



Brent Retail & Town Centres Evidence Base:

**Brent Retail & Leisure
Study 2018 (Document A) |
Volume 4 of 5 - Household
Survey Results**
October 2018



urban shape

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Brent Household Survey for Urban Shape

Weighted:

February 2018

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Q25 - Kilburn	Q25 - Wembley												
Q01 In which shop, town or local centre do you do most of your household's main food shopping?																								
<i>Ex. Nulls & SFT</i>																								
Aldi, Kilburn High Road, Kilburn	1.1%	10	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	1.3%	1	3.0%	5	2.4%	3	0.0%	0	3.7%	7	0.0%	0
Aldi, Kingsbury Road, Kingsbury	1.9%	18	1.0%	1	10.6%	9	1.2%	1	6.5%	6	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	2.2%	4
Aldi, Ballards Lane, Tally Ho Corner, North Finchley	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Capitol Way, Edgware Road, Colindale	8.2%	77	0.0%	0	23.2%	20	34.6%	28	25.6%	22	5.6%	4	0.3%	0	0.0%	0	1.0%	1	0.0%	0	1.7%	3	5.3%	10
Asda, Western Road, Park Royal	3.5%	33	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.3%	0	2.4%	4	16.0%	22	5.7%	5	3.9%	7	1.8%	3
Asda, High Street, Wealdstone	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Asda, Forty Lane, Wembley	11.0%	103	28.0%	37	5.4%	5	0.8%	1	8.3%	7	39.4%	31	9.5%	8	4.6%	8	5.0%	7	0.7%	1	3.8%	7	16.5%	32
Co-op, Cricklewood Lane, Cricklewood	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0
Co-op, Cricklewood Broadway, Cricklewood	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Co-op, 107-109 Pitshanger Lane, Ealing (By Co-op Funeralcare)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Co-op, Harrow Road, Paddington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Iceland, Cricklewood Broadway, Cricklewood	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	3	0.0%	0	0.0%	0	0.0%	0	1.9%	3	0.0%	0
Iceland, High Street, Harlesden	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	3	0.0%	0	0.0%	0	0.7%	1
Iceland, Station Road, Harrow	0.5%	5	1.3%	2	0.4%	0	0.5%	0	0.5%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	2
Iceland, Harrow Road, Kensal Green	1.6%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	15	0.0%	0	0.0%	0	4.4%	8	0.0%	0
Iceland, Kilburn High Road, Kilburn	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.4%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Iceland, North Circular Road, Neasden	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Iceland, Greenford Road, Sudbury Hill	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	4	0.0%	0	1.8%	3
Iceland, Finchley Road, Swiss Cottage	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Central Square, Wembley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.1%	0
Lidl, Edgware Road, Cricklewood	1.4%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	11.9%	10	1.0%	2	0.0%	0	0.0%	0	3.4%	6	1.9%	4
Lidl, High Street, Edgware	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Lidl, Macmillian Court,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0

Brent Household Survey for Urban Shape

Weighted:

February 2018

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Q25 - Kilburn	Q25 - Wembley
Ruislip Road East, Greenford												
Lidl, Uxbridge Road, Hanwell	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, The Broadway, Stanmore	0.1%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Lidl, Stadium Retail Park, Wembley	1.6%	15	11.0%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	6.8%
Lidl, Blackbird Hill, Wembley	1.2%	11	3.2%	4	0.0%	0	0.0%	0	0.0%	0	2.3%	2
Marks & Spencer, Brent Cross Shopping Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.3%	0	1.0%	1
Marks & Spencer, Broadwalk Centre, Edgware	0.1%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Marks & Spencer, Greenford Foodhall, Westway Cross Shopping Park, Greenford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, St Anns Road, Harrow	0.3%	3	0.5%	1	2.2%	2	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Simply Food, High Road, Kilburn	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Simply Food, Finchley Road, Swiss Cottage	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Morrisons, King Street, Acton	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Morrisons, Chalk Farm Road, Camden	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	3
Morrisons, Edgware Road, Colindale	1.6%	15	0.0%	0	5.5%	5	2.1%	2	7.4%	6	2.4%	2
Morrisons, Arcadia Centre, Ealing	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0
Morrisons, Trident Point, Harrow	0.4%	3	0.0%	0	2.2%	2	0.0%	0	0.8%	1	0.0%	0
Morrisons, Uxbridge Road, Hatch End	0.1%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Morrisons, Honeypot Lane, Queensbury	4.4%	41	1.7%	2	22.0%	19	23.6%	19	0.5%	0	0.3%	0
Sainsbury's Local, Colindale Station, Charcot Road, Colindale	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0
Sainsbury's Local, Heath Parade, Grahme Park, Colindale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0
Sainsbury's Local, Vivian Avenue, Hendon	0.5%	5	0.0%	0	0.0%	0	0.0%	0	3.8%	3	0.5%	0

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Q25 - Kilburn	Q25 - Wembley												
Sainsbury's Local, 377 Kilburn High Road, Kilburn	1.0%	10	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	3	3.7%	6	0.0%	0	0.0%	0	4.9%	9	0.0%	0
Sainsbury's Local, Salusbury Road, Queen's Park	0.8%	8	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	3.4%	6	0.5%	1	0.0%	0	1.0%	2	0.4%	1
Sainsbury's Local, Northolt Road, South Harrow	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Wembley Civic Centre, Wembley	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.3%	1
Sainsbury's Local, West End Lane, West Hampstead	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Harrow Road, Westbourne Park	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Sainsbury's Local, Willesden High Road, Willesden	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.8%	1	0.7%	1	0.5%	1	0.0%	0	0.6%	1	0.0%	0
Sainsbury's Local, Walm Lane, Willesden Green	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.9%	1	0.0%	0	0.5%	1	0.0%	0
Sainsbury's Superstore, Ealing Road, Alperton	4.5%	42	14.9%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.2%	22	0.0%	0	13.6%	26
Sainsbury's Superstore, Hyde Estate Road, Hendon	3.2%	30	0.0%	0	0.4%	0	0.0%	0	26.5%	23	8.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	3.2%	6
Sainsbury's Superstore, Nash Way, Kenton	3.3%	31	9.8%	13	17.2%	15	2.1%	2	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	2.3%	4
Sainsbury's Superstore, 89-92 Kilburn High Road, Kilburn	4.0%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	18.7%	30	4.5%	6	0.0%	0	17.2%	31	0.0%	0
Sainsbury's Superstore, O2 Centre, Finchley Road, London	1.5%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	7.9%	13	0.0%	0	0.0%	0	6.2%	11	0.0%	0
Sainsbury's Superstore, Ladbroke Grove, London	6.3%	59	0.0%	0	1.0%	1	0.0%	0	0.0%	0	3.1%	2	0.0%	0	17.0%	28	20.1%	28	0.0%	0	11.7%	21	3.0%	6
Sainsbury's Superstore, The Broadway, Stanmore	0.9%	8	0.0%	0	0.0%	0	10.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, High Road, Willesden	3.5%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	6.4%	5	6.2%	10	11.0%	15	0.0%	0	7.5%	13	1.2%	2
Tesco Express, Station Parade, Canons Park	0.1%	1	0.5%	1	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0
Tesco Express, North Wembley Station, East Lane	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.5%	1	0.7%	1	0.9%	2	0.4%	1
Tesco Express, Mollison Way, Edgware	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Oldfield Lane, Greenford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0
Tesco Express, Hillside, Harlesden	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	8	0.0%	0	0.4%	1	2.3%	4
Tesco Express,	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Chamberlayne Road, Kensal Rise												
Tesco Express, 34-36 High Road, Kilburn (Next to The Old Bell pub)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Willesden Lane, Kilburn	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0
Tesco Express, Clifton Road, Maida Vale	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Esso PFS, Maida Vale	0.2%	2	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Mill Hill Broadway	0.2%	2	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Neasden Lane, Neasden	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	3
Tesco Express, 492-500 High Road, Wembley	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	4
Tesco Express, Preston Road, Wembley	0.5%	4	1.2%	2	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Great Central Way, Wembley	2.3%	22	3.1%	4	0.0%	0	0.0%	0	1.8%	2	10.0%	8
Tesco Metro, Burnt Oak Broadway, Edgware	0.3%	3	0.0%	0	0.0%	0	3.3%	3	0.0%	0	0.0%	0
Tesco Metro, Greenford Road, Greenford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Harlesden Plaza, Harlesden	1.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Sentinel Square, Hendon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0
Tesco Metro, 14-15 High Road, Wembley	0.7%	7	4.5%	6	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Tesco Superstore, Hendon Way, Brent Cross	5.3%	50	3.2%	4	1.1%	1	0.0%	0	5.2%	5	3.3%	3
Tesco Superstore, Old Hoover Building, Greenford	3.1%	29	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Station Road, Harrow	1.6%	15	4.4%	6	4.5%	4	4.0%	3	0.0%	0	0.0%	0
Waitrose, Brent Cross Shopping Centre	1.8%	17	0.0%	0	0.0%	0	0.8%	1	4.2%	4	0.5%	0
Waitrose, High Road, Harrow Weald	0.6%	5	1.5%	2	0.4%	0	3.1%	3	0.0%	0	0.0%	0
Waitrose, Langstone Way, Mill Hill	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0
Waitrose, West End Lane, West Hampstead	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0
Costco, Second Way,	0.2%	2	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0

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Weighted:

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Wembley												
Iceland, Burnt Oak	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Broadway, Edgware												
Local Shops, Harlesden	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Town Centre												
Local Shops, Kingsbury	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
District Centre												
Local Shops, Preston Road, Wembley	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Broadwalk	0.5%	5	0.0%	0	2.6%	2	3.3%	3	0.0%	0	0.0%	0
Shopping Centre, Station Road, Edgware												
Waitrose, Alexandria Road, West Ealing	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	5
Waitrose, Finchley Road	0.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	3
Waitrose, Northolt Road, Harrow	0.2%	2	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, zone 7	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2
Other, zone 8	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Other, outside area	1.7%	16	2.0%	3	0.0%	0	4.1%	3	0.5%	0	1.4%	2
Weighted base:	935	132	85	82	87	78	85	162	140	83	180	192
Sample:	941	108	108	105	108	107	104	94	104	103	147	184

Q02 How do you normally travel to (STORE / CENTRE MENTIONED AT Q01)?*Not 'Internet' and not 'Don't know' at Q01*

Car / van (as driver)	56.5%	528	64.4%	85	64.4%	55	62.3%	51	56.4%	49	70.5%	55	53.5%	45	24.2%	39	59.2%	83	78.4%	65	35.4%	64	56.8%	109
Car / van (as passenger)	9.7%	91	9.6%	13	11.8%	10	9.7%	8	11.7%	10	10.0%	8	12.1%	10	11.1%	18	3.1%	4	11.4%	10	4.4%	8	12.3%	24
Bus, minibus or coach	8.6%	80	6.7%	9	4.9%	4	9.8%	8	14.1%	12	9.1%	7	8.0%	7	8.4%	14	10.0%	14	5.9%	5	8.9%	16	10.1%	19
Motorcycle, scooter or moped	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	21.5%	201	13.8%	18	15.8%	13	12.5%	10	16.5%	14	5.7%	4	22.0%	19	54.3%	88	22.0%	31	2.8%	2	46.6%	84	15.7%	30
Taxi	1.4%	13	0.5%	1	0.8%	1	3.5%	3	0.7%	1	2.4%	2	0.0%	0	0.0%	0	4.3%	6	0.0%	0	2.5%	4	1.1%	2
Train (Overground)	0.3%	3	2.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	3
Underground / tube	0.6%	6	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	3	0.7%	1	0.0%	0	0.0%	0	0.6%	1	0.8%	2
Bicycle	0.4%	4	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.7%	1	0.0%	0	0.4%	0	0.6%	1	0.2%	0
Disability vehicle (scooter, wheelchair etc.)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0
Other (Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	935	132	85	82	87	78	85	162	140	83	180	192												
Sample:	941	108	108	105	108	107	104	94	104	103	147	184												

Brent Household Survey for Urban Shape

Weighted:

February 2018

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Q25 - Kilburn	Q25 - Wembley												
Q03 When you undertake your main food and grocery shopping at (STORE / CENTRE MENTIONED AT Q01), do you or other members of your household usually visit other shops, services, or leisure facilities on the same shopping trip? [MR]																								
<i>Not 'Internet' and not 'Don't know' at Q01</i>																								
Yes - buying fuel	4.0%	37	5.9%	8	7.0%	6	5.7%	5	2.6%	2	5.8%	4	4.1%	4	2.0%	3	0.8%	1	4.9%	4	3.0%	5	9.1%	17
Yes - collecting an online 'Click & Collect' order	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - leisure activity	2.2%	21	2.3%	3	0.4%	0	0.5%	0	0.3%	0	0.5%	0	0.3%	0	5.9%	10	3.7%	5	1.9%	2	5.0%	9	1.2%	2
Yes - non-food shopping	5.7%	53	8.6%	11	2.7%	2	8.5%	7	2.0%	2	3.7%	3	6.2%	5	12.2%	20	1.4%	2	1.2%	1	9.5%	17	7.1%	14
Yes - other food shopping	7.2%	68	5.7%	8	6.6%	6	7.6%	6	8.2%	7	1.9%	2	0.8%	1	10.7%	17	12.9%	18	4.4%	4	11.2%	20	3.6%	7
Yes - travelling to / from school / college / university	0.5%	5	0.0%	0	2.2%	2	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0
Yes - travelling to / from work	1.3%	12	2.3%	3	0.6%	1	1.5%	1	0.0%	0	0.5%	0	5.1%	4	1.1%	2	0.0%	0	0.7%	1	1.4%	3	1.6%	3
Yes - visiting café / pub / restaurant	2.5%	23	1.7%	2	1.6%	1	7.7%	6	2.4%	2	3.2%	2	4.1%	3	1.7%	3	1.7%	2	0.0%	0	2.0%	4	3.1%	6
Yes - visiting family / friends	1.0%	10	0.0%	0	0.4%	0	2.8%	2	0.0%	0	5.6%	4	0.0%	0	0.4%	1	0.0%	0	2.4%	2	1.7%	3	1.0%	2
Yes - visiting financial service such as bank, building society, post office	2.0%	18	4.0%	5	3.2%	3	3.0%	2	0.0%	0	0.3%	0	1.6%	1	2.5%	4	1.7%	2	0.0%	0	3.5%	6	2.8%	5
Yes - visiting health service such as doctor, dentist, hospital	1.0%	9	1.5%	2	2.2%	2	1.1%	1	0.0%	0	1.6%	1	0.0%	0	1.1%	2	0.3%	0	1.0%	1	0.6%	1	1.6%	3
Yes - visiting other service such as laundrette, hairdresser, recycling	1.0%	9	2.7%	4	0.0%	0	0.0%	0	0.9%	1	0.0%	0	1.8%	2	0.4%	1	1.7%	2	0.0%	0	0.7%	1	0.4%	1
Yes - visiting the market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(No)	74.2%	694	68.6%	91	75.8%	64	67.7%	56	85.9%	75	79.8%	62	76.5%	65	67.0%	109	75.2%	105	80.2%	67	68.8%	124	76.2%	147
(Don't know)	2.5%	23	7.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	7	1.7%	2	4.5%	4	0.0%	0	0.9%	2
Weighted base:		935		132		85		82		87		78		85		162		140		83		180		192
Sample:		941		108		108		105		108		107		104		94		104		103		147		184

Brent Household Survey for Urban Shape

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February 2018

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Q04 Apart from (STORE / CENTRE MENTIONED AT Q01), is there any other shop, town, district or local centre that you use regularly to do a main food shop?												
<i>Not 'Don't know' at Q01 AND Ex. Nulls & SFT</i>												
Aldi, Field End Road, Eastcote	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Kilburn High Road, Kilburn	2.7%	25	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Aldi, Kingsbury Road, Kingsbury	2.5%	23	1.3%	2	9.8%	8	0.7%	1	4.9%	4	5.5%	4
Aldi, Ballards Lane, Tally Ho Corner, North Finchley	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Victoria Retail Park, South Ruislip	0.2%	1	0.8%	1	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Asda, Capitol Way, Edgware Road, Colindale	6.5%	60	0.0%	0	25.5%	22	27.2%	22	11.2%	10	5.5%	4
Asda, Western Road, Park Royal	2.8%	26	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Asda, Northolt Road, South Harrow	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, High Street, Wealdstone	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Forty Lane, Wembley	6.9%	64	20.9%	27	2.1%	2	0.0%	0	2.4%	2	23.2%	19
Co-op, Cricklewood Lane, Cricklewood	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Cricklewood Broadway, Cricklewood	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 107-109 Pitshanger Lane, Ealing (By Co-op Funeralcare)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Church Lane, Kingsbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Co-op, Harrow Road, Paddington	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Preston Road, Wembley	0.2%	2	1.2%	2	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Cricklewood Broadway, Cricklewood	1.1%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	3
Iceland, High Street, Harlesden	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Station Road, Harrow	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Iceland, Harrow Road, Kensal Green	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Kilburn High Road, Kilburn	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Iceland, Kingsbury Circle, Kingsbury	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0

Brent Household Survey for Urban Shape

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February 2018

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Iceland, Northolt Road, South Harrow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Greenford Road, Sudbury Hill	0.4%	4	2.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Central Square, Wembley	0.6%	5	4.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Edgware Road, Cricklewood	1.5%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2
Lidl, High Street, Edgware	0.4%	4	0.0%	0	0.0%	0	1.6%	1	3.2%	3	0.0%	0
Lidl, Macmillian Court, Ruislip Road East, Greenford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Uxbridge Road, Hanwell	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0
Lidl, Victoria Road, South Ruislip	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, The Broadway, Stanmore	0.2%	2	0.0%	0	0.4%	0	2.2%	2	0.0%	0	0.0%	0
Lidl, Stadium Retail Park, Wembley	1.1%	10	7.1%	9	0.0%	0	0.0%	0	0.3%	0	1.0%	1
Lidl, Blackbird Hill, Wembley	0.8%	7	1.2%	2	1.7%	1	0.0%	0	0.5%	0	3.1%	2
Marks & Spencer, Brent Cross Shopping Centre	1.4%	13	0.0%	0	0.9%	1	0.0%	0	0.9%	1	0.3%	0
Marks & Spencer, Broadwalk Centre, Edgware	0.4%	3	0.0%	0	1.3%	1	2.5%	2	0.0%	0	0.0%	0
Marks & Spencer, Greenford Foodhall, Westway Cross Shopping Park, Greenford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, St Anns Road, Harrow	0.8%	7	3.8%	5	1.6%	1	0.5%	0	0.0%	0	0.0%	0
Marks & Spencer, BP PFS, Bessborough Road, Harrow	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, BP PFS, Finchley Road, Hendon	0.4%	4	0.0%	0	0.0%	0	0.0%	0	3.5%	3	0.0%	0
Marks & Spencer, Simply Food, High Road, Kilburn	1.6%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	3
Marks & Spencer, 258 Edgware Road, London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Queen's Park Foodhall, Salusbury Road, Queen's Park	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, King Street, Acton	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Chalk Farm	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1

Brent Household Survey for Urban Shape

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February 2018

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Q25 - Kilburn	Q25 - Wembley												
Road, Camden																								
Morrisons, Edgware Road, Colindale	2.5%	23	0.0%	0	2.3%	2	5.6%	5	15.5%	14	2.8%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	0	3.8%	7
Morrisons, Arcadia Centre, Ealing	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.3%	1
Morrisons, Trident Point, Harrow	0.8%	8	3.3%	4	2.2%	2	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.3%	1
Morrisons, Uxbridge Road, Hatch End	0.1%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Honeypot Lane, Queensbury	3.9%	36	4.4%	6	16.2%	14	12.1%	10	3.5%	3	4.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	5.7%	11
Sainsbury's Local, Colindale Station, Charcot Road, Colindale	0.5%	4	0.0%	0	0.0%	0	1.1%	1	4.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Heath Parade, Grahme Park, Colindale	0.2%	2	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Vivian Avenue, Hendon	0.3%	3	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.3%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	0
Sainsbury's Local, 377 Kilburn High Road, Kilburn	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	2.8%	4	0.0%	0	0.0%	0	2.5%	4	0.0%	0
Sainsbury's Local, Salusbury Road, Queen's Park	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.5%	1	0.0%	0	0.0%	0	0.4%	1
Sainsbury's Local, Northolt Road, South Harrow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0
Sainsbury's Local, High Street, Wealdstone	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0
Sainsbury's Local, Wembley Civic Centre, Wembley	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, West End Lane, West Hampstead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Harrow Road, Westbourne Park	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Sainsbury's Local, Willesden High Road, Willesden	0.6%	5	0.5%	1	0.0%	0	0.0%	0	0.0%	0	3.7%	3	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.3%	0	0.6%	1
Sainsbury's Local, Walm Lane, Willesden Green	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.8%	1	0.0%	0	0.8%	1	0.0%	0
Sainsbury's Superstore, Ealing Road, Alperton	3.2%	30	9.6%	12	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	20.7%	16	0.0%	0	9.8%	18
Sainsbury's Superstore, Hyde Estate Road, Hendon	3.2%	30	0.0%	0	2.0%	2	0.5%	0	23.7%	21	6.2%	5	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.3%	0	3.3%	6
Sainsbury's Superstore, Nash Way, Kenton	3.6%	33	12.7%	17	16.2%	14	0.9%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	7
Sainsbury's Superstore, 89-92 Kilburn High Road, Kilburn	2.1%	20	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	8.5%	13	4.1%	6	0.0%	0	7.7%	13	0.4%	1

Brent Household Survey for Urban Shape

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Q25 - Kilburn	Q25 - Wembley												
Sainsbury's Superstore, O2 Centre, Finchley Road, London	0.5%	5	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.3%	0	2.3%	2	1.3%	2	0.0%	0	0.0%	0	1.8%	3	0.0%	0
Sainsbury's Superstore, Ladbroke Grove, London	5.7%	53	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.0%	35	13.1%	18	0.0%	0	13.4%	23	0.5%	1
Sainsbury's Superstore, The Broadway, Stanmore	0.9%	8	0.0%	0	1.0%	1	9.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, High Road, Willesden	2.7%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	3	5.2%	5	2.5%	4	10.3%	14	0.0%	0	7.5%	13	0.6%	1
Tesco Express, Station Parade, Canons Park	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Cricklewood Broadway, Cricklewood	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, North Wembley Station, East Lane	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.7%	1	0.0%	0	0.2%	0
Tesco Express, Mollison Way, Edgware	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Belsize Road, Hampstead	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Tesco Express, Hillside, Harlesden	1.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.4%	11	0.0%	0	0.0%	0	2.4%	4
Tesco Express, Greenhill Way, Station Road, Harrow	0.1%	1	0.5%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Tesco Express, Vivian Avenue, Hendon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Heritage Avenue, Hendon	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0
Tesco Express, 405 High Road, Kilburn (By Kilburn tube station)	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	3	0.0%	0	0.0%	0	0.0%	0	1.6%	3	0.0%	0
Tesco Express, Willesden Lane, Kilburn	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.5%	0	3.5%	5	0.0%	0	0.0%	0	3.3%	6	0.0%	0
Tesco Express, Prince of Wales House, Kingsbury	0.2%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Tesco Express, Esso PFS, Maida Vale	0.2%	2	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2
Tesco Express, Neasden Lane, Neasden	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0
Tesco Express, Circus Road, St John's Wood	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Tesco Express, Harrow Road, Sudbury	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Tesco Express, Quadrant Court, Wembley	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	1.3%	2
Tesco Express, 492-500	0.5%	4	0.5%	1	0.0%	0	0.0%	0	0.0%	0	4.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2

Brent Household Survey for Urban Shape

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Q25 - Kilburn	Q25 - Wembley
High Road, Wembley												
Tesco Express, Preston Road, Wembley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Glencoe Road, Yeading, Hayes	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2
Tesco Extra, Great Central Way, Wembley	2.3%	21	5.0%	7	0.0%	0	0.0%	0	7.4%	6	2.2%	2
Tesco Metro, Burnt Oak Broadway, Edgware	0.3%	2	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0
Tesco Metro, Greenford Road, Greenford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Harlesden Plaza, Harlesden	1.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	12
Tesco Metro, Sentinel Square, Hendon	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0
Tesco Metro, 14-15 High Road, Wembley	1.6%	15	6.1%	8	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Tesco Superstore, Hendon Way, Brent Cross	2.8%	26	2.3%	3	0.0%	0	0.0%	0	1.3%	1	6.0%	5
Tesco Superstore, Old Hoover Building, Greenford	3.2%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Station Road, Harrow	1.2%	11	1.3%	2	4.7%	4	6.0%	5	0.0%	0	0.0%	0
Waitrose, Brent Cross Shopping Centre	2.0%	18	0.5%	1	0.0%	0	1.9%	2	4.0%	4	0.0%	0
Waitrose, High Road, Harrow Weald	0.7%	6	0.5%	1	1.2%	1	5.0%	4	0.0%	0	0.8%	1
Waitrose, Temple Fortune Parade, London	0.3%	3	0.0%	0	0.0%	0	0.0%	0	3.5%	3	0.0%	0
Waitrose, Langstone Way, Mill Hill	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0
Waitrose, West End Lane, West Hampstead	0.7%	7	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Costco, Second Way, Wembley	0.9%	8	1.0%	1	0.0%	0	0.0%	0	0.0%	0	3.0%	2
Iceland, Burnt Oak Broadway, Edgware	0.1%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Local Shops, Harlesden Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Local Shops, Kingsbury District Centre	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Neasden Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Local Shops, Preston Road, Wembley	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Broadwalk	1.5%	14	0.0%	0	2.2%	2	10.4%	9	3.8%	3	0.0%	0

Brent Household Survey for Urban Shape

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Q25 - Kilburn	Q25 - Wembley
Shopping Centre, Station Road, Edgware												
Tesco Express, Kenton Lane, Stanmore	0.5%	4	0.0%	0	2.2%	2	3.0%	2	0.0%	0	0.0%	0
Waitrose, Alexandria Road, West Ealing	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Finchley Road	1.4%	13	1.7%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Waitrose, Northolt Road, Harrow	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, zone 7	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2
Other, zone 8	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2
Other, zone 9	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2
Other, outside area	2.3%	21	0.0%	0	0.0%	0	3.9%	3	1.5%	1	1.0%	1
Weighted base:	924	130		87	83	88	80	89	153	135	80	174
Sample:	935	106		110	106	109	109	108	91	98	98	144

Brent Household Survey for Urban Shape

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Q25 - Kilburn	Q25 - Wembley												
Q05 Where do you do most of your household's small scale 'top-up' food shopping?																								
<i>Ex. Nulls & SFT</i>																								
Aldi, Kilburn High Road, Kilburn	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	5	0.0%	0	0.0%	0	3.5%	5	0.0%	0
Aldi, Kingsbury Road, Kingsbury	1.6%	10	0.0%	0	14.9%	9	0.0%	0	1.2%	1	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0	2.1%	3
Asda, Capitol Way, Edgware Road, Colindale	2.6%	17	0.0%	0	9.2%	6	3.1%	2	14.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	8
Asda, Western Road, Park Royal	1.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	7	1.1%	1	0.0%	0	1.1%	2
Asda, Forty Lane, Wembley	1.7%	11	12.5%	8	0.0%	0	0.0%	0	0.0%	0	5.1%	3	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	5
Budgens, Harrow Road, Sudbury	0.2%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Co-op, Finchley Road, Childs Hill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Cricklewood Lane, Cricklewood	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Co-op, Cricklewood Broadway, Cricklewood	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	3	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0
Co-op, 116-118 Pitshanger Lane, Ealing (By The Village Inn pub)	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	3	0.0%	0	0.8%	1
Co-op, 107-109 Pitshanger Lane, Ealing (By Co-op Funeralcare)	0.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	6.7%	5	0.0%	0	0.0%	0
Co-op, Church Road, Hendon	0.4%	3	0.0%	0	0.0%	0	0.0%	0	4.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Church Lane, Kingsbury	1.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	5
Co-op, Church Road, Northolt	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	3	1.2%	2	0.0%	0
Co-op, Harrow Road, Paddington	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	3	0.0%	0	0.0%	0	1.9%	3	0.0%	0
Co-op, Preston Road, Wembley	0.4%	3	3.0%	2	0.5%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Iceland, Cricklewood Broadway, Cricklewood	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Harlesden	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	3	0.0%	0	1.0%	2	0.0%	0
Iceland, Harrow Road, Kensal Green	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Iceland, Kilburn High Road, Kilburn	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.7%	1	0.0%	0
Iceland, Kingsbury Circle, Kingsbury	0.5%	4	0.0%	0	5.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, North Circular	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.3%	0

Brent Household Survey for Urban Shape

Weighted:

February 2018

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Q25 - Kilburn	Q25 - Wembley
Road, Neasden												
Iceland, Greenford Road, Sudbury Hill	0.5%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Finchley Road, Swiss Cottage	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2
Iceland, Central Square, Wembley	0.4%	3	4.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Edgware Road, Cricklewood	1.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Lidl, High Street, Edgware	0.3%	2	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0
Lidl, Macmillian Court, Ruislip Road East, Greenford	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Lidl, Uxbridge Road, Hanwell	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, The Broadway, Stanmore	0.3%	2	0.0%	0	1.3%	1	1.5%	1	0.0%	0	0.0%	0
Lidl, Stadium Retail Park, Wembley	0.3%	2	2.0%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Lidl, Blackbird Hill, Wembley	0.7%	4	1.0%	1	0.9%	1	0.0%	0	3.3%	2	0.0%	0
Marks & Spencer, Brent Cross Shopping Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Marks & Spencer, Broadwalk Centre, Edgware	0.4%	3	0.0%	0	0.5%	0	4.2%	3	0.0%	0	0.0%	0
Marks & Spencer, Greenford Foodhall, Westway Cross Shopping Park, Greenford	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, St Anns Road, Harrow	0.2%	1	1.0%	1	0.5%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, BP PFS, Finchley Road, Hendon	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Marks & Spencer, Simply Food, High Road, Kilburn	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Marks & Spencer, Queen's Park Foodhall, Salusbury Road, Queen's Park	0.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	6
Marks & Spencer, Hardy Building, West Hampstead	0.3%	2	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.9%	1
Morrisons, Edgware Road, Colindale	0.7%	5	0.0%	0	0.9%	1	0.0%	0	3.8%	2	3.7%	2
Morrisons, Arcadia Centre, Ealing	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Uxbridge Road, Hatch End	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Morrisons, Honeyput Lane,	2.4%	16	2.4%	2	9.4%	6	13.3%	8	0.5%	0	0.0%	0

Brent Household Survey for Urban Shape

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Q25 - Kilburn	Q25 - Wembley
Queensbury												
Sainsbury's Local, Action Town Station, The Broadway, Acton	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Sainsbury's Local, Colindale Station, Charcot Road, Colindale	0.7%	5	0.0%	0	0.0%	0	0.0%	0	7.7%	5	0.0%	0
Sainsbury's Local, Heath Parade, Grahme Park, Colindale	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1
Sainsbury's Local, Vivian Avenue, Hendon	0.7%	5	0.0%	0	0.0%	0	0.0%	0	7.2%	5	0.0%	0
Sainsbury's Local, 377 Kilburn High Road, Kilburn	1.2%	8	0.0%	0	0.0%	0	0.0%	0	5.8%	3	4.0%	5
Sainsbury's Local, Salusbury Road, Queen's Park	0.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	6
Sainsbury's Local, Northolt Road, South Harrow	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Sainsbury's Local, Wembley Civic Centre, Wembley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Sainsbury's Local, West End Lane, West Hampstead	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2
Sainsbury's Local, Willesden High Road, Willesden	1.9%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2
Sainsbury's Local, Walm Lane, Willesden Green	1.1%	7	0.0%	0	0.0%	0	0.0%	0	0.7%	0	2.8%	1
Sainsbury's Superstore, Ealing Road, Alperton	1.1%	7	3.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Hyde Estate Road, Hendon	1.6%	11	0.0%	0	1.3%	1	0.0%	0	13.9%	9	2.0%	1
Sainsbury's Superstore, Nash Way, Kenton	1.6%	11	5.3%	3	10.6%	7	1.0%	1	0.0%	0	0.0%	0
Sainsbury's Superstore, 89-92 Kilburn High Road, Kilburn	3.0%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Sainsbury's Superstore, O2 Centre, Finchley Road, London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Sainsbury's Superstore, Ladbroke Grove, London	1.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	5
Sainsbury's Superstore, The Broadway, Stanmore	0.4%	3	0.0%	0	0.0%	0	4.3%	3	0.0%	0	0.0%	0
Sainsbury's Superstore, High Road, Willesden	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Tesco Express, Station Parade, Canons Park	0.4%	2	0.0%	0	0.0%	0	3.9%	2	0.0%	0	0.0%	0

Brent Household Survey for Urban Shape

Weighted:

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Q25 - Kilburn		Q25 - Wembley		
Tesco Express, Cricklewood Broadway, Cricklewood	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0
Tesco Express, North Wembley Station, East Lane	0.4%	2	3.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2
Tesco Express, Mollison Way, Edgware	1.3%	8	0.0%	0	0.5%	0	12.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	5
Tesco Express, Oldfield Lane, Greenford	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	3	0.0%	0	0.0%	0
Tesco Express, Belsize Road, Hampstead	1.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	8	0.0%	0	0.0%	0	5.3%	8	0.0%	0
Tesco Express, Hillside, Harlesden	1.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	9	0.0%	0	0.0%	0	3.3%	4
Tesco Express, Greenhill Way, Station Road, Harrow	0.2%	1	1.6%	1	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Tesco Express, Vivian Avenue, Hendon	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Tesco Express, Heritage Avenue, Hendon	0.6%	4	0.0%	0	0.0%	0	0.0%	0	6.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0
Tesco Express, Chamberlayne Road, Kensal Rise	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.6%	1	0.0%	0	1.9%	3	0.0%	0
Tesco Express, Station Terrace, Kensal Rise	1.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	2	0.0%	0	0.5%	1	4.7%	5	0.0%	0	2.3%	4	0.0%	0
Tesco Express, 34-36 High Road, Kilburn (Next to The Old Bell pub)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Tesco Express, 405 High Road, Kilburn (By Kilburn tube station)	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	3	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0
Tesco Express, Willesden Lane, Kilburn	1.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	3	4.3%	5	0.0%	0	0.0%	0	5.4%	8	0.0%	0
Tesco Express, Prince of Wales House, Kingsbury	1.4%	9	0.0%	0	9.0%	6	0.0%	0	4.8%	3	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Tesco Express, Clifton Road, Maida Vale	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	5	0.0%	0	0.0%	0	1.8%	3	0.0%	0
Tesco Express, Esso PFS, Maida Vale	0.2%	2	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2
Tesco Express, Mill Hill Broadway	0.1%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Neasden Lane, Neasden	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	2	6.7%	3	0.0%	0	0.0%	0	0.0%	0	2.0%	3	0.3%	0
Tesco Express, Esso PFS, Honeypot Lane, Stanmore	1.2%	8	0.0%	0	2.4%	2	8.4%	5	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	1.3%	2
Tesco Express, Harrow Road, Sudbury	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	3	0.0%	0	1.4%	2

Brent Household Survey for Urban Shape

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Q25 - Kilburn	Q25 - Wembley
Tesco Express, 492-500 High Road, Wembley	0.8%	5	3.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	5
Tesco Express, Preston Road, Wembley	0.7%	4	6.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	2
Tesco Express, West End Lane, West Hampstead	1.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	7
Tesco Extra, Glencoe Road, Yeading, Hayes	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Great Central Way, Wembley	1.3%	9	3.0%	2	0.0%	0	0.0%	0	1.1%	1	3.0%	2
Tesco Metro, Burnt Oak Broadway, Edgware	1.0%	6	0.0%	0	0.0%	0	9.2%	6	0.0%	0	1.2%	1
Tesco Metro, Greenford Road, Greenford	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Harlesden Plaza, Harlesden	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, 14-15 High Road, Wembley	1.3%	8	9.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Hendon Way, Brent Cross	2.0%	13	3.4%	2	0.0%	0	0.0%	0	3.4%	2	0.0%	0
Tesco Superstore, Old Hoover Building, Greenford	1.9%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Station Road, Harrow	0.2%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Waitrose, Brent Cross Shopping Centre	0.6%	4	1.0%	1	0.0%	0	0.0%	0	3.3%	2	0.0%	0
Waitrose, High Road, Harrow Weald	0.1%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Waitrose, Temple Fortune Parade, London	0.5%	3	0.0%	0	0.0%	0	0.0%	0	4.8%	3	0.0%	0
Waitrose, Langstone Way, Mill Hill	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Waitrose, West End Lane, West Hampstead	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	3
Iceland, Burnt Oak Broadway, Edgware	0.4%	2	0.0%	0	0.0%	0	4.0%	2	0.0%	0	0.0%	0
Local Shops, Burnt Oak Town Centre	0.1%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Local Shops, Cricklewood town centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	4.8%	2	1.7%	1
Local Shops, Ealing Road, Wembley	0.6%	4	5.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Harlesden Town Centre	1.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Kilburn High Road, Kilburn	0.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	6

Brent Household Survey for Urban Shape

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Q25 - Kilburn	Q25 - Wembley												
Local Shops, Kingsbury District Centre	1.1%	7	1.0%	1	6.7%	4	0.0%	0	2.9%	2	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0	1.3%	2
Local Shops, Neasden Town Centre	0.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	1.9%	3
Local Shops, Preston Road, Wembley	0.3%	2	2.4%	2	0.5%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0
Local Shops, Wembley	1.2%	8	9.4%	6	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	8
Local Shops, Willesden Green Town Centre	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	3	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.6%	1	1.8%	2
Other stores, Edgware	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Broadwalk Shopping Centre, Station Road, Edgware	0.9%	6	0.0%	0	0.0%	0	9.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Kenton Lane, Stanmore	1.8%	12	0.0%	0	8.4%	5	10.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2
Waitrose, Finchley Road	1.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	7	0.6%	1	0.0%	0	1.1%	2	0.0%	0
Waitrose, Northolt Road, Harrow	0.3%	2	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, zone 1	0.5%	3	3.6%	2	0.0%	0	0.0%	0	0.5%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Other, zone 2	1.2%	8	0.0%	0	7.6%	5	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.6%	1
Other, zone 3	0.6%	4	0.0%	0	0.0%	0	2.7%	2	0.0%	0	4.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.3%	0
Other, zone 4	1.0%	6	0.0%	0	0.0%	0	1.0%	1	9.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.9%	1
Other, zone 5	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.4%	1
Other, zone 6	1.9%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.4%	12	0.0%	0	0.4%	0	0.0%	0	2.1%	3	0.3%	0
Other, zone 7	1.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.3%	12	0.4%	0	0.0%	0	1.5%	2	0.0%	0
Other, zone 8	1.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	1.3%	2	8.5%	9	0.0%	0	1.1%	2	0.6%	1
Other, zone 9	1.9%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.2%	13	0.0%	0	3.7%	5
Other, outside area	5.9%	38	5.5%	4	2.7%	2	1.3%	1	2.0%	1	1.2%	1	2.0%	1	4.4%	5	11.4%	12	16.1%	12	4.3%	6	7.7%	10
Weighted base:	656		65		64		62		63		50		48		124		107		74		149		135	
Sample:	644		58		78		71		74		69		62		72		76		84		106		131	

Brent Household Survey for Urban Shape

Weighted:

February 2018

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Q25 - Kilburn	Q25 - Wembley										
Q06 Apart from (STORE/CENTRE MENTIONED AT Q05), is there any other shop, town, district or local centre that you regularly use for small scale 'top up' food shopping?																						
<i>Not 'Don't do' and not 'Don't know' at Q05 AND Ex. Nulls & SFT</i>																						
Aldi, Kilburn High Road, Kilburn	1.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.6%	9	0.0%	0	0.0%	0	6.2%	9	0.0%	0
Aldi, Kingsbury Road, Kingsbury	0.8%	5	0.0%	0	4.1%	3	0.0%	0	1.2%	1	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.8%	1
Asda, Capitol Way, Edgware Road, Colindale	2.9%	19	0.0%	0	7.1%	4	4.8%	3	16.2%	10	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	6
Asda, Western Road, Park Royal	0.9%	6	5.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Asda, Northolt Road, South Harrow	0.1%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Forty Lane, Wembley	0.9%	6	6.2%	4	0.5%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Budgens, Harrow Road, Sudbury	0.2%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Co-op, Finchley Road, Childs Hill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Cricklewood Lane, Cricklewood	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Co-op, Cricklewood Broadway, Cricklewood	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Co-op, 116-118 Pitshanger Lane, Ealing (By The Village Inn pub)	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	4	0.0%	0	0.7%	1
Co-op, 107-109 Pitshanger Lane, Ealing (By Co-op Funeralcare)	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	3	0.0%	0	0.0%	0
Co-op, Church Road, Hendon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Church Lane, Kingsbury	1.5%	10	0.0%	0	0.0%	0	0.0%	0	0.8%	0	19.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	6
Co-op, Church Road, Northolt	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	3	1.3%	2	0.0%	0
Co-op, Harrow Road, Paddington	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	1.5%	2
Co-op, Preston Road, Wembley	0.6%	4	4.0%	3	0.5%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.7%	1
Iceland, Cricklewood Broadway, Cricklewood	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.0%	4	0.0%	0	0.0%	0	0.3%	0	0.0%	0
Iceland, High Street, Harlesden	1.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.2%	9	0.0%	0	2.4%	4
Iceland, Harrow Road, Kensal Green	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.8%	1	0.7%	1
Iceland, Kilburn High Road, Kilburn	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	1.0%	1	0.0%	0	1.4%	2
Iceland, Kingsbury Circle,	0.1%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1

Brent Household Survey for Urban Shape

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Q25 - Kilburn	Q25 - Wembley												
Kingsbury																								
Iceland, North Circular Road, Neasden	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0	1.8%	2
Iceland, Greenford Road, Sudbury Hill	0.4%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.3%	0
Iceland, Finchley Road, Swiss Cottage	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0	1.1%	2	0.0%	0
Iceland, Central Square, Wembley	0.3%	2	3.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2
Lidl, Edgware Road, Cricklewood	1.3%	9	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	7.0%	3	0.0%	0	4.4%	4	0.0%	0	0.5%	1	0.5%	1
Lidl, High Street, Edgware	0.2%	1	0.0%	0	0.0%	0	1.3%	1	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Macmillian Court, Ruislip Road East, Greenford	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.4%	1
Lidl, The Broadway, Stanmore	0.2%	1	0.0%	0	0.5%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0
Lidl, Stadium Retail Park, Wembley	1.0%	6	8.1%	5	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	4.8%	6
Lidl, Blackbird Hill, Wembley	0.4%	2	1.0%	1	0.9%	1	0.6%	0	0.8%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0
Marks & Spencer, Brent Cross Shopping Centre	0.6%	4	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.5%	1	0.0%	0
Marks & Spencer, Broadwalk Centre, Edgware	0.5%	3	0.0%	0	1.3%	1	4.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Greenford Foodhall, Westway Cross Shopping Park, Greenford	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	3	0.0%	0	0.3%	0
Marks & Spencer, St Anns Road, Harrow	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, BP PFS, Finchley Road, Hendon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Marks & Spencer, Simply Food, High Road, Kilburn	1.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	8	0.0%	0	0.0%	0	5.8%	8	0.0%	0
Marks & Spencer, 258 Edgware Road, London	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Queen's Park Foodhall, Salusbury Road, Queen's Park	1.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	6	0.7%	1	0.0%	0	1.1%	2	0.0%	0
Marks & Spencer, Hardy Building, West Hampstead	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	1.6%	2	0.0%	0
Morrisons, Edgware Road, Colindale	1.0%	6	0.0%	0	1.8%	1	0.6%	0	7.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.2%	0
Morrisons, Arcadia Centre, Ealing	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Morrisons, Trident Point,	0.3%	2	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Brent Household Survey for Urban Shape

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Q25 - Kilburn	Q25 - Wembley												
Harrow																								
Morrisons, Honeypot Lane, Queensbury	2.6%	16	2.4%	2	13.3%	8	10.2%	6	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	6
Nisa Local, Kilburn High Road, Kilburn	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	3	0.0%	0	0.0%	0	0.0%	0	1.9%	3	0.0%	0
Sainsbury's Local, Horn Lane, Acton	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Colindale Station, Charcot Road, Colindale	0.5%	3	0.0%	0	0.0%	0	0.0%	0	5.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Heath Parade, Grahme Park, Colindale	0.3%	2	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Vivian Avenue, Hendon	0.5%	3	0.0%	0	0.0%	0	0.0%	0	2.3%	1	3.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, 377 Kilburn High Road, Kilburn	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	3.1%	4	0.0%	0	0.0%	0	2.5%	4	0.0%	0
Sainsbury's Local, Salusbury Road, Queen's Park	0.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Northolt Road, South Harrow	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Sainsbury's Local, Wembley Civic Centre, Wembley	0.2%	2	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, West End Lane, West Hampstead	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Harrow Road, Westbourne Park	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Sainsbury's Local, Willesden High Road, Willesden	1.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	8	0.0%	0	3.4%	5	0.8%	1
Sainsbury's Local, Walm Lane, Willesden Green	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	1.5%	1	0.0%	0	2.7%	3	0.0%	0	0.7%	1	0.0%	0
Sainsbury's Superstore, Ealing Road, Alperton	1.9%	12	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.5%	11	0.4%	1	6.3%	8
Sainsbury's Superstore, Hyde Estate Road, Hendon	1.4%	9	0.0%	0	2.0%	1	0.0%	0	11.6%	7	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	3
Sainsbury's Superstore, Nash Way, Kenton	2.0%	13	7.0%	5	11.9%	7	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2
Sainsbury's Superstore, 89-92 Kilburn High Road, Kilburn	1.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	3	5.8%	7	0.0%	0	0.0%	0	6.9%	10	0.0%	0
Sainsbury's Superstore, O2 Centre, Finchley Road, London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Ladbroke Grove, London	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	2.2%	2	0.0%	0	1.1%	2	0.0%	0
Sainsbury's Superstore, The	0.4%	3	0.0%	0	0.0%	0	4.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Brent Household Survey for Urban Shape

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Q25 - Kilburn	Q25 - Wembley												
Broadway, Stanmore	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	8.7%	4	0.0%	0	0.8%	1	0.0%	0	0.9%	1	0.2%	0
Sainsbury's Superstore, High Road, Willesden	0.9%	6	0.0%	0	0.0%	0	9.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0
Tesco Express, Station Parade, Canons Park	0.5%	3	4.6%	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	1.8%	2
Tesco Express, North Wembley Station, East Lane	1.7%	11	0.0%	0	0.5%	0	16.8%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	5
Tesco Express, Mollison Way, Edgware	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	3	0.0%	0	0.0%	0
Tesco Express, Oldfield Lane, Greenford	1.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	9	0.0%	0	0.0%	0	3.3%	4
Tesco Express, Hillside, Harlesden	0.2%	1	1.6%	1	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Tesco Express, Greenhill Way, Station Road, Harrow	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0
Tesco Express, Vivian Avenue, Hendon	0.6%	4	0.0%	0	0.0%	0	0.0%	0	5.3%	3	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0
Tesco Express, Heritage Avenue, Hendon	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	1.7%	2	0.0%	0	0.5%	1	0.0%	0
Tesco Express, Chamberlayne Road, Kensal Rise	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	2	0.0%	0	0.0%	0	1.5%	2	0.0%	0	2.4%	4	0.0%	0
Tesco Express, Station Terrace, Kensal Rise	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.6%	1	0.0%	0	0.0%	0	1.5%	2	0.0%	0
Tesco Express, 405 High Road, Kilburn (By Kilburn tube station)	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	4	0.7%	1	0.0%	0	2.6%	4	0.0%	0
Tesco Express, Willesden Lane, Kilburn	2.6%	16	0.0%	0	19.4%	12	0.0%	0	4.8%	3	0.8%	0	0.6%	0	0.6%	1	0.0%	0	0.0%	0	0.2%	0	0.4%	1
Tesco Express, Prince of Wales House, Kingsbury	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Tesco Express, Clifton Road, Maida Vale	0.5%	3	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	2
Tesco Express, Esso PFS, Maida Vale	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	2	6.8%	3	0.0%	0	0.0%	0	0.0%	0	1.9%	3	0.3%	0
Tesco Express, Neasden Lane, Neasden	0.9%	6	0.0%	0	1.3%	1	6.6%	4	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	1.3%	2
Tesco Express, Esso PFS, Honeypot Lane, Stanmore	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	3	0.0%	0	1.4%	2
Tesco Express, Harrow Road, Sudbury	0.2%	2	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2
Tesco Express, Quadrant Court, Wembley	0.9%	6	4.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.8%	1	0.0%	0	4.4%	6

Brent Household Survey for Urban Shape

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Q25 - Kilburn	Q25 - Wembley												
Tesco Express, Preston Road, Wembley	0.5%	3	3.4%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2
Tesco Express, West End Lane, West Hampstead	1.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.6%	4	5.8%	7	0.0%	0	0.0%	0	5.7%	8	0.0%	0
Tesco Extra, Great Central Way, Wembley	0.8%	5	3.0%	2	0.0%	0	0.0%	0	1.1%	1	3.0%	2	0.9%	0	0.0%	0	0.7%	1	0.0%	0	0.6%	1	2.3%	3
Tesco Metro, Burnt Oak Broadway, Edgware	0.4%	3	0.0%	0	0.0%	0	3.4%	2	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Tesco Metro, Greenford Road, Greenford	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	3.1%	2	0.0%	0	0.0%	0
Tesco Metro, Harlesden Plaza, Harlesden	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	3	0.8%	1	1.4%	2	0.0%	0
Tesco Metro, 14-15 High Road, Wembley	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	5	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Hendon Way, Brent Cross	1.8%	11	1.0%	1	0.0%	0	0.0%	0	3.3%	2	2.2%	1	1.8%	1	3.1%	4	2.3%	2	0.8%	1	2.5%	4	2.3%	3
Tesco Superstore, Old Hoover Building, Greenford	1.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.7%	6	0.0%	0	0.0%	0
Tesco Superstore, Station Road, Harrow	0.3%	2	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Brent Cross Shopping Centre	0.9%	6	0.0%	0	0.0%	0	0.0%	0	7.8%	5	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, High Road, Harrow Weald	0.3%	2	0.0%	0	1.3%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Temple Fortune Parade, London	0.6%	4	1.0%	1	0.0%	0	0.0%	0	5.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0
Waitrose, Langstone Way, Mill Hill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, West End Lane, West Hampstead	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0
Costco, Second Way, Wembley	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Burnt Oak Broadway, Edgware	0.3%	2	0.0%	0	0.0%	0	3.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Burnt Oak Town Centre	0.8%	5	0.0%	0	0.0%	0	8.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Cricklewood town centre	1.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.7%	5	5.7%	3	0.0%	0	0.0%	0	0.4%	1	3.6%	5	3.6%	5
Local Shops, Ealing Road, Wembley	0.7%	5	5.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	3.3%	4	3.3%	4
Local Shops, Harlesden Town Centre	1.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	7	0.0%	0	3.1%	4	2.1%	3
Local Shops, Kilburn High Road, Kilburn	1.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	7	0.0%	0	0.0%	0	4.9%	7	0.0%	0	0.0%	0
Local Shops, Kingsbury District Centre	1.6%	10	0.0%	0	8.8%	6	0.0%	0	1.2%	1	5.6%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0	2.6%	4	0.0%	0

Brent Household Survey for Urban Shape

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Q25 - Kilburn	Q25 - Wembley												
Local Shops, Neasden Town Centre	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.4%	1
Local Shops, Preston Road, Wembley	0.3%	2	2.4%	2	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Wembley	0.9%	6	6.8%	4	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	4
Local Shops, Willesden Green Town Centre	1.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	5.9%	6	0.0%	0	0.6%	1	0.0%	0
Other stores, Edgware	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Broadwalk Shopping Centre, Station Road, Edgware	0.5%	3	0.0%	0	0.5%	0	4.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Kenton Lane, Stanmore	0.7%	4	0.0%	0	1.3%	1	5.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Alexandria Road, West Ealing	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Waitrose, Finchley Road	1.0%	7	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	6	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other, zone 1	0.7%	4	4.6%	3	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.5%	2
Other, zone 2	1.6%	10	1.6%	1	10.7%	7	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.4%	2
Other, zone 3	0.2%	1	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, zone 4	1.3%	8	0.0%	0	0.0%	0	1.0%	1	12.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	4.4%	6
Other, zone 5	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0
Other, zone 6	1.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.9%	8	0.0%	0	0.4%	0	0.0%	0	2.1%	3	0.3%	0
Other, zone 7	3.5%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.8%	22	0.0%	0	0.0%	0	9.7%	14	0.0%	0
Other, zone 8	1.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	9.6%	10	0.0%	0	0.0%	0	0.6%	1
Other, zone 9	1.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.3%	12	0.0%	0	3.5%	5
Other, outside area	7.7%	49	9.1%	6	4.0%	3	3.2%	2	2.0%	1	1.2%	1	3.9%	2	8.6%	10	12.2%	13	17.5%	12	8.0%	12	9.6%	13
Weighted base:	641	65		63		61		63		49		48		119		103		71		145		134		
Sample:	630	58		76		69		74		68		61		67		75		82		102		129		

Brent Household Survey for Urban Shape

Weighted:

February 2018

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Q25 - Kilburn	Q25 - Wembley												
Q07 Where do you visit most frequently for ethnic / world foods shopping (e.g. shopping for Indian, Polish, Caribbean, Asian or African food)?																								
<i>Ex. Nulls & SFT</i>																								
Burnt Oak town centre	2.7%	14	0.0%	0	0.0%	0	5.4%	2	15.3%	8	9.8%	4	0.0%	0	0.0%	0	0.0%	0	2.6%	2	5.3%	6		
Colindale town centre	4.5%	22	0.0%	0	2.7%	1	15.9%	7	22.4%	11	0.0%	0	3.4%	1	2.6%	2	0.0%	0	0.0%	0	0.5%	1		
Cricklewood town centre	3.1%	15	0.0%	0	0.0%	0	4.9%	2	0.0%	0	0.0%	0	28.9%	13	0.0%	0	0.7%	1	0.0%	0	2.7%	2	0.0%	0
Ealing Road town centre	7.6%	38	29.3%	19	0.0%	0	0.0%	0	3.3%	2	3.4%	1	0.0%	0	2.6%	2	5.2%	5	17.9%	9	4.2%	4	11.3%	13
Harlesden town centre	10.2%	51	2.3%	2	1.1%	1	2.1%	1	0.0%	0	12.8%	5	3.5%	2	0.0%	0	37.1%	36	10.5%	5	8.8%	8	7.5%	9
Kensal Rise town centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.4%	0	0.0%	0	1.2%	1	0.0%	0
Kenton town centre	2.4%	12	3.0%	2	8.9%	5	0.9%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	4	0.0%	0	1.1%	1	4.4%	4	0.9%	1
Kilburn town centre	3.2%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	3	19.0%	12	0.7%	1	0.0%	0	14.1%	13	0.0%	0
Kingsbury town centre	19.7%	98	10.1%	7	64.4%	33	49.3%	21	27.6%	14	24.4%	9	5.3%	2	0.0%	0	12.3%	12	0.0%	0	5.3%	5	23.2%	26
Neasden town centre	2.5%	13	6.4%	4	1.1%	1	0.0%	0	0.0%	0	13.0%	5	7.1%	3	0.0%	0	0.0%	0	0.0%	0	4.4%	4	2.7%	3
Preston Road town centre	1.2%	6	4.2%	3	2.4%	1	0.0%	0	0.0%	0	0.6%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0	1.7%	2	2.5%	3
Queens Park town centre	2.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.7%	12	0.7%	1	0.0%	0	7.5%	7	0.0%	0
Sudbury town centre	0.9%	4	5.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.6%	0	0.6%	1
Wembley Park town centre	1.0%	5	1.6%	1	0.0%	0	0.0%	0	0.0%	0	7.4%	3	0.0%	0	0.7%	1	1.1%	1	0.0%	1	0.0%	0	1.4%	2
Wembley town centre	6.6%	33	25.3%	17	3.7%	2	0.0%	0	4.2%	2	11.3%	4	0.0%	0	0.0%	0	6.3%	6	4.0%	2	1.0%	1	14.8%	17
Willesden Green town centre	4.6%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.8%	5	8.1%	4	4.6%	3	12.2%	12	0.0%	0	10.7%	10	2.5%	3
Central London / West End (Oxford Street, Regent Street, Carnaby, Soho, Covent Garden)	1.8%	9	0.0%	0	0.0%	0	0.0%	0	4.2%	2	0.0%	0	1.0%	0	10.6%	7	0.0%	0	0.0%	0	3.5%	3	0.0%	0
Ealing town centre	1.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	3	0.0%	0	0.4%	0	4.4%	2	0.0%	0	2.5%	3
Edgware town centre	1.1%	5	1.0%	1	1.7%	1	4.8%	2	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0	1.9%	2	0.0%	0
Harrow	3.6%	18	4.7%	3	13.0%	7	5.7%	2	0.0%	0	1.0%	0	0.0%	0	8.5%	5	0.0%	0	0.0%	0	1.7%	2	3.1%	3
Kensington High Street	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0	1.7%	2	0.0%	0
Queensway / Westbourne Grove / Bayswater	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Shepherd's Bush (including Westfield London)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Southall	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0
Alperton Local Centre	1.5%	7	2.3%	2	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.9%	5	0.6%	1	4.4%	1	4.4%	5
Brent Cross	1.2%	6	0.0%	0	1.1%	1	0.0%	0	0.6%	0	0.0%	0	3.4%	1	1.1%	1	2.9%	3	0.0%	0	2.4%	2	0.5%	1
Golders Green	1.2%	6	3.6%	2	0.0%	0	0.0%	0	5.2%	3	0.6%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Greenford Town Centre	3.7%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	37.6%	18	2.0%	2	0.3%	0
Hendon	1.3%	6	1.0%	1	0.0%	0	0.0%	0	11.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.6%	1
Maida Vale	2.1%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.6%	6	4.6%	4	0.0%	0	6.5%	6	3.9%	4
Queensbury Local Centre	0.6%	3	0.0%	0	0.0%	0	6.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.4%	0	0.8%	1
Other	7.3%	36	0.0%	0	0.0%	0	3.2%	1	4.7%	2	1.0%	0	22.8%	10	3.3%	2	14.8%	14	11.9%	6	7.6%	7	9.5%	11
Weighted base:	499	66		51		43		50		37		43		61		98		49		91		113		
Sample:	434	41		55		42		56		42		38		41		66		53		72		99		

Brent Household Survey for Urban Shape

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Q25 - Kilburn	Q25 - Wembley
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Mean score [Times a week]: Every day = 7, 2-6 times a week = 4, Once a week = 1, Once a fortnight = 0.5, Once a month = 0.25, Less frequently = 0.1

Q08 How frequently do you visit (CENTRE MENTIONED AT Q07) for ethnic / world foods shopping?

