

London Borough of Hackney
HACKNEY RETAIL AND LEISURE STUDY -
VISITOR SURVEY



ROGER TYM & PARTNERS
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1	Visitors' Survey Questionnaire
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1 PROFILE OF VISITORS TO THE LB HACKNEY CENTRES

Introduction

- 1.1 The London Borough of Hackney (LB Hackney) commissioned Roger Tym & Partners (RTP) in April 2004 to carry out a Borough-wide Retail and Leisure Capacity Study to provide background information to inform the forthcoming preparation of the Local Development Framework (which will replace the existing UDP), and to provide baseline information for the development of Area Action Plans and regeneration strategies for Dalston Kingsland and Hackney (Mare Street) town centres.
- 1.2 The Study comprises four separate reports, as follows:
- Main Report;
 - Visitor Survey Report (this document);
 - Household Survey Report; and
 - Healthcheck Report

The Study Aims

- 1.3 LB Hackney's brief comprises five discrete aims for the study as a whole:
1. To assess the future retail and leisure needs of the Borough and to advise on the most appropriate means of accommodating any identified need;
 2. To consider Hackney's current and potential retail and leisure position in the retail and town centre network in the East London Sub-region;
 3. To assess Hackney's competitive retail advantage and to develop overall strategies for promoting and improving both the retail offer and the vitality and vitality of the town centres;
 4. To assess the likely impact of developments proposed outside the Borough (in particular at Stratford) on the Borough's town centres; and
 5. To advise on the appropriate car parking levels for any proposed new retail and leisure development, and location and management strategy.
- 1.4 This Visitor Survey Report deals primarily with Aims 2 and 3 above. We assess the habits and attitudes of visitors to the three main shopping centres in the Borough through analysis of the results of a series of street-side visitors' surveys. This Visitor Survey Report informs Chapter 4 and Chapter 5 of the Main Report.
- 1.5 The term 'visitor' is used to describe all users of town centres, whether they are visiting for shopping or non-shopping purposes and whether they come from the immediate area, the local catchment area or have travelled from further away.

Methodology

- 1.6 Visitor surveys were undertaken by a team of interviewers in the three agreed centres, namely Dalston, Hackney Mare Street and Stoke Newington. These were conducted during normal shopping hours (1000 to 1700 hours) on Friday 7th, Saturday 8th, Friday 21st and Saturday 22nd May 2004.
- 1.7 Within each of the centres two general locations were selected for the carrying out of the interviews. These are indicated below but within these roads/areas the interviewers circulated widely and were not restricted to any particular location. The time, day and season chosen for the survey are considered to be typical of shopping conditions

experienced in the centres during the week, at weekends and generally throughout the year. In this way we sought to avoid any locational or time related bias.

- 1.8 The centres, survey locations and the number of interviews were as follows:
1. **Dalston Kingsland** (152 interviews in total)
Location 1 - Kingsland High Street¹ (81 interviews) and
Location 2 - Ridley Road Market² (71 interviews)
 2. **Hackney Mare Street** (161 interviews in total)
Location 1 - Mare Street North³(74 interviews) and
Location 2 - Mare Street South⁴ (87 interviews)
 3. **Stoke Newington** (195 interviews in total)
Location 1 - Stoke Newington High Street⁵ (101 interviews) and
Location 2 - Stoke Newington Church Street⁶ (94 interviews).
- 1.9 The survey was based on a structured questionnaire that asked a series of unprompted questions aimed at drawing out information on visitor habits and attitudes in each specific centre. The questionnaire is reproduced at **Appendix 1**. The survey results are set out in a total of 21 tables at **Appendix 2**.
- 1.10 In section 2 below we present the key findings for each centre. This is followed in with a more detailed analysis on a centre-by-centre basis.

¹ Survey area sections 3 to 5 defined as Kingsland High Street between Shacklewell Lane and Forest Road, and on Dalston Lane between Kingsland High Street and Queensbridge Road.

² Survey area defined as Ridley Road between Kingsland High Street and Dalston Lane.

³ Survey area defined as Mare Street between Amhurst Road and Dalston Lane, and on Lower Clapton Road between Mare Street and Clapton Square.

⁴ Survey area defined as Mare Street between the railway bridge and Richmond Road, on Graham Road between Mare Street and Marvin Street, and on Morning Lane between Mare Street and Tesco's.

⁵ Survey area defined as Stoke Newington High Street and Stamford Hill between Evering Road off Stoke Newington High Street and Safeway's on Stamford Hill.

⁶ Survey area defined as Church Street between Stoke Newington High Street and Kersley Road.

2 THE KEY MESSAGES

2.1 Below we draw out the key messages from the Visitor Survey in respect of each of the three centres surveyed.

Dalston

Visitor Characteristics

2.2 The key visitor characteristics in this centre are:

- Dalston has the widest visitor draw of all the LB Hackney centres, but even here almost two-thirds of visitors are residents of Hackney.
- Over one-quarter of visitors come from elsewhere in London.
- Dalston is the LB Hackney centre which attracts the highest proportion of visitors from elsewhere in the UK and abroad.

Trip Characteristics

2.3 The key trip characteristics in this centre are:

- Shopping is the main reason why people visit Dalston, with 54% of visitors doing so. In comparison, approximately 40% of visitors to Mare Street and 30% of visitors to Stoke Newington cite shopping as the main reason for their visit. This illustrates the importance of Dalston as the main shopping destination in Hackney.
- As with the other centres, convenience good shopping is the main reason for visiting Dalston. Almost 30% of visitors cited this reason, which is only slightly higher than the proportions for Mare Street and Stoke Newington.
- Ridley Road Market is a key attractor of visitors to Dalston, with almost a quarter citing this as their main reason for visiting.
- Few visits to Dalston are made for A3 food and drink uses⁷ or leisure, which possibly reflects a relative lack of these facilities.
- The average amount of time that visitors stay in Dalston is 1 hour 40 minutes, which is shorter than the time spent in other Borough centres. This is likely to be due to the lack of food and drink facilities, limited outdoor seating, and no public open space.
- Visitors to Dalston tend to make trips to the centre less frequently, which is largely because it is the main shopping centre in Hackney and visitors travel from a greater distance.

Spending Characteristics

2.4 The key spending characteristics in Dalston are:

- The majority of visitors to Dalston intend to purchase some type of goods on their visit.
- Dalston is the centre where both comparison and convenience goods purchases are more likely. Comparison goods purchases are almost twice as likely in Dalston as they are in Mare Street or Stoke Newington, reflecting its status as the major centre within Hackney.
- Visitors to Dalston spend the highest amount on both convenience and comparison goods per visit, approximately £27 and £45 respectively.

⁷ Public houses, cafes and restaurants.

- Spending on convenience goods in Ridley Road Market is high, with half of visitors spending over £20.
- The higher spend on comparison good in Dalston is largely due to the greater number of high value comparison goods retailers in the centre, i.e. selling electrical goods.

Transport & Accessibility

2.5 The key transport and accessibility characteristics in Dalston are:

- The majority of visitors to Dalston travel to the centre by bus or on foot. This pattern is reflected across all the Hackney centres, but lower proportions of visitors use these modes of transport to access Dalston.
- Dalston has 6% of visitors who use the train, which is similar to the level for the other centres. This is disappointing given that the station is well-located within the centre.
- Dalston has the highest proportion of visitors who use the private car to visit the centre (17%), but it is also the only centre where a significant number of visitors cycle (3%).
- Visitors to Dalston make longer journeys than visitors to other centres. On average they spend 20 minutes on their journey time, but a significant proportion spend over 45 minutes. This indicates that Dalston has a wider catchment area than the other centres and contains shopping attractions which encourage visitors to make longer journeys.

Visitor Attitudes

2.6 The key visitor attitudes in Dalston are:

- The main reason for visitors choosing to visit Dalston is that the centre is close to home, but the proportion is lower for Dalston than for Mare Street or Stoke Newington. This demonstrates that Dalston attracts visitors from a wider catchment area.
- Over 40% of visitors to Dalston consider it to be good or very good at meeting their needs for clothes and shoes, approximately twice the levels of satisfaction stated for Mare Street or Stoke Newington.
- Despite Dalston being the prime centre in the borough, almost 60% of visitors do not consider it to be their main centre for comparison goods shopping.
- In terms of the other centres that visitors to Dalston use to purchase comparison goods, the West End is the most popular destination.
- While Dalston is not the main centre used for comparison goods by the majority of visitors, almost a fifth of them still visit the centre as their second choice for these types of goods.
- Wood Green is another significant centre for Dalston visitors.
- A low proportion of Dalston's visitors consider Mare Street and Stoke Newington to be their main centre for comparison goods.
- Visitors to Dalston do not tend to use non-shopping facilities when visiting the centre. Of those that do use non-shopping facilities, bars, restaurants, and cafes are the most popular, used by 13% of visitors. 11% of visitors also intend to visit the cinema.
- The library is the only other significant non-shopping facilities used by visitors, although it attracts less than half the proportion that visits that the library in Mare Street achieves. The library in Dalston is not prominently located.

- A high proportion of visitors consider Dalston to be 'good' at meeting their indoor leisure needs. This is likely to be due to the Rio Cinema, Kings Gym and the Arcola Theatre which are in the centre. However, a high proportion of visitors did not know if the centre met their needs for these facilities, suggesting that they go elsewhere instead.

Suggested Improvements

2.7 The key suggested improvements for Dalston are:

- A third of all visitors to Dalston suggested that no improvements were necessary, which indicates a level of satisfaction with the centre.
- Improving cleanliness was the highest response of those visitors who wanted changes made.
- 15% of visitors to Dalston suggest that a better range of shops would improve the centre. This figure is lower than the proportions who suggested this improvement for either Mare Street or Stoke Newington, demonstrating that Dalston has the best range of shops in Hackney but that there is still the potential to improve.
- Dalston has the highest proportion of visitors who want improvements made to the level of car parking, almost twice the levels in the other centres. This is likely to be related to the higher proportion of visitors to Dalston who travel to the centre by car.
- Reducing crime was mentioned by few visitors, which is surprising as Dalston has the highest level of recorded crime in Hackney.

Hackney Mare Street

Visitor Characteristics

2.8 The key visitor characteristics in this centre are:

- Almost three-quarters of visitors to Mare Street come from within LB Hackney, which is at a comparable level to Stoke Newington. Dalston attracts the most visitors from outside Hackney.
- Mare Street attracts a similar proportion of visitors to Dalston from the other London boroughs, but the centre attracts no visitors from elsewhere in the UK or abroad.

Trip Characteristics

2.9 The key trip characteristics in this centre are:

- Shopping is the dominant reason why people visit Mare Street. This was cited as the main reason by 40% of visitors. The proportion is higher than Stoke Newington (30%) but much lower than Dalston, the main centre for shopping in Hackney.
- The other main reason for visiting Mare Street was proximity to home as cited by 15% of visitors. This is almost twice the level giving this reason as a reason for visiting Dalston.
- A higher proportion of visitors to Mare Street, compared to the other centres, stated that education was the main reason for visiting the centre. 8% cited this as their main reason for visiting, which is likely to be due to the close proximity of nearby colleges and also the library in Mare Street.
- 8% of visitors to Mare Street South stated that the main purpose for their visit was for leisure and recreation. This is most likely to be because the library is in this part of the centre; the Hackney Empire is also in this location.

- Very few visits to Mare Street are made for A3 food and drink uses. This presumably reflects a relative lack of bars and restaurants in particular.
- Visitors to Mare Street spend on average 2 hours in the centre, which is higher than dwell-time for Dalston. This is likely to be because it is a more attractive centre with open space and outdoor seating opportunities.
- Visitors to Mare Street tend visit the centre on a regular basis. This is likely to be a result of its more localised shopping function.

Spending Characteristics

2.10 The key spending characteristics in Mare Street are:

- Almost half of all visitors to Mare Street do not intend to purchase any goods during their visit, which is the highest proportion of Hackney centres.
- More visitors to Mare Street intend to spend on convenience goods than comparison goods. It is the centre where spending on comparison goods is least likely, and 80% of visitors do not intend to purchase any comparison goods during their visit.
- Visitors to Mare Street spend approximately £19 on convenience goods and £25 on comparison goods. This is lower than the amount spent in Dalston, and reflects the attraction of that centre.

Transport & Accessibility

2.11 The key transport and accessibility characteristics in Mare Street are:

- The majority of visitors to Mare Street travel to the centre by bus or on foot. Mare Street has the highest proportion that uses the bus to travel to the centre. This is not surprising as it is well-served by buses.
- A lower proportion of visitors walk to the centre but this mode of transport still represents almost a third of all visitors.
- The only other significant mode of transport is the train, but this is nevertheless low given that two stations serve the centre. However, only one of these is prominently located.
- Mare Street has the lowest proportion of visitors who travel to the centre by private car.
- The lower proportion of very local trips to Mare Street corresponds to the number of visitors who travel to the centre by bus.

Visitor Attitudes

2.12 The key visitor attitudes in Mare Street are:

- Proximity to home is the main reason why visitors choose to visit Mare Street. This reflects the local nature of its catchment area and 60% of respondents cite this reason.
- Less than 20% of visitors consider Mare Street to be good or very good at meeting their needs for clothes and shoe shopping. Dalston achieves more than twice this level of satisfaction.
- Almost three-quarters of visitors to Mare Street do not consider it to be their main centre for comparison goods shopping.
- In terms of the other centres that visitors to Mare Street use to purchase comparison goods, the West End is the most popular destination. This is also the case for the other Hackney centres.

- Mare Street is not the main centre used for comparison goods by the majority of visitors. In fact, less than 10% of its visitors consider it to be their second choice of centre when purchasing these goods. Whereas almost 20% of visitors to Dalston considered that centre to be their second choice when shopping for comparison goods.
- Dalston is the other significant centre for visitors to Mare Street, which is not surprising as it is the main Hackney centre. Angel, located outside LB Hackney, is also a significant other centre visited.
- Stratford is not a significant centre for visitors to Mare Street with only 3% citing it as a centre that they visit for comparison goods shopping. Stoke Newington was not mentioned as centre visited for comparison goods by any of Mare Street's visitors.
- Visiting the library is the main non-shopping activity undertaken by visitors. This is likely to be because it is a new modern facility which is prominently located within the centre. A high proportion of visitors also intend to use the open space in the centre.
- Compared to the other centres, a lower proportion of visitors to Mare Street intend to also visit a restaurant, café or bar while in the centre. This indicates that there is a lack of these facilities in the centre.
- The low levels of satisfaction with the indoor leisure facilities by visitors are a partial reflection that, in relative terms, Mare Street lacks such uses.

Suggested Improvements

2.13 The key suggested improvements for Mare Street are:

- Most visitors to Mare Street wanted to see improvements made to the range of shops in the centre. This explains why visitors to the centre tend to shop elsewhere.
- More than a quarter of visitors overall wanted to see improvements made to the shopping environment, and the northern section was considered to be a particular problem. Visitors also wanted to see the amount of traffic reduced in the northern section.
- A high proportion of visitors wanted crime reduced in the centre, and this was particularly highlighted in the northern section of the centre.

Stoke Newington

Visitor Characteristics

2.14 The key visitor characteristics in this centre are:

- More than three-quarters of visitors to Stoke Newington come from within LB Hackney. This is a comparable level to Mare Street but less than Dalston which attracts more visitors from outside Hackney.
- Stoke Newington attracts less visitors from the other London boroughs compared to Dalston or Mare Street.
- Stoke Newington does attract a small proportion of its visitors from elsewhere in the UK, slightly less than Dalston. Mare Street attracts no visitors from elsewhere in the UK.
- Stoke Newington attracts no visitors from abroad. Of the Hackney centres, only Dalston manages to do so.

Trip Characteristics

2.15 The key trip characteristics in this centre are:

- Shopping is the dominant reason why people visit Stoke Newington, with 30% citing this reason. This is a lower proportion than for Mare Street and much lower than for Dalston.
- A significant number of visitors state that the bars, restaurants and cafes in Stoke Newington are their main reason for visiting the centre. 10% cite this as a reason for visiting Stoke Newington compared to only 3% and 1% in Dalston and Mare Street respectively. These uses are a characteristic of Stoke Newington and Church Street in particular.
- Stoke Newington is the centre where visitors spend the most time, but it is Church Street where visitors intend to stay the longest. This is mainly because people tend to spend longer in the bars, restaurants and cafes.
- Visitors to Stoke Newington tend to visit most frequently, with nearly half of all visitors doing so on a daily basis. This is because Stoke Newington largely serves its local resident population.

Spending Characteristics

2.16 The key spending characteristics in Stoke Newington are:

- As with the other centres, visitors to Stoke Newington are more likely to purchase convenience goods than comparison goods.
- Stoke Newington is the Hackney centre where visitors spend the least, with approximately £15 spent on convenience goods and £24 on comparison goods. Stoke Newington High Street is the area where visitors are least likely to spend money, which is likely to be because the shops do not meet the needs of visitors.
- The high proportion of purchases in Church Street is because of the specialist / niche retailers in this part of the centre selling high value convenience and comparison goods.

Transport & Accessibility

2.17 The key transport and accessibility characteristics in Stoke Newington are:

- Stoke Newington has the highest proportion of visitors who travel to the centre on foot, with over half of all visitors doing so.
- A lower proportion of visitors take the bus, but this mode of transport still represents almost a third of all trips. This may relate to the one-way traffic system in operation through the centre which may discourage visitors travelling in a southbound direction.

Visitor Attitudes

2.18 The key visitor attitudes in Stoke Newington are:

- More than 60% of visitors to Stoke Newington stated that their main reason for visiting the centre was proximity to home, which reflects the local nature of its catchment area.
- More than a quarter of visitors consider Stoke Newington to be good or very good at meeting their needs for clothes and shoe shopping. Dalston achieves the highest level of satisfaction with the centres for these types of goods, with more than 40%.
- More than 85% of visitors to Stoke Newington do not consider it to be their main centre for comparison goods shopping. This is the highest of Hackney's centres and indicates that visitors travel elsewhere for these goods. This is largely because

Stoke Newington has a limited supply of comparison goods floorspace, and has few multiple retailers.

- In terms of the other centres that visitors to Stoke Newington use to purchase comparison goods, the West End is again the most popular destination.
- Stoke Newington is clearly not the main centre used for comparison goods by the majority of its visitors. Less than 5% of its visitors consider it to be their second choice of centre when purchasing these goods.
- Angel is the other significant centre for visitors to Stoke Newington
- For only 9% of Stoke Newington's visitors is Dalston considered to be another centre used for comparison goods, despite it being the main Hackney centre. Camden Town achieves a similar level to Dalston as another significant centre for Stoke Newington visitors.
- Visiting restaurants, cafes or bars are the main non-shopping activity undertaken by visitors to Stoke Newington. 60% of visitors to Church Street undertake a non-shopping activity, and half of those intend to visit a restaurant, cafe or bar while in the centre. These facilities are a characteristic of this centre and a key attraction. Not surprisingly, three quarters of all visitors were satisfied that the centre meets their needs for these facilities.
- A quarter of the visitors to Church Street also intend to visit open space while in the centre.

Suggested Improvements

2.19 The key suggested improvements are:

- A quarter of all visitors to Stoke Newington wanted improvements made to the range of shops in the centre. Mare Street was the centre where the highest proportion of visitors suggested this improvement.
- Almost one-fifth of visitors wished to see improvements to the shopping environment.
- There were some noticeable differences between the responses made in the High Street and Church Street areas. In particular, reducing crime and improving cleanliness were identified as measures by those questioned in the High Street, but lower proportions requested these changes from Church Street.
- Provision of a cinema or particular leisure facility was mentioned by 12% of visitors.
- Interestingly, while a high proportion of visitors wanted crime reduced in Stoke Newington, but the crime statistics indicate that this centre has much lower levels of recorded crime than either Mare Street or Dalston.

3 DALSTON

3.1 In this and the next two sections of this report we consider the detailed findings of the Visitor Survey on a centre-by-centre basis. In each case we present the analysis which led to the findings we have made. For each of the three centres we:

- Identify the shopping characteristics of visitors; namely the main purpose of the visit, the duration of visits, and the frequency of visits.
- Identify the spending characteristics of visitors; namely the type of goods purchased and the amount of spend on different types of goods.
- Address the transport and accessibility characteristics of visitors; namely the mode of transport used and the duration of their journey.
- Draw out visitor attitudes about the centres; namely why visitors visit the LB Hackney centres, whether the centres meet shopping and other needs, and suggested improvements.

Trip Characteristics

3.2 First, we look at the reasons why visits to Dalston are made, the frequency of visits and the duration of stay.

Main Purpose of Visit (Survey Question 1, Results Table 1)

- 3.3 Table 1 sets out the main reasons why people visit Dalston. 15% of visitors stated that the main purpose of their visit to Dalston was because they either live or work in the centre. This is a lower proportion than do so in Mare Street (24%) and Stoke Newington (29%), and indicates that Dalston attracts visitors for other reasons.
- 3.4 Dalston is the centre with the highest proportion of visitors whose main purpose for visiting is to undertake some form of shopping⁸, with more than half of all visitors doing so (54%). In comparison, shopping is the main purpose of visit for 38% of visitors to Mare Street, and for 30% of visitors to Stoke Newington. This illustrates the importance of Dalston as a shopping destination compared to the other town centres.
- 3.5 Visitors to Dalston are much more likely to visit for some form of convenience goods shopping⁹ (29%) than comparison goods shopping¹⁰ (10%). If we take into account the fact that the majority of stalls in Ridley Road Market sell food and groceries, the main reason for visiting to undertake convenience goods shopping is even greater. The split between types of shopping is similar for the other Hackney centres, with convenience goods shopping being the main reason for trips made to Mare Street and Stoke Newington.
- 3.6 The importance of Ridley Road Market as an attractor of visitors to Dalston is demonstrated by the proportion citing it as the primary reason for their visit (15%).
- 3.7 A3 food and drink uses¹¹ account for a low proportion of the main reason for visiting Dalston (3%). This is higher than Mare Street (1%), but lower than Stoke Newington (10%). This finding goes some way towards demonstrating that shopping remains the over-riding primary reason why visits are made to Dalston.
- 3.8 Leisure uses are also not a main reason for visiting Dalston, with only 3% of respondents citing it as the main purpose of their visit. This again demonstrates that

⁸ Shopping for convenience or comparison goods in shops and markets, excluding visits to public houses, cafes or restaurants

⁹ Shopping in supermarkets and non-supermarkets for food and household goods

¹⁰ Clothes, shoes and homewares

¹¹ Public houses, cafes and restaurants

shopping is the primary reason for visits to Dalston, but also probably reflects the lack of leisure facilities in the centre.

- 3.9 Other reasons for visiting Dalston account for 10% of responses. This may reflect the number of visitors who are not shopping or visiting any other facility but are instead passing through the centre.

Duration of Visit (Survey Question 7, Results Table 9)

- 3.10 Visitors were asked how long they intended to spend in Dalston. Those people who stated their main purpose for visiting the centre was that they worked in the centre have been excluded from this analysis, as their stay throughout the working day would distort the results. The average dwell time in Dalston is 1 hour 40 minutes, which is a little less than the average stay in all the Hackney centres (approximately 2 hours). Dalston has the lowest average duration of visit when compared to Hackney Mare Street and Stoke Newington. Stoke Newington has an average dwell time of almost 2 hours and 15 minutes.
- 3.11 Most visitors to Dalston (33%) stay for between 30 minutes and 1 hour. The main reasons for the short dwell time in the centre are likely to be as a result of the lack of A3 food and drink facilities, limited outdoor seating opportunities, and no public open space for shoppers to stop and take a break. There are currently proposals to provide a public square on the existing car park in Gillett Street, which if approved will provide an area of open space for visitors.
- 3.12 The cross tabulation of length of stay and age group reveals that Dalston retains the nominally higher spending middle age groups for longer periods than the young and the old which is likely to be a factor in the high comparison goods spend of visitors to Dalston.

Frequency of Visit (Survey Question 6, Results Table 8)

- 3.13 The frequency of visit to Hackney Mare Street and Stoke Newington are much higher than visits to Dalston. 72% of visitors to Dalston make trips to the centre more than once a week, compared to 79% for both Mare Street and Stoke Newington. Only 27% of visitors to Dalston make trips to the centre on a daily basis, whereas 40% and 47% respectively, visit Mare Street and Stoke Newington on a daily basis.
- 3.14 It is not surprising that there are less frequent visits made to Dalston. It is the main shopping centre in the borough attracting more visitors from across Hackney and other London boroughs, resulting in longer journeys which, by their nature, will be undertaken much less frequently. The high frequency of visits to Mare Street and Stoke Newington is likely to be as a result of their more localised shopping function.
- 3.15 Within Dalston visitors have a greater frequency of visit to the High Street compared to the market area, with 35% of visitors to the High Street visiting on a daily basis compared to 18% in the market area. Of course visitors to the market are also likely to visit the rest of Dalston centre, and may do so more frequently than they do to the market.
- 3.16 The centre/age cross tabulation reveals that the centres are more regularly frequented by the young (the under 18s) and the older age group (the 56 plus) than by the middle age groups who tend to have the higher disposable incomes. For example in Dalston approximately 90% of the under 18s and 56 plus age groups visit on more than a weekly basis, compared to 70% of the middle age group visitors.

Spending Characteristics

- 3.17 We asked three questions to determine visitor spending characteristics. The questions were - what type of goods (if any) the visitor intended to buy in the centre, how much the visitor intended to spend on food and drink (not bought in

restaurants/cafes/takeaways), and how much the visitor intended to spend on all other forms of shopping.

Types of Goods Purchased¹² (Survey Question 2, Results Table 3)

- 3.18 On average approximately twice as many visitors to all Hackney's centres intend to purchase convenience goods (48%) than comparison goods (28%), which reinforces the significance of the day-to-day convenience goods role of the centres. Dalston broadly reflects this split, where 57% of visitors intend to buy convenience goods and 41% intend to buy comparison goods. Visitors to Dalston are more likely to purchase both convenience and comparison goods when compared to Mare Street (42% and 20% respectively) and Stoke Newington (44% and 24% respectively).
- 3.19 The higher proportion of Dalston visitor's who intend to purchase convenience goods, is likely to be due in part to Ridley Road Market, where the majority of stalls sell food and groceries. The higher proportion of comparison goods purchases in Dalston, more than twice the levels in Mare Street and Stoke Newington, is likely to be due to the greater range and diversity of comparison goods retailers in this centre.
- 3.20 Within Dalston, visitors to the High Street are as likely to spend on comparison as convenience goods (44%), whilst visitors to Ridley Road Market are almost twice as likely to spend on convenience goods (70%), than on comparison goods (38%). This is not surprising as the majority of stalls in the Market sell convenience goods.
- 3.21 Dalston has the lowest proportion of those who do not intend to purchase anything during their visit (27%). In comparison 45% of those visiting Mare Street and 38% of those visiting Stoke Newington do not intend to make a purchase. This further demonstrates that shopping is the main attraction in Dalston, but is not necessarily so for the other centres. Within Dalston, the non-spending proportion is highest in Kingsland High Street (37%), compared to just 15% in Ridley Road Market.
- 3.22 In Dalston more visitors in the higher spending middle age groups make some form of purchase, than in the other Hackney centres. On average, in Dalston 80% of visitors in these age groups intended to make a purchase compared to 44% in Hackney Mare Street, and 40% in Stoke Newington.

Convenience Goods Spend¹³ (Survey Question 3a, Results Table 4)

- 3.23 Table 4 sets out the respondent characteristics on spend on convenience goods, and demonstrates that spend varies across the centres with average spend in Dalston highest at £27.37 some 70% higher than in Hackney Mare Street and Stoke Newington, where average spend is £19.00 and £15.51 respectively. The main reason for the higher average spend on convenience goods in Dalston is due to the spending characteristics in Ridley Road Market, where over 50% of those visiting the market spend over £20, and 14% spending over £50. These proportions are higher than any other town centre location, and are more than double that of the Kingsland High Street. This reflects the attraction of the market, and the important role that it plays in meeting the convenience needs of local Hackney residents and visitors from other neighbouring boroughs.
- 3.24 We have run a cross-tabulation to check the convenience spend of different visitor groups based on residence. Table 4 demonstrates that the lowest spend is from the residents of the local boroughs¹⁴ (£20.48), which is lower than the spend of residents of other London boroughs at £23.03. The spend figure for visitors from elsewhere in

¹² Type of goods split between comparison goods (clothes, shoes, homewares, books, electrical goods, cd's, jewellery etc) and convenience goods (food and drink including those bought at A3 premises, toiletries, cleaning products)

¹³ Convenience goods bought in shops but excluding food and drink bought in restaurants, cafes and takeaways

¹⁴ Local boroughs defined as Hackney, Tower Hamlets and Islington

the UK and abroad at £29.38 is higher still, but may not be reliable because of the small size of the sample.

- 3.25 From the above cross tabulation we have established the convenience goods spend by residents of other London boroughs, and from elsewhere in the UK and abroad. While the data relates to all Hackney centres we are able to calculate the amount of convenience goods expenditure for each centre drawn from beyond the Study Area because we know the place of residence of its visitors (in Table 21). The Household Survey establishes the convenience goods expenditure for each centre derived from within the Study Area. The convenience goods expenditure data from within and outside the Study Area are incorporated into the need calculations, contained in the Main Report.

Comparison Goods Spend (Survey Question 3b, Results Table 5)

- 3.26 Table 5 provides the respondent comparison goods spend characteristics. Dalston is also the centre where visitors spend the most on comparison goods (£45.13), and compares to £25.30 in Hackney Mare Street and £24.53 in Stoke Newington. This is reflected in the higher proportion of visitors who spend over £100 in Dalston (7%) compared to only 1% and 2% in Mare Street and Stoke Newington respectively. Dalston also has a greater number of higher value comparison goods retailers i.e. those selling electrical goods, whereas Mare Street and Stoke Newington are not well served by such uses. This is not surprising as Dalston is the dominant centre in the borough and has a higher proportion of its floorspace devoted to comparison goods.
- 3.27 We have also run a cross-tabulation to check the comparison spend of different visitor groups based on residence. Table 5 demonstrates that the lowest spend is from the residents of the local boroughs¹⁵ (£30.80), which is lower than the spend of residents of other London boroughs at £31.74. The comparison spend figure for visitors from elsewhere in the UK and abroad at £64.00 is more than twice the spend of other visitors, but may not be reliable because of the small size of the sample.
- 3.28 From the above cross tabulation we have established the comparison goods spend by residents of other London boroughs, and from elsewhere in the UK and abroad. As with the convenience goods expenditure calculations above, we are able to calculate the amount of comparison goods expenditure for each centre drawn from beyond the Study Area. The comparison goods expenditure data from within (derived from the Household Survey) and outside the Study Area are incorporated into the need calculations, contained in the Main Report.

Transport and Accessibility Characteristics

- 3.29 We now move on to consider the transport and accessibility characteristics of the visitors to Dalston. We asked two questions to determine the mode of transport used to access the centre and the journey time to the centre.

Mode of Transport (Survey Question 4, Results Table 6)

- 3.30 The vast majority of visitors to Hackney's centres travel by bus or on foot (42% and 39% respectively). In Dalston 41% of visitors arrive by bus, which is just below the borough average. However, only 28% of visitors walk to Dalston, which is the lowest proportion of Hackney's centres, although there are significant differences between the High Street and the Ridley Road Market. Fewer visitors travel to the market by foot (14%) compared to the High Street (41%). The main modes of transport used to Ridley Road Market, bus, car and train, indicates that the market attracts the vast majority of visitors from beyond the immediate walk-in catchment area.

¹⁵ Local boroughs defined as Hackney, Tower Hamlets and Islington

- 3.31 The Hackney centres generally have a low proportion of visitors who access the centre by train (6% overall). Dalston has an identical proportion to the average, but the level varies between locations in the centre. 10% of visitors to Ridley Road Market travel by train, whereas Kingsland High Street is 2%. The proportion of visitors who use the train to travel to Dalston should increase once rail links to Dalston Junction are complete and the East London Line Extension is finished.
- 3.32 The private car is used by 9% of visitors to access Hackney's centres overall. However, there is wide variation across the centres with 17% of visitors to Dalston using the private car (23% of visitors to Ridley Road Market come by car), but only 2% of visitors to Hackney Mare Street, and 8% of visitors to Stoke Newington
- 3.33 Dalston is the only centre where any significant proportion of visitors cycle to the centre (3%). The low proportion of cyclists is not really surprising as busy main roads pass through each of the centres.

Duration of Journey (Survey Question 5, Results Table 7)

- 3.34 Overall 72% of visitors to Hackney's town centres take up to 20 minutes to undertake their journey. This broadly corresponds to the proportion of visitors that walk or travel by bus to the centres.
- 3.35 Visitor's journey times are longest to Dalston averaging 20 minutes, against approximately 18 minutes to Hackney Mare Street and just 15 minutes to Stoke Newington. This demonstrates that Dalston has a wider catchment area than both Mare Street and Stoke Newington, and people are prepared to travel further to visit its shops. Furthermore, 19% of visitors to Dalston make journeys of over 45 minutes, compared to 9% for Mare Street and 6% for Stoke Newington.
- 3.36 Both Dalston and Stoke Newington have a high frequency of very local trips (0-10 minutes), 43% and 49% respectively.

Visitor Attitudes

- 3.37 We asked a series of qualitative questions to ascertain visitors' attitudes and satisfaction with Dalston centre. The questions determined whether the centre was the main centre used for comparison goods shopping, which other centres are visited for comparison goods shopping purposes, the reasons for visiting the centre, the general satisfaction with the provision of shopping and leisure facilities and measures that would make for improvement.

Main Shopping Centres Visited (Survey Question 8, Results Table 10, Survey Question 10, Results Table 12 & 13)

- 3.38 Overall three quarters of visitors to the Hackney centres do not consider the centre they were visiting at the time of the survey to be their main comparison goods shopping destination. The proportion of visitors who visit another centre for comparison goods are highest in Hackney Mare Street and Stoke Newington (74% and 86% respectively) and lowest in Dalston (58%). This finding reinforces the view that Dalston is the prime centre in the Borough for comparison goods shopping. However, it also demonstrates that only 42% of visitors to Dalston consider it to be their main centre for these goods. The results effectively mean that the Hackney centres are not visitor's main destination for comparison goods, but their second or third (or lower) choice of centre.
- 3.39 Furthermore, there are differences in the age profile of visitors who visit the Hackney centres for comparison goods shopping. The centre/age cross tabulation indicates that proportionally in Dalston only a third of the 18-34 age group considers that centre to be their main location. Hackney Mare Street exhibits a similar pattern albeit with lower proportions, whilst far fewer visitors to Stoke Newington across all age groupings consider that centre to be their main centre.

- 3.40 Having established that the Hackney centres are not the main destination for comparison goods shopping for the majority of their visitors, we then sought to identify which other centres were visited for these goods. We are not seeking to establish whether the other centres visited are their main centre or not because this study is concerned the role of Hackney's town centres. We are merely trying to establish where else visitors go to as an alternative to the Hackney centres. As such, all respondents to the question of which other centres are visited are grouped together, regardless of whether a Hackney centre was cited as the main centre for comparison goods or not.
- 3.41 The results are set out in Table 12, and confirm that the West End is the most popular other destination visited by Hackney residents, with a third of all visitors (32% overall) choosing that centre. More than twice as many Hackney residents visit the West End as the next most popular centre Dalston (15% overall). Whereas a third of this level (5% overall) visit Mare Street, and Stoke Newington is even lower at one fifth the level of Dalston (3% overall). Angel and Wood Green (9% and 6% respectively) are much more important comparison shopping destinations for Hackney residents than either Mare Street or Stoke Newington.
- 3.42 Apart from the centres listed in Table 12, other centres across London are also used for comparison goods shopping by those visiting Hackney's centres (accounting for 9% overall). However, those who responded in this way are unlikely to be Hackney residents, and are likely to have mentioned the centre nearest to where they live. Responses include Ilford, Romford, and Canary Wharf, but no one centre attracts a significant number of Hackney residents.
- 3.43 Concentrating on visitors to Dalston, Table 12 shows that the West End is the dominant other centre used by visitors to Dalston for comparison goods shopping, with 28% of visitors doing so. This is lower than the proportion of visitors to Mare Street (36%) and Stoke Newington (33%) who also visit the West End. This demonstrates that Dalston has the diversity of comparison goods retailers to at least attract or retain some of its visitors.
- 3.44 While Dalston is not the main centre used for comparison goods shopping by the majority (58%) of its visitors, 19% of visitors still visit the centre as their other choice for these types of goods. As such, Dalston is the second highest other centre used by its visitors after the West End. Dalston is also the second most visited other centre for Mare Street visitors (also at 19%). While a low proportion (19%) of visitors to Dalston consider it to be an other centre used for comparison goods shopping, this is still much higher than the respective visitors to Hackney's other centres i.e. 8% of Mare Street visitors consider it to be an other centre for comparison goods shopping, and only 4% of Stoke Newington visitors also use that centre as an other destination for such goods.
- 3.45 Wood Green is the other significant comparison goods centre for shoppers in Dalston, with 11% of Dalston visitors also visiting it for these goods. A low proportion of visitors to Dalston also use the other Hackney centres for comparison goods, (Mare Street 3% and Stoke Newington 4%). These proportions are at similar levels to visitors from Dalston who also shop at Camden Town and Walthamstow.
- 3.46 The centre/age cross-tabulation indicates that the highest proportions of visitors in all three Hackney centres that go most frequently to the West End are the younger age groups (the under 18s and the 18 to 34s).

Reasons for Choosing to Visit the Hackney Centres (Survey Question 11, Results Table 14)

- 3.47 Having established whether visitors to Dalston shop there for comparison goods, we now seek identify the reasons why they choose to visit. There may be a number of reasons, so respondents could provide multiple answers to this question. The overriding reason for visiting the Hackney centres is proximity to home (55% overall). In Dalston, proximity to home was the dominant reason (42%), but this is a much lower

proportion than Mare Street (60%) and Stoke Newington (63%). This demonstrates that Dalston attracts visitors from a wider catchment area, and reflects the more local nature of shopping provision in Mare Street and Stoke Newington. Price competitiveness is the other key reason for visitors choosing to shop in Dalston (19%), which is higher than Mare Street (15%) and Stoke Newington (10%), although the area where the highest proportion of visitors considers price competitiveness as a reason for visiting is Mare Street North (26%).

- 3.48 The range and quality of shopping is not a main reason for visiting any of the Hackney centres, but Dalston and Stoke Newington score higher for range and quality than Hackney Mare Street (10% and 14% respectively, compared to just 4%).
- 3.49 The range of A3 food and drink facilities is not a key reason for visiting Dalston or Mare Street, where just 1% cites this as a reason for choosing to visit Dalston, and in Mare Street nobody mentioned it. Not surprisingly, for Stoke Newington and Church Street in particular, the opposite is true, where 15% cite the good range of pubs / restaurants / cafes as a key reason for visits to that centre.

