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**East Hampshire
Retail & Leisure Study
for
Lichfields**

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Introduction

1.1 Research Background & Objectives

To conduct a survey amongst residents in the East Hampshire 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 500 telephone interviews were conducted between Monday 30th July 2018 and Friday 10th August 2018. Interviews were conducted using NEMS in-house CATI (Computer Assisted Telephone Interviewing) Unit. 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 5 zones, defined using postcode sectors. The zone details were:

Zone	Postcode Sectors	Number of Interviews
1 Alton	GU34 1, GU34 2, GU34 3, GU34 4, GU34 5, SO24 0, SO24 9	100
2 Whitehill & Bordon	GU35 0, GU35 8, GU35 9, GU33 6	100
3 Liphook	GU26 6, GU27 1, GU27 3, GU30 7	100
4 Petersfield	GU31 4, GU31 5, GU32 1, GU32 2, GU32 3, GU33 7	100
5 Horndean	PO8 0, PO8 9, PO9 6	100
Total		500

1.3.2 Telephone Numbers

All available telephone numbers are used to obtain the sample of interviews. This includes published telephone numbers (land-lines and some mobile numbers) but is supplemented with ex-directory numbers as the demographic profile of this sub-set is different to the demographics of the published numbers sample. Ex-directory numbers are randomly generated using the published numbers 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 random 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	4.3%	34	2.5059
35-44	17.0%	39	2.1157
45-54	16.5%	124	0.7959
55-64	19.7%	104	0.9430
65+	19.6%	199	0.6810
(Refused)	n/a	0	1.0000
Total		500	

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	Population *	Interviews Achieved	Interviews Achieved (Weighted by Age)	Zone Weightings
1	41,107	100	101	1.3417
2	25,003	100	99	0.8259
3	29,242	100	108	0.8870
4	29,699	100	98	0.9943
5	27,225	100	94	0.9544
Total	152,276	500		

* Source: Census 2011

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 500 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%). The following is a guide showing confidence intervals attached to various sample sizes from the study:

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

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

East Hampshire Retail & Leisure Study For Lichfields

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		
Q01 In which shop or other location does your household do most of its main food and grocery shopping?												
Aldi, Alton Retail Park, Alton	3.6%	18	15.0%	15	2.0%	2	1.0%	1	0.0%	0	0.0%	0
Asda, Portland Road, Waterlooville	3.2%	16	0.0%	0	2.0%	2	0.0%	0	3.0%	3	11.0%	11
Co-op, Headley Road, Grayshott, Hindhead	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Co-op, Headley Road, Liphook	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Co-op, High Street, Alton	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Dogflud Way, Surrey, Farnham	0.2%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Lidl, Elettra Avenue, Waterlooville	1.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	5
Lidl, Forest Shopping Centre, Pinchill Road, Bordon	3.4%	17	0.0%	0	13.0%	13	4.0%	4	0.0%	0	0.0%	0
Lidl, London Road, Cowplain, Waterlooville	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Lidl, Station Road, Petersfield	2.8%	14	1.0%	1	0.0%	0	0.0%	0	13.0%	13	0.0%	0
Londis, Durford Road, Petersfield	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Londis, The Green, Rowland's Castle	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
M&S Simply Food, High Street, Alton	0.4%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, High Street, Petersfield	0.6%	3	1.0%	1	0.0%	0	1.0%	1	1.0%	1	0.0%	0
Morrisons, Lakesmere Road, Horndean	9.0%	45	0.0%	0	1.0%	1	1.0%	1	2.0%	2	41.0%	41
Sainsbury's Local, Grayshott, Hindhead	0.2%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Draymans Way, Alton	7.8%	39	27.0%	27	12.0%	12	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Hambledon Road, Waterlooville	1.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.0%	9
Sainsbury's, Midhurst Road, Liphook	13.0%	65	0.0%	0	17.0%	17	39.0%	39	9.0%	9	0.0%	0
Sainsbury's, South Street, Farnham	0.2%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Water Lane, Farnham	0.2%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Woalsack Way, Godalming	0.6%	3	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0
Tesco Express, Broad Street, Alresford	0.8%	4	4.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Charles Street, Petersfield	0.8%	4	2.0%	2	0.0%	0	0.0%	0	1.0%	1	1.0%	1
Tesco Express, Hilbrow Road, Liss	0.8%	4	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0
Tesco Express, The Westbrook Centre, Grassmere Way, Waterlooville	0.4%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Upper Hale Road, Farnham	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Tesco Superstore, High Street, Headley, Bordon	8.2%	41	0.0%	0	37.0%	37	2.0%	2	2.0%	2	0.0%	0
Tesco Superstore, Lion Green, Weyhill, Haslemere	6.4%	32	1.0%	1	1.0%	1	29.0%	29	0.0%	0	1.0%	1
Tesco Superstore, The Causeway, Petersfield	6.6%	33	0.0%	0	0.0%	0	0.0%	0	33.0%	33	0.0%	0
Waitrose, Bridge Street, Godalming	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Waitrose, Dukes Walk, Stakes Hill Road, Waterlooville	1.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	8
Waitrose, Rams Walk, Petersfield	6.0%	30	1.0%	1	1.0%	1	0.0%	0	26.0%	26	2.0%	2
Waitrose, Station Road, Alton	1.6%	8	6.0%	6	2.0%	2	0.0%	0	0.0%	0	0.0%	0