Not 'Don't do' and not 'Don't know' at Q07

Every day	1.9%	10	0.0%	0	3.7%	2	0.0%	0	6.5%	3	0.0%	0	0.0%	0	5.9%	4	0.4%	0	1.1%	1	4.3%	4	0.5%	1
2-6 times a week	16.2%	81	13.4%	9	25.2%	13	5.4%	2	16.8%	8	22.2%	8	18.2%	8	18.9%	12	16.9%	17	8.8%	4	17.1%	16	14.2%	16
Once a week	36.4%	182	46.0%	30	40.4%	21	19.8%	8	32.8%	16	44.6%	17	18.0%	8	35.4%	22	40.9%	40	39.8%	19	29.7%	27	40.3%	46
Once a fortnight	16.9%	84	15.4%	10	9.1%	5	45.6%	20	22.1%	11	10.5%	4	20.4%	9	6.5%	4	15.5%	15	14.2%	7	14.4%	13	18.3%	21
Once a month	20.5%	103	13.7%	9	12.7%	7	18.2%	8	12.2%	6	20.0%	7	33.1%	14	25.3%	16	22.2%	22	28.1%	14	24.9%	23	18.3%	21
Less frequently	5.2%	26	9.0%	6	5.8%	3	8.9%	4	5.5%	3	2.6%	1	2.9%	1	4.3%	3	2.2%	2	7.3%	4	5.5%	5	8.4%	10
(Don't know / varies)	2.8%	14	2.5%	2	3.1%	2	2.1%	1	4.1%	2	0.0%	0	7.4%	3	3.7%	2	1.9%	2	0.7%	0	4.1%	4	0.0%	0
Mean:	1.34		1.15		1.81		0.72		1.68		1.45		1.20		1.70		1.29		1.00		1.50		1.16	
Weighted base:	499		66		51		43		50		37		44		61		98		49		92		113	
Sample:	436		41		55		42		56		42		39		41		67		53		73		99	

Q09 What type(s) of ethnic / world foods shopping do you typically purchase? [MR]

Not 'Don't do' and not 'Don't know' at Q07

African	7.6%	38	5.4%	4	1.7%	1	1.8%	1	13.9%	7	16.2%	6	13.8%	6	5.4%	3	10.5%	10	0.0%	0	1.2%	1	8.6%	10
Asian	51.5%	257	67.4%	45	84.0%	43	57.8%	25	56.2%	28	42.4%	16	42.7%	19	42.2%	26	33.7%	33	48.3%	24	36.3%	33	58.2%	66
Caribbean	12.9%	65	5.7%	4	5.5%	3	4.5%	2	8.8%	4	9.0%	3	20.7%	9	10.6%	7	23.0%	23	20.9%	10	12.2%	11	15.2%	17
Halal	12.9%	65	9.0%	6	2.3%	1	14.3%	6	2.4%	1	32.0%	12	24.7%	11	23.1%	14	12.5%	12	2.2%	1	25.8%	24	10.4%	12
Kosher	3.1%	16	5.5%	4	2.3%	1	6.3%	3	5.8%	3	4.0%	2	3.0%	1	2.2%	1	1.2%	1	0.0%	0	1.5%	1	3.8%	4
Mediterranean	2.9%	15	1.0%	1	2.3%	1	0.9%	0	7.1%	4	9.5%	4	0.0%	0	0.0%	0	4.3%	4	2.2%	1	0.0%	0	6.4%	7
Oriental / Chinese	11.2%	56	16.7%	11	2.9%	2	7.1%	3	19.6%	10	1.0%	0	6.9%	3	8.9%	5	15.5%	15	13.3%	7	5.4%	5	7.1%	8
Polish	4.2%	21	1.6%	1	0.0%	0	0.9%	0	5.6%	3	9.5%	4	8.9%	4	1.7%	1	6.0%	6	5.2%	3	5.4%	5	3.5%	4
Sri Lankan	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brazilian	0.1%	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	0.5%	0	0.0%	0
European	2.0%	10	0.0%	0	0.0%	0	2.1%	1	7.1%	4	0.0%	0	6.4%	3	0.0%	0	0.0%	0	6.1%	3	3.1%	3	0.3%	0
Filipino	0.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	4	0.0%	0	0.0%	0	3.9%	4
Indian	6.5%	32	1.0%	1	2.8%	1	16.3%	7	5.6%	3	3.0%	1	0.0%	0	2.6%	2	10.7%	10	15.1%	7	1.7%	2	4.7%	5
Kurdish	0.1%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lebanese	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	5	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Mexican	1.0%	5	0.0%	0	0.0%	0	0.0%	0	6.5%	3	1.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0	3.5%	3	0.0%	0
Turkish	1.2%	6	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	2.5%	1	2.6%	2	0.4%	0	4.9%	2	4.5%	4	0.0%	0
(Don't know / varies)	5.6%	28	3.5%	2	6.3%	3	1.8%	1	0.0%	0	8.4%	3	0.6%	0	7.3%	4	12.1%	12	4.3%	2	14.1%	13	7.3%	8
Weighted base:	499		66		51		43		50		37		44		61		98		49		92		113	
Sample:	436		41		55		42		56		42		39		41		67		53		73		99	

Brent Household Survey for Urban Shape

Weighted:

February 2018

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Q25 - Kilburn	Q25 - Wembley
Q11 Excluding Christmas shopping, where do you usually do most of your household's shopping for clothes, footwear and other fashion goods?												
<i>Ex. Nulls & SFT</i>												
Burnt Oak town centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Colindale town centre	0.8%	6	3.6%	4	1.6%	1	1.9%	1	0.4%	0	0.0%	0
Cricklewood town centre	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Ealing Road town centre	0.2%	1	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Harlesden town centre	1.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kilburn town centre	4.0%	30	0.7%	1	0.0%	0	0.0%	0	0.0%	0	8.9%	6
Kingsbury town centre	0.2%	2	0.0%	0	1.3%	1	0.0%	0	0.4%	0	1.0%	1
Neasden town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0
Wembley Park town centre	0.6%	4	3.6%	4	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Wembley town centre	5.0%	37	12.7%	13	2.8%	2	1.2%	1	0.9%	1	6.9%	4
Willesden Green town centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London / West End (Oxford Street, Regent Street, Carnaby, Soho, Covent Garden)	14.5%	109	4.8%	5	4.2%	3	3.1%	2	5.9%	4	7.6%	5
Chiswick town centre	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
City of London	0.9%	7	1.6%	2	0.0%	0	0.0%	0	4.0%	3	0.0%	0
Ealing town centre	1.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edgware town centre	1.3%	10	0.7%	1	4.4%	3	7.6%	6	1.0%	1	0.0%	0
Hammersmith town centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Harrow	13.9%	105	37.6%	38	39.1%	26	29.6%	22	4.2%	3	5.5%	3
Kensington High Street	0.4%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	2
Queensway / Westbourne Grove / Bayswater	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Shepherd's Bush (including Westfield London)	7.7%	58	6.2%	6	0.0%	0	0.0%	0	0.6%	0	6.9%	8
Shoreditch	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1
Uxbridge	0.6%	4	1.6%	2	0.5%	0	0.5%	0	0.0%	0	0.6%	1
Watford	1.8%	13	0.0%	0	5.7%	4	9.8%	7	1.5%	1	0.4%	0
Brent Cross Shopping Centre (Covered mall type shopping centre)	34.8%	261	17.1%	17	31.7%	21	38.4%	28	64.7%	50	64.4%	38
Brent South Shopping Park, Brent Cross (Next / Next Home, TK Maxx, Sports Direct, DFS, Mamas & Papas, Lakeland, Outfit, Game, Jessops)	0.8%	6	2.2%	2	0.0%	0	0.0%	0	2.1%	2	0.0%	0
Colindale Retail Park, Edgware Road, Colindale (Matalan, Go Outdoors, Carpetright, Harveys, Dreams)	0.4%	3	0.0%	0	0.5%	0	0.0%	0	2.0%	2	0.0%	0
London Designer Outlet,	1.3%	10	1.7%	2	0.8%	1	0.5%	0	2.1%	2	0.6%	0

Brent Household Survey for Urban Shape

Weighted:

February 2018

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Q25 - Kilburn	Q25 - Wembley
Wembley												
Stadium Retail Park, Wembley (Currys, JD, Maplin)	0.4%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staples Corner Retail Park, Brent Cross (Currys, Harveys, SCS, Smyths Toys, Maplin, Homesense, Argos, Wren Kitchens, Bensons for Beds)	0.4%	3	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0
Westway Cross Retail Park, Greenford (Next, TK Maxx, Sports Direct, New Look, Pets at Home, Outfit, Hobbycraft)	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Asda, Capitol Way, Edgware Road, Colindale NW9 0AS	0.4%	3	0.0%	0	0.0%	0	0.0%	0	2.5%	2	2.1%	1
Asda, Forty Lane, Wembley HA9 9EX	0.7%	5	0.7%	1	0.0%	0	0.0%	0	0.0%	0	5.9%	4
Asda, Western Road, Park Royal NW10 7LW	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Ealing Road, Alperton HA0 1PF	0.3%	2	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Hyde Estate Road, Hendon NW9 6JX	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Sainsbury's, Nash Way, Kenton HA3 0JA	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Hendon Way, Brent Cross NW2 1LZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Tesco Superstore, Old Hoover Building, Greenford UB6 8DW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Station Road, Harrow HA1 2TU	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.9%	7	0.7%	1	3.3%	2	1.2%	1	0.0%	0	0.0%	0
Alperton Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Borehamwood	0.1%	1	0.0%	0	0.0%	0	0.5%	0	0.6%	0	0.0%	0
Queensbury Local Centre	0.1%	1	0.0%	0	0.5%	0	0.5%	0	0.0%	0	0.0%	0
Stanmore District Centre	0.1%	1	0.0%	0	0.8%	1	0.5%	0	0.0%	0	0.0%	0
West Hampstead Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Other, outside area	1.3%	10	0.7%	1	0.5%	0	4.0%	3	4.3%	3	1.8%	1
Weighted base:	751	100		67	74	77	60	68	119	118	69	150
Sample:	790	86		90	96	92	89	89	74	88	86	124

Brent Household Survey for Urban Shape

Weighted:

February 2018

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Q25 - Kilburn	Q25 - Wembley												
Q12 Excluding Christmas shopping, where else do you do your household's shopping for clothes, footwear and other fashion goods?																								
<i>Not 'Don't know' or 'Don't do' at Q12 AND Ex. Nulls & SFT</i>																								
Burnt Oak town centre	0.4%	3	0.0%	0	0.7%	1	1.0%	1	2.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.2%	0		
Church End local centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.4%	1		
Colindale town centre	0.7%	5	3.6%	4	0.0%	0	0.5%	0	1.6%	1	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Cricklewood town centre	1.5%	11	0.0%	0	0.0%	0	0.0%	0	1.1%	1	2.1%	1	2.8%	2	3.0%	4	3.2%	4	0.0%	0	2.0%	3	0.9%	1
Ealing Road town centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harlesden town centre	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kilburn town centre	3.8%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	13.7%	9	12.7%	16	2.9%	3	0.0%	0	16.4%	25	0.2%	0
Neasden town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Preston Road town centre	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Sudbury town centre	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wembley Park town centre	1.0%	7	2.8%	3	0.7%	1	0.9%	0	0.7%	0	1.1%	1	4.1%	3	0.9%	0	0.0%	0	0.0%	0	1.8%	3	1.4%	2
Wembley town centre	4.3%	33	13.7%	14	2.5%	2	1.2%	1	1.1%	1	5.8%	4	0.0%	0	0.0%	0	7.2%	8	5.5%	4	0.5%	1	12.3%	19
Camden Town	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London / West End (Oxford Street, Regent Street, Carnaby, Soho, Covent Garden)	16.1%	122	4.6%	5	7.4%	6	10.0%	8	11.2%	7	2.6%	2	20.1%	14	45.3%	57	21.3%	23	1.6%	1	29.0%	44	3.5%	5
Chiswick town centre	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1
City of London	1.4%	11	1.6%	2	0.0%	0	1.7%	1	4.7%	3	0.5%	0	0.6%	0	1.8%	2	1.8%	2	0.0%	0	1.0%	1	0.3%	0
Ealing town centre	2.6%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	5	21.1%	15	1.1%	2	3.0%	2	3.0%	5
Edgware town centre	2.0%	15	0.7%	1	4.7%	3	13.3%	10	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	6
Hammersmith town centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.5%	1	0.0%	0	0.0%	0	0.4%	1	0.3%	0
Harrow	11.6%	88	33.1%	33	25.3%	19	14.6%	11	9.2%	6	15.6%	11	1.0%	1	0.5%	1	0.4%	0	9.8%	7	1.1%	2	21.8%	34
Kensington High Street	0.6%	4	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	0	2.1%	3	0.4%	0	0.0%	0	1.0%	2	0.0%	0
King's Road / Chelsea	0.2%	2	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shepherd's Bush (including Westfield London)	10.0%	75	5.2%	5	0.0%	0	1.7%	1	4.3%	3	12.3%	8	10.0%	7	7.7%	10	17.4%	19	31.7%	22	10.2%	15	11.4%	18
Shoreditch	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uxbridge	0.6%	5	1.7%	2	0.5%	0	0.5%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	1.1%	2
Watford	3.1%	23	1.7%	2	6.4%	5	16.7%	13	4.9%	3	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	3
Brent Cross Shopping Centre (Covered mall type shopping centre)	26.4%	199	11.9%	12	40.7%	30	29.7%	23	43.5%	28	35.6%	24	31.8%	22	16.5%	21	28.4%	31	12.3%	9	26.7%	40	21.2%	33
Brent South Shopping Park, Brent Cross (Next / Next Home, TK Maxx, Sports Direct, DFS, Mamas & Papas, Lakeland, Outfit, Game, Jessops)	1.5%	11	3.9%	4	1.1%	1	0.0%	0	4.7%	3	0.0%	0	0.6%	0	0.0%	0	2.9%	3	0.0%	0	1.0%	2	2.4%	4
Colindale Retail Park, Edgware Road, Colindale (Matalan, Go Outdoors, Carpentright, Harveys, Dreams)	0.3%	2	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Brent Household Survey for Urban Shape

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Q25 - Kilburn	Q25 - Wembley												
London Designer Outlet, Wembley	2.2%	17	4.9%	5	2.1%	2	0.8%	1	0.9%	1	2.9%	2	0.0%	0	5.4%	7	0.0%	0	0.5%	0	4.5%	7	3.6%	6
Stadium Retail Park, Wembley (Currys, JD, Maplin)	0.7%	5	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	3	0.0%	0	0.0%	0	0.0%	0	2.8%	4
Staples Corner Retail Park, Brent Cross (Currys, Harveys, SCS, Smyths Toys, Maplin, Homesense, Argos, Wren Kitchens, Bensons for Beds)	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0
Westway Cross Retail Park, Greenford (Next, TK Maxx, Sports Direct, New Look, Pets at Home, Outfit, Hobbycraft)	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.5%	1	0.6%	1	7.0%	5	0.0%	0	1.2%	2
Asda, Capitol Way, Edgware Road, Colindate NW9 0AS	0.3%	3	0.0%	0	0.0%	0	0.0%	0	2.0%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Asda, Forty Lane, Wembley HA9 9EX	0.6%	5	1.3%	1	0.7%	1	0.0%	0	0.0%	0	4.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Asda, Western Road, Park Royal NW10 7LW	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.4%	0	0.0%	0	0.4%	1	0.0%	0
Sainsbury's, Ealing Road, Alperton HA0 1PF	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Sainsbury's, Hyde Estate Road, Hendon NW9 6JX	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.1%	0
Sainsbury's, Ladbroke Grove W10 5AA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Nash Way, Kenton HA3 0JA	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, The Broadway, Stanmore HA7 4DA	0.1%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Old Hoover Building, Greenford UB6 8DW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Abroad	0.4%	3	0.7%	1	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Borehamwood	0.4%	3	0.7%	1	0.0%	0	1.2%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.9%	1
Greenford Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Ruislip Retail Park, Victoria Road, South Ruislip	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.2%	0
Stanmore District Centre	0.2%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Hampstead Local Centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	3	0.5%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	3
Other, outside area	2.9%	22	1.3%	1	3.2%	2	5.1%	4	1.2%	1	8.2%	6	2.2%	1	2.2%	3	0.4%	0	4.3%	3	2.8%	4	0.7%	1
Weighted base:		756		99		75		76		64		68		68		126		110		70		151		156
Sample:		793		86		98		96		85		97		88		74		84		85		122		161

Brent Household Survey for Urban Shape

Weighted:

February 2018

Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Q25 - Kilburn	Q25 - Wembley
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Brent Household Survey for Urban Shape

Weighted:

February 2018

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Q25 - Kilburn	Q25 - Wembley										
Q13 Excluding Christmas shopping, where do you do most of your household's shopping for furniture, floor coverings and household textiles?																						
<i>Ex. Nulls & SFT</i>																						
Burnt Oak town centre	0.7%	3	0.0%	0	0.0%	0	1.6%	1	4.3%	2	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.6%	1	2.0%	2
Colindale town centre	1.2%	6	0.0%	0	11.8%	4	0.0%	0	0.7%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2
Cricklewood town centre	2.0%	9	0.0%	0	0.0%	0	0.0%	0	0.7%	0	4.1%	2	12.2%	7	0.0%	0	0.0%	0	1.9%	2	3.4%	3
Ealing Road town centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	4.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harlesden town centre	1.1%	5	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.1%	5	0.0%	0	0.0%	0
Kensal Rise town centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	1.7%	1	0.0%	0	0.0%	0
Kenton town centre	0.6%	3	1.3%	1	1.9%	1	1.9%	1	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Kilburn town centre	2.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	4	3.8%	3	5.1%	3	0.0%	0	7.0%	7
Kingsbury town centre	0.5%	2	3.0%	2	1.5%	1	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2
Neasden town centre	1.5%	7	0.0%	0	0.0%	0	0.0%	0	7.6%	3	0.0%	0	4.6%	3	0.7%	1	0.7%	0	0.0%	0	0.0%	0
Preston Road town centre	0.4%	2	3.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Queens Park town centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.6%	1
Sudbury town centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Wembley Park town centre	1.9%	9	6.5%	3	1.5%	1	0.0%	0	0.0%	0	1.3%	1	5.3%	3	0.7%	1	0.0%	0	1.1%	1	0.6%	1
Wembley town centre	1.6%	8	6.9%	4	1.5%	1	0.0%	0	1.2%	0	3.6%	2	0.0%	0	0.7%	1	1.7%	1	0.0%	0	0.0%	0
Willesden Green town centre	1.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	5	0.0%	0	0.0%	0
Central London / West End (Oxford Street, Regent Street, Carnaby, Soho, Covent Garden)	8.3%	40	8.4%	4	0.0%	0	2.1%	1	0.0%	0	1.5%	1	7.5%	5	27.4%	25	5.4%	3	2.1%	1	9.3%	10
City of London	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ealing town centre	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	7.0%	3	0.0%	0	0.0%	0
Edgware town centre	0.4%	2	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Hammersmith town centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	1.0%	1
Harrow	2.2%	10	4.5%	2	13.4%	5	3.6%	2	0.7%	0	0.6%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	3.2%	3
Kensington High Street	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	1.1%	1
King's Road / Chelsea	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Queensway / Westbourne Grove / Bayswater	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	1.5%	2
Shepherd's Bush (including Westfield London)	1.6%	8	9.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	3	0.0%	0	0.0%	0
Southall	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Uxbridge	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Watford	2.8%	13	2.5%	1	11.5%	4	14.9%	7	1.2%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0
Brent Cross Shopping Centre (Covered mall type shopping centre)	18.6%	89	10.1%	5	7.4%	3	34.0%	16	35.1%	14	7.0%	3	12.1%	7	18.0%	16	25.3%	15	18.5%	9	18.5%	20
Brent South Shopping Park, Brent Cross (Next / Next Home, TK Maxx, Sports Direct, DFS, Mamas & Papas, Lakeland, Outfit, Game, Jessops)	6.3%	30	1.3%	1	5.1%	2	8.4%	4	6.4%	3	13.3%	6	5.7%	3	1.2%	1	17.8%	11	0.0%	0	7.9%	8
Colindale Retail Park,	1.9%	9	0.0%	0	0.0%	0	9.3%	4	1.9%	1	0.0%	0	0.0%	0	4.0%	4	0.0%	0	0.0%	0	3.4%	4

Brent Household Survey for Urban Shape

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Q25 - Kilburn	Q25 - Wembley												
Edgware Road, Colindale (Matalan, Go Outdoors, Carpetright, Harveys, Dreams)																								
London Designer Outlet, Wembley	0.5%	2	0.0%	0	2.4%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.1%	1
Stadium Retail Park, Wembley (Currys, JD, Maplin)	4.7%	22	17.8%	9	7.5%	3	1.9%	1	0.0%	0	0.0%	0	0.7%	0	8.8%	8	1.9%	1	0.0%	0	2.8%	3	7.8%	6
Staples Corner Retail Park, Brent Cross (Currys, Harveys, SCS, Smyths Toys, Maplin, Homesense, Argos, Wren Kitchens, Bensons for Beds)	14.6%	70	1.3%	1	6.1%	2	3.6%	2	30.0%	12	34.0%	14	31.1%	19	13.5%	12	11.5%	7	2.3%	1	21.1%	22	11.2%	9
B&Q, Broadway Retail Park, Cricklewood NW2 1ES	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.9%	1
B&Q, Honeypot Lane, Stanmore HA7 1QL	0.5%	2	0.0%	0	5.1%	2	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, West-5 Centre, Western Avenue, Acton W3 0RZ	0.3%	2	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2
Homebase, High Road, North Finchley N12 0DA	0.1%	0	0.0%	0	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%	0	0.0%	0
Homebase, Western Circus, Acton W3 7XX	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ikea, Brent Park	7.1%	34	4.6%	2	3.7%	1	2.1%	1	2.5%	1	16.6%	7	12.0%	7	4.8%	4	4.0%	2	15.2%	7	11.3%	12	10.5%	9
Wickes, Cricklewood Broadway, Cricklewood NW2 6JN	1.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.6%	7	0.0%	0	0.0%	0	6.4%	7	0.0%	0
Asda, Capitol Way, Edgware Road, Colindale NW9 0AS	0.4%	2	0.0%	0	5.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Forty Lane, Wembley HA9 9EX	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Western Road, Park Royal NW10 7LW	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.9%	1
Alperton Local Centre	0.1%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Borehamwood	0.2%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Honeypot Lane, Queensbury	0.1%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ruislip Retail Park, Victoria Road, South Ruislip	4.2%	20	10.2%	5	2.4%	1	5.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	22.5%	11	2.3%	2	5.9%	5
South Ruislip	1.4%	7	1.3%	1	0.9%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.4%	5	0.0%	0	6.0%	5
Stanmore District Centre	0.3%	1	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swiss Cottage	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Victoria Retail Park, Victoria	1.0%	5	3.0%	2	6.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	2.3%	2

Brent Household Survey for Urban Shape

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Q25 - Kilburn	Q25 - Wembley
Road, South Ruislip												
West Hampstead Local Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, zone 8	0.1%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Other, outside area	1.3%	6	0.0%	0	3.1%	1	1.6%	1	1.2%	0	4.0%	2
Weighted base:	477	52	37	47	40	41	61	91	60	48	106	82
Sample:	484	44	51	62	56	53	61	53	45	59	85	86

Brent Household Survey for Urban Shape

Weighted:

February 2018

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Q25 - Kilburn	Q25 - Wembley										
Q14 Excluding Christmas shopping, where do you do most of your household's shopping for DIY and decorating goods?																						
<i>Ex. Nulls & SFT</i>																						
Burnt Oak town centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.2%	0	0.0%	0
Colindale town centre	2.1%	15	0.0%	0	0.6%	0	4.4%	3	13.3%	8	6.0%	4	0.0%	0	0.0%	0	0.0%	0	1.7%	2	3.3%	5
Cricklewood town centre	1.5%	10	0.0%	0	0.0%	0	0.0%	0	1.3%	1	6.4%	4	0.8%	1	3.5%	4	0.7%	1	0.9%	1	1.6%	2
Ealing Road town centre	0.2%	2	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harlesden town centre	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	5	0.0%	0	0.0%	0
Kensal Rise town centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.8%	1	0.0%	0
Kenton town centre	0.2%	1	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kilburn town centre	1.7%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	8.4%	10	0.0%	0	0.0%	0	7.9%	11	0.0%	0
Kingsbury town centre	0.4%	2	1.7%	2	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2
Neasden town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0
Queens Park town centre	0.2%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Wembley Park town centre	0.4%	3	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.6%	0	0.0%	0	0.7%	1	0.8%	1	1.1%	2
Wembley town centre	0.5%	4	2.5%	2	0.0%	0	0.0%	0	1.2%	1	0.4%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	2.0%	3
Willesden Green town centre	1.6%	11	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.9%	1	10.1%	10	0.0%	0	1.5%	2
Camden Town	1.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	4	2.5%	2	0.0%	0	1.9%	3
Central London / West End (Oxford Street, Regent Street, Carnaby, Soho, Covent Garden)	1.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	6.1%	6	0.0%	0	1.7%	2
Ealing town centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.2%	0
Edgware town centre	0.7%	5	0.0%	0	0.9%	1	3.3%	2	2.4%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.6%	1
Harrow	1.2%	8	2.5%	2	3.1%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.4%	2	1.2%	1	1.2%	1	0.0%	0
Hounslow town centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
King's Road / Chelsea	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0
Queensway / Westbourne Grove / Bayswater	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	4	0.0%	0	0.0%	0	2.6%	4
Shepherd's Bush (including Westfield London)	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Watford	1.0%	7	0.7%	1	0.0%	0	9.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Brent Cross Shopping Centre (Covered mall type shopping centre)	0.6%	4	0.0%	0	0.6%	0	0.0%	0	0.0%	0	1.3%	1	0.6%	0	0.0%	0	1.1%	1	2.7%	2	0.0%	0
Colindale Retail Park, Edgware Road, Colindale (Matalan, Go Outdoors, Carpentright, Harveys, Dreams)	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Silkbridge Retail Park, Hendon (Wickes, Halfords, Pets at Home)	4.1%	28	7.3%	7	0.0%	0	0.6%	0	20.5%	12	7.2%	4	0.9%	1	0.0%	0	0.0%	0	5.8%	4	0.9%	1
Stadium Retail Park, Wembley (Currys, JD, Maplin)	0.5%	3	3.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staples Corner Retail Park,	1.1%	7	0.0%	0	3.2%	2	0.0%	0	0.0%	0	0.6%	0	2.2%	1	3.0%	4	0.0%	0	0.0%	0	2.6%	4

Brent Household Survey for Urban Shape

Weighted:

February 2018

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Q25 - Kilburn	Q25 - Wembley												
Brent Cross (Currys, Harveys, SCS, Smyths Toys, Maplin, Homesense, Argos, Wren Kitchens, Bensons for Beds)																								
B&Q, Broadway Retail Park, Cricklewood NW2 1ES	25.2%	175	1.7%	2	11.0%	7	0.0%	0	18.7%	11	40.6%	25	74.1%	51	34.1%	42	35.5%	34	5.0%	3	37.0%	53	13.9%	21
B&Q, Honeygot Lane, Stanmore HA7 1QL	20.2%	140	39.9%	37	60.3%	36	71.3%	45	24.9%	15	12.0%	7	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.8%	3	25.0%	38
B&Q, West-5 Centre, Western Avenue, Acton W3 0RZ	5.7%	39	10.8%	10	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	6.7%	6	32.2%	22	0.9%	1	7.6%	12
Homebase, High Road, Harrow Weald HA3 6HF	1.9%	13	1.1%	1	10.3%	6	7.0%	4	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Homebase, High Road, North Finchley N12 0DA	0.9%	6	0.0%	0	0.0%	0	1.5%	1	1.3%	1	0.0%	0	4.5%	3	1.4%	2	0.0%	0	0.0%	0	3.2%	5	0.0%	0
Homebase, O2 Centre, Finchley Road, NW3 6LU	4.2%	29	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	2.8%	2	20.2%	25	0.7%	1	0.0%	0	14.1%	20	0.0%	0
Homebase, Victoria Retail Park, South Ruislip HA4 0AJ	1.2%	8	3.8%	4	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	1.3%	2	0.0%	0	4.4%	3	0.0%	0	2.0%	3
Homebase, Western Circus, Acton W3 7XX	2.4%	17	3.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.0%	13	0.8%	1	0.7%	1	3.7%	6
Ikea, Brent Park	0.9%	6	0.7%	1	0.0%	0	0.0%	0	0.0%	0	4.5%	3	0.0%	0	0.0%	0	2.5%	2	0.8%	1	0.0%	0	3.9%	6
Wickes, Boston Road, Hanwell W3 7SA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.3%	0
Wickes, Cricklewood Broadway, Cricklewood NW2 6JN	4.3%	30	1.1%	1	0.0%	0	0.0%	0	4.3%	3	10.6%	6	11.2%	8	6.8%	8	3.6%	4	0.0%	0	10.1%	14	0.3%	0
Wickes, Quill Street, Hangar Lane W5 1DN	1.7%	12	5.2%	5	0.0%	0	0.0%	0	0.0%	0	3.9%	2	0.0%	0	0.0%	0	2.5%	2	3.2%	2	0.0%	0	4.5%	7
Wickes, South Ealing Road, Ealing W5 4QS	1.3%	9	3.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	6	0.0%	0	5.6%	8
Wickes, Station Road, Harrow HA1 2TS	1.0%	7	1.8%	2	4.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.4%	1
Wickes, Victoria Road, Ruislip HA4 0QB	0.4%	3	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2	0.0%	0	1.0%	2
Wickes, West End Lane, West Hampstead NW6 1UF	0.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Sainsbury's, Hyde Estate Road, Hendon NW9 6JX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alperton Local Centre	0.4%	3	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	1.5%	2
B&Q, Glencoe Road, Yeading	0.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	6	0.0%	0	0.0%	0
Borehamwood	0.1%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greenford Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0

Brent Household Survey for Urban Shape

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Q25 - Kilburn	Q25 - Wembley
Maida Vale	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Queensbury Local Centre	0.1%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Ruislip Retail Park, Victoria Road, South Ruislip	0.7%	5	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
South Ruislip	1.0%	7	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Victoria Retail Park, Victoria Road, South Ruislip	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, zone 4	0.2%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0
Other, zone 8	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2
Other, outside area	1.4%	10	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0
Weighted base:	693	92	59	63	59	61	68	124	96	70	142	151
Sample:	702	69	77	83	81	82	82	70	70	88	108	140

Brent Household Survey for Urban Shape

Weighted:

February 2018

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Q25 - Kilburn	Q25 - Wembley
Q15 Excluding Christmas shopping, where do you do most of your household's shopping for domestic appliances such as washing machines, fridges cookers and kettles?												
<i>Ex. Nulls & SFT</i>												
Burnt Oak town centre	0.1%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Colindale town centre	0.4%	2	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0
Cricklewood town centre	2.5%	15	0.0%	0	0.0%	0	0.0%	0	2.0%	1	6.5%	3
Ealing Road town centre	0.8%	5	5.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harlesden town centre	0.5%	3	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kenton town centre	0.9%	5	7.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kilburn town centre	1.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Kingsbury town centre	0.3%	2	0.0%	0	2.5%	1	1.0%	1	0.0%	0	0.0%	0
Neasden town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Wembley Park town centre	2.0%	12	10.2%	7	7.1%	4	0.0%	0	1.6%	1	0.5%	0
Wembley town centre	1.5%	9	1.8%	1	0.0%	0	0.0%	0	0.9%	0	0.0%	0
Willesden Green town centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London / West End (Oxford Street, Regent Street, Carnaby, Soho, Covent Garden)	7.9%	47	7.5%	5	0.7%	0	0.0%	0	1.6%	1	1.8%	1
City of London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Ealing town centre	0.3%	2	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edgware town centre	2.1%	13	0.0%	0	2.8%	1	13.5%	8	3.9%	2	0.0%	0
Harrow	1.4%	8	3.2%	2	5.6%	3	4.5%	3	0.0%	0	0.7%	0
Kensington High Street	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Knightsbridge	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Watford	1.0%	6	3.0%	2	0.7%	0	5.6%	3	0.0%	0	0.0%	0
Brent Cross Shopping Centre (Covered mall type shopping centre)	23.0%	136	7.1%	5	38.2%	19	34.7%	21	33.9%	16	26.6%	14
Brent South Shopping Park, Brent Cross (Next / Next Home, TK Maxx, Sports Direct, DFS, Mamas & Papas, Lakeland, Outfit, Game, Jessops)	0.3%	2	0.0%	0	0.0%	0	0.6%	0	2.6%	1	0.0%	0
Colindale Retail Park, Edgware Road, Colindale (Matalan, Go Outdoors, Carpentright, Harveys, Dreams)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
London Designer Outlet, Wembley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stadium Retail Park, Wembley (Currys, JD, Maplin)	8.7%	51	25.8%	19	11.0%	6	0.6%	0	0.0%	0	15.0%	8
Staples Corner Retail Park, Brent Cross (Currys,	26.6%	158	4.5%	3	18.8%	9	14.4%	9	49.7%	24	39.4%	20

Brent Household Survey for Urban Shape

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Q25 - Kilburn	Q25 - Wembley
Harveys, SCS, Smyths Toys, Maplin, Homesense, Argos, Wren Kitchens, Bensons for Beds)												
Westway Cross Retail Park, Greenford (Next, TK Maxx, Sports Direct, New Look, Pets at Home, Outfit, Hobbycraft)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Broadway Retail Park, Cricklewood NW2 1ES	2.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.8%	7
B&Q, Honeypot Lane, Stanmore HA7 1QL	1.3%	8	0.9%	1	3.2%	2	9.0%	5	0.6%	0	0.0%	0
B&Q, West-5 Centre, Western Avenue, Acton W3 0RZ	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, O2 Centre, Finchley Road, NW3 6LU	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ikea, Brent Park	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Wickes, Cricklewood Broadway, Cricklewood NW2 6JN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Asda, Forty Lane, Wembley HA9 9EX	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	3
Asda, Western Road, Park Royal NW10 7LW	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Hyde Estate Road, Hendon NW9 6JX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Sainsbury's, Nash Way, Kenton HA3 0JA	0.1%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, The Broadway, Stanmore HA7 4DA	0.1%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Tesco Superstore, Hendon Way, Brent Cross NW2 1LZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0
Tesco Superstore, Station Road, Harrow HA1 2TU	0.1%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Alperton Local Centre Borehamwood	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Hartspring Lane, Bushey, Watford	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Currys PC World, Ealing Road, Alperton	0.6%	3	0.0%	0	0.0%	0	4.9%	3	0.0%	0	0.7%	0
Morrisons, Honeypot Lane, Queensbury	5.4%	32	17.1%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Queensbury Local Centre	0.1%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Ruislip Retail Park, Victoria	0.1%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
	1.4%	8	0.0%	0	3.7%	2	0.0%	0	0.0%	0	0.0%	0

Brent Household Survey for Urban Shape

Weighted:

February 2018

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Q25 - Kilburn	Q25 - Wembley
Road, South Ruislip												
South Ruislip	0.8%	5	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	4
Stanmore District Centre	0.2%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	1
Swiss Cottage	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Victoria Retail Park, Victoria Road, South Ruislip	1.2%	7	3.6%	3	0.7%	0	0.6%	0	0.0%	0	0.0%	3
Other, zone 8	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, outside area	1.2%	7	0.0%	0	3.7%	2	2.2%	1	0.0%	0	0.0%	0
Weighted base:	594	73	50	60	48	51	64	98	90	59	129	125
Sample:	630	65	69	83	69	70	77	56	72	69	101	127

Brent Household Survey for Urban Shape

Weighted:

February 2018

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Q25 - Kilburn	Q25 - Wembley
Q16 Excluding Christmas shopping, where do you do most of your household's shopping for TV, audio, photographic, mobile phones, and computer equipment?												
<i>Ex. Nulls & SFT</i>												
Colindale town centre	0.1%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Cricklewood town centre	1.8%	11	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.8%	0
Ealing Road town centre	0.4%	2	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harlesden town centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kenton town centre	0.6%	4	4.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kilburn town centre	1.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	7
Kingsbury town centre	0.4%	2	0.0%	0	4.9%	2	0.0%	0	0.7%	0	0.0%	0
Neasden town centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Preston Road town centre	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sudbury town centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0
Wembley Park town centre	1.1%	6	5.0%	4	3.9%	2	0.0%	0	1.7%	1	0.0%	0
Wembley town centre	1.2%	7	2.2%	2	0.0%	0	0.0%	0	5.2%	2	0.0%	0
Willesden Green town centre	0.2%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Central London / West End (Oxford Street, Regent Street, Carnaby, Soho, Covent Garden)	9.5%	56	7.3%	6	1.6%	1	0.0%	0	1.6%	1	4.6%	2
Chiswick town centre	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
City of London	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Ealing town centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edgware town centre	1.0%	6	0.0%	0	0.0%	0	6.2%	4	4.3%	2	0.0%	0
Harrow	2.4%	14	10.1%	8	7.6%	3	4.5%	3	0.0%	0	0.0%	0
Kensington High Street	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shepherd's Bush (including Westfield London)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uxbridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Watford	1.5%	9	0.8%	1	3.6%	2	10.8%	6	0.0%	0	0.0%	0
Brent Cross Shopping Centre (Covered mall type shopping centre)	25.4%	150	17.0%	13	46.1%	20	43.6%	26	28.5%	13	33.0%	15
Brent South Shopping Park, Brent Cross (Next / Next Home, TK Maxx, Sports Direct, DFS, Mamas & Papas, Lakeland, Outfit, Game, Jessops)	0.4%	2	2.0%	2	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Colindale Retail Park, Edgware Road, Colindale (Matalan, Go Outdoors, Carpetright, Harveys, Dreams)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0
Stadium Retail Park, Wembley (Currys, JD, Maplin)	7.2%	42	21.6%	17	6.4%	3	0.6%	0	0.0%	0	8.9%	4

Brent Household Survey for Urban Shape

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Q25 - Kilburn	Q25 - Wembley												
Staples Corner Retail Park, Brent Cross (Currys, Harveys, SCS, Smyths Toys, Maplin, Homesense, Argos, Wren Kitchens, Bensons for Beds)	30.4%	179	7.2%	6	17.2%	7	23.5%	14	52.8%	24	45.2%	21	63.4%	43	35.8%	39	30.9%	25	1.5%	1	43.7%	59	23.3%	27
Westway Cross Retail Park, Greenford (Next, TK Maxx, Sports Direct, New Look, Pets at Home, Outfit, Hobbycraft)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
B&Q, Broadway Retail Park, Cricklewood NW2 1ES	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.3%	0	0.0%	0
Homebase, High Road, Harrow Weald HA3 6HF	0.1%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ikea, Brent Park	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Asda, Capitol Way, Edgware Road, Colindale NW9 0AS	0.1%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Forty Lane, Wembley HA9 9EX	0.3%	2	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.8%	1	0.0%	0
Asda, Western Road, Park Royal NW10 7LW	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Ealing Road, Alperton HA0 1PF	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Hyde Estate Road, Hendon NW9 6JX	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Ladbroke Grove W10 5AA	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.4%	0
Sainsbury's, Nash Way, Kenton HA3 0JA	0.1%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Hendon Way, Brent Cross NW2 1LZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0
Alperton Local Centre	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	5.4%	3	0.0%	0	0.7%	0	0.7%	1
Borehamwood	0.1%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Hartspring Lane, Bushey, Watford	0.6%	4	0.0%	0	0.0%	0	5.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Currys PC World, Ealing Road, Alperton	5.1%	30	13.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	28.4%	17	0.0%	0	11.6%	14
Ruislip Retail Park, Victoria Road, South Ruislip	1.6%	10	0.8%	1	4.2%	2	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.4%	6	0.0%	0	0.3%	0
South Ruislip	1.1%	6	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	4	0.0%	0	3.0%	3
Swiss Cottage	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.5%	0	0.0%	0	0.5%	1	0.0%	0
Victoria Retail Park, Victoria Road, South Ruislip	1.2%	7	1.3%	1	0.8%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	2.9%	2	2.4%	1	1.2%	2	0.9%	1
Other, outside area	0.7%	4	0.0%	0	1.6%	1	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	3	1.6%	2	0.4%	0

Brent Household Survey for Urban Shape

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Q25 - Kilburn	Q25 - Wembley
Weighted base:	591	78	43	59	45	46	67	108	82	61	135	117
Sample:	627	69	62	81	69	69	79	59	65	74	104	119

Brent Household Survey for Urban Shape

Weighted:

February 2018

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Q25 - Kilburn	Q25 - Wembley												
Q17 Excluding Christmas shopping, where do you do most of your household's shopping on goods for personal care, such as soaps, beauty products, medical goods?																								
<i>Ex. Nulls & SFT</i>																								
Burnt Oak town centre	1.1%	10	0.0%	0	0.7%	1	7.3%	6	2.6%	2	0.9%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.2%	0
Church End local centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Colindale town centre	1.3%	11	0.0%	0	2.9%	2	3.6%	3	7.6%	6	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0	1.6%	3
Cricklewood town centre	2.0%	17	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	19.0%	17	0.0%	0	0.0%	0	0.0%	0	3.5%	6	2.1%	3
Ealing Road town centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Harlesden town centre	2.5%	21	0.0%	0	0.0%	0	0.0%	0	3.9%	3	0.0%	0	0.0%	0	0.0%	0	15.8%	18	0.0%	0	3.9%	7	1.3%	2
Kensal Rise town centre	1.5%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	7	4.9%	6	0.0%	0	3.8%	7	0.0%	0
Kenton town centre	1.2%	10	2.9%	3	6.4%	5	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	2
Kilburn town centre	10.8%	92	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	14.0%	12	46.7%	75	3.6%	4	0.0%	0	39.4%	72	0.2%	0
Kingsbury town centre	4.6%	39	0.0%	0	26.5%	20	3.6%	3	11.2%	9	9.7%	7	0.3%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	5.5%	9
Neasden town centre	1.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.5%	6	7.5%	6	0.0%	0	0.0%	0	0.0%	0	3.4%	6	0.3%	0
Preston Road town centre	0.6%	5	1.3%	1	3.0%	2	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Queens Park town centre	0.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	8	0.0%	0	0.0%	0	3.4%	6	0.0%	0
Sudbury town centre	0.3%	2	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.9%	2
Wembley Park town centre	1.2%	10	5.5%	6	2.4%	2	0.0%	0	0.6%	0	0.3%	0	0.5%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.8%	3
Wembley town centre	5.4%	46	36.0%	38	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	4.2%	5	3.3%	3	0.0%	0	15.7%	26
Willesden Green town centre	3.5%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	6	5.7%	5	4.3%	7	10.4%	12	0.0%	0	5.9%	11	1.9%	3
Camden Town	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.3%	0	0.7%	1	0.0%	0	0.0%	0	0.7%	1	0.3%	1
Central London / West End (Oxford Street, Regent Street, Carnaby, Soho, Covent Garden)	3.1%	26	0.6%	1	3.1%	2	0.0%	0	0.9%	1	6.9%	5	7.7%	7	4.1%	7	3.0%	4	0.7%	1	1.5%	3	0.8%	1
Ealing town centre	1.8%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	3	15.9%	12	0.3%	1	0.9%	1	0.9%	1
Edgware town centre	5.2%	44	0.0%	0	3.3%	3	43.3%	35	8.7%	7	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.2%	0	5.8%	10
Hammersmith town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Harrow	8.4%	71	25.2%	26	28.4%	22	13.2%	11	0.0%	0	3.7%	3	0.0%	0	1.7%	3	0.0%	0	8.8%	7	0.8%	1	12.4%	20
Kensington High Street	0.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	8	0.0%	0	0.6%	0	0.6%	1	2.7%	4
King's Road / Chelsea	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Queensway / Westbourne Grove / Bayswater	1.1%	10	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	9	0.0%	0	0.0%	0	0.9%	2	0.0%	0
Shepherd's Bush (including Westfield London)	0.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	2.3%	4	0.6%	1	3.8%	3	0.0%	0	0.3%	1
Uxbridge	0.2%	2	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	2
Watford	0.3%	3	0.0%	0	0.0%	0	3.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Brent Cross Shopping Centre (Covered mall type shopping centre)	14.1%	120	4.5%	5	9.9%	8	1.9%	2	37.0%	28	19.1%	13	34.5%	30	3.0%	5	23.0%	27	3.2%	2	7.5%	14	16.9%	28
Brent South Shopping Park, Brent Cross (Next / Next Home, TK Maxx, Sports Direct, DFS, Mamas & Papás, Lakeland, Outfit, Game, Jessops)	0.3%	3	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	2
London Designer Outlet,	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Brent Household Survey for Urban Shape

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Q25 - Kilburn	Q25 - Wembley
Wembley Stadium Retail Park, Wembley (Currys, JD, Maplin)	0.2%	2	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staples Corner Retail Park, Brent Cross (Currys, Harveys, SCS, Smyths Toys, Maplin, Homesense, Argos, Wren Kitchens, Bensons for Beds)	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westway Cross Retail Park, Greenford (Next, TK Maxx, Sports Direct, New Look, Pets at Home, Outfit, Hobbycraft)	1.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.6%	12
Asda, Capitol Way, Edgware Road, Colindale NW9 0AS	2.1%	18	0.0%	0	4.6%	4	9.3%	7	4.1%	3	5.2%	4
Asda, Forty Lane, Wembley HA9 9EX	2.3%	19	1.9%	2	0.4%	0	0.0%	0	0.9%	1	15.2%	11
Asda, Western Road, Park Royal NW10 7LW	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Ealing Road, Alperton HA0 1PF	1.4%	12	5.3%	6	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Sainsbury's, High Road, Willesden NW10 2TD	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Hyde Estate Road, Hendon NW9 6JX	1.2%	10	0.0%	0	0.4%	0	0.0%	0	7.8%	6	4.5%	3
Sainsbury's, Ladbroke Grove W10 5AA	1.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2
Sainsbury's, Nash Way, Kenton HA3 0JA	0.6%	5	2.1%	2	3.7%	3	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, O2 Centre, Finchley Road NW3 6LU	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Sainsbury's, The Broadway, Stanmore HA7 4DA	0.2%	2	0.0%	0	1.1%	1	1.5%	1	0.0%	0	0.0%	0
Tesco Extra, Great Central Way, Wembley NW10 0TL	1.1%	10	2.5%	3	0.0%	0	0.0%	0	0.0%	0	3.5%	2
Tesco Superstore, Hendon Way, Brent Cross NW2 1LZ	1.0%	9	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.8%	2
Tesco Superstore, Old Hoover Building, Greenford UB6 8DW	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Station Road, Harrow HA1 2TU	0.1%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0

Brent Household Survey for Urban Shape

Weighted:

February 2018

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Q25 - Kilburn	Q25 - Wembley										
Q18 Excluding Christmas shopping, where do you do most of your household's shopping on goods for recreational and luxury goods including books, games, sports, pets and pet products, bicycles, jewellery?																						
<i>Ex. Nulls & SFT</i>																						
Burnt Oak town centre	0.5%	2	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.7%	0	0.0%	0	1.6%	1	1.4%	1	0.0%	0	0.7%	1
Colindale town centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cricklewood town centre	1.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.4%	3	0.5%	0	0.0%	0	1.0%	0	0.4%	0	0.0%	0
Ealing Road town centre	0.8%	3	0.0%	0	2.7%	1	0.0%	0	4.8%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	1.6%	1
Harlesden town centre	1.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.9%	5	0.0%	0	0.0%	0	0.9%	1
Kensal Rise town centre	0.1%	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
Kenton town centre	0.1%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kilburn town centre	8.2%	30	1.5%	1	0.0%	0	0.0%	0	0.0%	0	12.0%	6	35.8%	18	10.3%	4	0.0%	0	30.8%	23	0.9%	1
Kingsbury town centre	1.7%	6	0.0%	0	1.1%	0	2.5%	1	0.0%	0	3.8%	1	0.0%	0	7.1%	4	0.0%	0	4.8%	4	0.5%	0
Neasden town centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Preston Road town centre	0.6%	2	5.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2
Queens Park town centre	3.5%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	21.9%	11	2.6%	1	0.0%	0	12.8%	10	0.0%	0
Wembley Park town centre	0.2%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Wembley town centre	0.3%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willesden Green town centre	1.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	3	0.0%	0	1.6%	1	0.0%	0	3.7%	3
Camden Town	0.2%	1	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0
Central London / West End (Oxford Street, Regent Street, Carnaby, Soho, Covent Garden)	5.8%	21	4.4%	2	0.0%	0	2.7%	1	7.0%	2	9.5%	3	8.2%	4	13.4%	7	2.6%	1	0.9%	0	7.6%	6
City of London	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Ealing town centre	1.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	15.2%	6	0.0%	0	1.5%	1
Edgware town centre	4.4%	16	0.0%	0	2.7%	1	39.1%	14	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0
Hammersmith town centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.6%	0
Harrow	11.2%	41	30.9%	14	42.7%	13	21.7%	8	1.4%	0	4.3%	1	1.4%	1	0.0%	0	2.4%	1	5.7%	2	0.4%	0
Kensington High Street	0.3%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
King's Road / Chelsea	0.5%	2	3.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2
Queensway / Westbourne Grove / Bayswater	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shepherd's Bush (including Westfield London)	6.3%	23	11.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	4	16.5%	7	18.1%	7	3.1%	2	4.0%	3
Uxbridge	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.5%	0
Watford	2.2%	8	3.5%	2	15.2%	5	4.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2
Brent Cross Shopping Centre (Covered mall type shopping centre)	22.1%	80	6.8%	3	19.3%	6	21.1%	8	51.2%	17	32.3%	11	40.1%	20	4.7%	2	26.6%	12	3.7%	1	16.2%	12
Brent South Shopping Park, Brent Cross (Next / Next Home, TK Maxx, Sports Direct, DFS, Mamas & Papas, Lakeland, Outfit, Game, Jessops)	4.6%	17	0.0%	0	0.0%	0	0.0%	0	11.0%	4	11.0%	4	4.9%	2	0.0%	0	15.8%	7	0.0%	0	4.1%	3
Colindale Retail Park,	0.1%	0	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

Brent Household Survey for Urban Shape

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Q25 - Kilburn	Q25 - Wembley												
Edgware Road, Colindale (Matalan, Go Outdoors, Carpetright, Harveys, Dreams)																								
London Designer Outlet, Wembley	1.2%	4	3.5%	2	6.1%	2	0.0%	0	0.0%	0	0.7%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2
Stadium Retail Park, Wembley (Currys, JD, Maplin)	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staples Corner Retail Park, Brent Cross (Currys, Harveys, SCS, Smyths Toys, Maplin, Homesense, Argos, Wren Kitchens, Bensons for Beds)	3.5%	13	0.0%	0	2.9%	1	0.0%	0	3.5%	1	8.3%	3	12.0%	6	2.1%	1	1.6%	1	0.0%	0	5.1%	4	4.3%	3
Westway Cross Retail Park, Greenford (Next, TK Maxx, Sports Direct, New Look, Pets at Home, Outfit, Hobbycraft)	1.3%	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	12.4%	5	0.0%	0	0.7%	1
Homebase, High Road, Harrow Weald HA3 6HF	0.1%	0	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
Asda, Capitol Way, Edgware Road, Colindale NW9 0AS	0.2%	1	0.0%	0	0.0%	0	1.1%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Forty Lane, Wembley HA9 9EX	3.6%	13	15.1%	7	1.8%	1	0.0%	0	0.0%	0	9.0%	3	5.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.4%	12
Sainsbury's, Ealing Road, Alperton HA0 1PF	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.5%	0
Sainsbury's, Hyde Estate Road, Hendon NW9 6JX	0.7%	2	0.0%	0	0.0%	0	0.0%	0	4.5%	2	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Kilburn High Road, Kilburn NW6 4HS	0.3%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Sainsbury's, Nash Way, Kenton HA3 0JA	0.2%	1	0.0%	0	1.1%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, The Broadway, Stanmore HA7 4DA	0.1%	0	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
Tesco Extra, Great Central Way, Wembley NW10 0TL	0.2%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.9%	1
Tesco Superstore, Hendon Way, Brent Cross NW2 1LZ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Tesco Superstore, Old Hoover Building, Greenford UB6 8DW	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Abroad	0.4%	2	3.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2

Brent Household Survey for Urban Shape

Weighted:

February 2018

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Q25 - Kilburn	Q25 - Wembley
Alperton Local Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Borehamwood	0.5%	2	1.5%	1	0.0%	0	0.0%	0	1.4%	0	0.0%	0
Greenford Town Centre	2.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Honeypot Lane, Queensbury	0.2%	1	0.0%	0	1.1%	0	1.1%	0	0.0%	0	0.0%	0
Ruislip Retail Park, Victoria Road, South Ruislip	0.2%	1	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0
Stanmore District Centre	0.1%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0
Swiss Cottage	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	2
West Hampstead Local Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Other, outside area	3.4%	12	0.0%	0	0.0%	0	10.0%	3	1.1%	0	0.0%	0
Weighted base:	363	44	31	37	34	33	50	51	43	39	76	74
Sample:	365	36	35	49	44	49	48	29	29	46	59	74

Brent Household Survey for Urban Shape

Weighted:

February 2018

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Q25 - Kilburn	Q25 - Wembley												
Q19 Where do you visit most frequently for ethnic NON-food shopping (e.g. purchasing clothes, shoes, jewellery, textiles or other non-food items)?																								
<i>Ex. Nulls & SFT</i>																								
Burnt Oak town centre	1.3%	2	0.0%	0	2.6%	1	4.2%	1	1.9%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	1	0.0%	0	1.7%	1		
Colindale town centre	3.0%	6	0.0%	0	0.0%	0	16.8%	4	10.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	4		
Cricklewood town centre	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Ealing Road town centre	16.9%	32	23.7%	7	42.0%	9	16.1%	4	8.8%	1	19.5%	3	41.5%	3	0.0%	0	3.8%	1	18.7%	2	11.5%	4	11.1%	6
Harlesden town centre	6.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	37.1%	10	18.0%	2	12.4%	4	2.0%	1
Kenton town centre	0.3%	1	2.1%	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
Kilburn town centre	3.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	0	0.0%	0	20.6%	6	2.6%	1	0.0%	0	10.3%	4	0.0%	0
Kingsbury town centre	2.9%	5	4.9%	2	1.6%	0	0.0%	0	20.3%	3	2.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2
Neasden town centre	0.3%	1	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wembley Park town centre	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1
Wembley town centre	12.3%	23	28.2%	9	6.7%	1	16.8%	4	32.8%	5	14.1%	2	0.0%	0	0.0%	0	3.8%	1	2.6%	0	0.0%	0	20.0%	10
Willesden Green town centre	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	2	0.0%	0	0.0%	0	1.4%	1
Camden Town	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London / West End (Oxford Street, Regent Street, Carnaby, Soho, Covent Garden)	6.2%	12	0.0%	0	4.2%	1	0.0%	0	0.0%	0	4.4%	1	0.0%	0	26.3%	8	5.1%	1	4.1%	1	4.8%	2	3.3%	2
Ealing town centre	1.7%	3	4.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	1	4.1%	1	3.1%	1	0.0%	1	0.0%	0
Edgware town centre	0.2%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hammersmith town centre	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0	2.8%	1	0.0%	1	0.0%	0
Harrow	7.6%	14	11.6%	4	14.1%	3	28.3%	7	0.0%	0	2.2%	0	0.0%	0	0.0%	0	4.1%	1	0.0%	0	0.0%	0	2.6%	1
Hounslow town centre	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shepherd's Bush (including Westfield London)	3.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	2	17.5%	5	0.0%	0	10.9%	4	0.0%	0
Southall	8.7%	16	19.6%	6	0.0%	0	0.0%	0	7.4%	1	29.2%	5	0.0%	0	11.9%	4	0.0%	0	4.1%	1	10.1%	4	22.6%	11
Uxbridge	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Watford	0.5%	1	0.0%	0	0.0%	0	3.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Abroad	8.5%	16	4.9%	2	23.8%	5	9.1%	2	15.0%	2	0.0%	0	5.6%	0	2.2%	1	6.7%	2	14.0%	2	6.1%	2	8.1%	4
Brent Cross	5.4%	10	0.0%	0	2.6%	1	1.6%	0	1.9%	0	2.2%	0	3.5%	0	22.5%	7	5.4%	1	0.0%	0	19.7%	7	3.2%	2
Other	5.1%	10	0.0%	0	0.0%	0	1.6%	0	1.9%	0	0.0%	0	24.7%	2	9.2%	3	2.6%	1	26.3%	3	8.3%	3	8.5%	4
Weighted base:	188	31	22	24	16	17	8	31	27	13	36	50												
Sample:	157	20	23	17	17	21	8	16	21	14	23	42												

Brent Household Survey for Urban Shape

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Q25 - Kilburn	Q25 - Wembley
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Mean score [Times a week]: Every day = 7, 2-6 times a week = 4, Once a week = 1, Once a fortnight = 0.5, Once a month = 0.25, Less frequently = 0.1

Q20 How frequently do you visit (CENTRE MENTIONED AT Q19) for this purpose?