Meeting General Shopping Needs (Survey Question 9, Results Table 11)

- 3.50 Visitors in each centre were asked how good that centre is at meeting their comparison shopping needs - clothes and shoe shopping specifically. Table 11 sets out the responses and calculates a mean score for each centre and each location within each centre. Overall the Hackney centres score marginally below average (average being a score of 3.0). However, Dalston does score appreciably above average (3.46), while the other two centres score below average, appreciably in the case of Hackney Mare Street (2.63), and marginally in the case of Stoke Newington (2.80).
- 3.51 44% of visitors to Dalston consider the centre to be good or very good at meeting their shopping needs, whereas Mare Street (19%) and Stoke Newington (26%) are much lower. This is closely linked to the reasons for visiting Dalston - a good mix and range of shops containing competitively priced goods. As a result, only 15% of visitors to Dalston consider the centre to be poor or very poor at meeting their shopping needs (Mare Street 40% and Stoke Newington 34%).

Use of Non-Shopping Activities (Survey Question 12, Results Table 15)

- 3.52 We asked visitors what non-shopping facilities they intended to use on their visit to the centre. There may be a number of answers to this question, so respondents could provide more than one response. Over half of visitors to the Hackney centres overall responded that they would not use any non-shopping facilities (59%). Dalston is the location where fewest non-shopping linked trips are made with over 70% of trips not involving such activity. This emphasises that the key reason for visiting Dalston is shopping. Mare Street and Stoke Newington are both lower at 54%.
- 3.53 13% of those who visit Dalston to shop are also visiting restaurant/ bar /café. This is similar to Mare Street, but obviously lower than Stoke Newington (28%) which is characterised by the presence of such uses. 11% of visitors to Dalston will also visit the cinema, which demonstrates the importance of the Rio Cinema on Kingsland High Street as a facility.
- 3.54 The library accounts for 6% of other facilities used by visitors to Dalston, which is at a comparable level to Stoke Newington. The library in Dalston is not prominently located within the centre, located on Dalston Lane. Mare Street is the centre which has the highest proportion of visitors also visiting the library at 15%, which is likely to be because it is a new modern facility which is prominently located within the centre.
- 3.55 The other facilities used by visitors to Dalston have very low proportions; of particular importance is open space (1%). In comparison Mare Street and Stoke Newington have 11% and 14% respectively. This demonstrates the current lack of open space provision in Dalston. The proposed Gillett Street public square will very likely improve this

situation if approved. The provision of open space and seating areas encourage visitors to remain within centres for a longer period.

Meeting Indoor Leisure Needs (Survey Question 13, Results Table 16)

3.56 We asked how good the particular centre that the respondent was located in is at meeting their indoor leisure needs such as cinemas, theatres and museums and the responses are set out in Table 16. Overall the Hackney centres score a little below average (a rating of 3.0). Dalston scores much better than the two other centres with a rating of 3.48 compared to 2.52 and 2.84, for Mare Street and Stoke Newington respectively.

3.57 28% of visitors to Dalston consider indoor leisure facilities in the centre to be good or very good. In comparison, the level of satisfaction with indoor leisure facilities in Mare Street is 7%, and in Stoke Newington is 25%. The high proportion of satisfaction with these facilities in Dalston is likely to be a reflection of the Rio Cinema, Kings Gym and Arcola Theatre located within and close to the centre. It is interesting to note that 45% of respondents stated that they don't know if the centre meets their indoor leisure needs. This suggests that visitors do not use Dalston for such facilities, which is not surprising as there are a limited number of such facilities currently in the centre.

Meeting Food and Drink Leisure Needs (Survey Question 14, Results Table 17)

3.58 We also asked the visitors to each location how good the location is at providing for the bar / restaurant / cafe needs of visitors and the results are set out in Table 17. Once again we refer to the mean score comparing it to the total for all the locations, which in this case is 3.57, appreciably above the average (3.0). Dalston scores at the average for the Hackney centres (3.6) with no significant difference between the two locations. Hackney Mare Street scores significantly the lowest of the three centres, scoring only 2.73 overall. The best performing centre by some margin is Stoke Newington, which achieves a score of 4.19, and Church Street unsurprisingly scores even higher at 4.36, comfortably in the good and very good category.

3.59 In identifying the relevant proportions, in Dalston 37% of visitors rated the centre as good or very good. This is much higher than Mare Street (16%) but lower than Stoke Newington (76%). As with indoor leisure facilities, it is interesting to note that 36% of respondents didn't know whether Dalston met their needs for bars / restaurants / cafes. This suggests that visitors don't use this centre for such activities, and is likely to demonstrate that the centre currently lacks these facilities.

Suggested Improvements

(Survey Question 15, Results Table 18)

3.60 Visitors were asked what improvements they would like to see in the centres and the results are set out in Table 18. Respondents could provide multiple answers to this question. Predictably, given the responses to other questions about meeting shopping needs and which centres visitor's use mainly for comparison goods shopping, the two key aspects highlighted in the table are to provide a better range of shops in the Hackney centres overall and also to improve their shopping environment. Providing a better range of shops in the Hackney centres was identified by in aggregate a quarter of all visitors to the three centres.

3.61 Surprisingly, 33% of visitors to Dalston, the highest of all responses, suggested that no improvements were required to the centre. This is very high in comparison to Mare Street (12%) and Stoke Newington (19%). This suggests a certain level of satisfaction with Dalston as a town centre. Ridley Road scored particularly high for visitors recommending no change (42%), indicating that shoppers like the market as it is, but is likely to also be a reflection of their view that the market is how they expect it to be and to improve it would change its character.

- 3.62 Improving cleanliness was the second highest response from visitors to Dalston, with 16% suggesting this as an aspect to be improved, and 22% of visitors to Kingsland High Street suggested this improvement. This is a higher proportion than those visitors wanting a better range of shops or improvements to the shopping environment (at 14%) which indicates the importance that visitors give to this issue. In comparison, the proportions are higher than both Mare Street (3%) and Stoke Newington (7%). Therefore, improvements are required to the cleanliness of Dalston.
- 3.63 Dalston is the centre where the highest proportion of visitors requested that more parking would improve the centre, with 9% of visitors doing so. This is almost twice the levels in Mare Street (5%) and Stoke Newington. This is not surprising as a higher proportion of visitors travel to Dalston by car compared to the other centres (17% in Dalston compared to 2% and 8% for Mare Street and Stoke Newington respectively)..
- 3.64 Reducing crime was mentioned by 7% of Dalston visitors, which is less than half the proportion of visitors who mentioned this issue in Stoke Newington (16%) and almost a quarter of those in Mare Street (27%). To further demonstrate these proportions, only 3% of Dalston visitors suggested increasing CCTV, and only 5% suggested more policing as solutions to improve the centre. It is Mare Street North, with 46%, which has the highest proportion of visitors who suggested reducing crime as an improvement to the centre.

Visitor Demographics

- 3.65 Questions were asked to determine basic visitor characteristics - sex, age and place of residence.

Gender (Survey Question 16A, Results Table 19)

- 3.66 The general pattern in all of the centres is for two-thirds of all visitors to be female, and there is little variance within the different locations where interviews were undertaken. This finding may not fully reflect the balance of the sexes found within the centres because males are on the whole less likely to volunteer time for interviewing, but are in accordance with findings in surveys we have conducted elsewhere.
- 3.67 In Dalston there is a 60:40 female to male ratio split, which is similar to the average and the split in Stoke Newington. It is only Mare Street which has a slightly higher proportion of females, with over 70%

Age (Survey Question 16B, Results Table 20)

- 3.68 The age profile in the Hackney centres follows a similar pattern to centres elsewhere with the highest proportion of visitors being in the middle age groups. This pattern is reflected in Dalston, where two thirds of visitors are aged 25 to 55.
- 3.69 10% of visitors to Dalston are under 18, which is slightly lower than in Mare Street (13%) but much higher than Stoke Newington (5%). This is likely to be reflected in the type of goods sold within the centres, with main high street retailers being more appealing to younger visitors. This is demonstrated by the marked difference between the proportions of young visitors in different locations, where Kingsland High Street has 15% of under 18's, but Ridley Road Market has only 4%.

Place of Residence (Survey Question 17, Results Table 21)

- 3.70 Generally the locations attract very high proportions of visitors from LB Hackney, 71% overall. However, there are variations in the proportions, Stoke Newington attracts the highest proportion of LB Hackney residents (three quarters of all visitors), closely followed by Hackney Mare Street (72%), while the proportion is lowest on Dalston High Street (62%). The latter location has the widest visitor draw with almost a quarter of all visitors coming from London boroughs other than Hackney, Tower Hamlets and Islington.

- 3.71 Dalston has the broadest range of where visitors live, reflecting its main shopping centre role in Hackney. 65% of visitors to Dalston live in Hackney, which is lower than both Mare Street (72%) and Stoke Newington (76%). As with the other Hackney centres very few visitors come from Tower Hamlets or Islington (3% and 5% respectively). However, Dalston does attract 18% of its visitors from other London Borough's. This is slightly higher than Mare Street and Stoke Newington (17% and 13% respectively).
- 3.72 It is when we analyse visitors from elsewhere in UK and outside UK that we see the wider attraction of Dalston, with 5% and 3% respectively. It is Ridley Road Market that appears to be the key attractor for these visitors. In contrast, Mare Street attracts no visitors from elsewhere in the UK or outside UK, and Stoke Newington only attracts visitors from elsewhere in the UK.

4 HACKNEY MARE STREET

4.1 We now consider the detailed findings of the Visitor Survey in respect of Hackney Mare Street. As with the other centres examined, we:

- Identify the shopping characteristics of visitors; namely the main purpose of the visit, the duration of visits, and the frequency of visits.
- Identify the spending characteristics of visitors; namely the type of goods purchased and the amount of spend of different types of goods.
- Address the transport and accessibility characteristics of visitors; namely the mode of transport used and the duration of their journey.
- Draw out visitor attitudes about the centres; namely why visitors visit the LB Hackney centres, whether the centres meet shopping and other needs, and suggested improvements.

Trip Characteristics

4.2 First, we look at the reasons why visits to Hackney Mare Street are made, the frequency of visits and the duration of stay.

Main Purpose of Visit (Survey Question 1, Results Table 1)

4.3 Table 1 sets out the main reasons for visiting Hackney Mare Street. Almost one quarter of visitors to Mare Street stated that the main purpose of their visit was because they either live or work in the centre. This is a higher proportion than gave this reason for visiting Dalston (15%).

4.4 The main reason of visit for 38% of visitors to the centre is some form of shopping¹⁶, which is much lower than Dalston (54%) but higher than Stoke Newington (30%). This demonstrates that while shopping is the dominant reason for visiting Mare Street there are other significant reasons for visiting as well, namely because they live or work in the centre.

4.5 Visitors to Mare Street are much more likely to undertake some form of convenience goods shopping (26%) than for comparison goods (11%). This split between the different types of shopping is similar to other Hackney centres.

4.6 The survey has identified significant numbers of visitors to Hackney Mare Street that visit the centre primarily for educational reasons, with 8% of all visitors arriving for this reason. We suspect this is due to students/lecturers attending Cordwainers College, a branch of the London College of Fashion, or visiting Hackney Library within the Technology and Learning Centre.

4.7 Only 1% of visitors to Mare Street stated that A3 food and drink facilities were the main purpose of their visit to the centre. This proportion is lower than Dalston (3%) and much lower than Stoke Newington (10%).

Duration of Visit (Survey Question 7, Results Table 9)

4.8 Visitors were asked how long they intended to spend in Mare Street. Overall, the average dwell time in the Hackney town centres is 2 hours, but varies across the centres and locations within the centres. Visitors to Mare Street stay for about the average time, and this is similar for all locations within the centre. This is less Stoke Newington which has the longest average dwell time of approximately 2 hours 15 minutes.

¹⁶ Shopping for convenience or comparison goods in shops and markets, excluding visits to public houses, cafes or restaurants

- 4.9 The dwell times for Mare Street are likely to be because it is an attractive centre with open space and outdoor seating opportunities, enabling visitors to take a break from shopping.

Frequency of Visit (Survey Question 6, Results Table 8)

- 4.10 40% of visitors to Hackney Mare Street make a daily trip to the centre, which is higher than Dalston (27%) but lower than Stoke Newington at 47%. Mare Street and Stoke Newington have comparable levels of visitors who make trips to the centre more than once a week, at 79%. The high frequency of visits to Mare Street is likely to be a result of its more localised shopping function. Mare Street is also the administrative and civic centre of Hackney, which visitors are likely to access on a regular basis.
- 4.11 There is very little difference in the frequency of visits made between the different locations within the centre. This is quite surprising as the northern part is where the core shopping area is, which we would expect to attract visitors more frequently. That there is no significant difference is likely to be because the Town Hall, Library and Tesco are located in the southern part of the centre.
- 4.12 The centre/age cross tabulations reveal that, as with Dalston, Mare Street is more regularly frequented by the young (under 18's) and the older age group (56 plus). In Mare Street, over 70% of under 18's who visit the centre, do so on a daily basis, which is at a comparable level to Stoke Newington. The high proportion correlates to the number of visitors who come to Mare Street for education. Over 90% of visitors over 56 who visit Mare Street do so more than once a week.

Spending Characteristics

- 4.13 We asked three questions to determine visitor spending characteristics. The questions were - what type of goods (if any) the visitor intended to buy in the centre, how much the visitor intended to spend on food and drink (not bought in restaurants/cafes/takeaways), and how much the visitor intended to spend on all other forms of shopping.

Types of Goods Purchased¹⁷ (Survey Question 2, Results Table 3)

- 4.14 On average more visitors to all Hackney's centres intend to purchase convenience goods than comparison goods. This pattern generally holds true for each centre. In Mare Street 15% of visitors are purchasing comparison goods, whereas 37% purchase convenience goods and 5% purchase both types of goods. Mare Street is the Hackney centre where comparison goods are least likely to be purchased (20%) compared to 41% for Dalston and 24% for Stoke Newington. This is perhaps surprising, particularly as Mare Street contains Marks & Spencer, Primark and Woolworths.
- 4.15 A high proportion of visits to the centres do not lead to spending in shops (37% overall). 45% of visitors to Mare Street do not intend to purchase any goods, which is the highest of the Hackney centres, and is likely to further demonstrate the centres civic and administrative role in Hackney.

Convenience Goods Spend¹⁸ (Survey Question 3a, Results Table 4)

- 4.16 Table 4 sets out the respondent characteristics on spend on convenience goods. This reveals that in Mare Street the average spend on convenience goods is £19.00, which is over £8.00 less than Dalston, but £3.50 more than Stoke Newington. There is a significant difference between spend within the centre. On average visitors spend more

¹⁷ Type of goods split between comparison (clothes, shoes, homewares, books, electrical goods, cd's, jewellery etc) and convenience goods (food and drink including those bought at A3 premises, toiletries, cleaning products)

¹⁸ Convenience goods bought in shops but excluding food and drink bought in restaurants, cafes and takeaways

on convenience goods in the northern section of Mare Street (£21.52), compared to the southern section (£16.32). The reason for this is very likely to be because of the prime retail area, and Marks & Spencer in particular, located in the north.

Comparison Goods Spend (Survey Question 3b, Results Table 5)

- 4.17 Table 5 provides the respondent comparison goods spend characteristics. In Mare Street visitors spend on average £25.30 on comparison goods, which is almost £20 less than that spent in Dalston. This demonstrates the dominance of Dalston as a shopping centre, which has a greater number and range of comparison goods shops, in particular those selling higher value goods i.e. electrical goods.
- 4.18 The spend on comparison goods in Mare Street North is over £15 more than that in the southern section of the centre. The southern section has the lowest spend on comparison goods of all Hackney locations. This finding is consistent with the location of the principle shopping attractions in Mare Street. However, interestingly 73% overall, and 78% of visitors to Mare Street North do not intend to make any comparison goods purchases while in the centre. Therefore, while the northern section of Mare Street has a high spend on comparison goods, it still does not meet the needs of the majority of visitors for these types of goods.

Transport and Accessibility Characteristics

- 4.19 We now move on to consider the transport and accessibility characteristics of the visitors to Mare Street. We asked two questions to determine the mode of transport used to access the centre and the journey time to the centre.

Mode of Transport (Survey Question 4, Results Table 6)

- 4.20 The vast majority of visitors to Hackney's centres use the bus or walk when travelling to the centre. Visitors to Mare Street display these characteristics, with 87% of visitors either using the bus or walking to the centre. Mare Street has the highest proportion of visitors accessing Hackney's centres by bus (55% overall), which is nearly twice the level who travel by bus to Stoke Newington (30%). This is not surprising as Mare Street is well served by buses, with a large number of routes passing through the centre largely due to the location of the bus depot just off Mare Street. 32% of visitors to Mare Street walk to the centre, which is lower than Kingsland High Street (41%) and Stoke Newington (54%), but higher than Ridley Road Market (14%). The proportion of visitors who walk to the centre still represents almost a third of all visitors.
- 4.21 The only other mode of transport used by a significant number of visitors to Mare Street is the train (7% overall), which is similar to the levels in Dalston and Stoke Newington. This is perhaps disappointing as there are two railway stations close to Mare Street, and Hackney Central is well located within the centre. The low proportion of visitors who access the centre by train is likely to reflect the infrequency of the train service.
- 4.22 A very low proportion of visitors travel to Mare Street by private car (only 2%), which is the lowest proportion of Hackney's centres. In Dalston 17% of visitors use the car, and 8% of visitors to Stoke Newington do so.

Duration of Journey (Survey Question 5, Results Table 7)

- 4.23 On average, visitors to all three of Hackney's town centres take some 17.5 minutes to undertake their journey. Journey times to Hackney Mare Street are effectively the same as this average, 18 minutes. This is less than Dalston (20 minutes), but more than Stoke Newington (15 minutes).
- 4.24 73% of visitors to Mare Street spend under 20 minutes travelling to the centre, which demonstrates that it serves a predominantly local catchment area. However, Mare Street does have the lowest proportion of very local trips (29% between 0-10 minutes), whereas in Dalston 43% of trips are very local, and in Stoke Newington there are 49%

of such trips. The duration of journey corresponds with the higher proportion of visitors who travel to the centre by bus.

Visitor Attitudes

- 4.25 We asked a series of qualitative questions to ascertain visitors' attitudes and satisfaction with Hackney Mare Street centre. The questions determined whether the centre was the main centre used for comparison goods shopping, which other centres are visited for comparison goods shopping purposes, the reasons for visiting the centre, the general satisfaction with the provision of shopping and leisure facilities and measures that would make for improvement.

Main Shopping Centres Visited (Survey Question 8, Results Table 10, Survey Question 10, Results Table 12 & 13)

- 4.26 Overall three quarters of visitors to the Hackney centres do not consider the centre they were visiting at the time of the survey to be their main comparison goods shopping destination. The proportions are highest in Hackney Mare Street and Stoke Newington (74% and 86% respectively) and lowest in Dalston (58%). Therefore, only 26% of visitors to Mare Street consider it to be their main comparison goods shopping centre, which is a lower proportion than Dalston (42%) but higher than Stoke Newington (14%), and demonstrates that Mare Street does not meet the comparison shopping needs of the majority of its visitors.
- 4.27 The centre/age cross tabulation indicates that only a fifth of the 18-34 age group considers Mare Street to be their main location for comparison goods shopping. It is the under 18's and those aged 56+ who represent the highest proportion of visitors who consider Mare Street to be their main centre for comparison goods, but even in these age groups it still only represent 38% of the total.
- 4.28 Having established that Mare Street is not the main destination for comparison goods shopping for the majority of its visitors, we move on to identify which other centres were visited for these goods. We are merely trying to establish which other centres are used by visitors to Hackney's centres, and not whether it is a main centre for these goods.
- 4.29 The results are set out in Table 12. They show that the West End is the dominant other centre used by visitors to Mare Street for comparison goods, as is the case for all of Hackney's centres. 36% of Mare Streets visitors cite the West End as the other centre they visit for comparison goods shopping. Almost twice as many visitors to Mare Street also visit the West End for comparison goods than the second most popular other centre, which is Dalston at 19%.
- 4.30 While Mare Street is the main destination for comparison goods for only 26% of its visitors, 8% of its visitors do still visit the centre as their other choice for these types of goods. This demonstrates the dominance of Dalston among Hackney's centres, and that Mare Street does not meet the needs of the majority of its visitors for comparison goods.
- 4.31 Angel is the other significant centre for comparison goods for Mare Street visitors, where 7% of its visitors also visit Angel. The only other centres which were mentioned in a significant number were Walthamstow (4%) and Stratford (3%). Interestingly, no visitors from Mare Street considered Stoke Newington to be a centre for comparison goods shopping despite it being a Hackney centre.
- 4.32 6% of visitors to Mare Street mentioned a centre which was not listed in Table 12 as their main destination. However, those visitors who responded in this way are unlikely to be Hackney residents, and will have mentioned the centre where they live.
- 4.33 The centre/age cross-tabulation indicates that the highest proportions of visitors in all three Hackney centres that go most frequently to the West End are the younger age

groups (the under 18s and the 18 to 34s). In Mare Street, just fewer than 50% of visitors within these age groups shop in the West End for comparison goods.

Reasons for Choosing to Visit the Hackney Centres (Survey Question 11, Results Table 14)

- 4.34 Having established whether visitors to Mare Street shop there for comparison goods, we now seek identify the reasons why they choose to visit. There may be a number of reasons, so respondents could provide multiple answers to this question. As with the other Hackney centres, the over-riding reason for visiting Mare Street is proximity to home (60%), which is significantly higher than gave this reason in Dalston (42%). This reflects the local nature of the catchment area for Mare Street.
- 4.35 The convenience of the bus service was the next most important reason for visitors choosing to shop in Mare Street (16%), which was the highest proportion of visitors who cited this as a reason for visiting the Hackney centres. Price competitiveness (15%) and closeness to work (12%) are the only other significant reasons for visiting Mare Street.
- 4.36 The range and quality of shopping is not a significant reason for people to visit Mare Street, with only 4% giving this response, the lowest proportion of the Hackney centres. Dalston and Stoke Newington also have low proportions mentioning this reason (10% and 14% respectively). To demonstrate this further no visitors mentioned the good mix of shops in Mare Street as a reason for visiting the centre. This suggests that there is a need for a greater range of shops to be provided in Mare Street.
- 4.37 Surprisingly, only 1% of respondents cited that Mare Street was a pleasant place to shop as a reason for choosing to visit.

Meeting General Shopping Needs (Survey Question 9, Results Table 11)

- 4.38 Visitors in Mare Street were asked how good the centre is at meeting their general shopping needs - clothes and shoe shopping specifically. Table 11 sets out the responses and calculates a mean score and a score for each centre. Mare Street has the lowest score of the Hackney centres with 2.63, appreciably below the average (3.00).
- 4.39 Only 19% of visitors to Mare Street considered the centre to be good or very good at meeting their shopping needs, which is the lowest proportion of all Hackney centres. Dalston and Stoke Newington are 44% and 26% respectively. As a result, 40% of visitors rate Mare Street as poor or very poor at meeting their shopping needs, whereas only 15% gave these responses for Dalston. As highlighted above, the limited range and quality of shops in Mare Street will contribute to these views.

Use of Non-Shopping Activities (Survey Question 12, Results Table 15)

- 4.40 We asked visitors what non-shopping facilities they intended to use on their visit to the centre. Respondents to the survey could give multiple answers to this question. In Mare Street, 54% of visitors responded that they would not undertake any non-shopping activities while visiting the centre. This demonstrates that shopping is the main activity undertaken by visitors, but is proportionally less important than shopping is for Dalston, where 71% of trips only involve shopping.
- 4.41 Visiting the library is the other main non-shopping activity undertaken by visitors to the centre, with 15% of visitors. This is not surprising as the library is a new modern facility which is prominently located within the centre.
- 4.42 12% of visitors also intend to use a restaurant / café / bar facility while visiting Mare Street, which is the lowest proportion of Hackney's centres. In response to Question 1 we identified that very few (only 1%) visitors cited these facilities as their main reason for visiting the centre. This demonstrates that these facilities are lacking from Mare Street, in particular bars and restaurants. The only other facility which visitors to Mare

Street also visit in significant numbers is the open space in the centre, with 11% of visitors. This proportion of visitors intending to also use open space is considerably higher than in Dalston (1%) but is lower than Stoke Newington (14%).

Meeting Indoor Leisure Needs (Survey Question 13, Results Table 16)

- 4.43 We asked visitors how good Mare Street was located at meeting their indoor leisure needs such as cinemas, theatres and museums and the responses are set out in Table 16. Overall the Hackney centres score a little below average (a rating of 3.0). Mare Street scores the lowest of Hackney centres with a rating of 2.52, compared to 3.48 for Dalston and 2.84 for Stoke Newington. Therefore, Mare Street is well below the average at meeting visitors indoor leisure needs.
- 4.44 Table 16 shows that only 7% of visitors consider Mare Street to be good or very good at meeting their indoor leisure needs. In comparison, Dalston and Stoke Newington had 28% and 25% of visitors in these categories. As a result Mare Street has the highest proportion of visitors who stated that the centre was poor or very poor at meeting their indoor leisure needs (41%), whereas Dalston was 10% and Stoke Newington 32%. The level for Mare Street is surprising, in particular because Hackney Empire is located in the centre.
- 4.45 The responses also suggest that there is a lack of indoor leisure facilities in Mare Street. The Kings Hall leisure centre is the main facility in the centre, but this is located in Lower Clapton Road, which is not a prominent position. In discussing the provision of indoor leisure facilities with local commercial agents they stated that there had been no interest from operators to occupy the allotted space within the Hackney Technology & Learning Centre building.

Meeting Food and Drink Leisure Needs (Survey Question 14, Results Table 17)

- 4.46 We also asked the visitors to each location how good the centre is at providing for the bar / restaurant / cafe needs of visitors. The results are set out in Table 17. Once again we refer to the mean score comparing it to the total for all the locations, which in this case is 3.57, appreciably above the average of 3.0. Hackney Mare Street scores significantly the lowest of the three centres (2.73 overall), with Mare Street North scoring only 2.52, significantly lower than Mare Street South. This finding accords with the higher occurrence of A3 activity in the south of the railway bridge.
- 4.47 The best performing centre by some margin is Stoke Newington, which achieves a score of 4.19, and Church Street unsurprisingly scores even higher at 4.36, comfortably in the good or very good category.
- 4.48 In identifying the relevant proportions, only 16% of visitors consider Mare Street to be good or very good at meeting their A3 food and drink needs. This is the lowest proportion of Hackney's centres, and confirms the findings from Questions 1 and 12, that Mare Street lacks these facilities, in particular bar and restaurant facilities. Dalston has 37% for the same categories, but Stoke Newington is higher by a considerable margin with 76% of visitors finding that centre to be good or very good at meeting their A3 food and drink needs.

Suggested Improvements

(Survey Question 15, Results Table 18)

- 4.49 Visitors were asked what improvements they would like to see in the centres and the results are set out in Table 18. Respondents could provide multiple answers to this question. Only 12% of Mare Street visitors suggest that the centre required no improvements. This is the lowest proportion of Hackney's centres, and suggests that some improvements are required to Mare Street. In comparison, a third of Dalston's

visitors and 19% of Stoke Newington's visitors thought the respective centres required no improvements.

- 4.50 The improvement suggested by most visitors to Mare Street was that the centre should provide a better range of shops, with 34% suggesting this. This is the highest proportion of Hackney centres, where under half this amount suggested this improvement for Dalston (14%) and 24% suggested it for Stoke Newington. This finding clearly demonstrates that visitors to Mare Street consider that it does not provide a good range of shops, and in part will explain why residents currently shop elsewhere i.e. the West End and Dalston. This confirms the responses to Question 11 above, where only 4% of visitors cited the good range of shops as a reason for visiting the centre.
- 4.51 Overall 29% of visitors suggested that the shopping environment should be improved in Mare Street. There is a wide variation between the two locations in the centre, with 45% suggesting this improvement in Mare Street North, but only 16% in the southern section.
- 4.52 Related to this issue is that 9% of visitors wanted to see the amount of traffic reduced, and in particular 16% of visitors in Mare Street North requested this improvement. There are already vehicle restrictions in the northern part of Mare Street, but the findings do demonstrate that buses dominate the area, which informs the negative views of the environment by visitors.
- 4.53 The third highest improvement proposed by visitors to Mare Street was to reduce crime, suggested by 27% of visitors. Again there are differences between the two locations in the centre. 46% of visitors in Mare Street North would like crime to be reduced, whereas only 11% of those in the southern section suggested this improvement. Having identified the problem, 14% of visitors to the northern section wanted to see an increase in policing to tackle the issue. For comparison, only 7% of Dalston visitors identified crime as an issue, and only 16% did so in Stoke Newington.
- 4.54 Visitors citing other improvements to the centre accounts for 11% of responses. Providing a cinema in Mare Street was identified by a significant proportion of visitors and this information was extracted from the data (3% of visitors want a cinema). The only other improvement requested by visitors worth mentioning is that a leisure centre should be provided in Mare Street (2%). This issue was highlighted above in the findings for Question 13.

Visitor Demographics

- 4.55 Questions were asked to determine basic visitor characteristics - sex, age and place of residence.
- Gender (Survey Question 16A, Results Table 19)*
- 4.56 The general pattern in all of the Hackney centres is for approximately two-thirds of all visitors to be female. Mare Street has a slightly higher proportion of females, with a 70:30 female to male ratio split.
- Age (Survey Question 16B, Results Table 20)*
- 4.57 Mare Street visitors display similar age characteristics to the other Hackney centres, with the highest proportion of visitors being in the middle age groups. The centre attracts slightly more under 18's than Dalston (13% compared to 10%) and significantly more than Stoke Newington with 5%. The high proportion of under 18's is likely to be as a result of the library in the centre.
- Place of Residence (Survey Question 17, Results Table 21)*
- 4.58 Generally the Hackney centres attract very high proportions of visitors from within LB Hackney, 71% overall. Mare Street attracts close to the average proportion of visitors

from LB Hackney (72%), which is a higher proportion than Dalston (65%), but slightly lower than Stoke Newington (76%).

- 4.59 Not surprisingly Dalston has the widest visitor draw with almost a quarter of all visitors coming from London boroughs other than Hackney, Tower Hamlets and Islington (26%). 81% of Mare Street visitors come from the local boroughs, while 17% visit from other London Boroughs. The proportion who visits Mare Street from other London Boroughs is comparable to levels in Dalston, but there are no visitors to the centre from elsewhere in the UK or outside.

5 STOKE NEWINGTON

5.1 We now consider the detailed findings of the Visitor Survey in respect of Stoke Newington. As with the other centres examined, we:

- Identify the shopping characteristics of visitors; namely the main purpose of the visit, the duration of visits, and the frequency of visits.
- Identify the spending characteristics of visitors; namely the type of goods purchased and the amount of spend of different types of goods.
- Address the transport and accessibility characteristics of visitors; namely the mode of transport used and the duration of their journey.
- Draw out visitor attitudes about the centres; namely why visitors visit the LB Hackney centres, whether the centres meet shopping and other needs, and suggested improvements.

Trip Characteristics

5.2 First, we look at the reasons why visits to Stoke Newington are made, the frequency of visits and the duration of stay.

Main Purpose of Visit (Survey Question 1, Results Table 1)

5.3 Table 1 sets out the main reasons why people visit Stoke Newington. 29% of visitors stated that the main purpose of their visit to Stoke Newington was because they either live or work in the centre (17% and 12% respectively). In comparison, lower proportions of both Dalston's and Mare Street's visitors do so (15% and 24% respectively). This demonstrates that Stoke Newington primarily serves its local catchment area.

5.4 The main reason of visit for 30% of visitors to Stoke Newington is undertaking some form of shopping¹⁹. In comparison, 54% of visitors to Dalston are doing so. While shopping is the dominant reason for visiting Stoke Newington, a significant proportion of people also visit the centre for its bars, restaurants and cafés.

5.5 As with the other Hackney centres, visitors to Stoke Newington are much more likely to visit for some form of convenience goods shopping (23%), than comparison goods shopping (5%). The proportion of those whose main reason to visit the centre for comparison goods is very low, demonstrating that people visit other centres for such goods and that the existing comparison goods shops do not meet visitors needs.

5.6 Stoke Newington is the centre with the highest proportion of visitors whose main purpose for visiting is bars, restaurants and cafés (10%). This finding was as expected, because such uses are a characteristic of the centre. The proportion is much higher than both Dalston and Mare Street, with 3% and 1% respectively. These uses are a characteristic of Stoke Newington and Church Street in particular.

Duration of Visit (Survey Question 7, Results Table 9)

5.7 Visitors were asked how long they intended to spend in Stoke Newington. Overall, the average dwell time is 2 hours, but varies across the centres and locations within the centres. Stoke Newington Church Street is the location with the longest dwell time, at 3.0 hours. This is more than double the stay of those visiting Stoke Newington High Street (1 hour 30 minutes), and reflects the type of uses in Church

¹⁹ Shopping for convenience or comparison goods in shops and markets, excluding visits to public houses, cafes or restaurants

Street. This reinforces the importance of A3 café/restaurant/bar provision to a shopping centre, as such uses are likely to encourage shoppers to stay longer.

Frequency of Visit (Survey Question 6, Results Table 8)

- 5.8 47% of visitors to Stoke Newington make a daily trip to the centre, which is the highest proportion of such trips of Hackney's centres. For comparison, in Mare Street and Dalston, 40% and 27% respectively make daily trips. Stoke Newington Church Street is the location where the highest number of visitors make daily trips (57%), demonstrating that this location mostly serves the local needs of the surrounding population. Furthermore, 84% of visitors to Church Street make trips to the centre more than once a week.
- 5.9 The centre/age cross tabulation reveals that those aged under 18's is the group who visit Stoke Newington the most frequently. 70% of this age group visit the centre on a daily basis. This pattern is similar in Mare Street. Where Stoke Newington differs from the other centres is in the low proportion of visitors aged 56+ (15%) who visit on a daily basis, and the much higher proportion of 18-34 and 35-55 age group who visit on a daily basis (45% and 52% respectively). This pattern is likely to be due to the type of facilities in the centre, namely A3 food and drink, which will appeal more to those on the middle age brackets.

Spending Characteristics

- 5.10 We asked three questions to determine visitor spending characteristics. The questions were - what type of goods (if any) the visitor intended to buy in the centre, how much the visitor intended to spend on food and drink (not bought in restaurants/cafes/takeaways), and how much the visitor intended to spend on all other forms of shopping.

Types of Goods Purchased²⁰ (Survey Question 2, Results Table 3)

- 5.11 In Stoke Newington, as with the other Hackney centres, visitors are much more likely to purchase convenience goods than comparison goods. In Stoke Newington's case a higher proportion of visitors purchase food and drink goods from restaurants, cafes and bars compared to the other centres, because this centre has a higher proportion of such uses. The proportion of visitors who purchased food and drink have been included within the overall convenience goods data.
- 5.12 38% of Stoke Newington's visitors purchase convenience goods and 18% purchase comparison goods, with 6% spending on both types of goods. As such, 24% of visits to Stoke Newington are likely to result in comparison goods purchases, and 42% of visits will result in convenience goods purchases. Within Stoke Newington, visitors to Church Street are much more likely to purchase convenience goods than visitors to the High Street (51% compared to 30%). This is likely to be a reflection of the more local and specialised / niche convenience stores and restaurants located in Church Street.
- 5.13 Within Stoke Newington, a higher proportion of visitors to Church Street are likely to make comparison purchases (30%), than Stoke Newington High Street (18%). This is higher than Hackney Mare Street (20%), but less than Dalston (41%).
- 5.14 A high proportion of visits to Hackney's centres do not lead to spending in shops (37% overall). The non-spending proportion is highest in Stoke Newington High Street (48%), Hackney Mare Street (45%), and Kingsland High Street (37%), compared to 15% and 29% in the more specialised areas of Ridley Road Market

²⁰ Type of goods split between comparison (clothes, shoes, homewares, books, electrical goods, cd's, jewellery etc) and convenience goods (food and drink including those bought at A3 premises, toiletries, cleaning products)

and Stoke Newington Church Street. The high proportion of non-spend in Stoke Newington High Street is likely to be as a result of the shops here not particularly meeting the needs of visitors. Whereas the high proportion of spending in Church Street is because of the specialist / niche retailers in the centre.

Convenience Goods Spend²¹ (Survey Question 3a, Results Table 4)

- 5.15 Table 4 sets out the respondent characteristics on spend on convenience goods. This reveals that the average spend on convenience goods in Stoke Newington is £15.51, which is the lowest amount of Hackney's centres. Spend in Dalston is almost £12.00 more than Stoke Newington, and Mare Street is £3.50 more. On average visitors spend more on convenience goods in the High Street than in Church Street (£17.55 compared to £13.10). The higher convenience goods spend in the High Street is likely to be because of the Safeway store located at the northern edge of Stoke Newington centre (not the store at Amhurst Park in Stamford Hill local shopping centre). Visitors are more likely to do their main weekly food shopping at this store. The convenience stores in Church Street tend to be smaller independent niche retailers, where shoppers are likely to purchase less and thus spend less.

Comparison Goods Spend (Survey Question 3b, Results Table 5)

- 5.16 Table 5 provides the respondent comparison goods spend characteristics. Stoke Newington is also the centre where visitors spend the least on comparison goods (£24.53), compared to £25.30 in Hackney Mare Street and £45.31 in Dalston. Stoke Newington has a lower proportion of comparison goods retailers than Dalston or Mare Street, and few of those comparison retailers that are located within the centre will sell high value goods i.e. electrical goods. This explains why the spend on comparison goods is low.
- 5.17 We had expected the comparison goods spend in Stoke Newington Church Street to be much higher than on the High Street. However, the evidence points to the reverse with an average spend on Stoke Newington Church Street of around £21 with a higher spend on the High Street (£31.40). We suspect that there are high spending visitors on Church Street, and it is likely to have been the case that the survey just did not interview these shoppers.
- 5.18 Table 5 also identifies the proportion of visitors not spending on comparison goods. The proportions vary and are highest in Stoke Newington High Street where 80% of visitors make no comparison goods purchases, and lowest on Kingsland High Street where 59% of visitors do not make comparison goods purchases.

Transport and Accessibility Characteristics

- 5.19 We now move on to consider the transport and accessibility characteristics of the visitors to Stoke Newington. We asked two questions to determine the mode of transport used to access the centre and the journey time to the centre.

Mode of Transport (Survey Question 4, Results Table 6)

- 5.20 Bus and on foot are overall the modes of transport used by the vast majority of visitors to Hackney centres. In Stoke Newington 84% of visitors use these two modes of transport.
- 5.21 Stoke Newington is different to the other Hackney centres because a higher proportion of visitors travel to this centre on foot rather than by bus. 54% of visitors walk to Stoke Newington, compared to 28% in Dalston and 32% in Mare Street. The

²¹ Convenience goods bought in shops but excluding food and drink bought in restaurants, cafes and takeaways

high walking proportion in Stoke Newington is likely to be because this centre mostly serves its local resident population.

