | 17  | 30.7% | 31  |
| Plenty of parking  | 0.2%  | 3             | 0.0%                   | 0               | 1.0%            | 2                | 0.0%             | 0                 | 0.0%            | 0                | 0.0%             | 0                | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 1.0%  | 1   | 0.0%  | 0   |
| Cheap car parking  | 0.1%  | 2             | 0.0%                   | 0               | 0.0%            | 0                | 0.0%             | 0                 | 0.0%            | 0                | 0.0%             | 0                | 0.0%  | 0   | 0.0%  | 0   | 1.0%  | 1   | 0.0%  | 0   | 1.0%  | 1   | 0.0%  | 0   |
| Specialist shops   | 15.4% | 219           | 33.0%                  | 66              | 16.5%           | 33               | 9.7%             | 20                | 14.9%           | 15               | 2.0%             | 2                | 5.4%  | 6   | 14.0% | 14  | 29.7% | 30  | 15.8% | 16  | 4.0%  | 4   | 12.9% | 13  |
| Quality of shops   | 21.5% | 306           | 38.5%                  | 77              | 26.0%           | 52               | 26.7%            | 55                | 11.9%           | 12               | 37.0%            | 37               | 4.5%  | 5   | 10.0% | 10  | 29.7% | 30  | 10.9% | 11  | 6.0%  | 6   | 10.9% | 11  |
| General character / atmosphere                                 | 16.3% | 232           | 8.5%                   | 17              | 16.0%           | 32               | 28.6%            | 59                | 13.9%           | 14               | 20.0%            | 20               | 6.3%  | 7   | 15.0% | 15  | 26.7% | 27  | 12.9% | 13  | 12.0% | 12  | 15.8% | 16  |
| Attractive environment   | 14.7% | 209           | 12.5%                  | 25              | 12.0%           | 24               | 18.0%            | 37                | 9.9%            | 10               | 8.0%             | 8                | 8.9%  | 10  | 12.0% | 12  | 44.6% | 45  | 14.9% | 15  | 10.0% | 10  | 12.9% | 13  |
| The Market   | 6.1%  | 87            | 1.0%                   | 2               | 0.0%            | 0                | 2.9%             | 6                 | 0.0%            | 0                | 6.0%             | 6                | 25.0% | 28  | 7.0%  | 7   | 34.7% | 35  | 0.0%  | 0   | 0.0%  | 0   | 3.0%  | 3   |
| Other  | 1.4%  | 20            | 0.0%                   | 0               | 4.0%            | 8                | 1.0%             | 2                 | 5.0%            | 5                | 0.0%             | 0                | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 2.0%  | 2   | 0.0%  | 0   | 3.0%  | 3   |
| Cheap prices   | 0.7%  | 10            | 0.0%                   | 0               | 2.0%            | 4                | 0.0%             | 0                 | 0.0%            | 0                | 0.0%             | 0                | 4.5%  | 5   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 1.0%  | 1   |
| Convenient   | 0.5%  | 7             | 0.0%                   | 0               | 2.0%            | 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   | 2.0%  | 2   |
| Everything available   | 1.3%  | 18            | 1.0%                   | 2               | 2.5%            | 5                | 1.5%             | 3                 | 5.0%            | 5                | 0.0%             | 0                | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 1.0%  | 1   | 0.0%  | 0   | 2.0%  | 2   |
| Familiarity of area  | 0.4%  | 6             | 0.0%                   | 0               | 0.0%            | 0                | 2.4%             | 5                 | 1.0%            | 1                | 0.0%             | 0                | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Not crowded  | 0.4%  | 6             | 0.0%                   | 0               | 1.0%            | 2                | 1.0%             | 2                 | 2.0%            | 2                | 0.0%             | 0                | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Quiet  | 0.6%  | 9             | 0.0%                   | 0               | 1.0%            | 2                | 0.0%             | 0                 | 0.0%            | 0                | 0.0%             | 0                | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 1.0%  | 1   | 0.0%  | 0   | 5.9%  | 6   |
| (Don't know)   | 5.6%  | 79            | 1.5%                   | 3               | 3.0%            | 6                | 1.5%             | 3                 | 4.0%            | 4                | 1.0%             | 1                | 0.9%  | 1   | 6.0%  | 6   | 6.9%  | 7   | 34.7% | 35  | 12.0% | 12  | 1.0%  | 1   |
| Base:  |       | 1422          |                        | 200             |                 | 200              |                  | 206               |                 | 101              |                  | 100              |       | 112 |       | 100 |       | 101 |       | 101 |       | 100 |       | 101 |

## Kensington and Chelsea - Tourist, Resident & Shopper Survey for Nathaniel Lichfield & Partners

|   | Total | Knightsbridge | Kensington High Street | Kings Road East | Kings Road West | Fulham Road East | Fulham Road West | Notting Hill Gate | Portobello Road | South Kensington | Earls Court Road | Westbourne Grove |       |     |       |     |       |     |       |     |       |     |       |     |
|---|-------|---------------|------------------------|-----------------|-----------------|------------------|------------------|-------------------|-----------------|------------------|------------------|------------------|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|
| <b>Q14 What do you dislike about shopping in (STUDY CENTRE) ?</b> |       |               |                        |                 |                 |                  |                  |                   |                 |                  |                  |                  |       |     |       |     |       |     |       |     |       |     |       |     |
| Nothing in particular   | 48.0% | 683           | 58.0%                  | 116             | 44.0%           | 88               | 37.4%            | 77                | 35.6%           | 36               | 50.0%            | 50               | 82.1% | 92  | 25.0% | 25  | 66.3% | 67  | 35.6% | 36  | 50.0% | 50  | 45.5% | 46  |
| Traffic congestion  | 11.8% | 168           | 8.0%                   | 16              | 8.5%            | 17               | 13.1%            | 27                | 6.9%            | 7                | 47.0%            | 47               | 1.8%  | 2   | 13.0% | 13  | 9.9%  | 10  | 8.9%  | 9   | 14.0% | 14  | 5.9%  | 6   |
| Poor choice of shops and services                                 | 3.2%  | 46            | 0.0%                   | 0               | 7.5%            | 15               | 4.4%             | 9                 | 7.9%            | 8                | 1.0%             | 1                | 1.8%  | 2   | 2.0%  | 2   | 0.0%  | 0   | 3.0%  | 3   | 3.0%  | 3   | 3.0%  | 3   |
| Lack of parking   | 4.1%  | 59            | 1.5%                   | 3               | 4.0%            | 8                | 12.1%            | 25                | 3.0%            | 3                | 2.0%             | 2                | 0.9%  | 1   | 2.0%  | 2   | 2.0%  | 2   | 5.0%  | 5   | 3.0%  | 3   | 5.0%  | 5   |
| Expensive car parking   | 3.8%  | 54            | 2.0%                   | 4               | 4.0%            | 8                | 8.7%             | 18                | 1.0%            | 1                | 6.0%             | 6                | 0.0%  | 0   | 8.0%  | 8   | 1.0%  | 1   | 2.0%  | 2   | 1.0%  | 1   | 5.0%  | 5   |
| Lack of specialist shops  | 1.8%  | 26            | 1.5%                   | 3               | 2.5%            | 5                | 2.4%             | 5                 | 4.0%            | 4                | 3.0%             | 3                | 0.0%  | 0   | 3.0%  | 3   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 3.0%  | 3   |
| Poor quality of shops   | 1.2%  | 17            | 0.5%                   | 1               | 3.0%            | 6                | 0.5%             | 1                 | 1.0%            | 1                | 0.0%             | 0                | 0.9%  | 1   | 2.0%  | 2   | 0.0%  | 0   | 2.0%  | 2   | 1.0%  | 1   | 2.0%  | 2   |
| Poor department stores  | 0.8%  | 11            | 0.5%                   | 1               | 2.5%            | 5                | 0.0%             | 0                 | 1.0%            | 1                | 0.0%             | 0                | 0.0%  | 0   | 1.0%  | 1   | 0.0%  | 0   | 2.0%  | 2   | 0.0%  | 0   | 1.0%  | 1   |
| Prices too high   | 10.9% | 155           | 8.5%                   | 17              | 6.5%            | 13               | 24.3%            | 50                | 19.8%           | 20               | 5.0%             | 5                | 2.7%  | 3   | 17.0% | 17  | 3.0%  | 3   | 15.8% | 16  | 5.0%  | 5   | 5.9%  | 6   |
| Lack of large shops   | 1.5%  | 22            | 0.5%                   | 1               | 1.5%            | 3                | 0.0%             | 0                 | 2.0%            | 2                | 4.0%             | 4                | 1.8%  | 2   | 2.0%  | 2   | 2.0%  | 2   | 0.0%  | 0   | 3.0%  | 3   | 3.0%  | 3   |
| Unsafe / poor security / dangerous                                | 0.5%  | 7             | 0.5%                   | 1               | 0.0%            | 0                | 0.0%             | 0                 | 1.0%            | 1                | 2.0%             | 2                | 0.9%  | 1   | 1.0%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 1.0%  | 1   |
| Poor facilities (e.g. seating, bins)                              | 0.8%  | 12            | 2.0%                   | 4               | 1.0%            | 2                | 0.5%             | 1                 | 0.0%            | 0                | 0.0%             | 0                | 0.0%  | 0   | 2.0%  | 2   | 0.0%  | 0   | 1.0%  | 1   | 0.0%  | 0   | 2.0%  | 2   |
| Litter / dirty streets  | 4.2%  | 60            | 4.5%                   | 9               | 1.5%            | 3                | 0.5%             | 1                 | 2.0%            | 2                | 23.0%            | 23               | 0.9%  | 1   | 7.0%  | 7   | 5.0%  | 5   | 0.0%  | 0   | 6.0%  | 6   | 3.0%  | 3   |
| Anti-social behaviour (e.g. begging, vandals, on-street drinking) | 2.3%  | 33            | 1.0%                   | 2               | 1.5%            | 3                | 1.0%             | 2                 | 3.0%            | 3                | 4.0%             | 4                | 0.0%  | 0   | 5.0%  | 5   | 0.0%  | 0   | 0.0%  | 0   | 8.0%  | 8   | 5.9%  | 6   |
| General character / atmosphere                                    | 1.1%  | 15            | 1.5%                   | 3               | 1.5%            | 3                | 0.5%             | 1                 | 0.0%            | 0                | 0.0%             | 0                | 0.9%  | 1   | 2.0%  | 2   | 0.0%  | 0   | 2.0%  | 2   | 2.0%  | 2   | 1.0%  | 1   |
| Unattractive environment  | 0.9%  | 13            | 1.5%                   | 3               | 1.5%            | 3                | 0.5%             | 1                 | 2.0%            | 2                | 0.0%             | 0                | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 2.0%  | 2   | 2.0%  | 2   |
| The Market  | 0.1%  | 2             | 0.0%                   | 0               | 0.0%            | 0                | 0.0%             | 0                 | 0.0%            | 0                | 0.0%             | 0                | 0.0%  | 0   | 1.0%  | 1   | 1.0%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Congestion Charge   | 4.6%  | 66            | 2.5%                   | 5               | 3.5%            | 7                | 15.5%            | 32                | 1.0%            | 1                | 8.0%             | 8                | 0.0%  | 0   | 1.0%  | 1   | 4.0%  | 4   | 0.0%  | 0   | 4.0%  | 4   | 4.0%  | 4   |
| Too busy / crowded  | 9.0%  | 128           | 11.0%                  | 22              | 11.5%           | 23               | 8.3%             | 17                | 3.0%            | 3                | 3.0%             | 3                | 4.5%  | 5   | 24.0% | 24  | 8.9%  | 9   | 9.9%  | 10  | 7.0%  | 7   | 5.0%  | 5   |
| Hard to cross the road  | 0.6%  | 9             | 1.0%                   | 2               | 1.0%            | 2                | 1.0%             | 2                 | 1.0%            | 1                | 0.0%             | 0                | 0.0%  | 0   | 2.0%  | 2   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Other   | 2.3%  | 33            | 1.0%                   | 2               | 5.5%            | 11               | 2.4%             | 5                 | 4.0%            | 4                | 0.0%             | 0                | 0.9%  | 1   | 3.0%  | 3   | 0.0%  | 0   | 0.0%  | 0   | 1.0%  | 1   | 5.9%  | 6   |
| Too noisy   | 0.5%  | 7             | 0.0%                   | 0               | 1.0%            | 2                | 0.0%             | 0                 | 4.0%            | 4                | 0.0%             | 0                | 0.0%  | 0   | 1.0%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Road works  | 0.4%  | 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   | 0.0%  | 0   | 0.0%  | 0   | 5.9%  | 6   |
| Too touristy  | 0.5%  | 7             | 2.5%                   | 5               | 0.0%            | 0                | 0.0%             | 0                 | 0.0%            | 0                | 0.0%             | 0                | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 1.0%  | 1   | 0.0%  | 0   | 1.0%  | 1   |
| (Don't know)  | 6.3%  | 89            | 3.5%                   | 7               | 3.0%            | 6                | 5.3%             | 11                | 7.9%            | 8                | 0.0%             | 0                | 1.8%  | 2   | 6.0%  | 6   | 7.9%  | 8   | 25.7% | 26  | 13.0% | 13  | 2.0%  | 2   |
| Base:   |       | 1422          |                        | 200             |                 | 200              |                  | 206               |                 | 101              |                  | 100              |       | 112 |       | 100 |       | 101 |       | 101 |       | 100 |       | 101 |
| <b>Q15 Do you ever come to (STUDY CENTRE) in the evening ?</b>    |       |               |                        |                 |                 |                  |                  |                   |                 |                  |                  |                  |       |     |       |     |       |     |       |     |       |     |       |     |
| Yes   | 40.5% | 576           | 21.0%                  | 42              | 49.0%           | 98               | 42.7%            | 88                | 52.5%           | 53               | 48.0%            | 48               | 42.0% | 47  | 48.0% | 48  | 20.8% | 21  | 21.8% | 22  | 42.0% | 42  | 66.3% | 67  |
| No  | 59.5% | 846           | 79.0%                  | 158             | 51.0%           | 102              | 57.3%            | 118               | 47.5%           | 48               | 52.0%            | 52               | 58.0% | 65  | 52.0% | 52  | 79.2% | 80  | 78.2% | 79  | 58.0% | 58  | 33.7% | 34  |
| Base:   |       | 1422          |                        | 200             |                 | 200              |                  | 206               |                 | 101              |                  | 100              |       | 112 |       | 100 |       | 101 |       | 101 |       | 100 |       | 101 |

## Kensington and Chelsea - Tourist, Resident & Shopper Survey for Nathaniel Lichfield & Partners

|   | Total | Knightsbridge | Kensington High Street | Kings Road East | Kings Road West | Fulham Road East | Fulham Road West | Notting Hill Gate | Portobello Road | South Kensington | Earls Court Road | Westbourne Grove |       |    |       |    |       |    |       |    |       |    |       |    |
|---|-------|---------------|------------------------|-----------------|-----------------|------------------|------------------|-------------------|-----------------|------------------|------------------|------------------|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|
| <b>Q16 What do you do in (STUDY CENTRE) in the evening ?</b><br><i>Those who go to the (STUDY CENTRE) in the evening at Q15</i> |       |               |                        |                 |                 |                  |                  |                   |                 |                  |                  |                  |       |    |       |    |       |    |       |    |       |    |       |    |
| Sports facilities   | 8.5%  | 49            | 0.0%                   | 0               | 0.0%            | 0                | 18.2%            | 16                | 3.8%            | 2                | 33.3%            | 16               | 6.4%  | 3  | 0.0%  | 0  | 4.8%  | 1  | 0.0%  | 0  | 16.7% | 7  | 6.0%  | 4  |
| Pubs / bars   | 38.4% | 221           | 38.1%                  | 16              | 35.7%           | 35               | 34.1%            | 30                | 50.9%           | 27               | 22.9%            | 11               | 6.4%  | 3  | 54.2% | 26 | 61.9% | 13 | 63.6% | 14 | 57.1% | 24 | 32.8% | 22 |
| Restaurants   | 61.8% | 356           | 83.3%                  | 35              | 67.3%           | 66               | 59.1%            | 52                | 64.2%           | 34               | 77.1%            | 37               | 68.1% | 32 | 56.3% | 27 | 47.6% | 10 | 36.4% | 8  | 38.1% | 16 | 58.2% | 39 |
| Services (eg. cash tills)   | 2.6%  | 15            | 7.1%                   | 3               | 1.0%            | 1                | 1.1%             | 1                 | 1.9%            | 1                | 6.3%             | 3                | 2.1%  | 1  | 0.0%  | 0  | 4.8%  | 1  | 9.1%  | 2  | 4.8%  | 2  | 0.0%  | 0  |
| Takeaway food   | 6.8%  | 39            | 4.8%                   | 2               | 3.1%            | 3                | 1.1%             | 1                 | 0.0%            | 0                | 22.9%            | 11               | 4.3%  | 2  | 10.4% | 5  | 28.6% | 6  | 4.5%  | 1  | 14.3% | 6  | 3.0%  | 2  |
| Walk about / look around  | 10.4% | 60            | 11.9%                  | 5               | 8.2%            | 8                | 4.5%             | 4                 | 5.7%            | 3                | 25.0%            | 12               | 4.3%  | 2  | 4.2%  | 2  | 38.1% | 8  | 9.1%  | 2  | 9.5%  | 4  | 14.9% | 10 |
| Cinema  | 30.4% | 175           | 4.8%                   | 2               | 27.6%           | 27               | 40.9%            | 36                | 37.7%           | 20               | 81.3%            | 39               | 29.8% | 14 | 31.3% | 15 | 4.8%  | 1  | 4.5%  | 1  | 2.4%  | 1  | 28.4% | 19 |
| Theatre   | 7.8%  | 45            | 7.1%                   | 3               | 4.1%            | 4                | 22.7%            | 20                | 5.7%            | 3                | 8.3%             | 4                | 0.0%  | 0  | 22.9% | 11 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Nightclubs  | 6.4%  | 37            | 2.4%                   | 1               | 5.1%            | 5                | 21.6%            | 19                | 5.7%            | 3                | 0.0%             | 0                | 0.0%  | 0  | 6.3%  | 3  | 9.5%  | 2  | 9.1%  | 2  | 4.8%  | 2  | 0.0%  | 0  |
| Other   | 2.1%  | 12            | 0.0%                   | 0               | 4.1%            | 4                | 1.1%             | 1                 | 1.9%            | 1                | 0.0%             | 0                | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 18.2% | 4  | 2.4%  | 1  | 1.5%  | 1  |
| Visit cafes / coffee shops  | 2.6%  | 15            | 0.0%                   | 0               | 3.1%            | 3                | 2.3%             | 2                 | 5.7%            | 3                | 0.0%             | 0                | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 10.4% | 7  |
| Visit church  | 0.7%  | 4             | 0.0%                   | 0               | 2.0%            | 2                | 0.0%             | 0                 | 1.9%            | 1                | 0.0%             | 0                | 0.0%  | 0  | 2.1%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Visit family / friends  | 0.7%  | 4             | 0.0%                   | 0               | 0.0%            | 0                | 0.0%             | 0                 | 3.8%            | 2                | 0.0%             | 0                | 0.0%  | 0  | 4.2%  | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Work  | 1.4%  | 8             | 0.0%                   | 0               | 1.0%            | 1                | 2.3%             | 2                 | 0.0%            | 0                | 0.0%             | 0                | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 9.1%  | 2  | 7.1%  | 3  | 0.0%  | 0  |
| Shopping  | 1.6%  | 9             | 2.4%                   | 1               | 5.1%            | 5                | 0.0%             | 0                 | 1.9%            | 1                | 0.0%             | 0                | 2.1%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.5%  | 1  |
| (Don't know)  | 1.6%  | 9             | 0.0%                   | 0               | 2.0%            | 2                | 0.0%             | 0                 | 0.0%            | 0                | 0.0%             | 0                | 2.1%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 11.9% | 5  | 1.5%  | 1  |
| Base:   |       | 576           |                        | 42              |                 | 98               |                  | 88                |                 | 53               |                  | 48               |       | 47 |       | 48 |       | 21 |       | 22 |       | 42 |       | 67 |

