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**Dartford Household Survey
for
Lambert Smith Hampton**

October 2019

Job Ref: 091019

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Introduction

1.1 Research Background & Objectives

To conduct a survey amongst residents in the Dartford area to assess shopping habits for main food and grocery, top-up food, non-food shopping and leisure activities.

1.2 Research Methodology

A total of 1019 interviews were conducted between Tuesday 22nd October and Monday 18th November 2019. Interviews were conducted using NEMS in-house CATI (Computer Assisted Telephone Interviewing) Unit and Face to Face interviewing to ensure the sample is as representative as possible. Respondents were contacted during the day and in the evening. All respondents were the main shopper in the household, determined using a preliminary filter question.

1.3 Sampling

1.3.1 Survey Area

The survey area was segmented into 12 zones, defined by wards.
The zone details were:

Zone	Postcode Sectors	Number of Interviews
1	Town Ward	111
2	New Town Ward, Bridge Ward, Temple Hill Ward	101
3	Princes Ward, Heath Ward, West Hill Ward, Burnham Ward	100
4	Joyden's Wood Ward, Maypole & Leyton Cross Ward, Wilmington, Sutton-at-Hone & Hawley Ward	100
5	Stone House Ward, Brent Ward, Stone Castle Ward	100
6	Greenhithe & Knockhall Ward, Swanscombe Ward	103
7	Ebbsfleet Ward	32
8	Bean & Village Park Ward, Darenth Ward, Longfield, New Barn & Southfleet Ward	100
9	Barnehurst Ward, Bexleyheath Ward, Crayford Ward, Erith Ward, Northumberland Heath Ward, Slade Green & Northend Ward	90
10	Farningham, Horton Kirby and South Darenth Ward, Hextable Ward, Swanley Christchurch and Swanley Village Ward, Swanley St. Mary's Ward, Swanley White Oak Ward	92
11	Coldharbour Ward, Northfleet North Ward, Northfleet South Ward, Painters Ash Ward, Pelham Ward, Woodlands Ward	90
Total		1,019

1.3.2 Telephone Numbers

All available telephone numbers are used to obtain the sample of interviews. This includes published telephone numbers and ex-directory numbers as the demographic profile of this sub-set is different to the demographics of the published numbers. All numbers are randomly generated using the area code as a 'seed'. Business numbers are de-duped and excluded.

We don't screen against the TPS (Telephone Preference Service) database, again because the demographic profile of TPS registered numbers is slightly different to the rest of the population. In addition, there is no legal requirement to screen against TPS registered numbers; market research is not classified as unsolicited sales and marketing.

1.3.3 Sample Profile

It should be noted that as per the survey's requirements, the profile of respondents is that of the main shopper / person responsible for most of the food shopping in the household. As such it will always differ from the demographic profile of all adults within the survey area. With any survey among the main shopper / person responsible for most of the food shopping in the household the profile is typically biased more towards females and older people. The age of the main shopper / person responsible for most of the food shopping in the household is becoming older due to the financial constraints on young people setting up home.

A number of measures are put in place to ensure the sample is representative of the profile of the person responsible for most of the food / shopping in the household.

First of all, interviewing is normally spread over a relatively long period of time, certainly longer than the theoretical minimum time it would take. This allows us time to call back people who weren't in when we made the first phone call. If we only interview people who are at home the first time we call, we over-represent people who stay at home the most; these people tend to be older / less economically active.

We also control the age profile of respondents; this is a two-stage process. First of all, we look at the age profile of the survey area according to the latest Census figures. Using a by-product from additional data we collect from a weekly telephone survey of a representative sample of all adults across the country we know the age profile of the main shopper in any given area. This information is from data based on in excess of 100,000 interviews and is regularly

updated and is therefore probably the most accurate and up to date information of its kind.

Stratified random sampling helps ensure that the sample is as representative as possible. While the system dials the next randomly selected number for interviewers, all calls are made by interviewers; no automated call handling systems are used.

1.3.4 Time of Interviewing

Approximately two-thirds of all calls are made outside normal working hours.

1.3.5 Monitoring of Calls

At least 5% of telephone interviews are randomly and remotely monitored by Team Leaders to ensure the interviewing is conducted to the requisite standard. Both the dialogue and on-screen entries are monitored and evaluated. Interviewers are offered re-training should these standards not be met.

1.4 Weightings

To correct the small differences between the sample profile and population profile, the data was weighted. The population is of the main shopper in the household. Weightings have been applied to age bands based on an estimated age profile of main shoppers (see section 1.3.3 for details). The weighted totals differ occasionally from the adjusted population due to rounding error. Details of the age weightings are given in the table below:

Age	Main Shopper Profile (%)	Interviews Achieved	Age Weightings
18-34	22.8%	119	1.9529
35-44	19.6%	127	1.5746
45-54	17.9%	218	0.8361
55-64	17.0%	166	1.0455
65+	22.7%	389	0.5933
(Refused)	n/a	0	1.0000
Total		1,019	

Further weightings were then applied to adjust zone samples to be representative by population. Details of those weightings are given in the table below:

Zone	Households*	Interviews Achieved	Interviews Achieved (Weighted by Age)	Zone Weightings
1	1,948	111	147	0.1268
2	7,740	101	94	0.7884
3	9,056	100	104	0.8307
4	6,449	100	80	0.7678
5	8,485	100	103	0.7910
6	6,052	103	94	0.6174
7	1,820	32	50	0.3514
8	4,902	100	89	0.5304
9	31,749	90	102	2.9845
10	11,230	90	76	1.4124
11	16,937	90	80	2.0301
Total	106,368	1,019		

* Source: Postcode Address File

1.5 Statistical Accuracy

As with any data collection where a sample is being drawn to represent a population, there is potentially a difference between the response from the sample and the true situation in the population as a whole. Many steps have been taken to help minimise this difference (e.g. random sample selection, questionnaire construction etc) but there is always potentially a difference between the sample and population – this is known as the standard error.

The standard error can be estimated using statistical calculations based on the sample size, the population size and the level of response measured (as you would expect you can potentially get a larger error in a 50% response than say a 10% response simply because of the magnitude of the numbers).

To help understand the significance of this error, it is normally expressed as a confidence interval for the results. Clearly to have 100% accuracy of the results would require you to sample the entire population. The usual confidence interval used is 95% - this means that you can be confident that in 19 out of 20 instances the actual population behaviour will be within the confidence interval range.

For example, if 50% of a sample of 1,019 answers “Yes” to a question, we can be 95% sure that between 47% and 53.0% of the population holds the same opinion (i.e. +/- 3%). The following is a guide showing confidence intervals attached to various sample sizes from the study:

%ge Response	95% confidence interval
10%	±1.8%
20%	±2.5%
30%	±2.8%
40%	±3.0%
50%	±3.0%

1.6 Data Tables

Tables are presented in question order with the question number analysed shown at the top of the table. Those questions where the respondent is prompted with a list of possible answers are indicated in the question text with a suffix of [PR].

The sample size for each question and corresponding column criteria is shown at the base of each table. A description of the criteria determining to whom the question applies is shown in italics directly below the question text; if there is no such text evident then the question base is the full study sample. If the tabulated data is weighted (indicated in the header of the tabulations), in addition to the sample base, the weighted base is also shown at the bottom of each table.

Unless indicated otherwise in the footer of the tabulations, all percentages are calculated down the column. Arithmetic rounding to whole numbers may mean that columns of percentages do not sum to exactly 100%. Zero per cent denotes a percentage of less than 0.05%.

Percentages are calculated on the number of respondents and not the number of responses. This means that where more than one answer can be given to a question the sum of percentages may exceed 100%. All such multi-response questions are indicated in the tabulated by a suffix of [MR] on the question text.

Where appropriate to the question, means are shown at the bottom of response tables. These are calculated in one of two ways: if the data is captured to a coded response a weighted mean is calculated and the code weightings are shown as a prefix above the question text; if actual specific values were captured from respondents these individual numbers are used to calculate the mean.

Appendix 1:

Data Tabulations

By Zone (Filtered & Weighted)

Dartford Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11														
Q01 Where do you normally shop for all your household's main food and grocery shopping needs (i.e. primarily bulk trolley purchases)?																										
<i>Excl. Nulls & SFT</i>																										
Aldi, London Road, Rosherville, Northfleet, Gravesend	2.6%	25	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	7.7%	3	0.0%	0	0.0%	0	12.3%	19
Aldi, Orchards Shopping Centre, Dartford Town Centre	4.9%	47	24.1%	4	22.9%	16	13.9%	11	6.4%	4	13.9%	10	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Roman Way, Crayford	5.7%	54	0.0%	0	1.0%	1	15.1%	12	2.5%	1	1.7%	1	0.0%	0	0.0%	0	1.0%	0	13.8%	38	0.0%	0	0.0%	0	0.0%	0
Aldi, St Mary's Road, Swanley	1.1%	11	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	8.7%	9	0.0%	0	0.0%	0
Asda, Broadway, Bexleyheath	4.0%	39	0.0%	0	0.0%	0	2.0%	2	0.8%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	13.1%	36	0.0%	0	0.0%	0	0.0%	0
Asda, Crossways Boulevard, Greenhithe	11.0%	106	12.7%	2	25.1%	17	5.0%	4	2.5%	1	44.7%	34	57.0%	32	25.3%	4	5.9%	3	2.1%	6	0.0%	0	1.4%	2	0.0%	0
Asda, London Road, Swanley	9.0%	86	0.0%	0	0.7%	0	1.6%	1	31.6%	19	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	62.2%	65	0.0%	0	0.0%	0
Asda, Station Road, Belvedere	1.3%	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	4.4%	12	0.0%	0	0.0%	0	0.0%	0
Asda, Thames Way Imperial Retail Park, Gravesend	5.3%	50	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.6%	0	7.9%	4	0.0%	0	7.2%	3	0.0%	0	0.0%	0	26.6%	42	0.0%	0
Co-op, Chastilian Road, Dartford	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	0.0%	0	0.0%	0
Co-op, High Street, Swanscombe	0.0%	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	0.0%	0
Co-op, London Road, Stone, Greenhithe	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Long Lane, Bexleyheath	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	2	0.0%	0	0.0%	0	0.0%	0
Co-op, Station Road, Longfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Temple Hill Square, Dartford	0.2%	2	0.4%	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	0.0%	0
Co-op, Watchgate, Lane End, Darenth, Dartford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, London Road, Stone, Dartford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	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
Iceland, High Street, Dartford Town Centre	1.5%	15	2.6%	0	3.1%	2	5.9%	5	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	6	0.0%	0	0.0%	0	0.0%	0
Iceland, The Overcliff, Gravesend	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Clydesdale Way, Belvedere	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	2	0.0%	0	0.0%	0	0.0%	0
Lidl, Instone Road, Dartford Town Centre	3.1%	29	15.7%	3	4.5%	3	8.3%	7	5.4%	3	6.9%	5	2.3%	1	0.0%	0	1.0%	0	2.1%	6	0.8%	1	0.0%	0	0.0%	0
Lidl, Thames Way Imperial	1.1%	11	0.6%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	1	2.1%	0	2.4%	1	0.0%	0	0.0%	0	4.5%	7	0.0%	0

Dartford Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
Retail Park, Gravesend	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (Simply Food), Dartford Hospital, Dartford	0.2%	2	0.0%	0	0.7%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (Simply Food), Prospect Place Park, Dartford	0.9%	9	1.9%	0	2.2%	2	0.8%	1	1.4%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	1.1%	3	0.0%	0	0.8%	1
Marks & Spencer, Bluewater, Greenhithe	4.4%	42	0.0%	0	2.9%	2	0.0%	0	0.8%	0	3.0%	2	3.7%	2	0.0%	0	2.7%	1	0.0%	0	0.0%	0	21.8%	34
Morrisons, Coldharbour Road, Northfleet, Gravesend	7.7%	74	1.2%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.8%	71	0.0%	0	0.0%	0
Morrisons, James Watt Way, Erith	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Morrisons, Jenner Close, Off Elm Road, Sidcup	0.1%	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	0.0%	0	0.0%	0
Morrisons, Welling High Street, Welling	0.1%	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	0.0%	0	0.0%	0
Nisa, Bexley Road, Erith	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	2	0.0%	0	0.0%	0
Sainsbury's Local, Erith Road, Barnehurst, Bexleyheath	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	3	0.0%	0	0.0%	0
Sainsbury's Superstore, Broadway, Bexleyheath	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	5	0.0%	0	0.0%	0
Sainsbury's Superstore, Howard Road, Chafford	0.1%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Priory Shopping Centre, Dartford Town Centre	6.2%	59	34.5%	6	25.0%	17	15.3%	13	13.9%	8	7.1%	5	1.8%	1	3.2%	1	0.7%	0	0.6%	2	6.1%	6	0.0%	0
Sainsbury's Superstore, Stadium Way, Crayford	12.5%	120	3.8%	1	2.0%	1	26.6%	22	14.5%	8	6.2%	5	0.7%	0	0.0%	0	0.0%	0	28.0%	78	4.9%	5	0.0%	0
Sainsbury's Superstore, Wingfield Bank, Pepper Hill, Northfleet	8.8%	84	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	5	12.8%	7	49.6%	9	45.2%	20	0.0%	0	0.8%	1	27.0%	42
Tesco Express, (Esso) Dartford Road, Dartford West	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, East Hill, Dartford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Henderson Drive, Temple Belle, Dartford	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	0.0%	0	0.0%	0
Tesco Express, Perry Street, Northfleet, Gravesend	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Tesco Express, Station Road, Sidcup	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Tesco Extra, Cygnet View,	0.2%	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	0.0%	0

Dartford Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Q02 Which retailer do you purchase your main food internet / home delivery shopping from?												
<i>Those who said 'Internet / delivery' at Q01</i>												
Abel & Cole	2.2%	1	0.0%	0	0.0%	0	30.7%	1	0.0%	0	0.0%	0
Amazon Pantry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda	25.6%	15	60.4%	1	30.7%	2	0.0%	0	27.9%	1	0.0%	0
Iceland	5.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons	7.9%	5	13.2%	0	0.0%	0	0.0%	0	7.9%	0	0.0%	0
Ocado	4.9%	3	0.0%	0	0.0%	0	36.7%	2	0.0%	0	22.2%	1
Sainsbury's	15.1%	9	26.4%	0	44.5%	2	32.6%	1	38.5%	1	32.9%	2
Tesco	36.3%	21	0.0%	0	24.8%	1	0.0%	0	19.7%	1	37.0%	2
Waitrose	2.8%	2	0.0%	0	0.0%	0	0.0%	0	14.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		59		2		5		4		3		6
Sample:		52		9		6		5		6		8

Dartford Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
Q03 In addition to (LOCATION MENTIONED AT Q01), is there anywhere else you regularly use for your main-food shopping?																								
<i>Excl. Nulls & SFT</i>																								
Aldi, London Road, Rosherville, Northfleet, Gravesend	3.4%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	12.6%	4	16.5%	2	4.0%	1	0.0%	0	0.0%	0	11.9%	14
Aldi, Orchards Shopping Centre, Dartford Town Centre	5.3%	35	8.9%	1	20.7%	10	8.1%	5	5.1%	2	8.2%	4	4.8%	1	0.0%	0	3.2%	1	5.2%	11	1.2%	1	0.0%	0
Aldi, Roman Way, Crayford	4.5%	30	0.0%	0	0.0%	0	4.2%	2	3.8%	1	1.0%	0	0.0%	0	0.0%	0	0.0%	0	12.8%	26	0.0%	0	0.0%	0
Aldi, St Mary's Road, Swanley	3.2%	22	0.0%	0	0.0%	0	0.0%	0	7.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.3%	19	0.0%	0
Asda, Broadway, Bexleyheath	1.2%	8	3.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0	3.4%	7	0.0%	0	0.0%	0
Asda, Crossways Boulevard, Greenhithe	5.9%	40	8.5%	1	12.2%	6	13.0%	7	8.7%	3	21.2%	10	23.7%	7	10.4%	1	4.2%	1	0.0%	0	0.0%	0	1.8%	2
Asda, London Road, Swanley	2.9%	19	0.0%	0	1.4%	1	0.0%	0	10.5%	4	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0	18.2%	13	0.0%	0
Asda, Station Road, Belvedere	2.2%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	15	0.0%	0	0.0%	0
Asda, Thames Way Imperial Retail Park, Gravesend	4.4%	29	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	16.3%	5	1.8%	0	2.6%	1	0.0%	0	0.0%	0	18.7%	22
Co-op, Colney Road, Dartford	0.1%	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	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Swanscombe	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Oldfield Place, Dartford	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Perry Street, Northfleet, Gravesend	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Co-op, Station Road, Longfield	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, Temple Hill Square, Dartford	0.0%	0	2.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Westwood Lane, Blackfen	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	2	0.0%	0	0.0%	0
Iceland, Crayford Road, Crayford	1.0%	7	1.4%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	2.9%	6	0.0%	0	0.0%	0
Iceland, High Street, Dartford Town Centre	1.3%	9	7.9%	1	6.3%	3	3.5%	2	0.0%	0	4.8%	2	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Swanley Shopping Centre, Swanley	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	3	0.0%	0
Iceland, The Overcliff, Gravesend	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Town Square, Erith	2.4%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	16	0.0%	0	0.0%	0
Lidl, Broadway, Bexleyheath	2.6%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	17	0.0%	0	0.0%	0
Lidl, Foots Cray High Street,	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0

Dartford Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11														
Sidcup																										
Lidl, Instone Road, Dartford Town Centre	3.0%	20	24.8%	3	5.1%	2	12.8%	7	3.6%	1	6.0%	3	0.0%	0	4.7%	1	4.3%	1	0.0%	0	1.2%	1	0.0%	0		
Lidl, Thames Way Imperial Retail Park, Gravesend	1.9%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1	5.9%	1	3.2%	1	0.0%	0	0.0%	0	8.3%	10
Marks & Spencer (Simply Food), Dartford Hospital, Dartford	0.2%	1	0.0%	0	1.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (Simply Food), Prospect Place Park, Dartford	1.2%	8	4.6%	1	5.2%	2	3.6%	2	4.5%	2	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Marks & Spencer, Bluewater, Greenhithe	2.7%	18	1.5%	0	0.0%	0	0.0%	0	2.4%	1	5.1%	2	9.4%	3	0.0%	0	5.7%	2	0.0%	0	3.7%	3	5.9%	7	0.0%	0
Marks & Spencer, Broadway, Bexleyheath	0.1%	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	1.2%	1	0.0%	0	0.0%	0
Marks & Spencer, Nugent Shopping Park, Orpington	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	0.0%	0
McColl's, Home Hill, Hextable	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0
Morrisons, Coldharbour Road, Northfleet, Gravesend	6.2%	42	2.0%	0	0.0%	0	4.1%	2	0.0%	0	1.8%	1	3.1%	1	0.0%	0	8.6%	3	0.0%	0	0.0%	0	28.9%	35	0.0%	0
Morrisons, James Watt Way, Erith	6.5%	44	0.9%	0	0.0%	0	4.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	19.9%	40	0.0%	0	0.0%	0	0.0%	0
Morrisons, Jenner Close, Off Elm Road, Sidcup	0.8%	6	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	4	0.0%	0	0.0%	0
Morrisons, Welling High Street, Welling	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Broadway, Bexleyheath	2.3%	16	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	15	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Priory Shopping Centre, Dartford Town Centre	7.0%	47	21.1%	3	22.7%	11	17.7%	10	23.7%	9	25.6%	12	3.3%	1	3.1%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Sainsbury's Superstore, Stadium Way, Crayford	10.3%	69	8.7%	1	7.9%	4	15.6%	9	14.0%	5	5.3%	2	0.0%	0	4.7%	1	0.9%	0	21.9%	44	4.0%	3	0.0%	0	0.0%	0
Sainsbury's Superstore, Wingfield Bank, Pepper Hill, Northfleet	4.4%	30	0.0%	0	6.7%	3	0.0%	0	0.0%	0	3.5%	2	14.1%	4	5.9%	1	18.0%	6	0.0%	0	0.0%	0	11.4%	14	0.0%	0
Tesco Express, (Esso), Sevenoaks Way, St Paul's Cray, Orpington	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Tesco Express, Bexley Road, Northumberland Heath, Erith	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Express, East Hill, Dartford	0.4%	3	0.0%	0	2.7%	1	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
Tesco Express, Henderson	0.1%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Dartford Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11														
Drive, Temple Belle, Dartford																										
Tesco Express, Perry Street, Northfleet, Gravesend	0.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	5												
Tesco Express, Station Road, Sidcup	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0										
Tesco Metro, New Road, Gravesend	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	3												
Tesco Superstore, Edgington Way, Ruxley Corner, Sidcup	1.9%	13	0.0%	0	0.0%	0	1.2%	1	2.9%	1	1.8%	1	0.0%	0	5.9%	1	0.0%	0	0.0%	0	13.0%	9	0.0%	0		
Tesco Superstore, High Street, Welling	0.9%	6	0.0%	0	2.6%	1	8.1%	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		
Waitrose, (John Lewis Foodhall), Bluewater, Greenhithe	0.6%	4	0.0%	0	1.0%	0	0.0%	0	2.4%	1	3.2%	1	0.0%	0	9.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Waitrose, Station Road, Longfield	2.6%	18	0.0%	0	0.0%	0	0.9%	0	2.1%	1	0.0%	0	1.7%	1	0.0%	0	32.3%	11	0.0%	0	6.6%	5	0.0%	0		
Dartford Town Centre	0.0%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Aldi, Otford Road, Sevenoaks	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Aldi, Well Road, Maidstone	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0		
Broadditch Farm Shop, New Barn Road, Southfleet	0.0%	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	0.0%	0		
Co-op, Talbot Lane, Spring River, Ebbsfleet Valley	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Costco, West Thurrock Way, West Thurrock	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	2	0.0%	0	0.0%	0		
Farmfoods, Thamesgate Centre, Gravesend	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	4		
Lidl, Eynsham Drive, Abbey Wood, London	0.1%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Sainsbury's Superstore, Otford Road, Sevenoaks	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0		
Sainsbury's Superstore, Walters Yard, Bromley	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0		
Wilko, The Thamesgate Centre, Gravesend	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2		
Weighted base:	673	14	48	56	38	47	31	12	34	201	72	119														
Sample:	664	81	66	66	58	56	55	21	74	58	62	67														

Dartford Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Q04 Which retailer do you purchase your main food internet / home delivery shopping from?												
<i>Those who said 'Internet / delivery' at Q03</i>												
Abel & Cole	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Amazon Pantry	3.0%	1	0.0%	0	49.0%	1	0.0%	0	0.0%	0	0.0%	0
Asda	15.2%	6	21.2%	0	32.5%	1	0.0%	0	0.0%	0	23.5%	1
Iceland	4.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	52.9%	1
Morrisons	12.0%	5	39.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ocado	3.7%	2	39.5%	0	18.5%	0	0.0%	0	100.0%	1	0.0%	0
Sainsbury's	44.1%	18	0.0%	0	0.0%	0	0.0%	0	23.5%	1	29.2%	1
Tesco	17.4%	7	0.0%	0	0.0%	0	100.0%	3	0.0%	0	0.0%	0
Waitrose	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
(Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		41		1		3		3		1		3
Sample:		27		3		3		2		4		4

Dartford Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
Q05 Where do you normally do most of your household's small scale top-up food shopping (i.e. the store you visit regularly (2+ times a week) to buy bread, milk, etc., on a day-to-day basis)?																								
<i>Excl. Nulls & SFT</i>																								
Aldi, London Road, Rosherville, Northfleet, Gravesend	2.5%	19	1.7%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.6%	1	6.2%	1	1.3%	0	0.0%	0	0.0%	0	12.8%	16
Aldi, Orchards Shopping Centre, Dartford Town Centre	3.5%	26	11.2%	1	5.0%	3	11.7%	8	7.2%	3	9.1%	6	0.0%	0	0.0%	0	2.9%	1	2.1%	5	0.0%	0	0.0%	0
Aldi, Roman Way, Crayford	2.4%	18	0.0%	0	0.0%	0	9.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	5.1%	12	0.0%	0	0.0%	0
Aldi, St Mary's Road, Swanley	0.7%	5	1.7%	0	0.0%	0	0.0%	0	4.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	3	0.0%	0
Asda, Broadway, Bexleyheath	2.1%	15	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	15	0.0%	0	0.0%	0
Asda, Crossways Boulevard, Greenhithe	3.6%	27	0.9%	0	0.0%	0	0.0%	0	0.0%	0	16.8%	10	31.3%	10	17.4%	2	1.3%	0	0.0%	0	0.0%	0	3.0%	4
Asda, London Road, Swanley	5.2%	38	0.0%	0	0.9%	0	0.0%	0	3.7%	2	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	46.0%	36	0.0%	0
Asda, Station Road, Belvedere	1.8%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	14	0.0%	0	0.0%	0
Asda, Thames Way Imperial Retail Park, Gravesend	2.3%	17	0.0%	0	0.0%	0	0.8%	0	0.0%	0	1.1%	1	0.0%	0	8.3%	1	1.3%	0	0.0%	0	0.0%	0	11.3%	14
Co-op, Chastilian Road, Dartford	3.0%	22	0.0%	0	1.3%	1	15.7%	10	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	11	0.0%	0	0.0%	0
Co-op, Colney Road, Dartford	1.5%	11	0.0%	0	18.6%	10	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Dene Holm Road, Northfleet, Gravesend	1.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	8.4%	11
Co-op, Halfway Street, Sidcup	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	0.0%	0
Co-op, Hawley Road, Wilmington, Dartford	1.4%	10	0.0%	0	0.0%	0	3.9%	3	15.1%	6	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Swanscombe	1.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.5%	9	10.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, London Road, Stone, Greenhithe	0.8%	6	0.0%	0	1.6%	1	0.0%	0	0.0%	0	6.3%	4	1.6%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Co-op, Long Lane, Bexleyheath	1.6%	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	5.2%	12	0.0%	0	0.0%	0
Co-op, Nuxley Road, Belvedere	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	3	0.0%	0	0.0%	0
Co-op, Oldfield Place, Dartford	0.3%	2	16.6%	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	0.0%	0
Co-op, Perry Street, Northfleet, Gravesend	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	2.8%	4
Co-op, Station Road, Longfield	1.0%	8	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	17.3%	6	0.0%	0	0.0%	0	0.0%	0
Co-op, Temple Hill Square,	1.1%	8	6.1%	1	14.1%	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

Dartford Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
Dartford																								
Co-op, The Mill, Horton Kirby, South Darenth, Dartford	1.6%	12	0.0%	0	0.0%	0	0.0%	0	4.1%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	12.6%	10	0.0%	0
Co-op, The Parade, Istead Rise, Gravesend	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	2	0.0%	0	0.0%	0	0.0%	0
Co-op, Watchgate, Lane End, Darenth, Dartford	0.6%	5	1.7%	0	0.0%	0	0.0%	0	2.6%	1	2.0%	1	0.0%	0	0.0%	0	5.8%	2	0.0%	0	0.0%	0	0.0%	0
Costcutter, Fleetdale Parade, Dartford	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Riverside Shopping Centre, Erith	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	6	0.0%	0	0.0%	0
Iceland, Broadway, Bexleyheath	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	2.8%	6	0.0%	0	0.0%	0
Iceland, High Street, Dartford Town Centre	1.2%	9	5.6%	1	4.1%	2	3.5%	2	0.0%	0	5.4%	3	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Swanley Shopping Centre, Swanley	0.7%	5	0.0%	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	5.7%	4	0.0%	0
Lidl, Broadway, Bexleyheath	0.7%	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	2.1%	5	0.0%	0	0.0%	0
Lidl, Instone Road, Dartford Town Centre	2.4%	18	20.8%	3	2.4%	1	11.4%	7	2.6%	1	5.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0
Lidl, Thames Way Imperial Retail Park, Gravesend	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	2.7%	3
Londis, Dartford Convenience Store, Dartford Road	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
Londis, Maplehurst Close, Bexley Park, Dartford	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	0.0%	0
Marks & Spencer (Simply Food), Dartford Hospital, Dartford	0.4%	3	0.0%	0	0.0%	0	1.5%	1	0.0%	0	2.0%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (Simply Food), Prospect Place Park, Dartford	1.1%	8	5.7%	1	0.9%	0	5.2%	3	7.4%	3	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Bluewater, Greenhithe	1.7%	13	0.0%	0	2.4%	1	2.5%	2	5.5%	2	3.4%	2	3.6%	1	0.0%	0	1.3%	0	1.1%	2	0.0%	0	0.9%	1
Marks & Spencer, Broadway, Bexleyheath	1.4%	10	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	9	0.0%	0	0.0%	0
McColl's, Birchwood Parade, Wilmington, Dartford	0.4%	3	0.0%	0	2.4%	1	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
McColl's, Home Hill, Hextable	1.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.7%	8	0.0%	0
Morrisons, Coldharbour Road, Northfleet, Gravesend	2.8%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	15.8%	20
Morrisons, James Watt Way, Erith	4.2%	31	2.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.5%	31	0.0%	0	0.0%	0

Dartford Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Morrisons, Jenner Close, Off Elm Road, Sidcup	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0
Nisa, Homberg House, Telford Square, Dartford	0.2%	1	0.0%	0	1.3%	1	0.0%	0	1.5%	1	0.0%	0
Nisa, London Road, Northfleet, Gravesend	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, London Road, Stone, Greenhithe	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Nisa, The Brent, Dartford	0.2%	2	0.0%	0	3.4%	2	0.0%	0	0.0%	0	0.0%	0
Premier, ABI Minimarket, Hillhouse Road, Stone	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Premier, Sladegreen Superstore, Bridge Road, Erith	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier, The Corner Shop, Birchwood Parade, Dartford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	4.3%	2	0.0%	0
Premier, Zenith Supermarket, Hythe Street, Darford	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Avenue Road, Bexleyheath	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Erith Road, Barnehurst, Bexleyheath	4.1%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Broadway, Bexleyheath	0.9%	7	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Sainsbury's Superstore, Priors Shopping Centre, Dartford Town Centre	3.6%	27	8.5%	1	6.7%	3	11.5%	7	10.2%	4	11.6%	7
Sainsbury's Superstore, Stadium Way, Crayford	3.4%	25	0.0%	0	0.0%	0	6.6%	4	3.0%	1	0.0%	0
Sainsbury's Superstore, Wingfield Bank, Pepper Hill, Northfleet	2.2%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Tesco Express, (Esso) Dartford Road, Dartford West	1.2%	9	3.3%	0	3.0%	2	10.6%	7	0.0%	0	0.0%	0
Tesco Express, Bexley Road, Northumberland Heath, Erith	2.0%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, East Hill, Dartford	1.5%	11	0.0%	0	4.7%	2	1.1%	1	0.0%	0	12.6%	8
Tesco Express, Henderson Drive, Temple Belle, Dartford	1.5%	11	3.7%	0	21.2%	11	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Perry Street,	2.7%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Dartford Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Northfleet, Gravesend												
Tesco Express, Station Road, Sidcup	0.2%	1	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Whitehill Lane, Gravesend	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2
Tesco Extra, Augustus Lane, Orpington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Tesco Metro, New Road, Gravesend	2.0%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	15
Tesco Superstore, Edgington Way, Ruxley Corner, Sidcup	1.3%	10	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Tesco Superstore, High Street, Welling	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Waitrose, (John Lewis Foodhall), Bluewater, Greenhithe	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Waitrose, High Street, Sidcup	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1
Waitrose, Station Road, Longfield	1.7%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Bexley Village Centre / Old Bexley	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0
Birchwood Parade, Joydens Wood	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0
Bluewater Shopping Centre, Greenhithe	0.1%	1	2.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	1
Colney Road / St Vincent's Road, Dartford	0.2%	2	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0
Dartford Town Centre	0.2%	1	0.0%	0	0.9%	0	0.8%	0	0.0%	0	0.8%	0
Erith Town Centre	1.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gravesend Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greenhithe Village Centre	0.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Joyden's Wood Local Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0
Longfield Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northfleet Town Centre	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swanley Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Sandpit Road, Dartford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bean Stores, Southfleet Road, Bean	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broadditch Farm Shop, New Barn Road, Southfleet	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Co-op, Castlehill Court, Doune	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Co-op, Cherry Trees, Hartley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Co-op, High Street, Swanley	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2

Dartford Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Co-op, Talbot Lane, Spring River, Ebbsfleet Valley	0.4%	3	4.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Mantle Road, Brockley	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Istead Rise Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Wilmington Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0
Londis, Market Street, Dartford	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0
McColl's, Forest Road, Erith	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Harrow Manor Way, Abbey Wood	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2
Spar, The Prade, Wrotham Road, Meopham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stanhill Farm Shop, Birchwood Road, Dartford	0.3%	2	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Tesco Metro, High Street, West Malling	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Tesco Metro, Whitefriars Shopping Centre, Gravel Walk, Canterbury	0.2%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Trokes News, Singlewell Road, Gravesend	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, George Street, Croydon	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wilko, Priory Centre, Dartford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Weighted base:	745	12	52	65	42	62	32	11	35	228	78	128
Sample:	698	69	70	74	66	73	58	21	75	65	60	67

Dartford Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Q06 Which internet / home delivery retailer do you use?												
<i>Those who said 'Internet / delivery' at Q05</i>												
Abel & Cole	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Amazon Pantry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda	5.2%	0	59.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland	56.3%	5	14.1%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	5
Morrisons	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ocado	10.4%	1	26.6%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	1
Sainsbury's	5.5%	0	0.0%	0	0.0%	0	0.0%	0	99.9%	0	0.0%	0
Tesco	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose	17.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	1
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milk & More	5.3%	0	0.0%	0	0.0%	0	100.1%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	9	1	0	0	0	0	0	1	0	5	1	0
Sample:	9	4	0	0	1	1	0	1	0	1	1	0

Dartford Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
Q07 In addition to (LOCATION MENTIONED AT Q05), is there anywhere else you regularly use for your household's small scale top-up food shopping?																								
<i>Not those who said '(Don't know / varies)' or '(Don't do this type of shopping)' at Q05 AND Excl. Nulls & SFT</i>																								
Aldi, London Road, Rosherville, Northfleet, Gravesend	1.7%	5	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%	0	7.3%	5
Aldi, Orchards Shopping Centre, Dartford Town Centre	4.0%	12	4.4%	0	2.6%	1	4.6%	1	0.0%	0	17.8%	3	0.0%	0	0.0%	0	0.0%	0	7.9%	6	3.5%	1	0.0%	0
Aldi, Roman Way, Crayford	2.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	0	0.0%	0	0.0%	0	0.0%	0	9.8%	7	0.0%	0	0.0%	0
Aldi, St Mary's Road, Swanley	3.7%	11	0.0%	0	0.0%	0	0.0%	0	11.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	35.1%	8	0.0%	0
Asda, Crossways Boulevard, Greenhithe	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	0	9.0%	1	0.0%	0	2.2%	0	0.0%	0	0.0%	0	0.0%	0
Asda, London Road, Swanley	0.3%	1	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Station Road, Belvedere	3.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.2%	10	0.0%	0	0.0%	0
Asda, Thames Way Imperial Retail Park, Gravesend	2.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.0%	1	0.0%	0	0.0%	0	0.0%	0	10.5%	7
Co-op, Chastilian Road, Dartford	1.6%	5	0.0%	0	0.0%	0	14.4%	4	0.0%	0	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Colney Road, Dartford	1.4%	4	5.5%	0	9.4%	3	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Dene Holm Road, Northfleet, Gravesend	1.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	1	0.0%	0	2.2%	0	0.0%	0	0.0%	0	6.6%	4
Co-op, Hawley Road, Wilmington, Dartford	0.7%	2	0.0%	0	0.0%	0	2.4%	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
Co-op, High Street, Swanscombe	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, London Road, Stone, Greenhithe	1.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.0%	3	9.0%	1	12.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Nuxley Road, Belvedere	1.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	5	0.0%	0	0.0%	0
Co-op, Oldfield Place, Dartford	0.3%	1	18.7%	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
Co-op, Perry Street, Northfleet, Gravesend	2.4%	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	0.0%	0	11.2%	7
Co-op, Station Road, Longfield	1.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.2%	6	0.0%	0	0.0%	0	0.0%	0
Co-op, Temple Hill Square, Dartford	0.5%	1	4.4%	0	4.0%	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
Co-op, The Mill, Horton Kirby, South Darenth, Dartford	0.4%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, The Parade, Istead Rise, Gravesend	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0

Dartford Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
Co-op, Watchgate, Lane End, Darenth, Dartford	0.4%	1	0.0%	0	0.0%	0	0.0%	0	5.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Riverside Shopping Centre, Erith	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Crayford Road, Crayford	2.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.3%	8	0.0%	0	0.0%	0
Iceland, High Street, Dartford Town Centre	2.1%	6	10.9%	0	4.4%	1	9.1%	3	7.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Swanley Shopping Centre, Swanley	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	2	0.0%	0
Iceland, The Overcliff, Gravesend	0.1%	0	0.0%	0	0.0%	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
Lidl, Broadway, Bexleyheath	2.8%	8	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.3%	8	0.0%	0	0.0%	0
Lidl, Foots Cray High Street, Sidcup	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0
Lidl, Instone Road, Dartford Town Centre	2.7%	8	12.8%	1	2.0%	1	14.6%	4	0.0%	0	10.2%	2	0.0%	0	0.0%	0	5.2%	1	0.0%	0	0.0%	0	0.0%	0
Lidl, Thames Way Imperial Retail Park, Gravesend	2.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.1%	8
Londis, Azalea Drive, Swanley	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0
Londis, Maplehurst Close, Bexley Park, Dartford	0.2%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (Simply Food), Dartford Hospital, Dartford	0.1%	0	4.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (Simply Food), Prospect Place Park, Dartford	1.4%	4	2.9%	0	3.8%	1	2.4%	1	1.9%	0	5.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	1	0.0%	0
Marks & Spencer, Bluewater, Greenhithe	3.7%	11	0.0%	0	0.0%	0	3.0%	1	9.4%	2	5.3%	1	14.4%	1	0.0%	0	4.4%	1	4.2%	3	3.5%	1	1.9%	1
Marks & Spencer, Broadway, Bexleyheath	1.1%	3	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	3.5%	1	0.0%	0
McColl's, Henderson Drive, Easington, Dartford	0.4%	1	0.0%	0	3.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Coldharbour Road, Northfleet, Gravesend	6.3%	19	4.4%	0	1.5%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0	2.8%	1	0.0%	0	6.2%	1	24.6%	15
Morrisons, London Road, Grays	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	1	0.0%	0	0.0%	0	0.0%	0
Nisa, Bexley Road, Erith	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0
Nisa, St Vincent's Road, Dartford	0.2%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, The Brent, Dartford	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
Premier, Colyers Lane Supermarket, Colyers Lane, Erith	1.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	5	0.0%	0	0.0%	0

Dartford Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Premier, Dartford Mini Market, St Vincent's Road, Dartford	0.3%	1	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0
Premier, The Corner Shop, Birchwood Parade, Dartford	0.3%	1	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0
Sainsbury's Local, Avenue Road, Bexleyheath	0.4%	1	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Broadway, Bexleyheath	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Priory Shopping Centre, Dartford Town Centre	4.4%	13	15.3%	1	7.0%	2	22.2%	6	6.5%	2	3.0%	0
Sainsbury's Superstore, Stadium Way, Crayford	3.2%	10	0.0%	0	2.6%	1	11.1%	3	3.4%	1	0.0%	0
Sainsbury's Superstore, The Walnuts Shopping Centre, Orpington	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Wingfield Bank, Pepper Hill, Northfleet	3.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	1
Tesco Express, (Esso) Dartford Road, Dartford West	2.3%	7	0.0%	0	5.9%	2	11.6%	3	6.3%	1	0.0%	0
Tesco Express, Bexley Road, Northumberland Heath, Erith	1.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, East Hill, Dartford	1.9%	6	2.9%	0	13.0%	4	0.0%	0	0.0%	0	4.2%	1
Tesco Express, Henderson Drive, Temple Belle, Dartford	1.7%	5	2.3%	0	14.8%	5	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Perry Street, Northfleet, Gravesend	2.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, New Road, Gravesend	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Edgington Way, Ruxley Corner, Sidcup	0.2%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0	0.0%	0
Waitrose, (John Lewis Foodhall), Bluewater, Greenhithe	2.0%	6	5.5%	0	3.8%	1	0.0%	0	7.3%	2	9.9%	2
Waitrose, Station Road, Longfield	2.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colney Road / St Vincent's Road, Dartford	0.3%	1	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0
Dartford Town Centre	0.9%	3	5.5%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0

Dartford Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11										
Gravesend Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greenhithe Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Henderson Drive, Dartford	0.5%	2	0.0%	0	4.8%	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
Joyden's Wood Local Centre	0.6%	2	0.0%	0	0.0%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0
Northumberland Heath, Bexley	1.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	5	0.0%	0	0.0%	0
Swanscombe Town Centre	0.1%	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%	0	0.0%	0
Asda, Crook Log, Bexleyheath	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	0	0.0%	0
B&M, New Road, Gravesend	0.2%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bean Stores, Southfleet Road, Bean	0.1%	0	0.0%	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
Co-op, High Street, Swanley	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0
Co-op, Talbot Lane, Spring River, Ebbsfleet Valley	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, The Row, New Ash Green, Longfield	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0
Costco, West Thurrock Way, West Thurrock	0.1%	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%	0	0.0%	0
Home Bargains, Orpington Retail Park, Orpington	0.2%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Eltham High Street, Eltham	0.2%	1	0.0%	0	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
Marks & Spencer, Westfield Stratford City, Stratford	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Ten Perch Road, Canterbury	0.4%	1	0.0%	0	0.0%	0	4.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Lewisham Shopping Centre, Lewisham	0.1%	0	0.0%	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
Spar, The Prade, Wrotham Road, Meopham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0
Stanhill Farm Shop, Birchwood Road, Dartford	0.2%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Fortune Eay, West Malling	0.3%	1	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wilko, Swanley Shopping Centre, Swanley	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	3.5%	1	0.0%	0
Weighted base:	296	5		32	29	24		16	7	5	20	73	24	63								
Sample:	294	22		42	31	35		20	14	9	41	22	22	36								

Dartford Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Q08 Which internet / home delivery retailer do you use?												
<i>Those who said 'Internet / delivery' at Q07</i>												
Abel & Cole	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Amazon Pantry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland	4.6%	0	38.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons	87.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	5
Ocado	3.7%	0	30.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco	3.7%	0	30.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose	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
(Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	5	1	0	0	0	0	0	0	0	5	0	0
Sample:	4	3	0	0	0	0	0	0	0	1	0	0

Meanscore: [%]

Q09 Of all the money you spend on your main and top-up food shopping, what percentage goes on your main food shopping?

Not those who said '(Don't do this type of shopping)' at Q05

1 - 10%	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0	3.1%	4	
11 - 20%	1.4%	11	0.0%	0	0.9%	0	2.5%	2	0.0%	0	0.7%	0	0.0%	0	0.0%	0	3.6%	8	0.0%	0	0.0%	0	
21 - 30%	1.3%	10	0.0%	0	0.0%	0	2.5%	2	1.0%	0	0.0%	0	3.4%	1	0.0%	0	0.9%	0	0.0%	0	4.8%	6	
31 - 40%	1.4%	11	1.5%	0	3.9%	2	0.0%	0	0.0%	0	5.2%	3	1.8%	1	0.0%	0	0.9%	0	5.2%	4	0.0%	0	
41 - 50%	6.5%	51	13.4%	2	9.0%	5	10.0%	7	9.0%	4	4.9%	3	2.8%	1	12.9%	2	6.5%	2	6.4%	15	2.5%	2	5.9%
51 - 60%	6.3%	49	11.7%	2	13.0%	7	2.9%	2	7.2%	3	7.6%	5	7.1%	3	6.6%	1	5.7%	2	3.3%	8	7.1%	6	8.8%
61 - 70%	12.5%	97	17.5%	3	12.5%	7	10.1%	7	12.5%	6	11.7%	8	5.7%	2	24.2%	4	18.4%	7	13.8%	32	20.4%	17	4.9%
71 - 80%	33.1%	257	25.2%	4	27.9%	15	32.0%	22	33.5%	15	32.0%	21	24.9%	9	23.9%	4	32.3%	11	34.9%	81	23.8%	19	43.3%
81 - 90%	14.8%	115	8.6%	1	22.2%	12	10.7%	7	21.3%	10	17.0%	11	23.2%	8	16.8%	2	11.7%	4	15.0%	35	12.1%	10	10.9%
91 - 99%	4.8%	37	14.1%	2	1.3%	1	8.4%	6	1.0%	0	4.6%	3	2.8%	1	14.2%	2	4.5%	2	5.9%	14	3.7%	3	2.6%
100%	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't know / varies)	16.6%	129	7.6%	1	9.4%	5	16.5%	11	13.5%	6	15.5%	10	26.5%	9	1.4%	0	16.2%	6	17.3%	40	23.7%	19	15.8%
(Refused)	0.7%	5	0.4%	0	0.0%	0	4.4%	3	1.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%
Mean:	73.50	73.34	72.25	73.12	74.99	74.09	74.09	76.11	72.70	75.06	73.40	70.45											
Weighted base:	777	17	53	68	45	66	36	15	35	233	82	128											
Sample:	756	97	71	76	71	79	63	27	75	66	64	67											

Dartford Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11										
Meanscore: [%]																						
Q09X Of all the money you spend on your main and top-up food shopping, what percentage goes on your main food shopping? (All respondents)																						
1 - 10%	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	2.4%	4
11 - 20%	1.1%	11	0.0%	0	0.6%	0	1.9%	2	0.0%	0	0.6%	0	0.0%	0	0.0%	0	2.7%	8	0.0%	0	0.0%	0
21 - 30%	1.0%	10	0.0%	0	0.0%	0	1.9%	2	0.7%	0	0.0%	0	2.1%	1	0.0%	0	0.7%	0	0.0%	0	3.8%	6
31 - 40%	1.1%	11	1.3%	0	2.8%	2	0.0%	0	0.0%	0	4.2%	3	1.1%	1	0.0%	0	0.7%	0	0.0%	0	3.9%	4
41 - 50%	5.0%	51	12.3%	2	6.4%	5	7.8%	7	6.5%	4	4.0%	3	1.7%	1	10.9%	2	4.9%	2	4.9%	15	1.9%	2
51 - 60%	4.8%	49	10.8%	2	9.2%	7	2.3%	2	5.2%	3	6.1%	5	4.4%	3	5.6%	1	4.3%	2	2.5%	8	5.4%	6
61 - 70%	9.5%	97	16.0%	3	8.9%	7	7.9%	7	9.1%	6	9.5%	8	3.5%	2	20.6%	4	13.9%	7	10.5%	32	15.5%	17
71 - 80%	25.2%	257	23.1%	4	19.8%	15	25.2%	22	24.3%	15	25.9%	21	15.4%	9	20.3%	4	24.4%	11	26.6%	81	18.1%	19
81 - 90%	11.3%	115	7.9%	1	15.8%	12	8.4%	7	15.5%	10	13.8%	11	14.3%	8	14.2%	2	8.9%	4	11.4%	35	9.2%	10
91 - 99%	3.6%	37	12.9%	2	0.9%	1	6.6%	6	0.7%	0	3.7%	3	1.7%	1	12.1%	2	3.4%	2	4.5%	14	2.8%	3
100%	23.8%	242	8.5%	2	28.9%	21	21.4%	19	27.4%	17	19.0%	15	38.2%	22	15.1%	3	24.5%	12	23.6%	72	24.0%	26
(Don't know / varies)	12.7%	129	6.9%	1	6.7%	5	13.0%	11	9.8%	6	12.6%	10	16.4%	9	1.2%	0	12.2%	6	13.2%	40	18.0%	19
(Refused)	0.5%	5	0.4%	0	0.0%	0	3.4%	3	0.7%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Mean:	80.75	75.77	80.85	80.00	82.66	79.76	85.93	79.77	80.32	81.83	81.30	77.58										
Weighted base:	1019	19	74	87	62	81	58	17	47	304	108	162										
Sample:	1019	111	101	100	100	100	103	32	100	90	92	90										
Q10 Whenever you do main or top-up food shopping in Dartford Town Centre, do you ever do any linked trips elsewhere within Dartford Town Centre?																						
Yes	27.9%	284	64.1%	12	61.9%	46	49.9%	43	35.3%	22	37.2%	30	10.8%	6	25.0%	4	13.2%	6	27.7%	84	19.0%	20
No	18.2%	185	29.8%	6	21.4%	16	25.0%	22	25.3%	16	18.6%	15	10.3%	6	66.0%	12	18.2%	9	15.0%	46	16.6%	18
Never do main or top-up food shopping in Dartford Town Centre	53.9%	549	6.1%	1	16.7%	12	25.1%	22	39.4%	24	44.2%	36	78.9%	46	9.1%	2	68.6%	32	57.3%	174	64.4%	69
Weighted base:	1019	19	74	87	62	81	58	17	47	304	108	162										
Sample:	1019	111	101	100	100	100	103	32	100	90	92	90										

Dartford Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
Q11 What else do you do in Dartford Town Centre at the same time as your food shopping trip? [MR]																								
<i>Those who do linked trips in Dartford Town Centre at Q10</i>																								
Shopping for: Clothing / footwear	34.1%	97	30.8%	4	38.4%	18	41.2%	18	32.5%	7	8.1%	2	24.3%	2	0.0%	0	32.0%	2	34.8%	29	55.7%	11	41.8%	4
Shopping for: DIY and decorating goods	10.8%	31	6.4%	1	6.7%	3	3.1%	1	19.0%	4	7.3%	2	0.0%	0	0.0%	0	12.2%	1	12.5%	11	19.1%	4	41.8%	4
Shopping for: Domestic electrical appliances such as fridges, kettles, washing machines	2.5%	7	4.1%	0	4.5%	2	0.0%	0	6.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.0%	3	0.0%	0
Shopping for: Furniture / floorcoverings / household textiles	0.9%	2	0.6%	0	2.7%	1	0.0%	0	2.1%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shopping for: Mobile phones & accessories	4.2%	12	11.3%	1	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.8%	1	0.0%	0	5.6%	5	0.0%	0	41.8%	4
Shopping for: Personal / luxury goods such as books, jewellery, china, glass & cosmetics	15.6%	44	2.4%	0	23.4%	11	24.9%	11	26.3%	6	15.1%	5	0.0%	0	0.0%	0	29.0%	2	2.1%	2	23.2%	5	41.8%	4
Shopping for: TV, Hi-Fi, radio, photographic & computer equipment	1.9%	5	1.1%	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	41.8%	4
Other FOOD shopping	19.3%	55	16.2%	2	19.1%	9	20.9%	9	21.6%	5	9.2%	3	14.0%	1	0.0%	0	17.3%	1	18.9%	16	37.1%	8	22.4%	2
Meeting family / friends	7.7%	22	28.8%	3	6.7%	3	1.6%	1	9.0%	2	4.1%	1	10.3%	1	24.2%	1	0.0%	0	9.0%	8	10.9%	2	0.0%	0
Visit advice centre / CAB	1.7%	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	5.6%	5	0.0%	0	0.0%	0
Visit cafes - daytime eating / drinking	8.8%	25	20.6%	2	14.5%	7	6.5%	3	17.2%	4	16.1%	5	0.0%	0	15.8%	1	5.1%	0	2.1%	2	8.2%	2	0.0%	0
Visit church	0.2%	1	4.8%	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
Visit gym	3.1%	9	4.1%	0	6.1%	3	6.0%	3	3.7%	1	6.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit library	3.2%	9	12.0%	1	3.4%	2	4.2%	2	2.1%	0	6.9%	2	15.5%	1	0.0%	0	0.0%	0	0.0%	0	4.1%	1	0.0%	0
Visit museum	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit nail bar / beauticians	1.2%	3	3.7%	0	0.0%	0	3.7%	2	0.0%	0	1.6%	0	0.0%	0	0.0%	0	12.2%	1	0.0%	0	0.0%	0	0.0%	0
Visit park	3.0%	9	1.5%	0	6.7%	3	4.2%	2	0.0%	0	8.2%	2	15.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit restaurants / bars	2.6%	7	6.1%	1	2.0%	1	7.9%	3	6.9%	1	1.6%	0	0.0%	0	0.0%	0	5.1%	0	0.0%	0	0.0%	0	0.0%	0
Visit solicitors / estate agent	0.1%	0	2.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit swimming pool	1.4%	4	4.8%	1	2.7%	1	1.1%	0	0.0%	0	4.1%	1	0.0%	0	8.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit the bank	19.2%	55	36.4%	4	14.9%	7	14.5%	6	33.2%	7	15.0%	5	14.0%	1	21.2%	1	9.0%	1	20.1%	17	20.7%	4	17.9%	2
Visit the building society	3.8%	11	6.8%	1	1.0%	0	1.6%	1	3.7%	1	6.9%	2	0.0%	0	0.0%	0	0.0%	0	6.9%	6	0.0%	0	0.0%	0
Visit the dry cleaners / laundrette	0.4%	1	6.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit the hairdressers / barbers	4.2%	12	19.3%	2	0.0%	0	3.7%	2	2.1%	0	1.6%	0	0.0%	0	8.4%	0	0.0%	0	6.9%	6	4.1%	1	0.0%	0
Visit the market	12.4%	35	45.7%	5	6.5%	3	4.9%	2	8.7%	2	2.2%	1	18.5%	1	68.5%	3	5.1%	0	18.9%	16	0.0%	0	17.9%	2
Visit the opticians	1.0%	3	3.5%	0	0.0%	0	3.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	1	0.0%	0
Visit the pharmacy	5.4%	15	20.1%	2	3.1%	1	8.4%	4	4.2%	1	1.6%	0	0.0%	0	0.0%	0	12.2%	1	6.9%	6	0.0%	0	0.0%	0
Window shopping /	14.7%	42	6.5%	1	12.4%	6	6.0%	3	7.9%	2	8.0%	2	16.1%	1	0.0%	0	0.0%	0	30.8%	26	0.0%	0	17.9%	2

Dartford Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
browsing / go for a walk												
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	1.5%	4	0.0%	0	4.1%	2	0.0%	0	0.0%	0	2.1%	2
General non-food shopping	1.3%	4	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
School run	0.3%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Shopping for: Chemist goods / toiletries	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit the post office	0.8%	2	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0
Visit theatre	3.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.5%	11
Work	0.4%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	1	8.2%	1
Weighted base:	284	12	46	43	22	30	6	4	6	84	20	9
Sample:	336	73	63	49	32	37	12	7	15	24	20	4

Dartford Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
Lakeside Shopping Centre & Retail Park, Thurrock	2.6%	21	1.8%	0	1.5%	1	1.7%	1	1.9%	1	4.2%	3	1.3%	1	0.0%	0	1.8%	1	3.5%	8	6.5%	6	0.0%	0
Orpington 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	0.0%	0	0.9%	1	0.0%	0
Sidcup Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Welling Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	2	0.0%	0	0.0%	0
Broadway Shopping Centre, Bexleyheath (Argos, Boots, Sainsbury's, Wilko & more)	4.0%	32	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.0%	31	0.9%	1	0.0%	0
Dartford Heath Retail Park, Dartford (Dunelm, Halfords, Jolleys, Topps Tiles)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orchards Shopping Centre, Dartford (Aldi, Boots, Primark, Furniture World & more)	2.0%	16	1.5%	0	5.1%	3	8.9%	7	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	3.0%	4
Priory Shopping Centre, Dartford (Sainsbury's, Poundland, Superdrug, Wilko & more)	0.1%	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	0.0%	0
Prospect Place Retail Park, Dartford (Asda Living, B&Q, ScS, TK Maxx & more)	2.4%	19	0.0%	0	11.1%	6	2.8%	2	4.7%	2	4.9%	3	0.0%	0	0.0%	0	2.1%	1	0.0%	0	2.2%	2	2.2%	3
Tower Retail Park, Crayford (Currys PC World, Next, Pets at Home, Sports Direct & more)	1.0%	8	0.0%	0	0.0%	0	3.9%	3	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	4	0.0%	0	0.0%	0
Abroad	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	1.6%	2
Bromley Town Centre	0.3%	2	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	1.8%	2	0.0%	0
Nugent Shopping Park, Orpington	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0
Ramsgate Town Centre	0.1%	1	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	0.0%	0
Weighted base:	806		14		55		75		49		64		49		15		43		221		91		131	
Sample:	818		79		75		86		81		76		84		27		90		70		76		74	

Dartford Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Q13 Where else do you go for clothing, footwear and other fashion goods?												
<i>Not those who said '(Don't know / varies)' or '(Don't do this type of shopping)' at Q12 AND Excl. Nulls & SFT</i>												
Aldi, London Road, Rosherville, Northfleet, Gravesend	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Orchards Shopping Centre, Dartford Town Centre	0.0%	0	4.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Broadway, Bexleyheath	0.5%	3	3.2%	0	0.0%	0	3.4%	2	0.0%	0	0.0%	0
Asda, Crossways Boulevard, Greenhithe	0.8%	4	0.0%	0	0.0%	0	2.7%	1	0.0%	0	2.2%	1
Asda, London Road, Swanley	0.2%	1	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Asda, Station Road, Belvedere	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Bluewater, Greenhithe	0.5%	3	0.0%	0	1.1%	0	1.0%	0	2.7%	1	0.0%	0
Marks & Spencer, Broadway, Bexleyheath	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	1
Sainsbury's Superstore, Priory Shopping Centre, Dartford Town Centre	0.2%	1	4.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Sainsbury's Superstore, Stadium Way, Crayford	0.3%	1	3.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Wingfield Bank, Pepper Hill, Northfleet	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	0
Bexleyheath Town Centre	10.8%	58	13.4%	1	3.0%	1	8.8%	4	11.4%	3	0.0%	0
Bluewater Shopping Centre, Greenhithe	32.9%	179	26.1%	2	33.0%	15	17.7%	8	36.0%	11	42.4%	16
Central London / West End	1.5%	8	4.0%	0	1.9%	1	1.4%	1	0.0%	0	2.2%	1
Crayford Town Centre	1.9%	10	1.2%	0	0.0%	0	2.7%	1	0.0%	0	3.4%	1
Dartford Town Centre	9.4%	51	18.0%	1	16.2%	7	19.5%	9	13.0%	4	15.9%	6
Dartford West District Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0
Erith Town Centre	1.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gravesend Town Centre	9.8%	53	5.4%	0	7.9%	4	0.0%	0	0.0%	0	2.5%	1
High Street, Swanscombe	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0
Lakeside Shopping Centre & Retail Park, Thurrock	9.1%	49	12.2%	1	7.3%	3	15.8%	8	10.7%	3	17.0%	6
Orpington Town Centre	0.7%	4	0.0%	0	0.0%	0	0.0%	0	2.7%	1	3.4%	1
Sevenoaks Town Centre	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swanley Town Centre	0.4%	2	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Broadway Shopping Centre, Bexleyheath (Argos,	1.3%	7	0.0%	0	5.6%	2	0.0%	0	5.8%	2	3.4%	1

Dartford Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Boots, Sainsbury's, Wilko & more)												
Dartford Heath Retail Park, Dartford (Dunelm, Halfords, Jolleys, Topps Tiles)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Imperial Retail Park, Gravesend (B&Q, Carpetright, Halfords, Lidl & more)	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2
Orchards Shopping Centre, Dartford (Aldi, Boots, Primark, Furniture World & more)	2.5%	13	0.0%	0	6.8%	3	5.4%	3	5.1%	1	0.0%	0
Priory Shopping Centre, Dartford (Sainsbury's, Poundland, Superdrug, Wilko & more)	0.4%	2	0.0%	0	3.5%	2	1.0%	0	0.0%	0	0.0%	0
Prospect Place Retail Park, Dartford (Asda Living, B&Q, ScS, TK Maxx & more)	3.4%	19	5.4%	0	8.5%	4	10.3%	5	3.7%	1	5.9%	2
Tower Retail Park, Crayford (Currys PC World, Next, Pets at Home, Sports Direct & more)	2.6%	14	0.0%	0	0.0%	0	3.4%	2	3.7%	1	0.0%	0
Abroad	1.0%	5	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0
Ashford Designer Outlet, Kimberley Way, Ashford	1.0%	5	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0
Ashford Town Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bromley Town Centre	2.0%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1
Canterbury City Centre	0.3%	2	0.0%	0	1.1%	0	2.7%	1	0.0%	0	0.0%	0
Chatham Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0
Clapham District Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Dockside Outlet Centre, Maritime Way, Chatham	0.3%	2	0.0%	0	0.0%	0	1.0%	0	1.5%	0	0.0%	0
Maidstone Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	0
Norwich City Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	0
Nugent Shopping Park, Orpington	1.1%	6	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Orpington Retail Park, Sevenoaks Way, Orpington	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rochester Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ruxley Manor Garden Centre, Maidstone Road, Sidcup	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	0

Dartford Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Sainsbury's Superstore, Oxford Road, Sevenoaks	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Strood Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tenterden Town Centre	0.1%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Weighted base:	544	6	44	48	30	37	29	8	16	180	64	81
Sample:	503	34	59	56	47	45	52	14	34	56	57	49

Q14 Do you ever visit Dartford Town Centre for clothing, footwear or fashion purchases?