- 5.22 Stoke Newington has the lowest proportion of visitors to Hackney centres who travel by bus (30%). Mare Street has the highest proportion using the bus for visits, with 55%. The comparatively lower proportion in Stoke Newington is likely to be because Stoke Newington High Street is a one-way street through the centre. It is only the buses travelling northwards that pass directly through the High Street, with southbound buses routed around it. It is likely that this discourages visitors from travelling to the centre because bus stops to alight or board the bus will be in less convenient locations. In addition, potential southbound visitors will not directly pass the centre's shopping attractions.
- 5.23 The private car is used by 8% of visitors to Stoke Newington. This is higher than the Hackney centres overall (6%), but is under half the proportion that use the car to travel to Dalston (17%). Visitors may be encouraged to travel to the centre by car because of the on-street parking opportunities that exist on Stoke Newington High Street.
- 5.24 The only other mode of transport used by visitors to Stoke Newington is the train (5%), which is at similar proportions to the other Hackney centres. The low proportion of visitors by train is perhaps not surprising for Stoke Newington, as unlike the other centres, the station is not well-located in relation to the main shopping area.

Duration of Journey (Survey Question 5, Results Table 7)

- 5.25 Visitors to Stoke Newington spend the least amount of time travelling to the centre (15 minutes) compared to Dalston (20 minutes) and Mare Street (18 minutes). Stoke Newington has the highest frequency of very local trips (between 0-10 minutes), with almost 50% of visitors making such trips. This is higher than Dalston (43%) and much higher than Hackney Mare Street (29%). Almost 80% of journeys to Stoke Newington take 20 minutes or less. This demonstrates the very local nature of the catchment area.

Visitor Attitudes

- 5.26 We asked a series of qualitative questions to ascertain visitors' attitudes and satisfaction with Stoke Newington. The questions determined whether it was the main centre used for comparison goods shopping, which other centres are visited for comparison goods shopping purposes, the reasons for visiting the centre, the general satisfaction with the provision of shopping and leisure facilities and measures that would make for improvement.

Main Shopping Centres Visited (Survey Question 8, Results Table 10, Survey Question 10, Results Table 12 & 13)

- 5.27 As stated previously, three quarters of visitors to the Hackney centres do not consider the centre visited to be their main comparison goods shopping destination. 86% of visitors to Stoke Newington do not consider it to be their main centre for comparison goods shopping, which is the highest proportion of Hackney's centres. These results are not surprising as Stoke Newington has a low proportion of its floorspace devoted to comparison goods compared to the other centres. Instead, the centre is associated more with small independent and niche retailers, and also as a centre well-served by A3 food and drink uses.
- 5.28 The centre/age cross tabulation further demonstrates that Stoke Newington is not a main centre for comparison goods purchases. Far fewer visitors to Stoke Newington across all age groupings consider that centre to be their main centre. In particular 90% of the under 18's and 85% of the 56+ age group do not consider it to be their main centre for these goods. In comparison 67% of under 18's and 40% of the 56+

age group who visit Dalston consider it as their main centre. This finding further demonstrates that Stoke Newington lacks comparison goods retailers, and that it does not meet the comparison shopping needs of visitors across all age ranges. It also suggests that other centres better meet their needs for these goods.

- 5.29 Having established that Stoke Newington is not the main destination for comparison goods shopping for the majority of its visitors, we move on to identify which other centres are used for these goods. We are merely trying to establish which other centres are used by visitors to Hackney's centres, and not whether it is a main centre for these goods.
- 5.30 The results are set out in Table 12. The West End is the dominant other centre used by visitors to Stoke Newington for comparison goods shopping, where 33% of its visitors also visit the West End for these goods. The West End is also the most popular other centre in for both Dalston and Mare Street visitors. The proportion of Stoke Newington visitors who also choose to visit the West End is slightly lower than those that do so from Mare Street (36%).
- 5.31 Angel is the next most popular comparison goods destination for Stoke Newington visitors, with 13%. This indicates that Angel has the range and type of comparison goods retailers which appeal to Stoke Newington visitors.
- 5.32 It is interesting to note that Dalston, despite being Hackney's main centre, is cited as a centre visited for comparison goods shopping by only 9% of Stoke Newington visitors. This is at a comparable level to those that also visit Camden Town for these types of goods. The lack of comparison goods provision in Stoke Newington is demonstrated by the fact that only 4% of the visitors to Stoke Newington consider it to be the other centre they use for comparison goods, which is equal to the proportion who visit Mare Street and Wood Green. Unexpectedly, 4% of Stoke Newington visitors also cite Upper Clapton Road, a local centre, as a place they visit for comparison goods. There does not appear to be any obvious comparison goods retailers in that centre which would attract visitors, but is more likely to be because this centre is closer to where the visitors questioned actually live.
- 5.33 The centre/age cross-tabulation indicates that the highest proportions of visitors in all three Hackney centres that go most frequently to the West End are the younger age groups (the under 18s and the 18 to 34s). In Stoke Newington, 40% of visitors within these age groups shop in the West End for comparison goods.

Reasons for Choosing to Visit the Hackney Centres (Survey Question 11, Results Table 14)

- 5.34 Having established whether visitors to Stoke Newington shop in the centre for comparison goods, we now seek identify the reasons why they choose to visit. There may be a number of reasons, so respondents could provide multiple answers to this question. The over-riding reason for visiting the Hackney centres is proximity to home (55% overall), and is the dominant reason cited by visitors to Stoke Newington as well, with 63% doing so. In comparison, this reason was much less important for visitors to Dalston (42%), but only slightly less important for visitors to Mare Street (60%). This is likely to reflect the fact that Stoke Newington and Mare Street serve a more local catchment area and primarily cater for the needs of local residents.
- 5.35 The range and quality of shopping is not a main reason for visiting any of the Hackney centres, but Stoke Newington scores the highest of the three centres with 14%, compared to 10% and 4% for Dalston and Mare Street respectively. There is a significant difference between locations within Stoke Newington, with 20% of those visiting Church Street citing the range of shops as a reason, whereas 9% do so in the High Street. The high proportion in Church Street is likely to reflect the presence of independent and specialist niche retailers in that location.

- 5.36 It is not surprising that the good range of cafes, pubs and restaurants available in Stoke Newington is a key reason for visits to that centre (15% overall), and Church Street is even higher (18%). In comparison, this reason was hardly mentioned by visitors to Dalston and no visitors to Mare Street mentioned it. Stoke Newington is characterised by these uses.
- 5.37 Stoke Newington Church Street also scores best as a pleasant location to shop, with 11% of visitors citing this as a reason for visiting the centre compared to a Hackney-wide average of 3%. This is likely to be because Stoke Newington is a Conservation Area, and Church Street is not as dominated by traffic as other Hackney centres or Stoke Newington High Street.

Meeting General Shopping Needs (Survey Question 9, Results Table 11)

- 5.38 Visitors in Stoke Newington were asked how good it is at meeting their general shopping needs - clothes and shoe shopping specifically. The results are set out in Table 11. Overall the Hackney centres score marginally below average (average being a score of 3.0). Stoke Newington scores marginally below the average (2.80), which is higher than Mare Street (2.63). Not surprisingly, Dalston as the dominant centre in Hackney is the only centre which scores appreciably above average (3.46).
- 5.39 26% of visitors to Stoke Newington considered it to be good or very good at meeting their clothes and shoe shopping needs. The level of satisfaction is higher than for Mare Street (19%) but significantly lower than Dalston (44%). There are differences in the levels of satisfaction between the different locations within the centre, with 32% of Church Street visitors considering the centre to be good or very good, but only 19% of High Street visitors did so. The high proportion for Church Street is because it is mostly occupied by small independent / niche clothing and shoe retailers, but in the High Street there is a lack of multiple clothing and shoe shops.
- 5.40 Overall, Stoke Newington has few large multiple retailers so it is not surprising that it does not meet visitor's general shopping needs. As a consequence of this, 34% rated Stoke Newington as poor or very poor at meeting general shopping needs, although this is lower than Mare Street, with 40%.

Use of Non-Shopping Activities (Survey Question 12, Results Table 15)

- 5.41 We asked visitors what non-shopping facilities they intended to use on their visit to each centre, and the results are set out in Table 15. Respondents to the survey could give multiple answers to this question. In Stoke Newington 54% of visitors stated that they would not undertake any non-shopping activities during their visit. This is at a comparable level to Mare Street (also 54%), but lower than Dalston (71%). There are differences within Stoke Newington, where 66% of visitors to the High Street stated that they would not undertake any non-shopping activity, but only 40% of visitors to Church Street would not. Therefore 60% of visitors to Church Street will undertake a non-shopping activity while in the centre, with visits to a restaurant, bar or café making up over half of this total.
- 5.42 Not surprisingly, 28% of visitors to Stoke Newington stated that they intend to visit a restaurant, café or bar facility while in the centre, which is the key non-shopping activity undertaken in this centre. This is over twice the proportion that undertakes this non-shopping activity for visitors to Dalston or Mare Street (13% and 12% respectively).
- 5.43 Visiting the park or open space is also a significant activity undertaken by visitors to Stoke Newington, with 14% of visitors doing so. The proportion is particularly high in Church Street, where almost a quarter of all visitors intend to visit the park or open space. This is likely to be as a result of the close proximity of Clissold Park to this part of the centre. In contrast, only 5% of visitors in the High Street stated that they intend to visit such facilities, demonstrating a weakness in this part of the centre.

- 5.44 The only other significant non-shopping activity used by visitors is the library, with 7% intending to undertake this activity. This is at a similar level to that in Dalston, but is approximately half the proportion that visits the library in Mare Street.

Meeting Indoor Leisure Needs (Survey Question 13, Results Table 16)

- 5.45 We asked how good Stoke Newington is at meeting visitors indoor leisure needs such as cinemas, theatres and museums. The responses are set out in Table 16. Stoke Newington scores a little below average (a rating of 3.0) with 2.84. Mare Street scores the worst of the Hackney centres (2.52). Dalston scores much better than the two other centres with a rating of 3.48.
- 5.46 Table 16 shows that a quarter of visitors consider Stoke Newington to be good or very good at meeting their indoor leisure needs, which is only slightly below Dalston at 28%. Mare Street has the lowest proportion, with only 7% of visitors rating that centre good or very good. However, 32% of visitors also consider Stoke Newington to be poor or very poor at meeting their leisure needs, and in addition 20% of visitors did not know whether it met their needs. This suggests that there is a lack of these facilities in the centre, or that visitors do not use for these activities but travel elsewhere.

Meeting Food and Drink Leisure Needs (Survey Question 14, Results Table 17)

- 5.47 We also asked the visitors to each location how good the location is at providing for the bar / restaurant / cafe needs of visitors. The results are set out in Table 17. Stoke Newington is the best performing of Hackney's centres by some margin, achieving a score of 4.19, and Church Street, where the A3 food and drink uses are mostly located, unsurprisingly scores even higher at 4.36.
- 5.48 76% of visitors to Stoke Newington consider the centre to be good or very good at meeting their food and drink needs. This is considerably higher than the proportions achieved in the other Hackney centres, being more than twice the level of satisfaction of Dalston (37%) and approximately five times the level of Mare Street. Church Street displays even higher levels of satisfaction with food and drink facilities, with 84% rating them as good or very good. It is clear that these facilities are a considerable strength of this centre.

Suggested Improvements

(Survey Question 15, Results Table 18)

- 5.49 Visitors were asked what improvements they would like to see made to Stoke Newington and the results are set out in Table 18. Respondents to the survey could give multiple answers to this question. Predictably, given the responses to Questions 8, 10 and 11 about meeting shopping needs and which centres visitor's use mainly for comparison goods shopping, the key aspects highlighted by visitors to improve Stoke Newington is to provide a better range of shops. Almost a quarter of all visitors to Stoke Newington wanted this. 7% of visitors suggested a particular shop that they wanted provided in the centre. However, whilst visitors may desire a better range of shops, Stoke Newington contains mostly smaller retail units, where few opportunities exist to provide the larger units required by and attractive to multiple retailers.
- 5.50 Overall, 19% of visitors wanted to see an improvement to the shopping environment of Stoke Newington. However, there were slight differences between the locations in the centre, with 23% of respondents suggesting this improvement in the High Street, and 15% in Church Street. As with Mare Street, which has an even higher proportion seeking this improvement, this finding is surprising given that part of the centre is within a Conservation Area.

- 5.51 The other significant improvement sought by visitors was a reduction in crime. 16% of visitors to Stoke Newington overall cited this issue. However, there are significant variations between the two locations within the centre, with a quarter of visitors on the High Street identified crime as an issue needing to be tackled, compared to just 6% on Church Street. As with Mare Street, visitors concern over crime are not borne out by the crime statistics.
- 5.52 21% of visitors wanted other improvements to the centre not listed in Table 18, but no one answer accounted for a significant proportion to be extracted from the data. As highlighted in Question 13 some visitors wanted to see more indoor leisure facilities provided in Stoke Newington. Interestingly, some visitors thought that Stoke Newington contained too many cafés, bars and restaurants and that these uses should be reduced in number. Another improvement mentioned by visitors was an increase in facilities for young people, presumably to counteract the large number of A3 food and drink.

Visitor Demographics

- 5.53 Questions were asked to determine Stoke Newington's basic visitor characteristics - gender, age and place of residence.

Gender (Survey Question 16A, Results Table 3.19)

- 5.54 The general pattern in all of the centres is for two-thirds of all visitors to be female. Stoke Newington displays these characteristics.

Age (Survey Question 16B, Results Table 3.20)

- 5.55 Stoke Newington visitors display similar age characteristics to the other Hackney centres, with the highest proportion of visitors being in the middle age groups. However, one noticeable difference is the lower proportion of under 18's visiting the centre. This is likely to be as a result of the larger number of A3 food and drink uses. .

Place of Residence (Survey Question 17, Results Table 3.21)

- 5.56 In general the centres attract very high proportions of visitors from LB Hackney, and Stoke Newington is no different in this respect, with 76% of visitors from within the borough. This is the highest proportion of LB Hackney residents, and reflects the local nature of the centre's catchment area. As for the other Hackney centres, the neighbouring borough of Tower Hamlets contributes very few visitors to Stoke Newington (1%), and Islington contributes only slightly more (6%). It is the other London Boroughs which make up the highest proportion of non-Hackney visitors (14%). Just 3% of visitors came from elsewhere in the United Kingdom, and none from abroad.

APPENDIX 1

VISITOR SURVEY QUESTIONNAIRE



PRIVATE & CONFIDENTIAL

Opinion Research
Business

Hackney Visitor Survey
Date: 7th / 8th May 2004 & 21st / 22nd May 2004

INTRODUCTION TO RESPONDENT

Good morning/afternoon/evening. I am from the Opinion Research Business, the independent research company based in London. We are undertaking a town centre survey on behalf of Hackney Borough Council. We are asking people about their shopping habits and what they think of the town centre. Can you spare a few minutes of your time to answer some questions?

1 Firstly, can I ask what is the main purpose of your visit to this location today? And what else do you intend to do in this area today? DO NOT READ OUT (INTERVIEWER probe for type of shopping if shopping mentioned)

Main Others

- 1 1 Supermarket shopping
- 2 2 Shopping for food and groceries at shops other than supermarkets
- 3 3 Shopping for clothes/ shoes/ homewares
- 4 4 Other forms of shopping (specify _____)
- 5 5 Visiting the market
- 6 6 Visiting pub/ café/ restaurant
- 7 7 Visiting bank/ building society
- 8 8 Leisure/ recreation
- 9 9 Education
- 10 10 I work here
- 11 11 Meeting friends
- 12 12 I live here
- 13 13 Other

2 What, if anything, do you intend buying / have you bought in this area today?

- 1 Comparison goods (clothes, shoes, books, electrical goods, CDs , jewellery etc)
- 2 Convenience goods (food ,drinks, toiletries, cleaning products)
- 3 Both convenience and comparison

3a Roughly how much do you intend spending in this area today – on food and drink bought in shops NOT restaurants/ cafes/ takeaways? (Int: if "nothing" record)

Write in £ _____

3b Roughly how much do you intend spending in this area today on all other forms of shopping? (Int: if "nothing" record)

Write in £ _____

5 How long did your journey take?

- 1 0-10 minutes
- 2 11-20 minutes
- 3 21-30 minutes
- 4 31-45 minutes
- 5 Over 45 minutes

6 How often do you come to this location?

- 1 Daily
- 2 More than once a week
- 3 Once every 2-3 weeks
- 4 Monthly
- 5 Every few months
- 6 Rarely
- 7 This is my first visit

7 How long do you intend staying in this area today (from the time you arrived)?

- 1 Less than 30 minutes
- 2 30 minutes to 1 hour
- 3 Between 1-2 hours
- 4 Between 2-3 hours
- 5 Between 3-4 hours
- 6 Over 4 hours

8 Is this your MAIN shopping centre for clothes and shoes?

- 1 Yes
- 2 No

9 How good would you say that this location is at meeting your needs for clothing and shoes shopping? (Read out)

- 1 Very good
- 2 Good
- 3 Average
- 4 Poor
- 5 Very poor

4 What was your main mode of transport here today?
(Code one answer)

- 1 Walk
- 2 Cycle
- 3 Car
- 4 Motorcycle/ moped
- 5 Tube
- 6 Train
- 7 Bus
- 8 Taxi
- 9 Other _____ (write in)

10 Which other centre do you visit most frequently for clothes and shoe shopping? And where else?
DO NOT READ OUT

Most frequent	Others	
1	1	Dalston / Kingsland/ Ridley Rd Market / Kingsland Rd End/ The Waste/ Kingsland Waste
2	2	Mare Street / Narroway/ Hackney Central
3	3	Stoke Newington/ Church St
4	4	Stamford Hill
5	5	Finsbury Park
6	6	Upper Clapton Road
7	7	Lower Clapton Road
8	8	Chatsworth Road
9	9	/Homerton/Homerton High Street Well Street
10	10	Lauriston Road
11	11	Broadway Market
12	12	Hoxton Street (Hoxton / Hoxton Market)
13	13	West End/ Oxford Street
14	14	Wood Green
15	15	Stratford
16	16	Walthamstow
17	17	Camden Town
18	18	Angel
19	19	Nags Head/ Holloway Road
20	20	Blue Water
21	21	Lakeside
22	22	Brent Cross
23	23	Other (Specify) _____

11 Why do you choose to shop in this location (the one you are in now)? DO NOT READ OUT –CODE ALL MENTIONS

- 1 Close to home
- 2 Close to work
- 3 Convenient Rail/ tube service
- 4 Convenient bus service
- 5 Easy car parking
- 6 Free car parking
- 7 Good prices/ discounts
- 8 Good selection/ quality of shops
- 9 Good mix of shopping and leisure facilities
- 10 To visit markets
- 11 Pleasant place to shop
- 12 Safe shopping environment

7 Don't know (Do not read)

13 How good would you say that this centre (the one you are in now) is at meeting your needs for indoor leisure facilities such as cinema/theatre/museum? (Read out)

- 1 Very good
- 2 Good
- 3 Average
- 4 Poor
- 5 Very poor
- 6 Don't know (Do not read)

14 How good would you say that this centre (the one you are in now) is at meeting your needs for cafes/ restaurants/ bars? (Read out)

- 1 Very good
- 2 Good
- 3 Average
- 4 Poor
- 5 Very poor
- 6 Don't know (Do not read)

15 Do you have any suggestions for how this centre can be improved? DO NOT READ OUT – CODE ALL MENTIONS

- 1 No nothing
- 2 Make the town centre easier to get to
- 3 Provide more parking
- 4 Provide a better range of shops
- 5 Provide a specific shop _____ (specify)
- 6 Provide particular leisure facility _____ (specify)
- 7 Improve the shopping environment
- 8 Increased policing
- 9 Introduce/ Increase CCTV
- 10 Reduce crime/ the threat of crime
- 12 Other _____ (write in)

Now just a few questions about yourself to ensure that we have a representative sample...

GENDER	AGE: Please can you tell me how old you are?
1 Male	1 under 18
2 Female	2 18-24
	3 25-34
	4 35-44
	5 45-55
	6 56-64
	7 64+
	8 Refused

And is that in?

- 1 Borough of Hackney

- 13 Good range of cafes/ pubs/ restaurants
- 14 Good range of cinema/bowling/ other indoor leisure facilities
- 15 I don't use this area to shop
- 16 Other _____ (write in)

12 What other non-shopping services/ facilities have you/ will you use today in this location? DO NOT READ OUT – CODE ALL MENTIONS)

- 1 Creche
- 2 Museum/ art gallery
- 3 Library
- 4 Cinema
- 5 Sports/ leisure facility
- 6 Theatre
- 7 Restaurant/ café/ bar
- 8 Park/ green open space
- 9 Other _____(write in)
- 10 None

- 2 Borough of Tower Hamlets
- 3 Borough of Islington
- 4 Other London Borough
- 5 Elsewhere in the UK
- 6 Outside the UK

Respondent Name:

Respondent Tel. #:

I declare that this interview has been carried out strictly in accordance with your specification and has been conducted within the MRS Code of Conduct with a person unknown to me.

Interviewer's signature:

Location

- 1. Dalston Kingsland
- 2. Dalston Ridley Road Market
- 3. Stoke Newington
- 4. Stoke Newington Church street
- 5. Hackney Mare Street North
- 6. Hackney Mare Street South

Day

- 1. Friday
- 2. Saturday

APPENDIX 2

VISITOR SURVEY TABULATIONS

Hackney Visitors' Survey on behalf of Hackney Borough Council : Conducted 7th and 8th May 2004 & 21st and 22nd May 2004

Table 1	Page 1	Q1 Firstly, can I ask what is the main purpose of your visit to this location today? Base: All respondents
Table 2	Page 7	Q1b ... And what else so you intend to do in this area today? Base: All respondents
Table 3	Page 13	Q2 What, if anything, do you intend buying / have you bought in this area today? Base: All respondents
Table 4	Page 16	Q3a Roughly how much do you intend spending in this area today - on food and drink bought in shops NOT restaurants/ cafes/ takeaways? Base: All respondents
Table 5	Page 19	Q3b Roughly how much do you intend spending in this area on all other forms of shopping? Base: All respondents
Table 6	Page 22	Q4 What was your main mode of transport here today? Base: All respondents
Table 7	Page 25	Q5 How long did your journey take? Base: All respondents
Table 8	Page 28	Q6 How often do you come to this location? Base: All respondents
Table 9	Page 31	Q7 How long do you intend to stay in this area today (from the time you arrived)? Base: All those who don't say their main reason for being in the area is working
Table 10	Page 34	Q8 Is this your MAIN shopping centre for clothes and shoes and homewares? Base: All respondents
Table 11	Page 37	Q9 How good would you say that this location is at meeting your needs for clothing and shoes shopping? Base: All respondents
Table 12	Page 40	Q10 Which other centre do you visit most frequently for clothes and shoe shopping? Base: All respondents
Table 13	Page 46	Q10 And where else? Base: All respondents
Table 14	Page 54	Q11 Why do you choose to shop in this location? Base: All respondents
Table 15	Page 60	Q12 What other non-shopping services/facilities have you/will you use today in this location? Base: All respondents
Table 16	Page 63	Q13 How good would you say that this centre (the one you are in now) is at meeting your needs for indoor leisure facilities such as cinema/theatre/museum? Base: All respondents

Table 17	Page 66	Q14 How good would you say that this centre (the one you are in now) is at meeting your needs for cafes/restaurants/bars? Base: All respondents
Table 18	Page 69	Q15 Do you have any suggestions for how this centre can be improved? Base: All respondents
Table 19	Page 75	GENDER Base: All respondents
Table 20	Page 78	Please can you tell me how old you are? Base: All respondents
Table 21	Page 81	And is that in? Base: All respondents

Q1 Firstly, can I ask what is the main purpose of your visit to this location today?

Base: All respondents

	Total	Friday and Saturday Locations									Area of Residence		
		DALSTON	Dalston Kingsland	Dalston Ridley Road Market	HACKNEY MARE STREET	Hackney Mare Street North	Hackney Mare Street South	STOKE NEWING TON	Stoke Newing ton	Stoke Newing ton Church Street	Local bor	Other London bor	Else where UK/ Abroad
		A	B	C	D	E	F	G	H	I	J	K	*L
Base	517	152	81	71	161	74	87	195	101	94	408	83	18
I live here	71 14%	12 8%	11 14% C	1 1% C	24 15% C	12 16% C	12 14% C	34 17% AC	14 14% C	20 21% AC	67 16% K	1 1%	1 6%
Shopping for food and groceries at shops other than supermarkets	69 13%	31 20% BDEFGH	6 7% C	25 35% ABDEFGH I	15 9%	7 9%	8 9%	22 11%	11 11%	11 12%	61 15%	6 7%	1 6%
Supermarket shopping	67 13%	14 9%	10 12%	4 6%	27 17% ACI	16 22% ACGI	11 13%	23 12%	17 17% CI	6 6%	61 15% K	4 5%	1 6%
I work here	49 9%	11 7%	9 11%	2 3%	14 9%	11 15% CF	3 3%	23 12% CF	14 14% CF	9 10%	26 6%	22 27% J	1 6%
Shopping for clothes/shoes/homewares	43 8%	15 10%	9 11% GI	6 8%	18 11% GI	8 11% I	10 11% GI	9 5%	6 6%	3 3%	37 9%	5 6%	1 6%
Meeting friends	42 8%	10 7%	5 6%	5 7%	14 9%	5 7%	9 10%	18 9%	8 8%	10 11%	25 6%	11 13% J	4 22%
Visiting the market	28 5%	23 15% DEFGHI	6 7% DFGI	17 24% BDEFGHI	1 1%	1 1%	0 0%	3 2%	3 3%	0 0%	22 5%	4 5%	2 11%
Visiting pub/cafe/ restaurant	26 5%	5 3%	4 5%	1 1%	2 1%	1 1%	1 1%	19 10% ACDEF	10 10% ACDEF	9 10% ACDEF	23 6%	2 2%	0 0%

Columns Tested: A,B,C,D,E,F,G,H,I - J,K,L

Conducted by The Opinion Research Business
www.opinion.co.uk

Table 1 (continuation)

Q1 Firstly, can I ask what is the main purpose of your visit to this location today?

Base: All respondents

	Total	Friday and Saturday Locations									Area of Residence		
		DALSTON	Dalston Kings land	Dalston Ridley Road Market	HACKNEY MARE STREET	Hackney Mare North Street	Hackney Mare South Street	STOKE NEWING TON	Stoke Newing ton	Stoke Newing ton Church Street	Local bor	Other London bor	Else where UK/ Abroad
		A	B	C	D	E	F	G	H	I	J	K	*L
Base	517	152	81	71	161	74	87	195	101	94	408	83	18
Education	19 4%	1 1%	1 1%	0 0%	13 8%	8 11%	5 6%	5 3%	1 1%	4 4%	17 4%	2 2%	0 0%
					ABCGH	ABCGH	AC						
Other forms of shopping	17 3%	5 3%	3 4%	2 3%	3 2%	0 0%	3 3%	8 4%	4 4%	4 4%	12 3%	2 2%	2 11%
Leisure/ recreation	15 3%	4 3%	4 5%	0 0%	7 4%	0 0%	7 8%	4 2%	1 1%	3 3%	13 3%	1 1%	1 6%
							CEGH						
Visiting bank/ building society	8 2%	2 1%	1 1%	1 1%	4 2%	2 3%	2 2%	2 1%	2 2%	0 0%	6 1%	2 2%	0 0%
Other	56 11%	15 10%	12 15%	3 4%	18 11%	3 4%	15 17%	23 12%	8 8%	15 16%	32 8%	20 24%	4 22%
			CE				CE			CE		J	
Not stated	7 1%	4 3%	0 0%	4 6%	1 1%	0 0%	1 1%	2 1%	2 2%	0 0%	6 1%	1 1%	0 0%
				BDEGI									

Columns Tested: A,B,C,D,E,F,G,H,I - J,K,L

Table 1 (continuation)

Q1 Firstly, can I ask what is the main purpose of your visit to this location today?

Base: All respondents

	Total	Age							Dalston - Age				Hackney - Age				Stoke Newington - Age			
		Under 18	18-24	25-34	35-44	45-55	56-64	64+	Under 18	18-34	35-55	56+	Under 18	18-34	35-55	56+	Under 18	18-34	35-55	56+
		A	B	C	D	E	*F	*G	*H	I	J	*K	*L	M	N	*O	*P	Q	R	*S
Base	517	48	71	151	123	75	23	20	15	62	56	15	21	65	62	13	10	91	79	13
I live here	71 14%	8 17%	17 24%	14 9%	16 13%	8 11%	5 22%	3 15%	1 7%	4 6%	5 9%	2 13%	5 24%	10 15%	6 10%	3 23%	2 20%	17 19%	13 16%	2 15%
			CE																	
Shopping for food and groceries at shops other than supermarkets	69 13%	1 2%	5 7%	18 12%	21 17%	12 16%	4 17%	6 30%	1 7%	9 15%	15 27%	5 33%	0 0%	4 6%	7 11%	4 31%	0 0%	9 10%	11 14%	1 8%
				A	AB	A														
Supermarket shopping	67 13%	2 4%	3 4%	13 9%	30 24%	11 15%	3 13%	3 15%	1 7%	4 6%	7 13%	1 7%	0 0%	7 11%	16 26%	4 31%	0 0%	4 4%	17 22%	1 8%
				ABC	B									M				Q		
I work here	49 9%	2 4%	7 10%	19 13%	10 8%	10 13%	1 4%	0 0%	1 7%	5 8%	4 7%	1 7%	1 5%	6 9%	7 11%	0 0%	0 0%	14 15%	9 11%	0 0%
Shopping for clothes/shoes/homewares	43 8%	10 21%	1 1%	16 11%	7 6%	6 8%	1 4%	0 0%	4 27%	7 11%	2 4%	0 0%	3 14%	6 9%	9 15%	0 0%	3 30%	4 4%	2 3%	0 0%
		BDE		B																
Meeting friends	42 8%	4 8%	13 18%	13 9%	4 3%	2 3%	1 4%	5 25%	1 7%	3 5%	3 5%	3 20%	2 10%	11 17%	0 0%	1 8%	1 10%	12 13%	3 4%	2 15%
			CDE											N				R		
Visiting the market	28 5%	0 0%	4 6%	8 5%	7 6%	7 9%	1 4%	1 5%	0 0%	9 15%	12 21%	2 13%	0 0%	0 0%	1 2%	0 0%	0 0%	2 2%	1 1%	0 0%
					A															
Visiting pub/cafe/ restaurant	26 5%	4 8%	4 6%	13 9%	4 3%	0 0%	1 4%	0 0%	3 20%	2 3%	0 0%	0 0%	0 0%	1 2%	1 2%	0 0%	1 10%	14 15%	3 4%	1 8%
		E	E	E														R		
Education	19 4%	9 19%	6 8%	2 1%	1 1%	1 1%	0 0%	0 0%	0 0%	0 0%	1 2%	0 0%	8 38%	5 8%	0 0%	0 0%	1 10%	3 3%	1 1%	0 0%
		CDE	CDE											N						
Other forms of shopping	17 3%	4 8%	1 1%	5 3%	3 2%	3 4%	1 4%	0 0%	1 7%	2 3%	2 4%	0 0%	0 0%	1 2%	2 3%	0 0%	2 20%	3 3%	2 3%	1 8%

Columns Tested: A,B,C,D,E,F,G - H,I,J,K - L,M,N,O - P,Q,R,S

Table 1 (continuation)
 Q1 Firstly, can I ask what is the main purpose of your visit to this location today?
 Base: All respondents

	Total	Age							Dalston - Age				Hackney - Age				Stoke Newington - Age			
		Under 18	18-24	25-34	35-44	45-55	56-64	64+	Under 18	18-34	35-55	56+	Under 18	18-34	35-55	56+	Under 18	18-34	35-55	56+
		A	B	C	D	E	*F	*G	*H	I	J	*K	*L	M	N	*O	*P	Q	R	*S
Base	517	48	71	151	123	75	23	20	15	62	56	15	21	65	62	13	10	91	79	13
Leisure/ recreation	15 3%	2 4%	1 1%	8 5%	3 2%	1 1%	0 0%	0 0%	0 0%	3 5%	1 2%	0 0%	2 10%	5 8%	0 0%	0 0%	0 0%	1 1%	3 4%	0 0%
Visiting bank/ building society	8 2%	0 0%	1 1%	0 0%	5 4%	1 1%	1 4%	0 0%	0 0%	1 2%	1 2%	0 0%	0 0%	0 0%	4 6%	0 0%	0 0%	0 0%	1 1%	1 8%
Other	56 11%	2 4%	7 10%	20 13%	10 8%	12 16%	3 13%	2 10%	2 13%	11 18%	1 2%	1 7%	0 0%	9 14%	8 13%	1 8%	0 0%	7 8%	13 16%	3 23%
Not stated	7 1%	0 0%	1 1%	2 1%	2 2%	1 1%	1 4%	0 0%	0 0%	2 3%	2 4%	0 0%	0 0%	0 0%	1 2%	0 0%	0 0%	1 1%	0 0%	1 8%

Columns Tested: A,B,C,D,E,F,G - H,I,J,K - L,M,N,O - P,Q,R,S

Table 1 (continuation)

Q1 Firstly, can I ask what is the main purpose of your visit to this location today?

Base: All respondents

	Total	Friday Location									Saturday Location								
		DALSTON	Dalston King sland	Dalston Ridley Road Market	HACKNEY MARE STREET	Hackney Mare Street North	Hackney Mare Street South	STOKE NEWING TON	Stoke Newing ton	Stoke Newing ton Church Street	DALSTON	Dalston King sland	Dalston Ridley Road Market	HACKNEY MARE STREET	Hackney Mare Street North	Hackney Mare Street South	STOKE NEWING TON	Stoke Newing ton	Stoke Newing ton Church Street
		A	B	*C	D	*E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Base	517	65	44	21	63	26	37	98	41	57	87	37	50	97	48	49	94	58	36
I live here	71 14%	5 8%	5 11%	0 0%	7 11%	1 4%	6 16%	20 20%	4 10%	16 28%	7 8%	6 16%	1 2%	17 18%	11 23%	6 12%	14 15%	10 17%	4 11%
								A		ABDH		L		L	JL	L	L	L	
Shopping for food and groceries at shops other than supermarkets	69 13%	5 8%	3 7%	2 10%	8 13%	4 15%	4 11%	12 12%	7 17%	5 9%	26 30%	3 8%	23 46%	7 7%	3 6%	4 8%	10 11%	4 7%	6 17%
											KMNOFQ		KMNOFQR						
Supermarket shopping	67 13%	6 9%	5 11%	1 5%	8 13%	3 12%	5 14%	3 3%	1 2%	2 4%	8 9%	5 14%	3 6%	19 20%	13 27%	6 12%	19 20%	16 28%	3 8%
			G		G		G							JL	JLR		JL	JLR	
I work here	49 9%	4 6%	4 9%	0 0%	7 11%	6 23%	1 3%	14 14%	8 20%	6 11%	7 8%	5 14%	2 4%	7 7%	5 10%	2 4%	8 9%	5 9%	3 8%
									AF										
Shopping for clothes/shoes/homewares	43 8%	6 9%	6 14%	0 0%	2 3%	0 0%	2 5%	5 5%	2 5%	3 5%	9 10%	3 8%	6 12%	16 16%	8 17%	8 16%	4 4%	4 7%	0 0%
			D								R		R	PR	PR	PR			
Meeting friends	42 8%	4 6%	2 5%	2 10%	3 5%	2 8%	1 3%	7 7%	5 12%	2 4%	6 7%	3 8%	3 6%	10 10%	3 6%	7 14%	10 11%	2 3%	8 22%
																Q			JLNQ
Visiting the market	28 5%	16 25%	5 11%	11 52%	1 2%	1 4%	0 0%	1 1%	1 2%	0 0%	7 8%	1 3%	6 12%	0 0%	0 0%	0 0%	2 2%	2 3%	0 0%
		DFGHI	DFGI								MNO		MNOPR						
Visiting pub/cafe/ restaurant	26 5%	4 6%	3 7%	1 5%	2 3%	1 4%	1 3%	5 5%	3 7%	2 4%	1 1%	1 3%	0 0%	0 0%	0 0%	0 0%	14 15%	7 12%	7 19%
																JLMNO	JLMNO	JKLMNO	
Education	19 4%	0 0%	0 0%	0 0%	10 16%	6 23%	4 11%	4 4%	1 2%	3 5%	1 1%	1 3%	0 0%	3 3%	2 4%	1 2%	1 1%	0 0%	1 3%
					ABGH		AB												

Columns Tested: A,B,C,D,E,F,G,H,I - J,K,L,M,N,O,P,Q,R

Table 1 (continuation)

Q1 Firstly, can I ask what is the main purpose of your visit to this location today?