Not 'Don't know' or 'Don't do' at Q19

Every day	2.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.1%	1	0.0%	0	13.8%	4	0.0%	0	10.1%	4	0.0%	0
2-6 times a week	3.3%	7	10.2%	4	3.4%	1	0.0%	0	1.9%	0	1.9%	0	0.0%	0	4.0%	1	1.3%	0	0.0%	0	0.0%	0	1.4%	1
Once a week	11.1%	23	10.0%	4	6.5%	2	8.9%	2	22.2%	4	13.9%	3	3.3%	0	2.0%	1	16.6%	5	23.0%	3	6.2%	3	9.0%	5
Once a fortnight	12.2%	26	10.2%	4	0.0%	0	22.3%	5	0.0%	0	6.5%	1	0.0%	0	28.3%	10	17.0%	6	3.6%	1	21.5%	10	11.4%	6
Once a month	8.7%	18	10.2%	4	6.2%	2	3.9%	1	0.0%	0	1.9%	0	0.0%	0	29.6%	10	2.2%	1	7.5%	1	2.4%	1	3.7%	2
Less frequently	52.9%	111	57.5%	20	60.1%	16	60.7%	14	49.4%	8	74.0%	15	78.6%	6	34.2%	12	39.5%	13	50.0%	8	54.2%	24	69.6%	37
(Don't know / varies)	8.9%	19	1.9%	1	23.8%	6	4.2%	1	26.5%	4	1.9%	0	0.0%	0	2.0%	1	9.6%	3	15.8%	2	5.4%	2	4.9%	3
<i>Mean:</i>		<i>0.64</i>		<i>0.66</i>		<i>0.37</i>		<i>0.29</i>		<i>0.47</i>		<i>0.33</i>		<i>1.38</i>		<i>0.45</i>		<i>1.46</i>		<i>0.38</i>		<i>1.00</i>		<i>0.30</i>
Weighted base:		210		35		26		24		16		20		8		34		32		15		44		53
Sample:		172		21		26		17		17		24		9		20		23		15		29		45

Q22 Do you ever visit any specialist markets (e.g. food / grocery markets, farmers markets or craft markets)?

Yes	20.8%	208	11.0%	15	5.8%	5	18.2%	16	19.3%	17	10.1%	8	32.3%	30	37.4%	70	25.2%	39	9.8%	9	36.2%	70	11.8%	23
No	79.2%	792	89.0%	120	94.2%	84	81.8%	70	80.7%	72	89.9%	74	67.7%	62	62.6%	116	74.8%	115	90.2%	79	63.8%	124	88.2%	172
Weighted base:		1000		134		89		86		90		82		92		186		153		88		195		194
Sample:		1000		111		113		111		111		113		111		105		114		111		155		188

Brent Household Survey for Urban Shape

Weighted:

February 2018

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Q25 - Kilburn	Q25 - Wembley												
Q23 Where do you usually visit when you go to specialist markets?																								
<i>Those who visit a specialist market at Q22 AND Ex. Nulls & SFT</i>																								
Burnt Oak town centre	3.2%	6	0.0%	0	0.0%	0	7.6%	1	28.7%	5	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	18.4%	4		
Colindale town centre	1.9%	4	0.0%	0	0.0%	0	0.0%	0	23.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Cricklewood town centre	3.2%	6	5.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.1%	6	0.0%	0	0.0%	0	0.0%	0	3.2%	1		
Ealing Road town centre	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.5%	1	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0		
Harlesden town centre	2.8%	5	0.0%	0	0.0%	0	7.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.6%	4	0.0%	0	0.0%	0	4.5%	1
Kensal Rise town centre	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0
Kenton town centre	0.5%	1	0.0%	0	16.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kilburn town centre	6.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.8%	10	4.3%	3	0.0%	0	0.0%	0	19.2%	13	0.0%	0
Kingsbury town centre	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	4.0%	0	1.6%	1	1.7%	0
Neasden town centre	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Preston Road town centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Queens Park town centre	28.3%	55	5.4%	1	0.0%	0	3.2%	0	0.0%	0	9.3%	1	16.6%	5	51.8%	34	37.3%	14	0.0%	0	50.4%	33	7.2%	1
Sudbury town centre	0.3%	1	5.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1
Wembley town centre	0.5%	1	5.4%	1	0.0%	0	0.0%	0	0.0%	0	3.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1
Willesden Green town centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	0	0.0%	0	1.7%	0
Camden Town	1.1%	2	0.0%	0	0.0%	0	0.0%	0	10.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	1	0.0%	0	2.7%	1
Central London / West End (Oxford Street, Regent Street, Carnaby, Soho, Covent Garden)	8.0%	15	18.0%	2	6.6%	0	15.9%	2	4.7%	1	12.6%	1	2.4%	1	3.1%	2	15.2%	6	10.3%	1	0.4%	0	1.7%	0
Chiswick town centre	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	0	0.0%	0	0.0%	0	0.0%	0
Ealing town centre	1.3%	3	5.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.1%	2	0.0%	0	0.0%	0	8.6%	2
Edgware town centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Hammersmith town centre	1.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	3	0.0%	0	0.0%	0	0.0%	0
Harrow	1.3%	3	12.7%	2	6.6%	0	3.2%	0	0.0%	0	3.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.6%	2
Kensington High Street	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Queensway / Westbourne Grove / Bayswater	4.3%	8	5.4%	1	0.0%	0	0.0%	0	2.9%	0	0.0%	0	0.9%	0	2.7%	2	13.5%	5	0.0%	0	3.3%	2	0.0%	0
Shepherd's Bush (including Westfield London)	0.9%	2	5.4%	1	0.0%	0	5.1%	1	0.0%	0	6.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0
Southall	1.0%	2	0.0%	0	36.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Watford	0.5%	1	0.0%	0	0.0%	0	7.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maida Vale	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Marylebone	6.2%	12	5.4%	1	0.0%	0	0.0%	0	0.0%	0	6.3%	0	0.0%	0	16.8%	11	0.0%	0	0.0%	0	13.0%	9	0.0%	0
Queensbury Local Centre	2.1%	4	0.0%	0	0.0%	0	32.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Hampstead Local Centre	4.4%	8	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0	16.0%	5	4.7%	3	0.0%	0	0.0%	0	4.4%	3	0.0%	0
Other	15.7%	30	26.6%	3	33.9%	2	17.1%	2	26.4%	4	23.5%	1	11.1%	3	12.9%	8	4.5%	2	49.3%	4	3.9%	3	34.3%	7
Weighted base:	193		12		5		12		16		6		29		65		39		9		66		20	
Sample:	174		14		6		14		16		14		26		41		28		15		45		24	

Brent Household Survey for Urban Shape

Weighted:

February 2018

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Q25 - Kilburn	Q25 - Wembley												
Q24 Do you visit Kilburn or Wembley town centres during the daytime? [MR]																								
Kilburn	23.7%	237	5.6%	8	4.1%	4	0.5%	0	10.9%	10	17.6%	14	44.9%	41	61.0%	113	26.1%	40	7.3%	6	99.7%	194	22.1%	43
Wembley	21.0%	210	47.4%	64	10.3%	9	13.0%	11	21.7%	19	33.1%	27	10.3%	9	4.4%	8	21.6%	33	32.4%	29	13.0%	25	94.9%	185
(Neither)	62.1%	621	52.6%	71	87.2%	78	86.6%	74	73.3%	66	61.8%	51	53.7%	49	39.0%	72	66.3%	102	66.9%	59	0.3%	1	5.1%	10
Weighted base:	1000	134		89		86		90		82		92		186		153		88		195		194		188
Sample:	1000	111		113		111		111		113		111		105		114		111		155		188		188

Q25 Which do you visit most often during the daytime?*Those who visit a centre from Q24*

Kilburn	51.3%	194	0.0%	0	19.4%	2	3.4%	0	18.7%	4	22.5%	7	82.8%	35	100.0%	113	55.9%	29	8.3%	2	100.0%	194	0.0%	0
Wembley	48.8%	185	100.0%	64	80.6%	9	96.6%	11	81.3%	19	77.5%	24	17.2%	7	0.0%	0	44.1%	23	91.7%	27	0.0%	0	100.0%	185
Weighted base:	379	64		11		12		24		31		43		113		52		29		194		185		185
Sample:	333	56		17		10		25		41		49		66		40		29		153		180		180

Mean score [Times a week]: Every day = 7, 2-6 times a week = 4, Once a week = 1, Once a fortnight = 0.5, Once a month = 0.25, Less frequently = 0.1

Q26 How often do you visit (CENTRE MENTIONED AT Q25) during the daytime?*Those who visit a centre from Q24*

Every day	9.8%	37	5.5%	4	0.0%	0	0.0%	0	2.0%	0	0.0%	0	8.6%	4	22.0%	25	8.7%	4	0.0%	0	14.7%	29	4.6%	8
2-6 times a week	13.0%	49	14.7%	9	0.0%	0	0.0%	0	6.1%	1	13.7%	4	21.2%	9	13.8%	16	15.0%	8	5.6%	2	13.2%	26	12.8%	24
Once a week	20.8%	79	30.0%	19	15.5%	2	0.0%	0	11.9%	3	27.1%	9	31.3%	13	21.9%	25	9.9%	5	11.2%	3	20.9%	41	20.7%	38
Once a fortnight	16.4%	62	22.1%	14	12.5%	1	34.5%	4	23.5%	6	19.2%	6	5.5%	2	10.5%	12	18.2%	9	24.9%	7	15.3%	30	17.5%	32
Once a month	17.1%	65	15.3%	10	19.7%	2	26.3%	3	23.5%	6	16.4%	5	19.5%	8	8.2%	9	22.3%	11	34.1%	10	11.0%	21	23.5%	43
Less frequently	20.6%	78	6.8%	4	52.2%	6	35.9%	4	31.7%	8	23.7%	7	7.4%	3	23.6%	27	22.4%	12	24.2%	7	23.8%	46	17.2%	32
(Don't know / varies)	2.3%	9	5.6%	4	0.0%	0	3.4%	0	1.2%	0	0.0%	0	6.6%	3	0.0%	0	3.5%	2	0.0%	0	0.9%	2	3.8%	7
Mean:	1.60	1.52		0.33		0.30		0.73		0.99		1.99		2.41		1.54		0.59		1.92		1.26		1.26
Weighted base:	379	64		11		12		24		31		43		113		52		29		194		185		185
Sample:	333	56		17		10		25		41		49		66		40		29		153		180		180

Brent Household Survey for Urban Shape

Weighted:

February 2018

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Q25 - Kilburn	Q25 - Wembley
Q27 What is usually the main purpose of your trip to (CENTRE MENTIONED AT Q25) during the daytime?												
<i>Those who visit a centre from Q24</i>												
Buying fuel	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Collecting an online 'Click & Collect' order	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Food shopping	34.1%	129	34.0%	22	14.9%	2	7.9%	1	10.7%	3	26.8%	8
Leisure activity	3.1%	12	0.0%	0	7.7%	1	0.0%	0	8.7%	2	12.4%	4
Non-food shopping	32.0%	121	23.6%	15	57.1%	7	16.7%	2	54.2%	13	35.7%	11
Travelling to / from school / college / university	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Travelling to / from work	3.7%	14	0.0%	0	0.0%	0	3.4%	0	3.9%	1	1.8%	1
Visiting café / pub / restaurant	6.7%	26	2.1%	1	7.1%	1	0.0%	0	0.0%	0	1.2%	0
Visiting family / friends	1.2%	5	0.0%	0	3.0%	0	0.0%	0	7.8%	2	0.0%	0
Visiting financial service such as bank, building society, post office	7.3%	28	30.1%	19	0.0%	0	0.0%	0	0.0%	0	2.2%	1
Visiting health service such as doctor, dentist, hospital	1.0%	4	1.0%	1	0.0%	0	0.0%	0	0.0%	0	7.6%	2
Visiting other service such as launderette, hairdresser, recycling	1.1%	4	0.0%	0	7.1%	1	0.0%	0	12.7%	3	0.0%	0
Visiting the market	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visiting Wembley town centre for non-food shopping (Wembley only)	0.6%	2	3.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visiting London Designer Outlet for shopping (Wembley only)	2.0%	8	0.0%	0	0.0%	0	53.7%	6	2.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Browsing / window shopping	3.1%	12	4.5%	3	3.0%	0	18.3%	2	0.0%	0	0.0%	0
To use public transport	1.0%	4	1.0%	1	0.0%	0	0.0%	0	0.0%	0	8.3%	3
(Don't know)	2.9%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1
Weighted base:	379		64		11		12		24		31	
Sample:	333		56		17		10		25		41	

Brent Household Survey for Urban Shape

Weighted:

February 2018

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Q25 - Kilburn	Q25 - Wembley												
Q28 When you visit (CENTRE MENTIONED AT Q25) during the daytime, what other activities / services do you use? [MR]																								
<i>Those who visit a centre from Q24</i>																								
Buying fuel	1.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.2%	5	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	2.8%	5
Collecting an online 'Click & Collect' order	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Food shopping	14.2%	54	12.4%	8	4.8%	1	0.0%	0	27.2%	7	11.5%	4	12.0%	5	15.0%	17	14.0%	7	19.6%	6	16.5%	32	11.6%	21
Leisure activity	5.4%	20	0.0%	0	7.1%	1	0.0%	0	6.7%	2	10.5%	3	13.1%	6	2.3%	3	8.1%	4	7.6%	2	5.8%	11	5.0%	9
Non-food shopping	30.1%	114	29.4%	19	30.4%	3	14.7%	2	15.6%	4	39.8%	13	41.0%	17	34.1%	39	19.0%	10	27.1%	8	32.6%	63	27.5%	51
Travelling to / from school / college / university	1.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	3	0.0%	0	2.2%	1	0.0%	0	2.0%	4	0.0%	0
Travelling to / from work	1.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	3	8.7%	4	0.0%	0	1.4%	3	2.4%	4
Visiting café / pub / restaurant	10.1%	38	11.7%	7	0.0%	0	3.4%	0	17.8%	4	14.0%	4	19.1%	8	7.6%	9	5.2%	3	7.3%	2	10.0%	19	10.1%	19
Visiting family / friends	4.0%	15	1.0%	1	4.8%	1	0.0%	0	12.7%	3	9.5%	3	15.8%	7	1.2%	1	0.0%	0	0.0%	0	5.3%	10	2.7%	5
Visiting financial service such as bank, building society, post office	4.8%	18	4.7%	3	0.0%	0	3.4%	0	2.9%	1	8.3%	3	1.0%	0	3.5%	4	5.5%	3	15.1%	4	2.7%	5	7.1%	13
Visiting health service such as doctor, dentist, hospital	0.9%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0	7.6%	2	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0	1.6%	3
Visiting other service such as launderette, hairdresser, recycling	2.0%	8	11.6%	7	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	4.2%	8
Visiting the cinema	2.0%	8	0.0%	0	7.1%	1	7.9%	1	1.2%	0	0.0%	0	0.0%	0	0.9%	1	8.7%	4	0.0%	0	0.6%	1	3.5%	7
Visiting the market	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Visiting Wembley town centre for non-food shopping (Wembley only)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visiting London Designer Outlet for shopping (Wembley only)	1.0%	4	0.0%	0	0.0%	0	5.4%	1	12.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	4
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Browsing / window shopping	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1
To use public transport	0.2%	1	0.0%	0	7.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
(Don't know)	0.4%	2	0.0%	0	3.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.7%	1
(Nothing else)	39.0%	148	53.3%	34	35.1%	4	68.7%	8	38.3%	9	15.5%	5	29.0%	12	40.3%	46	39.0%	20	33.5%	10	37.8%	73	40.3%	74
Weighted base:		379		64		11		12		24		31		43		113		52		29		194		185
Sample:		333		56		17		10		25		41		49		66		40		29		153		180

Brent Household Survey for Urban Shape

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Q25 - Kilburn	Q25 - Wembley												
Mean score [Minutes]:																								
Q29 How long do you typically spend (CENTRE MENTIONED AT Q25) when you visit during the daytime?																								
<i>Those who visit a centre from Q24</i>																								
15 minutes or less	2.2%	8	0.0%	0	7.7%	1	0.0%	0	0.0%	0	8.3%	3	1.0%	0	3.5%	4	0.0%	0	1.2%	0	2.3%	4	2.1%	4
16 - 30 minutes	18.0%	68	29.9%	19	6.0%	1	0.0%	0	5.8%	1	11.8%	4	7.9%	3	32.0%	36	4.2%	2	5.1%	1	23.0%	45	12.8%	24
31 minutes to 1 hour	33.0%	125	38.9%	25	22.7%	3	7.9%	1	8.7%	2	10.0%	3	35.8%	15	34.3%	39	55.1%	28	30.2%	9	38.7%	75	26.9%	50
61 minutes to 90 minutes	6.5%	25	6.5%	4	0.0%	0	3.4%	0	17.1%	4	11.7%	4	9.0%	4	2.7%	3	7.5%	4	5.4%	2	5.1%	10	7.9%	15
91 minutes to 2 hours	19.8%	75	11.2%	7	55.8%	6	58.3%	7	26.1%	6	40.3%	13	26.5%	11	9.2%	10	17.0%	9	17.9%	5	14.5%	28	25.3%	47
121 minutes to 3 hours	8.3%	31	2.1%	1	0.0%	0	3.4%	0	31.0%	7	0.7%	0	9.4%	4	6.1%	7	10.7%	6	19.6%	6	6.9%	13	9.8%	18
181 minutes+	2.5%	9	0.0%	0	0.0%	0	18.3%	2	5.2%	1	1.2%	0	0.0%	0	0.9%	1	0.0%	0	15.8%	5	0.6%	1	4.5%	8
(Don't know / varies)	9.8%	37	11.4%	7	7.7%	1	8.7%	1	6.1%	1	16.0%	5	10.5%	4	11.3%	13	5.5%	3	4.9%	1	9.0%	17	10.7%	20
<i>Mean:</i>	82.28		61.21		90.24		139.99		120.54		89.66		88.88		61.07		84.04		127.14		69.67		95.79	
Weighted base:	379	64	11	12	24	31	43	113	52	29	194	185												
Sample:	333	56	17	10	25	41	49	66	40	29	153	180												

Brent Household Survey for Urban Shape

Weighted:

February 2018

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Q25 - Kilburn	Q25 - Wembley												
Q30 What do you like about (CENTRE MENTIONED AT Q25)? [MR]																								
<i>Those who visit a centre from Q24</i>																								
Attractive environment	8.7%	33	2.1%	1	7.1%	1	3.4%	0	11.0%	3	9.4%	3	2.8%	1	15.6%	18	8.8%	5	4.2%	1	9.7%	19	7.5%	14
Cheap parking	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.1%	2
Clean place	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to home	28.1%	106	42.6%	27	11.9%	1	0.0%	0	4.4%	1	28.1%	9	26.9%	11	35.5%	40	22.6%	12	16.2%	5	27.3%	53	29.0%	53
Close to work / en route to work	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Easily accessible by foot / cycle	0.8%	3	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.8%	2	0.8%	2
Easy to park	2.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.6%	2	0.0%	0	0.0%	0	0.0%	0	24.1%	7	0.0%	0	5.1%	9
Free 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
Good bus service / accessible public transport	6.8%	26	3.1%	2	4.8%	1	0.0%	0	1.2%	0	1.5%	0	7.2%	3	14.7%	17	3.0%	2	3.5%	1	11.2%	22	2.0%	4
Good disabled access	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good foodstores	2.9%	11	0.0%	0	0.0%	0	7.9%	1	1.2%	0	6.0%	2	5.3%	2	0.9%	1	2.2%	1	12.0%	3	2.3%	4	3.6%	7
Good for a day out	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good layout / shops close together	2.7%	10	2.7%	2	7.1%	1	0.0%	0	0.0%	0	7.6%	2	0.0%	0	3.8%	4	0.0%	0	3.7%	1	2.2%	4	3.2%	6
Good leisure facilities (e.g. leisure centres, cinema, health and fitness clubs, etc)	2.5%	9	2.4%	2	0.0%	0	0.0%	0	2.9%	1	0.7%	0	6.6%	3	0.6%	1	0.0%	0	12.0%	3	2.3%	4	2.7%	5
Good market	1.4%	5	0.0%	0	21.2%	2	0.0%	0	0.0%	0	0.0%	0	6.6%	3	0.0%	0	0.0%	0	0.0%	0	2.4%	5	0.3%	1
Good places to eat	2.4%	9	0.0%	0	15.5%	2	18.3%	2	7.8%	2	1.9%	1	1.0%	0	0.0%	0	0.0%	0	8.3%	2	1.5%	3	3.4%	6
Good pubs / bars	0.5%	2	0.0%	0	0.0%	0	0.0%	0	6.7%	2	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0
Good range of chain / well known stores	7.6%	29	3.5%	2	4.8%	1	18.3%	2	14.6%	4	16.5%	5	4.8%	2	4.1%	5	5.7%	3	19.6%	6	4.2%	8	11.2%	21
Good range of independent stores	11.4%	43	3.1%	2	7.8%	1	0.0%	0	9.7%	2	2.7%	1	28.3%	12	15.8%	18	10.2%	5	6.4%	2	15.9%	31	6.6%	12
Good range of non-food shops	13.4%	51	12.5%	8	12.5%	1	59.1%	7	9.9%	2	12.2%	4	6.9%	3	19.0%	22	5.4%	3	3.7%	1	14.2%	28	12.6%	23
Good range of services (e.g. bank, library, hairdresser etc.)	2.3%	9	7.5%	5	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	1.4%	2	1.4%	1	1.2%	0	1.2%	2	3.5%	6
Know where everything is	1.8%	7	5.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.6%	1	3.9%	2	1.9%	1	1.5%	3	2.0%	4
Low prices / good value	2.9%	11	0.0%	0	0.0%	0	3.4%	0	0.0%	0	0.0%	0	8.1%	3	6.1%	7	0.0%	0	0.0%	0	5.6%	11	0.0%	0
Nice and quiet	2.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.4%	9	0.0%	0	2.3%	4	2.4%	4
Pedestrianised areas	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to friends / family	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0
Familiarity	1.0%	4	1.0%	1	7.1%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.6%	1	1.4%	1	0.0%	0	1.2%	2	0.8%	1
Good prices	0.8%	3	0.0%	0	0.0%	0	3.4%	0	0.0%	0	2.4%	1	1.5%	1	0.9%	1	0.0%	0	0.0%	0	0.9%	2	0.6%	1
Good range of ethnic goods / shops	1.7%	6	0.0%	0	0.0%	0	18.3%	2	0.0%	0	1.2%	0	4.8%	2	0.0%	0	0.0%	0	6.4%	2	1.2%	2	2.2%	4
Multi-cultural / diverse area	1.5%	6	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	3.9%	4	0.0%	0	0.0%	0	2.6%	5	0.4%	1

Brent Household Survey for Urban Shape

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Q25 - Kilburn	Q25 - Wembley												
Nice atmosphere / friendly people	1.8%	7	2.6%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	0	1.5%	1	1.5%	2	4.6%	2	0.0%	0	1.2%	2	2.4%	4
(Nothing / very little)	25.5%	97	33.6%	21	16.7%	2	7.9%	1	49.8%	12	22.6%	7	25.1%	11	19.3%	22	28.6%	15	20.8%	6	24.8%	48	26.2%	48
(Don't know)	0.9%	4	0.0%	0	4.8%	1	0.0%	0	5.1%	1	0.7%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	1.1%	2	0.8%	2
Weighted base:	379	64	11	12	24	31	43	113	52	29	194	185												
Sample:	333	56	17	10	25	41	49	66	40	29	153	180												

Brent Household Survey for Urban Shape

Weighted:

February 2018

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Q25 - Kilburn	Q25 - Wembley												
Q31 What do you dislike about (CENTRE MENTIONED AT Q25)? [MR]																								
<i>Those who visit a centre from Q24</i>																								
It's rundown / needs a revamp	12.5%	47	22.2%	14	7.7%	1	5.4%	1	0.0%	0	17.6%	6	8.2%	3	15.3%	17	6.0%	3	7.7%	2	13.7%	27	11.3%	21
Lack of cafes / restaurants	0.4%	2	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	2
Lack of chain / well known stores	1.6%	6	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	1.4%	2	1.4%	1	6.1%	2	0.8%	2	2.5%	5
Lack of foodstores	0.3%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.3%	1	0.4%	1
Lack of independent stores	0.6%	2	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2
Litter / unclean	8.5%	32	5.1%	3	0.0%	0	7.9%	1	11.6%	3	1.9%	1	16.4%	7	10.5%	12	4.6%	2	11.3%	3	9.9%	19	7.0%	13
Not a nice environment	3.9%	15	3.7%	2	0.0%	0	0.0%	0	2.9%	1	10.1%	3	1.6%	1	5.8%	7	2.2%	1	0.0%	0	5.9%	11	1.7%	3
Parking is expensive	3.1%	12	0.0%	0	7.8%	1	0.0%	0	3.9%	1	5.2%	2	1.0%	0	1.4%	2	10.7%	6	1.9%	1	1.3%	3	4.8%	9
Parking is hard / lack of spaces	9.1%	34	6.6%	4	4.8%	1	0.0%	0	6.9%	2	9.5%	3	19.9%	8	4.8%	5	12.9%	7	15.6%	5	6.2%	12	12.1%	22
Parking is too far from shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor access by foot / cycle	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	1.9%	1	0.9%	2	0.3%	1
Poor access by public transport	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Poor access for disabled	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor quality market	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0
Poor quality shops	2.0%	7	4.1%	3	7.7%	1	0.0%	0	0.0%	0	2.2%	1	0.6%	0	1.9%	2	0.0%	0	3.0%	1	1.5%	3	2.5%	5
Poor range of non-food shops	3.0%	11	6.2%	4	4.8%	1	0.0%	0	0.0%	0	1.5%	0	0.6%	0	5.1%	6	0.0%	0	1.2%	0	3.1%	6	2.9%	5
Poor range of services (e.g. bank, library, hairdresser etc.)	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.8%	2	0.0%	0
Poor security / feels unsafe	5.8%	22	3.5%	2	0.0%	0	3.4%	0	0.0%	0	4.8%	2	22.4%	10	7.0%	8	0.8%	0	0.0%	0	9.6%	19	1.9%	3
There is nothing to do there	0.1%	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	0.2%	0
Too busy / noisy	15.4%	58	11.8%	8	7.8%	1	7.9%	1	31.0%	7	14.4%	5	11.1%	5	15.1%	17	12.5%	6	30.5%	9	15.4%	30	15.5%	29
Too expensive	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too long / inconvenient journey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many betting shops	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.1%	0	0.4%	1
Too many charity shops	0.3%	1	2.1%	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	0.7%	1
Too many cheap shops	1.0%	4	3.1%	2	0.0%	0	0.0%	0	0.0%	0	2.6%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	1.5%	3
Traffic congestion	11.1%	42	5.1%	3	17.3%	2	37.8%	4	11.6%	3	22.3%	7	10.5%	4	9.5%	11	7.0%	4	13.2%	4	10.9%	21	11.3%	21
Vacant / empty shops	1.1%	4	4.7%	3	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.6%	1	1.7%	3
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of protection from the weather	0.4%	1	0.0%	0	7.7%	1	0.0%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Lack of public facilities (toilets / seating / bins etc.)	0.6%	2	1.6%	1	0.0%	0	0.0%	0	2.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.3%	1	0.8%	2
(Nothing / very little)	33.6%	127	30.1%	19	45.1%	5	34.2%	4	41.3%	10	34.3%	11	36.9%	16	28.2%	32	52.8%	27	11.2%	3	35.3%	69	31.8%	59
(Don't know)	4.6%	18	5.1%	3	14.2%	2	11.3%	1	4.4%	1	2.7%	1	0.0%	0	3.9%	4	2.0%	1	13.9%	4	2.4%	5	7.0%	13
Weighted base:		379		64		11		12		24		31		43		113		52		29		194		185
Sample:		333		56		17		10		25		41		49		66		40		29		153		180

Brent Household Survey for Urban Shape

Weighted:

February 2018

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Q25 - Kilburn	Q25 - Wembley												
Q32 Do you visit (centre mentioned at Q25) during the evening?																								
<i>Those who visit a centre from Q24</i>																								
Yes	26.2%	99	16.3%	10	17.3%	2	3.4%	0	24.3%	6	35.3%	11	24.3%	10	28.6%	32	36.2%	19	27.1%	8	30.2%	59	22.0%	41
No	73.8%	280	83.7%	53	82.7%	9	96.6%	11	75.7%	18	64.7%	20	75.7%	32	71.4%	81	63.8%	33	72.9%	21	69.9%	136	78.0%	144
Weighted base:		379		64		11		12		24		31		43		113		52		29		194		185
Sample:		333		56		17		10		25		41		49		66		40		29		153		180
Q33 Why do you visit (centre mentioned at Q25) during the evening? (i.e. what do you do?) [MR]																								
<i>Those who visit a centre in the evening at Q32</i>																								
Eating out	39.0%	39	55.6%	6	27.7%	1	0.0%	0	32.1%	2	26.5%	3	45.7%	5	46.7%	15	27.7%	5	30.5%	2	46.0%	27	28.8%	12
Visiting arts / cultural venues / museums	4.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	0	0.0%	0	11.2%	4	0.0%	0	0.0%	0	6.2%	4	0.9%	0
Visiting cafes	3.6%	4	34.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	4
Visiting family entertainment venues	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	2	0.0%	0	0.0%	0	2.7%	2	0.0%	0
Visiting health and fitness	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Visiting LGBTQ pubs / bars / venues	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	0	0.0%	0	0.8%	0
Visiting live music venue - SSE Arena (Wembley only)	1.6%	2	0.0%	0	0.0%	0	0.0%	0	27.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	2
Visiting live music venue - Wembley stadium (Wembley only)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visiting other live music venues (Not Wembley stadium or SSE Arena)	5.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	0	4.2%	0	0.0%	0	24.0%	4	6.9%	1	1.7%	1	11.6%	5
Visiting nightclubs	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visiting places of worship	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	2	0.0%	0
Visiting pubs / bars	16.5%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	37.5%	4	27.7%	9	0.0%	0	44.4%	3	22.0%	13	8.6%	3
Visiting restaurants	9.0%	9	10.1%	1	72.3%	1	0.0%	0	8.1%	0	33.0%	4	10.4%	1	0.0%	0	3.7%	1	6.9%	1	1.8%	1	19.4%	8
Visiting the cinema	8.8%	9	0.0%	0	44.6%	1	0.0%	0	28.2%	2	5.4%	1	10.4%	1	5.3%	2	15.1%	3	0.0%	0	6.0%	4	12.9%	5
Visiting the theatre	1.1%	1	0.0%	0	0.0%	0	0.0%	0	12.0%	1	0.0%	0	4.2%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shopping	10.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.4%	1	8.4%	1	26.5%	9	0.0%	0	0.0%	0	15.4%	9	4.2%	2
Use religious facilities	1.0%	1	0.0%	0	0.0%	0	0.0%	0	8.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	1	0.0%	0	2.5%	1
Visit friends / family	2.5%	2	0.0%	0	0.0%	0	0.0%	0	24.0%	1	0.0%	0	4.2%	0	2.1%	1	0.0%	0	0.0%	0	2.3%	1	2.8%	1
Work	0.4%	0	0.0%	0	0.0%	0	99.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
(Don't know / varies)	5.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	29.5%	6	0.0%	0	9.4%	6	0.0%	0
Weighted base:		99		10		2		0		6		11		10		32		19		8		59		41
Sample:		67		5		3		1		8		9		10		16		8		7		33		34

Brent Household Survey for Urban Shape

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Q25 - Kilburn	Q25 - Wembley												
Q34 What would make you visit (centre mentioned at Q25) in the evenings more often? [MR]																								
<i>Those who visit a centre in the evening at Q32</i>																								
More variety / better choice of pubs / bars	10.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.1%	7	0.0%	0	44.4%	3	11.7%	7	8.6%	3		
More variety / better choice of restaurants	5.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	1	13.3%	4	0.0%	0	0.0%	0	8.5%	5	0.0%	0
More variety / better choice of nightclubs / music venues	7.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.1%	7	3.7%	1	0.0%	0	11.7%	7	1.7%	1
More variety / better choice of LGBTQ pubs / bars / venues	3.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.2%	4	0.0%	0	0.0%	0	6.2%	4	0.0%	0
Provision of a cinema / better choice of cinema	3.6%	4	34.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	4
More variety / better choice of health and fitness facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More variety / better choice of cultural facilities	6.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.1%	7	0.0%	0	0.0%	0	11.7%	7	0.0%	0
More variety / better choice of family entertainment facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved safety in the centre (more police presence, better lighting, reduced anti social behaviour)	10.1%	10	0.0%	0	27.7%	1	99.9%	0	8.1%	0	11.4%	1	4.2%	0	21.1%	7	0.0%	0	0.0%	0	13.1%	8	5.7%	2
Better accessibility to the centre in the evenings (later / better public transport accessibility)	4.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.0%	4	0.0%	0	7.7%	4	0.0%	0
Better environment / reduced litter, waste etc	7.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	0	21.1%	7	0.0%	0	6.9%	1	11.7%	7	2.4%	1
More public toilets / availability of toilets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Later opening hours of pubs / bars	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Later opening hours of nightclubs / music venues	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better quality / more shops	2.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.5%	2	4.2%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	5.9%	2
Cheaper parking	2.0%	2	10.1%	1	0.0%	0	0.0%	0	16.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	2
Less traffic congestion	4.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.5%	2	0.0%	0	0.0%	0	0.0%	0	23.6%	2	7.3%	4	0.0%	0
(Don't know)	12.9%	13	0.0%	0	44.6%	1	0.0%	0	12.0%	1	8.3%	1	0.0%	0	21.1%	7	15.1%	3	6.9%	1	12.9%	8	12.7%	5
(Nothing)	47.2%	47	55.6%	6	27.7%	1	0.0%	0	63.7%	4	25.7%	3	81.1%	8	41.1%	13	57.2%	11	18.2%	1	48.0%	28	46.1%	19
Weighted base:		99		10		2		0		6		11		10		32		19		8		59		41
Sample:		67		5		3		1		8		9		10		16		8		7		33		34

Brent Household Survey for Urban Shape

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Q25 - Kilburn	Q25 - Wembley												
Q35 Which of the following centres do you visit most often? [PR]																								
Burnt Oak	5.2%	52	0.0%	0	0.6%	1	28.7%	25	15.7%	14	6.3%	5	3.5%	3	2.0%	4	0.0%	0	1.2%	1	0.7%	1	4.9%	9
Colindale (The Hyde)	3.8%	38	0.0%	0	1.9%	2	11.9%	10	19.0%	17	4.1%	3	0.0%	0	0.0%	0	0.0%	0	6.1%	5	0.4%	1	4.7%	9
Cricklewood	8.7%	87	0.5%	1	0.0%	0	0.0%	0	5.2%	5	8.0%	7	44.1%	41	13.6%	25	5.0%	8	2.1%	2	20.9%	41	3.1%	6
Harlesden	5.6%	56	1.3%	2	1.0%	1	0.0%	0	0.0%	0	2.2%	2	3.3%	3	2.9%	5	24.6%	38	6.1%	5	6.4%	13	8.2%	16
Ealing Road	4.7%	47	16.0%	22	2.5%	2	1.5%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	4.6%	7	15.0%	13	1.3%	3	9.2%	18
Kenton	2.4%	24	6.1%	8	12.7%	11	1.6%	1	0.8%	1	0.7%	1	0.9%	1	0.4%	1	0.5%	1	0.0%	0	0.0%	0	1.8%	3
Kingsbury	11.7%	117	8.1%	11	56.9%	51	18.4%	16	20.2%	18	17.9%	15	0.5%	0	0.6%	1	2.9%	4	1.3%	1	2.4%	5	15.8%	31
Neasden	2.6%	26	0.5%	1	0.0%	0	0.0%	0	0.5%	0	20.4%	17	4.5%	4	0.0%	0	0.0%	0	4.2%	4	3.2%	6	2.3%	4
Preston Road	3.7%	37	18.3%	25	4.7%	4	2.5%	2	0.0%	0	3.5%	3	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0	7.6%	15
Wembley Park	5.9%	59	14.7%	20	1.3%	1	1.5%	1	9.1%	8	16.7%	14	0.5%	0	1.8%	3	4.4%	7	5.1%	4	2.6%	5	13.1%	25
Willesden Green	3.6%	36	0.5%	1	0.0%	0	0.0%	0	0.8%	1	4.8%	4	9.7%	9	0.9%	2	13.5%	21	0.0%	0	9.0%	17	1.5%	3
Kensal Rise	4.7%	47	0.8%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	3.3%	3	9.6%	18	15.1%	23	0.9%	1	8.5%	17	0.8%	2
Queens Park	7.3%	73	0.0%	0	0.0%	0	0.5%	0	0.0%	0	3.4%	3	0.6%	1	31.1%	58	7.7%	12	0.0%	0	19.1%	37	0.0%	0
Sudbury	1.4%	14	4.9%	7	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.5%	1	7.8%	7	0.0%	0	4.0%	8
Church End	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0
(None of these)	28.5%	285	28.5%	38	18.4%	16	33.4%	29	28.2%	25	9.0%	7	29.1%	27	37.2%	69	21.4%	33	46.0%	40	25.6%	50	22.8%	44
Weighted base:	1000		134		89		86		90		82		92		186		153		88		195		194	
Sample:	1000		111		113		111		111		113		111		105		114		111		155		188	

Mean score [Times a week]: Daily = 7, 5-6 times a week = 5.5, 4 times a week = 4, 3 times a week = 3, Twice a week = 2, Once a week = 1, Once every 2 weeks = 0.5, Once a month = 0.25, Less often = 0.1

Q36 How often do you visit (CENTRE MENTIONED AT Q35)?

Those who visit a centre from Q35

Daily	13.7%	98	3.7%	4	15.9%	12	4.7%	3	19.0%	12	7.0%	5	27.5%	18	14.4%	17	18.7%	22	11.1%	5	8.7%	13	12.6%	19
5-6 times a week	5.0%	36	5.5%	5	4.0%	3	1.4%	1	0.7%	0	8.0%	6	2.0%	1	3.1%	4	10.9%	13	5.1%	2	8.4%	12	6.2%	9
4 times a week	1.4%	10	0.7%	1	0.9%	1	0.7%	0	6.1%	4	1.3%	1	0.4%	0	0.0%	0	2.3%	3	1.1%	1	1.1%	2	1.8%	3
3 times a week	10.3%	74	21.2%	20	7.4%	5	5.5%	3	7.8%	5	11.6%	9	16.4%	11	9.1%	11	7.6%	9	1.7%	1	11.3%	16	16.0%	24
Twice a week	13.9%	100	10.3%	10	13.4%	10	14.2%	8	15.4%	10	15.5%	12	15.0%	10	21.0%	25	9.7%	12	9.0%	4	19.2%	28	7.3%	11
Once a week	25.6%	183	30.5%	29	43.1%	31	28.0%	16	28.7%	18	31.0%	23	17.2%	11	9.4%	11	28.6%	34	16.9%	8	16.3%	24	32.2%	48
Once every 2 weeks	14.2%	101	19.5%	19	5.2%	4	21.6%	12	10.4%	7	11.6%	9	5.9%	4	15.0%	17	15.8%	19	23.3%	11	14.2%	21	12.3%	18
Once a month	9.6%	68	7.6%	7	9.0%	7	15.1%	9	1.6%	1	9.8%	7	13.8%	9	14.9%	17	3.1%	4	15.8%	8	13.0%	19	6.4%	10
Less often	6.2%	45	1.1%	1	1.1%	1	8.8%	5	10.2%	7	4.2%	3	1.8%	1	13.1%	15	3.4%	4	15.9%	8	7.7%	11	5.2%	8
Mean:	2.24		1.86		2.34		1.32		2.51		2.04		3.09		2.10		2.80		1.69		2.12		2.33	
Weighted base:	715		96		73		57		64		75		65		117		120		47		145		150	
Sample:	682		72		86		62		80		98		83		61		91		49		123		143	

Brent Household Survey for Urban Shape

Weighted:

February 2018

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Q25 - Kilburn	Q25 - Wembley												
Q37 What is usually the main purpose of your visit to (CENTRE MENTIONED AT Q35)?																								
<i>Those who visit a centre from Q35</i>																								
Buying fuel	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Collecting an online 'Click & Collect' order	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0		
Food shopping	50.8%	363	66.9%	64	74.0%	54	65.8%	37	58.8%	38	48.4%	36	42.7%	28	21.2%	25	53.7%	65	34.1%	16	39.1%	57	53.5%	80
Leisure activity	2.8%	20	0.7%	1	0.5%	0	0.7%	0	0.0%	0	0.8%	1	5.4%	4	7.4%	9	3.5%	4	3.6%	2	9.0%	13	0.7%	1
Non-food shopping	10.8%	77	9.5%	9	4.0%	3	13.4%	8	9.2%	6	17.2%	13	10.7%	7	14.9%	17	5.7%	7	16.6%	8	11.2%	16	10.6%	16
Travelling to / from school / college / university	3.0%	21	7.7%	7	0.0%	0	0.0%	0	0.7%	0	3.9%	3	0.4%	0	5.9%	7	2.0%	2	1.7%	1	0.0%	0	5.5%	8
Travelling to / from work	4.3%	31	0.0%	0	4.8%	4	0.0%	0	11.0%	7	2.5%	2	7.7%	5	2.7%	3	7.8%	9	1.1%	1	3.2%	5	0.8%	1
Visiting café / pub / restaurant	6.3%	45	0.0%	0	0.5%	0	1.8%	1	1.2%	1	5.2%	4	7.7%	5	15.5%	18	4.6%	6	21.4%	10	9.6%	14	4.2%	6
Visiting family / friends	7.4%	53	1.1%	1	1.7%	1	3.7%	2	12.6%	8	8.2%	6	10.1%	7	16.7%	19	1.2%	1	14.1%	7	17.1%	25	5.5%	8
Visiting financial service such as bank, building society, post office	3.8%	27	2.0%	2	10.2%	7	1.4%	1	3.0%	2	5.5%	4	6.0%	4	4.5%	5	1.6%	2	0.0%	0	0.3%	0	4.5%	7
Visiting health service such as doctor, dentist, hospital	1.1%	8	0.7%	1	0.9%	1	0.7%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	4.8%	6	0.0%	0	1.8%	3	0.6%	1
Visiting other service such as launderette, hairdresser, recycling	1.4%	10	0.0%	0	0.5%	0	2.3%	1	1.1%	1	0.5%	0	1.1%	1	1.8%	2	3.7%	4	0.0%	0	2.1%	3	3.0%	4
Visiting the market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Browsing / window shopping	1.2%	9	1.6%	2	1.6%	1	1.7%	1	0.0%	0	0.0%	0	2.3%	1	0.6%	1	2.3%	3	0.0%	0	0.5%	1	1.3%	2
To use public transport	1.6%	12	0.0%	0	0.8%	1	7.0%	4	0.0%	0	1.8%	1	0.0%	0	1.9%	2	0.0%	0	7.4%	3	1.6%	2	2.6%	4
Visit religious facilities (Don't know)	1.1%	8	4.4%	4	0.0%	0	1.6%	1	1.9%	1	0.0%	0	0.7%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	3.6%	5
	3.7%	27	5.5%	5	0.5%	0	0.0%	0	0.5%	0	2.0%	2	5.0%	3	6.9%	8	6.6%	8	0.0%	0	4.6%	7	3.6%	5
Weighted base:	715		96		73		57		64		75		65		117		120		47		145		150	
Sample:	682		72		86		62		80		98		83		61		91		49		123		143	

Brent Household Survey for Urban Shape

Weighted:

February 2018

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Q25 - Kilburn	Q25 - Wembley			
Q38 When you visit (CENTRE MENTIONED AT Q35), what other activities / services do you use? [MR]																								
<i>Those who visit a centre from Q35</i>																								
Buying fuel	0.4%	3	0.0%	0	0.0%	0	0.7%	0	0.0%	0	3.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2		
Collecting an online 'Click & Collect' order	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Food shopping	12.9%	92	4.1%	4	15.1%	11	13.4%	8	13.3%	9	13.9%	10	15.3%	10	14.2%	17	11.0%	13	22.2%	11	13.4%	19	12.2%	18
Leisure activity	2.5%	18	0.0%	0	0.0%	0	0.0%	0	3.1%	2	1.1%	1	1.1%	1	7.4%	9	4.7%	6	0.0%	0	6.4%	9	1.1%	2
Non-food shopping	18.8%	135	16.9%	16	24.7%	18	15.4%	9	14.9%	10	23.4%	17	28.1%	18	10.7%	13	26.5%	32	3.7%	2	18.3%	27	17.8%	27
Travelling to / from school / college / university	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Travelling to / from work	2.2%	16	0.0%	0	7.4%	5	1.7%	1	0.7%	0	0.0%	0	0.7%	0	3.3%	4	3.7%	4	0.0%	0	1.6%	2	5.7%	8
Visiting café / pub / restaurant	9.1%	65	6.2%	6	2.9%	2	0.7%	0	17.1%	11	9.5%	7	9.9%	6	14.4%	17	12.3%	15	1.1%	1	12.3%	18	9.1%	14
Visiting family / friends	1.9%	14	0.0%	0	0.0%	0	0.0%	0	0.7%	0	5.2%	4	3.2%	2	2.8%	3	2.9%	4	1.1%	1	5.4%	8	0.5%	1
Visiting financial service such as bank, building society, post office	9.6%	68	6.2%	6	20.4%	15	18.6%	11	8.4%	5	9.5%	7	12.3%	8	9.0%	11	4.9%	6	0.0%	0	7.0%	10	12.3%	18
Visiting health service such as doctor, dentist, hospital	3.4%	24	5.8%	6	7.8%	6	0.7%	0	0.7%	0	5.9%	4	2.1%	1	3.1%	4	0.0%	0	5.1%	2	1.9%	3	3.3%	5
Visiting other service such as launderette, hairdresser, recycling	3.7%	27	1.4%	1	4.6%	3	0.0%	0	13.5%	9	6.4%	5	5.8%	4	1.9%	2	1.3%	2	1.7%	1	4.0%	6	2.5%	4
Visiting the market	0.5%	3	0.0%	0	0.0%	0	1.6%	1	3.6%	2	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Browsing / window shopping	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	3.9%	2	0.2%	0	0.0%	0
To use public transport	0.5%	4	1.6%	2	1.5%	1	1.4%	1	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2
Visit religious facilities (Don't know)	0.3%	2	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
(Nothing else)	2.9%	21	3.7%	4	0.0%	0	0.0%	0	1.2%	1	3.7%	3	5.6%	4	0.6%	1	7.2%	9	1.1%	1	4.8%	7	2.8%	4
	44.9%	321	56.5%	54	38.0%	28	51.4%	29	43.5%	28	39.6%	30	35.5%	23	43.6%	51	42.0%	51	58.3%	28	41.7%	60	44.6%	67
Weighted base:	715		96		73		57		64		75		65		117		120		47		145		150	
Sample:	682		72		86		62		80		98		83		61		91		49		123		143	

Brent Household Survey for Urban Shape

Weighted:

February 2018

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Q25 - Kilburn	Q25 - Wembley												
Mean score [Minutes]:																								
Q39 How long do you typically spend in (CENTRE MENTIONED AT Q35)?																								
<i>Those who visit a centre from Q35</i>																								
15 minutes or less	10.1%	72	24.8%	24	8.3%	6	11.0%	6	3.1%	2	6.4%	5	3.3%	2	14.2%	17	7.2%	9	4.6%	2	4.7%	7	11.7%	18
16 - 30 minutes	19.8%	142	21.6%	21	20.6%	15	19.9%	11	24.6%	16	23.9%	18	27.7%	18	9.5%	11	20.8%	25	13.9%	7	17.4%	25	13.0%	20
31 minutes to 1 hour	31.4%	224	40.6%	39	42.5%	31	30.3%	17	33.9%	22	27.0%	20	34.6%	23	23.9%	28	24.6%	30	32.0%	15	29.0%	42	37.5%	56
61 minutes to 90 minutes	7.2%	51	3.5%	3	2.5%	2	15.5%	9	9.4%	6	10.1%	8	2.4%	2	3.3%	4	12.0%	14	8.2%	4	6.7%	10	5.8%	9
91 minutes to 2 hours	14.3%	102	3.8%	4	7.0%	5	9.3%	5	12.1%	8	13.9%	10	9.5%	6	20.0%	23	27.0%	33	17.3%	8	20.9%	30	11.4%	17
121 minutes to 3 hours	3.1%	22	1.1%	1	0.5%	0	3.7%	2	0.7%	0	3.1%	2	6.2%	4	4.0%	5	1.8%	2	9.7%	5	3.7%	5	4.0%	6
181 minutes+	4.5%	32	1.1%	1	0.0%	0	3.7%	2	8.4%	5	6.9%	5	0.4%	0	14.6%	17	0.6%	1	0.7%	0	10.1%	15	4.5%	7
(Don't know / varies)	9.6%	68	3.5%	3	18.7%	14	6.6%	4	7.8%	5	8.9%	7	15.9%	10	10.4%	12	5.9%	7	13.6%	6	7.5%	11	12.1%	18
<i>Mean:</i>	<i>74.12</i>	<i>47.38</i>	<i>50.75</i>	<i>68.35</i>	<i>84.25</i>	<i>78.95</i>	<i>60.52</i>	<i>113.43</i>	<i>71.47</i>	<i>78.40</i>	<i>95.71</i>	<i>76.27</i>												
Weighted base:	715	96	73	57	64	75	65	117	120	47	145	150												
Sample:	682	72	86	62	80	98	83	61	91	49	123	143												

Brent Household Survey for Urban Shape

Weighted:

February 2018

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Q25 - Kilburn	Q25 - Wembley												
Q40 What do you like about (CENTRE MENTIONED AT Q35)? [MR]																								
<i>Those who visit a centre from Q35</i>																								
Attractive environment	9.3%	66	6.5%	6	3.1%	2	2.3%	1	3.7%	2	4.5%	3	5.8%	4	29.6%	35	7.4%	9	7.8%	4	18.7%	27	9.0%	13
Cheap parking	0.6%	4	3.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Clean place	2.0%	14	5.3%	5	2.6%	2	0.0%	0	0.0%	0	0.3%	0	5.3%	3	0.0%	0	0.9%	1	5.1%	2	3.7%	5	4.3%	7
Close to home	25.9%	185	23.0%	22	41.2%	30	31.0%	18	31.1%	20	24.2%	18	36.8%	24	12.7%	15	26.8%	32	12.9%	6	18.8%	27	29.4%	44
Close to work / en route to work	0.9%	6	0.0%	0	0.0%	0	0.0%	0	0.7%	0	1.0%	1	4.6%	3	1.4%	2	0.6%	1	0.0%	0	2.1%	3	0.0%	0
Easily accessible by foot / cycle	2.6%	19	2.7%	3	7.8%	6	0.7%	0	2.5%	2	3.1%	2	0.0%	0	0.9%	1	4.3%	5	0.0%	0	1.2%	2	2.8%	4
Easy to park	2.5%	18	4.7%	5	2.6%	2	1.1%	1	8.1%	5	1.2%	1	1.7%	1	0.0%	0	0.6%	1	6.3%	3	0.0%	0	0.6%	1
Free parking	0.5%	4	0.7%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.2%	0
Good bus service / accessible public transport	1.5%	11	1.6%	2	1.2%	1	1.6%	1	0.5%	0	2.5%	2	5.0%	3	0.6%	1	1.3%	2	0.0%	0	1.2%	2	2.3%	3
Good disabled access	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.5%	1
Good foodstores	7.0%	50	6.5%	6	10.5%	8	11.3%	6	10.2%	7	10.3%	8	4.4%	3	2.7%	3	5.7%	7	6.0%	3	4.1%	6	5.4%	8
Good for a day out	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.4%	1
Good layout / shops close together	0.6%	5	2.5%	2	0.0%	0	0.7%	0	2.2%	1	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Good leisure facilities (e.g. leisure centres, cinema, health and fitness clubs, etc)	1.6%	11	4.4%	4	0.5%	0	0.0%	0	0.5%	0	0.0%	0	4.3%	3	0.0%	0	2.6%	3	0.7%	0	1.9%	3	0.7%	1
Good market	0.8%	6	0.0%	0	0.0%	0	1.6%	1	4.7%	3	0.0%	0	0.8%	1	0.0%	0	0.9%	1	0.0%	0	0.2%	0	0.0%	0
Good places to eat	4.0%	28	0.0%	0	0.0%	0	4.2%	2	6.2%	4	1.7%	1	0.8%	1	9.6%	11	4.9%	6	6.2%	3	6.1%	9	2.4%	4
Good pubs / bars	2.0%	14	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.7%	1	0.0%	0	10.3%	12	0.0%	0	0.0%	0	6.9%	10	0.0%	0
Good range of chain / well known stores	4.7%	34	0.7%	1	6.1%	4	0.7%	0	16.5%	11	5.5%	4	3.0%	2	5.6%	7	3.4%	4	1.9%	1	4.1%	6	8.2%	12
Good range of independent stores	6.5%	46	3.4%	3	9.6%	7	6.4%	4	14.5%	9	8.7%	7	4.4%	3	6.0%	7	5.2%	6	1.1%	1	7.4%	11	6.6%	10
Good range of non-food shops	7.8%	56	8.4%	8	14.0%	10	2.3%	1	6.6%	4	8.3%	6	5.2%	3	7.0%	8	8.1%	10	9.5%	5	8.3%	12	3.9%	6
Good range of services (e.g. bank, library, hairdresser etc.)	1.5%	10	0.0%	0	6.4%	5	3.2%	2	2.2%	1	0.5%	0	3.4%	2	0.0%	0	0.0%	0	0.0%	0	2.5%	4	0.2%	0
Know where everything is	1.4%	10	1.1%	1	0.5%	0	3.9%	2	0.9%	1	4.9%	4	1.5%	1	0.0%	0	1.1%	1	0.0%	0	2.1%	3	0.8%	1
Low prices / good value	1.0%	7	0.0%	0	0.0%	0	1.4%	1	0.0%	0	5.1%	4	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.8%	1
Nice and quiet	3.8%	27	1.8%	2	0.5%	0	5.3%	3	2.5%	2	5.0%	4	0.7%	0	10.8%	13	2.5%	3	1.9%	1	10.0%	15	2.1%	3
Pedestrianised areas	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.8%	1	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to friends / family	1.5%	11	0.0%	0	0.8%	1	0.0%	0	2.5%	2	2.0%	2	0.0%	0	3.1%	4	0.9%	1	5.1%	2	0.0%	0	2.1%	3
Familiarity	1.0%	7	0.0%	0	2.1%	2	0.0%	0	3.2%	2	2.0%	2	0.0%	0	0.0%	0	0.9%	1	1.9%	1	0.3%	0	1.6%	2
Feels safe	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2	5.0%	3	0.9%	1	0.0%	0	0.0%	0	2.7%	4	0.0%	0
Good prices	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good range of ethnic goods / shops	3.7%	26	3.7%	4	4.9%	4	10.3%	6	3.1%	2	3.2%	2	0.0%	0	0.9%	1	4.6%	6	5.3%	2	0.9%	1	2.7%	4

Brent Household Survey for Urban Shape

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Q25 - Kilburn	Q25 - Wembley
Multi-cultural / diverse area	1.7% 12	0.0% 0	4.8% 4	7.0% 4	0.0% 0	0.3% 0	3.4% 2	0.0% 0	0.6% 1	3.9% 2	0.5% 1	1.2% 2
Nice atmosphere / friendly people	1.2% 8	0.0% 0	0.0% 0	0.0% 0	2.0% 1	0.5% 0	1.5% 1	1.9% 2	2.9% 3	0.0% 0	2.3% 3	1.1% 2
(Nothing / very little) (Don't know)	25.6% 183	38.0% 37	17.8% 13	18.9% 11	16.3% 11	23.9% 18	24.7% 16	21.5% 25	29.5% 35	37.8% 18	20.5% 30	30.8% 46
Weighted base:	3.8% 27	0.7% 1	2.3% 2	9.2% 5	4.5% 3	3.4% 3	5.6% 4	9.0% 11	0.0% 0	0.0% 0	9.5% 14	2.7% 4
Sample:	715	96	73	57	64	75	65	117	120	47	145	150
	682	72	86	62	80	98	83	61	91	49	123	143

Brent Household Survey for Urban Shape

Weighted:

February 2018

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Q25 - Kilburn	Q25 - Wembley												
Q41 What do you dislike about (CENTRE MENTIONED AT Q35)? [MR]																								
<i>Those who visit a centre from Q35</i>																								
It's rundown / needs a revamp	6.6%	47	5.9%	6	2.0%	1	6.0%	3	14.0%	9	13.4%	10	13.9%	9	4.5%	5	0.9%	1	5.1%	2	4.6%	7	7.6%	11
Lack of cafes / restaurants	1.0%	7	0.0%	0	4.5%	3	0.0%	0	3.2%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.3%	0
Lack of chain / well known stores	0.7%	5	1.4%	1	2.6%	2	0.0%	0	0.5%	0	0.8%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Lack of foodstores	1.1%	8	0.0%	0	1.9%	1	4.6%	3	1.2%	1	1.5%	1	0.7%	0	1.4%	2	0.0%	0	0.0%	0	0.3%	0	1.7%	3
Lack of independent stores	1.0%	7	1.6%	2	0.8%	1	0.0%	0	0.5%	0	1.6%	1	1.1%	1	1.4%	2	1.3%	2	0.0%	0	1.1%	2	0.0%	0
Litter / unclean	4.6%	33	4.3%	4	2.3%	2	10.6%	6	14.6%	9	4.8%	4	8.1%	5	0.0%	0	1.4%	2	2.3%	1	2.3%	3	6.5%	10
Not a nice environment	2.4%	17	0.0%	0	0.5%	0	2.4%	1	3.2%	2	2.0%	2	6.2%	4	0.6%	1	2.6%	3	9.0%	4	2.0%	3	0.0%	0
Parking is expensive	1.9%	14	1.1%	1	5.8%	4	0.0%	0	1.1%	1	0.3%	0	0.0%	0	0.0%	0	4.8%	6	4.0%	2	1.8%	3	0.7%	1
Parking is hard / lack of spaces	13.2%	94	20.7%	20	15.5%	11	13.8%	8	7.0%	5	9.5%	7	13.5%	9	6.8%	8	16.1%	19	15.9%	8	11.9%	17	13.4%	20
Parking is too far from shops	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Poor access by foot / cycle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor access by public transport	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Poor access for disabled	0.2%	1	0.0%	0	0.5%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor quality market	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor quality shops	2.1%	15	1.8%	2	1.7%	1	0.0%	0	0.7%	0	4.8%	4	10.2%	7	0.0%	0	1.4%	2	0.0%	0	2.2%	3	0.9%	1
Poor range of non-food shops	3.3%	24	3.0%	3	7.5%	5	5.5%	3	3.0%	2	4.1%	3	5.7%	4	0.0%	0	3.0%	4	0.0%	0	2.0%	3	4.5%	7
Poor range of services (e.g. bank, library, hairdresser etc.)	1.1%	8	0.7%	1	0.0%	0	2.0%	1	0.5%	0	3.1%	2	0.7%	0	0.0%	0	0.9%	1	3.9%	2	0.0%	0	1.4%	2
Poor security / feels unsafe	3.4%	25	0.0%	0	9.7%	7	9.4%	5	6.9%	4	2.5%	2	2.8%	2	0.9%	1	2.4%	3	0.0%	0	1.9%	3	4.0%	6
There is nothing to do there	0.8%	6	0.0%	0	0.0%	0	0.0%	0	3.6%	2	0.3%	0	4.7%	3	0.0%	0	0.0%	0	0.0%	0	2.1%	3	0.0%	0
Too busy / noisy	5.0%	36	1.4%	1	9.5%	7	1.6%	1	16.7%	11	6.4%	5	4.8%	3	0.0%	0	5.6%	7	2.3%	1	2.7%	4	8.7%	13
Too expensive	2.1%	15	1.8%	2	0.0%	0	0.0%	0	1.8%	1	0.0%	0	4.3%	3	8.2%	10	0.0%	0	0.0%	0	3.2%	5	0.3%	0
Too long / inconvenient journey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many betting shops	0.8%	6	1.6%	2	1.2%	1	0.0%	0	0.7%	0	0.5%	0	0.4%	0	1.4%	2	0.6%	1	0.0%	0	0.2%	0	0.6%	1
Too many charity shops	0.3%	2	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	1.0%	2
Too many cheap shops	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0
Traffic congestion	6.6%	47	0.7%	1	13.3%	10	3.7%	2	8.9%	6	3.2%	2	10.9%	7	0.6%	1	8.4%	10	17.7%	8	6.3%	9	5.4%	8
Vacant / empty shops	0.1%	1	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of public facilities (toilets / seating / bins etc.)	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / very little)	51.2%	366	59.4%	57	41.0%	30	42.3%	24	26.0%	17	48.6%	36	41.7%	27	68.1%	79	58.2%	70	52.9%	25	56.5%	82	52.9%	79
(Don't know)	4.6%	33	0.0%	0	1.1%	1	11.0%	6	10.8%	7	6.7%	5	5.6%	4	7.7%	9	1.2%	1	0.0%	0	8.6%	12	1.8%	3
Weighted base:		715		96		73		57		64		75		65		117		120		47		145		150
Sample:		682		72		86		62		80		98		83		61		91		49		123		143

Brent Household Survey for Urban Shape

Weighted:

February 2018

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Q25 - Kilburn		Q25 - Wembley		
Q42 Do you / your household take part in any of the following leisure or cultural activities? [MR/PR]																								
Cafés	41.2%	412	28.6%	38	28.5%	25	45.5%	39	40.5%	36	41.4%	34	53.4%	49	48.4%	90	37.4%	57	48.5%	43	49.2%	96	40.5%	79
Daytime eating out	33.2%	332	25.5%	34	27.8%	25	42.8%	37	36.4%	33	34.9%	29	38.2%	35	35.5%	66	26.6%	41	38.0%	33	39.6%	77	36.2%	70
Evening eating out	49.7%	497	35.1%	47	44.9%	40	64.9%	56	56.6%	51	43.5%	36	61.3%	56	47.4%	88	50.2%	77	52.2%	46	58.3%	114	49.6%	97
Pubs and bars	31.5%	315	19.3%	26	26.8%	24	22.1%	19	36.3%	33	31.5%	26	31.7%	29	39.7%	74	30.1%	46	43.8%	39	37.3%	72	30.1%	59
Nightclubs	7.9%	79	0.0%	0	14.1%	13	2.5%	2	7.0%	6	3.4%	3	14.2%	13	11.1%	21	9.7%	15	8.2%	7	15.7%	30	7.9%	15
Cinema	54.1%	541	44.4%	60	50.0%	45	50.7%	43	53.2%	48	52.4%	43	60.7%	56	56.5%	105	58.9%	90	58.4%	51	64.3%	125	56.6%	110
Cultural / arts venues (e.g. libraries, theatres, museums, art galleries, live music venues etc.)	40.7%	407	29.3%	39	31.0%	28	50.7%	43	37.2%	33	38.1%	31	47.0%	43	51.6%	96	37.6%	58	39.5%	35	53.2%	103	37.4%	73
Family entertainment (e.g. Bowling, ice-skating etc.)	22.1%	221	10.3%	14	19.6%	17	21.5%	18	24.8%	22	25.2%	21	24.2%	22	24.2%	45	25.6%	39	24.5%	22	20.1%	39	22.6%	44
Health and fitness (e.g. leisure centres, private gyms, climbing walls etc.)	34.0%	340	22.5%	30	36.4%	33	35.2%	30	38.2%	34	34.0%	28	41.7%	38	29.7%	55	35.7%	55	42.4%	37	43.3%	84	37.0%	72
(None of these)	18.0%	180	28.8%	39	25.5%	23	12.3%	10	15.2%	14	16.3%	13	18.3%	17	21.5%	40	11.3%	17	8.1%	7	13.7%	27	17.3%	34
Weighted base:		1000		134		89		86		90		82		92		186		153		88		195		194
Sample:		1000		111		113		111		111		113		111		105		114		111		155		188

Brent Household Survey for Urban Shape

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Q25 - Kilburn	Q25 - Wembley												
Q43 Where do you visit most often for cafés?																								
<i>Those who visit cafés at Q42 AND Ex. Nulls & SFT</i>																								
Burnt Oak town centre	0.6%	2	0.0%	0	0.0%	0	3.5%	1	0.9%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	0				
Colindale town centre	1.9%	7	0.0%	0	0.0%	0	0.0%	0	16.1%	5	4.0%	1	1.6%	1	0.0%	0	0.0%	0	0.8%	1	0.8%	1		
Cricklewood town centre	2.6%	10	0.0%	0	0.0%	0	0.0%	0	7.7%	3	0.7%	0	16.0%	7	0.0%	0	0.9%	0	2.4%	2	3.8%	3		
Ealing Road town centre	1.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.0%	4	5.1%	2	0.0%	0	0.5%	0		
Harlesden town centre	2.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	13.1%	6	0.0%	0	5.0%	4	2.3%	2
Kensal Rise town centre	5.2%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	3	6.9%	3	3.7%	3	22.2%	11	0.0%	0	9.3%	8	0.0%	0
Kenton town centre	1.0%	4	0.0%	0	9.4%	2	3.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kilburn town centre	6.3%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.5%	10	15.9%	14	1.4%	1	0.0%	0	19.0%	17	0.0%	0
Kingsbury town centre	5.1%	19	4.6%	2	30.3%	8	5.6%	2	11.3%	4	11.2%	4	1.1%	0	0.0%	0	0.0%	0	0.4%	0	9.3%	0	9.3%	7
Neasden town centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.5%	0
Preston Road town centre	0.9%	3	6.0%	2	3.5%	1	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2
Queens Park town centre	4.8%	18	0.0%	0	0.0%	0	1.0%	0	1.4%	0	0.0%	0	2.8%	1	13.4%	11	9.9%	5	0.0%	0	7.9%	7	0.6%	0
Sudbury town centre	0.3%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.9%	1
Wembley Park town centre	4.0%	15	29.5%	11	1.4%	0	0.0%	0	4.9%	2	7.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.0%	14
Wembley town centre	3.1%	12	12.6%	5	0.0%	0	0.0%	0	1.4%	0	8.8%	3	1.6%	1	0.0%	0	5.7%	3	1.4%	1	0.0%	0	11.5%	8
Willesden Green town centre	2.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	3	3.1%	1	0.0%	0	7.6%	4	0.0%	0	4.5%	4	0.0%	0
Camden Town	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0
Central London / West End (Oxford Street, Regent Street, Carnaby, Soho, Covent Garden)	12.8%	49	6.0%	2	13.0%	3	9.1%	3	6.3%	2	20.6%	6	6.5%	3	21.9%	19	11.9%	6	10.1%	4	19.2%	17	5.0%	4
Chiswick town centre	0.2%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.9%	1
City of London	3.6%	14	4.2%	2	0.0%	0	2.4%	1	4.9%	2	4.0%	1	6.9%	3	1.3%	1	9.0%	4	0.0%	0	1.2%	1	3.4%	2
Ealing town centre	5.1%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	5.7%	3	39.3%	16	0.0%	0	0.0%	0	7.6%	6
Edgware town centre	3.0%	11	1.8%	1	1.4%	0	25.9%	10	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Harrow	6.8%	26	17.4%	6	26.8%	7	15.6%	6	0.9%	0	7.6%	2	0.0%	0	1.3%	1	0.0%	0	7.7%	3	1.6%	1	15.9%	12
Kensington High Street	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0
King's Road / Chelsea	0.1%	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%	0	0.0%	0	0.0%	0
Queensway / Westbourne Grove / Bayswater	1.9%	7	0.0%	0	0.0%	0	0.0%	0	9.2%	3	0.0%	0	0.0%	0	5.1%	4	0.0%	0	0.0%	0	4.1%	4	0.0%	0
Shepherd's Bush (including Westfield London)	0.5%	2	4.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0
Uxbridge	0.6%	2	4.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.7%	1	2.1%	1	2.1%	2
Watford	1.5%	6	1.8%	1	0.0%	0	11.8%	4	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brent Cross	2.6%	10	4.2%	2	3.5%	1	5.6%	2	10.4%	3	0.0%	0	4.3%	2	0.0%	0	0.0%	0	1.7%	1	2.1%	1	2.1%	2
Golders Green	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greenford	1.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.3%	7	0.0%	0	0.0%	0	4.8%	3
Hampstead	1.5%	6	0.0%	0	1.4%	0	0.0%	0	0.9%	0	0.0%	0	2.3%	1	5.1%	4	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Hendon	1.4%	6	0.0%	0	0.0%	0	0.0%	0	15.5%	5	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maida Vale	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St John's Wood	2.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	8.8%	8	0.0%	0	0.0%	0	8.4%	8	0.0%	0
Stanmore	0.9%	3	0.0%	0	0.0%	0	7.4%	3	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Swiss Cottage	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.8%	1	0.0%	0	0.0%	0	0.3%	0	0.0%	0
West Hampstead	2.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.9%	6	4.3%	4	0.0%	0	0.0%	0	4.4%	4	0.0%	0

Brent Household Survey for Urban Shape

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Q25 - Kilburn	Q25 - Wembley
Other	7.3% 28	0.0% 0	9.4% 2	8.6% 3	6.0% 2	2.7% 1	1.1% 0	12.5% 11	3.5% 2	16.0% 6	6.8% 6	3.7% 3
Weighted base:	380	37	25	38	33	31	41	85	50	40	90	73
Sample:	368	27	34	52	39	37	50	44	36	49	65	65

Brent Household Survey for Urban Shape

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Q25 - Kilburn	Q25 - Wembley												
Q44 Where do you visit most often for eating out in the daytime?																								
<i>Those who eat out in the daytime at Q42 AND Ex. Nulls & SFT</i>																								
Burnt Oak town centre	0.5%	1	0.0%	0	2.8%	1	1.1%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0				
Colindale town centre	1.8%	5	0.0%	0	0.0%	0	2.7%	1	15.0%	4	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.5%	0				
Cricklewood town centre	3.6%	10	0.0%	0	0.0%	0	0.0%	0	6.0%	2	0.9%	0	5.2%	1	11.3%	7	0.0%	0	11.0%	8	3.3%	2		
Ealing Road town centre	1.3%	4	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	7.3%	2	0.0%	0	2.7%	2
Harlesden town centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0	0.8%	0
Kensal Rise town centre	2.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	3.7%	2	16.7%	4	0.0%	0	3.3%	2	1.1%	1
Kenton town centre	1.3%	4	0.0%	0	7.6%	2	2.7%	1	3.5%	1	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Kilburn town centre	5.3%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.9%	6	13.1%	8	1.7%	0	0.0%	0	8.8%	6	0.8%	0
Kingsbury town centre	1.1%	3	0.0%	0	6.9%	1	2.7%	1	1.1%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2
Neasden town centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0
Preston Road town centre	1.8%	5	12.3%	4	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	2
Queens Park town centre	3.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	14.2%	9	0.0%	0	0.0%	0	8.6%	6	0.0%	0
Sudbury town centre	0.4%	1	2.1%	1	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Wembley Park town centre	2.8%	8	0.0%	0	0.0%	0	0.0%	0	2.9%	1	14.5%	4	0.0%	0	0.0%	0	9.5%	2	2.9%	1	0.0%	0	6.4%	4
Wembley town centre	5.1%	14	10.7%	3	0.0%	0	0.0%	0	6.0%	2	21.0%	5	0.0%	0	1.8%	1	12.2%	3	0.0%	0	1.5%	1	20.7%	12
Willesden Green town centre	2.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.8%	5	0.0%	0	9.5%	2	0.0%	0	7.5%	5	0.0%	0
Camden Town	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London / West End (Oxford Street, Regent Street, Carnaby, Soho, Covent Garden)	19.1%	54	4.3%	1	16.9%	3	15.2%	5	24.5%	7	11.3%	3	39.4%	11	27.0%	16	13.9%	4	12.3%	4	26.3%	18	8.6%	5
City of London	2.2%	6	0.0%	0	9.5%	2	0.0%	0	6.0%	2	5.0%	1	1.6%	0	1.8%	1	0.0%	0	0.0%	0	2.2%	2	0.0%	0
Ealing town centre	4.8%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.2%	3	34.5%	11	2.7%	2	1.0%	2	1.0%	1
Edgware town centre	1.9%	5	2.1%	1	0.0%	0	9.5%	3	1.1%	0	0.9%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	1.6%	1
Hammersmith town centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0
Harrow	12.1%	34	34.4%	10	23.5%	5	33.3%	11	0.0%	0	18.9%	5	0.0%	0	1.8%	1	0.0%	0	5.1%	2	4.3%	3	24.1%	14
Queensway / Westbourne Grove / Bayswater	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Shepherd's Bush (including Westfield London)	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.2%	3	0.0%	0	0.0%	0	0.0%	0
Uxbridge	0.6%	2	5.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2
Watford	0.8%	2	0.0%	0	0.0%	0	4.9%	2	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.7%	0
Brent Cross	3.2%	9	0.0%	0	4.1%	1	7.3%	2	10.7%	3	8.1%	2	0.0%	0	0.0%	0	2.8%	1	0.0%	0	1.3%	1	3.1%	2
Golders Green	1.1%	3	0.0%	0	0.0%	0	2.9%	1	6.0%	2	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greenford	1.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.2%	5	0.0%	0	0.0%	0	6.2%	3
Hampstead	0.8%	2	0.0%	0	1.7%	0	0.0%	0	2.6%	1	0.0%	0	2.4%	1	1.1%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Hendon	2.3%	7	0.0%	0	0.0%	0	11.6%	4	7.1%	2	0.9%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Maida Vale	1.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.1%	5	1.7%	0	0.0%	0	3.3%	2	0.0%	0
St John's Wood	2.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	12.4%	8	0.0%	0	0.0%	0	0.0%	0	11.3%	8	0.0%	0
Stanmore	1.0%	3	0.0%	0	0.0%	0	6.1%	2	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swiss Cottage	0.1%	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	0.0%	0	0.0%	0
Other	7.7%	22	26.7%	8	23.4%	5	0.0%	0	4.6%	1	4.6%	1	1.6%	0	0.0%	0	4.1%	1	16.5%	5	1.5%	1	6.1%	3
Weighted base:	280		30		20		34		27		25		27		61		25		30		69		56	
Sample:	279		29		28		36		30		28		30		33		21		44		46		60	

Brent Household Survey for Urban Shape

Weighted:

February 2018

Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Q25 - Kilburn	Q25 - Wembley
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Brent Household Survey for Urban Shape

Weighted:

February 2018

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Q25 - Kilburn	Q25 - Wembley
Q45 Where do you visit most often for eating out in the evening?												
<i>Those who eat out in the evening at Q42 AND Ex. Nulls & SFT</i>												
Burnt Oak town centre	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colindale town centre	1.4%	5	0.0%	0	0.0%	0	1.8%	1	5.4%	2	8.8%	2
Cricklewood town centre	1.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	3
Ealing Road town centre	0.7%	3	0.0%	0	2.2%	1	0.8%	0	0.0%	0	0.0%	0
Harlesden town centre	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Kensal Rise town centre	1.9%	8	0.0%	0	0.0%	0	0.0%	0	1.4%	0	5.6%	3
Kenton town centre	1.9%	8	7.8%	3	2.7%	1	4.9%	2	1.2%	0	2.7%	1
Kilburn town centre	5.5%	22	0.0%	0	0.0%	0	0.0%	0	1.4%	0	9.0%	4
Kingsbury town centre	4.4%	18	1.5%	1	17.5%	4	14.7%	7	13.5%	5	0.0%	0
Neasden town centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0
Preston Road town centre	0.6%	2	1.5%	1	0.0%	0	0.0%	0	0.0%	0	6.4%	2
Queens Park town centre	2.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.7%	9
Sudbury town centre	0.8%	3	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wembley Park town centre	1.5%	6	4.8%	2	0.0%	0	0.0%	0	10.2%	3	0.9%	0
Wembley town centre	5.5%	22	21.9%	10	0.0%	0	0.0%	0	7.0%	3	18.2%	5
Willesden Green town centre	3.3%	13	0.0%	0	0.0%	0	0.0%	0	1.2%	0	2.0%	1
Camden Town	2.4%	10	0.0%	0	0.0%	0	0.0%	0	4.1%	2	0.0%	0
Central London / West End (Oxford Street, Regent Street, Carnaby, Soho, Covent Garden)	23.1%	93	3.0%	1	31.7%	8	22.8%	11	16.8%	7	8.0%	2
Chiswick town centre	0.2%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
City of London	2.4%	10	0.0%	0	0.0%	0	11.8%	5	13.5%	4	0.9%	0
Ealing town centre	5.0%	20	9.8%	4	0.0%	0	0.0%	0	0.0%	0	6.6%	4
Edgware town centre	2.7%	11	0.0%	0	0.0%	0	15.4%	8	7.0%	3	1.4%	0
Hammersmith town centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harrow	10.4%	41	37.6%	16	24.8%	6	11.5%	6	0.0%	0	13.3%	4
Kensington High Street	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Queensway / Westbourne Grove / Bayswater	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1
Shepherd's Bush (including Westfield London)	1.0%	4	1.5%	1	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Southall	0.2%	1	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0
Uxbridge	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Watford	1.2%	5	0.0%	0	0.0%	0	0.8%	0	1.8%	1	1.4%	0
Brent Cross	1.1%	4	0.0%	0	0.0%	0	0.8%	0	10.1%	4	0.0%	0
Golders Green	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	0	2.0%	1
Greenford	1.1%	4	0.0%	0	0.0%	0	0.0%	0	5.6%	3	0.0%	0
Hampstead	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Hendon	1.0%	4	0.0%	0	0.0%	0	1.8%	1	8.2%	3	0.0%	0
Maida Vale	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St John's Wood	1.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Stanmore	1.3%	5	0.0%	0	7.1%	2	5.0%	3	1.8%	1	0.0%	0
Swiss Cottage	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1

Brent Household Survey for Urban Shape

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Q25 - Kilburn	Q25 - Wembley
West Hampstead	1.4% 6	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	11.3% 6	0.0% 0	0.0% 0	0.0% 0	1.0% 1	0.0% 0
Other	8.7% 35	7.5% 3	10.8% 3	19.0% 10	7.0% 3	7.7% 2	2.3% 1	11.6% 8	7.7% 4	2.3% 1	10.5% 9	7.8% 6
Weighted base:	401	43	25	50	39	27	50	73	53	39	90	81
Sample:	379	34	33	49	41	37	54	42	40	49	67	71

Brent Household Survey for Urban Shape

Weighted:

February 2018

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Q25 - Kilburn	Q25 - Wembley												
Q46 Where do you visit most often for pubs and bars?																								
<i>Those who go to pubs and bars at Q42 AND Ex. Nulls & SFT</i>																								
Colindale town centre	2.6%	7	0.0%	0	15.9%	4	6.1%	1	10.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1				
Cricklewood town centre	1.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	1	8.6%	2	1.1%	1	1.1%	0	2.4%	1	0.8%	0		
Ealing Road town centre	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.7%	3	0.0%	0	1.3%	1		
Harlesden town centre	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	2	0.0%	0	0.0%	0	2.0%	1		
Kensal Rise town centre	5.9%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	1	1.2%	0	4.5%	3	27.8%	11	0.0%	0	5.2%	3	4.4%	2
Kenton town centre	1.7%	5	7.1%	2	7.1%	2	6.1%	1	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Kilburn town centre	8.3%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.9%	7	25.8%	15	0.0%	0	0.0%	0	26.3%	15	0.0%	0
Kingsbury town centre	3.3%	9	0.0%	0	20.2%	4	2.6%	0	3.2%	1	13.4%	3	0.0%	0	0.0%	0	0.0%	0	0.4%	0	6.9%	4	0.0%	4
Neasden town centre	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.8%	3	0.0%	0	0.0%	0	0.0%	0	4.2%	2	0.0%	0	0.0%	0
Preston Road town centre	2.7%	7	19.2%	5	3.1%	1	0.0%	0	6.8%	2	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	3
Queens Park town centre	4.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0	12.1%	7	8.6%	4	0.0%	0	9.2%	5	0.0%	0
Sudbury town centre	2.6%	7	28.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	4
Wembley Park town centre	0.9%	2	2.8%	1	0.0%	0	0.0%	0	6.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wembley town centre	2.0%	5	13.8%	3	0.0%	0	6.1%	1	0.0%	0	2.5%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	6.6%	3	0.0%	3
Willesden Green town centre	1.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	3.1%	1	0.0%	0	3.6%	1	0.0%	0	1.5%	1	0.0%	0
Camden Town	2.1%	5	0.0%	0	0.0%	0	0.0%	0	19.5%	5	1.7%	0	1.9%	0	0.0%	0	0.0%	0	2.9%	2	5.8%	3	0.0%	3
Central London / West End (Oxford Street, Regent Street, Carnaby, Soho, Covent Garden)	19.4%	51	9.3%	2	26.8%	6	12.9%	2	26.6%	6	28.2%	6	18.9%	4	25.8%	15	16.0%	6	6.7%	2	26.7%	15	10.6%	6
City of London	5.4%	14	0.0%	0	0.0%	0	0.0%	0	6.8%	2	0.0%	0	14.0%	3	0.0%	0	22.1%	9	1.0%	0	0.8%	0	9.3%	5
Ealing town centre	7.4%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	2	51.8%	17	3.3%	2	8.3%	2	8.3%	4
Edgware town centre	0.5%	1	0.0%	0	2.5%	1	5.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fulham town centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Hammersmith town centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harrow	3.6%	9	2.8%	1	5.6%	1	43.6%	7	0.0%	0	4.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	3
Watford	0.5%	1	0.0%	0	0.0%	0	6.1%	1	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1
Brent Cross	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Golders Green	0.2%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greenford	3.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.9%	8	0.0%	0	0.0%	0	6.7%	3
Hampstead	1.1%	3	0.0%	0	2.5%	1	0.0%	0	3.2%	1	0.0%	0	7.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hendon	1.3%	3	0.0%	0	0.0%	0	2.6%	0	10.9%	3	1.7%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.7%	0	0.0%	0
Maida Vale	1.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	4	0.0%	0	0.0%	0	6.5%	4	0.0%	0
St John's Wood	1.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0	6.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stanmore	0.6%	1	0.0%	0	2.5%	1	6.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Hampstead	2.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.5%	2	6.3%	4	0.0%	0	0.0%	0	7.0%	4	0.0%	0
Other	8.9%	23	16.5%	4	14.0%	3	2.6%	0	2.0%	0	16.7%	4	1.9%	0	11.8%	7	6.4%	3	5.2%	2	1.8%	1	13.0%	7
Weighted base:	262	24		22		15		24		22		23		58		41		33		56		52		52
Sample:	251	26		26		22		26		32		29		24		25		41		37		47		47

Brent Household Survey for Urban Shape

Weighted:

February 2018

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Q25 - Kilburn	Q25 - Wembley												
Q47 Where do you visit most often for nightclubs?																								
<i>Those who use nightclubs at Q42 AND Ex. Nulls & SFT</i>																								
Kensal Rise town centre	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0				
Willesden Green town centre	3.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.8%	2	0.0%	0	0.0%	0	0.0%	0		
Camden Town	6.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	46.6%	4	0.0%	0	0.0%	0	40.6%	4		
Central London / West End (Oxford Street, Regent Street, Carnaby, Soho, Covent Garden)	71.3%	48	0.0%	0	100.0%	11	100.0%	2	74.2%	5	13.5%	0	93.1%	10	66.7%	14	21.4%	2	100.0%	4	90.4%	25	59.4%	7
City of London	2.4%	2	0.0%	0	0.0%	0	0.0%	0	25.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hendon	3.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	86.5%	2	0.0%	0	0.0%	0	0.0%	0	8.6%	2	0.0%	0	0.0%	0
Other	12.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	0	33.3%	7	7.2%	1	0.0%	0	0.0%	0	0.0%	0
Weighted base:	67	0		11	2	6	3	10	21	10	4	28	11											
Sample:	28	0		5	1	3	2	7	3	5	2	9	3											

Brent Household Survey for Urban Shape

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Q25 - Kilburn	Q25 - Wembley												
Q48 Where do you go most often to visit the cinema?																								
<i>Those who go to the cinema at Q42 AND Ex. Nulls & SFT</i>																								
Central London / West End cinemas	4.7%	24	3.9%	2	0.0%	0	0.0%	0	3.8%	2	3.0%	1	13.6%	7	9.6%	9	3.3%	3	0.0%	0	4.1%	5	0.0%	0
Cineworld, London Designer Outlet, Wembley Park	15.0%	75	29.5%	17	26.8%	11	14.1%	6	15.2%	6	49.4%	21	13.3%	7	0.0%	0	5.1%	4	5.5%	3	3.1%	3	38.2%	41
Cineworld, The Old Dairy, South Ruislip	1.6%	8	2.7%	2	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	4.1%	4	0.0%	0	4.8%	2	3.3%	4	1.5%	2
Eveyman, Sutherland Avenue, Maida Vale	1.9%	9	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	8.8%	8	1.3%	1	0.0%	0	2.4%	3	0.0%	0
Lexi Cinema, Chamberlayne Road, Kensal Green	3.4%	17	0.0%	0	1.4%	1	0.0%	0	1.1%	0	1.1%	0	1.8%	1	6.9%	6	10.1%	9	0.0%	0	4.3%	5	1.6%	2
Odeon, Finchley Road, Swiss Cottage	1.3%	7	1.2%	1	0.0%	0	0.0%	0	1.1%	0	0.9%	0	2.7%	1	3.4%	3	0.8%	1	0.0%	0	3.5%	4	0.8%	1
Odeon, Queensway	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Phoenix, High Road, East Finchley	0.7%	3	0.0%	0	0.0%	0	2.1%	1	5.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Safari, Station Road, Harrow	0.3%	1	1.2%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
The Gate Cinema, Notting Hill Gate	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
The Tricycle, Kilburn High Road, Kilburn	4.3%	21	0.0%	0	0.0%	0	0.9%	0	0.7%	0	1.3%	1	3.1%	2	20.7%	19	0.0%	0	0.0%	0	12.5%	14	0.0%	0
Vue, O2 Centre, Finchley Road	16.0%	80	0.0%	0	12.4%	5	16.9%	7	26.3%	11	8.2%	4	38.5%	20	33.3%	30	4.0%	3	0.0%	0	29.7%	33	4.1%	4
Vue, Royale Leisure Park, Western Avenue, Park Royal	16.0%	80	21.0%	12	0.0%	0	0.0%	0	1.6%	1	13.9%	6	4.5%	2	0.0%	0	40.7%	34	50.5%	25	10.3%	11	16.6%	18
Vue, St George's Shopping & Leisure Centre, St Anne's Road, Harrow	18.4%	92	37.8%	21	59.4%	24	49.3%	21	17.9%	8	15.5%	7	5.1%	3	0.0%	0	0.0%	0	16.9%	8	3.6%	4	27.0%	29
Vue, West 12 Shopping Centre, Shepherd's Bush	1.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	5.3%	4	3.8%	2	1.4%	2	4.2%	4
Vue, Westfield Shopping Centre, Shepherd's Bush	9.1%	45	2.7%	2	0.0%	0	4.9%	2	0.0%	0	3.0%	1	5.4%	3	7.2%	6	29.3%	25	13.3%	7	14.8%	16	2.7%	3
Other	5.4%	27	0.0%	0	0.0%	0	11.7%	5	23.0%	10	3.8%	2	12.1%	6	1.9%	2	0.0%	0	5.2%	3	5.0%	5	1.9%	2
Weighted base:		501		57		41		43		42		43		52		90		84		50		110		106
Sample:		416		36		41		47		42		48		49		47		53		53		68		85