**Q17 What do you like about visiting the leisure / pubs and bars / restaurant facilities in (STUDY CENTRE) ?**

|                                  |       |      |       |     |       |     |       |     |       |     |       |     |       |     |       |     |       |     |       |     |       |     |       |     |
|----------------------------------|-------|------|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|
| Nothing in particular            | 22.1% | 314  | 51.5% | 103 | 13.0% | 26  | 14.1% | 29  | 25.7% | 26  | 49.0% | 49  | 3.6%  | 4   | 12.0% | 12  | 10.9% | 11  | 13.9% | 14  | 22.0% | 22  | 17.8% | 18  |
| Close to home / easy to get to   | 22.4% | 318  | 5.5%  | 11  | 18.0% | 36  | 31.1% | 64  | 27.7% | 28  | 22.0% | 22  | 46.4% | 52  | 19.0% | 19  | 25.7% | 26  | 4.0%  | 4   | 21.0% | 21  | 34.7% | 35  |
| Close to work                    | 5.6%  | 79   | 1.5%  | 3   | 5.0%  | 10  | 10.7% | 22  | 4.0%  | 4   | 0.0%  | 0   | 0.9%  | 1   | 5.0%  | 5   | 18.8% | 19  | 1.0%  | 1   | 7.0%  | 7   | 6.9%  | 7   |
| Good theatre                     | 3.0%  | 42   | 1.0%  | 2   | 1.0%  | 2   | 7.8%  | 16  | 1.0%  | 1   | 0.0%  | 0   | 1.8%  | 2   | 13.0% | 13  | 4.0%  | 4   | 0.0%  | 0   | 2.0%  | 2   | 0.0%  | 0   |
| Good choice of restaurant        | 24.8% | 352  | 26.5% | 53  | 24.5% | 49  | 28.6% | 59  | 13.9% | 14  | 27.0% | 27  | 23.2% | 26  | 22.0% | 22  | 40.6% | 41  | 11.9% | 12  | 21.0% | 21  | 27.7% | 28  |
| Good quality of restaurants      | 21.8% | 310  | 15.0% | 30  | 23.5% | 47  | 32.0% | 66  | 13.9% | 14  | 30.0% | 30  | 26.8% | 30  | 18.0% | 18  | 35.6% | 36  | 13.9% | 14  | 12.0% | 12  | 12.9% | 13  |
| Good quality of pubs / bars      | 10.1% | 144  | 2.0%  | 4   | 14.5% | 29  | 16.0% | 33  | 13.9% | 14  | 10.0% | 10  | 0.0%  | 0   | 11.0% | 11  | 18.8% | 19  | 5.0%  | 5   | 12.0% | 12  | 6.9%  | 7   |
| Good choice of pubs / bars       | 6.1%  | 87   | 4.5%  | 9   | 5.0%  | 10  | 6.8%  | 14  | 7.9%  | 8   | 6.0%  | 6   | 0.0%  | 0   | 6.0%  | 6   | 16.8% | 17  | 7.9%  | 8   | 4.0%  | 4   | 5.0%  | 5   |
| Good health / fitness facilities | 1.5%  | 21   | 0.0%  | 0   | 0.0%  | 0   | 3.4%  | 7   | 1.0%  | 1   | 4.0%  | 4   | 1.8%  | 2   | 0.0%  | 0   | 3.0%  | 3   | 0.0%  | 0   | 1.0%  | 1   | 3.0%  | 3   |
| Other                            | 2.4%  | 34   | 0.0%  | 0   | 3.0%  | 6   | 3.4%  | 7   | 5.9%  | 6   | 0.0%  | 0   | 3.6%  | 4   | 2.0%  | 2   | 0.0%  | 0   | 2.0%  | 2   | 0.0%  | 0   | 6.9%  | 7   |
| Good atmosphere                  | 2.4%  | 34   | 0.0%  | 0   | 1.5%  | 3   | 4.9%  | 10  | 5.9%  | 6   | 0.0%  | 0   | 0.9%  | 1   | 5.0%  | 5   | 0.0%  | 0   | 3.0%  | 3   | 2.0%  | 2   | 4.0%  | 4   |
| Good environment                 | 0.8%  | 12   | 0.0%  | 0   | 1.0%  | 2   | 0.5%  | 1   | 3.0%  | 3   | 0.0%  | 0   | 1.8%  | 2   | 0.0%  | 0   | 1.0%  | 1   | 2.0%  | 2   | 0.0%  | 0   | 1.0%  | 1   |
| Friendly feel                    | 0.8%  | 12   | 0.0%  | 0   | 1.5%  | 3   | 1.5%  | 3   | 2.0%  | 2   | 0.0%  | 0   | 0.9%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 1.0%  | 1   | 0.0%  | 0   | 2.0%  | 2   |
| Good cinema                      | 1.0%  | 14   | 0.0%  | 0   | 3.5%  | 7   | 1.0%  | 2   | 1.0%  | 1   | 0.0%  | 0   | 1.8%  | 2   | 1.0%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 1.0%  | 1   |
| Feel safe                        | 0.4%  | 5    | 0.0%  | 0   | 0.5%  | 1   | 1.0%  | 2   | 2.0%  | 2   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Clean area                       | 0.3%  | 4    | 0.0%  | 0   | 1.0%  | 2   | 0.0%  | 0   | 1.0%  | 1   | 0.0%  | 0   | 0.9%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| (Don't know)                     | 17.7% | 251  | 10.0% | 20  | 33.0% | 66  | 8.3%  | 17  | 10.9% | 11  | 0.0%  | 0   | 3.6%  | 4   | 18.0% | 18  | 26.7% | 27  | 50.5% | 51  | 20.0% | 20  | 16.8% | 17  |
| Base:                            |       | 1422 |       | 200 |       | 200 |       | 206 |       | 101 |       | 100 |       | 112 |       | 100 |       | 101 |       | 101 |       | 100 |       | 101 |

## Kensington and Chelsea - Tourist, Resident & Shopper Survey for Nathaniel Lichfield & Partners

|  | Total | Knightsbridge | Kensington High Street | Kings Road East | Kings Road West | Fulham Road East | Fulham Road West | Notting Hill Gate | Portobello Road | South Kensington | Earls Court Road | Westbourne Grove |       |     |       |     |       |     |       |     |       |     |       |     |
|--|-------|---------------|------------------------|-----------------|-----------------|------------------|------------------|-------------------|-----------------|------------------|------------------|------------------|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|
| <b>Q18 What do you dislike about visiting the leisure / pubs and bars / restaurant facilities in (STUDY CENTRE) ?</b>                      |       |               |                        |                 |                 |                  |                  |                   |                 |                  |                  |                  |       |     |       |     |       |     |       |     |       |     |       |     |
| Nothing in particular  | 58.2% | 828           | 76.0%                  | 152             | 44.0%           | 88               | 39.3%            | 81                | 53.5%           | 54               | 90.0%            | 90               | 85.7% | 96  | 39.0% | 39  | 79.2% | 80  | 42.6% | 43  | 49.0% | 49  | 55.4% | 56  |
| Poor choice of facilities  | 4.1%  | 58            | 2.5%                   | 5               | 6.0%            | 12               | 5.8%             | 12                | 6.9%            | 7                | 0.0%             | 0                | 0.9%  | 1   | 5.0%  | 5   | 2.0%  | 2   | 2.0%  | 2   | 8.0%  | 8   | 4.0%  | 4   |
| Too expensive  | 9.9%  | 141           | 4.0%                   | 8               | 6.5%            | 13               | 30.1%            | 62                | 12.9%           | 13               | 0.0%             | 0                | 6.3%  | 7   | 20.0% | 20  | 1.0%  | 1   | 9.9%  | 10  | 4.0%  | 4   | 3.0%  | 3   |
| Unsafe / poor security / dangerous   | 2.2%  | 31            | 3.0%                   | 6               | 0.5%            | 1                | 0.5%             | 1                 | 3.0%            | 3                | 4.0%             | 4                | 0.0%  | 0   | 6.0%  | 6   | 0.0%  | 0   | 1.0%  | 1   | 3.0%  | 3   | 5.9%  | 6   |
| Lack of car parking  | 3.1%  | 44            | 1.5%                   | 3               | 2.0%            | 4                | 9.2%             | 19                | 1.0%            | 1                | 4.0%             | 4                | 0.0%  | 0   | 7.0%  | 7   | 0.0%  | 0   | 1.0%  | 1   | 4.0%  | 4   | 1.0%  | 1   |
| Car parking charges  | 3.2%  | 46            | 2.0%                   | 4               | 1.0%            | 2                | 11.7%            | 24                | 2.0%            | 2                | 0.0%             | 0                | 0.0%  | 0   | 6.0%  | 6   | 2.0%  | 2   | 1.0%  | 1   | 3.0%  | 3   | 2.0%  | 2   |
| Lack of public transport   | 0.5%  | 7             | 0.5%                   | 1               | 1.0%            | 2                | 0.5%             | 1                 | 0.0%            | 0                | 0.0%             | 0                | 0.0%  | 0   | 1.0%  | 1   | 1.0%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 1.0%  | 1   |
| Other  | 1.4%  | 20            | 0.0%                   | 0               | 4.0%            | 8                | 0.5%             | 1                 | 4.0%            | 4                | 0.0%             | 0                | 0.9%  | 1   | 1.0%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 2.0%  | 2   | 3.0%  | 3   |
| Busy / overcrowded   | 2.0%  | 29            | 0.5%                   | 1               | 1.0%            | 2                | 3.4%             | 7                 | 3.0%            | 3                | 0.0%             | 0                | 0.9%  | 1   | 7.0%  | 7   | 3.0%  | 3   | 0.0%  | 0   | 1.0%  | 1   | 4.0%  | 4   |
| Too far to travel  | 0.3%  | 4             | 0.0%                   | 0               | 1.5%            | 3                | 0.5%             | 1                 | 0.0%            | 0                | 0.0%             | 0                | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Traffic congestion   | 0.4%  | 6             | 0.0%                   | 0               | 0.0%            | 0                | 1.9%             | 4                 | 0.0%            | 0                | 0.0%             | 0                | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 2.0%  | 2   | 0.0%  | 0   |
| Poor service   | 0.2%  | 3             | 0.0%                   | 0               | 0.0%            | 0                | 0.5%             | 1                 | 0.0%            | 0                | 0.0%             | 0                | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 2.0%  | 2   |
| Rowdy crowds   | 0.6%  | 9             | 0.0%                   | 0               | 0.5%            | 1                | 0.0%             | 0                 | 1.0%            | 1                | 0.0%             | 0                | 1.8%  | 2   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 1.0%  | 1   | 4.0%  | 4   |
| Lack of atmosphere   | 0.4%  | 5             | 0.0%                   | 0               | 0.5%            | 1                | 0.5%             | 1                 | 3.0%            | 3                | 0.0%             | 0                | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Nowhere to smoke   | 0.3%  | 4             | 0.0%                   | 0               | 0.0%            | 0                | 0.5%             | 1                 | 0.0%            | 0                | 0.0%             | 0                | 0.0%  | 0   | 1.0%  | 1   | 0.0%  | 0   | 1.0%  | 1   | 1.0%  | 1   | 0.0%  | 0   |
| Not very clean / dirty environment (Don't know)  | 17.5% | 249           | 11.5%                  | 23              | 32.5%           | 65               | 10.2%            | 21                | 13.9%           | 14               | 2.0%             | 2                | 3.6%  | 4   | 17.0% | 17  | 13.9% | 14  | 44.6% | 45  | 26.0% | 26  | 17.8% | 18  |
| Base:  |       | 1422          |                        | 200             |                 | 200              |                  | 206               |                 | 101              |                  | 100              |       | 112 |       | 100 |       | 101 |       | 101 |       | 100 |       | 101 |
| <b>Q19 Do you ever come to (STUDY CENTRE) to visit other facilities such as libraries, museums, community halls or health facilities ?</b> |       |               |                        |                 |                 |                  |                  |                   |                 |                  |                  |                  |       |     |       |     |       |     |       |     |       |     |       |     |
| Yes  | 41.8% | 595           | 16.5%                  | 33              | 55.5%           | 111              | 52.4%            | 108               | 58.4%           | 59               | 38.0%            | 38               | 34.8% | 39  | 34.0% | 34  | 13.9% | 14  | 68.3% | 69  | 37.0% | 37  | 52.5% | 53  |
| No   | 58.2% | 827           | 83.5%                  | 167             | 44.5%           | 89               | 47.6%            | 98                | 41.6%           | 42               | 62.0%            | 62               | 65.2% | 73  | 66.0% | 66  | 86.1% | 87  | 31.7% | 32  | 63.0% | 63  | 47.5% | 48  |
| Base:  |       | 1422          |                        | 200             |                 | 200              |                  | 206               |                 | 101              |                  | 100              |       | 112 |       | 100 |       | 101 |       | 101 |       | 100 |       | 101 |