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	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		
Waitrose, The Hart, Farnham	0.4%	2	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Waitrose, West Street, Haslemere	1.6%	8	0.0%	0	0.0%	0	8.0%	8	0.0%	0	0.0%	0
Internet	6.4%	32	10.0%	10	6.0%	6	6.0%	6	3.0%	3	7.0%	7
Aldi, Burnett Close, Winchester	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Central Retail Park, Havant	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Asda, Cranbourne Industrial Estate, Dock Road, Gosport	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Asda, Larchwood Avenue, Bedhampton, Havant	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1
Co-op, West Street, Alresford	0.4%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Lindford Village Centre	0.2%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Petersfield Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Local shops, Rowlands Castle Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Morrisons, Worting Road, Basingstoke	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Ennerdale Road, Bordon	0.2%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Badger Farm Road, Winchester	0.6%	3	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Easton Lane, Winchester	3.4%	17	17.0%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Fishbourne Road East, Chichester	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Tesco Extra, Solent Road, Havant	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Tesco Superstore, Wellington Avenue, Aldershot	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Basing View, Basingstoke	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Waitrose, Stockbridge Road, Winchester	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, The Meridian Centre, North Street, Havant	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
(Don't know / varies)	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Base:	500	100		100		100		100		100		100

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5						
Q02 Apart from (STORE / LOCATION MENTIONED AT Q01), are there any other stores or shops your household regularly buys your main food and grocery shopping from? [MR]												
Aldi, Alton Retail Park, Alton	3.8%	19	11.0%	11	7.0%	7	1.0%	1	0.0%	0	0.0%	0
Asda, Portland Road, Waterlooville	3.0%	15	0.0%	0	1.0%	1	2.0%	2	4.0%	4	8.0%	8
Budgens, Cowslip Court, Waterlooville	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Co-op, Headley Road, Grayscott, Hindhead	0.6%	3	0.0%	0	1.0%	1	2.0%	2	0.0%	0	0.0%	0
Co-op, Headley Road, Liphook	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Co-op, St John's Street, Godalming	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Co-op, The Crundles, Moggs Mead, Petersfield	0.4%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Co-op, White Dirt Lane, Clanfield, Waterlooville	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Iceland, High Street, Alton	0.8%	4	1.0%	1	3.0%	3	0.0%	0	0.0%	0	0.0%	0
Lidl, Elettra Avenue, Waterlooville	1.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	6
Lidl, Forest Shopping Centre, Pinchill Road, Bordon	3.2%	16	0.0%	0	12.0%	12	4.0%	4	0.0%	0	0.0%	0
Lidl, London Road, Cowplain, Waterlooville	1.6%	8	0.0%	0	0.0%	0	0.0%	0	1.0%	1	7.0%	7
Lidl, Station Road, Petersfield	4.4%	22	3.0%	3	1.0%	1	4.0%	4	13.0%	13	1.0%	1
Londis, Durford Road, Petersfield	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Londis, Farnham Road, Bordon	0.2%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
M&S Foodhall, Lion Green Haslemere	1.0%	5	0.0%	0	0.0%	0	5.0%	5	0.0%	0	0.0%	0
M&S Simply Food, High Street, Alton	0.8%	4	3.0%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, High Street, Petersfield	1.8%	9	0.0%	0	1.0%	1	0.0%	0	7.0%	7	1.0%	1
M&S Simply Food, Portsmouth Road, Hindhead	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
M&S Simply Food, Winchester Road, Petersfield	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Morrisons, Lakesmere Road, Horndean	5.0%	25	1.0%	1	2.0%	2	2.0%	2	1.0%	1	19.0%	19
Sainsbury's Local, Grayshott, Hindhead	0.6%	3	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0
Sainsbury's, Draymans Way, Alton	5.0%	25	13.0%	13	11.0%	11	0.0%	0	1.0%	1	0.0%	0
Sainsbury's, Hambledon Road, Waterlooville	3.2%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.0%	16