Not those who said '(Don't know / varies)' or '(Don't do this type of shopping)' at Q12 or those who said 'Dartford Town Centre' at Q12 or Q13

Yes	30.2%	260	52.3%	6	48.5%	24	48.7%	29	33.2%	16	28.5%	18	17.8%	9	24.9%	4	13.8%	6	37.1%	103	23.6%	22	15.6%	23
No	69.8%	601	47.7%	5	51.5%	25	51.3%	31	66.8%	33	71.5%	44	82.2%	40	75.1%	13	86.2%	38	62.9%	176	76.4%	70	84.4%	126
Weighted base:	861	11	49	59	49	62	49	17	44	279	91	149												
Sample:	796	65	63	66	76	73	86	31	94	81	77	84												

Dartford Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
Q14B Why don't you visit Dartford Town Centre for clothing, footwear or fashion purchases? [MR]																								
<i>Those who don't visit Dartford Town Centre at Q14A</i>																								
Difficult to park	4.8%	29	0.0%	0	7.9%	2	2.3%	1	14.7%	5	7.8%	3	4.3%	2	12.2%	2	5.6%	2	2.0%	4	10.9%	8	1.0%	1
Difficult to park near shops	1.5%	9	1.6%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	7.0%	1	0.0%	0	3.3%	6	0.0%	0	1.0%	1
High cost of parking	4.7%	28	3.1%	0	0.0%	0	2.3%	1	6.0%	2	3.4%	1	4.2%	2	12.6%	2	2.2%	1	5.4%	9	4.6%	3	5.4%	7
Poor access for disabled	0.4%	3	0.0%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0
Poor accessibility 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 accessibility by public transport	1.3%	8	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	3.3%	6	0.0%	0	1.0%	1
Poor environment	5.6%	33	11.3%	1	3.3%	1	9.4%	3	8.3%	3	5.0%	2	5.3%	2	0.0%	0	13.0%	5	4.3%	7	4.8%	3	4.9%	6
Poor lighting	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	0.0%	0	0.0%	0	0.0%	0
Poor security for shoppers / don't feel safe	1.1%	7	2.1%	0	8.1%	2	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	1.7%	1	0.0%	0	4.0%	3	0.0%	0
Shops: Don't like the shops	13.5%	81	33.4%	2	2.6%	1	39.6%	12	9.0%	3	27.6%	12	12.2%	5	41.6%	5	7.0%	3	14.2%	25	10.9%	8	4.4%	6
Shops: Lack of clothing and footwear (fashion) stores	26.7%	161	39.6%	3	53.7%	14	59.3%	18	49.7%	16	47.7%	21	13.5%	5	38.8%	5	22.2%	8	25.5%	45	18.7%	13	9.8%	12
Shops: Lack of department stores	4.3%	26	27.0%	2	0.0%	0	4.6%	1	8.0%	3	0.0%	0	2.9%	1	42.6%	6	6.4%	2	3.3%	6	2.9%	2	2.5%	3
Shops: Lack of eating and drinking places	0.1%	1	2.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops: Lack of independent / specialist / boutique shops	1.4%	9	34.3%	2	4.9%	1	4.6%	1	0.0%	0	0.0%	0	0.0%	0	8.4%	1	2.0%	1	0.0%	0	2.9%	2	0.0%	0
Shops: Lack of multiple / branded shops	2.9%	17	26.8%	2	6.7%	2	2.3%	1	0.0%	0	2.8%	1	0.0%	0	8.4%	1	6.4%	2	2.8%	5	5.0%	3	0.0%	0
Shops: Lack of shops in general	10.7%	64	18.9%	1	19.6%	5	8.6%	3	2.8%	1	20.4%	9	28.9%	12	5.2%	1	15.6%	6	2.8%	5	16.8%	12	8.3%	10
Shops: Poor quality shops	10.2%	61	19.9%	1	9.5%	2	3.9%	1	1.4%	0	12.5%	6	3.8%	2	8.4%	1	10.2%	4	15.9%	28	16.4%	11	3.6%	5
Shops: Prices are 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 expensive to get there	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 (too far from home)	19.6%	118	3.1%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	21.7%	9	5.2%	1	13.7%	5	34.8%	61	6.5%	5	29.1%	37
Traffic congestion	3.2%	19	6.2%	0	4.9%	1	0.0%	0	0.0%	0	7.0%	3	2.2%	1	4.2%	1	1.5%	1	0.0%	0	4.6%	3	7.2%	9
Vacant shops	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	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
Disabled / mobility problems	0.3%	2	0.0%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	1.0%	1
Doesn't have a Primark store	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of banks	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Not familiar with the area	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	3.3%	6	0.0%	0	0.0%	0
One way system	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Poor market	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Prefer online shopping	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	1.2%	1	2.5%	3
Prefer shopping abroad	0.1%	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	0.0%	0	0.0%	0	0.0%	0
Prefer to use Bluewater	2.2%	13	3.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	8.6%	11

Dartford Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
Shops are too spread out	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	0.0%	0
There's nothing there	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Too busy / crowded	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2
Work in Bluewater	0.1%	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	0.0%	0	0.0%	0
Doesn't offer late-night shopping	0.0%	0	3.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.7%	4	2.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	1	0.8%	0	1.0%	2	1.7%	1	0.0%	0
(No particular reason)	17.6%	106	3.1%	0	5.5%	1	9.1%	3	21.8%	7	10.5%	5	19.4%	8	1.6%	0	22.6%	9	12.3%	22	26.9%	19	25.8%	33
Weighted base:	602		6		25		31		33		44		40		13		38		176		70		126	
Sample:	570		37		37		36		53		51		70		24		80		54		57		71	

Dartford Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Q15 Where do you normally do most of your household's shopping for CDs, vinyl, DVDs, Blurays, etc.) (Excluding gaming)?												
<i>Excl. Nulls & SFT</i>												
Aldi, Orchards Shopping Centre, Dartford Town Centre	0.1%	0	2.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Broadway, Bexleyheath	2.0%	5	2.7%	0	0.0%	0	0.0%	0	0.0%	0	8.2%	5
Asda, Crossways Boulevard, Greenhithe	5.0%	13	11.4%	1	8.6%	2	8.4%	2	0.0%	0	9.7%	2
Asda, London Road, Swanley	6.7%	18	0.0%	0	0.0%	0	6.1%	1	7.9%	1	0.0%	0
Asda, Thames Way Imperial Retail Park, Gravesend	5.1%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Coldharbour Road, Northfleet, Gravesend	1.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, James Watt Way, Erith	4.8%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.1%	13
Morrisons, Welling High Street, Welling	0.3%	1	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0
Sainsbury's Superstore, Priory Shopping Centre, Dartford Town Centre	1.5%	4	11.6%	1	3.7%	1	0.0%	0	0.0%	0	10.9%	2
Sainsbury's Superstore, Stadium Way, Crayford	0.2%	0	0.0%	0	0.0%	0	2.3%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Wingfield Bank, Pepper Hill, Northfleet	2.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	29.6%	2
Tesco Superstore, Edgington Way, Ruxley Corner, Sidcup	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bexleyheath Town Centre	1.0%	3	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0
Bluewater Shopping Centre, Greenhithe	40.7%	107	27.6%	3	64.4%	15	58.3%	13	69.8%	11	44.9%	9
Central London / West End	0.3%	1	2.9%	0	2.1%	0	0.0%	0	0.0%	0	0.0%	0
Crayford Town Centre	0.1%	0	2.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dartford Town Centre	8.7%	23	33.8%	3	2.1%	0	13.9%	3	2.9%	0	22.9%	5
Gravesend Town Centre	4.4%	12	2.1%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1
Lakeside Shopping Centre & Retail Park, Thurrock	3.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	0
Longfield Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Welling Town Centre	0.1%	0	2.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broadway Shopping Centre, Bexleyheath (Argos, Boots, Sainsbury's, Wilko & more)	2.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Dartford Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
Priory Shopping Centre, Dartford (Sainsbury's, Poundland, Superdrug, Wilko & more)	1.1%	3	0.0%	0	12.3%	3	0.0%	0	0.0%	0	0.0%	0												
Prospect Place Retail Park, Dartford (Asda Living, B&Q, ScS, TK Maxx & more)	3.5%	9	0.0%	0	6.8%	2	8.7%	2	9.4%	1	9.1%	2	0.0%	0	0.0%	0	0.0%	0	4.2%	2	0.0%	0	0.0%	0
Tower Retail Park, Crayford (Currys PC World, Next, Pets at Home, Sports Direct & more)	0.2%	0	0.0%	0	0.0%	0	2.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	1.5%	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	0.0%	0	7.1%	4
Bromley Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0
Camden Town District Centre	1.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	5	0.0%	0	0.0%	0
Weighted base:	263	9	23	22	16	20	17	8	8	59	26	56												
Sample:	276	52	27	28	21	25	30	13	15	16	18	31												

Dartford Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Q16 Where do you normally do most of your household's shopping for audio visual, photographic, computer items (such as TVs, cameras, ipads, telephones etc) and all other domestic electrical goods (such as irons, kettles, fridges, freezers, dishwashers etc)?												
<i>Excl. Nulls & SFT</i>												
Asda, Broadway, Bexleyheath	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Crossways Boulevard, Greenhithe	0.9%	6	4.4%	0	1.6%	1	0.8%	0	0.0%	0	1.0%	0
Asda, London Road, Swanley	0.9%	6	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0
Asda, Thames Way Imperial Retail Park, Gravesend	1.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Priory Shopping Centre, Dartford Town Centre	0.3%	2	1.8%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0
Sainsbury's Superstore, Stadium Way, Crayford	1.6%	10	2.2%	0	1.8%	1	0.8%	0	0.0%	0	1.4%	1
Sainsbury's Superstore, Wingfield Bank, Pepper Hill, Northfleet	1.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Argos (in Homebase), Dartford Princes Road, Dartford	1.3%	8	0.0%	0	4.6%	2	0.0%	0	1.1%	0	1.0%	0
B&Q, Imperial Business Estate, Gravesend	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
B&Q, Prospect Place Retail Park, Dartford	0.1%	1	0.0%	0	0.9%	0	0.0%	0	1.1%	0	0.0%	0
Homebase, Princes Road, Dartford	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0
Albany Park Local Centre, Bexley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bexleyheath Town Centre	1.1%	7	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0
Bluewater Shopping Centre, Greenhithe	31.9%	200	39.5%	4	15.6%	8	29.5%	17	33.2%	14	37.3%	17
Central London / West End Colney Road / St Vincent's Road, Dartford	0.0%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crayford Town Centre	3.4%	21	9.5%	1	1.6%	1	4.5%	3	0.0%	0	3.2%	1
Dartford Town Centre	3.4%	21	17.2%	2	12.4%	6	4.7%	3	3.2%	1	5.2%	2
Erith Town Centre	2.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gravesend Town Centre	2.0%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.2%	4
Greenhithe Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Lakeside Shopping Centre & Retail Park, Thurrock	3.4%	22	10.7%	1	1.3%	1	1.5%	1	5.3%	2	2.8%	1
Northumberland Heath, Bexley	1.8%	11	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Orpington Town Centre	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Dartford Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Sevenoaks Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sidcup Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0
Welling Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broadway Shopping Centre, Bexleyheath (Argos, Boots, Sainsbury's, Wilko & more)	0.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dartford Heath Retail Park, Dartford (Dunelm, Halfords, Jolleys, Topps Tiles)	0.1%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0
Imperial Retail Park, Gravesend (B&Q, Carpetright, Halfords, Lidl & more)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Prospect Place Retail Park, Dartford (Asda Living, B&Q, ScS, TK Maxx & more)	1.1%	7	0.0%	0	6.8%	4	1.2%	1	1.9%	1	0.0%	0
Springvale Retail Park, Orpington (Argos, Currys PC World, Halfords, Oak Furnitureland & more)	1.9%	12	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0
Tower Retail Park, Crayford (Currys PC World, Next, Pets at Home, Sports Direct & more)	33.0%	207	11.1%	1	51.7%	27	51.6%	30	47.2%	20	48.0%	22
Abroad	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Argos (in Sainsbury's), Stadium Way, Crayford	0.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Argos (in Sainsbury's), Wingfield Bank, Pepper Hill	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bromley Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, West Thurrock Way, West Thurrock	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Crittall's Corner, Sidcup by Pass	0.0%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Horstead Retail Park, Maidstone Road, Chatham	0.1%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0
Maidstone Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Nugent Shopping Park, Orpington	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rochester Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sevenoaks Way Industrial Estate, Main Road, Orpington	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Dartford Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Tenterden Town Centre	0.1% 0	0.0% 0	0.0% 0	0.8% 0	0.0% 0							
Weighted base:	626	11	52	59	43	46	38	10	33	178	76	78
Sample:	661	65	75	71	71	57	66	18	69	55	66	48

Dartford Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Q17 Where do you normally do most of your household's shopping for books (incl. encyclopaedias, text books, guidebooks and musical scores) and stationery (incl. writing pads, envelopes pens, diaries, etc.) and drawing materials?												
<i>Excl. Nulls & SFT</i>												
Aldi, Orchards Shopping Centre, Dartford Town Centre	0.1%	1	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Broadway, Bexleyheath	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Crossways Boulevard, Greenhithe	2.1%	13	4.5%	1	3.7%	2	1.0%	0	0.0%	0	8.2%	4
Asda, London Road, Swanley	4.0%	24	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0
Asda, Station Road, Belvedere	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Thames Way Imperial Retail Park, Gravesend	1.0%	6	0.0%	0	0.0%	0	1.0%	0	0.0%	0	2.2%	1
Marks & Spencer, Bluewater, Greenhithe	0.0%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Coldharbour Road, Northfleet, Gravesend	1.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, James Watt Way, Erith	1.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Welling High Street, Welling	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0
Sainsbury's Superstore, Priory Shopping Centre, Dartford Town Centre	0.1%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Stadium Way, Crayford	0.8%	5	0.0%	0	1.1%	0	5.6%	3	0.0%	0	0.0%	0
Sainsbury's Superstore, Wingfield Bank, Pepper Hill, Northfleet	0.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1
Argos (in Homebase), Dartford Princes Road, Dartford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	1
Bexleyheath Town Centre	8.8%	52	0.0%	0	0.0%	0	0.0%	0	5.3%	2	0.0%	0
Bluewater Shopping Centre, Greenhithe	31.1%	183	26.7%	3	29.6%	13	24.4%	12	42.5%	17	37.7%	18
Central London / West End	1.1%	6	1.6%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1
Crayford Town Centre	1.7%	10	3.9%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0
Dartford Town Centre	22.5%	132	50.5%	6	63.6%	28	49.6%	24	39.2%	15	46.6%	22
Erith Town Centre	2.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gravesend Town Centre	8.0%	47	3.1%	0	0.0%	0	0.0%	0	0.0%	0	11.0%	4
High Street, Swanscombe	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0
Lakeside Shopping Centre &	1.8%	11	3.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Dartford Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Retail Park, Thurrock												
Longfield Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orpington Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sidcup Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swanley Town Centre	1.9%	11	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0
Welling Town Centre	0.0%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broadway Shopping Centre, Bexleyheath (Argos, Boots, Sainsbury's, Wilko & more)	2.2%	13	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0
Priory Shopping Centre, Dartford (Sainsbury's, Poundland, Superdrug, Wilko & more)	1.1%	7	0.0%	0	0.0%	0	9.3%	5	0.0%	0	4.3%	2
Prospect Place Retail Park, Dartford (Asda Living, B&Q, ScS, TK Maxx & more)	0.5%	3	0.0%	0	0.0%	0	5.5%	3	0.0%	0	0.0%	0
Tower Retail Park, Crayford (Currys PC World, Next, Pets at Home, Sports Direct & more)	1.5%	9	0.0%	0	1.1%	0	2.7%	1	1.7%	1	0.0%	0
Bromley Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Chastilian Road, Dartford	0.1%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Co-op, The Parade, Istead Rise, Gravesend	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0
Istead Rise Village Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nugent Shopping Park, Orpington	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orpington Retail Park, Sevenoaks Way, Orpington	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Singlewell Stationery, Sun Lane, Gravesend	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	588	13	45	49	39	47	33	11	24	163	68	98
Sample:	608	74	60	56	64	58	59	18	54	49	58	58

Dartford Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
Q18 Where do you normally do most of your household's shopping for games & toys; pets and pet products; hobby items; sport clothing / footwear and equipment; camping goods; bicycles; and musical instruments?																								
<i>Excl. Nulls & SFT</i>																								
Aldi, Orchards Shopping Centre, Dartford Town Centre	0.4%	2	0.0%	0	2.3%	1	0.0%	0	2.5%	1	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, St Mary's Road, Swanley	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0
Asda, Crossways Boulevard, Greenhithe	1.4%	7	4.4%	1	3.2%	1	0.0%	0	0.0%	0	2.6%	1	16.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, London Road, Swanley	0.9%	5	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	5	0.0%	0	0.0%	0
Asda, Station Road, Belvedere	1.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	6	0.0%	0	0.0%	0	0.0%	0
Asda, Thames Way Imperial Retail Park, Gravesend	1.8%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	1	0.0%	0	0.0%	0	0.0%	0	9.5%	9	0.0%	0
Marks & Spencer, Bluewater, Greenhithe	0.1%	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	0.0%	0	0.0%	0
Morrisons, Coldharbour Road, Northfleet, Gravesend	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Morrisons, James Watt Way, Erith	0.7%	4	0.0%	0	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
Sainsbury's Superstore, Priory Shopping Centre, Dartford Town Centre	0.3%	1	4.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Sainsbury's Superstore, Stadium Way, Crayford	1.6%	8	0.0%	0	1.6%	1	7.4%	3	6.0%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Wingfield Bank, Pepper Hill, Northfleet	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	6.8%	1	5.7%	1	0.0%	0	1.5%	1	0.0%	0
Argos (in Homebase), Dartford Princes Road, Dartford	1.3%	7	0.0%	0	3.7%	1	4.4%	2	0.0%	0	0.0%	0	0.0%	0	6.8%	1	2.2%	0	0.0%	0	3.9%	2	0.0%	0
B&Q, Prospect Place Retail Park, Dartford	0.2%	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	1.5%	1	0.0%	0	0.0%	0
Homebase, Sevenoaks Way Industrial Estate, Orpington	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	0.0%	0
Bexleyheath Town Centre	4.3%	23	0.0%	0	1.2%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	12.9%	21	0.0%	0	0.0%	0	0.0%	0
Bluewater Shopping Centre, Greenhithe	18.7%	99	29.7%	4	15.4%	6	12.8%	6	11.5%	4	19.7%	6	41.2%	12	68.9%	6	41.3%	9	4.7%	8	10.0%	6	37.9%	34
Central London / West End	0.1%	0	2.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colney Road / St Vincent's Road, Dartford	0.2%	1	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crayford Town Centre	6.4%	34	4.8%	1	1.6%	1	4.4%	2	6.3%	2	4.7%	1	7.5%	2	0.0%	0	2.2%	0	12.3%	20	4.7%	3	1.9%	2

Dartford Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
Dartford Town Centre	7.4%	39	35.7%	4	22.0%	9	11.6%	5	5.4%	2	22.4%	7	1.3%	0	0.0%	0	4.3%	1	4.7%	8	5.4%	3	0.0%	0
Erith Town Centre	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	5	0.0%	0	0.0%	0
Gravesend Town Centre	4.2%	22	1.7%	0	0.0%	0	1.9%	1	0.0%	0	2.6%	1	13.0%	4	9.1%	1	10.8%	2	0.0%	0	0.0%	0	15.3%	14
Greenhithe Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Hawley Road / Lowfield Street, Dartford	0.1%	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	0.0%	0	0.0%	0
Lakeside Shopping Centre & Retail Park, Thurrock	2.9%	15	8.2%	1	1.6%	1	0.0%	0	2.5%	1	0.0%	0	4.1%	1	0.0%	0	2.2%	0	4.0%	6	6.3%	4	1.3%	1
Longfield Village Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	7.4%	2	0.0%	0	0.0%	0	0.0%	0
Orpington 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	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Sevenoaks 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	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Sidcup Town Centre	0.3%	2	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stone Village Centre	0.1%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton-at-Hone South	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	0	0.0%	0	0.0%	0	0.0%	0
Swanley Town Centre	1.1%	6	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	8.9%	5	0.0%	0
Swanscombe Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Welling 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	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Dartford Heath Retail Park, Dartford (Dunelm, Halfords, Jolleys, Topps Tiles)	2.3%	12	0.0%	0	5.3%	2	1.1%	0	8.5%	3	7.7%	2	1.8%	1	0.0%	0	1.5%	0	0.0%	0	6.0%	3	0.0%	0
Imperial Retail Park, Gravesend (B&Q, Carpetright, Halfords, Lidl & more)	2.7%	14	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	1	0.0%	0	3.1%	1	0.0%	0	0.0%	0	13.7%	12
Orchards Shopping Centre, Dartford (Aldi, Boots, Primark, Furniture World & more)	0.4%	2	0.0%	0	0.0%	0	4.7%	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
Priory Shopping Centre, Dartford (Sainsbury's, Poundland, Superdrug, Wilko & more)	1.5%	8	0.0%	0	0.0%	0	2.9%	1	1.4%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	6	0.0%	0	0.0%	0
Prospect Place Retail Park, Dartford (Asda Living, B&Q, ScS, TK Maxx & more)	0.3%	2	0.0%	0	2.1%	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
Tower Retail Park, Crayford (Currys PC World, Next, Pets at Home, Sports Direct & more)	31.0%	164	7.1%	1	29.4%	12	47.3%	21	47.6%	15	32.8%	10	4.1%	1	0.0%	0	14.6%	3	47.4%	77	20.6%	12	12.6%	11
Dockside Outlet Centre, Maritime Way, Chatham	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2
Dockyard Model Shops, The Historic Dockyard	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Fawkham Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Hempstead Local Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2

Dartford Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Nike Factory Store, Cray Avenue, Orpington	0.2% 1	0.0% 0	2.1% 1	0.0% 0								
Nugent Shopping Park, Orpington	1.3% 7	0.0% 0	11.9% 7	0.0% 0								
St Peters Wharf Retail Park, Maidstone	0.1% 1	0.0% 0	2.7% 1	0.0% 0	0.0% 0	0.0% 0						
Weighted base:	527	12	40	45	32	32	28	8	21	162	57	90
Sample:	507	71	53	49	47	39	47	14	43	49	47	48

Dartford Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Q19 Where do you normally do most of your household's shopping for furniture, carpets, other floor coverings and household textiles (includes beds, sofas, tables, etc)?												
<i>Excl. Nulls & SFT</i>												
Asda, Broadway, Bexleyheath	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Station Road, Belvedere	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Bluewater, Greenhithe	0.5%	3	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0
Sainsbury's Superstore, Priory Shopping Centre, Dartford Town Centre	0.2%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Wingfield Bank, Pepper Hill, Northfleet	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	1
Argos (in Homebase), Dartford Princes Road, Dartford	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2
B&Q, Crittalls Corner, Sidcup	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Imperial Business Estate, Gravesend	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Prospect Place Retail Park, Dartford	0.8%	5	3.6%	0	1.3%	1	2.2%	1	0.0%	0	0.0%	0
B&Q, Station Road, Belvedere	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Princes Road, Dartford	0.1%	1	4.3%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0
Homebase, Sevenoaks Way Industrial Estate, Orpington	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Lakeside, Thurrock	5.3%	31	0.0%	0	1.3%	1	7.1%	4	0.0%	0	2.8%	1
Wickes, Stuart Road, Gravesend	0.3%	2	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0
Bexleyheath Town Centre	3.9%	23	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Bluewater Shopping Centre, Greenhithe	18.8%	111	26.1%	2	10.5%	5	16.0%	9	27.1%	11	19.4%	9
Central London / West End	0.6%	3	2.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crayford Town Centre	0.8%	5	2.9%	0	0.0%	0	4.9%	3	0.0%	0	0.0%	0
Dartford Town Centre	12.7%	75	23.2%	2	37.4%	19	17.7%	9	16.5%	7	19.8%	9
Erith Town Centre	1.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gravesend Town Centre	4.4%	26	4.5%	0	0.9%	0	0.0%	0	0.0%	0	8.2%	2
Greenhithe Village Centre	0.6%	3	0.0%	0	0.0%	0	0.0%	0	4.0%	2	2.8%	1
Horns Cross, Stone	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Lakeside Shopping Centre & Retail Park, Thurrock	10.2%	60	17.9%	2	5.5%	3	5.1%	3	11.1%	4	9.1%	4
London Road West, Stone	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1

Dartford Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Longfield Village Centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northfleet Town Centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northumberland Heath, Bexley	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orpington Town Centre	2.0%	12	0.0%	0	0.0%	0	0.9%	0	11.0%	4	0.0%	0
Sevenoaks Town Centre	1.0%	6	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0
Sidcup Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	1
Stone Village Centre	0.9%	5	0.0%	0	0.0%	0	3.0%	2	0.0%	0	7.0%	3
Swanley Town Centre	1.6%	10	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Welling Town Centre	0.2%	1	0.0%	0	0.0%	0	0.9%	0	1.1%	0	0.0%	0
Broadway Shopping Centre, Bexleyheath (Argos, Boots, Sainsbury's, Wilko & more)	1.7%	10	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0
Dartford Heath Retail Park, Dartford (Dunelm, Halfords, Jolleys, Topps Tiles)	3.9%	23	0.0%	0	7.3%	4	4.7%	2	3.2%	1	0.0%	0
Imperial Retail Park, Gravesend (B&Q, Carpentright, Halfords, Lidl & more)	2.6%	15	0.0%	0	2.5%	1	0.0%	0	1.6%	1	1.5%	1
Orchards Shopping Centre, Dartford (Aldi, Boots, Primark, Furniture World & more)	0.1%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0
Priory Shopping Centre, Dartford (Sainsbury's, Poundland, Superdrug, Wilko & more)	0.4%	2	0.0%	0	1.6%	1	0.0%	0	0.0%	0	2.8%	1
Prospect Place Retail Park, Dartford (Asda Living, B&Q, ScS, TK Maxx & more)	7.2%	43	8.3%	1	16.2%	8	19.4%	10	9.9%	4	13.6%	6
Springvale Retail Park, Orpington (Argos, Currys PC World, Halfords, Oak Furnitureland & more)	2.2%	13	0.8%	0	0.9%	0	3.4%	2	5.9%	2	0.0%	0
Tower Retail Park, Crayford (Currys PC World, Next, Pets at Home, Sports Direct & more)	2.5%	15	3.0%	0	2.6%	1	3.5%	2	0.0%	0	12.2%	6
Abroad	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barnehurst Town Centre	0.2%	1	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0
Bromley Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Charlton Town Centre	0.8%	4	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0
Costco, West Thurrock Way,	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0

Dartford Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
West Thurrock												
Crittall's Corner, Sidcup by Pass	2.1%	12	0.8%	0	1.6%	1	0.0%	0	1.1%	0	0.0%	0
Didcot Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dorking Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Eclipse Park, Junction 7, M20, Maidstone	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Furniture Village, Will Adams Way, Gillingham	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gillingham Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Greenwich Shopping Park, Bugsby's Way, Greenwich	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hartley Village Centre	0.1%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Bugsby's Way, Greenwich	0.2%	1	2.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maidstone Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mayplace Carpets, Mayplace Road East, Bexleyheath	0.1%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Nugent Shopping Park, Orpington	1.5%	9	0.0%	0	0.9%	0	0.9%	0	0.0%	0	0.0%	0
Reigate Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0
South Aylesford Retail Park, Mills Road, Maidstone	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0
Weighted base:	589	9	50	53	40	45	29	10	30	157	81	83
Sample:	606	54	67	65	63	54	52	19	65	53	66	48

Dartford Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Q20 Where do you normally do most of your household's shopping for DIY goods, decorating supplies and garden products (such as drills, lawn mowers, hammers, hedge cutters, garden tools, plants, shrubs etc)? <i>Excl. Nulls & SFT</i>												
Asda, Crossways Boulevard, Greenhithe	0.2%	1	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, London Road, Swanley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Thames Way Imperial Retail Park, Gravesend	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Instone Road, Dartford Town Centre	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Coldharbour Road, Northfleet, Gravesend	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, James Watt Way, Erith	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Wingfield Bank, Pepper Hill, Northfleet	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Argos (in Homebase), Dartford Princes Road, Dartford	0.3%	3	1.3%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
B&Q, Crittalls Corner, Sidcup	3.4%	29	0.0%	0	2.1%	1	0.0%	0	3.0%	2	0.0%	0
B&Q, Imperial Business Estate, Gravesend	13.3%	113	1.3%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
B&Q, Lakeside Retail Park, Thurrock	0.6%	5	0.9%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2
B&Q, Prospect Place Retail Park, Dartford	37.2%	318	46.0%	7	61.3%	37	61.7%	43	61.5%	35	64.7%	46
B&Q, Station Road, Belvedere	11.9%	102	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Homebase, Princes Road, Dartford	5.0%	42	13.0%	2	4.3%	3	17.5%	12	14.5%	8	7.1%	5
Homebase, Sevenoaks Way Industrial Estate, Orpington	1.0%	9	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
IKEA, Lakeside, Thurrock	0.1%	1	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Wickes, Fraser Road, Erith	1.7%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Overy Street, Dartford	1.7%	14	7.8%	1	9.2%	6	2.6%	2	3.7%	2	0.9%	1
Wickes, Stuart Road, Gravesend	0.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1
Bexleyheath Town Centre	1.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bluewater Shopping Centre, Greenhithe	1.0%	8	3.9%	1	0.0%	0	0.7%	0	0.0%	0	3.9%	3

Dartford Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Crayford Town Centre	0.1%	0	3.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Craylands Lane / Milton Street, Swanscombe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dartford East District Centre	0.2%	2	0.0%	0	2.1%	1	0.0%	0	0.8%	0	0.0%	0
Dartford Town Centre	4.7%	40	11.4%	2	11.0%	7	5.8%	4	3.8%	2	5.9%	4
Dartford West District Centre	0.1%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Erith Town Centre	0.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gravesend Town Centre	1.6%	14	1.3%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	2
Greenhithe Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Hawley Road / Lowfield Street, Dartford	0.4%	3	0.0%	0	0.0%	0	0.7%	0	1.4%	1	0.0%	0
Lakeside Shopping Centre & Retail Park, Thurrock	0.3%	3	4.7%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	2
Longfield Village Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northfleet Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Orpington Town Centre	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sevenoaks Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swanley Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broadway Shopping Centre, Bexleyheath (Argos, Boots, Sainsbury's, Wilko & more)	2.4%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Imperial Retail Park, Gravesend (B&Q, Carpetright, Halfords, Lidl & more)	2.2%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Priory Shopping Centre, Dartford (Sainsbury's, Poundland, Superdrug, Wilko & more)	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Prospect Place Retail Park, Dartford (Asda Living, B&Q, ScS, TK Maxx & more)	2.4%	20	0.0%	0	5.8%	4	4.5%	3	8.3%	5	6.4%	5
Tower Retail Park, Crayford (Currys PC World, Next, Pets at Home, Sports Direct & more)	0.8%	7	0.0%	0	0.8%	0	2.8%	2	0.0%	0	2.2%	2
Acorn Industrial Estate, Crayford, Dartford	0.2%	2	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0
B&Q, Foots Cray Road, Eltham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birchwood Garden Centre, London Road, Swanley	0.1%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Bromley Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Hawley Garden Centre,	0.3%	2	0.0%	0	0.8%	0	0.0%	0	0.8%	0	0.9%	1

Dartford Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11										
Hawley Road, Hawley																						
Millbrook Garden Centre, Station Road, Gravesend	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	2.4%	3
Polhill Garden Centre, Cambridge Road, Coton, Cambridge	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Ruxley Manor Garden Centre, Maidstone Road, Sidcup	0.2%	2	0.0%	0	1.4%	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
Screwfix, Quadrant Court, Greenhithe	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Darenth Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Springhead Nurseries, Watling Street, Southfleet, Gravesend	0.0%	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	0.0%	0	0.0%	0
Thompson's Plant & Garden Centre, Perry Street, Chislehurst	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
Thompson's Plant & Garden Centre, Shooters Hill, Welling	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	2	0.0%	0	0.0%	0
Toolstation, Hawthorn Industrial Estate, Eastbourne	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2
Woodlands Garden Centre, Ash Lane, Ash	0.0%	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	0.0%	0	0.0%	0
Weighted base:	853	15	60	70	57	71	52	12	43	255	96	121										
Sample:	858	88	82	84	90	83	88	21	89	78	81	74										

Dartford Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
Q21 Where do you normally do most of your household's shopping on all goods for personal care (including, electric razors, hair dryers, bathroom scales, cosmetics, perfume, toothpaste, etc), other medical and pharmaceutical products (e.g. vitamins, plasters) and therapeutic appliances (e.g. spectacles, hearing aids, wheelchairs, contact lenses etc)? <i>Excl. Nulls & SFT</i>																								
Aldi, London Road, Rosherville, Northfleet, Gravesend	1.0%	9	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	9										
Aldi, Orchards Shopping Centre, Dartford Town Centre	0.8%	7	5.5%	1	2.3%	2	5.1%	4	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Roman Way, Crayford	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
Asda, Broadway, Bexleyheath	0.8%	7	0.5%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	6	0.0%	0	0.0%	0	0.0%	0
Asda, Crossways Boulevard, Greenhithe	5.6%	51	6.5%	1	6.4%	4	1.2%	1	1.4%	1	23.6%	16	31.5%	16	10.1%	1	4.8%	2	2.1%	6	0.0%	0	1.5%	2
Asda, London Road, Swanley	5.1%	47	0.0%	0	0.0%	0	0.0%	0	5.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	39.4%	40	2.7%	4	0.0%	4
Asda, Station Road, Belvedere	1.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	11	0.0%	0	0.0%	0	0.0%	0
Asda, Thames Way Imperial Retail Park, Gravesend	3.9%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	2	0.0%	0	3.6%	1	0.0%	0	0.0%	0	22.2%	32
Lidl, Instone Road, Dartford Town Centre	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	6	0.0%	0	0.0%	0
Lidl, Thames Way Imperial Retail Park, Gravesend	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	3
Marks & Spencer, Bluewater, Greenhithe	0.1%	1	0.7%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Coldharbour Road, Northfleet, Gravesend	2.0%	19	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	2.3%	1	0.0%	0	0.8%	0	0.0%	0	0.0%	0	11.4%	17
Morrisons, James Watt Way, Erith	4.9%	44	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.6%	43	0.0%	0	0.0%	0
Sainsbury's Superstore, Broadway, Bexleyheath	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	5	0.0%	0	0.0%	0
Sainsbury's Superstore, Priory Shopping Centre, Dartford Town Centre	1.2%	11	10.8%	2	6.2%	4	4.0%	3	3.5%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Stadium Way, Crayford	3.5%	32	1.3%	0	1.4%	1	11.6%	9	1.4%	1	1.0%	1	0.0%	0	4.1%	1	0.0%	0	6.1%	17	3.1%	3	0.0%	0
Sainsbury's Superstore, Wingfield Bank, Pepper Hill, Northfleet	2.5%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	16.0%	2	9.8%	4	0.0%	0	0.0%	0	9.9%	14
Tesco Superstore, Edgington Way, Ruxley Corner, Sidcup	0.5%	5	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	3	0.0%	0
B&Q, Prospect Place Retail Park, Dartford	0.1%	1	0.5%	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	0.0%	0

Dartford Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
Bexley Village Centre / Old Bexley	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bexleyheath Town Centre	5.9%	54	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	0	0.0%	0	19.4%	54	0.0%	0	0.0%	0
Birchwood Parade, Joydens Wood	0.9%	9	0.0%	0	0.0%	0	0.0%	0	15.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bluewater Shopping Centre, Greenhithe	14.0%	128	18.3%	3	9.7%	7	11.5%	9	30.1%	17	28.8%	20	27.1%	14	54.2%	7	34.6%	14	1.8%	5	18.2%	18	9.6%	14
Central London / West End	0.2%	1	0.9%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crayford Town Centre	4.7%	43	0.0%	0	0.0%	0	5.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.0%	39	0.0%	0	0.0%	0
Darenth Village Centre, Dartford	0.2%	2	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Dartford East District Centre	0.8%	8	0.5%	0	5.4%	4	1.7%	1	0.0%	0	3.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dartford Town Centre	11.7%	107	45.9%	7	55.0%	38	29.9%	22	20.0%	12	24.3%	17	5.9%	3	0.0%	0	7.1%	3	0.6%	2	4.2%	4	0.0%	0
Dartford West District Centre	0.8%	7	0.0%	0	0.0%	0	9.3%	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
Erith Town Centre	1.5%	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	4.9%	13	0.0%	0	0.0%	0
Gravesend Town Centre	6.3%	58	2.2%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	8.5%	4	2.7%	0	13.2%	5	0.0%	0	0.0%	0	32.0%	47
Greenhithe Village Centre	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	3	1.2%	1	5.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hawley Road / Lowfield Street, Dartford	0.1%	1	0.0%	0	0.7%	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
High Street, Swanscombe	0.0%	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
Joyden's Wood Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside Shopping Centre & Retail Park, Thurrock	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	0.0%	0
Longfield Village Centre	0.9%	8	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	16.9%	7	0.0%	0	0.0%	0	0.0%	0
Northfleet Town Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	3
Northumberland Heath, Bexley	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	1.5%	4	0.0%	0	0.0%	0
Pinewood Place / Oakfield Lane, Bexley Park	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stone Village Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Summerhouse Drive, Joydens Wood	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
Swanley Town Centre	2.5%	23	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	21.2%	21	0.0%	0
Swanscombe Town Centre	0.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Temple Hill Square, Dartford	0.5%	4	0.0%	0	6.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broadway Shopping Centre, Bexleyheath (Argos, Boots, Sainsbury's, Wilko & more)	3.9%	36	0.0%	0	3.6%	2	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.7%	32	0.0%	0	0.0%	0
Dartford Heath Retail Park, Dartford (Dunelm, Halfords, Jolleys, Topps Tiles)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orchards Shopping Centre, Dartford (Aldi, Boots, Primark, Furniture World)	1.1%	10	0.0%	0	2.3%	2	2.2%	2	0.8%	0	0.0%	0	0.0%	0	1.1%	0	2.1%	6	0.0%	0	0.0%	0	0.0%	0

Dartford Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
& more)																								
Priory Shopping Centre, Dartford (Sainsbury's, Poundland, Superdrug, Wilko & more)	1.5%	14	1.3%	0	0.0%	0	2.8%	2	0.8%	0	4.0%	3	0.0%	0	0.0%	0	0.0%	0	2.1%	6	2.2%	2	0.0%	0
Prospect Place Retail Park, Dartford (Asda Living, B&Q, ScS, TK Maxx & more)	0.1%	1	0.0%	0	1.0%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tower Retail Park, Crayford (Currys PC World, Next, Pets at Home, Sports Direct & more)	2.5%	23	2.6%	0	0.0%	0	6.7%	5	1.9%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	5.6%	15	0.0%	0	0.0%	0
Abroad	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barnehurst Town Centre	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	8	0.0%	0	0.0%	0
Bromley Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Chastilian Road, Dartford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, The Mill, Dartford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0
Hextable Village Centre	0.2%	2	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	1.7%	2	0.0%	0
Horton Kirby Village 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	0.0%	0	0.8%	1	0.0%	0
McQueen's Pharmacy, Maplehurst Close, Dartford	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
Nugent Shopping Park, Orpington	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	3	0.0%	0
Waitrose, Station Road, Longfield	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	2	0.0%	0	0.0%	0	0.0%	0
Wilmington Village Centre	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
Weighted base:	915	15	68	75	58	69	52	14	42	277	101	145												
Sample:	902	90	94	88	92	84	91	24	88	82	87	82												

Dartford Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Q22 Where do you normally do most of your household's shopping on all other goods including jewellery & watches; glassware, china, tableware and household utensils; and other personal effects (e.g. travel goods, suitcases, prams, sunglasses); <i>Excl. Nulls & SFT</i>												
Aldi, Orchards Shopping Centre, Dartford Town Centre	0.0%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Crossways Boulevard, Greenhithe	0.6%	4	2.0%	0	5.6%	2	0.0%	0	0.0%	0	0.0%	0
Asda, London Road, Swanley	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	3
Asda, Station Road, Belvedere	1.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	6
Asda, Thames Way Imperial Retail Park, Gravesend	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Instone Road, Dartford Town Centre	0.0%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, James Watt Way, Erith	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2
Sainsbury's Superstore, Stadium Way, Crayford	1.1%	7	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Sainsbury's Superstore, Wingfield Bank, Pepper Hill, Northfleet	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	1
Argos (in Homebase), Dartford Princes Road, Dartford	0.3%	2	1.6%	0	2.2%	1	0.0%	0	1.3%	0	1.0%	0
IKEA, Lakeside, Thurrock	0.6%	3	0.0%	0	2.2%	1	2.8%	1	0.0%	0	0.0%	0
Bexley Village Centre / Old Bexley	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bexleyheath Town Centre	13.3%	78	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0
Bluewater Shopping Centre, Greenhithe	51.8%	303	51.5%	6	42.3%	16	49.7%	23	67.3%	24	75.4%	36
Central London / West End	0.8%	5	6.2%	1	0.0%	0	1.5%	1	2.3%	1	1.4%	1
Dartford Town Centre	9.3%	54	23.6%	3	38.6%	14	30.3%	14	18.4%	6	12.7%	6
Erith Town Centre	1.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gravesend Town Centre	5.2%	31	1.6%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	2
Lakeside Shopping Centre & Retail Park, Thurrock	3.0%	17	6.0%	1	0.0%	0	2.8%	1	4.3%	1	0.0%	0
Longfield Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northumberland Heath, Bexley	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orpington Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swanley Town Centre	1.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broadway Shopping Centre, Bexleyheath (Argos, Boots, Sainsbury's, Wilko)	2.7%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Dartford Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
& more)																								
Dartford Heath Retail Park, Dartford (Dunelm, Halfords, Jolleys, Topps Tiles)	0.4%	2	0.0%	0	2.5%	1	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Orchards Shopping Centre, Dartford (Aldi, Boots, Primark, Furniture World & more)	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	3.2%	6	0.0%	0	0.0%	0
Priory Shopping Centre, Dartford (Sainsbury's, Poundland, Superdrug, Wilko & more)	0.4%	2	0.0%	0	0.0%	0	3.8%	2	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Prospect Place Retail Park, Dartford (Asda Living, B&Q, ScS, TK Maxx & more)	1.4%	8	0.0%	0	5.4%	2	6.2%	3	0.0%	0	2.6%	1	0.0%	0	0.0%	0	1.9%	0	0.0%	0	2.6%	2	0.0%	0
Tower Retail Park, Crayford (Currys PC World, Next, Pets at Home, Sports Direct & more)	0.2%	1	2.0%	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
Abroad	0.3%	2	0.0%	0	1.3%	0	0.0%	0	2.6%	1	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Argos (in Sainsbury's), Wingfield Bank, Pepper Hill	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton Town Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	0
Bromley 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	0.0%	0	1.3%	1	0.0%	0
Dockside Outlet Centre, Maritime Way, Chatham	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	1.8%	2
Gillingham Town Centre	0.1%	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
Liverpool City Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Surrey Quays Shopping Centre, Rotherhithe	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0
Weighted base:	585		12		37		47		35		47		30		8		24		185		65		94	
Sample:	568		71		52		54		55		55		47		15		52		55		57		55	

Dartford Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
Meanscore: [Number of visits per week]																								
Q23 How often do you visit Dartford Town Centre for shopping or leisure purposes ?																								
Everyday	1.4%	14	7.6%	1	6.6%	5	6.0%	5	0.0%	0	1.0%	1	1.7%	1	5.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
4-6 days a week	1.6%	16	4.7%	1	7.0%	5	3.9%	3	0.0%	0	6.1%	5	0.0%	0	0.0%	0	0.6%	2	0.0%	0	0.0%	0	0.0%	0
2-3 days a week	7.8%	79	20.8%	4	26.9%	20	25.3%	22	19.4%	12	16.6%	14	0.6%	0	0.0%	0	2.4%	1	0.6%	2	2.7%	3	1.0%	2
1 day a week	14.6%	148	40.7%	8	36.4%	27	29.5%	26	23.9%	15	19.9%	16	16.9%	10	3.2%	1	8.4%	4	8.7%	26	10.0%	11	3.5%	6
Once every 2 weeks	8.9%	91	3.4%	1	11.6%	9	14.5%	13	15.2%	9	14.8%	12	9.8%	6	2.1%	0	3.5%	2	6.5%	20	14.9%	16	2.4%	4
Once every month	12.3%	125	5.5%	1	3.8%	3	10.4%	9	10.5%	7	14.4%	12	7.4%	4	15.0%	3	10.0%	5	18.5%	56	16.1%	17	5.7%	9
Once every two months	7.4%	76	4.2%	1	0.0%	0	1.9%	2	6.2%	4	3.5%	3	8.5%	5	3.9%	1	8.7%	4	9.8%	30	17.1%	18	5.3%	9
3-4 times a year	8.7%	88	2.8%	1	1.1%	1	1.5%	1	5.9%	4	7.7%	6	7.8%	5	7.1%	1	13.9%	7	13.3%	40	3.9%	4	11.7%	19
Once a year	5.5%	56	0.0%	0	1.7%	1	0.0%	0	2.0%	1	1.5%	1	5.8%	3	3.2%	1	10.4%	5	7.7%	24	4.7%	5	9.4%	15
Less often	5.7%	58	2.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	2	9.6%	2	1.2%	1	10.0%	30	0.8%	1	13.8%	22
Never	25.0%	254	0.8%	0	5.0%	4	7.1%	6	16.8%	10	13.7%	11	37.8%	22	41.9%	7	41.6%	20	22.4%	68	28.8%	31	46.1%	75
(Don't know / varies / no particular pattern)	1.2%	12	7.2%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	8.5%	1	0.0%	0	1.9%	6	1.1%	1	1.0%	2
<i>Mean:</i>		<i>0.62</i>		<i>1.87</i>		<i>1.92</i>		<i>1.65</i>		<i>0.84</i>		<i>1.13</i>		<i>0.40</i>		<i>0.54</i>		<i>0.21</i>		<i>0.25</i>		<i>0.31</i>		<i>0.11</i>
Weighted base:		1019		19		74		87		62		81		58		17		47		304		108		162
Sample:		1019		111		101		100		100		100		103		32		100		90		92		90

Dartford Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
Q24 What do you like about Dartford Town Centre? [MR]																								
<i>Not those who said 'Never' at Q23</i>																								
Attractive environment	2.4%	18	1.3%	0	1.9%	1	1.8%	1	3.0%	2	0.7%	0	6.4%	2	6.8%	1	0.0%	0	3.5%	8	0.0%	0	1.9%	2
Cheap car parking	3.4%	26	0.4%	0	2.2%	2	3.7%	3	0.0%	0	4.0%	3	3.3%	1	6.8%	1	1.1%	0	4.3%	10	2.9%	2	4.5%	4
Cleanliness	0.8%	6	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	1	2.0%	5	0.0%	0	0.0%	0
Close to education facilities	0.6%	4	2.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	4
Close to home	21.2%	162	59.5%	11	35.8%	25	47.4%	38	26.5%	14	29.1%	20	10.7%	4	10.4%	1	21.9%	6	11.7%	28	17.7%	14	1.4%	1
Close to work / en route to work	1.5%	12	11.4%	2	0.0%	0	7.2%	6	0.0%	0	2.7%	2	0.0%	0	0.0%	0	2.0%	1	0.0%	0	1.9%	1	0.0%	0
Good accessibility by bus	4.8%	37	11.0%	2	3.9%	3	2.0%	2	0.0%	0	0.0%	0	0.0%	0	3.6%	0	0.0%	0	9.7%	23	0.0%	0	8.2%	7
Good accessibility by foot / cycle	1.8%	13	15.0%	3	6.1%	4	3.6%	3	1.6%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.4%	1
Good accessibility by train	2.8%	21	1.3%	0	1.8%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	6.5%	15	0.0%	0	3.7%	3
Good car parking provision	1.4%	11	0.0%	0	0.7%	0	0.6%	0	6.1%	3	3.1%	2	0.0%	0	13.5%	1	0.0%	0	0.0%	0	3.7%	3	0.0%	0
Good choice of chain (multiples) / well known stores	7.7%	59	2.6%	0	3.9%	3	10.9%	9	2.9%	1	11.5%	8	11.2%	4	5.5%	1	11.6%	3	7.5%	18	6.1%	5	8.2%	7
Good choice of department stores	2.0%	16	7.8%	1	0.9%	1	2.6%	2	0.0%	0	5.3%	4	0.0%	0	0.0%	0	0.0%	0	1.8%	4	4.6%	3	0.0%	0
Good choice of independent / specialist / boutique stores	2.7%	20	11.8%	2	2.3%	2	4.3%	4	0.9%	0	8.5%	6	3.2%	1	12.2%	1	3.2%	1	0.0%	0	1.5%	1	2.4%	2
Good choice of places to eat and drink	4.9%	37	3.5%	1	2.8%	2	4.3%	4	2.1%	1	6.1%	4	4.5%	2	2.9%	0	4.7%	1	6.7%	16	3.6%	3	4.5%	4
Good disabled access	0.8%	6	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	6	0.0%	0	0.0%	0
Good prices / lower value goods	3.6%	27	12.9%	2	2.2%	2	0.9%	1	2.9%	1	3.6%	2	0.0%	0	21.3%	2	0.0%	0	4.9%	12	1.1%	1	4.5%	4
Good street market	10.6%	81	25.8%	5	4.8%	3	5.8%	5	2.1%	1	1.9%	1	14.4%	5	55.2%	6	5.7%	2	13.4%	32	10.2%	8	15.8%	14
Safe environment	1.3%	10	1.7%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	2.5%	6	0.0%	0	1.4%	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
Can get what I need there	0.3%	2	0.4%	0	0.7%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0
Close to family / friends	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	6
Compact	2.8%	21	0.0%	0	7.4%	5	0.0%	0	1.8%	1	0.0%	0	7.6%	3	0.0%	0	0.0%	0	3.1%	7	2.2%	2	3.9%	3
Easy to park	1.3%	10	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	2.7%	1	0.0%	0	0.0%	0	3.0%	7	1.1%	1	0.0%	0
Familiar / know where everything is	1.9%	15	0.0%	0	1.6%	1	0.0%	0	0.9%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	4.5%	11	0.0%	0	1.9%	2
Friendly people	0.2%	1	1.3%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good buskers / live entertainment	0.2%	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	0.0%	0	0.0%	0
Good choice of food shops	0.9%	7	0.0%	0	2.2%	2	2.5%	2	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.4%	1
Good for leisure activities	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.9%	2
Good library	0.6%	4	0.0%	0	0.0%	0	2.5%	2	1.2%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.4%	1
Good museum	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
Good selection of banks	0.4%	3	0.0%	0	0.0%	0	1.7%	1	0.9%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	1.1%	1	0.0%	0
Good selection of salons	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good shopping centre	0.2%	1	0.0%	0	1.2%	1	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
Good theatre	4.1%	31	0.7%	0	2.2%	2	3.4%	3	4.9%	3	2.6%	2	2.9%	1	0.0%	0	5.9%	2	7.2%	17	1.5%	1	1.9%	2

Dartford Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
My bank is there	0.9%	7	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	2.8%	1	0.0%	0	3.2%	1	0.0%	0	2.6%	2	1.4%	1
My gym is there	0.2%	2	1.9%	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	0.0%	0
Nice park	3.9%	30	0.0%	0	1.2%	1	5.2%	4	1.6%	1	2.3%	2	4.4%	2	0.0%	0	4.3%	1	6.9%	16	1.5%	1	2.4%	2
Pedestrianised streets	0.1%	1	0.0%	0	0.7%	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
Prospect Place Retail Park is nearby	0.6%	5	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	3.3%	3
Quiet / not too busy	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Redevelopments are good	0.6%	4	0.0%	0	0.0%	0	0.0%	0	3.3%	2	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0
The Aldi store	0.1%	1	0.7%	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	0.0%	0
The Marks & Spencer store	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
The Matalan store	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2
The Primark store	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
The Sainsbury's store	0.1%	1	0.6%	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
Traditional	0.4%	3	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.4%	1
(Nothing)	31.5%	241	15.0%	3	31.8%	22	19.2%	15	45.4%	23	30.3%	21	36.6%	13	13.8%	1	37.5%	10	30.9%	73	46.9%	36	24.9%	22
(Don't know / can't remember)	4.8%	36	1.1%	0	1.2%	1	0.0%	0	0.0%	0	3.8%	3	4.5%	2	5.5%	1	3.2%	1	6.8%	16	1.1%	1	14.7%	13
Weighted base:	765	19		70	81	51	70	36	10	27	236	77	87											
Sample:	783	109		95	92	80	89	64	18	60	65	68	43											

Dartford Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
Q25 Is there anything that would make you shop in or visit Dartford Town Centre more often ? [MR]																								
A cinema	4.1%	41	3.9%	1	3.2%	2	3.2%	3	1.3%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	6.9%	21	0.0%	0	7.9%	13
Better access by bus	2.9%	29	1.3%	0	1.7%	1	5.1%	4	3.5%	2	1.7%	1	4.0%	2	0.0%	0	1.9%	1	5.4%	16	0.0%	0	0.0%	0
Better access by train	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 disabled access	0.5%	5	0.0%	0	4.5%	3	0.6%	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
Better / safer access by foot	0.9%	9	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	5	0.0%	0	2.4%	4
Cheaper parking	4.3%	44	2.2%	0	2.8%	2	3.7%	3	0.7%	0	6.7%	5	2.9%	2	18.2%	3	7.3%	3	4.6%	14	2.8%	3	4.2%	7
Cheaper prices	1.7%	17	3.7%	1	3.6%	3	3.7%	3	0.7%	0	1.5%	1	1.7%	1	7.1%	1	0.0%	0	1.5%	5	2.1%	2	0.0%	0
Free parking	4.5%	46	0.7%	0	5.8%	4	12.3%	11	2.3%	1	5.3%	4	1.3%	1	18.0%	3	8.0%	4	0.0%	0	8.7%	9	4.8%	8
More department stores	8.7%	89	24.0%	4	7.9%	6	9.4%	8	13.1%	8	13.1%	11	5.4%	3	24.5%	4	4.0%	2	8.9%	27	7.2%	8	4.5%	7
More fashion stores	11.9%	121	18.6%	3	13.7%	10	10.8%	9	7.6%	5	12.0%	10	8.7%	5	7.1%	1	4.7%	2	15.6%	48	16.9%	18	6.0%	10
More food stores	3.9%	40	10.3%	2	11.1%	8	7.8%	7	3.3%	2	1.5%	1	6.3%	4	10.0%	2	4.1%	2	3.8%	12	0.8%	1	0.0%	0
More green spaces / parks	1.4%	14	6.6%	1	1.7%	1	2.9%	2	0.0%	0	1.5%	1	2.1%	1	3.9%	1	0.9%	0	1.9%	6	0.0%	0	0.0%	0
More independent / specialist / boutique stores	13.2%	135	17.2%	3	26.2%	19	21.6%	19	26.7%	16	21.1%	17	9.1%	5	7.1%	1	10.6%	5	8.6%	26	8.3%	9	8.0%	13
More leisure facilities	1.8%	18	2.7%	1	0.0%	0	0.8%	1	0.0%	0	1.5%	1	0.9%	1	3.9%	1	1.8%	1	3.1%	9	4.1%	4	0.0%	0
More multiple stores / brands	14.8%	150	12.9%	2	21.8%	16	22.4%	19	18.5%	11	25.7%	21	20.0%	12	3.2%	1	30.3%	14	12.2%	37	13.6%	15	1.3%	2
More non-food stores generally	14.4%	146	17.9%	3	21.8%	16	26.0%	23	26.9%	17	17.5%	14	30.4%	18	7.1%	1	14.5%	7	4.9%	15	21.3%	23	6.2%	10
More parking	8.0%	82	0.7%	0	13.0%	10	8.1%	7	8.8%	5	14.6%	12	8.6%	5	9.2%	2	9.5%	4	7.5%	23	3.6%	4	6.1%	10
More pedestrianised streets	0.4%	4	3.5%	1	2.0%	1	0.8%	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
More places to eat / drink	3.7%	38	12.0%	2	1.1%	1	5.3%	5	2.0%	1	5.3%	4	0.0%	0	3.2%	1	0.9%	0	5.7%	17	4.1%	4	1.0%	2
More security / better personal safety	2.0%	20	5.2%	1	1.7%	1	6.0%	5	2.3%	1	2.3%	2	5.9%	3	3.2%	1	3.2%	1	0.0%	0	0.0%	0	2.4%	4
More services (e.g. bank, library, hairdressers etc.)	0.2%	2	5.4%	1	0.0%	0	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
Nicer environment	10.3%	105	12.9%	2	12.3%	9	15.1%	13	16.1%	10	15.4%	13	13.6%	8	0.0%	0	10.1%	5	10.4%	32	11.2%	12	0.7%	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
A Co-op store	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	0.0%	0
A Marks & Spencer store	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2
A Tesco store	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	0.0%	0	0.0%	0
A Waitrose store	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	2	1.1%	1	0.0%	0
An IKEA store	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	4
Ban cycling in town centre	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	0.0%	0
Better access by bicycle	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better access by car	1.2%	12	0.0%	0	1.7%	1	0.8%	1	5.1%	3	1.0%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	3.4%	4	1.0%	2
Better market	0.6%	6	0.7%	0	0.0%	0	1.5%	1	0.0%	0	1.0%	1	3.1%	2	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.7%	1
Better one-way system	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.6%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0
Better pavements	0.4%	4	0.0%	0	2.7%	2	0.0%	0	0.7%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Better quality shops	0.8%	9	0.0%	0	1.8%	1	1.4%	1	2.2%	1	0.8%	1	2.7%	2	0.0%	0	1.9%	1	0.0%	0	1.6%	2	0.0%	0
Better road access to the train station	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cleaner streets	0.6%	6	0.8%	0	0.6%	0	0.0%	0	1.8%	1	1.2%	1	1.8%	1	0.0%	0	0.0%	0	0.6%	2	0.8%	1	0.0%	0
Free parking	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0
Less busy / crowded	0.1%	1	1.3%	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
Less cafes	0.1%	1	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	0.0%	0

Dartford Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Less charity shops	0.2%	2	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0
Less empty shops	1.0%	10	0.0%	0	0.0%	0	0.6%	0	2.0%	1	0.8%	1
Less food shops	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Less road works	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less traffic congestion	1.9%	19	0.0%	0	1.3%	1	3.0%	3	0.0%	0	1.9%	2
Lower business rates	0.2%	2	0.0%	0	0.6%	0	1.5%	1	0.0%	0	0.6%	0
Make it more unique	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
More compact	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
More disabled parking	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
More food / farmers markets	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
More outside cafes	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More special events	0.6%	6	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
More to do there	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
More trees	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
More undercover shopping	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Move the post office back to its original site	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Revamp / modernise it	1.6%	16	0.0%	0	2.2%	2	1.8%	2	3.5%	2	5.8%	5
Stop the Brewery Square development	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing)	28.8%	293	18.0%	3	13.5%	10	12.7%	11	17.1%	11	12.4%	10
(Don't know)	5.5%	56	10.7%	2	3.3%	2	0.6%	0	1.5%	1	1.2%	1
Weighted base:	1019	19	74	87	62	81	58	17	47	304	108	162
Sample:	1019	111	101	100	100	100	103	32	100	90	92	90

Meanscore: [Number of visits per week]

Q26 How often do you visit Dartford Town Centre in the evenings ?