Base: All respondents

	Total	Friday Location									Saturday Location								
		DALSTON	Dalston King sland	Dalston Ridley Road Market	HACKNEY MARE STREET	Hackney Mare Street North	Hackney Mare Street South	STOKE NEWING TON	Stoke Newing ton	Stoke Newing ton Church Street	DALSTON	Dalston King sland	Dalston Ridley Road Market	HACKNEY MARE STREET	Hackney Mare Street North	Hackney Mare Street South	STOKE NEWING TON	Stoke Newing ton	Stoke Newing ton Church Street
		A	B	*C	D	*E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Base	517	65	44	21	63	26	37	98	41	57	87	37	50	97	48	49	94	58	36
Other forms of shopping	17 3%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	6 6% AD	3 7% AD	3 5%	5 6%	3 8% N	2 4%	3 3%	0 0%	3 6%	2 2%	1 2%	1 3%
Leisure/ recreation	15 3%	0 0%	0 0%	0 0%	3 5%	0 0%	3 8% A	2 2%	1 2%	1 2%	4 5%	4 11% LNPQ	0 0%	4 4%	0 0%	4 8% LNQ	2 2%	0 0%	2 6%
Visiting bank/ building society	8 2%	1 2%	1 2%	0 0%	3 5% G	2 8%	1 3%	0 0%	0 0%	0 0%	1 1%	0 0%	1 2%	1 1%	0 0%	1 2%	2 2%	2 3%	0 0%
Other	56 11%	12 18%	10 23%	2 10%	9 14%	0 0%	9 24%	18 18%	4 10%	14 25%	3 3%	2 5%	1 2%	9 9%	3 6%	6 12% JL	5 5%	4 7%	1 3%
Not stated	7 1%	2 3%	0 0%	2 10%	0 0%	0 0%	0 0%	1 1%	1 2%	0 0%	2 2%	0 0%	2 4%	1 1%	0 0%	1 2%	1 1%	1 2%	0 0%

Columns Tested: A,B,C,D,E,F,G,H,I - J,K,L,M,N,O,P,Q,R

Table 2
Q1b ... And what else so you intend to do in this area today?
Base: All respondents

	Total	Friday and Saturday Locations										Area of Residence		
		DALSTON	Dalston Kings land	Dalston Ridley Road Market	HACKNEY MARE STREET	Hackney Mare Street North	Hackney Mare Street South	STOKE NEWING TON	Stoke Newing ton	Stoke Newing ton Church Street	Local bor	Other London bor	Else where UK/ Abroad	
		A	B	C	D	E	F	G	H	I	J	K	*L	
Base	517	152	81	71	161	74	87	195	101	94	408	83	18	
Shopping for food and groceries at shops other than supermarkets	54 10%	16 11%	6 7%	10 14%	6 4%	2 3%	4 5%	32 16%	14 14%	18 19%	43 11%	10 12%	1 6%	
		DE		DEF				BDEF	DEF	BDEF				
I live here	48 9%	5 3%	4 5%	1 1%	13 8%	7 9%	6 7%	30 15%	10 10%	20 21%	48 12%	0 0%	0 0%	
						C		ABCDF	AC	ABCDEF	K			
										H				
Meeting friends	32 6%	4 3%	2 2%	2 3%	6 4%	3 4%	3 3%	22 11%	12 12%	10 11%	25 6%	5 6%	2 11%	
								ABCDF	ABCDF	ABD				
Visiting pub/ cafe/ restaurant	30 6%	2 1%	1 1%	1 1%	5 3%	2 3%	3 3%	23 12%	5 5%	18 19%	20 5%	7 8%	3 17%	
								ABCDEF		ABCDEF			H	
Shopping for clothes/ shoes/homewares	22 4%	15 10%	8 10%	7 10%	2 1%	1 1%	1 1%	5 3%	1 1%	4 4%	19 5%	0 0%	3 17%	
		DEFGH	DEFGH	DEFGH							K			
Other forms of shopping	18 3%	3 2%	2 2%	1 1%	2 1%	0 0%	2 2%	13 7%	2 2%	11 12%	16 4%	2 2%	0 0%	
								ADE		ABCDEF			H	
Supermarket shopping	14 3%	4 3%	2 2%	2 3%	6 4%	1 1%	5 6%	3 2%	1 1%	2 2%	12 3%	2 2%	0 0%	
Leisure/ recreation	13 3%	1 1%	1 1%	0 0%	2 1%	0 0%	2 2%	10 5%	0 0%	10 11%	9 2%	1 1%	1 6%	
								ADEH		ABCDEF			H	

Columns Tested: A,B,C,D,E,F,G,H,I - J,K,L

Table 2 (continuation)

Q1b ... And what else so you intend to do in this area today?

Base: All respondents

	Total	Friday and Saturday Locations									Area of Residence		
		DALSTON	Dalston Kings land	Dalston Ridley Road Market	HACKNEY MARE STREET	Hackney Mare Street North	Hackney Mare Street South	STOKE NEWING TON	Stoke Newing ton	Stoke Newing ton Church Street	Local bor	Other London bor	Else where UK/ Abroad
		A	B	C	D	E	F	G	H	I	J	K	*L
Base	517	152	81	71	161	74	87	195	101	94	408	83	18
Visiting the market	10 2%	7 5%	2 2%	5 7%	1 1%	1 1%	0 0%	0 0%	0 0%	0 0%	9 2%	1 1%	0 0%
		DFGHI	G	DFGHI									
Visiting bank/ building society	7 1%	0 0%	0 0%	0 0%	2 1%	2 3%	0 0%	5 3%	0 0%	5 5%	5 1%	2 2%	0 0%
					A	A		A		ABFH			
I work here	4 1%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	4 2%	3 3%	1 1%	4 1%	0 0%	0 0%
									AD				
Education	3 1%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	3 2%	0 0%	3 3%	3 1%	0 0%	0 0%
										AD			
Other	24 5%	4 3%	3 4%	1 1%	4 2%	1 1%	3 3%	16 8%	3 3%	13 14%	19 5%	4 5%	1 6%
								ACDE		ABCDEF			
									H				
Not stated	291 56%	97 64%	54 67%	43 61%	112 70%	54 73%	58 67%	76 39%	52 51%	24 26%	220 54%	56 67%	9 50%
		GI	GHI	GI	GHI	GHI	GHI	I	GI			J	

Columns Tested: A,B,C,D,E,F,G,H,I - J,K,L

Table 2 (continuation)

Q1b ... And what else so you intend to do in this area today?

Base: All respondents

	Total	Age							Dalston - Age				Hackney - Age				Stoke Newington - Age			
		Under 18	18-24	25-34	35-44	45-55	56-64	64+	Under 18	18-34	35-55	56+	Under 18	18-34	35-55	56+	Under 18	18-34	35-55	56+
		A	B	C	D	E	*F	*G	*H	I	J	*K	*L	M	N	*O	*P	Q	R	*S
Base	517	48	71	151	123	75	23	20	15	62	56	15	21	65	62	13	10	91	79	13
Shopping for food and groceries at shops other than supermarkets	54 10%	0 0%	5 7%	11 7%	17 14%	11 15%	4 17%	4 20%	0 0%	3 5%	9 16%	2 13%	0 0%	1 2%	4 6%	1 8%	0 0%	12 13%	15 19%	5 38%
				A	A						I									
I live here	48 9%	8 17%	4 6%	17 11%	11 9%	5 7%	2 9%	1 5%	3 20%	1 2%	0 0%	1 7%	1 5%	7 11%	4 6%	1 8%	4 40%	13 14%	12 15%	1 8%
Meeting friends	32 6%	2 4%	5 7%	16 11%	7 6%	1 1%	0 0%	1 5%	1 7%	2 3%	1 2%	0 0%	0 0%	5 8%	0 0%	1 8%	1 10%	14 15%	7 9%	0 0%
				E										N						
Visiting pub/ cafe/ restaurant	30 6%	4 8%	2 3%	11 7%	9 7%	1 1%	1 4%	2 10%	1 7%	1 2%	0 0%	0 0%	1 5%	3 5%	1 2%	0 0%	2 20%	9 10%	9 11%	3 23%
Shopping for clothes/ shoes/homewares	22 4%	3 6%	2 3%	6 4%	5 4%	3 4%	1 4%	2 10%	2 13%	6 10%	5 9%	2 13%	1 5%	0 0%	1 2%	0 0%	0 0%	2 2%	2 3%	1 8%
Other forms of shopping	18 3%	2 4%	0 0%	4 3%	4 3%	5 7%	1 4%	2 10%	0 0%	1 2%	0 0%	2 13%	1 5%	0 0%	1 2%	0 0%	1 10%	3 3%	8 10%	1 8%
						B														
Supermarket shopping	14 3%	0 0%	5 7%	1 1%	5 4%	2 3%	1 4%	0 0%	0 0%	1 2%	3 5%	0 0%	0 0%	2 3%	3 5%	1 8%	0 0%	2 2%	1 1%	0 0%
				C																
Leisure/ recreation	13 3%	0 0%	3 4%	4 3%	5 4%	1 1%	0 0%	0 0%	0 0%	1 2%	0 0%	0 0%	0 0%	2 3%	0 0%	0 0%	0 0%	4 4%	6 8%	0 0%
Visiting the market	10 2%	1 2%	1 1%	2 1%	2 2%	4 5%	0 0%	0 0%	0 0%	3 5%	4 7%	0 0%	0 0%	0 0%	1 2%	0 0%	0 0%	0 0%	0 0%	0 0%
Visiting bank/ building society	7 1%	1 2%	0 0%	4 3%	2 2%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	2 3%	0 0%	1 10%	4 4%	0 0%	0 0%
I work here	4 1%	0 0%	0 0%	1 1%	0 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%	1 1%	3 4%	0 0%
						D														

Columns Tested: A,B,C,D,E,F,G - H,I,J,K - L,M,N,O - P,Q,R,S

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Table 2 (continuation)

Q1b ... And what else so you intend to do in this area today?

Base: All respondents

	Total	Age							Dalston - Age				Hackney - Age				Stoke Newington - Age			
		Under 18	18-24	25-34	35-44	45-55	56-64	64+	Under 18	18-34	35-55	56+	Under 18	18-34	35-55	56+	Under 18	18-34	35-55	56+
		A	B	C	D	E	*F	*G	*H	I	J	*K	*L	M	N	*O	*P	Q	R	*S
Base	517	48	71	151	123	75	23	20	15	62	56	15	21	65	62	13	10	91	79	13
Education	3 1%	1 2%	0 0%	1 1%	0 0%	1 1%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 10%	1 1%	1 1%	0 0%
Other	24 5%	1 2%	4 6%	9 6%	3 2%	6 8%	1 4%	0 0%	0 0%	3 5%	1 2%	0 0%	0 0%	3 5%	1 2%	0 0%	1 10%	7 8%	7 9%	1 8%
Not stated	291 56%	28 58%	47 66%	80 53%	71 58%	36 48%	12 52%	13 65%	8 53%	41 66%	37 66%	9 60%	17 81%	42 65%	44 71%	9 69%	2 20%	41 45%	26 33%	5 38%

Columns Tested: A,B,C,D,E,F,G - H,I,J,K - L,M,N,O - P,Q,R,S

Table 2 (continuation)

Q1b ... And what else do you intend to do in this area today?

Base: All respondents

.	Total	Friday Location									Saturday Location								
		DALSTON	Dalston King sland	Dalston Ridley Road Market	HACKNEY MARE STREET	Hackney Mare Street North	Hackney Mare Street South	STOKE NEWING TON	Stoke Newing ton	Stoke Newing ton Church Street	DALSTON	Dalston King sland	Dalston Ridley Road Market	HACKNEY MARE STREET	Hackney Mare Street North	Hackney Mare Street South	STOKE NEWING TON	Stoke Newing ton	Stoke Newing ton Church Street
		A	B	*C	D	*E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Base	517	65	44	21	63	26	37	98	41	57	87	37	50	97	48	49	94	58	36
Shopping for food and groceries at shops other than supermarkets	54 10%	7 11%	4 9%	3 14%	2 3%	1 4%	1 3%	24 24%	7 17%	17 30%	9 10%	2 5%	7 14%	4 4%	1 2%	3 6%	8 9%	7 12%	1 3%
							ABDF		DF	ABDF			MN						
I live here	48 9%	5 8%	4 9%	1 5%	6 10%	4 15%	2 5%	15 15%	2 5%	13 23%	0 0%	0 0%	0 0%	6 6%	3 6%	3 6%	15 16%	8 14%	7 19%
									ADFH				J	J	J	JKLM	JKL	JKLM	
Meeting friends	32 6%	1 2%	1 2%	0 0%	3 5%	2 8%	1 3%	3 3%	1 2%	2 4%	3 3%	1 3%	2 4%	3 3%	1 2%	2 4%	19 20%	11 19%	8 22%
																JKLMNO	JKLMNO	JKLMNO	
Visiting pub/ cafe/ restaurant	30 6%	1 2%	1 2%	0 0%	3 5%	2 8%	1 3%	20 20%	5 12%	15 26%	1 1%	0 0%	1 2%	2 2%	0 0%	2 4%	3 3%	0 0%	3 8%
							ABDF		A	ABDF									JNQ
Shopping for clothes/ shoes/homewares	22 4%	6 9%	6 14%	0 0%	1 2%	1 4%	0 0%	3 3%	1 2%	2 4%	9 10%	2 5%	7 14%	1 1%	0 0%	1 2%	2 2%	0 0%	2 6%
			DFG								MNPQ		MNOPQ						
Other forms of shopping	18 3%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	13 13%	2 5%	11 19%	3 3%	2 5%	1 2%	2 2%	0 0%	2 4%	0 0%	0 0%	0 0%
							ABDF		ABDFH			P							
Supermarket shopping	14 3%	3 5%	2 5%	1 5%	1 2%	0 0%	1 3%	2 2%	0 0%	2 4%	1 1%	0 0%	1 2%	5 5%	1 2%	4 8%	1 1%	1 2%	0 0%
															JP				
Leisure/ recreation	13 3%	0 0%	0 0%	0 0%	1 2%	0 0%	1 3%	6 6%	0 0%	6 11%	1 1%	1 3%	0 0%	1 1%	0 0%	1 2%	4 4%	0 0%	4 11%
							A		ABDH										JLMNQ
Visiting the market	10 2%	1 2%	1 2%	0 0%	1 2%	1 4%	0 0%	0 0%	0 0%	0 0%	6 7%	1 3%	5 10%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
											MPQ		MNOPQ						

Columns Tested: A,B,C,D,E,F,G,H,I - J,K,L,M,N,O,P,Q,R

Table 2 (continuation)

Q1b ... And what else so you intend to do in this area today?

Base: All respondents

	Total	Friday Location									Saturday Location								
		DALSTON	Dalston King sland	Dalston Ridley Road Market	HACKNEY MARE STREET	Hackney Mare Street North	Hackney Mare Street South	STOKE NEWING TON	Stoke Newing ton	Stoke Newing ton Church Street	DALSTON	Dalston King sland	Dalston Ridley Road Market	HACKNEY MARE STREET	Hackney Mare Street North	Hackney Mare Street South	STOKE NEWING TON	Stoke Newing ton	Stoke Newing ton Church Street
		A	B	*C	D	*E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Base	517	65	44	21	63	26	37	98	41	57	87	37	50	97	48	49	94	58	36
Visiting bank/ building society	7 1%	0 0%	0 0%	0 0%	2 3%	2 8%	0 0%	5 5%	0 0%	5 9% AB	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
I work here	4 1%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	4 4%	3 7% AD	1 2%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
Education	3 1%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	2 2%	0 0%	2 4%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 1%	0 0%	1 3%
Other	24 5%	3 5%	3 7%	0 0%	0 0%	0 0%	0 0%	14 14%	1 2%	13 23% ADFH	1 1%	0 0%	1 2%	4 4%	1 2%	3 6%	2 2%	2 3%	0 0%
Not stated	291 56%	43 66% GHI	26 59% GI	17 81%	43 68% GHI	13 50%	30 81% BGHI	26 27% I	19 46% I	7 12% GI	54 62%	28 76% LPQR	26 52%	69 71% LPQR	41 85% JLOPQR	28 57%	47 50%	31 53%	16 44%

Columns Tested: A,B,C,D,E,F,G,H,I - J,K,L,M,N,O,P,Q,R

Table 3

Q2 What, if anything, do you intend buying / have you bought in this area today?

Base: All respondents

Total	Friday and Saturday Locations									Area of Residence			
	DALSTON	Dalston Kings land	Dalston Ridley Road Market	HACKNEY MARE STREET	Hackney Mare Street North	Hackney Mare Street South	STOKE NEWING TON	Stoke Newing ton	Stoke Newing ton Church Street	Local bor	Other London bor	Else where UK/ Abroad	
	A	B	C	D	E	F	G	H	I	J	K	*L	
Base	517	152	81	71	161	74	87	195	101	94	408	83	18
Comparison goods (clothes, shoes, homewares ,books, electrical goods, CDs, jewellery etc)	89 17%	28 18%	18 22%	10 14%	24 15%	11 15%	13 15%	35 18%	16 16%	19 20%	72 18%	9 11%	7 39%
Convenience goods (food ,drinks, toiletries, cleaning products)	189 37%	51 34%	18 22%	33 46% B	59 37% B	30 41% B	29 33%	75 38% B	36 36%	39 41% B	161 39%	25 30%	1 6%
Both convenience and comparison	55 11%	35 23%	18 22%	17 24% DEFGHI	8 5%	2 3%	6 7%	11 6%	2 2%	9 10% H	44 11%	8 10%	2 11%
Nothing	191 37%	41 27%	30 37% C	11 15%	73 45% ACI	33 45% ACI	40 46% ACI	75 38% AC	48 48% ACI	27 29% C	137 34%	42 51% J	8 44%

Columns Tested: A,B,C,D,E,F,G,H,I - J,K,L

Table 3 (continuation)
 Q2 What, if anything, do you intend buying / have you bought in this area today?
 Base: All respondents

	Total	Age							Dalston - Age				Hackney - Age				Stoke Newington - Age				
		Under 18	18-24	25-34	35-44	45-55	56-64	64+	Under 18	18-34	35-55	56+	Under 18	18-34	35-55	56+	Under 18	18-34	35-55	56+	
		A	B	C	D	E	*F	*G	*H	I	J	*K	*L	M	N	*O	*P	Q	R	*S	
Base	517	48	71	151	123	75	23	20	15	62	56	15	21	65	62	13	10	91	79	13	
Comparison goods (clothes, shoes, homewares ,books, electrical goods, CDs, jewellery etc)	89 17%	18 38%	9 13%	28 19%	16 13%	16 21%	1 4%	1 5%	6 40%	17 27%	5 9%	0 0%	5 24%	6 9%	13 21%	0 0%	6 60%	14 15%	13 16%	2 15%	
		BCD							J												
Convenience goods (food ,drinks, toiletries, cleaning products)	189 37%	10 21%	21 30%	48 32%	58 47%	32 43%	11 48%	7 35%	4 27%	18 29%	24 43%	4 27%	3 14%	21 32%	28 45%	7 54%	2 20%	28 31%	38 48%	6 46%	
				ABC		A					I				M				Q		
Both convenience and comparison	55 11%	3 6%	3 4%	11 7%	18 15%	11 15%	3 13%	3 15%	2 13%	9 15%	18 32%	3 20%	1 5%	0 0%	6 10%	1 8%	0 0%	4 4%	5 6%	2 15%	
					B	B					I				M						
Nothing	191 37%	17 35%	40 56%	65 43%	34 28%	17 23%	8 35%	9 45%	3 20%	21 34%	9 16%	8 53%	12 57%	38 58%	18 29%	5 38%	2 20%	45 49%	24 30%	3 23%	
			ADE		DE					J				N				R			

Columns Tested: A,B,C,D,E,F,G - H,I,J,K - L,M,N,O - P,Q,R,S

Table 3 (continuation)

Q2 What, if anything, do you intend buying / have you bought in this area today?

Base: All respondents

	Total	Friday Location									Saturday Location								
		DALSTON	Dalston King sland	Dalston Ridley Road Market	HACKNEY MARE STREET	Hackney Mare Street North	Hackney Mare Street South	STOKE NEWING TON	Stoke Newing ton	Stoke Newing Church Street	DALSTON	Dalston King sland	Dalston Ridley Road Market	HACKNEY MARE STREET	Hackney Mare Street North	Hackney Mare Street South	STOKE NEWING TON	Stoke Newing ton	Stoke Newing Church Street
		A	B	*C	D	*E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Base	517	65	44	21	63	26	37	98	41	57	87	37	50	97	48	49	94	58	36
Comparison goods (clothes, shoes, homewares ,books, electrical goods, CDs, jewellery etc)	89 17%	13 20%	12 27%	1 5%	8 13%	2 8%	6 16%	20 20%	4 10%	16 28%	15 17%	6 16%	9 18%	16 16%	9 19%	7 14%	15 16%	12 21%	3 8%
Convenience goods (food ,drinks, toiletries, cleaning products)	189 37%	23 35%	10 23%	13 62%	25 40%	12 46%	13 35%	31 32%	9 22%	22 39%	28 32%	8 22%	20 40%	34 35%	18 38%	16 33%	42 45%	26 45%	16 44%
Both convenience and comparison	55 11%	13 20%	11 25%	2 10%	2 3%	1 4%	1 3%	10 10%	1 2%	9 16%	22 25%	7 19%	15 30%	6 6%	1 2%	5 10%	1 1%	1 2%	0 0%
Nothing	191 37%	19 29%	14 32%	5 24%	31 49%	13 50%	18 49%	37 38%	27 66%	10 18%	22 25%	16 43%	6 12%	41 42%	20 42%	21 43%	37 39%	20 34%	17 47%

Columns Tested: A,B,C,D,E,F,G,H,I - J,K,L,M,N,O,P,Q,R

Table 4

Q3a Roughly how much do you intend spending in this area today - on food and drink bought in shops NOT restaurants/ cafes/ takeaways?

Base: All respondents

	Total	Friday and Saturday Locations									Area of Residence		
		DALSTON	Dalston Kings land	Dalston Ridley Road Market	HACKNEY MARE STREET	Hackney Mare Street North	Hackney Mare Street South	STOKE TON	Stoke Newing ton	Stoke Newing Church Street	Local bor	Other London bor	Else where UK/ Abroad
		A	B	C	D	E	F	G	H	I	J	K	*L
Base	517	152	81	71	161	74	87	195	101	94	408	83	18
Nothing	265	58	43	15	97	41	56	108	54	54	197	52	10
	51%	38%	53%	21%	60%	55%	64%	55%	53%	57%	48%	63%	56%
		C	AC		AC	AC	AC	AC	AC	AC		J	
Up to £5.99	59	17	8	9	19	10	9	22	11	11	49	9	1
	11%	11%	10%	13%	12%	14%	10%	11%	11%	12%	12%	11%	6%
£6-£9.99	14	6	3	3	3	0	3	5	3	2	11	1	2
	3%	4%	4%	4%	2%	0%	3%	3%	3%	2%	3%	1%	11%
£10-£19.99	64	14	8	6	17	9	8	31	15	16	56	7	1
	12%	9%	10%	8%	11%	12%	9%	16%	15%	17%	14%	8%	6%
£20-£49.99	90	41	14	27	21	12	9	25	15	10	75	11	2
	17%	27%	17%	38%	13%	16%	10%	13%	15%	11%	18%	13%	11%
		DFGHI		BDEFGHI									
£50+	24	15	5	10	4	2	2	4	3	1	19	3	2
	5%	10%	6%	14%	2%	3%	2%	2%	3%	1%	5%	4%	11%
		DFGHI		DEFGHI									
Not stated	1	1	0	1	0	0	0	0	0	0	1	0	0
	*%	1%	0%	1%	0%	0%	0%	0%	0%	0%	*%	0%	0%
Average in £ and p	21.07	27.37	25.26	28.82	19.00	21.52	16.32	15.51	17.55	13.10	20.48	23.03	29.38
		DFGHI		GI	DFGHI								
Standard deviation	22.19	26.09	27.52	25.20	24.44	31.11	14.43	12.59	14.49	9.55	20.35	30.55	33.37
Standard error	1.40	2.71	4.46	3.40	3.06	5.41	2.59	1.35	2.11	1.51	1.40	5.49	11.80

Columns Tested: A,B,C,D,E,F,G,H,I - J,K,L

Table 4 (continuation)

Q3a Roughly how much do you intend spending in this area today - on food and drink bought in shops NOT restaurants/ cafes/ takeaways?

Base: All respondents

	Total	Age								Dalston - Age				Hackney - Age				Stoke Newington - Age			
		Under 18	18-24	25-34	35-44	45-55	56-64	64+	Under 18	18-34	35-55	56+	Under 18	18-34	35-55	56+	Under 18	18-34	35-55	56+	
		A	B	C	D	E	*F	*G	*H	I	J	*K	*L	M	N	*O	*P	Q	R	*S	
Base	517	48	71	151	123	75	23	20	15	62	56	15	21	65	62	13	10	91	79	13	
Nothing	265 51%	34 71% DE	47 66% DE	87 58% DE	51 41%	30 40%	10 43%	6 30%	6 40%	32 52% J	14 25%	6 40%	18 86%	44 68% N	31 50%	4 31%	9 90%	57 63% R	36 46%	6 46%	
Up to £5.99	59 11%	8 17%	8 11%	14 9%	11 9%	7 9%	4 17%	6 30%	4 27%	7 11%	4 7%	1 7%	3 14%	8 12%	5 8%	3 23%	1 10%	7 8%	9 11%	5 38%	
£6-£9.99	14 3%	1 2%	1 1%	6 4%	2 2%	3 4%	0 0%	1 5%	1 7%	3 5%	2 4%	0 0%	0 0%	1 2%	1 2%	1 8%	0 0%	3 3%	2 3%	0 0%	
£10-£19.99	64 12%	2 4%	4 6%	21 14%	16 13%	12 16% AB	5 22%	2 10%	2 13%	4 6%	5 9%	2 13%	0 0%	4 6%	10 16%	3 23%	0 0%	15 16%	13 16%	2 15%	
£20-£49.99	90 17%	2 4%	7 10%	20 13%	33 27% ABC	18 24% ABC	4 17%	4 20%	2 13%	12 19%	21 38% I	5 33%	0 0%	6 9%	13 21%	2 15%	0 0%	8 9%	16 20% Q	0 0%	
£50+	24 5%	1 2%	4 6%	3 2%	10 8% C	5 7%	0 0%	0 0%	0 0%	4 6%	10 18%	0 0%	0 0%	2 3%	2 3%	0 0%	0 0%	1 1%	3 4%	0 0%	
Not stated	1 *%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 5%	0 0%	0 0%	0 0%	1 7%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	
Average in £ and p	21.07	12.86	23.29	17.31	24.01	27.44	15.69	11.23	11.44	26.30	33.45	19.38	4.00	16.57	23.84	13.00	5.00	14.21	18.14	6.57	
Standard deviation	22.19	16.38	31.42	15.99	17.96	32.69	12.47	8.92	10.88	31.36	25.22	9.80	1.73	15.36	31.59	11.91	-	10.33	14.60	4.54	
Standard error	1.40	4.38	6.41	2.00	2.12	4.87	3.46	2.47	3.63	5.73	3.89	3.46	1.00	3.35	5.67	3.97	-	1.77	2.23	1.72	

Columns Tested: A,B,C,D,E,F,G - H,I,J,K - L,M,N,O - P,Q,R,S

Table 4 (continuation)

Q3a Roughly how much do you intend spending in this area today - on food and drink bought in shops NOT restaurants/ cafes/ takeaways?

Base: All respondents

	Total	Friday Location									Saturday Location								
		DALSTON	Dalston King sland	Dalston Ridley Road Market	HACKNEY MARE STREET	Hackney Mare Street North	Hackney Mare Street South	STOKE NEWING TON	Stoke Newing ton	Stoke Newing ton Church Street	DALSTON	Dalston King sland	Dalston Ridley Road Market	HACKNEY MARE STREET	Hackney Mare Street North	Hackney Mare Street South	STOKE NEWING TON	Stoke Newing ton	Stoke Newing ton Church Street
		A	B	*C	D	*E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Base	517	65	44	21	63	26	37	98	41	57	87	37	50	97	48	49	94	58	36
Nothing	265 51%	26 40%	20 45%	6 29%	39 62%	15 58%	24 65%	55 56%	24 59%	31 54%	32 37%	23 62%	9 18%	57 59%	26 54%	31 63%	51 54%	28 48%	23 64%
Up to £5.99	59 11%	12 18%	7 16%	5 24%	11 17%	5 19%	6 16%	15 15%	6 15%	9 16%	5 6%	1 3%	4 8%	8 8%	5 10%	3 6%	7 7%	5 9%	2 6%
£6-£9.99	14 3%	1 2%	0 0%	1 5%	0 0%	0 0%	0 0%	3 3%	2 5%	1 2%	5 6%	3 8%	2 4%	3 3%	0 0%	3 6%	2 2%	1 2%	1 3%
£10-£19.99	64 12%	6 9%	3 7%	3 14%	4 6%	3 12%	1 3%	14 14%	5 12%	9 16%	8 9%	5 14%	3 6%	13 13%	6 13%	7 14%	16 17%	10 17%	6 17%
£20-£49.99	90 17%	15 23%	11 25%	4 19%	7 11%	3 12%	4 11%	9 9%	3 7%	6 11%	26 30%	3 8%	23 46%	14 14%	9 19%	5 10%	16 17%	12 21%	4 11%
£50+	24 5%	5 8%	3 7%	2 10%	2 3%	0 0%	2 5%	2 2%	1 2%	1 2%	10 11%	2 5%	8 16%	2 2%	2 4%	0 0%	2 2%	2 3%	0 0%
Not stated	1 *%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 1%	0 0%	1 2%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
Average in £ and p	21.07	23.54	26.96	18.07	15.38	10.73	19.31	13.07	14.00	12.46	30.13	22.36	32.85	21.18	26.91	14.17	17.95	19.57	14.23
Standard deviation	22.19	26.35	30.88	16.32	15.17	7.54	18.90	12.98	16.25	10.64	25.79	21.33	26.88	28.57	36.82	10.18	12.00	13.25	7.64
Standard error	1.40	4.22	6.30	4.21	3.10	2.27	5.24	1.98	3.94	2.09	3.51	5.70	4.25	4.52	7.85	2.40	1.83	2.42	2.12

Columns Tested: A,B,C,D,E,F,G,H,I - J,K,L,M,N,O,P,Q,R

Table 5
Q3b Roughly how much do you intend spending in this area on all other forms of shopping?
Base: All respondents

	Total	Friday and Saturday Locations									Area of Residence		
		DALSTON	Dalston Kingsland	Dalston Ridley Road Market	HACKNEY MARE STREET	Hackney Mare Street North	Hackney Mare Street South	STOKE NEWING TON	Stoke Newing ton	Stoke Newing Church Street	Local bor	Other London bor	Else where UK/Abroad
		A	B	C	D	E	F	G	H	I	J	K	*L
Base	517	152	81	71	161	74	87	195	101	94	408	83	18
Nothing	352 68%	92 61%	48 59%	44 62%	117 73%	58 78%	59 68%	138 71%	81 80%	57 61%	275 67%	60 72%	10 56%
Up to £24	98 19%	28 18%	18 22%	10 14%	24 15%	6 8%	18 21%	43 22%	15 15%	28 30%	77 19%	18 22%	3 17%
£25-£49	28 5%	12 8%	5 6%	7 10%	12 7%	5 7%	7 8%	4 2%	1 1%	3 3%	26 6%	1 1%	0 0%
£50-£74	22 4%	9 6%	4 5%	5 7%	7 4%	4 5%	3 3%	6 3%	2 2%	4 4%	20 5%	1 1%	1 6%
£75-£99	3 1%	1 1%	0 0%	1 1%	0 0%	0 0%	0 0%	2 1%	1 1%	1 1%	3 1%	0 0%	0 0%
£100-£199	10 2%	7 5%	4 5%	3 4%	1 1%	1 1%	0 0%	1 1%	0 0%	1 1%	4 1%	2 2%	4 22%
£200+	4 1%	3 2%	2 2%	1 1%	0 0%	0 0%	0 0%	1 1%	1 1%	0 0%	3 1%	1 1%	0 0%
Average in £ and p	32.50	45.13	43.21	47.48	25.30	35.63	19.39	24.53	31.40	20.81	30.80	31.74	64.00
Standard deviation	42.69	54.92	52.89	58.22	27.43	36.54	18.90	33.07	45.10	24.22	40.54	53.00	41.02
Standard error	3.32	7.09	9.21	11.20	4.14	9.14	3.57	4.38	10.09	3.98	3.52	11.05	14.50

Columns Tested: A,B,C,D,E,F,G,H,I - J,K,L

Table 5 (continuation)
 Q3b Roughly how much do you intend spending in this area on all other forms of shopping?
 Base: All respondents

	Total	Age								Dalston - Age				Hackney - Age				Stoke Newington - Age			
		Under 18	18-24	25-34	35-44	45-55	56-64	64+	Under 18	18-34	35-55	56+	Under 18	18-34	35-55	56+	Under 18	18-34	35-55	56+	
		A	B	C	D	E	*F	*G	*H	I	J	*K	*L	M	N	*O	*P	Q	R	*S	
Base	517	48	71	151	123	75	23	20	15	62	56	15	21	65	62	13	10	91	79	13	
Nothing	352 68%	27 56%	54 76%	102 68%	83 67%	54 72%	16 70%	13 65%	10 67%	37 60%	34 61%	10 67%	14 67%	51 78%	43 69%	9 69%	3 30%	66 73%	59 75%	8 62%	
Up to £24	98 19%	14 29%	10 14%	32 21%	20 16%	12 16%	5 22%	4 20%	2 13%	12 19%	8 14%	5 33%	4 19%	11 17%	8 13%	1 8%	6 60%	18 20%	16 20%	3 23%	
£25-£49	28 5%	1 2%	3 4%	6 4%	7 6%	7 9%	1 4%	1 5%	0 0%	4 6%	6 11%	0 0%	1 5%	1 2%	8 13%	2 15%	0 0%	4 4%	0 0%	0 0%	
£50-£74	22 4%	6 13%	0 0%	4 3%	9 7%	1 1%	0 0%	2 10%	3 20%	2 3%	4 7%	0 0%	2 10%	1 2%	3 5%	1 8%	1 10%	1 1%	3 4%	1 8%	
£75-£99	3 1%	0 0%	0 0%	2 1%	1 1%	0 0%	0 0%	0 0%	0 0%	1 2%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 1%	1 1%	0 0%	
£100-£199	10 2%	0 0%	3 4%	4 3%	2 2%	1 1%	0 0%	0 0%	0 0%	4 6%	3 5%	0 0%	0 0%	1 2%	0 0%	0 0%	0 0%	1 1%	0 0%	0 0%	
£200+	4 1%	0 0%	1 1%	1 1%	1 1%	0 0%	1 4%	0 0%	0 0%	2 3%	1 2%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 8%	
Average in £ and p	32.50	20.95	45.29	31.78	37.63	26.00	41.43	25.71	34.00	51.92	50.68	10.00	20.43	24.50	25.21	37.00	16.43	22.16	22.85	54.40	
Standard deviation	42.69	21.47	55.45	43.22	50.41	21.44	71.42	23.34	21.91	58.79	62.87	6.48	24.23	39.51	18.56	23.22	19.59	24.99	23.91	83.60	
Standard error	3.32	4.69	13.45	6.17	7.97	4.68	26.99	8.82	9.80	11.76	13.40	2.90	9.16	10.56	4.26	11.61	7.41	5.00	5.35	37.39	

Columns Tested: A,B,C,D,E,F,G - H,I,J,K - L,M,N,O - P,Q,R,S

Table 5 (continuation)
 Q3b Roughly how much do you intend spending in this area on all other forms of shopping?
 Base: All respondents

	Friday Location										Saturday Location									
	Total	DALSTON	Dalston	Dalston	HACKNEY	Hackney	Hackney	STOKE	Stoke	Stoke	DALSTON	Dalston	Dalston	HACKNEY	Hackney	Hackney	STOKE	Stoke	Stoke	
		King	Ridley	MARE	Mare	Mare	NEWING	Stoke	Stoke	Stoke	King	King	Ridley	MARE	Mare	Mare	NEWING	Stoke	Stoke	Stoke
	sland	Road	STREET	Street	Street	TON	ton	ton	Church	sland	sland	Road	STREET	Street	Street	TON	ton	ton	Church	
		A	B	*C	D	*E	F	G	H	I	J	K	L	M	N	O	P	Q	R	
Base	517	65	44	21	63	26	37	98	41	57	87	37	50	97	48	49	94	58	36	
Nothing	352	42	24	18	46	20	26	59	31	28	50	24	26	70	38	32	76	48	28	
	68%	65%	55%	86%	73%	77%	70%	60%	76%	49%	57%	65%	52%	72%	79%	65%	81%	83%	78%	
				I	I				BI				JL	JL		JLO	JLO	JL		
Up to £24	98	11	11	0	14	6	8	29	7	22	17	7	10	10	0	10	14	8	6	
	19%	17%	25%	0%	22%	23%	22%	30%	17%	39%	20%	19%	20%	10%	0%	20%	15%	14%	17%	
									AH		N	N	N	N		N	N	N	N	
£25-£49	28	3	2	1	0	0	0	1	0	1	9	3	6	12	5	7	3	1	2	
	5%	5%	5%	5%	0%	0%	0%	1%	0%	2%	10%	8%	12%	12%	10%	14%	3%	2%	6%	
											Q		PQ	PQ		PQ				
£50-£74	22	3	3	0	3	0	3	5	1	4	6	1	5	4	4	0	1	1	0	
	4%	5%	7%	0%	5%	0%	8%	5%	2%	7%	7%	3%	10%	4%	8%	0%	1%	2%	0%	
											P		OP		OP					
£75-£99	3	0	0	0	0	0	0	2	1	1	1	0	1	0	0	0	0	0	0	
	1%	0%	0%	0%	0%	0%	0%	2%	2%	2%	1%	0%	2%	0%	0%	0%	0%	0%	0%	
£100-£199	10	3	2	1	0	0	0	1	0	1	4	2	2	1	1	0	0	0	0	
	2%	5%	5%	5%	0%	0%	0%	1%	0%	2%	5%	5%	4%	1%	2%	0%	0%	0%	0%	
											P	P								
£200+	4	3	2	1	0	0	0	1	1	0	0	0	0	0	0	0	0	0	0	
	1%	5%	5%	5%	0%	0%	0%	1%	2%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	
Average in £ and p	32.50	59.91	47.65	141.67	14.88	7.50	18.91	27.51	43.80	21.90	35.95	36.38	35.71	31.85	52.50	19.71	18.06	19.00	16.88	
Standard deviation	42.69	76.74	58.97	142.16	21.44	5.01	25.92	39.04	61.72	26.78	33.43	43.25	27.80	29.09	36.99	13.51	11.37	11.97	11.27	
Standard error	3.32	16.00	13.19	82.07	5.20	2.05	7.82	6.25	19.52	4.97	5.50	12.00	5.67	5.60	11.70	3.28	2.68	3.79	3.98	

Columns Tested: A,B,C,D,E,F,G,H,I - J,K,L,M,N,O,P,Q,R

Table 6
Q4 What was your main mode of transport here today?
Base: All respondents

	Total	Friday and Saturday Locations									Area of Residence		
		DALSTON	Dalston Kings land	Dalston Ridley Road Market	HACKNEY MARE STREET	Hackney Mare Street North	Hackney Mare Street South	STOKE NEWING TON	Stoke Newing ton	Stoke Newing ton Church Street	Local bor	Other London bor	Else where UK/ Abroad
		A	B	C	D	E	F	G	H	I	J	K	*L
Base	517	152	81	71	161	74	87	195	101	94	408	83	18
Bus	216 42%	63 41% GI	32 40%	31 44% GI	89 55% ABGHI	43 58% ABGHI	46 53% GHI	59 30%	32 32%	27 29%	167 41%	41 49%	6 33%
Walk	201	43	33	10	52	24	28	105	50	55	187	8	3
	39%	28% C	41% C	14% C	32% C	32% C	32% C	54% ABCDEF	50% ACDEF	59% ABCDEF	46% K	10%	17%
Own car	47 9%	26 17% DEFGHI	10 12% DE	16 23% DEFGHI	4 2%	0 0%	4 5%	15 8% DE	8 8% DE	7 7% E	31 8%	12 14% J	4 22%
Train	32 6%	9 6%	2 2%	7 10%	12 7%	6 8%	6 7%	10 5%	7 7%	3 3%	12 3%	16 19% J	3 17%
Tube	10 2%	4 3%	3 4%	1 1%	2 1%	0 0%	2 2%	4 2%	3 3%	1 1%	4 1%	4 5% J	2 11%
Cycle	6 1%	4 3% D	1 1%	3 4% D	0 0%	0 0%	0 0%	2 1%	1 1%	1 1%	4 1%	0 0%	0 0%
Motorcycle/ moped	1 *%	0 0%	0 0%	0 0%	1 1%	0 0%	1 1%	0 0%	0 0%	0 0%	1 *%	0 0%	0 0%
Taxi	0 0%	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	1 *%	0 0%	0 0%	0 0%	1 1%	1 1%	0 0%	0 0%	0 0%	0 0%	0 0%	1 1% J	0 0%
Not stated	3 1%	3 2% G	0 0%	3 4% DGHI	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	2 *%	1 1%	0 0%

Columns Tested: A,B,C,D,E,F,G,H,I - J,K,L

Table 6 (continuation)

Q4 What was your main mode of transport here today?