Sainsbury's, Midhurst Road, Liphook	7.0%	35	1.0%	1	10.0%	10	20.0%	20	4.0%	4	0.0%	0
Sainsbury's, South Street, Farnham	0.4%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Water Lane, Farnham	0.8%	4	1.0%	1	3.0%	3	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Anstey Laen, Alton	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Broad Street, Alresford	0.4%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Charles Street, Petersfield	1.0%	5	0.0%	0	0.0%	0	1.0%	1	3.0%	3	1.0%	1
Tesco Express, Hilbrow Road, Liss	0.4%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Tesco Express, London Road, Waterlooville	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Upper Hale Road, Farnham	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Tesco Express, Winchester Road, Four Marks, Alton	0.4%	2	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, High	4.4%	22	0.0%	0	19.0%	19	3.0%	3	0.0%	0	0.0%	0

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5						
Street, Headley, Bordon												
Tesco Superstore, Lion Green, Weyhill, Haslemere	1.8%	9	0.0%	0	1.0%	1	8.0%	8	0.0%	0	0.0%	0
Tesco Superstore, The Causeway, Petersfield	5.6%	28	0.0%	0	2.0%	2	2.0%	2	23.0%	23	1.0%	1
Waitrose, Bridge Street, Godalming	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Waitrose, Dukes Walk, Stakes Hill Road, Waterlooville	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4
Waitrose, Rams Walk, Petersfield	6.6%	33	2.0%	2	3.0%	3	6.0%	6	20.0%	20	2.0%	2
Waitrose, Station Road, Alton	3.4%	17	12.0%	12	5.0%	5	0.0%	0	0.0%	0	0.0%	0
Waitrose, The Hart, Farnham	0.6%	3	0.0%	0	2.0%	2	1.0%	1	0.0%	0	0.0%	0
Waitrose, West Street, Haslemere	1.2%	6	0.0%	0	0.0%	0	6.0%	6	0.0%	0	0.0%	0
Internet	0.4%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Aldi, Barnfield Drive, Chichester	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Aldi, Central Retail Park, Havant	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Aldi, Southampton Road, Port Solent, Portsmouth	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Asda, Larchwood Avenue, Bedhampton, Havant	1.2%	6	0.0%	0	0.0%	0	0.0%	0	3.0%	3	3.0%	3
Co-op, West Street, Alresford	0.6%	3	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Victoria Road, Aldershot	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Lidl, Coles Close, Twyford Road, Eastleigh	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Somborne Drive, Havant	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Local shops, Alresford Town Centre	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Greyshott Village Centre	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Local shops, Liphook Village Centre	0.2%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Medstead Village Centre	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Petersfield Town Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Local shops, Portsmouth City Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Local shops, Purbrook Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Local shops, Rowlands Castle Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Local shops, Whitehill & Bordon Town Centre	0.2%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons, Alexander Road, Aldershot	0.2%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Badger Farm Road, Winchester	0.6%	3	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Fitzherbert Road, Portsmouth	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Sainsbury's, Wallop Drive, Basingstoke	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Clement Atlee Way, Portsmouth	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Tesco Extra, Easton Lane, Winchester	1.4%	7	7.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Solent Road, Havant	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1
Tesco Superstore, Wellington Avenue, Aldershot	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Waitrose, Stockbridge Road, Winchester	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Waitrose, York Road, Guildford	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5						
(Don't know / varies)	1.6%	8	3.0%	3	1.0%	1	1.0%	1	1.0%	1	2.0%	2
(Nowhere else)	25.4%	127	30.0%	30	23.0%	23	27.0%	27	19.0%	19	28.0%	28
Base:	500	100	100	100	100	100	100	100	100	100	100	100