Everyday	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
4-6 days a week	0.6%	6	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
2-3 days a week	0.5%	6	4.6%	1	0.9%	1	0.6%	0	1.8%	1	2.3%	2
Once a week	1.6%	16	8.5%	2	8.0%	6	2.2%	2	2.8%	2	2.4%	2
Once a fortnight	1.4%	14	4.8%	1	6.6%	5	3.4%	3	3.7%	2	0.8%	1
Once a month	4.1%	42	12.5%	2	3.7%	3	6.3%	6	7.1%	4	4.2%	3
Once every 3 months	7.8%	80	11.8%	2	11.4%	8	8.4%	7	9.1%	6	6.8%	5
Twice a year	5.8%	59	9.9%	2	3.2%	2	3.4%	3	9.3%	6	5.4%	4
Once a year	2.9%	30	1.3%	0	0.0%	0	2.7%	2	3.6%	2	1.5%	1
Less often than once a year	2.2%	22	5.6%	1	0.0%	0	0.6%	0	1.5%	1	2.7%	2
Never	71.5%	729	26.9%	5	62.9%	47	71.7%	62	58.7%	36	70.7%	57
(Don't know / varies / no particular pattern)	1.5%	15	14.0%	3	2.1%	2	0.0%	0	2.4%	1	3.1%	2
Mean:	0.09	0.32	0.23	0.14	0.12	0.11	0.05	0.02	0.07	0.10	0.04	0.01
Weighted base:	1019	19	74	87	62	81	58	17	47	304	108	162
Sample:	1019	111	101	100	100	100	103	32	100	90	92	90

Dartford Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11													
Q27 What is your main reason for visiting Dartford Town Centre in the evenings?																									
<i>Not those who said 'Never' at Q26</i>																									
For late night shopping	5.8%	17	9.2%	1	10.1%	3	8.6%	2	5.9%	1	0.0%	0	0.0%	0	8.8%	1	12.7%	2	6.8%	6	3.2%	1	0.0%	0	
For outdoor events	0.2%	1	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
For work purposes	1.3%	4	0.0%	0	3.0%	1	8.2%	2	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
To meet friends	9.5%	28	20.0%	3	9.0%	2	13.4%	3	7.3%	2	18.5%	4	5.2%	1	54.0%	4	0.0%	0	6.8%	6	8.5%	2	0.0%	0	0.0%
To visit a music venue	1.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	0	5.5%	5	0.0%	0	0.0%	0	0.0%
To visit gym / fitness venue	0.7%	2	1.8%	0	0.0%	0	5.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
To visit night club or other late night venue	0.6%	2	0.0%	0	2.4%	1	0.0%	0	0.0%	0	2.0%	0	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
To visit pubs / bars	15.6%	45	19.5%	3	30.8%	8	15.1%	4	26.7%	7	22.6%	5	11.3%	1	10.8%	1	3.0%	0	12.3%	11	0.0%	0	17.5%	5	
To visit restaurants / cafes	16.0%	46	16.0%	2	29.7%	8	20.4%	5	12.4%	3	28.3%	7	24.3%	3	8.8%	1	8.2%	1	4.1%	4	35.7%	9	11.7%	3	
To visit the cinema	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%	0	0.0%	0	3.2%	1	0.0%	0	0.0%
To visit the theatre	41.3%	120	7.2%	1	15.0%	4	29.0%	7	42.9%	11	18.2%	4	33.1%	4	8.8%	1	68.0%	10	58.9%	50	41.6%	11	57.1%	17	
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	0.0%
To get the bus	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
To visit ATMs	0.2%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
To visit barbers	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
To visit takeaways	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
To watch sporting events (Don't know / varies / no particular pattern)	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%
Weighted base:	290		14		27		25		25		24		12		8		15		86		26		29		
Sample:	331		77		33		28		36		28		21		13		33		23		22		17		

Q28 Do you or your household visit the following leisure attractions? [MR/PR]

Bingo / casino / bookmaker	4.0%	41	5.5%	1	2.5%	2	5.2%	4	1.8%	1	2.8%	2	3.9%	2	5.3%	1	2.8%	1	4.3%	13	3.4%	4	5.6%	9
Cinema	60.1%	612	42.1%	8	42.8%	32	60.3%	52	61.3%	38	64.1%	52	51.9%	30	60.0%	10	56.7%	27	70.9%	216	51.8%	56	56.6%	92
Gym / health club / sports facility	22.7%	231	18.9%	4	20.8%	15	25.6%	22	26.6%	16	33.5%	27	19.0%	11	18.9%	3	30.6%	14	20.4%	62	23.2%	25	18.7%	30
Theatre / concert / music venue	53.8%	548	37.7%	7	51.8%	38	55.5%	48	68.1%	42	58.0%	47	52.7%	31	21.0%	4	59.2%	28	54.3%	165	58.2%	63	46.5%	75
Museum / gallery or place of historical / cultural interest	38.0%	387	21.9%	4	26.9%	20	46.8%	41	38.7%	24	40.3%	33	26.9%	16	4.9%	1	37.0%	17	44.8%	136	30.4%	33	39.1%	63
Pub / bar / nightclub	52.2%	532	36.1%	7	39.5%	29	56.6%	49	50.4%	31	52.1%	42	37.5%	22	23.0%	4	44.4%	21	56.8%	173	50.1%	54	61.7%	100
Restaurant / café / Eating out	78.2%	797	67.7%	13	72.2%	54	80.9%	70	84.3%	52	79.8%	65	78.4%	45	51.6%	9	75.5%	35	75.4%	229	82.2%	88	83.5%	136
Family entertainment (e.g. tenpin bowling, skating rink)	31.6%	322	29.2%	5	25.8%	19	32.3%	28	20.8%	13	37.8%	31	26.4%	15	9.5%	2	20.9%	10	41.6%	126	19.6%	21	31.6%	51
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
(Don't visit ANY leisure activities)	8.4%	86	12.7%	2	14.1%	10	8.2%	7	3.7%	2	8.1%	7	9.1%	5	14.4%	3	13.8%	6	5.7%	17	7.8%	8	10.5%	17
Weighted base:	1019		19		74		87		62		81		58		17		47		304		108		162	
Sample:	1019		111		101		100		100		100		103		32		100		90		92		90	

Dartford Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
Q29 Where do you or members of your household normally go to play bingo or visit casinos or bookmakers?																								
<i>Those that said 'Bingo / casino / bookmaker' at Q28 AND Excl. Nulls & SFT</i>																								
Buzz Bingo, Bexleyheath	27.2%	11	92.6%	1	25.0%	0	40.0%	2	0.0%	0	50.0%	1	28.6%	1	0.0%	0	33.4%	0	36.3%	5	22.7%	1	0.0%	0
Mecca Bingo, Eltham Hill	3.4%	1	0.0%	0	25.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hollywood Bowl, Medway Valley Lesiure Park, Rochester	6.8%	3	0.0%	0	0.0%	0	15.5%	1	0.0%	0	29.2%	1	22.8%	1	0.0%	0	66.7%	1	0.0%	0	0.0%	0	0.0%	0
Crayford Town Centre	1.1%	0	0.0%	0	0.0%	0	0.0%	0	100.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dartford Town Centre	7.5%	3	7.3%	0	25.0%	0	15.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.7%	2	0.0%	0	0.0%	0	0.0%	0
Gravesend Town Centre	9.8%	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	0.0%	0	0.0%	0	43.8%	4
Northumberland Heath, Bexley	4.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.7%	2	0.0%	0	0.0%	0	0.0%	0
Sidcup Town Centre	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	22.7%	1	0.0%	0	0.0%	0
Swanley Town Centre	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	32.0%	1	0.0%	0	0.0%	0
Swanscombe Town Centre	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	48.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Temple Hill Square, Dartford	1.2%	0	0.0%	0	25.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	11.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	36.3%	5	0.0%	0	0.0%	0	0.0%	0
Gala Bingo, High Street, Chatham	4.2%	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	0.0%	0	18.7%	2
Gala Bingo, Spiral Street, Dartford	8.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	37.5%	3
Mecca Bingo, Tamworth Road, Croydon	3.2%	1	0.0%	0	0.0%	0	29.1%	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
Rochester Town Centre	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Village Hall, Horton Road, South Darenth	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	22.7%	1	0.0%	0	0.0%	0
Weighted base:	40			1		2		4		0		2		2		1		1		13		4		9
Sample:	43			7		4		5		1		4		5		2		3		4		4		4

Dartford Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
Q30 Where do you or members of your household normally go to the cinema?																								
<i>Those that said 'Cinema' at Q28 AND Excl. Nulls & SFT</i>																								
Hollywood Bowl, Medway Valley Lesiure Park, Rochester	0.3%	2	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	1.4%	1
Cineworld, Broadway, Bexleyheath	19.7%	118	17.0%	1	7.8%	2	11.9%	6	4.5%	2	0.0%	0	0.0%	0	0.0%	0	2.1%	1	45.4%	98	15.2%	8	0.0%	0
Odeon, The Walnuts Shopping Centre, Orpington	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	1	0.0%	0	0.0%	0	3.9%	2	0.0%	0
Showcase, Bluewater, Greenhithe	58.3%	349	21.1%	2	77.6%	25	73.5%	38	90.5%	34	84.8%	43	83.8%	25	20.4%	2	86.7%	23	33.0%	71	66.1%	34	61.5%	51
Vue Cinema, High Street, Eltham	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Vue Cinema, Lakeside Shopping Centre, Grays	0.3%	2	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Anytime Fitness, Royal Oak Road, Bexleyheath	0.0%	0	2.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Orchard Theatre, Home Gardens, Dartford	0.1%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bexleyheath Town Centre	3.6%	22	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	8.5%	18	3.9%	2	0.0%	0
Bluewater Shopping Centre, Greenhithe	7.4%	44	43.1%	3	8.2%	3	7.3%	4	3.8%	1	9.6%	5	5.6%	2	60.7%	6	0.0%	0	5.4%	12	10.9%	6	3.5%	3
Central London / West End	2.6%	16	9.1%	1	0.0%	0	2.5%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	3.9%	1	5.4%	12	0.0%	0	0.0%	0
Darenth Village Centre, Dartford	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gravesend Town Centre	1.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	3.5%	1	0.0%	0	0.0%	0	5.3%	4
Lakeside Shopping Centre & Retail Park, Thurrock	0.2%	1	1.3%	0	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
Orpington Town Centre	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
Cineworld, Medway Valley Leisure Park, Rochester	3.1%	19	0.0%	0	4.9%	2	0.0%	0	0.0%	0	1.8%	1	5.4%	2	0.0%	0	3.7%	1	0.0%	0	0.0%	0	16.5%	14
Greenwich Local Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	2	0.0%	0	0.0%	0
Odeon, Bugsby's Way, Greenwich	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	1.4%	3	0.0%	0	0.0%	0
Odeon, Leviathon Way, Chatham	0.7%	4	2.5%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	3
The O2, Greenwich Peninsula	0.3%	2	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Woodville, Woodville Place, Gravesend	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	4
Vue Cinema, Medway Valley Leisure Park, Rochester	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Weighted base:	599	8	32	52	38	51	30	10	27	216	52	83												
Sample:	528	44	39	53	55	59	51	19	57	60	45	46												

Dartford Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Q31 Where do you or members of your household normally go to use a gym / healthclub / sports facility?												
<i>Those that said 'Gym / health club / sports facility' at Q28 AND Excl. Nulls & SFT</i>												
Bluewater Ice Skating Rink, Greenhithe	0.1%	0	5.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Anytime Fitness, Royal Oak Road, Bexleyheath	3.0%	7	7.8%	0	0.0%	0	0.0%	0	0.0%	0	20.8%	1
Crayside Leisure Centre, Stadium Way, Dartford	0.5%	1	0.0%	0	0.0%	0	2.4%	0	0.0%	0	0.0%	0
David Lloyd, Dartford, Darenth Road, Dartford	6.8%	15	3.8%	0	16.0%	2	13.1%	3	8.9%	1	25.8%	7
Fairfield Leisure Centre, Lowfield Street, Dartford	13.5%	31	36.2%	1	25.2%	4	55.3%	11	7.8%	1	16.6%	5
Goals Dartford, Green Street Green Road, Dartford	0.1%	0	7.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NRG Gyms, Garrick Street, Gravesend	2.1%	5	5.7%	0	0.0%	0	0.0%	0	0.0%	0	20.8%	1
Reynolds Fitness, The Chapel, Chapel Walk, Bexley	1.8%	4	0.0%	0	0.0%	0	3.4%	1	19.5%	3	0.0%	0
Snap Fitness, Eagle Way, Northfleet, Gravesend	2.5%	6	0.0%	0	4.3%	1	0.0%	0	0.0%	0	3.5%	0
The Gym Dartford, Orchards Shopping Centre, Dartford	5.3%	12	3.8%	0	20.0%	3	6.4%	1	0.0%	0	5.7%	2
Bexley Village Centre / Old Bexley	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bexleyheath Town Centre	2.6%	6	0.0%	0	0.0%	0	0.0%	0	5.7%	1	0.0%	0
Central London / West End	2.6%	6	0.0%	0	0.0%	0	0.0%	0	4.5%	1	5.7%	2
Dartford East District Centre	0.5%	1	0.0%	0	8.0%	1	0.0%	0	0.0%	0	0.0%	0
Dartford Town Centre	7.3%	17	30.0%	1	16.9%	3	6.4%	1	3.2%	0	30.7%	8
Erith Town Centre	4.6%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gravesend Town Centre	5.2%	12	0.0%	0	5.3%	1	0.0%	0	0.0%	0	20.8%	1
Greenhithe Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1
Hawley Road / Lowfield Street, Dartford	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Joyden's Wood Local Centre	0.2%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	0	0.0%	0
Longfield Village Centre	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	0
Northfleet Town Centre	1.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orpington Town Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1
Sidcup Town Centre	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swanley Town Centre	1.6%	4	0.0%	0	0.0%	0	0.0%	0	3.2%	0	0.0%	0
Swanscombe Town Centre	1.6%	4	0.0%	0	0.0%	0	0.0%	0	2.4%	1	29.2%	3
Tower Retail Park, Crayford	2.9%	7	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0
Birchwood Park Golf & Country Club, Wilmington, Dartford	3.4%	8	0.0%	0	0.0%	0	3.4%	1	30.2%	4	4.6%	1
Borough Green Local Centre	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Dartford Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
Brands Hatch, Fawkham	1.2%	3	0.0%	0	0.0%	0	0.0%	0	10.6%	1	0.0%	0	0.0%	0	0.0%	0	8.0%	1	0.0%	0	0.0%	0	0.0%	0
Cascades Leisure Centre, Thong Lane, Gravesend	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	4.0%	1
Cobtree Manor Park Golf Course, Chatham Road, Maidstone	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	1	0.0%	0	0.0%	0	0.0%	0
Crayford Weights & Fitness, Tower Park Road, Crayford	2.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.4%	6	0.0%	0	0.0%	0
Crook Log Leisure Centre, Brampton Road, Bexleyheath	4.0%	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	14.4%	9	0.0%	0	0.0%	0
Cyclopark, The Tollgate, Watling Street, Gravesend	2.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	1	0.0%	0	0.0%	0	15.1%	5
Cygnets Leisure Centre, Old Perry Street, Northfleet	2.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	0	0.0%	0	0.0%	0	16.8%	5
Dartford Stone Lodge Indoor Bowls & Social Club, Cotton Lane, Dartford	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	0	0.0%	0	0.0%	0	0.0%	0
Dartfordians Community Sports Club, The Coach House, Bourne Road, Bexley	0.6%	1	0.0%	0	0.0%	0	6.4%	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
Falconwood Local Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0
Hextable Village Centre	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	4.7%	1	0.0%	0
Hilton Dartford Bridge, Crossways Business Park, Dartford	0.2%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Living Well Health Club, Doubletree By Hilton, Dartford Bridge	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Medway Valley Leisure Park, Whitewall Road, Rochester	1.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.5%	3
Meopham Fitness & Tennis Centre, Wrotham Road, Meopham	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	0	0.0%	0	0.0%	0	0.0%	0
Meopham Village 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	3.9%	1	0.0%	0	0.0%	0	0.0%	0
Milestone Academy, Ash Road, Longfield	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	0	0.0%	0	0.0%	0	0.0%	0
New Ash Green Village 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	3.1%	0	0.0%	0	0.0%	0	0.0%	0
Next Generation Clubs, Darenth Road, Dartford	2.1%	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	7.6%	5	0.0%	0	0.0%	0
Nuffield, Medway Valley Leisure Park, Rochester	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	1	0.0%	0	0.0%	0	0.0%	0
Nuffield, One Cabot Square,	0.3%	1	0.0%	0	4.3%	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

Dartford Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11		
Canary Wharf														
Riverside Centre, Dickens Road, Gravesend	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1
South Herts Golf Club, Links Drive, Totteridge	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	0	0.0%	0
Swanscombe Leisure Centre, Craylands Lane, Swanscombe	1.0%	2	0.0%	0	0.0%	0	0.0%	0	22.9%	2	0.0%	0	0.0%	0
The Goodman Dance Centre, Market Street, Dartford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	1	0.0%	0
White Oak Leisure Centre, Hilda May Avenue, Swanley	3.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	2	19.5%	5
Weighted base:	226	4	15	21	14	27	10	3	14	62	25	30		
Sample:	208	19	18	22	21	28	17	5	29	15	18	16		

Dartford Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Q32 Where do you or members of your household normally go to visit the theatre, watch a concert or watch live music?												
<i>Those that said 'Theatre / concert / music venue' at Q28 AND Excl. Nulls & SFT</i>												
Showcase, Bluewater, Greenhithe	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Goals Dartford, Green Street Green Road, Dartford	0.0%	0	2.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dartford Open Air Theatre, Central Road, Dartford	1.6%	8	0.0%	0	0.0%	0	4.1%	2	0.0%	0	0.0%	0
The Geoffry Whitworth Theatre, Beech Walk, Dartford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.7%	1
The Mick Jagger Arts Centre, Shepherds Lane, Dartford	0.2%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	10.0%	0
The Orchard Theatre, Home Gardens, Dartford	48.7%	258	41.5%	3	78.4%	29	57.2%	26	61.1%	26	37.9%	18
Bluewater Shopping Centre, Greenhithe	0.8%	4	5.1%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Central London / West End	41.0%	217	28.6%	2	15.1%	6	34.2%	15	32.7%	14	47.2%	22
Dartford Town Centre	2.1%	11	18.3%	1	3.1%	1	0.0%	0	1.5%	1	4.4%	2
Gravesend Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orchards Shopping Centre, Dartford	2.1%	11	0.0%	0	1.3%	0	4.5%	2	0.0%	0	6.0%	3
Brighton Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bromley Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Guildford Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hyde Park, London	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Royal Opera House, Bow Street, Covent Garden	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0
The O2, Greenwich Peninsula	1.7%	9	3.6%	0	0.0%	0	0.0%	0	3.6%	1	2.6%	1
The Royal Albert Hall, Kensington	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Woodville, Woodville Place, Gravesend	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	530	7	37	45	42	47	31	4	28	160	61	68
Sample:	536	43	52	52	67	59	53	6	62	48	53	41

Dartford Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Q33 Where do you or members of your household normally go to a museum, gallery, or other place of historical / cultural interest?												
<i>Those that said 'Museum / gallery or place of historical / cultural interest' at Q28 AND Excl. Nulls & SFT</i>												
Dartford Open Air Theatre, Central Road, Dartford	0.2%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Central London / West End	90.1%	320	91.7%	4	75.3%	15	72.6%	29	86.3%	19	92.1%	30
Darenth Village Centre, Dartford	0.3%	1	0.0%	0	6.4%	1	0.0%	0	0.0%	0	0.0%	0
Dartford Town Centre	3.5%	13	3.3%	0	14.0%	3	6.0%	2	7.9%	2	5.3%	2
Gravesend Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	1.7%	6	0.0%	0	0.0%	0	5.9%	2	2.1%	0	2.6%	1
Bamburgh Castle, The Wynding, Bamburgh	0.2%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Chartwell, Mapleton Road, Westerham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chatham Town Centre	0.1%	0	5.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dartford Borough Museum, Market Street, Dartford	0.9%	3	0.0%	0	4.3%	1	5.2%	2	0.0%	0	0.0%	0
Dover Castle, Castle Hill, Dover	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greenwich Local Centre	0.4%	1	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0
Knole Park, Sevenoaks	0.4%	1	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0
Maidstone Town Centre	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Scotney Castle, Finchcocks, Lamberhurst, Tunbridge Wells	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tate Modern, Bankside	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Greenwich Gallery, Peyton Place, Greenwich	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Truro City Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0
Weighted base:	355		4	19	39	22	32	14	1	16	125	29
Sample:	321		24	28	44	31	36	26	2	37	35	27

Dartford Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
Q34 Which location (e.g. town centre, shopping centre, retail/ leisure park) do you or members of your household normally go to when visiting pubs / bars / nightclubs?																								
<i>Those that said 'Pub / bar / nightclub' at Q28 AND Excl. Nulls & SFT</i>																								
Showcase, Bluewater, Greenhithe	0.3%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Total Fitness, Swanley, Swanley Lane, Swanley	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	2	0.0%	0		
Belvedere Town Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0		
Bexley Village Centre / Old Bexley	5.4%	25	0.0%	0	0.0%	0	10.7%	5	14.7%	4	5.2%	2	0.0%	0	17.1%	1	0.0%	0	7.5%	11	5.1%	2	0.0%	0
Bexleyheath Town Centre	19.2%	87	10.7%	1	0.0%	0	3.0%	1	6.2%	2	0.0%	0	0.0%	0	10.5%	2	52.0%	78	9.7%	4	0.0%	0	0	
Bluewater Shopping Centre, Greenhithe	5.7%	26	3.1%	0	7.8%	2	2.0%	1	4.5%	1	23.0%	8	16.6%	3	0.0%	0	5.8%	1	2.1%	3	0.0%	0	7.1%	6
Central London / West End	10.6%	48	19.9%	1	1.9%	0	15.3%	7	8.4%	2	22.0%	8	6.1%	1	0.0%	0	4.6%	1	11.3%	17	5.4%	2	9.8%	8
Crayford Town Centre	3.4%	15	0.0%	0	0.0%	0	1.1%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.5%	14	0.0%	0	0.0%	0
Dartford East District Centre	0.2%	1	0.0%	0	3.4%	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
Dartford Town Centre	19.5%	89	56.4%	4	84.9%	21	49.3%	21	27.7%	7	32.8%	12	17.7%	3	24.5%	1	6.8%	1	2.4%	4	24.8%	11	5.0%	4
Dartford West District Centre	0.6%	3	0.0%	0	0.0%	0	6.0%	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
Erith Town Centre	2.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	10	0.0%	0	0.0%	0	0.0%	0
Gravesend Town Centre	10.6%	48	10.0%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	23.8%	5	0.0%	0	8.4%	2	0.0%	0	0.0%	0	48.7%	41
Greenhithe Village Centre	2.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.3%	5	22.8%	4	17.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Joyden's Wood Local Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside Shopping Centre & Retail Park, Thurrock	0.4%	2	0.0%	0	0.0%	0	0.0%	0	5.6%	1	0.0%	0	0.0%	0	9.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longfield Village Centre	1.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	38.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northfleet Town Centre	2.1%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.8%	9
Northumberland Heath, Bexley	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0
Orpington Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sevenoaks Town Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0
Sidcup Town Centre	0.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	3.9%	2	0.0%	0	0.0%	0
Stone Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.2%	0	2.3%	0	0.0%	0	0.0%	0	0.0%	0
Sutton-at-Hone South	0.5%	2	0.0%	0	0.0%	0	1.6%	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
Swanley Town Centre	2.5%	11	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	25.1%	11	0.0%	0
Swanscombe Town Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.4%	2	9.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Welling Town Centre	1.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	6	0.0%	0	0.0%	0	0.0%	0
Broadway Shopping Centre, Bexleyheath	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dartford Heath Retail Park, Dartford	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.1%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beefeater Woodlands, Wrotham Road, Gravesend	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Bromley Town Centre	1.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.4%	8
Canterbury City Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1

Dartford Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Caterham Town Centre	0.2%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Dartford Golf Club, Heath Lane, Dartford	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0
Farningham Village Centre	0.6%	3	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0
Fawkham Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greenwich Local Centre	0.3%	1	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0
Hartley Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Medway Rugby Club, Priestfields Recreation Ground, Rochester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1
Meopham Country Club, Wrotham Road, Meopham	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0
Meopham Village Centre	1.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ramsgate Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0
Rochester Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	0
Royal Tunbridge Wells Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shoreham-by-Sea Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sittingbourne Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1
Southfleet Village Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	1
Whitstable Town Centre	0.3%	1	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0
Wilmington Village Centre	1.0%	4	0.0%	0	0.0%	0	1.6%	1	10.6%	3	0.0%	0
Wrotham Village Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	456	6	24	43	27	36	19	4	19	149	44	84
Sample:	404	36	29	47	40	41	35	8	41	43	37	47

Dartford Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Q35 Which location (e.g. town centre, shopping centre, retail/ leisure park) do you or members of your household normally go to for eating out (e.g. cafes and restaurants)?												
<i>Those that said 'Restaurant / café / Eating out' at Q28 AND Excl. Nulls & SFT</i>												
Bluewater Ice Skating Rink, Greenhithe	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	3
Showcase, Bluewater, Greenhithe	0.5%	4	0.0%	0	4.6%	2	1.1%	1	0.0%	0	0.0%	0
The Orchard Theatre, Home Gardens, Dartford	0.0%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bexley Village Centre / Old Bexley	1.8%	12	0.0%	0	1.0%	0	2.2%	1	9.8%	4	3.4%	2
Bexleyheath Town Centre	17.5%	123	4.7%	1	2.7%	1	3.0%	2	1.0%	0	2.2%	1
Bluewater Shopping Centre, Greenhithe	28.3%	198	43.6%	5	26.7%	12	45.7%	28	40.5%	18	44.6%	25
Central London / West End	7.2%	50	10.1%	1	1.0%	0	7.0%	4	1.4%	1	12.4%	7
Crayford Town Centre	2.2%	16	0.0%	0	1.0%	0	2.2%	1	2.0%	1	0.0%	0
Dartford Town Centre	15.1%	105	36.3%	4	48.1%	22	27.0%	16	22.6%	10	28.5%	16
Dartford West District Centre	0.1%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Ebbsfleet Valley Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Erith Town Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gravesend Town Centre	11.4%	80	1.6%	0	5.9%	3	0.0%	0	3.2%	1	5.3%	3
Greenhithe Village Centre	0.5%	3	1.6%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Hawley Road / Lowfield Street, Dartford	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Joyden's Wood Local Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Lakeside Shopping Centre & Retail Park, Thurrock	0.6%	4	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Longfield Village Centre	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Northfleet Town Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1
Northumberland Heath, Bexley	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sevenoaks Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sidcup Town Centre	0.7%	5	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0
Stone Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swanley Town Centre	2.4%	17	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Swanscombe Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	2
Welling Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Dartford Heath Retail Park, Dartford	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Priory Shopping Centre, Dartford	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Tower Retail Park, Crayford	0.2%	2	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0
Badgers Mount Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackheath District Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Dartford Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Bromley Town Centre	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	4
Caterham Town Centre	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Chislet Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Crawley Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Crockenhill Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East Malling and Larkfield Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eynsford Village Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Farningham Village Centre	1.0%	7	0.0%	0	1.8%	1	1.1%	1	1.0%	0	0.0%	0
Fawkham Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Godstone Village Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greenwich Local Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hastings Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Horton Kirby Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Knightsbridge Local Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maidstone Town Centre	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Medway Valley Leisure Park, Whitewall Road, Rochester	0.6%	4	0.0%	0	5.1%	2	0.0%	0	0.0%	0	0.0%	0
Meopham Village Centre	1.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Miller & Carter, Princes Road, Dartford	0.4%	3	0.0%	0	1.0%	0	0.0%	0	1.0%	0	0.0%	0
Rochester Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Royal Tunbridge Wells Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shoreham-by-Sea Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Southampton City Centre	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Southfleet Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Strood Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toby Carvery, Coldharbour Road, Gravesend	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Kingsdown Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wilmington Village Centre	0.2%	1	0.0%	0	1.0%	0	0.0%	0	1.8%	1	0.0%	0
Weighted base:	699	12	46	61	45	57	39	8	31	201	75	125
Sample:	686	71	64	71	68	66	66	14	69	66	65	66

Dartford Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
Q36 Where do you or members of your household normally go for family entertainment? (e.g. ten pin bowling, ice skating, outdoor adventure centres, etc.)																								
<i>Those that said 'Family entertainment' at Q28 AND Excl. Nulls & SFT</i>																								
Bluewater Ice Skating Rink, Greenhithe	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0
Hollywood Bowl, Lakeside Shopping Centre, Grays	0.6%	2	3.8%	0	0.0%	0	2.6%	1	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hollywood Bowl, Medway Valley Lesiure Park, Rochester	11.0%	30	6.2%	0	5.0%	1	0.0%	0	0.0%	0	16.2%	4	28.7%	4	0.0%	0	22.1%	2	0.0%	0	28.5%	5	34.4%	14
Planet Ice, Gillingham Business Park, Gillingham	5.7%	16	0.0%	0	0.0%	0	0.0%	0	6.3%	1	2.4%	1	0.0%	0	0.0%	0	7.0%	1	4.3%	5	6.6%	1	19.6%	8
Tenpin, Albion Road, Bexleyheath	35.5%	98	20.0%	1	64.6%	9	53.6%	14	41.0%	4	23.7%	7	11.8%	2	0.0%	0	34.7%	3	46.9%	52	30.2%	5	4.2%	2
Tenpin, Homefield Rise, Orpington	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	1	0.0%	0
Cineworld, Broadway, Bexleyheath	0.9%	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	2.3%	2	0.0%	0	0.0%	0
Crayside Leisure Centre, Stadium Way, Dartford	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fairfield Leisure Centre, Lowfield Street, Dartford	0.1%	0	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%	0	0.0%	0	0.0%	0
Bexleyheath Town Centre	19.2%	53	3.8%	0	9.4%	1	20.1%	5	30.3%	3	12.9%	4	8.8%	1	0.0%	0	4.0%	0	32.2%	35	12.4%	2	0.0%	0
Bluewater Shopping Centre, Greenhithe	6.9%	19	32.9%	2	0.0%	0	5.0%	1	7.8%	1	3.0%	1	0.0%	0	66.7%	1	0.0%	0	7.6%	8	0.0%	0	12.1%	5
Central London / West End	2.7%	7	23.3%	1	0.0%	0	5.0%	1	0.0%	0	8.0%	2	7.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	2
Dartford Town Centre	0.2%	1	3.8%	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
Gravesend Town Centre	3.7%	10	2.5%	0	0.0%	0	0.0%	0	0.0%	0	12.5%	3	32.4%	4	0.0%	0	5.6%	0	0.0%	0	0.0%	0	4.2%	2
Lakeside Shopping Centre & Retail Park, Thurrock	1.7%	5	0.0%	0	0.0%	0	0.0%	0	14.6%	1	0.0%	0	0.0%	0	33.3%	1	0.0%	0	2.3%	2	0.0%	0	0.0%	0
Swanley Town Centre	0.7%	2	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	6.6%	1	0.0%	0
Broadway Shopping Centre, Bexleyheath	0.9%	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	2.3%	2	0.0%	0	0.0%	0
Imperial Retail Park, Gravesend	0.9%	2	0.0%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.0%	1	0.0%	0	0.0%	0	0.0%	0
Westfield Stratford City, Stratford	1.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.8%	4
AMF Bowling, Imperial Business Park, Westmill	1.6%	4	0.0%	0	9.4%	1	6.1%	2	0.0%	0	0.0%	0	11.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bromley Town Centre	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chatham Town Centre	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	2
Medway Valley Leisure Park, Whitewall Road, Rochester	0.9%	2	0.0%	0	11.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	1	0.0%	0
Royal Tunbridge Wells Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	1	0.0%	0
Ruxley Manor Ice Rink,	0.4%	1	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	0	0.0%	0	0.0%	0	0.0%	0

Dartford Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Maidstone Road, Sidcup												
Sittingbourne Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Strood Town Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tenpin, Broadwater Way, Eastbourne	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	275	5	13	26	10	28	14	2	8	110	18	40
Sample:	207	29	15	25	13	29	18	3	17	28	13	17

Dartford Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Q38 What improvements could be made to the leisure offer in the Dartford Borough area that would make you visit or partake in leisure activities more often? [MR]												
A casino	0.5%	6	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A swimming pool	3.6%	37	8.9%	2	0.0%	0	3.0%	3	0.0%	0	0.0%	0
A theatre	1.6%	17	0.7%	0	0.0%	0	0.6%	0	1.0%	1	0.8%	1
A new multi-screen cinema	16.1%	164	24.5%	5	25.9%	19	29.0%	25	21.2%	13	16.9%	14
A new art house cinema	2.4%	25	4.2%	1	0.0%	0	5.7%	5	1.0%	1	0.6%	0
Bingo	1.3%	13	0.7%	0	0.6%	0	3.4%	3	2.0%	1	2.3%	2
Cheaper prices	4.9%	49	0.7%	0	4.6%	3	4.2%	4	2.4%	1	1.5%	1
Improved access by foot and cycle	0.2%	2	1.3%	0	1.1%	1	0.0%	0	0.0%	0	0.9%	1
Improved public transport	2.1%	22	1.7%	0	0.0%	0	0.0%	0	0.7%	0	1.3%	1
Improved security / CCTV	3.1%	31	9.0%	2	3.9%	3	4.2%	4	2.3%	1	2.9%	2
Improved street furniture	0.3%	3	1.4%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0
Improvements in the built environment	1.5%	16	4.5%	1	0.0%	0	1.9%	2	0.7%	0	3.4%	3
More / better car parking	3.0%	30	2.4%	0	0.0%	0	3.2%	3	3.8%	2	3.1%	2
More / better cultural facilities	1.3%	13	3.7%	1	0.0%	0	0.0%	0	1.9%	2	0.0%	0
More / better disabled access	0.3%	3	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.6%	0
More / better health clubs / gyms	0.7%	7	1.0%	0	0.0%	0	0.8%	1	0.0%	0	2.9%	2
More / better policing & safety	2.5%	26	11.4%	2	3.3%	2	0.0%	0	0.0%	0	3.1%	2
More / better pubs / bars	1.1%	11	9.6%	2	2.1%	2	0.0%	0	2.3%	1	0.8%	1
More / better seats	0.2%	2	0.4%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
More / better signposting and information	0.4%	4	1.3%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
More better parks / green spaces	0.9%	9	7.2%	1	1.7%	1	1.4%	1	0.0%	0	0.8%	1
More for children	5.6%	57	25.6%	5	10.0%	7	3.7%	3	3.5%	2	11.6%	9
More local sports & recreation facilities	2.6%	26	8.5%	2	1.7%	1	3.2%	3	0.0%	0	5.7%	5
More nightclubs	0.2%	2	3.7%	1	0.6%	0	0.0%	0	0.8%	1	0.0%	0
More pavement cafes	0.8%	8	13.8%	3	0.0%	0	1.5%	1	1.0%	1	0.0%	0
More quality restaurants	8.1%	83	35.6%	7	7.4%	6	8.4%	7	10.8%	7	10.0%	8
More street cleaning	1.8%	18	8.6%	2	0.0%	0	3.8%	3	1.3%	1	2.3%	2
Provision of public toilets	1.0%	10	1.3%	0	0.0%	0	1.9%	2	0.0%	0	1.1%	1
Ten-pin bowling	7.5%	76	7.4%	1	13.8%	10	14.7%	13	10.4%	6	14.6%	12
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Activity centre / climbing wall	0.6%	6	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Adults only swimming classes	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Amusement arcade	0.2%	2	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0
Better pavements	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	0	1.1%	1
Community centre	0.2%	2	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0

Dartford Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Crazy golf	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Escape rooms	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Free parking	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1
Go karting	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ice rink	1.0%	10	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.8%	1
Improve the library	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved access by car	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Keep the White Oak Leisure Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Laser tag centre	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
More / better advertising of what's available	0.3%	4	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
More / better shops	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.7%	0	2.6%	2
More for old people to do	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
More for teenagers to do	0.4%	4	1.3%	0	0.9%	1	0.0%	0	1.3%	1	1.0%	1
More information of what's available via the council website	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More shows at the Orchard Theatre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
More special events	0.4%	4	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
New seating at the Orchard Theatre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outdoor swimming pool	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Panic rooms	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Speedway track	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Theme park	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0
Trampolining venue	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
(Nothing)	44.7%	456	10.0%	2	38.6%	29	33.7%	29	46.2%	29	30.4%	25
(Don't know)	10.8%	110	10.8%	2	12.4%	9	6.8%	6	8.2%	5	15.4%	12
Weighted base:	1019	19	74	87	62	81	58	17	47	304	108	162
Sample:	1019	111	101	100	100	100	103	32	100	90	92	90

Dartford Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
Q39 Where within Dartford Borough should the improvements you mentioned be made?																								
<i>Not those who said '(Nothing)' or '(Don't know)' at Q38</i>																								
Dartford Town Centre	73.2%	332	65.2%	10	83.9%	30	88.2%	46	83.9%	24	81.4%	36	53.7%	14	79.5%	9	70.5%	11	79.0%	100	79.1%	31	36.5%	22
Dartford East District Centre	1.9%	9	5.7%	1	4.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	0	0.0%	0	3.7%	5	3.1%	1	0.0%	0
Dartford West District Centre	0.5%	2	1.4%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	2.5%	1	5.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bluewater Shopping Centre	1.6%	7	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	3.8%	1	0.0%	0	10.1%	2	0.0%	0	0.0%	0	6.6%	4
Ebbsfleet	1.9%	9	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	1	0.0%	0	0.0%	0	0.0%	0	13.2%	8
Temple Hill Square District Centre	1.1%	5	8.4%	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	5.3%	3
Hawley Road / Lowfield Street District Centre	0.4%	2	3.3%	0	2.3%	1	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
Longfield District Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0	0.0%	0
Swanscombe District Centre	1.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.4%	2	0.0%	0	0.0%	0	4.6%	6	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
Bexleyheath (Not in Dartford Borough)	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0
Dartford Heath	0.1%	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	0.0%	0	0.0%	0
Erith (Not in Dartford Borough)	0.8%	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	2.8%	4	0.0%	0	0.0%	0
Gravesend (Not in Dartford Borough)	2.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.4%	10
Greenhithe	1.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	2	5.5%	1	6.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southfleet	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0
Swanley (Not in Dartford Borough)	1.1%	5	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	11.7%	5	0.0%	0
(Don't know / varies)	2.1%	10	0.9%	0	0.0%	0	3.1%	2	0.0%	0	1.1%	0	0.0%	0	0.0%	0	9.8%	2	0.0%	0	6.1%	2	5.7%	3
(Nowhere specifically in Dartford Borough)	9.6%	44	13.7%	2	4.9%	2	7.7%	4	10.1%	3	12.2%	5	26.0%	7	0.0%	0	2.8%	0	8.5%	11	0.0%	0	16.3%	10
Weighted base:		453		15		36		52		28		44		25		11		16		127		39		60
Sample:		456		84		46		55		40		50		43		18		33		30		30		27

GEN Gender of respondent.

Male	30.9%	314	35.6%	7	31.6%	23	34.3%	30	37.4%	23	29.8%	24	39.5%	23	61.0%	11	29.5%	14	27.3%	83	35.9%	39	23.7%	38
Female	69.1%	705	64.4%	12	68.4%	51	65.7%	57	62.6%	39	70.2%	57	60.5%	35	39.0%	7	70.5%	33	72.7%	221	64.2%	69	76.3%	124
Weighted base:		1019		19		74		87		62		81		58		17		47		304		108		162
Sample:		1019		111		101		100		100		100		103		32		100		90		92		90

Dartford Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
AGE Could I ask how old you are?																								
18 to 24	6.1%	62	11.9%	2	6.2%	5	7.5%	6	2.4%	1	5.7%	5	6.2%	4	0.0%	0	4.4%	2	7.7%	23	5.1%	6	4.9%	8
25 to 34	15.5%	158	30.5%	6	10.4%	8	11.2%	10	7.3%	4	11.4%	9	8.3%	5	47.2%	8	15.4%	7	24.9%	76	5.1%	6	12.2%	20
35 to 44	19.9%	202	26.7%	5	13.4%	10	31.7%	27	5.9%	4	26.0%	21	11.7%	7	38.1%	7	3.6%	2	26.3%	80	16.5%	18	13.8%	22
45 to 54	20.2%	206	6.8%	1	13.3%	10	24.0%	21	19.7%	12	24.4%	20	18.7%	11	5.1%	1	17.9%	8	17.2%	52	25.2%	27	26.2%	42
55 to 64	14.0%	142	16.3%	3	28.9%	21	8.0%	7	23.4%	14	16.3%	13	27.8%	16	8.4%	1	27.2%	13	8.2%	25	8.2%	9	11.8%	19
65 +	24.3%	248	7.7%	1	27.8%	21	17.6%	15	41.3%	26	16.2%	13	27.2%	16	1.2%	0	31.5%	15	15.7%	48	39.7%	43	31.2%	51
(Refused)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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:		1019		19		74		87		62		81		58		17		47		304		108		162
Sample:		1019		111		101		100		100		100		103		32		100		90		92		90

QUOTA Zone

Zone 1	1.8%	19	100.0%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2	7.3%	74	0.0%	0	100.0%	74	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3	8.5%	87	0.0%	0	0.0%	0	100.0%	87	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4	6.1%	62	0.0%	0	0.0%	0	0.0%	0	100.0%	62	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5	8.0%	81	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	81	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6	5.7%	58	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	58	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7	1.7%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8	4.6%	47	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	47	0.0%	0	0.0%	0	0.0%	0
Zone 9	29.8%	304	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	304	0.0%	0	0.0%	0
Zone 10	10.6%	108	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	108	0.0%	0
Zone 11	15.9%	162	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	162
Weighted base:		1019		19		74		87		62		81		58		17		47		304		108		162
Sample:		1019		111		101		100		100		100		103		32		100		90		92		90

Dartford Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11		
PC Postcode Sector														
BR8 7	6.6%	68	0.0%	0	0.0%	0	0.0%	0	0.0%	0	62.8%	68	0.0%	0
BR8 8	2.4%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.1%	25	0.0%	0
DA1 1	5.7%	58	11.9%	2	42.2%	31	3.0%	3	4.2%	3	23.6%	19	0.0%	0
DA1 2	4.8%	48	34.1%	6	0.0%	0	45.6%	40	4.1%	3	0.0%	0	0.0%	0
DA1 3	5.2%	53	0.0%	0	0.0%	0	42.7%	37	0.0%	0	0.0%	0	0.0%	0
DA1 4	5.4%	55	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DA1 5	5.9%	60	54.0%	10	57.8%	43	8.7%	8	0.0%	0	0.0%	0	0.0%	0
DA10 0	3.0%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	52.3%	30	0.0%	0
DA10 1	1.7%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	17	0.0%	0
DA11 0	4.0%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	41
DA11 7	3.7%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	37
DA11 8	5.1%	52	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	52
DA11 9	2.0%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	21
DA12 5	1.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	11
DA13 9	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.7%	5	0.0%	0
DA14 5	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
DA17 6	1.8%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	19
DA2 6	3.4%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	41.6%	34	0.0%	0
DA2 7	4.0%	40	0.0%	0	0.0%	0	0.0%	0	55.0%	34	0.0%	0	0.0%	0
DA2 8	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	2
DA3 7	3.1%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	67.9%	32
DA3 8	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1
DA4 0	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2
DA4 9	2.1%	22	0.0%	0	0.0%	0	0.0%	0	13.1%	8	0.0%	0	0.0%	14
DA5 1	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	4
DA5 2	1.3%	14	0.0%	0	0.0%	0	0.0%	0	22.1%	14	0.0%	0	0.0%	0
DA6 7	1.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	12
DA6 8	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	10
DA7 4	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	10
DA7 5	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	7
DA7 6	4.5%	45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.9%	45
DA8 1	3.8%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.7%	39
DA8 2	4.3%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.2%	43
DA8 3	4.3%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.6%	44	0.0%	0
DA9 9	5.5%	56	0.0%	0	0.0%	0	0.0%	0	0.0%	0	34.9%	28	47.7%	28
Weighted base:	1019	19		74	87	62	81	58	17	47	304	108	162	
Sample:	1019	111		101	100	100	100	103	32	100	90	92	90	

Appendix 2:

Sample Questionnaire

Job No. 091019
Dartford & Ebbsfleet Retail & Leisure Study

Good morning / afternoon / evening, I am from NEMS market research, an independent market research company, and we are conducting a short survey on behalf of Dartford Borough Council about shopping and leisure in your area. Do you have time to answer some questions please? It will take about 7 minutes.

QA Are you the person responsible, or jointly responsible, for food and non-food shopping in your household?

- 1 Yes
- 2 No

IF 'YES' – CONTINUE INTERVIEW.

IF 'NO' – ASK - COULD I SPEAK TO THE PERSON WHO IS RESPONSIBLE FOR MOST OF THE SHOPPING, IF NOT AVAILABLE THANK AND CLOSE INTERVIEW

Q01 Where do you NORMALLY shop for all your household's main food and grocery shopping needs (i.e. primarily bulk trolley purchases)?

IF THEY SAY VARIES ASK IF THERE IS SOMEWHERE THEY USE MORE THAN OTHERS EVEN IF SLIGHTLY, AS THEY CAN STATE ANOTHER LOCATION AT Q03, IF STILL VARIES ASK THE PLACE THEY USED LAST FOR A MAIN FOOD SHOP.

- Internet / delivery GO TO Q02
- #Food Food List GO TO Q03
- (Don't know / varies) CLOSE
- (Don't do this type of shopping) CLOSE

Those who do their main food shopping via the Internet at Q01:

Q02 Which retailer do you purchase your main food internet / home delivery shopping from?
DO NOT READ OUT. ONE ANSWER ONLY.

#NetF Internet food list

Q03 In addition to (LOCATION MENTIONED AT Q01), is there anywhere else you regularly use for your main-food shopping?

IF THEY SAY VARIES ASK FOR ONE OF THE PLACES THEY ALSO USE REGULARLY FOR A MAIN FOOD SHOP.

#Food Food list

Those who do their main food shopping via the Internet at Q03:

Q04 Which retailer do you purchase your main food internet / home delivery shopping from?
DO NOT READ OUT. ONE ANSWER ONLY.

#NetF Internet food list

Q05 In addition to your main food shopping, where do you normally do most of your household's small scale top-up food shopping (i.e. the store you visit regularly (2+ times a week) to buy bread, milk, etc., on a day-to-day basis)?

IF THEY SAY VARIES ASK IF THERE IS SOMEWHERE THEY USE MORE THAN OTHERS EVEN IF SLIGHTLY, AS THEY CAN STATE ANOTHER LOCATION AT Q07, IF STILL VARIES ASK THE PLACE THEY USED LAST FOR TOP-UP SHOPPING.

- Internet / delivery GO TO Q06
- #Food Food List GO TO Q07
- (Don't know / varies) GO TO Q09
- (Don't do this type of shopping) GO TO Q10

Those who do their top-up food shopping via the Internet at Q05:

Q06 Which internet / home delivery retailer do you use?
DO NOT READ OUT. ONE ANSWER ONLY.

#NetF Internet food list

Those who do top-up shopping at Q05:

Q07 In addition to (LOCATION MENTIONED AT Q05), is there anywhere else you regularly use for your household's small scale top-up food shopping?

IF THEY SAY VARIES ASK FOR ONE OF THE PLACES THEY ALSO USE REGULARLY FOR A TOP-UP FOOD SHOP.

- Internet / delivery GO TO Q08
- #Food Food List GO TO Q09
- (Don't know / varies) GO TO Q09

Those who do top-up shopping via the Internet at Q07:

Q08 Which internet / home delivery retailer do you use?
DO NOT READ OUT. ONE ANSWER ONLY.

#NetF Internet food list

Q09 Of all the money you spend on your main and top-up food shopping, what percentage goes on your main food shopping?
DO NOT PROMPT. ONE ANSWER ONLY

- X (PLEASE WRITE IN %)
- Y (Don't know / varies)
- Z (Refused)

READ OUT: Now thinking about Dartford Town Centre...

Question to be asked to all respondents:

Q10 Whenever you do main or top-up food shopping in Dartford Town Centre, do you ever combine it with a visit to other shops or another activity in Dartford Town Centre at the same time?
DO NOT PROMPT. ONE ANSWER ONLY

- | | | |
|---|---|-----------|
| 1 | Yes | GO TO Q11 |
| 2 | No | GO TO Q12 |
| 3 | Never do main or top-up food shopping in Dartford Town Centre | GO TO Q12 |

Q11 What else do you do in Dartford Town Centre at the same time as your food shopping trip?
DO NOT PROMPT. CAN BE MULTICODED - NO LIMIT ON NUMBER OF RESPONSES.

- 001 Shopping for: Clothing / footwear
- 002 Shopping for: DIY and decorating goods
- 003 Shopping for: Domestic electrical appliances such as fridges, kettles, washing machines
- 004 Shopping for: Furniture / floorcoverings / household textiles
- 005 Shopping for: Mobile phones & accessories
- 006 Shopping for: Personal / luxury goods such as books, jewellery, china, glass & cosmetics
- 007 Shopping for: TV, Hi-Fi, radio, photographic & computer equipment
- 008 Other FOOD shopping
- 009 Meeting family / friends
- 010 Visit advice centre / CAB
- 011 Visit cafes - daytime eating / drinking
- 012 Visit church
- 013 Visit gym
- 014 Visit library
- 015 Visit museum
- 016 Visit nail bar / beauticians
- 017 Visit park
- 018 Visit restaurants / bars
- 019 Visit solicitors / estate agent
- 020 Visit swimming pool
- 021 Visit the bank
- 022 Visit the building society
- 023 Visit the dry cleaners / laundrette
- 024 Visit the hairdressers / barbers
- 025 Visit the market
- 026 Visit the opticians
- 027 Visit the pharmacy
- 028 Window shopping / browsing / go for a walk
- 029 Other (PLEASE WRITE IN)
- 030 (Don't know)

READ OUT: We now have some questions about where you go for Non-Food shopping. In answering these questions the location may be a town, city or village centre, a specific road or area, a retail park, a stand alone store, or it could be facilities such as the internet, TV shopping or catalogue.

Q12 Where do you normally do most of your household's shopping for men's, women's, children's and baby clothing and footwear? NOTE we mean fashion items - NOT sports clothing and footwear.
DO NOT PROMPT. ONE ANSWER ONLY

- | | | |
|-------|----------------------------------|-----------|
| #NonF | Non-Food List | |
| | (Don't know / varies) | GO TO Q15 |
| | (Don't do this type of shopping) | GO TO Q15 |

Q13 Where else do you go for clothing, footwear and other fashion goods?
DO NOT PROMPT. ONE ANSWER ONLY

#NonF Non-Food List

Q14A is only asked to those who don't say Dartford Town Centre at Q12 or Q13. Anyone who does say Dartford Town Centre at Q12 or Q13 goes to Q15. Q14A is asked because a respondent may visit Dartford Town Centre, it's just not their first (Q12) or second (Q13) choice.

Q14A Do you ever visit Dartford Town Centre for clothing, footwear or fashion purchases?
DO NOT PROMPT. ONE ANSWER ONLY

- | | | |
|---|-----|------------|
| 1 | Yes | GO TO Q15 |
| 2 | No | GO TO Q14B |

Q14B Why don't you visit Dartford Town Centre for clothing, footwear or fashion purchases?

DO NOT PROMPT.CAN BE MULTI-CODED. NO MORE THAN THREE ANSWERS.

- 001 Difficult to park
- 002 Difficult to park near shops
- 003 High cost of parking
- 004 Poor access for disabled
- 005 Poor accessibility by foot / cycle
- 006 Poor accessibility by public transport
- 007 Poor environment
- 008 Poor lighting
- 009 Poor security for shoppers / don't feel safe
- 010 Shops: Don't like the shops
- 011 Shops: Lack of clothing and footwear (fashion) stores
- 012 Shops: Lack of department stores
- 013 Shops: Lack of eating and drinking places
- 014 Shops: Lack of independent / specialist / boutique shops
- 015 Shops: Lack of multiple / branded shops
- 016 Shops: Lack of shops in general
- 017 Shops: Poor quality shops
- 018 Shops: Prices are too expensive
- 019 Too expensive to get there
- 020 Too long / inconvenient journey (too far from home)
- 021 Traffic congestion
- 022 Vacant shops
- 020 Other (PLEASE WRITE IN)
- 021 (Don't know)
- 022 (No particular reason)

Q15 Where do you normally do most of your household's shopping for CDs, vinyl, DVDs, Blurays, etc, excluding gaming?

DO NOT READ OUT. ONE ANSWER ONLY. INTERVIEWER NOTE: PLEASE PROBE FULLY FOR ROAD NAME AND LOCATION IF LOCATED OUT OF CENTRE.

#NonF Non-Food List

Q16 Where do you normally do most of your household's shopping for audio visual, photographic, computer items such as TVs, cameras, ipads, telephones etc and all other domestic electrical goods, such as irons, kettles, fridges, freezers, dishwashers etc?

DO NOT READ OUT. ONE ANSWER ONLY. INTERVIEWER NOTE: PLEASE PROBE FULLY FOR ROAD NAME AND LOCATION IF LOCATED OUT OF CENTRE.

#NonF Non-Food List

Q17 Where do you normally do most of your household's shopping for books, including encyclopaedias, text books, guidebooks and musical scores and stationery including writing pads, envelopes pens, diaries, etc and drawing materials?

DO NOT READ OUT. ONE ANSWER ONLY. INTERVIEWER NOTE: PLEASE PROBE FULLY FOR ROAD NAME AND LOCATION IF LOCATED OUT OF CENTRE.

Q18 Where do you normally do most of your household's shopping for games & toys; pets and pet products; hobby items; sport clothing / footwear and equipment; camping goods; bicycles; and musical instruments?

DO NOT READ OUT. ONE ANSWER ONLY. INTERVIEWER NOTE: PLEASE PROBE FULLY FOR ROAD NAME AND LOCATION IF LOCATED OUT OF CENTRE.

#NonF Non-Food List

Q19 Where do you normally do most of your household's shopping for furniture, carpets, other floor coverings and household textiles, including beds, sofas, tables, etc?

DO NOT READ OUT. ONE ANSWER ONLY. INTERVIEWER NOTE: PLEASE PROBE FULLY FOR ROAD NAME AND LOCATION IF LOCATED OUT OF CENTRE.

#NonF Non-Food List

Q20 Where do you normally do most of your household's shopping for DIY goods, decorating supplies and garden products, such as drills, lawn mowers, hammers, hedge cutters, garden tools, plants, shrubs etc?

DO NOT READ OUT. ONE ANSWER ONLY. INTERVIEWER NOTE: PLEASE PROBE FULLY FOR ROAD NAME AND LOCATION IF LOCATED OUT OF CENTRE.

#NonF Non-Food List

Q21 Where do you normally do most of your household's shopping on all goods for personal care (including, electric razors, hair dryers, bathroom scales, cosmetics, perfume, toothpaste, etc), other medical and pharmaceutical products (e.g. vitamins, plasters) and therapeutic appliances (e.g. spectacles, hearing aids, wheelchairs, contact lenses etc)?

DO NOT READ OUT. ONE ANSWER ONLY. INTERVIEWER NOTE: PLEASE PROBE FULLY FOR ROAD NAME AND LOCATION IF LOCATED OUT OF CENTRE.

#NonF Non-Food List

Q22 Where do you normally do most of your household's shopping on all other goods including jewellery & watches; glassware, china, tableware and household utensils; and other personal effects (e.g. travel goods, suitcases, prams, sunglasses):

DO NOT READ OUT. ONE ANSWER ONLY. INTERVIEWER NOTE: PLEASE PROBE FULLY FOR ROAD NAME AND LOCATION IF LOCATED OUT OF CENTRE.

#NonF Non-Food List

Q23 How often do you visit Dartford Town Centre for shopping and leisure purposes ?
DO NOT PROMPT. ONE ANSWER ONLY

- 1 Everyday
- 2 4-6 days a week
- 3 2-3 days a week
- 4 1 day a week
- 5 Once every 2 weeks
- 6 Once every month
- 7 Once every two months
- 8 3-4 times a year
- 9 Once a year
- A Less often
- B Never
- C (Don't know / varies / no particular pattern)

GO TO Q25

Q24 What do you like about Dartford Town Centre?
DO NOT PROMPT. CAN BE MULTI-CODED. NO MORE THAN THREE ANSWERS.

- 001 Attractive environment
- 002 Cheap car parking
- 003 Cleanliness
- 004 Close to education facilities
- 005 Close to home
- 006 Close to work / en route to work
- 007 Good accessibility by bus
- 008 Good accessibility by foot
- 009 Good accessibility by cycle
- 010 Good accessibility by train
- 011 Good car parking provision
- 012 Good choice of chain (multiples) / well known stores
- 013 Good choice of independent / specialist / boutique stores
- 014 Good choice of places to eat and drink
- 015 Good disabled access
- 016 Good prices / lower value goods
- 017 Good street market
- 018 Safe environment
- 019 Other (PLEASE WRITE IN)
- 020 (Nothing)
- 021 (Don't know / can't remember)

Q25 Is there anything that would make you shop in or visit Dartford Town Centre more often ?
DO NOT PROMPT. CAN BE MULTI-CODED. NO MORE THAN THREE ANSWERS.

- 001 A cinema
- 002 Better access by bus
- 003 Better access by train
- 004 Better disabled access
- 005 Better / safer access by bicycle
- 006 Better / safer access by foot
- 007 Cheaper parking
- 008 Cheaper prices
- 009 Free parking
- 010 More department stores
- 011 More fashion stores
- 012 More food stores
- 013 More green spaces / parks
- 014 More independent / specialist / boutique stores
- 015 More leisure facilities
- 016 More multiple stores / brands
- 017 More non-food stores generally
- 018 More parking
- 019 More pedestrianised streets
- 020 More places to eat / drink
- 021 More security / better personal safety
- 022 More services (e.g. bank, library, hairdressers etc.)
- 023 Nicer environment
- 024 Other (PLEASE WRITE IN)
- 025 (Nothing)
- 026 (Don't know)

Q26 How often do you visit Dartford Town Centre in the evenings ?
DO NOT PROMPT. ONE ANSWER ONLY

- 001 Everyday
- 002 4-6 days a week
- 003 2-3 days a week
- 004 Once a week
- 005 Once a fortnight
- 006 Once a month
- 007 Once every 3 months
- 008 Twice a year
- 009 Once a year
- 010 Less often than once a year
- 011 Never
- 012 (Don't know / varies / no particular pattern)

GO TO Q28

Q27 What is your main reason for visiting Dartford Town Centre in the evenings?
DO NOT PROMPT. ONE ANSWER ONLY

- 001 For late night shopping
- 002 For outdoor events
- 003 For work purposes
- 004 To meet friends
- 005 To visit a music venue
- 006 To visit gym / fitness venue
- 007 To visit night club or other late night venue
- 008 To visit pubs / bars
- 009 To visit restaurants / cafes
- 010 To visit the cinema
- 011 To visit the theatre
- 012 Other (PLEASE WRITE IN)
- 013 (Don't know / varies / no particular pattern)

READ OUT: I WOULD NOW LIKE TO ASK YOU SOME QUESTIONS ABOUT YOUR LEISURE HABITS / PREFERENCES.

Question to be asked to all respondents:

Q28 Do you or your household visit the following leisure attractions?
READ OUT. SELECT ALL THAT APPLY.

- 1 Bingo / casino / bookmaker
- 2 Cinema
- 3 Gym / health club / sports facility
- 4 Theatre / concert / music venue
- 5 Museum / gallery or place of historical / cultural interest
- 6 Pub / bar / nightclub
- 7 Restaurant / café / Eating out
- 8 Family entertainment (e.g. tenpin bowling, skating rink)
- 9 Other activity (PLEASE WRITE IN)
- A Don't visit **ANY** leisure activities

Those who visit Bingo / casino / bookmakers at Q28:

Q29 Where do you or members of your household normally go to play bingo or visit casinos or bookmakers?
DO NOT READ OUT. ONE ANSWER ONLY.

#Leisu Leisure venues

Those who visit Cinema at Q28:

Q30 Where do you or members of your household normally go to the cinema?
DO NOT READ OUT. ONE ANSWER ONLY.

#Leisu Leisure venues

Those who visit gym / healthclub / sports facility at Q28:

Q31 Where do you or members of your household normally go to use a gym / healthclub / sports facility?
DO NOT READ OUT. ONE ANSWER ONLY.

#Leisu Leisure venues

Those who visit the theatre / concert / music venues at Q28:

Q32 Where do you or members of your household normally go to visit the theatre, watch a concert or watch live music?

DO NOT READ OUT. ONE ANSWER ONLY.

#Leisu Leisure venues

Those who visit museum / gallery or place of historical / cultural interest at Q28:

Q33 Where do you or members of your household normally go to a museum, gallery, or other place of historical / cultural interest?
DO NOT READ OUT. ONE ANSWER ONLY.

#Leisu Leisure venues

Those who visit pubs / bars / nightclubs at Q28:

Q34 What location (e.g. town centre, shopping centre, retail/ leisure park) do you or members of your household normally go to when visiting pubs / bars / nightclubs?
DO NOT READ OUT. ONE ANSWER ONLY.

#Leisu Leisure venues

Those who visit restaurants / cafés at Q28:

Q35 What location (e.g. town centre, shopping centre, retail/ leisure park) do you or members of your household normally go to for eating out (e.g. cafes and restaurants)?
DO NOT READ OUT. ONE ANSWER ONLY.

#Leisu Leisure venues

Those who partake in family entertainment activities at Q28:

Q36 Where do you or members of your household normally go for family entertainment? (e.g. ten pin bowling, ice skating, outdoor adventure centres, etc.)
DO NOT READ OUT. ONE ANSWER ONLY.

#Leisu Leisure venues

Those who go to other leisure attractions at Q28:

Q37 Where do you or members of your household normally go for (OTHER ACTIVITY FROM Q29)?
DO NOT READ OUT. ONE ANSWER ONLY.

#Leisu Leisure venues

Question to be asked to all respondents:

Q38 What improvements could be made to the leisure offer in the Dartford Borough area that would make you visit or partake in leisure activities more often?
DO NOT PROMPT. CAN BE MULTI-CODED. NO MORE THAN THREE ANSWERS.

- 001 A casino
- 002 A swimming pool
- 003 A theatre
- 004 A new multi-screen cinema
- 005 A new art house cinema
- 006 Bingo
- 007 Cheaper prices
- 008 Improved access by foot and cycle
- 009 Improved public transport
- 010 Improved security / CCTV
- 011 Improved street furniture
- 012 Improvements in the built environment
- 013 More / better car parking
- 014 More / better cultural facilities
- 015 More / better disabled access
- 016 More / better health clubs / gyms
- 017 More / better policing & safety
- 018 More / better public houses
- 019 More / better seats
- 020 More / better signposting and information
- 021 More better parks / green spaces
- 022 More for children
- 023 More local sports & recreation facilities
- 024 More nightclubs
- 025 More pavement cafes
- 026 More quality restaurants
- 027 More street cleaning
- 028 Provision of public toilets
- 029 Ten-pin bowling
- 030 Other (PLEASE WRITE IN)
- 031 (Nothing)
- 032 (Don't know)

GO TO GEN
GO TO GEN

Not those who said 'Nothing' or 'Don't know' at Q38

Q39 Where within Dartford Borough should the improvements you mentioned be made?
DO NOT READ OUT. ONE ANSWER ONLY.

- 1 Dartford Town Centre
- 2 Dartford East District Centre
- 3 Dartford West District Centre
- 4 Bluewater Shopping Centre
- 5 Ebbsfleet
- 6 Temple Hill Square District Centre
- 7 Hawley Road / Lowfield Street District Centre
- 8 Longfield District Centre
- 9 Swanscombe District Centre
- A Other (PLEASE WRITE IN)
- B (Don't know / varies)
- C (Nowhere specifically in Dartford Borough)

GEN Gender of respondent.
CODE FROM OBSERVATION

- 1 Male
- 2 Female

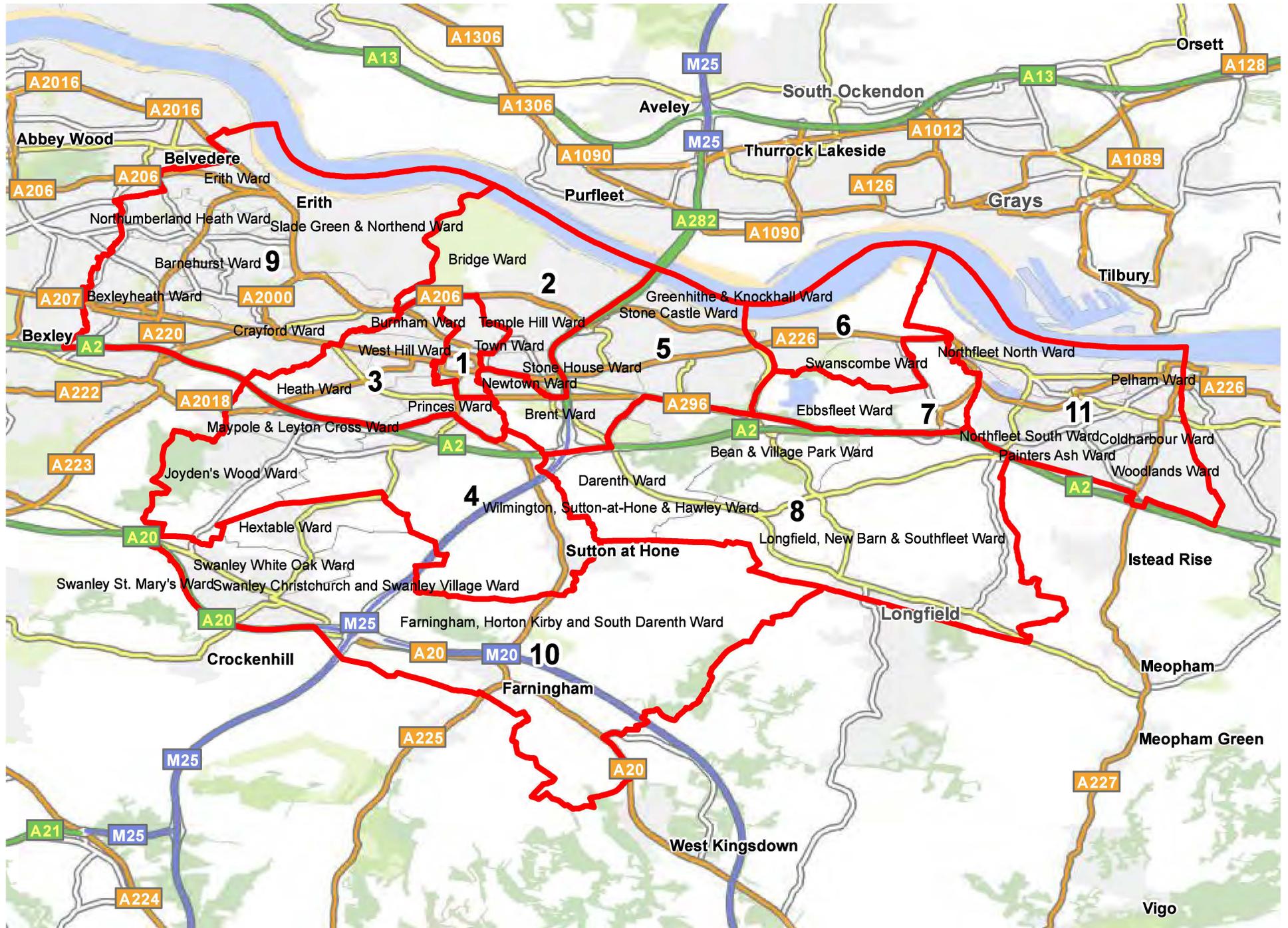
AGE Could I ask how old you are?
DO NOT PROMPT. ONE ANSWER ONLY

- 1 18 to 24
- 2 25 to 34
- 3 35 to 44
- 4 45 to 54
- 5 55 to 64
- 6 65 +
- 7 (Refused)

Thank & close

Appendix 3:

Map





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Belasis Hall Technology Park
Billingham
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**Dartford In-Centre Survey
for
Lambert Smith Hampton**

February 2020

Job Ref: 060120

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Introduction

1.1 Research Background & Objectives

To conduct an independent face to face survey amongst a sample of visitors to Dartford Town Centre.