Base: All respondents

	Total	Age							Dalston - Age				Hackney - Age				Stoke Newington - Age			
		Under 18	18-24	25-34	35-44	45-55	56-64	64+	Under 18	18-34	35-55	56+	Under 18	18-34	35-55	56+	Under 18	18-34	35-55	56+
		A	B	C	D	E	*F	*G	*H	I	J	*K	*L	M	N	*O	*P	Q	R	*S
Base	517	48	71	151	123	75	23	20	15	62	56	15	21	65	62	13	10	91	79	13
Bus	216 42%	23 48%	25 35%	54 36%	55 45%	29 39%	9 39%	17 85%	9 60%	19 31%	19 34%	12 80%	8 38%	32 49%	41 66%	8 62%	4 40%	27 30%	24 30%	4 31%
Walk	201 39%	19 40%	34 48%	61 40%	44 36%	31 41%	8 35%	3 15%	4 27%	18 29%	19 34%	2 13%	9 43%	27 42%	13 21%	3 23%	6 60%	49 54%	43 54%	6 46%
Own car	47 9%	1 2%	5 7%	13 9%	13 11%	11 15%	4 17%	0 0%	1 7%	10 16%	14 25%	1 7%	0 0%	1 2%	2 3%	1 8%	0 0%	5 5%	8 10%	2 15%
Train	32 6%	3 6%	4 6%	12 8%	8 7%	3 4%	2 9%	0 0%	0 0%	6 10%	3 5%	0 0%	3 14%	3 5%	5 8%	1 8%	0 0%	7 8%	2 3%	1 8%
Tube	10 2%	0 0%	1 1%	6 4%	2 2%	1 1%	0 0%	0 0%	0 0%	4 6%	0 0%	0 0%	0 0%	1 2%	1 2%	0 0%	0 0%	2 2%	2 3%	0 0%
Cycle	6 1%	1 2%	1 1%	2 1%	1 1%	0 0%	0 0%	0 0%	1 7%	2 3%	1 2%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 1%	0 0%	0 0%
Motorcycle/ moped	1 *%	0 0%	0 0%	1 1%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 2%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
Taxi	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	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	1 *%	1 2%	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%	0 0%	0 0%	0 0%	0 0%	0 0%
Not stated	3 1%	0 0%	1 1%	2 1%	0 0%	0 0%	0 0%	0 0%	0 0%	3 5%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%

Columns Tested: A,B,C,D,E,F,G - H,I,J,K - L,M,N,O - P,Q,R,S

Table 6 (continuation)
 Q4 What was your main mode of transport here today?
 Base: All respondents

	Total	Friday Location									Saturday Location								
		DALSTON	Dalston	Dalston	HACKNEY	Hackney	Hackney	STOKE	Stoke	Stoke	DALSTON	Dalston	Dalston	HACKNEY	Hackney	Hackney	STOKE	Stoke	Stoke
		King sland	Ridley Road Market	Dalston Ridley Road Market	MARE STREET	Mare Street North	Mare Street South	NEWING TON	Newing ton	Newing ton Church Street	King sland	Ridley Road Market	Dalston Ridley Road Market	MARE STREET	Mare Street North	Mare Street South	NEWING TON	Newing ton	Newing ton Church Street
A	B	*C	D	*E	F	G	H	I	J	K	L	M	N	O	P	Q	R		
Base	517	65	44	21	63	26	37	98	41	57	87	37	50	97	48	49	94	58	36
Bus	216 42%	24 37%	19 43%	5 24%	32 51%	11 42%	21 57%	27 28%	10 24%	17 30%	39 45%	13 35%	26 52%	57 59%	32 67%	25 51%	32 34%	22 38%	10 28%
				GHI			GHI						PR	KPQR	JKPQR	R			
Walk	201 39%	22 34%	18 41%	4 19%	17 27%	8 31%	9 24%	58 59%	24 59%	34 60%	21 24%	15 41%	6 12%	34 35%	16 33%	18 37%	46 49%	26 45%	20 56%
							ABDF	ADF	ADF			L		L	L	L	JL	JL	JLMN
Own car	47 9%	11 17%	5 11%	6 29%	2 3%	0 0%	2 5%	8 8%	4 10%	4 7%	15 17%	5 14%	10 20%	2 2%	0 0%	2 4%	7 7%	4 7%	3 8%
		D									MNOP	MN	MNOPQ					N	
Train	32 6%	2 3%	1 2%	1 5%	9 14%	6 23%	3 8%	2 2%	1 2%	1 2%	7 8%	1 3%	6 12%	3 3%	0 0%	3 6%	8 9%	6 10%	2 6%
				ABGHI							N		MN			N	N		
Tube	10 2%	2 3%	1 2%	1 5%	2 3%	0 0%	2 5%	3 3%	2 5%	1 2%	2 2%	2 5%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
												MP							
Cycle	6 1%	1 2%	0 0%	1 5%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	3 3%	1 3%	2 4%	0 0%	0 0%	0 0%	1 1%	0 0%	1 3%
												M							
Motorcycle/ moped	1 *	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%	1 2%	0 0%	0 0%	0 0%
Taxi	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	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	1 *	0 0%	0 0%	0 0%	1 2%	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%	0 0%
Not stated	3 1%	3 5%	0 0%	3 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 0%	0 0%

Columns Tested: A,B,C,D,E,F,G,H,I - J,K,L,M,N,O,P,Q,R

Table 7
Q5 How long did your journey take?
Base: All respondents

	Total	Friday and Saturday Locations										Area of Residence		
		DALSTON	Dalston Kings land	Dalston Ridley Road Market	HACKNEY MARE STREET	Hackney Mare Street North	Hackney Mare Street South	STOKE NEWING TON	Stoke Newing ton	Stoke Newing ton Church Street	Local bor	Other London bor	Else where UK/ Abroad	
		A	B	C	D	E	F	G	H	I	J	K	*L	
Base	517	152	81	71	161	74	87	195	101	94	408	83	18	
0-10 minutes (5.0)	209 40%	65 43% DE	40 49% DEF	25 35%	46 29%	19 26%	27 31%	95 49% DEF	49 49% DEF	46 49% DEF	193 47% K	7 8%	5 28%	
11-20 minutes (15.5)	163 32%	34 22%	16 20%	18 25%	71 44% ABCGHI	36 49% ABCGHI	35 40% AB	57 29%	30 30%	27 29%	143 35% K	15 18%	3 17%	
21-30 minutes (25.5)	61 12%	20 13%	8 10%	12 17% G	23 14%	10 14%	13 15%	16 8%	8 8%	8 9%	49 12%	10 12%	2 11%	
31-45 minutes (38.0)	28 5%	4 3%	1 1%	3 4%	6 4%	2 3%	4 5%	15 8% AB	7 7%	8 9% AB	10 2%	18 22% J	0 0%	
Over 45 minutes (53.0)	55 11%	29 19% DPGHI	16 20% DGHI	13 18% GHI	15 9%	7 9%	8 9%	11 6% G	6 6%	5 5%	13 3%	33 40% J	7 39%	
Not stated	1 *%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 1%	1 1%	0 0%	0 0%	0 0%	1 6%	
Average time in minutes	17.65	20.07 GHI	18.99 G	21.31 GHI	18.26 G	18.31	18.22	15.05	14.98	15.12	13.48	35.61 J	29.03	
Standard deviation	15.15	17.98	18.45	17.47	13.76	13.53	14.02	13.49	13.54	13.50	10.84	17.01	21.63	
Standard error	.67	1.46	2.05	2.07	1.08	1.57	1.50	.97	1.35	1.39	.54	1.87	5.25	

Columns Tested: A,B,C,D,E,F,G,H,I - J,K,L

Table 7 (continuation)
 Q5 How long did your journey take?
 Base: All respondents

	Total	Age								Dalston - Age				Hackney - Age				Stoke Newington - Age			
		Under 18	18-24	25-34	35-44	45-55	56-64	64+	Under 18	18-34	35-55	56+	Under 18	18-34	35-55	56+	Under 18	18-34	35-55	56+	
		A	B	C	D	E	*F	*G	*H	I	J	*K	*L	M	N	*O	*P	Q	R	*S	
Base	517	48	71	151	123	75	23	20	15	62	56	15	21	65	62	13	10	91	79	13	
0-10 minutes (5.0)	209 40%	24 50%	27 38%	60 40%	45 37%	32 43%	11 48%	8 40%	8 53%	26 42%	23 41%	8 53%	8 38%	22 34%	11 18%	5 38%	7 70%	37 41%	43 54%	6 46%	
11-20 minutes (15.5)	163 32%	15 31%	21 30%	43 28%	45 37%	22 29%	8 35%	8 40%	4 27%	13 21%	12 21%	4 27%	8 38%	24 37%	34 55%	5 38%	2 20%	27 30%	21 27%	7 54%	
21-30 minutes (25.5)	61 12%	5 10%	8 11%	14 9%	16 13%	14 19%	1 4%	2 10%	2 13%	5 8%	12 21%	0 0%	3 14%	6 9%	11 18%	3 23%	0 0%	10 11%	6 8%	0 0%	
31-45 minutes (38.0)	28 5%	1 2%	7 10%	11 7%	6 5%	1 1%	1 4%	1 5%	0 0%	2 3%	2 4%	0 0%	0 0%	4 6%	2 3%	0 0%	1 10%	11 12%	3 4%	0 0%	
Over 45 minutes (53.0)	55 11%	3 6%	8 11%	23 15%	10 8%	6 8%	2 9%	1 5%	1 7%	16 26%	7 13%	3 20%	2 10%	9 14%	4 6%	0 0%	0 0%	6 7%	5 6%	0 0%	
Not stated	1 *%	0 0%	0 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%	0 0%	0 0%	1 1%	0 0%	
Average time in minutes	17.65	14.10	19.08	19.61	17.12	16.19	15.15	15.30	13.73	22.31	18.82	17.40	16.50	19.45	18.56	13.77	10.40	17.52	13.75	10.65	
Standard deviation	15.15	12.86	15.88	17.01	13.89	13.67	14.51	12.55	13.21	19.84	15.94	18.99	14.10	16.15	11.71	8.23	10.63	14.42	13.32	5.45	
Standard error	.67	1.86	1.89	1.38	1.26	1.58	3.02	2.81	3.41	2.52	2.13	4.90	3.08	2.00	1.49	2.28	3.36	1.51	1.51	1.51	
Columns Tested:		A,B,C,D,E,F,G		H,I,J,K		L,M,N,O		P,Q,R,S													

Table 7 (continuation)
 Q5 How long did your journey take?
 Base: All respondents

	Total	Friday Location										Saturday Location								
		DALSTON	Dalston	Dalston	HACKNEY	Hackney	Hackney	STOKE	Stoke	Stoke	DALSTON	Dalston	Dalston	HACKNEY	Hackney	Hackney	STOKE	Stoke	Stoke	
		King sland	Ridley Road	Ridley Road Market	MARE STREET	Mare Street North	Mare Street South	NEWING TON	Newing ton	Newing ton Church Street	King sland	Ridley Road	Ridley Road Market	MARE STREET	Mare Street North	Mare Street South	NEWING TON	Newing ton	Newing ton Church Street	
	A	B	*C	D	*E	F	G	H	I	J	K	L	M	N	O	P	Q	R		
Base	517	65	44	21	63	26	37	98	41	57	87	37	50	97	48	49	94	58	36	
0-10 minutes (5.0)	209 40%	30 46% D	22 50% D	8 38%	17 27%	5 19%	12 32%	52 53% DF	24 59% DF	28 49% D	35 40%	18 49% M	17 34%	29 30%	14 29%	15 31%	42 45% M	25 43%	17 47%	
11-20 minutes (15.5)	163 32%	8 12%	6 14%	2 10%	23 37% AB	10 38%	13 35% AB	25 26% A	9 22%	16 28% A	26 30%	10 27%	16 32%	47 48% JKP	26 54% JKLPQR	21 43%	31 33%	20 34%	11 31%	
21-30 minutes (25.5)	61 12%	8 12%	6 14% G	2 10% GHI	13 21% GHI	7 27%	6 16% GH	4 4%	1 2%	3 5%	12 14%	2 5%	10 20% N	10 10%	3 6%	7 14%	12 13%	7 12%	5 14%	
31-45 minutes (38.0)	28 5%	0 0%	0 0%	0 0%	4 6% A	1 4%	3 8% A	9 9% AB	3 7% A	6 11% AB	4 5%	1 3%	3 6%	2 2%	1 2%	1 2%	6 6% A	4 7% A	2 6% A	
Over 45 minutes (53.0)	55 11%	19 29% DFGHI	10 23% GI	9 43%	6 10%	3 12%	3 8%	7 7%	3 7%	4 7%	10 11% P	6 16% PQ	4 8%	9 9%	4 8%	5 10%	3 3%	2 3%	1 3%	
Not stated	1 *%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 1%	1 2%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	
Average time in minutes	17.65	22.85	20.14	28.52	19.73	21.37	18.58	15.08	13.95	15.87	18.00	17.62	18.28	17.34	16.66	18.00	14.72	15.03	14.22	
Standard deviation	15.15	20.66	19.38	22.56	14.20	14.26	14.25	14.62	14.66	14.66	15.48	17.45	14.02	13.52	12.97	14.13	11.84	12.05	11.63	
Standard error	.67	2.56	2.92	4.92	1.79	2.80	2.34	1.48	2.32	1.94	1.66	2.87	1.98	1.37	1.87	2.02	1.22	1.58	1.94	

Columns Tested: A,B,C,D,E,F,G,H,I - J,K,L,M,N,O,P,Q,R

Table 8
Q6 How often do you come to this location?
Base: All respondents

	Total	Friday and Saturday Locations									Area of Residence		
		DALSTON Kings land	Dalston Road Market	Dalston Ridley Road Market	HACKNEY MARE STREET	Hackney Mare Street North	Hackney Mare Street South	STOKE NEWING TON	Stoke Newing ton	Stoke Newing ton Church Street	Local bor	Other London bor	Else where UK/ Abroad
		A	B	C	D	E	F	G	H	I	J	K	*L
Base	517	152	81	71	161	74	87	195	101	94	408	83	18
Daily	199 38%	41 27%	28 35%	13 18%	64 40%	27 36%	37 43%	92 47%	38 38%	54 57%	177 43%	17 20%	4 22%
			C		AC	C	AC	AC	C	ABCDEFH	K		
More than once a week	193 37%	69 45%	35 43%	34 48%	62 39%	34 46%	28 32%	62 32%	37 37%	25 27%	160 39%	24 29%	4 22%
		FGI	I	FGI		GI							
Once every 2-3 weeks	64 12%	23 15%	10 12%	13 18%	15 9%	7 9%	8 9%	24 12%	15 15%	9 10%	48 12%	14 17%	1 6%
Monthly	24 5%	12 8%	4 5%	8 11%	5 3%	2 3%	3 3%	6 3%	3 3%	3 3%	12 3%	12 14%	0 0%
		G		DEGHI								J	
Every few months	10 2%	1 1%	1 1%	0 0%	3 2%	1 1%	2 2%	6 3%	4 4%	2 2%	2 *	3 4%	5 28%
											J		
Rarely	22 4%	5 3%	3 4%	2 3%	9 6%	0 0%	9 10%	4 2%	3 3%	1 1%	9 2%	9 11%	3 17%
					E		AEGHI					J	
This is my first visit	5 1%	1 1%	0 0%	1 1%	3 2%	3 4%	0 0%	1 1%	1 1%	0 0%	0 0%	4 5%	1 6%
						G						J	

Columns Tested: A,B,C,D,E,F,G,H,I - J,K,L

Table 8 (continuation)
 Q6 How often do you come to this location?
 Base: All respondents

	Total	Age							Dalston - Age				Hackney - Age				Stoke Newington - Age			
		Under 18	18-24	25-34	35-44	45-55	56-64	64+	Under 18	18-34	35-55	56+	Under 18	18-34	35-55	56+	Under 18	18-34	35-55	56+
		A	B	C	D	E	*F	*G	*H	I	J	*K	*L	M	N	*O	*P	Q	R	*S
Base	517	48	71	151	123	75	23	20	15	62	56	15	21	65	62	13	10	91	79	13
Daily	199 38%	28 58%	29 41%	54 36%	41 33%	31 41%	7 30%	8 40%	6 40%	17 27%	10 18%	8 53%	15 71%	24 37%	21 34%	4 31%	7 70%	41 45%	41 52%	2 15%
		CD																		
More than once a week	193 37%	9 19%	24 34%	53 35%	53 43%	29 39%	13 57%	10 50%	7 47%	24 39%	31 55%	6 40%	2 10%	22 34%	30 48%	8 62%	0 0%	31 34%	21 27%	9 69%
				A	A	A														
Once every 2-3 weeks	64 12%	7 15%	8 11%	19 13%	15 12%	9 12%	1 4%	2 10%	2 13%	10 16%	7 13%	1 7%	2 10%	5 8%	7 11%	1 8%	2 20%	11 12%	10 13%	1 8%
Monthly	24 5%	1 2%	2 3%	10 7%	6 5%	5 7%	0 0%	0 0%	0 0%	6 10%	6 11%	0 0%	0 0%	4 6%	1 2%	0 0%	1 10%	2 2%	3 4%	0 0%
Every few months	10 2%	1 2%	0 0%	3 2%	5 4%	0 0%	1 4%	0 0%	0 0%	0 0%	1 2%	0 0%	1 5%	1 2%	1 2%	0 0%	0 0%	2 2%	3 4%	1 8%
Rarely	22 4%	2 4%	5 7%	10 7%	3 2%	1 1%	1 4%	0 0%	0 0%	4 6%	1 2%	0 0%	1 5%	6 9%	2 3%	0 0%	0 0%	3 3%	1 1%	0 0%
This is my first visit	5 1%	0 0%	3 4%	2 1%	0 0%	0 0%	0 0%	0 0%	0 0%	1 2%	0 0%	0 0%	0 0%	3 5%	0 0%	0 0%	0 0%	1 1%	0 0%	0 0%
				D																

Columns Tested: A,B,C,D,E,F,G - H,I,J,K - L,M,N,O - P,Q,R,S

Table 8 (continuation)
 Q6 How often do you come to this location?
 Base: All respondents

	Total	Friday Location									Saturday Location								
		DALSTON	Dalston King sland	Dalston Ridley Road Market	HACKNEY MARE STREET	Hackney Mare Street North	Hackney Mare Street South	STOKE NEWING TON	Stoke Newing ton	Stoke Newing ton Church Street	DALSTON	Dalston King sland	Dalston Ridley Road Market	HACKNEY MARE STREET	Hackney Mare Street North	Hackney Mare Street South	STOKE NEWING TON	Stoke Newing ton	Stoke Newing ton Church Street
		A	B	*C	D	*E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Base	517	65	44	21	63	26	37	98	41	57	87	37	50	97	48	49	94	58	36
Daily	199 38%	21 32%	18 41%	3 14%	24 38%	9 35%	15 41%	60 61%	21 51%	39 68%	20 23%	10 27%	10 20%	40 41%	18 38%	22 45%	31 33%	17 29%	14 39%
							ABDF		ABDF				JL		JL				
More than once a week	193 37%	30 46% GI	18 41% GI	12 57%	26 41% GI	13 50%	13 35%	24 24%	13 32%	11 19%	39 45%	17 46%	22 44%	35 36%	21 44%	14 29%	36 38%	22 38%	14 39%
Once every 2-3 weeks	64 12%	7 11% GI	5 11% GI	2 10%	7 11% GI	2 8%	5 14% GI	3 3%	2 5%	1 2%	16 18% MO	5 14%	11 22% MO	8 8%	5 10%	3 6%	21 22% MO	13 22% MO	8 22% MO
Monthly	24 5%	5 8% D	2 5%	3 14%	0 0%	0 0%	0 0%	4 4%	1 2%	3 5%	7 8%	2 5%	5 10% P	5 5%	2 4%	3 6%	2 2%	2 3%	0 0%
Every few months	10 2%	0 0%	0 0%	0 0%	2 3%	1 4%	1 3%	5 5%	3 7% A	2 4%	1 1%	1 3%	0 0%	1 1%	0 0%	1 2%	1 1%	1 2%	0 0%
Rarely	22 4%	1 2%	1 2%	0 0%	3 5%	0 0%	3 8%	2 2%	1 2%	1 2%	4 5%	2 5%	2 4%	6 6%	0 0%	6 12% NPR	2 2%	2 3%	0 0%
This is my first visit	5 1%	1 2%	0 0%	1 5%	1 2%	1 4%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	2 2%	2 4%	0 0%	1 1%	1 2%	0 0%

Columns Tested: A,B,C,D,E,F,G,H,I - J,K,L,M,N,O,P,Q,R

Table 9

Q7 How long do you intend to stay in this area today (from the time you arrived)?

Base: All those who don't say their main reason for being in the area is working

	Total	Friday and Saturday Locations									Area of Residence		
		DALSTON	Dalston Kings land	Dalston Ridley Road Market	HACKNEY MARE STREET	Hackney Mare Street North	Hackney Mare Street South	STOKE NEWING TON	Stoke Newing ton	Stoke Newing ton Church Street	Local bor	Other London bor	Else where UK/ Abroad
		A	B	C	D	E	F	G	H	I	J	K	*L
Base	468	141	72	69	147	63	84	172	87	85	382	61	17
Less than 30 minutes	86 18%	29 21%	15 21%	14 20%	22 15%	8 13%	14 17%	32 19%	24 28%	8 9%	72 19%	11 18%	1 6%
		I	I						DEI				
30 minutes to 1 hour	119 25%	46 33%	25 35%	21 30%	39 27%	10 16%	29 35%	31 18%	21 24%	10 12%	103 27%	10 16%	4 24%
		EGI	EGI	GI	I		EGI		I				
Between 1-2 hours	124 26%	32 23%	16 22%	16 23%	42 29%	27 43%	15 18%	48 28%	27 31%	21 25%	107 28%	11 18%	4 24%
					ABCD	FGI			F				
Between 2-3 hours	61 13%	16 11%	8 11%	8 12%	23 16%	12 19%	11 13%	22 13%	10 11%	12 14%	39 10%	20 33%	2 12%
												J	
Between 3-4 hours	14 3%	6 4%	2 3%	4 6%	5 3%	1 2%	4 5%	3 2%	0 0%	3 4%	8 2%	3 5%	3 18%
				H			H						
Over 4 hours	63 13%	11 8%	5 7%	6 9%	16 11%	5 8%	11 13%	36 21%	5 6%	31 36%	52 14%	6 10%	3 18%
							ABCDEH		ABCDEF	GH			
Not stated	1 *%	1 1%	1 1%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 *%	0 0%	0 0%
Average time in hours and minutes	1.58	1.41	1.35	1.47	1.59	2.03	1.56	2.14	1.30	3.00	1.54	2.12	2.39
						ABCDH		ABCDFH		ABCDEF		J	
										GH			
Standard deviation	1.57	1.44	1.39	1.49	1.47	1.29	1.59	1.72	1.32	1.76	1.56	1.51	1.62
Standard error	.07	.12	.16	.18	.12	.16	.17	.13	.14	.19	.08	.19	.39

Columns Tested: A,B,C,D,E,F,G,H,I - J,K,L

Table 9 (continuation)

Q7 How long do you intend to stay in this area today (from the time you arrived)?

Base: All those who don't say their main reason for being in the area is working

	Total	Age							Dalston - Age				Hackney - Age				Stoke Newington - Age			
		Under 18	18-24	25-34	35-44	45-55	56-64	64+	Under 18	18-34	35-55	56+	Under 18	18-34	35-55	56+	Under 18	18-34	35-55	56+
		A	B	C	D	E	*F	*G	*H	I	J	*K	*L	M	N	*O	*P	Q	R	*S
Base	468	46	64	132	113	65	22	20	14	57	52	14	20	59	55	13	10	77	70	13
Less than 30 minutes	86 18%	9 20%	18 28%	22 17%	18 16%	11 17%	6 27%	1 5%	5 36%	10 18%	10 19%	3 21%	1 5%	13 22%	7 13%	1 8%	2 20%	15 19%	12 17%	3 23%
30 minutes to 1 hour	119 25%	12 26%	7 11%	34 26%	25 22%	23 35%	7 32%	9 45%	4 29%	19 33%	16 31%	6 43%	6 30%	12 20%	16 29%	5 38%	1 10%	10 13%	15 21%	4 31%
Between 1-2 hours	124 26%	7 15%	12 19%	31 23%	38 34%	20 31%	7 32%	8 40%	1 7%	11 19%	15 29%	4 29%	3 15%	12 20%	21 38%	6 46%	3 30%	19 25%	22 31%	4 31%
Between 2-3 hours	61 13%	5 11%	11 17%	22 17%	19 17%	2 3%	1 5%	1 5%	2 14%	6 11%	7 13%	1 7%	2 10%	13 22%	7 13%	1 8%	1 10%	14 18%	7 10%	0 0%
Between 3-4 hours	14 3%	3 7%	3 5%	3 2%	3 3%	3 3%	0 0%	0 0%	1 7%	2 4%	3 6%	0 0%	2 10%	2 3%	1 2%	0 0%	0 0%	2 3%	1 1%	0 0%
Over 4 hours	63 13%	9 20%	13 20%	20 15%	10 9%	7 11%	1 5%	1 5%	0 0%	9 16%	1 2%	0 0%	6 30%	7 12%	3 5%	0 0%	3 30%	17 22%	13 19%	2 15%
Not stated	1 *	1 2%	0 0%	0 0%	0 0%	0 0%	0 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%
Average time in hours and minutes	1.58	2.04	2.07	2.03	1.34	1.26	1.11	1.23	1.05	1.58	1.37	1.13	2.48	2.00	1.47	1.32	2.30	2.23	2.08	1.41
Standard deviation	1.57	1.82	1.85	1.60	1.39	1.45	1.21	1.04	1.35	1.66	1.22	.89	1.79	1.60	1.21	.78	1.96	1.75	1.66	1.65
Standard error	.07	.27	.23	.14	.13	.18	.26	.23	.36	.22	.17	.24	.40	.21	.16	.22	.62	.20	.20	.46

Columns Tested: A,B,C,D,E,F,G - H,I,J,K - L,M,N,O - P,Q,R,S

Table 9 (continuation)

Q7 How long do you intend to stay in this area today (from the time you arrived)?

Base: All those who don't say their main reason for being in the area is working

	Total	Friday Location									Saturday Location									
		DALSTON	Dalston King sland	Dalston Ridley Road Market	HACKNEY MARE STREET	Hackney Mare Street North	Hackney Mare Street South	STOKE NEWING TON	Stoke Newing ton	Stoke Newing Church Street	DALSTON	Dalston King sland	Dalston Ridley Road Market	HACKNEY MARE STREET	Hackney Mare Street North	Hackney Mare Street South	STOKE NEWING TON	Stoke Newing ton	Stoke Newing Church Street	
		A	B	*C	D	*E	F	G	H	I	J	K	L	M	N	O	P	Q	R	
Base	468	61	40	21	56	20	36	84	33	51	80	32	48	90	43	47	86	53	33	
Less than 30 minutes	86 18%	14 23%	8 20%	6 29%	8 14%	0 0%	8 22%	23 27%	16 48%	7 14%	15 19%	7 22%	8 17%	14 16%	8 19%	6 13%	9 10%	8 15%	1 3%	
								ABDFGI												
30 minutes to 1 hour	119 25%	19 31% GI	15 38% GI	4 19%	15 27% GI	1 5%	14 39% GI	11 13%	7 21%	4 8%	27 34%	10 31%	17 35%	23 26%	9 21%	14 30%	20 23%	14 26%	6 18%	
Between 1-2 hours	124 26%	14 23%	10 25%	4 19%	14 25%	8 40%	6 17%	11 13%	4 12%	7 14%	18 23%	6 19%	12 25%	28 31%	19 44% JKO	9 19%	36 42% JKO	22 42% JKO	14 42% JKO	
Between 2-3 hours	61 13%	3 5%	3 8%	0 0%	7 13%	5 25%	2 6%	7 8%	1 3%	6 12%	13 16%	5 16%	8 17%	16 18%	7 16%	9 19%	15 17%	9 17%	6 18%	
Between 3-4 hours	14 3%	2 3%	1 3%	1 5%	3 5%	1 5%	2 6%	1 1%	0 0%	1 2%	4 5%	1 3%	3 6%	2 2%	0 0%	2 4%	2 2%	0 0%	2 6%	
Over 4 hours	63 13%	8 13%	2 5%	6 29%	9 16%	5 25%	4 11%	31 37% ABDFH	5 15%	26 51% ABDFH	3 4%	3 9% LNQ	0 0%	7 8% LQ	0 0%	7 15% JLNPQ	4 5%	0 0%	4 12% LNQ	
Not stated	1 *%	1 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 0%	0 0%	0 0%	
Average time in hours and minutes	1.58	1.42	1.27	2.11	2.10 BH	3.03	1.40	2.32 ABFH	1.18	3.20 ABDFGH	1.40	1.45	1.36	1.53	1.35	2.10 LNQ	1.55	1.36	2.25 JLNPQ	
Standard deviation	1.57	1.62	1.28	2.06	1.63	1.32	1.59	2.11	1.78	1.93	1.30	1.52	1.14	1.36	.98	1.59	1.16	.95	1.30	
Standard error	.07	.21	.20	.45	.22	.29	.26	.23	.31	.27	.15	.27	.17	.14	.15	.23	.13	.13	.23	

Columns Tested: A,B,C,D,E,F,G,H,I - J,K,L,M,N,O,P,Q,R

Table 10

Q8 Is this your MAIN shopping centre for clothes and shoes and homewares?

Base: All respondents

	Total	Friday and Saturday Locations									Area of Residence		
		DALSTON Kings land	Dalston Kings Road Market	Dalston Ridley Road Market	HACKNEY MARE STREET	Hackney Mare Street North	Hackney Mare Street South	STOKE NEWING TON	Stoke Newing ton	Stoke Newing ton Church Street	Local bor	Other London bor	Else where UK/ Abroad
		A	B	C	D	E	F	G	H	I	J	K	*L
Base	517	152	81	71	161	74	87	195	101	94	408	83	18
Yes	136	64	37	27	42	22	20	28	14	14	115	18	2
	26%	42%	46%	38%	26%	30%	23%	14%	14%	15%	28%	22%	11%
		DFGHI	DEFGHI	FGHI	GHI	GHI							
No	381	88	44	44	119	52	67	167	87	80	293	65	16
	74%	58%	54%	62%	74%	70%	77%	86%	86%	85%	72%	78%	89%
					AB	B	ABC	ABCDE	ABCDE	ABCDE			

Columns Tested: A,B,C,D,E,F,G,H,I - J,K,L

Table 10 (continuation)

Q8 Is this your MAIN shopping centre for clothes and shoes and homewares?

Base: All respondents

	Total	Age							Dalston - Age				Hackney - Age				Stoke Newington - Age			
		Under 18	18-24	25-34	35-44	45-55	56-64	64+	Under 18	18-34	35-55	56+	Under 18	18-34	35-55	56+	Under 18	18-34	35-55	56+
		A	B	C	D	E	*F	*G	*H	I	J	*K	*L	M	N	*O	*P	Q	R	*S
Base	517	48	71	151	123	75	23	20	15	62	56	15	21	65	62	13	10	91	79	13
Yes	136	20	13	37	33	18	6	7	10	21	25	6	8	13	16	5	1	15	10	2
	26%	42%	18%	25%	27%	24%	26%	35%	67%	34%	45%	40%	38%	20%	26%	38%	10%	16%	13%	15%
		BCE																		
No	381	28	58	114	90	57	17	13	5	41	31	9	13	52	46	8	9	76	69	11
	74%	58%	82%	75%	73%	76%	74%	65%	33%	66%	55%	60%	62%	80%	74%	62%	90%	84%	87%	85%

Columns Tested: A,B,C,D,E,F,G - H,I,J,K - L,M,N,O - P,Q,R,S

Table 10 (continuation)

Q8 Is this your MAIN shopping centre for clothes and shoes and homewares?

Base: All respondents

	Total	Friday Location									Saturday Location								
		DALSTON	Dalston King sland	Dalston Ridley Road Market	HACKNEY MARE STREET	Hackney Mare Street North	Hackney Mare Street South	STOKE NEWING TON	Stoke Newing ton	Stoke Newing ton Church Street	DALSTON	Dalston King sland	Dalston Ridley Road Market	HACKNEY MARE STREET	Hackney Mare Street North	Hackney Mare Street South	STOKE NEWING TON	Stoke Newing ton	Stoke Newing ton Church Street
		A	B	*C	D	*E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Base	517	65	44	21	63	26	37	98	41	57	87	37	50	97	48	49	94	58	36
Yes	136	32	24	8	26	12	14	10	5	5	32	13	19	16	10	6	18	9	9
	26%	49%	55%	38%	41%	46%	38%	10%	12%	9%	37%	35%	38%	16%	21%	12%	19%	16%	25%
		GHI	GHI		GHI		GHI				MOPQ	MOQ	MOPQ						
No	381	33	20	13	37	14	23	88	36	52	55	24	31	81	38	43	76	49	27
	74%	51%	45%	62%	59%	54%	62%	90%	88%	91%	63%	65%	62%	84%	79%	88%	81%	84%	75%
								ABDF	ABDF	ABDF				JKL			JKL	JL	JKL

Columns Tested: A,B,C,D,E,F,G,H,I - J,K,L,M,N,O,P,Q,R

Table 11
Q9 How good would you say that this location is at meeting your needs for clothing and shoes shopping?
Base: All respondents

	Total	Friday and Saturday Locations										Area of Residence		
		DALSTON	Dalston Kings land	Dalston Ridley Road Market	HACKNEY MARE STREET	Hackney Mare Street North	Hackney Mare Street South	STOKE NEWING TON	Stoke Newing ton	Stoke Newing ton Church Street	Local bor	Other London bor	Else where UK/ Abroad	
		A	B	C	D	E	F	G	H	I	J	K	*L	
Base	517	152	81	71	161	74	87	195	101	94	408	83	18	
Very good (5.0)	34 7%	25 16%	9 11%	16 23%	4 2%	0 0%	4 5%	5 3%	0 0%	5 5%	25 6%	7 8%	1 6%	
		DEFGHI	DEGH	DEFGHI			H			EH				
Good (4.0)	116 22%	43 28%	24 30%	19 27%	27 17%	12 16%	15 17%	44 23%	19 19%	25 27%	88 22%	23 28%	4 22%	
		DE	D											
Average (3.0)	154 30%	45 30%	27 33%	18 25%	50 31%	31 42%	19 22%	58 30%	30 30%	28 30%	134 33%	15 18%	4 22%	
						CF					K			
Poor (2.0)	101 20%	15 10%	7 9%	8 11%	41 25%	15 20%	26 30%	45 23%	25 25%	20 21%	86 21%	11 13%	3 17%	
					ABC	AB	ABC	ABC	ABC	AB				
Very poor (1.0)	58 11%	8 5%	5 6%	3 4%	24 15%	9 12%	15 17%	22 11%	12 12%	10 11%	53 13%	4 5%	1 6%	
					ABC		ABC	A			K			
Don't know	54 10%	16 11%	9 11%	7 10%	15 9%	7 9%	8 9%	21 11%	15 15%	6 6%	22 5%	23 28%	5 28%	
												J		
Mean score	2.93	3.46	3.35	3.58	2.63	2.69	2.58	2.80	2.65	2.94	2.86	3.30	3.08	
		DEFGHI	DEFGHI	DEFGHI						DF		J		
Standard deviation	1.12	1.09	1.05	1.14	1.05	.92	1.15	1.05	.98	1.10	1.11	1.11	1.12	
Standard error	.05	.09	.12	.14	.09	.11	.13	.08	.11	.12	.06	.14	.31	
Columns Tested:	A,B,C,D,E,F,G,H,I - J,K,L													

Table 11 (continuation)
 Q9 How good would you say that this location is at meeting your needs for clothing and shoes shopping?
 Base: All respondents

	Total	Age								Dalston - Age				Hackney - Age				Stoke Newington - Age			
		Under 18	18-24	25-34	35-44	45-55	56-64	64+	Under 18	18-34	35-55	56+	Under 18	18-34	35-55	56+	Under 18	18-34	35-55	56+	
		A	B	C	D	E	*F	*G	*H	I	J	*K	*L	M	N	*O	*P	Q	R	*S	
Base	517	48	71	151	123	75	23	20	15	62	56	15	21	65	62	13	10	91	79	13	
Very good (5.0)	34 7%	1 2%	2 3%	5 3%	12 10%	9 12%	1 4%	3 15%	0 0%	4 6%	16 29%	4 27%	0 0%	0 0%	4 6%	0 0%	1 10%	3 3%	1 1%	0 0%	
Good (4.0)	116 22%	19 40%	12 17%	41 27%	23 19%	10 13%	1 4%	8 40%	8 53%	19 31%	11 20%	3 20%	10 48%	11 17%	4 6%	2 15%	0 0%	22 24%	18 23%	4 31%	
Average (3.0)	154 30%	13 27%	20 28%	44 29%	42 34%	22 29%	7 30%	4 20%	3 20%	23 37%	18 32%	0 0%	4 19%	14 22%	26 42%	6 46%	6 60%	27 30%	19 24%	5 38%	
Poor (2.0)	101 20%	6 13%	19 27%	25 17%	23 19%	19 25%	7 30%	2 10%	3 20%	5 8%	3 5%	4 27%	1 5%	20 31%	17 27%	3 23%	2 20%	19 21%	22 28%	2 15%	
Very poor (1.0)	58 11%	5 10%	10 14%	16 11%	13 11%	8 11%	3 13%	3 15%	1 7%	2 3%	4 7%	1 7%	2 10%	12 18%	8 13%	2 15%	1 10%	10 11%	9 11%	2 15%	
Don't know	54 10%	4 8%	8 11%	20 13%	10 8%	7 9%	4 17%	0 0%	0 0%	9 15%	4 7%	3 20%	4 19%	8 12%	3 5%	0 0%	0 0%	10 11%	10 13%	0 0%	
Mean score	2.93	3.11	2.63	2.95	2.98	2.90	2.47	3.30	3.20	3.34	3.62	3.42	3.29	2.42	2.64	2.62	2.80	2.86	2.71	2.85	
Standard deviation	1.12	1.06	1.07	1.07	1.14	1.20	1.02	1.30	1.01	.90	1.21	1.51	1.05	1.03	1.03	.96	1.03	1.07	1.04	1.07	
Standard error	.05	.16	.13	.09	.11	.15	.23	.29	.26	.12	.17	.43	.25	.14	.13	.27	.33	.12	.13	.30	

Columns Tested: A,B,C,D,E,F,G - H,I,J,K - L,M,N,O - P,Q,R,S

Table 11 (continuation)
 Q9 How good would you say that this location is at meeting your needs for clothing and shoes shopping?
 Base: All respondents

	Total	Friday Location										Saturday Location									
		DALSTON	Dalston	Dalston	HACKNEY	Hackney	Hackney	STOKE	Stoke	Stoke	DALSTON	Dalston	Dalston	HACKNEY	Hackney	Hackney	STOKE	Stoke	Stoke		
		King sland	Ridley Road Market	Ridley Road Market	MARE STREET	Mare Street North	Mare Street South	NEWING TON	Newing ton	Newing ton Church Street	King sland	Ridley Road Market	Ridley Road Market	MARE STREET	Mare Street North	Mare Street South	NEWING TON	Newing ton	Newing ton Church Street		
	A	B	*C	D	*E	F	G	H	I	J	K	L	M	N	O	P	Q	R			
Base	517	65	44	21	63	26	37	98	41	57	87	37	50	97	48	49	94	58	36		
Very good	(5.0) 34 7%	4 6%	3 7%	1 5%	2 3%	0 0%	2 5%	3 3%	0 0%	3 5%	21 24%	6 16%	15 30%	2 2%	0 0%	2 4%	2 2%	0 0%	2 6%		
Good	(4.0) 116 22%	20 31% GH	14 32% GH	6 29%	16 25% H	7 27%	9 24% H	13 13%	3 7%	10 18%	23 26% MN	10 27% MN	13 26% MN	11 11%	5 10%	6 12%	31 33% MNO	16 28% MN	15 42% MNO		
Average	(3.0) 154 30%	23 35%	17 39%	6 29%	18 29%	11 42%	7 19%	25 26%	9 22%	16 28%	22 25%	10 27%	12 24%	32 33%	20 42%	12 24%	31 33%	20 34%	11 31%		
Poor	(2.0) 101 20%	7 11%	5 11%	2 10%	18 29% AB	4 15%	14 38% AB	24 24% A	9 22%	15 26% A	8 9%	2 5%	6 12%	22 23% JK	11 23% JK	11 22% JK	21 22% JK	16 28% JKL	5 14%		
Very poor	(1.0) 58 11%	2 3%	2 5%	0 0%	2 3%	0 0%	2 5% ABDF	19 19% ABDF	10 24% ABDF	9 16% AD	6 7%	3 8%	3 6%	22 23% JLPQR	9 19% JPQR	13 27% JKLPQR	3 3%	2 3%	1 3%		
Don't know	54 10%	9 14%	3 7%	6 29%	7 11%	4 15%	3 8%	14 14%	10 24% BI	4 7%	7 8%	6 16% L	1 2%	8 8%	3 6%	5 10%	6 6%	4 7%	2 6%		
Mean score	2.93	3.30 FGHI	3.27 GHI	3.40	2.96 GH	3.14	2.85 H	2.49	2.16	2.68 H	3.56 MNOPQ	3.45 MNOQ	3.63 MNOPQ	2.43	2.47	2.39	3.09 MNO	2.93 MNO	3.35 MNOQ		
Standard deviation	1.12	.91	.95	.83	.95	.71	1.08	1.11	1.00	1.14	1.20	1.18	1.22	1.06	.94	1.19	.91	.87	.92		
Standard error	.05	.12	.15	.21	.13	.15	.18	.12	.18	.16	.13	.21	.17	.11	.14	.18	.10	.12	.16		

Columns Tested: A,B,C,D,E,F,G,H,I - J,K,L,M,N,O,P,Q,R

Table 12

Q10 Which other centre do you visit most frequently for clothes and shoe shopping?