## Kensington and Chelsea - Tourist, Resident & Shopper Survey for Nathaniel Lichfield & Partners

|   | Total | Knightsbridge | Kensington High Street | Kings Road East | Kings Road West | Fulham Road East | Fulham Road West | Notting Hill Gate | Portobello Road | South Kensington | Earls Court Road | Westbourne Grove |       |    |       |    |       |    |       |    |       |    |       |    |
|---|-------|---------------|------------------------|-----------------|-----------------|------------------|------------------|-------------------|-----------------|------------------|------------------|------------------|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|
| <b>Q20 Which of the following facilities do you use in (STUDY CENTRE) ?</b>   |       |               |                        |                 |                 |                  |                  |                   |                 |                  |                  |                  |       |    |       |    |       |    |       |    |       |    |       |    |
| <i>Those who visit (STUDY CENTRE) to visit other facilities such as libraries, museums, community halls or health facilities at Q19</i> |       |               |                        |                 |                 |                  |                  |                   |                 |                  |                  |                  |       |    |       |    |       |    |       |    |       |    |       |    |
| Library   | 48.6% | 289           | 15.2%                  | 5               | 64.9%           | 72               | 38.9%            | 42                | 52.5%           | 31               | 65.8%            | 25               | 46.2% | 18 | 70.6% | 24 | 42.9% | 6  | 10.1% | 7  | 56.8% | 21 | 71.7% | 38 |
| Museums / galleries   | 57.8% | 344           | 90.9%                  | 30              | 59.5%           | 66               | 69.4%            | 75                | 61.0%           | 36               | 10.5%            | 4                | 28.2% | 11 | 29.4% | 10 | 14.3% | 2  | 98.6% | 68 | 54.1% | 20 | 41.5% | 22 |
| Community Halls   | 8.1%  | 48            | 0.0%                   | 0               | 14.4%           | 16               | 11.1%            | 12                | 6.8%            | 4                | 0.0%             | 0                | 30.8% | 12 | 5.9%  | 2  | 14.3% | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Health Centre   | 25.2% | 150           | 3.0%                   | 1               | 25.2%           | 28               | 34.3%            | 37                | 15.3%           | 9                | 94.7%            | 36               | 43.6% | 17 | 17.6% | 6  | 7.1%  | 1  | 0.0%  | 0  | 13.5% | 5  | 18.9% | 10 |
| Advice and information centres  | 1.8%  | 11            | 0.0%                   | 0               | 1.8%            | 2                | 0.0%             | 0                 | 6.8%            | 4                | 0.0%             | 0                | 2.6%  | 1  | 8.8%  | 3  | 0.0%  | 0  | 0.0%  | 0  | 2.7%  | 1  | 0.0%  | 0  |
| Recreation centres / grounds  | 11.8% | 70            | 0.0%                   | 0               | 10.8%           | 12               | 20.4%            | 22                | 6.8%            | 4                | 15.8%            | 6                | 33.3% | 13 | 2.9%  | 1  | 21.4% | 3  | 1.4%  | 1  | 2.7%  | 1  | 13.2% | 7  |
| Multi-cultural centres  | 2.9%  | 17            | 0.0%                   | 0               | 0.9%            | 1                | 6.5%             | 7                 | 1.7%            | 1                | 10.5%            | 4                | 7.7%  | 3  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.9%  | 1  |
| Youth centres   | 0.3%  | 2             | 0.0%                   | 0               | 0.0%            | 0                | 0.0%             | 0                 | 0.0%            | 0                | 0.0%             | 0                | 2.6%  | 1  | 2.9%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Adult / children special needs centre   | 1.0%  | 6             | 0.0%                   | 0               | 0.0%            | 0                | 1.9%             | 2                 | 0.0%            | 0                | 0.0%             | 0                | 2.6%  | 1  | 0.0%  | 0  | 7.1%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 3.8%  | 2  |
| Day care  | 0.2%  | 1             | 0.0%                   | 0               | 0.0%            | 0                | 0.0%             | 0                 | 0.0%            | 0                | 0.0%             | 0                | 2.6%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Elderly clubs   | 0.3%  | 2             | 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  | 1.9%  | 1  |
| Other   | 1.5%  | 9             | 3.0%                   | 1               | 4.5%            | 5                | 0.9%             | 1                 | 0.0%            | 0                | 0.0%             | 0                | 0.0%  | 0  | 2.9%  | 1  | 0.0%  | 0  | 1.4%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Church  | 0.7%  | 4             | 0.0%                   | 0               | 3.6%            | 4                | 0.0%             | 0                 | 0.0%            | 0                | 0.0%             | 0                | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Gym / Fitness centre  | 1.2%  | 7             | 0.0%                   | 0               | 3.6%            | 4                | 0.0%             | 0                 | 1.7%            | 1                | 0.0%             | 0                | 0.0%  | 0  | 2.9%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.9%  | 1  |
| (None of these)   | 1.2%  | 7             | 0.0%                   | 0               | 0.9%            | 1                | 1.9%             | 2                 | 0.0%            | 0                | 0.0%             | 0                | 2.6%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 5.4%  | 2  | 1.9%  | 1  |
| (Don't know)  | 0.5%  | 3             | 3.0%                   | 1               | 0.9%            | 1                | 0.0%             | 0                 | 1.7%            | 1                | 0.0%             | 0                | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Base:   |       | 595           |                        | 33              |                 | 111              |                  | 108               |                 | 59               |                  | 38               |       | 39 |       | 34 |       | 14 |       | 69 |       | 37 |       | 53 |

## Kensington and Chelsea - Tourist, Resident & Shopper Survey for Nathaniel Lichfield & Partners

|  | Total | Knightsbridge | Kensington High Street | Kings Road East | Kings Road West | Fulham Road East | Fulham Road West | Notting Hill Gate | Portobello Road | South Kensington | Earls Court Road | Westbourne Grove |      |   |       |    |      |   |      |   |      |   |      |   |
|--|-------|---------------|------------------------|-----------------|-----------------|------------------|------------------|-------------------|-----------------|------------------|------------------|------------------|------|---|-------|----|------|---|------|---|------|---|------|---|
| <b>Q21 What other new facilities would you like to see in (STUDY CENTRE) ?</b> |       |               |                        |                 |                 |                  |                  |                   |                 |                  |                  |                  |      |   |       |    |      |   |      |   |      |   |      |   |
| Library  | 1.0%  | 14            | 0.0%                   | 0               | 2.0%            | 4                | 0.0%             | 0                 | 0.0%            | 0                | 1.0%             | 1                | 0.9% | 1 | 2.0%  | 2  | 3.0% | 3 | 1.0% | 1 | 1.0% | 1 | 1.0% | 1 |
| Community Halls  | 1.1%  | 15            | 0.0%                   | 0               | 0.5%            | 1                | 0.0%             | 0                 | 0.0%            | 0                | 4.0%             | 4                | 0.0% | 0 | 5.0%  | 5  | 1.0% | 1 | 0.0% | 0 | 1.0% | 1 | 3.0% | 3 |
| Health Centre  | 1.2%  | 17            | 0.0%                   | 0               | 2.0%            | 4                | 0.5%             | 1                 | 1.0%            | 1                | 2.0%             | 2                | 0.0% | 0 | 5.0%  | 5  | 1.0% | 1 | 0.0% | 0 | 3.0% | 3 | 0.0% | 0 |
| Advice and information centres   | 1.3%  | 19            | 0.0%                   | 0               | 0.0%            | 0                | 0.5%             | 1                 | 1.0%            | 1                | 0.0%             | 0                | 1.8% | 2 | 7.0%  | 7  | 1.0% | 1 | 0.0% | 0 | 4.0% | 4 | 3.0% | 3 |
| Recreation centres / grounds   | 3.0%  | 43            | 0.5%                   | 1               | 1.5%            | 3                | 1.0%             | 2                 | 4.0%            | 4                | 7.0%             | 7                | 0.9% | 1 | 12.0% | 12 | 0.0% | 0 | 1.0% | 1 | 9.0% | 9 | 3.0% | 3 |
| Multi-cultural centres   | 2.4%  | 34            | 1.0%                   | 2               | 1.0%            | 2                | 0.0%             | 0                 | 1.0%            | 1                | 5.0%             | 5                | 4.5% | 5 | 13.0% | 13 | 2.0% | 2 | 0.0% | 0 | 4.0% | 4 | 0.0% | 0 |
| Youth centres  | 2.0%  | 29            | 0.0%                   | 0               | 3.5%            | 7                | 0.0%             | 0                 | 0.0%            | 0                | 4.0%             | 4                | 3.6% | 4 | 10.0% | 10 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 3.0% | 3 |
| Adult / children special needs centre  | 0.5%  | 7             | 0.5%                   | 1               | 0.0%            | 0                | 0.0%             | 0                 | 0.0%            | 0                | 0.0%             | 0                | 0.9% | 1 | 4.0%  | 4  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 |
| Day care   | 0.3%  | 4             | 0.0%                   | 0               | 0.0%            | 0                | 0.0%             | 0                 | 0.0%            | 0                | 0.0%             | 0                | 0.0% | 0 | 3.0%  | 3  | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Elderly clubs  | 0.4%  | 6             | 0.0%                   | 0               | 0.0%            | 0                | 0.0%             | 0                 | 1.0%            | 1                | 0.0%             | 0                | 0.0% | 0 | 4.0%  | 4  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 |
| Other  | 2.1%  | 30            | 2.0%                   | 4               | 2.0%            | 4                | 4.4%             | 9                 | 3.0%            | 3                | 0.0%             | 0                | 0.0% | 0 | 1.0%  | 1  | 0.0% | 0 | 0.0% | 0 | 3.0% | 3 | 5.9% | 6 |
| More public toilets  | 1.2%  | 17            | 0.0%                   | 0               | 0.5%            | 1                | 1.9%             | 4                 | 4.0%            | 4                | 0.0%             | 0                | 0.0% | 0 | 0.0%  | 0  | 3.0% | 3 | 3.0% | 3 | 0.0% | 0 | 2.0% | 2 |
| More / cheaper car parks   | 1.2%  | 17            | 0.0%                   | 0               | 1.5%            | 3                | 3.4%             | 7                 | 0.0%            | 0                | 0.0%             | 0                | 0.0% | 0 | 0.0%  | 0  | 1.0% | 1 | 4.0% | 4 | 2.0% | 2 | 0.0% | 0 |
| More pubs / clubs / bars / nightclubs  | 0.7%  | 10            | 0.5%                   | 1               | 1.0%            | 2                | 1.0%             | 2                 | 3.0%            | 3                | 0.0%             | 0                | 0.0% | 0 | 1.0%  | 1  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 |
| More cafes / restaurants   | 1.5%  | 22            | 0.5%                   | 1               | 4.0%            | 8                | 1.9%             | 4                 | 5.0%            | 5                | 0.0%             | 0                | 0.0% | 0 | 1.0%  | 1  | 0.0% | 0 | 1.0% | 1 | 1.0% | 1 | 1.0% | 1 |
| Gym / health and fitness centre  | 0.4%  | 6             | 0.0%                   | 0               | 0.5%            | 1                | 0.5%             | 1                 | 1.0%            | 1                | 0.0%             | 0                | 0.9% | 1 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 1.0% | 1 |
| Sports centre / swimming pool  | 1.3%  | 18            | 0.0%                   | 0               | 1.5%            | 3                | 1.0%             | 2                 | 0.0%            | 0                | 1.0%             | 1                | 2.7% | 3 | 0.0%  | 0  | 0.0% | 0 | 4.0% | 4 | 2.0% | 2 | 3.0% | 3 |
| Better range of entertainment facilities i.e cinema, bowling, ice-skating      | 1.0%  | 14            | 0.0%                   | 0               | 2.5%            | 5                | 1.5%             | 3                 | 1.0%            | 1                | 0.0%             | 0                | 0.0% | 0 | 1.0%  | 1  | 0.0% | 0 | 0.0% | 0 | 3.0% | 3 | 1.0% | 1 |
| More museums / galleries / theatres  | 0.8%  | 11            | 0.0%                   | 0               | 0.0%            | 0                | 2.4%             | 5                 | 1.0%            | 1                | 0.0%             | 0                | 1.8% | 2 | 0.0%  | 0  | 2.0% | 2 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 |
| More public transport  | 0.3%  | 4             | 0.0%                   | 0               | 0.5%            | 1                | 1.0%             | 2                 | 1.0%            | 1                | 0.0%             | 0                | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| More police patrols  | 0.4%  | 6             | 0.0%                   | 0               | 1.0%            | 2                | 0.0%             | 0                 | 2.0%            | 2                | 0.0%             | 0                | 0.0% | 0 | 1.0%  | 1  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 |
| Outdoor seating  | 0.6%  | 9             | 0.5%                   | 1               | 0.0%            | 0                | 1.0%             | 2                 | 1.0%            | 1                | 0.0%             | 0                | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 | 2.0% | 2 | 2.0% | 2 | 1.0% | 1 |
| Supermarkets / department stores   | 1.0%  | 14            | 0.0%                   | 0               | 3.5%            | 7                | 1.0%             | 2                 | 0.0%            | 0                | 0.0%             | 0                | 0.9% | 1 | 0.0%  | 0  | 0.0% | 0 | 2.0% | 2 | 0.0% | 0 | 2.0% | 2 |
| More green spaces  | 0.7%  | 10            | 0.0%                   | 0               | 0.0%            | 0                | 0.5%             | 1                 | 1.0%            | 1                | 0.0%             | 0                | 1.8% | 2 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 3.0% | 3 | 3.0% | 3 |
| Adult entertainment  | 0.2%  | 3             | 0.0%                   | 0               | 0.0%            | 0                | 0.0%             | 0                 | 0.0%            | 0                | 0.0%             | 0                | 0.0% | 0 | 1.0%  | 1  | 0.0% | 0 | 0.0% | 0 | 2.0% | 2 | 0.0% | 0 |
| Children play areas  | 1.1%  | 16            | 0.0%                   | 0               | 2.0%            | 4                | 1.5%             | 3                 | 2.0%            | 2                | 0.0%             | 0                | 2.7% | 3 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 4.0% | 4 |
| Less traffic congestion  | 0.4%  | 5             | 0.5%                   | 1               | 0.5%            | 1                | 1.0%             | 2                 | 0.0%            | 0                | 0.0%             | 0                | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 |
| More book shops  | 0.3%  | 4             | 0.0%                   | 0               | 0.5%            | 1                | 0.0%             | 0                 | 2.0%            | 2                | 0.0%             | 0                | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 |
| Independent / specialist shops   | 0.6%  | 8             | 0.0%                   | 0               | 2.0%            | 4                | 1.0%             | 2                 | 1.0%            | 1                | 0.0%             | 0                | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 |
| Cycle lanes  | 0.2%  | 3             | 0.0%                   | 0               | 0.0%            | 0                | 0.5%             | 1                 | 0.0%            | 0                | 0.0%             | 0                | 0.0% | 0 | 1.0%  | 1  | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 |
| More clothes shops   | 0.8%  | 11            | 0.0%                   | 0               | 0.5%            | 1                | 1.5%             | 3                 | 0.0%            | 0                | 0.0%             | 0                | 0.0% | 0 | 2.0%  | 2  | 0.0% | 0 | 3.0% | 3 | 1.0% | 1 | 1.0% | 1 |
| More shops   | 0.8%  | 11            | 0.0%                   | 0               | 0.5%            | 1                | 0.5%             | 1                 | 2.0%            | 2                | 0.0%             | 0                | 3.6% | 4 | 1.0%  | 1  | 0.0% | 0 | 0.0% | 0 | 2.0% | 2 | 0.0% | 0 |
| Toy shops  | 0.1%  | 2             | 0.0%                   | 0               | 1.0%            | 2                | 0.0%             | 0                 | 0.0%            | 0                | 0.0%             | 0                | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| New / improved market  | 0.6%  | 8             | 0.0%                   | 0               | 1.0%            | 2                | 1.0%             | 2                 | 2.0%            | 2                | 0.0%             | 0                | 0.9% | 1 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 |

## Kensington and Chelsea - Tourist, Resident & Shopper Survey for Nathaniel Lichfield & Partners

|   | Total | Knightsbridge | Kensington High Street | Kings Road East | Kings Road West | Fulham Road East | Fulham Road West | Notting Hill Gate | Portobello Road | South Kensington | Earls Court Road | Westbourne Grove |
|---|-------|---------------|------------------------|-----------------|-----------------|------------------|------------------|-------------------|-----------------|------------------|------------------|------------------|
| Cleaner environment (Don't know)                          | 0.3%  | 4             | 0.0%                   | 0               | 0.5%            | 1                | 0.0%             | 0                 | 1.0%            | 1                | 0.0%             | 0                |
| (Nothing)   | 33.3% | 473           | 79.5%                  | 159             | 8.0%            | 16               | 36.9%            | 76                | 21.8%           | 22               | 43.0%            | 43               |
|   | 40.8% | 580           | 14.5%                  | 29              | 58.5%           | 117              | 36.4%            | 75                | 41.6%           | 42               | 39.0%            | 39               |
| Base:   | 1422  | 200           | 200                    | 206             | 101             | 100              | 112              | 100               | 101             | 101              | 100              | 101              |
| <b>QB Do you live within the area marked on this map?</b> |       |               |                        |                 |                 |                  |                  |                   |                 |                  |                  |                  |
| Yes   | 42.1% | 599           | 23.0%                  | 46              | 59.5%           | 119              | 37.9%            | 78                | 58.4%           | 59               | 57.0%            | 57               |
| No  | 57.9% | 823           | 77.0%                  | 154             | 40.5%           | 81               | 62.1%            | 128               | 41.6%           | 42               | 43.0%            | 43               |
| Base:   | 1422  | 200           | 200                    | 206             | 101             | 100              | 112              | 100               | 101             | 101              | 100              | 101              |
| <b>GEN Gender:</b>  |       |               |                        |                 |                 |                  |                  |                   |                 |                  |                  |                  |
| Male  | 43.7% | 622           | 40.5%                  | 81              | 30.0%           | 60               | 47.6%            | 98                | 25.7%           | 26               | 47.0%            | 47               |
| Female  | 56.3% | 800           | 59.5%                  | 119             | 70.0%           | 140              | 52.4%            | 108               | 74.3%           | 75               | 53.0%            | 53               |
| Base:   | 1422  | 200           | 200                    | 206             | 101             | 100              | 112              | 100               | 101             | 101              | 100              | 101              |
| <b>AGE Age Group:</b>                                     |       |               |                        |                 |                 |                  |                  |                   |                 |                  |                  |                  |
| 18 - 24 years   | 13.6% | 193           | 10.0%                  | 20              | 20.5%           | 41               | 7.8%             | 16                | 15.8%           | 16               | 7.0%             | 7                |
| 25 - 34 years   | 26.0% | 370           | 18.5%                  | 37              | 26.5%           | 53               | 21.8%            | 45                | 22.8%           | 23               | 22.0%            | 22               |
| 35 - 44 years   | 26.2% | 373           | 25.5%                  | 51              | 20.0%           | 40               | 30.1%            | 62                | 18.8%           | 19               | 27.0%            | 27               |
| 45 - 54 years   | 17.9% | 255           | 31.5%                  | 63              | 17.0%           | 34               | 17.5%            | 36                | 16.8%           | 17               | 30.0%            | 30               |
| 55 - 64 years   | 9.1%  | 130           | 8.0%                   | 16              | 9.0%            | 18               | 14.6%            | 30                | 13.9%           | 14               | 8.0%             | 8                |
| 65+ years   | 6.5%  | 93            | 6.5%                   | 13              | 7.0%            | 14               | 8.3%             | 17                | 9.9%            | 10               | 6.0%             | 6                |
| (Refused)   | 0.6%  | 8             | 0.0%                   | 0               | 0.0%            | 0                | 0.0%             | 0                 | 2.0%            | 2                | 0.0%             | 0                |
| Base:   | 1422  | 200           | 200                    | 206             | 101             | 100              | 112              | 100               | 101             | 101              | 100              | 101              |
| <b>SEG Occupation of Chief Wage Earner:</b>               |       |               |                        |                 |                 |                  |                  |                   |                 |                  |                  |                  |
| AB  | 37.3% | 531           | 41.0%                  | 82              | 42.5%           | 85               | 66.0%            | 136               | 45.5%           | 46               | 23.0%            | 23               |
| C1  | 37.6% | 535           | 47.5%                  | 95              | 42.5%           | 85               | 19.4%            | 40                | 37.6%           | 38               | 28.0%            | 28               |
| C2  | 12.3% | 175           | 8.0%                   | 16              | 5.0%            | 10               | 9.2%             | 19                | 9.9%            | 10               | 29.0%            | 29               |
| DE  | 11.5% | 163           | 3.5%                   | 7               | 8.5%            | 17               | 4.4%             | 9                 | 6.9%            | 7                | 17.0%            | 17               |
| (Refused)   | 1.3%  | 18            | 0.0%                   | 0               | 1.5%            | 3                | 1.0%             | 2                 | 0.0%            | 0                | 3.0%             | 3                |
| Base:   | 1422  | 200           | 200                    | 206             | 101             | 100              | 112              | 100               | 101             | 101              | 100              | 101              |
| <b>ADU Number of adults:</b>                              |       |               |                        |                 |                 |                  |                  |                   |                 |                  |                  |                  |
| One   | 30.5% | 433           | 32.0%                  | 64              | 26.5%           | 53               | 21.8%            | 45                | 26.7%           | 27               | 17.0%            | 17               |
| Two   | 50.4% | 716           | 52.5%                  | 105             | 43.5%           | 87               | 62.6%            | 129               | 56.4%           | 57               | 69.0%            | 69               |
| Three   | 11.9% | 169           | 10.5%                  | 21              | 13.5%           | 27               | 11.7%            | 24                | 8.9%            | 9                | 12.0%            | 12               |
| Four or more  | 7.3%  | 104           | 5.0%                   | 10              | 16.5%           | 33               | 3.9%             | 8                 | 7.9%            | 8                | 2.0%             | 2                |
| Base:   | 1422  | 200           | 200                    | 206             | 101             | 100              | 112              | 100               | 101             | 101              | 100              | 101              |

