CONTENTS

VOLUME 2 — SURVEY AREA & MARKET SHARE PLANS

SURVEY AREA PLANS

PLAN 1  CENTRES IN LONDON BOROUGH OF HACKNEY
PLAN 2  HOUSEHOLD SURVEY AREA & SURVEY ZONES

HACKNEY CENTRES COMPARISON GOODS MARKET SHARE PLANS

PLAN 3  DALSTON COMPARISON GOODS MARKET SHARE
PLAN 4  HACKNEY CENTRAL COMPARISON GOODS MARKET SHARE
PLAN 5  STOKE NEWINGTON COMPARISON GOODS MARKET SHARE
PLAN 6  FINSBURY PARK COMPARISON GOODS MARKET SHARE
PLAN 7  STAMFORD HILL COMPARISON GOODS MARKET SHARE
PLAN 8  KINGSLAND ROAD COMPARISON GOODS MARKET SHARE
PLAN 9  LOWER CLAPTON ROAD COMPARISON GOODS MARKET SHARE
PLAN 10  WELL STREET COMPARISON GOODS MARKET SHARE
PLAN 11  BROADWAY MARKET COMPARISON GOODS MARKET SHARE
PLAN 12  LAURISTON ROAD COMPARISON GOODS MARKET SHARE
PLAN 13  SHOREDITCH COMPARISON GOODS MARKET SHARE
PLAN 14  HOXTON STREET COMPARISON GOODS MARKET SHARE

COMPETING CENTRES COMPARISON GOODS MARKET SHARE PLANS

PLAN 15  CENTRAL LONDON / WEST END COMPARISON GOODS MARKET SHARE
PLAN 16  ANGEL / UPPER STREET COMPARISON GOODS MARKET SHARE
PLAN 17  STRATFORD COMPARISON GOODS MARKET SHARE
PLAN 18  LEYTON MILLS RETAIL PARK COMPARISON GOODS MARKET SHARE
PLAN 19  WOOD GREEN COMPARISON GOODS MARKET SHARE
PLAN 20  TOTTENHAM / SEVEN SISTERS COMPARISON GOODS MARKET SHARE
PLAN 21  IKEA EDMONTON COMPARISON GOODS MARKET SHARE
PLAN 22  BETHNAL GREEN / ROMAN ROAD COMPARISON GOODS MARKET SHARE

CONVENIENCE GOODS MARKET SHARE PLANS

PLAN 23  SAINSBURY’S DALSTON CONVENIENCE GOODS MARKET SHARE
PLAN 24  TESCO HACKNEY CENTRAL CONVENIENCE GOODS MARKET SHARE
PLAN 25  SAINSBURY’S STAMFORD HILL CONVENIENCE GOODS MARKET SHARE
PLAN 26  MORRISONS STOKE NEWINGTON CONVENIENCE GOODS MARKET SHARE
PLAN 27  ASDA STAMFORD HILL CONVENIENCE GOODS MARKET SHARE
PLAN 28  TESCO METRO WELL STREET CONVENIENCE GOODS MARKET SHARE
PLAN 29  LIDL WELL STREET CONVENIENCE GOODS MARKET SHARE

IN-CENTRE SURVEYS POSTCODE ORIGIN PLANS

PLAN 30  DALSTON
PLAN 31  HACKNEY CENTRAL
PLAN 32  STOKE NEWINGTON
PLAN 33  SHOREDITCH

CINEMA MARKET SHARE PLANS

PLAN 34  VUE, ISLINGTON
PLAN 35  RIO, DALSTON
PLAN 36  HACKNEY PICTUREHOUSE

VOLUME 1 — MAIN REPORT
VOLUME 3 — POLICY BOUNDARY MAPS
VOLUME 4 — APPENDICES
VOLUME 5 — HOUSEHOLD SURVEY RESULTS (NEMS MARKET RESEARCH)
VOLUME 6 — IN-CENTRE SURVEY RESULTS (NEMS MARKET RESEARCH)
Plan 2 - Household Survey Area and Survey Zones
Plan 3: Dalston Comparison Goods Market Share
Plan 7: Stamford Hill Comparison Goods Market Share
Plan 10: Well Street Comparison Goods Market Share
Plan 11: Broadway Market Comparison Goods Market Share
Plan 12: Lauriston Road Comparison Goods Market Share
Plan 14: Hoxton Street Comparison Goods Market Share
Plan 15: Central London/West End Comparison Goods Market Share
Plan 19: Wood Green Comparison Goods Market Share
Plan 20: Tottenham/Seven Sisters/Tottenham Hale Comparison Goods Market Share
Plan 21: IKEA Edmonton Comparison Goods Market Share
Plan 22: Bethnal Green/Roman Road Comparison Goods Market Share
Plan 23: Sainsburys, Dalston Convenience Goods Market Share
Plan 29: Lidl, Well Street Convenience Goods Market Share
Plan 30 - Dalston In-Centre Survey Results
Plan 31 - Hackney Central In-Centre Survey Results
Plan 32 - Stoke Newington In-Centre Survey Results
Plan 33 - Shoreditch In-Centre Survey Results
Plan 34: Vue, Upper St, Islington - Cinema Market Share
Plan 35: Rio, Kingsland Rd, Dalston - Cinema Market Share
Plan 36: Hackney Picturehouse - Cinema Market Share