The main aims and objectives of the study were as follows:

- To find out respondents' main purpose for visiting Dartford Town Centre;
- To determine how they travel to Dartford Town Centre;
- To discover which shops, other businesses and services in Dartford Town Centre respondents visited on that occasion;
- To ascertain which stores they visit for their main or 'top up' food shopping;
- To gauge respondents' opinions on Dartford Town Centre.

1.2 Research Methodology

A total of 502 face to face interviews were conducted. Fieldwork was carried out between Wednesday 29th January 2020 and Tuesday 11th February 2020.

Interviews were conducted using NEMS field interviewers. We engaged our resident professional field market researchers on this project, virtually all of whom possess substantial experience in shopper research studies.

The interviews were subject to a 10% random back check to ensure the survey was being conducted to the required standard.

1.3 Statistical Accuracy

As with any data collection where a sample is being drawn to represent a population, there is potentially a difference between the response from the sample and the true situation in the population as a whole. Many steps have been taken to help minimise this difference (e.g. random sample selection, questionnaire construction etc) but there is always potentially a difference between the sample and population – this is known as the standard error.

The standard error can be estimated using statistical calculations based on the sample size, the population size and the level of response measured (as you would expect you can potentially get a larger error in a 50% response than say a 10% response simply because of the magnitude of the numbers).

To help understand the significance of this error, it is normally expressed as a confidence interval for the results. Clearly to have 100% accuracy of the results would require you to sample the entire population. The usual confidence interval used is 95% - this means that you can be confident that in 19 out of 20 instances the actual population behaviour will be within the confidence interval range.

For example, if 50% of a sample of 502 answers “Yes” to a question we can be 95% sure that between 45.6% and 54.4% of the population holds the same opinion (i.e. +/- 4.4%).

%ge Response	95% confidence interval
10%	±2.6%
20%	±3.5%
30%	±4.0%
40%	±4.3%
50%	±4.4%

1.4 Data Tables

Tables are presented in question order with the question number analysed shown at the top of the table. Those questions where the respondent is prompted with a list of possible answers are indicated in the question text with a suffix of [PR].

The sample size for each question and corresponding column criteria is shown at the base of each table. A description of the criteria determining to whom the question applies is shown in italics directly below the question text; if there is no such text evident then the question base is the full study sample. If the tabulated data is weighted (indicated in the header of the tabulations), in addition to the sample base, the weighted base is also shown at the bottom of each table.

Unless indicated otherwise in the footer of the tabulations, all percentages are calculated down the column. Arithmetic rounding to whole numbers may mean that columns of percentages do not sum to exactly 100%. Zero per cent denotes a percentage of less than 0.05%.

Percentages are calculated on the number of respondents and not the number of responses. This means that where more than one answer can be given to a question the sum of percentages may exceed 100%. All such multi-response questions are indicated in the tabulated by a suffix of [MR] on the question text.

Where appropriate to the question, means are shown at the bottom of response tables. These are calculated in one of two ways: if the data is captured to a coded response a weighted mean is calculated and the code weightings are shown as a prefix above the question text; if actual specific values were captured from respondents these individual numbers are used to calculate the mean.

Appendix 1:

Data Tabulations
By Demographics

Dartford In Centre Survey for Lambert Smith Hampton

	Total	Male	Female	18 - 34	35 - 54	55 +	Car in Hhold							
Q01 What is the main purpose of your visit to Dartford town centre today?														
Food shopping	31.9%	160	31.7%	45	31.9%	115	17.2%	20	26.9%	36	41.4%	104	28.0%	85
Non-food shopping (e.g. clothing and footwear)	7.6%	38	4.9%	7	8.6%	31	11.2%	13	9.0%	12	5.2%	13	8.2%	25
Non-food shopping (e.g. furniture, floor coverings, household textiles)	1.0%	5	0.7%	1	1.1%	4	0.9%	1	0.7%	1	1.2%	3	1.0%	3
Non-food shopping (e.g. DIY and decorating goods)	2.4%	12	2.8%	4	2.2%	8	0.9%	1	1.5%	2	3.6%	9	3.6%	11
Non-food shopping (e.g. Domestic electrical appliances such as fridges, kettles, washing machines)	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.7%	1	0.0%	0	0.3%	1
Non-food shopping (e.g. TV, Hi Fi, radio, photographic and Computer equipment)	0.8%	4	0.0%	0	1.1%	4	0.9%	1	1.5%	2	0.4%	1	1.3%	4
Non-food shopping (e.g. Personal / luxury goods such as books, jewellery, china, glass and cosmetics)	5.6%	28	7.0%	10	5.0%	18	6.0%	7	3.0%	4	6.8%	17	5.6%	17
Financial services (e.g. banks, building societies, accountants)	4.2%	21	2.8%	4	4.7%	17	0.9%	1	4.5%	6	5.6%	14	4.6%	14
Personal services (e.g. hairdressers, nail bar, beauty salon)	3.4%	17	2.1%	3	3.9%	14	6.9%	8	4.5%	6	1.2%	3	3.9%	12
Other services (e.g. travel agents, estate agents)	1.2%	6	2.8%	4	0.6%	2	0.9%	1	0.7%	1	1.6%	4	1.6%	5
Eating or drinking out	3.4%	17	3.5%	5	3.3%	12	3.4%	4	4.5%	6	2.8%	7	2.3%	7
Work / business	10.4%	52	13.4%	19	9.2%	33	15.5%	18	17.9%	24	3.6%	9	12.8%	39
Tourism / sight seeing	0.6%	3	0.7%	1	0.6%	2	0.9%	1	0.7%	1	0.4%	1	0.3%	1
Socialising	7.0%	35	3.5%	5	8.3%	30	7.8%	9	5.2%	7	7.6%	19	4.9%	15
Education	0.6%	3	0.7%	1	0.6%	2	1.7%	2	0.7%	1	0.0%	0	0.7%	2
Browsing	11.0%	55	12.7%	18	10.3%	37	12.1%	14	10.4%	14	10.8%	27	10.2%	31
Cinema	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Theatre	0.4%	2	0.7%	1	0.3%	1	0.0%	0	0.0%	0	0.8%	2	0.7%	2
Bingo	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bowling	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Health & fitness / gym	3.0%	15	3.5%	5	2.8%	10	5.2%	6	0.7%	1	3.2%	8	3.3%	10
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To catch a train / bus	0.4%	2	0.0%	0	0.6%	2	0.9%	1	0.7%	1	0.0%	0	0.3%	1
Medical service (e.g. doctors, dentist)	0.6%	3	0.0%	0	0.8%	3	0.9%	1	0.7%	1	0.4%	1	0.7%	2
The Market	2.4%	12	4.9%	7	1.4%	5	1.7%	2	4.5%	6	1.6%	4	3.6%	11
Picking someone up	0.2%	1	0.0%	0	0.3%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Non-food shopping (e.g. plants, gardening goods)	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.4%	1	0.3%	1
Church	0.2%	1	0.7%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.4%	1	0.3%	1
(No particular purpose)	1.2%	6	0.0%	0	1.7%	6	2.6%	3	0.7%	1	0.8%	2	1.3%	4
Base:		502		142		360		116		134		251		304

Dartford In Centre Survey for Lambert Smith Hampton

	Total	Male		Female		18 - 34		35 - 54		55 +		Car in Hhold		
Q02 What else, if anything, will you be doing here today? [MR]														
Food shopping	10.4%	52	7.0%	10	11.7%	42	7.8%	9	7.5%	10	12.7%	32	10.2%	31
Non-food shopping (e.g. clothing and footwear)	10.0%	50	8.5%	12	10.6%	38	5.2%	6	11.2%	15	11.6%	29	9.5%	29
Non-food shopping (e.g. furniture, floor coverings, household textiles)	3.0%	15	0.7%	1	3.9%	14	0.9%	1	1.5%	2	4.8%	12	2.6%	8
Non-food shopping (e.g. DIY and decorating goods)	4.4%	22	2.1%	3	5.3%	19	2.6%	3	5.2%	7	4.8%	12	3.6%	11
Non-food shopping (e.g. Domestic electrical appliances such as fridges, kettles, washing machines)	2.0%	10	1.4%	2	2.2%	8	2.6%	3	1.5%	2	2.0%	5	1.0%	3
Non-food shopping (e.g. TV, Hi Fi, radio, photographic and Computer equipment)	1.6%	8	1.4%	2	1.7%	6	1.7%	2	2.2%	3	1.2%	3	1.6%	5
Non-food shopping (e.g. Personal / luxury goods such as books, jewellery, china, glass and cosmetics)	7.0%	35	4.2%	6	8.1%	29	7.8%	9	6.7%	9	6.8%	17	8.2%	25
Financial services (e.g. banks, building societies, accountants)	5.2%	26	3.5%	5	5.8%	21	0.0%	0	5.2%	7	7.6%	19	6.3%	19
Personal services (e.g. hairdressers, nail bar, beauty salon)	2.0%	10	0.7%	1	2.5%	9	0.0%	0	2.2%	3	2.8%	7	2.0%	6
Other services (e.g. travel agents, estate agents)	0.8%	4	1.4%	2	0.6%	2	0.0%	0	0.7%	1	1.2%	3	0.7%	2
Eating or drinking out	10.0%	50	12.7%	18	8.9%	32	11.2%	13	11.9%	16	8.4%	21	9.9%	30
Work / business	0.6%	3	0.7%	1	0.6%	2	2.6%	3	0.0%	0	0.0%	0	1.0%	3
Tourism / sight seeing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Socialising	6.8%	34	6.3%	9	6.9%	25	4.3%	5	6.7%	9	8.0%	20	6.9%	21
Education	0.4%	2	0.0%	0	0.6%	2	0.0%	0	0.7%	1	0.4%	1	0.3%	1
Browsing	16.9%	85	13.4%	19	18.3%	66	15.5%	18	20.1%	27	15.9%	40	17.4%	53
Cinema	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Theatre	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.4%	1	0.3%	1
Bingo	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bowling	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Health & fitness / gym	0.8%	4	0.7%	1	0.8%	3	0.9%	1	0.0%	0	1.2%	3	1.0%	3
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To catch a train / bus	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Medical service (e.g. doctors, dentist)	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.4%	1	0.3%	1
The Market	2.6%	13	4.2%	6	1.9%	7	0.0%	0	2.2%	3	4.0%	10	2.6%	8
Picking someone up	0.4%	2	0.0%	0	0.6%	2	1.7%	2	0.0%	0	0.0%	0	0.0%	0
Non-food shopping (e.g. plants, gardening goods)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Church	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	11.8%	59	15.5%	22	10.3%	37	17.2%	20	11.9%	16	9.2%	23	11.8%	36
(No particular purpose)	5.4%	27	7.7%	11	4.4%	16	5.2%	6	6.0%	8	5.2%	13	5.6%	17
(Nothing else)	23.1%	116	23.9%	34	22.8%	82	27.6%	32	22.4%	30	21.5%	54	23.4%	71
Base:		502		142		360		116		134		251		304

Dartford In Centre Survey for Lambert Smith Hampton

	Total	Male	Female	18 - 34	35 - 54	55 +	Car in Hhold							
Q02X Any Mention at Q01 and Q02														
Food shopping	42.0%	211	38.0%	54	43.6%	157	25.0%	29	34.3%	46	53.8%	135	38.2%	116
Non-food shopping (e.g. clothing and footwear)	17.5%	88	13.4%	19	19.2%	69	16.4%	19	20.1%	27	16.7%	42	17.8%	54
Non-food shopping (e.g. furniture, floor coverings, household textiles)	4.0%	20	1.4%	2	5.0%	18	1.7%	2	2.2%	3	6.0%	15	3.6%	11
Non-food shopping (e.g. DIY and decorating goods)	6.8%	34	4.9%	7	7.5%	27	3.4%	4	6.7%	9	8.4%	21	7.2%	22
Non-food shopping (e.g. Domestic electrical appliances such as fridges, kettles, washing machines)	2.2%	11	1.4%	2	2.5%	9	2.6%	3	2.2%	3	2.0%	5	1.3%	4
Non-food shopping (e.g. TV, Hi Fi, radio, photographic and Computer equipment)	2.4%	12	1.4%	2	2.8%	10	2.6%	3	3.7%	5	1.6%	4	3.0%	9
Non-food shopping (e.g. Personal / luxury goods such as books, jewellery, china, glass and cosmetics)	12.4%	62	11.3%	16	12.8%	46	13.8%	16	9.7%	13	13.1%	33	13.5%	41
Financial services (e.g. banks, building societies, accountants)	9.4%	47	6.3%	9	10.6%	38	0.9%	1	9.7%	13	13.1%	33	10.9%	33
Personal services (e.g. hairdressers, nail bar, beauty salon)	5.4%	27	2.8%	4	6.4%	23	6.9%	8	6.7%	9	4.0%	10	5.9%	18
Other services (e.g. travel agents, estate agents)	2.0%	10	4.2%	6	1.1%	4	0.9%	1	1.5%	2	2.8%	7	2.3%	7
Eating or drinking out	13.3%	67	16.2%	23	12.2%	44	14.7%	17	16.4%	22	11.2%	28	12.2%	37
Work / business	11.0%	55	14.1%	20	9.7%	35	18.1%	21	17.9%	24	3.6%	9	13.8%	42
Tourism / sight seeing	0.6%	3	0.7%	1	0.6%	2	0.9%	1	0.7%	1	0.4%	1	0.3%	1
Socialising	13.7%	69	9.9%	14	15.3%	55	12.1%	14	11.9%	16	15.5%	39	11.8%	36
Education	1.0%	5	0.7%	1	1.1%	4	1.7%	2	1.5%	2	0.4%	1	1.0%	3
Browsing	27.9%	140	26.1%	37	28.6%	103	27.6%	32	30.6%	41	26.7%	67	27.6%	84
Cinema	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Theatre	0.6%	3	0.7%	1	0.6%	2	0.0%	0	0.0%	0	1.2%	3	1.0%	3
Bingo	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bowling	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Health & fitness / gym	3.8%	19	4.2%	6	3.6%	13	6.0%	7	0.7%	1	4.4%	11	4.3%	13
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To catch a train / bus	0.4%	2	0.0%	0	0.6%	2	0.9%	1	0.7%	1	0.0%	0	0.3%	1
Medical service (e.g. doctors, dentist)	0.8%	4	0.0%	0	1.1%	4	0.9%	1	0.7%	1	0.8%	2	1.0%	3
The Market	5.0%	25	9.2%	13	3.3%	12	1.7%	2	6.7%	9	5.6%	14	6.3%	19
Picking someone up	0.6%	3	0.0%	0	0.8%	3	2.6%	3	0.0%	0	0.0%	0	0.0%	0
Non-food shopping (e.g. plants, gardening goods)	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.4%	1	0.3%	1
Church	0.2%	1	0.7%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Base:		502		142		360		116		134		251		304

Mean score [minutes]

Q03 Approximately how long have you already been in the town centre today?

Less than 30 minutes	35.9%	180	38.7%	55	34.7%	125	45.7%	53	31.3%	42	33.9%	85	33.2%	101
30- 59 minutes	24.7%	124	23.9%	34	25.0%	90	19.0%	22	24.6%	33	27.1%	68	23.4%	71
1hr -1 hr 29 min	16.7%	84	19.7%	28	15.6%	56	12.1%	14	16.4%	22	19.1%	48	18.4%	56
1hr 30 mins - 1 hr 59 min	9.0%	45	6.3%	9	10.0%	36	6.9%	8	11.2%	15	8.8%	22	10.2%	31
2hrs - 2hrs 29 mins	4.0%	20	2.1%	3	4.7%	17	4.3%	5	4.5%	6	3.6%	9	4.6%	14
2hrs 30 mins - 2hrs 59 mins	3.8%	19	4.9%	7	3.3%	12	1.7%	2	3.7%	5	4.8%	12	2.6%	8
3hrs - 3hrs 59 mins	0.8%	4	0.0%	0	1.1%	4	2.6%	3	0.0%	0	0.4%	1	0.7%	2
4hrs or more	5.2%	26	4.2%	6	5.6%	20	7.8%	9	8.2%	11	2.4%	6	6.9%	21
Mean:		63.29		58.52		65.17		62.84		70.52		59.70		67.40
Base:		502		142		360		116		134		251		304

Dartford In Centre Survey for Lambert Smith Hampton

	Total	Male	Female	18 - 34	35 - 54	55 +	Car in Hhold							
Mean score [minutes]														
Q04 And how much longer are you planning to stay?														
Less than 30 minutes	39.0%	196	39.4%	56	38.9%	140	46.6%	54	32.8%	44	39.0%	98	38.2%	116
30- 59 minutes	16.1%	81	16.2%	23	16.1%	58	11.2%	13	17.9%	24	17.5%	44	16.8%	51
1hr -1 hr 29 min	15.5%	78	14.8%	21	15.8%	57	16.4%	19	14.9%	20	15.5%	39	14.8%	45
1hr 30 mins - 1 hr 59 min	10.4%	52	8.5%	12	11.1%	40	10.3%	12	11.2%	15	10.0%	25	9.9%	30
2hrs - 2hrs 29 mins	7.2%	36	7.7%	11	6.9%	25	4.3%	5	9.7%	13	7.2%	18	9.2%	28
2hrs 30 mins - 2hrs 59 mins	1.4%	7	2.8%	4	0.8%	3	0.9%	1	2.2%	3	1.2%	3	1.6%	5
3hrs - 3hrs 59 mins	1.0%	5	0.0%	0	1.4%	5	0.0%	0	0.7%	1	1.6%	4	0.7%	2
4hrs or more	4.0%	20	2.8%	4	4.4%	16	5.2%	6	6.0%	8	2.0%	5	3.9%	12
(Don't know)	5.4%	27	7.7%	11	4.4%	16	5.2%	6	4.5%	6	6.0%	15	4.9%	15
Mean:	61.86		59.20		62.88		57.00		70.78		58.60		63.17	
Base:	502		142		360		116		134		251		304	

Q04X Total time in town (Q03+Q04):*Not those who said 'Don't know' at either Q03 or Q04*

Less than 30 minutes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
30- 59 minutes	10.5%	50	13.7%	18	9.3%	32	18.2%	20	6.3%	8	9.3%	22	8.0%	23
1hr -1 hr 29 min	18.3%	87	16.0%	21	19.2%	66	19.1%	21	15.6%	20	19.5%	46	17.3%	50
1hr 30 mins - 1 hr 59 min	18.3%	87	20.6%	27	17.4%	60	14.5%	16	16.4%	21	21.2%	50	17.3%	50
2hrs - 2hrs 29 mins	16.4%	78	16.0%	21	16.6%	57	15.5%	17	18.8%	24	15.7%	37	17.6%	51
2hrs 30 mins - 2hrs 59 mins	12.6%	60	14.5%	19	11.9%	41	10.9%	12	11.7%	15	14.0%	33	13.5%	39
3hrs - 3hrs 59 mins	11.6%	55	11.5%	15	11.6%	40	7.3%	8	12.5%	16	13.1%	31	12.5%	36
4hrs - 4 hrs 59 mins	9.7%	46	4.6%	6	11.6%	40	9.1%	10	15.6%	20	6.4%	15	11.1%	32
5hrs - 5 hrs 59 mins	1.3%	6	0.8%	1	1.5%	5	4.5%	5	0.8%	1	0.0%	0	1.0%	3
6hrs - 6 hrs 59 mins	0.2%	1	0.8%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.3%	1
7hrs - 7 hrs 59 mins	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
8hrs+	1.1%	5	1.5%	2	0.9%	3	0.9%	1	1.6%	2	0.8%	2	1.4%	4
Mean:	126.57		119.31		129.33		122.05		142.97		119.11		133.55	
Base:	475		131		344		110		128		236		289	

Q05 Where have you travelled from today (i.e. origin of journey)?

Home	94.0%	472	90.8%	129	95.3%	343	88.8%	103	93.3%	125	96.8%	243	93.1%	283
Work	3.6%	18	5.6%	8	2.8%	10	6.0%	7	5.2%	7	1.6%	4	4.6%	14
School	1.0%	5	1.4%	2	0.8%	3	2.6%	3	0.7%	1	0.4%	1	1.0%	3
Leisure Facility	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.7%	1	0.0%	0	0.3%	1
Church	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.4%	1	0.3%	1
Friends / family	0.4%	2	0.7%	1	0.3%	1	0.9%	1	0.0%	0	0.4%	1	0.7%	2
Hotel	0.2%	1	0.7%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
London Station	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	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
Shopping destination	0.2%	1	0.0%	0	0.3%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Base:	502		142		360		116		134		251		304	

Dartford In Centre Survey for Lambert Smith Hampton

	Total	Male	Female	18 - 34	35 - 54	55 +	Car in Hhold							
OR1 What is the full postcode / address of your point of origin?														
<i>Those who did not say home at Q05</i>														
DA1 1	16.7%	5	15.4%	2	17.6%	3	23.1%	3	11.1%	1	12.5%	1	19.0%	4
DA1 2	10.0%	3	7.7%	1	11.8%	2	7.7%	1	11.1%	1	12.5%	1	14.3%	3
DA1 3	10.0%	3	0.0%	0	17.6%	3	7.7%	1	11.1%	1	12.5%	1	9.5%	2
DA12	3.3%	1	0.0%	0	5.9%	1	7.7%	1	0.0%	0	0.0%	0	0.0%	0
DA16 2	3.3%	1	0.0%	0	5.9%	1	0.0%	0	0.0%	0	12.5%	1	4.8%	1
DA2 8	3.3%	1	7.7%	1	0.0%	0	0.0%	0	11.1%	1	0.0%	0	0.0%	0
BR8 7	3.3%	1	7.7%	1	0.0%	0	7.7%	1	0.0%	0	0.0%	0	0.0%	0
DA1 4	3.3%	1	0.0%	0	5.9%	1	7.7%	1	0.0%	0	0.0%	0	4.8%	1
E16 2	3.3%	1	7.7%	1	0.0%	0	7.7%	1	0.0%	0	0.0%	0	4.8%	1
DA1 2	3.3%	1	0.0%	0	5.9%	1	7.7%	1	0.0%	0	0.0%	0	4.8%	1
DA9 9	3.3%	1	0.0%	0	5.9%	1	7.7%	1	0.0%	0	0.0%	0	0.0%	0
DA11 0	3.3%	1	0.0%	0	5.9%	1	0.0%	0	11.1%	1	0.0%	0	4.8%	1
DA11 9	3.3%	1	7.7%	1	0.0%	0	0.0%	0	0.0%	0	12.5%	1	4.8%	1
TN13	3.3%	1	0.0%	0	5.9%	1	0.0%	0	11.1%	1	0.0%	0	4.8%	1
DA8 1	3.3%	1	0.0%	0	5.9%	1	0.0%	0	0.0%	0	12.5%	1	4.8%	1
ME3 8	3.3%	1	0.0%	0	5.9%	1	7.7%	1	0.0%	0	0.0%	0	4.8%	1
SE1 1	3.3%	1	7.7%	1	0.0%	0	0.0%	0	11.1%	1	0.0%	0	4.8%	1
SW1E 5	3.3%	1	7.7%	1	0.0%	0	0.0%	0	0.0%	0	12.5%	1	0.0%	0
E1 7	3.3%	1	7.7%	1	0.0%	0	0.0%	0	11.1%	1	0.0%	0	0.0%	0
DA5 1	3.3%	1	7.7%	1	0.0%	0	0.0%	0	0.0%	0	12.5%	1	4.8%	1
DA16 3	3.3%	1	7.7%	1	0.0%	0	7.7%	1	0.0%	0	0.0%	0	0.0%	0
WIK 1	3.3%	1	7.7%	1	0.0%	0	0.0%	0	11.1%	1	0.0%	0	4.8%	1
Base:		30		13		17		13		9		8		21
Q07 How did you travel here today?														
Car (as driver or passenger)	44.8%	225	42.3%	60	45.8%	165	37.9%	44	44.0%	59	48.6%	122	69.4%	211
Bus	21.7%	109	16.9%	24	23.6%	85	17.2%	20	14.9%	20	27.1%	68	9.9%	30
Park & Ride	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Tram	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Train	5.0%	25	7.7%	11	3.9%	14	7.8%	9	6.7%	9	2.8%	7	5.9%	18
London underground	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Taxi	3.4%	17	0.7%	1	4.4%	16	0.9%	1	5.2%	7	3.6%	9	0.3%	1
Walk	23.1%	116	26.1%	37	21.9%	79	32.8%	38	26.1%	35	17.1%	43	12.8%	39
Cycle	1.0%	5	3.5%	5	0.0%	0	1.7%	2	0.7%	1	0.8%	2	1.0%	3
Motorcycle	0.4%	2	1.4%	2	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.3%	1
Other (PLEASE WRITE IN)	0.4%	2	1.4%	2	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.3%	1
Base:		502		142		360		116		134		251		304
Mean score [minutes]														
Q08 How long did your journey to Dartford town centre take you, in minutes?														
0-5 minutes	13.3%	67	16.2%	23	12.2%	44	16.4%	19	14.9%	20	11.2%	28	14.5%	44
6-10 minutes	29.5%	148	23.9%	34	31.7%	114	24.1%	28	29.9%	40	31.5%	79	25.7%	78
11-15 minutes	23.9%	120	23.9%	34	23.9%	86	27.6%	32	23.1%	31	22.7%	57	24.0%	73
16-20 minute	14.5%	73	14.1%	20	14.7%	53	14.7%	17	14.2%	19	14.7%	37	16.8%	51
21-25 minutes	5.8%	29	7.7%	11	5.0%	18	6.0%	7	3.7%	5	6.8%	17	6.3%	19
26-30 minutes	6.4%	32	4.9%	7	6.9%	25	4.3%	5	6.7%	9	7.2%	18	7.2%	22
31-35 minutes	0.8%	4	0.7%	1	0.8%	3	1.7%	2	0.0%	0	0.8%	2	1.0%	3
36-40 minutes	2.0%	10	2.1%	3	1.9%	7	1.7%	2	3.0%	4	1.6%	4	1.6%	5
41-45 minutes	1.0%	5	0.7%	1	1.1%	4	0.9%	1	0.7%	1	1.2%	3	0.7%	2
46-50 minutes	0.8%	4	2.1%	3	0.3%	1	0.9%	1	0.7%	1	0.8%	2	1.0%	3
51-55 minutes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
56-60 minutes	1.0%	5	0.7%	1	1.1%	4	1.7%	2	0.7%	1	0.8%	2	0.3%	1
1 hour - 1 hour 15 minutes	0.4%	2	1.4%	2	0.0%	0	0.0%	0	0.7%	1	0.4%	1	0.0%	0
1 hour 16 minutes - 1 hour 30 minutes	0.4%	2	0.7%	1	0.3%	1	0.0%	0	0.7%	1	0.4%	1	0.7%	2
1 hour 31 minutes - 1 hour 45 minutes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
1 hour 45 minutes - 2 hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Over 2 hours	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.3%	1
Mean:		14.79		16.32		14.19		14.17		15.38		14.79		14.88
Base:		502		142		360		116		134		251		304

Dartford In Centre Survey for Lambert Smith Hampton

Q09 From this map, please could you indicate where you parked today? If you are unsure of map location, please could you give the car park name, street name and / or store nearby. [MR]

Those who said car / motorcycle at Q07

Off Street Parking

	Total	Male	Female	18 - 34	35 - 54	55 +	Car in Hhold							
ALDI Car Park	14.1%	32	12.9%	8	14.5%	24	17.4%	8	15.3%	9	12.3%	15	14.6%	31
Civic Centre Car Park	0.4%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.8%	1	0.5%	1
Darenth Road Car Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Instone Road Car Park	0.4%	1	0.0%	0	0.6%	1	2.2%	1	0.0%	0	0.0%	0	0.5%	1
Orchards Shopping Centre Car Park	14.1%	32	11.3%	7	15.2%	25	10.9%	5	13.6%	8	15.6%	19	14.2%	30
Overy Street Car Park	1.3%	3	1.6%	1	1.2%	2	0.0%	0	0.0%	0	2.5%	3	1.4%	3
Overy Street Car Park	0.4%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.5%	1
Priory Centre Car Park	22.9%	52	24.2%	15	22.4%	37	21.7%	10	27.1%	16	21.3%	26	22.2%	47
Prospect Place	4.0%	9	4.8%	3	3.6%	6	0.0%	0	5.1%	3	4.9%	6	4.2%	9
Sainsbury's Car Park	23.3%	53	22.6%	14	23.6%	39	21.7%	10	20.3%	12	25.4%	31	23.6%	50
Spring Vale Car Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westgate Car Park	3.5%	8	1.6%	1	4.2%	7	4.3%	2	3.4%	2	3.3%	4	3.3%	7
Off-street parking (PLEASE STATE NAME)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Acacia Hall	0.4%	1	0.0%	0	0.6%	1	0.0%	0	1.7%	1	0.0%	0	0.5%	1
Fairfield Leisure Pool	0.4%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.8%	1	0.5%	1
Halfords	0.4%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.5%	1
Train Station	1.8%	4	0.0%	0	2.4%	4	0.0%	0	6.8%	4	0.0%	0	1.9%	4
Off-street parking, don't know name	1.8%	4	3.2%	2	1.2%	2	2.2%	1	0.0%	0	2.5%	3	1.9%	4
On Street Parking														
Hythe Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kent Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Market Street	1.3%	3	1.6%	1	1.2%	2	4.3%	2	1.7%	1	0.0%	0	1.4%	3
Orchard Street	1.3%	3	0.0%	0	1.8%	3	0.0%	0	0.0%	0	2.5%	3	1.4%	3
Overy Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spital Street	2.2%	5	3.2%	2	1.8%	3	2.2%	1	0.0%	0	3.3%	4	1.9%	4
Spring Vale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
On-street parking (PLEASE STATE NAME)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
On-street parking, don't know name	2.2%	5	3.2%	2	1.8%	3	4.3%	2	1.7%	1	1.6%	2	1.9%	4
(Don't know / dropped off)	3.5%	8	6.5%	4	2.4%	4	8.7%	4	3.4%	2	1.6%	2	3.3%	7
Base:		227		62		165		46		59		122		212

Q10 From this map, please could you indicate which bus stop you got off at today? If you are unsure of map location, please could you give the bus stop name, street name and / or store nearby.

Those who said bus at Q07

1 – Home Gardens	10.1%	11	12.5%	3	9.4%	8	25.0%	5	0.0%	0	8.8%	6	10.0%	3
B – Home Gardens	8.3%	9	12.5%	3	7.1%	6	15.0%	3	20.0%	4	2.9%	2	20.0%	6
C – Home Gardens	11.9%	13	12.5%	3	11.8%	10	15.0%	3	5.0%	1	13.2%	9	13.3%	4
E – Home Gardens	7.3%	8	4.2%	1	8.2%	7	5.0%	1	5.0%	1	8.8%	6	6.7%	2
FA – Home Gardens	3.7%	4	4.2%	1	3.5%	3	5.0%	1	10.0%	2	1.5%	1	10.0%	3
G – Hanau Bridge	0.9%	1	0.0%	0	1.2%	1	0.0%	0	5.0%	1	0.0%	0	0.0%	0
H – Hanau Bridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
K – Holy Trinity	0.9%	1	4.2%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Q – Instone Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
R – Instone Road	0.9%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0
T – Lowfield Street	17.4%	19	16.7%	4	17.6%	15	5.0%	1	25.0%	5	19.1%	13	6.7%	2
X – Home Gardens	6.4%	7	4.2%	1	7.1%	6	10.0%	2	10.0%	2	4.4%	3	13.3%	4
Y – Hanau Bridge	0.9%	1	4.2%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
2 – West Hill	6.4%	7	0.0%	0	8.2%	7	0.0%	0	5.0%	1	7.4%	5	0.0%	0
Other bus stop (PLEASE STATE WHERE IT IS)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dartford Station	4.6%	5	4.2%	1	4.7%	4	5.0%	1	0.0%	0	5.9%	4	6.7%	2
Orchard Theatre	6.4%	7	8.3%	2	5.9%	5	0.0%	0	5.0%	1	8.8%	6	10.0%	3
Prospect Place	0.9%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Sainsbury's	0.9%	1	0.0%	0	1.2%	1	0.0%	0	5.0%	1	0.0%	0	0.0%	0
Spital Street	11.9%	13	12.5%	3	11.8%	10	15.0%	3	5.0%	1	13.2%	9	3.3%	1
Base:		109		24		85		20		20		68		30

Dartford In Centre Survey for Lambert Smith Hampton

	Total	Male	Female	18 - 34	35 - 54	55 +	Car in Hhold							
Q11 From this map, please could you indicate where you entered the town centre from.														
<i>Those who said Walk / cycle / train at Q07</i>														
A	1.4%	2	0.0%	0	2.2%	2	0.0%	0	0.0%	0	3.8%	2	1.7%	1
B	2.7%	4	1.9%	1	3.2%	3	4.1%	2	0.0%	0	3.8%	2	1.7%	1
C	22.6%	33	20.8%	11	23.7%	22	20.4%	10	24.4%	11	23.1%	12	30.0%	18
D	7.5%	11	7.5%	4	7.5%	7	10.2%	5	8.9%	4	3.8%	2	10.0%	6
E	2.7%	4	5.7%	3	1.1%	1	0.0%	0	4.4%	2	3.8%	2	3.3%	2
F	1.4%	2	1.9%	1	1.1%	1	2.0%	1	2.2%	1	0.0%	0	1.7%	1
G	6.2%	9	5.7%	3	6.5%	6	4.1%	2	8.9%	4	5.8%	3	6.7%	4
H	11.6%	17	9.4%	5	12.9%	12	16.3%	8	6.7%	3	11.5%	6	8.3%	5
J	6.8%	10	7.5%	4	6.5%	6	8.2%	4	6.7%	3	5.8%	3	6.7%	4
K	4.1%	6	1.9%	1	5.4%	5	4.1%	2	2.2%	1	5.8%	3	1.7%	1
L	6.8%	10	5.7%	3	7.5%	7	4.1%	2	2.2%	1	13.5%	7	5.0%	3
M	13.7%	20	18.9%	10	10.8%	10	8.2%	4	20.0%	9	13.5%	7	11.7%	7
N	8.2%	12	11.3%	6	6.5%	6	10.2%	5	8.9%	4	5.8%	3	10.0%	6
O	1.4%	2	0.0%	0	2.2%	2	2.0%	1	2.2%	1	0.0%	0	0.0%	0
P	2.7%	4	1.9%	1	3.2%	3	6.1%	3	2.2%	1	0.0%	0	1.7%	1
Other entry point (PLEASE STATE NAME)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		146		53		93		49		45		52		60

Dartford In Centre Survey for Lambert Smith Hampton

	Total	Male	Female	18 - 34	35 - 54	55 +	Car in Hhold							
Q12 What types of shops, businesses or services in Dartford town centre have you visited, or do you intend to visit today? [MR]														
Bakers	2.2%	11	1.4%	2	2.5%	9	1.7%	2	3.0%	4	2.0%	5	2.6%	8
Banks / building societies	10.2%	51	8.5%	12	10.8%	39	5.2%	6	11.2%	15	12.0%	30	12.2%	37
Bathroom / kitchen shops	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.4%	1	0.3%	1
Betting shops	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.3%	1
Book shops	2.6%	13	0.7%	1	3.3%	12	2.6%	3	1.5%	2	3.2%	8	3.6%	11
Butchers	0.4%	2	0.7%	1	0.3%	1	0.9%	1	0.7%	1	0.0%	0	0.7%	2
Carpet / floorcovering shops	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.3%	1
Charity shops	4.8%	24	3.5%	5	5.3%	19	2.6%	3	6.0%	8	4.8%	12	5.3%	16
Chemists / pharmacy	6.6%	33	4.2%	6	7.5%	27	5.2%	6	6.7%	9	7.2%	18	5.9%	18
Cobblers	0.4%	2	0.0%	0	0.6%	2	0.0%	0	0.7%	1	0.4%	1	0.3%	1
Clothing / fashion store	11.8%	59	4.2%	6	14.7%	53	9.5%	11	14.9%	20	11.2%	28	14.5%	44
DIY / hardware stores	3.8%	19	5.6%	8	3.1%	11	2.6%	3	2.2%	3	5.2%	13	5.3%	16
Double glazing / window shops	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.7%	1	0.0%	0	0.3%	1
Estate agents	0.4%	2	0.0%	0	0.6%	2	0.0%	0	1.5%	2	0.0%	0	0.7%	2
Ethnic / foreign food shops	2.0%	10	2.1%	3	1.9%	7	0.0%	0	3.0%	4	2.4%	6	1.6%	5
Foodstore / supermarket	49.0%	246	43.7%	62	51.1%	184	28.4%	33	43.3%	58	61.4%	154	45.1%	137
General stores / corner shops / newsagents	10.2%	51	11.3%	16	9.7%	35	8.6%	10	9.0%	12	11.6%	29	8.2%	25
Greengrocers / fruit & veg shops	1.8%	9	0.7%	1	2.2%	8	3.4%	4	1.5%	2	1.2%	3	1.6%	5
Hairdressers / barbers / beauty shops	3.2%	16	2.1%	3	3.6%	13	5.2%	6	4.5%	6	1.6%	4	4.3%	13
Health and beauty shops	7.4%	37	4.2%	6	8.6%	31	5.2%	6	7.5%	10	8.4%	21	9.2%	28
Health food shops	2.0%	10	0.0%	0	2.8%	10	1.7%	2	2.2%	3	2.0%	5	3.0%	9
Home furnishing / textile shops	4.2%	21	2.8%	4	4.7%	17	2.6%	3	4.5%	6	4.8%	12	4.6%	14
Household goods shops	27.7%	139	15.5%	22	32.5%	117	19.8%	23	32.1%	43	29.1%	73	28.3%	86
Jewellers	1.0%	5	1.4%	2	0.8%	3	0.0%	0	0.7%	1	1.6%	4	1.6%	5
Opticians	0.6%	3	0.0%	0	0.8%	3	0.0%	0	0.7%	1	0.8%	2	1.0%	3
Post Office	4.4%	22	5.6%	8	3.9%	14	0.9%	1	5.2%	7	5.6%	14	4.6%	14
Pubs / bars	1.4%	7	4.2%	6	0.3%	1	0.0%	0	2.2%	3	1.6%	4	1.6%	5
Restaurants / cafes	19.3%	97	21.1%	30	18.6%	67	20.7%	24	20.9%	28	17.9%	45	18.1%	55
Shoe shop	1.0%	5	1.4%	2	0.8%	3	0.0%	0	0.7%	1	1.6%	4	1.6%	5
Sports good shops	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Takeaways	5.6%	28	6.3%	9	5.3%	19	6.0%	7	6.0%	8	5.2%	13	6.3%	19
Toy shops	0.2%	1	0.0%	0	0.3%	1	0.9%	1	0.0%	0	0.0%	0	0.3%	1
Vets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Card shop	1.8%	9	0.0%	0	2.5%	9	0.0%	0	1.5%	2	2.8%	7	2.3%	7
Church / Mosque	0.2%	1	0.7%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Computer shop	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Council offices	0.8%	4	0.0%	0	1.1%	4	0.0%	0	1.5%	2	0.8%	2	0.3%	1
Doctors	0.6%	3	0.7%	1	0.6%	2	0.9%	1	0.7%	1	0.4%	1	1.0%	3
Electronic shop	0.8%	4	0.7%	1	0.8%	3	1.7%	2	0.7%	1	0.4%	1	1.3%	4
Florist	0.4%	2	0.0%	0	0.6%	2	0.0%	0	0.7%	1	0.4%	1	0.7%	2
Gym / fitness class	1.2%	6	1.4%	2	1.1%	4	2.6%	3	0.7%	1	0.8%	2	1.6%	5
Job Centre	0.4%	2	0.7%	1	0.3%	1	0.9%	1	0.7%	1	0.0%	0	0.3%	1
Library	0.8%	4	1.4%	2	0.6%	2	0.0%	0	1.5%	2	0.8%	2	0.7%	2
Market	4.6%	23	7.0%	10	3.6%	13	3.4%	4	6.0%	8	4.4%	11	5.3%	16
Stationers	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.4%	1	0.3%	1
Swimming baths	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.4%	1	0.3%	1
Theatre	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.4%	1	0.3%	1
(Don't know)	7.0%	35	9.9%	14	5.8%	21	12.9%	15	9.0%	12	3.2%	8	6.3%	19
Base:		502		142		360		116		134		251		304

Dartford In Centre Survey for Lambert Smith Hampton

	Total	Male	Female	18 - 34	35 - 54	55 +	Car in Hhold							
Q13 What are the specific names of the shops, businesses or services in the town centre you have visited, or intend to visit today? [MR]														
Accessory kingdom	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Age Concern	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.3%	1
Aldi	11.8%	59	10.6%	15	12.2%	44	6.9%	8	11.2%	15	14.3%	36	11.5%	35
Argos	1.4%	7	0.7%	1	1.7%	6	2.6%	3	1.5%	2	0.8%	2	1.6%	5
Asda	1.8%	9	1.4%	2	1.9%	7	0.9%	1	2.2%	3	2.0%	5	2.6%	8
B&Q	3.6%	18	4.9%	7	3.1%	11	1.7%	2	3.0%	4	4.8%	12	5.3%	16
Barclays	2.6%	13	1.4%	2	3.1%	11	1.7%	2	3.7%	5	2.4%	6	2.6%	8
Beautiful Nails	0.4%	2	0.0%	0	0.6%	2	0.9%	1	0.7%	1	0.0%	0	0.3%	1
Boots	5.8%	29	2.8%	4	6.9%	25	6.9%	8	4.5%	6	6.0%	15	6.3%	19
Brighthouse	0.2%	1	0.0%	0	0.3%	1	0.9%	1	0.0%	0	0.0%	0	0.3%	1
British Heart Foundation	2.4%	12	1.4%	2	2.8%	10	1.7%	2	2.2%	3	2.8%	7	3.0%	9
Cake box	0.8%	4	0.7%	1	0.8%	3	0.9%	1	2.2%	3	0.0%	0	1.0%	3
Card Factory	4.8%	24	3.5%	5	5.3%	19	3.4%	4	4.5%	6	5.6%	14	5.6%	17
Cash converter	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.7%	1	0.0%	0	0.3%	1
CEX	0.8%	4	0.7%	1	0.8%	3	1.7%	2	1.5%	2	0.0%	0	1.3%	4
Churchyard Café	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.4%	1	0.3%	1
Co-op	0.8%	4	0.0%	0	1.1%	4	0.0%	0	0.0%	0	1.6%	4	0.7%	2
Costa	0.8%	4	0.7%	1	0.8%	3	1.7%	2	0.7%	1	0.4%	1	1.3%	4
Doctors	0.6%	3	0.7%	1	0.6%	2	1.7%	2	0.7%	1	0.0%	0	0.7%	2
Dreams	0.4%	2	1.4%	2	0.0%	0	0.0%	0	0.7%	1	0.4%	1	0.7%	2
Fairfield Pool	0.6%	3	1.4%	2	0.3%	1	0.0%	0	0.7%	1	0.8%	2	0.7%	2
Greggs	4.6%	23	4.9%	7	4.4%	16	3.4%	4	6.0%	8	4.4%	11	3.9%	12
Gym	0.6%	3	1.4%	2	0.3%	1	2.6%	3	0.0%	0	0.0%	0	1.0%	3
Halifax	1.0%	5	0.0%	0	1.4%	5	1.7%	2	0.7%	1	0.8%	2	0.7%	2
Hearts Estate Agents	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.7%	1	0.0%	0	0.3%	1
Holland & Barrett	1.0%	5	0.0%	0	1.4%	5	0.0%	0	3.0%	4	0.4%	1	1.6%	5
Home Bargains	0.2%	1	0.0%	0	0.3%	1	0.9%	1	0.0%	0	0.0%	0	0.3%	1
HSBC	1.2%	6	0.7%	1	1.4%	5	0.0%	0	1.5%	2	1.6%	4	1.6%	5
Iceland	8.0%	40	5.6%	8	8.9%	32	3.4%	4	6.7%	9	10.8%	27	7.2%	22
Job Centre	0.4%	2	0.7%	1	0.3%	1	0.9%	1	0.7%	1	0.0%	0	0.3%	1
KFC	1.2%	6	0.7%	1	1.4%	5	1.7%	2	3.0%	4	0.0%	0	0.7%	2
Len goodman dance	0.6%	3	0.0%	0	0.8%	3	0.0%	0	0.0%	0	1.2%	3	0.7%	2
Library	1.0%	5	0.7%	1	1.1%	4	0.9%	1	0.7%	1	1.2%	3	1.0%	3
Lidl	2.6%	13	2.8%	4	2.5%	9	2.6%	3	2.2%	3	2.8%	7	1.6%	5
Lloyds	1.8%	9	2.1%	3	1.7%	6	0.9%	1	1.5%	2	2.4%	6	1.6%	5
Marie Curie Cancer Care	1.4%	7	0.0%	0	1.9%	7	1.7%	2	0.7%	1	1.6%	4	1.0%	3
Market	9.2%	46	12.0%	17	8.1%	29	9.5%	11	11.9%	16	7.6%	19	11.2%	34
Marks & Spencer	2.0%	10	3.5%	5	1.4%	5	0.9%	1	1.5%	2	2.8%	7	2.3%	7
Matalan	0.4%	2	0.0%	0	0.6%	2	0.0%	0	0.0%	0	0.8%	2	0.7%	2
McDonalds	5.6%	28	7.0%	10	5.0%	18	8.6%	10	6.7%	9	3.6%	9	5.6%	17
Mosque	0.2%	1	0.7%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Natwest	1.8%	9	0.7%	1	2.2%	8	0.9%	1	1.5%	2	2.4%	6	2.6%	8
New Look	1.2%	6	0.0%	0	1.7%	6	0.9%	1	1.5%	2	1.2%	3	1.3%	4
Newsagents	0.2%	1	0.7%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Orchard Theatre	0.4%	2	0.7%	1	0.3%	1	0.0%	0	0.0%	0	0.8%	2	0.7%	2
Oxfam	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.4%	1	0.3%	1
Peacocks	1.6%	8	1.4%	2	1.7%	6	0.9%	1	2.2%	3	1.6%	4	2.6%	8
Post Office	2.6%	13	2.1%	3	2.8%	10	0.9%	1	1.5%	2	4.0%	10	2.6%	8
Poundland	11.2%	56	6.3%	9	13.1%	47	14.7%	17	13.4%	18	8.4%	21	10.2%	31
Primark	11.2%	56	7.0%	10	12.8%	46	8.6%	10	16.4%	22	9.6%	24	11.5%	35
Priory Café	1.2%	6	1.4%	2	1.1%	4	0.9%	1	0.0%	0	2.0%	5	1.3%	4
Priory Flowers	0.4%	2	0.7%	1	0.3%	1	0.9%	1	0.0%	0	0.4%	1	0.3%	1
Sainsbury's	27.7%	139	23.2%	33	29.4%	106	17.2%	20	25.4%	34	33.9%	85	25.7%	78
Savers	5.6%	28	0.7%	1	7.5%	27	4.3%	5	5.2%	7	6.4%	16	4.9%	15
Scope	1.2%	6	0.0%	0	1.7%	6	2.6%	3	0.7%	1	0.8%	2	0.7%	2
Sew Craft	0.4%	2	0.7%	1	0.3%	1	0.0%	0	0.0%	0	0.8%	2	0.3%	1
Shoezone	1.0%	5	1.4%	2	0.8%	3	0.0%	0	0.7%	1	1.6%	4	1.6%	5
Sofia's Beauty	0.6%	3	0.7%	1	0.6%	2	2.6%	3	0.0%	0	0.0%	0	1.0%	3
Superdrug	3.4%	17	0.7%	1	4.4%	16	1.7%	2	3.0%	4	4.4%	11	2.6%	8
The Works	4.0%	20	4.9%	7	3.6%	13	2.6%	3	5.2%	7	4.0%	10	5.9%	18
TKMaxx	1.8%	9	0.0%	0	2.5%	9	0.9%	1	2.2%	3	2.0%	5	2.0%	6
Top Furniture	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.3%	1
Wetherspoons	1.2%	6	2.8%	4	0.6%	2	0.0%	0	3.0%	4	0.8%	2	1.6%	5
WHSmith	3.8%	19	5.6%	8	3.1%	11	0.9%	1	4.5%	6	4.8%	12	3.6%	11
Wilko	20.1%	101	13.4%	19	22.8%	82	12.9%	15	19.4%	26	23.9%	60	20.7%	63
Wimpy	2.2%	11	3.5%	5	1.7%	6	0.9%	1	3.0%	4	2.4%	6	2.6%	8
YMCA	0.4%	2	0.0%	0	0.6%	2	0.0%	0	0.7%	1	0.0%	0	0.3%	1
Your Move Estate Agents	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.7%	1	0.0%	0	0.3%	1
Don't know	11.2%	56	9.2%	13	11.9%	43	12.9%	15	14.9%	20	8.4%	21	10.5%	32
None	1.4%	7	3.5%	5	0.6%	2	2.6%	3	1.5%	2	0.8%	2	1.0%	3
Base:		502		142		360		116		134		251		304

Dartford In Centre Survey for Lambert Smith Hampton

	Total	Male	Female	18 - 34	35 - 54	55 +	Car in Hhold							
Q14 Where do you mainly undertake your household's main food shopping?														
Aldi, Dartford Town Centre, Orchards Centre	16.9%	85	15.5%	22	17.5%	63	16.4%	19	11.9%	16	19.9%	50	14.8%	45
ASDA, Greenhithe, Crossways Ave	11.8%	59	7.7%	11	13.3%	48	14.7%	17	16.4%	22	8.0%	20	14.5%	44
Co-op - 24-26 Temple Hill Square, Dartford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op 287 London Rd, Stone, Greenhithe	0.2%	1	0.0%	0	0.3%	1	0.9%	1	0.0%	0	0.0%	0	0.3%	1
Co-op - 36-38 Chastillian Road, Dartford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op - 5-7 Hawley Road, Wilmington, Dartford,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op - 76 Colney Road, Newtown, Dartford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op - 77 Watchgate Lane, Darenth/ Lane End	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.3%	1
Co-op 29-31 High Street, Swanscombe,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Ackers Drive, Ebbsfleet Green/ Weldon, Ebbsfleet	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Oldfield Place, William Mundy Way, Dartford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Dartford Town Centre, High Street	5.6%	28	4.2%	6	6.1%	22	6.9%	8	7.5%	10	4.0%	10	3.6%	11
Lidl, Dartford Town Centre, Instone Road	4.8%	24	2.8%	4	5.6%	20	5.2%	6	4.5%	6	4.8%	12	4.9%	15
M&S Foodhall, Bluewater	0.6%	3	1.4%	2	0.3%	1	0.9%	1	0.7%	1	0.4%	1	1.0%	3
M&S, Dartford Town Centre, Prospect Place (Simply Food)	1.8%	9	1.4%	2	1.9%	7	0.9%	1	1.5%	2	2.4%	6	1.3%	4
Sainsburys, Dartford Town Centre, Priory Centre	26.9%	135	28.2%	40	26.4%	95	18.1%	21	24.6%	33	31.9%	80	21.7%	66
Tesco Express, 115 Dartford Rd, Dartford (West)	0.4%	2	1.4%	2	0.0%	0	0.0%	0	0.7%	1	0.4%	1	0.7%	2
Tesco Express, 171-175 Henderson Drive, Temple Hill, Dartford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, 72-80 East Hill, Dartford	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Waitrose, Bluewater	0.4%	2	0.0%	0	0.6%	2	0.0%	0	0.7%	1	0.4%	1	0.7%	2
Waitrose, Longfield, Station Road	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Roman Way, Crayford	0.8%	4	0.0%	0	1.1%	4	0.9%	1	1.5%	2	0.4%	1	1.3%	4
Aldi, St Marys Road, Swanley	0.2%	1	0.0%	0	0.3%	1	0.9%	1	0.0%	0	0.0%	0	0.3%	1
Asda, Alexander Grove, Kings Hill	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.7%	1	0.0%	0	0.3%	1
Asda, Graham Road, Broadway, Bexleyheath	0.4%	2	0.7%	1	0.3%	1	0.0%	0	0.0%	0	0.8%	2	0.3%	1
Asda, High Street, Rochester	0.4%	2	0.0%	0	0.6%	2	0.9%	1	0.0%	0	0.4%	1	0.7%	2
Asda, London Road, Swanley	3.4%	17	4.2%	6	3.1%	11	4.3%	5	3.0%	4	3.2%	8	3.3%	10
Asda, Pier Approach Road, Gillingham	0.2%	1	0.0%	0	0.3%	1	0.9%	1	0.0%	0	0.0%	0	0.3%	1
Asda, Station Road, Belvedere	0.4%	2	0.7%	1	0.3%	1	0.9%	1	0.7%	1	0.0%	0	0.3%	1
Asda, Thames Way, Gravesend	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.7%	1	0.0%	0	0.3%	1
Co-op, Westwood Lane, Blackfen	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.4%	1	0.3%	1
Crayford	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.4%	1	0.3%	1
Gravesend	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.7%	1	0.0%	0	0.3%	1
Iceland, Town Square, Erith	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Lidl, Daiglen Drive, South Ockendon	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.4%	1	0.3%	1
Lidl, Farleigh Hill, Maidstone	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.3%	1
Lidl, Thames Way Imperial Retail Park, Gravesend	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.4%	1	0.3%	1

Dartford In Centre Survey for Lambert Smith Hampton

	Total	Male		Female		18 - 34		35 - 54		55 +		Car in Hhold		
Morrisons, Coldharbour Road, Northfleet, Gravesend	1.0%	5	2.1%	3	0.6%	2	0.0%	0	1.5%	2	1.2%	3	1.6%	5
Morrisons, James Watt Way, Erith	1.8%	9	0.7%	1	2.2%	8	0.9%	1	0.7%	1	2.8%	7	2.3%	7
Morrisons, Jenner Close, Sidcup	0.4%	2	0.7%	1	0.3%	1	0.9%	1	0.0%	0	0.4%	1	0.3%	1
Morrisons, Knight Road, Rochester	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.4%	1	0.3%	1
Morrisons, Mill Way, Sittingbourne	0.4%	2	0.0%	0	0.6%	2	0.0%	0	0.7%	1	0.4%	1	0.7%	2
Morrisons, Neats Court, Isle of Sheppey	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.4%	1	0.3%	1
Morrisons, Twin Tumps Way, Thamesmead	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Morrisons, Walworth Road, Walworth,	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.3%	1
Morrisons, Welling High Street, Welling	0.6%	3	0.7%	1	0.6%	2	0.0%	0	0.0%	0	1.2%	3	0.7%	2
Online	0.8%	4	0.7%	1	0.8%	3	0.9%	1	1.5%	2	0.4%	1	1.3%	4
Sainsbury's, Broadway, Bexleyheath	0.8%	4	0.0%	0	1.1%	4	0.0%	0	0.7%	1	1.2%	3	1.0%	3
Sainsbury's, Homefield Rise, Orpington	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Sainsbury's, Stadium Way, Crayford	2.6%	13	3.5%	5	2.2%	8	3.4%	4	1.5%	2	2.8%	7	3.0%	9
Sainsbury's, The Pentagon, Chatham	0.2%	1	0.0%	0	0.3%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Walters Yard, Bromley	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Sainsbury's, Wingfield Bank, Northfleet, Gravesend	0.8%	4	0.7%	1	0.8%	3	0.0%	0	0.0%	0	1.6%	4	1.0%	3
Tesco Express, Sturdee Avenue, Gillingham	0.2%	1	0.7%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.3%	1
Tesco Extra, Augustus Lane, Orpington	0.4%	2	0.7%	1	0.3%	1	0.9%	1	0.7%	1	0.0%	0	0.7%	2
Tesco Extra, Lunsford Park, Aylesford	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.4%	1	0.3%	1
Tesco Metro, New Road, Gravesend	0.8%	4	0.7%	1	0.8%	3	0.0%	0	0.7%	1	1.2%	3	1.3%	4
Tesco Superstore, Croydon Road, Elmers End	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Tesco Superstore, Welling High Street, Welling	0.6%	3	0.0%	0	0.8%	3	0.9%	1	0.7%	1	0.4%	1	1.0%	3
Tesco Superstore, Winslade Way, Catford	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.3%	1
(Don't know / varies)	9.4%	47	16.9%	24	6.4%	23	18.1%	21	10.4%	14	4.8%	12	10.2%	31
Base:		502		142		360		116		134		251		304

Dartford In Centre Survey for Lambert Smith Hampton

	Total	Male	Female	18 - 34	35 - 54	55 +	Car in Hhold							
Q15 Where do you mainly undertake your household's top-up food shopping?														
Aldi, Dartford Town Centre, Orchards Centre	12.7%	64	12.7%	18	12.8%	46	13.8%	16	14.2%	19	11.6%	29	13.8%	42
ASDA, Greenhithe, Crossways Ave	4.4%	22	2.8%	4	5.0%	18	6.9%	8	3.0%	4	4.0%	10	5.6%	17
Co-op - 24-26 Temple Hill Square, Dartford	0.6%	3	0.0%	0	0.8%	3	0.9%	1	0.7%	1	0.4%	1	0.3%	1
Co-op 287 London Rd, Stone, Greenhithe	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.4%	1	0.3%	1
Co-op - 36-38 Chastillian Road, Dartford	0.6%	3	0.0%	0	0.8%	3	0.0%	0	1.5%	2	0.4%	1	0.7%	2
Co-op - 5-7 Hawley Road, Wilmington, Dartford,	0.8%	4	0.0%	0	1.1%	4	0.0%	0	2.2%	3	0.4%	1	1.0%	3
Co-op - 76 Colney Road, Newtown, Dartford	1.2%	6	1.4%	2	1.1%	4	0.9%	1	3.0%	4	0.4%	1	1.0%	3
Co-op - 77 Watchgate Lane, Darenth/ Lane End	0.6%	3	0.0%	0	0.8%	3	0.0%	0	0.0%	0	1.2%	3	1.0%	3
Co-op 29-31 High Street, Swanscombe,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Ackers Drive, Ebbsfleet Green/ Weldon, Ebbsfleet	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Oldfield Place, William Mundy Way, Dartford	0.4%	2	0.0%	0	0.6%	2	0.0%	0	1.5%	2	0.0%	0	0.7%	2
Iceland, Dartford Town Centre, High Street	8.2%	41	4.9%	7	9.4%	34	6.0%	7	10.4%	14	7.6%	19	5.3%	16
Lidl, Dartford Town Centre, Instone Road	4.2%	21	6.3%	9	3.3%	12	3.4%	4	4.5%	6	4.4%	11	3.3%	10
M&S Foodhall, Bluewater	2.6%	13	1.4%	2	3.1%	11	1.7%	2	4.5%	6	2.0%	5	3.3%	10
M&S, Dartford Town Centre, Prospect Place (Simply Food)	3.2%	16	4.2%	6	2.8%	10	1.7%	2	3.0%	4	4.0%	10	3.0%	9
Sainsburys, Dartford Town Centre, Priory Centre	14.5%	73	12.7%	18	15.3%	55	8.6%	10	12.7%	17	18.3%	46	12.8%	39
Tesco Express, 115 Dartford Rd, Dartford (West)	1.8%	9	0.7%	1	2.2%	8	3.4%	4	0.7%	1	1.6%	4	2.3%	7
Tesco Express, 171-175 Henderson Drive, Temple Hill, Dartford	0.4%	2	0.0%	0	0.6%	2	0.0%	0	0.0%	0	0.8%	2	0.3%	1
Tesco Express, 72-80 East Hill, Dartford	0.6%	3	0.7%	1	0.6%	2	1.7%	2	0.7%	1	0.0%	0	0.3%	1
Waitrose, Bluewater	0.4%	2	0.7%	1	0.3%	1	0.0%	0	0.7%	1	0.4%	1	0.3%	1
Waitrose, Longfield, Station Road	0.6%	3	0.0%	0	0.8%	3	0.0%	0	0.0%	0	1.2%	3	0.7%	2
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Roman Way, Crayford	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.7%	1	0.0%	0	0.3%	1
Aldi, Well Road, Maidstone	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.3%	1
Aldi, Friary Place, Rochester	0.2%	1	0.0%	0	0.3%	1	0.9%	1	0.0%	0	0.0%	0	0.3%	1
Aldi, St Marys Road, Swanley	0.4%	2	0.0%	0	0.6%	2	0.0%	0	0.0%	0	0.8%	2	0.3%	1
Asda, Alexander Grove, Kings Hill	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.7%	1	0.0%	0	0.3%	1
Asda, Graham Road, Broadway, Bexleyheath	0.4%	2	0.0%	0	0.6%	2	0.0%	0	0.0%	0	0.8%	2	0.7%	2
Asda, London Road, Swanley	0.6%	3	0.0%	0	0.8%	3	0.0%	0	0.0%	0	1.2%	3	1.0%	3
Asda, Pier Approach Road, Gillingham	0.2%	1	0.7%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.3%	1
Asda, Thames Way, Gravesend	0.6%	3	1.4%	2	0.3%	1	0.0%	0	0.7%	1	0.8%	2	0.7%	2
Asda, Trinity Trading Estate, Mill Way, Sittingbourne	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.4%	1	0.3%	1
Co-op, Gadby Road, Sittingbourne	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Co-op, Hever Road, West Kingsdown	0.6%	3	0.0%	0	0.8%	3	0.0%	0	1.5%	2	0.4%	1	1.0%	3
Co-op, The Mill, Esparto Way, South Darenth	0.4%	2	0.7%	1	0.3%	1	0.0%	0	0.7%	1	0.4%	1	0.7%	2
Lidl, Broadway, Bexleyheath	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.7%	1	0.0%	0	0.3%	1
Londis, The Bay, Vigo	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.4%	1	0.3%	1
Morrisons, Coldharbour Road, Northfleet,	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.3%	1

Dartford In Centre Survey for Lambert Smith Hampton

	Total	Male		Female		18 - 34		35 - 54		55 +		Car in Hhold		
Gravesend														
Morrisons, James Watt Way, Erith	1.0%	5	0.0%	0	1.4%	5	0.0%	0	0.7%	1	1.6%	4	1.3%	4
Morrisons, Jenner Close, Sidcup	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.4%	1	0.3%	1
Morrisons, New Hythe Lane, Aylesford	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.4%	1	0.3%	1
Morrisons, Sutton Road, Maidstone	0.2%	1	0.0%	0	0.3%	1	0.9%	1	0.0%	0	0.0%	0	0.3%	1
Morrisons, Welling High Street, Welling	0.4%	2	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	2	0.7%	2
Premier, Courtenay Road, Maidstone	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.3%	1
Sainsbury's, Stadium Way, Crayford	0.4%	2	0.0%	0	0.6%	2	0.0%	0	0.0%	0	0.8%	2	0.3%	1
Sainsbury's, Wingfield Bank, Northfleet, Gravesend	0.4%	2	0.0%	0	0.6%	2	0.0%	0	0.7%	1	0.4%	1	0.7%	2
Tesco Superstore, Bridge Road, Sheerness	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.4%	1	0.3%	1
Tesco Superstore, Welling High Street, Welling	0.4%	2	0.0%	0	0.6%	2	0.0%	0	0.0%	0	0.8%	2	0.7%	2
(Don't know / varies)	16.9%	85	23.2%	33	14.4%	52	24.1%	28	14.2%	19	15.1%	38	16.8%	51
(Don't do top-up food shopping)	16.5%	83	21.8%	31	14.4%	52	24.1%	28	14.9%	20	13.9%	35	14.8%	45
Base:		502		142		360		116		134		251		304

Q16 When you visit food shops, do you normally visit any other shops or facilities in the town centre on the same visit?