## Kensington and Chelsea - Tourist, Resident & Shopper Survey for Nathaniel Lichfield & Partners

|  | Total | Knightsbridge | Kensington High Street | Kings Road East | Kings Road West | Fulham Road East | Fulham Road West | Notting Hill Gate | Portobello Road | South Kensington | Earls Court Road | Westbourne Grove |        |     |        |     |        |     |        |     |        |     |        |     |
|--|-------|---------------|------------------------|-----------------|-----------------|------------------|------------------|-------------------|-----------------|------------------|------------------|------------------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| <b>CHI No. of children 15 years and under:</b> |       |               |                        |                 |                 |                  |                  |                   |                 |                  |                  |                  |        |     |        |     |        |     |        |     |        |     |        |     |
| One  | 17.7% | 252           | 16.5%                  | 33              | 15.0%           | 30               | 19.4%            | 40                | 9.9%            | 10               | 25.0%            | 25               | 29.5%  | 33  | 13.0%  | 13  | 28.7%  | 29  | 14.9%  | 15  | 12.0%  | 12  | 11.9%  | 12  |
| Two  | 11.7% | 167           | 12.0%                  | 24              | 5.5%            | 11               | 15.0%            | 31                | 8.9%            | 9                | 33.0%            | 33               | 8.9%   | 10  | 10.0%  | 10  | 13.9%  | 14  | 10.9%  | 11  | 8.0%   | 8   | 5.9%   | 6   |
| Three or more                                  | 3.1%  | 44            | 2.5%                   | 5               | 2.5%            | 5                | 1.5%             | 3                 | 2.0%            | 2                | 10.0%            | 10               | 3.6%   | 4   | 4.0%   | 4   | 2.0%   | 2   | 5.0%   | 5   | 2.0%   | 2   | 2.0%   | 2   |
| (No children)                                  | 67.4% | 959           | 69.0%                  | 138             | 77.0%           | 154              | 64.1%            | 132               | 79.2%           | 80               | 32.0%            | 32               | 58.0%  | 65  | 73.0%  | 73  | 55.4%  | 56  | 69.3%  | 70  | 78.0%  | 78  | 80.2%  | 81  |
| Base:  |       | 1422          |                        | 200             |                 | 200              |                  | 206               |                 | 101              |                  | 100              |        | 112 |        | 100 |        | 101 |        | 101 |        | 100 |        | 101 |
| <b>CAR Number of cars in household:</b>        |       |               |                        |                 |                 |                  |                  |                   |                 |                  |                  |                  |        |     |        |     |        |     |        |     |        |     |        |     |
| One  | 41.1% | 585           | 50.0%                  | 100             | 36.5%           | 73               | 55.3%            | 114               | 43.6%           | 44               | 63.0%            | 63               | 26.8%  | 30  | 30.0%  | 30  | 39.6%  | 40  | 27.7%  | 28  | 25.0%  | 25  | 37.6%  | 38  |
| Two  | 14.1% | 200           | 18.5%                  | 37              | 13.5%           | 27               | 18.4%            | 38                | 13.9%           | 14               | 16.0%            | 16               | 5.4%   | 6   | 12.0%  | 12  | 24.8%  | 25  | 8.9%   | 9   | 8.0%   | 8   | 7.9%   | 8   |
| Three or more                                  | 4.2%  | 60            | 13.0%                  | 26              | 4.5%            | 9                | 3.4%             | 7                 | 3.0%            | 3                | 1.0%             | 1                | 1.8%   | 2   | 0.0%   | 0   | 3.0%   | 3   | 4.0%   | 4   | 3.0%   | 3   | 2.0%   | 2   |
| (No car)                                       | 40.6% | 577           | 18.5%                  | 37              | 45.5%           | 91               | 22.8%            | 47                | 39.6%           | 40               | 20.0%            | 20               | 66.1%  | 74  | 58.0%  | 58  | 32.7%  | 33  | 59.4%  | 60  | 64.0%  | 64  | 52.5%  | 53  |
| Base:  |       | 1422          |                        | 200             |                 | 200              |                  | 206               |                 | 101              |                  | 100              |        | 112 |        | 100 |        | 101 |        | 101 |        | 100 |        | 101 |
| <b>INT Day of Interview:</b>                   |       |               |                        |                 |                 |                  |                  |                   |                 |                  |                  |                  |        |     |        |     |        |     |        |     |        |     |        |     |
| Monday   | 11.5% | 164           | 0.0%                   | 0               | 10.0%           | 20               | 22.8%            | 47                | 0.0%            | 0                | 25.0%            | 25               | 0.0%   | 0   | 0.0%   | 0   | 24.8%  | 25  | 25.7%  | 26  | 21.0%  | 21  | 0.0%   | 0   |
| Tuesday  | 27.5% | 391           | 37.5%                  | 75              | 24.0%           | 48               | 25.2%            | 52                | 75.2%           | 76               | 25.0%            | 25               | 17.9%  | 20  | 25.0%  | 25  | 19.8%  | 20  | 0.0%   | 0   | 25.0%  | 25  | 24.8%  | 25  |
| Wednesday                                      | 12.7% | 180           | 12.5%                  | 25              | 33.5%           | 67               | 8.7%             | 18                | 24.8%           | 25               | 24.0%            | 24               | 0.0%   | 0   | 0.0%   | 0   | 20.8%  | 21  | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   |
| Thursday                                       | 19.5% | 277           | 12.5%                  | 25              | 0.0%            | 0                | 31.1%            | 64                | 0.0%            | 0                | 26.0%            | 26               | 44.6%  | 50  | 28.0%  | 28  | 0.0%   | 0   | 24.8%  | 25  | 8.0%   | 8   | 50.5%  | 51  |
| Friday   | 5.8%  | 82            | 12.5%                  | 25              | 0.0%            | 0                | 0.0%             | 0                 | 0.0%            | 0                | 0.0%             | 0                | 15.2%  | 17  | 0.0%   | 0   | 21.8%  | 22  | 0.0%   | 0   | 18.0%  | 18  | 0.0%   | 0   |
| Saturday                                       | 21.3% | 303           | 25.0%                  | 50              | 20.0%           | 40               | 12.1%            | 25                | 0.0%            | 0                | 0.0%             | 0                | 22.3%  | 25  | 47.0%  | 47  | 12.9%  | 13  | 49.5%  | 50  | 28.0%  | 28  | 24.8%  | 25  |
| Sunday   | 1.8%  | 25            | 0.0%                   | 0               | 12.5%           | 25               | 0.0%             | 0                 | 0.0%            | 0                | 0.0%             | 0                | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   |
| Base:  |       | 1422          |                        | 200             |                 | 200              |                  | 206               |                 | 101              |                  | 100              |        | 112 |        | 100 |        | 101 |        | 101 |        | 100 |        | 101 |
| <b>LOC Location:</b>                           |       |               |                        |                 |                 |                  |                  |                   |                 |                  |                  |                  |        |     |        |     |        |     |        |     |        |     |        |     |
| Knightsbridge                                  | 14.1% | 200           | 100.0%                 | 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   |
| Kensington High Street                         | 14.1% | 200           | 0.0%                   | 0               | 100.0%          | 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   |
| Kings Road East                                | 14.5% | 206           | 0.0%                   | 0               | 0.0%            | 0                | 100.0%           | 206               | 0.0%            | 0                | 0.0%             | 0                | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   |
| Kings Road West                                | 7.1%  | 101           | 0.0%                   | 0               | 0.0%            | 0                | 0.0%             | 0                 | 100.0%          | 101              | 0.0%             | 0                | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   |
| Fulham Road East                               | 7.0%  | 100           | 0.0%                   | 0               | 0.0%            | 0                | 0.0%             | 0                 | 0.0%            | 0                | 100.0%           | 100              | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   |
| Fulham Road West                               | 7.9%  | 112           | 0.0%                   | 0               | 0.0%            | 0                | 0.0%             | 0                 | 0.0%            | 0                | 0.0%             | 0                | 100.0% | 112 | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   |
| Notting Hill Gate                              | 7.0%  | 100           | 0.0%                   | 0               | 0.0%            | 0                | 0.0%             | 0                 | 0.0%            | 0                | 0.0%             | 0                | 0.0%   | 0   | 100.0% | 100 | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   |
| Portobello Road                                | 7.1%  | 101           | 0.0%                   | 0               | 0.0%            | 0                | 0.0%             | 0                 | 0.0%            | 0                | 0.0%             | 0                | 0.0%   | 0   | 0.0%   | 0   | 100.0% | 101 | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   |
| South Kensington                               | 7.1%  | 101           | 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% | 101 | 0.0%   | 0   | 0.0%   | 0   |
| Earls Court Road                               | 7.0%  | 100           | 0.0%                   | 0               | 0.0%            | 0                | 0.0%             | 0                 | 0.0%            | 0                | 0.0%             | 0                | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 100.0% | 100 | 0.0%   | 0   |
| Westbourne Grove                               | 7.1%  | 101           | 0.0%                   | 0               | 0.0%            | 0                | 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% | 101 |
| Base:  |       | 1422          |                        | 200             |                 | 200              |                  | 206               |                 | 101              |                  | 100              |        | 112 |        | 100 |        | 101 |        | 101 |        | 100 |        | 101 |

## **Appendix G**

### Analysis of Local Centres

## LOCAL CENTRES

### *Barlby Road*

Barlby Road is a small local centre with 7 commercial retail/service units. It provides five of the eleven identified 'key' local needs therefore scoring 5 on the local needs index. The centre is a parade of shops on Barlby Road, near the junction with Dalgarno Gardens, in a residential area.

The centre, whilst small, has a good provision of uses catering for the needs of local residents. The centre has two shops capable of providing for top-up food shopping, a Costcutter and Barry's Fruit & Veg grocery store. In addition the centre has an off licence, a betting office, a takeaway and a hairdresser. The centre has one vacant unit, which was formerly a launderette.

The centre is well maintained and appeared clean and well presented. The shopping parade fronts onto a wide pavement which allows space for easy pedestrian movement and important functions including a post box, telephone boxes and a bus stop. Barlby Road and Dalgarno Gardens were both quiet at the time of NLP's site visit, with zebra crossings across both enabling convenient and safe crossing points. The quality of buildings along the parade appeared adequate although the shopfronts and fascias appeared cluttered and worn.

### *Ladbroke Grove (North)*

Ladbroke Grove (North) is a small local centre with 14 commercial retail/service units. It provides six of the eleven identified 'key' local needs therefore scoring 6 on the local needs index. The centre is formed of several small clusters of shops around the Ladbroke Grove – Barlby Road junction.

The provision of 'key' local needs for a centre of its size is relatively good, with a newsagent, hairdresser, betting office, off licence, takeaways and a public house. The main weakness of the centre is that it does not have a convenience store capable of providing for top-up shopping, though this is mitigated by the close proximity of the centre to the Ladbroke Grove Sainsbury's supermarket. In addition to retail uses the centre provides local community and health uses including a community centre and a dental surgery.

The centre has a reasonable environment with shops located in several small parades around the roundabout. Ladbroke Grove it is relatively busy, although the good pavements allow a decent level of pedestrian space, and there is a zebra crossing across Ladbroke Grove. The buildings are mixed with some units in typical Victorian terraces which are attractively painted and other units in the post-war high rise developments to the east of Ladbroke Grove. The centre appeared reasonably clean and felt relatively safe during the daytime. The centre is well served by buses along Ladbroke Grove, with a dedicated bus stop.

### *Golborne Road (North)*

Golborne Road (North) is a small local centre with 11 commercial retail/service units. It provides eight of the identified 'key' local needs therefore scoring 8 on the local needs index. Golborne Road (North) is formed of a small parade on each side of Golborne Road near Trellick Tower.

The centre has a very good provision of 'key' local needs for a centre of its size. The centre has a good range of retailers including a Costcutter grocery store, a café, a bookmakers, a

public house, chemist, hairdresser and off licence. The centre also has an excellent range of community facilities including a medical centre, a doctor's surgery and a library.

The centre's environmental quality is distinctly mixed. The architectural quality of the centre appears poor with 1960s/1970s style residential developments above the dated shopping frontages. The architecture is dominated by the 31 storey, Grade II\* listed Trelick Tower, which is not necessarily in keeping with the rest of the Borough, but retains a level of architectural merit. Despite the imposing nature of the architecture the streetscape is good with wide pedestrian areas that are attractively paved, well maintained and lines the centre with mature trees.

#### *North Pole Road*

North Pole Road is a medium local centre with 24 commercial retail/service units. It provides eight of the eleven identified 'key' local needs therefore scoring 8 on the local needs index. The centre is located on North Pole Road near the junction with Latimer Road. The centre is on the boundary of the Borough with Hammersmith and Fulham.

The centre has two independent grocery stores capable of providing a top-up shopping function, with one also containing a Post Office. In addition there is a good range of other 'key' local needs with an off licence, newsagent, takeaways, public house, chemists and hairdresser. The centre also has a butchers and estate agents. The centre has 4 vacant units, which is a significant proportion.

The environmental quality of the centre is adequate. North Pole Road is relatively busy and the combination of parked cars and standard width pavements makes the pedestrian realm outside of the shopping frontages seem enclosed. A zebra crossing does help to create a convenient crossing point within the centre. The quality and maintenance of shopfronts is mixed with some good quality newer shopfronts and other shopfronts which require attention. The level of litter and detritus observed was relatively good. The centre benefits from a good bus service with bus stops located centrally within the centre.

#### *Golborne Road*

Golborne Road is a large local centre with 98 commercial retail/service units. It provides ten of the eleven identified 'key' local needs therefore scoring 10 on the local needs index. The only 'key' local need not present within the centre is a bank. The centre is located predominantly on Golborne Road and Portobello Road, with the frontages stretching along Golborne Road from the Portobello Road junction, north towards the train line.

The centre provides an excellent range of convenience shops for top-up shopping, with five shops capable of providing a top-up shopping function, including a number of specialist Mediterranean delicatessens and grocers, specifically of Moroccan and Portuguese influence. Supporting these top-up shopping destinations is a range of other convenience retailers including a bakery, several butchers, a fishmonger and an off licence. In addition the centre has a Post Office, a Public House, a chemist, hairdressers, a launderette, bookmakers and several cafés. Golborne Road has 18 vacant retail/service units which represents a significant proportion of the total number of shops. During the week there is a market, mainly a fruit and vegetable with some traders selling other food produce, household goods and hot food. On Friday and Saturday there is a second hand and bric-a-brac section.

The environmental quality of the centre is mixed. The majority of buildings are of a good architectural quality, however, some shopfronts appear worn and poorly maintained. The pavements are of an adequate width and are well maintained. The level of litter and detritus

observed was low with a good provision of bins. The main drawback of the centre is the level of on-street parking which lines the street and which, combined with traffic, hinder pedestrian movement. This is partially mitigated with the provision of zebra crossings at each end of Golborne Road.

### *St. Helens Gardens*

St. Helens Gardens is a small local centre with 12 commercial retail/service units. It provides five of the eleven identified 'key' local needs therefore scoring 5 on the local needs index. St. Helens Gardens is small parade of shops in a predominantly residential area.

The centre provides a reasonable local function with a grocer, newsagent, off licence and bakery catering for convenience needs. In addition the parade contains services including two dry cleaners and a hairdresser and a small comparison retail offer including a florists and a toy shop.

St. Helens Gardens has a good streetscape with well maintained slab paving that provides a wide pedestrian area adjacent to the parade enabling the retailers to spread out onto the street with groceries or café tables and chairs. The centre appeared generally free from graffiti and fly-posting and had an adequate provision of bins and cycle racks. St. Helens Gardens has little traffic moving along the road and has a number of on-street pay and display parking spaces.