Q03 When your household last did your main food shopping at (STORE / LOCATION MENTIONED AT Q01), was this trip combined with other activities within the town centre?

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

Yes	32.7%	153	31.1%	28	29.8%	28	33.0%	31	37.1%	36	32.3%	30
No	66.2%	310	68.9%	62	69.1%	65	64.9%	61	61.9%	60	66.7%	62
(Don't know / can't remember)	1.1%	5	0.0%	0	1.1%	1	2.1%	2	1.0%	1	1.1%	1
Base:	468	90	94	94	97	93						

Q04 What activities did your household undertake on that occasion? [MR]

Those who combined their last main food shopping trip with another activity at Q03:

Other food shopping	19.6%	30	21.4%	6	14.3%	4	32.3%	10	16.7%	6	13.3%	4
Healthcare (e.g. doctor, dentist, optician etc.)	5.2%	8	10.7%	3	3.6%	1	9.7%	3	0.0%	0	3.3%	1
Non-food shopping	32.7%	50	32.1%	9	28.6%	8	35.5%	11	38.9%	14	26.7%	8
Social / leisure reason (e.g. meeting friends, going to gym etc.)	13.7%	21	14.3%	4	21.4%	6	12.9%	4	13.9%	5	6.7%	2
To have a walk / stroll around	3.3%	5	0.0%	0	0.0%	0	3.2%	1	2.8%	1	10.0%	3
To use services (e.g. bank, post office, hairdresser etc.)	22.9%	35	25.0%	7	17.9%	5	9.7%	3	38.9%	14	20.0%	6
To visit a restaurant / café / public house	12.4%	19	17.9%	5	7.1%	2	16.1%	5	13.9%	5	6.7%	2
Tourism (e.g. holiday, day trip etc.)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit parks / gardens	0.7%	1	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0
Window shopping / browsing	9.8%	15	10.7%	3	25.0%	7	3.2%	1	2.8%	1	10.0%	3
Work / business purposes	2.0%	3	3.6%	1	3.6%	1	0.0%	0	0.0%	0	3.3%	1
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Get petrol / fuel	6.5%	10	10.7%	3	3.6%	1	9.7%	3	0.0%	0	10.0%	3
Part of an overall day out	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1
School run	0.7%	1	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0
(Don't know / can't remember)	1.3%	2	0.0%	0	0.0%	0	0.0%	0	5.6%	2	0.0%	0
Base:	153	28	28	31	36	30						

Q05 How does your household normally travel to do the main food shopping?

