



# North Kent SHENA

## Retail & Commercial Leisure Assessment

**Final Report**

Volume 3 — Household Telephone  
Survey Results  
November 2016

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# Gravesham & Medway Household Survey for GVA

Weighted:

February 2015

	Total	Zone 01	Zone 02	Zone 03	Zone 04	Zone 5A	Zone 5B	Zone 5A & 5B	Zone 06	Zone 07										
<b>Q01 In which shop or town/local centre do you do most of your household's main food shopping?</b>																				
<i>Excludes SFTs</i>																				
ASDA Superstore, Imperial Retail Park, Thames Way, Gravesend , DA11 8JH	8.2%	114	4.8%	7	25.5%	15	14.1%	6	1.6%	1	22.5%	23	41.1%	41	31.6%	65	33.1%	8	5.9%	3
Sainsbury's Superstore, Wingfield Bank, Northfleet , Gravesend , DA11 8JH	7.1%	99	5.4%	7	13.5%	8	29.4%	13	9.9%	8	24.3%	25	14.1%	14	19.3%	39	14.8%	4	3.1%	2
Sainsbury's Superstore, Hempstead Valley Drive, Hempstead, Gillingham, ME7 3PQ	6.6%	92	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	3
Morrisons, Coldharbour Road, Northfleet , Gravesend, DA11 8AB	6.4%	89	2.8%	4	2.6%	2	19.8%	9	6.1%	5	36.3%	38	18.0%	18	27.3%	56	26.8%	6	0.0%	0
ASDA Superstore, Maidstone Road, Chatham, ME5 9SE	6.4%	88	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
Morrisons, Knight Road, Strood, ME2 2AA	5.4%	75	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	28.7%	16
ASDA Superstore, Crossways Boulevard, Greenhithe	5.4%	74	34.2%	47	36.7%	22	7.3%	3	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Courteney Road, Gillingham, ME8 0GX	4.7%	65	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
ALDI, 70 Duncan Road, Gillingham, ME7 4JS	3.4%	48	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Charles Street, Strood, ME2 2DE	3.1%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	16.8%	10
Tesco, Courteney Road, Gillingham, ME8 0FB	3.1%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Morrisons, Princes Avenue, Walderslade, ME5 8BA	2.5%	35	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
Sainsbury's Superstore, Pentagon Shopping Centre, 68-72 The Pentagon, Chatham , ME4 4HP	2.2%	31	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
ALDI, Friary Place, Strood, ME2 4TP	2.2%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.2%	9
ALDI, 55 London Road, Northfleet, Gravesend, DA11 9LY	2.1%	29	2.2%	3	5.5%	3	2.5%	1	3.7%	3	4.9%	5	8.9%	9	6.9%	14	5.5%	1	0.7%	0
Sainsbury's Superstore,	2.1%	29	19.1%	26	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# Gravesham & Medway Household Survey for GVA

Weighted:

February 2015

	Total	Zone 01	Zone 02	Zone 03	Zone 04	Zone 5A	Zone 5B	Zone 5A & 5B	Zone 06	Zone 07										
Priory Market Place, Priory Shopping Centre, Dartford																				
Tesco Superstore, Lunsford Park, Larkfield, ME20 6RJ	2.1%	29	0.0%	0	0.0%	0	0.6%	0	3.4%	3	0.0%	0	0.0%	0	0.0%	0	0.8%	0	1.0%	1
Tesco Metro, 1 Rainham Centre, Rainham, Gillingham, ME8 7HW	2.0%	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	2.4%	1
Waitrose, 63 Station Road, Longfield, DA3 7QA	1.9%	26	2.8%	4	1.4%	1	10.9%	5	17.4%	15	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Tesco Superstore, The Brook, Chatham, ME4 4NZ	1.7%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Tesco Metro, Thamesgate Shopping Centre, Gravesend, DA11 0AF	1.4%	19	0.9%	1	1.2%	1	0.0%	0	0.0%	0	3.5%	4	12.1%	12	7.7%	16	6.3%	2	0.0%	0
Gillingham (other stores)	1.2%	16	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
Other food stores outside survey area	1.1%	15	4.9%	7	2.1%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Tesco Express, 48-52 Sturdee Avenue, Gillingham, ME7 2HN	1.1%	15	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ASDA Supercentre, London Road, Swanley	1.0%	14	2.7%	4	0.6%	0	0.0%	0	11.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LIDL, Imperial Retail Park, Thames Way, Gravesend, DA11 0DQ	0.9%	12	0.9%	1	0.0%	0	6.5%	3	0.7%	1	2.0%	2	2.6%	3	2.3%	5	5.1%	1	0.7%	0
Sainsbury's, Priory Market Place, Priory Shopping Centre, Dartford	0.8%	11	8.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dartford (other stores)	0.8%	11	7.1%	10	0.6%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ASDA Superstore, Avenue of Remembrance, Sittingbourne, ME10 4DN	0.8%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	3	1.6%	3	1.3%	0	0.0%	0
Sainsbury's Superstore, Oxford Road, Sevenoaks	0.7%	10	0.0%	0	0.0%	0	0.0%	0	11.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sevenoaks (other stores)	0.6%	9	0.0%	0	0.0%	0	0.0%	0	9.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Avenue of Remembrance, Sittingbourne, ME10 4DN	0.6%	9	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
ASDA, High Street, Strood, ME2 4TR	0.6%	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	1.6%	1
Waitrose, Mid-Kent Shopping Centre, Allington Park, Maidstone, ME16 0PX	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Sainsbury's Superstore, Mills	0.5%	7	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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February 2015

	Total	Zone 01	Zone 02	Zone 03	Zone 04	Zone 5A	Zone 5B	Zone 5A & 5B	Zone 06	Zone 07
Road, Aylesford, Quarry Wood Ind. Estate, ME20 7NA										
Tesco Express, 178 Darnley Road, Strood, ME2 2UW	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maidstone (other stores)	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Mill Way, Sittingbourne	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Bluewater, Greenhithe	0.4%	6	0.9%	1	0.0%	0	1.7%	1	0.0%	0
Chatham (other stores)	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Walderslade Road, Chatham, ME5 9LL	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, New Hythe Lane, Larkfield, ME20 6PW	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ASDA Superstore, Alexander Grove, Kings Hill	0.4%	5	0.0%	0	0.0%	0	2.9%	3	0.0%	0
Co-op, High Street, Gillingham, ME7 1AL	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Romney Place, Maidstone, ME15 6SF	0.3%	4	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Marks & Spencer, Hempstead Valley Centre, Gillingham	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Greenhithe, John Lewis Foodhall, Bluewater, DA9 9SA	0.3%	4	0.0%	0	0.8%	0	0.6%	0	0.0%	0
ALDI, East Street, Sittingbourne, ME10 4BL	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Dartford	0.3%	4	2.8%	4	0.0%	0	0.6%	0	0.0%	0
Tesco Express, Gravesend Road, Strood, ME2 3PW	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gravesend (other stores)	0.3%	4	0.0%	0	0.8%	0	1.3%	1	0.0%	0
ALDI, Well Road, Maidstone, ME14 1XL	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Prospect Place Retail Park, Dartford, DA1 1DY	0.2%	3	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Chatham	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Frindsbury Road, Strood, ME2 4JD	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, West Gillingham	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total	Zone 01	Zone 02	Zone 03	Zone 04	Zone 5A	Zone 5B	Zone 5A & 5B	Zone 06	Zone 07
Retail Park, Gillingham										
Morrisons Local, 69-77 Week Street, Maidstone, ME14 1RJ	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Gillingham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 46-48 High Street, Snodland, Snodland, ME6 5DA	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ALDI, St Mary's Road, Swanley	0.2%	2	0.0%	0	0.0%	0	0.0%	2	2.6%	2
Rainham (other stores)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sittingbourne (other stores)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Station Road, Longfield	0.1%	1	0.0%	0	0.0%	0	1.7%	1	0.7%	1
ALDI, Pepys Avenue, Sheerness, ME12 1AQ	0.1%	1	0.0%	0	0.0%	0	0.0%	1	1.5%	1
Rochester (other stores)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 11-13 Main Road, Hoo, Rochester, ME3 9AA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Pier Road, Chandlers Whard, Gillingham, ME7 1TZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Grove Park Shopping Centre, Gadby Road, Sittingbourne, ME10 1TH	0.1%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Co-op, 22 Parkwood Green, Rainham, Gillingham, ME8 9PN	0.1%	1	0.0%	0	0.0%	0	0.0%	1	1.2%	1
ASDA Superstore, Romney Place, Maidstone, ME15 6SF	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	0.1%	1	0.0%	0	0.0%	0	1.0%	1	1.0%	1
Iceland, Rainham District Shopping Centre, Rainham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 142 Hempstead Road, Gillingham, ME7 3QE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Centres inside Survey Area - Zone 3	0.1%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Co-op, The Row, New Ash Green, Longfield	0.0%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Co-op, Hever Road, West Kingsdown	0.0%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Hempstead Valley (other stores)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total	Zone 01	Zone 02	Zone 03	Zone 04	Zone 5A	Zone 5B	Zone 5A & 5B	Zone 06	Zone 07
Strood (other stores)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	1
Iceland, High Street, Strood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westfield Stratford City	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Nisa, 29-31 High Street, Swanscombe, DA10 0AG	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Tesco Express, The Parade, Meopham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	1389	138	60	44	85	104	100	205	24	57
Sample:	1397	96	94	98	91	47	48	95	93	93

**Q01A Which retailer do you purchase your food internet / home delivery shopping from most often?***Those who use the internet for their main food and grocery shopping at Q01*

Tesco	48.1%	47	40.4%	1	69.1%	3	57.5%	1	81.1%	6	32.9%	4	0.0%	0	23.1%	4	41.0%	1	47.6%	2
Asda	18.0%	18	0.0%	0	0.0%	0	42.5%	1	10.9%	1	50.0%	7	0.0%	0	35.2%	7	13.3%	0	11.6%	0
Sainsbury's	16.9%	17	29.8%	1	20.9%	1	0.0%	0	8.0%	1	17.1%	2	57.5%	3	29.1%	6	31.3%	1	15.7%	1
Ocado	14.1%	14	29.8%	1	10.0%	0	0.0%	0	0.0%	0	0.0%	0	42.5%	2	12.6%	2	14.5%	0	25.1%	1
Iceland	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	0.0%	0
Weighted base:	98	3	5	1	7	13	6	19	2	7	6	8	7	3						
Sample:	90	3	6	2	6	6	2	8	7	6										

**Q02 How do you normally travel to (STORE MENTIONED AT Q01)?***Those who do most of their main food shopping at a store at Q01*

Car / van (as driver)	72.3%	1005	71.8%	99	72.7%	44	83.7%	37	84.6%	72	80.6%	84	72.3%	73	76.5%	157	73.5%	18	83.7%	47
Car / van (as passenger)	12.7%	177	12.6%	17	14.4%	9	10.8%	5	10.8%	9	9.3%	10	12.0%	12	10.6%	22	19.0%	5	12.1%	7
Motorcycle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bus	5.6%	78	6.3%	9	7.4%	4	0.0%	0	2.6%	2	2.2%	2	6.4%	6	4.3%	9	6.2%	2	2.8%	2
Train	0.1%	2	0.0%	0	1.4%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Taxi	0.6%	9	2.2%	3	0.0%	0	0.8%	0	0.0%	0	2.2%	2	1.1%	1	1.7%	3	0.0%	0	0.0%	0
Walk	7.9%	109	4.2%	6	4.1%	2	4.0%	2	1.2%	1	5.7%	6	8.2%	8	6.9%	14	1.3%	0	0.7%	0
Bicycle	0.2%	3	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
Disability vehicle (scooter, wheelchair etc.)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.2%	3	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
(Don't travel / goods delivered)	0.1%	2	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	1389	138	60	44	85	104	100	205	24	57										
Sample:	1397	96	94	98	91	47	48	95	93	93										

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February 2015

	Total	Zone 01	Zone 02	Zone 03	Zone 04	Zone 5A	Zone 5B	Zone 5A & 5B	Zone 06	Zone 07										
<b>Q03 Apart from the (STORE / CENTRE MENTIONED AT Q01), is there any other store or centre that you use regularly to do a main food shop?</b>																				
<i>Those who do most of their main food shopping at a specified store or retailer at Q01 AND Excludes SFTs</i>																				
Sainsbury's Superstore, Wingfield Bank, Northfleet , Gravesend , DA11 8JH	6.8%	94	4.7%	6	22.0%	13	25.5%	11	11.9%	10	20.0%	22	13.0%	13	16.6%	34	16.2%	4	4.4%	2
ASDA Superstore, Maidstone Road, Chatham, ME5 9SE	6.7%	92	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	4.9%	3
Morrisons, Knight Road, Strood, ME2 2AA	6.5%	89	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.3%	14
Morrisons, Coldharbour Road, Northfleet , Gravesend, DA11 8AB	6.2%	85	5.9%	8	0.6%	0	14.0%	6	2.4%	2	31.5%	34	21.6%	21	26.8%	55	20.3%	5	1.7%	1
Sainsbury's Superstore, Hempstead Valley Drive, Hempstead, Gillingham, ME7 3PQ	6.0%	83	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1
ASDA Superstore, Imperial Retail Park, Thames Way, Gravesend , DA11 8JH	5.3%	73	0.7%	1	12.8%	8	8.0%	4	3.2%	3	15.7%	17	32.5%	32	23.7%	49	26.8%	6	2.8%	2
Tesco Extra, Courteney Road, Gillingham, ME8 0GX	4.4%	60	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
ASDA Superstore, Crossways Boulevard, Greenhithe	3.9%	54	24.1%	32	26.9%	16	6.0%	3	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Morrisons, Princes Avenue, Walderslade, ME5 8BA	2.8%	39	0.0%	0	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, Courteney Road, Gillingham, ME8 0FB	2.8%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1
Sainsbury's Superstore, Pentagon Shopping Centre, 68-72 The Pentagon, Chatham , ME4 4HP	2.7%	37	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2
Waitrose, 63 Station Road, Longfield, DA3 7QA	2.5%	34	2.2%	3	1.3%	1	19.2%	8	21.4%	18	0.0%	0	0.0%	0	0.0%	0	0.8%	0	1.0%	1
Tesco Superstore, Charles Street, Strood, ME2 2DE	2.4%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	16.7%	9
Tesco Metro, Thamesgate Shopping Centre, Gravesend, DA11 0AF	1.9%	26	0.9%	1	2.7%	2	1.3%	1	0.0%	0	6.1%	7	14.3%	14	10.0%	21	6.1%	1	0.7%	0
ALDI, 55 London Road, Northfleet, Gravesend, DA11 9LY	1.8%	25	0.7%	1	10.4%	6	6.5%	3	0.0%	0	6.2%	7	6.1%	6	6.1%	13	7.3%	2	0.7%	0

# Gravesham & Medway Household Survey for GVA

Weighted:

February 2015

	Total	Zone 01	Zone 02	Zone 03	Zone 04	Zone 5A	Zone 5B	Zone 5A & 5B	Zone 06	Zone 07										
ALDI, Friary Place, Strood, ME2 4TP	1.8%	24	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%	5
Tesco Superstore, The Brook, Chatham, ME4 4NZ	1.7%	23	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
LIDL, Imperial Retail Park, Thames Way, Gravesend, DA11 0DQ	1.7%	23	2.2%	3	4.4%	3	2.1%	1	4.3%	4	4.2%	5	2.4%	2	3.4%	7	7.1%	2	0.0%	0
Tesco Superstore, Lunsford Park, Larkfield, ME20 6RJ	1.6%	22	0.0%	0	0.0%	0	0.6%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Tesco Metro, 1 Rainham Centre, Rainham, Gillingham, ME8 7HW	1.6%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ALDI, 70 Duncan Road, Gillingham, ME7 4JS	1.5%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Priory Market Place, Priory Shopping Centre, Dartford	1.2%	17	11.3%	15	0.6%	0	0.6%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Gillingham	1.1%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other food stores outside survey area	1.1%	15	6.6%	9	1.3%	1	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Gravesend (other stores)	1.1%	15	0.0%	0	0.0%	0	0.0%	0	1.6%	1	4.0%	4	8.9%	9	6.4%	13	1.3%	0	0.0%	0
Dartford (other stores)	1.1%	14	9.5%	13	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gillingham (other stores)	0.9%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Sainsbury's Superstore, Priory Market Place, Priory Shopping Centre, Dartford	0.9%	13	8.6%	12	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Hempstead Valley Centre, Gillingham	0.9%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, 48-52 Sturdee Avenue, Gillingham, ME7 2HN	0.9%	12	0.0%	0	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, High Street, Chatham	0.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ASDA, High Street, Strood, ME2 4TR	0.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	2
ASDA Supercentre, London Road, Swanley	0.8%	11	3.5%	5	0.0%	0	0.0%	0	7.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Bluewater, Greenhithe	0.7%	10	1.6%	2	0.8%	0	4.9%	2	0.0%	0	2.1%	2	0.0%	0	1.1%	2	1.8%	0	1.7%	1
Sainsbury's Superstore, Avenue of Remembrance, Sittingbourne, ME10 4DN	0.7%	10	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
Iceland, High Street,	0.7%	9	5.8%	8	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0



# Gravesham & Medway Household Survey for GVA

Weighted:

February 2015

	Total	Zone 01	Zone 02	Zone 03	Zone 04	Zone 5A	Zone 5B	Zone 5A & 5B	Zone 06	Zone 07
Dartford										
Iceland, West Gillingham Retail Park, Gillingham	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Greenhithe, John Lewis Foodhall, Bluewater, DA9 9SA	0.6%	8	0.0%	0	0.6%	0	1.2%	1	0.0%	0
Sainsbury's Superstore, Otford Road, Sevenoaks	0.6%	8	0.0%	0	0.0%	0	0.0%	0	9.7%	8
Sevenoaks (other stores)	0.6%	8	0.0%	0	0.0%	0	0.0%	0	8.5%	7
Marks & Spencer Simply Food, Prospect Place Retail Park, Dartford, DA1 1DY	0.6%	8	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Sainsbury's Superstore, Mills Road, Aylesford, Quarry Wood Ind. Estate, ME20 7NA	0.5%	7	0.0%	0	1.4%	1	0.0%	0	0.0%	0
ASDA Superstore, Avenue of Remembrance, Sittingbourne, ME10 4DN	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, The Overcliff, Gravesend	0.5%	7	0.0%	0	2.0%	1	3.5%	2	1.6%	1
Hempstead Valley (other stores)	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, East Hill, Dartford	0.5%	6	4.7%	6	0.0%	0	0.0%	0	0.0%	0
Iceland, Rainham District Shopping Centre, Rainham	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, New Hythe Lane, Larkfield, ME20 6PW	0.4%	6	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Iceland, High Street, Strood	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Station Road, Longfield	0.4%	5	3.3%	4	0.0%	0	2.1%	1	0.0%	0
Sainsbury's Superstore, Romney Place, Maidstone, ME15 6SF	0.4%	5	0.0%	0	0.0%	0	0.0%	0	2.5%	2
ALDI, St Mary's Road, Swanley	0.4%	5	2.5%	3	0.0%	0	0.0%	0	1.7%	1
Chatham (other stores)	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Gillingham, ME7 1AL	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Mid-Kent Shopping Centre, Allington Park, Maidstone, ME16 0PX	0.3%	4	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Tesco Express, Gravesend Road, Strood, ME2 3PW	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# Gravesham & Medway Household Survey for GVA

Weighted:

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	Total	Zone 01	Zone 02	Zone 03	Zone 04	Zone 5A	Zone 5B	Zone 5A & 5B	Zone 06	Zone 07								
Tesco Express, 178 Darnley Road, Strood, ME2 2UW	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ALDI, Well Road, Maidstone, ME14 1XL	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Frindsbury Road, Strood, ME2 4JD	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
ASDA Superstore, Alexander Grove, Kings Hill	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maidstone (other stores)	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 60-62 The Parade, Istead Rise, Gravesend, DA13 9JF	0.2%	3	0.0%	0	0.0%	0	2.3%	1	0.0%	0	2.1%	2	0.0%	0	1.1%	2	0.0%	0
Morrisons, Mill Way, Sittingbourne	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Hever Road, West Kingsdown	0.2%	3	0.0%	0	0.0%	0	0.0%	0	3.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rochester (other stores)	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 241 Luton Road, Chatham, ME4 5BS	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Local, 69-77 Week Street, Maidstone, ME14 1RJ	0.2%	3	0.0%	0	0.6%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	1.1%	2	0.0%	0
ALDI, East Street, Sittingbourne, ME10 4BL	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
Co-op, 14-18 Perry Street, Northfleet, Gravesend, DA11 8QU	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	1.1%	2	0.0%	0
West Malling (other stores)	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	1.1%	2	0.0%	0
Strood (other stores)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Rainham (other stores)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sittingbourne (other stores)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Walderslade Road, Chatham, ME5 9LL	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 46-48 High Street, Snodland, Snodland, ME6 5DA	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, The Row, New Ash Green, Longfield	0.1%	1	0.0%	0	0.0%	0	0.6%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 161 Wayfield Road, Chatham, ME5 0HD	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ALDI, Pepys Avenue, Sheerness, ME12 1AQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 93 Bush Road, Cuxton, Rochester, ME2 1EY	0.1%	1	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, Grove Park Shopping	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

# Gravesham & Medway Household Survey for GVA

Weighted:

February 2015

	Total	Zone 01	Zone 02	Zone 03	Zone 04	Zone 5A	Zone 5B	Zone 5A & 5B	Zone 06	Zone 07
Centre, Gadby Road, Sittingbourne, ME10 1TH										
Other Centres inside Survey Area - Zone 2	0.1%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Co-op, 22 Parkwood Green, Rainham, Gillingham, ME8 9PN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Other Centres inside Survey Area - Zone 1	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Crayford (other stores)	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Central London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Co-op, 142 Hempstead Road, Gillingham, ME7 3QE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Centres inside Survey Area - Zone 3	0.1%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Co-op, 342 City Way,, Rochester, ME1 2BJ	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 27 Pattens Lane, Chatham, ME4 6JR	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Centres inside Survey Area - Zone 4	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Co-op, 142-144 Borstal Street, Borstal, Rochester, ME1 3JS	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Whitehill Lane, Gravesend	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 3 The Street, Upchurch, Sittingbourne, ME9 7AJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 202 Watling Street, Strood, ME2 3QL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Anthonys Way, Rochester, ME2 4DW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Centres inside Survey Area - Zone 7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, The Parade, Meopham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Latona Parade, Whinfell Way, Gravesend	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Centres inside Survey Area - Zone 8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Wrotham Road, Gravesend	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other food stores Meopham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	1375	134	60	44	83	109	98	206	24	55

# Gravesham & Medway Household Survey for GVA

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February 2015

	Total	Zone 01	Zone 02	Zone 03	Zone 04	Zone 5A	Zone 5B	Zone 5A & 5B	Zone 06	Zone 07
Sample:	1385	94	93	97	89	49	47	96	92	91

**Q03A Which online retailer is that?***Those who also use the internet for their main food and grocery shopping at Q03*

Tesco	41.8%	37	0.0%	0	16.4%	1	0.0%	0	64.2%	5	25.5%	2	31.6%	3	28.4%	5	38.7%	1	47.6%	2
Sainsbury's	22.3%	20	42.5%	1	32.8%	2	66.6%	1	25.0%	2	0.0%	0	39.3%	3	18.8%	3	52.1%	1	15.7%	1
Asda	22.0%	19	57.5%	1	28.5%	1	0.0%	0	10.9%	1	74.5%	7	0.0%	0	38.8%	7	0.0%	0	11.6%	0
Ocado	10.8%	9	0.0%	0	0.0%	0	33.3%	1	0.0%	0	0.0%	0	29.1%	2	13.9%	2	0.0%	0	25.1%	1
Iceland	3.1%	3	0.0%	0	22.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.2%	0	0.0%	0
Weighted base:		87		2	5		2		7		9		8		17		2		3	
Sample:		78		2	6		3		6		4		3		7		7		6	

# Gravesham & Medway Household Survey for GVA

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February 2015

	Total	Zone 01	Zone 02	Zone 03	Zone 04	Zone 5A	Zone 5B	Zone 5A & 5B	Zone 06	Zone 07										
<b>Q04 Where do you do most of your household's small scale 'top-up' food shopping?</b>																				
<i>Excludes SFTs</i>																				
Morrisons, Coldharbour Road, Northfleet, Gravesend, DA11 8AB	5.4%	54	0.9%	1	0.0%	0	7.4%	2	0.0%	0	36.9%	37	13.8%	11	26.7%	48	8.7%	2	0.0%	0
Gillingham (other stores)	3.9%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dartford (other stores)	3.7%	37	33.5%	34	2.4%	1	2.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gravesend (other stores)	3.7%	37	1.2%	1	6.0%	2	0.0%	0	0.0%	0	15.4%	15	15.9%	13	15.6%	28	23.0%	4	0.0%	0
Tesco Metro, Thamesgate Shopping Centre, Gravesend, DA11 0AF	3.1%	31	0.0%	0	2.9%	1	1.2%	0	0.9%	1	5.7%	6	24.9%	20	14.2%	25	14.9%	3	1.1%	0
ASDA Superstore, Imperial Retail Park, Thames Way, Gravesend, DA11 8JH	2.9%	29	3.3%	3	10.0%	4	2.2%	1	1.5%	1	7.4%	7	13.9%	11	10.3%	18	5.9%	1	0.0%	0
Sainsbury's Superstore, Wingfield Bank, Northfleet, Gravesend, DA11 8JH	2.6%	26	0.0%	0	9.8%	4	8.8%	3	0.0%	0	10.1%	10	9.4%	7	9.8%	18	4.2%	1	0.0%	0
Co-op, Walderslade Road, Chatham, ME5 9LL	2.2%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Knight Road, Strood, ME2 2AA	2.2%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	4
Other food stores outside survey area	2.1%	21	3.7%	4	0.0%	0	4.5%	1	7.9%	5	0.0%	0	0.0%	0	0.0%	0	1.0%	0	7.4%	3
ALDI, 70 Duncan Road, Gillingham, ME7 4JS	2.1%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Hempstead Valley Drive, Hempstead, Gillingham, ME7 3PQ	2.0%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Pentagon Shopping Centre, 68-72 The Pentagon, Chatham, ME4 4HP	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	1.1%	0
Morrisons, Princes Avenue, Walderslade, ME5 8BA	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	0.0%	0
Rochester (other stores)	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	8.6%	3
ASDA Superstore, Maidstone Road, Chatham, ME5 9SE	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	0.0%	0
Chatham (other stores)	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%	0
Tesco Express, East Hill, Dartford	1.7%	17	16.8%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 22 Parkwood Green, Rainham, Gillingham,	1.6%	16	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

# Gravesham & Medway Household Survey for GVA

Weighted:

February 2015

	Total	Zone 01	Zone 02	Zone 03	Zone 04	Zone 5A	Zone 5B	Zone 5A & 5B	Zone 06	Zone 07										
ME8 9PN Co-op, 60-62 The Parade, Istead Rise, Gravesend, DA13 9JF	1.5%	15	0.0%	0	2.3%	1	37.8%	11	0.0%	0	2.3%	2	0.0%	0	1.3%	2	0.0%	0	2.5%	1
ASDA Superstore, Crossways Boulevard, Greenhithe	1.5%	15	5.6%	6	24.0%	9	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, 1 Rainham Centre, Rainham, Gillingham, ME8 7HW	1.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Courteney Road, Gillingham, ME8 0GX	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	0.0%	0
Waitrose, 63 Station Road, Longfield, DA3 7QA	1.4%	14	2.0%	2	0.0%	0	7.2%	2	11.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Strood (other stores)	1.3%	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	5.3%	2
ALDI, 55 London Road, Northfleet, Gravesend, DA11 9LY	1.3%	13	0.0%	0	3.2%	1	5.0%	1	0.0%	0	4.4%	4	5.9%	5	5.1%	9	5.3%	1	0.0%	0
ALDI, Friary Place, Strood, ME2 4TP	1.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	2
Co-op, Watchgate, Lane End, Dartford	1.2%	12	11.0%	11	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ASDA, High Street, Strood, ME2 4TR	1.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1
Rainham (other stores)	1.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Gravesend Road, Strood, ME2 3PW	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	1.2%	2	0.7%	0	2.5%	1
Co-op, 27 Pattens Lane, Chatham, ME4 6JR	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 46-48 High Street, Snodland, Snodland, ME6 5DA	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, The Brook, Chatham, ME4 4NZ	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Lunsford Park, Larkfield, ME20 6RJ	1.0%	10	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Prospect Place Retail Park, Dartford, DA1 1DY	1.0%	10	5.0%	5	3.7%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other food stores Central London	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.2%	6	3.6%	6	0.0%	0	0.0%	0
Tesco Express, Newton Close, Lords Wood, Walderslade, ME5 8TH	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

# Gravesham & Medway Household Survey for GVA

Weighted:

February 2015

	Total	Zone 01	Zone 02	Zone 03	Zone 04	Zone 5A	Zone 5B	Zone 5A & 5B	Zone 06	Zone 07										
Co-op, 35 Dene Holm Road, Painters Ash, Northfleet, DA11 8LG	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.9%	9	0.0%	0	5.0%	9	0.0%	0	0.0%	0
Co-op, 124-126 Delce Road, Rochester, ME1 2DT	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
Co-op, Hever Road, West Kingsdown	0.9%	9	0.0%	0	0.0%	0	0.0%	0	12.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Frindsbury Road, Strood, ME2 4JD	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	7.2%	3
Co-op, The Row, New Ash Green, Longfield	0.8%	8	0.0%	0	0.0%	0	1.2%	0	11.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Charles Street, Strood, ME2 2DE	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Nisa, 29-31 High Street, Swanscombe, DA10 0AG	0.8%	8	0.0%	0	20.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sevenoaks (other stores)	0.7%	7	0.0%	0	0.0%	0	0.0%	0	8.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 14-18 Perry Street, Northfleet, Gravesend, DA11 8QU	0.7%	7	0.0%	0	0.0%	0	5.8%	2	0.0%	0	2.3%	2	3.0%	2	2.6%	5	1.6%	0	0.0%	0
LIDL, Imperial Retail Park, Thames Way, Gravesend, DA11 0DQ	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	5.0%	4	3.4%	6	3.2%	1	0.0%	0
Other Centres inside Survey Area - Zone 7	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	17.7%	7
Co-op, 202 Watling Street, Strood, ME2 3QL	0.6%	6	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1
Co-op, 93 Bush Road, Cuxton, Rochester, ME2 1EY	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
Co-op, 11-13 Main Road, Hoo, Rochester, ME3 9AA	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	16.7%	6
Tesco, Courtney Road, Gillingham, ME8 0FB	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%	1
Spar, Wrotham Road, Gravesend	0.6%	6	0.0%	0	0.0%	0	0.0%	0	6.4%	4	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0
Co-op, Cornwallis Roundabout, Gillingham, ME8 6PS	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
Iceland, High Street, Dartford	0.6%	6	5.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, 48-52 Sturdee Avenue, Gillingham, ME7 2HN	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
Tesco Express, 178 Darnley Road, Strood, ME2 2UW	0.5%	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

# Gravesham & Medway Household Survey for GVA

Weighted:

February 2015

	Total	Zone 01	Zone 02	Zone 03	Zone 04	Zone 5A	Zone 5B	Zone 5A & 5B	Zone 06	Zone 07										
Co-op, 142-144 Borstal Street, Borstal, Rochester, ME1 3JS	0.5%	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
Sainsbury's Superstore, Priory Market Place, Priory Shopping Centre, Dartford	0.5%	5	5.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Avenue of Remembrance, Sittingbourne, ME10 4DN	0.5%	5	0.0%	0	2.1%	1	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other food stores Longfield & Hartley	0.5%	5	0.0%	0	0.0%	0	4.6%	1	5.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 3 The Street, Upchurch, Sittingbourne, ME9 7AJ	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
Sittingbourne (other stores)	0.5%	5	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
Co-op, Station Road, Longfield	0.5%	5	2.5%	3	0.0%	0	6.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Gillingham, ME7 1AL	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
Co-op, 29B Albert Road, Chatham, ME4 5QA	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
Co-op, 37 High Street, Newington, Sittingbourne, ME9 7JR	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
Tesco Express, Whitehill Lane, Gravesend	0.4%	4	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	1	0.0%	0	0.0%	0
Waitrose, Greenhithe, John Lewis Foodhall, Bluewater, DA9 9SA	0.4%	4	0.0%	0	1.4%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, West Gillingham Retail Park, Gillingham	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
ASDA Superstore, Alexander Grove, Kings Hill	0.4%	4	0.0%	0	0.0%	0	0.0%	0	4.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Dickens Estate, Marley Way, Rochester, ME1 2LQ	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
Local shops, Meopham	0.4%	4	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
Other Centres inside Survey Area - Zone 13	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
Iceland, High Street, Strood	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
Sainsbury's Superstore, Otford Road, Sevenoaks	0.3%	3	0.0%	0	0.0%	0	0.0%	0	5.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Centres inside Survey Area - Zone 4	0.3%	3	0.0%	0	0.0%	0	0.0%	0	4.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Centres inside Survey	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



# Gravesham & Medway Household Survey for GVA

Weighted:

February 2015

	Total	Zone 01	Zone 02	Zone 03	Zone 04	Zone 5A	Zone 5B	Zone 5A & 5B	Zone 06	Zone 07										
Area - Zone 14																				
Co-op, 342 City Way,, Rochester, ME1 2BJ	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1
Iceland, Rainham District Shopping Centre, Rainham	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Bluewater, Greenhithe	0.3%	3	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 142 Hempstead Road, Gillingham, ME7 3QE	0.3%	3	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
Hempstead Valley (other stores)	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
Iceland, High Street, Chatham	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
Tesco Express, Latona Parade, Whinfall Way, Gravesend	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.9%	3	0.0%	0
Other Centres inside Survey Area - Zone 10	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
Tesco Express, The Parade, Meopham	0.2%	2	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0
Other Centres inside Survey Area - Zone 5	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	1.3%	2	0.0%	0	0.0%	0
Co-op, 241 Luton Road, Chatham, ME4 5BS	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Pier Road, Chandlers Whard, Gillingham, ME7 1TZ	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Grove Park Shopping Centre, Gadby Road, Sittingbourne, ME10 1TH	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, New Hythe Lane, Larkfield, ME20 6PW	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maidstone (other stores)	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1
Co-op, 304 Canterbury Street, Gillingham, ME7 5JP	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 287 London Road, Greenhithe, DA9 9DA	0.2%	2	0.0%	0	5.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 2 Church Road, Murston, Sittingbourne, ME10 3RE	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Centres inside Survey Area - Zone 11	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Gillingham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore,	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# Gravesham & Medway Household Survey for GVA

Weighted:

February 2015

	Total	Zone 01	Zone 02	Zone 03	Zone 04	Zone 5A	Zone 5B	Zone 5A & 5B	Zone 06	Zone 07
Romney Place, Maidstone, ME15 6SF										
ALDI, Well Road, Maidstone, ME14 1XL	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ALDI, St Mary's Road, Swanley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1
ASDA Superstore, Avenue of Remembrance, Sittingbourne, ME10 4DN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Centres inside Survey Area - Zone 15	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Centres inside Survey Area - Zone 8	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Centres inside Survey Area - Zone 1	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0
ASDA Supercentre, London Road, Swanley	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Hempstead Valley Centre, Gillingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Ships and Trades Offices, Chatham, ME4 3ER	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 277A Gillingham Road, Gillingham, ME7 4QX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Centres inside Survey Area - Zone 6	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Malling (other stores)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Waitrose, Mid-Kent Shopping Centre, Allington Park, Maidstone, ME16 0PX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Mills Road, Aylesford, Quarry Wood Ind. Estate, ME20 7NA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Centres inside Survey Area - Zone 2	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0
Iceland, The Overcliff, Gravesend	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Other Centres inside Survey Area - Zone 3	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0
Other food stores Bredgar	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Local, 69-77 Week Street, Maidstone, ME14 1RJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# Gravesham & Medway Household Survey for GVA

Weighted:

February 2015

	Total	Zone 01	Zone 02	Zone 03	Zone 04	Zone 5A	Zone 5B	Zone 5A & 5B	Zone 06	Zone 07
Other food stores Meopham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	999	102	36	29	67	100	79	179	19	37
Sample:	971	68	57	62	68	45	36	81	71	60

**Q04AWhich online retailer is that?***Those who use the internet for their top-up food and grocery shopping at Q04*

Other	100.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	4	0	0	0	0	0	0	0	0	0
Sample:	3	0	0	0	0	0	0	0	0	0

# Gravesham & Medway Household Survey for GVA

Weighted:

February 2015

	Total	Zone 01	Zone 02	Zone 03	Zone 04	Zone 5A	Zone 5B	Zone 5A & 5B	Zone 06	Zone 07										
<b>Q05 Where do you usually do most of your household's shopping for clothes, footwear and other fashion goods?</b>																				
<i>Excludes SFTs</i>																				
Bluewater	40.5%	529	52.7%	66	62.9%	36	71.1%	30	63.8%	49	54.5%	58	68.2%	68	61.2%	126	55.3%	13	50.2%	26
Chatham	11.8%	154	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	13.8%	7
Hempstead Valley	9.8%	128	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	4
Gravesend	8.5%	112	0.7%	1	20.1%	11	16.8%	7	10.0%	8	32.9%	35	28.0%	28	30.5%	63	31.0%	7	10.6%	5
Maidstone	7.2%	95	0.0%	0	0.0%	0	0.0%	0	6.1%	5	0.0%	0	0.0%	0	0.0%	0	1.4%	0	2.7%	1
Dartford	3.1%	41	27.0%	34	6.1%	3	2.7%	1	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gillingham	2.8%	37	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Strood Retail Park, Strood	2.0%	26	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	3
Lakeside	1.6%	21	1.5%	2	0.0%	0	1.7%	1	4.7%	4	4.3%	5	2.6%	3	3.5%	7	0.0%	0	2.2%	1
Dockside Outlet Centre	1.2%	15	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ASDA Superstore, Imperial Bsuiness and Retail Park, Thames Way, Northfleet, Gravesend, DA11 0DQ	1.0%	13	0.0%	0	0.6%	0	2.4%	1	0.0%	0	8.3%	9	0.0%	0	4.3%	9	8.9%	2	0.0%	0
ASDA Superstore, 387 Maidstone Road, Chatham, ME5 9SE	0.8%	10	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
Other Centres outside Survey Area	0.7%	9	0.7%	1	1.3%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Central London	0.7%	9	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
Ashford Designer Outlet	0.7%	9	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Medway Valley Leisure Park, Strood	0.7%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Bexleyheath	0.6%	8	4.8%	6	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Strood	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	2
ASDA Superstore, Mill Way, Trinity Trading Estate, Sittingbourne, ME10 2PD	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Canterbury	0.5%	7	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sittingbourne	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Imperial Retail Park, Gravesend	0.4%	5	0.0%	0	0.0%	0	0.9%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ASDA Superstore, Crossways Boulevard, Greenhithe	0.4%	5	2.6%	3	3.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rochester	0.4%	5	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
Horstead Retail Park	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bromley	0.3%	5	0.0%	0	0.0%	0	1.8%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0
Gillingham Retail Park	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crayford	0.2%	3	2.0%	3	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Hempstead Valley Drive, Hempstead, Gillingham,	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# Gravesham & Medway Household Survey for GVA

Weighted:

February 2015

	Total	Zone 01	Zone 02	Zone 03	Zone 04	Zone 5A	Zone 5B	Zone 5A & 5B	Zone 06	Zone 07
ME7 3PQ										
Sainsbury's Superstore, Wingfield Bank, Northfleet, Gravesend , DA11 8JH	0.2%	3	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Gillingham Kent Extra, Courteney Road, Gillingham, ME8 0GX	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sevenoaks	0.2%	3	0.0%	0	0.0%	0	0.0%	0	3.1%	2
Rainham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swanley	0.2%	2	1.5%	2	0.6%	0	0.0%	0	0.0%	0
Royal Tunbridge Wells	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Prospect Place Retail Park, Dartford	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
ASDA Superstore, London Road, Swanley	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, The Brook, Chatham, ME4 4NZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Larkfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Canterbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westfield Stratford City	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Meopham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	1306	125	57	42	77	106	100	206	23	52
Sample:	1288	86	86	92	80	47	46	93	89	85

### Q05A Which internet / home delivery retailer do you use most often for your household's shopping for clothing, footwear and other fashion goods?