Brent Household Survey for Urban Shape

Weighted:

February 2018

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Q25 - Kilburn	Q25 - Wembley												
Q49 Where do you go most often to visit cultural / arts venues (this includes libraries, theatres, museums, art galleries and live music venues)?																								
<i>Those who visit cultural / arts venues at Q42 AND Ex. Nulls & SFT</i>																								
Brent Museum, within The Library at Willesden Green, High Road, Willesden	0.2%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1										
Ealing Road Library, Coronet Parade, Ealing Road, Wembley	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0										
Harlesden Library, Craven Park Road, Harlesden	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.6%	0										
Kilburn Library, Salisbury Road, Kilburn	1.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	2.0%	1	0.0%	0								
Kingsbury Library, Kingsbury Road, Kingsbury	0.5%	2	0.0%	0	0.0%	0	2.1%	1	0.9%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0						
The Cock Tavern Theatre, High Road, Kilburn	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.8%	0	0.0%	0	1.5%	1	0.0%	0		
The Library at Willesden Green, High Road, Willesden	2.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	4.0%	2	0.0%	0	11.0%	6	0.0%	0	7.4%	7	0.0%	0
Tricycle Theatre and Cinema, High Road, Kilburn	1.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	7.2%	3	1.9%	2	2.1%	1	1.1%	0	4.7%	5	0.5%	0
Wembley Library, Brent Civic Centre, Wembley	1.0%	4	3.1%	1	0.0%	0	0.0%	0	0.0%	0	9.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0
Wembley Stadium, Wembley	1.0%	4	10.5%	4	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0
Burnt Oak town centre	0.1%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harlesden town centre	1.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.1%	4	0.0%	0	0.0%	0	6.4%	4
Kenton town centre	0.5%	2	1.9%	1	5.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Kilburn town centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Kingsbury town centre	1.3%	5	0.0%	0	19.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.5%	0
Queens Park town centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Sudbury town centre	0.4%	2	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	1.5%	1
Wembley Park town centre	2.7%	10	26.1%	9	0.0%	0	0.0%	0	0.0%	0	4.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.6%	10
Willesden Green town centre	2.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	2	0.0%	0	0.0%	0	12.6%	7	0.0%	0	6.1%	6	3.4%	2
Camden Town	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Central London / West End (Oxford Street, Regent Street, Carnaby, Soho, Covent Garden)	69.5%	265	27.5%	9	63.9%	16	87.8%	37	88.1%	28	61.3%	19	77.8%	30	86.1%	78	35.8%	20	85.8%	26	67.7%	66	53.3%	37
City of London	3.0%	12	9.1%	3	1.3%	0	3.1%	1	5.0%	2	8.2%	3	1.8%	1	2.2%	2	0.0%	0	0.0%	0	2.1%	2	5.8%	4
Ealing town centre	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	2	1.1%	0	0.0%	0	0.0%	0
Harrow	0.6%	2	0.0%	0	5.4%	1	0.0%	0	0.0%	0	0.8%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.3%	0
Kensington High Street	2.0%	8	12.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	3	0.0%	0	2.5%	2	6.6%	5

Brent Household Survey for Urban Shape

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Q25 - Kilburn	Q25 - Wembley												
Other	6.1%	23	4.5%	2	4.8%	1	6.1%	3	3.8%	1	2.4%	1	3.8%	1	3.4%	3	16.2%	9	8.3%	2	1.4%	1	3.8%	3
Weighted base:	381		34		26		43		32		31		39		91		55		30		97		70	
Sample:	358		24		32		49		38		35		46		51		38		45		74		60	

Q50 Where do you go most often to visit family entertainment facilities, such as bowling or ice skating?

Those who use family entertainment facilities at Q42 AND Ex. Nulls & SFT

All Star Lanes Bowling, Bayswater	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	3	0.0%	0	0.0%	0	9.4%	3	0.0%	0
All Star Lanes Bowling, Holborn	1.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	3
Bloomsbury Lanes Bowling, Bloomsbury	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0
Hollywood Bowl, Finchley High Road, Finchley	20.3%	40	7.5%	1	12.0%	2	30.2%	6	67.1%	12	27.2%	5	32.9%	7	19.4%	7	0.0%	0	1.6%	0	28.3%	10	14.5%	6
Queens Skate - Dine - Bowl, Queensway, Bayswater	4.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.4%	6	7.1%	2	0.0%	0	6.3%	2	0.0%	0
Tenpin, Royale Leisure Park, Western Avenue, Acton	39.5%	77	33.3%	5	56.9%	9	47.9%	9	11.7%	2	38.5%	7	48.8%	10	10.3%	4	41.1%	14	83.1%	18	31.9%	11	45.2%	19
Colindale town centre	0.2%	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	0.7%	0
Kilburn town centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	2.0%	1	0.0%	0
Queens Park town centre	3.3%	6	0.0%	0	22.5%	4	0.0%	0	0.0%	0	7.0%	1	0.0%	0	4.5%	2	0.0%	0	0.0%	0	0.0%	0	11.5%	5
Wembley Park town centre	0.2%	0	0.0%	0	0.0%	0	2.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Wembley town centre	2.0%	4	25.8%	4	0.0%	0	0.0%	0	0.0%	0	2.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London / West End (Oxford Street, Regent Street, Carnaby, Soho, Covent Garden)	4.3%	8	0.0%	0	3.5%	1	0.0%	0	2.7%	0	3.0%	1	0.0%	0	19.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
City of London	3.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.2%	2	1.3%	0	13.4%	5	0.0%	0	0.0%	0	3.9%	1	0.0%	0
Harrow	0.4%	1	0.0%	0	0.0%	0	0.0%	0	3.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Queensway / Westbourne Grove / Bayswater	5.1%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	26.9%	9	0.0%	0	3.1%	1	10.8%	4
Other	13.3%	26	33.3%	5	5.2%	1	19.8%	4	13.0%	2	9.1%	2	2.0%	0	4.5%	2	22.7%	8	15.3%	3	13.7%	5	9.6%	4
Weighted base:	196		14		16		18		18		18		22		35		33		22		34		42	
Sample:	130		6		10		14		20		14		16		14		15		21		20		29	

Brent Household Survey for Urban Shape

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Q25 - Kilburn	Q25 - Wembley
Q51 Where do you go most often to visit health and fitness facilities (e.g. leisure centres, private gyms, climbing walls)?												
<i>Those who visit health and fitness facilities at Q42 AND Ex. Nulls & SFT</i>												
Charteris Sports Centre, Charteris Road, Kilburn	1.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fitness First, Salusbury Road, Queens Park	1.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Genesis Gym & Fitness Studio, Athlon Road, Wembley	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LivingWell Health Club, Lakeside Way, Wembley	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nuffield, Sidmouth Road, Willesden	2.8%	9	0.0%	0	0.0%	0	0.0%	0	1.5%	0	1.5%	0
PureGym, High Road, Wembley	0.8%	2	5.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Snap Fitness, Blackbird Hill, Kingsbury	1.0%	3	0.0%	0	0.0%	0	0.0%	0	5.0%	2	6.8%	2
Snap Fitness, Kenton	0.6%	2	0.0%	0	6.1%	2	0.0%	0	0.0%	0	0.0%	0
The Gym Group, Central Square, High Road, Wembley	2.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.8%	2
The Gym Group, Ealing Road, Alperton	2.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
The Gym Group, Kingsbury Road, Kingsbury	2.9%	9	0.0%	0	25.9%	8	0.0%	0	0.0%	0	5.2%	1
The Gym Group, Zenith House, Edgware Road, Colindale	4.7%	15	12.1%	4	0.0%	0	27.2%	8	10.3%	3	0.0%	0
The Manor Health Club, Cricklewood Broadway, Cricklewood	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0
Vale Farm Sports Centre, Watford Road, North Wembley	1.3%	4	4.4%	1	0.0%	0	7.2%	2	0.0%	0	0.0%	0
Wembley Leisure Centre (Better Leisure), Empire Way, Wembley	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	1
Westway Climbing, Crowthorne Road, London	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willesden Sports Centre, Donington Road, Willesden	9.6%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1
Burnt Oak town centre	0.7%	2	0.0%	0	0.0%	0	0.0%	0	3.1%	1	5.2%	1
Colindale town centre	0.5%	2	0.0%	0	0.0%	0	2.1%	1	2.9%	1	0.0%	0
Cricklewood town centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0
Ealing Road town centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	1

Brent Household Survey for Urban Shape

Weighted:

February 2018

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Q25 - Kilburn	Q25 - Wembley
Kensal Rise town centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kenton town centre	0.1%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Kilburn town centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Kingsbury town centre	2.4%	7	0.0%	0	17.6%	5	0.0%	0	6.5%	2	0.0%	0
Neasden town centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Queens Park town centre	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Sudbury town centre	2.3%	7	5.8%	2	6.1%	2	0.0%	0	0.0%	0	10.8%	3
Wembley Park town centre	2.1%	7	22.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wembley town centre	2.6%	8	24.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willesden Green town centre	0.6%	2	0.0%	0	1.1%	0	0.0%	0	0.0%	0	2.6%	1
Central London / West End (Oxford Street, Regent Street, Carnaby, Soho, Covent Garden)	8.1%	26	2.2%	1	0.0%	0	7.2%	2	18.8%	6	11.4%	3
City of London	2.0%	6	5.2%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	0
Ealing town centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edgware town centre	0.5%	2	0.0%	0	0.0%	0	3.4%	1	2.2%	1	0.0%	0
Harrow	7.4%	23	12.3%	4	31.9%	10	23.1%	7	1.5%	0	3.1%	1
Kensington High Street	1.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Queensway / Westbourne Grove / Bayswater	1.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.5%	4
David Lloyd, Greenford Road, Greenford	2.8%	9	5.2%	2	9.0%	3	0.0%	0	0.0%	0	11.4%	3
Hendon	3.9%	12	0.0%	0	1.1%	0	0.0%	0	27.5%	9	11.4%	3
PureGym, Charcot Road, Colindale	2.1%	7	0.0%	0	0.0%	0	1.3%	0	12.4%	4	0.0%	0
Swiss Cottage Leisure Centre, Adelaide Road, Camden	5.1%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	2
The Gym, Fortune Green Road, West Hampstead	3.1%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.4%	5
Virgin Active, Cricklewood Lane, Cricklewood	1.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.9%	4
Other	13.2%	42	0.0%	0	1.1%	0	28.5%	8	7.5%	2	3.2%	1
Weighted base:	317	30	31	29	32	24	33	47	54	37	78	69
Sample:	242	15	25	24	34	27	29	28	30	30	48	43
GEN Gender of respondent:												
Male	37.0%	370	35.9%	48	37.2%	33	37.7%	32	34.5%	31	42.5%	35
Female	63.0%	630	64.1%	86	62.8%	56	62.3%	53	65.5%	59	57.5%	47
Weighted base:	1000	134	89	86	90	82	92	186	153	88	195	194
Sample:	1000	111	113	111	111	113	111	105	114	111	155	188

Brent Household Survey for Urban Shape

Weighted:

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Q25 - Kilburn	Q25 - Wembley			
AGE Could I ask, how old are you?																								
18 to 24	9.4%	94	0.0%	0	7.9%	7	9.3%	8	10.1%	9	8.7%	7	6.1%	6	18.5%	34	14.6%	22	0.0%	0	13.1%	25	6.6%	13
25 to 34	17.8%	178	10.0%	13	7.9%	7	9.3%	8	16.9%	15	34.9%	29	36.5%	34	14.8%	27	17.5%	27	19.9%	17	20.2%	39	26.2%	51
35 to 44	21.9%	219	18.6%	25	29.4%	26	12.3%	11	25.1%	23	18.6%	15	19.4%	18	19.6%	37	28.0%	43	25.4%	22	18.7%	36	12.4%	24
45 to 54	14.1%	141	7.0%	9	12.9%	12	8.7%	7	19.4%	17	15.4%	13	16.1%	15	13.8%	26	15.5%	24	21.1%	19	16.3%	32	13.2%	26
55 to 64	14.0%	140	18.4%	25	13.7%	12	24.6%	21	12.4%	11	8.7%	7	7.0%	6	16.2%	30	10.1%	15	13.8%	12	14.6%	28	15.2%	29
65 +	16.1%	161	32.1%	43	19.2%	17	26.6%	23	9.2%	8	9.3%	8	10.4%	10	14.4%	27	7.7%	12	15.9%	14	12.2%	24	17.5%	34
(Refused)	6.7%	67	13.8%	19	8.9%	8	9.3%	8	6.8%	6	4.4%	4	4.6%	4	2.8%	5	6.6%	10	4.0%	4	4.8%	9	8.8%	17
Weighted base:		1000		134		89		86		90		82		92		186		153		88		195		194
Sample:		1000		111		113		111		111		113		111		105		114		111		155		188

ADU How many adults, including yourself, live in your household (16 years and above)?

One	13.2%	132	16.9%	23	9.2%	8	13.9%	12	13.8%	12	8.8%	7	12.8%	12	15.9%	30	9.9%	15	14.6%	13	16.4%	32	13.3%	26
Two	34.6%	346	41.1%	55	26.3%	24	43.3%	37	30.6%	27	39.1%	32	30.6%	28	32.6%	61	36.9%	57	29.1%	26	30.2%	59	28.0%	55
Three	17.3%	173	12.7%	17	25.9%	23	13.9%	12	15.9%	14	7.0%	6	14.0%	13	16.0%	30	22.3%	34	27.1%	24	17.0%	33	19.3%	37
Four	13.5%	135	5.8%	8	16.5%	15	11.1%	10	17.5%	16	23.0%	19	9.2%	8	12.5%	23	14.1%	22	16.8%	15	8.3%	16	18.3%	36
Five	7.3%	73	2.3%	3	10.1%	9	7.6%	6	12.3%	11	5.6%	5	13.1%	12	7.7%	14	5.5%	8	5.0%	4	7.3%	14	5.1%	10
Six or more	3.7%	37	2.7%	4	0.6%	1	1.9%	2	1.8%	2	8.7%	7	2.1%	2	7.7%	14	2.7%	4	2.1%	2	8.3%	16	3.3%	6
(Refused)	10.4%	104	18.5%	25	11.4%	10	8.3%	7	8.2%	7	7.8%	6	18.2%	17	7.5%	14	8.6%	13	5.3%	5	12.6%	24	12.8%	25
Weighted base:		1000		134		89		86		90		82		92		186		153		88		195		194
Sample:		1000		111		113		111		111		113		111		105		114		111		155		188

CHI How many children live in your household, aged 15 years and under?

None	60.9%	609	62.6%	84	64.9%	58	65.7%	56	56.9%	51	49.8%	41	57.9%	53	66.1%	123	55.1%	84	66.3%	58	59.5%	116	59.7%	116
One	10.7%	107	2.3%	3	7.0%	6	15.0%	13	17.1%	15	11.6%	10	6.4%	6	13.8%	26	11.9%	18	11.6%	10	14.2%	28	9.5%	18
Two	12.8%	128	12.4%	17	14.6%	13	12.1%	10	11.1%	10	15.2%	12	12.4%	11	8.2%	15	16.3%	25	16.2%	14	7.9%	15	11.1%	22
Three	4.7%	47	2.7%	4	2.1%	2	0.0%	0	6.2%	6	15.2%	12	3.0%	3	4.0%	8	8.0%	12	0.6%	1	5.8%	11	3.8%	7
Four	1.0%	10	2.7%	4	0.0%	0	0.0%	0	0.5%	0	0.0%	0	1.6%	1	0.0%	0	2.9%	4	0.0%	0	0.0%	0	2.1%	4
Five	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Six or more	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Refused)	9.9%	99	17.3%	23	11.4%	10	7.2%	6	8.2%	7	8.2%	7	18.7%	17	7.9%	15	5.7%	9	5.3%	5	12.6%	24	13.8%	27
Weighted base:		1000		134		89		86		90		82		92		186		153		88		195		194
Sample:		1000		111		113		111		111		113		111		105		114		111		155		188

Brent Household Survey for Urban Shape

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Q25 - Kilburn	Q25 - Wembley												
CAR How many cars does your household own or have the use of?																								
None	16.7%	167	21.9%	29	9.0%	8	15.6%	13	16.2%	15	9.9%	8	14.0%	13	28.0%	52	15.5%	24	6.0%	5	23.8%	46	15.8%	31
One	39.3%	393	37.1%	50	36.9%	33	37.6%	32	39.0%	35	35.2%	29	36.9%	34	44.9%	83	40.6%	62	39.0%	34	37.7%	73	37.5%	73
Two	25.3%	253	17.7%	24	37.7%	34	27.8%	24	27.8%	25	34.1%	28	29.4%	27	16.3%	30	22.1%	34	31.1%	27	21.8%	42	24.3%	47
Three or more	8.5%	85	6.5%	9	5.3%	5	11.8%	10	8.1%	7	11.5%	9	1.6%	2	3.2%	6	14.0%	21	17.6%	15	4.4%	9	8.9%	17
(Refused)	10.2%	102	16.7%	23	11.0%	10	7.2%	6	8.9%	8	9.3%	8	18.2%	17	7.7%	14	7.7%	12	6.3%	6	12.3%	24	13.5%	26
Weighted base:		1000		134		89		86		90		82		92		186		153		88		195		194
Sample:		1000		111		113		111		111		113		111		105		114		111		155		188

EMP Which of the following best describes the chief wage earner of your household's current employment situation? [PR]

Working full time	51.0%	510	24.3%	33	48.9%	44	47.0%	40	56.8%	51	64.9%	53	46.2%	43	51.3%	95	60.0%	92	67.5%	59	50.0%	97	48.4%	94
Working part time	8.0%	80	5.5%	7	7.5%	7	5.9%	5	13.2%	12	5.0%	4	7.6%	7	12.7%	24	5.3%	8	7.2%	6	13.3%	26	9.8%	19
Unemployed	4.0%	40	3.1%	4	3.6%	3	1.4%	1	0.0%	0	1.5%	1	10.5%	10	2.8%	5	8.3%	13	3.0%	3	5.7%	11	1.7%	3
Retired	22.5%	225	48.2%	65	26.9%	24	30.6%	26	13.0%	12	19.5%	16	14.5%	13	17.3%	32	14.8%	23	15.9%	14	16.1%	31	25.1%	49
A housewife / househusband	0.3%	3	0.0%	0	0.6%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.4%	1
A student	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sick / disabled	2.2%	22	1.2%	2	1.5%	1	2.2%	2	4.9%	4	0.5%	0	0.0%	0	3.7%	7	3.4%	5	0.0%	0	1.3%	3	1.6%	3
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Refused)	12.1%	121	17.8%	24	11.0%	10	12.9%	11	11.2%	10	8.7%	7	21.2%	20	11.4%	21	8.2%	13	6.3%	6	13.6%	26	13.1%	25
Weighted base:		1000		134		89		86		90		82		92		186		153		88		195		194
Sample:		1000		111		113		111		111		113		111		105		114		111		155		188

ETH To ensure we get a representative sample can I please ask what you consider your ethnicity to be?

White	48.4%	484	45.5%	61	34.0%	30	45.2%	39	45.5%	41	39.9%	33	46.6%	43	71.7%	133	40.8%	63	47.6%	42	56.6%	110	31.8%	62
Indian	12.2%	122	12.5%	17	25.6%	23	25.3%	22	12.8%	11	18.4%	15	6.0%	6	1.9%	3	7.4%	11	15.9%	14	5.5%	11	22.3%	43
Pakistani	4.2%	42	7.8%	11	5.1%	5	5.7%	5	0.7%	1	6.9%	6	4.9%	4	0.0%	0	6.8%	10	0.6%	1	2.6%	5	5.5%	11
Bangladeshi	0.7%	7	2.7%	4	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.6%	1	1.6%	2	0.0%	0	0.5%	1	1.2%	2
Other Asian	9.8%	98	9.4%	13	16.6%	15	7.4%	6	11.2%	10	7.0%	6	5.7%	5	6.0%	11	12.8%	20	13.8%	12	8.5%	17	6.7%	13
Black Caribbean	3.3%	33	1.0%	1	0.6%	1	2.0%	2	2.6%	2	3.2%	3	5.8%	5	0.6%	1	6.6%	10	9.3%	8	2.8%	5	6.1%	12
Black African	3.2%	32	0.0%	0	0.0%	0	0.0%	0	4.8%	4	2.9%	2	8.6%	8	0.0%	0	11.2%	17	0.0%	0	2.9%	6	4.8%	9
Other black	2.2%	22	1.6%	2	0.6%	1	0.5%	0	0.0%	0	2.0%	2	0.5%	0	6.4%	12	2.0%	3	2.1%	2	5.7%	11	0.6%	1
Chinese	0.4%	4	0.5%	1	0.0%	0	3.6%	3	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0
Mixed race	2.1%	21	0.0%	0	3.1%	3	1.2%	1	2.1%	2	1.5%	1	1.1%	1	3.7%	7	2.9%	4	2.0%	2	0.1%	0	1.5%	3
Other ethnic group	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Refused)	13.4%	134	19.1%	26	14.3%	13	9.1%	8	20.4%	18	17.7%	15	20.8%	19	8.8%	16	7.8%	12	8.6%	8	14.4%	28	19.5%	38
Weighted base:		1000		134		89		86		90		82		92		186		153		88		195		194
Sample:		1000		111		113		111		111		113		111		105		114		111		155		188

Brent Household Survey for Urban Shape

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Q25 - Kilburn	Q25 - Wembley												
QUOTA Zone:																								
Zone 1	13.4%	134	100.0%	134	0.0%	0	0.0%	0	0.0%	0	0.0%	0	34.1%	66										
Zone 2	8.9%	89	0.0%	0	100.0%	89	0.0%	0	0.0%	0	0.0%	0	1.3%	3	6.7%	13								
Zone 3	8.6%	86	0.0%	0	0.0%	0	100.0%	86	0.0%	0	0.0%	0	0.2%	0	5.7%	11								
Zone 4	9.0%	90	0.0%	0	0.0%	0	0.0%	0	100.0%	90	0.0%	0	0.0%	0	0.0%	0	2.3%	4	10.4%	20				
Zone 5	8.2%	82	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	82	0.0%	0	0.0%	0	0.0%	0	3.7%	7	12.6%	25		
Zone 6	9.2%	92	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	92	0.0%	0	0.0%	0	0.0%	0	18.1%	35	3.8%	7
Zone 7	18.6%	186	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	186	0.0%	0	0.0%	0	0.0%	0	58.2%	113	0.9%	2
Zone 8	15.3%	153	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	153	0.0%	0	14.8%	29	12.1%	23		
Zone 9	8.8%	88	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	88	1.2%	2	13.7%	27		
Weighted base:	1000	134		89		86		90		82		92		186		153		88		195		194		
Sample:	1000	111		113		111		111		113		111		105		114		111		155		188		

Brent Household Survey for Urban Shape

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Q25 - Kilburn	Q25 - Wembley
PC Postcode sector:												
HA0 1	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	5
HA0 2	1.4%	14	10.7%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HA0 3	3.7%	37	27.8%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HA0 4	1.6%	16	12.0%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HA1 2	0.3%	3	0.0%	0	2.8%	3	0.0%	0	0.0%	0	0.0%	0
HA1 3	0.2%	2	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HA3 0	1.1%	11	0.0%	0	12.4%	11	0.0%	0	0.0%	0	0.0%	0
HA3 8	1.4%	14	0.0%	0	15.2%	14	0.0%	0	0.0%	0	0.2%	0
HA3 9	2.1%	21	0.0%	0	23.7%	21	0.0%	0	0.0%	0	0.0%	0
HA7 1	0.6%	6	0.0%	0	0.0%	0	6.8%	6	0.0%	0	0.0%	0
HA7 2	2.1%	21	0.0%	0	0.0%	0	24.9%	21	0.0%	0	0.0%	0
HA8 0	0.5%	5	0.0%	0	0.0%	0	6.4%	5	0.0%	0	0.0%	0
HA8 5	3.6%	36	0.0%	0	0.0%	0	41.9%	36	0.0%	0	0.0%	0
HA8 6	1.7%	17	0.0%	0	0.0%	0	19.9%	17	0.0%	0	0.2%	0
HA9 0	0.7%	7	5.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HA9 6	2.1%	21	15.7%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HA9 7	0.7%	7	5.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HA9 8	3.0%	30	22.7%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HA9 9	0.8%	8	0.0%	0	0.0%	0	0.0%	0	10.2%	8	0.0%	0
NW10 0	1.8%	18	0.0%	0	0.0%	0	0.0%	0	21.7%	18	0.0%	0
NW10 1	1.5%	15	0.0%	0	0.0%	0	0.0%	0	18.4%	15	0.0%	0
NW10 2	1.7%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	17
NW10 3	1.8%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.0%	18
NW10 4	1.7%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.4%	17
NW10 5	2.5%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.1%	25
NW10 6	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2
NW10 7	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2
NW10 8	2.1%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.7%	21
NW10 9	1.7%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.4%	17
NW2 1	1.6%	16	0.0%	0	0.0%	0	0.0%	0	17.8%	16	0.0%	0
NW2 2	0.6%	6	0.0%	0	0.0%	0	0.0%	0	6.9%	6	0.0%	0
NW2 3	1.1%	11	0.0%	0	0.0%	0	0.0%	0	11.7%	11	0.0%	0
NW2 4	1.3%	13	0.0%	0	0.0%	0	0.0%	0	14.4%	13	0.0%	0
NW2 5	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	8
NW2 6	3.5%	35	0.0%	0	0.0%	0	0.0%	0	37.5%	35	0.0%	0
NW2 7	1.8%	18	0.0%	0	0.0%	0	0.0%	0	21.5%	18	0.0%	0
NW4 3	1.2%	12	0.0%	0	0.0%	0	13.5%	12	0.0%	0	0.0%	0
NW4 4	1.0%	10	0.0%	0	0.0%	0	11.5%	10	0.0%	0	0.0%	0
NW6 1	1.1%	11	0.0%	0	0.0%	0	0.0%	0	11.8%	11	0.0%	0
NW6 2	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	9
NW6 3	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	7
NW6 4	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	9
NW6 5	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	10
NW6 6	3.1%	31	0.0%	0	0.0%	0	0.0%	0	16.7%	31	0.0%	0
NW6 7	3.3%	33	0.0%	0	0.0%	0	0.0%	0	17.6%	33	0.0%	0

Brent Household Survey for Urban Shape

Weighted:

February 2018

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Q25 - Kilburn	Q25 - Wembley										
NW8 0	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	9	0.0%	0	0.0%	0	0.0%	0	4.4%	9	0.0%	0
NW8 9	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0
NW9 0	1.8%	18	0.0%	0	0.0%	0	0.0%	0	20.2%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	2
NW9 5	1.9%	19	0.0%	0	0.0%	0	0.0%	0	21.6%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0	3.7%	7
NW9 6	1.1%	11	0.0%	0	0.0%	0	0.0%	0	11.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	3	0.8%	2
NW9 7	1.9%	19	0.0%	0	0.0%	0	0.0%	0	21.4%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	4.3%	8
NW9 8	2.3%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.1%	23	0.0%	0	0.0%	0	0.0%	0	2.5%	5	4.6%	9
NW9 9	4.1%	41	0.0%	0	46.0%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	3.0%	6
UB6 0	2.8%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	32.3%	28	0.0%	0	5.4%	11
UB6 7	2.2%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	22	0.0%	0	5.2%	10
UB6 8	2.3%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.8%	23	1.2%	2	0.5%	1
W10 4	2.7%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.3%	27	0.0%	0	0.0%	0	8.8%	17	0.0%	0
W10 5	2.1%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.5%	21	0.0%	0	0.5%	1	2.3%	4
W3 0	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	5	0.0%	0	0.0%	0	0.4%	1
W5 1	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.3%	10	0.0%	0	0.5%	1
W9 1	2.7%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.6%	27	0.0%	0	0.0%	0	6.2%	12	0.0%	0
W9 2	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	7	0.0%	0	0.0%	0	2.5%	5	0.0%	0
W9 3	1.6%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.7%	16	0.0%	0	0.0%	0	3.6%	7	0.9%	2
Weighted base:	1000	134		89		86		90		82		92		186		153		88		195		194
Sample:	1000	111		113		111		111		113		111		105		114		111		155		188