

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