### *Ladbroke Grove Station*

Ladbroke Grove Station is a large local centre with 45 commercial retail/service units. It provides all of the eleven identified 'key' local needs therefore scoring 11 on the local needs index. Ladbroke Grove Station local centre is located on Ladbroke Grove with units both immediately north and immediately south of the crossing under the Westway flyover. Ladbroke Grove underground station is located centrally in the centre and is on the Hammersmith & City line.

The range of shops and services in Ladbroke Grove Station local centre is excellent and includes four shops capable of providing a top-up shopping function, which are supported by a bakery and an off licence. In addition there are a number of other 'key' local retailer uses and services provided including several newsagents, hairdressers, bookmakers, a chemist, cafes and a public house. The centre also has a Barclays Bank and a Post Office, which are both very important uses and services that are generally poorly represented in Kensington & Chelsea's local centres. The centre also has a library which is an important community use helping to support the local retail function of the centre.

The environment of the centre is reasonable with the main drawback the amount of traffic on the busy Ladbroke Grove. The buildings are attractive and predominantly historic. The rail and road bridge over Ladbroke Grove visually splits the centre in two, however, it does not provide much of a barrier against pedestrian movement and is wide and light enough to retain a good sense of safety. Ladbroke Grove has significant levels of traffic on it, though pedestrian crossings help to mitigate the impact of traffic on pedestrians. The paving appeared to be of a good standard and very well maintained, with bike racks, bins and street lighting providing a functional purpose as well as enhancing the streetscape.

### *All Saints Road*

All Saints Road is a medium local centre with 32 commercial retail/service units. It provides only three of the identified 'key' local needs therefore scoring 3 on the local needs index. All Saints Road local centre is located in a predominantly residential area to the east of

Portobello Road with frontages stretching north along All Saints Road from Westbourne Park Road.

The centre provides a more specialist comparison role with a number of interior design, household accessories and furniture type shops. It consolidates its comparison shopping function with a musical instruments shop, a cycle shop, a record shop and a sunglasses shop. The centre has a number of restaurants and a public house, which allow the centre to have a good evening economy for its size. The only convenience store the centre has is an off licence and the centre cannot accommodate top-up shopping requirements, though is within close proximity to Portobello Road.

The centre's environmental quality is relatively good with decent pavements that appear to have been well maintained and buildings that are attractive. There were very low levels of traffic along All Saints Road meaning that the centre retained a good sense of pedestrian friendliness. There is good cycle stand and litter bin provision in the centre, with attractive street lighting throughout. During NLP's visit there were a number of bags of rubbish on the street with some litter loose on the streets and there was also evidence of fly-posting.

#### *Westbourne Park Road*

Westbourne Park Road is a small local centre with 12 commercial retail/service units. It provides only three of the eleven identified 'key' local needs therefore scoring 3 on the local needs index. Westbourne Park Road local centre consists of two short retail frontages on Westbourne Park Road, either side of Powis Mews, and a short parade on Powis Terrace.

There is one local convenience retailer including, Usman Supermarket, which is capable of providing a top-up shopping function. This is supported by a newsagent, two of the three 'key' local needs catered for, the other being a restaurant. There are two independent comparison retailers who each have two separate units within the centre; Mutz Nuts, a pet shop, and Screenface, a cosmetics shop. Overall the centre has a relatively poor range of shops and services.

Westbourne Park Road benefits from good positioning at the centre of a residential neighbourhood, with attractive buildings and environs. The centre has good pavements and is located on relatively quiet roads, with a zebra crossing on Westbourne Park Road helping to reinforce pedestrian movement. The centre has good provision of cycle racks, and, with the exception of several rubbish bags out for collection, appeared clean and free of graffiti or fly-posting.

#### *Clarendon Cross*

Clarendon Cross is a medium local centre with 19 commercial retail/service units. It provides only three of the eleven identified 'key' local needs therefore scoring 3 on the local needs index. The centre is located in predominantly residential area at the junction of Clarendon Cross, Hippodrome Place and Portland Road.

The provision of 'key' local needs for a centre of its size is relatively poor, with no convenience shops present in the centre. There are a number of high quality specialist independent retailers including several art shops selling paintings, interior design shops, a florist and a shop selling ceramics. The centre provides for 3 key local needs with a Public House, a restaurant and a launderette.

The centre has an excellent environment with a small pedestrianised square which many of the shops face onto preventing through traffic on Portland Road. The pedestrianised nature of this area helps to create a good sense of pedestrian priority and an attractive streetscape.

The square benefits from several trees, planters with shrubbery in them, benches, bike racks, good quality street lighting and reasonable quality paving. The shopfronts are generally well kept and the centre did not have any signs of graffiti, litter or anti-social behaviour during NLP's visit. There is a good amount of parking on Portland Road.

### *Holland Park Avenue*

Holland Park Avenue is a large local centre with 47 commercial retail/service units. It provides seven of the identified 'key' local needs therefore scoring 7 on the local needs index. Holland Park Avenue local centre is located predominantly on the north side of Holland Park Avenue, though with some retail frontages on the adjacent roads of Portland Road and Clarendon Road

The local centre has a reasonably good range of retailers. There is a good convenience offer in the local centre with a Tesco Express supported by a grocer, a delicatessen, two off licences, a butcher and a newsagent. The centre also provides several restaurants/cafes, several hairdressers, a public house and a chemist to ensure a good provision of local amenities. For a local centre Holland Park Avenue also performs a reasonable comparison shopping function with a large bookstore, a bathroom showroom, a rug shop, a children's clothes store and a florist.

The centre's environmental quality is very good with Holland Park Avenue a wide tree-lined street with wide pavements. The retail frontages are only along the north side of the road, which minimises the conflict where users may have to cross Holland Park Avenue and crossings are provided. The streetscape is good with well presented and well maintained buildings and shopfronts fronting onto the wide pavement. There is a good provision of bicycle stands and bins within the centre. Holland Park Avenue benefits from excellent transport links with Holland Park Underground Station located within the centre providing services on the Central Line, and good bus links with bus stops located conveniently in the centre.

### *Holland Road*

Holland Road is a small local centre with 9 commercial retail/service units. It provides three of the eleven identified 'key' local needs therefore scoring 3 on the local needs index. The centre is located on Russell Gardens, to the west of Holland Road.

The centre has one independent store capable of providing a top-up shopping function, which is located on the corner of Russell Gardens and Holland Road. The centre also has a restaurant, takeaway and a public house, providing a good range of evening economy uses for a centre of its size. Other uses in the centre include a number of non commercial retail/service uses including a dental practice, a physiotherapy clinic, an office and the Georgian Embassy, which highlights the diversity and non-retail role the centre also plays.

The environmental quality of the centre is reasonably good. The buildings are visually interesting, retaining much of the typical character found in the borough. The quality and maintenance of shopfronts is also generally good. The centre has low levels of through traffic, though the Russell Gardens and the surrounding minor roads providing relatively good amounts of on-street parking which has a slight cluttering effect on the streetscape. The pavements within the centre are reasonably wide and are well maintained.

### *Napier Road*

Napier Road is a small local centre with 9 commercial retail/service units. It provides five of the eleven identified 'key' local needs therefore scoring 5 on the local needs index. Napier

Road is a compact parade of shops on Napier Road, to the west of Kensington Olympia station.

The centre provides a good local function for a centre of its size with a Londis grocery store, a newsagent, a hairdresser, a café/deli and a public house. The other four commercial retail/service units are all vacant suggesting that despite a good provision of key shops/services demand for premises in the parade is low.

The centre has very good streetscape with well maintained Victoria brick buildings and an attractive and well maintained pavement. Generally the shopfronts are of an adequate standard, even in the instance of the vacant premises. The centre appeared generally free from graffiti and fly-posting, with only slight evidence of litter and detritus observed. Napier Road benefits from light levels of traffic and is a one-way street helping to provide a modicum of pedestrian permeability.

### *Kensington High Street (West)*

Kensington High Street (West) is a small local centre with 6 commercial retail/service units. It provides two of the eleven identified 'key' local needs therefore scoring 2 on the local needs index. Kensington High Street Local Centre is a small parade of shops located at the western end of Kensington High Street, near the junction with St. Mary Abbots Place.

The centre provides three convenience stores capable of providing a top-up food shopping function and three restaurants. All of the convenience stores specialise in Iranian produce with one of the restaurants specialising in Persian cuisine, suggesting the centre serves an Iranian population in the area.

The environment of the parade of shops has positive and negative aspects. The centre appears slightly disjointed from its surroundings as the parade's frontage is more prominent than the surrounding buildings. This is compounded by the wide and busy Kensington High Street which cuts off the parade from pedestrians walking along the other side of the road and creates a vehicle dominated setting for the parade. The buildings are of a reasonable quality and the shop fascias and awnings are also of a reasonable quality. The wide pavements are put to good use with produce from the grocery stores on display, as well as a bus stop and cycle stands promoting accessibility to the centre. The centre appeared generally clean and free from litter.

### *Commonwealth Institute*

Commonwealth institute is a large local centre with 52 commercial retail/service units situated at the junction of Earl's Court Road and Kensington High Street to the west of Kensington High Street Major Centre. It provides 8 of the eleven 'key' local needs therefore scoring 8 on the local needs index. The range of shops and services in the Commonwealth Institute local centre include 3 convenience stores which include Luscious Organic a relatively large organic convenience store. There is a post office, several banks and several estate agents. The centre also has a range of restaurants, bars, café's and takeaways. There are seven vacant units in the centre.

The centre's environmental quality is relatively good with wide pavements, particularly along Kensington High Street. There were relatively high levels of traffic on Kensington High Street but less so along Earl's Court Road at the time of our site visits. The centre has reasonable provision of pedestrian crossings. The buildings within the centre are primarily period buildings with some post war infill and residential on upper floors. Most of the buildings are well maintained with good quality fascias.

The centre is relatively clean with good provision of bins and basic street lighting. There is cycle stand provision in the centre but no public seating provided. There is no landscaping within the centre, but the centre is located within close proximity to Holland Park.

#### *Thackeray Street*

Thackeray Street is a medium sized local centre with 25 commercial retail/service units. It provides only three of the eleven identified 'key' local needs therefore scoring 3 on the local needs index. Thackeray Street local centre has no convenience stores and five of the twenty-five units are vacant. The centre includes several estate agents and dry cleaners. There are also several specialist shops including an interior designer and several art shops.

The centre is located to the south east of Kensington High Street surrounded by residential properties. The pavements were clean with no obvious detrius or litter. The centre has a pleasant streetscape with limited traffic flows. The centre primarily serves the local shopping and service needs of residents.

#### *Pembroke Road*

Pembroke Road is a small local centre with 10 commercial retail/service units. It provides three of the eleven identified 'key' local needs therefore scoring 3 on the local needs index. The centre does not have a convenience store or newsagent. The centre includes a laundrette, interior designers, travel agent, beauticians and several clothes stores.

The centre is located to the east of Warwick Road just north of West Cromwell Road. It is surrounded by residential streets to the north and east. The shops are in a parade with a wide pavement in front which is very clean and litter free. There are several trees along the road and the buildings are well maintained. There is a bus stop on Pembroke Road providing good access with the rest of the Borough.

#### *Stratford Road*

Stratford Road is a medium local centre with 20 commercial retail/service units. It provides eight of the eleven identified 'key' local needs therefore scoring 8 on the local needs index. The provision of 'key' local needs for a centre of its size is relatively good for a medium sized centre with two convenience stores along with a laundrette and several restaurants. There are no vacant units.

The centre has a good environment with high quality period buildings and well maintained fascias. The centre has good quality lighting and relatively clean paving, however, there are only a few bins. The pavement is narrow in places and on-street parking acts as a barrier for visitors using the centre.

#### *Gloucester Road (North)*

Gloucester Road (North) is a large local centre with 62 commercial retail/service units. It provides eight of the eleven identified 'key' local needs therefore scoring 8 on the local needs index. The centre includes two convenience stores, along with a delicatessen (Partridges), a health food shop and several off licenses. The centre also has a good selection of restaurants, cafes and a pub. There are two vacant units in the centre.

Gloucester Road (North) is a linear centre situated on Gloucester Road to the north of Cromwell Road and Gloucester Road underground station. The centres environmental quality is relatively good with reasonably wide pavements on either side of the road. The centre has reasonable street lighting provision, however, the street lighting is quite basic.

The majority of the buildings within the centre are period buildings, however, there is some post-war infill. Most of the buildings are in a good condition albeit some fascias could be better maintained. Gloucester Road has high traffic flows but pedestrian crossings are provided along Gloucester Road. Due to the linear nature of the centre there is limited provision of seating and planting.

#### *Cromwell Road (Air Terminal)*

Cromwell Road (Air Terminal) is a small local centre with 13 commercial retail/service units. It provides three of the eleven identified 'key' local needs therefore scoring 3 on the local needs index. The centre includes a laundrette, estate agents, internet café and several restaurants. Adjacent to the centre is a Sainsbury's supermarket. There are two vacant units in the centre.

Cromwell Road (Air Terminal) Local Centre is a parade situated to the north of Cromwell Road which is part of the A4, a main route linking Central London with West London and the M4 motorway. It has a wide pavement which is reasonably well maintained. Some of the units have plants and signs outside on the pavement. There is good lighting provided and litter bins provided in the centre or nearby. At the time of the site visit some dustbin bags were noted.

#### *Gloucester Road (South)*

Gloucester Road (South) is a large local centre with 59 commercial retail/service units. It provides eight of the eleven identified 'key' local needs therefore scoring 8 on the local needs index. The centre has two convenience stores along with a patisserie, florist, three banks and a post office. There are also several restaurants, cafes and takeaways, three bars and two pubs.

Gloucester Road (South) is a linear centre situated to the south of Cromwell Road within and surrounding Gloucester Road underground station. The centre has reasonably wide pavements with some restaurants providing outdoor seating on parts of the pavement. The pavement is reasonably well maintained with little evidence of chewing gum or litter. Litter bins are provided throughout the centre and there is good quality street lighting provision. A seating area is provided adjacent to the underground station and there is also cycle stands provided. The centre generally has a good streetscape, although the relatively heavy traffic flows detract from the overall environment and restrict pedestrian permeability.

#### *Old Brompton Road (West)*

Old Brompton Road (West) is a large local centre with 64 commercial retail/service units. It provides nine of the eleven identified 'key' local needs therefore scoring 9 on the local needs index. The centre is predominantly linear, running along Old Brompton Road. The centre does, however, also have a few units on the junction of Earl's Court Road. The centre has a good mix of uses with a significant number of retailers selling DIY and interior design goods, suggesting the centre fulfils a somewhat specialist comparison role. The centre has four main top-up food shopping destinations (inc. Food & Wine and Fine Foods) and other convenience retailers including newsagents and off licences. The centre has four pubs/bars which perform an important, evening economy function within the Borough.

The centre is well maintained with limited evidence of litter and detritus and well kept shopfronts on buildings of decent architectural quality. The pavements along the frontages on either side of Earl's Court Road and Old Brompton Road are of a good width and are not overly cluttered with street furniture, with bins and cycle racks placed in good locations sporadically throughout the centre. The road was not overly busy at the time of NLP's site

visit, although the only pedestrian crossings were at the junction of Earl's Court Road and Old Brompton Road. The centre is located on a bus route and Old Brompton Road is designated a 'red route' which prevents the build up of congestion through the centre as buses stop.

#### *Old Brompton Road (East)*

Old Brompton Road (East) is a medium local centre with 24 commercial retail/service units. It provides five of the eleven identified 'key' local needs therefore scoring 5 on the local needs index. The centre is linear, running along Old Brompton Road. The centre has a reasonable mix of uses including a florist, hairdressers and beautician. The centre has no main top-up food shopping destinations but does have a newsagent and two off licences. The centre has two pubs which perform an important, evening economy function within the Borough.

The centre is reasonably well maintained with limited evidence of litter and detritus and well kept shopfronts on buildings of reasonable architectural quality. The pavements along the frontages on either side of Old Brompton Road are of a reasonable width and are not overly cluttered with street furniture, with bins and cycle racks placed in good locations sporadically throughout the centre. The road was not overly busy at the time of NLP's site visit, although there are pedestrian crossings at the main road junctions which assist pedestrian movement. The centre is located on a bus route and Old Brompton Road is designated a 'red route' which prevents the build up of congestion through the centre as buses stop.

#### *Ilfield Road*

Ilfield Road is a very small local centre with only 5 commercial retail/service units. It provides three of the eleven identified 'key' local needs therefore scoring 3 on the local needs index. The centre comprises a few units located on Finsborough Road and Ilfield Road. The centre has a limited reasonable mix of uses including a copy shop and tailors. The centre has one main top-up food shopping destinations, Foodland. The centre is dominated by The Finsborough Public House and Theatre which performs an important, evening economy function within the Borough.

The centre is reasonably well maintained with limited evidence of litter and detritus and reasonably well kept shopfronts. The pavements within the centre are of a reasonable width and are not cluttered with street furniture etc. The roads were very quiet at the time of NLP's site visit. The centre has no pedestrian crossings but given the quiet nature of the centre these are not required to ease pedestrian movement throughout the centre. The centre is located on a bus route and Finsborough Road is designated a 'red route' which prevents the build up of congestion through the centre as buses stop. Ilfield Road has on-street parking bays.

#### *The Billings*

The Billings is a medium sized local centre with only 20 commercial retail/service units. It provides three of the eleven identified 'key' local needs therefore scoring 3 on the local needs index. The centre is a linear centre with units fronting onto Fulham Road. The centre is within close proximity to the Fulham Road (West) District Centre. The centre has a reasonable mix of uses including a dry cleaners, hairdressers and beautician. The centre does not have a main top-up food shopping destinations; however a Tesco Express is located between The Billings local centre and Fulham Road/Brompton Cemetery local centre. The centre does include a newsagent. The centre has a public house and a bar which perform an important, evening economy function within the Borough. A number of the

retail units have an interior design and arts based offer which appear to be serve a recognised need.