*Those who use the internet for their clothes, footwear and other fashion goods at Q05*

(Don't know / varies)	54.8%	65	66.4%	5	60.6%	2	9.8%	0	59.6%	7	49.5%	7	0.0%	0	49.5%	7	63.1%	2	29.2%	2
Other	12.3%	15	0.0%	0	9.0%	0	22.4%	1	0.0%	0	16.1%	2	0.0%	0	16.1%	2	12.3%	0	7.1%	0
Next	7.3%	9	0.0%	0	12.3%	0	20.6%	1	12.1%	1	0.0%	0	0.0%	0	0.0%	0	7.9%	0	23.4%	1
Ebay	6.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.7%	0	16.3%	1
Marks & Spencer	5.5%	6	16.8%	1	0.0%	0	20.6%	1	0.0%	0	10.0%	1	0.0%	0	10.0%	1	0.0%	0	23.9%	1
JD Williams	5.1%	6	0.0%	0	0.0%	0	0.0%	0	12.5%	1	17.0%	2	0.0%	0	17.0%	2	0.0%	0	0.0%	0
Damart	4.6%	5	0.0%	0	18.1%	1	13.3%	0	10.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Amazon	2.7%	3	16.8%	1	0.0%	0	13.3%	0	0.0%	0	7.4%	1	0.0%	0	7.4%	1	0.0%	0	0.0%	0
Cotton Traders	1.1%	1	0.0%	0	0.0%	0	0.0%	0	5.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	118	7	4	3	11	13	0	13	2	6										
Sample:	130	7	7	6	14	7	0	7	8	10										

# Gravesham & Medway Household Survey for GVA

Weighted:

February 2015

	Total	Zone 01	Zone 02	Zone 03	Zone 04	Zone 5A	Zone 5B	Zone 5A & 5B	Zone 06	Zone 07										
<b>Q06 Where else do you do your household's shopping for clothes, footwear and other fashion goods?</b>																				
<i>Excludes SFTs</i>																				
Bluewater	33.9%	433	44.2%	53	39.6%	22	49.8%	20	49.5%	38	45.1%	44	48.6%	43	46.8%	87	28.7%	7	30.8%	16
Hempstead Valley	10.8%	138	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	11.4%	6
Chatham	10.3%	131	1.6%	2	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	22.3%	12
Gravesend	9.3%	119	4.4%	5	24.4%	14	22.3%	9	6.6%	5	30.9%	30	30.0%	27	30.5%	57	46.6%	11	5.9%	3
Maidstone	7.1%	91	0.0%	0	0.0%	0	0.0%	0	12.8%	10	0.0%	0	2.7%	2	1.3%	2	0.8%	0	4.7%	2
Dartford	4.3%	55	25.4%	31	14.2%	8	9.7%	4	1.6%	1	4.7%	5	2.9%	3	3.9%	7	0.0%	0	0.0%	0
Lakeside	3.5%	45	4.8%	6	5.0%	3	3.7%	1	7.1%	5	10.4%	10	8.1%	7	9.3%	17	5.4%	1	4.2%	2
Gillingham	2.7%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dockside Outlet Centre	2.1%	27	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	0	2.2%	1
Strood Retail Park, Strood	1.7%	21	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	0	4.5%	2
Ashford Designer Outlet	1.3%	16	0.0%	0	0.0%	0	2.3%	1	0.0%	0	2.2%	2	3.6%	3	2.9%	5	2.4%	1	4.4%	2
Central London	1.2%	16	1.9%	2	1.5%	1	2.5%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Other Centres outside Survey Area	1.2%	16	1.7%	2	3.3%	2	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
ASDA Superstore, Imperial Bsuiness and Retail Park, Thames Way, Northfleet, Gravesend, DA11 0DQ	1.2%	15	0.0%	0	4.9%	3	1.9%	1	0.0%	0	6.7%	7	2.7%	2	4.8%	9	4.9%	1	1.0%	1
Canterbury	1.1%	13	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
ASDA Superstore, 387 Maidstone Road, Chatham, ME5 9SE	0.8%	11	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Sevenoaks	0.7%	9	0.0%	0	0.0%	0	2.5%	1	8.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Medway Valley Leisure Park, Strood	0.7%	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	0.8%	0
ASDA Superstore, Crossways Boulevard, Greenhithe	0.7%	9	6.5%	8	1.1%	1	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bexleyheath	0.6%	8	4.6%	6	0.9%	0	0.9%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Strood	0.6%	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	2.3%	1
Sittingbourne	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bromley	0.5%	6	0.0%	0	0.0%	0	0.0%	0	5.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Wingfield Bank, Northfleet, Gravesend, DA11 8JH	0.4%	5	1.6%	2	0.0%	0	0.7%	0	1.1%	1	0.0%	0	1.3%	1	0.6%	1	0.0%	0	0.0%	0
Horstead Retail Park	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rochester	0.3%	4	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Imperial Retail Park, Gravesend	0.3%	4	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainham	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Gillingham Retail Park	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
Crayford	0.2%	3	1.7%	2	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0
Tesco Superstore, The	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# Gravesham & Medway Household Survey for GVA

Weighted:

February 2015

	Total	Zone 01	Zone 02	Zone 03	Zone 04	Zone 5A	Zone 5B	Zone 5A & 5B	Zone 06	Zone 07
Brook, Chatham, ME4 4NZ										
ASDA Superstore, Mill Way, Trinity Trading Estate, Sittingbourne, ME10 2PD	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swanley	0.1%	1	0.0%	0	0.7%	0	0.0%	0	0.8%	1
ASDA Living, Saint Peter's Street, Maidstone, ME16 0SR	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Gillingham Kent Extra, Courteney Road, Gillingham, ME8 0GX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Malling	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westfield Stratford City	0.1%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Sainsbury's Superstore, Hempstead Valley Drive, Hempstead, Gillingham, ME7 3PQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ASDA Superstore, London Road, Swanley	0.0%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0
ASDA Superstore, 1 Alexander Grove, Kingshill, ME19 4SZ	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Royal Tunbridge Wells	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Centres inside Survey Area - Zone 6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	1278		121	55	40	77	97	89	186	23
Sample:	1262		84	84	88	82	43	42	85	87

**Q06A Which other internet / home delivery retailer do you use most often for your household's shopping for clothing, footwear and other fashion goods? (If internet please state.)**
*Those who use the internet for their clothes, footwear and other fashion goods at Q06*

Other	15.7%	20	9.2%	1	16.6%	1	8.7%	0	0.0%	0	29.5%	7	0.0%	0	21.5%	7	26.7%	1	0.0%	0
Marks & Spencer	8.3%	11	0.0%	0	0.0%	0	13.5%	1	0.0%	0	6.1%	1	39.0%	3	15.0%	5	12.8%	0	29.0%	1
Next	6.4%	8	0.0%	0	0.0%	0	13.5%	1	0.0%	0	10.3%	2	31.3%	3	16.0%	5	0.0%	0	19.8%	1
Amazon	5.0%	6	12.4%	1	0.0%	0	8.7%	0	0.0%	0	14.8%	3	0.0%	0	10.8%	3	0.0%	0	19.8%	1
Debenhams	4.4%	6	0.0%	0	0.0%	0	13.5%	1	18.4%	2	0.0%	0	0.0%	0	0.0%	0	17.3%	0	0.0%	0
Ebay	4.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.3%	0	0.0%	0
JD Williams	3.8%	5	0.0%	0	0.0%	0	0.0%	0	15.2%	1	10.3%	2	0.0%	0	7.5%	2	0.0%	0	0.0%	0
Damart	3.5%	5	12.4%	1	15.3%	1	8.7%	0	6.5%	1	0.0%	0	0.0%	0	0.0%	0	6.0%	0	0.0%	0
Cotton Traders	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	47.6%	61	66.0%	6	68.1%	3	33.4%	1	59.9%	6	29.2%	7	29.7%	2	29.3%	9	19.9%	0	31.5%	1
Weighted base:	128		10	5	4	9	22	8	31	2	5									
Sample:	132		8	8	9	10	11	3	14	8	8									

# Gravesham & Medway Household Survey for GVA

Weighted:

February 2015

	Total	Zone 01	Zone 02	Zone 03	Zone 04	Zone 5A	Zone 5B	Zone 5A & 5B	Zone 06	Zone 07										
<b>Q07 Where do you do most of your household's shopping for furniture, floor coverings and household textiles?</b>																				
<i>Excludes SFTs</i>																				
Bluewater	14.4%	124	16.3%	15	9.5%	4	33.2%	9	28.7%	16	17.2%	13	27.4%	16	21.6%	29	12.7%	2	15.3%	5
Lakeside	13.9%	119	20.5%	19	25.0%	10	24.9%	7	23.6%	13	14.5%	11	26.3%	15	19.6%	26	20.0%	3	12.2%	4
Dartford	9.0%	77	47.0%	44	30.7%	12	0.0%	0	9.1%	5	9.7%	7	12.6%	7	11.0%	15	0.0%	0	0.0%	0
Gravesend	7.7%	66	5.3%	5	15.6%	6	10.5%	3	8.4%	5	29.9%	23	17.5%	10	24.5%	33	29.9%	5	10.5%	3
Maidstone	7.4%	63	0.0%	0	1.9%	1	5.2%	1	15.2%	8	0.0%	0	8.2%	5	3.5%	5	6.7%	1	10.1%	3
Gillingham Retail Park	7.3%	63	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	2
Gillingham	5.8%	49	0.0%	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
Imperial Retail Park, Gravesend	4.2%	36	0.0%	0	12.5%	5	14.0%	4	1.5%	1	22.0%	17	4.1%	2	14.2%	19	21.4%	3	0.0%	0
Horstead Retail Park	4.0%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chatham	3.7%	32	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1
Rainham	3.0%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0
Medway Valley Leisure Park, Strood	2.9%	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	12.8%	4
Strood Retail Park, Strood	2.5%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.4%	6
Hempstead Valley	1.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dockside Outlet Centre	1.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Centres outside Survey Area	1.2%	10	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	1	0.0%	0
Sittingbourne	1.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Canterbury	1.0%	8	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rochester	0.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1
Strood	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	2
Aylesford	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashford Designer Outlet	0.5%	5	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	1.9%	1	0.8%	1	0.0%	0	0.0%	0
Orpington	0.5%	4	2.0%	2	0.0%	0	2.5%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Centres inside Survey Area - Zone 13	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Aylesford Retail Park, Aylesford	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
Sainsbury's Superstore, Wingfield Bank, Northfleet, Gravesend , DA11 8JH	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	1.9%	1	2.5%	3	0.0%	0	0.0%	0
ASDA Superstore, 387 Maidstone Road, Chatham, ME5 9SE	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crayford	0.3%	3	2.0%	2	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	0	0.0%	0
ASDA Superstore, Imperial Bsusiness and Retail Park, Thames Way, Northfleet , Gravesend, DA11 0DQ	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	3	0.0%	0	2.1%	3	0.0%	0	0.0%	0
Sevenoaks	0.3%	3	0.0%	0	0.0%	0	0.0%	0	4.6%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0
Sittingbourne Retail Park,	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



# Gravesham & Medway Household Survey for GVA

Weighted:

February 2015

	Total	Zone 01	Zone 02	Zone 03	Zone 04	Zone 5A	Zone 5B	Zone 5A & 5B	Zone 06	Zone 07
Sittingbourne										
ASDA Superstore, Crossways Boulevard, Greenhithe	0.3%	3	2.7%	3	0.0%	0	0.0%	0	0.0%	0
Prospect Place Retail Park, Dartford	0.3%	2	2.2%	2	0.9%	0	0.0%	0	0.0%	0
Bexleyheath	0.3%	2	1.9%	2	0.0%	0	0.9%	0	0.0%	0
Other Centres inside Survey Area - Zone 14	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.6%	1
Sainsbury's Superstore, Hempstead Valley Drive, Hempstead, Gillingham, ME7 3PQ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sevenoaks Retail Park, Sevenoaks	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.5%	1
Longfield	0.1%	1	0.0%	0	0.0%	0	3.1%	1	0.0%	0
Westfield Stratford City	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Centres inside Survey Area - Zone 8	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Centres inside Survey Area - Zone 12	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Royal Tunbridge Wells	0.1%	1	0.0%	0	0.0%	0	2.7%	1	0.0%	0
Bromley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Larkfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Malling	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Centres inside Survey Area - Zone 2	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Weighted base:	858	94	41	28	54	77	59	135	16	32
Sample:	830	64	61	62	56	34	27	61	64	50

# Gravesham & Medway Household Survey for GVA

Weighted:

February 2015

	Total	Zone 01	Zone 02	Zone 03	Zone 04	Zone 5A	Zone 5B	Zone 5A & 5B	Zone 06	Zone 07	
<b>Q07A Which internet / home delivery retailer do you use most often for your household's shopping for furniture, floor coverings and household textiles? (If internet please state.)</b>											
<i>Those who use the internet for their furniture, floor coverings and household textiles at Q07</i>											
Other	12.4%	17 36.9%	2 32.9%	3 0.0%	0 0.0%	0 0.0%	0 26.2%	2 8.5%	2 5.0%	0 0.0%	0
John Lewis	10.3%	14 0.0%	0 13.0%	1 0.0%	0 0.0%	0 23.6%	4 0.0%	0 15.9%	4 8.2%	0 0.0%	0
Argos	10.2%	14 0.0%	0 4.5%	0 0.0%	0 0.0%	0 12.1%	2 28.5%	3 17.5%	5 13.4%	1 11.2%	1
Ebay	6.6%	9 0.0%	0 0.0%	0 0.0%	0 17.7%	1 12.1%	2 16.9%	2 13.7%	4 10.4%	1 0.0%	0
DFS	4.0%	5 0.0%	0 10.4%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Amazon	3.9%	5 0.0%	0 0.0%	0 21.4%	1 11.4%	1 5.3%	1 0.0%	0 3.6%	1 12.7%	1 17.5%	1
Next	3.0%	4 31.1%	2 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 17.5%	1 0.0%	0
Ikea	2.1%	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
Marks & Spencer	0.7%	1 0.0%	0 0.0%	0 9.4%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 5.0%	0 0.0%	0
(Don't know / varies)	46.9%	65 32.0%	2 39.1%	3 69.2%	2 71.0%	5 46.9%	9 28.5%	3 40.9%	11 27.9%	2 71.3%	3
Weighted base:	138	7	8	3	7	19	9	28	6	5	
Sample:	131	5	10	6	7	9	4	13	19	6	

# Gravesham & Medway Household Survey for GVA

Weighted:

February 2015

	Total	Zone 01	Zone 02	Zone 03	Zone 04	Zone 5A	Zone 5B	Zone 5A & 5B	Zone 06	Zone 07										
<b>Q08 Where do you do most of your household's shopping for DIY and decorating goods?</b>																				
<i>Excludes SFTs</i>																				
Gillingham Retail Park	19.6%	252	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	3	1.3%	3	2.2%	1	16.8%	9
Imperial Retail Park, Gravesend	13.1%	168	0.7%	1	32.0%	19	57.8%	23	8.2%	7	48.6%	54	37.0%	31	43.5%	85	70.7%	18	1.6%	1
Dartford	11.6%	149	68.2%	85	41.5%	24	9.7%	4	27.1%	22	5.9%	7	6.1%	5	6.0%	12	0.0%	0	0.0%	0
Gravesend	9.8%	126	0.0%	0	16.3%	10	20.9%	8	8.8%	7	39.7%	44	53.9%	46	45.8%	90	22.0%	5	0.8%	0
Gillingham	9.4%	121	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	3
Strood Retail Park, Strood	5.9%	76	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	48.9%	25
Medway Valley Leisure Park, Strood	5.8%	74	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.4%	9
Chatham	5.6%	72	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1
Prospect Place Retail Park, Dartford	3.8%	49	29.4%	37	2.1%	1	3.0%	1	12.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Horstead Retail Park	3.0%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Rochester	1.7%	22	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%	2
Maidstone	1.4%	18	0.0%	0	0.0%	0	0.0%	0	5.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sevenoaks	1.1%	14	0.0%	0	0.0%	0	0.0%	0	16.4%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sittingbourne	0.9%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainham	0.9%	12	0.0%	0	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	0.8%	10	0.0%	0	1.4%	1	1.6%	1	0.8%	1	4.0%	4	0.0%	0	2.2%	4	3.2%	1	0.0%	0
Other Centres outside Survey Area	0.8%	10	0.7%	1	1.3%	1	0.0%	0	5.0%	4	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0
B&Q, London Road, Larkfield	0.8%	10	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
Lakeside	0.6%	8	1.0%	1	5.4%	3	3.0%	1	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Aylesford Retail Park, Aylesford	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Sittingbourne Retail Park, Sittingbourne	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sevenoaks Retail Park, Sevenoaks	0.4%	5	0.0%	0	0.0%	0	0.0%	0	6.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Larkfield	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Centres inside Survey Area - Zone 4	0.3%	3	0.0%	0	0.0%	0	0.0%	0	4.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Centres inside Survey Area - Zone 14	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Centres inside Survey Area - Zone 13	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dockside Outlet Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Centres inside Survey Area - Zone 5	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	1.1%	2	0.0%	0	0.0%	0
Aylesford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Centres inside Survey Area - Zone 3	0.1%	1	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Strood	0.1%	1	0.0%	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

# Gravesham & Medway Household Survey for GVA

Weighted:

February 2015

	Total	Zone 01	Zone 02	Zone 03	Zone 04	Zone 5A	Zone 5B	Zone 5A & 5B	Zone 06	Zone 07
Westfield Stratford City	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Royal Tunbridge Wells	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Snodland	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bexleyheath	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Longfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	1285	124	58	39	80	111	85	196	25	51
Sample:	1266	86	88	85	81	50	39	89	94	85

**Q08A Which internet / home delivery retailer do you use most often for your household's shopping for DIY and decorating goods?**

*Those who use the internet for their DIY and decorating goods at Q08*

B&Q	16.8%	2	0.0%	0	100.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ScrewFix	14.8%	1	0.0%	0	0.0%	0	100.0%	1	100.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	7.8%	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 / varies)	60.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	1
Weighted base:	9	0	0	1	1	1	0	0	0	0	0	0	0	0	0	0	1	1
Sample:	9	0	0	1	1	1	0	0	0	0	0	0	0	0	0	0	1	1

# Gravesham & Medway Household Survey for GVA

Weighted:

February 2015

	Total	Zone 01	Zone 02	Zone 03	Zone 04	Zone 5A	Zone 5B	Zone 5A & 5B	Zone 06	Zone 07										
<b>Q09 Where do you do most of your household's shopping for domestic appliances such as washing machines, fridges cookers and kettles?</b>																				
<i>Excludes SFTs</i>																				
Bluewater	15.9%	153	25.2%	27	28.2%	11	55.4%	15	38.6%	25	23.1%	11	13.3%	9	17.3%	21	23.9%	4	21.9%	8
Horstead Retail Park	15.7%	152	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	12.9%	9	7.6%	9	7.6%	1	13.1%	5
Chatham	11.4%	110	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	2	3.7%	3	4.1%	5	2.0%	0	8.3%	3
Rochester	6.7%	64	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	3	2.2%	3	2.7%	0	13.8%	5
Gravesend	5.7%	55	1.1%	1	19.9%	8	16.7%	4	2.0%	1	19.7%	10	36.0%	26	29.3%	35	19.4%	3	1.1%	0
Crayford	5.1%	49	27.5%	29	20.5%	8	9.5%	3	5.8%	4	10.1%	5	0.0%	0	4.1%	5	1.9%	0	0.0%	0
Gillingham	4.1%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	2
Dartford	4.0%	39	25.3%	27	15.7%	6	1.0%	0	4.0%	3	4.3%	2	0.0%	0	1.8%	2	0.0%	0	0.0%	0
Gillingham Retail Park	3.7%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	3	0.0%	0	2.4%	3	1.9%	0	7.0%	2
Lakeside	3.6%	35	4.3%	5	10.2%	4	10.0%	3	7.0%	4	13.7%	7	7.0%	5	9.7%	12	8.3%	1	3.2%	1
Strood Retail Park, Strood	3.6%	35	0.0%	0	0.0%	0	2.2%	1	0.0%	0	4.4%	2	3.5%	2	3.9%	5	0.0%	0	14.9%	5
Medway Valley Leisure Park, Strood	3.3%	32	0.0%	0	0.0%	0	1.4%	0	0.0%	0	2.8%	1	0.0%	0	1.1%	1	7.0%	1	3.6%	1
Imperial Retail Park, Gravesend	2.4%	23	0.8%	1	2.4%	1	1.0%	0	1.3%	1	11.4%	6	10.8%	8	11.0%	13	16.8%	3	2.3%	1
Maidstone	1.7%	16	0.0%	0	0.0%	0	0.0%	0	5.1%	3	0.0%	0	0.0%	0	0.9%	0	0.9%	0	2.7%	1
Sittingbourne	1.6%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hempstead Valley	1.6%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tower Retail Park, Crayford	1.5%	14	12.8%	13	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sevenoaks	1.4%	14	0.0%	0	0.0%	0	0.0%	0	21.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Aylesford Retail Park, Aylesford	1.3%	12	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
Sittingbourne Retail Park, Sittingbourne	1.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Centres outside Survey Area	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	1	0.0%	0
ASDA Superstore, Imperial Bsuiness and Retail Park, Thames Way, Northfleet, Gravesend, DA11 0DQ	0.6%	6	0.0%	0	1.9%	1	2.9%	1	0.0%	0	0.0%	0	6.0%	4	3.6%	4	2.9%	0	0.0%	0
Tesco Gillingham Kent Extra, Courteney Road, Gillingham, ME8 0GX	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
Sainsbury's Superstore, Wingfield Bank, Northfleet, Gravesend, DA11 8JH	0.4%	4	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	3.4%	2	2.0%	2	0.0%	0	0.0%	0
Aylesford	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
Orpington	0.3%	3	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
Sevenoaks Retail Park, Sevenoaks	0.2%	2	0.0%	0	0.0%	0	0.0%	0	3.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Larkfield	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Prospect Place Retail Park, Dartford	0.2%	2	1.1%	1	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# Gravesham & Medway Household Survey for GVA

Weighted:

February 2015

	Total	Zone 01	Zone 02	Zone 03	Zone 04	Zone 5A	Zone 5B	Zone 5A & 5B	Zone 06	Zone 07
ASDA Superstore, 1 Alexander Grove, Kingshill, ME19 4SZ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bexleyheath	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Other Centres inside Survey Area - Zone 13	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ASDA Superstore, Crossways Boulevard, Greenhithe	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Ashford Designer Outlet Strood	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Centres inside Survey Area - Zone 11	0.1%	1	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	0.9%	1
ASDA Superstore, London Road, Swanley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1
West Malling	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ASDA Superstore, Mill Way, Trinity Trading Estate, Sittingbourne, ME10 2PD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Centres inside Survey Area - Zone 7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	966	105	40	27	64	49	71	120	16	35
Sample:	950	74	62	59	67	22	34	56	62	59

### Q09A Which internet / home delivery retailer do you use most often for your household's shopping for domestic appliances such as washing machines, fridges, cookers and kettles?

*Those who use the internet for their domestic appliances at Q09*

Appliances Online (AO)	18.5%	58	11.5%	2	12.1%	2	7.2%	1	7.6%	1	27.8%	13	11.1%	2	22.6%	16	35.1%	2	7.5%	1
Currys	16.6%	52	16.4%	3	36.1%	6	18.2%	2	7.4%	1	23.5%	11	11.1%	2	19.6%	14	14.5%	1	9.7%	2
John Lewis	8.8%	28	0.0%	0	4.9%	1	11.5%	1	3.5%	1	4.4%	2	26.1%	6	11.2%	8	9.2%	1	5.4%	1
Amazon	7.3%	23	0.0%	0	4.5%	1	10.5%	1	16.3%	3	4.8%	2	12.1%	3	7.1%	5	0.0%	0	2.3%	0
Other	5.9%	18	7.8%	1	0.0%	0	6.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.5%	2	7.1%	1
Argos	5.2%	16	30.0%	5	9.1%	2	4.8%	1	0.0%	0	9.3%	4	5.3%	1	8.0%	6	0.0%	0	0.0%	0
Direct from manufacturer	1.8%	6	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0	0.0%	0	4.6%	0	0.0%	0
Asda	1.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	0	0.0%	0
Sainsbury's	1.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.6%	5	0.0%	0	6.6%	5	0.0%	0	0.0%	0
Co-op	1.1%	4	0.0%	0	0.0%	0	8.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	31.6%	99	34.2%	5	33.3%	6	33.2%	4	60.3%	10	20.6%	10	34.3%	7	24.9%	17	5.1%	0	68.1%	12
Weighted base:	314	15	17	12	17	47	22	69	7	18										
Sample:	303	10	23	23	17	22	9	31	23	26										

# Gravesham & Medway Household Survey for GVA

Weighted:

February 2015

	Total	Zone 01	Zone 02	Zone 03	Zone 04	Zone 5A	Zone 5B	Zone 5A & 5B	Zone 06	Zone 07										
<b>Q10 Where do you do most of your household's shopping for TV, Hi-Fi, Radio, photographic and computer equipment?</b>																				
<i>Excludes SFTs</i>																				
Bluewater	20.3%	212	29.7%	34	34.9%	16	59.3%	18	33.8%	23	44.0%	29	29.4%	19	36.8%	48	26.1%	5	20.9%	9
Horstead Retail Park	13.6%	143	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.2%	9	7.0%	9	3.4%	1	12.3%	5
Chatham	13.2%	138	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2	4.0%	3	3.7%	5	4.7%	1	12.5%	5
Rochester	7.5%	78	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.0%	6	4.4%	6	3.9%	1	21.1%	9
Crayford	4.7%	49	24.1%	28	15.7%	7	6.8%	2	5.7%	4	7.4%	5	3.7%	2	5.6%	7	5.4%	1	0.0%	0
Gravesend	3.8%	39	0.8%	1	16.0%	7	10.2%	3	1.9%	1	16.6%	11	17.0%	11	16.8%	22	18.3%	3	1.3%	1
Lakeside	3.3%	35	3.4%	4	11.1%	5	11.3%	3	9.2%	6	7.7%	5	7.7%	5	7.7%	10	5.9%	1	2.8%	1
Gillingham	3.1%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	2
Maidstone	3.1%	32	0.0%	0	1.1%	0	1.2%	0	4.0%	3	0.0%	0	3.7%	2	1.8%	2	0.0%	0	1.3%	1
Dartford	3.0%	31	16.9%	19	10.8%	5	0.9%	0	5.6%	4	3.2%	2	0.0%	0	1.6%	2	0.0%	0	0.0%	0
Gillingham Retail Park	2.8%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	3	0.0%	0	2.2%	3	1.7%	0	2.3%	1
Medway Valley Leisure Park, Strood	2.3%	24	0.0%	0	0.8%	0	3.0%	1	0.0%	0	4.1%	3	0.0%	0	2.1%	3	6.9%	1	5.1%	2
Sevenoaks	2.1%	22	1.6%	2	0.0%	0	0.0%	0	20.5%	14	0.0%	0	3.7%	2	1.8%	2	0.0%	0	0.0%	0
Hempstead Valley	2.0%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Strood Retail Park, Strood	1.9%	20	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	3.8%	2	1.9%	2	0.0%	0	8.3%	3
Tower Retail Park, Crayford	1.7%	18	14.0%	16	0.0%	0	2.0%	1	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Aylesford Retail Park, Aylesford	1.4%	15	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
Rainham	1.2%	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	1.3%	1
Sittingbourne	1.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Wingfield Bank, Northfleet, Gravesend , DA11 8JH	1.0%	10	1.0%	1	1.9%	1	0.0%	0	0.9%	1	6.3%	4	3.7%	2	5.0%	7	0.0%	0	1.0%	0
Other Centres outside Survey Area	0.9%	9	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0
Imperial Retail Park, Gravesend	0.9%	9	0.0%	0	1.9%	1	3.4%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	16.4%	3	1.9%	1
Sittingbourne Retail Park, Sittingbourne	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	0.0%	0
Aylesford	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
Tesco Gillingham Kent Extra, Courteney Road, Gillingham, ME8 0GX	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
Bexleyheath	0.4%	4	1.8%	2	2.3%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ASDA Superstore, Imperial Bsuiness and Retail Park, Thames Way, Northfleet , Gravesend, DA11 0DQ	0.3%	4	2.2%	3	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0	0.0%	0
Sainsbury's Superstore, Hempstead Valley Drive, Hempstead, Gillingham, ME7 3PQ	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

# Gravesham & Medway Household Survey for GVA

Weighted:

	Total	Zone 01	Zone 02	Zone 03	Zone 04	Zone 5A	Zone 5B	Zone 5A & 5B	Zone 06	Zone 07										
Sevenoaks Retail Park, Sevenoaks	0.2%	2	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Centres inside Survey Area - Zone 5	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2	0.0%	0	1.6%	2	0.0%	0	0.0%	0
Ashford Designer Outlet	0.2%	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
ASDA Superstore, 387 Maidstone Road, Chatham, ME5 9SE	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Prospect Place Retail Park, Dartford	0.2%	2	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	0.2%	2	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0
ASDA Superstore, Crossways Boulevard, Greenhithe	0.2%	2	0.8%	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
Orpington	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ASDA Superstore, London Road, Swanley	0.1%	1	0.8%	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
Larkfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Strood	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Strood Superstore, Charles Street, Strood, ME2 2DE	0.1%	1	0.0%	0	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 Superstore, The Brook, Chatham, ME4 4NZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1
Bromley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ASDA Living, Saint Peter's Street, Maidstone, ME16 0SR	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Centres inside Survey Area - Zone 11	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Royal Tunbridge Wells	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
Sainsbury's Superstore, Avenue of Remembrance , Sittingbourne , ME10 4DN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	1048		115		45		30		67		67		65		132		17		41	
Sample:	1026		79		66		67		70		30		29		59		67		70	



# Gravesham & Medway Household Survey for GVA

Weighted:

February 2015

	Total	Zone 01	Zone 02	Zone 03	Zone 04	Zone 5A	Zone 5B	Zone 5A & 5B	Zone 06	Zone 07										
<b>Q10A Which internet / home delivery retailer do you use most often for your household's shopping for TV, Hi-Fi, radio, photographic and computer equipment?</b>																				
<i>Those who use the internet for their TV, Hi-Fi, Radio, photographic and computer equipment at Q10</i>																				
Currys	16.7%	34	0.0%	0	27.3%	3	9.7%	1	8.8%	1	7.1%	2	20.1%	2	10.6%	5	9.3%	0	21.5%	3
Amazon	13.0%	26	0.0%	0	30.2%	3	8.2%	1	25.1%	4	6.5%	2	27.3%	3	12.1%	5	19.0%	1	10.4%	1
John Lewis	9.0%	18	17.7%	1	0.0%	0	25.3%	2	0.0%	0	7.1%	2	0.0%	0	5.2%	2	9.3%	0	7.1%	1
Appliances Online (AO)	6.5%	13	17.7%	1	8.1%	1	0.0%	0	0.0%	0	13.8%	4	0.0%	0	10.1%	4	16.4%	1	0.0%	0
Direct from manufacturer	3.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	2	0.0%	0	5.2%	2	6.1%	0	6.9%	1
Argos	2.7%	5	0.0%	0	0.0%	0	3.6%	0	0.0%	0	7.1%	2	9.6%	1	7.8%	3	0.0%	0	0.0%	0
Other	2.6%	5	0.0%	0	0.0%	0	0.0%	0	8.8%	1	6.5%	2	0.0%	0	4.8%	2	23.5%	1	0.0%	0
Ebay	1.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.2%	3	0.0%	0	7.5%	3	0.0%	0	0.0%	0
Tesco	1.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	43.2%	88	64.6%	3	34.3%	4	53.1%	4	57.2%	8	34.4%	11	43.0%	5	36.7%	16	16.4%	1	54.0%	7
Weighted base:		204		5		10		7		14		32		12		44		5		13
Sample:		210		4		14		15		14		15		5		20		18		17

# Gravesham & Medway Household Survey for GVA

Weighted:

February 2015

	Total	Zone 01	Zone 02	Zone 03	Zone 04	Zone 5A	Zone 5B	Zone 5A & 5B	Zone 06	Zone 07										
<b>Q11 At which centre or store do you do most of your household's shopping on goods for personal care, such as soaps, beauty products, medical goods?</b>																				
<i>Excludes SFTs</i>																				
Gravesend	13.3%	175	1.0%	1	19.6%	11	30.9%	13	3.8%	3	52.1%	54	67.3%	66	59.5%	120	45.1%	11	4.1%	2
Chatham	12.2%	161	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%	4
Bluewater	11.5%	151	21.0%	26	35.6%	20	32.4%	13	26.9%	21	10.6%	11	9.6%	9	10.1%	20	19.0%	5	11.1%	6
Gillingham	9.1%	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	3.4%	2
Hempstead Valley	8.2%	108	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	2
Dartford	5.4%	71	49.6%	62	7.4%	4	0.7%	4	5.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Strood	4.8%	63	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	33.5%	17
ASDA Superstore, Imperial Bsuiness and Retail Park, Thames Way, Northfleet, Gravesend, DA11 0DQ	3.9%	51	2.0%	3	12.1%	7	6.9%	3	0.0%	0	20.5%	21	10.0%	10	15.4%	31	19.5%	5	1.8%	1
Sainsbury's Superstore, Wingfield Bank, Northfleet, Gravesend, DA11 8JH	3.0%	40	4.5%	6	4.7%	3	11.6%	5	2.5%	2	12.7%	13	2.5%	2	7.7%	16	10.1%	3	0.0%	0
ASDA Superstore, 387 Maidstone Road, Chatham, ME5 9SE	2.5%	33	0.0%	0	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 Superstore, Crossways Boulevard, Greenhithe	2.3%	30	14.4%	18	16.6%	9	3.0%	1	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainham	2.2%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Rochester	2.1%	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	6.3%	3
Tesco Gillingham Kent Extra, Courteney Road, Gillingham, ME8 0GX	2.0%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1
Maidstone	1.9%	25	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1
Sainsbury's Superstore, Hempstead Valley Drive, Hempstead, Gillingham, ME7 3PQ	1.3%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Strood Retail Park, Strood	1.2%	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	5.1%	3
Imperial Retail Park, Gravesend	1.2%	16	1.6%	2	0.0%	0	4.1%	2	0.0%	0	0.0%	0	10.7%	10	5.2%	10	1.3%	0	0.0%	0
Other Centres outside Survey Area	1.1%	15	1.7%	2	0.0%	0	0.0%	0	9.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Sittingbourne	1.1%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sevenoaks	1.1%	14	0.0%	0	0.0%	0	0.0%	0	17.5%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Centres inside Survey Area - Zone 4	0.7%	9	0.0%	0	0.0%	0	0.0%	0	11.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gillingham Retail Park	0.6%	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	0.0%	0
Central London	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Strood Superstore, Charles Street, Strood, ME2 2DE	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	2

# Gravesham & Medway Household Survey for GVA

Weighted:

February 2015

	Total	Zone 01	Zone 02	Zone 03	Zone 04	Zone 5A	Zone 5B	Zone 5A & 5B	Zone 06	Zone 07										
Morrisons, Coldharbour Road, Northfleet, Gravesend	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0	2.1%	4	4.2%	1	0.0%	0
Swanley	0.4%	6	0.7%	1	0.0%	0	0.0%	0	6.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Snodland	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Medway Valley Leisure Park, Strood	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Other Centres inside Survey Area - Zone 14	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Prospect Place Retail Park, Dartford	0.3%	4	3.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Centres inside Survey Area - Zone 13	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Centres inside Survey Area - Zone 7	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	4
Other Centres inside Survey Area - Zone 10	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
Meopham	0.3%	3	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
Larkfield	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
Longfield	0.2%	3	0.0%	0	0.0%	0	2.1%	1	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ASDA Superstore, Mill Way, Trinity Trading Estate, Sittingbourne, ME10 2PD	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Malling	0.2%	3	0.0%	0	1.4%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ASDA Superstore, London Road, Swanley	0.2%	3	0.0%	0	0.0%	0	0.0%	0	3.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Pentagon Shopping Centre, 68-72 The Pentagon, Chatham, ME4 4HP	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Centres inside Survey Area - Zone 3	0.2%	3	0.0%	0	0.0%	0	6.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Avenue of Remembrance, Sittingbourne, ME10 4DN	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Centres inside Survey Area - Zone 9	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ASDA Superstore, 1 Alexander Grove, Kingshill, ME19 4SZ	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Mills Road, Aylesford, Quarry Wood Ind. Estate, ME20 7NA	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bromley	0.1%	2	0.0%	0	0.0%	0	1.9%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# Gravesham & Medway Household Survey for GVA

Weighted:

February 2015

	Total	Zone 01	Zone 02	Zone 03	Zone 04	Zone 5A	Zone 5B	Zone 5A & 5B	Zone 06	Zone 07
Other Centres inside Survey Area - Zone 12	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dockside Outlet Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside	0.1%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Sittingbourne Retail Park, Sittingbourne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, The Brook, Chatham, ME4 4NZ	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Centres inside Survey Area - Zone 2	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Other Centres inside Survey Area - Zone 15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Centres inside Survey Area - Zone 8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	1318	126	56	41	79	104	98	202	25	51
Sample:	1304	88	85	88	84	47	45	92	93	82

### Q11A Which internet / home delivery retailer do you use most often for your household's shopping for personal care, such as soaps, beauty products, medical goods?

*Those who use the internet for their personal care and luxury goods shopping at Q11*

Tesco	24.1%	12	0.0%	0	66.7%	3	0.0%	0	28.1%	1	0.0%	0	0.0%	0	0.0%	0	50.0%	1	10.2%	0
Other	20.3%	10	47.2%	2	20.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.2%	0
QVC	16.7%	9	30.4%	1	0.0%	0	0.0%	0	0.0%	0	65.8%	4	0.0%	0	48.0%	4	0.0%	0	45.4%	2
Asda	13.4%	7	0.0%	0	0.0%	0	47.2%	1	43.7%	1	34.2%	2	0.0%	0	25.0%	2	25.0%	0	0.0%	0
Sainsbury's	5.0%	3	0.0%	0	12.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.8%	1
Avon	3.8%	2	0.0%	0	0.0%	0	22.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boots	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	0	0.0%	0
(Don't know / varies)	14.6%	8	22.4%	1	0.0%	0	30.4%	0	28.1%	1	0.0%	0	100.0%	2	27.0%	2	0.0%	0	20.4%	1
Weighted base:		52		4		4		1		3		7		2		9		1		4
Sample:		56		3		5		3		3		3		1		4		4		7

# Gravesham & Medway Household Survey for GVA

Weighted:

February 2015

	Total	Zone 01	Zone 02	Zone 03	Zone 04	Zone 5A	Zone 5B	Zone 5A & 5B	Zone 06	Zone 07										
<b>Q12 At which centre or store do you do most of your household's shopping on goods for recreational and luxury goods including books, games, sports, pets and pet products, bicycles, jewellery?</b>																				
<i>Excludes SFTs</i>																				
Bluewater	31.1%	233	30.2%	24	71.9%	29	72.0%	15	55.1%	21	39.7%	24	55.0%	33	47.3%	57	40.1%	5	38.9%	10
Chatham	13.9%	104	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	19.1%	5
Gravesend	8.1%	60	0.0%	0	8.5%	3	12.5%	3	12.5%	5	34.3%	21	29.8%	18	32.1%	39	22.6%	3	6.4%	2
Gillingham	6.5%	49	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1
Hempstead Valley	5.4%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	1.5%	0
Dartford	5.1%	38	39.6%	32	2.8%	1	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maidstone	3.8%	29	0.0%	0	0.0%	0	0.0%	0	4.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	1
ASDA Superstore, Imperial Bsusiness and Retail Park, Thames Way, Northfleet, Gravesend, DA11 0DQ	2.6%	19	3.2%	3	4.1%	2	7.4%	2	1.6%	1	8.1%	5	11.1%	7	9.6%	12	6.4%	1	1.5%	0
Strood Retail Park, Strood Lakeside	1.9%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	4.5%	1
Gillingham Retail Park	1.9%	14	2.3%	2	2.0%	1	1.8%	0	0.0%	0	8.4%	5	0.0%	0	4.3%	5	2.3%	0	4.2%	1
Tesco Gillingham Kent Extra, Courteney Road, Gillingham, ME8 0GX	1.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Horstead Retail Park	1.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0
Crayford	1.3%	10	7.3%	6	3.8%	2	0.0%	0	0.0%	0	3.4%	2	0.0%	0	1.7%	2	2.5%	0	0.0%	0
ASDA Superstore, 387 Maidstone Road, Chatham, ME5 9SE	1.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Strood	1.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	3.5%	1
Rochester	1.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	0	3.1%	1
Sittingbourne	1.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	1.0%	7	1.5%	1	0.0%	0	0.0%	0	3.7%	1	0.0%	0	4.0%	2	2.0%	2	0.0%	0	0.0%	0
Tower Retail Park, Crayford	0.9%	6	8.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainham	0.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sevenoaks	0.8%	6	0.0%	0	0.0%	0	0.0%	0	15.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Medway Valley Leisure Park, Strood	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
ASDA Superstore, Crossways Boulevard, Greenhithe	0.7%	5	3.2%	3	7.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Imperial Retail Park, Gravesend	0.7%	5	0.0%	0	0.0%	0	4.6%	1	0.0%	0	2.2%	1	0.0%	0	1.1%	1	6.0%	1	0.0%	0
Other Centres outside Survey Area	0.6%	4	2.3%	2	0.0%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1
Sainsbury's Superstore, Wingfield Bank, Northfleet, Gravesend, DA11 8JH	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	2	0.0%	0	1.9%	2	6.6%	1	0.0%	0
Ashford Designer Outlet	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0
Westfield Stratford City	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

# Gravesham & Medway Household Survey for GVA

Weighted:

February 2015

	Total	Zone 01	Zone 02	Zone 03	Zone 04	Zone 5A	Zone 5B	Zone 5A & 5B	Zone 06	Zone 07
Dockside Outlet Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aylesford	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Aylesford Retail Park, Aylesford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Centres inside Survey Area - Zone 10	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ASDA Superstore, Mill Way, Trinity Trading Estate, Sittingbourne, ME10 2PD	0.2%	1	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
Larkfield	0.1%	1	0.0%	0	0.0%	0	2.1%	1	0.0%	0
Sainsbury's Superstore, Hempstead Valley Drive, Hempstead, Gillingham, ME7 3PQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	2.0%
Tesco Superstore, The Brook, Chatham, ME4 4NZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bromley	0.1%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0
West Malling	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sittingbourne Retail Park, Sittingbourne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Centres inside Survey Area - Zone 6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	0
Bexleyheath	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	0
Other Centres inside Survey Area - Zone 8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Meopham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	749	80	40	21	39	61	60	121	13	27
Sample:	704	53	59	46	40	27	28	55	49	41

### Q12A Which internet / home delivery retailer do you use most often for your household's shopping for recreational goods?

*Those who use the internet for their recreational goods shopping at Q12*

Amazon	63.5%	210	73.2%	16	46.0%	5	71.4%	11	50.3%	11	63.3%	21	57.9%	12	61.2%	33	70.8%	5	71.7%	14
Ebay	5.5%	18	15.6%	3	8.3%	1	0.0%	0	3.7%	1	9.6%	3	0.0%	0	5.8%	3	0.0%	0	10.1%	2
Other	4.0%	13	0.0%	0	0.0%	0	4.0%	1	6.3%	1	6.5%	2	0.0%	0	3.9%	2	12.0%	1	0.0%	0
Tesco	0.9%	3	0.0%	0	10.4%	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 / varies)	26.1%	86	11.2%	2	35.3%	4	24.5%	4	39.8%	9	20.6%	7	42.1%	9	29.1%	16	17.2%	1	18.2%	4
Weighted base:	331	21	10	15	22	32	21	54	8	20										
Sample:	319	16	12	31	22	15	9	24	27	30										

# Gravesham & Medway Household Survey for GVA

Weighted:

February 2015

	Total	Zone 01	Zone 02	Zone 03	Zone 04	Zone 5A	Zone 5B	Zone 5A & 5B	Zone 06	Zone 07										
<b>Q13 Which of the following centres do you visit most often? [PR]</b>																				
Chatham	14.1%	211	9.3%	13	0.0%	0	2.5%	1	1.8%	2	0.0%	0	0.0%	0	0.0%	0	2.3%	1	15.3%	9
Gravesend	26.4%	396	16.3%	23	74.6%	49	70.0%	32	32.5%	31	89.2%	107	91.0%	97	90.1%	203	76.3%	20	7.8%	5
Gillingham	5.8%	87	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	1.9%	1
Rainham	2.0%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Hempstead Valley Shopping Centre	21.0%	315	1.5%	2	0.6%	0	0.0%	0	3.5%	3	0.0%	0	0.0%	0	0.0%	0	5.2%	1	11.4%	7
Rochester	3.0%	46	1.3%	2	0.0%	0	4.6%	2	1.3%	1	0.0%	0	1.1%	1	0.5%	1	1.5%	0	6.9%	4
Strood	9.5%	143	0.0%	0	1.2%	1	0.0%	0	1.3%	1	1.8%	2	0.0%	0	1.0%	2	4.0%	1	45.2%	27
(Don't visit any of these)	18.2%	273	71.7%	102	23.6%	15	22.9%	10	59.5%	56	9.0%	11	7.9%	8	8.5%	19	9.6%	3	10.1%	6
Weighted base:		1501		142		65		45		95		120		106		226		26		61
Sample:		1501		100		100		100		100		54		50		104		100		100

**Q14 How often do you shop in (CENTRE MENTIONED AT Q13)?***Those who mentioned a centre at Q13*

Daily	2.7%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	4.6%	4	3.3%	7	1.3%	0	0.0%	0
5-6 times a week	1.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	5	0.0%	0	2.2%	5	0.0%	0	0.0%	0
4 times a week	1.4%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	4	0.0%	0	1.8%	4	1.3%	0	0.0%	0
3 times a week	3.5%	43	0.0%	0	1.5%	1	2.5%	1	1.6%	1	4.1%	4	6.3%	6	5.1%	11	0.8%	0	1.7%	1
Twice a week	12.0%	147	5.1%	2	7.0%	3	9.7%	3	0.0%	0	7.4%	8	5.5%	5	6.5%	13	14.2%	3	8.9%	5
Once a week	36.4%	447	7.4%	3	29.6%	15	29.1%	10	10.2%	4	36.9%	40	35.0%	34	36.0%	74	35.1%	8	43.1%	23
Once every 2 weeks	17.2%	211	13.5%	5	20.4%	10	24.1%	8	21.3%	8	18.6%	20	21.8%	21	20.1%	42	18.4%	4	23.8%	13
Once a month	15.1%	186	21.9%	9	21.9%	11	16.3%	6	38.8%	15	19.2%	21	16.6%	16	18.0%	37	20.1%	5	10.9%	6
Less often	8.5%	105	52.2%	21	19.5%	10	13.8%	5	28.2%	11	4.2%	5	2.5%	2	3.4%	7	8.9%	2	5.8%	3
Never	0.8%	10	0.0%	0	0.0%	0	4.5%	2	0.0%	0	0.0%	0	1.2%	1	0.6%	1	0.0%	0	1.7%	1
(Don't know / varies)	1.4%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	6	3.1%	6	0.0%	0	4.0%	2
Weighted base:		1228		40		50		35		38		109		98		207		24		54
Sample:		1198		31		78		76		37		49		46		95		90		89

# Gravesham & Medway Household Survey for GVA

Weighted:

February 2015

	Total	Zone 01	Zone 02	Zone 03	Zone 04	Zone 5A	Zone 5B	Zone 5A & 5B	Zone 06	Zone 07										
<b>Q15 What is usually the main purpose of your trip to (CENTRE MENTIONED AT Q13)?</b>																				
<i>Those who mentioned a centre at Q13</i>																				
Food shopping	46.5%	571	19.6%	8	38.4%	19	22.3%	8	35.5%	14	50.1%	55	65.9%	64	57.5%	119	35.8%	9	53.7%	29
Non-food shopping	35.6%	437	51.4%	21	38.5%	19	45.2%	16	33.7%	13	24.3%	26	30.2%	30	27.1%	56	27.6%	7	31.1%	17
Daytime eating / drinking	2.2%	27	4.6%	2	0.7%	0	0.0%	0	3.7%	1	2.0%	2	0.0%	0	1.0%	2	5.7%	1	0.0%	0
Evening eating / drinking	0.4%	4	0.0%	0	1.5%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1
Financial services	6.4%	79	0.0%	0	12.3%	6	18.0%	6	6.6%	3	14.8%	16	1.6%	2	8.5%	18	16.9%	4	6.4%	3
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Window shopping / browsing	1.8%	22	3.0%	1	0.0%	0	1.6%	1	3.1%	1	0.0%	0	0.0%	0	0.0%	0	8.7%	2	2.3%	1
Work	1.4%	17	9.3%	4	0.0%	0	0.0%	0	1.6%	1	4.2%	5	0.0%	0	2.2%	5	1.3%	0	0.0%	0
Leisure activity	0.9%	11	0.0%	0	0.7%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Medical appointment	0.7%	8	2.2%	1	0.0%	0	4.0%	1	3.7%	1	2.1%	2	0.0%	0	1.1%	2	0.0%	0	0.0%	0
Personal service	1.0%	12	0.0%	0	1.7%	1	2.9%	1	1.6%	1	2.6%	3	0.0%	0	1.4%	3	0.0%	0	1.5%	1
Visiting friends and family	1.0%	12	6.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.6%	1	3.8%	1	2.3%	1
Visit library	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	2.2%	27	3.0%	1	6.2%	3	1.6%	1	10.5%	4	0.0%	0	1.2%	1	0.6%	1	0.0%	0	0.0%	0
Weighted base:		1228		40		50		35		38		109		98		207		24		54
Sample:		1198		31		78		76		37		49		46		95		90		89

**Q16 Why else do you visit (CENTRE MENTIONED AT Q13)? [MR]***Those who mentioned a centre at Q13*

Food shopping	13.3%	164	7.4%	3	20.4%	10	8.4%	3	14.6%	6	10.1%	11	6.1%	6	8.2%	17	12.8%	3	17.7%	10
Non-food shopping	32.3%	397	9.8%	4	24.5%	12	18.8%	7	38.9%	15	38.9%	42	27.8%	27	33.7%	70	37.7%	9	20.1%	11
Daytime eating / drinking	7.7%	94	10.4%	4	3.9%	2	3.3%	1	3.1%	1	4.0%	4	11.4%	11	7.5%	16	3.8%	1	1.7%	1
Evening eating / drinking	2.2%	26	0.0%	0	4.9%	2	1.0%	0	0.0%	0	3.9%	4	0.0%	0	2.1%	4	2.2%	1	1.5%	1
Financial services	10.2%	125	0.0%	0	12.9%	6	13.1%	5	8.0%	3	11.1%	12	16.2%	16	13.5%	28	14.0%	3	7.8%	4
Other	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
Window shopping / browsing	0.5%	7	2.2%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0
Work	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	4	0.0%	0	1.8%	4	4.3%	1	0.0%	0
Leisure activity	2.6%	32	15.3%	6	0.0%	0	4.2%	1	3.3%	1	4.1%	4	0.0%	0	2.2%	4	3.0%	1	0.0%	0
Medical appointment	0.4%	5	0.0%	0	0.7%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0
Personal service	1.0%	12	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
Visiting friends and family	1.0%	13	6.0%	2	0.0%	0	4.9%	2	1.6%	1	2.1%	2	0.0%	0	1.1%	2	1.4%	0	0.0%	0
Visit library	0.6%	7	0.0%	0	0.7%	0	4.7%	2	0.0%	0	2.1%	2	1.2%	1	1.7%	3	0.0%	0	0.0%	0
(No other reason)	41.7%	512	57.9%	23	47.0%	24	45.4%	16	44.5%	17	34.6%	38	48.3%	47	41.1%	85	31.6%	8	54.9%	30
Weighted base:		1228		40		50		35		38		109		98		207		24		54
Sample:		1198		31		78		76		37		49		46		95		90		89



# Gravesham & Medway Household Survey for GVA

Weighted:

February 2015

	Total	Zone 01	Zone 02	Zone 03	Zone 04	Zone 5A	Zone 5B	Zone 5A & 5B	Zone 06	Zone 07										
<b>Q17 How often do you visit (CENTRE MENTIONED AT Q13)?</b>																				
<i>Those who mentioned a centre at Q13</i>																				
Daily	4.3%	53	0.0%	0	1.5%	1	0.0%	0	0.0%	0	8.3%	9	9.1%	9	8.7%	18	2.5%	1	0.0%	0
5-6 times a week	1.3%	15	4.6%	2	0.0%	0	1.6%	1	0.0%	0	4.2%	5	0.0%	0	2.2%	5	1.7%	0	0.0%	0
4 times a week	1.7%	21	5.1%	2	0.0%	0	2.2%	1	0.0%	0	3.3%	4	0.0%	0	1.8%	4	0.0%	0	0.0%	0
3 times a week	3.7%	46	0.0%	0	0.0%	0	4.5%	2	0.0%	0	2.1%	2	7.0%	7	4.4%	9	7.8%	2	2.2%	1
Twice a week	11.3%	138	2.2%	1	6.9%	3	10.7%	4	4.9%	2	3.2%	3	12.3%	12	7.5%	16	14.1%	3	13.3%	7
Once a week	29.5%	362	2.2%	1	19.8%	10	27.3%	10	8.5%	3	36.0%	39	32.6%	32	34.4%	71	23.4%	6	37.2%	20
Once every 2 weeks	14.1%	173	13.5%	5	15.1%	8	20.9%	7	11.7%	4	18.5%	20	11.0%	11	14.9%	31	14.9%	4	19.2%	10
Once a month	14.8%	182	26.9%	11	21.9%	11	20.0%	7	21.9%	8	13.2%	14	13.8%	13	13.5%	28	18.7%	4	9.4%	5
Less often	10.5%	129	43.3%	17	16.1%	8	11.1%	4	27.3%	10	4.2%	5	2.7%	3	3.5%	7	11.6%	3	9.0%	5
(Don't know / varies)	8.8%	108	2.2%	1	18.6%	9	1.7%	1	25.7%	10	7.1%	8	11.6%	11	9.2%	19	5.3%	1	9.8%	5
Weighted base:		1228		40		50		35		38		109		98		207		24		54
Sample:		1198		31		78		76		37		49		46		95		90		89

# Gravesham & Medway Household Survey for GVA

Weighted:

February 2015

	Total	Zone 01	Zone 02	Zone 03	Zone 04	Zone 5A	Zone 5B	Zone 5A & 5B	Zone 06	Zone 07										
<b>Q18 What do you like about (CENTRE MENTIONED AT Q13)? [MR]</b>																				
<i>Those who mentioned a centre at Q13</i>																				
Close to home	35.4%	434	2.2%	1	39.8%	20	27.7%	10	18.9%	7	41.5%	45	41.3%	40	41.4%	86	34.2%	8	37.6%	21
Nothing / very little	26.3%	323	31.6%	13	16.4%	8	34.4%	12	29.7%	11	46.4%	51	31.8%	31	39.5%	82	34.6%	8	29.8%	16
Easy to park	9.4%	116	5.2%	2	11.3%	6	3.6%	1	8.7%	3	4.1%	4	0.0%	0	2.2%	4	4.4%	1	8.3%	5
Good range of chain / well known stores	8.5%	105	11.3%	5	9.8%	5	2.1%	1	3.7%	1	2.1%	2	2.7%	3	2.4%	5	1.8%	0	5.2%	3
Free / cheap parking	6.9%	85	0.0%	0	0.0%	0	0.8%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	0	0.7%	0
Attractive environment	6.6%	81	12.0%	5	7.3%	4	8.1%	3	14.1%	5	3.9%	4	8.4%	8	6.1%	13	6.1%	1	6.9%	4
Good range of non-food shops	6.2%	76	6.9%	3	12.8%	6	5.4%	2	7.6%	3	2.1%	2	0.0%	0	1.1%	2	7.2%	2	6.2%	3
Compact/easy to get around	3.9%	48	3.0%	1	0.0%	0	3.5%	1	0.0%	0	0.0%	0	4.9%	5	2.3%	5	2.6%	1	6.2%	3
Historic environment	2.4%	30	6.9%	3	0.7%	0	3.7%	1	0.0%	0	0.0%	0	3.6%	4	1.7%	4	0.0%	0	1.6%	1
Good quality of shops	2.4%	29	2.2%	1	3.9%	2	0.0%	0	0.0%	0	1.9%	2	0.0%	0	1.0%	2	1.2%	0	4.4%	2
Good range of specialist / independent stores	2.0%	24	6.9%	3	0.7%	0	2.2%	1	3.3%	1	2.1%	2	0.0%	0	1.1%	2	4.3%	1	1.6%	1
Good foodstores	1.8%	22	0.0%	0	0.0%	0	0.0%	0	2.1%	1	4.2%	5	1.6%	2	3.0%	6	3.9%	1	2.7%	1
Covered shopping area	1.7%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Familiarity / habit	1.5%	18	0.0%	0	1.5%	1	1.0%	0	0.0%	0	0.0%	0	3.6%	4	1.7%	4	4.4%	1	1.5%	1
Good layout / shops close together	1.3%	16	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	1.7%	1
Everything	1.2%	14	0.0%	0	2.5%	1	2.6%	1	1.6%	1	0.0%	0	1.2%	1	0.6%	1	1.2%	0	1.0%	1
Presence of specific retailer - Marks & Spencer	1.1%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Safe / secure	1.1%	14	0.0%	0	0.7%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.7%	0
Good places to eat	1.0%	12	0.0%	0	0.0%	0	0.0%	0	1.6%	1	2.1%	2	3.3%	3	2.7%	6	3.6%	1	0.0%	0
Good bus service / accessible public transport	1.0%	12	2.2%	1	1.2%	1	0.0%	0	4.2%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0
Presence of specific retailer	0.9%	12	4.8%	2	1.7%	1	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	0	2.4%	1
Close to work / en route to work	0.9%	11	4.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	1.2%	2	0.0%	0	0.0%	0
Clean / litter free	0.8%	10	0.0%	0	1.0%	0	1.6%	1	2.1%	1	0.0%	0	2.5%	2	1.2%	2	1.3%	0	0.0%	0
Good leisure facilities (e.g. leisure centres, cinema, health and fitness clubs, arts centres etc.)	0.7%	9	5.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	3	1.6%	3	0.0%	0	0.0%	0
Easily accessible by foot / cycle	0.7%	9	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0
Not too busy or crowded	0.7%	9	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.7%	0
Good range of services (e.g. bank, library, hairdresser etc.)	0.7%	9	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	1.9%	1
Presence of specific retailer - Primark	0.7%	8	0.0%	0	0.0%	0	3.3%	1	0.0%	0	2.1%	2	2.7%	3	2.4%	5	1.7%	0	1.0%	1
Good market	0.6%	7	4.8%	2	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pedestrianised areas	0.5%	6	0.0%	0	2.3%	1	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# Gravesham & Medway Household Survey for GVA

Weighted:

February 2015

	Total	Zone 01	Zone 02	Zone 03	Zone 04	Zone 5A	Zone 5B	Zone 5A & 5B	Zone 06	Zone 07										
Presence of specific retailer - Debenhams	0.5%	6	0.0%	0	0.0%	0	1.6%	1	3.3%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0
Riverside environment	0.5%	6	5.1%	2	0.0%	0	2.6%	1	0.0%	0	0.0%	0	2.7%	3	1.3%	3	0.0%	0	0.0%	0
Presence of specific retailer - Wilkinsons	0.4%	5	0.0%	0	0.0%	0	1.6%	1	0.0%	0	2.1%	2	2.7%	3	2.4%	5	0.0%	0	0.0%	0
Library	0.3%	4	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Presence of specific retailer - Sainsbury's	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Accessible by rail	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	3	1.6%	3	0.0%	0	0.0%	0
Low or discount prices	0.3%	3	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	2.7%	3	1.3%	3	0.0%	0	0.0%	0
Good for a day out	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	1.5%	1
Good road access	0.2%	2	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good pubs / bars	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0
Shops selling local or fairtrade produce	0.1%	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
Good facilities (e.g. seating, toilets)	0.1%	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
(Don't know)	1.3%	16	4.6%	2	1.2%	1	0.0%	0	4.9%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.7%	0
Weighted base:		1228		40		50		35		38		109		98		207		24		54
Sample:		1198		31		78		76		37		49		46		95		90		89

# Gravesham & Medway Household Survey for GVA

Weighted:

February 2015

	Total	Zone 01	Zone 02	Zone 03	Zone 04	Zone 5A	Zone 5B	Zone 5A & 5B	Zone 06	Zone 07										
<b>Q19 What do you dislike about (CENTRE MENTIONED AT Q13)? [MR]</b>																				
<i>Those who mentioned a centre at Q13</i>																				
Nothing	48.5%	596	61.3%	25	52.7%	26	32.0%	11	39.3%	15	30.2%	33	23.4%	23	27.0%	56	37.9%	9	51.5%	28
Not enough choice of shops	12.8%	158	10.2%	4	7.8%	4	17.7%	6	4.9%	2	16.8%	18	26.9%	26	21.6%	45	28.5%	7	14.9%	8
Poor environment	6.4%	79	4.6%	2	7.2%	4	5.3%	2	13.1%	5	8.8%	10	9.4%	9	9.0%	19	5.9%	1	1.7%	1
Unsafe / poor security / dangerous	5.5%	68	4.6%	2	5.2%	3	6.0%	2	2.1%	1	8.4%	9	17.8%	17	12.8%	27	5.6%	1	7.3%	4
Poor quality shops	4.4%	54	0.0%	0	1.5%	1	7.6%	3	5.0%	2	6.1%	7	7.6%	7	6.8%	14	8.6%	2	1.7%	1
Too many shops of one type - discount retailers (e.g. charity shops and £ shops)	4.0%	49	0.0%	0	1.0%	0	10.1%	4	0.0%	0	7.4%	8	17.2%	17	12.0%	25	8.9%	2	0.0%	0
Not enough clothes shops	4.0%	49	0.0%	0	3.1%	2	4.9%	2	0.0%	0	7.4%	8	0.0%	0	3.9%	8	21.6%	5	6.3%	3
Vandals / hooligans	3.9%	48	9.3%	4	1.5%	1	1.7%	1	1.6%	1	12.8%	14	0.0%	0	6.8%	14	11.3%	3	0.7%	0
Too many vacant units	3.6%	44	0.0%	0	3.9%	2	13.1%	5	10.7%	4	0.0%	0	5.9%	6	2.8%	6	7.0%	2	0.0%	0
Cost of parking	3.0%	37	0.0%	0	4.4%	2	10.7%	4	8.5%	3	8.4%	9	6.8%	7	7.7%	16	6.9%	2	4.0%	2
Lack of parking	3.0%	37	9.8%	4	0.0%	0	5.4%	2	2.1%	1	4.2%	5	0.0%	0	2.2%	5	0.8%	0	5.9%	3
Everything	3.0%	36	0.0%	0	1.5%	1	1.0%	0	7.9%	3	0.0%	0	8.4%	8	4.0%	8	0.0%	0	3.0%	2
Litter / dirty / dogs	2.8%	35	4.6%	2	3.3%	2	1.8%	1	4.5%	2	0.0%	0	2.3%	2	1.1%	2	1.4%	0	0.7%	0
Traffic congestion	2.2%	27	0.0%	0	3.2%	2	0.0%	0	1.6%	1	2.1%	2	3.3%	3	2.7%	6	0.0%	0	6.7%	4
Not enough supermarket/ food shops	2.0%	24	0.0%	0	3.6%	2	4.0%	1	0.0%	0	6.1%	7	2.7%	3	4.5%	9	7.0%	2	0.0%	0
No department store	1.6%	19	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	3.3%	3	1.6%	3	5.0%	1	0.7%	0
Shops are too busy	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Uneven paving	0.4%	5	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
Too many shops of one type - betting shops	0.4%	5	0.0%	0	0.0%	0	0.8%	0	0.0%	0	2.1%	2	0.0%	0	1.1%	2	1.4%	0	0.0%	0
Difficult to cross streets	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	3	1.6%	3	0.0%	0	0.0%	0
Poor bus service to centre	0.3%	4	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Awkward car parks (layout)	0.3%	4	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Prices too high	0.3%	3	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
Centre very windy	0.2%	3	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Too few pubs, eating places etc.	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0
Difficult to get to	0.2%	3	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Short opening hours/ no facilities on Sundays	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of leisure, sports or cultural facilities	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0
Few traffic free areas	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Poor facilities (e.g. seating, toilets)	0.1%	1	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0
Too few service businesses (e.g. banks / building societies)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Lack of covered shopping area	0.1%	1	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

## Gravesham & Medway Household Survey for GVA

Weighted:

	Total	Zone 01	Zone 02	Zone 03	Zone 04	Zone 5A	Zone 5B	Zone 5A & 5B	Zone 06	Zone 07
(Don't know)	1.9% 24	4.6% 2	3.9% 2	1.7% 1	3.3% 1	2.1% 2	2.7% 3	2.4% 5	3.1% 1	0.0% 0
Weighted base:	1228	40	50	35	38	109	98	207	24	54
Sample:	1198	31	78	76	37	49	46	95	90	89

# Gravesham & Medway Household Survey for GVA

Weighted:

February 2015

	Total	Zone 01	Zone 02	Zone 03	Zone 04	Zone 5A	Zone 5B	Zone 5A & 5B	Zone 06	Zone 07										
<b>Q20 How do you think (CENTRE MENTIONED AT Q13) Town Centre could be improved? [MR]</b>																				
<i>Those who mentioned a centre at Q13</i>																				
No need to improve	26.4%	325	43.9%	18	18.0%	9	15.9%	6	27.7%	11	12.4%	14	15.2%	15	13.8%	28	14.7%	4	29.5%	16
Better choice of shops	17.1%	210	8.0%	3	16.6%	8	15.9%	6	18.1%	7	24.0%	26	32.1%	31	27.8%	57	18.0%	4	13.4%	7
More large shops/department stores	12.9%	159	0.0%	0	6.0%	3	13.9%	5	5.0%	2	31.6%	34	18.9%	19	25.6%	53	29.6%	7	5.8%	3
Better quality shops	7.6%	93	2.2%	1	14.1%	7	13.1%	5	6.7%	3	15.1%	16	17.6%	17	16.2%	34	16.5%	4	3.4%	2
Improve appearance / environment	5.9%	73	4.6%	2	4.3%	2	5.9%	2	6.0%	2	4.1%	4	11.4%	11	7.6%	16	8.6%	2	5.5%	3
More car parking	4.9%	60	5.2%	2	5.5%	3	11.6%	4	7.6%	3	4.2%	5	1.9%	2	3.1%	6	3.5%	1	13.1%	7
Better maintenance / cleanliness	4.5%	56	0.0%	0	3.6%	2	1.8%	1	6.0%	2	0.0%	0	5.1%	5	2.4%	5	4.2%	1	5.9%	3
Introduce a named retailer - Marks & Spencer	4.1%	51	2.2%	1	6.2%	3	11.2%	4	5.3%	2	14.5%	16	10.7%	10	12.7%	26	5.8%	1	1.0%	1
Totally regenerate the centre	3.7%	45	0.0%	0	7.0%	4	8.8%	3	0.0%	0	1.2%	1	6.7%	7	3.8%	8	0.0%	0	2.1%	1
Improve security, including CCTV	3.0%	37	4.6%	2	5.3%	3	5.5%	2	6.6%	3	5.9%	6	3.6%	4	4.8%	10	4.4%	1	2.8%	2
Introduce a named retailer	2.9%	36	3.0%	1	0.0%	0	1.0%	0	0.0%	0	3.9%	4	0.0%	0	2.0%	4	0.0%	0	2.5%	1
Cheaper parking	2.5%	31	0.0%	0	3.6%	2	4.4%	2	8.5%	3	6.3%	7	6.8%	7	6.5%	14	1.4%	0	3.5%	2
More supermarkets / food shops	2.3%	28	0.0%	0	1.0%	0	4.8%	2	0.0%	0	4.2%	5	2.5%	2	3.4%	7	13.6%	3	0.7%	0
Fewer vacant units	1.3%	16	0.0%	0	2.2%	1	6.1%	2	1.6%	1	1.2%	1	4.0%	4	2.6%	5	0.6%	0	0.0%	0
Free parking	1.3%	16	0.0%	0	1.0%	0	2.2%	1	3.3%	1	4.2%	5	0.0%	0	2.2%	5	2.6%	1	1.7%	1
Greater choice of independent retailers	1.2%	15	0.0%	0	0.7%	0	0.0%	0	0.0%	0	1.9%	2	1.2%	1	1.6%	3	1.2%	0	2.1%	1
Improve signposting in centre	1.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	1.0%	2	0.0%	0	0.7%	0
More/better seating, toilets	0.9%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Improve bus services / access	0.9%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	1.1%	2	2.2%	1	0.7%	0
Better facilities for pedestrians (including pedestrian crossings)	0.8%	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	2.1%	1
More pubs, restaurants, cafes	0.8%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0
More traffic free areas /pedestrianisation	0.8%	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	4.0%	2
More leisure, sports or cultural facilities	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	2.7%	3	1.9%	4	4.4%	1	0.0%	0
Better facilities for youth	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	3	1.3%	3	1.2%	0	0.0%	0
More disabled parking	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer midweek opening hours/more evening activities	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
More banks / building societies	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%	0	0.0%	0
Better market	0.1%	1	2.2%	1	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer opening hours on	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0

# Gravesham & Medway Household Survey for GVA

Weighted:

February 2015

	Total	Zone 01	Zone 02	Zone 03	Zone 04	Zone 5A	Zone 5B	Zone 5A & 5B	Zone 06	Zone 07
Sunday (Don't know)	12.9% 159	23.9% 10	22.7% 11	7.5% 3	10.3% 4	7.2% 8	11.1% 11	9.1% 19	16.4% 4	15.3% 8
Weighted base:	1228	40	50	35	38	109	98	207	24	54
Sample:	1198	31	78	76	37	49	46	95	90	89

**Q21 Do you take part in any of the following leisure or cultural activities? [MR/PR]**

Daytime Cafes/Restaurants	39.0% 585	38.5% 55	27.7% 18	39.9% 18	42.9% 41	54.0% 65	41.8% 44	48.3% 109	43.4% 11	30.6% 19
Evening Restaurants	46.4% 696	45.2% 64	52.1% 34	61.5% 28	50.8% 48	52.8% 63	66.6% 71	59.3% 134	67.6% 18	48.5% 29
Pubs/Clubs	33.5% 503	29.4% 42	37.7% 25	41.7% 19	46.3% 44	45.9% 55	27.4% 29	37.2% 84	41.5% 11	33.6% 20
Cinema	54.2% 813	50.1% 71	52.4% 34	61.0% 28	54.4% 52	74.1% 89	70.7% 75	72.5% 164	65.4% 17	46.1% 28
Children's Soft Play Venues	9.5% 142	6.7% 10	9.9% 6	8.7% 4	5.9% 6	12.9% 15	11.1% 12	12.1% 27	20.8% 5	4.8% 3
Entertainment venues (10-pin bowling, ice skating, bingo, etc.)	22.0% 330	16.8% 24	23.4% 15	27.8% 13	17.3% 16	50.8% 61	35.2% 37	43.5% 98	42.7% 11	12.2% 7
Health and fitness clubs (gyms, leisure centres, swimming pools, etc.)	22.5% 338	19.5% 28	20.3% 13	28.2% 13	25.3% 24	28.4% 34	25.8% 27	27.1% 61	28.3% 7	20.7% 13
Theatres / museums / arts centres / art galleries	41.9% 629	43.2% 61	41.6% 27	40.8% 19	51.6% 49	44.6% 53	47.2% 50	45.8% 103	43.5% 11	35.7% 22
(None of these)	15.2% 228	16.6% 24	10.4% 7	13.6% 6	15.4% 15	6.6% 8	5.7% 6	6.2% 14	11.9% 3	19.2% 12
Weighted base:	1501	142	65	45	95	120	106	226	26	61
Sample:	1501	100	100	100	100	54	50	104	100	100

# Gravesham & Medway Household Survey for GVA

Weighted:

February 2015

	Total	Zone 01	Zone 02	Zone 03	Zone 04	Zone 5A	Zone 5B	Zone 5A & 5B	Zone 06	Zone 07										
<b>Q22 What town centre do you visit most often for daytime cafes / restaurants?</b>																				
<i>Those who visit daytime cafes / restaurants at Q21</i>																				
Bluewater	18.8%	110	29.9%	16	45.5%	8	39.0%	7	19.4%	8	34.6%	22	28.4%	13	32.1%	35	25.3%	3	21.7%	4
Gravesend Town Centre	14.5%	85	3.8%	2	26.5%	5	28.2%	5	6.6%	3	46.2%	30	64.6%	29	53.7%	59	51.1%	6	2.2%	0
Chatham Town Centre	8.4%	49	3.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	0	2.9%	1
Rochester District Centre	7.7%	45	3.7%	2	0.0%	0	3.1%	1	0.0%	0	2.1%	1	0.0%	0	1.2%	1	2.6%	0	8.3%	2
Gillingham District Centre	5.8%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dartford Town Centre	5.3%	31	43.2%	24	12.5%	2	1.5%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hempstead Valley Shopping Centre	4.8%	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	4.3%	1
Maidstone Town Centre	4.8%	28	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	0	2.9%	1
Strood District Centre	3.3%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	1	12.3%	2
Central London	3.0%	18	0.0%	0	0.0%	0	4.8%	1	0.0%	0	7.1%	5	0.0%	0	4.2%	5	4.3%	0	13.8%	3
Other Venues inside Survey Area	2.8%	17	0.0%	0	0.0%	0	3.5%	1	2.0%	1	0.0%	0	3.5%	2	1.4%	2	0.0%	0	11.6%	2
Rainham District Centre	2.6%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Venues outside Survey Area	2.0%	12	1.6%	1	0.0%	0	1.5%	0	14.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sevenoaks Town Centre	1.4%	8	0.0%	0	0.0%	0	1.5%	0	20.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Malling Town Centre	1.2%	7	0.0%	0	0.0%	0	0.0%	0	2.0%	1	3.5%	2	0.0%	0	2.1%	2	0.0%	0	0.0%	0
Medway Valley Leisure Park, Strood	1.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0	1.9%	2	2.8%	0	2.2%	0
Sittingbourne District Centre	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Canterbury City Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Meopham Village	0.3%	2	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crayford District Centre	0.2%	1	0.0%	0	2.7%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0
Longfield Village Centre	0.2%	1	0.0%	0	0.0%	0	5.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bexleyheath Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	10.7%	63	14.3%	8	12.8%	2	12.0%	2	25.1%	10	3.3%	2	3.5%	2	3.3%	4	1.7%	0	17.9%	3
Weighted base:		585		55		18		18		41		65		44		109		11		19
Sample:		593		44		28		43		44		29		21		50		43		34



# Gravesham & Medway Household Survey for GVA

Weighted:

February 2015

	Total	Zone 01	Zone 02	Zone 03	Zone 04	Zone 5A	Zone 5B	Zone 5A & 5B	Zone 06	Zone 07										
<b>Q23 What town centre do you visit most often for evening restaurants?</b>																				
<i>Those who visit evening restaurants at Q21</i>																				
Bluewater	22.2%	154	45.2%	29	35.0%	12	16.0%	4	15.3%	7	46.6%	29	41.0%	29	43.6%	58	20.1%	4	18.1%	5
Rochester District Centre	11.5%	80	3.2%	2	0.0%	0	6.7%	2	0.0%	0	5.8%	4	3.4%	2	4.5%	6	4.1%	1	24.7%	7
Gravesend Town Centre	11.3%	78	1.4%	1	27.8%	9	23.9%	7	2.6%	1	28.9%	18	35.2%	25	32.2%	43	49.0%	9	11.8%	3
Maidstone Town Centre	7.6%	53	0.0%	0	0.0%	0	1.3%	0	13.7%	7	0.0%	0	0.0%	0	0.0%	0	1.1%	0	8.7%	3
Central London	5.4%	37	1.9%	1	4.9%	2	5.7%	2	2.9%	1	7.2%	5	3.4%	2	5.2%	7	10.3%	2	4.7%	1
Gillingham District Centre	4.6%	32	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dartford Town Centre	3.3%	23	27.8%	18	10.5%	4	1.3%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chatham Town Centre	3.3%	23	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%	2
Rainham District Centre	3.0%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Venues outside Survey Area	2.2%	15	3.8%	2	0.0%	0	3.1%	1	3.4%	2	0.0%	0	0.0%	0	0.0%	0	3.5%	1	1.4%	0
Other Venues inside Survey Area	2.0%	14	1.4%	1	0.0%	0	4.3%	1	6.3%	3	4.5%	3	0.0%	0	2.1%	3	2.3%	0	1.4%	0
Meopham Village	1.8%	13	0.0%	0	0.0%	0	16.4%	5	3.9%	2	3.6%	2	0.0%	0	1.7%	2	0.8%	0	0.0%	0
West Malling Town Centre	1.5%	10	0.0%	0	0.0%	0	0.0%	0	6.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Strood District Centre	1.3%	9	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.8%	1	0.0%	0	4.6%	1
Sittingbourne District Centre	1.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sevenoaks Town Centre	0.9%	6	0.0%	0	0.0%	0	0.0%	0	10.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1
Longfield Village Centre	0.6%	4	0.0%	0	0.0%	0	13.5%	4	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Medway Valley Leisure Park, Strood	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	1	0.0%	0
Canterbury City Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crayford District Centre	0.2%	2	1.9%	1	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bexleyheath Town Centre	0.1%	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
(Don't know / varies)	14.8%	103	13.6%	9	17.9%	6	7.8%	2	29.0%	14	3.3%	2	15.5%	11	9.7%	13	3.0%	1	15.8%	5
Weighted base:		696		64		34		28		48		63		71		134		18		29
Sample:		690		44		47		60		50		28		31		59		64		45

# Gravesham & Medway Household Survey for GVA

Weighted:

February 2015

	Total	Zone 01	Zone 02	Zone 03	Zone 04	Zone 5A	Zone 5B	Zone 5A & 5B	Zone 06	Zone 07										
<b>Q24 What town centre do you visit most often for pubs/clubs?</b>																				
<i>Those who visit pubs / clubs at Q21</i>																				
Gravesend Town Centre	13.4%	67	0.0%	0	16.1%	4	17.8%	3	0.0%	0	61.3%	34	63.4%	18	62.0%	52	50.8%	6	5.9%	1
Rochester District Centre	12.4%	62	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	0	24.3%	5
Other Centres inside Survey Area	9.4%	47	0.0%	0	9.8%	2	35.0%	7	23.3%	10	7.7%	4	0.0%	0	5.0%	4	1.8%	0	26.9%	5
Gillingham District Centre	6.1%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dartford Town Centre	6.1%	31	60.8%	25	20.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chatham Town Centre	4.6%	23	4.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.5%	3
Other Centres outside Survey Area	4.6%	23	4.5%	2	2.0%	0	0.0%	0	15.0%	7	4.2%	2	11.2%	3	6.6%	6	0.0%	0	0.0%	0
Maidstone Town Centre	4.3%	22	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	11.2%	3	3.9%	3	9.6%	1	2.7%	1
Rainham District Centre	4.3%	21	0.0%	0	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	3.3%	17	0.0%	0	3.1%	1	1.4%	0	3.0%	1	12.5%	7	0.0%	0	8.2%	7	5.9%	1	0.0%	0
Strood District Centre	2.4%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	2	0.0%	0	2.6%	2	0.0%	0	7.3%	1
Meopham Village Centre	2.2%	11	0.0%	0	2.0%	0	19.1%	4	7.6%	3	0.0%	0	0.0%	0	0.0%	0	3.7%	0	0.0%	0
Sevenoaks Town Centre	2.0%	10	0.0%	0	7.6%	2	0.0%	0	15.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1
West Malling Town Centre	1.4%	7	0.0%	0	0.0%	0	0.0%	0	6.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cobham Village Centre	1.1%	5	0.0%	0	0.0%	0	13.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.4%	1	0.0%	0
Sittingbourne District Centre	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bexleyheath Town Centre	0.8%	4	0.0%	0	3.4%	1	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Medway Valley Leisure Park, Strood	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	1
Hempstead Valley Shopping Centre	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bluewater	0.5%	3	0.0%	0	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0
Lakeside	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greenhithe Town Centre	0.3%	2	0.0%	0	6.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	18.2%	92	30.2%	13	21.6%	5	10.6%	2	28.6%	13	10.5%	6	14.3%	4	11.8%	10	10.2%	1	9.8%	2
Weighted base:		503		42		25		19		44		55		29		84		11		20
Sample:		504		28		36		37		44		25		12		37		39		32

# Gravesham & Medway Household Survey for GVA

Weighted:

February 2015

	Total	Zone 01		Zone 02		Zone 03		Zone 04		Zone 5A		Zone 5B		Zone 5A & 5B		Zone 06		Zone 07		
<b>Q25 Where do you go most often to visit the cinema?</b>																				
<i>Those who visit the cinema at Q21</i>																				
Showcase Cinemas, Bluewater, DA9 9SG	40.0%	325	95.7%	68	88.4%	30	86.0%	24	66.3%	34	73.5%	65	58.6%	44	66.7%	109	63.1%	11	10.7%	3
Odeon, Chatham, ME4 4LL	29.7%	241	0.0%	0	0.0%	0	4.0%	1	2.5%	1	0.0%	0	7.3%	5	3.3%	5	3.7%	1	53.2%	15
Cineworld, Medway Valley Leisure Park, Strood, ME2 2SS	18.0%	147	0.0%	0	2.4%	1	6.3%	2	2.5%	1	13.4%	12	15.4%	12	14.3%	23	33.2%	6	29.3%	8
Odeon, Maidstone, ME16 8RG	2.0%	16	0.0%	0	0.0%	0	0.0%	0	9.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
The Woodville, Gravesend, DA12 1DD	1.7%	14	0.0%	0	2.5%	1	3.7%	1	0.0%	0	2.4%	2	10.7%	8	6.2%	10	0.0%	0	0.0%	0
Cineworld, Bexleyheath, DA6 7LL	1.5%	12	2.6%	2	3.0%	1	0.0%	0	2.7%	1	2.6%	2	3.2%	2	2.9%	5	0.0%	0	0.0%	0
Central Theatre Cinema, Gillingham, ME4 4AS	1.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Other Cinemas outside Survey Area	0.9%	7	0.0%	0	1.4%	0	0.0%	0	3.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0
New Century Cinema, Sittingbourne, ME10 4PG	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Cinemas inside Survey Area	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Vue, Lakeside, RM20 2ZW (Don't know / varies)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	4.4%	36	1.7%	1	2.2%	1	0.0%	0	13.4%	7	8.2%	7	4.8%	4	6.6%	11	0.0%	0	1.4%	0
Weighted base:		813		71		34		28		52		89		75		164		17		28
Sample:		755		47		48		57		50		39		34		73		60		41

# Gravesham & Medway Household Survey for GVA

Weighted:

February 2015

	Total	Zone 01	Zone 02	Zone 03	Zone 04	Zone 5A	Zone 5B	Zone 5A & 5B	Zone 06	Zone 07										
<b>Q26 Where do you go most often to visit children soft play venues?</b>																				
<i>Those who visit children's soft play venues at Q21</i>																				
Rochester District Centre	21.3%	30	0.0%	0	0.0%	0	22.1%	1	0.0%	0	43.2%	7	22.0%	3	34.0%	9	18.9%	1	18.5%	1
Chatham Town Centre	12.0%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.4%	3	0.0%	0	10.4%	3	19.1%	1	0.0%	0
Strood District Centre	8.9%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	1	0.0%	0	5.0%	1	16.7%	1	42.5%	1
Other Centres inside Survey Area	6.1%	9	0.0%	0	16.0%	1	0.0%	0	10.8%	1	0.0%	0	20.3%	2	8.8%	2	9.4%	1	0.0%	0
Dartford Town Centre	5.4%	8	43.1%	4	5.6%	0	14.6%	1	0.0%	0	14.8%	2	0.0%	0	8.4%	2	0.0%	0	0.0%	0
Gillingham District Centre	5.2%	7	0.0%	0	0.0%	0	6.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greenhithe Town Centre	5.2%	7	26.4%	3	36.9%	2	0.0%	0	0.0%	0	14.8%	2	0.0%	0	8.4%	2	2.6%	0	0.0%	0
Maidstone Town Centre	4.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Centres outside Survey Area	4.1%	6	0.0%	0	0.0%	0	6.7%	0	35.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gravesend Town Centre	3.8%	5	0.0%	0	0.0%	0	15.4%	1	0.0%	0	0.0%	0	26.1%	3	11.3%	3	17.7%	1	0.0%	0
Medway Valley Leisure Park, Strood	2.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.3%	1	39.0%	1
Sittingbourne District Centre	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainham District Centre	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bluewater	0.4%	1	0.0%	0	5.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crayford District Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Malling Town Centre	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bexleyheath Town Centre	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	16.4%	23	30.5%	3	35.8%	2	34.5%	1	53.6%	3	0.0%	0	31.6%	4	13.7%	4	4.2%	0	0.0%	0
Weighted base:		142		10		6		4		6		15		12		27		5		3
Sample:		136		6		10		8		5		7		6		13		18		4

# Gravesham & Medway Household Survey for GVA

Weighted:

February 2015

	Total	Zone 01	Zone 02	Zone 03	Zone 04	Zone 5A	Zone 5B	Zone 5A & 5B	Zone 06	Zone 07										
<b>Q27 Which entertainment venues do you visit most often?</b>																				
<i>Those who visit entertainment venues at Q21</i>																				
AMF Bowling, Gravesend, DA11 0DQ	48.0%	158	50.2%	12	83.9%	13	100.0%	13	39.4%	6	88.7%	54	93.0%	35	90.4%	89	81.1%	9	37.6%	3
Hollywood Bowl, Medway Leisure Centre, ME2 2SS	17.3%	57	0.0%	0	5.5%	1	0.0%	0	0.0%	0	3.8%	2	0.0%	0	2.3%	2	14.7%	2	26.1%	2
FA Bowling, 100-102 Pentagon Shopping Centre, Chatham, ME4 4HY	7.0%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.9%	1
Hollywood Bowl, Maidstone, ME16 8SF	6.7%	22	0.0%	0	0.0%	0	0.0%	0	23.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	1
Other Venues outside Survey Area	4.9%	16	27.8%	7	8.2%	1	0.0%	0	16.1%	3	7.5%	5	0.0%	0	4.7%	5	0.0%	0	0.0%	0
Other Venues inside Survey Area	3.1%	10	13.5%	3	2.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	0	5.4%	0
Lordswood Bowling Centre, Chatham, ME5 8TR	2.8%	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
Gala Bingo, Chatham, ME4 4NR	2.6%	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
Gala Bingo, Rochester, ME2 2SS	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	3	2.7%	3	0.0%	0	0.0%	0
Silver Blades Ice Rink, Gillingham, ME8 0SJ	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	5.7%	19	8.5%	2	0.0%	0	0.0%	0	21.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.7%	1
Weighted base:		330		24		15		13		16		61		37		98		11		7
Sample:		281		15		20		23		15		27		15		42		36		12

# Gravesham & Medway Household Survey for GVA

Weighted:

February 2015

	Total	Zone 01	Zone 02	Zone 03	Zone 04	Zone 5A	Zone 5B	Zone 5A & 5B	Zone 06	Zone 07										
<b>Q28 Where do you go most often to visit health &amp; fitness clubs?</b>																				
<i>Those who visit health and fitness clubs at Q21</i>																				
Medway Valley Park, Gillingham, ME7 1HF	13.8%	47	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.5%	3	4.2%	3	8.4%	1	16.4%	2
Other Venues outside Survey Area	11.0%	37	47.5%	13	16.3%	2	9.1%	1	31.8%	8	6.7%	2	0.0%	0	3.7%	2	0.0%	0	0.0%	0
Other Venues inside Survey Area	10.7%	36	6.8%	2	0.0%	0	21.6%	3	8.0%	2	13.1%	4	0.0%	0	7.3%	4	13.8%	1	4.3%	1
Cygnets Leisure Centre, Gravesend, DA11 8BU	10.4%	35	0.0%	0	12.2%	2	38.7%	5	5.7%	1	45.6%	15	38.9%	11	42.6%	26	0.0%	0	7.3%	1
Cascade Leisure Centre, Gravesend, DA12 4LG	9.3%	31	0.0%	0	12.1%	2	13.7%	2	8.4%	2	27.7%	9	39.8%	11	33.1%	20	48.8%	4	0.0%	0
Strood Leisure Centre, Rochester, ME2 3JQ	5.8%	19	0.0%	0	7.8%	1	2.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	0
The Park Club, Snodhurst Bottom, Walderslade Road, Chatham	4.0%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spirit Health Club, Holiday Inn Maidstone, London Road, Wrotham Heath	3.3%	11	0.0%	0	0.0%	0	0.0%	0	6.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roko Health Club, Will Adams Way, Watling Street, Gillingham	2.9%	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	0.0%	0
Splashes Leisure Pool, Rainham, ME8 7EG	2.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mepham Fitness and Tennis Centre, Meopham, DA13 0AH	2.3%	8	0.0%	0	0.0%	0	14.8%	2	12.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Roffen Club, New Road, Rochester	2.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	0
Hundred of Hoo Leisure Centre, Main Road, Hoo, Rochester	2.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	31.3%	4
Swanscombe Leisure Centre, Swanscombe, DA10 0LP	1.8%	6	0.0%	0	27.4%	4	0.0%	0	0.0%	0	6.7%	2	0.0%	0	3.7%	2	0.0%	0	0.0%	0
Lordswood Leisure Centre, Chatham, ME5 8YE	1.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NRG Gyms, Garrick Street, Gravesend	1.2%	4	7.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.9%	2	0.0%	0
Crayside Leisure Centre, Dartford, DA1 4HR	1.1%	4	6.8%	2	6.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	1
Swallows Leisure Centre, Sittingbourne, ME10 4NT	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Anytime Fitness, Chatham, ME4 4JA	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Strand Leisure Park, , ME7	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1

# Gravesham & Medway Household Survey for GVA

Weighted:

February 2015

	Total	Zone 01	Zone 02	Zone 03	Zone 04	Zone 5A	Zone 5B	Zone 5A & 5B	Zone 06	Zone 07										
1TT (Don't know / varies)	12.6%	42	31.6%	9	17.9%	2	0.0%	0	26.4%	6	0.0%	0	11.8%	3	5.3%	3	8.0%	1	20.7%	3
Weighted base:	338	28	13	13	24	34	27	61	7	13										
Sample:	299	16	16	26	23	15	11	26	23	18										

**Q29 Where do you go most often for theatres / museums / art galleries?***Those who visit theatres / museums / art galleries at Q21*

West End, London	63.5%	400	41.7%	26	64.3%	18	62.8%	12	81.1%	40	84.2%	45	70.4%	35	77.5%	80	77.4%	9	70.9%	15
The Orchard Theatre, Dartford	11.1%	70	50.2%	31	17.3%	5	17.0%	3	11.1%	5	6.2%	3	14.3%	7	10.1%	10	8.0%	1	16.8%	4
The Central Theatre, Chatham	5.9%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1
Other Venues outside Survey Area	2.2%	14	3.4%	2	3.1%	1	1.9%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1
The Woodville, Gravesend	1.6%	10	0.0%	0	10.4%	3	1.4%	0	1.2%	1	0.0%	0	5.2%	3	2.5%	3	4.0%	0	0.0%	0
The Brook Theatre, Chatham	1.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0
The Marlowe Theatre, The Friars, Canterbury	1.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Medway Little Theatre, Rochester	1.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RNLI Chatham Museum, Chatham, ME4 4TZ	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	2	0.0%	0	2.2%	2	0.0%	0	0.0%	0
Other Venues Rochester	0.8%	5	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Canterbury City Centre	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	0	0.0%	0
Museums / Art Galleries:	0.7%	4	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0
Other Venues inside Survey Area	0.6%	4	0.0%	0	0.0%	0	1.4%	0	1.2%	1	5.3%	3	0.0%	0	2.8%	3	0.0%	0	0.0%	0
Nucleus Arts Centre, Rochester	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oriental Arts Centre, Gillingham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Royal Engineers Museum, Gillingham, ME4 4UG	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nucleus Arts Centre, Chatham	0.1%	1	0.0%	0	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 Andrew's Arts Centre, Gravesend	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	0	0.0%	0
(Don't know / varies)	7.2%	45	4.8%	3	4.9%	1	9.1%	2	2.9%	1	0.0%	0	10.1%	5	4.9%	5	3.5%	0	3.9%	1
Weighted base:	629	61	27	19	49	53	50	103	11	22										
Sample:	622	42	41	41	50	24	21	45	42	35										

# Gravesham & Medway Household Survey for GVA

Weighted:

February 2015

	Total	Zone 01	Zone 02	Zone 03	Zone 04	Zone 5A	Zone 5B	Zone 5A & 5B	Zone 06	Zone 07										
<b>GEN Gender of respondent:</b>																				
Male	32.9%	493	30.0%	43	42.4%	28	33.6%	15	32.1%	30	34.6%	41	34.9%	37	34.7%	78	26.3%	7	32.4%	20
Female	67.1%	1008	70.0%	99	57.6%	38	66.4%	30	67.9%	64	65.4%	78	65.1%	69	65.3%	147	73.7%	19	67.6%	41
Weighted base:		1501		142		65		45		95		120		106		226		26		61
Sample:		1501		100		100		100		100		54		50		104		100		100
<b>AGE Could I ask, how old are you?</b>																				
18 to 24	5.4%	81	1.4%	2	12.1%	8	3.8%	2	4.1%	4	7.3%	9	2.3%	2	4.9%	11	10.5%	3	4.3%	3
25 to 34	15.6%	234	10.7%	15	17.4%	11	21.7%	10	18.1%	17	11.9%	14	15.3%	16	13.5%	30	19.8%	5	13.2%	8
35 to 44	19.8%	298	17.2%	24	24.2%	16	14.7%	7	7.3%	7	47.8%	57	24.5%	26	36.9%	83	24.5%	6	15.1%	9
45 to 54	18.4%	277	27.6%	39	16.4%	11	21.0%	10	22.8%	22	29.9%	36	33.8%	36	31.8%	72	18.0%	5	16.7%	10
55 to 64	16.4%	247	18.6%	26	12.1%	8	21.4%	10	19.8%	19	2.3%	3	8.7%	9	5.3%	12	13.8%	4	14.3%	9
65 +	21.6%	325	22.5%	32	15.0%	10	16.4%	7	24.8%	23	0.8%	1	11.8%	13	6.0%	14	10.7%	3	31.0%	19
(Refused)	2.7%	40	2.1%	3	2.8%	2	1.0%	0	3.1%	3	0.0%	0	3.5%	4	1.7%	4	2.6%	1	5.4%	3
Weighted base:		1501		142		65		45		95		120		106		226		26		61
Sample:		1501		100		100		100		100		54		50		104		100		100
<b>ADU How many adults, including yourself, live in your household (16 years and above)?</b>																				
One	21.7%	325	22.1%	31	18.8%	12	17.1%	8	20.5%	19	9.3%	11	26.2%	28	17.3%	39	12.0%	3	16.3%	10
Two	47.5%	713	44.0%	62	53.5%	35	39.2%	18	51.1%	48	59.0%	71	39.1%	41	49.6%	112	50.7%	13	51.9%	31
Three	16.0%	239	12.2%	17	12.9%	8	15.6%	7	13.6%	13	14.7%	18	21.2%	22	17.7%	40	26.2%	7	22.7%	14
Four	8.1%	121	9.9%	14	6.8%	4	20.4%	9	8.4%	8	15.3%	18	5.8%	6	10.8%	24	2.3%	1	4.3%	3
Five	2.4%	36	4.8%	7	3.6%	2	2.9%	1	4.7%	4	0.0%	0	3.7%	4	1.7%	4	3.5%	1	0.0%	0
Six or more	0.3%	4	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	2.3%	2	1.1%	2	1.1%	0	0.0%	0
(Refused)	4.2%	63	7.1%	10	4.4%	3	3.1%	1	1.7%	2	1.8%	2	1.8%	2	1.8%	4	4.2%	1	4.8%	3
Weighted base:		1501		142		65		45		95		120		106		226		26		61
Sample:		1501		100		100		100		100		54		50		104		100		100
<b>CHI How many children live in your household, aged 15 years and under?</b>																				
None	70.3%	1055	70.1%	100	59.9%	39	78.0%	35	77.4%	73	46.9%	56	63.1%	67	54.5%	123	53.4%	14	77.3%	47
One	12.8%	192	9.2%	13	15.6%	10	10.7%	5	7.7%	7	28.1%	34	20.0%	21	24.3%	55	17.6%	5	12.0%	7
Two	9.3%	140	10.4%	15	15.4%	10	8.2%	4	10.3%	10	19.4%	23	12.7%	13	16.3%	37	11.3%	3	5.9%	4
Three	2.9%	43	3.2%	5	2.5%	2	0.0%	0	2.7%	3	5.6%	7	2.5%	3	4.1%	9	10.0%	3	1.5%	1
Four	0.4%	7	0.0%	0	0.9%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0
Five	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Six or more	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0
(Refused)	4.0%	61	7.1%	10	5.6%	4	3.1%	1	0.6%	1	0.0%	0	1.8%	2	0.8%	2	4.2%	1	3.3%	2
Weighted base:		1501		142		65		45		95		120		106		226		26		61
Sample:		1501		100		100		100		100		54		50		104		100		100



# Gravesham & Medway Household Survey for GVA

Weighted:

	Total	Zone 01	Zone 02	Zone 03	Zone 04	Zone 5A	Zone 5B	Zone 5A & 5B	Zone 06	Zone 07										
<b>CAR How many cars does your household own or have the use of?</b>																				
None	12.7%	191	10.2%	14	13.7%	9	6.5%	3	11.7%	11	5.7%	7	17.6%	19	11.3%	26	6.8%	2	7.5%	5
One	38.4%	576	40.4%	57	44.5%	29	24.2%	11	31.4%	30	34.3%	41	43.9%	47	38.8%	88	32.7%	9	28.3%	17
Two	32.5%	488	29.0%	41	27.3%	18	38.9%	18	37.1%	35	43.0%	52	24.3%	26	34.2%	77	46.5%	12	43.7%	26
Three or more	12.6%	189	14.7%	21	10.9%	7	26.7%	12	17.5%	17	16.9%	20	12.4%	13	14.8%	33	9.1%	2	17.3%	10
(Refused)	3.8%	56	5.8%	8	3.7%	2	3.7%	2	2.3%	2	0.0%	0	1.8%	2	0.8%	2	4.9%	1	3.3%	2
Weighted base:		1501		142		65		45		95		120		106		226		26		61
Sample:		1501		100		100		100		100		54		50		104		100		100

<b>EMP Which of the following best describes the chief wage earner of your household's current employment situation? [PR]</b>																				
Working full time	56.0%	840	53.2%	76	61.7%	40	60.2%	27	50.7%	48	85.7%	103	57.9%	61	72.7%	164	65.4%	17	52.8%	32
Working part time	8.4%	127	10.1%	14	7.6%	5	5.9%	3	13.5%	13	7.9%	9	15.4%	16	11.4%	26	8.7%	2	1.9%	1
Unemployed	2.4%	36	0.8%	1	1.2%	1	2.9%	1	0.0%	0	1.9%	2	4.7%	5	3.2%	7	6.0%	2	1.4%	1
Retired	27.4%	411	29.8%	42	18.8%	12	27.7%	13	34.9%	33	2.6%	3	17.7%	19	9.7%	22	15.1%	4	38.4%	23
A housewife / househusband	0.9%	13	0.0%	0	3.2%	2	0.8%	0	0.9%	1	1.9%	2	0.0%	0	1.0%	2	0.0%	0	0.9%	1
A student	0.2%	4	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Sick / disabled	1.2%	18	2.2%	3	1.2%	1	0.0%	0	0.0%	0	0.0%	0	2.5%	3	1.2%	3	0.7%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Refused)	3.5%	53	3.8%	5	5.1%	3	2.6%	1	0.0%	0	0.0%	0	1.8%	2	0.8%	2	4.2%	1	3.3%	2
Weighted base:		1501		142		65		45		95		120		106		226		26		61
Sample:		1501		100		100		100		100		54		50		104		100		100

QUOTA	Zone																			
Zone 1	9.5%	142	100.0%	142	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2	4.4%	65	0.0%	0	100.0%	65	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3	3.0%	45	0.0%	0	0.0%	0	100.0%	45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4	6.3%	95	0.0%	0	0.0%	0	0.0%	0	100.0%	95	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5A	8.0%	120	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	120	0.0%	0	53.0%	120	0.0%	0	0.0%	0
Zone 5B	7.1%	106	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	106	47.0%	106	0.0%	0	0.0%	0
Zone 5	15.0%	226	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	120	100.0%	106	100.0%	226	0.0%	0	0.0%	0
Zone 6	1.8%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	26	0.0%	0
Zone 7	4.0%	61	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%	61
Zone 8	1.8%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 9	6.9%	104	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 10	5.4%	82	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 11	6.0%	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
Zone 12	7.6%	113	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 13	13.3%	199	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 14	12.3%	185	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 15	2.6%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1501		142		65		45		95		120		106		226		26		61
Sample:		1501		100		100		100		100		54		50		104		100		100