Those who visit food shops at Q14 or Q15

Yes	35.4%	115	30.3%	23	36.9%	92	30.5%	18	35.2%	32	37.4%	65	34.2%	69
No	44.0%	143	48.7%	37	42.6%	106	42.4%	25	40.7%	37	46.6%	81	45.1%	91
(Don't know / varies)	20.6%	67	21.1%	16	20.5%	51	27.1%	16	24.2%	22	16.1%	28	20.8%	42
Base:		325		76		249		59		91		174		202

Dartford In Centre Survey for Lambert Smith Hampton

	Total	Male	Female	18 - 34	35 - 54	55 +	Car in Hhold
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Q17 When you undertake your main and/or top-up food shopping, what linked trips do you combine this with? [MR]*Those who said yes at Q16*

Advice / Job Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bakers	10.4%	12	13.0%	3	9.8%	9	5.6%	1	9.4%	3	12.3%	8	11.6%	8
Banks / building societies	41.7%	48	43.5%	10	41.3%	38	27.8%	5	34.4%	11	49.2%	32	37.7%	26
Bathroom / kitchen shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Betting shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Book shops	5.2%	6	8.7%	2	4.3%	4	5.6%	1	3.1%	1	6.2%	4	7.2%	5
Butchers	4.3%	5	8.7%	2	3.3%	3	0.0%	0	9.4%	3	3.1%	2	4.3%	3
Café	25.2%	29	26.1%	6	25.0%	23	22.2%	4	15.6%	5	30.8%	20	24.6%	17
Carpet / floorcovering shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Charity shops	13.0%	15	13.0%	3	13.0%	12	0.0%	0	21.9%	7	12.3%	8	8.7%	6
Chemists / pharmacy	14.8%	17	21.7%	5	13.0%	12	0.0%	0	15.6%	5	18.5%	12	18.8%	13
Cinema	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cobblers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clothing / fashion store	21.7%	25	13.0%	3	23.9%	22	22.2%	4	28.1%	9	18.5%	12	21.7%	15
DIY / hardware stores	10.4%	12	21.7%	5	7.6%	7	16.7%	3	3.1%	1	12.3%	8	13.0%	9
Dry Cleaners / Laundrette	1.7%	2	0.0%	0	2.2%	2	0.0%	0	3.1%	1	1.5%	1	2.9%	2
Double glazing / window shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Estate agents	1.7%	2	8.7%	2	0.0%	0	5.6%	1	3.1%	1	0.0%	0	1.4%	1
Ethnic / foreign food shops	3.5%	4	8.7%	2	2.2%	2	0.0%	0	9.4%	3	1.5%	1	4.3%	3
Foodstore / supermarket	9.6%	11	8.7%	2	9.8%	9	11.1%	2	15.6%	5	6.2%	4	7.2%	5
Greengrocers / fruit & veg shops	14.8%	17	17.4%	4	14.1%	13	22.2%	4	15.6%	5	12.3%	8	11.6%	8
Gym / health & fitness	1.7%	2	0.0%	0	2.2%	2	5.6%	1	0.0%	0	1.5%	1	2.9%	2
Hairdressers / barbers / beauty shops	8.7%	10	13.0%	3	7.6%	7	16.7%	3	6.3%	2	7.7%	5	8.7%	6
Health and beauty shops	26.1%	30	4.3%	1	31.5%	29	50.0%	9	25.0%	8	20.0%	13	24.6%	17
Health food shops	8.7%	10	8.7%	2	8.7%	8	5.6%	1	9.4%	3	9.2%	6	7.2%	5
Home furnishing / textile shops	4.3%	5	0.0%	0	5.4%	5	0.0%	0	3.1%	1	6.2%	4	5.8%	4
Household goods shops	20.9%	24	17.4%	4	21.7%	20	11.1%	2	12.5%	4	27.7%	18	26.1%	18
Jewellers	5.2%	6	8.7%	2	4.3%	4	0.0%	0	6.3%	2	6.2%	4	7.2%	5
Market	18.3%	21	13.0%	3	19.6%	18	16.7%	3	25.0%	8	15.4%	10	20.3%	14
Meeting family	4.3%	5	8.7%	2	3.3%	3	0.0%	0	6.3%	2	4.6%	3	2.9%	2
Meeting friends	20.9%	24	21.7%	5	20.7%	19	27.8%	5	25.0%	8	16.9%	11	17.4%	12
Opticians	2.6%	3	0.0%	0	3.3%	3	0.0%	0	0.0%	0	4.6%	3	2.9%	2
Post Office	15.7%	18	17.4%	4	15.2%	14	5.6%	1	21.9%	7	15.4%	10	5.8%	4
Pubs / bars	2.6%	3	4.3%	1	2.2%	2	0.0%	0	3.1%	1	3.1%	2	2.9%	2
Restaurants	8.7%	10	8.7%	2	8.7%	8	5.6%	1	12.5%	4	7.7%	5	10.1%	7
Shoe shop	7.8%	9	4.3%	1	8.7%	8	5.6%	1	12.5%	4	6.2%	4	10.1%	7
Sports good shops	0.9%	1	4.3%	1	0.0%	0	5.6%	1	0.0%	0	0.0%	0	0.0%	0
Takeaways	3.5%	4	0.0%	0	4.3%	4	0.0%	0	3.1%	1	4.6%	3	2.9%	2
Theatre	1.7%	2	4.3%	1	1.1%	1	0.0%	0	3.1%	1	1.5%	1	1.4%	1
Toy shops	0.9%	1	0.0%	0	1.1%	1	0.0%	0	3.1%	1	0.0%	0	1.4%	1
Vets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	3.5%	4	0.0%	0	4.3%	4	0.0%	0	6.3%	2	3.1%	2	2.9%	2
General stores / corner shops / newsagents	1.7%	2	4.3%	1	1.1%	1	5.6%	1	0.0%	0	1.5%	1	2.9%	2

Base:	115	23	92	18	32	65	69
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Q18 Is Dartford your first choice shopping destination for clothing and footwear and other non-food goods?

Yes	28.3%	142	23.2%	33	30.3%	109	14.7%	17	27.6%	37	35.1%	88	22.7%	69
No	71.7%	360	76.8%	109	69.7%	251	85.3%	99	72.4%	97	64.9%	163	77.3%	235

Base:	502	142	360	116	134	251	304
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Dartford In Centre Survey for Lambert Smith Hampton

	Total	Male	Female	18 - 34	35 - 54	55 +	Car in Hhold							
Q19 Which town centre, retail warehouse or other shopping facility is your first choice shopping destination for clothing and footwear and other non-food goods? [MR]														
<i>Those who said No at Q18</i>														
Bexleyheath Town Centre	15.3%	55	9.2%	10	17.9%	45	13.1%	13	8.2%	8	20.9%	34	14.5%	34
Bluewater Shopping Centre	52.5%	189	52.3%	57	52.6%	132	51.5%	51	56.7%	55	50.3%	82	53.2%	125
Bromley Town Centre	5.3%	19	4.6%	5	5.6%	14	4.0%	4	5.2%	5	6.1%	10	5.1%	12
Canterbury	0.3%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.6%	1	0.4%	1
Crayford Town Centre	1.1%	4	1.8%	2	0.8%	2	1.0%	1	0.0%	0	1.8%	3	0.4%	1
Croydon Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eltham	0.3%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.6%	1	0.4%	1
Erith Town Centre	0.8%	3	0.9%	1	0.8%	2	0.0%	0	2.1%	2	0.6%	1	0.4%	1
Gravesend Town Centre	3.9%	14	2.8%	3	4.4%	11	3.0%	3	4.1%	4	4.3%	7	3.8%	9
Lakeside Shopping Centre	3.1%	11	3.7%	4	2.8%	7	4.0%	4	4.1%	4	1.8%	3	3.4%	8
Lewisham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London West End (Oxford St / Bond St / Regent St)	4.2%	15	9.2%	10	2.0%	5	8.1%	8	6.2%	6	0.6%	1	5.1%	12
Maidstone	1.7%	6	2.8%	3	1.2%	3	0.0%	0	3.1%	3	1.8%	3	2.1%	5
Northfleet Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orpington Town Centre	0.6%	2	0.9%	1	0.4%	1	1.0%	1	0.0%	0	0.6%	1	0.9%	2
Sevenoaks Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sidcup Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swanley Town Centre	0.6%	2	0.9%	1	0.4%	1	0.0%	0	0.0%	0	1.2%	2	0.4%	1
Tunbridge Wells	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gallions Reach - Beckton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beckton Retail Warehouses	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bromley Road Retail Park, Catford	0.3%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Catford Island Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Croydon – Purley Way Retail Warehouses	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Charlton Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Springvale Retail Park, Orpington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	8.1%	29	5.5%	6	9.2%	23	10.1%	10	8.2%	8	6.7%	11	7.7%	18
Greenwich Town Centre	0.3%	1	0.9%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	1.9%	7	4.6%	5	0.8%	2	3.0%	3	2.1%	2	1.2%	2	2.1%	5
Base:		360		109		251		99		97		163		235

Dartford In Centre Survey for Lambert Smith Hampton

	Total	Male	Female	18 - 34	35 - 54	55 +	Car in Hhold							
Q20 When you visit Dartford Town Centre, which specific shops, businesses or services do you visit? [MR]														
<i>Those who said Yes at Q18</i>														
Argos	20.4%	29	15.2%	5	22.0%	24	29.4%	5	27.0%	10	15.9%	14	13.0%	9
Asda Living	27.5%	39	15.2%	5	31.2%	34	52.9%	9	40.5%	15	17.0%	15	30.4%	21
B&Q	12.7%	18	12.1%	4	12.8%	14	23.5%	4	13.5%	5	10.2%	9	14.5%	10
Bargain Buys	17.6%	25	15.2%	5	18.3%	20	17.6%	3	16.2%	6	18.2%	16	23.2%	16
Bon Bon	6.3%	9	3.0%	1	7.3%	8	0.0%	0	5.4%	2	8.0%	7	4.3%	3
Bon Marche	17.6%	25	3.0%	1	22.0%	24	0.0%	0	13.5%	5	22.7%	20	14.5%	10
Boots The Chemist	33.1%	47	21.2%	7	36.7%	40	29.4%	5	32.4%	12	34.1%	30	43.5%	30
Bradleys Jewellers	2.1%	3	0.0%	0	2.8%	3	0.0%	0	2.7%	1	2.3%	2	2.9%	2
British Heart Foundation	23.2%	33	21.2%	7	23.9%	26	17.6%	3	24.3%	9	23.9%	21	26.1%	18
Card Factory	26.1%	37	9.1%	3	31.2%	34	17.6%	3	29.7%	11	26.1%	23	33.3%	23
Chapstone Cards	7.0%	10	3.0%	1	8.3%	9	0.0%	0	2.7%	1	10.2%	9	10.1%	7
Evape	0.7%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.1%	1	1.4%	1
F Hinds	4.9%	7	6.1%	2	4.6%	5	5.9%	1	8.1%	3	3.4%	3	4.3%	3
Holland And Barratt	14.1%	20	12.1%	4	14.7%	16	11.8%	2	5.4%	2	18.2%	16	13.0%	9
Home Store	4.2%	6	0.0%	0	5.5%	6	11.8%	2	5.4%	2	2.3%	2	1.4%	1
JD Sports	9.9%	14	0.0%	0	12.8%	14	29.4%	5	10.8%	4	5.7%	5	5.8%	4
Marie Curie Cancer Care	12.0%	17	9.1%	3	12.8%	14	11.8%	2	13.5%	5	11.4%	10	13.0%	9
Matalan	21.8%	31	12.1%	4	24.8%	27	11.8%	2	27.0%	10	21.6%	19	26.1%	18
mch Charity Shop	6.3%	9	6.1%	2	6.4%	7	11.8%	2	8.1%	3	4.5%	4	4.3%	3
New Look	10.6%	15	3.0%	1	12.8%	14	23.5%	4	13.5%	5	6.8%	6	11.6%	8
Peacocks	29.6%	42	15.2%	5	33.9%	37	11.8%	2	32.4%	12	31.8%	28	39.1%	27
Poundland	46.5%	66	27.3%	9	52.3%	57	29.4%	5	64.9%	24	42.0%	37	53.6%	37
Primark	59.2%	84	48.5%	16	62.4%	68	76.5%	13	64.9%	24	53.4%	47	65.2%	45
Priya Fashion	6.3%	9	3.0%	1	7.3%	8	5.9%	1	13.5%	5	3.4%	3	7.2%	5
RSPCA Charity Shop	12.7%	18	21.2%	7	10.1%	11	5.9%	1	16.2%	6	12.5%	11	13.0%	9
Ryman	4.9%	7	6.1%	2	4.6%	5	5.9%	1	5.4%	2	4.5%	4	5.8%	4
Savers Ltd	28.9%	41	12.1%	4	33.9%	37	23.5%	4	24.3%	9	31.8%	28	30.4%	21
Scope	5.6%	8	9.1%	3	4.6%	5	5.9%	1	5.4%	2	5.7%	5	2.9%	2
Sew Crafty	4.9%	7	3.0%	1	5.5%	6	0.0%	0	2.7%	1	6.8%	6	4.3%	3
Shoe Zone	16.2%	23	18.2%	6	15.6%	17	5.9%	1	21.6%	8	15.9%	14	17.4%	12
Sofia Beauty	2.1%	3	3.0%	1	1.8%	2	0.0%	0	8.1%	3	0.0%	0	2.9%	2
Squires Mensware	2.1%	3	3.0%	1	1.8%	2	0.0%	0	0.0%	0	3.4%	3	1.4%	1
Superdrug	23.9%	34	18.2%	6	25.7%	28	23.5%	4	21.6%	8	25.0%	22	24.6%	17
T K Maxx	29.6%	42	18.2%	6	33.0%	36	29.4%	5	37.8%	14	26.1%	23	27.5%	19
The Works	19.7%	28	12.1%	4	22.0%	24	11.8%	2	18.9%	7	21.6%	19	20.3%	14
Tini's Boutique	2.8%	4	3.0%	1	2.8%	3	0.0%	0	8.1%	3	1.1%	1	1.4%	1
Top Gifts	1.4%	2	3.0%	1	0.9%	1	0.0%	0	0.0%	0	2.3%	2	2.9%	2
Toxic Angel Clothing	2.1%	3	6.1%	2	0.9%	1	0.0%	0	5.4%	2	1.1%	1	1.4%	1
Warren James Jewellers	4.9%	7	0.0%	0	6.4%	7	5.9%	1	5.4%	2	4.5%	4	5.8%	4
WH Smiths	23.9%	34	24.2%	8	23.9%	26	0.0%	0	18.9%	7	30.7%	27	23.2%	16
Wilkinsons	54.9%	78	45.5%	15	57.8%	63	35.3%	6	64.9%	24	54.5%	48	56.5%	39
Other (PLEASE WRITE IN SPECIFIC SHOPS)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	2.1%	3	3.0%	1	1.8%	2	0.0%	0	0.0%	0	3.4%	3	0.0%	0
Base:		142		33		109		17		37		88		69

Mean score [visits per year]

Q21 How often do you visit the non-food shops in DARTFORD town centre?

Every day / most days	5.4%	27	5.6%	8	5.3%	19	6.9%	8	2.2%	3	6.4%	16	4.9%	15
2-3 times a week	17.3%	87	19.0%	27	16.7%	60	17.2%	20	19.4%	26	16.3%	41	16.8%	51
Once a week	31.3%	157	27.5%	39	32.8%	118	24.1%	28	28.4%	38	36.3%	91	26.6%	81
Once a fortnight	10.6%	53	8.5%	12	11.4%	41	12.9%	15	11.9%	16	8.8%	22	11.5%	35
Monthly	18.3%	92	16.2%	23	19.2%	69	19.8%	23	20.9%	28	16.3%	41	19.1%	58
Once every 2-3 months	6.0%	30	7.0%	10	5.6%	20	4.3%	5	6.0%	8	6.8%	17	7.6%	23
Once every 4-6 months	1.0%	5	0.0%	0	1.4%	5	0.0%	0	0.7%	1	1.6%	4	1.6%	5
Less often	1.2%	6	2.1%	3	0.8%	3	2.6%	3	0.7%	1	0.8%	2	1.3%	4
Varies	7.0%	35	12.0%	17	5.0%	18	9.5%	11	7.5%	10	5.2%	13	8.6%	26
Never visit	2.0%	10	2.1%	3	1.9%	7	2.6%	3	2.2%	3	1.6%	4	2.0%	6
Mean:		69.93		74.52		68.26		75.18		59.83		72.86		66.32
Base:		502		142		360		116		134		251		304

	Total	Male	Female	18 - 34	35 - 54	55 +	Car in Hhold							
Mean score [visits per year]														
Q22 How often do you visit DARTFORD town centre during the daytime?														
Every day / most days	13.9%	70	14.1%	20	13.9%	50	18.1%	21	11.2%	15	13.5%	34	11.2%	34
2-3 times a week	27.7%	139	31.0%	44	26.4%	95	28.4%	33	26.9%	36	27.5%	69	23.7%	72
Once a week	29.3%	147	28.2%	40	29.7%	107	21.6%	25	29.9%	40	32.7%	82	29.3%	89
Once a fortnight	9.2%	46	5.6%	8	10.6%	38	11.2%	13	10.4%	14	7.6%	19	10.9%	33
Monthly	11.2%	56	9.2%	13	11.9%	43	11.2%	13	12.7%	17	10.4%	26	12.2%	37
Once every 2-3 months	3.4%	17	3.5%	5	3.3%	12	2.6%	3	3.0%	4	4.0%	10	4.6%	14
Once every 4-6 months	1.0%	5	1.4%	2	0.8%	3	0.0%	0	0.0%	0	2.0%	5	1.6%	5
Less often	1.4%	7	1.4%	2	1.4%	5	2.6%	3	0.7%	1	1.2%	3	2.0%	6
First visit today	0.4%	2	1.4%	2	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.3%	1
Never	0.4%	2	0.0%	0	0.6%	2	0.0%	0	0.7%	1	0.4%	1	0.7%	2
(Don't know)	2.2%	11	4.2%	6	1.4%	5	2.6%	3	4.5%	6	0.8%	2	3.6%	11
Mean:	108.41		113.94		106.30		121.85		100.16		106.47		94.83	
Base:	502		142		360		116		134		251		304	

	Total	Male	Female	18 - 34	35 - 54	55 +	Car in Hhold							
Mean score [visits per year]														
Q23 How often do you visit DARTFORD town centre during the evening?														
Every day / most days	0.6%	3	0.7%	1	0.6%	2	1.7%	2	0.7%	1	0.0%	0	0.7%	2
2-3 times a week	2.8%	14	5.6%	8	1.7%	6	6.9%	8	2.2%	3	1.2%	3	3.0%	9
Once a week	3.8%	19	6.3%	9	2.8%	10	9.5%	11	3.7%	5	1.2%	3	3.3%	10
Once a fortnight	1.0%	5	0.7%	1	1.1%	4	1.7%	2	1.5%	2	0.4%	1	1.0%	3
Monthly	5.2%	26	3.5%	5	5.8%	21	7.8%	9	5.2%	7	4.0%	10	5.3%	16
Once every 2-3 months	7.0%	35	7.7%	11	6.7%	24	7.8%	9	8.2%	11	6.0%	15	8.2%	25
Once every 4-6 months	5.0%	25	3.5%	5	5.6%	20	3.4%	4	4.5%	6	5.6%	14	6.3%	19
Less often	11.0%	55	11.3%	16	10.8%	39	12.1%	14	5.2%	7	13.5%	34	9.9%	30
First visit today	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Never	60.4%	303	54.9%	78	62.5%	225	45.7%	53	61.9%	83	66.5%	167	58.2%	177
(Don't know)	3.4%	17	5.6%	8	2.5%	9	3.4%	4	6.7%	9	1.6%	4	4.3%	13
Mean:	9.63		15.30		7.46		23.02		9.82		3.49		9.99	
Base:	502		142		360		116		134		251		304	

	Total	Male	Female	18 - 34	35 - 54	55 +	Car in Hhold							
Q24 What are the main reasons you visit the town centre during the evening? [MR]														
<i>Those who visit Dartford at least every 2/3 months during the evening</i>														
Sports facilities (including Gyms)	12.7%	13	17.1%	6	10.4%	7	24.4%	10	6.9%	2	3.1%	1	13.8%	9
Pubs / bars	42.2%	43	45.7%	16	40.3%	27	46.3%	19	44.8%	13	34.4%	11	44.6%	29
Restaurants	44.1%	45	40.0%	14	46.3%	31	46.3%	19	41.4%	12	43.8%	14	38.5%	25
Services (eg. cash tills)	17.6%	18	22.9%	8	14.9%	10	24.4%	10	17.2%	5	9.4%	3	12.3%	8
Takeaway food	14.7%	15	20.0%	7	11.9%	8	9.8%	4	27.6%	8	9.4%	3	10.8%	7
Walk about / look around	11.8%	12	5.7%	2	14.9%	10	9.8%	4	13.8%	4	12.5%	4	9.2%	6
Theatre	40.2%	41	31.4%	11	44.8%	30	14.6%	6	51.7%	15	62.5%	20	46.2%	30
Nightclubs	1.0%	1	0.0%	0	1.5%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shopping	2.0%	2	0.0%	0	3.0%	2	2.4%	1	3.4%	1	0.0%	0	0.0%	0
Work	1.0%	1	2.9%	1	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	1.0%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	3.1%	1	1.5%	1
Base:	102		35		67		41		29		32		65	

Dartford In Centre Survey for Lambert Smith Hampton

	Total	Male		Female		18 - 34		35 - 54		55 +		Car in Hhold		
Q25 What do you like about Dartford town centre? [MR]														
Nothing / very little	16.1%	81	16.9%	24	15.8%	57	16.4%	19	13.4%	18	17.5%	44	16.1%	49
Attractive environment	2.4%	12	4.9%	7	1.4%	5	2.6%	3	1.5%	2	2.8%	7	1.6%	5
Car parking: easy to find a space	2.4%	12	2.1%	3	2.5%	9	0.0%	0	3.7%	5	2.8%	7	3.6%	11
Car parking: is cheap	1.0%	5	0.7%	1	1.1%	4	1.7%	2	0.0%	0	1.2%	3	1.6%	5
Car parking: is good	2.4%	12	0.7%	1	3.1%	11	2.6%	3	1.5%	2	2.8%	7	3.0%	9
Cheap prices in shops	2.8%	14	3.5%	5	2.5%	9	2.6%	3	4.5%	6	2.0%	5	3.0%	9
Cleanliness	0.6%	3	1.4%	2	0.3%	1	0.0%	0	0.7%	1	0.8%	2	0.7%	2
Close to home	26.7%	134	22.5%	32	28.3%	102	23.3%	27	26.1%	35	28.3%	71	26.0%	79
Close to work / en route to work	4.0%	20	0.7%	1	5.3%	19	6.0%	7	6.7%	9	1.6%	4	4.9%	15
Community spirit	3.0%	15	3.5%	5	2.8%	10	5.2%	6	2.2%	3	2.4%	6	2.3%	7
Easily accessible by foot / cycle	2.4%	12	4.2%	6	1.7%	6	1.7%	2	3.7%	5	2.0%	5	2.3%	7
Easy to walk around	11.0%	55	10.6%	15	11.1%	40	13.8%	16	11.2%	15	9.6%	24	10.2%	31
General character / atmosphere	5.0%	25	4.2%	6	5.3%	19	4.3%	5	5.2%	7	5.2%	13	4.6%	14
Good access by car	2.4%	12	1.4%	2	2.8%	10	0.0%	0	0.7%	1	4.4%	11	3.6%	11
Good access by cycle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good access by foot	3.8%	19	4.9%	7	3.3%	12	2.6%	3	3.7%	5	4.4%	11	3.0%	9
Good bus service / accessible public transport	3.4%	17	4.9%	7	2.8%	10	1.7%	2	4.5%	6	3.6%	9	3.0%	9
Good disabled access	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Good prices	5.0%	25	5.6%	8	4.7%	17	4.3%	5	5.2%	7	5.2%	13	4.6%	14
Good range of chain / well known stores	3.2%	16	2.1%	3	3.6%	13	3.4%	4	3.0%	4	3.2%	8	2.6%	8
Good range of independent stores	3.8%	19	3.5%	5	3.9%	14	6.0%	7	6.0%	8	1.6%	4	3.9%	12
Good range of shops in general	6.2%	31	3.5%	5	7.2%	26	9.5%	11	6.7%	9	4.4%	11	6.3%	19
Good quality pubs/bars and restaurants	2.8%	14	2.8%	4	2.8%	10	2.6%	3	4.5%	6	2.0%	5	3.6%	11
Good events	2.4%	12	2.1%	3	2.5%	9	4.3%	5	3.0%	4	1.2%	3	2.6%	8
Good range of services	4.8%	24	4.2%	6	5.0%	18	5.2%	6	6.0%	8	4.0%	10	5.3%	16
Indoor shopping malls / arcades	9.2%	46	10.6%	15	8.6%	31	8.6%	10	12.7%	17	7.6%	19	8.2%	25
Part of an overall day out	1.8%	9	2.8%	4	1.4%	5	0.0%	0	3.7%	5	1.6%	4	2.3%	7
Street Market	22.1%	111	16.9%	24	24.2%	87	22.4%	26	28.4%	38	18.7%	47	23.0%	70
Restaurant / café	4.2%	21	4.2%	6	4.2%	15	3.4%	4	2.2%	3	5.6%	14	4.3%	13
Theatre	4.8%	24	3.5%	5	5.3%	19	5.2%	6	4.5%	6	4.8%	12	6.6%	20
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Has everything I need	1.2%	6	0.0%	0	1.7%	6	1.7%	2	1.5%	2	0.8%	2	2.0%	6
Close to family / friends	1.4%	7	1.4%	2	1.4%	5	3.4%	4	0.0%	0	1.2%	3	1.3%	4
Good range of leisure activities	3.0%	15	4.2%	6	2.5%	9	3.4%	4	3.0%	4	2.8%	7	2.3%	7
The park	2.6%	13	2.8%	4	2.5%	9	1.7%	2	1.5%	2	3.6%	9	3.0%	9
(Don't Know)	6.0%	30	10.6%	15	4.2%	15	6.9%	8	3.7%	5	6.8%	17	5.6%	17
Base:		502		142		360		116		134		251		304

Dartford In Centre Survey for Lambert Smith Hampton

	Total	Male	Female	18 - 34	35 - 54	55 +	Car in Hhold							
Q26 What do you dislike about Dartford town centre? [MR]														
Centre very windy	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.4%	1	0.3%	1
Cost of parking	4.0%	20	5.6%	8	3.3%	12	1.7%	2	5.2%	7	4.4%	11	6.3%	19
Difficult to cross streets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Everything	4.2%	21	6.3%	9	3.3%	12	6.0%	7	3.7%	5	3.6%	9	4.6%	14
Few traffic free areas	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of a specific retailer (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of other leisure sports / cultural facilities	1.4%	7	2.8%	4	0.8%	3	1.7%	2	3.0%	4	0.4%	1	1.6%	5
Lack of parking	3.6%	18	4.9%	7	3.1%	11	2.6%	3	6.0%	8	2.8%	7	3.9%	12
Litter / dirty / dogs	11.8%	59	6.3%	9	13.9%	50	6.0%	7	14.2%	19	12.7%	32	13.5%	41
Multi-storey awkward / difficult	1.2%	6	0.0%	0	1.7%	6	0.0%	0	2.2%	3	1.2%	3	2.0%	6
No department store	9.0%	45	6.3%	9	10.0%	36	8.6%	10	12.7%	17	6.8%	17	8.6%	26
Not enough choice of shops	11.8%	59	7.7%	11	13.3%	48	13.8%	16	13.4%	18	10.0%	25	11.5%	35
Not enough clothes shops	5.6%	28	4.9%	7	5.8%	21	7.8%	9	6.0%	8	4.4%	11	6.6%	20
Not enough supermarket / food shops	1.8%	9	2.1%	3	1.7%	6	0.9%	1	1.5%	2	2.4%	6	2.6%	8
Poor bus service to centre	0.8%	4	0.7%	1	0.8%	3	1.7%	2	0.0%	0	0.8%	2	0.7%	2
Poor facilities (e.g. seating, toilets)	1.8%	9	1.4%	2	1.9%	7	1.7%	2	0.7%	1	2.4%	6	2.0%	6
Poor quality shop	4.0%	20	2.8%	4	4.4%	16	2.6%	3	4.5%	6	4.4%	11	5.3%	16
Poor signposting in centre	0.4%	2	0.7%	1	0.3%	1	0.9%	1	0.7%	1	0.0%	0	0.0%	0
Prices too high	0.6%	3	0.7%	1	0.6%	2	0.9%	1	0.0%	0	0.8%	2	0.3%	1
Short opening hours / no facilities in the evening	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Too few cafes, pubs or eating places	1.2%	6	2.1%	3	0.8%	3	1.7%	2	1.5%	2	0.8%	2	2.0%	6
Too few service businesses (e.g. banks / building societies)	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.4%	1	0.3%	1
Too many shops of one type	1.6%	8	2.8%	4	1.1%	4	1.7%	2	0.7%	1	2.0%	5	1.6%	5
Traffic congestion	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Traffic congestion	5.2%	26	4.9%	7	5.3%	19	6.0%	7	6.0%	8	4.4%	11	4.3%	13
Unsafe / poor security / dangerous	3.6%	18	3.5%	5	3.6%	13	2.6%	3	5.2%	7	3.2%	8	3.0%	9
Vandals / hooligans	4.4%	22	6.3%	9	3.6%	13	1.7%	2	6.0%	8	4.8%	12	3.9%	12
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of a specific retailer - Marks & Spencer	0.6%	3	0.0%	0	0.8%	3	0.0%	0	1.5%	2	0.4%	1	1.0%	3
Antisocial behaviour	0.6%	3	0.7%	1	0.6%	2	0.9%	1	0.7%	1	0.4%	1	0.7%	2
Building work	0.8%	4	0.7%	1	0.8%	3	0.0%	0	0.7%	1	1.2%	3	1.0%	3
Bus stops not near the centre	0.8%	4	0.7%	1	0.8%	3	0.0%	0	0.0%	0	1.6%	4	0.3%	1
Druggies / homeless people	1.0%	5	0.0%	0	1.4%	5	3.4%	4	0.0%	0	0.4%	1	1.0%	3
It's rundown	1.4%	7	1.4%	2	1.4%	5	0.0%	0	1.5%	2	2.0%	5	1.0%	3
Lack of heating	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.4%	1	0.3%	1
Poor market	0.4%	2	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	2	0.0%	0
Roadworks	1.4%	7	0.0%	0	1.9%	7	0.9%	1	3.0%	4	0.8%	2	2.0%	6
Too many empty shops	4.0%	20	3.5%	5	4.2%	15	0.9%	1	3.0%	4	5.6%	14	4.3%	13
Nothing/very little	16.1%	81	14.1%	20	16.9%	61	19.8%	23	15.7%	21	14.7%	37	15.8%	48
(Don't know)	25.9%	130	29.6%	42	24.4%	88	26.7%	31	21.6%	29	27.9%	70	23.7%	72
Base:		502		142		360		116		134		251		304

Dartford In Centre Survey for Lambert Smith Hampton

	Total	Male	Female	18 - 34	35 - 54	55 +	Car in Hhold							
Q27 What improvements to Dartford Town Centre would make you visit Dartford Town Centre more often?														
1st Mention														
Better choice of shops	9.8%	49	7.7%	11	10.6%	38	11.2%	13	10.4%	14	8.8%	22	9.5%	29
Better facilities for pedestrian (including pedestrian crossing)	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Better facilities for youth	2.2%	11	1.4%	2	2.5%	9	3.4%	4	2.2%	3	1.6%	4	3.0%	9
Better facilities for older people	1.0%	5	2.8%	4	0.3%	1	0.0%	0	0.7%	1	1.6%	4	0.7%	2
Better maintenance / cleanliness	6.2%	31	3.5%	5	7.2%	26	3.4%	4	6.7%	9	7.2%	18	7.9%	24
Better quality shops	3.0%	15	3.5%	5	2.8%	10	4.3%	5	3.0%	4	2.4%	6	2.6%	8
Improve appearance / environment	10.4%	52	8.5%	12	11.1%	40	9.5%	11	10.4%	14	10.8%	27	11.2%	34
Improve bus services / access	1.2%	6	1.4%	2	1.1%	4	1.7%	2	0.7%	1	1.2%	3	0.3%	1
Improve rail services / access	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Improve security, including CCTV	3.4%	17	4.9%	7	2.8%	10	2.6%	3	5.2%	7	2.8%	7	3.3%	10
Improve signposting in centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer opening hours / more evening activities	0.4%	2	0.7%	1	0.3%	1	0.0%	0	0.7%	1	0.4%	1	0.3%	1
More banks / building societies	0.2%	1	0.7%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
More car parking	3.2%	16	2.8%	4	3.3%	12	3.4%	4	2.2%	3	3.6%	9	3.9%	12
More large shops/department stores	9.4%	47	5.6%	8	10.8%	39	6.9%	8	11.2%	15	9.6%	24	11.2%	34
More specialist / independent stores	4.6%	23	4.9%	7	4.4%	16	6.9%	8	3.7%	5	4.0%	10	4.9%	15
Better cinema facilities	0.6%	3	0.0%	0	0.8%	3	0.9%	1	0.7%	1	0.4%	1	0.7%	2
Better other leisure sports / cultural facilities	1.0%	5	1.4%	2	0.8%	3	2.6%	3	0.0%	0	0.8%	2	1.0%	3
More pubs, restaurants, cafés	1.4%	7	2.1%	3	1.1%	4	1.7%	2	0.0%	0	2.0%	5	1.3%	4
More supermarkets/food shops	0.6%	3	0.7%	1	0.6%	2	0.9%	1	0.0%	0	0.8%	2	0.3%	1
More traffic free areas / Pedestrianisation	1.2%	6	0.7%	1	1.4%	5	0.9%	1	1.5%	2	1.2%	3	1.6%	5
More / better seating, toilets	1.6%	8	0.7%	1	1.9%	7	1.7%	2	1.5%	2	1.6%	4	1.6%	5
No need to improve	2.4%	12	2.1%	3	2.5%	9	1.7%	2	3.0%	4	2.4%	6	1.6%	5
Introduce a named retailer (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burtons	0.4%	2	1.4%	2	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.3%	1
B&M	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper parking	0.4%	2	0.7%	1	0.3%	1	0.0%	0	0.7%	1	0.4%	1	0.7%	2
Farmers Market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
H&M	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.7%	1	0.0%	0	0.3%	1
Homeware stores	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.4%	1	0.3%	1
Improved market	0.6%	3	1.4%	2	0.3%	1	0.0%	0	0.7%	1	0.8%	2	0.3%	1
Less empty shops	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Less traffic congestion	0.4%	2	0.0%	0	0.6%	2	0.9%	1	0.7%	1	0.0%	0	0.3%	1
Marks & Spencer	0.8%	4	0.0%	0	1.1%	4	0.0%	0	0.7%	1	0.8%	2	0.7%	2
Morrisons	1.0%	5	0.0%	0	1.4%	5	0.0%	0	0.0%	0	2.0%	5	1.6%	5
Next	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Select	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.7%	1	0.0%	0	0.3%	1
Subway	0.2%	1	0.0%	0	0.3%	1	0.9%	1	0.0%	0	0.0%	0	0.3%	1
The Range	0.2%	1	0.0%	0	0.3%	1	0.9%	1	0.0%	0	0.0%	0	0.3%	1
TJ Hughes	0.6%	3	0.0%	0	0.8%	3	1.7%	2	0.7%	1	0.0%	0	1.0%	3
Nothing in particular (Don't know)	22.5%	113	28.2%	40	20.3%	73	20.7%	24	23.1%	31	23.1%	58	19.1%	58
Base:		502		142		360		116		134		251		304

Dartford In Centre Survey for Lambert Smith Hampton

	Total	Male		Female		18 - 34		35 - 54		55 +		Car in Hhold		
2nd Mention														
Better choice of shops	2.4%	12	1.4%	2	2.8%	10	3.4%	4	2.2%	3	2.0%	5	3.3%	10
Better facilities for pedestrian (including pedestrian crossing)	0.6%	3	0.0%	0	0.8%	3	0.0%	0	0.7%	1	0.8%	2	0.0%	0
Better facilities for youth	1.6%	8	1.4%	2	1.7%	6	2.6%	3	2.2%	3	0.8%	2	1.3%	4
Better facilities for older people	2.4%	12	1.4%	2	2.8%	10	0.9%	1	2.2%	3	3.2%	8	2.6%	8
Better maintenance / cleanliness	3.4%	17	2.8%	4	3.6%	13	2.6%	3	4.5%	6	3.2%	8	3.3%	10
Better quality shops	3.4%	17	2.1%	3	3.9%	14	1.7%	2	3.7%	5	4.0%	10	3.3%	10
Improve appearance / environment	8.6%	43	6.3%	9	9.4%	34	6.0%	7	6.0%	8	11.2%	28	10.9%	33
Improve bus services / access	1.2%	6	2.8%	4	0.6%	2	0.9%	1	0.0%	0	2.0%	5	0.3%	1
Improve rail services / access	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Improve security, including CCTV	3.4%	17	1.4%	2	4.2%	15	4.3%	5	3.7%	5	2.8%	7	2.6%	8
Improve signposting in centre	0.4%	2	0.0%	0	0.6%	2	0.0%	0	1.5%	2	0.0%	0	0.7%	2
Longer opening hours / more evening activities	0.6%	3	0.0%	0	0.8%	3	1.7%	2	0.7%	1	0.0%	0	1.0%	3
More banks / building societies	0.2%	1	0.7%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.3%	1
More car parking	1.0%	5	0.0%	0	1.4%	5	0.0%	0	1.5%	2	1.2%	3	1.6%	5
More large shops/department stores	9.6%	48	10.6%	15	9.2%	33	13.8%	16	12.7%	17	6.0%	15	10.9%	33
More specialist / independent stores	6.8%	34	6.3%	9	6.9%	25	5.2%	6	5.2%	7	8.4%	21	7.9%	24
Better cinema facilities	0.4%	2	0.7%	1	0.3%	1	0.0%	0	0.7%	1	0.4%	1	0.0%	0
Better other leisure sports / cultural facilities	1.4%	7	1.4%	2	1.4%	5	0.9%	1	3.0%	4	0.8%	2	1.0%	3
More pubs, restaurants, cafés	1.4%	7	1.4%	2	1.4%	5	4.3%	5	0.0%	0	0.8%	2	1.3%	4
More supermarkets/food shops	1.2%	6	2.1%	3	0.8%	3	0.0%	0	2.2%	3	1.2%	3	1.6%	5
More traffic free areas / Pedestrianisation	1.0%	5	1.4%	2	0.8%	3	0.0%	0	0.7%	1	1.6%	4	1.0%	3
More / better seating, toilets	2.2%	11	2.1%	3	2.2%	8	5.2%	6	1.5%	2	1.2%	3	2.0%	6
No need to improve	2.4%	12	1.4%	2	2.8%	10	2.6%	3	3.0%	4	2.0%	5	2.0%	6
Introduce a named retailer (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burtons	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.7%	1	0.0%	0	0.3%	1
Cheaper parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmers Market	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.4%	1	0.3%	1
H&M	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homeware stores	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved market	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less empty shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less traffic congestion	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.3%	1
Marks & Spencer	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.7%	1	0.0%	0	0.3%	1
Morrisons	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Next	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Select	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Subway	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Range	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TJ Hughes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nothing in particular (Don't know)	28.3%	142	30.3%	43	27.5%	99	28.4%	33	25.4%	34	29.9%	75	26.3%	80
	15.1%	76	20.4%	29	13.1%	47	14.7%	17	14.2%	19	15.9%	40	13.5%	41
Base:		502		142		360		116		134		251		304

Dartford In Centre Survey for Lambert Smith Hampton

	Total	Male	Female	18 - 34	35 - 54	55 +	Car in Hhold							
3rd Mention														
Better choice of shops	2.0%	10	1.4%	2	2.2%	8	1.7%	2	0.7%	1	2.8%	7	2.0%	6
Better facilities for pedestrian (including pedestrian crossing)	0.6%	3	0.7%	1	0.6%	2	0.9%	1	0.0%	0	0.8%	2	0.3%	1
Better facilities for youth	2.6%	13	1.4%	2	3.1%	11	1.7%	2	5.2%	7	1.6%	4	3.6%	11
Better facilities for older people	2.0%	10	1.4%	2	2.2%	8	0.0%	0	0.7%	1	3.6%	9	1.3%	4
Better maintenance / cleanliness	4.0%	20	2.1%	3	4.7%	17	2.6%	3	3.0%	4	5.2%	13	4.3%	13
Better quality shops	2.4%	12	1.4%	2	2.8%	10	5.2%	6	2.2%	3	1.2%	3	3.3%	10
Improve appearance / environment	3.8%	19	1.4%	2	4.7%	17	2.6%	3	6.7%	9	2.8%	7	4.3%	13
Improve bus services / access	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve rail services / access	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve security, including CCTV	2.4%	12	1.4%	2	2.8%	10	0.9%	1	2.2%	3	3.2%	8	2.6%	8
Improve signposting in centre	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.4%	1	0.3%	1
Longer opening hours / more evening activities	0.6%	3	1.4%	2	0.3%	1	1.7%	2	0.7%	1	0.0%	0	0.3%	1
More banks / building societies	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More car parking	1.6%	8	0.7%	1	1.9%	7	0.9%	1	3.0%	4	1.2%	3	2.0%	6
More large shops/department stores	5.2%	26	3.5%	5	5.8%	21	6.0%	7	5.2%	7	4.8%	12	4.9%	15
More specialist / independent stores	4.6%	23	2.8%	4	5.3%	19	6.0%	7	4.5%	6	4.0%	10	5.3%	16
Better cinema facilities	1.8%	9	2.1%	3	1.7%	6	2.6%	3	3.0%	4	0.8%	2	1.6%	5
Better other leisure sports / cultural facilities	2.0%	10	2.8%	4	1.7%	6	3.4%	4	3.7%	5	0.4%	1	2.6%	8
More pubs, restaurants, cafés	1.2%	6	2.1%	3	0.8%	3	1.7%	2	2.2%	3	0.4%	1	1.0%	3
More supermarkets/food shops	1.4%	7	1.4%	2	1.4%	5	2.6%	3	0.0%	0	1.6%	4	1.3%	4
More traffic free areas / Pedestrianisation	0.6%	3	0.0%	0	0.8%	3	0.0%	0	0.7%	1	0.8%	2	0.3%	1
More / better seating, toilets	3.6%	18	5.6%	8	2.8%	10	5.2%	6	3.0%	4	3.2%	8	4.6%	14
No need to improve	2.2%	11	1.4%	2	2.5%	9	1.7%	2	3.0%	4	2.0%	5	1.3%	4
Introduce a named retailer (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burtons	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmers Market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
H&M	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homeware stores	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved market	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.4%	1	0.3%	1
Less empty shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less traffic congestion	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.4%	1	0.3%	1
Morrisons	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Next	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.3%	1
Select	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Subway	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Range	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.7%	1	0.0%	0	0.3%	1
TJ Hughes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nothing in particular (Don't know)	32.1%	161	33.8%	48	31.4%	113	30.2%	35	26.9%	36	35.5%	89	29.3%	89
	22.3%	112	30.3%	43	19.2%	69	22.4%	26	22.4%	30	22.3%	56	22.0%	67
Base:		502		142		360		116		134		251		304

Dartford In Centre Survey for Lambert Smith Hampton

	Total	Male	Female	18 - 34	35 - 54	55 +	Car in Hhold							
Q27X Any Mention at Q27														
Better choice of shops	13.9%	70	10.6%	15	15.3%	55	15.5%	18	13.4%	18	13.5%	34	14.8%	45
Better facilities for pedestrian (including pedestrian crossing)	1.4%	7	0.7%	1	1.7%	6	0.9%	1	0.7%	1	2.0%	5	0.3%	1
Better facilities for youth	6.4%	32	4.2%	6	7.2%	26	7.8%	9	9.7%	13	4.0%	10	7.9%	24
Better facilities for older people	5.4%	27	5.6%	8	5.3%	19	0.9%	1	3.7%	5	8.4%	21	4.6%	14
Better maintenance / cleanliness	13.3%	67	8.5%	12	15.3%	55	8.6%	10	14.2%	19	15.1%	38	15.5%	47
Better quality shops	8.8%	44	7.0%	10	9.4%	34	11.2%	13	9.0%	12	7.6%	19	9.2%	28
Improve appearance / environment	22.5%	113	16.2%	23	25.0%	90	18.1%	21	22.4%	30	24.7%	62	26.0%	79
Improve bus services / access	2.4%	12	4.2%	6	1.7%	6	2.6%	3	0.7%	1	3.2%	8	0.7%	2
Improve rail services / access	0.4%	2	1.4%	2	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0
Improve security, including CCTV	9.2%	46	7.7%	11	9.7%	35	7.8%	9	11.2%	15	8.8%	22	8.6%	26
Improve signposting in centre	0.6%	3	0.0%	0	0.8%	3	0.0%	0	1.5%	2	0.4%	1	1.0%	3
Longer opening hours / more evening activities	1.6%	8	2.1%	3	1.4%	5	3.4%	4	2.2%	3	0.4%	1	1.6%	5
More banks / building societies	0.4%	2	1.4%	2	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.3%	1
More car parking	5.8%	29	3.5%	5	6.7%	24	4.3%	5	6.7%	9	6.0%	15	7.6%	23
More large shops/department stores	24.1%	121	19.7%	28	25.8%	93	26.7%	31	29.1%	39	20.3%	51	27.0%	82
More specialist / independent stores	15.9%	80	14.1%	20	16.7%	60	18.1%	21	13.4%	18	16.3%	41	18.1%	55
Better cinema facilities	2.8%	14	2.8%	4	2.8%	10	3.4%	4	4.5%	6	1.6%	4	2.3%	7
Better other leisure sports / cultural facilities	4.4%	22	5.6%	8	3.9%	14	6.9%	8	6.7%	9	2.0%	5	4.6%	14
More pubs, restaurants, cafés	4.0%	20	5.6%	8	3.3%	12	7.8%	9	2.2%	3	3.2%	8	3.6%	11
More supermarkets/food shops	3.2%	16	4.2%	6	2.8%	10	3.4%	4	2.2%	3	3.6%	9	3.3%	10
More traffic free areas / Pedestrianisation	2.8%	14	2.1%	3	3.1%	11	0.9%	1	3.0%	4	3.6%	9	3.0%	9
More / better seating, toilets	7.4%	37	8.5%	12	6.9%	25	12.1%	14	6.0%	8	6.0%	15	8.2%	25
No need to improve	3.0%	15	2.1%	3	3.3%	12	2.6%	3	3.0%	4	3.2%	8	2.3%	7
Introduce a named retailer (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burtons	0.4%	2	1.4%	2	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.3%	1
B&M	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.7%	1	0.0%	0	0.3%	1
Cheaper parking	0.4%	2	0.7%	1	0.3%	1	0.0%	0	0.7%	1	0.4%	1	0.7%	2
Farmers Market	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.4%	1	0.3%	1
H&M	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.7%	1	0.0%	0	0.3%	1
Homeware stores	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.4%	1	0.3%	1
Improved market	1.0%	5	1.4%	2	0.8%	3	0.0%	0	0.7%	1	1.2%	3	0.7%	2
Less empty shops	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Less traffic congestion	0.6%	3	0.7%	1	0.6%	2	0.9%	1	0.7%	1	0.4%	1	0.7%	2
Marks & Spencer	1.2%	6	0.0%	0	1.7%	6	0.0%	0	1.5%	2	1.2%	3	1.3%	4
Morrisons	1.2%	6	0.0%	0	1.7%	6	0.0%	0	0.0%	0	2.4%	6	1.6%	5
Next	0.4%	2	0.7%	1	0.3%	1	0.0%	0	0.7%	1	0.4%	1	0.3%	1
Select	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.7%	1	0.0%	0	0.3%	1
Subway	0.2%	1	0.0%	0	0.3%	1	0.9%	1	0.0%	0	0.0%	0	0.3%	1
The Range	0.4%	2	0.0%	0	0.6%	2	0.9%	1	0.7%	1	0.0%	0	0.7%	2
TJ Hughes	0.6%	3	0.0%	0	0.8%	3	1.7%	2	0.7%	1	0.0%	0	1.0%	3
Base:		502		142		360		116		134		251		304

LOC Location:

Priory Centre	24.1%	121	22.5%	32	24.7%	89	21.6%	25	21.6%	29	26.7%	67	23.4%	71
Orchards Centre	9.4%	47	11.3%	16	8.6%	31	7.8%	9	6.7%	9	11.6%	29	7.2%	22
Orchard Theatre	22.3%	112	23.9%	34	21.7%	78	25.0%	29	23.9%	32	19.9%	50	28.9%	88
Spital Street	14.3%	72	15.5%	22	13.9%	50	16.4%	19	12.7%	17	14.3%	36	13.2%	40
High Street (West)	11.2%	56	11.3%	16	11.1%	40	6.9%	8	15.7%	21	10.8%	27	9.5%	29
High Street (East)	5.0%	25	5.6%	8	4.7%	17	9.5%	11	5.2%	7	2.8%	7	4.6%	14
Lowfield Street	8.0%	40	7.0%	10	8.3%	30	6.9%	8	6.7%	9	9.2%	23	6.6%	20
Hythe Street	5.8%	29	2.8%	4	6.9%	25	6.0%	7	7.5%	10	4.8%	12	6.6%	20
Base:		502		142		360		116		134		251		304

Dartford In Centre Survey for Lambert Smith Hampton

	Total	Male	Female	18 - 34	35 - 54	55 +	Car in Hhold							
DAY Day of Week:														
Monday	13.9%	70	12.7%	18	14.4%	52	20.7%	24	8.2%	11	13.9%	35	12.2%	37
Tuesday	4.4%	22	2.8%	4	5.0%	18	0.9%	1	3.7%	5	6.4%	16	2.6%	8
Wednesday	14.9%	75	20.4%	29	12.8%	46	18.1%	21	15.7%	21	12.7%	32	17.4%	53
Thursday	19.1%	96	18.3%	26	19.4%	70	21.6%	25	17.9%	24	18.7%	47	21.7%	66
Friday	18.7%	94	17.6%	25	19.2%	69	18.1%	21	15.7%	21	20.7%	52	14.8%	45
Saturday	28.9%	145	28.2%	40	29.2%	105	20.7%	24	38.8%	52	27.5%	69	31.3%	95
Base:		502		142		360		116		134		251		304
TIME Time of Interview:														
09.00 – 12.00	32.3%	162	26.1%	37	34.7%	125	25.0%	29	34.3%	46	34.3%	86	29.9%	91
12.01 – 14.00	28.9%	145	29.6%	42	28.6%	103	31.0%	36	23.9%	32	30.7%	77	31.3%	95
14.01 – 16.00	28.7%	144	33.1%	47	26.9%	97	36.2%	42	29.1%	39	25.1%	63	29.6%	90
16.01 – 17.00	10.2%	51	11.3%	16	9.7%	35	7.8%	9	12.7%	17	10.0%	25	9.2%	28
Base:		502		142		360		116		134		251		304
GEN Gender:														
Male	28.3%	142	100.0%	142	0.0%	0	31.9%	37	23.9%	32	29.1%	73	29.3%	89
Female	71.7%	360	0.0%	0	100.0%	360	68.1%	79	76.1%	102	70.9%	178	70.7%	215
Base:		502		142		360		116		134		251		304
AGE Age Group:														
18 - 24 years	9.0%	45	12.7%	18	7.5%	27	38.8%	45	0.0%	0	0.0%	0	7.6%	23
25 - 34 years	14.1%	71	13.4%	19	14.4%	52	61.2%	71	0.0%	0	0.0%	0	14.8%	45
35 - 44 years	12.2%	61	10.6%	15	12.8%	46	0.0%	0	45.5%	61	0.0%	0	13.2%	40
45 - 54 years	14.5%	73	12.0%	17	15.6%	56	0.0%	0	54.5%	73	0.0%	0	16.1%	49
55 - 64 years	13.9%	70	15.5%	22	13.3%	48	0.0%	0	0.0%	0	27.9%	70	14.8%	45
65+ years	36.1%	181	35.9%	51	36.1%	130	0.0%	0	0.0%	0	72.1%	181	33.6%	102
(Refused)	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		502		142		360		116		134		251		304
CAR Car: (Own or have use of)														
None	39.2%	197	37.3%	53	40.0%	144	41.4%	48	33.6%	45	41.4%	104	0.0%	0
One	44.4%	223	45.1%	64	44.2%	159	40.5%	47	46.3%	62	45.4%	114	73.4%	223
Two	14.3%	72	14.1%	20	14.4%	52	16.4%	19	17.9%	24	11.6%	29	23.7%	72
Three or more	1.8%	9	3.5%	5	1.1%	4	1.7%	2	2.2%	3	1.6%	4	3.0%	9
(Refused)	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		502		142		360		116		134		251		304

Dartford In Centre Survey for Lambert Smith Hampton

	Total	Male	Female	18 - 34	35 - 54	55 +	Car in Hhold							
PC														
BR1 5	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
BR3 2	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.3%	1
BR8 7	2.2%	11	2.8%	4	1.9%	7	0.9%	1	1.5%	2	3.2%	8	2.6%	8
BR8 8	0.4%	2	1.4%	2	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.3%	1
DA1	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
DA1 1	14.3%	72	18.3%	26	12.8%	46	13.8%	16	17.2%	23	13.1%	33	13.8%	42
DA1 2	13.3%	67	11.3%	16	14.2%	51	14.7%	17	12.7%	17	13.1%	33	9.2%	28
DA1 3	6.0%	30	4.9%	7	6.4%	23	3.4%	4	6.0%	8	6.8%	17	4.6%	14
DA1 4	2.4%	12	3.5%	5	1.9%	7	5.2%	6	0.7%	1	2.0%	5	3.0%	9
DA1 5	11.8%	59	7.0%	10	13.6%	49	13.8%	16	11.9%	16	10.8%	27	7.9%	24
DA1 6	0.4%	2	0.0%	0	0.6%	2	1.7%	2	0.0%	0	0.0%	0	0.7%	2
DA1 7	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.7%	1	0.0%	0	0.3%	1
DA1 9	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
DA10 0	1.2%	6	1.4%	2	1.1%	4	1.7%	2	0.7%	1	1.2%	3	1.0%	3
DA10 9	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.7%	1	0.0%	0	0.3%	1
DA11	0.2%	1	0.0%	0	0.3%	1	0.9%	1	0.0%	0	0.0%	0	0.3%	1
DA11 0	0.8%	4	2.1%	3	0.3%	1	0.0%	0	2.2%	3	0.4%	1	1.3%	4
DA11 5	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
DA11 7	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.7%	1	0.0%	0	0.3%	1
DA11 9	0.4%	2	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	2	0.7%	2
DA12 1	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
DA12 2	1.0%	5	0.7%	1	1.1%	4	0.9%	1	2.2%	3	0.4%	1	1.0%	3
DA12 3	0.6%	3	0.7%	1	0.6%	2	0.9%	1	1.5%	2	0.0%	0	0.7%	2
DA12 4	0.6%	3	0.0%	0	0.8%	3	0.9%	1	0.7%	1	0.4%	1	1.0%	3
DA12 5	1.4%	7	1.4%	2	1.4%	5	2.6%	3	2.2%	3	0.4%	1	1.3%	4
DA12 8	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.3%	1
DA13 0	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.4%	1	0.3%	1
DA13 9	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.3%	1
DA14 1	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
DA14 4	0.6%	3	0.0%	0	0.8%	3	0.9%	1	0.0%	0	0.8%	2	1.0%	3
DA14 6	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.7%	1	0.0%	0	0.3%	1
DA15 1	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.4%	1	0.3%	1
DA15 8	0.4%	2	0.7%	1	0.3%	1	0.0%	0	0.0%	0	0.8%	2	0.7%	2
DA16	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.4%	1	0.3%	1
DA16 1	0.6%	3	0.7%	1	0.6%	2	0.9%	1	0.0%	0	0.8%	2	1.0%	3
DA16 2	0.4%	2	0.0%	0	0.6%	2	0.0%	0	0.0%	0	0.8%	2	0.7%	2
DA16 3	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.4%	1	0.3%	1
DA17 5	0.2%	1	0.0%	0	0.3%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0
DA17 6	0.4%	2	0.0%	0	0.6%	2	0.0%	0	0.7%	1	0.4%	1	0.7%	2
DA2 2	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.4%	1	0.3%	1
DA2 3	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.4%	1	0.3%	1
DA2 4	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.7%	1	0.0%	0	0.3%	1
DA2 5	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.4%	1	0.3%	1
DA2 6	7.8%	39	9.9%	14	6.9%	25	5.2%	6	5.2%	7	10.4%	26	7.2%	22
DA2 7	4.4%	22	4.9%	7	4.2%	15	3.4%	4	3.7%	5	5.2%	13	3.9%	12
DA2 8	1.2%	6	0.7%	1	1.4%	5	1.7%	2	0.7%	1	1.2%	3	1.6%	5
DA3 4	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.3%	1
DA3 7	0.8%	4	0.7%	1	0.8%	3	1.7%	2	0.0%	0	0.8%	2	1.0%	3
DA3 8	0.8%	4	2.1%	3	0.3%	1	1.7%	2	0.0%	0	0.8%	2	1.3%	4
DA4 0	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.4%	1	0.3%	1
DA4 2	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.7%	1	0.0%	0	0.3%	1
DA4 5	0.2%	1	0.0%	0	0.3%	1	0.9%	1	0.0%	0	0.0%	0	0.3%	1
DA4 9	2.6%	13	2.8%	4	2.5%	9	2.6%	3	1.5%	2	3.2%	8	3.3%	10
DA5 1	0.2%	1	0.7%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
DA5 2	0.4%	2	0.7%	1	0.3%	1	0.0%	0	0.7%	1	0.4%	1	0.3%	1
DA5 3	0.4%	2	0.0%	0	0.6%	2	0.0%	0	0.7%	1	0.4%	1	0.3%	1
DA6 7	0.4%	2	0.0%	0	0.6%	2	0.0%	0	0.7%	1	0.4%	1	0.7%	2
DA6 8	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.7%	1	0.0%	0	0.3%	1
DA7 4	0.4%	2	0.0%	0	0.6%	2	0.0%	0	0.0%	0	0.8%	2	0.3%	1
DA7 6	0.6%	3	0.7%	1	0.6%	2	0.0%	0	0.7%	1	0.8%	2	0.7%	2
DA8	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.3%	1
DA8 1	0.6%	3	0.7%	1	0.6%	2	0.0%	0	0.0%	0	1.2%	3	0.3%	1
DA8 2	1.0%	5	0.0%	0	1.4%	5	0.9%	1	1.5%	2	0.8%	2	1.3%	4
DA8 3	0.8%	4	0.0%	0	1.1%	4	0.0%	0	1.5%	2	0.8%	2	0.7%	2
DA8 4	0.4%	2	0.7%	1	0.3%	1	0.9%	1	0.0%	0	0.4%	1	0.7%	2
DA9	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.7%	1	0.0%	0	0.3%	1
DA9 9	4.0%	20	2.1%	3	4.7%	17	2.6%	3	6.7%	9	3.2%	8	4.9%	15
HP2 6	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.3%	1
KT21 1	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.3%	1
ME10 2	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.4%	1	0.3%	1
ME10 3	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.7%	1	0.0%	0	0.3%	1
ME12 1	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.4%	1	0.3%	1

Dartford In Centre Survey for Lambert Smith Hampton

	Total	Male	Female	18 - 34	35 - 54	55 +	Car in Hhold							
ME14 2	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.3%	1
ME15 6	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.3%	1
ME19 5	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.4%	1	0.3%	1
ME2 1	0.2%	1	0.7%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.3%	1
ME2 2	0.6%	3	0.0%	0	0.8%	3	0.9%	1	0.0%	0	0.8%	2	1.0%	3
ME20 6	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.4%	1	0.3%	1
ME3 7	0.2%	1	0.7%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.3%	1
ME3 9	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.4%	1	0.3%	1
ME4 6	0.2%	1	0.0%	0	0.3%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0
ME8 6	0.2%	1	0.7%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.3%	1
ME8 8	0.2%	1	0.0%	0	0.3%	1	0.9%	1	0.0%	0	0.0%	0	0.3%	1
ME9 7	0.2%	1	0.7%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.3%	1
PA2 7	0.2%	1	0.7%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.3%	1
RM13 9	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.4%	1	0.3%	1
RM15 5	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.4%	1	0.3%	1
SE1 7	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.3%	1
SE13 7	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.3%	1
SE18 7	0.2%	1	0.0%	0	0.3%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0
SE2 0	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.7%	1	0.0%	0	0.3%	1
SE2 9	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
SE20 8	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
SE23 1	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.3%	1
SE3 9	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.4%	1	0.3%	1
TN12 6	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.7%	1	0.0%	0	0.3%	1
TN13 3	0.2%	1	0.0%	0	0.3%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0
TN15 6	1.2%	6	0.7%	1	1.4%	5	0.9%	1	1.5%	2	1.2%	3	1.6%	5
Refused	0.6%	3	0.7%	1	0.6%	2	2.6%	3	0.0%	0	0.0%	0	0.3%	1
Base:	502	142	360	116	134	251	304							

Appendix 2:

Data Tabulations

By Location

Dartford In Centre Survey for Lambert Smith Hampton

	Total	Priory Centre (LOC)	Orchards Centre (LOC)	Orchard Theatre (LOC)	Spital Street (LOC)	High Street (West) (LOC)	High Street (East) (LOC)	Lowfield Street (LOC)	Hythe Street (LOC)									
Q01 What is the main purpose of your visit to Dartford town centre today?																		
Food shopping	31.9%	160	31.4%	38	40.4%	19	22.3%	25	36.1%	26	32.1%	18	48.0%	12	37.5%	15	24.1%	7
Non-food shopping (e.g. clothing and footwear)	7.6%	38	14.1%	17	8.5%	4	4.5%	5	4.2%	3	3.6%	2	8.0%	2	2.5%	1	13.8%	4
Non-food shopping (e.g. furniture, floor coverings, household textiles)	1.0%	5	1.7%	2	0.0%	0	0.0%	0	0.0%	0	3.6%	2	4.0%	1	0.0%	0	0.0%	0
Non-food shopping (e.g. DIY and decorating goods)	2.4%	12	2.5%	3	0.0%	0	5.4%	6	0.0%	0	1.8%	1	0.0%	0	2.5%	1	3.4%	1
Non-food shopping (e.g. Domestic electrical appliances such as fridges, kettles, washing machines)	0.2%	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
Non-food shopping (e.g. TV, Hi Fi, radio, photographic and Computer equipment)	0.8%	4	0.0%	0	2.1%	1	0.0%	0	2.8%	2	0.0%	0	4.0%	1	0.0%	0	0.0%	0
Non-food shopping (e.g. Personal / luxury goods such as books, jewellery, china, glass and cosmetics)	5.6%	28	5.0%	6	6.4%	3	2.7%	3	8.3%	6	5.4%	3	4.0%	1	15.0%	6	0.0%	0
Financial services (e.g. banks, building societies, accountants)	4.2%	21	4.1%	5	8.5%	4	3.6%	4	1.4%	1	3.6%	2	4.0%	1	2.5%	1	10.3%	3
Personal services (e.g. hairdressers, nail bar, beauty salon)	3.4%	17	1.7%	2	0.0%	0	3.6%	4	5.6%	4	5.4%	3	4.0%	1	2.5%	1	6.9%	2
Other services (e.g. travel agents, estate agents)	1.2%	6	0.8%	1	0.0%	0	0.9%	1	4.2%	3	0.0%	0	0.0%	0	2.5%	1	0.0%	0
Eating or drinking out	3.4%	17	4.1%	5	2.1%	1	3.6%	4	4.2%	3	1.8%	1	0.0%	0	7.5%	3	0.0%	0
Work / business	10.4%	52	1.7%	2	10.6%	5	31.3%	35	4.2%	3	5.4%	3	0.0%	0	5.0%	2	6.9%	2
Tourism / sight seeing	0.6%	3	1.7%	2	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Socialising	7.0%	35	9.1%	11	6.4%	3	7.1%	8	6.9%	5	7.1%	4	4.0%	1	2.5%	1	6.9%	2
Education	0.6%	3	0.0%	0	2.1%	1	0.0%	0	0.0%	0	1.8%	1	4.0%	1	0.0%	0	0.0%	0
Browsing	11.0%	55	9.9%	12	10.6%	5	2.7%	3	12.5%	9	21.4%	12	8.0%	2	12.5%	5	24.1%	7
Cinema	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Theatre	0.4%	2	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bingo	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bowling	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
Health & fitness / gym	3.0%	15	3.3%	4	2.1%	1	5.4%	6	2.8%	2	0.0%	0	0.0%	0	5.0%	2	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To catch a train / bus	0.4%	2	0.8%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Medical service (e.g. doctors, dentist)	0.6%	3	0.8%	1	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Market	2.4%	12	5.0%	6	0.0%	0	0.9%	1	0.0%	0	3.6%	2	8.0%	2	0.0%	0	3.4%	1
Picking someone up	0.2%	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
Non-food shopping (e.g. plants, gardening goods)	0.2%	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
Church	0.2%	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
(Don't know)	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
(No particular purpose)	1.2%	6	0.8%	1	0.0%	0	2.7%	3	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		502		121		47		112		72		56		25		40		29

Dartford In Centre Survey for Lambert Smith Hampton

February 2020

	Total	Priory Centre (LOC)	Orchards Centre (LOC)	Orchard Theatre (LOC)	Spital Street (LOC)	High Street (West) (LOC)	High Street (East) (LOC)	Lowfield Street (LOC)	Hythe Street (LOC)									
Q02 What else, if anything, will you be doing here today? [MR]																		
Food shopping	10.4%	52	14.1%	17	2.1%	1	17.0%	19	4.2%	3	12.5%	7	4.0%	1	5.0%	2	6.9%	2
Non-food shopping (e.g. clothing and footwear)	10.0%	50	13.2%	16	14.9%	7	8.0%	9	9.7%	7	7.1%	4	8.0%	2	2.5%	1	13.8%	4
Non-food shopping (e.g. furniture, floor coverings, household textiles)	3.0%	15	1.7%	2	6.4%	3	3.6%	4	4.2%	3	1.8%	1	4.0%	1	0.0%	0	3.4%	1
Non-food shopping (e.g. DIY and decorating goods)	4.4%	22	1.7%	2	2.1%	1	4.5%	5	2.8%	2	7.1%	4	8.0%	2	7.5%	3	10.3%	3
Non-food shopping (e.g. Domestic electrical appliances such as fridges, kettles, washing machines)	2.0%	10	0.8%	1	4.3%	2	0.0%	0	1.4%	1	5.4%	3	8.0%	2	0.0%	0	3.4%	1
Non-food shopping (e.g. TV, Hi Fi, radio, photographic and Computer equipment)	1.6%	8	0.0%	0	4.3%	2	0.9%	1	2.8%	2	1.8%	1	0.0%	0	2.5%	1	3.4%	1
Non-food shopping (e.g. Personal / luxury goods such as books, jewellery, china, glass and cosmetics)	7.0%	35	3.3%	4	6.4%	3	3.6%	4	8.3%	6	7.1%	4	24.0%	6	12.5%	5	10.3%	3
Financial services (e.g. banks, building societies, accountants)	5.2%	26	5.0%	6	2.1%	1	7.1%	8	4.2%	3	5.4%	3	8.0%	2	2.5%	1	6.9%	2
Personal services (e.g. hairdressers, nail bar, beauty salon)	2.0%	10	0.0%	0	0.0%	0	1.8%	2	2.8%	2	1.8%	1	8.0%	2	7.5%	3	0.0%	0
Other services (e.g. travel agents, estate agents)	0.8%	4	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	2	3.4%	1
Eating or drinking out	10.0%	50	12.4%	15	8.5%	4	12.5%	14	5.6%	4	8.9%	5	12.0%	3	2.5%	1	13.8%	4
Work / business	0.6%	3	0.8%	1	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tourism / sight seeing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Socialising	6.8%	34	7.4%	9	0.0%	0	7.1%	8	4.2%	3	3.6%	2	8.0%	2	12.5%	5	17.2%	5
Education	0.4%	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
Browsing	16.9%	85	9.1%	11	29.8%	14	14.3%	16	13.9%	10	21.4%	12	28.0%	7	20.0%	8	24.1%	7
Cinema	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Theatre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1
Bingo	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bowling	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Health & fitness / gym	0.8%	4	0.8%	1	2.1%	1	0.9%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To catch a train / bus	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Medical service (e.g. doctors, dentist)	0.2%	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
The Market	2.6%	13	2.5%	3	8.5%	4	0.9%	1	4.2%	3	1.8%	1	4.0%	1	0.0%	0	0.0%	0
Picking someone up	0.4%	2	0.8%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Non-food shopping (e.g. plants, gardening goods)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Church	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	11.8%	59	4.1%	5	10.6%	5	9.8%	11	13.9%	10	25.0%	14	20.0%	5	10.0%	4	17.2%	5
(No particular purpose)	5.4%	27	6.6%	8	0.0%	0	1.8%	2	9.7%	7	10.7%	6	0.0%	0	7.5%	3	3.4%	1
(Nothing else)	23.1%	116	23.1%	28	19.1%	9	25.9%	29	27.8%	20	16.1%	9	16.0%	4	30.0%	12	17.2%	5
Base:		502		121		47		112		72		56		25		40		29

Dartford In Centre Survey for Lambert Smith Hampton

	Total	Priory Centre (LOC)	Orchards Centre (LOC)	Orchard Theatre (LOC)	Spital Street (LOC)	High Street (West) (LOC)	High Street (East) (LOC)	Lowfield Street (LOC)	Hythe Street (LOC)									
Q02X Any Mention at Q01 and Q02																		
Food shopping	42.0%	211	44.6%	54	42.6%	20	39.3%	44	40.3%	29	44.6%	25	52.0%	13	42.5%	17	31.0%	9
Non-food shopping (e.g. clothing and footwear)	17.5%	88	27.3%	33	23.4%	11	12.5%	14	13.9%	10	10.7%	6	16.0%	4	5.0%	2	27.6%	8
Non-food shopping (e.g. furniture, floor coverings, household textiles)	4.0%	20	3.3%	4	6.4%	3	3.6%	4	4.2%	3	5.4%	3	8.0%	2	0.0%	0	3.4%	1
Non-food shopping (e.g. DIY and decorating goods)	6.8%	34	4.1%	5	2.1%	1	9.8%	11	2.8%	2	8.9%	5	8.0%	2	10.0%	4	13.8%	4
Non-food shopping (e.g. Domestic electrical appliances such as fridges, kettles, washing machines)	2.2%	11	1.7%	2	4.3%	2	0.0%	0	1.4%	1	5.4%	3	8.0%	2	0.0%	0	3.4%	1
Non-food shopping (e.g. TV, Hi Fi, radio, photographic and Computer equipment)	2.4%	12	0.0%	0	6.4%	3	0.9%	1	5.6%	4	1.8%	1	4.0%	1	2.5%	1	3.4%	1
Non-food shopping (e.g. Personal / luxury goods such as books, jewellery, china, glass and cosmetics)	12.4%	62	8.3%	10	12.8%	6	6.3%	7	15.3%	11	12.5%	7	28.0%	7	27.5%	11	10.3%	3
Financial services (e.g. banks, building societies, accountants)	9.4%	47	9.1%	11	10.6%	5	10.7%	12	5.6%	4	8.9%	5	12.0%	3	5.0%	2	17.2%	5
Personal services (e.g. hairdressers, nail bar, beauty salon)	5.4%	27	1.7%	2	0.0%	0	5.4%	6	8.3%	6	7.1%	4	12.0%	3	10.0%	4	6.9%	2
Other services (e.g. travel agents, estate agents)	2.0%	10	1.7%	2	0.0%	0	0.9%	1	4.2%	3	0.0%	0	0.0%	0	7.5%	3	3.4%	1
Eating or drinking out	13.3%	67	16.5%	20	10.6%	5	16.1%	18	9.7%	7	10.7%	6	12.0%	3	10.0%	4	13.8%	4
Work / business	11.0%	55	2.5%	3	10.6%	5	33.0%	37	4.2%	3	5.4%	3	0.0%	0	5.0%	2	6.9%	2
Tourism / sight seeing	0.6%	3	1.7%	2	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Socialising	13.7%	69	16.5%	20	6.4%	3	14.3%	16	11.1%	8	10.7%	6	12.0%	3	15.0%	6	24.1%	7
Education	1.0%	5	1.7%	2	2.1%	1	0.0%	0	0.0%	0	1.8%	1	4.0%	1	0.0%	0	0.0%	0
Browsing	27.9%	140	19.0%	23	40.4%	19	17.0%	19	26.4%	19	42.9%	24	36.0%	9	32.5%	13	48.3%	14
Cinema	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Theatre	0.6%	3	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1
Bingo	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bowling	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
Health & fitness / gym	3.8%	19	4.1%	5	4.3%	2	6.3%	7	4.2%	3	0.0%	0	0.0%	0	5.0%	2	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To catch a train / bus	0.4%	2	0.8%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Medical service (e.g. doctors, dentist)	0.8%	4	1.7%	2	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Market	5.0%	25	7.4%	9	8.5%	4	1.8%	2	4.2%	3	5.4%	3	12.0%	3	0.0%	0	3.4%	1
Picking someone up	0.6%	3	1.7%	2	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Non-food shopping (e.g. plants, gardening goods)	0.2%	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
Church	0.2%	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
Base:		502		121		47		112		72		56		25		40		29

Mean score [minutes]**Q03 Approximately how long have you already been in the town centre today?**

Less than 30 minutes	35.9%	180	32.2%	39	31.9%	15	34.8%	39	40.3%	29	42.9%	24	44.0%	11	35.0%	14	31.0%	9
30- 59 minutes	24.7%	124	27.3%	33	36.2%	17	21.4%	24	18.1%	13	16.1%	9	32.0%	8	27.5%	11	31.0%	9
1hr -1 hr 29 min	16.7%	84	12.4%	15	19.1%	9	17.0%	19	18.1%	13	19.6%	11	12.0%	3	22.5%	9	17.2%	5
1hr 30 mins - 1 hr 59 min	9.0%	45	13.2%	16	4.3%	2	6.3%	7	13.9%	10	10.7%	6	8.0%	2	2.5%	1	3.4%	1
2hrs - 2hrs 29 mins	4.0%	20	2.5%	3	6.4%	3	4.5%	5	4.2%	3	3.6%	2	4.0%	1	5.0%	2	3.4%	1
2hrs 30 mins - 2hrs 59 mins	3.8%	19	8.3%	10	0.0%	0	0.9%	1	2.8%	2	5.4%	3	0.0%	0	5.0%	2	3.4%	1
3hrs - 3hrs 59 mins	0.8%	4	1.7%	2	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1
4hrs or more	5.2%	26	2.5%	3	0.0%	0	15.2%	17	2.8%	2	1.8%	1	0.0%	0	2.5%	1	6.9%	2
Mean:		63.29		66.07		52.66		75.80		58.75		57.32		43.80		57.75		67.76
Base:		502		121		47		112		72		56		25		40		29

Dartford In Centre Survey for Lambert Smith Hampton

	Total	Priory Centre (LOC)	Orchards Centre (LOC)	Orchard Theatre (LOC)	Spital Street (LOC)	High Street (West) (LOC)	High Street (East) (LOC)	Lowfield Street (LOC)	Hythe Street (LOC)
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Mean score [minutes]

Q04 And how much longer are you planning to stay?

Less than 30 minutes	39.0%	196	52.1%	63	23.4%	11	42.9%	48	37.5%	27	25.0%	14	36.0%	9	42.5%	17	24.1%	7
30- 59 minutes	16.1%	81	21.5%	26	8.5%	4	9.8%	11	18.1%	13	28.6%	16	12.0%	3	15.0%	6	6.9%	2
1hr -1 hr 29 min	15.5%	78	6.6%	8	31.9%	15	9.8%	11	22.2%	16	19.6%	11	24.0%	6	15.0%	6	17.2%	5
1hr 30 mins - 1 hr 59 min	10.4%	52	8.3%	10	12.8%	6	8.9%	10	5.6%	4	5.4%	3	12.0%	3	25.0%	10	20.7%	6
2hrs - 2hrs 29 mins	7.2%	36	2.5%	3	10.6%	5	12.5%	14	2.8%	2	8.9%	5	8.0%	2	0.0%	0	17.2%	5
2hrs 30 mins - 2hrs 59 mins	1.4%	7	0.8%	1	0.0%	0	2.7%	3	1.4%	1	1.8%	1	0.0%	0	0.0%	0	3.4%	1
3hrs - 3hrs 59 mins	1.0%	5	0.8%	1	2.1%	1	2.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
4hrs or more	4.0%	20	1.7%	2	2.1%	1	5.4%	6	4.2%	3	5.4%	3	4.0%	1	2.5%	1	10.3%	3
(Don't know)	5.4%	27	5.8%	7	8.5%	4	5.4%	6	8.3%	6	5.4%	3	4.0%	1	0.0%	0	0.0%	0
<i>Mean:</i>		<i>61.86</i>		<i>43.68</i>		<i>74.30</i>		<i>69.91</i>		<i>56.36</i>		<i>67.64</i>		<i>63.75</i>		<i>56.25</i>		<i>93.62</i>
<i>Base:</i>		<i>502</i>		<i>121</i>		<i>47</i>		<i>112</i>		<i>72</i>		<i>56</i>		<i>25</i>		<i>40</i>		<i>29</i>

Q04X Total time in town (Q03+Q04):

Not those who said 'Don't know' at either Q03 or Q04

Less than 30 minutes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
30- 59 minutes	10.5%	50	11.4%	13	9.3%	4	6.6%	7	15.2%	10	9.4%	5	16.7%	4	15.0%	6	3.4%	1
1hr -1 hr 29 min	18.3%	87	28.9%	33	4.7%	2	13.2%	14	18.2%	12	22.6%	12	20.8%	5	15.0%	6	10.3%	3
1hr 30 mins - 1 hr 59 min	18.3%	87	13.2%	15	27.9%	12	18.9%	20	21.2%	14	13.2%	7	20.8%	5	20.0%	8	20.7%	6
2hrs - 2hrs 29 mins	16.4%	78	19.3%	22	16.3%	7	10.4%	11	15.2%	10	24.5%	13	12.5%	3	17.5%	7	17.2%	5
2hrs 30 mins - 2hrs 59 mins	12.6%	60	7.9%	9	20.9%	9	14.2%	15	12.1%	8	11.3%	6	12.5%	3	17.5%	7	10.3%	3
3hrs - 3hrs 59 mins	11.6%	55	12.3%	14	14.0%	6	11.3%	12	10.6%	7	3.8%	2	12.5%	3	12.5%	5	20.7%	6
4hrs - 4 hrs 59 mins	9.7%	46	5.3%	6	7.0%	3	23.6%	25	3.0%	2	13.2%	7	4.2%	1	0.0%	0	6.9%	2
5hrs - 5 hrs 59 mins	1.3%	6	1.8%	2	0.0%	0	0.9%	1	3.0%	2	0.0%	0	0.0%	0	0.0%	0	3.4%	1
6hrs - 6 hrs 59 mins	0.2%	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
7hrs - 7 hrs 59 mins	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
8hrs+	1.1%	5	0.0%	0	0.0%	0	0.0%	0	1.5%	1	1.9%	1	0.0%	0	2.5%	1	6.9%	2
<i>Mean:</i>		<i>126.57</i>		<i>110.00</i>		<i>127.33</i>		<i>150.42</i>		<i>116.59</i>		<i>124.53</i>		<i>104.38</i>		<i>114.75</i>		<i>164.48</i>
<i>Base:</i>		<i>475</i>		<i>114</i>		<i>43</i>		<i>106</i>		<i>66</i>		<i>53</i>		<i>24</i>		<i>40</i>		<i>29</i>

Q05 Where have you travelled from today (i.e. origin of journey)?

Home	94.0%	472	97.5%	118	91.5%	43	83.9%	94	98.6%	71	100.0%	56	96.0%	24	92.5%	37	100.0%	29
Work	3.6%	18	0.8%	1	4.3%	2	9.8%	11	0.0%	0	0.0%	0	4.0%	1	7.5%	3	0.0%	0
School	1.0%	5	0.8%	1	2.1%	1	2.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leisure Facility	0.2%	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
Church	0.2%	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
Friends / family	0.4%	2	0.8%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hotel	0.2%	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
London Station	0.2%	1	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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
Shopping destination	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<i>Base:</i>		<i>502</i>		<i>121</i>		<i>47</i>		<i>112</i>		<i>72</i>		<i>56</i>		<i>25</i>		<i>40</i>		<i>29</i>

Dartford In Centre Survey for Lambert Smith Hampton

	Total	Priory Centre (LOC)		Orchards Centre (LOC)		Orchard Theatre (LOC)		Spital Street (LOC)		High Street (West) (LOC)		High Street (East) (LOC)		Lowfield Street (LOC)		Hythe Street (LOC)	
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OR1 What is the full postcode / address of your point of origin?

Those who did not say home at Q05

DA1 1	16.7%	5	33.3%	1	0.0%	0	11.1%	2	0.0%	0	0.0%	0	0.0%	0	66.7%	2	0.0%	0
DA1 2	10.0%	3	0.0%	0	0.0%	0	16.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DA1 3	10.0%	3	0.0%	0	25.0%	1	5.6%	1	0.0%	0	0.0%	0	0.0%	0	33.3%	1	0.0%	0
DA12	3.3%	1	33.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DA16 2	3.3%	1	0.0%	0	0.0%	0	5.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DA2 8	3.3%	1	0.0%	0	0.0%	0	5.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
BR8 7	3.3%	1	0.0%	0	0.0%	0	5.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DA1 4	3.3%	1	0.0%	0	0.0%	0	5.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
E16 2	3.3%	1	0.0%	0	0.0%	0	5.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DA1 2	3.3%	1	0.0%	0	0.0%	0	5.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DA9 9	3.3%	1	0.0%	0	0.0%	0	0.0%	0	100.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DA11 0	3.3%	1	0.0%	0	0.0%	0	5.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DA11 9	3.3%	1	0.0%	0	0.0%	0	5.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TN13	3.3%	1	33.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DA8 1	3.3%	1	0.0%	0	0.0%	0	5.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ME3 8	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	1	0.0%	0	0.0%	0
SE1 1	3.3%	1	0.0%	0	0.0%	0	5.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SW1E 5	3.3%	1	0.0%	0	25.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
E1 7	3.3%	1	0.0%	0	25.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DA5 1	3.3%	1	0.0%	0	0.0%	0	5.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DA16 3	3.3%	1	0.0%	0	25.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
W1K 1	3.3%	1	0.0%	0	0.0%	0	5.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		30		3		4		18		1		0		1		3		0

Q07 How did you travel here today?

Car (as driver or passenger)	44.8%	225	45.5%	55	36.2%	17	55.4%	62	43.1%	31	37.5%	21	44.0%	11	40.0%	16	41.4%	12
Bus	21.7%	109	24.0%	29	25.5%	12	13.4%	15	19.4%	14	30.4%	17	16.0%	4	25.0%	10	27.6%	8
Park & Ride	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
Tram	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Train	5.0%	25	2.5%	3	4.3%	2	9.8%	11	2.8%	2	1.8%	1	0.0%	0	5.0%	2	13.8%	4
London underground	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Taxi	3.4%	17	4.1%	5	2.1%	1	2.7%	3	4.2%	3	3.6%	2	0.0%	0	7.5%	3	0.0%	0
Walk	23.1%	116	24.0%	29	29.8%	14	11.6%	13	30.6%	22	25.0%	14	40.0%	10	22.5%	9	17.2%	5
Cycle	1.0%	5	0.0%	0	0.0%	0	4.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Motorcycle	0.4%	2	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other (PLEASE WRITE IN)	0.4%	2	0.0%	0	2.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		502		121		47		112		72		56		25		40		29

Mean score [minutes]

Q08 How long did your journey to Dartford town centre take you, in minutes?

0-5 minutes	13.3%	67	9.9%	12	4.3%	2	24.1%	27	12.5%	9	14.3%	8	4.0%	1	12.5%	5	10.3%	3
6-10 minutes	29.5%	148	33.9%	41	29.8%	14	20.5%	23	29.2%	21	37.5%	21	36.0%	9	35.0%	14	17.2%	5
11-15 minutes	23.9%	120	21.5%	26	17.0%	8	25.9%	29	27.8%	20	23.2%	13	36.0%	9	17.5%	7	27.6%	8
16-20 minute	14.5%	73	12.4%	15	19.1%	9	12.5%	14	16.7%	12	10.7%	6	8.0%	2	25.0%	10	17.2%	5
21-25 minutes	5.8%	29	4.1%	5	10.6%	5	6.3%	7	4.2%	3	7.1%	4	4.0%	1	2.5%	1	10.3%	3
26-30 minutes	6.4%	32	11.6%	14	6.4%	3	3.6%	4	2.8%	2	5.4%	3	4.0%	1	2.5%	1	13.8%	4
31-35 minutes	0.8%	4	0.8%	1	0.0%	0	1.8%	2	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0
36-40 minutes	2.0%	10	3.3%	4	2.1%	1	1.8%	2	1.4%	1	0.0%	0	0.0%	0	5.0%	2	0.0%	0
41-45 minutes	1.0%	5	0.0%	0	2.1%	1	0.9%	1	2.8%	2	0.0%	0	0.0%	0	0.0%	0	3.4%	1
46-50 minutes	0.8%	4	0.0%	0	0.0%	0	0.9%	1	2.8%	2	1.8%	1	0.0%	0	0.0%	0	0.0%	0
51-55 minutes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
56-60 minutes	1.0%	5	1.7%	2	2.1%	1	0.9%	1	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0
1 hour - 1 hour 15 minutes	0.4%	2	0.0%	0	4.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
1 hour 16 minutes - 1 hour 30 minutes	0.4%	2	0.8%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
1 hour 31 minutes - 1 hour 45 minutes	0.0%	0	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 hour 45 minutes - 2 hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Over 2 hours	0.2%	1	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		14.79		15.34		20.93		13.63		14.05		12.30		14.78		13.06		16.05
Base:		502		121		47		112		72		56		25		40		29

Dartford In Centre Survey for Lambert Smith Hampton

	Total	Priory Centre (LOC)	Orchards Centre (LOC)	Orchard Theatre (LOC)	Spital Street (LOC)	High Street (West) (LOC)	High Street (East) (LOC)	Lowfield Street (LOC)	Hythe Street (LOC)									
Q09 From this map, please could you indicate where you parked today? If you are unsure of map location, please could you give the car park name, street name and / or store nearby. [MR]																		
<i>Those who said car / motorcycle at Q07</i>																		
!~Off Street Parking~!ALDI Car Park	14.1%	32	5.5%	3	11.8%	2	23.4%	15	12.9%	4	19.0%	4	18.2%	2	6.3%	1	8.3%	1
Civic Centre Car Park	0.4%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Darenth Road Car Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Instone Road Car Park	0.4%	1	0.0%	0	5.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orchards Shopping Centre Car Park	14.1%	32	9.1%	5	23.5%	4	28.1%	18	3.2%	1	9.5%	2	9.1%	1	6.3%	1	0.0%	0
Overy Street Car Park	1.3%	3	0.0%	0	0.0%	0	0.0%	0	6.5%	2	0.0%	0	0.0%	0	0.0%	0	8.3%	1
Overy Street Car Park	0.4%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Priory Centre Car Park	22.9%	52	43.6%	24	11.8%	2	9.4%	6	19.4%	6	14.3%	3	36.4%	4	31.3%	5	16.7%	2
Prospect Place	4.0%	9	0.0%	0	5.9%	1	9.4%	6	3.2%	1	0.0%	0	9.1%	1	0.0%	0	0.0%	0
Sainsbury's Car Park	23.3%	53	25.5%	14	11.8%	2	6.3%	4	32.3%	10	42.9%	9	9.1%	1	50.0%	8	41.7%	5
Spring Vale Car Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westgate Car Park	3.5%	8	3.6%	2	0.0%	0	1.6%	1	9.7%	3	0.0%	0	0.0%	0	0.0%	0	16.7%	2
Off-street parking (PLEASE STATE NAME)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Acacia Hall	0.4%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fairfield Leisure Pool	0.4%	1	0.0%	0	5.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halfords	0.4%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Train Station	1.8%	4	0.0%	0	5.9%	1	4.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Off-street parking, don't know name	1.8%	4	3.6%	2	0.0%	0	1.6%	1	0.0%	0	4.8%	1	0.0%	0	0.0%	0	0.0%	0
!~On Street Parking~!Hythe Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kent Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Market Street	1.3%	3	1.8%	1	0.0%	0	0.0%	0	0.0%	0	4.8%	1	9.1%	1	0.0%	0	0.0%	0
Orchard Street	1.3%	3	0.0%	0	0.0%	0	0.0%	0	3.2%	1	4.8%	1	0.0%	0	6.3%	1	0.0%	0
Overy Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spital Street	2.2%	5	3.6%	2	5.9%	1	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	8.3%	1
Spring Vale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
On-street parking (PLEASE STATE NAME)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
On-street parking, don't know name	2.2%	5	3.6%	2	11.8%	2	0.0%	0	0.0%	0	0.0%	0	9.1%	1	0.0%	0	0.0%	0
(Don't know / dropped off)	3.5%	8	0.0%	0	0.0%	0	12.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		227		55		17		64		31		21		11		16		12

Q10 From this map, please could you indicate which bus stop you got off at today? If you are unsure of map location, please could you give the bus stop name, street name and / or store nearby.

Those who said bus at Q07

1 – Home Gardens	10.1%	11	3.4%	1	16.7%	2	6.7%	1	14.3%	2	17.6%	3	50.0%	2	0.0%	0	0.0%	0
B – Home Gardens	8.3%	9	3.4%	1	8.3%	1	0.0%	0	14.3%	2	11.8%	2	0.0%	0	20.0%	2	12.5%	1
C – Home Gardens	11.9%	13	0.0%	0	16.7%	2	6.7%	1	7.1%	1	17.6%	3	25.0%	1	20.0%	2	37.5%	3
E – Home Gardens	7.3%	8	10.3%	3	8.3%	1	6.7%	1	0.0%	0	11.8%	2	0.0%	0	0.0%	0	12.5%	1
FA – Home Gardens	3.7%	4	0.0%	0	0.0%	0	6.7%	1	7.1%	1	5.9%	1	0.0%	0	10.0%	1	0.0%	0
G – Hanau Bridge	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0	0.0%	0	0.0%	0
H – Hanau Bridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
K – Holy Trinity	0.9%	1	0.0%	0	0.0%	0	0.0%	0	7.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Q – Instone Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
R – Instone Road	0.9%	1	0.0%	0	8.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
T – Lowfield Street	17.4%	19	0.0%	0	16.7%	2	20.0%	3	28.6%	4	11.8%	2	0.0%	0	50.0%	5	37.5%	3
X – Home Gardens	6.4%	7	0.0%	0	0.0%	0	33.3%	5	7.1%	1	0.0%	0	25.0%	1	0.0%	0	0.0%	0
Y – Hanau Bridge	0.9%	1	0.0%	0	0.0%	0	6.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
2 – West Hill	6.4%	7	6.9%	2	8.3%	1	6.7%	1	14.3%	2	5.9%	1	0.0%	0	0.0%	0	0.0%	0
Other bus stop (PLEASE STATE WHERE IT IS)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dartford Station	4.6%	5	17.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orchard Theatre	6.4%	7	10.3%	3	16.7%	2	6.7%	1	0.0%	0	5.9%	1	0.0%	0	0.0%	0	0.0%	0
Prospect Place	0.9%	1	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's	0.9%	1	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spital Street	11.9%	13	41.4%	12	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0	0.0%	0	0.0%	0
Base:		109		29		12		15		14		17		4		10		8

Dartford In Centre Survey for Lambert Smith Hampton

	Total	Priory Centre (LOC)	Orchards Centre (LOC)	Orchard Theatre (LOC)	Spital Street (LOC)	High Street (West) (LOC)	High Street (East) (LOC)	Lowfield Street (LOC)	Hythe Street (LOC)									
Q11 From this map, please could you indicate where you entered the town centre from.																		
<i>Those who said Walk / cycle / train at Q07</i>																		
A	1.4%	2	0.0%	0	0.0%	0	3.4%	1	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B	2.7%	4	0.0%	0	0.0%	0	6.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.2%	2
C	22.6%	33	18.8%	6	25.0%	4	37.9%	11	4.2%	1	20.0%	3	20.0%	2	27.3%	3	33.3%	3
D	7.5%	11	0.0%	0	6.3%	1	24.1%	7	4.2%	1	6.7%	1	0.0%	0	0.0%	0	11.1%	1
E	2.7%	4	0.0%	0	0.0%	0	0.0%	0	8.3%	2	6.7%	1	0.0%	0	9.1%	1	0.0%	0
F	1.4%	2	3.1%	1	0.0%	0	0.0%	0	0.0%	0	6.7%	1	0.0%	0	0.0%	0	0.0%	0
G	6.2%	9	3.1%	1	18.8%	3	3.4%	1	8.3%	2	0.0%	0	10.0%	1	0.0%	0	11.1%	1
H	11.6%	17	12.5%	4	12.5%	2	3.4%	1	8.3%	2	13.3%	2	40.0%	4	9.1%	1	11.1%	1
J	6.8%	10	0.0%	0	0.0%	0	3.4%	1	12.5%	3	13.3%	2	20.0%	2	18.2%	2	0.0%	0
K	4.1%	6	12.5%	4	0.0%	0	3.4%	1	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
L	6.8%	10	9.4%	3	12.5%	2	3.4%	1	8.3%	2	6.7%	1	0.0%	0	9.1%	1	0.0%	0
M	13.7%	20	31.3%	10	18.8%	3	3.4%	1	8.3%	2	13.3%	2	10.0%	1	9.1%	1	0.0%	0
N	8.2%	12	6.3%	2	6.3%	1	3.4%	1	12.5%	3	13.3%	2	0.0%	0	18.2%	2	11.1%	1
O	1.4%	2	0.0%	0	0.0%	0	0.0%	0	8.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
P	2.7%	4	3.1%	1	0.0%	0	3.4%	1	8.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other entry point (PLEASE STATE NAME)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		146		32		16		29		24		15		10		11		9

Dartford In Centre Survey for Lambert Smith Hampton

	Total	Priory Centre (LOC)	Orchards Centre (LOC)	Orchard Theatre (LOC)	Spital Street (LOC)	High Street (West) (LOC)	High Street (East) (LOC)	Lowfield Street (LOC)	Hythe Street (LOC)									
Q12 What types of shops, businesses or services in Dartford town centre have you visited, or do you intend to visit today? [MR]																		
Bakers	2.2%	11	0.8%	1	4.3%	2	5.4%	6	1.4%	1	0.0%	0	4.0%	1	0.0%	0	0.0%	0
Banks / building societies	10.2%	51	7.4%	9	17.0%	8	9.8%	11	5.6%	4	10.7%	6	12.0%	3	12.5%	5	17.2%	5
Bathroom / kitchen shops	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1
Betting shops	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0
Book shops	2.6%	13	3.3%	4	0.0%	0	1.8%	2	2.8%	2	1.8%	1	4.0%	1	0.0%	0	10.3%	3
Butchers	0.4%	2	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0
Carpet / floorcovering shops	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1
Charity shops	4.8%	24	2.5%	3	2.1%	1	5.4%	6	5.6%	4	7.1%	4	4.0%	1	0.0%	0	17.2%	5
Chemists / pharmacy	6.6%	33	9.1%	11	4.3%	2	2.7%	3	13.9%	10	7.1%	4	0.0%	0	7.5%	3	0.0%	0
Cobblers	0.4%	2	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0
Clothing / fashion store	11.8%	59	5.8%	7	25.5%	12	11.6%	13	9.7%	7	14.3%	8	8.0%	2	5.0%	2	27.6%	8
DIY / hardware stores	3.8%	19	0.8%	1	2.1%	1	8.0%	9	5.6%	4	1.8%	1	8.0%	2	2.5%	1	0.0%	0
Double glazing / window shops	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0
Estate agents	0.4%	2	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ethnic / foreign food shops	2.0%	10	0.0%	0	2.1%	1	0.9%	1	1.4%	1	5.4%	3	8.0%	2	2.5%	1	3.4%	1
Foodstore / supermarket	49.0%	246	51.2%	62	48.9%	23	42.0%	47	50.0%	36	53.6%	30	60.0%	15	57.5%	23	34.5%	10
General stores / corner shops / newsagents	10.2%	51	2.5%	3	8.5%	4	7.1%	8	4.2%	3	25.0%	14	16.0%	4	22.5%	9	20.7%	6
Greengrocers / fruit & veg shops	1.8%	9	0.0%	0	4.3%	2	1.8%	2	2.8%	2	1.8%	1	8.0%	2	0.0%	0	0.0%	0
Hairdressers / barbers / beauty shops	3.2%	16	0.0%	0	0.0%	0	3.6%	4	6.9%	5	1.8%	1	16.0%	4	2.5%	1	3.4%	1
Health and beauty shops	7.4%	37	1.7%	2	12.8%	6	7.1%	8	5.6%	4	7.1%	4	8.0%	2	12.5%	5	20.7%	6
Health food shops	2.0%	10	1.7%	2	6.4%	3	1.8%	2	1.4%	1	0.0%	0	0.0%	0	0.0%	0	6.9%	2
Home furnishing / textile shops	4.2%	21	5.0%	6	2.1%	1	4.5%	5	1.4%	1	3.6%	2	4.0%	1	2.5%	1	13.8%	4
Household goods shops	27.7%	139	29.8%	36	27.7%	13	15.2%	17	29.2%	21	35.7%	20	36.0%	9	27.5%	11	41.4%	12
Jewellers	1.0%	5	1.7%	2	0.0%	0	0.9%	1	1.4%	1	0.0%	0	2.5%	1	0.0%	0	0.0%	0
Opticians	0.6%	3	0.8%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	3.4%	1
Post Office	4.4%	22	3.3%	4	4.3%	2	3.6%	4	4.2%	3	5.4%	3	8.0%	2	5.0%	2	6.9%	2
Pubs / bars	1.4%	7	1.7%	2	0.0%	0	3.6%	4	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Restaurants / cafes	19.3%	97	20.7%	25	17.0%	8	23.2%	26	15.3%	11	14.3%	8	8.0%	2	20.0%	8	31.0%	9
Shoe shop	1.0%	5	0.8%	1	0.0%	0	2.7%	3	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sports good shops	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1
Takeaways	5.6%	28	2.5%	3	8.5%	4	8.9%	10	4.2%	3	10.7%	6	0.0%	0	2.5%	1	3.4%	1
Toy shops	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0
Vets	0.0%	0	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 (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Card shop	1.8%	9	2.5%	3	2.1%	1	0.0%	0	2.8%	2	1.8%	1	0.0%	0	0.0%	0	6.9%	2
Church / Mosque	0.2%	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
Computer shop	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Council offices	0.8%	4	3.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Doctors	0.6%	3	2.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Electronic shop	0.8%	4	1.7%	2	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	3.4%	1
Florist	0.4%	2	0.8%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gym / fitness class	1.2%	6	0.0%	0	0.0%	0	3.6%	4	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Job Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Library	0.8%	4	1.7%	2	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Market	4.6%	23	5.8%	7	6.4%	3	2.7%	3	2.8%	2	7.1%	4	12.0%	3	0.0%	0	3.4%	1
Stationers	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1
Swimming baths	0.2%	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
Theatre	0.2%	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
(Don't know)	7.0%	35	5.8%	7	8.5%	4	8.0%	9	6.9%	5	7.1%	4	8.0%	2	7.5%	3	3.4%	1
Base:		502		121		47		112		72		56		25		40		29

Dartford In Centre Survey for Lambert Smith Hampton

	Total	Priory Centre (LOC)	Orchards Centre (LOC)	Orchard Theatre (LOC)	Spital Street (LOC)	High Street (West) (LOC)	High Street (East) (LOC)	Lowfield Street (LOC)	Hythe Street (LOC)									
Q13 What are the specific names of the shops, businesses or services in the town centre you have visited, or intend to visit today? [MR]																		
Accessory kingdom	0.2%	1	0.8%	1	0.0%	0	0.0%	0	0.0%									
Age Concern	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%									
Aldi	11.8%	59	5.0%	6	6.4%	3	22.3%	25	12.5%									
Argos	1.4%	7	1.7%	2	2.1%	1	1.8%	2	1.4%									
Asda	1.8%	9	4.1%	5	2.1%	1	0.9%	1	0.0%									
B&Q	3.6%	18	0.8%	1	2.1%	1	7.1%	8	4.2%									
Barclays	2.6%	13	3.3%	4	6.4%	3	1.8%	2	1.4%									
Beautiful Nails	0.4%	2	0.0%	0	0.0%	0	0.9%	1	0.0%									
Boots	5.8%	29	3.3%	4	4.3%	2	4.5%	5	11.1%									
Brighthouse	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%									
British Heart Foundation	2.4%	12	1.7%	2	2.1%	1	2.7%	3	2.8%									
Cake box	0.8%	4	0.8%	1	0.0%	0	0.9%	1	1.4%									
Card Factory	4.8%	24	5.0%	6	2.1%	1	0.9%	1	6.9%									
Cash converter	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.4%									
CEX	0.8%	4	0.8%	1	2.1%	1	0.0%	0	0.0%									
Churchyard Café	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%									
Co-op	0.8%	4	1.7%	2	0.0%	0	0.0%	0	1.8%									
Costa	0.8%	4	0.8%	1	2.1%	1	0.9%	1	0.0%									
Doctors	0.6%	3	1.7%	2	2.1%	1	0.0%	0	0.0%									
Dreams	0.4%	2	0.0%	0	0.0%	0	1.8%	2	0.0%									
Fairfield Pool	0.6%	3	0.8%	1	0.0%	0	0.0%	0	1.4%									
Greggs	4.6%	23	5.0%	6	10.6%	5	6.3%	7	1.4%									
Gym	0.6%	3	0.0%	0	0.0%	0	2.7%	3	0.0%									
Halifax	1.0%	5	0.0%	0	2.1%	1	0.0%	0	0.0%									
Hearts Estate Agents	0.2%	1	0.0%	0	0.0%	0	0.9%	1	0.0%									
Holland & Barrett	1.0%	5	0.0%	0	2.1%	1	1.8%	2	1.4%									
Home Bargains	0.2%	1	0.8%	1	0.0%	0	0.0%	0	0.0%									
HSBC	1.2%	6	1.7%	2	0.0%	0	0.9%	1	0.0%									
Iceland	8.0%	40	5.8%	7	10.6%	5	9.8%	11	5.6%									
Job Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	2.8%									
KFC	1.2%	6	0.8%	1	0.0%	0	2.7%	3	0.0%									
Len goodman dance	0.6%	3	0.8%	1	0.0%	0	0.0%	0	2.8%									
Library	1.0%	5	0.8%	1	0.0%	0	1.8%	2	0.0%									
Lidl	2.6%	13	1.7%	2	4.3%	2	2.7%	3	1.4%									
Lloyds	1.8%	9	0.8%	1	0.0%	0	4.5%	5	1.4%									
Marie Curie Cancer Care	1.4%	7	0.8%	1	2.1%	1	0.9%	1	1.4%									
Market	9.2%	46	9.9%	12	12.8%	6	7.1%	8	5.6%									
Marks & Spencer	2.0%	10	1.7%	2	4.3%	2	2.7%	3	1.4%									
Matalan	0.4%	2	0.0%	0	2.1%	1	0.9%	1	0.0%									
McDonalds	5.6%	28	5.0%	6	2.1%	1	8.0%	9	4.2%									
Mosque	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%									
Natwest	1.8%	9	1.7%	2	2.1%	1	3.6%	4	1.4%									
New Look	1.2%	6	0.0%	0	2.1%	1	0.9%	1	0.0%									
Newsagents	0.2%	1	0.0%	0	2.1%	1	0.0%	0	0.0%									
Orchard Theatre	0.4%	2	0.0%	0	0.0%	0	1.8%	2	0.0%									
Oxfam	0.2%	1	0.0%	0	0.0%	0	0.9%	1	0.0%									
Peacocks	1.6%	8	0.8%	1	0.0%	0	3.6%	4	1.4%									
Post Office	2.6%	13	1.7%	2	4.3%	2	0.9%	1	2.8%									
Poundland	11.2%	56	14.1%	17	14.9%	7	4.5%	5	13.9%									
Primark	11.2%	56	9.9%	12	21.3%	10	7.1%	8	16.7%									
Priory Café	1.2%	6	0.0%	0	4.3%	2	1.8%	2	0.0%									
Priory Flowers	0.4%	2	0.8%	1	0.0%	0	0.0%	0	0.0%									
Sainsbury's	27.7%	139	38.8%	47	25.5%	12	15.2%	17	25.0%									
Savers	5.6%	28	1.7%	2	4.3%	2	2.7%	3	5.6%									
Scope	1.2%	6	0.8%	1	2.1%	1	0.0%	0	1.4%									
Sew Craft	0.4%	2	0.8%	1	0.0%	0	0.9%	1	0.0%									
Shoezone	1.0%	5	0.0%	0	0.0%	0	3.6%	4	1.4%									
Sofia's Beauty	0.6%	3	0.0%	0	0.0%	0	0.0%	0	1.4%									
Superdrug	3.4%	17	3.3%	4	4.3%	2	1.8%	2	6.9%									
The Works	4.0%	20	4.1%	5	0.0%	0	0.9%	1	5.6%									
TKMaxx	1.8%	9	0.8%	1	2.1%	1	0.0%	0	2.8%									
Top Furniture	0.2%	1	0.8%	1	0.0%	0	0.0%	0	0.0%									
Wetherspoons	1.2%	6	0.8%	1	0.0%	0	0.9%	1	1.4%									
WHSmith	3.8%	19	1.7%	2	4.3%	2	3.6%	4	2.8%									
Wilko	20.1%	101	21.5%	26	21.3%	10	13.4%	15	19.4%									
Wimpy	2.2%	11	0.8%	1	0.0%	0	7.1%	8	1.4%									
YMCA	0.4%	2	0.0%	0	0.0%	0	1.8%	2	0.0%									
Your Move Estate Agents	0.2%	1	0.0%	0	0.0%	0	0.9%	1	0.0%									
Don't know	11.2%	56	8.3%	10	12.8%	6	7.1%	8	16.7%									
None	1.4%	7	0.0%	0	2.1%	1	0.9%	1	2.8%									
Base:		502		121		47		112		72		56		25		40		29

Dartford In Centre Survey for Lambert Smith Hampton

	Total	Priory Centre (LOC)	Orchards Centre (LOC)	Orchard Theatre (LOC)	Spital Street (LOC)	High Street (West) (LOC)	High Street (East) (LOC)	Lowfield Street (LOC)	Hythe Street (LOC)									
Q14 Where do you mainly undertake your household's main food shopping?																		
Aldi, Dartford Town Centre, Orchards Centre	16.9%	85	12.4%	15	17.0%	8	18.8%	21	22.2%	16	23.2%	13	12.0%	3	7.5%	3	20.7%	6
ASDA, Greenhithe, Crossways Ave	11.8%	59	8.3%	10	12.8%	6	13.4%	15	11.1%	8	14.3%	8	8.0%	2	15.0%	6	13.8%	4
Co-op - 24-26 Temple Hill Square, Dartford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op 287 London Rd, Stone, Greenhithe	0.2%	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
Co-op - 36-38 Chastilian Road, Dartford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op - 5-7 Hawley Road, Wilmington, Dartford,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op - 76 Colney Road, Newtown, Dartford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op - 77 Watchgate Lane, Darent/ Lane End	0.2%	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
Co-op 29-31 High Street, Swanscombe,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Ackers Drive, Ebbsfleet Green/ Weldon, Ebbsfleet	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Oldfield Place, William Mundy Way, Dartford	0.0%	0	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, Dartford Town Centre, High Street	5.6%	28	9.1%	11	6.4%	3	5.4%	6	0.0%	0	7.1%	4	4.0%	1	2.5%	1	6.9%	2
Lidl, Dartford Town Centre, Instone Road	4.8%	24	6.6%	8	8.5%	4	5.4%	6	1.4%	1	3.6%	2	4.0%	1	5.0%	2	0.0%	0
M&S Foodhall, Bluewater	0.6%	3	0.0%	0	0.0%	0	0.9%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	3.4%	1
M&S, Dartford Town Centre, Prospect Place (Simply Food)	1.8%	9	3.3%	4	2.1%	1	1.8%	2	1.4%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Dartford Town Centre, Priory Centre	26.9%	135	28.1%	34	25.5%	12	16.1%	18	31.9%	23	21.4%	12	44.0%	11	42.5%	17	27.6%	8
Tesco Express, 115 Dartford Rd, Dartford (West)	0.4%	2	0.0%	0	2.1%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Express, 171-175 Henderson Drive, Temple Hill, Dartford	0.0%	0	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, 72-80 East Hill, Dartford	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
Waitrose, Bluewater	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	2.5%	1	0.0%	0
Waitrose, Longfield, Station Road	0.2%	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
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Roman Way, Crayford	0.8%	4	0.8%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	2.5%	1	3.4%	1
Aldi, St Marys Road, Swanley	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
Asda, Alexander Grove, Kings Hill	0.2%	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
Asda, Graham Road, Broadway, Bexleyheath	0.4%	2	0.8%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, High Street, Rochester	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	2
Asda, London Road, Swanley	3.4%	17	2.5%	3	2.1%	1	4.5%	5	9.7%	7	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Asda, Pier Approach Road, Gillingham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0
Asda, Station Road, Belvedere	0.4%	2	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1
Asda, Thames Way, Gravesend	0.2%	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
Co-op, Westwood Lane, Blackfen	0.2%	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
Crayford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gravesend	0.2%	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
Iceland, Town Square, Erith	0.2%	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
Lidl, Daiglen Drive, South Ockendon	0.2%	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
Lidl, Farleigh Hill, Maidstone	0.2%	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
Lidl, Thames Way Imperial Retail Park, Gravesend	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Dartford In Centre Survey for Lambert Smith Hampton

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Morrisons, Coldharbour Road, Northfleet, Gravesend	1.0%	5	1.7%	2	0.0%	0	1.8%	2	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons, James Watt Way, Erith	1.8%	9	0.8%	1	4.3%	2	2.7%	3	1.4%	1	1.8%	1	0.0%	0	2.5%	1	0.0%	0
Morrisons, Jenner Close, Sidcup	0.4%	2	0.8%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Knight Road, Rochester	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1
Morrisons, Mill Way, Sittingbourne	0.4%	2	0.0%	0	0.0%	0	0.9%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons, Neats Court, Isle of Sheppey	0.2%	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
Morrisons, Twin Tumps Way, Thamesmead	0.2%	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
Morrisons, Walworth Road, Walworth,	0.2%	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
Morrisons, Welling High Street, Welling	0.6%	3	1.7%	2	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Online	0.8%	4	1.7%	2	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	2.5%	1	0.0%	0
Sainsbury's, Broadway, Bexleyheath	0.8%	4	0.8%	1	2.1%	1	0.9%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Homefield Rise, Orpington	0.2%	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
Sainsbury's, Stadium Way, Crayford	2.6%	13	1.7%	2	6.4%	3	4.5%	5	0.0%	0	1.8%	1	8.0%	2	0.0%	0	0.0%	0
Sainsbury's, The Pentagon, Chatham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1
Sainsbury's, Walters Yard, Bromley	0.2%	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
Sainsbury's, Wingfield Bank, Northfleet, Gravesend	0.8%	4	1.7%	2	0.0%	0	0.0%	0	0.0%	0	1.8%	1	4.0%	1	0.0%	0	0.0%	0
Tesco Express, Sturdee Avenue, Gillingham	0.2%	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
Tesco Extra, Augustus Lane, Orpington	0.4%	2	0.0%	0	0.0%	0	0.9%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Lunsford Park, Aylesford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, New Road, Gravesend	0.8%	4	0.8%	1	0.0%	0	2.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Croydon Road, Elmers End	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Welling High Street, Welling	0.6%	3	1.7%	2	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Winslade Way, Catford	0.2%	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
(Don't know / varies)	9.4%	47	8.3%	10	10.6%	5	11.6%	13	6.9%	5	8.9%	5	12.0%	3	10.0%	4	6.9%	2
Base:		502		121		47		112		72		56		25		40		29

Dartford In Centre Survey for Lambert Smith Hampton

	Total	Priory Centre (LOC)	Orchards Centre (LOC)	Orchard Theatre (LOC)	Spital Street (LOC)	High Street (West) (LOC)	High Street (East) (LOC)	Lowfield Street (LOC)	Hythe Street (LOC)									
Q15 Where do you mainly undertake your household's top-up food shopping?																		
Aldi, Dartford Town Centre, Orchards Centre	12.7%	64	7.4%	9	10.6%	5	19.6%	22	15.3%	11	3.6%	2	16.0%	4	17.5%	7	13.8%	4
ASDA, Greenhithe, Crossways Ave	4.4%	22	3.3%	4	0.0%	0	2.7%	3	4.2%	3	7.1%	4	8.0%	2	12.5%	5	3.4%	1
Co-op - 24-26 Temple Hill Square, Dartford	0.6%	3	0.8%	1	0.0%	0	0.9%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op 287 London Rd, Stone, Greenhithe	0.2%	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
Co-op - 36-38 Chastillian Road, Dartford	0.6%	3	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	4.0%	1	2.5%	1	0.0%	0
Co-op - 5-7 Hawley Road, Wilmington, Dartford,	0.8%	4	0.0%	0	2.1%	1	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	3.4%	1
Co-op - 76 Colney Road, Newtown, Dartford	1.2%	6	0.8%	1	2.1%	1	0.0%	0	0.0%	0	5.4%	3	4.0%	1	0.0%	0	0.0%	0
Co-op - 77 Watchgate Lane, Darenth/ Lane End	0.6%	3	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0
Co-op 29-31 High Street, Swanscombe,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Ackers Drive, Ebbsfleet Green/ Weldon, Ebbsfleet	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Oldfield Place, William Mundy Way, Dartford	0.4%	2	0.0%	0	0.0%	0	0.9%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Iceland, Dartford Town Centre, High Street	8.2%	41	8.3%	10	6.4%	3	11.6%	13	4.2%	3	10.7%	6	0.0%	0	10.0%	4	6.9%	2
Lidl, Dartford Town Centre, Instone Road	4.2%	21	5.0%	6	2.1%	1	2.7%	3	2.8%	2	7.1%	4	4.0%	1	7.5%	3	3.4%	1
M&S Foodhall, Bluewater	2.6%	13	0.0%	0	0.0%	0	6.3%	7	5.6%	4	3.6%	2	0.0%	0	0.0%	0	0.0%	0
M&S, Dartford Town Centre, Prospect Place (Simply Food)	3.2%	16	4.1%	5	2.1%	1	2.7%	3	8.3%	6	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Dartford Town Centre, Priory Centre	14.5%	73	16.5%	20	21.3%	10	12.5%	14	9.7%	7	17.9%	10	24.0%	6	10.0%	4	6.9%	2
Tesco Express, 115 Dartford Rd, Dartford (West)	1.8%	9	0.8%	1	2.1%	1	1.8%	2	2.8%	2	0.0%	0	8.0%	2	2.5%	1	0.0%	0
Tesco Express, 171-175 Henderson Drive, Temple Hill, Dartford	0.4%	2	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0
Tesco Express, 72-80 East Hill, Dartford	0.6%	3	0.0%	0	2.1%	1	0.0%	0	0.0%	0	1.8%	1	4.0%	1	0.0%	0	0.0%	0
Waitrose, Bluewater	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	2.5%	1	0.0%	0
Waitrose, Longfield, Station Road	0.6%	3	0.0%	0	2.1%	1	0.9%	1	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Roman Way, Crayford	0.2%	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
Aldi, Well Road, Maidstone	0.2%	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
Aldi, Friary Place, Rochester	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0
Aldi, St Marys Road, Swanley	0.4%	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
Asda, Alexander Grove, Kings Hill	0.2%	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
Asda, Graham Road, Broadway, Bexleyheath	0.4%	2	0.8%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, London Road, Swanley	0.6%	3	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	6.9%	2
Asda, Pier Approach Road, Gillingham	0.2%	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
Asda, Thames Way, Gravesend	0.6%	3	0.0%	0	0.0%	0	1.8%	2	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Trinity Trading Estate, Mill Way, Sittingbourne	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
Co-op, Gadby Road, Sittingbourne	0.2%	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
Co-op, Hever Road, West Kingsdown	0.6%	3	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	3.4%	1
Co-op, The Mill, Esparto Way, South Darenth	0.4%	2	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0
Lidl, Broadway, Bexleyheath	0.2%	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
Londis, The Bay, Vigo	0.2%	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
Morrisons, Coldharbour Road, Northfleet,	0.2%	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

Dartford In Centre Survey for Lambert Smith Hampton

	Total	Priory Centre (LOC)	Orchards Centre (LOC)	Orchard Theatre (LOC)	Spital Street (LOC)	High Street (West) (LOC)	High Street (East) (LOC)	Lowfield Street (LOC)	Hythe Street (LOC)									
Gravesend																		
Morrisons, James Watt Way, Erith	1.0%	5	2.5%	3	2.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Jenner Close, Sidcup	0.2%	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
Morrisons, New Hythe Lane, Aylesford	0.2%	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
Morrisons, Sutton Road, Maidstone	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Welling High Street, Welling	0.4%	2	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1
Premier, Courtenay Road, Maidstone	0.2%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Stadium Way, Crayford	0.4%	2	0.0%	0	4.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Wingfield Bank, Northfleet, Gravesend	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	3.4%	1
Tesco Superstore, Bridge Road, Sheerness	0.2%	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
Tesco Superstore, Welling High Street, Welling	0.4%	2	0.8%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	16.9%	85	15.7%	19	29.8%	14	16.1%	18	18.1%	13	12.5%	7	8.0%	2	10.0%	4	27.6%	8
(Don't do top-up food shopping)	16.5%	83	25.6%	31	8.5%	4	8.0%	9	18.1%	13	23.2%	13	4.0%	1	17.5%	7	17.2%	5
Base:		502		121		47		112		72		56		25		40		29

Q16 When you visit food shops, do you normally visit any other shops or facilities in the town centre on the same visit?

Those who visit food shops at Q14 or Q15

Yes	35.4%	115	11.4%	8	72.4%	21	33.3%	28	40.9%	18	33.3%	12	42.1%	8	42.9%	12	53.3%	8
No	44.0%	143	84.3%	59	20.7%	6	38.1%	32	27.3%	12	38.9%	14	26.3%	5	35.7%	10	33.3%	5
(Don't know / varies)	20.6%	67	4.3%	3	6.9%	2	28.6%	24	31.8%	14	27.8%	10	31.6%	6	21.4%	6	13.3%	2
Base:		325		70		29		84		44		36		19		28		15

Dartford In Centre Survey for Lambert Smith Hampton

February 2020

	Total	Priory Centre (LOC)	Orchards Centre (LOC)	Orchard Theatre (LOC)	Spital Street (LOC)	High Street (West) (LOC)	High Street (East) (LOC)	Lowfield Street (LOC)	Hythe Street (LOC)	
Q17 When you undertake your main and/or top-up food shopping, what linked trips do you combine this with? [MR]										
<i>Those who said yes at Q16</i>										
Advice / Job Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bakers	10.4%	12	12.5%	1	9.5%	2	10.7%	3	0.0%	0
Banks / building societies	41.7%	48	12.5%	1	42.9%	9	57.1%	16	33.3%	6
Bathroom / kitchen shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Betting shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Book shops	5.2%	6	0.0%	0	9.5%	2	0.0%	0	0.0%	0
Butchers	4.3%	5	0.0%	0	0.0%	0	3.6%	1	5.6%	1
Café	25.2%	29	12.5%	1	19.0%	4	25.0%	7	27.8%	5
Carpet / floorcovering shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Charity shops	13.0%	15	0.0%	0	0.0%	0	28.6%	8	11.1%	2
Chemists / pharmacy	14.8%	17	12.5%	1	19.0%	4	14.3%	4	11.1%	2
Cinema	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cobblers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clothing / fashion store	21.7%	25	0.0%	0	33.3%	7	7.1%	2	22.2%	4
DIY / hardware stores	10.4%	12	0.0%	0	23.8%	5	3.6%	1	5.6%	1
Dry Cleaners / Launderette	1.7%	2	0.0%	0	4.8%	1	0.0%	0	5.6%	1
Double glazing / window shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Estate agents	1.7%	2	0.0%	0	4.8%	1	0.0%	0	0.0%	0
Ethnic / foreign food shops	3.5%	4	0.0%	0	9.5%	2	3.6%	1	0.0%	0
Foodstore / supermarket	9.6%	11	0.0%	0	0.0%	0	10.7%	3	5.6%	1
Greengrocers / fruit & veg shops	14.8%	17	0.0%	0	14.3%	3	10.7%	3	11.1%	2
Gym / health & fitness	1.7%	2	0.0%	0	4.8%	1	0.0%	0	0.0%	0
Hairdressers / barbers / beauty shops	8.7%	10	0.0%	0	14.3%	3	3.6%	1	5.6%	1
Health and beauty shops	26.1%	30	12.5%	1	38.1%	8	17.9%	5	22.2%	4
Health food shops	8.7%	10	0.0%	0	4.8%	1	7.1%	2	5.6%	1
Home furnishing / textile shops	4.3%	5	0.0%	0	4.8%	1	3.6%	1	11.1%	2
Household goods shops	20.9%	24	12.5%	1	23.8%	5	21.4%	6	27.8%	5
Jewellers	5.2%	6	0.0%	0	4.8%	1	0.0%	0	5.6%	1
Market	18.3%	21	25.0%	2	23.8%	5	10.7%	3	22.2%	4
Meeting family	4.3%	5	0.0%	0	4.8%	1	0.0%	0	8.3%	1
Meeting friends	20.9%	24	0.0%	0	19.0%	4	17.9%	5	11.1%	2
Opticians	2.6%	3	0.0%	0	4.8%	1	0.0%	0	0.0%	0
Post Office	15.7%	18	0.0%	0	9.5%	2	21.4%	6	5.6%	1
Pubs / bars	2.6%	3	0.0%	0	0.0%	0	3.6%	1	5.6%	1
Restaurants	8.7%	10	0.0%	0	0.0%	0	17.9%	5	11.1%	2
Shoe shop	7.8%	9	0.0%	0	4.8%	1	3.6%	1	22.2%	4
Sports good shops	0.9%	1	0.0%	0	0.0%	0	3.6%	1	0.0%	0
Takeaways	3.5%	4	0.0%	0	0.0%	0	3.6%	1	5.6%	1
Theatre	1.7%	2	0.0%	0	0.0%	0	0.0%	0	5.6%	1
Toy shops	0.9%	1	0.0%	0	0.0%	0	3.6%	1	0.0%	0
Vets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other (PLEASE WRITE IN) (Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
General stores / corner shops / newsagents	1.7%	2	25.0%	2	4.8%	1	0.0%	0	5.6%	1
Base:	115	8	21	28	18	12	8	12	8	
Q18 Is Dartford your first choice shopping destination for clothing and footwear and other non-food goods?										
Yes	28.3%	142	36.4%	44	31.9%	15	32.1%	36	23.6%	17
No	71.7%	360	63.6%	77	68.1%	32	67.9%	76	76.4%	55
Base:	502	121	47	112	72	56	25	40	29	

Column %ges.