The centre is reasonably well maintained, however, on the day of NLP's site visit a number of rubbish bags were awaiting collection. The pavements within the centre are of a reasonable width and are well maintained and not cluttered with street furniture etc. The roads were quiet at the time of NLP's site visit. The centre has one pedestrian crossing which assists pedestrian movement between both sides of the centre. The centre is located on three bus routes (bus stop outside Chelsea Football Club) and is located within a reasonable proximity to Fulham Broadway underground station.

#### *Fulham Road (Old Church Street)*

Fulham Road (Old Church Street) is a medium sized local centre with 34 commercial retail/service units. It provides three of the eleven identified 'key' local needs therefore scoring 3 on the local needs index. The centre is focused around the junction of Fulham Road and Queens Elm Parade. The centre predominantly comprises antique dealers, art galleries and interior design shops and serves a very specific market. The centre has no main top-up food shopping destinations but does have a grocer which provides a limited convenience provision. The centre has one bar which provides an evening economy function within the Borough.

The centre is very well maintained with no evidence of litter and detritus and extremely well kept shopfronts on buildings of good architectural quality. The pavements along the frontages on either side of Fulham Road are of a very good width and are not overly cluttered with street furniture. Bins and cycle racks are placed in good locations throughout the centre. The roads were not overly busy at the time of NLP's site visit, with pedestrian crossings located at the junction of Fulham Road and Queen Elms Parade. The centre is located on a bus route which provides a frequent bus services along Fulham Road and beyond.

#### *Walton Street*

Walton Street is a medium sized local centre with 20 commercial retail/service units. It provides four of the eleven identified 'key' local needs therefore scoring 4 on the local needs index. The provision of 'key' local needs for a centre of its size is reasonable with a convenience store, an off licence, a public house and two restaurants. There are three vacant units.

Walton Street is a linear centre with two parades of shops on opposite sides of the road, with one starting as the other finishes, situated between the two forks of Knightsbridge international shopping centre (Brompton Road and Sloane Street). The centre has a quite a specialised range of retailers including two antiques shops. There are a number of high quality specialist independent retailers including an art shop, two jewellers, two interior designers and two haberdashers. The centre has poor service provision with only two restaurants and one public house.

The centre's environmental quality is good with wide and even pavements on either side of the road, but there was evidence of chewing gum. Walton Road is a reasonably quiet road in terms of traffic, however, the parked cars on both sides of the road is a source of pedestrian-vehicle conflict. The buildings within the centre are primarily Victorian terraces, with residential on the two upper floors. Most of the buildings are well maintained with good quality fascias.

There is basic street lighting throughout the centre. However, there is poor provision of litter bins, seating and planting.

#### *Lowndes Street*

Lowndes Street is a medium sized local centre with 17 commercial retail/service units. It provides two of the eleven identified 'key' local needs therefore scoring 2 on the local needs index. The provision of 'key' local needs for a centre of its size is poor with a chemist and a restaurant being the only units classified as 'key' local needs. There are no vacant units. Five of the units, including the restaurant are located outside the Royal Borough of Kensington & Chelsea, in the City of Westminster.

The centre is located at the junction of Lowndes Street and Cadogan Place to the east of Sloane Street. The centre does not include any convenience provision, and is made up of largely specialist high quality independent stores. The range of independent comparison retailers is reasonable with mainly clothes shops as well as a gunsmith, an optician, a cosmetics shop, an antique shop and an art shop. The centre has a reasonable service provision with an estate agent, a travel agent, a restaurant and a dry cleaner.

The environmental quality of the centre is very good. The buildings are of a good architectural quality, with one being an attractive curved building joining Cadogan Place and Lowndes Street. The quality and maintenance of shopfronts, and upper parts of the buildings, which comprise residential uses, is very good. No litter or detritus was observed despite a lack of bins. The pavements within the centre are very wide and even and there is a zebra crossing connecting the two parades. Street lighting and attractive planting enhance the appearance of the centre.

#### *Pont Street*

Pont Street is a small local centre with 14 commercial retail/service units. It provides three of the eleven identified 'key' local needs therefore scoring 3 on the local needs index. The provision of 'key' local needs for a centre of its size is reasonable with a restaurant, an off licence and a hairdresser. There is one vacant unit.

Pont Street is a small, linear centre consisting of a parade of shops on either side of the road, situated east of Sloane Street in a residential area. The centre has a good selection of independent retailers including four clothing shops, a shoe shop, a handbag shop, a lingerie shop and a bathroom showroom. The convenience shopping offer is poor with only an off licence, providing no top-up shopping opportunities.

The centre generally has a good streetscape with well maintained block paving. The centre appeared generally free from graffiti, fly-posting, litter and detritus despite a general lack of litter bins. The shop fronts and upper parts of the buildings are well maintained with residential uses above the ground floor retail units. Pont Street is relatively quiet in terms of traffic and there is a zebra crossing connecting the two parades.

#### *Sloane Avenue*

Sloane Avenue is a small local centre with 11 commercial retail/service units. It provides four of the eleven identified 'key' local needs therefore scoring 4 on the local needs index. The provision of 'key' local needs for a centre of its size is good with a Sainsbury's Local foodstore, a newsagent, a chemist and a Starbucks Café. There are no vacant units within the centre.

Sloane Avenue local centre is located approximately in the middle of Sloane Avenue between King's Road (East) major shopping centre and the southern end of Knightsbridge international shopping centre. The centre provides one convenience stores capable of providing a top-up food shopping function; the Sainsbury's Local store. In terms of non-food shopping the centre provides a chemist, a video/DVD shop and a household accessories shop. The centre also provides three estate agents, a dry cleaners and oriental clothing repair/cleaning shop.

The environmental quality of the centre is good but rather sterile. The single parade of shops is located under 7 storeys of residential units in an attractive, historic building and the fascias and upper parts of the building are very well maintained. The paving in the centre is wide, even and clean with no evidence of litter, despite the lack of bins. There are three on-street parking spaces in front of the parade as well as a bus stop. There is ample good quality street lighting throughout the centre and a zebra crossing providing access to the residential streets opposite.

### *Elystan Street*

Elystan Street is a medium sized local centre with 44 commercial retail/service units. It provides six of the eleven identified 'key' local needs therefore scoring 6 on the local needs index. The provision of 'key' local needs for a centre of its size is reasonable with a convenience store, an off licence, five restaurants, a laundrette, a hairdresser and a chemist. There is one vacant unit within the centre.

Elystan Street centre is situated at the junction of Elystan Street, Cale Street, Godfrey Street, Jubilee Place and Whiteheads Grove. The centre is to the north of the south western end of King's Road (East) major shopping centre, and to the south of the south western end of Knightsbridge international shopping centre, and is within close proximity of Sloane Avenue local centre.

The range of shops and services in Elystan Street local centre includes a number of independent specialist convenience retailers such as two patisseries, a butcher, a fishmonger and two delicatessens. In terms of comparison units there are a number of high quality specialist independent retailers including a toy shop, jewellers, two interior design shops, two haberdashers, two art shops, a chemist and clothing stores. The centre provides a range of services including a dry cleaner, a laundrette, two estate agents, a cobbler, a beautician and four restaurants.

Elystan Street is an attractive local centre made up of a number of parades shops centred around a grass triangle with public seating and bins. The centre's environmental quality is good, despite the relatively narrow pavements through out the centre. The pavements are even and clean with evidence of street cleaning by council employees. There were low levels of traffic throughout the centre at the time of the site visit, but there are no pedestrian crossings. The buildings within the centre are attractive historic buildings of 3-5 storeys with retail units on the ground floor and residential units above. Most of the buildings are well maintained with good quality fascias. There is good provision of attractive street lighting throughout the centre and attractive railings around the green.

### *Chelsea Manor Street*

Chelsea Manor Street is a small local centre with 10 commercial retail/service units. It provides three of the eleven identified 'key' local needs therefore scoring 3 on the local needs index. Chelsea Manor Street local centre has a select number of uses. The centre is located on Chelsea Manor Street south of King's Road.

There are no local convenience retailers which are capable of providing a top-up shopping function. There are three key local need uses; a newsagent; a hairdresser; and a restaurant. In addition there is a herbal remedies shop, a haberdashers, a dry cleaner, a locksmiths, a clothing retailer and two interior design shops. For a centre of its size it provides a good range of comparison goods, reflecting its proximity to King's Road, and has no vacant units, suggesting the centre is relatively buoyant.

Chelsea Manor Street local centre has a generally good environment. The shopfronts are of a reasonable quality. The centre has very low levels of traffic, allowing pedestrians good access with little vehicular conflict. The streetscape is good with well maintained paving, bins and attractive street lighting. There was little evidence of excessive levels of litter or detritus during NLP's visit.

### *Lower Sloane Street*

Lower Sloane Street is a medium sized local centre with 31 commercial retail/service units. It provides three of the eleven identified 'key' local needs therefore scoring 3 on the local needs index. The provision of 'key' local needs for a centre of its size is quite poor with a convenience store, five restaurants/cafes, a public house and a bar. There is one vacant unit within the centre.

Lower Sloane Street local centre is part of a larger centre that spills into the City of Westminster. The units within the Royal Borough of Kensington & Chelsea are on Lower Sloane Street, Holbein Place and Pimlico Road, and the centre continues down Pimlico Road out of the Borough. The centre is located to the south of the northern end of King's Road (East) major shopping centre. The centre has a fairly specialist range of retailers including a patisserie, a confectionary shop and a grocers in terms of convenience provision. There are a number of high quality specialist independent comparison retailers including two art shops, four antique shops, a specialist bookshop, two haberdashers, a kitchens shop and several clothing shops including Phase Eight. The centre provides a limited range of services including an estate agent and two tailors. There are four restaurants, one pub and one bar, and The Sloane Club.

The centre's environmental quality is good with reasonably wide pavements throughout the centre which are even and clean. Although there is a lack of pedestrian crossings, most of the units are on the same side of the road and therefore pedestrian-vehicular conflicts were not considered a major problem. The buildings within the centre are attractive 4-6 storey historic buildings with residential on upper floors. Most of the buildings are well maintained with good quality fascias. There is an adequate provision of street lighting throughout the centre, however there is a general lack of public seating, bins and planting.

### *World's End*

Worlds End is a large sized local centre with 50 commercial retail/service units. It provides nine of the eleven identified 'key' local needs therefore scoring 9 on the local needs index. The centre is a linear centre with the majority of frontages fronting onto King's Road. There are a number of units located on Worlds End Place and Langton Street. The centre contains a good mix of uses for a local centre. There are few comparison retailers along the parade but these goods are well catered for in the nearby King's Road (West) district centre. The centre is largely purpose built and performs a strong local role comprising pubs, off licences, chemists, grocers and supermarkets. The centre has one main top-up food shopping destinations (Somerfield) and other convenience retailers including newsagents and off licences. The centre has two pubs which perform an important, evening economy function within the Borough. The centre also comprises a dentist and a selection of restaurants/cafes/takeaways.

The centre is reasonably well maintained with little evidence of litter and detritus and well kept shopfronts on buildings of reasonable architectural quality. The centre contains significant areas of modern infill including the Somerfield buildings and the purpose built parade of shops on King's Road. The pavements along the frontages on either side of King's Road are of a reasonable width and are not overly cluttered with street furniture. Bins and cycle racks are placed in good locations sporadically throughout the centre. The roads were not overly busy at the time of NLP's site visit, with a pedestrian located centrally within the centre. The centre is located on two bus route which provides a frequent bus services along King's Road and beyond.

#### *Fulham Road/Brompton Cemetery*

Fulham Road/Brompton Cemetery is a medium local centre with 24 commercial retail/service units. It provides four of the eleven identified 'key' local needs therefore scoring 4 on the local needs index. Fulham Road/Brompton Cemetery local centre is located on Fulham Road at the junction with Gunter Grove and Finborough Road, in the west of the Borough.

The centre provides two convenience stores capable of providing a top-up food shopping function, including a Tesco Express store on the petrol station forecourt. In addition there is an off licence, hairdresser and takeaway catering for other local needs. In terms of comparison shopping the centre has a good function for its size with shops including a kitchen showroom, interior design and two moped shops. The centre also has several restaurants, a beautician and an estate agent.

The environment of the centre is reasonable with the main drawback to the environmental quality the significant pedestrian-vehicular conflict that traffic along Fulham Road brings. Despite the provision of pelican crossings at the junction, the level of traffic, use of railings, cluttering of the limited pavement widths with signs and street furniture and phasing of the traffic lights all present a barrier to free pedestrian movement. Even so, the buildings along Fulham Road are generally attractive historic buildings, with shopfronts and fascias that are presentable and well maintained. Some litter was observed in the centre, detracting from the environment, although generally the centre appeared free from graffiti or fly-posting and there were no signs of anti-social behaviour.

## **Appendix H**

### Evaluation of Potential Development Sites

## S1: Chelsea Farmer's Market, Sydney Street

Chelsea Farmer's Market is located to the west of Sydney Street, south of the Royal Brompton Hospital, and is on the edge of King's Road (East) major centre. It is currently in use as a market with small units surrounding it including cafes and restaurants. None of the buildings within the market are over one storey in height, with a number of the structures on site being temporary. Adjacent to the market to the north is a small parade of four three storey buildings with retail units at ground floor and to the south is the Sydney Street car park and public toilets. The site is approximately 0.3 hectares in size.

The market site is identified as part of a Major Development Site in the Kensington & Chelsea UDP (Site 21) where acceptable land uses include social and community facilities including GP surgery/medical day centre and affordable housing. The site (Site 33) is also identified within the LDF Site Specific Allocations Issues and Options document (June 2006) where acceptable uses suggested are residential, retail and social and community facilities.



| <b><i>Evaluation Criteria</i></b>     | <b><i>Comment</i></b>  |
|---------------------------------------|--|
| Availability                          | Medium term  |
| Scale of Development (retail/leisure) | Small scale (below 1,000 sq m gross net additional space – assuming 2-storey development). Net increase in retail space not guaranteed.  |
| Commercial Potential                  | Edge-of-centre site, close to King's Road, on a main thoroughfare from Brompton Road. Good main frontage and an existing retail function, but somewhat peripheral from retail uses on King's Road.   |
| Likely type of development            | High density mixed use development potentially including retail, residential and community/health/social facilities relating to the hospital. The site could be occupied by a single large space user (retail or leisure uses) at ground/first floor level. Alternatively a parade of shop units could be provided along Sydney Street as part the mixed use development |
| Development Constraints               | Availability of the site for redevelopment is uncertain. There is a potential need to relocation the existing market.  |
| Possible Alternative uses             | Retention of existing uses.<br>Extension of the Royal Brompton Hospital.   |
| Access                                | Access from Sydney Street and Britten Street.  |
| <b>Overall Development Prospects</b>  | <b>Reasonable</b> (but net gain in retail/leisure floorspace may be small scale)   |

## S2: The Clearings, Draycott Avenue

The Clearings are two warehouse buildings situated between Draycott Avenue, Mossop Street and Deyner Street, separated by Leverett Street. The buildings are currently in use as a depot by the John Lewis Partnership, with part of the site adjacent to the buildings used as a Council recycling and cleansing depot. The site is approximately 0.5 hectares in size.

The Clearings site is identified as a Major Development Site in the Kensington & Chelsea UDP (Site 27) where acceptable land uses include residential including affordable housing, Businesses (Offices, Light Industrial, R&D), Retail, Food and Drink and open space. It is also identified (Site 31) within the LDF Site Specific Allocations Issues and Options document (June 2006) where acceptable uses suggested are residential, offices, leisure and recreation, small scale retail, food and drink, social and community facilities and public open space. In addition a Draft Planning Brief SPD for the site was published in July 2007, which highlights the opportunity for a major mixed use development including residential, retail, business and amenity space. In terms of retail, the draft SPD suggests the site could provide up to 6 small scale retail shops and services (in units of 250 sq m or below), a modest single metro-sized retail unit that would be suitable for a food store and scope to include some small-scale café and restaurant uses (less than 100 sq m in size).



| <b><i>Evaluation Criteria</i></b>     | <b><i>Comment</i></b>  |
|---------------------------------------|--|
| Availability                          | Medium term  |
| Scale of Development (retail/leisure) | Medium to large scale (up to 3,000 sq m gross at ground floor level), including a food supermarket (up to 1,500 sq. m), up to 6 small retail units not associated with the supermarket (up to 250 sq. m each) and some small café/restaurant uses (up to 100 sq. m), as outlined in the Planning Brief SPD.  |
| Commercial Potential                  | Edge of centre site with good links through to Brompton Road along Draycott Avenue, with some retail units along Draycott Avenue. However the site is in a predominantly residential area with low footfalls.  |
| Likely type of development            | Major residential led mixed use development. Retail on active frontages at ground floor level including a small supermarket and retail units.  |
| Development Constraints               | Closure of the John Lewis warehouses would be required. Conversion of Clearings I (building fronting Draycott Avenue) may be required, any replacement building would need to be high quality. Relocation of the Council's recycling depot may be required. Leverett Street dissects the site into two halved (Clearings I and II). Edge-of-centre in retail terms, any retail proposals would need to satisfy need, scale and sequential tests. |
| Possible Alternative uses             | Retention of existing uses or development for housing or offices.  |
| Access                                | Access from Draycott Avenue, Mossop St and Deyner St.  |
| <b>Overall Development Prospects</b>  | <b>Reasonable</b>  |

### S3: South Kensington Underground Station

South Kensington Underground station is a grade II listed building incorporating the station ticket hall and a shopping arcade. The building is single storey and fronts onto the prominent junction of Pelham Street and Thurloe Street. The site is approximately 0.8 hectares in size. The buildings merit in the listing details states that its special interest resides in the arcaded 1867-68 revetments, with the rest of the station not possessing any special interest, although the station frontage on Pelham Street is acknowledged as having a positive contribution to the conservation area. Any scheme would need to be sensitive to the listing.