# Gravesham & Medway Household Survey for GVA

Weighted:

February 2015

	Total	Zone 08	Zone 09	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15									
<b>Q01 In which shop or town/local centre do you do most of your household's main food shopping?</b>																		
<i>Excludes SFTs</i>																		
ASDA Superstore, Imperial Retail Park, Thames Way, Gravesend , DA11 8JH	8.2%	114	11.1%	3	4.4%	4	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Sainsbury's Superstore, Wingfield Bank, Northfleet , Gravesend , DA11 8JH	7.1%	99	26.0%	6	6.7%	6	1.9%	1	1.0%	1	1.8%	2	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Hempstead Valley Drive, Hempstead, Gillingham, ME7 3PQ	6.6%	92	2.1%	1	0.0%	0	0.0%	0	5.0%	4	11.2%	12	11.8%	23	26.5%	45	10.5%	4
Morrisons, Coldharbour Road, Northfleet , Gravesend, DA11 8AB	6.4%	89	27.9%	7	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ASDA Superstore, Maidstone Road, Chatham, ME5 9SE	6.4%	88	1.5%	0	2.9%	3	10.1%	7	35.2%	29	3.5%	4	22.4%	43	0.8%	1	0.0%	0
Morrisons, Knight Road, Strood, ME2 2AA	5.4%	75	2.2%	1	29.3%	28	8.1%	6	15.0%	12	3.1%	3	4.2%	8	0.0%	0	1.5%	1
ASDA Superstore, Crossways Boulevard, Greenhithe	5.4%	74	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Courteney Road, Gillingham, ME8 0GX	4.7%	65	0.0%	0	0.9%	1	0.0%	0	1.5%	1	11.4%	12	5.5%	11	23.0%	39	2.0%	1
ALDI, 70 Duncan Road, Gillingham, ME7 4JS	3.4%	48	0.0%	0	0.0%	0	0.0%	0	0.8%	1	25.3%	26	4.1%	8	7.3%	12	0.0%	0
Tesco Superstore, Charles Street, Strood, ME2 2DE	3.1%	43	0.0%	0	28.0%	27	4.8%	3	3.0%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	0
Tesco, Courteney Road, Gillingham, ME8 0FB	3.1%	42	0.0%	0	0.0%	0	2.0%	1	0.8%	1	9.3%	10	1.3%	3	14.7%	25	7.1%	3
Morrisons, Princes Avenue, Walderslade, ME5 8BA	2.5%	35	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	15.3%	30	2.0%	3	0.0%	0
Sainsbury's Superstore, Pentagon Shopping Centre, 68-72 The Pentagon, Chatham , ME4 4HP	2.2%	31	1.0%	0	1.8%	2	4.0%	3	14.8%	12	3.7%	4	4.1%	8	1.0%	2	0.0%	0
ALDI, Friary Place, Strood, ME2 4TP	2.2%	31	0.0%	0	12.1%	12	8.3%	6	3.4%	3	0.0%	0	0.9%	2	0.0%	0	0.0%	0
ALDI, 55 London Road, Northfleet, Gravesend, DA11 9LY	2.1%	29	4.8%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore,	2.1%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# Gravesham & Medway Household Survey for GVA

Weighted:

February 2015

	Total	Zone 08	Zone 09	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15									
Priory Market Place, Priory Shopping Centre, Dartford																		
Tesco Superstore, Lunsford Park, Larkfield, ME20 6RJ	2.1%	29	1.7%	0	0.0%	0	30.3%	22	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0
Tesco Metro, 1 Rainham Centre, Rainham, Gillingham , ME8 7HW	2.0%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	14.3%	24	4.4%	2
Waitrose, 63 Station Road, Longfield, DA3 7QA	1.9%	26	7.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, The Brook, Chatham, ME4 4NZ	1.7%	24	0.0%	0	0.0%	0	1.9%	1	6.9%	6	0.0%	0	8.1%	16	0.0%	0	0.7%	0
Tesco Metro, Thamesgate Shopping Centre, Gravesend, DA11 0AF	1.4%	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
Gillingham (other stores)	1.2%	16	0.0%	0	0.0%	0	0.7%	1	0.0%	0	9.1%	9	1.6%	3	1.5%	3	0.0%	0
Other food stores outside survey area	1.1%	15	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	3	1.9%	1
Tesco Express, 48-52 Sturdee Avenue, Gillingham, ME7 2HN	1.1%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	3	4.0%	8	1.1%	2	2.3%	1
ASDA Supercentre, London Road, Swanley	1.0%	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
LIDL, Imperial Retail Park, Thames Way, Gravesend, DA11 0DQ	0.9%	12	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, Priory Market Place, Priory Shopping Centre, Dartford	0.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dartford (other stores)	0.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ASDA Superstore, Avenue of Remembrance , Sittingbourne , ME10 4DN	0.8%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	12.2%	4
Sainsbury's Superstore, Oxford Road, Sevenoaks	0.7%	10	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sevenoaks (other stores)	0.6%	9	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Avenue of Remembrance , Sittingbourne , ME10 4DN	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.9%	7
ASDA, High Street, Strood, ME2 4TR	0.6%	8	0.0%	0	4.4%	4	1.0%	1	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0
Waitrose, Mid-Kent Shopping Centre, Allington Park, Maidstone, ME16 0PX	0.5%	7	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	2.3%	5	0.0%	0	0.0%	0
Sainsbury's Superstore, Mills	0.5%	7	1.5%	0	0.0%	0	2.1%	2	1.5%	1	0.0%	0	0.0%	0	1.5%	3	0.0%	0

# Gravesham & Medway Household Survey for GVA

Weighted:

February 2015

	Total	Zone 08	Zone 09	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15									
Road, Aylesford, Quarry Wood Ind. Estate, ME20 7NA																		
Tesco Express, 178 Darnley Road, Strood, ME2 2UW	0.5%	7	0.0%	0	3.4%	3	0.7%	1	0.0%	0	0.0%	0	1.6%	3	0.0%	0	0.0%	0
Maidstone (other stores)	0.5%	6	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.8%	1	1.3%	2	0.0%	0	0.0%	0
Morrisons, Mill Way, Sittingbourne	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.0%	6
Marks & Spencer, Bluewater, Greenhithe	0.4%	6	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0
Chatham (other stores)	0.4%	5	0.0%	0	0.0%	0	0.0%	0	3.2%	3	0.0%	0	1.3%	2	0.0%	0	0.0%	0
Co-op, Walderslade Road, Chatham, ME5 9LL	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	2.5%	5	0.0%	0	0.0%	0
Morrisons, New Hythe Lane, Larkfield, ME20 6PW	0.4%	5	1.5%	0	0.0%	0	6.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ASDA Superstore, Alexander Grove, Kings Hill	0.4%	5	1.7%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Gillingham, ME7 1AL	0.4%	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
Sainsbury's Superstore, Romney Place, Maidstone, ME15 6SF	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.8%	1	1.8%	2	0.6%	1	0.0%	0	0.0%	0
Marks & Spencer, Hempstead Valley Centre, Gillingham	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.8%	1	1.6%	2	0.0%	0	0.9%	2	1.4%	1
Waitrose, Greenhithe, John Lewis Foodhall, Bluewater, DA9 9SA	0.3%	4	0.0%	0	0.9%	1	0.0%	0	0.0%	0	2.5%	3	0.0%	0	0.0%	0	0.0%	0
ALDI, East Street, Sittingbourne, ME10 4BL	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.1%	0	11.1%	4
Iceland, High Street, Dartford	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Gravesend Road, Strood, ME2 3PW	0.3%	4	0.0%	0	1.6%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gravesend (other stores)	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ALDI, Well Road, Maidstone, ME14 1XL	0.3%	4	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Prospect Place Retail Park, Dartford, DA1 1DY	0.2%	3	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Iceland, High Street, Chatham	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	3	0.0%	0	0.0%	0
Tesco Express, Frindsbury Road, Strood, ME2 4JD	0.2%	3	0.0%	0	0.7%	1	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, West Gillingham	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	3	0.0%	0

# Gravesham & Medway Household Survey for GVA

Weighted:

February 2015

	Total	Zone 08	Zone 09	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	
Retail Park, Gillingham										
Morrisons Local, 69-77 Week Street, Maidstone, ME14 1RJ	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Iceland, High Street, Gillingham	0.2%	2	0.0%	0	0.0%	0	2.4%	2	0.0%	0
Co-op, 46-48 High Street, Snodland, Snodland, ME6 5DA	0.2%	2	0.0%	0	0.0%	3.3%	2	0.0%	0	0.0%
ALDI, St Mary's Road, Swanley	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainham (other stores)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	2
Sittingbourne (other stores)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	4.1%
Co-op, Station Road, Longfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ALDI, Pepys Avenue, Sheerness, ME12 1AQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rochester (other stores)	0.1%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Co-op, 11-13 Main Road, Hoo, Rochester, ME3 9AA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Pier Road, Chandlers Whard, Gillingham, ME7 1TZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Co-op, Grove Park Shopping Centre, Gadby Road, Sittingbourne, ME10 1TH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 22 Parkwood Green, Rainham, Gillingham, ME8 9PN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ASDA Superstore, Romney Place, Maidstone, ME15 6SF	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Central London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Rainham District Shopping Centre, Rainham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Co-op, 142 Hempstead Road, Gillingham, ME7 3QE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Other Centres inside Survey Area - Zone 3	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, The Row, New Ash Green, Longfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Hever Road, West Kingsdown	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hempstead Valley (other stores)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	1.6%

# Gravesham & Medway Household Survey for GVA

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	Total	Zone 08	Zone 09	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15							
Strood (other stores)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Strood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westfield Stratford City	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Nisa, 29-31 High Street, Swanscombe, DA10 0AG	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, The Parade, Meopham	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	1389	25	96	72	82	103	194	169	36							
Sample:	1397	86	95	90	93	91	97	88	97							

**Q01A** Which retailer do you purchase your food internet / home delivery shopping from most often?*Those who use the internet for their main food and grocery shopping at Q01*

Tesco	48.1%	47	48.8%	1	79.7%	6	63.3%	5	27.3%	2	46.6%	4	0.0%	0	60.8%	8	62.8%	2
Asda	18.0%	18	0.0%	0	0.0%	0	13.9%	1	11.3%	1	0.0%	0	72.9%	4	18.2%	2	18.3%	1
Sainsbury's	16.9%	17	22.7%	1	20.3%	2	0.0%	0	31.2%	2	28.6%	3	0.0%	0	0.0%	0	8.0%	0
Ocado	14.1%	14	28.5%	1	0.0%	0	22.8%	2	11.3%	1	24.8%	2	0.0%	0	21.0%	3	10.9%	0
Iceland	2.9%	3	0.0%	0	0.0%	0	0.0%	0	19.0%	1	0.0%	0	27.1%	1	0.0%	0	0.0%	0
Weighted base:	98	3	8	8	7	9	5	14	3									
Sample:	90	7	5	8	7	7	3	8	7									

**Q02** How do you normally travel to (STORE MENTIONED AT Q01)?*Those who do most of their main food shopping at a store at Q01*

Car / van (as driver)	72.3%	1005	87.4%	21	63.5%	61	73.4%	53	63.6%	52	54.5%	56	70.0%	136	74.1%	125	74.0%	27
Car / van (as passenger)	12.7%	177	11.8%	3	16.6%	16	16.1%	12	10.1%	8	11.9%	12	15.2%	29	9.5%	16	19.6%	7
Motorecycle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bus	5.6%	78	0.7%	0	4.8%	5	6.9%	5	17.4%	14	5.0%	5	8.1%	16	3.3%	6	2.8%	1
Train	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Taxi	0.6%	9	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Walk	7.9%	109	0.0%	0	14.4%	14	2.6%	2	5.8%	5	28.6%	29	6.6%	13	11.5%	19	3.6%	1
Bicycle	0.2%	3	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Disability vehicle (scooter, wheelchair etc.)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	2	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.2%	3	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 travel / goods delivered)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	1389	25	96	72	82	103	194	169	36									
Sample:	1397	86	95	90	93	91	97	88	97									

# Gravesham & Medway Household Survey for GVA

Weighted:

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	Total	Zone 08	Zone 09	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15									
<b>Q03 Apart from the (STORE / CENTRE MENTIONED AT Q01), is there any other store or centre that you use regularly to do a main food shop?</b>																		
<i>Those who do most of their main food shopping at a specified store or retailer at Q01 AND Excludes SFTs</i>																		
Sainsbury's Superstore, Wingfield Bank, Northfleet , Gravesend , DA11 8JH	6.8%	94	26.8%	7	1.6%	2	0.9%	1	1.0%	1	1.8%	2	0.0%	0	0.7%	1	0.0%	0
ASDA Superstore, Maidstone Road, Chatham, ME5 9SE	6.7%	92	1.5%	0	1.7%	2	10.4%	8	22.3%	18	8.1%	8	21.9%	41	5.9%	10	0.9%	0
Morrisons, Knight Road, Strood, ME2 2AA	6.5%	89	0.0%	0	38.9%	37	12.8%	9	19.3%	16	1.6%	2	5.1%	9	0.7%	1	0.9%	0
Morrisons, Coldharbour Road, Northfleet , Gravesend, DA11 8AB	6.2%	85	16.9%	4	1.4%	1	0.0%	0	0.8%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Sainsbury's Superstore, Hempstead Valley Drive, Hempstead, Gillingham, ME7 3PQ	6.0%	83	1.0%	0	0.0%	0	2.9%	2	4.8%	4	13.7%	14	9.9%	18	22.8%	39	10.8%	4
ASDA Superstore, Imperial Retail Park, Thames Way, Gravesend , DA11 8JH	5.3%	73	7.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Courteney Road, Gillingham, ME8 0GX	4.4%	60	0.0%	0	2.6%	2	1.5%	1	0.8%	1	10.1%	10	3.2%	6	22.5%	38	2.3%	1
ASDA Superstore, Crossways Boulevard, Greenhithe	3.9%	54	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Princes Avenue, Walderslade, ME5 8BA	2.8%	39	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	18.8%	35	1.5%	2	0.0%	0
Tesco, Courteney Road, Gillingham, ME8 0FB	2.8%	39	0.0%	0	0.0%	0	1.5%	1	0.8%	1	13.6%	14	2.9%	5	8.0%	13	7.6%	3
Sainsbury's Superstore, Pentagon Shopping Centre, 68-72 The Pentagon, Chatham , ME4 4HP	2.7%	37	1.7%	0	1.5%	1	3.0%	2	17.2%	14	0.8%	1	7.4%	14	1.0%	2	0.0%	0
Waitrose, 63 Station Road, Longfield, DA3 7QA	2.5%	34	12.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Charles Street, Strood, ME2 2DE	2.4%	33	0.0%	0	19.5%	18	1.6%	1	3.6%	3	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Thamesgate Shopping Centre, Gravesend, DA11 0AF	1.9%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ALDI, 55 London Road, Northfleet, Gravesend, DA11 9LY	1.8%	25	2.9%	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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ALDI, Friary Place, Strood, ME2 4TP	1.8%	24	0.0%	0	10.2%	10	2.5%	2	4.3%	4	0.0%	0	2.3%	4	0.0%	0	0.0%	0
Tesco Superstore, The Brook, Chatham, ME4 4NZ	1.7%	23	0.0%	0	0.7%	1	0.0%	0	6.0%	5	1.1%	1	7.6%	14	0.0%	0	0.7%	0
LIDL, Imperial Retail Park, Thames Way, Gravesend, DA11 0DQ	1.7%	23	1.5%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0
Tesco Superstore, Lunsford Park, Larkfield, ME20 6RJ	1.6%	22	3.6%	1	0.0%	0	24.9%	18	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, 1 Rainham Centre, Rainham, Gillingham, ME8 7HW	1.6%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	11.1%	19	3.0%	1
ALDI, 70 Duncan Road, Gillingham, ME7 4JS	1.5%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.8%	11	1.2%	2	4.0%	7	0.0%	0
Sainsbury's, Priory Market Place, Priory Shopping Centre, Dartford	1.2%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Gillingham	1.1%	15	0.0%	0	0.0%	0	0.9%	1	2.2%	2	11.3%	12	0.0%	0	0.7%	1	0.0%	0
Other food stores outside survey area	1.1%	15	1.5%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gravesend (other stores)	1.1%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dartford (other stores)	1.1%	14	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gillingham (other stores)	0.9%	13	0.0%	0	0.0%	0	1.4%	1	1.0%	1	6.2%	6	1.2%	2	1.2%	2	0.0%	0
Sainsbury's Superstore, Priory Market Place, Priory Shopping Centre, Dartford	0.9%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Hempstead Valley Centre, Gillingham	0.9%	13	0.0%	0	0.7%	1	0.0%	0	2.5%	2	2.5%	3	1.2%	2	2.4%	4	2.9%	1
Tesco Express, 48-52 Sturdee Avenue, Gillingham, ME7 2HN	0.9%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	5	2.9%	5	0.6%	1	2.3%	1
Iceland, High Street, Chatham	0.8%	11	0.0%	0	0.0%	0	0.0%	0	4.1%	3	1.1%	1	3.5%	7	0.0%	0	0.0%	0
ASDA, High Street, Strood, ME2 4TR	0.8%	11	1.7%	0	5.4%	5	2.0%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ASDA Supercentre, London Road, Swanley	0.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Bluewater, Greenhithe	0.7%	10	1.4%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Avenue of Remembrance, Sittingbourne, ME10 4DN	0.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.9%	8
Iceland, High Street,	0.7%	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



# Gravesham & Medway Household Survey for GVA

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Dartford																		
Iceland, West Gillingham Retail Park, Gillingham	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	8	0.0%	0
Waitrose, Greenhithe, John Lewis Foodhall, Bluewater, DA9 9SA	0.6%	8	3.1%	1	1.0%	1	0.0%	0	0.8%	1	2.8%	3	0.0%	0	0.0%	0	1.5%	1
Sainsbury's Superstore, Otford Road, Sevenoaks	0.6%	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
Sevenoaks (other stores)	0.6%	8	3.4%	1	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, Prospect Place Retail Park, Dartford, DA1 1DY	0.6%	8	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.8%	1	0.6%	1	2.4%	4	0.0%	0
Sainsbury's Superstore, Mills Road, Aylesford, Quarry Wood Ind. Estate, ME20 7NA	0.5%	7	0.0%	0	0.0%	0	4.4%	3	0.8%	1	0.0%	0	0.0%	0	1.5%	3	0.0%	0
ASDA Superstore, Avenue of Remembrance, Sittingbourne, ME10 4DN	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.3%	7
Iceland, The Overcliff, Gravesend	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hempstead Valley (other stores)	0.5%	6	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	2.3%	4	0.0%	0
Tesco Express, East Hill, Dartford	0.5%	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
Iceland, Rainham District Shopping Centre, Rainham	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	5	2.0%	1
Morrisons, New Hythe Lane, Larkfield, ME20 6PW	0.4%	6	0.0%	0	0.0%	0	7.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Strood	0.4%	5	0.0%	0	4.7%	4	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Station Road, Longfield	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Romney Place, Maidstone, ME15 6SF	0.4%	5	1.0%	0	0.0%	0	1.5%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ALDI, St Mary's Road, Swanley	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chatham (other stores)	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	2.1%	4	0.0%	0	0.0%	0
Co-op, High Street, Gillingham, ME7 1AL	0.3%	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
Waitrose, Mid-Kent Shopping Centre, Allington Park, Maidstone, ME16 0PX	0.3%	4	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0
Tesco Express, Gravesend Road, Strood, ME2 3PW	0.3%	4	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# Gravesham & Medway Household Survey for GVA

Weighted:

February 2015

	Total	Zone 08	Zone 09	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15									
Tesco Express, 178 Darnley Road, Strood, ME2 2UW	0.3%	4	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	3	0.0%	0	0.0%	0
ALDI, Well Road, Maidstone, ME14 1XL	0.3%	4	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0
Tesco Express, Frindsbury Road, Strood, ME2 4JD	0.3%	3	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	3	0.0%	0
ASDA Superstore, Alexander Grove, Kings Hill	0.3%	3	1.5%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maidstone (other stores)	0.2%	3	2.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Co-op, 60-62 The Parade, Istead Rise, Gravesend, DA13 9JF	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Mill Way, Sittingbourne	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.9%	3
Co-op, Hever Road, West Kingsdown	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rochester (other stores)	0.2%	3	0.0%	0	1.5%	1	1.5%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 241 Luton Road, Chatham, ME4 5BS	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	3	0.0%	0	0.0%	0
Morrisons Local, 69-77 Week Street, Maidstone, ME14 1RJ	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
ALDI, East Street, Sittingbourne, ME10 4BL	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	4.6%	2
Co-op, 14-18 Perry Street, Northfleet, Gravesend, DA11 8QU	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
West Malling (other stores)	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
Strood (other stores)	0.1%	2	1.2%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainham (other stores)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	2	0.7%	0
Sittingbourne (other stores)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	2
Co-op, Walderslade Road, Chatham, ME5 9LL	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0
Co-op, 46-48 High Street, Snodland, Snodland, ME6 5DA	0.1%	2	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, The Row, New Ash Green, Longfield	0.1%	1	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, 161 Wayfield Road, Chatham, ME5 0HD	0.1%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ALDI, Pepys Avenue, Sheerness, ME12 1AQ	0.1%	1	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, 93 Bush Road, Cuxton, Rochester, ME2 1EY	0.1%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Grove Park Shopping	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0

# Gravesham & Medway Household Survey for GVA

Weighted:

February 2015

	Total	Zone 08	Zone 09	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15									
Centre, Gadby Road, Sittingbourne, ME10 1TH																		
Other Centres inside Survey Area - Zone 2	0.1%	1	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, 22 Parkwood Green, Rainham, Gillingham, ME8 9PN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Centres inside Survey Area - Zone 1	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crayford (other stores)	0.1%	1	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	0.1%	1	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, 142 Hempstead Road, Gillingham, ME7 3QE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Other Centres inside Survey Area - Zone 3	0.1%	1	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, 342 City Way,, Rochester, ME1 2BJ	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 27 Pattens Lane, Chatham, ME4 6JR	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Centres inside Survey Area - Zone 4	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 142-144 Borstal Street, Borstal, Rochester, ME1 3JS	0.0%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Whitehill Lane, Gravesend	0.0%	0	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, 3 The Street, Upchurch, Sittingbourne, ME9 7AJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0
Co-op, 202 Watling Street, Strood, ME2 3QL	0.0%	0	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, Anthonys Way, Rochester, ME2 4DW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Centres inside Survey Area - Zone 7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, The Parade, Meopham	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Latona Parade, Whinfell Way, Gravesend	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Centres inside Survey Area - Zone 8	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Wrotham Road, Gravesend	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other food stores Meopham	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	1375	25	94	73	82	103	187	169	36									

## Gravesham & Medway Household Survey for GVA

Weighted:

February 2015

	Total	Zone 08	Zone 09	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15
Sample:	1385	86	92	91	94	90	94	89	97

**Q03A Which online retailer is that?**

*Those who also use the internet for their main food and grocery shopping at Q03*

Tesco	41.8%	37	56.9%	1	78.2%	6	67.9%	4	0.0%	0	54.9%	3	0.0%	0	78.2%	9	45.3%	1
Sainsbury's	22.3%	20	26.5%	1	21.8%	2	0.0%	0	61.9%	3	45.1%	3	14.4%	1	0.0%	0	11.8%	0
Asda	22.0%	19	0.0%	0	0.0%	0	0.0%	0	19.1%	1	0.0%	0	48.7%	5	21.8%	2	26.9%	1
Ocado	10.8%	9	16.6%	0	0.0%	0	32.1%	2	19.1%	1	0.0%	0	22.4%	2	0.0%	0	16.0%	0
Iceland	3.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.4%	1	0.0%	0	0.0%	0
Weighted base:		87		2		7		5		4		6		10		11		2
Sample:		78		6		5		6		4		5		5		5		5

# Gravesham & Medway Household Survey for GVA

Weighted:

February 2015

	Total	Zone 08	Zone 09	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15									
<b>Q04 Where do you do most of your household's small scale 'top-up' food shopping?</b>																		
<i>Excludes SFTs</i>																		
Morrisons, Coldharbour Road, Northfleet , Gravesend, DA11 8AB	5.4%	54	6.7%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gillingham (other stores)	3.9%	39	0.0%	0	0.0%	0	0.9%	1	0.0%	0	30.5%	21	0.0%	0	16.9%	17	0.0%	0
Dartford (other stores)	3.7%	37	2.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1
Gravesend (other stores)	3.7%	37	4.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Thamesgate Shopping Centre, Gravesend, DA11 0AF	3.1%	31	3.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ASDA Superstore, Imperial Retail Park, Thames Way, Gravesend , DA11 8JH	2.9%	29	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Wingfield Bank, Northfleet , Gravesend , DA11 8JH	2.6%	26	10.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Walderslade Road, Chatham, ME5 9LL	2.2%	22	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	15.7%	18	3.3%	3	0.0%	0
Morrisons, Knight Road, Strood, ME2 2AA	2.2%	22	0.0%	0	15.4%	11	3.2%	2	3.5%	2	0.0%	0	2.1%	2	0.0%	0	0.0%	0
Other food stores outside survey area	2.1%	21	3.2%	1	0.0%	0	4.4%	3	0.0%	0	2.5%	2	2.7%	3	0.0%	0	0.0%	0
ALDI, 70 Duncan Road, Gillingham, ME7 4JS	2.1%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.0%	16	2.1%	2	2.4%	2	0.0%	0
Sainsbury's Superstore, Hempstead Valley Drive, Hempstead, Gillingham, ME7 3PQ	2.0%	20	0.0%	0	0.0%	0	0.0%	0	2.0%	1	2.7%	2	2.0%	2	13.4%	14	1.0%	0
Sainsbury's Superstore, Pentagon Shopping Centre, 68-72 The Pentagon, Chatham , ME4 4HP	1.9%	19	0.0%	0	0.0%	0	2.6%	2	12.3%	9	1.6%	1	6.5%	7	0.0%	0	0.0%	0
Morrisons, Princes Avenue, Walderslade, ME5 8BA	1.9%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2	12.2%	14	2.6%	3	0.0%	0
Rochester (other stores)	1.9%	19	0.0%	0	0.0%	0	7.1%	4	16.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ASDA Superstore, Maidstone Road, Chatham, ME5 9SE	1.9%	19	0.0%	0	0.0%	0	2.4%	1	11.2%	8	0.0%	0	8.1%	9	0.0%	0	0.0%	0
Chatham (other stores)	1.8%	18	2.3%	0	0.0%	0	2.0%	1	5.8%	4	1.2%	1	9.8%	11	0.0%	0	0.0%	0
Tesco Express, East Hill, Dartford	1.7%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 22 Parkwood Green, Rainham, Gillingham,	1.6%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.0%	14	0.0%	0

# Gravesham & Medway Household Survey for GVA

Weighted:

February 2015

	Total	Zone 08	Zone 09	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15									
ME8 9PN																		
Co-op, 60-62 The Parade, Istead Rise, Gravesend, DA13 9JF	1.5%	15	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 Superstore, Crossways Boulevard, Greenhithe	1.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, 1 Rainham Centre, Rainham, Gillingham, ME8 7HW	1.5%	15	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	10.8%	11	4.8%	1
Tesco Extra, Courteney Road, Gillingham, ME8 0GX	1.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	2.7%	3	9.9%	10	0.0%	0
Waitrose, 63 Station Road, Longfield, DA3 7QA	1.4%	14	12.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Strood (other stores)	1.3%	13	0.0%	0	15.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ALDI, 55 London Road, Northfleet, Gravesend, DA11 9LY	1.3%	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
ALDI, Friary Place, Strood, ME2 4TP	1.2%	12	0.0%	0	7.8%	5	4.4%	3	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Watchgate, Lane End, Dartford	1.2%	12	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, High Street, Strood, ME2 4TR	1.1%	11	0.0%	0	14.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainham (other stores)	1.1%	11	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	7.2%	7	5.2%	1
Tesco Express, Gravesend Road, Strood, ME2 3PW	1.0%	10	0.0%	0	10.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 27 Pattens Lane, Chatham, ME4 6JR	1.0%	10	0.0%	0	0.0%	0	0.0%	0	14.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 46-48 High Street, Snodland, ME6 5DA	1.0%	10	0.0%	0	0.0%	0	17.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, The Brook, Chatham, ME4 4NZ	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	8.0%	9	0.0%	0	0.0%	0
Tesco Superstore, Lunsford Park, Larkfield, ME20 6RJ	1.0%	10	0.0%	0	0.0%	0	10.0%	6	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Prospect Place Retail Park, Dartford, DA1 1DY	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	3	0.0%	0
Other food stores Central London	0.9%	9	0.0%	0	0.0%	0	0.0%	0	3.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Newton Close, Lords Wood, Walderslade, ME5 8TH	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	9	0.0%	0	0.0%	0

# Gravesham & Medway Household Survey for GVA

Weighted:

February 2015

	Total	Zone 08	Zone 09	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15									
Co-op, 35 Dene Holm Road, Painters Ash, Northfleet, DA11 8LG	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
Co-op, 124-126 Delce Road, Rochester, ME1 2DT	0.9%	9	0.0%	0	0.0%	0	1.2%	1	11.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Hever Road, West Kingsdown	0.9%	9	2.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Frindsbury Road, Strood, ME2 4JD	0.9%	9	0.0%	0	4.4%	3	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0
Co-op, The Row, New Ash Green, Longfield	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
Tesco Superstore, Charles Street, Strood, ME2 2DE	0.8%	8	0.0%	0	7.8%	6	2.4%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Nisa, 29-31 High Street, Swanscombe, DA10 0AG	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
Sevenoaks (other stores)	0.7%	7	7.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 14-18 Perry Street, Northfleet, Gravesend, DA11 8QU	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
LIDL, Imperial Retail Park, Thames Way, Gravesend, DA11 0DQ	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
Other Centres inside Survey Area - Zone 7	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
Co-op, 202 Watling Street, Strood, ME2 3QL	0.6%	6	0.0%	0	3.5%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Co-op, 93 Bush Road, Cuxton, Rochester, ME2 1EY	0.6%	6	0.0%	0	0.0%	0	9.6%	6	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 11-13 Main Road, Hoo, Rochester, ME3 9AA	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
Tesco, Courtney Road, Gillingham, ME8 0FB	0.6%	6	0.0%	0	0.0%	0	2.4%	1	0.0%	0	1.6%	1	0.0%	0	2.3%	2	1.4%	0
Spar, Wrotham Road, Gravesend	0.6%	6	7.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Cornwallis Roundabout, Gillingham, ME8 6PS	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	6	0.0%	0
Iceland, High Street, Dartford	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
Tesco Express, 48-52 Sturdee Avenue, Gillingham, ME7 2HN	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	3	2.0%	2	0.6%	1	0.0%	0
Tesco Express, 178 Darnley Road, Strood, ME2 2UW	0.5%	5	0.0%	0	6.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# Gravesham & Medway Household Survey for GVA

Weighted:

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	Total	Zone 08	Zone 09	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15									
Co-op, 142-144 Borstal Street, Borstal, Rochester, ME1 3JS	0.5%	5	0.0%	0	0.0%	0	8.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Priory Market Place, Priory Shopping Centre, Dartford	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
Sainsbury's Superstore, Avenue of Remembrance, Sittingbourne, ME10 4DN	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.8%	2
Other food stores Longfield & Hartley	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
Co-op, 3 The Street, Upchurch, Sittingbourne, ME9 7AJ	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.1%	5
Sittingbourne (other stores)	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.9%	3
Co-op, Station Road, Longfield	0.5%	5	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Gillingham, ME7 1AL	0.4%	4	0.0%	0	0.0%	0	0.0%	0	2.5%	2	4.0%	3	0.0%	0	0.0%	0	0.0%	0
Co-op, 29B Albert Road, Chatham, ME4 5QA	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	4	0.0%	0	0.0%	0
Co-op, 37 High Street, Newington, Sittingbourne, ME9 7JR	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.8%	4
Tesco Express, Whitehill Lane, Gravesend	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Waitrose, Greenhithe, John Lewis Foodhall, Bluewater, DA9 9SA	0.4%	4	0.0%	0	2.9%	2	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Iceland, West Gillingham Retail Park, Gillingham	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	0	1.6%	2	0.0%	0
ASDA Superstore, Alexander Grove, Kings Hill	0.4%	4	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Dickens Estate, Marley Way, Rochester, ME1 2LQ	0.4%	4	0.0%	0	0.0%	0	3.6%	2	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Meopham	0.4%	4	11.8%	2	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Centres inside Survey Area - Zone 13	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	4	0.0%	0	0.0%	0
Iceland, High Street, Strood	0.3%	3	0.0%	0	4.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Otford Road, Sevenoaks	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
Other Centres inside Survey Area - Zone 4	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
Other Centres inside Survey	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	3	0.0%	0



# Gravesham & Medway Household Survey for GVA

Weighted:

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	Total	Zone 08	Zone 09	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15									
Area - Zone 14																		
Co-op, 342 City Way,, Rochester, ME1 2BJ	0.3%	3	0.0%	0	0.0%	0	1.8%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Rainham District Shopping Centre, Rainham	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	2.9%	1
Marks & Spencer, Bluewater, Greenhithe	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Co-op, 142 Hempstead Road, Gillingham, ME7 3QE	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.9%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Hempstead Valley (other stores)	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.9%	1	0.0%	0	2.9%	1
Iceland, High Street, Chatham	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Tesco Express, Latona Parade, Whinfell Way, Gravesend	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
Other Centres inside Survey Area - Zone 10	0.3%	3	0.0%	0	0.0%	0	4.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, The Parade, Meopham	0.2%	2	8.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Centres inside Survey Area - Zone 5	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
Co-op, 241 Luton Road, Chatham, ME4 5BS	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Pier Road, Chandlers Whard, Gillingham, ME7 1TZ	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	1.1%	1	0.0%	0
Co-op, Grove Park Shopping Centre, Gadby Road, Sittingbourne, ME10 1TH	0.2%	2	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	2
Morrisons, New Hythe Lane, Larkfield, ME20 6PW	0.2%	2	0.0%	0	0.0%	0	3.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maidstone (other stores)	0.2%	2	3.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 304 Canterbury Street, Gillingham, ME7 5JP	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0
Co-op, 287 London Road, Greenhithe, DA9 9DA	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
Co-op, 2 Church Road, Murston, Sittingbourne, ME10 3RE	0.2%	2	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0
Other Centres inside Survey Area - Zone 11	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
Iceland, High Street, Gillingham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore,	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

# Gravesham & Medway Household Survey for GVA

Weighted:

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	Total	Zone 08	Zone 09	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15									
Romney Place, Maidstone, ME15 6SF																		
ALDI, Well Road, Maidstone, ME14 1XL	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
ALDI, St Mary's Road, Swanley	0.1%	1	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 Superstore, Avenue of Remembrance , Sittingbourne , ME10 4DN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1
Other Centres inside Survey Area - Zone 15	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	1
Other Centres inside Survey Area - Zone 8	0.1%	1	6.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Centres inside Survey Area - Zone 1	0.1%	1	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 Supercentre, London Road, Swanley	0.1%	1	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, Hempstead Valley Centre, Gillingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Co-op, Ships and Trades Offices, Chatham, ME4 3ER	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
Co-op, 277A Gillingham Road, Gillingham, ME7 4QX	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
Other Centres inside Survey Area - Zone 6	0.1%	1	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 Malling (other stores)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Mid-Kent Shopping Centre, Allington Park, Maidstone, ME16 0PX	0.1%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Mills Road, Aylesford, Quarry Wood Ind. Estate, ME20 7NA	0.1%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Centres inside Survey Area - Zone 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, The Overcliff, Gravesend	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Centres inside Survey Area - Zone 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
Other food stores Bredgar	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Morrisons Local, 69-77 Week Street, Maidstone, ME14 1RJ	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

## Gravesham & Medway Household Survey for GVA

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	Total	Zone 08	Zone 09	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	
Other food stores Meopham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	999	16	71	60	71	68	116	103	24	
Sample:	971	58	68	69	76	59	57	54	63	

**Q04AWhich online retailer is that?***Those who use the internet for their top-up food and grocery shopping at Q04*

Other	100.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	2	100.0%	2	99.8%	0
Weighted base:		4		0		0		0		0		2		2		0
Sample:		3		0		0		0		0		1		1		1

# Gravesham & Medway Household Survey for GVA

Weighted:

February 2015

	Total	Zone 08	Zone 09	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15									
<b>Q05 Where do you usually do most of your household's shopping for clothes, footwear and other fashion goods?</b>																		
<i>Excludes SFTs</i>																		
Bluewater	40.5%	529	72.8%	18	34.3%	32	37.0%	26	21.8%	17	21.8%	20	20.2%	35	17.9%	29	20.6%	7
Chatham	11.8%	154	0.0%	0	24.6%	23	8.0%	6	22.6%	18	25.1%	23	31.6%	55	12.7%	21	2.6%	1
Hempstead Valley	9.8%	128	0.0%	0	6.8%	6	10.0%	7	13.7%	11	20.7%	19	9.2%	16	35.7%	57	23.8%	8
Gravesend	8.5%	112	10.2%	3	2.4%	2	1.7%	1	3.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maidstone	7.2%	95	0.0%	0	2.1%	2	27.7%	20	10.1%	8	6.2%	6	17.3%	30	12.4%	20	9.8%	3
Dartford	3.1%	41	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gillingham	2.8%	37	0.0%	0	0.0%	0	5.1%	4	0.8%	1	16.4%	15	0.8%	1	8.5%	14	2.5%	1
Strood Retail Park, Strood	2.0%	26	0.0%	0	13.8%	13	4.5%	3	3.8%	3	0.0%	0	1.4%	2	0.0%	0	0.0%	0
Lakeside	1.6%	21	1.5%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.8%	3	1.6%	2	0.0%	0
Dockside Outlet Centre	1.2%	15	0.0%	0	2.4%	2	1.0%	1	4.5%	4	2.4%	2	3.7%	6	0.0%	0	0.0%	0
ASDA Superstore, Imperial Bsuiness and Retail Park, Thames Way, Northfleet, Gravesend, DA11 0DQ	1.0%	13	4.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ASDA Superstore, 387 Maidstone Road, Chatham, ME5 9SE	0.8%	10	0.0%	0	0.0%	0	0.7%	1	1.6%	1	0.0%	0	4.5%	8	0.0%	0	0.0%	0
Other Centres outside Survey Area	0.7%	9	1.5%	0	0.0%	0	0.0%	0	4.6%	4	1.2%	1	0.6%	1	0.0%	0	2.1%	1
Central London	0.7%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	1.8%	3	1.6%	2	1.1%	0
Ashford Designer Outlet	0.7%	9	1.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	3.0%	5	1.7%	3	0.0%	0
Medway Valley Leisure Park, Strood	0.7%	9	0.0%	0	3.8%	3	0.0%	0	1.8%	1	0.0%	0	0.0%	0	2.4%	4	0.0%	0
Bexleyheath	0.6%	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
Strood	0.5%	7	0.0%	0	1.7%	2	1.4%	1	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ASDA Superstore, Mill Way, Trinity Trading Estate, Sittingbourne, ME10 2PD	0.5%	7	1.5%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	3	0.0%	0	5.6%	2
Canterbury	0.5%	7	0.0%	0	0.0%	0	0.0%	0	2.1%	2	1.2%	1	0.0%	0	1.0%	2	6.4%	2
Sittingbourne	0.5%	7	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.4%	6
Imperial Retail Park, Gravesend	0.4%	5	0.0%	0	2.8%	3	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ASDA Superstore, Crossways Boulevard, Greenhithe	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rochester	0.4%	5	0.0%	0	1.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Horstead Retail Park	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	1.5%	2	0.0%	0
Bromley	0.3%	5	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gillingham Retail Park	0.3%	4	0.0%	0	0.7%	1	0.7%	1	0.0%	0	0.9%	1	0.0%	0	0.7%	1	3.3%	1
Crayford	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Hempstead Valley Drive, Hempstead, Gillingham,	0.2%	3	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0

## Gravesham & Medway Household Survey for GVA

Weighted:

February 2015

	Total	Zone 08	Zone 09	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15									
ME7 3PQ																		
Sainsbury's Superstore, Wingfield Bank, Northfleet, Gravesend , DA11 8JH	0.2%	3	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Gillingham Kent Extra, Courteney Road, Gillingham, ME8 0GX	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	3	0.0%	0
Sevenoaks	0.2%	3	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	2.2%	1
Swanley	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
Royal Tunbridge Wells	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Prospect Place Retail Park, Dartford	0.1%	1	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 Superstore, London Road, Swanley	0.1%	1	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 Superstore, The Brook, Chatham, ME4 4NZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Larkfield	0.0%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Canterbury	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westfield Stratford City	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Meopham	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	1306		25		92		71		80		90		174		161		32	
Sample:	1288		86		87		84		88		77		86		85		84	

### Q05A Which internet / home delivery retailer do you use most often for your household's shopping for clothing, footwear and other fashion goods?

*Those who use the internet for their clothes, footwear and other fashion goods at Q05*

(Don't know / varies)	54.8%	65	10.9%	0	61.9%	5	71.1%	5	50.8%	4	42.2%	4	79.4%	8	47.8%	10	69.3%	4
Other	12.3%	15	31.2%	1	11.1%	1	9.0%	1	22.2%	2	39.9%	4	0.0%	0	12.0%	3	14.2%	1
Next	7.3%	9	25.1%	0	18.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.6%	3	0.0%	0
Ebay	6.6%	8	0.0%	0	0.0%	0	6.6%	1	0.0%	0	0.0%	0	0.0%	0	27.6%	6	0.0%	0
Marks & Spencer	5.5%	6	0.0%	0	0.0%	0	0.0%	0	18.8%	1	0.0%	0	0.0%	0	0.0%	0	10.5%	1
JD Williams	5.1%	6	0.0%	0	0.0%	0	6.6%	1	0.0%	0	8.9%	1	10.3%	1	0.0%	0	0.0%	0
Damart	4.6%	5	0.0%	0	8.2%	1	0.0%	0	8.2%	1	8.9%	1	10.3%	1	0.0%	0	0.0%	0
Amazon	2.7%	3	18.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	0
Cotton Traders	1.1%	1	14.8%	0	0.0%	0	6.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	118		2		8		8		8		9		10		22		6	
Sample:	130		5		8		11		8		9		6		9		15	

# Gravesham & Medway Household Survey for GVA

Weighted:

February 2015

	Total	Zone 08	Zone 09	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15									
<b>Q06 Where else do you do your household's shopping for clothes, footwear and other fashion goods?</b>																		
<i>Excludes SFTs</i>																		
Bluewater	33.9%	433	43.7%	10	22.5%	20	40.5%	28	11.4%	9	28.8%	26	30.9%	54	22.4%	37	18.9%	6
Hempstead Valley	10.8%	138	1.0%	0	5.6%	5	7.4%	5	25.8%	21	14.8%	13	18.1%	32	30.1%	49	19.5%	6
Chatham	10.3%	131	0.8%	0	26.5%	24	6.7%	5	15.5%	12	16.9%	15	21.1%	37	13.4%	22	7.3%	2
Gravesend	9.3%	119	24.7%	6	5.6%	5	0.0%	0	1.5%	1	3.4%	3	0.0%	0	0.0%	0	0.0%	0
Maidstone	7.1%	91	6.8%	2	10.5%	9	27.3%	19	8.0%	6	5.8%	5	12.6%	22	5.8%	9	9.6%	3
Dartford	4.3%	55	1.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	3	0.0%	0	0.0%	0
Lakeside	3.5%	45	3.9%	1	0.0%	0	0.0%	0	0.8%	1	0.9%	1	2.8%	5	0.7%	1	0.0%	0
Gillingham	2.7%	35	0.0%	0	1.5%	1	1.7%	1	0.8%	1	16.2%	14	1.2%	2	8.4%	14	3.5%	1
Dockside Outlet Centre	2.1%	27	0.0%	0	3.6%	3	2.4%	2	7.7%	6	3.0%	3	1.2%	2	5.6%	9	1.1%	0
Strood Retail Park, Strood	1.7%	21	0.0%	0	10.1%	9	3.1%	2	4.2%	3	1.2%	1	0.0%	0	1.0%	2	0.0%	0
Ashford Designer Outlet	1.3%	16	0.0%	0	0.0%	0	3.1%	2	0.8%	1	0.0%	0	1.0%	2	1.7%	3	0.0%	0
Central London	1.2%	16	1.0%	0	0.0%	0	1.5%	1	1.0%	1	3.2%	3	1.4%	2	0.0%	0	7.0%	2
Other Centres outside Survey Area	1.2%	16	0.0%	0	0.0%	0	0.0%	0	7.9%	6	1.2%	1	0.8%	1	0.0%	0	3.5%	1
ASDA Superstore, Imperial Bsuiness and Retail Park, Thames Way, Northfleet, Gravesend, DA11 0DQ	1.2%	15	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Canterbury ASDA Superstore, 387 Maidstone Road, Chatham, ME5 9SE	1.1%	13	0.0%	0	1.6%	1	0.7%	1	2.9%	2	0.9%	1	0.0%	0	3.5%	6	6.9%	2
Sevenoaks	0.8%	11	0.0%	0	0.0%	0	0.0%	0	4.4%	4	0.0%	0	3.2%	6	0.0%	0	0.0%	0
Medway Valley Leisure Park, Strood	0.7%	9	7.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ASDA Superstore, Crossways Boulevard, Greenhithe	0.7%	9	4.1%	1	3.1%	3	0.0%	0	0.0%	0	0.0%	0	2.7%	5	0.0%	0	0.0%	0
Bexleyheath	0.7%	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
Strood	0.6%	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
Sittingbourne	0.6%	8	0.0%	0	0.7%	1	0.7%	1	2.6%	2	0.9%	1	0.0%	0	1.6%	3	0.0%	0
Bromley	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.9%	2	14.6%	5
Sainsbury's Superstore, Wingfield Bank, Northfleet, Gravesend, DA11 8JH	0.5%	6	4.0%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.1%	0	0.0%	0
Horstead Retail Park	0.4%	5	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rochester	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	5	0.0%	0
Imperial Retail Park, Gravesend	0.3%	4	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainham	0.3%	4	0.0%	0	2.9%	3	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gillingham Retail Park	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	2.2%	1
Crayford	0.3%	3	0.0%	0	1.5%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1
Tesco Superstore, The	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, The	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0

# Gravesham & Medway Household Survey for GVA

Weighted:

February 2015

	Total	Zone 08	Zone 09	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15									
Brook, Chatham, ME4 4NZ																		
ASDA Superstore, Mill Way, Trinity Trading Estate, Sittingbourne, ME10 2PD	0.1%	1	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1
Swanley	0.1%	1	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 Living, Saint Peter's Street, Maidstone, ME16 0SR	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
Tesco Gillingham Kent Extra, Courteney Road, Gillingham, ME8 0GX	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
West Malling	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
Westfield Stratford City	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Hempstead Valley Drive, Hempstead, Gillingham, ME7 3PQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
ASDA Superstore, London Road, Swanley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ASDA Superstore, 1 Alexander Grove, Kingshill, ME19 4SZ	0.0%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Royal Tunbridge Wells	0.0%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Centres inside Survey Area - Zone 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
Weighted base:	1278		23		90		69		81		88		176		164		32	
Sample:	1262		78		85		82		89		77		88		84		83	

**Q06A Which other internet / home delivery retailer do you use most often for your household's shopping for clothing, footwear and other fashion goods? (If internet please state.)**
*Those who use the internet for their clothes, footwear and other fashion goods at Q06*

Other	15.7%	20	31.4%	1	31.8%	3	0.0%	0	0.0%	0	23.9%	2	11.0%	1	21.8%	3	12.5%	1
Marks & Spencer	8.3%	11	14.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	1	0.0%	0	13.4%	2	20.0%	1
Next	6.4%	8	0.0%	0	0.0%	0	11.0%	1	0.0%	0	0.0%	0	11.0%	1	0.0%	0	0.0%	0
Amazon	5.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.0%	1
Debenhams	4.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.2%	3	8.1%	0
Ebay	4.2%	5	8.3%	0	0.0%	0	8.1%	1	0.0%	0	10.4%	1	31.5%	3	0.0%	0	0.0%	0
JD Williams	3.8%	5	0.0%	0	7.1%	1	8.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Damart	3.5%	5	0.0%	0	7.1%	1	0.0%	0	0.0%	0	7.7%	1	0.0%	0	0.0%	0	0.0%	0
Cotton Traders	1.2%	2	0.0%	0	0.0%	0	8.1%	1	0.0%	0	10.4%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	47.6%	61	46.3%	1	53.9%	5	64.6%	4	100.0%	7	40.0%	4	46.4%	5	44.5%	6	45.5%	2
Weighted base:		128		3		9		6		7		10		10		13		4
Sample:		132		9		9		9		7		9		5		7		12

# Gravesham & Medway Household Survey for GVA

Weighted:

February 2015

	Total	Zone 08	Zone 09	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15									
<b>Q07 Where do you do most of your household's shopping for furniture, floor coverings and household textiles?</b>																		
<i>Excludes SFTs</i>																		
Bluewater	14.4%	124	37.0%	6	6.7%	3	8.8%	4	20.7%	9	11.1%	7	5.6%	6	6.6%	8	4.4%	1
Lakeside	13.9%	119	7.3%	1	13.1%	7	6.0%	3	6.1%	3	5.0%	3	9.8%	10	7.5%	9	6.7%	1
Dartford	9.0%	77	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gravesend	7.7%	66	21.1%	3	5.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maidstone	7.4%	63	6.0%	1	5.0%	3	34.7%	15	4.8%	2	6.9%	4	7.4%	8	7.9%	9	9.3%	2
Gillingham Retail Park	7.3%	63	0.0%	0	4.2%	2	1.6%	1	0.0%	0	22.3%	13	8.0%	9	29.3%	34	7.5%	2
Gillingham	5.8%	49	0.0%	0	4.2%	2	3.3%	1	2.9%	1	12.6%	8	11.3%	12	19.2%	22	10.2%	2
Imperial Retail Park, Gravesend	4.2%	36	6.0%	1	1.3%	1	4.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Horstead Retail Park	4.0%	34	0.0%	0	0.0%	0	2.4%	1	17.8%	8	3.8%	2	15.8%	17	5.1%	6	0.0%	0
Chatham	3.7%	32	0.0%	0	8.3%	4	4.9%	2	11.4%	5	9.0%	5	7.8%	8	4.6%	5	1.2%	0
Rainham	3.0%	26	0.0%	0	0.0%	0	3.6%	2	6.4%	3	3.2%	2	4.9%	5	10.3%	12	8.9%	2
Medway Valley Leisure Park, Strood	2.9%	25	0.0%	0	18.6%	9	4.1%	2	3.1%	1	6.2%	4	2.2%	2	2.2%	3	0.0%	0
Strood Retail Park, Strood	2.5%	21	0.0%	0	22.0%	11	3.8%	2	0.0%	0	0.0%	0	2.9%	3	0.0%	0	0.0%	0
Hempstead Valley	1.3%	11	0.0%	0	0.0%	0	2.4%	1	7.1%	3	3.1%	2	3.3%	4	0.0%	0	7.7%	2
Dockside Outlet Centre	1.2%	11	1.5%	0	4.9%	2	0.0%	0	4.7%	2	3.8%	2	3.3%	4	0.0%	0	0.0%	0
Other Centres outside Survey Area	1.2%	10	0.0%	0	0.0%	0	0.0%	0	5.9%	3	3.8%	2	3.7%	4	0.0%	0	2.7%	1
Sittingbourne	1.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	31.6%	7
Canterbury	1.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	3	1.4%	1	2.2%	2	4.4%	1
Rochester	0.8%	7	1.1%	0	2.8%	1	0.0%	0	4.8%	2	0.0%	0	2.2%	2	0.0%	0	0.0%	0
Strood	0.6%	5	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	2.2%	3	0.0%	0
Aylesford	0.6%	5	5.5%	1	3.8%	2	5.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashford Designer Outlet	0.5%	5	0.0%	0	0.0%	0	3.3%	1	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0
Orpington	0.5%	4	2.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Centres inside Survey Area - Zone 13	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	4	0.0%	0	0.0%	0
South Aylesford Retail Park, Aylesford	0.4%	4	0.0%	0	0.0%	0	5.8%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Sainsbury's Superstore, Wingfield Bank, Northfleet, Gravesend , DA11 8JH	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
ASDA Superstore, 387 Maidstone Road, Chatham, ME5 9SE	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	2.3%	2	0.0%	0	0.0%	0
Crayford	0.3%	3	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ASDA Superstore, Imperial Bsusiness and Retail Park, Thames Way, Northfleet , Gravesend, DA11 0DQ	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
Sevenoaks	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
Sittingbourne Retail Park,	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	5.4%	1



# Gravesham & Medway Household Survey for GVA

Weighted:

February 2015

	Total	Zone 08	Zone 09	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	
Sittingbourne										
ASDA Superstore, Crossways Boulevard, Greenhithe	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Prospect Place Retail Park, Dartford	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bexleyheath	0.3%	2	1.1%	0	0.0%	0	0.0%	0	0.0%	0
Other Centres inside Survey Area - Zone 14	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.7%	2
Central London	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Hempstead Valley Drive, Hempstead, Gillingham, ME7 3PQ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Sevenoaks Retail Park, Sevenoaks	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longfield	0.1%	1	1.1%	0	0.0%	0	0.0%	0	0.0%	0
Westfield Stratford City	0.1%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0
Other Centres inside Survey Area - Zone 8	0.1%	1	5.1%	1	0.0%	0	0.0%	0	0.0%	0
Other Centres inside Survey Area - Zone 12	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Royal Tunbridge Wells	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bromley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Larkfield	0.1%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0
West Malling	0.1%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Other Centres inside Survey Area - Zone 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	858	16	50	44	44	60	107	116	22	
Sample:	830	53	46	47	48	50	52	57	59	

# Gravesham & Medway Household Survey for GVA

Weighted:

February 2015

	Total	Zone 08	Zone 09	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15									
<b>Q07A Which internet / home delivery retailer do you use most often for your household's shopping for furniture, floor coverings and household textiles? (If internet please state.)</b>																		
<i>Those who use the internet for their furniture, floor coverings and household textiles at Q07</i>																		
Other	12.4%	17	12.2%	0	6.5%	1	0.0%	0	18.2%	3	0.0%	0	0.0%	0	38.6%	5	9.2%	1
John Lewis	10.3%	14	7.2%	0	0.0%	0	0.0%	0	12.8%	2	0.0%	0	19.4%	3	10.3%	1	27.8%	2
Argos	10.2%	14	0.0%	0	0.0%	0	0.0%	0	19.7%	3	0.0%	0	18.4%	3	11.9%	2	0.0%	0
Ebay	6.6%	9	7.2%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0	14.8%	2	0.0%	0	0.0%	0
DFS	4.0%	5	15.1%	1	23.9%	2	0.0%	0	0.0%	0	30.2%	2	0.0%	0	0.0%	0	0.0%	0
Amazon	3.9%	5	0.0%	0	13.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Next	3.0%	4	11.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.4%	1
Ikea	2.1%	3	15.1%	1	23.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer	0.7%	1	12.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	46.9%	65	19.9%	1	32.7%	3	100.0%	6	44.9%	6	69.9%	4	47.4%	8	39.2%	5	50.6%	3
Weighted base:		138		3		10		6		14		6		17		13		6
Sample:		131		9		9		6		13		4		7		6		11

# Gravesham & Medway Household Survey for GVA

Weighted:

February 2015

	Total	Zone 08	Zone 09	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15									
<b>Q08 Where do you do most of your household's shopping for DIY and decorating goods?</b>																		
<i>Excludes SFTs</i>																		
Gillingham Retail Park	19.6%	252	0.0%	0	5.5%	5	5.0%	3	13.9%	10	59.5%	58	30.3%	50	64.0%	108	18.6%	6
Imperial Retail Park, Gravesend	13.1%	168	56.7%	14	0.8%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dartford	11.6%	149	6.6%	2	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gravesend	9.8%	126	15.4%	4	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gillingham	9.4%	121	2.8%	1	2.0%	2	1.9%	1	2.8%	2	27.5%	27	21.5%	36	25.8%	44	20.5%	7
Strood Retail Park, Strood	5.9%	76	0.0%	0	28.5%	25	14.5%	9	13.8%	9	0.8%	1	1.9%	3	1.5%	3	2.0%	1
Medway Valley Leisure Park, Strood	5.8%	74	0.0%	0	53.5%	47	7.9%	5	8.5%	6	4.7%	5	1.5%	2	0.0%	0	1.2%	0
Chatham	5.6%	72	1.7%	0	1.7%	2	4.4%	3	24.2%	17	0.0%	0	27.0%	45	2.4%	4	0.0%	0
Prospect Place Retail Park, Dartford	3.8%	49	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Horstead Retail Park	3.0%	38	0.0%	0	2.7%	2	10.6%	7	17.2%	12	2.4%	2	7.2%	12	1.5%	3	0.0%	0
Rochester	1.7%	22	0.0%	0	2.2%	2	5.2%	3	13.8%	9	0.0%	0	3.5%	6	0.0%	0	0.0%	0
Maidstone	1.4%	18	5.8%	1	0.0%	0	13.1%	8	0.0%	0	0.0%	0	2.4%	4	0.0%	0	0.0%	0
Sevenoaks	1.1%	14	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sittingbourne	0.9%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	29.2%	10
Rainham	0.9%	12	0.0%	0	0.0%	0	0.0%	0	2.6%	2	1.7%	2	0.0%	0	3.3%	6	7.9%	3
Bluewater	0.8%	10	1.2%	0	2.2%	2	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Other Centres outside Survey Area	0.8%	10	1.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.9%	3	0.0%	0	0.0%	0
B&Q, London Road, Larkfield	0.8%	10	0.0%	0	0.0%	0	14.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside	0.6%	8	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Aylesford Retail Park, Aylesford	0.5%	7	1.5%	0	0.0%	0	9.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sittingbourne Retail Park, Sittingbourne	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.9%	7
Sevenoaks Retail Park, Sevenoaks	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Larkfield	0.4%	5	0.7%	0	0.0%	0	6.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Centres inside Survey Area - Zone 4	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
Other Centres inside Survey Area - Zone 14	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
Other Centres inside Survey Area - Zone 13	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
Dockside Outlet Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0
Other Centres inside Survey Area - Zone 5	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
Aylesford	0.1%	2	1.5%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Centres inside Survey Area - Zone 3	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Strood	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0

## Gravesham & Medway Household Survey for GVA

Weighted:

February 2015

	Total	Zone 08	Zone 09	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15									
Westfield Stratford City	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
Royal Tunbridge Wells	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Snodland	0.0%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bexleyheath	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longfield	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	1285		24		88		64		69		97		166		169		34	
Sample:	1266		80		83		73		79		83		81		87		92	

### Q08A Which internet / home delivery retailer do you use most often for your household's shopping for DIY and decorating goods?

*Those who use the internet for their DIY and decorating goods at Q08*

B&Q	16.8%	2	0.0%	0	0.0%	0	26.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ScrewFix	14.8%	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
Other	7.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.0%	1
(Don't know / varies)	60.6%	6	0.0%	0	0.0%	0	74.0%	1	0.0%	0	0.0%	0	0.0%	0	100.0%	3	50.0%	1
Weighted base:	9		0		0		2		0		0		0		3		1	
Sample:	9		0		0		2		0		0		0		1		2	

# Gravesham & Medway Household Survey for GVA

Weighted:

February 2015

	Total	Zone 08	Zone 09	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15									
<b>Q09 Where do you do most of your household's shopping for domestic appliances such as washing machines, fridges cookers and kettles?</b>																		
<i>Excludes SFTs</i>																		
Bluewater	15.9%	153	52.4%	9	11.4%	8	5.4%	3	7.8%	5	7.4%	6	5.2%	7	4.3%	5	5.0%	1
Horstead Retail Park	15.7%	152	2.2%	0	18.3%	12	15.3%	8	40.7%	27	21.8%	16	32.9%	44	23.0%	29	1.0%	0
Chatham	11.4%	110	0.0%	0	8.2%	5	10.1%	5	23.7%	16	14.9%	11	37.3%	50	10.7%	13	3.7%	1
Rochester	6.7%	64	2.2%	0	10.1%	7	3.4%	2	14.6%	10	9.6%	7	2.8%	4	21.3%	26	2.3%	1
Gravesend	5.7%	55	8.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crayford	5.1%	49	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gillingham	4.1%	40	0.0%	0	2.3%	2	0.0%	0	0.0%	0	16.8%	13	3.6%	5	15.2%	19	1.3%	0
Dartford	4.0%	39	5.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gillingham Retail Park	3.7%	35	0.0%	0	0.0%	0	6.4%	3	2.7%	2	4.0%	3	5.3%	7	10.4%	13	6.6%	2
Lakeside	3.6%	35	2.2%	0	3.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Strood Retail Park, Strood	3.6%	35	0.0%	0	16.8%	11	5.7%	3	4.2%	3	0.0%	0	4.0%	5	2.1%	3	0.0%	0
Medway Valley Leisure Park, Strood	3.3%	32	0.0%	0	23.6%	16	1.0%	1	3.4%	2	8.7%	7	2.3%	3	0.0%	0	1.0%	0
Imperial Retail Park, Gravesend	2.4%	23	7.5%	1	1.0%	1	2.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maidstone	1.7%	16	5.4%	1	2.3%	2	14.9%	7	0.9%	1	2.1%	2	0.0%	0	0.0%	0	0.0%	0
Sittingbourne	1.6%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	1.7%	2	2.2%	3	35.3%	9
Hempstead Valley	1.6%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	4	1.8%	2	6.8%	8	3.0%	1
Tower Retail Park, Crayford	1.5%	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
Sevenoaks	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
South Aylesford Retail Park, Aylesford	1.3%	12	2.2%	0	0.0%	0	22.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sittingbourne Retail Park, Sittingbourne	1.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	35.3%	9
Other Centres outside Survey Area	0.9%	9	2.4%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	2.3%	3	2.0%	2	0.0%	0
ASDA Superstore, Imperial Bsuiness and Retail Park, Thames Way, Northfleet, Gravesend, DA11 0DQ	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
Tesco Gillingham Kent Extra, Courteney Road, Gillingham, ME8 0GX	0.5%	5	0.0%	0	0.0%	0	2.9%	1	0.0%	0	4.5%	3	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Wingfield Bank, Northfleet, Gravesend, DA11 8JH	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
Aylesford	0.4%	4	2.2%	0	0.0%	0	6.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orpington	0.3%	3	4.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sevenoaks Retail Park, Sevenoaks	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
Larkfield	0.2%	2	0.0%	0	0.0%	0	3.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Prospect Place Retail Park, Dartford	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

# Gravesham & Medway Household Survey for GVA

Weighted:

February 2015

	Total	Zone 08	Zone 09	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15								
ASDA Superstore, 1 Alexander Grove, Kingshill, ME19 4SZ	0.2%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Bexleyheath	0.1%	1	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Other Centres inside Survey Area - Zone 13	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	
Rainham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	
ASDA Superstore, Crossways Boulevard, Greenhithe	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Ashford Designer Outlet Strood	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	
Other Centres inside Survey Area - Zone 11	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	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	
ASDA Superstore, London Road, Swanley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
West Malling	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
ASDA Superstore, Mill Way, Trinity Trading Estate, Sittingbourne, ME10 2PD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	
Other Centres inside Survey Area - Zone 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	
Weighted base:	966		17		66		50		66		75		135		124		26
Sample:	950		56		61		58		75		65		66		61		69

### Q09A Which internet / home delivery retailer do you use most often for your household's shopping for domestic appliances such as washing machines, fridges, cookers and kettles?

*Those who use the internet for their domestic appliances at Q09*

Appliances Online (AO)	18.5%	58	22.0%	2	31.2%	6	15.5%	3	10.7%	1	19.1%	3	17.0%	7	25.5%	9	21.0%	2
Currys	16.6%	52	17.6%	1	12.9%	2	14.4%	3	20.0%	3	10.8%	2	20.9%	9	10.2%	4	7.3%	1
John Lewis	8.8%	28	9.0%	1	0.0%	0	12.3%	2	0.0%	0	7.0%	1	9.9%	4	19.6%	7	6.8%	1
Amazon	7.3%	23	5.5%	0	15.5%	3	0.0%	0	9.1%	1	0.0%	0	5.7%	2	12.9%	5	15.6%	1
Other	5.9%	18	0.0%	0	7.3%	1	0.0%	0	7.5%	1	0.0%	0	18.4%	8	7.6%	3	4.2%	0
Argos	5.2%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	3	0.0%	0	10.2%	1
Direct from manufacturer	1.8%	6	5.6%	0	8.2%	2	2.9%	1	4.6%	1	7.0%	1	0.0%	0	0.0%	0	3.1%	0
Asda	1.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.4%	5	0.0%	0	0.0%	0
Sainsbury's	1.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	1
Co-op	1.1%	4	0.0%	0	8.0%	2	0.0%	0	4.6%	1	0.0%	0	0.0%	0	0.5%	0	3.1%	0
(Don't know / varies)	31.6%	99	40.3%	3	16.9%	3	54.9%	10	43.5%	6	56.2%	9	9.2%	4	23.7%	8	21.8%	2
Weighted base:	314		7		19		18		14		16		43		35		8	
Sample:	303		22		19		20		15		14		21		19		20	

# Gravesham & Medway Household Survey for GVA

Weighted:

February 2015

	Total	Zone 08	Zone 09	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15									
<b>Q10 Where do you do most of your household's shopping for TV, Hi-Fi, Radio, photographic and computer equipment?</b>																		
<i>Excludes SFTs</i>																		
Bluewater	20.3%	212	59.8%	12	21.7%	15	10.4%	6	10.3%	7	4.3%	3	5.9%	8	4.5%	6	10.5%	3
Horstead Retail Park	13.6%	143	2.8%	1	18.4%	13	15.7%	8	37.6%	27	19.0%	16	23.5%	34	21.9%	30	0.0%	0
Chatham	13.2%	138	2.1%	0	15.2%	10	5.1%	3	29.0%	21	24.8%	20	35.3%	51	14.3%	19	7.5%	2
Rochester	7.5%	78	4.5%	1	6.0%	4	6.7%	4	14.1%	10	10.5%	9	4.3%	6	21.1%	29	3.2%	1
Crayford	4.7%	49	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gravesend	3.8%	39	5.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside	3.3%	35	1.2%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0
Gillingham	3.1%	33	0.0%	0	1.0%	1	0.0%	0	2.0%	1	13.3%	11	3.2%	5	9.5%	13	2.5%	1
Maidstone	3.1%	32	1.2%	0	3.8%	3	16.0%	9	0.9%	1	1.0%	1	4.4%	6	4.6%	6	0.0%	0
Dartford	3.0%	31	4.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gillingham Retail Park	2.8%	29	0.0%	0	1.0%	1	3.9%	2	2.4%	2	6.3%	5	5.9%	8	4.1%	6	6.7%	2
Medway Valley Leisure Park, Strood	2.3%	24	0.0%	0	14.3%	10	0.0%	0	2.0%	1	4.4%	4	1.6%	2	0.0%	0	0.0%	0
Sevenoaks	2.1%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	1.6%	2	0.0%	0	0.0%	0
Hempstead Valley	2.0%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	6	5.4%	8	4.4%	6	5.0%	1
Strood Retail Park, Strood	1.9%	20	0.0%	0	12.4%	9	2.7%	1	0.9%	1	0.0%	0	2.1%	3	0.0%	0	0.0%	0
Tower Retail Park, Crayford	1.7%	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
South Aylesford Retail Park, Aylesford	1.4%	15	1.9%	0	0.0%	0	24.1%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainham	1.2%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	1.5%	2	5.5%	8	0.0%	0
Sittingbourne	1.2%	12	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.6%	2	1.8%	2	29.9%	7
Sainsbury's Superstore, Wingfield Bank, Northfleet, Gravesend , DA11 8JH	1.0%	10	0.9%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Centres outside Survey Area	0.9%	9	2.1%	0	0.0%	0	1.3%	1	0.0%	0	1.0%	1	2.1%	3	1.8%	2	1.0%	0
Imperial Retail Park, Gravesend	0.9%	9	5.0%	1	1.0%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sittingbourne Retail Park, Sittingbourne	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	30.4%	7
Aylesford	0.5%	5	3.8%	1	0.0%	0	7.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1
Tesco Gillingham Kent Extra, Courteney Road, Gillingham, ME8 0GX	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	3.2%	4	0.0%	0
Bexleyheath	0.4%	4	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ASDA Superstore, Imperial Bsuiness and Retail Park, Thames Way, Northfleet , Gravesend, DA11 0DQ	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Hempstead Valley Drive, Hempstead, Gillingham, ME7 3PQ	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.3%	2	0.0%	0

# Gravesham & Medway Household Survey for GVA

Weighted:

February 2015

	Total	Zone 08	Zone 09	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15									
Sevenoaks Retail Park, Sevenoaks	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
Other Centres inside Survey Area - Zone 5	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
Ashford Designer Outlet	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
ASDA Superstore, 387 Maidstone Road, Chatham, ME5 9SE	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.7%	1	0.0%	0	0.0%	0
Prospect Place Retail Park, Dartford	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
Central 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	0.0%	0
ASDA Superstore, Crossways Boulevard, Greenhithe	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
Orpington	0.2%	2	2.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ASDA Superstore, London Road, Swanley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Larkfield	0.1%	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
Strood	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
Strood Superstore, Charles Street, Strood, ME2 2DE	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
Tesco Superstore, The Brook, Chatham, ME4 4NZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bromley	0.1%	1	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 Living, Saint Peter's Street, Maidstone, ME16 0SR	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
Other Centres inside Survey Area - Zone 11	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
Royal Tunbridge Wells	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Avenue of Remembrance , Sittingbourne , ME10 4DN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Weighted base:	1048		20		69		54		72		82		145		135		24	
Sample:	1026		66		66		62		80		72		70		68		64	



# Gravesham & Medway Household Survey for GVA

Weighted:

February 2015

	Total	Zone 08	Zone 09	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	
<b>Q10A Which internet / home delivery retailer do you use most often for your household's shopping for TV, Hi-Fi, radio, photographic and computer equipment?</b>										
<i>Those who use the internet for their TV, Hi-Fi, Radio, photographic and computer equipment at Q10</i>										
Currys	16.7%	34 20.0%	1 28.6%	6 30.3%	3 16.5%	1 0.0%	0 19.4%	5 18.8%	3 27.5%	2
Amazon	13.0%	26 18.1%	1 24.3%	5 8.2%	1 14.4%	1 0.0%	0 0.0%	0 15.2%	3 8.7%	1
John Lewis	9.0%	18 20.7%	1 3.2%	1 6.1%	1 7.2%	1 9.7%	1 18.1%	4 16.3%	3 9.7%	1
Appliances Online (AO)	6.5%	13 12.7%	1 0.0%	0 6.1%	1 7.2%	1 9.7%	1 10.5%	2 0.0%	0 9.7%	1
Direct from manufacturer	3.1%	6 0.0%	0 0.0%	0 19.9%	2 9.8%	1 0.0%	0 0.0%	0 0.0%	0 4.2%	0
Argos	2.7%	5 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 7.6%	2 0.0%	0 0.0%	0
Other	2.6%	5 0.0%	0 3.2%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Ebay	1.8%	4 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 4.2%	0
Tesco	1.4%	3 0.0%	0 0.0%	0 0.0%	0 7.2%	1 7.1%	1 6.2%	1 0.0%	0 0.0%	0
(Don't know / varies)	43.2%	88 28.5%	1 40.7%	9 29.4%	2 37.6%	3 73.5%	8 38.2%	9 49.7%	9 36.1%	3
Weighted base:	204	5	21	8	9	11	23	18	8	
Sample:	210	16	19	11	10	10	12	10	20	

# Gravesham & Medway Household Survey for GVA

Weighted:

February 2015

	Total	Zone 08	Zone 09	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15									
<b>Q11 At which centre or store do you do most of your household's shopping on goods for personal care, such as soaps, beauty products, medical goods?</b>																		
<i>Excludes SFTs</i>																		
Gravesend	13.3%	175	25.2%	7	3.0%	3	2.0%	1	1.8%	1	0.0%	0	0.0%	0	1.5%	3	0.0%	0
Chatham	12.2%	161	0.0%	0	6.8%	6	14.3%	10	50.2%	41	10.0%	10	47.9%	79	6.0%	11	0.0%	0
Bluewater	11.5%	151	35.4%	9	10.4%	9	15.4%	10	2.5%	2	1.8%	2	3.7%	6	0.0%	0	3.0%	1
Gillingham	9.1%	120	0.0%	0	0.0%	0	1.6%	1	2.2%	2	57.7%	56	2.5%	4	30.1%	54	2.0%	1
Hempstead Valley	8.2%	108	1.9%	0	3.9%	3	2.6%	2	5.4%	4	7.7%	8	14.0%	23	32.5%	58	20.1%	7
Dartford	5.4%	71	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Strood	4.8%	63	0.0%	0	46.7%	40	5.8%	4	1.8%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0
ASDA Superstore, Imperial Bsusiness and Retail Park, Thames Way, Northfleet, Gravesend, DA11 0DQ	3.9%	51	6.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Sainsbury's Superstore, Wingfield Bank, Northfleet, Gravesend, DA11 8JH	3.0%	40	13.5%	3	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0
ASDA Superstore, 387 Maidstone Road, Chatham, ME5 9SE	2.5%	33	0.0%	0	1.1%	1	3.4%	2	8.5%	7	0.0%	0	13.8%	23	0.0%	0	0.0%	0
ASDA Superstore, Crossways Boulevard, Greenhithe	2.3%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainham	2.2%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.7%	25	11.0%	4
Rochester	2.1%	28	1.5%	0	0.8%	1	4.1%	3	21.1%	17	0.0%	0	2.3%	4	0.0%	0	0.0%	0
Tesco Gillingham Kent Extra, Courteney Road, Gillingham, ME8 0GX	2.0%	26	0.0%	0	0.0%	0	1.7%	1	0.0%	0	8.3%	8	1.5%	2	6.0%	11	6.2%	2
Maidstone	1.9%	25	0.0%	0	0.0%	0	18.1%	12	2.5%	2	0.0%	0	5.1%	8	0.0%	0	1.0%	0
Sainsbury's Superstore, Hempstead Valley Drive, Hempstead, Gillingham, ME7 3PQ	1.3%	17	0.0%	0	0.0%	0	0.0%	0	1.8%	1	5.3%	5	1.8%	3	3.3%	6	1.5%	1
Strood Retail Park, Strood	1.2%	16	0.0%	0	16.0%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Imperial Retail Park, Gravesend	1.2%	16	0.9%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Centres outside Survey Area	1.1%	15	2.0%	1	0.0%	0	3.1%	2	0.0%	0	1.1%	1	0.0%	0	0.9%	2	0.0%	0
Sittingbourne	1.1%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	37.7%	13
Sevenoaks	1.1%	14	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Centres inside Survey Area - Zone 4	0.7%	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
Gillingham Retail Park	0.6%	8	0.0%	0	0.0%	0	1.0%	1	0.0%	0	5.1%	5	0.9%	1	0.7%	1	0.0%	0
Central London	0.6%	7	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	3.3%	6	0.0%	0	0.0%	0
Strood Superstore, Charles Street, Strood, ME2 2DE	0.5%	7	0.0%	0	5.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# Gravesham & Medway Household Survey for GVA

Weighted:

February 2015

	Total	Zone 08	Zone 09	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15									
Morrisons, Coldharbour Road, Northfleet, Gravesend	0.5%	6	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swanley	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
Snodland	0.4%	5	0.0%	0	0.0%	0	7.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Medway Valley Leisure Park, Strood	0.4%	5	0.0%	0	2.1%	2	1.8%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Other Centres inside Survey Area - Zone 14	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	4	0.0%	0
Prospect Place Retail Park, Dartford	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Centres inside Survey Area - Zone 13	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	4	0.0%	0	0.0%	0
Other Centres inside Survey Area - Zone 7	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Centres inside Survey Area - Zone 10	0.3%	3	0.0%	0	0.0%	0	5.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Meopham	0.3%	3	6.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Larkfield	0.3%	3	0.0%	0	0.0%	0	4.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longfield	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ASDA Superstore, Mill Way, Trinity Trading Estate, Sittingbourne, ME10 2PD	0.2%	3	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	3
West Malling	0.2%	3	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ASDA Superstore, London Road, Swanley	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Pentagon Shopping Centre, 68-72 The Pentagon, Chatham, ME4 4HP	0.2%	3	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	2	0.0%	0
Other Centres inside Survey Area - Zone 3	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Avenue of Remembrance, Sittingbourne, ME10 4DN	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	2
Other Centres inside Survey Area - Zone 9	0.2%	2	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ASDA Superstore, 1 Alexander Grove, Kingshill, ME19 4SZ	0.2%	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
Sainsbury's Superstore, Mills Road, Aylesford, Quarry Wood Ind. Estate, ME20 7NA	0.1%	2	1.5%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bromley	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# Gravesham & Medway Household Survey for GVA

Weighted:

February 2015

	Total	Zone 08	Zone 09	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15									
Other Centres inside Survey Area - Zone 12	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
Dockside Outlet Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Lakeside	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sittingbourne Retail Park, Sittingbourne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1
Tesco Superstore, The Brook, Chatham, ME4 4NZ	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Centres inside Survey Area - Zone 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Centres inside Survey Area - Zone 15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Other Centres inside Survey Area - Zone 8	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	1318	26	86	68	81	98	166	180	35									
Sample:	1304	88	81	84	90	84	80	91	94									

**Q11A Which internet / home delivery retailer do you use most often for your household's shopping for personal care, such as soaps, beauty products, medical goods?**

*Those who use the internet for their personal care and luxury goods shopping at Q11*

Tesco	24.1%	12	32.0%	0	83.1%	4	63.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.4%	1
Other	20.3%	10	30.2%	0	0.0%	0	36.5%	1	0.0%	0	0.0%	0	39.0%	2	94.3%	3	14.5%	0
QVC	16.7%	9	0.0%	0	16.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.5%	0
Asda	13.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	42.4%	2	0.0%	0	0.0%	0
Sainsbury's	5.0%	3	18.9%	0	0.0%	0	0.0%	0	38.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Avon	3.8%	2	0.0%	0	0.0%	0	0.0%	0	18.3%	1	0.0%	0	18.5%	1	0.0%	0	0.0%	0
Boots	2.0%	1	18.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	0	14.5%	0
(Don't know / varies)	14.6%	8	0.0%	0	0.0%	0	0.0%	0	43.1%	1	0.0%	0	0.0%	0	0.0%	0	32.1%	1
Weighted base:	52	1	5	4	3	0	6	3	2									
Sample:	56	4	4	3	4	0	3	3	6									

# Gravesham & Medway Household Survey for GVA

Weighted:

February 2015

	Total	Zone 08	Zone 09	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15									
<b>Q12 At which centre or store do you do most of your household's shopping on goods for recreational and luxury goods including books, games, sports, pets and pet products, bicycles, jewellery?</b>																		
<i>Excludes SFTs</i>																		
Bluewater	31.1%	233	65.8%	10	20.4%	10	26.5%	10	21.3%	9	5.7%	3	20.0%	22	6.1%	5	9.6%	2
Chatham	13.9%	104	0.0%	0	24.5%	12	10.8%	4	45.4%	20	19.5%	10	36.6%	41	11.3%	9	2.9%	1
Gravesend	8.1%	60	16.8%	2	7.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gillingham	6.5%	49	0.0%	0	0.0%	0	1.8%	1	0.0%	0	44.5%	22	1.3%	1	28.5%	24	2.0%	0
Hempstead Valley	5.4%	41	0.0%	0	1.3%	1	2.8%	1	1.4%	1	6.3%	3	8.7%	10	25.9%	22	20.4%	4
Dartford	5.1%	38	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0
Maidstone	3.8%	29	0.0%	0	1.3%	1	22.8%	9	4.7%	2	2.2%	1	11.0%	12	0.0%	0	3.9%	1
ASDA Superstore, Imperial Bsusiness and Retail Park, Thames Way, Northfleet, Gravesend, DA11 0DQ	2.6%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Strood Retail Park, Strood Lakeside	1.9%	14	0.0%	0	25.9%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gillingham Retail Park	1.9%	14	2.9%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2	2.0%	2	0.0%	0	0.0%	0
Tesco Gillingham Kent Extra, Courteney Road, Gillingham, ME8 0GX	1.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	2	0.0%	0	10.7%	9	0.0%	0
Horstead Retail Park	1.3%	10	0.0%	0	3.1%	2	5.9%	2	6.1%	3	0.0%	0	2.7%	3	0.0%	0	0.0%	0
Crayford	1.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ASDA Superstore, 387 Maidstone Road, Chatham, ME5 9SE	1.3%	10	0.0%	0	0.0%	0	0.0%	0	6.6%	3	0.0%	0	6.1%	7	0.0%	0	0.0%	0
Strood	1.2%	9	3.5%	1	7.5%	4	1.3%	1	1.9%	1	0.0%	0	2.2%	2	0.0%	0	0.0%	0
Rochester	1.1%	9	0.0%	0	0.0%	0	1.8%	1	9.7%	4	0.0%	0	2.3%	3	0.0%	0	0.0%	0
Sittingbourne	1.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	44.2%	8
Central London	1.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Tower Retail Park, Crayford	0.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainham	0.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	6	0.0%	0
Sevenoaks	0.8%	6	2.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Medway Valley Leisure Park, Strood	0.8%	6	0.0%	0	6.1%	3	3.8%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0
ASDA Superstore, Crossways Boulevard, Greenhithe	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Imperial Retail Park, Gravesend	0.7%	5	0.0%	0	0.0%	0	2.8%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Other Centres outside Survey Area	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Wingfield Bank, Northfleet, Gravesend, DA11 8JH	0.5%	4	1.7%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashford Designer Outlet	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	3	0.0%	0
Westfield Stratford City	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	1.4%	0

# Gravesham & Medway Household Survey for GVA

Weighted:

February 2015

	Total	Zone 08	Zone 09	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15									
Dockside Outlet Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	1.0%	1	0.0%	0	1.4%	0
Aylesford	0.3%	2	0.0%	0	0.0%	0	3.8%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Aylesford Retail Park, Aylesford	0.2%	2	2.8%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Centres inside Survey Area - Zone 10	0.2%	1	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ASDA Superstore, Mill Way, Trinity Trading Estate, Sittingbourne, ME10 2PD	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	1
Canterbury	0.1%	1	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Larkfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Hempstead Valley Drive, Hempstead, Gillingham, ME7 3PQ	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%	0
Tesco Superstore, The Brook, Chatham, ME4 4NZ	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
Bromley	0.1%	1	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 Malling	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1
Sittingbourne Retail Park, Sittingbourne	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%	0
Other Centres inside Survey Area - Zone 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
Bexleyheath	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Centres inside Survey Area - Zone 8	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longfield	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Meopham	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	749		15		51		38		43		49		112		83		17	
Sample:	704		50		45		41		47		41		53		40		44	

### Q12A Which internet / home delivery retailer do you use most often for your household's shopping for recreational goods?

*Those who use the internet for their recreational goods shopping at Q12*

Amazon	63.5%	210	81.5%	5	65.0%	9	71.6%	10	72.4%	13	94.8%	20	40.3%	14	59.0%	36	70.7%	8
Ebay	5.5%	18	5.8%	0	0.0%	0	12.8%	2	0.0%	0	0.0%	0	7.0%	2	5.5%	3	0.0%	0
Other	4.0%	13	2.7%	0	10.4%	1	0.0%	0	14.2%	3	0.0%	0	0.0%	0	5.5%	3	5.1%	1
Tesco	0.9%	3	0.0%	0	11.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	1
(Don't know / varies)	26.1%	86	10.0%	1	13.3%	2	15.6%	2	13.5%	2	5.2%	1	52.7%	19	30.0%	18	19.4%	2
Weighted base:	331		6		14		15		18		21		35		61		11	
Sample:	319		22		12		18		17		16		17		30		25	

# Gravesham & Medway Household Survey for GVA

Weighted:

February 2015

	Total	Zone 08		Zone 09		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		
<b>Q13 Which of the following centres do you visit most often? [PR]</b>																		
Chatham	14.1%	211	1.5%	0	13.0%	14	11.8%	10	42.9%	39	12.7%	14	47.5%	95	6.4%	12	4.9%	2
Gravesend	26.4%	396	61.1%	17	3.5%	4	3.6%	3	5.4%	5	1.0%	1	1.8%	4	0.0%	0	1.5%	1
Gillingham	5.8%	87	0.0%	0	0.0%	0	0.0%	0	0.0%	0	44.6%	51	0.7%	1	17.4%	32	2.8%	1
Rainham	2.0%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.7%	1	11.9%	22	11.8%	5
Hempstead Valley Shopping Centre	21.0%	315	2.7%	1	6.9%	7	24.5%	20	16.8%	15	35.9%	41	39.6%	79	62.2%	115	59.9%	24
Rochester	3.0%	46	0.9%	0	7.5%	8	9.5%	8	16.8%	15	0.0%	0	1.8%	4	0.0%	0	0.6%	0
Strood	9.5%	143	3.4%	1	66.4%	69	24.4%	20	12.4%	11	0.7%	1	2.3%	5	2.0%	4	0.9%	0
(Don't visit any of these)	18.2%	273	30.4%	8	2.6%	3	26.2%	21	5.8%	5	4.5%	5	5.6%	11	0.0%	0	17.6%	7
Weighted base:		1501		27		104		82		90		113		199		185		40
Sample:		1501		94		100		100		101		100		100		97		105

**Q14 How often do you shop in (CENTRE MENTIONED AT Q13)?***Those who mentioned a centre at Q13*

Daily	2.7%	33	2.1%	0	4.0%	4	3.5%	2	0.0%	0	8.4%	9	0.6%	1	5.2%	10	0.0%	0
5-6 times a week	1.0%	12	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	2.9%	5	0.8%	0
4 times a week	1.4%	17	0.0%	0	3.0%	3	1.8%	1	0.7%	1	1.7%	2	2.1%	4	1.3%	2	0.0%	0
3 times a week	3.5%	43	3.4%	1	8.3%	8	1.7%	1	7.0%	6	3.9%	4	2.5%	5	2.0%	4	1.8%	1
Twice a week	12.0%	147	8.7%	2	18.3%	19	3.5%	2	16.3%	14	21.5%	23	11.4%	21	18.8%	35	3.4%	1
Once a week	36.4%	447	34.0%	7	40.5%	41	41.3%	25	43.7%	37	32.4%	35	33.5%	63	49.2%	91	30.0%	10
Once every 2 weeks	17.2%	211	16.9%	3	9.1%	9	19.6%	12	17.0%	14	8.7%	9	23.3%	44	10.8%	20	23.0%	8
Once a month	15.1%	186	24.3%	5	9.8%	10	16.0%	10	7.8%	7	14.8%	16	15.2%	29	8.9%	16	16.7%	5
Less often	8.5%	105	7.3%	1	3.8%	4	10.7%	6	5.6%	5	4.2%	5	9.5%	18	0.6%	1	19.4%	6
Never	0.8%	10	1.3%	0	1.5%	2	2.0%	1	0.0%	0	1.6%	2	0.0%	0	0.0%	0	4.2%	1
(Don't know / varies)	1.4%	17	2.0%	0	0.7%	1	0.0%	0	1.9%	2	2.0%	2	1.8%	3	0.2%	0	0.8%	0
Weighted base:		1228		19		101		60		85		108		188		185		33
Sample:		1198		66		97		71		95		95		94		97		87

# Gravesham & Medway Household Survey for GVA

Weighted:

February 2015

	Total	Zone 08	Zone 09	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15									
<b>Q15 What is usually the main purpose of your trip to (CENTRE MENTIONED AT Q13)?</b>																		
<i>Those who mentioned a centre at Q13</i>																		
Food shopping	46.5%	571	28.5%	5	61.1%	62	49.9%	30	46.3%	39	45.3%	49	33.7%	63	56.0%	104	39.2%	13
Non-food shopping	35.6%	437	37.2%	7	27.3%	28	34.7%	21	32.1%	27	40.7%	44	48.2%	91	31.8%	59	39.2%	13
Daytime eating / drinking	2.2%	27	4.7%	1	2.1%	2	2.9%	2	6.2%	5	2.5%	3	0.6%	1	2.0%	4	6.9%	2
Evening eating / drinking	0.4%	4	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Financial services	6.4%	79	23.6%	5	4.6%	5	3.8%	2	5.4%	5	4.8%	5	6.4%	12	3.0%	6	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Window shopping / browsing	1.8%	22	2.2%	0	0.0%	0	0.8%	1	1.7%	1	2.1%	2	3.9%	7	1.5%	3	3.3%	1
Work	1.4%	17	0.0%	0	0.9%	1	1.8%	1	0.0%	0	1.6%	2	0.8%	1	1.3%	2	1.8%	1
Leisure activity	0.9%	11	0.0%	0	2.9%	3	0.8%	1	2.7%	2	0.0%	0	0.0%	0	1.4%	3	3.2%	1
Medical appointment	0.7%	8	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	1.8%	1
Personal service	1.0%	12	0.0%	0	0.0%	0	0.8%	1	1.0%	1	0.0%	0	2.5%	5	0.0%	0	1.0%	0
Visiting friends and family	1.0%	12	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.6%	1	1.4%	3	1.8%	1
Visit library	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	2.2%	27	2.0%	0	1.1%	1	2.0%	1	2.9%	2	3.0%	3	2.8%	5	1.5%	3	1.8%	1
Weighted base:		1228		19		101		60		85		108		188		185		33
Sample:		1198		66		97		71		95		95		94		97		87

**Q16 Why else do you visit (CENTRE MENTIONED AT Q13)? [MR]***Those who mentioned a centre at Q13*

Food shopping	13.3%	164	16.8%	3	11.1%	11	10.7%	6	19.9%	17	19.2%	21	11.5%	22	15.1%	28	12.8%	4
Non-food shopping	32.3%	397	24.9%	5	26.4%	27	26.4%	16	35.3%	30	34.8%	38	30.3%	57	46.5%	86	35.0%	11
Daytime eating / drinking	7.7%	94	2.9%	1	11.4%	11	1.1%	1	20.4%	17	3.4%	4	10.7%	20	7.2%	13	3.9%	1
Evening eating / drinking	2.2%	26	0.0%	0	2.1%	2	2.4%	1	3.1%	3	1.7%	2	4.5%	8	0.8%	2	0.0%	0
Financial services	10.2%	125	12.1%	2	22.6%	23	13.4%	8	5.8%	5	10.1%	11	5.7%	11	7.9%	15	3.9%	1
Other	0.3%	3	2.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	2	0.0%	0
Window shopping / browsing	0.5%	7	0.0%	0	0.0%	0	3.8%	2	1.0%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Work	0.4%	5	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leisure activity	2.6%	32	2.7%	1	2.2%	2	1.8%	1	2.8%	2	5.2%	6	1.3%	2	1.8%	3	0.0%	0
Medical appointment	0.4%	5	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.4%	3	0.7%	1	0.0%	0
Personal service	1.0%	12	0.9%	0	0.7%	1	0.0%	0	1.7%	1	0.0%	0	4.5%	8	0.1%	0	0.0%	0
Visiting friends and family	1.0%	13	2.1%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0	1.8%	3	0.0%	0	0.0%	0
Visit library	0.6%	7	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(No other reason)	41.7%	512	44.7%	9	44.7%	45	51.0%	31	30.6%	26	32.0%	35	45.6%	86	34.2%	63	49.3%	16
Weighted base:		1228		19		101		60		85		108		188		185		33
Sample:		1198		66		97		71		95		95		94		97		87



# Gravesham & Medway Household Survey for GVA

Weighted:

February 2015

	Total	Zone 08	Zone 09	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15									
<b>Q17 How often do you visit (CENTRE MENTIONED AT Q13)?</b>																		
<i>Those who mentioned a centre at Q13</i>																		
Daily	4.3%	53	3.4%	1	2.5%	2	1.1%	1	4.9%	4	12.9%	14	2.5%	5	3.8%	7	0.0%	0
5-6 times a week	1.3%	15	0.0%	0	1.8%	2	0.0%	0	2.1%	2	1.5%	2	0.0%	0	1.4%	3	0.8%	0
4 times a week	1.7%	21	2.1%	0	2.2%	2	2.6%	2	1.5%	1	2.3%	3	0.8%	1	2.8%	5	1.3%	0
3 times a week	3.7%	46	1.3%	0	7.2%	7	1.7%	1	4.9%	4	3.0%	3	6.0%	11	2.1%	4	2.5%	1
Twice a week	11.3%	138	14.6%	3	12.6%	13	7.9%	5	20.3%	17	12.2%	13	8.4%	16	18.2%	34	5.8%	2
Once a week	29.5%	362	24.8%	5	33.5%	34	30.5%	18	30.6%	26	18.3%	20	23.2%	43	47.8%	88	21.3%	7
Once every 2 weeks	14.1%	173	11.2%	2	10.3%	10	16.6%	10	14.3%	12	13.2%	14	17.5%	33	8.7%	16	17.0%	6
Once a month	14.8%	182	14.8%	3	8.8%	9	19.9%	12	11.8%	10	10.0%	11	19.0%	36	11.5%	21	19.4%	6
Less often	10.5%	129	16.4%	3	15.9%	16	11.4%	7	7.8%	7	7.5%	8	11.1%	21	2.9%	5	22.7%	7
(Don't know / varies)	8.8%	108	11.4%	2	5.3%	5	8.4%	5	1.9%	2	19.1%	21	11.6%	22	0.9%	2	9.2%	3
Weighted base:		1228		19		101		60		85		108		188		185		33
Sample:		1198		66		97		71		95		95		94		97		87

# Gravesham & Medway Household Survey for GVA

Weighted:

February 2015

	Total	Zone 08	Zone 09	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15									
<b>Q18 What do you like about (CENTRE MENTIONED AT Q13)? [MR]</b>																		
<i>Those who mentioned a centre at Q13</i>																		
Close to home	35.4%	434	29.6%	6	42.6%	43	19.6%	12	34.6%	30	40.0%	43	35.6%	67	39.8%	74	25.1%	8
Nothing / very little	26.3%	323	40.9%	8	16.8%	17	22.0%	13	30.6%	26	28.6%	31	23.0%	43	17.8%	33	3.9%	1
Easy to park	9.4%	116	4.5%	1	2.8%	3	10.1%	6	12.3%	10	11.2%	12	14.6%	27	15.2%	28	16.9%	5
Good range of chain / well known stores	8.5%	105	4.2%	1	8.4%	9	7.5%	5	8.1%	7	6.2%	7	14.6%	27	12.7%	23	21.0%	7
Free / cheap parking	6.9%	85	0.0%	0	4.3%	4	11.7%	7	3.4%	3	14.6%	16	10.5%	20	14.5%	27	20.5%	7
Attractive environment	6.6%	81	10.1%	2	10.3%	10	5.2%	3	6.9%	6	1.0%	1	4.6%	9	8.3%	15	1.0%	0
Good range of non-food shops	6.2%	76	2.2%	0	6.4%	6	8.1%	5	2.3%	2	7.1%	8	7.1%	13	9.1%	17	10.1%	3
Compact/easy to get around	3.9%	48	0.0%	0	3.7%	4	10.6%	6	4.3%	4	0.0%	0	2.6%	5	7.4%	14	13.1%	4
Historic environment	2.4%	30	5.6%	1	1.9%	2	6.1%	4	4.1%	4	0.0%	0	2.1%	4	3.4%	6	1.5%	1
Good quality of shops	2.4%	29	1.3%	0	1.8%	2	5.1%	3	3.8%	3	1.7%	2	4.2%	8	0.6%	1	6.5%	2
Good range of specialist / independent stores	2.0%	24	2.2%	0	1.4%	1	7.8%	5	3.4%	3	1.6%	2	1.6%	3	0.0%	0	2.8%	1
Good foodstores	1.8%	22	1.3%	0	2.2%	2	8.9%	5	0.0%	0	0.0%	0	1.3%	2	1.5%	3	0.0%	0
Covered shopping area	1.7%	21	0.0%	0	0.7%	1	3.1%	2	0.0%	0	3.5%	4	3.2%	6	2.4%	4	14.1%	5
Familiarity / habit	1.5%	18	0.0%	0	2.7%	3	2.4%	1	1.2%	1	1.7%	2	1.4%	3	0.8%	2	0.8%	0
Good layout / shops close together	1.3%	16	0.0%	0	0.0%	0	3.2%	2	0.0%	0	0.0%	0	1.1%	2	4.6%	9	0.0%	0
Everything	1.2%	14	2.0%	0	1.8%	2	0.0%	0	0.0%	0	2.0%	2	0.6%	1	1.8%	3	2.2%	1
Presence of specific retailer - Marks & Spencer	1.1%	14	0.0%	0	0.0%	0	0.8%	1	1.5%	1	0.0%	0	3.0%	6	1.5%	3	10.8%	4
Safe / secure	1.1%	14	0.0%	0	0.7%	1	3.5%	2	3.4%	3	0.0%	0	2.6%	5	0.0%	0	1.0%	0
Good places to eat	1.0%	12	2.2%	0	0.0%	0	1.8%	1	0.7%	1	0.0%	0	0.0%	0	1.4%	3	1.8%	1
Good bus service / accessible public transport	1.0%	12	0.0%	0	0.0%	0	0.0%	0	5.4%	5	1.0%	1	0.0%	0	1.3%	2	1.5%	1
Presence of specific retailer	0.9%	12	0.0%	0	0.7%	1	4.2%	3	1.0%	1	0.0%	0	0.0%	0	1.1%	2	0.8%	0
Close to work / en route to work	0.9%	11	2.1%	0	2.3%	2	0.0%	0	0.0%	0	3.2%	3	0.0%	0	0.0%	0	2.8%	1
Clean / litter free	0.8%	10	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.6%	1	0.2%	0	4.0%	1
Good leisure facilities (e.g. leisure centres, cinema, health and fitness clubs, arts centres etc.)	0.7%	9	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	3	0.0%	0
Easily accessible by foot / cycle	0.7%	9	0.0%	0	0.0%	0	0.0%	0	4.3%	4	0.0%	0	2.4%	5	0.0%	0	0.0%	0
Not too busy or crowded	0.7%	9	0.0%	0	0.7%	1	1.8%	1	0.0%	0	0.7%	1	1.3%	2	0.8%	1	1.8%	1
Good range of services (e.g. bank, library, hairdresser etc.)	0.7%	9	0.0%	0	2.8%	3	0.0%	0	0.0%	0	0.0%	0	1.6%	3	0.0%	0	1.0%	0
Presence of specific retailer - Primark	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Good market	0.6%	7	0.0%	0	0.0%	0	0.8%	1	0.0%	0	1.0%	1	0.0%	0	1.4%	3	0.0%	0
Pedestrianised areas	0.5%	6	2.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.8%	0

## Gravesham & Medway Household Survey for GVA

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February 2015

	Total	Zone 08	Zone 09	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15									
Presence of specific retailer - Debenhams	0.5%	6	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	3	0.0%	0	0.0%	0
Riverside environment	0.5%	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
Presence of specific retailer - Wilkinsons	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Library	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	3	0.0%	0
Presence of specific retailer - Sainsbury's	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	1.3%	2	0.0%	0	0.8%	0
Accessible by rail	0.3%	3	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Low or discount prices	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
Good for a day out	0.2%	2	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Good road access	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	2	0.0%	0
Good pubs / bars	0.1%	2	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops selling local or fairtrade produce	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good facilities (e.g. seating, toilets)	0.1%	1	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)	1.3%	16	0.0%	0	1.8%	2	3.2%	2	1.9%	2	0.7%	1	0.9%	2	1.3%	2	0.8%	0
Weighted base:		1228		19	101	60		85		108		188		185		33		
Sample:		1198		66	97	71		95		95		94		97		87		

# Gravesham & Medway Household Survey for GVA

Weighted:

February 2015

	Total	Zone 08	Zone 09	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15									
<b>Q19 What do you dislike about (CENTRE MENTIONED AT Q13)? [MR]</b>																		
<i>Those who mentioned a centre at Q13</i>																		
Nothing	48.5%	596	29.0%	6	43.9%	44	57.7%	35	44.6%	38	49.8%	54	49.6%	93	70.0%	130	80.3%	26
Not enough choice of shops	12.8%	158	25.3%	5	8.3%	8	14.2%	9	10.5%	9	11.0%	12	11.7%	22	8.7%	16	4.3%	1
Poor environment	6.4%	79	7.9%	2	9.3%	9	1.8%	1	11.3%	10	5.7%	6	6.1%	11	3.3%	6	0.0%	0
Unsafe / poor security / dangerous	5.5%	68	7.2%	1	2.1%	2	3.8%	2	9.9%	8	2.2%	2	2.1%	4	4.1%	8	0.8%	0
Poor quality shops	4.4%	54	3.2%	1	3.7%	4	1.9%	1	2.3%	2	2.7%	3	6.6%	12	4.8%	9	0.0%	0
Too many shops of one type - discount retailers (e.g. charity shops and £ shops)	4.0%	49	3.4%	1	2.1%	2	0.0%	0	3.5%	3	4.0%	4	1.2%	2	3.2%	6	0.0%	0
Not enough clothes shops	4.0%	49	2.2%	0	7.0%	7	5.6%	3	0.7%	1	2.5%	3	5.8%	11	1.8%	3	0.8%	0
Vandals / hooligans	3.9%	48	3.8%	1	3.3%	3	0.8%	1	2.7%	2	4.9%	5	5.7%	11	1.4%	3	0.0%	0
Too many vacant units	3.6%	44	7.9%	2	1.5%	2	5.8%	4	3.2%	3	6.3%	7	5.1%	10	0.0%	0	0.0%	0
Cost of parking	3.0%	37	13.2%	3	1.1%	1	0.8%	1	0.0%	0	0.0%	0	0.8%	1	0.9%	2	4.4%	1
Lack of parking	3.0%	37	3.6%	1	4.0%	4	7.9%	5	2.8%	2	1.7%	2	0.8%	1	3.7%	7	1.5%	1
Everything	3.0%	36	2.0%	0	7.1%	7	0.0%	0	0.0%	0	8.7%	9	2.4%	4	0.0%	0	2.2%	1
Litter / dirty / dogs	2.8%	35	7.0%	1	6.4%	7	0.0%	0	8.5%	7	1.7%	2	4.6%	9	0.0%	0	0.0%	0
Traffic congestion	2.2%	27	2.7%	1	10.8%	11	1.1%	1	2.4%	2	0.0%	0	0.0%	0	0.9%	2	0.0%	0
Not enough supermarket/ food shops	2.0%	24	1.3%	0	2.0%	2	0.0%	0	1.5%	1	0.0%	0	1.6%	3	1.7%	3	0.8%	0
No department store	1.6%	19	7.7%	1	1.3%	1	0.0%	0	0.0%	0	1.7%	2	1.3%	2	3.1%	6	0.0%	0
Shops are too busy	0.7%	8	0.0%	0	0.0%	0	0.8%	1	0.0%	0	1.0%	1	1.3%	2	1.5%	3	2.1%	1
Uneven paving	0.4%	5	0.0%	0	0.0%	0	0.8%	1	0.7%	1	0.0%	0	1.6%	3	0.0%	0	0.0%	0
Too many shops of one type - betting shops	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	1.0%	0
Difficult to cross streets	0.4%	5	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor bus service to centre	0.3%	4	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.4%	3	0.0%	0	0.0%	0
Awkward car parks (layout)	0.3%	4	1.9%	0	0.0%	0	0.0%	0	2.0%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Prices too high	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	3	0.0%	0
Centre very windy	0.2%	3	1.3%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too few pubs, eating places etc.	0.2%	3	0.0%	0	0.0%	0	1.8%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Difficult to get to	0.2%	3	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Short opening hours/ no facilities on Sundays	0.2%	2	1.3%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0
Lack of leisure, sports or cultural facilities	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Few traffic free areas	0.1%	2	2.7%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor facilities (e.g. seating, toilets)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Too few service businesses (e.g. banks / building societies)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Lack of covered shopping area	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

## Gravesham & Medway Household Survey for GVA

Weighted:

	Total	Zone 08	Zone 09	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15
(Don't know)	1.9% 24	1.5% 0	1.1% 1	1.4% 1	2.4% 2	0.7% 1	3.9% 7	0.0% 0	0.0% 0
Weighted base:	1228	19	101	60	85	108	188	185	33
Sample:	1198	66	97	71	95	95	94	97	87

# Gravesham & Medway Household Survey for GVA

Weighted:

February 2015

	Total	Zone 08	Zone 09	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15									
<b>Q20 How do you think (CENTRE MENTIONED AT Q13) Town Centre could be improved? [MR]</b>																		
<i>Those who mentioned a centre at Q13</i>																		
No need to improve	26.4%	325	8.6%	2	26.2%	27	38.6%	23	20.1%	17	26.0%	28	32.4%	61	30.7%	57	59.7%	19
Better choice of shops	17.1%	210	27.5%	5	16.6%	17	19.4%	12	11.5%	10	8.3%	9	11.8%	22	21.5%	40	8.7%	3
More large shops/department stores	12.9%	159	31.5%	6	0.9%	1	2.9%	2	10.6%	9	19.5%	21	12.7%	24	11.8%	22	4.1%	1
Better quality shops	7.6%	93	8.5%	2	6.9%	7	1.9%	1	9.6%	8	7.9%	9	3.1%	6	3.3%	6	0.0%	0
Improve appearance / environment	5.9%	73	11.4%	2	8.3%	8	0.0%	0	7.9%	7	5.1%	6	5.9%	11	5.1%	10	1.5%	1
More car parking	4.9%	60	6.3%	1	5.4%	5	4.9%	3	7.6%	7	3.3%	4	5.3%	10	1.5%	3	6.3%	2
Better maintenance / cleanliness	4.5%	56	4.2%	1	9.7%	10	0.0%	0	10.8%	9	2.7%	3	6.7%	13	2.9%	5	2.8%	1
Introduce a named retailer - Marks & Spencer	4.1%	51	9.5%	2	0.7%	1	0.8%	1	2.7%	2	0.7%	1	3.0%	6	0.6%	1	0.0%	0
Totally regenerate the centre	3.7%	45	5.6%	1	3.5%	4	5.5%	3	5.7%	5	5.8%	6	3.1%	6	2.2%	4	1.5%	1
Improve security, including CCTV	3.0%	37	0.9%	0	1.4%	1	1.1%	1	1.7%	1	3.7%	4	1.3%	2	2.7%	5	0.8%	0
Introduce a named retailer	2.9%	36	0.0%	0	0.0%	0	5.5%	3	2.7%	2	2.8%	3	2.6%	5	8.1%	15	0.0%	0
Cheaper parking	2.5%	31	4.1%	1	1.1%	1	0.8%	1	0.0%	0	1.0%	1	0.0%	0	2.3%	4	1.5%	1
More supermarkets / food shops	2.3%	28	7.4%	1	3.2%	3	0.0%	0	2.3%	2	3.5%	4	2.4%	5	0.0%	0	0.8%	0
Fewer vacant units	1.3%	16	0.0%	0	0.0%	0	0.0%	0	2.1%	2	1.0%	1	2.1%	4	0.0%	0	0.0%	0
Free parking	1.3%	16	4.4%	1	1.1%	1	0.0%	0	1.0%	1	1.0%	1	1.3%	2	0.0%	0	2.2%	1
Greater choice of independent retailers	1.2%	15	0.0%	0	0.0%	0	5.5%	3	0.7%	1	2.3%	2	0.6%	1	0.9%	2	1.8%	1
Improve signposting in centre	1.0%	12	0.0%	0	2.6%	3	0.0%	0	3.2%	3	0.0%	0	0.8%	1	1.3%	2	1.0%	0
More/better seating, toilets	0.9%	11	0.9%	0	1.3%	1	0.0%	0	0.0%	0	2.7%	3	1.2%	2	1.8%	3	0.8%	0
Improve bus services / access	0.9%	11	2.7%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.6%	1	2.9%	5	0.0%	0
Better facilities for pedestrians (including pedestrian crossings)	0.8%	10	0.9%	0	5.0%	5	0.0%	0	1.0%	1	0.0%	0	1.6%	3	0.0%	0	0.0%	0
More pubs, restaurants, cafes	0.8%	10	2.7%	1	0.0%	0	3.6%	2	0.0%	0	0.0%	0	1.3%	2	1.5%	3	4.0%	1
More traffic free areas /pedestrianisation	0.8%	10	2.7%	1	1.3%	1	2.4%	1	1.0%	1	1.6%	2	0.8%	1	0.0%	0	0.8%	0
More leisure, sports or cultural facilities	0.6%	8	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	3	0.0%	0
Better facilities for youth	0.5%	7	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0
More disabled parking	0.4%	5	0.0%	0	0.7%	1	2.0%	1	0.0%	0	0.7%	1	0.0%	0	1.5%	3	0.0%	0
Longer midweek opening hours/more evening activities	0.2%	3	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More banks / building societies	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Better market	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer opening hours on	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# Gravesham & Medway Household Survey for GVA

Weighted:

February 2015

	Total	Zone 08	Zone 09	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15
Sunday (Don't know)	12.9% 159	13.8% 3	15.5% 16	15.4% 9	13.7% 12	13.6% 15	13.7% 26	10.2% 19	5.0% 2
Weighted base:	1228	19	101	60	85	108	188	185	33
Sample:	1198	66	97	71	95	95	94	97	87

**Q21 Do you take part in any of the following leisure or cultural activities? [MR/PR]**

Daytime Cafes/Restaurants	39.0% 585	36.5% 10	35.6% 37	48.5% 40	36.4% 33	38.7% 44	38.6% 77	31.4% 58	41.7% 16
Evening Restaurants	46.4% 696	55.4% 15	29.0% 30	48.9% 40	40.8% 37	43.6% 50	37.7% 75	40.2% 74	49.2% 19
Pubs/Clubs	33.5% 503	35.0% 10	27.3% 28	39.5% 32	31.2% 28	31.0% 35	22.0% 44	35.2% 65	40.1% 16
Cinema	54.2% 813	67.2% 18	40.9% 42	53.5% 44	57.5% 52	39.4% 45	43.5% 87	61.5% 114	45.8% 18
Children's Soft Play Venues	9.5% 142	14.6% 4	7.9% 8	12.8% 10	7.1% 6	9.4% 11	8.0% 16	10.5% 19	15.4% 6
Entertainment venues (10-pin bowling, ice skating, bingo, etc.)	22.0% 330	25.1% 7	16.6% 17	20.0% 16	11.9% 11	12.7% 14	26.0% 52	10.8% 20	18.0% 7
Health and fitness clubs (gyms, leisure centres, swimming pools, etc.)	22.5% 338	32.0% 9	24.7% 26	17.8% 15	26.3% 24	16.3% 18	25.1% 50	17.3% 32	14.0% 6
Theatres / museums / arts centres / art galleries	41.9% 629	48.8% 13	28.2% 29	47.2% 39	46.5% 42	41.4% 47	42.1% 84	34.1% 63	48.7% 19
(None of these)	15.2% 228	10.3% 3	25.6% 27	18.3% 15	18.4% 17	16.7% 19	19.0% 38	12.4% 23	18.0% 7
Weighted base:	1501	27	104	82	90	113	199	185	40
Sample:	1501	94	100	100	101	100	100	97	105

# Gravesham & Medway Household Survey for GVA

Weighted:

February 2015

	Total	Zone 08	Zone 09	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15									
<b>Q22 What town centre do you visit most often for daytime cafes / restaurants?</b>																		
<i>Those who visit daytime cafes / restaurants at Q21</i>																		
Bluewater	18.8%	110	43.1%	4	28.6%	11	6.3%	2	6.9%	2	1.8%	1	6.2%	5	4.4%	3	6.7%	1
Gravesend Town Centre	14.5%	85	18.0%	2	0.0%	0	3.0%	1	0.0%	0	0.0%	0	1.4%	1	2.0%	1	0.0%	0
Chatham Town Centre	8.4%	49	0.0%	0	11.9%	4	9.1%	4	24.9%	8	17.2%	8	29.4%	23	0.0%	0	1.5%	0
Rochester District Centre	7.7%	45	7.5%	1	15.1%	6	28.5%	11	42.0%	14	4.3%	2	5.4%	4	2.7%	2	0.0%	0
Gillingham District Centre	5.8%	34	0.0%	0	0.0%	0	0.0%	0	1.9%	1	27.3%	12	9.4%	7	23.9%	14	1.5%	0
Dartford Town Centre	5.3%	31	3.7%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	4.0%	3	0.0%	0	0.0%	0
Hempstead Valley Shopping Centre	4.8%	28	0.0%	0	4.1%	2	5.4%	2	4.4%	1	0.0%	0	13.0%	10	15.5%	9	21.1%	3
Maidstone Town Centre	4.8%	28	0.0%	0	2.5%	1	14.6%	6	3.8%	1	7.0%	3	14.5%	11	5.5%	3	6.2%	1
Strood District Centre	3.3%	19	0.0%	0	23.5%	9	4.3%	2	0.0%	0	2.5%	1	3.0%	2	4.4%	3	0.0%	0
Central London	3.0%	18	4.1%	0	1.8%	1	0.0%	0	8.6%	3	7.7%	3	1.4%	1	0.0%	0	5.4%	1
Other Venues inside Survey Area	2.8%	17	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	9.4%	7	5.4%	3	3.1%	1
Rainham District Centre	2.6%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.9%	15	0.0%	0
Other Venues outside Survey Area	2.0%	12	6.6%	1	4.3%	2	4.0%	2	1.9%	1	0.0%	0	0.0%	0	0.0%	0	3.6%	1
Sevenoaks Town Centre	1.4%	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
West Malling Town Centre	1.2%	7	0.0%	0	0.0%	0	9.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Medway Valley Leisure Park, Strood	1.0%	6	0.0%	0	2.5%	1	0.0%	0	0.0%	0	4.3%	2	0.0%	0	0.0%	0	0.0%	0
Sittingbourne District Centre	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	15.7%	3
Canterbury City Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.9%	2
Meopham Village	0.3%	2	5.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crayford District Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longfield Village Centre	0.2%	1	1.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bexleyheath Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	10.7%	63	9.9%	1	5.7%	2	14.2%	6	5.7%	2	26.0%	11	3.0%	2	8.2%	5	23.4%	4
Weighted base:		585		10		37		40		33		44		77		58		16
Sample:		593		34		36		46		39		39		39		33		41



# Gravesham & Medway Household Survey for GVA

Weighted:

February 2015

	Total	Zone 08	Zone 09	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15									
<b>Q23 What town centre do you visit most often for evening restaurants?</b>																		
<i>Those who visit evening restaurants at Q21</i>																		
Bluewater	22.2%	154	31.9%	5	17.5%	5	7.7%	3	24.9%	9	10.5%	5	3.3%	2	5.7%	4	0.0%	0
Rochester District Centre	11.5%	80	0.0%	0	38.1%	11	29.4%	12	35.2%	13	8.2%	4	16.8%	13	10.9%	8	5.7%	1
Gravesend Town Centre	11.3%	78	9.5%	1	5.2%	2	4.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maidstone Town Centre	7.6%	53	5.1%	1	10.3%	3	15.1%	6	19.5%	7	10.1%	5	17.9%	13	8.0%	6	10.2%	2
Central London	5.4%	37	5.3%	1	2.2%	1	0.0%	0	2.3%	1	2.2%	1	23.5%	18	0.0%	0	1.8%	0
Gillingham District Centre	4.6%	32	0.0%	0	0.0%	0	1.3%	1	0.0%	0	33.7%	17	9.8%	7	9.8%	7	0.0%	0
Dartford Town Centre	3.3%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chatham Town Centre	3.3%	23	1.2%	0	0.0%	0	0.0%	0	9.6%	4	5.4%	3	9.3%	7	7.8%	6	9.9%	2
Rainham District Centre	3.0%	21	0.0%	0	0.0%	0	3.6%	1	0.0%	0	4.4%	2	0.0%	0	21.3%	16	6.7%	1
Other Venues outside Survey Area	2.2%	15	5.7%	1	0.0%	0	10.1%	4	1.7%	1	0.0%	0	1.9%	1	1.6%	1	6.1%	1
Other Venues inside Survey Area	2.0%	14	1.6%	0	0.0%	0	1.3%	1	1.7%	1	0.0%	0	1.9%	1	0.0%	0	12.4%	2
Meopham Village	1.8%	13	25.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Malling Town Centre	1.5%	10	0.0%	0	0.0%	0	9.3%	4	0.0%	0	0.0%	0	0.0%	0	4.0%	3	3.7%	1
Strood District Centre	1.3%	9	0.0%	0	11.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	3	0.0%	0
Sittingbourne District Centre	1.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	2	0.0%	0	2.2%	2	21.4%	4
Sevenoaks Town Centre	0.9%	6	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longfield Village Centre	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Medway Valley Leisure Park, Strood	0.5%	4	0.0%	0	6.3%	2	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Canterbury City Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	1.6%	1	2.6%	1
Lakeside	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0
Crayford District Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bexleyheath Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	14.8%	103	12.3%	2	8.5%	3	18.0%	7	5.2%	2	18.6%	9	12.4%	9	23.8%	18	19.6%	4
Weighted base:		696		15		30		40		37		50		75		74		19
Sample:		690		53		27		42		38		40		35		41		45

# Gravesham & Medway Household Survey for GVA

Weighted:

February 2015

	Total	Zone 08	Zone 09	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15									
<b>Q24 What town centre do you visit most often for pubs/clubs?</b>																		
<i>Those who visit pubs / clubs at Q21</i>																		
Gravesend Town Centre	13.4%	67	12.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rochester District Centre	12.4%	62	1.9%	0	39.1%	11	32.0%	10	50.0%	14	11.0%	4	24.9%	11	9.9%	6	0.0%	0
Other Centres inside Survey Area	9.4%	47	11.5%	1	10.4%	3	25.8%	8	6.3%	2	2.3%	1	2.5%	1	0.0%	0	12.5%	2
Gillingham District Centre	6.1%	31	0.0%	0	0.0%	0	2.1%	1	4.4%	1	49.8%	18	0.0%	0	16.5%	11	3.3%	1
Dartford Town Centre	6.1%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chatham Town Centre	4.6%	23	0.0%	0	0.0%	0	0.0%	0	2.2%	1	10.2%	4	21.7%	9	7.6%	5	2.2%	0
Other Centres outside Survey Area	4.6%	23	13.3%	1	5.4%	2	5.3%	2	2.2%	1	4.9%	2	0.0%	0	0.0%	0	12.0%	2
Maidstone Town Centre	4.3%	22	13.2%	1	0.0%	0	14.7%	5	0.0%	0	3.1%	1	15.4%	7	1.8%	1	6.7%	1
Rainham District Centre	4.3%	21	0.0%	0	0.0%	0	0.0%	0	2.2%	1	3.1%	1	7.0%	3	24.2%	16	5.3%	1
Central London	3.3%	17	0.0%	0	5.6%	2	0.0%	0	7.2%	2	0.0%	0	7.0%	3	0.0%	0	0.0%	0
Strood District Centre	2.4%	12	0.0%	0	20.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	2	0.0%	0
Meopham Village Centre	2.2%	11	30.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sevenoaks Town Centre	2.0%	10	2.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Malling Town Centre	1.4%	7	0.0%	0	0.0%	0	8.1%	3	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Cobham Village Centre	1.1%	5	0.0%	0	2.4%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sittingbourne District Centre	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	30.0%	5
Bexleyheath Town Centre	0.8%	4	0.0%	0	0.0%	0	0.0%	0	9.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Medway Valley Leisure Park, Strood	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	2.5%	2	0.0%	0
Hempstead Valley Shopping Centre	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	3	0.0%	0
Bluewater	0.5%	3	0.0%	0	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	2	0.0%	0	0.0%	0
Greenhithe Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	18.2%	92	14.5%	1	11.8%	3	9.8%	3	16.2%	5	13.3%	5	16.4%	7	26.5%	17	28.0%	4
Weighted base:		503		10		28		32		28		35		44		65		16
Sample:		504		36		27		37		30		29		20		34		38

# Gravesham & Medway Household Survey for GVA

Weighted:

February 2015

	Total	Zone 08		Zone 09		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		
<b>Q25 Where do you go most often to visit the cinema?</b>																		
<i>Those who visit the cinema at Q21</i>																		
Showcase Cinemas, Bluewater, DA9 9SG	40.0%	325	82.7%	15	13.1%	6	13.2%	6	15.3%	8	1.8%	1	6.9%	6	3.3%	4	5.3%	1
Odeon, Chatham, ME4 4LL	29.7%	241	1.0%	0	38.6%	16	18.4%	8	46.6%	24	68.7%	31	58.6%	51	67.6%	77	58.5%	11
Cineworld, Medway Valley Leisure Park, Strood, ME2 2SS	18.0%	147	11.3%	2	45.2%	19	56.0%	24	26.6%	14	13.5%	6	20.3%	18	17.5%	20	13.8%	2
Odeon, Maidstone, ME16 8RG	2.0%	16	0.0%	0	1.6%	1	2.4%	1	0.0%	0	0.0%	0	3.6%	3	4.5%	5	3.8%	1
The Woodville, Gravesend, DA12 1DD	1.7%	14	1.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	2	0.0%	0	0.0%	0	0.0%	0
Cineworld, Bexleyheath, DA6 7LL	1.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	2.6%	2	0.0%	0	0.0%	0
Central Theatre Cinema, Gillingham, ME4 4AS	1.4%	11	2.0%	0	0.0%	0	0.0%	0	4.6%	2	5.9%	3	0.0%	0	4.1%	5	4.7%	1
Other Cinemas outside Survey Area	0.9%	7	0.0%	0	0.0%	0	1.6%	1	2.7%	1	3.9%	2	0.0%	0	0.0%	0	2.8%	1
New Century Cinema, Sittingbourne, ME10 4PG	0.2%	2	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1
Other Cinemas inside Survey Area	0.1%	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
Vue, Lakeside, RM20 2ZW (Don't know / varies)	0.1%	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
	4.4%	36	0.0%	0	1.6%	1	6.1%	3	2.5%	1	0.0%	0	7.9%	7	3.0%	3	4.6%	1
Weighted base:		813		18		42		44		52		45		87		114		18
Sample:		755		62		37		48		56		37		42		51		46

# Gravesham & Medway Household Survey for GVA

Weighted:

February 2015

	Total	Zone 08	Zone 09	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15									
<b>Q26 Where do you go most often to visit children soft play venues?</b>																		
<i>Those who visit children's soft play venues at Q21</i>																		
Rochester District Centre	21.3%	30	6.0%	0	0.0%	0	21.5%	2	9.6%	1	10.1%	1	14.3%	2	58.3%	11	13.1%	1
Chatham Town Centre	12.0%	17	0.0%	0	18.6%	2	11.2%	1	13.0%	1	0.0%	0	61.0%	10	0.0%	0	0.0%	0
Strood District Centre	8.9%	13	0.0%	0	56.2%	5	0.0%	0	27.4%	2	25.9%	3	0.0%	0	0.0%	0	0.0%	0
Other Centres inside Survey Area	6.1%	9	20.3%	1	17.1%	1	17.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dartford Town Centre	5.4%	8	9.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gillingham District Centre	5.2%	7	0.0%	0	8.1%	1	0.0%	0	0.0%	0	21.3%	2	9.2%	1	14.0%	3	0.0%	0
Greenhithe Town Centre	5.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maidstone Town Centre	4.2%	6	4.4%	0	0.0%	0	0.0%	0	0.0%	0	21.3%	2	15.5%	2	0.0%	0	17.3%	1
Other Centres outside Survey Area	4.1%	6	0.0%	0	0.0%	0	20.5%	2	9.6%	1	0.0%	0	0.0%	0	0.0%	0	14.3%	1
Gravesend Town Centre	3.8%	5	19.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Medway Valley Leisure Park, Strood	2.8%	4	0.0%	0	0.0%	0	13.9%	1	13.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sittingbourne District Centre	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	37.7%	2
Rainham District Centre	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.3%	2	0.0%	0	0.0%	0	0.0%	0
Bluewater	0.4%	1	4.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crayford District Centre	0.4%	1	0.0%	0	0.0%	0	4.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Malling Town Centre	0.3%	0	10.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bexleyheath Town Centre	0.3%	0	9.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	0.1%	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
(Don't know / varies)	16.4%	23	12.0%	0	0.0%	0	10.3%	1	27.4%	2	0.0%	0	0.0%	0	27.7%	5	17.7%	1
Weighted base:		142		4		8		10		6		11		16		19		6
Sample:		136		13		7		10		6		6		7		10		13

# Gravesham & Medway Household Survey for GVA

Weighted:

February 2015

	Total	Zone 08	Zone 09	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15									
<b>Q27 Which entertainment venues do you visit most often?</b>																		
<i>Those who visit entertainment venues at Q21</i>																		
AMF Bowling, Gravesend, DA11 0DQ	48.0%	158	68.5%	5	28.8%	5	0.0%	0	0.0%	0	7.5%	1	0.0%	0	13.6%	3	3.5%	0
Hollywood Bowl, Medway Leisure Centre, ME2 2SS	17.3%	57	11.6%	1	50.0%	9	51.3%	8	5.8%	1	0.0%	0	43.3%	22	38.6%	8	23.8%	2
FA Bowling, 100-102 Pentagon Shopping Centre, Chatham, ME4 4HY	7.0%	23	0.0%	0	3.9%	1	0.0%	0	21.0%	2	31.9%	5	16.6%	9	26.2%	5	16.4%	1
Hollywood Bowl, Maidstone, ME16 8SF	6.7%	22	0.0%	0	0.0%	0	31.0%	5	16.4%	2	23.3%	3	9.2%	5	0.0%	0	36.4%	3
Other Venues outside Survey Area	4.9%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0
Other Venues inside Survey Area	3.1%	10	12.5%	1	3.9%	1	0.0%	0	7.8%	1	0.0%	0	6.0%	3	0.0%	0	3.5%	0
Lordswood Bowling Centre, Chatham, ME5 8TR	2.8%	9	0.0%	0	0.0%	0	0.0%	0	13.2%	1	0.0%	0	10.7%	6	11.9%	2	0.0%	0
Gala Bingo, Chatham, ME4 4NR	2.6%	9	0.0%	0	0.0%	0	0.0%	0	13.6%	1	22.2%	3	4.8%	2	7.8%	2	0.0%	0
Gala Bingo, Rochester, ME2 2SS	0.9%	3	7.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Silver Blades Ice Rink, Gillingham, ME8 0SJ	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	2	0.0%	0	8.1%	1
(Don't know / varies)	5.7%	19	0.0%	0	13.4%	2	17.7%	3	22.2%	2	15.0%	2	2.8%	1	1.9%	0	8.3%	1
Weighted base:	330		7		17		16		11		14		52		20		7	
Sample:	281		19		13		15		10		11		24		9		17	

# Gravesham & Medway Household Survey for GVA

Weighted:

February 2015

	Total	Zone 08	Zone 09	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15									
<b>Q28 Where do you go most often to visit health &amp; fitness clubs?</b> <i>Those who visit health and fitness clubs at Q21</i>																		
Medway Valley Park, Gillingham, ME7 1HF	13.8%	47	14.8%	1	14.5%	4	30.7%	4	14.7%	4	17.7%	3	18.7%	9	48.6%	16	4.5%	0
Other Venues outside Survey Area	11.0%	37	7.4%	1	4.3%	1	20.3%	3	8.6%	2	0.0%	0	4.5%	2	0.0%	0	32.8%	2
Other Venues inside Survey Area	10.7%	36	0.0%	0	6.0%	2	4.7%	1	0.0%	0	48.7%	9	16.0%	8	12.8%	4	6.2%	0
Cygnat Leisure Centre, Gravesend, DA11 8BU	10.4%	35	2.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cascade Leisure Centre, Gravesend, DA12 4LG	9.3%	31	11.1%	1	2.6%	1	3.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Strood Leisure Centre, Rochester, ME2 3JQ	5.8%	19	4.3%	0	32.5%	8	8.2%	1	2.6%	1	0.0%	0	14.4%	7	0.0%	0	0.0%	0
The Park Club, Snodhurst Bottom, Walderslade Road, Chatham	4.0%	13	0.0%	0	5.6%	1	9.9%	1	11.5%	3	0.0%	0	15.6%	8	0.0%	0	0.0%	0
Spirit Health Club, Holiday Inn Maidstone, London Road, Wrotham Heath	3.3%	11	10.9%	1	0.0%	0	4.7%	1	7.4%	2	0.0%	0	12.0%	6	0.0%	0	0.0%	0
Roko Health Club, Will Adams Way, Watling Street, Gillingham	2.9%	10	0.0%	0	0.0%	0	0.0%	0	3.5%	1	9.2%	2	0.0%	0	19.1%	6	23.4%	1
Splashes Leisure Pool, Rainham, ME8 7EG	2.5%	8	2.7%	0	5.5%	1	9.9%	1	16.0%	4	0.0%	0	0.0%	0	3.7%	1	6.2%	0
Mepham Fitness and Tennis Centre, Meopham, DA13 0AH	2.3%	8	31.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Roffen Club, New Road, Rochester	2.2%	8	0.0%	0	0.0%	0	0.0%	0	21.0%	5	5.9%	1	2.2%	1	0.0%	0	0.0%	0
Hundred of Hoo Leisure Centre, Main Road, Hoo, Rochester	2.1%	7	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	4.9%	2	0.0%	0	0.0%	0
Swanscombe Leisure Centre, Swanscombe, DA10 0LP	1.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lordswood Leisure Centre, Chatham, ME5 8YE	1.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.4%	5	3.7%	1	0.0%	0
NRG Gyms, Garrick Street, Gravesend	1.2%	4	4.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crayside Leisure Centre, Dartford, DA1 4HR	1.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swallows Leisure Centre, Sittingbourne, ME10 4NT	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	27.0%	1
Anytime Fitness, Chatham, ME4 4JA	0.3%	1	0.0%	0	3.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Strand Leisure Park, , ME7	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

# Gravesham & Medway Household Survey for GVA

Weighted:

February 2015

	Total	Zone 08	Zone 09	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15									
1TT (Don't know / varies)	12.6%	42	10.0%	1	22.9%	6	8.0%	1	14.6%	3	18.6%	3	2.2%	1	8.5%	3	0.0%	0
Weighted base:	338	9	26	15	24	18	50	32	6									
Sample:	299	26	22	16	21	15	24	15	12									

**Q29 Where do you go most often for theatres / museums / art galleries?***Those who visit theatres / museums / art galleries at Q21*

West End, London	63.5%	400	60.1%	8	57.9%	17	65.0%	25	51.1%	22	54.1%	25	76.4%	64	43.2%	27	64.3%	12
The Orchard Theatre, Dartford	11.1%	70	17.7%	2	6.5%	2	5.5%	2	5.4%	2	4.0%	2	0.0%	0	0.0%	0	0.0%	0
The Central Theatre, Chatham	5.9%	37	0.0%	0	11.8%	3	3.1%	1	14.3%	6	8.0%	4	9.1%	8	22.5%	14	0.0%	0
Other Venues outside Survey Area	2.2%	14	5.7%	1	4.8%	1	6.9%	3	0.0%	0	0.0%	0	2.6%	2	1.9%	1	3.9%	1
The Woodville, Gravesend	1.6%	10	8.7%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	1.9%	1	0.0%	0
The Brook Theatre, Chatham	1.4%	9	3.8%	1	5.2%	2	0.0%	0	0.0%	0	2.3%	1	0.0%	0	8.5%	5	0.0%	0
The Marlowe Theatre, The Friars, Canterbury	1.4%	9	1.3%	0	0.0%	0	0.0%	0	3.0%	1	1.7%	1	0.0%	0	4.4%	3	18.2%	4
Medway Little Theatre, Rochester	1.2%	7	0.0%	0	4.6%	1	4.8%	2	3.0%	1	2.3%	1	0.0%	0	2.5%	2	1.3%	0
RNLI Chatham Museum, Chatham, ME4 4TZ	0.9%	5	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	2.7%	2	0.0%	0	0.0%	0
Other Venues Rochester	0.8%	5	1.3%	0	2.3%	1	0.0%	0	5.7%	2	2.3%	1	0.0%	0	0.0%	0	0.0%	0
Canterbury City Centre	0.8%	5	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	2.7%	2	0.0%	0	6.2%	1
Museums / Art Galleries:	0.7%	4	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	3	0.0%	0
Other Venues inside Survey Area	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nucleus Arts Centre, Rochester	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	1.3%	1	0.0%	0	0.0%	0
Oriental Arts Centre, Gillingham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0
Royal Engineers Museum, Gillingham, ME4 4UG	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nucleus Arts Centre, Chatham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
St Andrew's Arts Centre, Gravesend	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
(Don't know / varies)	7.2%	45	1.3%	0	4.6%	1	12.1%	5	13.6%	6	19.4%	9	5.1%	4	8.4%	5	6.1%	1
Weighted base:	629	13	29	39	42	47	84	63	19									
Sample:	622	46	28	42	47	42	40	31	50									

# Gravesham & Medway Household Survey for GVA

Weighted:

February 2015

	Total	Zone 08	Zone 09	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15									
<b>GEN Gender of respondent:</b>																		
Male	32.9%	493	24.0%	7	32.9%	34	41.1%	34	26.2%	24	34.5%	39	34.2%	68	29.4%	54	32.4%	13
Female	67.1%	1008	76.0%	21	67.1%	70	58.9%	48	73.8%	67	65.5%	74	65.8%	131	70.6%	131	67.6%	27
Weighted base:		1501		27		104		82		90		113		199		185		40
Sample:		1501		94		100		100		101		100		100		97		105
<b>AGE Could I ask, how old are you?</b>																		
18 to 24	5.4%	81	5.6%	2	4.2%	4	1.4%	1	4.5%	4	4.6%	5	5.9%	12	9.8%	18	8.3%	3
25 to 34	15.6%	234	14.8%	4	12.8%	13	19.5%	16	11.7%	11	14.1%	16	21.6%	43	14.6%	27	18.1%	7
35 to 44	19.8%	298	17.8%	5	20.6%	21	12.8%	10	14.1%	13	8.1%	9	28.6%	57	14.0%	26	8.7%	3
45 to 54	18.4%	277	19.1%	5	12.2%	13	21.0%	17	11.6%	10	7.4%	8	14.8%	30	12.3%	23	6.7%	3
55 to 64	16.4%	247	19.3%	5	20.1%	21	20.3%	17	16.7%	15	31.6%	36	12.5%	25	16.7%	31	25.0%	10
65 +	21.6%	325	20.1%	6	25.8%	27	23.0%	19	35.7%	32	31.8%	36	13.0%	26	32.8%	61	28.0%	11
(Refused)	2.7%	40	3.2%	1	4.2%	4	2.1%	2	5.7%	5	2.3%	3	3.6%	7	0.0%	0	5.2%	2
Weighted base:		1501		27		104		82		90		113		199		185		40
Sample:		1501		94		100		100		101		100		100		97		105
<b>ADU How many adults, including yourself, live in your household (16 years and above)?</b>																		
One	21.7%	325	18.2%	5	24.4%	25	25.1%	20	19.2%	17	35.9%	41	19.1%	38	26.1%	48	18.5%	7
Two	47.5%	713	54.4%	15	49.6%	52	45.5%	37	51.0%	46	44.7%	51	45.0%	89	44.1%	82	51.5%	20
Three	16.0%	239	16.6%	5	12.6%	13	12.2%	10	14.3%	13	7.8%	9	23.3%	46	16.5%	31	17.0%	7
Four	8.1%	121	5.5%	1	5.5%	6	8.9%	7	6.0%	5	5.0%	6	6.2%	12	10.1%	19	3.6%	1
Five	2.4%	36	0.0%	0	2.9%	3	4.9%	4	0.9%	1	4.5%	5	1.2%	2	0.0%	0	1.3%	1
Six or more	0.3%	4	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Refused)	4.2%	63	4.0%	1	5.0%	5	3.5%	3	8.6%	8	2.1%	2	5.1%	10	3.2%	6	8.0%	3
Weighted base:		1501		27		104		82		90		113		199		185		40
Sample:		1501		94		100		100		101		100		100		97		105
<b>CHI How many children live in your household, aged 15 years and under?</b>																		
None	70.3%	1055	70.7%	19	70.1%	73	74.8%	61	77.7%	70	78.9%	90	64.5%	128	81.5%	151	79.0%	31
One	12.8%	192	10.0%	3	13.1%	14	11.3%	9	10.6%	10	9.7%	11	14.5%	29	6.9%	13	5.4%	2
Two	9.3%	140	14.9%	4	8.9%	9	8.7%	7	0.0%	0	7.2%	8	9.2%	18	4.7%	9	7.6%	3
Three	2.9%	43	1.5%	0	3.0%	3	1.7%	1	1.5%	1	2.0%	2	4.0%	8	2.2%	4	1.8%	1
Four	0.4%	7	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	1.5%	3	0.0%	0
Five	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	3	0.0%	0	0.0%	0
Six or more	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Refused)	4.0%	61	2.9%	1	5.0%	5	3.5%	3	8.6%	8	2.1%	2	6.3%	12	3.2%	6	6.2%	2
Weighted base:		1501		27		104		82		90		113		199		185		40
Sample:		1501		94		100		100		101		100		100		97		105



# Gravesham & Medway Household Survey for GVA

Weighted:

	Total	Zone 08		Zone 09		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		
<b>CAR How many cars does your household own or have the use of?</b>																		
None	12.7%	191	3.8%	1	13.9%	14	13.5%	11	17.2%	16	23.1%	26	14.3%	28	12.5%	23	4.7%	2
One	38.4%	576	27.1%	7	46.3%	48	36.6%	30	44.1%	40	48.7%	55	28.3%	56	45.3%	84	37.2%	15
Two	32.5%	488	48.2%	13	27.0%	28	29.9%	24	28.6%	26	17.4%	20	43.9%	87	25.6%	47	36.9%	15
Three or more	12.6%	189	15.7%	4	7.7%	8	17.3%	14	2.7%	2	8.7%	10	7.8%	16	13.4%	25	16.9%	7
(Refused)	3.8%	56	5.4%	1	5.0%	5	2.7%	2	7.4%	7	2.1%	2	5.7%	11	3.2%	6	4.3%	2
Weighted base:		1501		27		104		82		90		113		199		185		40
Sample:		1501		94		100		100		101		100		100		97		105

<b>EMP Which of the following best describes the chief wage earner of your household's current employment situation? [PR]</b>																		
Working full time	56.0%	840	46.1%	13	46.1%	48	56.3%	46	43.9%	40	39.9%	45	68.2%	136	49.5%	92	41.5%	16
Working part time	8.4%	127	15.7%	4	7.2%	7	8.8%	7	2.8%	3	9.4%	11	7.3%	15	5.8%	11	13.8%	5
Unemployed	2.4%	36	5.6%	2	4.6%	5	0.8%	1	2.9%	3	4.4%	5	2.6%	5	1.4%	3	1.0%	0
Retired	27.4%	411	25.9%	7	29.5%	31	30.7%	25	41.7%	38	39.7%	45	16.8%	33	37.3%	69	34.8%	14
A housewife / househusband	0.9%	13	0.0%	0	2.3%	2	0.0%	0	0.0%	0	1.0%	1	1.5%	3	0.0%	0	1.3%	1
A student	0.2%	4	1.4%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sick / disabled	1.2%	18	1.4%	0	2.3%	2	1.3%	1	2.9%	3	3.5%	4	0.0%	0	0.0%	0	1.8%	1
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Refused)	3.5%	53	4.0%	1	6.5%	7	2.1%	2	5.9%	5	2.1%	2	3.6%	7	6.0%	11	5.8%	2
Weighted base:		1501		27		104		82		90		113		199		185		40
Sample:		1501		94		100		100		101		100		100		97		105

QUOTA Zone	Total	Zone 08		Zone 09		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		
Zone 1	9.5%	142	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2	4.4%	65	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3	3.0%	45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4	6.3%	95	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5A	8.0%	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
Zone 5B	7.1%	106	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5	15.0%	226	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6	1.8%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7	4.0%	61	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8	1.8%	27	100.0%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 9	6.9%	104	0.0%	0	100.0%	104	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 10	5.4%	82	0.0%	0	0.0%	0	100.0%	82	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 11	6.0%	90	0.0%	0	0.0%	0	0.0%	0	100.0%	90	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 12	7.6%	113	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	113	0.0%	0	0.0%	0	0.0%	0
Zone 13	13.3%	199	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	199	0.0%	0	0.0%	0
Zone 14	12.3%	185	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	185	0.0%	0
Zone 15	2.6%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	40
Weighted base:		1501		27		104		82		90		113		199		185		40
Sample:		1501		94		100		100		101		100		100		97		105