Dartford In Centre Survey for Lambert Smith Hampton

	Total	Priory Centre (LOC)	Orchards Centre (LOC)	Orchard Theatre (LOC)	Spital Street (LOC)	High Street (West) (LOC)	High Street (East) (LOC)	Lowfield Street (LOC)	Hythe Street (LOC)									
Q19 Which town centre, retail warehouse or other shopping facility is your first choice shopping destination for clothing and footwear and other non-food goods? [MR]																		
<i>Those who said No at Q18</i>																		
Bexleyheath Town Centre	15.3%	55	20.8%	16	15.6%	5	9.2%	7	20.0%	11	6.8%	3	15.0%	3	15.6%	5	20.8%	5
Bluewater Shopping Centre	52.5%	189	51.9%	40	53.1%	17	52.6%	40	45.5%	25	63.6%	28	40.0%	8	53.1%	17	58.3%	14
Bromley Town Centre	5.3%	19	2.6%	2	6.3%	2	2.6%	2	12.7%	7	4.5%	2	0.0%	0	6.3%	2	8.3%	2
Canterbury	0.3%	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
Crayford Town Centre	1.1%	4	1.3%	1	3.1%	1	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Croydon 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	0.0%	0
Eltham	0.3%	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
Erith Town Centre	0.8%	3	2.6%	2	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gravesend Town Centre	3.9%	14	3.9%	3	0.0%	0	9.2%	7	5.5%	3	2.3%	1	0.0%	0	0.0%	0	0.0%	0
Lakeside Shopping Centre	3.1%	11	1.3%	1	0.0%	0	1.3%	1	0.0%	0	6.8%	3	10.0%	2	6.3%	2	8.3%	2
Lewisham 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	0.0%	0
London West End (Oxford St / Bond St / Regent St)	4.2%	15	1.3%	1	3.1%	1	6.6%	5	1.8%	1	6.8%	3	20.0%	4	0.0%	0	0.0%	0
Maidstone	1.7%	6	0.0%	0	0.0%	0	3.9%	3	0.0%	0	2.3%	1	5.0%	1	3.1%	1	0.0%	0
Northfleet 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	0.0%	0
Orpington Town Centre	0.6%	2	0.0%	0	0.0%	0	1.3%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0
Sevenoaks 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	0.0%	0
Sidecup 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	0.0%	0
Swanley Town Centre	0.6%	2	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tunbridge Wells	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gallions Reach - Beckton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beckton Retail Warehouses	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bromley Road Retail Park, Catford	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0
Catford Island Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Croydon – Purley Way Retail Warehouses	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Charlton Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Springvale Retail Park, Orpington	0.0%	0	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 (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	8.1%	29	10.4%	8	6.3%	2	3.9%	3	12.7%	7	4.5%	2	10.0%	2	12.5%	4	4.2%	1
Greenwich Town Centre	0.3%	1	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	1.9%	7	1.3%	1	6.3%	2	3.9%	3	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		360		77		32		76		55		44		20		32		24

Dartford In Centre Survey for Lambert Smith Hampton

February 2020

	Total	Priory Centre (LOC)	Orchards Centre (LOC)	Orchard Theatre (LOC)	Spital Street (LOC)	High Street (West) (LOC)	High Street (East) (LOC)	Lowfield Street (LOC)	Hythe Street (LOC)
Q20 When you visit Dartford Town Centre, which specific shops, businesses or services do you visit? [MR]									
<i>Those who said Yes at Q18</i>									
Argos	20.4%	29 27.3%	12 33.3%	5 5.6%	2 23.5%	4 16.7%	2 0.0%	0 25.0%	2 40.0%
Asda Living	27.5%	39 34.1%	15 6.7%	1 16.7%	6 35.3%	6 33.3%	4 40.0%	2 37.5%	3 40.0%
B&Q	12.7%	18 9.1%	4 13.3%	2 8.3%	3 29.4%	5 8.3%	1 20.0%	1 12.5%	1 20.0%
Bargain Buys	17.6%	25 4.5%	2 20.0%	3 38.9%	14 11.8%	2 8.3%	1 0.0%	0 25.0%	2 20.0%
Bon Bon	6.3%	9 6.8%	3 6.7%	1 5.6%	2 5.9%	1 16.7%	2 0.0%	0 0.0%	0 0.0%
Bon Marche	17.6%	25 11.4%	5 46.7%	7 13.9%	5 17.6%	3 16.7%	2 0.0%	0 37.5%	3 0.0%
Boots The Chemist	33.1%	47 34.1%	15 33.3%	5 25.0%	9 23.5%	4 25.0%	3 60.0%	3 50.0%	4 80.0%
Bradleys Jewellers	2.1%	3 2.3%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 40.0%
British Heart Foundation	23.2%	33 9.1%	4 33.3%	5 33.3%	12 23.5%	4 8.3%	1 20.0%	1 37.5%	3 60.0%
Card Factory	26.1%	37 29.5%	13 33.3%	5 11.1%	4 29.4%	5 16.7%	2 40.0%	2 50.0%	4 40.0%
Chapstone Cards	7.0%	10 2.3%	1 13.3%	2 5.6%	2 5.9%	1 16.7%	2 0.0%	0 12.5%	1 20.0%
Evape	0.7%	1 0.0%	0 0.0%	0 2.8%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
F Hinds	4.9%	7 4.5%	2 6.7%	1 2.8%	1 11.8%	2 0.0%	0 0.0%	0 0.0%	0 20.0%
Holland And Barratt	14.1%	20 9.1%	4 6.7%	1 13.9%	5 29.4%	5 25.0%	3 0.0%	0 12.5%	1 20.0%
Home Store	4.2%	6 2.3%	1 6.7%	1 2.8%	1 5.9%	1 8.3%	1 0.0%	0 12.5%	1 0.0%
JD Sports	9.9%	14 15.9%	7 40.0%	6 0.0%	0 5.9%	1 0.0%	0 0.0%	0 0.0%	0 0.0%
Marie Curie Cancer Care	12.0%	17 11.4%	5 20.0%	3 19.4%	7 0.0%	0 0.0%	0 0.0%	0 12.5%	1 20.0%
Matalan	21.8%	31 25.0%	11 26.7%	4 5.6%	2 35.3%	6 25.0%	3 60.0%	3 12.5%	1 20.0%
mch Charity Shop	6.3%	9 6.8%	3 13.3%	2 5.6%	2 0.0%	0 0.0%	0 0.0%	0 12.5%	1 20.0%
New Look	10.6%	15 11.4%	5 13.3%	2 5.6%	2 11.8%	2 25.0%	3 0.0%	0 0.0%	0 20.0%
Peacocks	29.6%	42 22.7%	10 40.0%	6 38.9%	14 29.4%	5 8.3%	1 40.0%	2 25.0%	2 40.0%
Poundland	46.5%	66 59.1%	26 60.0%	9 36.1%	13 29.4%	5 25.0%	3 40.0%	2 62.5%	5 60.0%
Primark	59.2%	84 54.5%	24 60.0%	9 69.4%	25 64.7%	11 50.0%	6 40.0%	2 50.0%	4 60.0%
Priya Fashion	6.3%	9 6.8%	3 0.0%	0 5.6%	2 11.8%	2 8.3%	1 20.0%	1 0.0%	0 0.0%
RSPCA Charity Shop	12.7%	18 11.4%	5 20.0%	3 13.9%	5 5.9%	1 0.0%	0 0.0%	0 12.5%	1 60.0%
Ryman	4.9%	7 4.5%	2 6.7%	1 5.6%	2 5.9%	1 8.3%	1 0.0%	0 0.0%	0 0.0%
Savers Ltd	28.9%	41 22.7%	10 46.7%	7 30.6%	11 17.6%	3 8.3%	1 20.0%	1 75.0%	6 40.0%
Scope	5.6%	8 9.1%	4 0.0%	0 8.3%	3 5.9%	1 0.0%	0 0.0%	0 0.0%	0 0.0%
Sew Crafty	4.9%	7 9.1%	4 6.7%	1 5.6%	2 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Shoe Zone	16.2%	23 20.5%	9 20.0%	3 8.3%	3 11.8%	2 25.0%	3 20.0%	1 12.5%	1 20.0%
Sofia Beauty	2.1%	3 0.0%	0 0.0%	0 0.0%	0 11.8%	2 0.0%	0 20.0%	1 0.0%	0 0.0%
Squires Mensware	2.1%	3 0.0%	0 6.7%	1 5.6%	2 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Superdrug	23.9%	34 22.7%	10 26.7%	4 27.8%	10 11.8%	2 8.3%	1 40.0%	2 37.5%	3 40.0%
T K Maxx	29.6%	42 20.5%	9 33.3%	5 25.0%	9 29.4%	5 58.3%	7 40.0%	2 25.0%	2 60.0%
The Works	19.7%	28 22.7%	10 40.0%	6 13.9%	5 17.6%	3 8.3%	1 20.0%	1 25.0%	2 0.0%
Tini's Boutique	2.8%	4 4.5%	2 0.0%	0 2.8%	1 0.0%	0 0.0%	0 20.0%	1 0.0%	0 0.0%
Top Gifts	1.4%	2 0.0%	0 0.0%	0 5.6%	2 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Toxic Angel Clothing	2.1%	3 0.0%	0 0.0%	0 2.8%	1 5.9%	1 0.0%	0 20.0%	1 0.0%	0 0.0%
Warren James Jewellers	4.9%	7 4.5%	2 6.7%	1 5.6%	2 11.8%	2 0.0%	0 0.0%	0 0.0%	0 0.0%
WH Smiths	23.9%	34 22.7%	10 40.0%	6 16.7%	6 17.6%	3 16.7%	2 20.0%	1 50.0%	4 40.0%
Wilkinsons	54.9%	78 72.7%	32 53.3%	8 30.6%	11 58.8%	10 41.7%	5 60.0%	3 75.0%	6 60.0%
Other (PLEASE WRITE IN SPECIFIC 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%
(Don't know)	2.1%	3 0.0%	0 6.7%	1 2.8%	1 5.9%	1 0.0%	0 0.0%	0 0.0%	0 0.0%
Base:		142	44	15	36	17	12	5	8

Mean score [visits per year]

Q21 How often do you visit the non-food shops in DARTFORD town centre?

Every day / most days	5.4%	27 7.4%	9 4.3%	2 7.1%	8 0.0%	0 5.4%	3 0.0%	0 2.5%	1 13.8%	4
2-3 times a week	17.3%	87 14.1%	17 21.3%	10 25.9%	29 15.3%	11 8.9%	5 16.0%	4 20.0%	8 10.3%	3
Once a week	31.3%	157 36.4%	44 42.6%	20 21.4%	24 29.2%	21 28.6%	16 32.0%	8 32.5%	13 37.9%	11
Once a fortnight	10.6%	53 10.7%	13 12.8%	6 5.4%	6 11.1%	8 17.9%	10 20.0%	5 7.5%	3 6.9%	2
Monthly	18.3%	92 19.8%	24 6.4%	3 8.9%	10 26.4%	19 26.8%	15 24.0%	6 20.0%	8 24.1%	7
Once every 2-3 months	6.0%	30 1.7%	2 4.3%	2 6.3%	7 11.1%	8 8.9%	5 4.0%	1 10.0%	4 3.4%	1
Once every 4-6 months	1.0%	5 2.5%	3 0.0%	0 0.0%	0 1.4%	1 0.0%	0 0.0%	0 0.0%	0 3.4%	1
Less often	1.2%	6 2.5%	3 2.1%	1 1.8%	2 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Varies	7.0%	35 0.8%	1 4.3%	2 22.3%	25 2.8%	2 3.6%	2 0.0%	0 7.5%	3 0.0%	0
Never visit	2.0%	10 4.1%	5 2.1%	1 0.9%	1 2.8%	2 0.0%	0 4.0%	1 0.0%	0 0.0%	0
Mean:		69.93	73.32	74.36	95.88	44.01	56.24	47.58	61.38	88.45
Base:		502	121	47	112	72	56	25	40	29

Dartford In Centre Survey for Lambert Smith Hampton

	Total	Priory Centre (LOC)	Orchards Centre (LOC)	Orchard Theatre (LOC)	Spital Street (LOC)	High Street (West) (LOC)	High Street (East) (LOC)	Lowfield Street (LOC)	Hythe Street (LOC)									
Mean score [visits per year]																		
Q22 How often do you visit DARTFORD town centre during the daytime?																		
Every day / most days	13.9%	70	13.2%	16	19.1%	9	12.5%	14	9.7%	7	8.9%	5	12.0%	3	20.0%	8	27.6%	8
2-3 times a week	27.7%	139	24.0%	29	29.8%	14	31.3%	35	27.8%	20	30.4%	17	20.0%	5	35.0%	14	17.2%	5
Once a week	29.3%	147	34.7%	42	36.2%	17	25.9%	29	26.4%	19	33.9%	19	32.0%	8	15.0%	6	24.1%	7
Once a fortnight	9.2%	46	14.1%	17	4.3%	2	5.4%	6	8.3%	6	8.9%	5	24.0%	6	7.5%	3	3.4%	1
Monthly	11.2%	56	8.3%	10	4.3%	2	6.3%	7	20.8%	15	14.3%	8	8.0%	2	17.5%	7	17.2%	5
Once every 2-3 months	3.4%	17	1.7%	2	6.4%	3	3.6%	4	5.6%	4	1.8%	1	0.0%	0	5.0%	2	3.4%	1
Once every 4-6 months	1.0%	5	1.7%	2	0.0%	0	1.8%	2	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Less often	1.4%	7	1.7%	2	0.0%	0	1.8%	2	1.4%	1	0.0%	0	4.0%	1	0.0%	0	3.4%	1
First visit today	0.4%	2	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Never	0.4%	2	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1
(Don't know)	2.2%	11	0.0%	0	0.0%	0	9.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<i>Mean:</i>	<i>108.41</i>		<i>102.26</i>		<i>129.30</i>		<i>113.23</i>		<i>90.24</i>		<i>93.86</i>		<i>93.72</i>		<i>130.55</i>		<i>138.83</i>	
Base:		502		121		47		112		72		56		25		40		29

Mean score [visits per year]

Q23 How often do you visit DARTFORD town centre during the evening?

Every day / most days	0.6%	3	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0
2-3 times a week	2.8%	14	0.8%	1	2.1%	1	6.3%	7	5.6%	4	0.0%	0	0.0%	0	0.0%	0	3.4%	1
Once a week	3.8%	19	1.7%	2	2.1%	1	5.4%	6	5.6%	4	3.6%	2	8.0%	2	2.5%	1	3.4%	1
Once a fortnight	1.0%	5	0.8%	1	2.1%	1	1.8%	2	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0
Monthly	5.2%	26	1.7%	2	6.4%	3	7.1%	8	2.8%	2	8.9%	5	4.0%	1	5.0%	2	10.3%	3
Once every 2-3 months	7.0%	35	4.1%	5	10.6%	5	9.8%	11	5.6%	4	5.4%	3	8.0%	2	2.5%	1	13.8%	4
Once every 4-6 months	5.0%	25	1.7%	2	6.4%	3	7.1%	8	8.3%	6	3.6%	2	8.0%	2	2.5%	1	3.4%	1
Less often	11.0%	55	0.8%	1	14.9%	7	12.5%	14	12.5%	9	12.5%	7	20.0%	5	22.5%	9	10.3%	3
First visit today	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Never	60.4%	303	84.3%	102	53.2%	25	40.2%	45	56.9%	41	66.1%	37	52.0%	13	60.0%	24	55.2%	16
(Don't know)	3.4%	17	2.5%	3	2.1%	1	9.8%	11	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<i>Mean:</i>	<i>9.63</i>		<i>8.83</i>		<i>6.24</i>		<i>14.51</i>		<i>11.49</i>		<i>3.50</i>		<i>5.60</i>		<i>12.30</i>		<i>8.38</i>	
Base:		502		121		47		112		72		56		25		40		29

Q24 What are the main reasons you visit the town centre during the evening? [MR]

Those who visit Dartford at least every 2/3 months during the evening

Sports facilities (including Gyms)	12.7%	13	0.0%	0	0.0%	0	23.5%	8	7.1%	1	30.0%	3	0.0%	0	16.7%	1	0.0%	0
Pubs / bars	42.2%	43	30.8%	4	72.7%	8	52.9%	18	42.9%	6	50.0%	5	20.0%	1	0.0%	0	11.1%	1
Restaurants	44.1%	45	30.8%	4	54.5%	6	17.6%	6	64.3%	9	80.0%	8	80.0%	4	33.3%	2	66.7%	6
Services (eg. cash tills)	17.6%	18	0.0%	0	18.2%	2	5.9%	2	28.6%	4	50.0%	5	20.0%	1	0.0%	0	44.4%	4
Takeaway food	14.7%	15	7.7%	1	36.4%	4	0.0%	0	21.4%	3	20.0%	2	0.0%	0	16.7%	1	44.4%	4
Walk about / look around	11.8%	12	23.1%	3	0.0%	0	8.8%	3	14.3%	2	0.0%	0	0.0%	0	16.7%	1	33.3%	3
Theatre	40.2%	41	46.2%	6	45.5%	5	52.9%	18	14.3%	2	50.0%	5	20.0%	1	50.0%	3	11.1%	1
Nightclubs	1.0%	1	7.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	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	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	1	20.0%	1	0.0%	0	0.0%	0
Work	1.0%	1	0.0%	0	0.0%	0	0.0%	0	7.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	1.0%	1	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		102		13		11		34		14		10		5		6		9

Dartford In Centre Survey for Lambert Smith Hampton

	Total	Priory Centre (LOC)	Orchards Centre (LOC)	Orchard Theatre (LOC)	Spital Street (LOC)	High Street (West) (LOC)	High Street (East) (LOC)	Lowfield Street (LOC)	Hythe Street (LOC)									
Q25 What do you like about Dartford town centre? [MR]																		
Nothing / very little	16.1%	81	26.4%	32	21.3%	10	16.1%	18	6.9%	5	8.9%	5	12.0%	3	12.5%	5	10.3%	3
Attractive environment	2.4%	12	0.8%	1	2.1%	1	0.9%	1	5.6%	4	0.0%	0	4.0%	1	7.5%	3	3.4%	1
Car parking: easy to find a space	2.4%	12	0.8%	1	2.1%	1	4.5%	5	4.2%	3	0.0%	0	0.0%	0	2.5%	1	3.4%	1
Car parking: is cheap	1.0%	5	0.0%	0	0.0%	0	2.7%	3	1.4%	1	0.0%	0	0.0%	0	2.5%	1	0.0%	0
Car parking: is good	2.4%	12	4.1%	5	0.0%	0	3.6%	4	2.8%	2	0.0%	0	0.0%	0	0.0%	0	3.4%	1
Cheap prices in shops	2.8%	14	0.8%	1	6.4%	3	0.9%	1	2.8%	2	3.6%	2	8.0%	2	5.0%	2	3.4%	1
Cleanliness	0.6%	3	0.8%	1	4.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to home	26.7%	134	36.4%	44	23.4%	11	31.3%	35	23.6%	17	16.1%	9	16.0%	4	22.5%	9	17.2%	5
Close to work / en route to work	4.0%	20	0.8%	1	0.0%	0	11.6%	13	2.8%	2	3.6%	2	0.0%	0	2.5%	1	3.4%	1
Community spirit	3.0%	15	2.5%	3	6.4%	3	1.8%	2	1.4%	1	0.0%	0	4.0%	1	5.0%	2	10.3%	3
Easily accessible by foot / cycle	2.4%	12	3.3%	4	2.1%	1	0.9%	1	2.8%	2	1.8%	1	8.0%	2	2.5%	1	0.0%	0
Easy to walk around	11.0%	55	9.1%	11	6.4%	3	8.9%	10	12.5%	9	12.5%	7	16.0%	4	15.0%	6	17.2%	5
General character / atmosphere	5.0%	25	0.0%	0	6.4%	3	2.7%	3	8.3%	6	7.1%	4	4.0%	1	15.0%	6	6.9%	2
Good access by car	2.4%	12	0.8%	1	4.3%	2	2.7%	3	5.6%	4	0.0%	0	0.0%	0	5.0%	2	0.0%	0
Good access by 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
Good access by foot	3.8%	19	3.3%	4	2.1%	1	0.9%	1	6.9%	5	1.8%	1	12.0%	3	7.5%	3	3.4%	1
Good bus service / accessible public transport	3.4%	17	0.8%	1	0.0%	0	7.1%	8	2.8%	2	5.4%	3	0.0%	0	5.0%	2	3.4%	1
Good disabled access	0.2%	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
Good prices	5.0%	25	2.5%	3	4.3%	2	5.4%	6	2.8%	2	10.7%	6	0.0%	0	10.0%	4	6.9%	2
Good range of chain / well known stores	3.2%	16	1.7%	2	8.5%	4	1.8%	2	1.4%	1	7.1%	4	4.0%	1	0.0%	0	6.9%	2
Good range of independent stores	3.8%	19	1.7%	2	4.3%	2	1.8%	2	4.2%	3	7.1%	4	4.0%	1	5.0%	2	10.3%	3
Good range of shops in general	6.2%	31	0.8%	1	10.6%	5	3.6%	4	6.9%	5	10.7%	6	16.0%	4	7.5%	3	10.3%	3
Good quality pubs/bars and restaurants	2.8%	14	1.7%	2	2.1%	1	3.6%	4	4.2%	3	3.6%	2	0.0%	0	0.0%	0	6.9%	2
Good events	2.4%	12	2.5%	3	4.3%	2	0.9%	1	4.2%	3	3.6%	2	0.0%	0	0.0%	0	3.4%	1
Good range of services	4.8%	24	1.7%	2	8.5%	4	7.1%	8	5.6%	4	1.8%	1	4.0%	1	5.0%	2	6.9%	2
Indoor shopping malls / arcades	9.2%	46	5.8%	7	14.9%	7	2.7%	3	6.9%	5	25.0%	14	16.0%	4	10.0%	4	6.9%	2
Part of an overall day out	1.8%	9	0.8%	1	0.0%	0	0.9%	1	4.2%	3	5.4%	3	4.0%	1	0.0%	0	0.0%	0
Street Market	22.1%	111	9.1%	11	17.0%	8	25.0%	28	30.6%	22	26.8%	15	36.0%	9	20.0%	8	34.5%	10
Restaurant / café	4.2%	21	5.8%	7	2.1%	1	3.6%	4	5.6%	4	3.6%	2	0.0%	0	2.5%	1	6.9%	2
Theatre	4.8%	24	3.3%	4	2.1%	1	11.6%	13	4.2%	3	1.8%	1	4.0%	1	2.5%	1	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Has everything I need	1.2%	6	2.5%	3	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	2
Close to family / friends	1.4%	7	0.0%	0	0.0%	0	0.0%	0	4.2%	3	1.8%	1	8.0%	2	0.0%	0	3.4%	1
Good range of leisure activities	3.0%	15	4.1%	5	4.3%	2	3.6%	4	2.8%	2	3.6%	2	0.0%	0	0.0%	0	0.0%	0
The park	2.6%	13	1.7%	2	4.3%	2	3.6%	4	1.4%	1	1.8%	1	4.0%	1	2.5%	1	3.4%	1
(Don't Know)	6.0%	30	7.4%	9	2.1%	1	8.0%	9	4.2%	3	8.9%	5	0.0%	0	5.0%	2	3.4%	1
Base:		502		121		47		112		72		56		25		40		29

Dartford In Centre Survey for Lambert Smith Hampton

	Total	Priory Centre (LOC)	Orchards Centre (LOC)	Orchard Theatre (LOC)	Spital Street (LOC)	High Street (West) (LOC)	High Street (East) (LOC)	Lowfield Street (LOC)	Hythe Street (LOC)									
Q26 What do you dislike about Dartford town centre? [MR]																		
Centre very windy	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Cost of parking	4.0%	20	4.1%	5	0.0%	0	4.5%	5	5.6%	4	8.9%	5	0.0%	0	2.5%	1	0.0%	0
Difficult to cross streets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Everything	4.2%	21	6.6%	8	0.0%	0	9.8%	11	0.0%	0	1.8%	1	0.0%	0	2.5%	1	0.0%	0
Few traffic free 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
Lack of a specific retailer (PLEASE WRITE IN)	0.0%	0	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 other leisure sports / cultural facilities	1.4%	7	1.7%	2	0.0%	0	1.8%	2	1.4%	1	1.8%	1	0.0%	0	0.0%	0	3.4%	1
Lack of parking	3.6%	18	2.5%	3	4.3%	2	2.7%	3	2.8%	2	10.7%	6	4.0%	1	2.5%	1	0.0%	0
Litter / dirty / dogs	11.8%	59	2.5%	3	14.9%	7	16.1%	18	13.9%	10	12.5%	7	16.0%	4	10.0%	4	20.7%	6
Multi-storey awkward / difficult	1.2%	6	0.8%	1	0.0%	0	0.0%	0	2.8%	2	1.8%	1	0.0%	0	2.5%	1	3.4%	1
No department store	9.0%	45	6.6%	8	2.1%	1	13.4%	15	8.3%	6	5.4%	3	32.0%	8	10.0%	4	0.0%	0
Not enough choice of shops	11.8%	59	8.3%	10	14.9%	7	17.9%	20	6.9%	5	7.1%	4	20.0%	5	12.5%	5	10.3%	3
Not enough clothes shops	5.6%	28	4.1%	5	2.1%	1	8.0%	9	6.9%	5	1.8%	1	8.0%	2	10.0%	4	3.4%	1
Not enough supermarket / food shops	1.8%	9	0.8%	1	2.1%	1	3.6%	4	1.4%	1	0.0%	0	4.0%	1	2.5%	1	0.0%	0
Poor bus service to centre	0.8%	4	0.8%	1	0.0%	0	0.9%	1	1.4%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Poor facilities (e.g. seating, toilets)	1.8%	9	1.7%	2	0.0%	0	2.7%	3	2.8%	2	1.8%	1	0.0%	0	2.5%	1	0.0%	0
Poor quality shop	4.0%	20	5.0%	6	0.0%	0	8.0%	9	2.8%	2	1.8%	1	0.0%	0	2.5%	1	3.4%	1
Poor signposting in centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	4.0%	1	0.0%	0	0.0%	0
Prices too high	0.6%	3	0.8%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1
Short opening hours / no facilities in the evening	0.2%	1	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too few cafes, pubs or eating places	1.2%	6	0.0%	0	0.0%	0	4.5%	5	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too few service businesses (e.g. banks / building societies)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many shops of one type	1.6%	8	0.8%	1	0.0%	0	1.8%	2	0.0%	0	1.8%	1	4.0%	1	5.0%	2	3.4%	1
Traffic congestion	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Traffic congestion	5.2%	26	6.6%	8	6.4%	3	0.0%	0	4.2%	3	5.4%	3	12.0%	3	10.0%	4	6.9%	2
Unsafe / poor security / dangerous	3.6%	18	1.7%	2	6.4%	3	4.5%	5	1.4%	1	3.6%	2	4.0%	1	2.5%	1	10.3%	3
Vandals / hooligans	4.4%	22	6.6%	8	4.3%	2	4.5%	5	2.8%	2	1.8%	1	4.0%	1	2.5%	1	6.9%	2
Other (PLEASE WRITE IN)	0.0%	0	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 a specific retailer - Marks & Spencer	0.6%	3	0.0%	0	0.0%	0	2.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Antisocial behaviour	0.6%	3	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	4.0%	1	0.0%	0	3.4%	1
Building work	0.8%	4	0.0%	0	2.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	2.5%	1	3.4%	1
Bus stops not near the centre	0.8%	4	0.0%	0	2.1%	1	0.9%	1	0.0%	0	1.8%	1	0.0%	0	2.5%	1	0.0%	0
Druggies / homeless people	1.0%	5	1.7%	2	0.0%	0	0.9%	1	0.0%	0	0.0%	0	4.0%	1	0.0%	0	3.4%	1
It's rundown	1.4%	7	2.5%	3	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	2.5%	1	6.9%	2
Lack of heating	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor market	0.4%	2	0.0%	0	4.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roadworks	1.4%	7	1.7%	2	0.0%	0	1.8%	2	0.0%	0	0.0%	0	8.0%	2	2.5%	1	0.0%	0
Too many empty shops	4.0%	20	6.6%	8	4.3%	2	3.6%	4	2.8%	2	3.6%	2	0.0%	0	2.5%	1	3.4%	1
Nothing/very little (Don't know)	16.1%	81	2.5%	3	31.9%	15	8.9%	10	26.4%	19	25.0%	14	20.0%	5	25.0%	10	17.2%	5
Base:	25.9%	130	41.3%	50	14.9%	7	24.1%	27	29.2%	21	23.2%	13	8.0%	2	15.0%	6	13.8%	4
		502		121		47		112		72		56		25		40		29

Dartford In Centre Survey for Lambert Smith Hampton

	Total	Priory Centre (LOC)	Orchards Centre (LOC)	Orchard Theatre (LOC)	Spital Street (LOC)	High Street (West) (LOC)	High Street (East) (LOC)	Lowfield Street (LOC)	Hythe Street (LOC)									
Q27 What improvements to Dartford Town Centre would make you visit Dartford Town Centre more often?																		
1st Mention																		
Better choice of shops	9.8%	49	17.4%	21	12.8%	6	6.3%	7	8.3%	6	5.4%	3	4.0%	1	7.5%	3	6.9%	2
Better facilities for pedestrian (including pedestrian crossing)	0.2%	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
Better facilities for youth	2.2%	11	1.7%	2	2.1%	1	5.4%	6	1.4%	1	0.0%	0	0.0%	0	0.0%	0	3.4%	1
Better facilities for older people	1.0%	5	0.0%	0	2.1%	1	0.0%	0	1.4%	1	0.0%	0	4.0%	1	5.0%	2	0.0%	0
Better maintenance / cleanliness	6.2%	31	4.1%	5	10.6%	5	6.3%	7	8.3%	6	3.6%	2	4.0%	1	5.0%	2	10.3%	3
Better quality shops	3.0%	15	5.0%	6	0.0%	0	3.6%	4	1.4%	1	0.0%	0	4.0%	1	7.5%	3	0.0%	0
Improve appearance / environment	10.4%	52	9.1%	11	6.4%	3	9.8%	11	8.3%	6	10.7%	6	20.0%	5	15.0%	6	13.8%	4
Improve bus services / access	1.2%	6	3.3%	4	0.0%	0	0.0%	0	0.0%	0	1.8%	1	4.0%	1	0.0%	0	0.0%	0
Improve rail services / access	0.2%	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
Improve security, including CCTV	3.4%	17	0.0%	0	4.3%	2	1.8%	2	4.2%	3	5.4%	3	4.0%	1	7.5%	3	10.3%	3
Improve signposting in 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	0.0%	0
Longer opening hours / more evening activities	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	2.5%	1	0.0%	0
More banks / building societies	0.2%	1	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More car parking	3.2%	16	0.8%	1	4.3%	2	5.4%	6	5.6%	4	5.4%	3	0.0%	0	0.0%	0	0.0%	0
More large shops/department stores	9.4%	47	7.4%	9	4.3%	2	8.9%	10	12.5%	9	8.9%	5	24.0%	6	10.0%	4	6.9%	2
More specialist / independent stores	4.6%	23	3.3%	4	8.5%	4	1.8%	2	5.6%	4	8.9%	5	8.0%	2	2.5%	1	3.4%	1
Better cinema facilities	0.6%	3	0.0%	0	2.1%	1	0.9%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better other leisure sports / cultural facilities	1.0%	5	0.0%	0	2.1%	1	0.9%	1	2.8%	2	0.0%	0	0.0%	0	0.0%	0	3.4%	1
More pubs, restaurants, cafés	1.4%	7	0.0%	0	2.1%	1	2.7%	3	1.4%	1	3.6%	2	0.0%	0	0.0%	0	0.0%	0
More supermarkets/food shops	0.6%	3	0.0%	0	0.0%	0	0.9%	1	1.4%	1	0.0%	0	0.0%	0	2.5%	1	0.0%	0
More traffic free areas / Pedestrianisation	1.2%	6	0.0%	0	2.1%	1	0.9%	1	0.0%	0	0.0%	0	8.0%	2	2.5%	1	3.4%	1
More / better seating, toilets	1.6%	8	0.8%	1	0.0%	0	3.6%	4	0.0%	0	1.8%	1	4.0%	1	2.5%	1	0.0%	0
No need to improve	2.4%	12	0.0%	0	8.5%	4	2.7%	3	0.0%	0	5.4%	3	0.0%	0	2.5%	1	3.4%	1
Introduce a named retailer (PLEASE WRITE IN)	0.0%	0	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 (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burtons	0.4%	2	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper parking	0.4%	2	0.8%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmers Market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
H&M	0.2%	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
Homeware stores	0.2%	1	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved market	0.6%	3	0.0%	0	4.3%	2	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less empty shops	0.2%	1	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less traffic congestion	0.4%	2	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0
Marks & Spencer	0.8%	4	0.8%	1	0.0%	0	1.8%	2	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons	1.0%	5	0.0%	0	0.0%	0	4.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Next	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0
Select	0.2%	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
Subway	0.2%	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
The Range	0.2%	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
TJ Hughes	0.6%	3	0.0%	0	0.0%	0	2.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nothing in particular (Don't know)	22.5%	113	30.6%	37	14.9%	7	14.3%	16	25.0%	18	30.4%	17	8.0%	2	17.5%	7	31.0%	9
Base:		502		121		47		112		72		56		25		40		29

Dartford In Centre Survey for Lambert Smith Hampton

	Total	Priory Centre (LOC)	Orchards Centre (LOC)	Orchard Theatre (LOC)	Spital Street (LOC)	High Street (West) (LOC)	High Street (East) (LOC)	Lowfield Street (LOC)	Hythe Street (LOC)									
2nd Mention																		
Better choice of shops	2.4%	12	2.5%	3	0.0%	0	3.6%	4	4.2%	3	1.8%	1	0.0%	0	2.5%	1	0.0%	0
Better facilities for pedestrian (including pedestrian crossing)	0.6%	3	0.0%	0	2.1%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	2.5%	1	0.0%	0
Better facilities for youth	1.6%	8	0.8%	1	2.1%	1	3.6%	4	1.4%	1	0.0%	0	0.0%	0	2.5%	1	0.0%	0
Better facilities for older people	2.4%	12	4.1%	5	0.0%	0	1.8%	2	1.4%	1	0.0%	0	4.0%	1	2.5%	1	6.9%	2
Better maintenance / cleanliness	3.4%	17	2.5%	3	8.5%	4	2.7%	3	1.4%	1	3.6%	2	12.0%	3	0.0%	0	3.4%	1
Better quality shops	3.4%	17	3.3%	4	0.0%	0	8.0%	9	1.4%	1	1.8%	1	0.0%	0	0.0%	0	6.9%	2
Improve appearance / environment	8.6%	43	5.0%	6	14.9%	7	11.6%	13	8.3%	6	10.7%	6	4.0%	1	2.5%	1	10.3%	3
Improve bus services / access	1.2%	6	0.8%	1	2.1%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	7.5%	3	0.0%	0
Improve rail services / access	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve security, including CCTV	3.4%	17	0.0%	0	6.4%	3	0.9%	1	2.8%	2	5.4%	3	12.0%	3	7.5%	3	6.9%	2
Improve signposting in centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	3.4%	1
Longer opening hours / more evening activities	0.6%	3	0.0%	0	0.0%	0	0.9%	1	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More banks / building societies	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0
More car parking	1.0%	5	1.7%	2	2.1%	1	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More large shops/department stores	9.6%	48	11.6%	14	6.4%	3	10.7%	12	11.1%	8	10.7%	6	8.0%	2	7.5%	3	0.0%	0
More specialist / independent stores	6.8%	34	3.3%	4	2.1%	1	6.3%	7	12.5%	9	3.6%	2	16.0%	4	7.5%	3	13.8%	4
Better cinema facilities	0.4%	2	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0
Better other leisure sports / cultural facilities	1.4%	7	0.0%	0	0.0%	0	2.7%	3	1.4%	1	3.6%	2	0.0%	0	2.5%	1	0.0%	0
More pubs, restaurants, cafés	1.4%	7	0.0%	0	0.0%	0	1.8%	2	2.8%	2	0.0%	0	4.0%	1	2.5%	1	3.4%	1
More supermarkets/food shops	1.2%	6	0.8%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	8.0%	2	5.0%	2	0.0%	0
More traffic free areas / Pedestrianisation	1.0%	5	0.8%	1	2.1%	1	0.0%	0	0.0%	0	1.8%	1	4.0%	1	0.0%	0	3.4%	1
More / better seating, toilets	2.2%	11	0.8%	1	2.1%	1	5.4%	6	0.0%	0	1.8%	1	4.0%	1	2.5%	1	0.0%	0
No need to improve	2.4%	12	0.0%	0	12.8%	6	1.8%	2	0.0%	0	5.4%	3	0.0%	0	0.0%	0	3.4%	1
Introduce a named retailer (PLEASE WRITE IN)	0.0%	0	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 (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burtons	0.0%	0	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&M	0.2%	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
Cheaper 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
Farmers Market	0.2%	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
H&M	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homeware stores	0.0%	0	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 market	0.2%	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
Less empty 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
Less traffic congestion	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0
Marks & Spencer	0.2%	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
Morrisons	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Next	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Select	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Subway	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Range	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TJ Hughes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nothing in particular (Don't know)	28.3%	142	38.8%	47	31.9%	15	17.0%	19	29.2%	21	30.4%	17	12.0%	3	27.5%	11	31.0%	9
	15.1%	76	23.1%	28	4.3%	2	14.3%	16	16.7%	12	17.9%	10	4.0%	1	12.5%	5	6.9%	2
Base:		502		121		47		112		72		56		25		40		29

Dartford In Centre Survey for Lambert Smith Hampton

February 2020

	Total	Priory Centre (LOC)	Orchards Centre (LOC)	Orchard Theatre (LOC)	Spital Street (LOC)	High Street (West) (LOC)	High Street (East) (LOC)	Lowfield Street (LOC)	Hythe Street (LOC)									
3rd Mention																		
Better choice of shops	2.0%	10	2.5%	3	2.1%	1	2.7%	3	0.0%	0	1.8%	1	4.0%	1	0.0%	0	3.4%	1
Better facilities for pedestrian (including pedestrian crossing)	0.6%	3	0.0%	0	2.1%	1	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better facilities for youth	2.6%	13	0.0%	0	4.3%	2	6.3%	7	1.4%	1	1.8%	1	0.0%	0	0.0%	0	6.9%	2
Better facilities for older people	2.0%	10	0.8%	1	2.1%	1	2.7%	3	2.8%	2	0.0%	0	0.0%	0	5.0%	2	3.4%	1
Better maintenance / cleanliness	4.0%	20	0.0%	0	4.3%	2	6.3%	7	2.8%	2	5.4%	3	12.0%	3	5.0%	2	3.4%	1
Better quality shops	2.4%	12	0.0%	0	0.0%	0	7.1%	8	1.4%	1	0.0%	0	8.0%	2	2.5%	1	0.0%	0
Improve appearance / environment	3.8%	19	0.8%	1	2.1%	1	4.5%	5	5.6%	4	5.4%	3	8.0%	2	0.0%	0	10.3%	3
Improve bus services / 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
Improve rail services / 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
Improve security, including CCTV	2.4%	12	0.8%	1	6.4%	3	0.9%	1	1.4%	1	1.8%	1	8.0%	2	5.0%	2	3.4%	1
Improve signposting in centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer opening hours / more evening activities	0.6%	3	0.8%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	4.0%	1	0.0%	0	0.0%	0
More banks / building societies	0.0%	0	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 car parking	1.6%	8	1.7%	2	0.0%	0	0.9%	1	2.8%	2	3.6%	2	0.0%	0	2.5%	1	0.0%	0
More large shops/department stores	5.2%	26	7.4%	9	4.3%	2	8.9%	10	4.2%	3	1.8%	1	0.0%	0	0.0%	0	3.4%	1
More specialist / independent stores	4.6%	23	6.6%	8	4.3%	2	1.8%	2	4.2%	3	5.4%	3	8.0%	2	5.0%	2	3.4%	1
Better cinema facilities	1.8%	9	1.7%	2	2.1%	1	2.7%	3	1.4%	1	0.0%	0	4.0%	1	2.5%	1	0.0%	0
Better other leisure sports / cultural facilities	2.0%	10	0.0%	0	4.3%	2	3.6%	4	2.8%	2	1.8%	1	4.0%	1	0.0%	0	0.0%	0
More pubs, restaurants, cafés	1.2%	6	0.0%	0	0.0%	0	3.6%	4	0.0%	0	0.0%	0	4.0%	1	0.0%	0	3.4%	1
More supermarkets/food shops	1.4%	7	0.8%	1	0.0%	0	2.7%	3	1.4%	1	1.8%	1	0.0%	0	0.0%	0	3.4%	1
More traffic free areas / Pedestrianisation	0.6%	3	0.8%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	3.4%	1
More / better seating, toilets	3.6%	18	1.7%	2	2.1%	1	4.5%	5	2.8%	2	5.4%	3	4.0%	1	5.0%	2	6.9%	2
No need to improve	2.2%	11	0.0%	0	8.5%	4	1.8%	2	0.0%	0	5.4%	3	0.0%	0	2.5%	1	3.4%	1
Introduce a named retailer (PLEASE WRITE IN)	0.0%	0	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 (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burtons	0.0%	0	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&M	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper 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
Farmers Market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
H&M	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homeware stores	0.0%	0	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 market	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less empty 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
Less traffic congestion	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer	0.2%	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
Morrisons	0.2%	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
Next	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Select	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Subway	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Range	0.2%	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
TJ Hughes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nothing in particular (Don't know)	32.1%	161	43.8%	53	38.3%	18	18.8%	21	34.7%	25	30.4%	17	16.0%	4	37.5%	15	27.6%	8
	22.3%	112	28.9%	35	12.8%	6	17.9%	20	25.0%	18	26.8%	15	16.0%	4	25.0%	10	13.8%	4
Base:		502		121		47		112		72		56		25		40		29

Dartford In Centre Survey for Lambert Smith Hampton

	Total	Prory Centre (LOC)	Orchards Centre (LOC)	Orchard Theatre (LOC)	Spital Street (LOC)	High Street (West) (LOC)	High Street (East) (LOC)	Lowfield Street (LOC)	Hythe Street (LOC)									
Q27X Any Mention at Q27																		
Better choice of shops	13.9%	70	21.5%	26	14.9%	7	12.5%	14	12.5%	9	8.9%	5	8.0%	2	10.0%	4	10.3%	3
Better facilities for pedestrian (including pedestrian crossing)	1.4%	7	0.8%	1	4.3%	2	1.8%	2	1.4%	1	0.0%	0	0.0%	0	2.5%	1	0.0%	0
Better facilities for youth	6.4%	32	2.5%	3	8.5%	4	15.2%	17	4.2%	3	1.8%	1	0.0%	0	2.5%	1	10.3%	3
Better facilities for older people	5.4%	27	5.0%	6	4.3%	2	4.5%	5	5.6%	4	0.0%	0	8.0%	2	12.5%	5	10.3%	3
Better maintenance / cleanliness	13.3%	67	6.6%	8	21.3%	10	15.2%	17	12.5%	9	12.5%	7	28.0%	7	10.0%	4	17.2%	5
Better quality shops	8.8%	44	8.3%	10	0.0%	0	18.8%	21	4.2%	3	1.8%	1	12.0%	3	10.0%	4	6.9%	2
Improve appearance / environment	22.5%	113	14.9%	18	23.4%	11	25.9%	29	22.2%	16	25.0%	14	32.0%	8	17.5%	7	34.5%	10
Improve bus services / access	2.4%	12	4.1%	5	2.1%	1	0.0%	0	0.0%	0	3.6%	2	4.0%	1	7.5%	3	0.0%	0
Improve rail services / access	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	2.5%	1	0.0%	0
Improve security, including CCTV	9.2%	46	0.8%	1	17.0%	8	3.6%	4	8.3%	6	12.5%	7	24.0%	6	20.0%	8	20.7%	6
Improve signposting in centre	0.6%	3	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	2.5%	1	3.4%	1
Longer opening hours / more evening activities	1.6%	8	0.8%	1	0.0%	0	0.9%	1	5.6%	4	0.0%	0	4.0%	1	2.5%	1	0.0%	0
More banks / building societies	0.4%	2	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0
More car parking	5.8%	29	4.1%	5	6.4%	3	8.0%	9	8.3%	6	8.9%	5	0.0%	0	2.5%	1	0.0%	0
More large shops/department stores	24.1%	121	26.4%	32	14.9%	7	28.6%	32	27.8%	20	21.4%	12	32.0%	8	17.5%	7	10.3%	3
More specialist / independent stores	15.9%	80	13.2%	16	14.9%	7	9.8%	11	22.2%	16	17.9%	10	32.0%	8	15.0%	6	20.7%	6
Better cinema facilities	2.8%	14	1.7%	2	4.3%	2	4.5%	5	2.8%	2	0.0%	0	4.0%	1	5.0%	2	0.0%	0
Better other leisure sports / cultural facilities	4.4%	22	0.0%	0	6.4%	3	7.1%	8	6.9%	5	5.4%	3	4.0%	1	2.5%	1	3.4%	1
More pubs, restaurants, cafés	4.0%	20	0.0%	0	2.1%	1	8.0%	9	4.2%	3	3.6%	2	8.0%	2	2.5%	1	6.9%	2
More supermarkets/food shops	3.2%	16	1.7%	2	0.0%	0	4.5%	5	2.8%	2	1.8%	1	8.0%	2	7.5%	3	3.4%	1
More traffic free areas / Pedestrianisation	2.8%	14	1.7%	2	4.3%	2	0.9%	1	0.0%	0	3.6%	2	12.0%	3	2.5%	1	10.3%	3
More / better seating, toilets	7.4%	37	3.3%	4	4.3%	2	13.4%	15	2.8%	2	8.9%	5	12.0%	3	10.0%	4	6.9%	2
No need to improve	3.0%	15	0.0%	0	12.8%	6	2.7%	3	0.0%	0	5.4%	3	0.0%	0	5.0%	2	3.4%	1
Introduce a named retailer (PLEASE WRITE IN)	0.0%	0	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 (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burtons	0.4%	2	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M	0.2%	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
Cheaper parking	0.4%	2	0.8%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmers Market	0.2%	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
H&M	0.2%	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
Homeware stores	0.2%	1	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved market	1.0%	5	0.0%	0	4.3%	2	1.8%	2	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less empty shops	0.2%	1	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less traffic congestion	0.6%	3	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	4.0%	1	2.5%	1	0.0%	0
Marks & Spencer	1.2%	6	1.7%	2	0.0%	0	2.7%	3	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons	1.2%	6	0.0%	0	0.0%	0	4.5%	5	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0
Next	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	4.0%	1	0.0%	0	0.0%	0
Select	0.2%	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
Subway	0.2%	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
The Range	0.4%	2	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TJ Hughes	0.6%	3	0.0%	0	0.0%	0	2.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		502		121		47		112		72		56		25		40		29

LOC Location:

Prory Centre	24.1%	121	100.0%	121	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orchards Centre	9.4%	47	0.0%	0	100.0%	47	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orchard Theatre	22.3%	112	0.0%	0	0.0%	0	100.0%	112	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spital Street	14.3%	72	0.0%	0	0.0%	0	0.0%	0	100.0%	72	0.0%	0	0.0%	0	0.0%	0	0.0%	0
High Street (West)	11.2%	56	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	56	0.0%	0	0.0%	0	0.0%	0
High Street (East)	5.0%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	25	0.0%	0	0.0%	0
Lowfield Street	8.0%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	40	0.0%	0
Hythe Street	5.8%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	29
Base:		502		121		47		112		72		56		25		40		29

Dartford In Centre Survey for Lambert Smith Hampton

	Total	Priory Centre (LOC)	Orchards Centre (LOC)	Orchard Theatre (LOC)	Spital Street (LOC)	High Street (West) (LOC)	High Street (East) (LOC)	Lowfield Street (LOC)	Hythe Street (LOC)									
DAY Day of Week:																		
Monday	13.9%	70	19.0%	23	4.3%	2	22.3%	25	9.7%	7	1.8%	1	4.0%	1	17.5%	7	13.8%	4
Tuesday	4.4%	22	4.1%	5	0.0%	0	0.0%	0	12.5%	9	12.5%	7	0.0%	0	2.5%	1	0.0%	0
Wednesday	14.9%	75	0.0%	0	10.6%	5	32.1%	36	25.0%	18	16.1%	9	8.0%	2	7.5%	3	6.9%	2
Thursday	19.1%	96	19.0%	23	8.5%	4	32.1%	36	8.3%	6	12.5%	7	32.0%	8	17.5%	7	17.2%	5
Friday	18.7%	94	14.1%	17	46.8%	22	3.6%	4	19.4%	14	19.6%	11	20.0%	5	37.5%	15	20.7%	6
Saturday	28.9%	145	43.8%	53	29.8%	14	9.8%	11	25.0%	18	37.5%	21	36.0%	9	17.5%	7	41.4%	12
Base:		502		121		47		112		72		56		25		40		29
TIME Time of Interview:																		
09.00 – 12.00	32.3%	162	48.8%	59	25.5%	12	22.3%	25	31.9%	23	33.9%	19	16.0%	4	32.5%	13	24.1%	7
12.01 – 14.00	28.9%	145	20.7%	25	31.9%	15	38.4%	43	31.9%	23	33.9%	19	24.0%	6	17.5%	7	24.1%	7
14.01 – 16.00	28.7%	144	29.8%	36	21.3%	10	34.8%	39	20.8%	15	16.1%	9	44.0%	11	37.5%	15	31.0%	9
16.01 – 17.00	10.2%	51	0.8%	1	21.3%	10	4.5%	5	15.3%	11	16.1%	9	16.0%	4	12.5%	5	20.7%	6
Base:		502		121		47		112		72		56		25		40		29
GEN Gender:																		
Male	28.3%	142	26.4%	32	34.0%	16	30.4%	34	30.6%	22	28.6%	16	32.0%	8	25.0%	10	13.8%	4
Female	71.7%	360	73.6%	89	66.0%	31	69.6%	78	69.4%	50	71.4%	40	68.0%	17	75.0%	30	86.2%	25
Base:		502		121		47		112		72		56		25		40		29
AGE Age Group:																		
18 - 24 years	9.0%	45	9.9%	12	12.8%	6	6.3%	7	9.7%	7	3.6%	2	12.0%	3	10.0%	4	13.8%	4
25 - 34 years	14.1%	71	10.7%	13	6.4%	3	19.6%	22	16.7%	12	10.7%	6	32.0%	8	10.0%	4	10.3%	3
35 - 44 years	12.2%	61	9.9%	12	8.5%	4	14.3%	16	9.7%	7	16.1%	9	16.0%	4	12.5%	5	13.8%	4
45 - 54 years	14.5%	73	14.1%	17	10.6%	5	14.3%	16	13.9%	10	21.4%	12	12.0%	3	10.0%	4	20.7%	6
55 - 64 years	13.9%	70	10.7%	13	23.4%	11	15.2%	17	11.1%	8	12.5%	7	8.0%	2	17.5%	7	17.2%	5
65+ years (Refused)	36.1% 0.2%	181 1	44.6% 0.0%	54 0	38.3% 0.0%	18 0	29.5% 0.9%	33 1	38.9% 0.0%	28 0	35.7% 0.0%	20 0	20.0% 0.0%	5 0	40.0% 0.0%	16 0	24.1% 0.0%	7 0
Base:		502		121		47		112		72		56		25		40		29
CAR Car: (Own or have use of)																		
None	39.2%	197	41.3%	50	53.2%	25	20.5%	23	44.4%	32	48.2%	27	44.0%	11	50.0%	20	31.0%	9
One	44.4%	223	57.9%	70	40.4%	19	50.9%	57	36.1%	26	30.4%	17	40.0%	10	30.0%	12	41.4%	12
Two	14.3%	72	0.8%	1	6.4%	3	21.4%	24	19.4%	14	21.4%	12	16.0%	4	17.5%	7	24.1%	7
Three or more (Refused)	1.8% 0.2%	9 1	0.0% 0.0%	0 0	0.0% 0.0%	0 0	6.3% 0.9%	7 1	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	2.5% 0.0%	1 0	3.4% 0.0%	1 0
Base:		502		121		47		112		72		56		25		40		29

Dartford In Centre Survey for Lambert Smith Hampton

	Total	Priory Centre (LOC)		Orchards Centre (LOC)		Orchard Theatre (LOC)		Spital Street (LOC)		High Street (West) (LOC)		High Street (East) (LOC)		Lowfield Street (LOC)		Hythe Street (LOC)		
PC																		
BR1 5	0.2%	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
BR3 2	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
BR8 7	2.2%	11	4.1%	5	2.1%	1	0.9%	1	5.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
BR8 8	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0
DA1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.0%	0
DA1 1	14.3%	72	8.3%	10	10.6%	5	25.0%	28	18.1%	13	10.7%	6	24.0%	6	7.5%	3	3.4%	1
DA1 2	13.3%	67	16.5%	20	17.0%	8	4.5%	5	19.4%	14	10.7%	6	12.0%	3	17.5%	7	13.8%	4
DA1 3	6.0%	30	5.8%	7	6.4%	3	6.3%	7	4.2%	3	10.7%	6	0.0%	0	7.5%	3	3.4%	1
DA1 4	2.4%	12	0.8%	1	2.1%	1	2.7%	3	4.2%	3	3.6%	2	4.0%	1	0.0%	0	3.4%	1
DA1 5	11.8%	59	14.9%	18	14.9%	7	7.1%	8	13.9%	10	12.5%	7	4.0%	1	10.0%	4	13.8%	4
DA1 6	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	4.0%	1	0.0%	0	0.0%	0
DA1 7	0.2%	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
DA1 9	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
DA10 0	1.2%	6	2.5%	3	0.0%	0	1.8%	2	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
DA10 9	0.2%	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
DA11	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0
DA11 0	0.8%	4	0.8%	1	0.0%	0	1.8%	2	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
DA11 5	0.2%	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
DA11 7	0.2%	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
DA11 9	0.4%	2	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DA12 1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DA12 2	1.0%	5	0.8%	1	0.0%	0	0.0%	0	1.4%	1	3.6%	2	0.0%	0	2.5%	1	0.0%	0
DA12 3	0.6%	3	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.8%	1	0.0%	0	2.5%	1	0.0%	0
DA12 4	0.6%	3	0.8%	1	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DA12 5	1.4%	7	0.8%	1	0.0%	0	1.8%	2	1.4%	1	0.0%	0	0.0%	0	7.5%	3	0.0%	0
DA12 8	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DA13 0	0.2%	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
DA13 9	0.2%	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
DA14 1	0.2%	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
DA14 4	0.6%	3	0.0%	0	0.0%	0	1.8%	2	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DA14 6	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
DA15 1	0.2%	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
DA15 8	0.4%	2	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1
DA16	0.2%	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
DA16 1	0.6%	3	1.7%	2	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DA16 2	0.4%	2	0.8%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DA16 3	0.2%	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
DA17 5	0.2%	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
DA17 6	0.4%	2	0.0%	0	2.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DA2 2	0.2%	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
DA2 3	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
DA2 4	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0
DA2 5	0.2%	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
DA2 6	7.8%	39	7.4%	9	12.8%	6	7.1%	8	5.6%	4	12.5%	7	8.0%	2	5.0%	2	3.4%	1
DA2 7	4.4%	22	6.6%	8	2.1%	1	1.8%	2	0.0%	0	10.7%	6	4.0%	1	5.0%	2	6.9%	2
DA2 8	1.2%	6	1.7%	2	2.1%	1	1.8%	2	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DA3 4	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1
DA3 7	0.8%	4	0.0%	0	2.1%	1	1.8%	2	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0
DA3 8	0.8%	4	1.7%	2	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DA4 0	0.2%	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
DA4 2	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
DA4 5	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0
DA4 9	2.6%	13	2.5%	3	4.3%	2	3.6%	4	0.0%	0	1.8%	1	4.0%	1	2.5%	1	3.4%	1
DA5 1	0.2%	1	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DA5 2	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	3.4%	1
DA5 3	0.4%	2	0.8%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DA6 7	0.4%	2	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1
DA6 8	0.2%	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
DA7 4	0.4%	2	0.8%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DA7 6	0.6%	3	0.8%	1	2.1%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DA8	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1
DA8 1	0.6%	3	0.8%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	2.5%	1	0.0%	0
DA8 2	1.0%	5	2.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	3.4%	1
DA8 3	0.8%	4	0.8%	1	2.1%	1	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DA8 4	0.4%	2	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0
DA9	0.2%	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
DA9 9	4.0%	20	1.7%	2	4.3%	2	4.5%	5	2.8%	2	1.8%	1	8.0%	2	10.0%	4	6.9%	2
HP2 6	0.2%	1	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
KT21 1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ME10 2	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
ME10 3	0.2%	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
ME12 1	0.2%	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

Dartford In Centre Survey for Lambert Smith Hampton

	Total	Priory Centre (LOC)	Orchards Centre (LOC)	Orchard Theatre (LOC)	Spital Street (LOC)	High Street (West) (LOC)	High Street (East) (LOC)	Lowfield Street (LOC)	Hythe Street (LOC)									
ME14 2	0.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ME15 6	0.2%	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
ME19 5	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ME2 1	0.2%	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
ME2 2	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.3%	3
ME20 6	0.2%	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
ME3 7	0.2%	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
ME3 9	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ME4 6	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1
ME8 6	0.2%	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
ME8 8	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0
ME9 7	0.2%	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
PA2 7	0.2%	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
RM13 9	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1
RM15 5	0.2%	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
SE1 7	0.2%	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
SE13 7	0.2%	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
SE18 7	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SE2 0	0.2%	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
SE2 9	0.2%	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
SE20 8	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SE23 1	0.2%	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
SE3 9	0.2%	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
TN12 6	0.2%	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
TN13 3	0.2%	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
TN15 6	1.2%	6	1.7%	2	2.1%	1	0.0%	0	1.4%	1	0.0%	0	4.0%	1	0.0%	0	3.4%	1
Zref	0.6%	3	1.7%	2	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		502		121		47		112		72		56		25		40		29

Appendix 3:

Sample Questionnaire

NEMS market research
Dartford In-centre Shopper Survey – 2020

INTRODUCTION: Good morning / afternoon, I am from NEMS market research, an independent market research company. We are conducting a short survey in the area about people's shopping habits, and I wonder if you can spare a few minutes.

ASK ALL:

Q.A Can I ask, do you, or any members of your household work in any of these occupations (READ OUT):
Advertising, Market Research, Marketing, Retailing.

IF 'YES' - CLOSE INTERVIEW, DO NOT COUNT AS AN INTERVIEW.

IF 'NONE OF THESE' - GO TO Q.B.

ASK ALL:

Q.B. Could you tell me your home postcode and home town or village name please, not your holiday address?

DO NOT RECORD THE LAST 2 CHARACTERS

INTERVIEWER, PLEASE WRITE CLEARLY AND IN CAPITALS.

Home Postcode:

--	--	--	--	--	--	--	--

Home Town:

_____ (1)

ASK ALL:

Q.1 What is the **main** purpose of your visit to Dartford town centre today?

DO NOT PROMPT. ONE ANSWER ONLY.

ASK ALL:

Q.2 What else, if anything, will you be doing here today?

DO NOT PROMPT. CAN BE MULTI-CODED. PROBE FULLY. What else ?

	Q.1 Main	Q.2 Others
	(2)	(3)
Food shopping	1	1
Non-food shopping (e.g. clothing and footwear)	2	2
Non-food shopping (e.g. furniture, floor coverings, household textiles)	3	3
Non-food shopping (e.g. DIY and decorating goods)	4	4
Non-food shopping (e.g. Domestic electrical appliances such as fridges, kettles, washing machines)	5	5
Non-food shopping (e.g. TV, Hi Fi, radio, photographic and Computer equipment)	6	6
Non-food shopping (e.g. Personal / luxury goods such as books, jewellery, china, glass and cosmetics)	7	7
Financial services (e.g. banks, building societies, accountants)	8	8
Personal services (e.g. hairdressers, nail bar, beauty salon)	9	9
Other services (e.g. travel agents, estate agents)	A	A
Eating or drinking out	B	B
Work / business	C	C
Tourism / sight seeing	D	D
Socialising	E	E
Education	F	F
Browsing	G	G
Cinema	H	H
Theatre	I	I
Bingo	J	J
Bowling	K	K
Health & fitness / gym	L	L
Other (PLEASE WRITE IN)	M	M
<hr/>		
(Don't know)	N	N
(No particular purpose)	O	O
(Nothing else)	-	P

ASK ALL:
Q.3 Approximately how long have you already been in the town centre today?
DO NOT PROMPT. ONE ANSWER ONLY.

	(4)
Less than 30 minutes	1
30- 59 minutes	2
<u>1hr -1 hr 29 min</u>	<u>3</u>
1hr 30 mins - 1 hr 59 min	4
2hrs - 2hrs 29 mins	5
<u>2hrs 30 mins - 2hrs 59 mins</u>	<u>6</u>
3hrs - 3hrs 59 mins	7
4hrs or more	8
(Don't know)	9

ASK ALL:
Q.4 And how much longer are you planning to stay?
DO NOT PROMPT. ONE ANSWER ONLY.

	(5)
Less than 30 minutes	1
30- 59 minutes	2
<u>1hr -1 hr 29 min</u>	<u>3</u>
1hr 30 mins - 1 hr 59 min	4
2hrs - 2hrs 29 mins	5
<u>2hrs 30 mins - 2hrs 59 mins</u>	<u>6</u>
3hrs - 3hrs 59 mins	7
4hrs or more	8
(Don't know)	9

ASK ALL:
Q.5 Where have you travelled from today (i.e. origin of journey)?

	(6)	
Home	1	GO TO Q.7
Work	2	GO TO Q.6
<u>School</u>	<u>3</u>	GO TO Q.6
Leisure Facility	4	GO TO Q.6
Other	5	GO TO Q.6

ASK THOSE WHO DID NOT SAY 'HOME' AT Q.5. OTHERS GO TO Q.7.
Q.6 What is the full postcode / address of your point of origin?

Origin Postcode:

Address: _____ (7)

ASK ALL:
Q.7 How did you travel here today?
DO NOT PROMPT. ONE ANSWER ONLY.

	(8)
Car (as driver or passenger)	1
Bus	2
<u>Park & Ride</u>	<u>3</u>
Tram	4
Train	5
<u>London underground</u>	<u>6</u>
Taxi	7
Walk	8
<u>Cycle</u>	<u>9</u>
Motorcycle	A
Other (PLEASE WRITE IN)	B

ASK ALL:

Q.8 How long did your journey to Dartford town centre take you, in minutes?

DO NOT PROMPT. ONE ANSWER ONLY.

	(9)
0-5 minutes	1
6-10 minutes	2
<u>11-15 minutes</u>	<u>3</u>
16-20 minutes	4
21-25 minutes	5
<u>26-30 minutes</u>	<u>6</u>
31-35 minutes	7
36-40 minutes	8
<u>41-45 minutes</u>	<u>9</u>
46-50 minutes	A
51-55 minutes	B
<u>56-60 minutes</u>	<u>C</u>
1 hour - 1 hour 15 minutes	D
1 hour 16 minutes - 1 hour 30 minutes	E
1 hour 31 minutes - 1 hour 45 minutes	F
<u>1 hour 45 minutes - 2 hours</u>	<u>G</u>
Over 2 hours	H
(Don't know / can't remember)	I

ASK IF 'CAR / MOTORCYCLE' MENTIONED AT Q7, OTHERS GO TO INSTRUCTION AT Q.10:

SHOW CAR PARK MAP

Q.9 From this map, please could you indicate where you parked today? If you are unsure of map location, please could you give the car park name, street name and / or store nearby.