The site is identified as a Major Development Site in the Kensington & Chelsea UDP (Site 24) where acceptable land uses include business (office, light industrial, R&D), retail, hotel, leisure, residential (including affordable housing) with improvements to station. It is also identified (Site 30) within the LDF Site Specific Allocations Issues and Options document (June 2006) where acceptable uses suggested are residential, retail or offices.

Planning permission was granted in 1999 for shopping, business and residential on the site, but this permission lapsed in 2004, and the station was subsequently listed. Due the listing of the building, development on the site is likely to be small scale.



| <b><i>Evaluation Criteria</i></b>     | <b><i>Comment</i></b>  |
|---------------------------------------|--|
| Availability                          | Medium/Long term   |
| Scale of Development (retail/leisure) | Small scale retail development, potentially retaining existing arcade, but redeveloping other units to replace retail floorspace. Net gain in retail floorspace is not guaranteed. |
| Commercial Potential                  | Within the designated South Kensington District Centre. Excellent position, high footfall from underground station.  |
| Likely type of development            | Mixed use development including retail, residential and business.  |
| Development Constraints               | Listed building status with constraint scale and form of development. Construction whilst retaining the station use may be costly.   |
| Possible Alternative uses             | Retention of existing uses.  |
| Access                                | Access from Pelham Street and Thurloe Street. Access to tube station.  |
| <b>Overall Development Prospects</b>  | <b>Poor</b> (if significant gain in retail/leisure floorspace is expected)   |

#### **S4: Former Iranian Embassy, 39-49 Harrington Road, South Kensington**

The site was previously the Iranian Embassy building (now demolished). It has been used as a public car park and planning permission was granted in January 2008 for the continued temporary use of the site as a car park for a further 12 month period. The site is approximately 0.22 hectares in size. The site is adjacent to the Church of St. Augustine of Canterbury, and is bounded by Queen's Gate and Harrington Road.

The Iranian Embassy is identified as a Major Development Site in the Kensington & Chelsea UDP (Site 23) where acceptable land uses include residential and a cultural centre. It is identified (Site 29) within the LDF Site Specific Allocations Issues and Options document (June 2006) where acceptable uses suggested are cultural, social and community facilities, residential and public open space.



| <b><i>Evaluation Criteria</i></b>     | <b><i>Comment</i></b>   |
|---------------------------------------|---|
| Availability                          | Short/medium term   |
| Scale of Development (retail/leisure) | Medium scale retail (up to 1,500 sq m gross at ground floor level) with potential for medium scale leisure (e.g. a health and fitness club), community and cultural uses, either at upper floors or on active frontages. Residential on upper floors. |
| Commercial Potential                  | Edge-of-centre site, close to South Kensington and with good frontage. Retail frontages linking the site to South Kensington tube.  |
| Likely type of development            | Residential led mixed use development with community facilities and active retail frontage along Harrington Road. Slope of site suggest underground car parking may be possible.  |
| Development Constraints               | Edge-of-centre so retail and leisure uses would be subject to the sequential approach. Retail or leisure use would be contrary to the UDP and LDF allocations for the site. The site slopes to the west.  |
| Possible Alternative uses             | Public open space, continued use as a car park. Residential or office development.  |
| Access                                | Access from Harrington Road and Queen's Gate.   |
| <b>Overall Development Prospects</b>  | <b>Reasonable</b> (subject to acceptability of departure from the development plan allocation)  |

## S5: High Street Kensington Underground Station

The site is occupied by High Street Kensington Station which includes the Kensington Station Mall, a single storey arcade with eight retail units. The site is approximately 2.4 hectares in size, stretching back from the frontage on Kensington High Street over the station platforms and the District and Circle underground lines. The site is bounded by 127 Kensington High Street and 121 Kensington High Street, which are both buildings considerably larger in bulk than the Station building and overlook the station.

The site is identified as a Major Development Site in the Kensington & Chelsea UDP (Site 8) where acceptable land uses include retail, residential (including affordable housing), business (offices, light industrial and R&D). It is identified (Site 22) within the LDF Site Specific Allocations Issues and Options document (June 2006) where acceptable uses suggested are retail, residential, offices and leisure and recreation.



| <b><i>Evaluation Criteria</i></b>     | <b><i>Comment</i></b>  |
|---------------------------------------|--|
| Availability                          | Long term  |
| Scale of Development (retail/leisure) | Medium scale retail (over 2,000 sq m ground floor level) if development can be extended over the underground lines can be achieved.  |
| Commercial Potential                  | Excellent central position on the core retail frontage in Kensington High Street Major Centre.   |
| Likely type of development            | Retail with residential and offices above.   |
| Development Constraints               | Retention of station will make construction complicated and costly. The development above the underground cutting will also be costly and high density development would be required. Impact on surrounding buildings would need to be carefully considered. |
| Possible Alternative uses             | Retention of existing cutting or residential development over underground lines.   |
| Access                                | Access from Kensington High Street, potential rear access from Derry Street.   |
| <b>Overall Development Prospects</b>  | <b>Reasonable</b>  |

## S6: Odeon Cinema and Post Office 261-267 Kensington High Street and Buildings on Earl's Court Road

The Odeon Cinema is a large building adjacent to the Kensington High Street Post Office building. The site is on the corner of Earl's Court Road and Kensington High Street and is approximately 0.5 hectares in size if the adjacent Post Office is included. The Cinema and Post Office along with surrounding land provides potential for a mixed-use development.

The Odeon Cinema part of the site is identified as a Major Development Site in the Kensington & Chelsea UDP (Site 9) where acceptable land uses include cinema and residential including affordable housing. It is identified (Site 23) within the LDF Site Specific Allocations Issues and Options document (June 2006) where the Council states the cinema use should be but a mixed use development could include residential, social and community facilities, sport and leisure and retail. These proposals do not incorporate the adjacent Post Office site, which could expand the potential development area significantly. The Cinema is within a designated conservation area, but the Post Office building is just outside the Conservation area.

A planning application was submitted in April 2007 for the demolition of the existing building with retention and restoration of the façade to provide a new six screen cinema with 35 residential units and five town houses. This application has been granted subject to the signing of a S106 Agreement.



| <b><i>Evaluation Criteria</i></b>     | <b><i>Comment</i></b>   |
|---------------------------------------|---|
| Availability                          | Medium term (if both sites developed together)  |
| Scale of Development (retail/leisure) | Medium scale with up to 2,000 sq m of retail floorspace at ground floor level (if both sites are developed). A cinema use could be accommodated on upper floors.  |
| Commercial Potential                  | Edge of centre site within close proximity to Kensington High Street Major Centre. Good frontages on two sides.   |
| Likely type of development            | High density mixed use development on both sites, including retail at ground floor, and a replacement cinema and a residential element to the rear.   |
| Development Constraints               | Provision of a new Cinema within the redevelopment and potential removal of a Post Office required, which may need to be relocated as part of the redevelopment. Current planning application suggests the availability for retail use is uncertain. The availability of the Post Office part of the site for redevelopment is uncertain. |
| Possible Alternative uses             | Retention of existing uses. Leisure or community led scheme with substantial amounts of residential.  |
| Access                                | Access from Kensington High Street, Earl's Court Road and Pembroke Place.   |
| <b>Overall Development Prospects</b>  | <b>Reasonable</b>   |

## S7: Former London Electricity Board Depot, Victoria Gardens

The Former London Electricity Board Depot on Victoria Gardens is a parcel of land behind the main retail frontage and to the north of Notting Hill Gate District Centre. The site currently appears to be in use as an educational establishment and is predominantly surrounded by residential properties. The 0.32 hectare site is accessible from Victoria Gardens and Pembridge Road. In addition there is a walkway connecting Victoria Gardens to the Notting Hill Gate core frontage allowing good pedestrian accessibility.

The site is identified as a Major Development Site in the Kensington & Chelsea UDP (Site 17) where acceptable land uses include residential (including affordable housing and a public short stay car park. It is identified (Site 17) within the LDF Site Specific Allocations Issues and Options document (June 2006) where residential is the suggested use.

A planning application was submitted in September 2007 for the demolition of the existing warehouse building, construction of eight houses and associated car parking, application still awaiting determination.



| <b><i>Evaluation Criteria</i></b>                         | <b><i>Comment</i></b>  |
|---|--|
| Availability  | Short/Medium Term  |
| Scale of Development (retail/leisure/ community/cultural) | Small to Medium scale - up to 2,000 sq m floorspace at ground floor level with residential/offices above. Potential for a small/medium sized supermarket with small units along frontage.  |
| Commercial Potential                                      | Edge of Centre site, close to Notting Hill Gate, but located behind the main retail frontages with poor road access.   |
| Likely type of development                                | Large format store with residential above, or alternatively small scale retail development on the Victoria Gardens frontage.   |
| Development Constraints                                   | Impact on residential uses surrounding the site. Poor access to the site by road and limited road frontage. Site availability for retail use uncertain and contrary to the LDF allocation. |
| Possible Alternative uses                                 | Redevelopment solely for housing.  |
| Access  | Access from Victoria Gardens and Pembridge Road.   |
| <b>Overall Development Prospects</b>                      | <b>Reasonable</b> (for residential with small scale retail element at ground floor level – up to 500 sq m gross)<br><b>Poor</b> (for major retail development)                             |

## S8: Newcombe House, Notting Hill Gate

Newcombe House is a twelve storey office tower in the centre of Notting Hill Gate District Centre close the Notting Hill Gate underground. It was constructed as part of the 1950s remodelling of Notting Hill Gate. The site comprises of approximately 0.2 hectares of land including Newcombe House, parking area to rear and the frontage along Kensington Church Street. Newcombe House is set back from Notting Hill Gate with a visual break in the frontage. Newcombe House is currently leased as an office building with the retail unit in front of it on Notting Hill Gate currently occupied by Waterstones.

Newcombe House is identified as a Major Development Site in the Kensington & Chelsea UDP (Site 3) where acceptable land uses include retail, residential (including affordable housing), business (office, light industrial, R&D). It is identified (Site 18) within the LDF Site Specific Allocations Issues and Options document (June 2006) where acceptable uses suggested are offices, residential, retail and new library facilities.



| <b><i>Evaluation Criteria</i></b>     | <b><i>Comment</i></b>  |
|---------------------------------------|--|
| Availability                          | Short/Medium Term  |
| Scale of Development (retail/leisure) | Small scale – up to 1,000 sq. m retail floorspace at ground floor level with office space on upper floors, with an element of residential. A library incorporated into the scheme with access at ground floor level. |
| Commercial Potential                  | Within Notting Hill Gate District Centre, on Notting Hill Gate and Kensington Church Street Core shopping frontages. Good access by tube and road.   |
| Likely type of development            | Mixed use scheme with retail at ground floor level and offices and an element of residential above with rear access.   |
| Development Constraints               | Site assembly and availability. The need to relocate existing uses may need to be considered.  |
| Possible Alternative uses             | Retention of existing uses.  |
| Access                                | Access from Notting Hill Gate, Kensington Church Street and Newcombe Street.   |
| <b>Overall Development Prospects</b>  | <b>Good</b>  |

**S9: Telephone Exchange, Territorial Army Centre, Homebase and Car Park, Warwick Road**

The Telephone Exchange and Territorial Army Centre on Warwick Road are adjacent sites which combined total approximately 1.2 hectares. The site is bounded by Warwick Road to the east, a residential development to the north, a Homebase retail warehouse to the south and the West London Railway to the west. The site is not within a designated conservation area. There may also be potential to include the Homebase to the south within the site, depending on availability. The TA Centre site has been cleared of all its buildings and is currently vacant. The Telephone Exchange has been vacated and is in disrepair although part of the site is in use by a vehicle hire firm. The Territorial Army Centre and Car Park is identified as Major Development Site within the adopted UDP where acceptable land uses include residential (including affordable housing), open space, recreation, social/community and business (offices, light industrial, R&D). Both sites (Sites 24 and 25) are identified in the Site Specific Allocations Issues and Options document (June 2006) with suggested uses including residential, offices, small scale food and drink, cultural, social and community facilities, public open space, youth facilities and enhancement of the green corridor.

A planning application was submitted in 2005 for 239 residential units on the Telephone Exchange site but subsequently withdrawn. The Council is currently considering an application for the redevelopment of the Telephone Exchange Site for 158 residential units and 520 sq. m. of A1 - A3 or D1 on the ground floor. The TA site is the subject of two planning applications: one recently granted planning permission for residential development and 481 sq m of Class A1-A3 or D1 uses (subject to the signing of a s106 agreement); and a second which is the subject of a Public Inquiry. The Council expects an application on the Homebase site imminently.



| <b><i>Evaluation Criteria</i></b>     | <b><i>Comment</i></b>  |
|---------------------------------------|--|
| Availability                          | Short Term   |
| Scale of Development (retail/leisure) | Large scale if large format stores proposed. Alternatively small neighbourhood facilities (up to 1,000 sq m) to serve residential uses.                                      |
| Commercial Potential                  | Out of centre site but good frontage onto Warwick Road, close to Tesco supermarket.  |
| Likely type of development            | Large scale residential and office led mixed use with ancillary community and retail uses.   |
| Development Constraints               | Site assembly and availability. Current application on the TA site. Out of centre site therefore retail/leisure development would be the subject of the sequential approach. |
| Possible Alternative uses             | Mixed use residential/office development with open space with recreational uses.   |
| Access                                | Warwick Road and Radnor Terrace  |
| <b>Overall Development Prospects</b>  | <b>Poor</b> (Large scale due to out of centre location)<br><b>Reasonable</b> (small scale neighbourhood facilities)  |

## S10: The Commonwealth Institute, Kensington High Street

The Commonwealth Institute is a grade II\* listed building built in 1962. The main exhibition area has not been substantially in use since 1996 and the Commonwealth Institute educational charity wholly vacated the premises in 2002.

The site (Site 21) is identified in the LDF Site Specific Allocations Issues and Options document (June 2006) where acceptable uses suggested by the Council are for a non-residential institutional use (such as a museum, gallery and exhibition space), assembly and leisure and theatre.

In August 2007 a Planning Brief SPD for the site was produced. This planning brief outlined that the main aim is to secure a use which will maintain its long term structural integrity and accessibility. The building is promoted for use as it was originally intended, with D1 non-residential institutional uses and D2 assembly and leisure uses most suited. In addition, the Council wish to protect the setting and open space around the building including the main features in the area fronting Kensington High Street. The adjacent conference and administration building is highlighted as being of lesser significance, potentially allowing scope for more significant alterations and development. The brief also highlights that in principle a hotel could be accommodated on site and that a pavilion type retail unit could be accommodated on the flagpoles area. The site is highlighted in the Site Allocations Issues and Options document.



| <b>Evaluation Criteria</b>            | <b>Comment</b>   |
|---------------------------------------|--|
| Availability                          | Short/Medium Term  |
| Scale of Development (retail/leisure) | Small scale kiosk/pavilion fronting onto Kensington High Street (100 sq. m) in retail or café (A3) type uses, ancillary to large scale cultural uses as currently enabled by the main part of the building (e.g. theatre, art gallery, concert venue). |
| Commercial Potential                  | Edge of Centre site with prominent position and good frontage on Kensington High Street.   |
| Likely type of development            | Limited potential for retail use. Use of main exhibition space as a theatre/entertainment venue. Sympathetic conversion or redevelopment of admin building for hotel/residential.  |
| Development Constraints               | Listed building and its setting. Unlikely to be able to significantly alter the existing layout.   |
| Possible Alternative uses             | Public community space.  |
| Access                                | Kensington High Street/Melbury Court   |
| <b>Overall Development Prospects</b>  | <b>Good</b> (small scale retail provision as part of a cultural use)<br><b>Poor</b> (large scale retail development)   |

**S11: Earl's Court One, Earl's Court Exhibition Centre**

Earl's Court Exhibition Centre is formed of two buildings; Earl's Court One, constructed in the 1930s and Earl's Court Two, constructed in the early 1990s. Earl's Court One occupies a large site and is used for music concerts, exhibition shows and sporting events.

The site has not been identified in the Kensington & Chelsea adopted UDP or the LDF Site Specific Allocations Issues and Options document (June 2006), but the building occupies a large prime site which may have potential for redevelopment.



| <b><i>Evaluation Criteria</i></b>     | <b><i>Comment</i></b>  |
|---------------------------------------|--|
| Availability                          | Long Term  |
| Scale of Development (retail/leisure) | Large scale - retail on active frontages to support the office/residential function of any redevelopment. New exhibition/leisure space.  |
| Commercial Potential                  | Edge of Centre site within close proximity to Earl's Court Road District Centre. Prominent position on Warwick Road with good access to Earl's Court and West Brompton underground Stations. |
| Likely type of development            | Large scale mixed use development likely to include retail, offices and residential. Retention of some sort of exhibition function.  |
| Development Constraints               | Availability for redevelopment uncertain. Retention of existing building may be desirable.   |
| Possible Alternative uses             | Retention of existing use. Refurbishment of existing buildings to retain existing function but also provide a mix of other permanent uses.   |
| Access                                | Warwick Road and Old Brompton Road   |
| <b>Overall Development Prospects</b>  | <b>Reasonable</b> (if principle of redevelopment is accepted)  |

## S12: Portobello Court Estate, Portobello Road

The Portobello Court Estate is a post-war housing estate located adjacent to Portobello Road, between Portobello Road Special District Centre and Westbourne Grove Special District Centre.