Base: All respondents

	Total	Friday and Saturday Locations									Area of Residence		
		DALSTON	Dalston Kingsland	Dalston Ridley Road Market	HACKNEY MARE STREET	Hackney Mare Street North	Hackney Mare Street South	STOKE NEWING TON	Stoke Newing ton	Stoke Newing ton Church Street	Local bor	Other London bor	Else where UK/ Abroad
		A	B	C	D	E	F	G	H	I	J	K	*L
Base	517	152	81	71	161	74	87	195	101	94	408	83	18
West End/Oxford Street	166 32%	42 28%	25 31%	17 24%	58 36%	31 42%	27 31%	64 33%	30 30%	34 36%	134 33%	26 31%	4 22%
Dalston/Kingsland/ Ridley Rd Market/ Kingsland Rd End/The Waste/Kingsland Waste	78 15%	29 19% GI	10 12%	19 27% BGHI	31 19% GI	11 15%	20 23% GHI	18 9%	12 12%	6 6%	69 17%	7 8%	0 0%
Angel	45 9%	8 5%	6 7%	2 3%	11 7%	3 4%	8 9%	26 13% ACDE	11 11%	15 16% ACDE	41 10%	3 4%	0 0%
Wood Green	29 6%	17 11% DEFGH	10 12% DEFGH	7 10% DEFG	3 2%	1 1%	2 2%	7 4%	3 3%	4 4%	20 5%	8 10%	1 6%
Mare street/Narroway/ Hackney Central	25 5%	5 3%	5 6% C	0 0%	13 8% CH	7 9% CH	6 7% C	7 4%	2 2%	5 5%	21 5%	4 5%	0 0%
Camden Town	24 5%	4 3%	2 2%	2 3%	2 1%	1 1%	1 1%	18 9% ABDEF	11 11% ABDEF	7 7% DF	18 4%	3 4%	2 11%
Walthamstow	15 3%	6 4%	3 4%	3 4%	6 4%	2 3%	4 5%	3 2%	2 2%	1 1%	10 2%	5 6%	0 0%
Stoke Newington/ Church St	13 3%	6 4% D	3 4% D	3 4% D	0 0%	0 0%	0 0% D	7 4% D	1 1%	6 6% DEFH	11 3%	1 1%	1 6%
Stratford	11 2%	1 1%	1 1%	0 0%	5 3%	1 1%	4 5% AH	2 1%	0 0%	2 2%	9 2%	2 2%	0 0%

Columns Tested: A,B,C,D,E,F,G,H,I - J,K,L

Table 12 (continuation)
 Q10 Which other centre do you visit most frequently for clothes and shoe shopping?
 Base: All respondents

	Total	Friday and Saturday Locations									Area of Residence		
		DALSTON	Dalston Kings land	Dalston Ridley Road Market	HACKNEY MARE STREET	Hackney Mare Street North	Hackney Mare Street South	STOKE NEWING TON	Stoke Newing ton	Stoke Newing ton Church Street	Local bor	Other London bor	Else where UK/ Abroad
		A	B	C	D	E	F	G	H	I	J	K	*L
Base	517	152	81	71	161	74	87	195	101	94	408	83	18
Brent Cross	10 2%	2 1%	1 1%	1 1%	4 2%	3 4%	1 1%	4 2%	1 1%	3 3%	3 1%	7 8% J	0 0%
Finsbury Park	8 2%	5 3%	3 4%	2 3%	1 1%	0 0%	1 1%	2 1%	1 1%	1 1%	8 2%	0 0%	0 0%
Upper Clapton Road	8 2%	0 0%	0 0%	0 0%	1 1%	1 1%	0 0%	7 4% A ABCDFI	7 7%	0 0%	7 2%	1 1%	0 0%
Lakeside	4 1%	1 1%	0 0%	1 1%	3 2%	1 1%	2 2% G	0 0%	0 0%	0 0%	2 *%	1 1%	1 6%
Hoxton Street	3 1%	0 0%	0 0%	0 0%	2 1%	2 3% A	0 0%	1 1%	1 1%	0 0%	3 1%	0 0%	0 0%
Blue Water	3 1%	0 0%	0 0%	0 0%	1 1%	0 0%	1 1%	1 1%	0 0%	1 1%	2 *%	1 1%	0 0%
Nags Head/Holloway Road	2 *%	1 1%	0 0%	1 1%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 *%	1 1%	0 0%
Other	46 9%	17 11% E	10 12% E	7 10%	9 6%	2 3%	7 8%	20 10% E	14 14% DE	6 6%	29 7%	8 10%	8 44%
Not stated	27 5%	8 5%	2 2%	6 8%	11 7%	8 11% BGI	3 3%	8 4%	5 5%	3 3%	20 5%	5 6%	1 6%

Columns Tested: A,B,C,D,E,F,G,H,I - J,K,L

Table 12 (continuation)
 Q10 Which other centre do you visit most frequently for clothes and shoe shopping?
 Base: All respondents

	Total	Age							Dalston - Age				Hackney - Age				Stoke Newington - Age			
		Under 18	18-24	25-34	35-44	45-55	56-64	64+	Under 18	18-34	35-55	56+	Under 18	18-34	35-55	56+	Under 18	18-34	35-55	56+
		A	B	C	D	E	*F	*G	*H	I	J	*K	*L	M	N	*O	*P	Q	R	*S
Base	517	48	71	151	123	75	23	20	15	62	56	15	21	65	62	13	10	91	79	13
West End/Oxford Street	166 32%	18 38%	32 45%	62 41%	29 24%	17 23%	2 9%	6 30%	4 27%	28 45%	7 13%	3 20%	10 48%	29 45%	16 26%	3 23%	4 40%	37 41%	22 28%	1 8%
			DE	DE						J				N						
Dalston/Kingsland/ Ridley Rd Market/ Kingsland Rd End/The Waste/Kingsland Waste	78 15%	1 2%	8 11%	17 11%	29 24%	14 19%	5 22%	2 10%	0 0%	8 13%	18 32%	1 7%	1 5%	11 17%	15 24%	4 31%	0 0%	6 7%	10 13%	2 15%
				ABC	A					I										
Angel	45 9%	2 4%	3 4%	20 13%	14 11%	2 3%	0 0%	3 15%	2 13%	2 3%	2 4%	1 7%	0 0%	7 11%	3 5%	1 8%	0 0%	14 15%	11 14%	1 8%
				BE	E															
Wood Green	29 6%	3 6%	3 4%	8 5%	6 5%	7 9%	1 4%	0 0%	1 7%	5 8%	9 16%	1 7%	0 0%	2 3%	1 2%	0 0%	2 20%	2 2%	3 4%	0 0%
Mare street/Narroway/ Hackney Central	25 5%	4 8%	2 3%	6 4%	5 4%	5 7%	2 9%	0 0%	1 7%	3 5%	0 0%	1 7%	2 10%	5 8%	6 10%	0 0%	1 10%	0 0%	4 5%	1 8%
																			Q	
Camden Town	24 5%	3 6%	6 8%	5 3%	7 6%	3 4%	0 0%	0 0%	0 0%	1 2%	3 5%	0 0%	0 0%	1 2%	1 2%	0 0%	3 30%	9 10%	6 8%	0 0%
Walthamstow	15 3%	2 4%	1 1%	2 1%	6 5%	2 3%	1 4%	1 5%	2 13%	3 5%	1 2%	0 0%	0 0%	0 0%	4 6%	2 15%	0 0%	0 0%	3 4%	0 0%
															M					
Stoke Newington/ Church St	13 3%	1 2%	1 1%	7 5%	1 1%	3 4%	0 0%	0 0%	1 7%	3 5%	2 4%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	5 5%	2 3%	0 0%
Stratford	11 2%	3 6%	6 8%	0 0%	1 1%	1 1%	0 0%	0 0%	1 7%	0 0%	0 0%	0 0%	0 0%	3 5%	2 3%	0 0%	0 0%	2 2%	0 0%	0 0%
			CD	CDE																
Brent Cross	10 2%	0 0%	1 1%	3 2%	4 3%	2 3%	0 0%	0 0%	0 0%	1 2%	1 2%	0 0%	0 0%	2 3%	2 3%	0 0%	0 0%	1 1%	3 4%	0 0%
Columns Tested:		A,B,C,D,E,F,G	H,I,J,K					L,M,N,O				P,Q,R,S								

Table 12 (continuation)
 Q10 Which other centre do you visit most frequently for clothes and shoe shopping?
 Base: All respondents

	Total	Age							Dalston - Age				Hackney - Age				Stoke Newington - Age				
		Under 18	18-24	25-34	35-44	45-55	56-64	64+	Under 18	18-34	35-55	56+	Under 18	18-34	35-55	56+	Under 18	18-34	35-55	56+	
		A	B	C	D	E	*F	*G	*H	I	J	*K	*L	M	N	*O	*P	Q	R	*S	
Base	517	48	71	151	123	75	23	20	15	62	56	15	21	65	62	13	10	91	79	13	
Finsbury Park	8 2%	2 4%	1 1%	4 3%	0 0%	1 1%	0 0%	0 0%	2 13%	3 5%	0 0%	0 0%	0 0%	0 0%	1 2%	0 0%	0 0%	2 2%	0 0%	0 0%	
		D																			
Upper Clapton Road	8 2%	1 2%	1 1%	2 1%	0 0%	2 3%	2 9%	0 0%	0 0%	0 0%	0 0%	0 0%	1 5%	0 0%	0 0%	0 0%	0 0%	3 3%	2 3%	2 15%	
Lakeside	4 1%	3 6%	0 0%	0 0%	0 0%	0 0%	0 0%	1 5%	1 7%	0 0%	0 0%	0 0%	2 10%	0 0%	0 0%	1 8%	0 0%	0 0%	0 0%	0 0%	
		BCDE																			
Hoxton Street	3 1%	0 0%	1 1%	0 0%	1 1%	1 1%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 2%	1 2%	0 0%	0 0%	0 0%	1 1%	0 0%	
Blue Water	3 1%	0 0%	1 1%	0 0%	1 1%	1 1%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 2%	0 0%	0 0%	0 0%	1 1%	0 0%	
Nags Head/Holloway Road	2 *	0 0%	0 0%	0 0%	1 1%	0 0%	1 4%	0 0%	0 0%	0 0%	1 2%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	
Other	46 9%	0 0%	3 4%	10 7%	10 8%	11 15%	7 30%	5 25%	0 0%	4 6%	8 14%	5 33%	0 0%	2 3%	5 8%	2 15%	0 0%	7 8%	8 10%	5 38%	
		A AB																			
Not stated	27 5%	5 10%	1 1%	5 3%	8 7%	3 4%	2 9%	2 10%	0 0%	1 2%	4 7%	3 20%	5 24%	2 3%	4 6%	0 0%	0 0%	3 3%	3 4%	1 8%	
		B																			

Columns Tested: A,B,C,D,E,F,G - H,I,J,K - L,M,N,O - P,Q,R,S

Table 12 (continuation)
 Q10 Which other centre do you visit most frequently for clothes and shoe shopping?
 Base: All respondents

	Total	Friday Location									Saturday Location								
		DALSTON	Dalston King sland	Dalston Ridley Road Market	HACKNEY MARE STREET	Hackney Mare Street North	Hackney Mare Street South	STOKE NEWING TON	Stoke Newing ton	Stoke Newing ton Church Street	DALSTON	Dalston King sland	Dalston Ridley Road Market	HACKNEY MARE STREET	Hackney Mare Street North	Hackney Mare Street South	STOKE NEWING TON	Stoke Newing ton	Stoke Newing ton Church Street
		A	B	*C	D	*E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Base	517	65	44	21	63	26	37	98	41	57	87	37	50	97	48	49	94	58	36
West End/Oxford Street	166 32%	23 35% D	15 34% D	8 38%	8 13%	1 4%	7 19%	31 32% D	11 27%	20 35% D	19 22%	10 27%	9 18%	49 51% JKLPQ	30 63% JKLOPQR	19 39% JL	33 35% L	19 33% L	14 39% L
Dalston/Kingsland/ Ridley Rd Market/ Kingsland Rd End/The Waste/Kingsland Waste	78 15%	9 14%	2 5%	7 33% B	12 19% B	5 19%	7 19% B	9 9%	4 10%	5 9%	20 23% PR	8 22% R	12 24% PR	19 20% R	6 13% R	13 27% PR	9 10% PR	8 14%	1 3%
Angel	45 9%	4 6%	3 7%	1 5%	3 5%	0 0%	3 8%	13 13%	4 10%	9 16% D	4 5%	3 8%	1 2%	8 8%	3 6%	5 10%	13 14% JL	7 12% L	6 17% JL
Wood Green	29 6%	8 12% D	6 14% D	2 10%	2 3%	1 4%	1 3%	6 6%	3 7%	3 5%	9 10% MNPQ	4 11% MNPQ	5 10% MNPQ	1 1%	0 0%	1 2%	1 1%	0 0%	1 3%
Mare street/Narroway/ Hackney Central	25 5%	4 6%	4 9%	0 0% AGHI	13 21% AGHI	7 27%	6 16% GH	4 4%	0 0%	4 7%	1 1%	1 3%	0 0%	0 0%	0 0%	0 0%	2 2%	2 3%	0 0%
Camden Town	24 5%	2 3%	2 5%	0 0%	2 3%	1 4%	1 3%	3 3%	2 5%	1 2%	2 2%	0 0%	2 4% M	0 0%	0 0%	0 0%	14 15% JKLMNO	8 14% JKMNO	6 17% JKLMNO
Walthamstow	15 3%	3 5%	3 7%	0 0%	2 3%	1 4%	1 3%	1 1%	0 0%	1 2%	3 3%	0 0%	3 6%	4 4%	1 2%	3 6%	2 2%	2 3%	0 0%
Stoke Newington/ Church St	13 3%	3 5%	2 5%	1 5%	0 0%	0 0%	0 0%	4 4%	1 2%	3 5%	3 3%	1 3%	2 4% M	0 0%	0 0%	0 0%	3 3%	0 0%	3 8% MNOQ
Stratford	11 2%	1 2%	1 2%	0 0%	1 2%	0 0%	1 3%	1 1%	0 0%	1 2%	0 0%	0 0%	0 0%	4 4%	1 2%	3 6% J	1 1%	0 0%	1 3%

Columns Tested: A,B,C,D,E,F,G,H,I - J,K,L,M,N,O,P,Q,R

Table 12 (continuation)
 Q10 Which other centre do you visit most frequently for clothes and shoe shopping?
 Base: All respondents

	Total	Friday Location									Saturday Location												
		DALSTON	Dalston	Dalston	HACKNEY	Hackney	Hackney	STOKE	Stoke	Stoke	DALSTON	Dalston	Dalston	HACKNEY	Hackney	Hackney	STOKE	Stoke	Stoke				
		King sland	Ridley Road Market	MARE STREET	Mare Street North	Mare Street South	NEWING TON	Newing ton	Newing ton Church Street	King sland	Ridley Road Market	MARE STREET	Mare Street North	Mare Street South	NEWING TON	Newing ton	Newing ton Church Street	King sland	Ridley Road Market	MARE STREET	Mare Street North	Mare Street South	NEWING TON
A	B	*C	D	*E	F	G	H	I	J	K	L	M	N	O	P	Q	R						
Base	517	65	44	21	63	26	37	98	41	57	87	37	50	97	48	49	94	58	36				
Brent Cross	10 2%	0 0%	0 0%	0 0%	2 3%	2 8%	0 0%	3 3%	1 2%	2 4%	2 2%	1 3%	1 2%	2 2%	1 2%	1 2%	1 1%	0 0%	1 3%				
Finsbury Park	8 2%	3 5%	2 5%	1 5%	1 2%	0 0%	1 3%	2 2%	1 2%	1 2%	2 2%	1 3%	1 2%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%				
Upper Clapton Road	8 2%	0 0%	0 0%	0 0%	1 2%	1 4%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	7 7%	7 12%	0 0%				
Lakeside	4 1%	0 0%	0 0%	0 0%	2 3%	1 4%	1 3%	0 0%	0 0%	0 0%	1 1%	0 0%	1 2%	1 1%	0 0%	1 2%	0 0%	0 0%	0 0%				
Hoxton Street	3 1%	0 0%	0 0%	0 0%	1 2%	1 4%	0 0%	1 1%	1 2%	0 0%	0 0%	0 0%	0 0%	1 1%	1 2%	0 0%	0 0%	0 0%	0 0%				
Blue Water	3 1%	0 0%	0 0%	0 0%	1 2%	0 0%	1 3%	1 1%	0 0%	1 2%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%				
Nags Head/Holloway Road	2 *%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 1%	0 0%	1 2%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%				
Other	46 9%	2 3%	2 5%	0 0%	4 6%	0 0%	4 11%	16 16%	10 24%	6 11%	15 17%	8 22%	7 14%	5 5%	2 4%	3 6%	3 3%	3 5%	0 0%				
Not stated	27 5%	3 5%	2 5%	1 5%	8 13%	5 19%	3 8%	3 3%	3 7%	0 0%	5 6%	0 0%	5 10%	3 3%	3 6%	0 0%	5 5%	2 3%	3 8%				

Columns Tested: A,B,C,D,E,F,G,H,I - J,K,L,M,N,O,P,Q,R

Table 13
Q10 And where else?
Base: All respondents

	Total	Friday and Saturday Locations									Area of Residence		
		DALSTON	Dalston Kingsland	Dalston Ridley Road Market	HACKNEY MARE STREET	Hackney Mare Street North	Hackney Mare Street South	STOKE NEWING TON	Stoke Newing ton	Stoke Newing ton Church Street	Local bor	Other London bor	Else where UK/ Abroad
		A	B	C	D	E	F	G	H	I	J	K	*L
Base	517	152	81	71	161	74	87	195	101	94	408	83	18
West End/Oxford Street	81 16%	25 16%	17 21%	8 11%	18 11%	9 12%	9 10%	36 18%	18 18%	18 19%	63 15%	14 17%	3 17%
Dalston/Kingsland/ Ridley Rd Market/ Kingsland Rd End/The Waste/Kingsland Waste	69 13%	20 13%	6 7%	14 20% BFH	20 12%	14 19% BF	6 7%	28 14%	9 9%	19 20% BFH	62 15% K	5 6%	1 6%
Angel	58 11%	11 7%	8 10%	3 4%	13 8%	7 9%	6 7%	32 16% ACDF	10 10%	22 23% ABCDEF H	52 13%	6 7%	0 0%
Wood Green	57 11%	24 16% DEFH	15 19% DEFH	9 13% DE	8 5%	2 3%	6 7%	22 11% DE	5 5%	17 18% DEFH	48 12%	7 8%	2 11%
Stratford	28 5%	8 5%	3 4%	5 7%	9 6%	4 5%	5 6%	9 5%	6 6%	3 3%	23 6%	4 5%	1 6%
Stoke Newington/ Church St	27 5%	6 4%	3 4%	3 4%	2 1%	2 3%	0 0%	19 10% ADFH	1 1%	18 19% ABCDEF GH	20 5%	6 7%	1 6%
Mare street/Narroway/ Hackney Central	26 5%	8 5%	5 6%	3 4%	9 6%	5 7%	4 5%	9 5%	2 2%	7 7%	21 5%	4 5%	0 0%
Finsbury Park	26 5%	7 5%	4 5%	3 4%	8 5%	5 7%	3 3%	10 5%	2 2%	8 9% H	22 5%	4 5%	0 0%

Columns Tested: A,B,C,D,E,F,G,H,I - J,K,L

Table 13 (continuation)
Q10 And where else?
Base: All respondents

	Total	Friday and Saturday Locations										Area of Residence		
		DALSTON	Dalston Kings land	Dalston Ridley Road Market	HACKNEY MARE STREET	Hackney Mare Street North	Hackney Mare Street South	STOKE NEWING TON	Stoke Newing ton	Stoke Newing ton Church Street	Local bor	Other London bor	Else where UK/ Abroad	
		A	B	C	D	E	F	G	H	I	J	K	*L	
Base	517	152	81	71	161	74	87	195	101	94	408	83	18	
Walthamstow	25 5%	10 7% F	3 4%	7 10% DF	4 2%	4 5% F	0 0%	10 5% F	3 3%	7 7% F	20 5%	4 5%	1 6%	
Camden Town	22 4%	7 5% D	3 4%	4 6% DE	1 1%	0 0%	1 1%	12 6% DE	4 4%	8 9% DEF	18 4%	3 4%	1 6%	
Brent Cross	21 4%	6 4%	4 5%	2 3%	6 4%	5 7%	1 1%	8 4%	2 2%	6 6%	13 3%	7 8% J	1 6%	
Blue Water	11 2%	2 1%	0 0%	2 3%	4 2%	2 3%	2 2%	4 2%	1 1%	3 3%	7 2%	3 4%	1 6%	
Nags Head/Holloway Road	8 2%	4 3%	3 4%	1 1%	1 1%	0 0%	1 1%	3 2%	0 0%	3 3%	8 2%	0 0%	0 0%	
Lakeside	7 1%	1 1%	1 1%	0 0%	3 2%	1 1%	2 2%	3 2%	0 0%	3 3%	5 1%	2 2%	0 0%	
Upper Clapton Road	6 1%	0 0%	0 0%	0 0%	3 2%	2 3% A	1 1%	3 2%	3 3% A	0 0%	6 1%	0 0%	0 0%	
Lower Clapton Road	5 1%	0 0%	0 0%	0 0%	3 2%	3 4% A	0 0%	2 1%	2 2%	0 0%	4 1%	1 1%	0 0%	
Hoxton Street	5 1%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	5 3% AD	0 0%	5 5% ABDEFH	4 1%	1 1%	0 0%	
Other	47 9%	17 11% E	10 12% E	7 10%	9 6%	2 3%	7 8%	21 11% E	14 14% DE	7 7%	29 7%	8 10%	9 50%	

Columns Tested: A,B,C,D,E,F,G,H,I - J,K,L

Table 13 (continuation)
 Q10 And where else?
 Base: All respondents

	Friday and Saturday Locations										Area of Residence		
	Total	DALSTON Kings land	Dalston Ridley Road Market	Dalston RIDLEY STREET	HACKNEY MARE STREET	Hackney Mare Street North	Hackney Mare Street South	STOKE NEWING TON	Stoke Newing ton	Stoke Newing ton Church Street	Local bor	Other London bor	Else where UK/ Abroad
	A	B	C	D	E	F	G	H	I	J	K	*L	
Base	517	152	81	71	161	74	87	195	101	94	408	83	18
Not stated	167	50	26	24	63	26	37	53	35	18	127	32	4
	32%	33%	32%	34%	39%	35%	43%	27%	35%	19%	31%	39%	22%
		I	I	GI	I	GI	I	I	I				

Columns Tested: A,B,C,D,E,F,G,H,I - J,K,L

Table 13 (continuation)
Q10 And where else?
Base: All respondents

	Total	Age							Dalston - Age				Hackney - Age				Stoke Newington - Age			
		Under 18	18-24	25-34	35-44	45-55	56-64	64+	Under 18	18-34	35-55	56+	Under 18	18-34	35-55	56+	Under 18	18-34	35-55	56+
		A	B	C	D	E	*F	*G	*H	I	J	*K	*L	M	N	*O	*P	Q	R	*S
Base	517	48	71	151	123	75	23	20	15	62	56	15	21	65	62	13	10	91	79	13
West End/Oxford Street	81 16%	6 13%	8 11%	27 18%	24 20%	11 15%	3 13%	1 5%	4 27%	5 8%	13 23%	2 13%	1 5%	10 15%	6 10%	1 8%	1 10%	18 20%	16 20%	1 8%
											I									
Dalston/Kingsland/ Ridley Rd Market/ Kingsland Rd End/The Waste/Kingsland Waste	69 13%	11 23% CD	11 15%	15 10%	11 9%	14 19%	1 4%	5 25%	1 7%	8 13%	8 14%	2 13%	7 33%	7 11%	6 10%	0 0%	3 30%	10 11%	11 14%	4 31%
						D														
Angel	58 11%	6 13%	6 8%	19 13%	17 14%	6 8%	2 9%	2 10%	2 13%	3 5%	4 7%	2 13%	1 5%	8 12%	4 6%	0 0%	2 20%	14 15%	15 19%	1 8%
Wood Green	57 11%	10 21% C	8 11%	13 9%	14 11%	8 11%	2 9%	2 10%	5 33%	10 16%	9 16%	0 0%	1 5%	3 5%	4 6%	0 0%	3 30%	7 8%	9 11%	3 23%
Stratford	28 5%	1 2%	6 8%	5 3%	7 6%	5 7%	2 9%	1 5%	0 0%	5 8%	2 4%	0 0%	0 0%	2 3%	7 11%	0 0%	1 10%	3 3%	2 3%	3 23%
Stoke Newington/ Church St	27 5%	0 0%	2 3%	11 7%	6 5%	2 3%	2 9%	2 10%	0 0%	2 3%	3 5%	0 0%	0 0%	1 2%	0 0%	1 8%	0 0%	10 11%	5 6%	3 23%
Mare street/Narroway/ Hackney Central	26 5%	4 8%	4 6%	6 4%	7 6%	2 3%	3 13%	0 0%	3 20%	4 6%	1 2%	0 0%	0 0%	2 3%	6 10%	1 8%	1 10%	4 4%	2 3%	2 15%
Finsbury Park	26 5%	4 8%	2 3%	9 6%	8 7%	2 3%	0 0%	1 5%	2 13%	2 3%	3 5%	0 0%	0 0%	3 5%	4 6%	1 8%	1 10%	6 7%	3 4%	0 0%
Walthamstow	25 5%	4 8%	4 6%	6 4%	5 4%	4 5%	1 4%	1 5%	2 13%	6 10%	2 4%	0 0%	1 5%	1 2%	2 3%	0 0%	1 10%	3 3%	5 6%	1 8%
Camden Town	22 4%	2 4%	2 3%	10 7%	5 4%	3 4%	0 0%	0 0%	0 0%	2 3%	5 9%	0 0%	0 0%	1 2%	0 0%	0 0%	1 10%	8 9%	3 4%	0 0%
Brent Cross	21 4%	4 8%	7 10% CD	4 3%	3 2%	2 3%	1 4%	0 0%	1 7%	3 5%	2 4%	0 0%	1 5%	2 3%	2 3%	1 8%	1 10%	6 7%	1 1%	0 0%

Columns Tested: A,B,C,D,E,F,G - H,I,J,K - L,M,N,O - P,Q,R,S

Table 13 (continuation)
Q10 And where else?
Base: All respondents

	Total	Age							Dalston - Age				Hackney - Age				Stoke Newington - Age			
		Under 18	18-24	25-34	35-44	45-55	56-64	64+	Under 18	18-34	35-55	56+	Under 18	18-34	35-55	56+	Under 18	18-34	35-55	56+
		A	B	C	D	E	*F	*G	*H	I	J	*K	*L	M	N	*O	*P	Q	R	*S
Base	517	48	71	151	123	75	23	20	15	62	56	15	21	65	62	13	10	91	79	13
Blue Water	11 2%	2 4%	4 6%	3 2%	2 2%	0 0%	0 0%	0 0%	1 7%	1 2%	0 0%	0 0%	1 5%	3 5%	0 0%	0 0%	0 0%	2 2%	2 3%	0 0%
			E																	
Nags Head/Holloway Road	8 2%	1 2%	1 1%	3 2%	2 2%	1 1%	0 0%	0 0%	1 7%	2 3%	1 2%	0 0%	0 0%	0 0%	1 2%	0 0%	0 0%	2 2%	1 1%	0 0%
Lakeside	7 1%	1 2%	0 0%	3 2%	2 2%	1 1%	0 0%	0 0%	0 0%	0 0%	1 2%	0 0%	0 0%	2 3%	1 2%	0 0%	1 10%	1 1%	1 1%	0 0%
Upper Clapton Road	6 1%	0 0%	0 0%	2 1%	3 2%	0 0%	1 4%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 2%	2 3%	0 0%	0 0%	1 1%	1 1%	1 8%
Lower Clapton Road	5 1%	1 2%	0 0%	0 0%	3 2%	0 0%	1 4%	0 0%	0 0%	0 0%	0 0%	0 0%	1 5%	0 0%	2 3%	0 0%	0 0%	0 0%	1 1%	1 8%
Hoxton Street	5 1%	0 0%	2 3%	1 1%	0 0%	0 0%	1 4%	1 5%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	3 3%	0 0%	2 15%
Other	47 9%	0 0%	3 4%	10 7%	11 9%	12 16%	6 26%	5 25%	0 0%	4 6%	8 14%	5 33%	0 0%	2 3%	5 8%	2 15%	0 0%	7 8%	10 13%	4 31%
				A	ABC															
Not stated	167 32%	14 29%	26 37%	50 33%	38 31%	22 29%	7 30%	8 40%	2 13%	22 35%	18 32%	7 47%	9 43%	25 38%	22 35%	7 54%	3 30%	28 31%	20 25%	1 8%

Columns Tested: A,B,C,D,E,F,G - H,I,J,K - L,M,N,O - P,Q,R,S

Table 13 (continuation)
Q10 And where else?
Base: All respondents

	Total	Friday Location									Saturday Location								
		DALSTON	Dalston King sland	Dalston Ridley Road Market	HACKNEY MARE STREET	Hackney Mare Street North	Hackney Mare Street South	STOKE NEWING TON	Stoke Newing ton	Stoke Newing ton Church Street	DALSTON	Dalston King sland	Dalston Ridley Road Market	HACKNEY MARE STREET	Hackney Mare Street North	Hackney Mare Street South	STOKE NEWING TON	Stoke Newing ton	Stoke Newing ton Church Street
		A	B	*C	D	*E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Base	517	65	44	21	63	26	37	98	41	57	87	37	50	97	48	49	94	58	36
West End/Oxford Street	81 16%	14 22%	10 23%	4 19%	11 17%	8 31%	3 8%	18 18%	6 15%	12 21%	11 13% N	7 19% MN	4 8%	7 7%	1 2%	6 12%	18 19% MN	12 21% MN	6 17% N
Dalston/Kingsland/ Ridley Rd Market/ Kingsland Rd End/The Waste/Kingsland Waste	69 13%	7 11%	4 9%	3 14%	15 24%	11 42%	4 11%	22 22%	5 12%	17 30% ABFH	13 15% M	2 5% KMNOPQR	11 22%	5 5%	3 6%	2 4%	6 6%	4 7%	2 6%
Angel	58 11%	5 8%	5 11%	0 0%	3 5%	2 8%	1 3%	15 15% DFH	1 2%	14 25% ADFH	6 7%	3 8%	3 6%	10 10%	5 10%	5 10%	17 18% JL	9 16% JK	8 22% JL
Wood Green	57 11%	15 23% DFH	10 23% DF	5 24%	3 5%	1 4%	2 5%	20 20% DF	3 7%	17 30% DFH	9 10% PR	5 14% NPR	4 8%	4 4%	1 2%	3 6%	2 2%	2 3%	0 0%
Stratford	28 5%	7 11% GHI	3 7%	4 19%	2 3%	1 4%	1 3%	1 1%	0 0%	1 2%	1 1% JK	0 0%	1 2%	7 7% J	3 6% J	4 8% J	8 9% JK	6 10% JK	2 6% JK
Stoke Newington/ Church St	27 5%	0 0%	0 0%	0 0%	1 2%	1 4%	0 0%	14 14% ABDFH	0 0%	14 25% ABDFH	6 7% M	3 8% MO	3 6%	1 1%	1 2%	0 0%	4 4%	1 2%	3 8% MO
Mare street/Narroway/ Hackney Central	26 5%	6 9% H	4 9%	2 10%	8 13% H	5 19%	3 8%	7 7%	0 0%	7 12% H	2 2%	1 3%	1 2%	1 1%	0 0%	1 2%	2 2%	2 3%	0 0%
Finsbury Park	26 5%	5 8%	4 9%	1 5%	2 3%	0 0%	2 5%	5 5%	1 2%	4 7%	2 2%	0 0%	2 4%	6 6%	5 10% JK	1 2%	5 5%	1 2%	4 11% JK

Columns Tested: A,B,C,D,E,F,G,H,I - J,K,L,M,N,O,P,Q,R

Table 13 (continuation)
Q10 And where else?
Base: All respondents

	Total	Friday Location									Saturday Location								
		DALSTON	Dalston King	Dalston Ridley	HACKNEY MARE	Hackney Mare	Hackney Mare	STOKE NEWING	Stoke Newing	Stoke Newing	DALSTON	Dalston King	Dalston Ridley	HACKNEY MARE	Hackney Mare	Hackney Mare	STOKE NEWING	Stoke Newing	Stoke Newing
			sland	Road Market	STREET	Street North	Street South	TON	ton	ton Church Street		sland	Road Market	STREET	Street North	Street South	TON	ton	ton Church Street
	A	B	*C	D	*E	F	G	H	I	J	K	L	M	N	O	P	Q	R	
Base	517	65	44	21	63	26	37	98	41	57	87	37	50	97	48	49	94	58	36
Walthamstow	25 5%	5 8%	3 7%	2 10%	3 5%	3 12%	0 0%	4 4%	1 2%	3 5%	5 6%	0 0%	5 10% MO	1 1%	1 2%	0 0%	6 6%	2 3%	4 11% KMO
Camden Town	22 4%	1 2%	1 2%	0 0%	0 0%	0 0%	0 0%	8 8% D	1 2%	7 12% ADF	6 7% M	2 5%	4 8% MN	1 1%	0 0%	1 2%	4 4%	3 5%	1 3%
Brent Cross	21 4%	1 2%	1 2%	0 0%	3 5%	2 8%	1 3%	4 4%	0 0%	4 7%	5 6%	3 8% O	2 4%	3 3%	3 6%	0 0%	4 4%	2 3%	2 6%
Blue Water	11 2%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	2 2%	0 0%	2 4%	2 2%	0 0%	2 4%	4 4%	2 4%	2 4%	2 2%	1 2%	1 3%
Nags Head/Holloway Road	8 2%	4 6%	3 7%	1 5%	1 2%	0 0%	1 3%	3 3%	0 0%	3 5%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
Lakeside	7 1%	1 2%	1 2%	0 0%	1 2%	0 0%	1 3%	3 3%	0 0%	3 5%	0 0%	0 0%	0 0%	2 2%	1 2%	1 2%	0 0%	0 0%	0 0%
Upper Clapton Road	6 1%	0 0%	0 0%	0 0%	2 3%	2 8%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 1%	0 0%	1 2%	3 3%	3 5% J	0 0%
Lower Clapton Road	5 1%	0 0%	0 0%	0 0%	3 5% G	3 12%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	2 2%	2 3%	0 0%
Hoxton Street	5 1%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	5 5%	0 0%	5 9% ABD	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
Other	47 9%	2 3%	2 5%	0 0%	4 6%	0 0%	4 11%	17 17% ABD	10 24% ABD	7 12%	15 17% MNPQR	8 22% MNO	7 14% PQR	5 5%	2 4%	3 6%	3 3%	3 5%	0 0%