PROBE FULLY FOR CAR PARK NAME AND / OR STREET NAME / STORE NEARBY

Off-street car park	(10)	On-street parking	(11)
ALDI Car Park	1	Hythe Street	1
Civic Centre Car Park	2	Kent Road	2
<u>Darenth Road Car Park</u>	<u>3</u>	<u>Market Street</u>	<u>3</u>
Instone Road Car Park	4	Orchard Street	4
Orchards Shopping Centre Car Park	5	Overy Street	5
<u>Overy Street Car Park</u>	<u>6</u>	<u>Spital Street</u>	<u>6</u>
Overy Street Car Park 2	7	<u>Spring Vale</u>	7
Priory Centre Car Park	8	On-street parking (PLEASE STATE NAME)	8
<u>Prospect Place</u>	<u>9</u>		
Sainsbury's Car Park	A		
Spring Vale Car Park	B	On-street parking, don't know name	9
<u>Westgate Car Park</u>	<u>C</u>		
Off-street parking (PLEASE STATE NAME)	D		
Off-street parking, don't know name	E		
(Don't know / dropped off)	F		

ASK IF 'BUS' MENTIONED AT Q7, OTHERS GO TO INSTRUCT AT Q11: SHOW BUS STOP MAP

Q.10 From this map, please could you indicate which bus stop you got off at today? If you are unsure of map location, please could you give the bus stop name, street name and / or store nearby.

IF STOP IS NOT ON THE MAP, PROBE FULLY FOR BUS STOP NAME AND / OR STREET NAME / STORE NEARBY

	(12)
1 – Home Gardens	1
B – Home Gardens	2
C – Home Gardens	3
<u>E – Home Gardens</u>	<u>4</u>
FA – Home Gardens	5
G – Hanau Bridge	6
<u>H – Hanau Bridge</u>	<u>7</u>
K – Holy Trinity	8
Q – Instone Road	9
<u>R – Instone Road</u>	<u>A</u>
T – Lowfield Street	B
X – Home Gardens	C
<u>Y – Hanau Bridge</u>	<u>D</u>
2 – West Hill	E
Other bus stop (PLEASE STATE WHERE IT IS)	F

ASK IF 'WALK/CYCLE/TRAIN' MENTIONED AT Q7, OTHERS GO TO INSTRUCT AT Q.13: SHOW MAP OF TOWN CENTRE WITH KEY ENTRY POINTS TO TOWN CENTRE MARKED A-Z?

- Q.11 From this map, please could you indicate where you entered the town centre from.
If you are unsure of map location, please could you give the street name and / or store nearby.
PROBE FULLY FOR STREET NAME / STORE NEARBY

	(13)
A	1
B	2
<u>C</u>	<u>3</u>
D	4
E	5
<u>F</u>	<u>6</u>
G	7
H	8
<u>J</u>	<u>9</u>
K	A
L	B
<u>M</u>	<u>C</u>
N	D
O	E
<u>P</u>	<u>F</u>
Other entry point (PLEASE STATE NAME)	I

ASK ALL:

- Q.12 What types of shops, businesses or services in Dartford town centre have you visited, or do you intend to visit today?
DO NOT PROMPT CAN BE MULTICODED

	(14)		(15)
Bakers	1	Hairdressers / barbers / beauty shops	1
Banks / building societies	2	Health and beauty shops	2
<u>Bathroom / kitchen shops</u>	<u>3</u>	<u>Health food shops</u>	<u>3</u>
Betting shops	4	Home furnishing / textile shops	4
Book shops	5	Household goods shops	5
<u>Butchers</u>	<u>6</u>	<u>Jewellers</u>	<u>6</u>
Carpet / floorcovering shops	7	Opticians	7
Charity shops	8	Post Office	8
<u>Chemists / pharmacy</u>	<u>9</u>	<u>Pubs / bars</u>	<u>9</u>
Cobblers	A	Restaurants / cafes	A
Clothing / fashion store	B	Shoe shop	B
<u>DIY / hardware stores</u>	<u>C</u>	<u>Sports good shops</u>	<u>C</u>
Double glazing / window shops	D	Takeaways	D
Estate agents	E	Toy shops	E
<u>Ethnic / foreign food shops</u>	<u>F</u>	<u>Vets</u>	<u>F</u>
Foodstore / supermarket	G	Other (PLEASE WRITE IN)	G
General stores / corner shops / newsagents	H		
Greengrocers / fruit & veg shops	I		
		(Don't know)	H

ASK ALL:

- Q.13 What are the specific names of the shops, businesses or services in the town centre you have visited, or intend to visit today?
DO NOT PROMPT. PROBE WHERE ELSE?

(16)

ASK ALL:

Q.14 Where do you **mainly** undertake your household's **main food shopping**?

DO NOT PROMPT. ONE ANSWER ONLY

	(17)
Aldi, Dartford Town Centre, Orchards Centre	1
ASDA, Greenhithe, Crossways Ave.	2
<u>Co-op - 24-26 Temple Hill Square, Dartford</u>	<u>3</u>
Co-op 287 London Rd, Stone, Greenhithe DA9 9DA	4
Co-op - 36-38 Chastillian Road, Dartford	5
<u>Co-op - 5-7 Hawley Road, Wilmington, Dartford,</u>	<u>6</u>
Co-op - 76 Colney Road, Newtown, Dartford	7
Co-op - 77 Watchgate Lane, Darenth/ Lane End	8
<u>Co-op 29-31 High Street, Swanscombe, DA10 0AG</u>	<u>9</u>
Co-op, Ackers Drive, Ebbsfleet Green/ Weldon, Ebbsfleet.	A
Co-op, Oldfield Place, William Mundy Way, Dartford	B
<u>Iceland, Dartford Town Centre, High Street</u>	<u>C</u>
Lidl, Dartford Town Centre, Instone Rd	D
M&S Foodhall, Bluewater	E
<u>M&S, Dartford Town Centre, Prospect Place (Simply Food)</u>	<u>F</u>
Sainsburys, Dartford Town Centre, Priory Centre	G
Tesco Express, 115 Dartford Rd, Dartford (West)	H
<u>Tesco Express, 171-175 Henderson Drive, Temple Hill, Dartford</u>	<u>I</u>
Tesco Express, 72-80 East Hill, Dartford	J
Waitrose, Bluewater	K
<u>Waitrose, Longfield, Station Rd</u>	<u>L</u>
Other (PLEASE WRITE IN)	M
<hr/>	
(Don't know / varies)	N

ASK ALL:

Q.15 Where do you **mainly** undertake your household's **top-up food shopping**?

DO NOT PROMPT. ONE ANSWER ONLY

	(18)
Aldi, Dartford Town Centre, Orchards Centre	1
ASDA, Greenhithe, Crossways Ave.	2
<u>Co-op - 24-26 Temple Hill Square, Dartford</u>	<u>3</u>
Co-op 287 London Rd, Stone, Greenhithe DA9 9DA	4
Co-op - 36-38 Chastillian Road, Dartford	5
<u>Co-op - 5-7 Hawley Road, Wilmington, Dartford,</u>	<u>6</u>
Co-op - 76 Colney Road, Newtown, Dartford	7
Co-op - 77 Watchgate Lane, Darenth/ Lane End	8
<u>Co-op 29-31 High Street, Swanscombe, DA10 0AG</u>	<u>9</u>
Co-op, Ackers Drive, Ebbsfleet Green/ Weldon, Ebbsfleet.	A
Co-op, Oldfield Place, William Mundy Way, Dartford	B
<u>Iceland, Dartford Town Centre, High Street</u>	<u>C</u>
Lidl, Dartford Town Centre, Instone Rd	D
M&S Foodhall, Bluewater	E
<u>M&S, Dartford Town Centre, Prospect Place (Simply Food)</u>	<u>F</u>
Sainsburys, Dartford Town Centre, Priory Centre	G
Tesco Express, 115 Dartford Rd, Dartford (West)	H
<u>Tesco Express, 171-175 Henderson Drive, Temple Hill, Dartford</u>	<u>I</u>
Tesco Express, 72-80 East Hill, Dartford	J
Waitrose, Bluewater	K
<u>Waitrose, Longfield, Station Road</u>	<u>L</u>
Other (PLEASE WRITE IN)	M
<hr/>	
(Don't know / varies)	N
(Don't do top-up food shopping)	O

ASK IF VISIT FOOD SHOPS AT Q.14 OR Q.15. OTHERS GO TO Q.18:

Q.16 When you visit food shops, do you normally visit any other shops or facilities in the town centre on the same visit?

DO NOT PROMPT ONE ANSWER ONLY.

	(19)	
Yes	1	GO TO Q.18
No	2	GO TO Q.19
(Don't know / varies)	3	GO TO Q.18

ASK THOSE WHO SAID 'YES' AT Q.16, OTHERS GO TO Q.18:

Q.17 When you undertake your main and/or top-up food shopping, what linked trips do you combine this with?
DO NOT PROMPT. CAN BE MULTI-CODED PROBE FULLY What else?

(20)		(21)	
Advice / Job Centre	1	Hairdressers / barbers / beauty shops	1
Bakers	2	Health and beauty shops	2
<u>Banks / building societies</u>	<u>3</u>	<u>Health food shops</u>	<u>3</u>
Bathroom / kitchen shops	4	Home furnishing / textile shops	4
Betting shops	5	Household goods shops	5
<u>Book shops</u>	<u>6</u>	<u>Jewellers</u>	<u>6</u>
Butchers	7	Market	7
Café	8	Meeting family	8
<u>Carpet / floorcovering shops</u>	<u>9</u>	<u>Meeting friends</u>	<u>9</u>
Charity shops	A	Opticians	A
Chemists / pharmacy	B	Post Office	B
<u>Cinema</u>	<u>C</u>	<u>Pubs / bars</u>	<u>C</u>
Cobblers	D	Restaurants	D
Clothing / fashion store	E	Shoe shop	E
<u>DIY / hardware stores</u>	<u>F</u>	<u>Sports good shops</u>	<u>F</u>
Dry Cleaners / Launderette	G	Takeaways	G
Double glazing / window shops	H	Theatre	H
<u>Estate agents</u>	<u>I</u>	<u>Toy shops</u>	<u>I</u>
Ethnic / foreign food shops	J	Vets	J
Foodstore / supermarket	K	Other (PLEASE WRITE IN)	K
<u>General stores / corner shops / newsagents</u>	<u>L</u>		
Greengrocers / fruit & veg shops	M		
Gym / health & fitness	N	(Don't know)	L

ASK ALL:

Q.18 Is Dartford your first choice shopping destination for clothing and footwear and other non-food goods?
DO NOT PROMPT. ONE ANSWER ONLY.

	(22)	
Yes	1	GO TO Q.20
No	2	GO TO Q.19

ASK THOSE THAT SAID 'NO' AT Q.18, OTHERS GO TO Q.20:

Q.19 Which town centre, retail warehouse or other shopping facility is your first choice shopping destination for clothing and footwear and other non-food goods?
DO NOT PROMPT. ONE ANSWER ONLY.

<i>Towns</i>	(23)	<i>Retail parks</i>	(24)
Bexleyheath Town Centre	1	Gallions Reach - Beckton	1
Bluewater Shopping Centre	2	Beckton Retail Warehouses	2
<u>Bromley Town Centre</u>	<u>3</u>	<u>Bromley Road Retail Park, Catford</u>	<u>3</u>
Canterbury	4	Catford Island Retail Park	4
Crayford Town Centre	5	Croydon – Purley Way Retail Warehouses	5
<u>Croydon Town Centre</u>	<u>6</u>	<u>Charlton Retail Park</u>	<u>6</u>
Eltham	7	Springvale Retail Park, Orpington	7
Erith Town Centre	8		
<u>Gravesend Town Centre</u>	<u>9</u>	Other (PLEASE WRITE IN)	8
Greenwich Town Centre	A		
Lakeside Shopping Centre	B		
<u>Lewisham Town Centre</u>	<u>C</u>	<u>Internet / delivered</u>	<u>9</u>
London West End (Oxford St / Bond St / Regent St)	D	(Don't know / varies)	A
Maidstone	E		
<u>Northfleet Town Centre</u>	<u>F</u>		
Orpington Town Centre	G		
Sevenoaks Town Centre	H		
<u>Sidcup Town Centre</u>	<u>I</u>		
Swanley Town Centre	J		
Tunbridge Wells	K		

ASK THOSE WHO SAID 'YES' AT Q.18. OTHERS GO TO Q.21.

Q.20 When you visit Dartford Town Centre, which specific shops, businesses or services do you visit?
DO NOT PROMPT CAN BE MULTICODED. INTERVIEWER: CIRCLE FROM THE STORE LIST

001	002	003	004	005	006	007	008	009	010	011	012	013	014	014	015
016	017	018	019	020	021	022	023	024	025	026	027	028	029	030	031
032	033	034	035	036	037	038	039	040	041						

Other (PLEASE WRITE IN SPECIFIC SHOPS) A

 (Don't know) B

ASK ALL:

Q.21 How often do you visit the non-food shops in DARTFORD town centre?
DO NOT PROMPT ONE ANSWER ONLY.

	(26)
Every day / most days	1
2-3 times a week	2
<u>Once a week</u>	<u>3</u>
Once a fortnight	4
Monthly	5
<u>Once every 2-3 months</u>	<u>6</u>
Once every 4-6 months	7
Less often	8
<u>Varies</u>	<u>9</u>
Never visit	A

ASK ALL:

Q.22 How often do you visit DARTFORD town centre during the **daytime**?
ONE ANSWER ONLY

ASK ALL:

Q.23 How often do you visit DARTFORD town centre during the **evening**?
ONE ANSWER ONLY

	Q.22	Q.23	
	Daytime	Evening	
	(27)	(28)	
Every day / most days	1	1	GO TO Q.24
2-3 times a week	2	2	GO TO Q.24
<u>Once a week</u>	<u>3</u>	<u>3</u>	GO TO Q.24
Once a fortnight	4	4	GO TO Q.24
Monthly	5	5	GO TO Q.24
<u>Once every 2-3 months</u>	<u>6</u>	<u>6</u>	GO TO Q.24
Once every 4-6 months	7	7	GO TO Q.25
Less often	8	8	GO TO Q.25
<u>First visit today</u>	<u>9</u>	<u>9</u>	GO TO Q.25
Never -	A	A	GO TO Q.25
(Don't know)	B	B	GO TO Q.25

ASK THOSE WHO VISIT DARTFORD TOWN CENTRE AT LEAST ONCE EVERY 2/3 MONTHS DURING THE EVENING AT Q.23. OTHERS GO TO Q.25:

Q.24 What are the main reasons you visit the town centre during the evening?
DO NOT PROMPT CAN BE MULTI-CODED What others?

	(29)
Sports facilities (including Gyms)	1
Pubs / bars	2
<u>Restaurants</u>	<u>3</u>
Services (eg. cash tills)	4
Takeaway food	5
<u>Walk about / look around</u>	<u>6</u>
Theatre	7
Nightclubs	8
Other (PLEASE WRITE IN)	9
_____ (Don't know / varies)	A

ASK ALL:
 Q.25 What do you **like** about Dartford town centre?
DO NOT PROMPT. CAN BE MULTI-CODED What else?

	(30)
Nothing / very little	001
Attractive environment	002
<u>Car parking: easy to find a space</u>	<u>003</u>
Car parking: is cheap	004
Car parking: is good	005
<u>Cheap prices in shops</u>	<u>006</u>
Cleanliness	007
Close to home	008
<u>Close to work / en route to work</u>	<u>009</u>
Community spirit	010
Easily accessible by foot / cycle	011
Easy to walk around	012
General character / atmosphere	013
Good access by car	014
<u>Good access by cycle</u>	<u>015</u>
Good access by foot	016
Good bus service / accessible public transport	017
<u>Good disabled access</u>	<u>018</u>
Good prices	019
Good range of chain / well known stores	020
<u>Good range of independent stores</u>	<u>021</u>
Good range of shops in general	022
Good quality pubs/bars and restaurants	023
<u>Good events</u>	<u>024</u>
Good range of services	025
Indoor shopping malls / arcades	026
<u>Part of an overall day out</u>	<u>027</u>
Street Market	028
Restaurant / café	029
<u>Theatre</u>	<u>030</u>
Other (PLEASE WRITE IN)	031
<hr/>	
(Don't Know)	032

ASK ALL:
 Q.26 What do you **dislike** about Dartford town centre?
DO NOT PROMPT. CAN BE MULTI-CODED What else?

	(31)
Centre very windy	001
Cost of parking	002
<u>Difficult to cross streets</u>	<u>003</u>
Everything	004
Few traffic free areas	005
Lack of a specific retailer (PLEASE WRITE IN)	006
<hr/>	
Lack of other leisure sports / cultural facilities	007
Lack of parking	008
<u>Litter / dirty / dogs</u>	<u>009</u>
Multi-storey awkward / difficult	010
No department store	011
<u>Not enough choice of shops</u>	<u>012</u>
Not enough clothes shops	013
Not enough supermarket / food shops	014
<u>Nothing/very little</u>	<u>015</u>
Poor bus service to centre	016
Poor facilities (e.g. seating, toilets)	017
<u>Poor quality shop</u>	<u>018</u>
Poor signposting in centre	019
Prices too high	020
<u>Short opening hours / no facilities in the evening</u>	<u>021</u>
Too few cafes, pubs or eating places	022
Too few service businesses (e.g. banks / building societies)	023
<u>Too many shops of one type</u>	<u>024</u>
Traffic congestion	025
Traffic congestion	026
<u>Unsafe / poor security / dangerous</u>	<u>027</u>
Vandals / hooligans	028
Other (PLEASE WRITE IN)	029
<hr/>	
(Don't know)	030

Q.27 ASK ALL:
 What improvements to Dartford Town Centre would make you visit Dartford Town Centre more often?
DO NOT PROMPT. CODE UP TO 3 RESPONSES IN ORDER MENTIONED

	1st mention (32)	2nd mention (33)	3rd mention (34)
Better choice of shops	1	1	1
Better facilities for pedestrian (including pedestrian crossing)	2	2	2
Better facilities for youth	3	3	3
Better facilities for older people	4	4	4
Better maintenance / cleanliness	5	5	5
Better quality shops	6	6	6
Improve appearance / environment	7	7	7
Improve bus services / access	8	8	8
Improve rail services / access	9	9	9
Improve security, including CCTV	A	A	A
Improve signposting in centre	B	B	B
Longer opening hours / more evening activities	C	C	C
More banks / building societies	D	D	D
More car parking	E	E	E
More large shops/department stores	F	F	F
More specialist / independent stores	G	G	G
Better cinema facilities	H	H	H
Better other leisure sports / cultural facilities	I	I	I
More pubs, restaurants, cafés	J	J	J
More supermarkets/food shops	K	K	K
More traffic free areas / Pedestrianisation	L	L	L
More / better seating, toilets	M	M	M
No need to improve	N	N	N
Introduce a named retailer (PLEASE WRITE IN)	O	O	O
Other (PLEASE WRITE IN)	P	P	P
Nothing in particular (Don't know)	Q R	Q R	Q R

RESPONDENT DETAILS

FOR THE PURPOSE OF HEAD OFFICE CHECKING THE QUALITY OF MY WORK, MAY I TAKE YOUR NAME AND CONTACT TELEPHONE NUMBER OR EMAIL ADDRESS PLEASE?

INTERVIEWER: PLEASE RECORD IN BLOCK CAPITALS

NAME: _____

TEL. No. _____

EMAIL ADDRESS: _____

LOCATION POINTS	(35)	DAY OF WEEK:	(36)
Priory Centre	1	Monday	1
Orchards Centre	2	Tuesday	2
<u>Orchard Theatre</u>	<u>3</u>	<u>Wednesday</u>	<u>3</u>
Spital Street	4	Thursday	4
High Street (West)	5	Friday	5
<u>High Street (East)</u>	<u>6</u>	Saturday	6
Lowfield Street	7		
Hythe Street	8		

TIME OF INTERVIEW:	(37)
09.00 – 12.00	1
<u>12.01 – 14.00</u>	<u>2</u>
14.01 – 16.00	3
16.01 – 17.00	4

GENDER:	(38)	AGE GROUP:	(39)
Male	1	18 - 24 years	1
Female	2	25 - 34 years	2
		<u>35 - 44 years</u>	<u>3</u>
		45 - 54 years	4
		55 - 64 years	5
		<u>65+ years</u>	<u>6</u>
		(Refused)	7

CAR: (OWN OR HAVE USE OF)	(40)
None	1
One	2
<u>Two</u>	<u>3</u>
Three or more	4
(Refused)	5

DECLARATION: I certify that the interview has been personally carried out by me with the informant and conducted within the MRS Code of Conduct. I further certify that the informant is not a friend or relative of mine and I have not interviewed him / her on any survey in the last six months.

INTERVIEWER'S SIGNATURE: _____ DATE: (41) (42)

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Dartford Pedestrian Counts

for

Lambert Smith Hampton

February 2020

Job Ref: 070120

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Introduction

1.1 Research Background & Objectives

The objective of the study was to determine typical footfall patterns at eight key location points in and around Dartford town centre to determine current footfall levels.

1.2 Research Methodology

To evaluate footfall in the town centre, eight sampling points were selected which are detailed below and mapped in Appendix 3:

- 1 **Hythe Street** - outside Salvation Army
- 2 **Orchard Theatre** - back against the theatre observing out as far the railings
- 3 **The Orchards Shopping Centre**
- 4 **High Street (East)** - on the north side, back against Lucky Nails, full width of the pedestrianised street
- 5 **Spital Street** - north side sat on bench outside the church observing to the edge of the pavement / phone kiosks
- 6 **Lowfield Street** - West side, between KFC and Tasty African observing across the pavement to the road
- 7 **Priory Shopping Centre**
- 8 **High Street (West)** - south side, back against Esquires Café observing to half-way point

One fieldworker was deployed each day, moving between the eight designated count points. Pedestrian counts (in both directions on the thoroughfare) were made for a period of 5 minutes at each point before moving onto the next. Counts excluded children aged 7 or under, vagrants, post-persons, traffic wardens, police and delivery men / women.

The counts were conducted between 10am and 4pm. To provide a representative sample across the week, counts were conducted on six days; Wednesday 29th January, Thursday 30th January, Friday 31st January, Saturday 1st February, Monday 3rd February and Tuesday 4th February 2020.

The fieldwork was conducted by our highly experienced and professional market research interviewers working to the Code of Practice and quality assurance of The Market Research Society, to which we subscribe.

1.3 Analysis

The 5-minute raw counts were multiplied by a factor of 12 to give a footfall figure per hour.

Footfall counts for the trading periods of 9am-10am 12pm-1pm and 4pm-5pm were modelled from the overall hourly pattern measured across the day and were modelled iteratively to have an overall hourly index approximately half that of the adjacent hour, with the total then split across the days proportionally to daily footfalls.

1.4 Weather on the day

	AM	PM
<i>Wednesday 29th January</i>	Sunny 2°C, 12mph winds	Partly sunny 9°C, 14mph winds
<i>Thursday 30th January</i>	Light rain 7°C, 9mph winds	Drizzle 10°C, 11mph winds
<i>Friday 31st January</i>	Partly sunny 10°C, 14mph winds	Partly sunny 10°C, 16mph winds
<i>Saturday 1st February</i>	Passing clouds 10°C, 17mph winds	Partly sunny 9°C, 24mph winds
<i>Monday 3rd February</i>	Broken clouds 8°C, 13mph winds	Partly sunny 9°C, 13mph winds
<i>Tuesday 4th February</i>	Partly sunny 5°C, 18mph winds	Partly sunny 8°C, 14mph winds

Results

2.1 Footfall patterns by day

The average daily footfall for the eight location points ranged between 2533 and 8613 passers-by.

The High Street (West) enumeration point registered the highest daily average footfall of 8613, which was 68% higher than the average of 5121 for all eight locations and 61% higher than the other High Street location to the East (daily average of 5327).

With a daily average of 7500, the enumeration point at the Orchards Shopping Centre was the second most busy location, closely followed by the Priory Shopping Centre enumeration point (both of which were between 42-47% higher than the study average).

With a daily average of 2533 passers-by, the Spital Street location registered the lowest footfall – equivalent to half the overall study average for daily footfall. At 2659, the Lowfield Street location busier by only 126 more passers-by (equivalent to a 5% increase).

Of the six days monitored, Saturday was the busiest with a total footfall of 57246, which was 52% higher than the average recorded on a weekday (37675).

Weekday footfall was highest on the Tuesday, with 43953 passers-by recorded across all eight locations and the weekday with the lowest number of passers-by was the Wednesday (28308).

Saturday recorded the highest footfall figures for seven out of the eight locations: Lowfield Street was the location which did not have peak footfall on a Saturday, instead it was the Tuesday for Lowfield Street which had the highest footfall (3893 compared to 2687 on the Saturday).

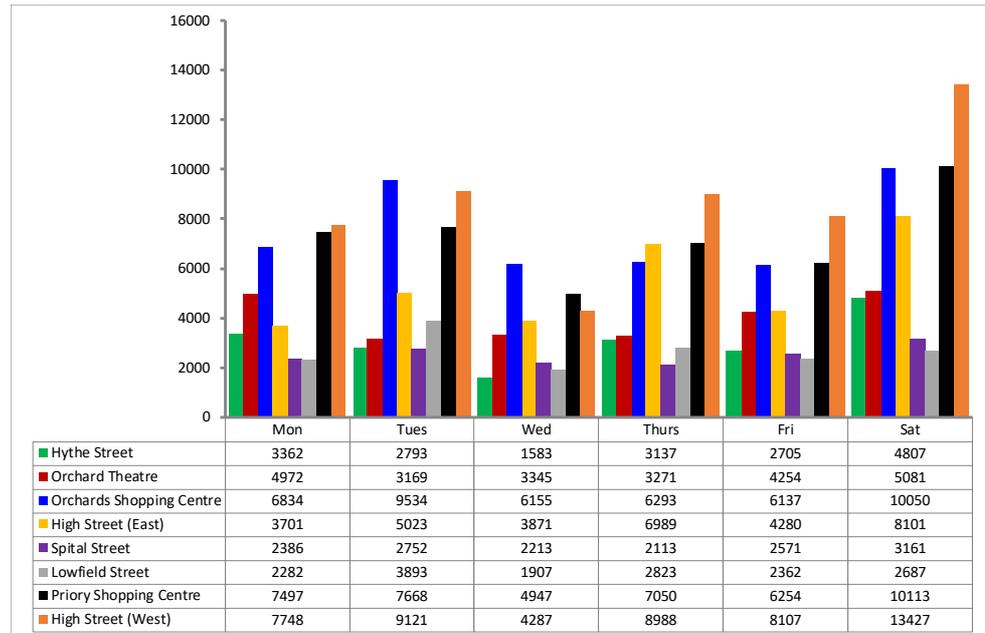
High Street (West) on the Saturday was the location to have the highest footfall, with 13427 passers-by.

Wednesday was the quietest for the following locations (by between 50-72% of the daily average): Hythe Street, Lowfield Street, Priory Shopping Centre and High Street (West). Of these, Hythe Street registered the lowest number of passers-by (1583).

Footfall for the Orchard Theatre enumeration point was greatest on the Saturday (5081), closely followed by the Monday (4972) and lowest on the Tuesday (3169).

See Fig 1 for detailed comparisons of each location throughout the enumeration period.

Fig 1: Footfall patterns at each location by day



2.2 Footfall patterns by time of day

Looking at footfall across the trading day, the peak footfall took place between 11am and 12pm, registering a total of 5835 passers-by for the combined eight locations; this was 14% higher than the hourly combined average.

Overall footfall was seen to increase between 9am and 11am, from 4818 between 9am and 10am to 5835 at 11am. Footfall was seen to decline on the afternoon from 5582 between 1pm and 2pm down to 4783 during the 4pm time slot.

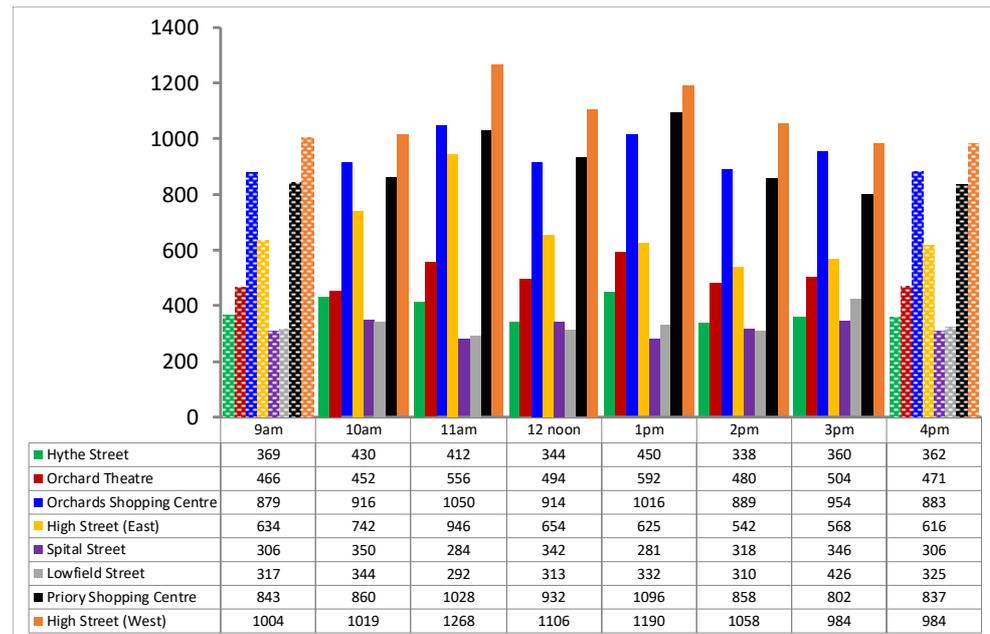
The majority of locations were busiest at the start of the day than was found during the afternoon. The exception to this was Lowfield Street, which (on average) was busier during the 2pm to 4pm slot.

High Street (West) averaged 1077 passers-by per hour; notably higher than the 578 average for the other seven locations. Footfall for the two shopping centre locations (Orchards Shopping Centre and Priory Centre) were above average – 938 and 907 respectively.

Spital Street had the lowest hourly footfall with 317 passers-by; it also had the lowest recorded hour of footfall with 281 passers-by between 1pm and 2pm – compared to an average of 757 for the seven other locations during this same time interval.

Fig 2 shows the details for each trading hour.

Fig 2: Footfall patterns by time of day (hr starting) for each location



Note: shaded blocks indicate modelled data

Appendix 1:

Raw Counts

NEMS Market Research						
DARTFORD PEDESTRIAN COUNTS						
WEDNESDAY 29TH JANUARY						
Time		Location	Count Left to Right	Count Right to Left	Total	Index
10.00 - 10.05	1	Hythe Street - outside Salvation Army	9	10	19	20
10.10 - 10.15	2	Orchard Theatre - back against the theatre observing as far as the railings	14	10	24	25
10.20 - 10.25	3	The Orchards Shopping Centre	13	22	35	36
10.30 - 10.35	4	High Street (East) - on the north side, back against Lucky Nails, full width of the pedestrianised street	12	18	30	31
10.40 - 10.45	5	Spital Street - north side sat on bench outside the church observing to the edge of the pavement / phone kiosks	8	15	23	24
10.50 - 10.55	6	Lowfield Street - West side, between KFC and Tasty African observing across the pavement to the road	7	9	16	17
11.00 - 11.05	7	Priory Shopping Centre - outside Wilko	15	12	27	28
11.10 - 11.15	8	High Street (West) - south side, back against Esquires Café observing to half way point	17	22	39	41
11.20 - 11.25	1	Hythe Street - outside Salvation Army	10	7	17	18
11.30 - 11.35	2	Orchard Theatre - back against the theatre observing as far as the railings	17	23	40	42
11.40 - 11.45	3	The Orchards Shopping Centre	32	33	65	68
11.50 - 11.55	4	High Street (East) - on the north side, back against Lucky Nails, full width of the pedestrianised street	17	44	61	64
12.55 - 13.00	5	Spital Street - north side sat on bench outside the church observing to the edge of the pavement / phone kiosks	10	11	21	22
13.05 - 13.10	6	Lowfield Street - West side, between KFC and Tasty African observing across the pavement to the road	8	7	15	16
13.15 - 13.20	7	Priory Shopping Centre - outside Wilko	24	33	57	59
13.25 - 13.30	8	High Street (West) - south side, back against Esquires Café observing to half way point	23	26	49	51
13.35 - 13.40	1	Hythe Street - outside Salvation Army	3	6	9	9
13.45 - 13.50	2	Orchard Theatre - back against the theatre observing as far as the railings	23	19	42	44
13.55 - 14.00	3	The Orchards Shopping Centre	22	51	73	76
14.05 - 14.10	4	High Street (East) - on the north side, back against Lucky Nails, full width of the pedestrianised street	21	23	44	46
14.15 - 14.20	5	Spital Street - north side sat on bench outside the church observing to the edge of the pavement / phone kiosks	15	10	25	26
14.25 - 14.30	6	Lowfield Street - West side, between KFC and Tasty African observing across the pavement to the road	10	10	20	21
14.35 - 14.40	7	Priory Shopping Centre - outside Wilko	21	34	55	57
14.45 - 14.50	8	High Street (West) - south side, back against Esquires Café observing to half way point	25	30	55	57
14.55 - 15.00	1	Hythe Street - outside Salvation Army	12	13	25	26
15.05 - 15.10	2	Orchard Theatre - back against the theatre observing as far as the railings	25	15	40	42
15.15 - 15.20	3	The Orchards Shopping Centre	38	58	96	100
15.25 - 15.30	4	High Street (East) - on the north side, back against Lucky Nails, full width of the pedestrianised street	16	19	35	36
15.35 - 15.40	5	Spital Street - north side sat on bench outside the church observing to the edge of the pavement / phone kiosks	18	12	30	31
15.45 - 15.50	6	Lowfield Street - West side, between KFC and Tasty African observing across the pavement to the road	21	13	34	35
15.55 - 16.00	7	Priory Shopping Centre - outside Wilko	46	33	79	82
		Total	552	648	1200	

NEMS Market Research						
DARTFORD PEDESTRIAN COUNTS						
THURSDAY 30TH JANUARY						
Time		Location	Count Left to Right	Count Right to Left	Total	Index
10.00 - 10.05	1	Hythe Street - outside Salvation Army	26	25	51	41
10.10 - 10.15	2	Orchard Theatre - back against the theatre observing as far as the railings	20	16	36	29
10.20 - 10.25	3	The Orchards Shopping Centre	40	28	68	54
10.30 - 10.35	4	High Street (East) - on the north side, back against Lucky Nails, full width of the pedestrianised street	48	62	110	88
10.40 - 10.45	5	Spital Street - north side sat on bench outside the church observing to the edge of the pavement / phone kiosks	20	12	32	26
10.50 - 10.55	6	Lowfield Street - West side, between KFC and Tasty African observing across the pavement to the road	11	18	29	23
11.00 - 11.05	7	Priory Shopping Centre - outside Wilko	49	36	85	68
11.10 - 11.15	8	High Street (West) - south side, back against Esquires Café observing to half way point	56	49	105	84
11.20 - 11.25	1	Hythe Street - outside Salvation Army	11	15	26	21
11.30 - 11.35	2	Orchard Theatre - back against the theatre observing as far as the railings	24	13	37	30
11.40 - 11.45	3	The Orchards Shopping Centre	32	32	64	51
11.50 - 11.55	4	High Street (East) - on the north side, back against Lucky Nails, full width of the pedestrianised street	48	51	99	79
12.00 - 12.05	5	Spital Street - north side sat on bench outside the church observing to the edge of the pavement / phone kiosks	8	12	20	16
12.10 - 12.15	6	Lowfield Street - West side, between KFC and Tasty African observing across the pavement to the road	16	17	33	26
12.20 - 12.25	7	Priory Shopping Centre - outside Wilko	61	56	117	94
12.30 - 12.35	8	High Street (West) - south side, back against Esquires Café observing to half way point	51	74	125	100
12.40 - 12.45	1	Hythe Street - outside Salvation Army	22	17	39	31
12.50 - 12.55	2	Orchard Theatre - back against the theatre observing as far as the railings	22	16	38	30
13.55 - 14.00	3	The Orchards Shopping Centre	33	58	91	73
14.05 - 14.10	4	High Street (East) - on the north side, back against Lucky Nails, full width of the pedestrianised street	19	23	42	34
14.15 - 14.20	5	Spital Street - north side sat on bench outside the church observing to the edge of the pavement / phone kiosks	5	10	15	12
14.25 - 14.30	6	Lowfield Street - West side, between KFC and Tasty African observing across the pavement to the road	15	17	32	26
14.35 - 14.40	7	Priory Shopping Centre - outside Wilko	23	34	57	46
14.45 - 14.50	8	High Street (West) - south side, back against Esquires Café observing to half way point	20	49	69	55
14.55 - 15.00	1	Hythe Street - outside Salvation Army	10	13	23	18
15.05 - 15.10	2	Orchard Theatre - back against the theatre observing as far as the railings	21	11	32	26
15.15 - 15.20	3	The Orchards Shopping Centre	30	21	51	41
15.25 - 15.30	4	High Street (East) - on the north side, back against Lucky Nails, full width of the pedestrianised street	28	26	54	43
15.35 - 15.40	5	Spital Street - north side sat on bench outside the church observing to the edge of the pavement / phone kiosks	15	12	27	22
15.45 - 15.50	6	Lowfield Street - West side, between KFC and Tasty African observing across the pavement to the road	12	19	31	25
15.55 - 16.00	7	Priory Shopping Centre - outside Wilko	20	26	46	37
		Total	816	868	1684	

NEMS Market Research						
DARTFORD PEDESTRIAN COUNTS						
FRIDAY 31ST JANUARY						
Time		Location	Count Left to Right	Count Right to Left	Total	Index
10.00 - 10.05	1	Hythe Street - outside Salvation Army	17	14	31	24
10.10 - 10.15	2	Orchard Theatre - back against the theatre observing as far as the railings	21	19	40	31
10.20 - 10.25	3	The Orchards Shopping Centre	54	47	101	79
10.30 - 10.35	4	High Street (East) - on the north side, back against Lucky Nails, full width of the pedestrianised street	25	29	54	42
10.40 - 10.45	5	Spital Street - north side sat on bench outside the church observing to the edge of the pavement / phone kiosks	16	18	34	27
10.50 - 10.55	6	Lowfield Street - West side, between KFC and Tasty African observing across the pavement to the road	8	17	25	20
11.00 - 11.05	7	Priory Shopping Centre - outside Wilko	40	38	78	61
11.10 - 11.15	8	High Street (West) - south side, back against Esquires Café observing to half way point	61	67	128	100
11.20 - 11.25	1	Hythe Street - outside Salvation Army	16	20	36	28
11.30 - 11.35	2	Orchard Theatre - back against the theatre observing as far as the railings	27	21	48	38
11.40 - 11.45	3	The Orchards Shopping Centre	20	35	55	43
11.50 - 11.55	4	High Street (East) - on the north side, back against Lucky Nails, full width of the pedestrianised street	28	37	65	51
12.55 - 13.00	5	Spital Street - north side sat on bench outside the church observing to the edge of the pavement / phone kiosks	20	21	41	32
13.05 - 13.10	6	Lowfield Street - West side, between KFC and Tasty African observing across the pavement to the road	10	11	21	16
13.15 - 13.20	7	Priory Shopping Centre - outside Wilko	47	30	77	60
13.25 - 13.30	8	High Street (West) - south side, back against Esquires Café observing to half way point	37	30	67	52
13.35 - 13.40	1	Hythe Street - outside Salvation Army	7	26	33	26
13.45 - 13.50	2	Orchard Theatre - back against the theatre observing as far as the railings	28	21	49	38
13.55 - 14.00	3	The Orchards Shopping Centre	18	30	48	38
14.05 - 14.10	4	High Street (East) - on the north side, back against Lucky Nails, full width of the pedestrianised street	8	22	30	23
14.15 - 14.20	5	Spital Street - north side sat on bench outside the church observing to the edge of the pavement / phone kiosks	10	9	19	15
14.25 - 14.30	6	Lowfield Street - West side, between KFC and Tasty African observing across the pavement to the road	12	15	27	21
14.35 - 14.40	7	Priory Shopping Centre - outside Wilko	20	32	52	41
14.45 - 14.50	8	High Street (West) - south side, back against Esquires Café observing to half way point	26	49	75	59
14.55 - 15.00	1	Hythe Street - outside Salvation Army	9	11	20	16
15.05 - 15.10	2	Orchard Theatre - back against the theatre observing as far as the railings	19	30	49	38
15.15 - 15.20	3	The Orchards Shopping Centre	27	39	66	52
15.25 - 15.30	4	High Street (East) - on the north side, back against Lucky Nails, full width of the pedestrianised street	17	21	38	30
15.35 - 15.40	5	Spital Street - north side sat on bench outside the church observing to the edge of the pavement / phone kiosks	8	12	20	16
15.45 - 15.50	6	Lowfield Street - West side, between KFC and Tasty African observing across the pavement to the road	16	16	32	25
15.55 - 16.00	7	Priory Shopping Centre - outside Wilko	31	33	64	50
		Total	703	820	1523	

NEMS Market Research						
DARTFORD PEDESTRIAN COUNTS						
SATURDAY 1ST FEBRUARY						
Time		Location	Count Left to Right	Count Right to Left	Total	Index
10.00 - 10.05	1	Hythe Street - outside Salvation Army	27	31	58	30
10.10 - 10.15	2	Orchard Theatre - back against the theatre observing as far as the railings	28	21	49	25
10.20 - 10.25	3	The Orchards Shopping Centre	69	32	101	52
10.30 - 10.35	4	High Street (East) - on the north side, back against Lucky Nails, full width of the pedestrianised street	52	42	94	48
10.40 - 10.45	5	Spital Street - north side sat on bench outside the church observing to the edge of the pavement / phone kiosks	20	18	38	19
10.50 - 10.55	6	Lowfield Street - West side, between KFC and Tasty African observing across the pavement to the road	18	26	44	23
11.00 - 11.05	7	Priory Shopping Centre - outside Wilko	60	55	115	59
11.10 - 11.15	8	High Street (West) - south side, back against Esquires Café observing to half way point	62	65	127	65
11.20 - 11.25	1	Hythe Street - outside Salvation Army	37	22	59	30
11.30 - 11.35	2	Orchard Theatre - back against the theatre observing as far as the railings	38	22	60	31
11.40 - 11.45	3	The Orchards Shopping Centre	92	44	136	70
11.50 - 11.55	4	High Street (East) - on the north side, back against Lucky Nails, full width of the pedestrianised street	66	59	125	64
12.00 - 12.05	5	Spital Street - north side sat on bench outside the church observing to the edge of the pavement / phone kiosks	21	12	33	17
12.10 - 12.15	6	Lowfield Street - West side, between KFC and Tasty African observing across the pavement to the road	9	16	25	13
12.20 - 12.25	7	Priory Shopping Centre - outside Wilko	80	71	151	77
12.30 - 12.35	8	High Street (West) - south side, back against Esquires Café observing to half way point	139	56	195	100
12.40 - 12.45	1	Hythe Street - outside Salvation Army	27	21	48	25
12.50 - 12.55	2	Orchard Theatre - back against the theatre observing as far as the railings	36	24	60	31
13.55 - 14.00	3	The Orchards Shopping Centre	38	64	102	52
14.05 - 14.10	4	High Street (East) - on the north side, back against Lucky Nails, full width of the pedestrianised street	36	42	78	40
14.15 - 14.20	5	Spital Street - north side sat on bench outside the church observing to the edge of the pavement / phone kiosks	15	10	25	13
14.25 - 14.30	6	Lowfield Street - West side, between KFC and Tasty African observing across the pavement to the road	7	13	20	10
14.35 - 14.40	7	Priory Shopping Centre - outside Wilko	57	54	111	57
14.45 - 14.50	8	High Street (West) - south side, back against Esquires Café observing to half way point	63	62	125	64
14.55 - 15.00	1	Hythe Street - outside Salvation Army	25	23	48	25
15.05 - 15.10	2	Orchard Theatre - back against the theatre observing as far as the railings	18	35	53	27
15.15 - 15.20	3	The Orchards Shopping Centre	48	53	101	52
15.25 - 15.30	4	High Street (East) - on the north side, back against Lucky Nails, full width of the pedestrianised street	35	23	58	30
15.35 - 15.40	5	Spital Street - north side sat on bench outside the church observing to the edge of the pavement / phone kiosks	25	20	45	23
15.45 - 15.50	6	Lowfield Street - West side, between KFC and Tasty African observing across the pavement to the road	20	9	29	15
15.55 - 16.00	7	Priory Shopping Centre - outside Wilko	34	29	63	32
		Total	1302	1074	2376	

NEMS Market Research						
DARTFORD PEDESTRIAN COUNTS						
MONDAY 3RD FEBRUARY						
Time		Location	Count Left to Right	Count Right to Left	Total	Index
10.00 - 10.05	1	Hythe Street - outside Salvation Army	13	15	28	28
10.10 - 10.15	2	Orchard Theatre - back against the theatre observing as far as the railings	28	17	45	45
10.20 - 10.25	3	The Orchards Shopping Centre	46	45	91	90
10.30 - 10.35	4	High Street (East) - on the north side, back against Lucky Nails, full width of the pedestrianised street	19	18	37	37
10.40 - 10.45	5	Spital Street - north side sat on bench outside the church observing to the edge of the pavement / phone kiosks	10	11	21	21
10.50 - 10.55	6	Lowfield Street - West side, between KFC and Tasty African observing across the pavement to the road	9	7	16	16
11.00 - 11.05	7	Priory Shopping Centre - outside Wilko	44	56	100	99
11.10 - 11.15	8	High Street (West) - south side, back against Esquires Café observing to half way point	44	57	101	100
11.20 - 11.25	1	Hythe Street - outside Salvation Army	16	10	26	26
11.30 - 11.35	2	Orchard Theatre - back against the theatre observing as far as the railings	23	31	54	53
11.40 - 11.45	3	The Orchards Shopping Centre	30	41	71	70
11.50 - 11.55	4	High Street (East) - on the north side, back against Lucky Nails, full width of the pedestrianised street	24	21	45	45
12.55 - 13.00	5	Spital Street - north side sat on bench outside the church observing to the edge of the pavement / phone kiosks	15	9	24	24
13.05 - 13.10	6	Lowfield Street - West side, between KFC and Tasty African observing across the pavement to the road	6	13	19	19
13.15 - 13.20	7	Priory Shopping Centre - outside Wilko	32	34	66	65
13.25 - 13.30	8	High Street (West) - south side, back against Esquires Café observing to half way point	42	44	86	85
13.35 - 13.40	1	Hythe Street - outside Salvation Army	23	33	56	55
13.45 - 13.50	2	Orchard Theatre - back against the theatre observing as far as the railings	46	17	63	62
13.55 - 14.00	3	The Orchards Shopping Centre	37	40	77	76
14.05 - 14.10	4	High Street (East) - on the north side, back against Lucky Nails, full width of the pedestrianised street	11	20	31	31
14.15 - 14.20	5	Spital Street - north side sat on bench outside the church observing to the edge of the pavement / phone kiosks	18	22	40	40
14.25 - 14.30	6	Lowfield Street - West side, between KFC and Tasty African observing across the pavement to the road	11	16	27	27
14.35 - 14.40	7	Priory Shopping Centre - outside Wilko	38	44	82	81
14.45 - 14.50	8	High Street (West) - south side, back against Esquires Café observing to half way point	39	32	71	70
14.55 - 15.00	1	Hythe Street - outside Salvation Army	28	11	39	39
15.05 - 15.10	2	Orchard Theatre - back against the theatre observing as far as the railings	29	26	55	54
15.15 - 15.20	3	The Orchards Shopping Centre	19	41	60	59
15.25 - 15.30	4	High Street (East) - on the north side, back against Lucky Nails, full width of the pedestrianised street	21	28	49	49
15.35 - 15.40	5	Spital Street - north side sat on bench outside the church observing to the edge of the pavement / phone kiosks	12	10	22	22
15.45 - 15.50	6	Lowfield Street - West side, between KFC and Tasty African observing across the pavement to the road	17	23	40	40
15.55 - 16.00	7	Priory Shopping Centre - outside Wilko	46	32	78	77
		Total	796	824	1620	

NEMS Market Research						
DARTFORD PEDESTRIAN COUNTS						
TUESDAY 4TH FEBRUARY						
Time		Location	Count Left to Right	Count Right to Left	Total	Index
10.00 - 10.05	1	Hythe Street - outside Salvation Army	17	11	28	21
10.10 - 10.15	2	Orchard Theatre - back against the theatre observing as far as the railings	18	14	32	24
10.20 - 10.25	3	The Orchards Shopping Centre	35	27	62	46
10.30 - 10.35	4	High Street (East) - on the north side, back against Lucky Nails, full width of the pedestrianised street	20	26	46	34
10.40 - 10.45	5	Spital Street - north side sat on bench outside the church observing to the edge of the pavement / phone kiosks	13	14	27	20
10.50 - 10.55	6	Lowfield Street - West side, between KFC and Tasty African observing across the pavement to the road	22	20	42	31
11.00 - 11.05	7	Priory Shopping Centre - outside Wilko	55	54	109	81
11.10 - 11.15	8	High Street (West) - south side, back against Esquires Café observing to half way point	66	68	134	100
11.20 - 11.25	1	Hythe Street - outside Salvation Army	14	28	42	31
11.30 - 11.35	2	Orchard Theatre - back against the theatre observing as far as the railings	27	12	39	29
11.40 - 11.45	3	The Orchards Shopping Centre	69	65	134	100
11.50 - 11.55	4	High Street (East) - on the north side, back against Lucky Nails, full width of the pedestrianised street	33	45	78	58
12.00 - 12.05	5	Spital Street - north side sat on bench outside the church observing to the edge of the pavement / phone kiosks	17	15	32	24
12.10 - 12.15	6	Lowfield Street - West side, between KFC and Tasty African observing across the pavement to the road	19	34	53	40
12.20 - 12.25	7	Priory Shopping Centre - outside Wilko	34	46	80	60
12.30 - 12.35	8	High Street (West) - south side, back against Esquires Café observing to half way point	31	42	73	54
12.40 - 12.45	1	Hythe Street - outside Salvation Army	26	14	40	30
12.50 - 12.55	2	Orchard Theatre - back against the theatre observing as far as the railings	27	17	44	33
13.55 - 14.00	3	The Orchards Shopping Centre	59	58	117	87
14.05 - 14.10	4	High Street (East) - on the north side, back against Lucky Nails, full width of the pedestrianised street	32	14	46	34
14.15 - 14.20	5	Spital Street - north side sat on bench outside the church observing to the edge of the pavement / phone kiosks	16	19	35	26
14.25 - 14.30	6	Lowfield Street - West side, between KFC and Tasty African observing across the pavement to the road	16	13	29	22
14.35 - 14.40	7	Priory Shopping Centre - outside Wilko	33	39	72	54
14.45 - 14.50	8	High Street (West) - south side, back against Esquires Café observing to half way point	54	43	97	72
14.55 - 15.00	1	Hythe Street - outside Salvation Army	5	9	14	10
15.05 - 15.10	2	Orchard Theatre - back against the theatre observing as far as the railings	17	6	23	17
15.15 - 15.20	3	The Orchards Shopping Centre	53	50	103	77
15.25 - 15.30	4	High Street (East) - on the north side, back against Lucky Nails, full width of the pedestrianised street	15	35	50	37
15.35 - 15.40	5	Spital Street - north side sat on bench outside the church observing to the edge of the pavement / phone kiosks	14	15	29	22
15.45 - 15.50	6	Lowfield Street - West side, between KFC and Tasty African observing across the pavement to the road	19	28	47	35
15.55 - 16.00	7	Priory Shopping Centre - outside Wilko	33	38	71	53
		Total	909	919	1828	

Appendix 2:

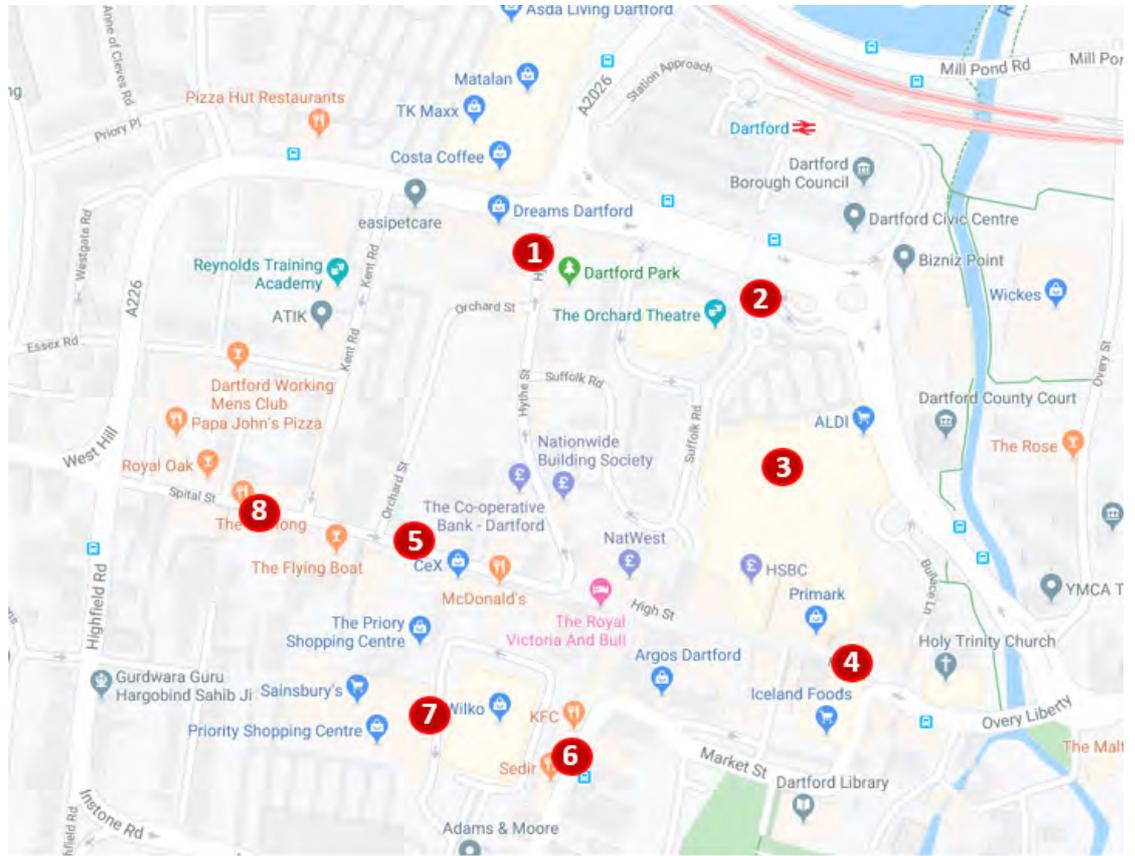
Summary Counts

NEMS Market Research								
DARTFORD PEDESTRIAN COUNTS								
WEDNESDAY 29TH JANUARY 2020 TO TUESDAY 4TH FEBRUARY 2020								
Point 1: Hythe Street - outside Salvation Army								
Day:								
Hr starting	Mon 3rd Feb	Tues 4th Feb	Wed 29th Jan	Thurs 30th Jan	Fri 31st Jan	Sat 1st Feb	Average	Index
9am (modelled)	391	331	191	395	325	581	369	96
10am	336	336	228	612	372	696	430	112
11am	312	504	204	312	432	708	412	108
12 noon (modelled)	380	330	166	343	309	533	344	90
1pm	672	480	108	468	396	576	450	117
2pm	468	168	300	276	240	576	338	88
3pm	404	314	198	361	312	569	360	94
4pm (modelled)	398	329	188	370	319	568	362	95
TOTAL	3362	2793	1583	3137	2705	4807	3064	
Point 2: Orchard Theatre - back against the theatre observing as far as the railings								
Day:								
Hr starting	Mon 3rd Feb	Tues 4th Feb	Wed 29th Jan	Thurs 30th Jan	Fri 31st Jan	Sat 1st Feb	Average	Index
9am (modelled)	575	370	379	386	494	592	466	93
10am	540	384	288	432	480	588	452	90
11am	648	468	480	444	576	720	556	111
12 noon (modelled)	610	401	415	399	518	624	494	98
1pm	756	528	504	456	588	720	592	118
2pm	596	384	401	389	505	605	480	96
3pm	660	276	480	384	588	636	504	100
4pm (modelled)	587	359	398	382	505	596	471	94
TOTAL	4972	3169	3345	3271	4254	5081	4015	
Point 3: The Orchards Shopping Centre								
Day:								
Hr starting	Mon 3rd Feb	Tues 4th Feb	Wed 29th Jan	Thurs 30th Jan	Fri 31st Jan	Sat 1st Feb	Average	Index
9am (modelled)	827	1073	688	739	769	1177	879	94
10am	1092	744	420	816	1212	1212	916	98
11am	852	1608	780	768	660	1632	1050	112
12 noon (modelled)	820	1209	745	781	695	1237	914	98
1pm	924	1404	876	1092	576	1224	1016	108
2pm	810	1139	733	767	706	1178	889	95
3pm	720	1236	1152	612	792	1212	954	102
4pm (modelled)	790	1122	761	719	727	1177	883	94
TOTAL	6834	9534	6155	6293	6137	10050	7500	
Point 4: High Street (East) - on the north side, back against Lucky Nails, full width of the pedestrianised street								
Day:								
Hr starting	Mon 3rd Feb	Tues 4th Feb	Wed 29th Jan	Thurs 30th Jan	Fri 31st Jan	Sat 1st Feb	Average	Index
9am (modelled)	433	583	444	864	514	965	634	95
10am	444	552	360	1320	648	1128	742	111
11am	540	936	732	1188	780	1500	946	142
12 noon (modelled)	443	622	481	851	527	1002	654	98
1pm	433	590	456	817	501	952	625	94
2pm	372	552	528	504	360	936	542	81
3pm	588	600	420	648	456	696	568	85
4pm (modelled)	448	588	450	797	494	922	616	93
TOTAL	3701	5023	3871	6989	4280	8101	5327	

Point 5: Spital Street - north side sat on bench outside the church observing to the edge of the pavement / phone kiosks								
	Day:							
Hr starting	Mon 3rd Feb	Tues 4th Feb	Wed 29th Jan	Thurs 30th Jan	Fri 31st Jan	Sat 1st Feb	Average	Index
9am (modelled)	282	328	265	264	314	384	306	97
10am	252	324	276	384	408	456	350	111
11am	259	305	242	240	303	353	284	90
12 noon (modelled)	288	384	252	240	492	396	342	108
1pm	278	313	244	223	288	340	281	89
2pm	480	420	300	180	228	300	318	100
3pm	264	348	360	324	240	540	346	109
4pm (modelled)	283	330	274	258	298	392	306	97
TOTAL	2386	2752	2213	2113	2571	3161	2533	
Point 6: Lowfield Street - West side, between KFC and Tasty African observing across the pavement to the road								
	Day:							
Hr starting	Mon 3rd Feb	Tues 4th Feb	Wed 29th Jan	Thurs 30th Jan	Fri 31st Jan	Sat 1st Feb	Average	Index
9am (modelled)	264	461	223	335	282	336	317	95
10am	192	504	192	348	300	528	344	104
11am	239	437	201	312	256	305	292	88
12 noon (modelled)	262	476	218	339	274	312	313	94
1pm	228	636	180	396	252	300	332	100
2pm	324	348	240	384	324	240	310	93
3pm	480	564	408	372	384	348	426	128
4pm (modelled)	293	467	245	337	290	318	325	98
TOTAL	2282	3893	1907	2823	2362	2687	2659	
Point 7: Priory Shopping Centre								
	Day:							
Hr starting	Mon 3rd Feb	Tues 4th Feb	Wed 29th Jan	Thurs 30th Jan	Fri 31st Jan	Sat 1st Feb	Average	Index
9am (modelled)	873	890	579	815	725	1175	843	93
10am	902	928	556	834	744	1194	860	95
11am	1200	1308	324	1020	936	1380	1028	113
12 noon (modelled)	934	985	579	953	806	1332	932	103
1pm	792	960	684	1404	924	1812	1096	121
2pm	984	864	660	684	624	1332	858	95
3pm	936	852	948	552	768	756	802	88
4pm (modelled)	876	882	618	787	727	1132	837	92
TOTAL	7497	7668	4947	7050	6254	10113	7255	
Point 8: High Street (West) - south side, back against Esquires Café observing to half way point								
	Day:							
Hr starting	Mon 3rd Feb	Tues 4th Feb	Wed 29th Jan	Thurs 30th Jan	Fri 31st Jan	Sat 1st Feb	Average	Index
9am (modelled)	906	1075	494	1044	959	1548	1004	93
10am	926	1113	488	1055	1002	1532	1019	95
11am	1212	1608	468	1260	1536	1524	1268	118
12 noon (modelled)	1001	1152	523	1187	1046	1730	1106	103
1pm	1032	876	588	1500	804	2340	1190	111
2pm	939	1076	555	1113	938	1726	1058	98
3pm	852	1164	660	828	900	1500	984	91
4pm (modelled)	881	1058	512	1001	923	1529	984	91
TOTAL	7748	9121	4287	8988	8107	13427	8613	
Red text denotes modelled data								
Sum of raw counts:								
Point 1	507	422	238	473	408	724		
Point 2	526	373	246	366	366	676		
Point 3	525	412	187	437	379	636		
Point 4	436	277	169	316	271	487		
Point 5	1200	928	590	1069	923	1686		
Point 6	1180	974	558	1096	945	1684		
Point 7	113	93	53	105	90	161		
Point 8	953	791	448	889	767	1362		

Appendix 3:

Plan showing count locations



- 1 **Hythe Street** - outside Salvation Army
- 2 **Orchard Theatre** - back against the theatre observing as far as the railings
- 3 **The Orchards Shopping Centre**
- 4 **High Street (East)** - on the north side, back against Lucky Nails, full width of the pedestrianised street
- 5 **Spital Street** - north side sat on bench outside the church observing to the edge of the pavement / phone kiosks
- 6 **Lowfield Street** - West side, between KFC and Tasty African observing across the pavement to the road
- 7 **Priory Shopping Centre**
- 8 **High Street (West)** - south side, back against Esquires Café observing to half-way point