

# VISITOR SURVEY 2025

Designed to discover what visitors want from Wimbledon Town Centre.



## WOULD LIKE TO SEE MORE:

- ✓ Activities for children
- ✓ Large high street retailers
- ✓ Things to do/family experiences

## WANT TO SEE IMPROVEMENTS IN:

- ✓ Independent stores
- ✓ Clothes shops
- ✓ Improved quality of shops

## HOW DO THEY MAINLY FIND OUT ABOUT WHAT'S HAPPENING?

- Word of mouth
- Love Wimbledon website
- Emails
- Instagram



## THE MOST IMPORTANT THINGS IN WIMBLEDON TO THEM:

- A nice environment
- Choice of entertainment or experience
- Cleanliness
- Feeling Safe
- Good air quality
- A range of shops

## GETTING HERE:



**68%**  
Walk



**38%**  
Public Transport



**18%**  
Car



**8%**  
Cycle

## RATED GOOD / EXCELLENT:



Elys / Markets / Gyms & fitness  
received high praise

## WHERE ELSE DO THEY GO?

- Online
- Wimbledon Village
- Central London

### DATA DETAILS:

600 respondents  
74% women  
54% age 35-54  
2% under 24  
Over 90% SW19 / SW20 / SM4 and KT3 postcodes