Columns Tested: A,B,C,D,E,F,G,H,I - J,K,L,M,N,O,P,Q,R

Table 13 (continuation)
 Q10 And where else?
 Base: All respondents

	Total	Friday Location									Saturday Location								
		DALSTON King sland	Dalston Ridley Road Market	Dalston Ridley Road Market	HACKNEY MARE STREET	Hackney Mare Street North	Hackney Mare Street South	STOKE NEWING TON	Stoke Newing ton	Stoke Newing ton Church Street	DALSTON	Dalston King sland	Dalston Ridley Road Market	HACKNEY MARE STREET	Hackney Mare Street North	Hackney Mare Street South	STOKE NEWING TON	Stoke Newing ton	Stoke Newing ton Church Street
.		A	B	*C	D	*E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Base	517	65	44	21	63	26	37	98	41	57	87	37	50	97	48	49	94	58	36
Not stated	167	20	12	8	19	2	17	20	16	4	30	14	16	44	24	20	32	18	14
	32%	31%	27%	38%	30%	8%	46%	20%	39%	7%	34%	38%	32%	45%	50%	41%	34%	31%	39%
		I	I		I		GI	I	GI					Q					

Columns Tested: A,B,C,D,E,F,G,H,I - J,K,L,M,N,O,P,Q,R

Table 14
 Q11 Why do you choose to shop in this location?
 Base: All respondents

	Total	Friday and Saturday Locations										Area of Residence		
		DALSTON Kings land	Dalston Kings land	Dalston Ridley Road Market	HACKNEY MARE STREET	Hackney Mare Street North	Hackney Mare Street South	STOKE NEWING TON	Stoke Newing ton	Stoke Newing ton Church Street	Local bor	Other London bor	Else where UK/ Abroad	
		A	B	C	D	E	F	G	H	I	J	K	*L	
Base	517	152	81	71	161	74	87	195	101	94	408	83	18	
Close to home	285 55%	64 42%	33 41%	31 44%	96 60%	44 59%	52 60%	123 63%	65 64%	58 62%	271 66%	6 7%	4 22%	
					ABC	AB	ABC	ABC	ABC	ABC	K			
Good prices/dicsounts	74 14%	29 19%	15 19%	14 20%	24 15%	19 26%	5 6%	19 10%	8 8%	11 12%	60 15%	14 17%	0 0%	
		FGH	FGH	FGH	F	DFGHI								
Good selection/ quality of shops	54 10%	15 10%	7 9%	8 11%	7 4%	6 8%	1 1%	28 14%	9 9%	19 20%	39 10%	13 16%	2 11%	
		F	F	DF		F		DF	F	ABDEFH				
Close to work	52 10%	8 5%	5 6%	3 4%	20 12%	13 18%	7 8%	24 12%	11 11%	13 14%	31 8%	20 24%	1 6%	
					A	ABC		A		AC		J		
Convenient bus service	52 10%	7 5%	5 6%	2 3%	25 16%	18 24%	7 8%	20 10%	9 9%	11 12%	39 10%	12 14%	1 6%	
					ABC	ABCFGHI				AC				
I don't use this area to shop	51 10%	12 8%	10 12%	2 3%	26 16%	7 9%	19 22%	13 7%	7 7%	6 6%	28 7%	17 20%	3 17%	
			C		ACGHI		ACEGHI					J		
Good range of cafes/ pubs/ restaurants	31 6%	2 1%	1 1%	1 1%	0 0%	0 0%	0 0%	29 15%	12 12%	17 18%	21 5%	8 10%	2 11%	
								ABCDEF	ABCDEF	ABCDEF				
To visit markets	22 4%	6 4%	2 2%	4 6%	4 2%	3 4%	1 1%	10 5%	4 4%	6 6%	19 5%	3 4%	0 0%	
Pleasant place to shop	17 3%	6 4%	3 4%	3 4%	1 1%	0 0%	1 1%	10 5%	0 0%	10 11%	13 3%	2 2%	2 11%	
		DH		H			DEH		ADEFH					

Columns Tested: A,B,C,D,E,F,G,H,I - J,K,L

Table 14 (continuation)
 Q11 Why do you choose to shop in this location?
 Base: All respondents

	Total	Friday and Saturday Locations									Area of Residence		
		DALSTON	Dalston Kings land	Dalston Ridley Road Market	HACKNEY MARE STREET	Hackney Mare Street North	Hackney Mare Street South	STOKE NEWING TON	Stoke Newing ton	Stoke Newing ton Church Street	Local bor	Other London bor	Else where UK/ Abroad
		A	B	C	D	E	F	G	H	I	J	K	*L
Base	517	152	81	71	161	74	87	195	101	94	408	83	18
Good mix of shopping and leisure facilities	14 3%	7 5% DF	3 4% D	4 6% DEF	0 0%	0 0%	0 0%	5 3% D	1 1%	4 4% D	12 3%	2 2%	0 0%
Convenient Rail/ tube service	9 2%	3 2%	2 2%	1 1%	3 2%	2 3%	1 1%	3 2%	0 0%	3 3%	3 1%	6 7% J	0 0%
Easy car parking	7 1%	2 1%	0 0%	2 3% D	0 0%	0 0%	0 0%	5 3% D	1 1%	4 4% D	5 1%	2 2%	0 0%
Safe shopping environment	5 1%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	5 3% AD	0 0%	5 5% ABDEFH	5 1%	0 0%	0 0%
Good range of cinema/ bowling/ other indoor leisure facilities	1 *%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 1% J	0 0%
Free car parking	0 0%	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	40 8%	17 11% DE	8 10%	9 13% DE	6 4%	2 3%	4 5%	14 7%	7 7%	7 7%	23 6%	12 14% J	5 28%
Don't know	6 1%	2 1%	2 2%	0 0%	2 1%	1 1%	1 1%	2 1%	0 0%	2 2%	5 1%	0 0%	0 0%

Columns Tested: A,B,C,D,E,F,G,H,I - J,K,L

Table 14 (continuation)
 Q11 Why do you choose to shop in this location?
 Base: All respondents

	Total	Age							Dalston - Age				Hackney - Age				Stoke Newington - Age			
		Under 18	18-24	25-34	35-44	45-55	56-64	64+	Under 18	18-34	35-55	56+	Under 18	18-34	35-55	56+	Under 18	18-34	35-55	56+
		A	B	C	D	E	*F	*G	*H	I	J	*K	*L	M	N	*O	*P	Q	R	*S
Base	517	48	71	151	123	75	23	20	15	62	56	15	21	65	62	13	10	91	79	13
Close to home	285 55%	31 65%	34 48%	73 48%	75 61%	46 61%	12 52%	11 55%	9 60%	26 42%	24 43%	3 20%	13 62%	31 48%	42 68%	10 77%	8 80%	49 54%	55 70%	10 77%
				C											M				Q	
Good prices/dicounts	74 14%	8 17%	6 8%	23 15%	13 11%	12 16%	6 26%	6 30%	2 13%	13 21%	9 16%	5 33%	4 19%	6 9%	12 19%	2 15%	2 20%	10 11%	4 5%	3 23%
Good selection/ quality of shops	54 10%	7 15%	10 14%	21 14%	11 9%	2 3%	1 4%	2 10%	2 13%	9 15%	3 5%	1 7%	3 14%	0 0%	3 5%	1 8%	1 10%	19 21%	7 9%	1 8%
		E	E	E														R		
Close to work	52 10%	4 8%	9 13%	16 11%	10 8%	12 16%	1 4%	0 0%	0 0%	3 5%	5 9%	0 0%	4 19%	8 12%	8 13%	0 0%	0 0%	14 15%	9 11%	1 8%
Convenient bus service	52 10%	2 4%	6 8%	13 9%	21 17%	5 7%	2 9%	2 10%	2 13%	0 0%	4 7%	0 0%	0 0%	11 17%	13 21%	1 8%	0 0%	8 9%	9 11%	3 23%
				ACE							I									
I don't use this area to shop	51 10%	4 8%	13 18%	22 15%	6 5%	4 5%	2 9%	0 0%	0 0%	7 11%	3 5%	2 13%	4 19%	20 31%	2 3%	0 0%	0 0%	8 9%	5 6%	0 0%
			DE	DE										N						
Good range of cafes/ pubs/ restaurants	31 6%	1 2%	4 6%	16 11%	9 7%	1 1%	0 0%	0 0%	0 0%	1 2%	1 2%	0 0%	0 0%	0 0%	0 0%	0 0%	1 10%	19 21%	9 11%	0 0%
				E																
To visit markets	22 4%	3 6%	2 3%	5 3%	5 4%	4 5%	1 4%	1 5%	1 7%	1 2%	2 4%	1 7%	0 0%	1 2%	2 3%	1 8%	1 10%	5 5%	4 5%	0 0%
Pleasant place to shop	17 3%	1 2%	6 8%	5 3%	2 2%	1 1%	1 4%	1 5%	0 0%	3 5%	1 2%	2 13%	0 0%	0 0%	1 2%	0 0%	1 10%	8 9%	1 1%	0 0%
			DE															R		
Good mix of shopping and leisure facilities	14 3%	1 2%	1 1%	3 2%	1 1%	6 8%	0 0%	1 5%	1 7%	2 3%	2 4%	1 7%	0 0%	0 0%	0 0%	0 0%	0 0%	1 1%	4 5%	0 0%
						CD														

Columns Tested: A,B,C,D,E,F,G - H,I,J,K - L,M,N,O - P,Q,R,S

Table 14 (continuation)
 Q11 Why do you choose to shop in this location?
 Base: All respondents

	Total	Age							Dalston - Age				Hackney - Age				Stoke Newington - Age			
		Under 18	18-24	25-34	35-44	45-55	56-64	64+	Under 18	18-34	35-55	56+	Under 18	18-34	35-55	56+	Under 18	18-34	35-55	56+
		A	B	C	D	E	*F	*G	*H	I	J	*K	*L	M	N	*O	*P	Q	R	*S
Base	517	48	71	151	123	75	23	20	15	62	56	15	21	65	62	13	10	91	79	13
Convenient Rail/ tube service	9 2%	1 2%	1 1%	2 1%	5 4%	0 0%	0 0%	0 0%	1 7%	2 3%	0 0%	0 0%	0 0%	0 0%	3 5%	0 0%	0 0%	1 1%	2 3%	0 0%
Easy car parking	7 1%	0 0%	0 0%	2 1%	5 4%	0 0%	0 0%	0 0%	0 0%	0 0%	2 4%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	2 2%	3 4%	0 0%
Safe shopping environment	5 1%	1 2%	1 1%	1 1%	1 1%	1 1%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 10%	2 2%	2 3%	0 0%
Good range of cinema/ bowling/ other indoor leisure facilities	1 *%	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%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
Free car parking	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	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	40 8%	3 6%	7 10%	7 5%	10 8%	9 12%	2 9%	2 10%	0 0%	7 11%	9 16%	1 7%	0 0%	2 3%	3 5%	1 8%	2 20%	3 3%	7 9%	2 15%
Don't know	6 1%	0 0%	0 0%	3 2%	0 0%	0 0%	2 9%	0 0%	0 0%	0 0%	0 0%	2 13%	0 0%	2 3%	0 0%	0 0%	0 0%	1 1%	0 0%	0 0%

Columns Tested: A,B,C,D,E,F,G - H,I,J,K - L,M,N,O - P,Q,R,S

Table 14 (continuation)
 Q11 Why do you choose to shop in this location?
 Base: All respondents

	Total	Friday Location									Saturday Location								
		DALSTON	Dalston King sland	Dalston Ridley Road Market	HACKNEY MARE STREET	Hackney Mare Street North	Hackney Mare Street South	STOKE NEWING TON	Stoke Newing ton	Stoke Newing ton Church Street	DALSTON	Dalston King sland	Dalston Ridley Road Market	HACKNEY MARE STREET	Hackney Mare Street North	Hackney Mare Street South	STOKE NEWING TON	Stoke Newing ton	Stoke Newing ton Church Street
		A	B	*C	D	*E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Base	517	65	44	21	63	26	37	98	41	57	87	37	50	97	48	49	94	58	36
Close to home	285 55%	31 48%	20 45%	11 52%	35 56%	13 50%	22 59%	55 56%	22 54%	33 58%	33 38%	13 35%	20 40%	61 63%	31 65%	30 61%	66 70%	42 72%	24 67%
Good prices/discounst	74 14%	10 15%	7 16%	3 14%	14 22% H	10 38%	4 11%	11 11%	3 7%	8 14%	19 22% MOPQ	8 22% OP	11 22% OP	10 10%	9 19% O	1 2%	8 9%	5 9%	3 8%
Good selection/ quality of shops	54 10%	6 9%	4 9%	2 10%	4 6%	3 12%	1 3%	11 11%	1 2%	10 18% FH	9 10% MO	3 8% O	6 12% MO	3 3%	3 6%	0 0%	17 18% MO	8 14% MO	9 25% JMNO
Close to work	52 10%	3 5%	2 5%	1 5%	15 24% AB	10 38%	5 14%	18 18% AB	9 22% AB	9 16% A	5 6%	3 8%	2 4%	5 5%	3 6%	2 4%	5 5%	1 2%	4 11%
Convenient bus service	52 10%	5 8%	5 11% H	0 0%	11 17% GH	6 23%	5 14% H	5 5%	0 0%	5 9%	2 2%	0 0%	2 4%	14 14% JK	12 25% JKLO	2 4%	15 16% JKLO	9 16% JK	6 17% JKL
I don't use this area to shop	51 10%	9 14%	7 16%	2 10%	8 13%	1 4%	7 19%	9 9%	3 7%	6 11%	3 3%	3 8% L	0 0%	17 18% JLPR	6 13% JLR	11 22% JLPQR	4 4%	4 7%	0 0%
Good range of cafes/ pubs/ restaurants	31 6%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	11 11% ABDF	4 10% ABD	7 12% ABDF	2 2%	1 3%	1 2%	0 0%	0 0%	0 0%	18 19% JKLMNO	8 14% JLMNO	10 28% JKLMNO
To visit markets	22 4%	3 5%	1 2%	2 10%	4 6%	3 12%	1 3%	5 5%	1 2%	4 7%	3 3%	1 3%	2 4% M	0 0%	0 0%	0 0%	5 5% M	3 5% M	2 6% M
Pleasant place to shop	17 3%	1 2%	1 2%	0 0%	1 2%	0 0%	1 3%	6 6%	0 0%	6 11% ADH	5 6% M	2 5% M	3 6% M	0 0%	0 0%	0 0%	4 4% M	0 0%	4 11% MNOQ

Columns Tested: A,B,C,D,E,F,G,H,I - J,K,L,M,N,O,P,Q,R

Table 14 (continuation)
 Q11 Why do you choose to shop in this location?
 Base: All respondents

	Total	Friday Location									Saturday Location								
		DALSTON	Dalston King sland	Dalston Ridley Road Market	HACKNEY MARE STREET	Hackney Mare Street North	Hackney Mare Street South	STOKE NEWING TON	Stoke Newing ton	Stoke Newing Church Street	DALSTON	Dalston King sland	Dalston Ridley Road Market	HACKNEY MARE STREET	Hackney Mare Street North	Hackney Mare Street South	STOKE NEWING TON	Stoke Newing ton	Stoke Newing Church Street
		A	B	*C	D	*E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Base	517	65	44	21	63	26	37	98	41	57	87	37	50	97	48	49	94	58	36
Good mix of shopping and leisure facilities	14 3%	2 3%	2 5%	0 0%	0 0%	0 0%	0 0%	5 5%	1 2%	4 7% D	5 6% MP	1 3%	4 8% MNO PQ	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
Convenient Rail/tube service	9 2%	3 5% G	2 5% G	1 5%	3 5% G	2 8%	1 3%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	3 3%	0 0%	3 8% JLMNO Q
Easy car parking	7 1%	2 3%	0 0%	2 10%	0 0%	0 0%	0 0%	3 3%	0 0%	3 5%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	2 2%	1 2%	1 3%
Safe shopping environment	5 1%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	5 5%	0 0%	5 9% ABD	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
Good range of cinema/bowling/ other indoor leisure facilities	1 *%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
Free car parking	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	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	40 8%	3 5%	2 5%	1 5%	4 6%	2 8%	2 5%	9 9%	3 7%	6 11%	14 16% MNO PR	6 16% MNP	8 16% MNP	2 2%	0 0%	2 4%	5 5%	4 7%	1 3%
Don't know	6 1%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	2 2%	2 5%	0 0%	2 2%	1 2%	1 2%	2 2%	0 0%	2 6%

Columns Tested: A,B,C,D,E,F,G,H,I - J,K,L,M,N,O,P,Q,R

Table 15

Q12 What other non-shopping services/facilities have you/will you use today in this location?

Base: All respondents

	Total	Friday and Saturday Locations									Area of Residence		
		DALSTON	Dalston Kings land	Dalston Ridley Road Market	HACKNEY MARE STREET	Hackney Mare Street North	Hackney Mare Street South	STOKE NEWING TON	Stoke Newing ton	Stoke Newing ton Church Street	Local bor	Other London bor	Else where UK/ Abroad
		A	B	C	D	E	F	G	H	I	J	K	*L
Base	517	152	81	71	161	74	87	195	101	94	408	83	18
Restaurant/cafe/bar	93 18%	19 13%	13 16%	6 8%	20 12%	13 18%	7 8%	54 28% ABCD	23 23% ACDF	31 33% ABCDEF	67 16%	20 24%	4 22%
Library	46 9%	9 6%	1 1%	8 11% BH	24 15% ABGH	11 15% ABGH	13 15% ABGH	13 7%	2 2%	11 12% BH	41 10%	4 5%	0 0%
Park/green open space	45 9%	1 1%	1 1%	0 0%	17 11% ABC	8 11% ABC	9 10% ABC	27 14% ABCH	5 5% A	22 23% ABCDEF GH	38 9%	5 6%	2 11%
Cinema	23 4%	17 11% DEFGHI	5 6% G	12 17% BDEFGHI	3 2%	2 3%	1 1%	2 1%	1 1%	1 1%	19 5%	4 5%	0 0%
Sports/leisure facility	9 2%	2 1%	2 2%	0 0%	4 2%	2 3%	2 2%	3 2%	0 0%	3 3%	8 2%	1 1%	0 0%
Theatre	7 1%	1 1%	0 0%	1 1%	4 2%	0 0%	4 5% A	2 1%	1 1%	1 1%	4 1%	3 4%	0 0%
Museum/art gallery	5 1%	1 1%	0 0%	1 1%	0 0%	0 0%	0 0%	4 2%	0 0%	4 4% DH	5 1%	0 0%	0 0%
Creche	3 1%	1 1%	1 1%	0 0%	2 1%	0 0%	2 2% G	0 0%	0 0%	0 0%	2 *	0 0%	1 6%
Other	14 3%	4 3%	3 4%	1 1%	5 3%	1 1%	4 5%	4 2%	2 2%	2 2%	10 2%	2 2%	2 11%
None	307 59%	108 71% DEFGI	58 72% DEFGI	50 70% DEFGI	87 54% I	40 54%	47 54%	105 54% I	67 66% GI	38 40%	244 60%	48 58%	10 56%

Columns Tested: A,B,C,D,E,F,G,H,I - J,K,L

Table 15 (continuation)
 Q12 What other non-shopping services/facilities have you/will you use today in this location?
 Base: All respondents

	Total	Age							Dalston - Age				Hackney - Age				Stoke Newington - Age			
		Under 18	18-24	25-34	35-44	45-55	56-64	64+	Under 18	18-34	35-55	56+	Under 18	18-34	35-55	56+	Under 18	18-34	35-55	56+
		A	B	C	D	E	*F	*G	*H	I	J	*K	*L	M	N	*O	*P	Q	R	*S
Base	517	48	71	151	123	75	23	20	15	62	56	15	21	65	62	13	10	91	79	13
Restaurant/cafe/bar	93 18%	8 17%	16 23%	34 23%	20 16%	5 7%	5 22%	4 20%	4 27%	8 13%	5 9%	2 13%	3 14%	7 11%	8 13%	2 15%	1 10%	35 38%	12 15%	5 38%
Library	46 9%	10 21% CD	6 8%	10 7%	10 8%	9 12%	0 0%	1 5%	1 7%	3 5%	5 9%	0 0%	8 38%	9 14%	6 10%	1 8%	1 10%	4 4%	8 10%	0 0%
Park/green open space	45 9%	4 8%	7 10%	7 5%	13 11%	6 8%	4 17%	3 15%	0 0%	1 2%	0 0%	0 0%	2 10%	5 8%	7 11%	3 23%	2 20%	8 9%	12 15%	4 31%
Cinema	23 4%	2 4%	3 4%	6 4%	4 3%	5 7%	2 9%	0 0%	1 7%	6 10%	8 14%	1 7%	1 5%	1 2%	1 2%	0 0%	0 0%	1 1%	0 0%	1 8%
Sports/leisure facility	9 2%	4 8% BCD	0 0%	3 2%	1 1%	1 1%	0 0%	0 0%	1 7%	1 2%	0 0%	0 0%	2 10%	0 0%	2 3%	0 0%	1 10%	2 2%	0 0%	0 0%
Theatre	7 1%	1 2%	0 0%	3 2%	2 2%	1 1%	0 0%	0 0%	0 0%	1 2%	0 0%	0 0%	1 5%	1 2%	2 3%	0 0%	0 0%	1 1%	1 1%	0 0%
Museum/art gallery	5 1%	1 2%	0 0%	1 1%	1 1%	1 1%	0 0%	1 5%	0 0%	0 0%	1 2%	0 0%	0 0%	0 0%	0 0%	0 0%	1 10%	1 1%	1 1%	1 8%
Creche	3 1%	1 2%	0 0%	2 1%	0 0%	0 0%	0 0%	0 0%	1 7%	0 0%	0 0%	0 0%	0 0%	2 3%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
Other	14 3%	1 2%	1 1%	6 4%	3 2%	3 4%	0 0%	0 0%	0 0%	3 5%	1 2%	0 0%	0 0%	3 5%	2 3%	0 0%	0 0%	1 1%	3 4%	0 0%
None	307 59%	20 42%	43 61%	86 57%	77 63%	49 65%	15 65%	14 70%	8 53%	44 71%	41 73%	12 80%	6 29%	39 60%	34 55%	8 62%	5 50%	43 47%	50 63%	7 54%

Columns Tested: A,B,C,D,E,F,G - H,I,J,K - L,M,N,O - P,Q,R,S

Table 15 (continuation)
 Q12 What other non-shopping services/facilities have you/will you use today in this location?
 Base: All respondents

	Total	Friday Location									Saturday Location								
		DALSTON	Dalston	Dalston	HACKNEY	Hackney	Hackney	STOKE	Stoke	Stoke	DALSTON	Dalston	Dalston	HACKNEY	Hackney	Hackney	STOKE	Stoke	Stoke
		King	Ridley	MARE	Mare	Mare	NEWING	Stoke	Newing	Newing	King	Ridley	MARE	Mare	Mare	NEWING	Stoke	Newing	Newing
	sland	Road	STREET	Street	Street	TON	ton	ton	sland	Road	STREET	Street	Street	TON	ton	ton	sland	Road	STREET
		Market	Market	North	South			Church		Market	Market	North	South			Church		Market	Market
		A	B	*C	D	*E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Base	517	65	44	21	63	26	37	98	41	57	87	37	50	97	48	49	94	58	36
Restaurant/cafe/bar	93 18%	7 11%	5 11%	2 10%	11 17%	7 27%	4 11%	20 20%	7 17%	13 23%	12 14%	8 22%	4 8%	9 9%	6 13%	3 6%	33 35%	15 26%	18 50%
Library	46 9%	2 3%	1 2%	1 5%	12 19%	6 23%	6 16%	8 8%	1 2%	7 12%	7 8%	0 0%	7 14%	12 12%	5 10%	7 14%	5 5%	1 2%	4 11%
Park/green open space	45 9%	1 2%	1 2%	0 0%	9 14%	3 12%	6 16%	20 20%	3 7%	17 30%	0 0%	0 0%	0 0%	8 8%	5 10%	3 6%	6 6%	2 3%	4 11%
Cinema	23 4%	3 5%	2 5%	1 5%	1 2%	1 4%	0 0%	2 2%	1 2%	1 2%	14 16%	3 8%	11 22%	2 2%	1 2%	1 2%	0 0%	0 0%	0 0%
Sports/leisure facility	9 2%	2 3%	2 5%	0 0%	2 3%	1 4%	1 3%	2 2%	0 0%	2 4%	0 0%	0 0%	0 0%	2 2%	1 2%	1 2%	1 1%	0 0%	1 3%
Theatre	7 1%	1 2%	0 0%	1 5%	2 3%	0 0%	2 5%	1 1%	0 0%	1 2%	0 0%	0 0%	0 0%	2 2%	0 0%	2 4%	1 1%	1 2%	0 0%
Museum/art gallery	5 1%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	4 4%	0 0%	4 7%	1 1%	0 0%	1 2%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
Creche	3 1%	1 2%	1 2%	0 0%	2 3%	0 0%	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%
Other	14 3%	3 5%	2 5%	1 5%	2 3%	0 0%	2 5%	4 4%	2 5%	2 4%	1 1%	1 3%	0 0%	3 3%	1 2%	2 4%	0 0%	0 0%	0 0%
None	307 59%	49 75%	32 73%	17 81%	25 40%	9 35%	16 43%	51 52%	27 66%	24 42%	59 68%	26 70%	33 66%	61 63%	31 65%	30 61%	53 56%	39 67%	14 39%
		DFGI	DFGI					DFI			R	R	R	R	R	R		R	

Columns Tested: A,B,C,D,E,F,G,H,I - J,K,L,M,N,O,P,Q,R

Table 16

Q13 How good would you say that this centre (the one you are in now) is at meeting your needs for indoor leisure facilities such as cinema/theatre/museum?

Base: All respondents

	Total	Friday and Saturday Locations									Area of Residence		
		DALSTON	Dalston Kings land	Dalston Ridley Road Market	HACKNEY MARE STREET	Hackney Mare Street North	Hackney Mare Street South	STOKE NEWING TON	Stoke Newing ton	Stoke Newing ton Church Street	Local bor	Other London bor	Else where UK/ Abroad
		A	B	C	D	E	F	G	H	I	J	K	*L
Base	517	152	81	71	161	74	87	195	101	94	408	83	18
Very good (5.0)	38 7%	18 12%	9 11%	9 13%	2 1%	0 0%	2 2%	18 9%	14 14%	4 4%	28 7%	6 7%	3 17%
		DEFI	DEF	DEFI			DEF	DEFI					
Good (4.0)	66 13%	25 16%	10 12%	15 21%	10 6%	3 4%	7 8%	31 16%	17 17%	14 15%	56 14%	9 11%	1 6%
		DE		DEF			DE	DE	DE				
Average (3.0)	130 25%	25 16%	14 17%	11 15%	59 37%	28 38%	31 36%	44 23%	20 20%	24 26%	113 28%	12 14%	2 11%
				ABCGH	ABCGH	ABCGH					K		
Poor (2.0)	98 19%	11 7%	6 7%	5 7%	52 32%	27 36%	25 29%	34 17%	9 9%	25 27%	84 21%	8 10%	4 22%
				ABCGH	ABCGH	ABCGH	ABCH		ABCH		K		
Very poor (1.0)	51 10%	5 3%	2 2%	3 4%	14 9%	4 5%	10 11%	29 15%	16 16%	13 14%	48 12%	2 2%	1 6%
				A		AB	ABCE	ABCE	ABC		K		
Don't know	134 26%	68 45%	40 49%	28 39%	24 15%	12 16%	12 14%	39 20%	25 25%	14 15%	79 19%	46 55%	7 39%
		DEFGHI	DEFGHI	DEFGHI				D			J		
Mean score	2.85	3.48	3.44	3.51	2.52	2.48	2.55	2.84	3.05	2.64	2.79	3.24	3.09
		DEFGHI	DEFGI	DEFGI			DE	DEFI			J		
Standard deviation	1.16	1.15	1.14	1.16	.83	.70	.93	1.27	1.39	1.11	1.14	1.14	1.45
Standard error	.06	.13	.18	.18	.07	.09	.11	.10	.16	.12	.06	.19	.44

Columns Tested: A,B,C,D,E,F,G,H,I - J,K,L

Table 16 (continuation)

Q13 How good would you say that this centre (the one you are in now) is at meeting your needs for indoor leisure facilities such as cinema/theatre/museum?
Base: All respondents

	Total	Age								Dalston - Age				Hackney - Age				Stoke Newington - Age			
		Under 18	18-24	25-34	35-44	45-55	56-64	64+	Under 18	18-34	35-55	56+	Under 18	18-34	35-55	56+	Under 18	18-34	35-55	56+	
		A	B	C	D	E	*F	*G	*H	I	J	*K	*L	M	N	*O	*P	Q	R	*S	
Base	517	48	71	151	123	75	23	20	15	62	56	15	21	65	62	13	10	91	79	13	
Very good (5.0)	38 7%	1 2%	4 6%	11 7%	9 7%	10 13%	0 0%	1 5%	0 0%	8 13%	9 16%	0 0%	1 5%	0 0%	0 0%	1 8%	0 0%	7 8%	10 13%	0 0%	
Good (4.0)	66 13%	5 10%	5 7%	13 9%	18 15%	12 16%	4 17%	7 35%	0 0%	7 11%	12 21%	4 27%	2 10%	3 5%	4 6%	1 8%	3 30%	8 9%	14 18%	6 46%	
Average (3.0)	130 25%	10 21%	18 25%	33 22%	37 30%	19 25%	7 30%	6 30%	3 20%	10 16%	10 18%	2 13%	5 24%	24 37%	23 37%	7 54%	2 20%	16 18%	23 29%	3 23%	
Poor (2.0)	98 19%	15 31%	20 28%	27 18%	23 19%	8 11%	2 9%	2 10%	3 20%	4 6%	3 5%	1 7%	8 38%	22 34%	20 32%	2 15%	3 30%	21 23%	8 10%	1 8%	
Very poor (1.0)	51 10%	7 15%	8 11%	18 12%	13 11%	4 5%	1 4%	0 0%	2 13%	2 3%	1 2%	0 0%	2 10%	6 9%	5 8%	1 8%	2 20%	16 18%	11 14%	0 0%	
Don't know	134 26%	10 21%	16 23%	49 32%	23 19%	22 29%	9 39%	4 20%	7 47%	31 50%	21 38%	8 53%	3 14%	10 15%	10 16%	1 8%	0 0%	23 25%	13 16%	3 23%	
Mean score	2.85	2.42	2.58	2.73	2.87	3.30	3.00	3.44	2.13	3.48	3.71	3.43	2.56	2.44	2.50	2.92	2.60	2.54	3.06	3.50	
Standard deviation	1.16	1.03	1.08	1.21	1.13	1.17	.88	.81	.83	1.21	1.05	.79	1.04	.76	.78	1.00	1.17	1.26	1.28	.71	
Standard error	.06	.17	.15	.12	.11	.16	.23	.20	.30	.22	.18	.30	.25	.10	.11	.29	.37	.15	.16	.22	

Columns Tested: A,B,C,D,E,F,G - H,I,J,K - L,M,N,O - P,Q,R,S

Table 16 (continuation)

Q13 How good would you say that this centre (the one you are in now) is at meeting your needs for indoor leisure facilities such as cinema/theatre/museum?

Base: All respondents

	Total	Friday Location									Saturday Location								
		DALSTON	Dalston	Dalston	HACKNEY	Hackney	Hackney	STOKE	Stoke	Stoke	DALSTON	Dalston	Dalston	HACKNEY	Hackney	Hackney	STOKE	Stoke	Stoke
		King sland	King Ridley Road Market	Ridley Road Market	MARE STREET	Mare Street North	Mare Street South	NEWING TON	Newing ton	Newing ton Church Street	King sland	King Ridley Road Market	Ridley Road Market	MARE STREET	Mare Street North	Mare Street South	NEWING TON	Newing ton	Newing ton Church Street
	A	B	*C	D	*E	F	G	H	I	J	K	L	M	N	O	P	Q	R	
Base	517	65	44	21	63	26	37	98	41	57	87	37	50	97	48	49	94	58	36
Very good	(5.0) 38 7%	3 5%	3 7%	0 0%	1 2%	0 0%	1 3%	14 14%	11 27%	3 5%	15 17%	6 16%	9 18%	1 1%	0 0%	1 2%	2 2%	2 3%	0 0%
							AD	ABDFI			MNOPQR	MNOPQR	MNOPQR						
Good	(4.0) 66 13%	7 11%	4 9%	3 14%	2 3%	0 0%	2 5%	26 27%	14 34%	12 21%	18 21%	6 16%	12 24%	8 8%	3 6%	5 10%	5 5%	3 5%	2 6%
							ABDF	ABDF	DF		MNPQR	P	MNPQR						
Average	(3.0) 130 25%	10 15%	8 18%	2 10%	25 40%	9 35%	16 43%	15 15%	4 10%	11 19%	15 17%	6 16%	9 18%	34 35%	19 40%	15 31%	29 31%	16 28%	13 36%
				ABGHI		ABGHI					JKL	JKL	J						J
Poor	(2.0) 98 19%	5 8%	4 9%	1 5%	18 29%	8 31%	10 27%	15 15%	1 2%	14 25%	6 7%	2 5%	4 8%	34 35%	19 40%	15 31%	18 19%	7 12%	11 31%
				ABGH		ABH	H		ABH				JKLPQ	JKLPQ	JKLQ	J			JKLQ
Very poor	(1.0) 51 10%	0 0%	0 0%	0 0%	4 6%	0 0%	4 11%	8 8%	2 5%	6 11%	5 6%	2 5%	3 6%	10 10%	4 8%	6 12%	21 22%	14 24%	7 19%
				A		AB	A		AB							JKLMN	JKLMN	J	
Don't know	134 26%	40 62%	25 57%	15 71%	13 21%	9 35%	4 11%	20 20%	9 22%	11 19%	28 32%	15 41%	13 26%	10 10%	3 6%	7 14%	19 20%	16 28%	3 8%
		DFGHI	DFGHI					MNOR	MNOPR	MNR						N	MNR		
Mean score	2.85	3.32	3.32	3.33	2.56	2.53	2.58	3.29	3.97	2.83	3.54	3.55	3.54	2.49	2.47	2.52	2.32	2.33	2.30
Standard deviation	1.16	.95	1.00	.82	.79	.51	.90	1.26	1.09	1.16	1.22	1.26	1.22	.86	.76	.97	1.04	1.16	.88
Standard error	.06	.19	.23	.33	.11	.12	.16	.14	.19	.17	.16	.27	.20	.09	.11	.15	.12	.18	.15

Columns Tested: A,B,C,D,E,F,G,H,I - J,K,L,M,N,O,P,Q,R

Table 17

Q14 How good would you say that this centre (the one you are in now) is at meeting your needs for cafes/restaurants/bars?

Base: All respondents

	Total	Friday and Saturday Locations									Area of Residence		
		DALSTON	Dalston Kings land	Dalston Ridley Road Market	HACKNEY MARE STREET	Hackney Mare Street North	Hackney Mare Street South	STOKE NEWING TON	Stoke Newing ton	Stoke Newing ton Church Street	Local bor	Other London bor	Else where UK/ Abroad
		A	B	C	D	E	F	G	H	I	J	K	*L
Base	517	152	81	71	161	74	87	195	101	94	408	83	18
Very good (5.0)	97 19%	19 13%	9 11%	10 14%	1 1%	0 0%	1 1%	77 39%	28 28%	49 52%	74 18%	21 25%	2 11%
		DEF	DEF	DEF				ABCDEF H	ABCDEF GH	ABCDEF GH			
Good (4.0)	134 26%	36 24%	18 22%	18 25%	24 15%	7 9%	17 20%	72 37%	42 42%	30 32%	113 28%	12 14%	5 28%
		DE	E	E				ABDEF ACDEF	ABCDEF DE	DE	K		
Average (3.0)	120 23%	30 20%	18 22%	12 17%	55 34%	25 34%	30 34%	33 17%	23 23%	10 11%	102 25%	13 16%	4 22%
			I		ACGI	ACGI	ACGI		I				
Poor (2.0)	62 12%	8 5%	4 5%	4 6%	48 30%	26 35%	22 25%	4 2%	1 1%	3 3%	55 13%	6 7%	1 6%
					ABCGHI	ABCGHI	ABCGHI						
Very poor (1.0)	12 2%	4 3%	3 4%	1 1%	7 4%	6 8%	1 1%	0 0%	0 0%	0 0%	10 2%	2 2%	0 0%
		G	G		GHI	FGHI							
Don't know	92 18%	55 36%	29 36%	26 37%	26 16%	10 14%	16 18%	9 5%	7 7%	2 2%	54 13%	29 35%	6 33%
		DEFGHI	DEFGHI	DEFGHI	GHI	GI	GHI					J	
Mean score	3.57	3.60 DEF	3.50 DEF	3.71 DEF	2.73	2.52	2.93	4.19 E ABCDEF	4.03 ABCDEF	4.36 ABCDEF H	3.53	3.81	3.67
Standard deviation	1.08	1.03	1.06	.99	.84	.82	.82	.80	.77	.81	1.07	1.18	.89
Standard error	.05	.10	.15	.15	.07	.10	.10	.06	.08	.08	.06	.16	.26

Columns Tested: A,B,C,D,E,F,G,H,I - J,K,L

Table 17 (continuation)

Q14 How good would you say that this centre (the one you are in now) is at meeting your needs for cafes/restaurants/bars?