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

Car-driver	82.1%	384	84.4%	76	85.1%	80	85.1%	80	76.3%	74	79.6%	74
Car-passenger	7.9%	37	7.8%	7	11.7%	11	5.3%	5	4.1%	4	10.8%	10
Bus, minibus or coach	2.8%	13	2.2%	2	1.1%	1	2.1%	2	4.1%	4	4.3%	4
Train	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Taxi	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	6.2%	29	4.4%	4	2.1%	2	5.3%	5	14.4%	14	4.3%	4
Bicycle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Motorcycle, scooter or moped	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mobility scooter / wheelchair	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)	0.9%	4	1.1%	1	0.0%	0	2.1%	2	1.0%	1	0.0%	0
Base:	468	90	94	94	97	93						

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5						
Q06 Where did your household last buy small scale / top up grocery shopping?												
Aldi, Alton Retail Park, Alton	1.2%	6	4.0%	4	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Asda, Portland Road, Waterlooville	1.0%	5	0.0%	0	0.0%	0	0.0%	0	2.0%	2	3.0%	3
Budgens, Cowslip Court, Waterlooville	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3
ChangetheUK, Herondale, Haslemere	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Co-op, 1 London Road, Waterlooville	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Co-op, Catherington Lane, Waterlooville	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3
Co-op, Grovebell Industrial Estate, Wrecclesham Road, Wrecclesham, Farnham	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Headley Road, Grayshott, Hindhead	0.6%	3	0.0%	0	1.0%	1	2.0%	2	0.0%	0	0.0%	0
Co-op, Headley Road, Liphook	1.2%	6	0.0%	0	1.0%	1	5.0%	5	0.0%	0	0.0%	0
Co-op, High Street, Alton	0.4%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, The Crundles, Moggs Mead, Petersfield	1.6%	8	0.0%	0	0.0%	0	0.0%	0	7.0%	7	1.0%	1
Co-op, The Precinct, Crookhorn Lane, Waterlooville	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Co-op, The Square, Rowledge, Farnham	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, White Dirt Lane, Clanfield, Waterlooville	1.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	6
Co-op, Winchester Road, Four Marks, Alton	1.0%	5	5.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Alton	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Eletttra Avenue, Waterlooville	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Lidl, Forest Shopping Centre, Pinehill Road, Bordon	2.6%	13	0.0%	0	10.0%	10	3.0%	3	0.0%	0	0.0%	0
Lidl, London Road, Cowplain, Waterlooville	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3
Lidl, Station Road, Petersfield	1.4%	7	0.0%	0	0.0%	0	0.0%	0	7.0%	7	0.0%	0
Londis, Farnham Road, Bordon	0.2%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Londis, The Green, Rowland's Castle	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
M&S Foodhall, Lion Green Haslemere	0.6%	3	0.0%	0	0.0%	0	2.0%	2	0.0%	0	1.0%	1
M&S Simply Food, High Street, Alton	0.4%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, High Street, Petersfield	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
M&S Simply Food, Portsmouth Road, Hindhead	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
M&S Simply Food, Wellington Retail Park	0.2%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
McColls, High Street, Headley, Bordon	0.2%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons, Lakesmere Road, Horndean	2.4%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.0%	12
Sainsbury's Local, Grayshott, Hindhead	1.4%	7	0.0%	0	2.0%	2	5.0%	5	0.0%	0	0.0%	0