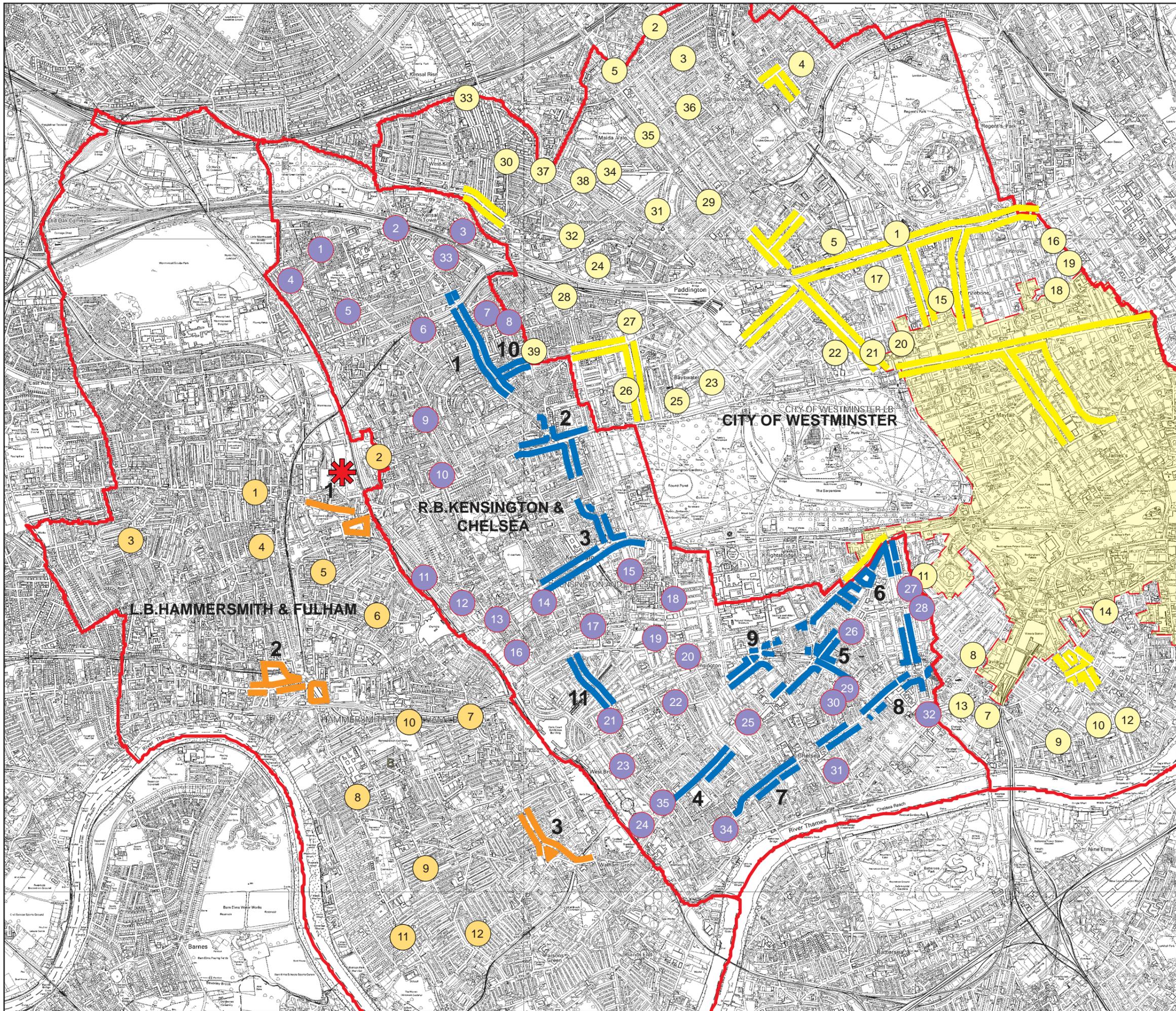
The estate is highlighted in the LDF North Kensington Area Action Plan Issues and Options document (Feb 2008) as an estate being reviewed for housing renewal. In the document the growth option involving moderate change for the Portobello, Golborne Road and Westbourne Grove area highlights the potential for eastwards expansion of the Portobello Road retail frontages through the renewal of Portobello Court. Currently the housing estate is set back and does not provide frontages onto Portobello Road or Westbourne Grove and represents a visual break in the continuity of Portobello Road.



| <b><i>Evaluation Criteria</i></b>     | <b><i>Comment</i></b>   |
|---------------------------------------|---|
| Availability                          | Long Term   |
| Scale of Development (retail/leisure) | Large scale - Retail, leisure or community uses on the ground floor up to 4,000 sq. m   |
| Commercial Potential                  | Edge of Centre site opposite the non-core frontage of Portobello Road Special District Centre and close to Westbourne Grove Special District Centre. Prominent position on Portobello Road and Westbourne Grove. High footfall. |
| Likely type of development            | Redevelopment with retail/leisure/community fronting edges of site. Residential at upper floors, accessed by a communal courtyard.  |
| Development Constraints               | Sensitivity of housing renewal with existing incumbent tenants. Reflecting the character and nature of Portobello Road and Westbourne Grove.  |
| Possible Alternative uses             | Retention and refurbishment of existing uses. Possible intensification of the estate by developing frontages around existing buildings.   |
| Access                                | Portobello Road, Westbourne Grove, Colville Road and Lonsdale Road  |
| <b>Overall Development Prospects</b>  | <b>Reasonable</b> (if housing renewal scheme goes ahead)  |

## **Appendix I**

### Plans



**KEY**

Proposed Westfield Shopping Centre



Retail Area Within International, Major and District Centres in RB Kensington & Chelsea



1. Portobello Road
2. Notting Hill Gate
3. Kensington High Street
4. Fulham Road (West)
5. Fulham Road (East)
6. Knightsbridge
7. Kings Road (West)
8. Kings Road (East)
9. South Kensington
10. Westbourne Grove
11. Earls Court Road

Local Centres in RB Kensington & Chelsea



1. Barlby Road
2. Ladbroke Grove (North)
3. Golborne Road (North)
4. North Pole Road
5. St Helens Gardens
6. Ladbroke Grove Station
7. All Saints Road
8. Westbourne Park Road
9. Clarendon Cross
10. Holland Park Avenue
11. Holland Road
12. Napier Road
13. Kensington High St (West)
14. Commonwealth Institute
15. Thackeray Street
16. Pembroke Road
17. Stratford Road
18. Gloucester Road North
19. Cromwell Road (Air Terminal)
20. Gloucester Road South
21. Old Brompton Road (West)
22. Old Brompton Road (East)
23. Ifield Road
24. The Billings
25. Fulham Road (Old Church St)
26. Walton St
27. Lowndes St
28. Pont St
29. Sloane Avenue
30. Elystan St
31. Chelsea Manor Street
32. Lower Sloane St
33. Golbourne Road
34. Worlds End
35. Fulham Road/Brompton Cemetary

Prime Retail Frontages in Town Centres in LB Hammersmith & Fulham



1. Shepherds Bush
2. Hammersmith Centre
3. Fulham Centre

Key Local Shopping Centres in LB Hammersmith and Fulham



1. Uxbridge Road West
2. Edward Woods Estate
3. Askew Road
4. Goldhawk Road
5. Shepherds Bush Road
6. Blythe Road
7. North End Road
8. Greyhound Road
9. Munster Road
10. Barons Court
11. Fulham Palace Road (Central)
12. Fulham Road

**nlp** Nathaniel Lichfield and Partners

Project RB Kensington and Chelsea Needs Study

Title **Plan 1**  
Shopping Centres in and around Royal Borough of Kensington and Chelsea

Client The Royal Borough of Kensington and Chelsea

Date May 2008

Scale NTS @ A3

Drawn by FP

Drg. No CL11416-001



IL11416-001

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## KEY CONTINUED

Central Activities Zone



Local Centres  
(City of Westminster)



1. Baker Street/Melcombe Street
2. Abbey Road/Boundary Road
3. Blenheim Terrace
4. Charlbert Street
5. Kilburn Park Road
6. Lisson Grove
7. Ebury Bridge Road
8. Elizabeth Street
9. Lupus Street
10. Moreton Street
11. Motcomb Street
12. Pimlico
13. Pimlico Road
14. Strutton Ground/Artillery Row
15. Chiltern Street/George Street/Blandford Street
16. Cleveland Street
17. Crawford Street/Seymour Place/York Street
18. Great Titchfield Street
19. New Cavendish Street
20. New Quebec Street
21. Seymour Place
22. Connaught Street
23. Craven Road/Craven Terrace
24. Harrow Road/Bourne Terrace
25. Leinster Terrace
26. Moscow Road
27. Portchester Road
28. Westbourne Park Road
29. Clifton Road
30. Fernhead Road
31. Formosa Street
32. Harrow Road (East)
33. Kilburn Lane
34. Laudervale Road/Castellain Road
35. Maida Vale
36. Nugent Terrace
37. Shirland Road/Chippenham Road
38. Shirland Road Junction
39. Ledbury Road



**KEY**

Proposed Westfield Shopping Centre



Existing Foodstores >1,000 sq.metres



1. Marks & Spencer Food Hall, High Street, Kensington, W8 5SQ
2. Marks & Spencer Food Hall, Kings Road, Chelsea, SW3 4NX
3. Sainsbury's Kensal Gas Works, Canal Walk, Ladbroke Grove, W10 5AJ4
4. Sainsbury's, West End Air Terminal, Cromwell Road, SW7 4EJ
5. Tesco Metro, Kensington High Street
6. Tesco, West Cromwell Road, Kensington, W14 8PB
7. Waitrose, Gloucester Arcade, Gloucester Road, SW7 4SF
8. Waitrose, Kings Road, Chelsea, SW3 5XP

Existing Foodstores >1,000 sq.metres outside RB Kensington & Chelsea



9. Budgens, The Colonnades, Baywater, W2 6ES
10. Tesco, Shepherds Bush Road, Hammersmith, W6 7NL
11. Somerfield, North End Road, Fulham, SW6 1NJ
12. Waitrose, North End Road, Fulham, SW6 1LX
13. Morrisons, Shepherds Bush W12 8PH
14. Somerfield, Edgware Road, Paddington, W2 2HR
15. Sainsbury's, Townmead Road, Fulham, SW6 2SY
16. Sainsbury's, Wilton Road, Pimlico

Existing Foodstores 500 -1,000 sq.metres



17. Somerfield, Kings Road, Chelsea, SW10 0LU
18. Tesco Metro, Notting Hill Gate, Notting Hill, W11 3QE
19. Tesco Metro, Portobello Road, Notting Hill, W11 1LJ
20. Waitrose, High Street Kensington, W8 6SA

Existing Foodstores <500 sq.metres



21. Marks & Spencer Simply Food, Earls Court Road, SW5 9AS
22. Marks & Spencer Simply Food, 289-291 Fulham Road, Chelsea, SW10 9PZ
23. Marks & Spencer Simply Food, Notting Hill Gate, Notting Hill, W11 3QG
24. Sainsbury's Local, Earls Court Road Inside, SW5 9QQ
25. Sainsbury's Local, Fulham Road, Chelsea, SW10 9PZ
26. Sainsbury's Local, Sloane Avenue, Chelsea, SW3 3DJ
27. Marks & Spencer Simply Food, Brompton Road, Kensington, SW3 4NF
28. Somerfield, Earls Court Road, Earls Court, SW5 9QB
29. Tesco Express, 459 Fulham Road, Chelsea SW10 9QL
30. Tesco Express, 248 Fulham Road, Chelsea SW10 9NA
31. Tesco Express, 92 Holland Park Avenue, Notting Hill W11 3FB
32. Tesco Express, 87-93 Gloucester Road, SW7 4SS
33. Tesco Express, Brompton Road SW3 2AW
34. Tesco Express, 279 Kings Road, Chelsea, SW3 5EP
35. Tesco Express, Old Brompton Road, South Kensington, SW7 3DY
36. Tesco Express, Royal Hospital Road, Chelsea, SW3 4HN
37. Tesco Express, 180-184 Fulham Road, Chelsea, SW10 9PN

**nlp** Nathaniel Lichfield and Partners

Project RB Kensington and Chelsea Needs Study

Title **Plan 2**  
Supermarkets in around Royal Borough of Kensington and Chelsea

Client The Royal Borough of Kensington and Chelsea

Date May 2008

Scale NTS @ A3

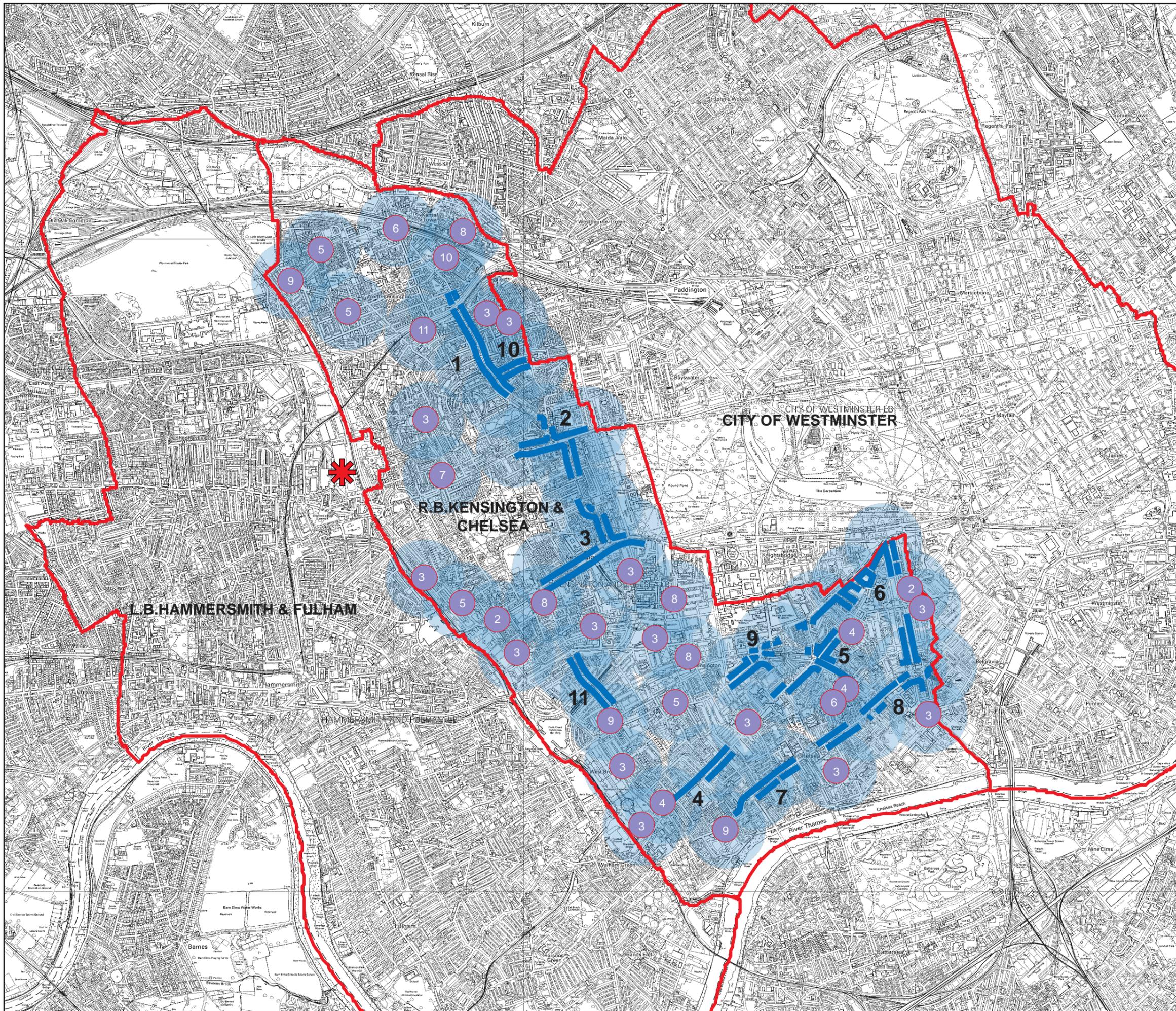
Drawn by FP

Drg. No CL11416-002

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**KEY**

Proposed Westfield Shopping Centre



Retail Area Within International, Major and District Centres in RB Kensington & Chelsea



1. Portobello Road
2. Notting Hill Gate
3. Kensington High Street
4. Fulham Road (West)
5. Fulham Road (East)
6. Knightsbridge
7. Kings Road (West)
8. Kings Road (East)
9. South Kensington
10. Westbourne Grove
11. Earls Court Road

Local Needs Index 1-11 (300 m radius from Local Centres)



2. Kensington High Street (West)
2. Lowndes Road
3. All Saints Road
3. Westbourne Park Road
3. Clarendon Cross
3. Holland Road
3. Thackeray Street
3. Pembroke Road
3. Cromwell Road (Air Terminal)
3. Ifield Road
3. The Billings
3. Fulham Road (Old Church St)
3. Pont St
3. Chelsea Manor Street
4. Lower Sloane St
4. Walton St
4. Sloane Avenue
4. Fulham Road/Brompton Cemetery
5. St Helens Gardens
5. Napier Road
5. Barlby Road
5. Old Brompton Road (East)
6. Ladbroke Grove (North)
6. Elystan St
7. Holland Park Avenue
8. Golborne Road (North)
8. Commonwealth Institute
8. Stratford Road
8. Gloucester Road North
8. Gloucester Road South
9. North Pole Road
9. Old Brompton Road (West)
9. Worlds End
10. Golbourne Road
11. Ladbroke Grove Station

**nlp** Nathaniel Lichfield and Partners

Project RB Kensington and Chelsea Needs Study

Title **Plan 3**  
Local Needs index and Areas outside 300m from Local Centres

Client The Royal Borough of Kensington and Chelsea

Date May 2008

Scale NTS @ A3

Drawn by FP

Drg. No CL11416-003



IL11416-003

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