Base: All respondents

	Total	Age								Dalston - Age				Hackney - Age				Stoke Newington - Age			
		Under 18	18-24	25-34	35-44	45-55	56-64	64+	Under 18	18-34	35-55	56+	Under 18	18-34	35-55	56+	Under 18	18-34	35-55	56+	
		A	B	C	D	E	*F	*G	*H	I	J	*K	*L	M	N	*O	*P	Q	R	*S	
Base	517	48	71	151	123	75	23	20	15	62	56	15	21	65	62	13	10	91	79	13	
Very good (5.0)	97 19%	5 10%	10 14%	34 23%	26 21%	15 20%	4 17%	1 5%	0 0%	7 11%	10 18%	1 7%	1 5%	0 0%	0 0%	0 0%	4 40%	37 41%	31 39%	4 31%	
Good (4.0)	134 26%	10 21%	20 28%	37 25%	30 24%	17 23%	6 26%	11 55%	3 20%	10 16%	15 27%	6 40%	5 24%	8 12%	5 8%	6 46%	2 20%	38 42%	27 34%	4 31%	
Average (3.0)	120 23%	19 40%	14 20%	31 21%	27 22%	20 27%	7 30%	2 10%	6 40%	10 16%	11 20%	3 20%	11 52%	21 32%	20 32%	3 23%	2 20%	12 13%	16 20%	3 23%	
Poor (2.0)	62 12%	7 15%	11 15%	15 10%	21 17%	6 8%	1 4%	1 5%	2 13%	4 6%	2 4%	0 0%	3 14%	19 29%	24 39%	2 15%	1 10%	2 2%	1 1%	0 0%	
Very poor (1.0)	12 2%	1 2%	3 4%	4 3%	0 0%	4 5%	0 0%	0 0%	0 0%	3 5%	1 2%	0 0%	0 0%	4 6%	3 5%	0 0%	0 0%	0 0%	0 0%	0 0%	
Don't know	92 18%	6 13%	13 18%	30 20%	19 15%	13 17%	5 22%	5 25%	4 27%	28 45%	17 30%	5 33%	1 5%	13 20%	10 16%	2 15%	1 10%	2 2%	4 5%	2 15%	
Mean score	3.57	3.26	3.40	3.68	3.59	3.53	3.72	3.80	3.09	3.41	3.79	3.80	3.20	2.63	2.52	3.36	4.00	4.24	4.17	4.09	
Standard deviation	1.08	.96	1.14	1.11	1.08	1.16	.89	.68	.70	1.21	.98	.63	.77	.84	.75	.81	1.12	.77	.81	.83	
Standard error	.05	.15	.15	.10	.11	.15	.21	.17	.21	.21	.16	.20	.17	.12	.10	.24	.37	.08	.09	.25	

Columns Tested: A,B,C,D,E,F,G - H,I,J,K - L,M,N,O - P,Q,R,S

Table 17 (continuation)

Q14 How good would you say that this centre (the one you are in now) is at meeting your needs for cafes/restaurants/bars?

Base: All respondents

	Total	Friday Location									Saturday Location									
		DALSTON	Dalston	Dalston	HACKNEY	Hackney	Hackney	STOKE	Stoke	Stoke	DALSTON	Dalston	Dalston	HACKNEY	Hackney	Hackney	STOKE	Stoke	Stoke	
		King sland	Ridley Road Market	Ridley Road Market	MARE STREET	Mare Street North	Mare Street South	NEWING TON	Newing ton	Newing ton Church Street	King sland	Ridley Road Market	Ridley Road Market	MARE STREET	Mare Street North	Mare Street South	NEWING TON	Newing ton	Newing ton Church Street	
	A	B	*C	D	*E	F	G	H	I	J	K	L	M	N	O	P	Q	R		
Base	517	65	44	21	63	26	37	98	41	57	87	37	50	97	48	49	94	58	36	
Very good	(5.0)	97 19%	1 2%	0 0%	1 5%	0 0%	0 0%	44 45%	12 29%	32 56%	18 21%	9 24%	9 18%	1 1%	0 0%	1 2%	31 33%	15 26%	16 44%	
							ABDF	ABDF	ABDFH		MNO	MNO	MNO				MNO	MNO	JLMNO	
Good	(4.0)	134 26%	9 14%	7 16%	2 10%	8 13%	2 8%	6 16%	37 38%	19 46%	18 32%	27 31%	11 30%	16 32%	16 16%	5 10%	11 22%	34 36%	22 38%	12 33%
							ABDF	ABDF	AD		MN	N	MN				MN	MN	MN	
Average	(3.0)	120 23%	16 25%	13 30%	3 14%	24 38%	10 38%	14 38%	10 10%	5 12%	5 9%	14 16%	5 14%	9 18%	31 32%	15 31%	16 33%	23 24%	18 31%	5 14%
			GI	GI	GHI		GHI							JKR	J	JK		J		
Poor	(2.0)	62 12%	4 6%	4 9%	0 0%	18 29%	9 35%	9 24%	2 2%	1 2%	1 2%	4 5%	0 0%	4 8%	30 31%	17 35%	13 27%	2 2%	0 0%	2 6%
					ABGHI		AGHI							Q	JKLPQR	JKLPQR	JKLPQR			
Very poor	(1.0)	12 2%	1 2%	1 2%	0 0%	3 5%	2 8%	1 3%	0 0%	0 0%	0 0%	3 3%	2 5%	1 2%	4 4%	4 8%	0 0%	0 0%	0 0%	0 0%
					G							P		P	OPQ					
Don't know	92 18%	34 52%	19 43%	15 71%	10 16%	3 12%	7 19%	5 5%	4 10%	1 2%	21 24%	10 27%	11 22%	15 15%	7 15%	8 16%	4 4%	3 5%	1 3%	
		DFGHI	DFGHI		GI		GI				PQR	PQR	PQR	PR	P	PR				
Mean score	3.57	3.16	3.04	3.67	2.70	2.52	2.83	4.32	4.14	4.45	3.80	3.93	3.72	2.76	2.51	3.00	4.04	3.95	4.20	
		D						ADF	ADF	ADF	MNO		MNO		N	MNO	MNO	MNO	LMNO	
Standard deviation	1.08	.82	.79	.82	.80	.79	.79	.75	.75	.74	1.06	1.11	1.02	.87	.84	.84	.83	.78	.90	
Standard error	.05	.15	.16	.33	.11	.16	.14	.08	.12	.10	.13	.21	.16	.10	.13	.13	.09	.11	.15	

Columns Tested: A,B,C,D,E,F,G,H,I - J,K,L,M,N,O,P,Q,R

Table 18

Q15 Do you have any suggestions for how this centre can be improved?

Base: All respondents

	Total	Friday and Saturday Locations										Area of Residence		
		DALSTON	Dalston Kings land	Dalston Ridley Road Market	HACKNEY MARE STREET	Hackney Mare Street North	Hackney Mare Street South	STOKE NEWING TON	Stoke Newing ton	Stoke Newing ton Church Street	Local bor	Other London bor	Else where UK/ Abroad	
		A	B	C	D	E	F	G	H	I	J	K	*L	
Base	517	152	81	71	161	74	87	195	101	94	408	83	18	
Provide a better range of shops	124 24%	21 14%	12 15%	9 13%	54 34%	26 35%	28 32%	47 24%	21 21%	26 28%	109 27%	12 14%	3 17%	
					ABCH	ABCH	ABC	AC		ABC	K			
No nothing	109 21%	50 33%	20 25%	30 42%	19 12%	2 3%	17 20%	38 19%	17 17%	21 22%	82 20%	19 23%	4 22%	
		DEFGH	DE	BDEFGHI	E		E	DE	E	DE				
Improve the shopping environment	107 21%	22 14%	16 20%	6 8%	47 29%	33 45%	14 16%	37 19%	23 23%	14 15%	76 19%	26 31%	3 17%	
			C		ACFGI	ABCDFGH		C	C			J		
Reduce crime/ the threat of crime	87 17%	10 7%	6 7%	4 6%	44 27%	34 46%	10 11%	31 16%	25 25%	6 6%	65 16%	22 27%	0 0%	
					ABCFGI	ABCDFGH		ACI	ABCFI			J		
Improve cleanliness	44 9%	25 16%	18 22%	7 10%	5 3%	4 5%	1 1%	13 7%	13 13%	0 0%	32 8%	8 10%	3 17%	
		DEFGI	CDEFGI	DFI		I		FI	DFI					
Provide more parking	32 6%	14 9%	8 10%	6 8%	8 5%	1 1%	7 8%	8 4%	5 5%	3 3%	19 5%	10 12%	2 11%	
		E	E	E								J		
Increased policing	26 5%	7 5%	6 7%	1 1%	13 8%	10 14%	3 3%	6 3%	5 5%	1 1%	20 5%	6 7%	0 0%	
			I		GI	ACFGHI								
Provide a specific shop	25 5%	2 1%	1 1%	1 1%	10 6%	7 9%	3 3%	13 7%	6 6%	7 7%	24 6%	1 1%	0 0%	
					A	ABC		A	A	A				

Columns Tested: A,B,C,D,E,F,G,H,I - J,K,L

Table 18 (continuation)

Q15 Do you have any suggestions for how this centre can be improved?

Base: All respondents

	Total	Friday and Saturday Locations										Area of Residence		
		DALSTON	Dalston Kings land	Dalston Ridley Road Market	HACKNEY MARE STREET	Hackney Mare Street North	Hackney Mare Street South	STOKE NEWING TON	Stoke Newing ton	Stoke Newing ton Church Street	Local bor	Other London bor	Else where UK/ Abroad	
		A	B	C	D	E	F	G	H	I	J	K	*L	
Base	517	152	81	71	161	74	87	195	101	94	408	83	18	
Reduce traffic/ pedestrianise	24 5%	5 3%	4 5%	1 1%	15 9%	12 16%	3 3%	4 2%	2 2%	2 2%	17 4%	7 8%	0 0%	
					ACGHI ABCFGHI									
Provide particular leisure facility	17 3%	0 0%	0 0%	0 0%	3 2%	2 3%	1 1%	14 7%	7 7%	7 7%	14 3%	2 2%	0 0%	
					A	A	AB	AB	AB	AB				
Cinema	15 3%	0 0%	0 0%	0 0%	5 3%	2 3%	3 3%	10 5%	5 5%	5 5%	15 4%	0 0%	0 0%	
					A	A	A	AB	AB	AB				
Make the town centre easier to get to	13 3%	4 3%	4 5%	0 0%	4 2%	0 0%	4 5%	5 3%	2 2%	3 3%	9 2%	3 4%	1 6%	
Introduce/ Increase CCTV	7 1%	4 3%	4 5%	0 0%	2 1%	2 3%	0 0%	1 1%	1 1%	0 0%	5 1%	2 2%	0 0%	
			FGI											
Other	75 15%	16 11%	5 6%	11 15%	18 11%	12 16%	6 7%	40 21%	15 15%	25 27%	61 15%	8 10%	5 28%	
						B	ABDF		ABDFH					

Columns Tested: A,B,C,D,E,F,G,H,I - J,K,L

Table 18 (continuation)
 Q15 Do you have any suggestions for how this centre can be improved?
 Base: All respondents

	Total	Age							Dalston - Age				Hackney - Age				Stoke Newington - Age			
		Under 18	18-24	25-34	35-44	45-55	56-64	64+	Under 18	18-34	35-55	56+	Under 18	18-34	35-55	56+	Under 18	18-34	35-55	56+
		A	B	C	D	E	*F	*G	*H	I	J	*K	*L	M	N	*O	*P	Q	R	*S
Base	517	48	71	151	123	75	23	20	15	62	56	15	21	65	62	13	10	91	79	13
Provide a better range of shops	124 24%	12 25%	22 31%	35 23%	29 24%	17 23%	6 26%	3 15%	5 33%	12 19%	4 7%	0 0%	5 24%	17 26%	25 40%	7 54%	2 20%	26 29%	17 22%	2 15%
No nothing	109 21%	13 27%	12 17%	31 21%	25 20%	13 17%	3 13%	8 40%	4 27%	17 27%	21 38%	5 33%	6 29%	8 12%	2 3%	3 23%	3 30%	17 19%	15 19%	2 15%
Improve the shopping environment	107 21%	11 23%	15 21%	33 22%	31 25%	10 13%	3 13%	3 15%	6 40%	10 16%	5 9%	1 7%	4 19%	17 26%	23 37%	3 23%	0 0%	21 23%	13 16%	2 15%
Reduce crime/ the threat of crime	87 17%	4 8%	9 13%	31 21%	24 20%	11 15%	4 17%	4 20%	0 0%	6 10%	4 7%	0 0%	4 19%	17 26%	19 31%	4 31%	0 0%	17 19%	11 14%	3 23%
Improve cleanliness	44 9%	3 6%	3 4%	14 9%	8 7%	11 15%	4 17%	0 0%	1 7%	11 18%	8 14%	4 27%	1 5%	2 3%	2 3%	0 0%	0 0%	4 4%	9 11%	0 0%
Provide more parking	32 6%	2 4%	6 8%	11 7%	6 5%	5 7%	2 9%	0 0%	1 7%	6 10%	6 11%	1 7%	0 0%	5 8%	3 5%	0 0%	1 10%	4 4%	2 3%	1 8%
Increased policing	26 5%	1 2%	1 1%	10 7%	5 4%	3 4%	2 9%	4 20%	0 0%	4 6%	2 4%	1 7%	1 5%	5 8%	4 6%	3 23%	0 0%	2 2%	2 3%	2 15%
Provide a specific shop	25 5%	3 6%	3 4%	8 5%	5 4%	4 5%	2 9%	0 0%	0 0%	1 2%	1 2%	0 0%	3 14%	4 6%	3 5%	0 0%	0 0%	6 7%	5 6%	2 15%
Reduce traffic/ pedestrianise	24 5%	2 4%	3 4%	6 4%	8 7%	3 4%	2 9%	0 0%	0 0%	1 2%	3 5%	1 7%	2 10%	6 9%	6 10%	1 8%	0 0%	2 2%	2 3%	0 0%
Provide particular leisure facility	17 3%	1 2%	4 6%	7 5%	4 3%	1 1%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	3 5%	0 0%	0 0%	1 10%	8 9%	5 6%	0 0%
Cinema	15 3%	2 4%	3 4%	4 3%	4 3%	2 3%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	2 10%	1 2%	2 3%	0 0%	0 0%	6 7%	4 5%	0 0%

Columns Tested: A,B,C,D,E,F,G - H,I,J,K - L,M,N,O - P,Q,R,S

Table 18 (continuation)
 Q15 Do you have any suggestions for how this centre can be improved?
 Base: All respondents

	Total	Age								Dalston - Age				Hackney - Age				Stoke Newington - Age			
		Under 18	18-24	25-34	35-44	45-55	56-64	64+	Under 18	18-34	35-55	56+	Under 18	18-34	35-55	56+	Under 18	18-34	35-55	56+	
		A	B	C	D	E	*F	*G	*H	I	J	*K	*L	M	N	*O	*P	Q	R	*S	
Base	517	48	71	151	123	75	23	20	15	62	56	15	21	65	62	13	10	91	79	13	
Make the town centre easier to get to	13 3%	1 2%	2 3%	6 4%	3 2%	1 1%	0 0%	0 0%	1 7%	2 3%	1 2%	0 0%	0 0%	1 2%	3 5%	0 0%	0 0%	5 5%	0 0%	0 0%	
Introduce/ Increase CCTV	7 1%	1 2%	0 0%	3 2%	1 1%	0 0%	1 4%	1 5%	1 7%	3 5%	0 0%	0 0%	0 0%	0 0%	0 0%	2 15%	0 0%	0 0%	1 1%	0 0%	
Other	75 15%	6 13%	9 13%	24 16%	17 14%	12 16%	3 13%	4 20%	1 7%	8 13%	5 9%	2 13%	1 5%	9 14%	7 11%	1 8%	3 30%	16 18%	17 22%	4 31%	

Columns Tested: A,B,C,D,E,F,G - H,I,J,K - L,M,N,O - P,Q,R,S

Table 18 (continuation)
 Q15 Do you have any suggestions for how this centre can be improved?
 Base: All respondents

	Total	Friday Location									Saturday Location								
		DALSTON	Dalston King sland	Dalston Ridley Road Market	HACKNEY MARE STREET	Hackney Mare Street North	Hackney Mare Street South	STOKE NEWING TON	Stoke Newing ton	Stoke Newing ton Church Street	DALSTON	Dalston King sland	Dalston Ridley Road Market	HACKNEY MARE STREET	Hackney Mare Street North	Hackney Mare Street South	STOKE NEWING TON	Stoke Newing ton	Stoke Newing ton Church Street
		A	B	*C	D	*E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Base	517	65	44	21	63	26	37	98	41	57	87	37	50	97	48	49	94	58	36
Provide a better range of shops	124 24%	9 14%	7 16%	2 10%	16 25%	4 15%	12 32% A	22 22%	7 17%	15 26%	12 14%	5 14%	7 14%	38 39% JKL	22 46% JKLPQ	16 33% JKL	25 27% J	14 24%	11 31% J
No nothing	109 21%	24 37% DF	15 34% DF	9 43%	4 6%	0 0%	4 11%	24 24% D	10 24% D	14 25% D	26 30% MNPQ	5 14%	21 42% KMNPR	15 15% N	2 4%	13 27% NQ	13 14%	6 10%	7 19% N
Improve the shopping environment	107 21%	9 14% GI	8 18% GHI	1 5% ABFGHI	29 46% ABFGHI	17 65% AGHI	12 32% AGHI	2 2%	1 2%	1 2%	13 15% O	8 22% O	5 10%	18 19% O	16 33% JLO	2 4%	33 35% JLMO	21 36% JLMO	12 33% JLO
Reduce crime/ the threat of crime	87 17%	3 5%	1 2%	2 10% ABFGHI	22 35% ABFGHI	16 62% ABFGHI	6 16% ABFGHI	2 2%	1 2%	1 2%	7 8% JLO	5 14% JKLMOR	2 4%	21 22% JLO	18 38% JKLMOR	3 6%	29 31% JKLO	24 41% JKLMOR	5 14%
Improve cleanliness	44 9%	10 15% DFI	6 14% DI	4 19%	2 3%	1 4%	1 3%	8 8% I	8 20% DFI	0 0%	15 17% MOPR	12 32% LMNOPQR	3 6%	3 3% P	3 6% P	0 0%	5 5% O	5 9% O	0 0%
Provide more parking	32 6%	7 11%	4 9%	3 14%	5 8%	1 4%	4 11%	8 8%	5 12%	3 5%	7 8% NPQ	4 11% NPQR	3 6% P	3 3% P	0 0% P	3 6% P	0 0%	0 0%	0 0%
Increased policing	26 5%	3 5% G	2 5% G	1 5%	3 5% G	2 8%	1 3%	0 0%	0 0%	0 0%	4 5% L	4 11% L	0 0%	10 10% L	8 17% JLOR	2 4%	6 6% L	5 9% L	1 3%
Provide a specific shop	25 5%	1 2%	1 2%	0 0%	1 2%	1 4%	0 0%	7 7%	0 0%	7 12% ADFH	1 1%	0 0%	1 2%	9 9% J	6 13% JKLR	3 6% J	6 6% J	6 10% JKR	0 0%
Reduce traffic/ pedestrianise	24 5%	2 3%	1 2%	1 5% ABGHI	14 22% ABGHI	11 42%	3 8%	2 2%	1 2%	1 2%	3 3% LMO	3 8% LMO	0 0%	1 1% LMO	1 2% LMO	0 0%	2 2% LMO	1 2% LMO	1 3% LMO

Columns Tested: A,B,C,D,E,F,G,H,I - J,K,L,M,N,O,P,Q,R

Table 18 (continuation)

Q15 Do you have any suggestions for how this centre can be improved?

Base: All respondents

	Total	Friday Location									Saturday Location								
		DALSTON	Dalston	Dalston	HACKNEY	Hackney	Hackney	STOKE	Stoke	Stoke	DALSTON	Dalston	Dalston	HACKNEY	Hackney	Hackney	STOKE	Stoke	Stoke
		King sland	Ridley Road Market	Ridley Road Market	MARE STREET	Mare Street North	Mare Street South	NEWING TON	Newing ton	Newing ton Church Street	King sland	Ridley Road Market	Ridley Road Market	MARE STREET	Mare Street North	Mare Street South	NEWING TON	Newing ton	Newing ton Church Street
	A	B	*C	D	*E	F	G	H	I	J	K	L	M	N	O	P	Q	R	
Base	517	65	44	21	63	26	37	98	41	57	87	37	50	97	48	49	94	58	36
Provide particular leisure facility	17 3%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	5 5%	0 0%	5 9%	0 0%	0 0%	0 0%	3 3%	2 4%	1 2%	8 9%	6 10%	2 6%
										ABD							JL	JKL	J
Cinema	15 3%	0 0%	0 0%	0 0%	2 3%	2 8%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	3 3%	0 0%	3 6%	10 11%	5 9%	5 14%
																J	JKLMN	JLN	JKLMN
Make the town centre easier to get to	13 3%	2 3%	2 5%	0 0%	4 6%	0 0%	4 11%	1 1%	0 0%	1 2%	2 2%	2 5%	0 0%	0 0%	0 0%	0 0%	4 4%	2 3%	2 6%
							GH					M					M		M
Introduce/ Increase CCTV	7 1%	3 5%	3 7%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 1%	1 3%	0 0%	2 2%	2 4%	0 0%	1 1%	1 2%	0 0%
		G	DGI																
Other	75 15%	2 3%	2 5%	0 0%	4 6%	1 4%	3 8%	29 30%	10 24%	19 33%	14 16%	3 8%	11 22%	14 14%	11 23%	3 6%	10 11%	4 7%	6 17%
							ABDF		ABD	ABDF			OQ		OQ				

Columns Tested: A,B,C,D,E,F,G,H,I - J,K,L,M,N,O,P,Q,R

Table 19
GENDER
Base: All respondents

	Total	Friday and Saturday Locations									Area of Residence		
		DALSTON Kings land	Dalston Ridley Road Market	Dalston Ridley Road Market	HACKNEY MARE STREET	Hackney Mare Street North	Hackney Mare Street South	STOKE NEWING TON	Stoke Newing ton	Stoke Newing ton Church Street	Local bor	Other London bor	Else where UK/ Abroad
		A	B	C	D	E	F	G	H	I	J	K	*L
Base	517	152	81	71	161	74	87	195	101	94	408	83	18
Male	184	61	33	28	45	21	24	76	46	30	138	35	8
	36%	40%	41%	39%	28%	28%	28%	39%	46%	32%	34%	42%	44%
		D	D					D	DEF				
Female	333	91	48	43	116	53	63	119	55	64	270	48	10
	64%	60%	59%	61%	72%	72%	72%	61%	54%	68%	66%	58%	56%

Columns Tested: A,B,C,D,E,F,G,H,I - J,K,L

Table 19 (continuation)

GENDER

Base: All respondents

	Total	Age							Dalston - Age				Hackney - Age				Stoke Newington - Age			
		Under 18	18-24	25-34	35-44	45-55	56-64	64+	Under 18	18-34	35-55	56+	Under 18	18-34	35-55	56+	Under 18	18-34	35-55	56+
		A	B	C	D	E	*F	*G	*H	I	J	*K	*L	M	N	*O	*P	Q	R	*S
Base	517	48	71	151	123	75	23	20	15	62	56	15	21	65	62	13	10	91	79	13
Male	184	16	23	54	42	31	9	8	3	27	23	8	11	15	14	5	2	34	35	4
	36%	33%	32%	36%	34%	41%	39%	40%	20%	44%	41%	53%	52%	23%	23%	38%	20%	37%	44%	31%
Female	333	32	48	97	81	44	14	12	12	35	33	7	10	50	48	8	8	57	44	9
	64%	67%	68%	64%	66%	59%	61%	60%	80%	56%	59%	47%	48%	77%	77%	62%	80%	63%	56%	69%

Columns Tested: A,B,C,D,E,F,G - H,I,J,K - L,M,N,O - P,Q,R,S

Table 19 (continuation)

GENDER

Base: All respondents

	Total	Friday Location									Saturday Location								
		DALSTON	Dalston King sland	Dalston Ridley Road Market	HACKNEY MARE STREET	Hackney Mare Street North	Hackney Mare Street South	STOKE NEWING TON	Stoke Newing ton	Stoke Newing ton Church Street	DALSTON	Dalston King sland	Dalston Ridley Road Market	HACKNEY MARE STREET	Hackney Mare Street North	Hackney Mare Street South	STOKE NEWING TON	Stoke Newing ton	Stoke Newing ton Church Street
		A	B	*C	D	*E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Base	517	65	44	21	63	26	37	98	41	57	87	37	50	97	48	49	94	58	36
Male	184	23	16	7	20	11	9	38	23	15	38	17	21	24	10	14	37	22	15
	36%	35%	36%	33%	32%	42%	24%	39%	56%	26%	44%	46%	42%	25%	21%	29%	39%	38%	42%
									ADFI		MN	MN	MN				MN		N
Female	333	42	28	14	43	15	28	60	18	42	49	20	29	73	38	35	57	36	21
	64%	65%	64%	67%	68%	58%	76%	61%	44%	74%	56%	54%	58%	75%	79%	71%	61%	62%	58%
		H			H		H			H				JKLP	JKLPR				

Columns Tested: A,B,C,D,E,F,G,H,I - J,K,L,M,N,O,P,Q,R

Table 20
Please can you tell me how old you are?
Base: All respondents

	Total	Friday and Saturday Locations										Area of Residence		
		DALSTON	Dalston Kings land	Dalston Ridley Road Market	HACKNEY MARE STREET	Hackney Mare Street North	Hackney Mare Street South	STOKE NEWING TON	Stoke Newing ton	Stoke Newing ton Church Street	Local bor	Other London bor	Else where UK/ Abroad	
		A	B	C	D	E	F	G	H	I	J	K	*L	
Base	517	152	81	71	161	74	87	195	101	94	408	83	18	
Under 18	48 9%	15 10%	12 15%	3 4%	21 13%	11 15%	10 11%	10 5%	3 3%	7 7%	40 10%	5 6%	3 17%	
		H	CGH		CGH	CGH	H							
18-24	71 14%	16 11%	9 11%	7 10%	24 15%	11 15%	13 15%	28 14%	11 11%	17 18%	51 13%	15 18%	2 11%	
25-34	151 29%	46 30%	29 36%	17 24%	41 25%	14 19%	27 31%	63 32%	33 33%	30 32%	115 28%	30 36%	3 17%	
			E					E	E					
35-44	123 24%	31 20%	11 14%	20 28%	43 27%	22 30%	21 24%	49 25%	26 26%	23 24%	95 23%	23 28%	5 28%	
				B	B	B		B	B					
45-55	75 15%	25 16%	11 14%	14 20%	19 12%	9 12%	10 11%	30 15%	20 20%	10 11%	65 16%	7 8%	3 17%	
56-64	23 4%	7 5%	5 6%	2 3%	6 4%	3 4%	3 3%	9 5%	7 7%	2 2%	19 5%	2 2%	2 11%	
64+	20 4%	8 5%	3 4%	5 7%	7 4%	4 5%	3 3%	4 2%	1 1%	3 3%	20 5%	0 0%	0 0%	
				GH							K			
Refused	6 1%	4 3%	1 1%	3 4%	0 0%	0 0%	0 0%	2 1%	0 0%	2 2%	3 1%	1 1%	0 0%	
		D		DH										

Columns Tested: A,B,C,D,E,F,G,H,I - J,K,L

Table 20 (continuation)
Please can you tell me how old you are?
Base: All respondents

	Total	Age							Dalston - Age				Hackney - Age				Stoke Newington - Age				
		Under 18	18-24	25-34	35-44	45-55	56-64	64+	Under 18	18-34	35-55	56+	Under 18	18-34	35-55	56+	Under 18	18-34	35-55	56+	
		A	B	C	D	E	*F	*G	*H	I	J	*K	*L	M	N	*O	*P	Q	R	*S	
Base	517	48	71	151	123	75	23	20	15	62	56	15	21	65	62	13	10	91	79	13	
Under 18	48	48	0	0	0	0	0	0	15	0	0	0	21	0	0	0	10	0	0	0	
	9%	100%	0%	0%	0%	0%	0%	0%	100%	0%	0%	0%	100%	0%	0%	0%	100%	0%	0%	0%	
		BCDE																			
18-24	71	0	71	0	0	0	0	0	0	16	0	0	0	24	0	0	0	28	0	0	
	14%	0%	100%	0%	0%	0%	0%	0%	0%	26%	0%	0%	0%	37%	0%	0%	0%	31%	0%	0%	
		ACDE								J				N				R			
25-34	151	0	0	151	0	0	0	0	0	46	0	0	0	41	0	0	0	63	0	0	
	29%	0%	0%	100%	0%	0%	0%	0%	0%	74%	0%	0%	0%	63%	0%	0%	0%	69%	0%	0%	
		ABDE								J				N				R			
35-44	123	0	0	0	123	0	0	0	0	0	31	0	0	0	43	0	0	0	49	0	
	24%	0%	0%	0%	100%	0%	0%	0%	0%	0%	55%	0%	0%	0%	69%	0%	0%	0%	62%	0%	
		ABCE								I				M				Q			
45-55	75	0	0	0	0	75	0	0	0	0	25	0	0	0	19	0	0	0	30	0	
	15%	0%	0%	0%	0%	100%	0%	0%	0%	0%	45%	0%	0%	0%	31%	0%	0%	0%	38%	0%	
		ABCD								I				M				Q			
56-64	23	0	0	0	0	0	23	0	0	0	0	7	0	0	0	6	0	0	0	9	
	4%	0%	0%	0%	0%	0%	100%	0%	0%	0%	0%	47%	0%	0%	0%	46%	0%	0%	0%	69%	
64+	20	0	0	0	0	0	0	20	0	0	0	8	0	0	0	7	0	0	0	4	
	4%	0%	0%	0%	0%	0%	0%	100%	0%	0%	0%	53%	0%	0%	0%	54%	0%	0%	0%	31%	
Refused	6	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	

Columns Tested: A,B,C,D,E,F,G - H,I,J,K - L,M,N,O - P,Q,R,S

Table 20 (continuation)
Please can you tell me how old you are?
Base: All respondents

	Total	Friday Location									Saturday Location								
		DALSTON	Dalston King sland	Dalston Ridley Road Market	HACKNEY MARE STREET	Hackney Mare Street North	Hackney Mare Street South	STOKE NEWING TON	Stoke Newing ton	Stoke Newing ton Church Street	DALSTON	Dalston King sland	Dalston Ridley Road Market	HACKNEY MARE STREET	Hackney Mare Street North	Hackney Mare Street South	STOKE NEWING TON	Stoke Newing ton	Stoke Newing ton Church Street
		A	B	*C	D	*E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Base	517	65	44	21	63	26	37	98	41	57	87	37	50	97	48	49	94	58	36
Under 18	48 9%	12 18% GH	11 25% FGHI	1 5% H	9 14% H	6 23% H	3 8% H	6 6% H	1 2% H	5 9% H	3 3% H	1 3% H	2 4% H	12 12% JP	5 10% JP	7 14% JPQ	4 4% JPQ	2 3% JPQ	2 6% JPQ
18-24	71 14%	9 14%	6 14%	3 14%	9 14%	2 8%	7 19%	11 11%	4 10%	7 12%	7 8%	3 8%	4 8%	14 14%	9 19%	5 10%	16 17%	6 10%	10 28% JKLOQ
25-34	151 29%	22 34%	13 30%	9 43%	13 21%	4 15%	9 24%	29 30%	14 34%	15 26%	24 28%	16 43% LN	8 16%	28 29%	10 21%	18 37% L	34 36% L	19 33% L	15 42% LN
35-44	123 24%	12 18%	6 14%	6 29%	22 35% AB	11 42%	11 30%	23 23%	8 20%	15 26%	19 22%	5 14%	14 28%	21 22%	11 23%	10 20%	25 27%	17 29%	8 22%
45-55	75 15%	5 8%	4 9%	1 5%	8 13%	2 8%	6 16%	21 21% A	11 27% AB	10 18%	20 23% MOPR	7 19% R	13 26% MOPR	11 11% R	7 15% R	4 8% R	9 10% R	9 16% R	0 0% R
56-64	23 4%	3 5%	2 5%	1 5%	1 2%	1 4%	0 0%	5 5%	3 7%	2 4%	4 5%	3 8%	1 2%	5 5%	2 4%	3 6%	4 4%	4 7%	0 0%
64+	20 4%	1 2%	1 2%	0 0%	1 2%	0 0%	1 3%	3 3%	0 0%	3 5%	7 8% P	2 5%	5 10% P	6 6% P	4 8% P	2 4% P	1 1% P	1 2% P	0 0% P
Refused	6 1%	1 2%	1 2%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	3 3%	0 0%	3 6% M	0 0%	0 0%	0 0%	1 1% M	0 0% M	1 3% M

Columns Tested: A,B,C,D,E,F,G,H,I - J,K,L,M,N,O,P,Q,R

Table 21
And is that in?
Base: All respondents

	Total	Friday and Saturday Locations										Area of Residence		
		DALSTON Kings land	Dalston Road Market	Dalston Ridley Road Market	HACKNEY MARE STREET	Hackney Mare Street North	Hackney Mare Street South	STOKE NEWING TON	Stoke Newing ton	Stoke Newing ton Church Street	Local bor	Other London bor	Else where UK/ Abroad	
		A	B	C	D	E	F	G	H	I	J	K	*L	
Base	517	152	81	71	161	74	87	195	101	94	408	83	18	
Borough of Hackney	367 71%	99 65%	50 62%	49 69%	116 72%	55 74%	61 70%	149 76%	78 77%	71 76%	367 90%	0 0%	0 0%	
								AB	AB		K			
Borough of Tower Hamlets	9 2%	4 3%	3 4%	1 1%	3 2%	0 0%	3 3%	1 1%	1 1%	0 0%	9 2%	0 0%	0 0%	
			G											
Borough of Islington	32 6%	7 5%	4 5%	3 4%	11 7%	5 7%	6 7%	12 6%	6 6%	6 6%	32 8%	0 0%	0 0%	
											K			
Other London Borough	83 16%	28 18%	19 23%	9 13%	27 17%	14 19%	13 15%	25 13%	11 11%	14 15%	0 0%	83 100%	0 0%	
			GH								J			
Elsewhere in the UK	13 3%	7 5%	2 2%	5 7%	0 0%	0 0%	0 0%	6 3%	4 4%	2 2%	0 0%	0 0%	13 72%	
			DF	D	DEF			D	D					
Outside the UK	5 1%	5 3%	2 2%	3 4%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	5 28%	
			DG	DG	DGHI									
Not stated	8 2%	2 1%	1 1%	1 1%	4 2%	0 0%	4 5%	2 1%	1 1%	1 1%	0 0%	0 0%	0 0%	

Columns Tested: A,B,C,D,E,F,G,H,I - J,K,L

Table 21 (continuation)
 And is that in?
 Base: All respondents

	Total	Age							Dalston - Age				Hackney - Age				Stoke Newington - Age					
		Under 18	18-24	25-34	35-44	45-55	56-64	64+	Under 18	18-34	35-55	56+	Under 18	18-34	35-55	56+	Under 18	18-34	35-55	56+		
		A	B	C	D	E	*F	*G	*H	I	J	*K	*L	M	N	*O	*P	Q	R	*S		
Base	517	48	71	151	123	75	23	20	15	62	56	15	21	65	62	13	10	91	79	13		
Borough of Hackney	367 71%	35 73%	48 68%	100 66%	82 67%	62 83%	18 78%	19 95%	8 53%	39 63%	38 68%	12 80%	16 76%	43 66%	44 71%	13 100%	10 100%	65 71%	62 78%	11 85%		
		BCD																				
Borough of Tower Hamlets	9 2%	2 4%	1 1%	1 1%	3 2%	2 3%	0 0%	0 0%	2 13%	1 2%	1 2%	0 0%	0 0%	1 2%	2 3%	0 0%	0 0%	0 0%	1 1%	0 0%		
Borough of Islington	32 6%	3 6%	2 3%	14 9%	10 8%	1 1%	1 4%	1 5%	0 0%	2 3%	4 7%	1 7%	2 10%	5 8%	4 6%	0 0%	0 0%	9 10%	3 4%	0 0%		
		E																				
Other London Borough	83 16%	5 10%	15 21%	30 20%	23 19%	7 9%	2 9%	0 0%	2 13%	15 24%	9 16%	1 7%	3 14%	12 18%	12 19%	0 0%	0 0%	15 16%	9 11%	1 8%		
		E																				
Elsewhere in the UK	13 3%	0 0%	1 1%	3 2%	5 4%	3 4%	1 4%	0 0%	0 0%	3 5%	4 7%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 1%	4 5%	1 8%		
Outside the UK	5 1%	3 6%	1 1%	0 0%	0 0%	0 0%	1 4%	0 0%	3 20%	1 2%	0 0%	1 7%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%		
		CDE																				
Not stated	8 2%	0 0%	3 4%	3 2%	0 0%	0 0%	0 0%	0 0%	0 0%	1 2%	0 0%	0 0%	0 0%	4 6%	0 0%	0 0%	0 0%	1 1%	0 0%	0 0%		
		D											N									

Columns Tested: A,B,C,D,E,F,G - H,I,J,K - L,M,N,O - P,Q,R,S

Table 21 (continuation)
 And is that in?
 Base: All respondents

	Total	Friday Location									Saturday Location								
		DALSTON	Dalston King sland	Dalston Ridley Road Market	HACKNEY MARE STREET	Hackney Mare Street North	Hackney Mare Street South	STOKE NEWING TON	Stoke Newing ton	Stoke Newing ton Church Street	DALSTON	Dalston King sland	Dalston Ridley Road Market	HACKNEY MARE STREET	Hackney Mare Street North	Hackney Mare Street South	STOKE NEWING TON	Stoke Newing ton	Stoke Newing ton Church Street
		A	B	*C	D	*E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Base	517	65	44	21	63	26	37	98	41	57	87	37	50	97	48	49	94	58	36
Borough of Hackney	367 71%	41 63%	26 59%	15 71%	37 59%	14 54%	23 62%	76 78%	30 73%	46 81%	58 67%	24 65%	34 68%	78 80%	41 85%	37 76%	72 77%	48 83%	24 67%
								ABD		ABDF				J	JKLR			J	
Borough of Tower Hamlets	9 2%	3 5% G	2 5% G	1 5%	2 3%	0 0%	2 5% G	0 0%	0 0%	0 0%	1 1%	1 3%	0 0%	1 1%	0 0%	1 2%	1 1%	1 2%	0 0%
Borough of Islington	32 6%	4 6%	3 7%	1 5%	6 10% I	4 15%	2 5%	3 3%	3 7% I	0 0%	3 3%	1 3%	2 4%	5 5%	1 2%	4 8%	9 10%	3 5%	6 17% JKLMN
Other London Borough	83 16%	13 20%	11 25%	2 10%	16 25%	8 31%	8 22%	14 14%	5 12%	9 16%	15 17%	8 22%	7 14%	11 11%	6 13%	5 10%	11 12%	6 10%	5 14%
Elsewhere in the UK	13 3%	1 2%	0 0%	1 5%	0 0%	0 0%	0 0%	5 5%	3 7% D	2 4%	6 7% MPQ	2 5% MP	4 8% MNO PQ	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
Outside the UK	5 1%	3 5% G	2 5% G	1 5%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	2 2%	0 0%	2 4% M	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
Not stated	8 2%	0 0%	0 0%	0 0%	2 3%	0 0%	2 5% G	0 0%	0 0%	0 0%	2 2%	1 3%	1 2%	2 2%	0 0%	2 4%	1 1%	0 0%	1 3%

Columns Tested: A,B,C,D,E,F,G,H,I - J,K,L,M,N,O,P,Q,R