Sainsbury's, Draymans Way, Alton	2.6%	13	12.0%	12	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Hambledon Road, Waterlooville	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3
Sainsbury's, Midhurst Road, Liphook	4.4%	22	0.0%	0	2.0%	2	19.0%	19	1.0%	1	0.0%	0
Sainsbury's, South Street, Farnham	0.2%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Water Lane,	0.4%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5						
Farnham												
Spar, Frensham Road, Farnham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Tesco Express, Portsmouth Road, Godalming	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Tesco Express, Anstey Laen, Alton	0.8%	4	2.0%	2	1.0%	1	0.0%	0	1.0%	1	0.0%	0
Tesco Express, Broad Street, Alresford	2.6%	13	13.0%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Charles Street, Petersfield	1.2%	6	0.0%	0	0.0%	0	0.0%	0	6.0%	6	0.0%	0
Tesco Express, Hilbrow Road, Liss	4.6%	23	1.0%	1	1.0%	1	0.0%	0	21.0%	21	0.0%	0
Tesco Express, Lovedean Lane, Waterlooville	1.4%	7	0.0%	0	0.0%	0	0.0%	0	1.0%	1	6.0%	6
Tesco Express, Ridgway Road, Farnham	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, The Westbrook Centre, Grassmere Way, Waterlooville	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Tesco Express, Upper Hale Road, Farnham	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Winchester Road, Four Marks, Alton	1.0%	5	5.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, High Street, Headley, Bordon	7.0%	35	0.0%	0	32.0%	32	2.0%	2	1.0%	1	0.0%	0
Tesco Superstore, Lion Green, Weyhill, Haslemere	2.4%	12	0.0%	0	0.0%	0	11.0%	11	1.0%	1	0.0%	0
Tesco Superstore, The Causeway, Petersfield	2.2%	11	0.0%	0	0.0%	0	0.0%	0	10.0%	10	1.0%	1
Waitrose, Dukes Walk, Stakes Hill Road, Waterlooville	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3
Waitrose, Rams Walk, Petersfield	2.6%	13	1.0%	1	0.0%	0	2.0%	2	10.0%	10	0.0%	0
Waitrose, Station Road, Alton	0.6%	3	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, The Hart, Farnham	0.2%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Waitrose, West Street, Haslemere	1.2%	6	0.0%	0	1.0%	1	5.0%	5	0.0%	0	0.0%	0
Internet	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, West Street, Alresford	2.0%	10	9.0%	9	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Local shops, Alresford Town Centre	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Alton Town Centre	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Beacon Hill Local Centre	0.4%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Local shops, Camelsdale Local Centre	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Local shops, Cheriton Village Centre	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Clanfield Village Centre	0.8%	4	0.0%	0	0.0%	0	0.0%	0	1.0%	1	3.0%	3
Local shops, Four Marks Village Centre	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Froxfield Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Local shops, Greyshott Village Centre	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Local shops, Haslemere Town Centre	0.4%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Local shops, Kingsley Village Centre	0.4%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Local shops, Lindford Village Centre	0.2%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Liss Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Local shops, Milland Village Centre	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Local shops, Petersfield	0.8%	4	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0

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	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		
Town Centre												
Local shops, Rowlands Castle Village Centre	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4
Local shops, Upper Froyle Village Centre	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Waterlooville Town Centre	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3
Local shops, Whitehill & Bordon Town Centre	1.0%	5	0.0%	0	5.0%	5	0.0%	0	0.0%	0	0.0%	0
Milkman delivery	0.4%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
One Stop, Ennerdale Road, Bordon	0.6%	3	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0
One Stop, Five Heads Road, Horndean	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
One Stop, Larch Road, Headley Down	0.4%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Badger Farm Road, Winchester	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, North Street, Midhurst	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Tesco Extra, Clement Atlee Way, Portsmouth	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Tesco Extra, Easton Lane, Winchester	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Basing View, Basingstoke	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
(Don't know / varies)	3.4%	17	4.0%	4	1.0%	1	5.0%	5	3.0%	3	4.0%	4
(Don't do this type of shopping)	25.2%	126	24.0%	24	26.0%	26	29.0%	29	18.0%	18	29.0%	29
Base:		500		100		100		100		100		100

East Hampshire Retail & Leisure Study For Lichfields

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5						
Q07 Where do you go to buy most of your household's non-food shopping?												
Aldershot Town Centre	0.2%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Alton Town Centre	4.0%	20	14.0%	14	6.0%	6	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre	8.6%	43	28.0%	28	13.0%	13	2.0%	2	0.0%	0	0.0%	0
Chichester City Centre	4.2%	21	0.0%	0	0.0%	0	6.0%	6	5.0%	5	10.0%	10
Fareham Town Centre	0.4%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1
Farnham Town Centre	3.6%	18	2.0%	2	12.0%	12	4.0%	4	0.0%	0	0.0%	0
Guildford Town Centre	9.8%	49	1.0%	1	12.0%	12	28.0%	28	7.0%	7	1.0%	1
Haslemere Town Centre	2.0%	10	0.0%	0	1.0%	1	9.0%	9	0.0%	0	0.0%	0
Havant Town Centre	2.6%	13	0.0%	0	1.0%	1	0.0%	0	4.0%	4	8.0%	8
Horndean Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Liphook Town Centre	1.2%	6	0.0%	0	0.0%	0	6.0%	6	0.0%	0	0.0%	0
Petersfield Town Centre	12.8%	64	2.0%	2	3.0%	3	13.0%	13	44.0%	44	2.0%	2
Portsmouth City Centre	4.8%	24	0.0%	0	3.0%	3	4.0%	4	5.0%	5	12.0%	12
Southampton City Centre	1.6%	8	5.0%	5	0.0%	0	0.0%	0	1.0%	1	2.0%	2
WaterlooVille Town Centre	7.2%	36	1.0%	1	1.0%	1	1.0%	1	5.0%	5	28.0%	28
Whitehill / Bordon Town Centre	3.6%	18	1.0%	1	13.0%	13	2.0%	2	2.0%	2	0.0%	0
Winchester City Centre	5.6%	28	25.0%	25	0.0%	0	0.0%	0	3.0%	3	0.0%	0
Gunwharf Quays, Portsmouth	1.0%	5	0.0%	0	0.0%	0	2.0%	2	2.0%	2	1.0%	1
Solent Retail Park, Selbourne Road, Havant	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1
Wellington Retail Park, Habledon Road, WaterlooVille	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Internet / mail order	14.8%	74	10.0%	10	19.0%	19	15.0%	15	12.0%	12	18.0%	18
Alresford Town Centre	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Camberley Town Centre	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Emsworth Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Farnborough Town Centre	0.6%	3	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0
Godalming Town Centre	0.4%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Headley Village Centre	0.2%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Hedge End Retail Park, Charles Watts Way, Hedge End, Southampton	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hedge End Town Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Kingston Local Centre	0.4%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1
Lindford Village Centre	0.2%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Newbury Town Centre	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southsea Local Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Tesco Extra, Easton Lane, Winchester	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	7.6%	38	6.0%	6	8.0%	8	6.0%	6	9.0%	9	9.0%	9
Base:		500		100		100		100		100		100

Q08 When your household last did your main non-food shopping, was this trip combined with other activities within the town centre?
Excluding those who do their main non-food shopping via the Internet at Q07:

Yes	42.3%	180	47.8%	43	27.2%	22	51.8%	44	43.2%	38	40.2%	33
No	55.4%	236	47.8%	43	71.6%	58	47.1%	40	54.5%	48	57.3%	47
(Don't know / can't remember)	2.3%	10	4.4%	4	1.2%	1	1.2%	1	2.3%	2	2.4%	2
Base:		426		90		81		85		88		82

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5						
Q09 What activities did your household undertake on that occasion? [MR]												
<i>Those who combined their last non-food shopping trip with another activity at Q08:</i>												
Food and grocery shopping	12.8%	23	9.3%	4	9.1%	2	15.9%	7	18.4%	7	9.1%	3
Healthcare (e.g. doctor, dentist, optician etc.)	2.2%	4	2.3%	1	0.0%	0	4.5%	2	2.6%	1	0.0%	0
Social / leisure reason (e.g. meeting friends, going to gym etc.)	23.9%	43	27.9%	12	45.5%	10	25.0%	11	10.5%	4	18.2%	6
To have a walk / stroll around	2.2%	4	2.3%	1	9.1%	2	0.0%	0	2.6%	1	0.0%	0
To use services (e.g. bank, post office, hairdresser etc.)	17.8%	32	9.3%	4	9.1%	2	18.2%	8	31.6%	12	18.2%	6
To visit a restaurant / café / public house	41.1%	74	51.2%	22	22.7%	5	38.6%	17	50.0%	19	33.3%	11
Tourism (e.g. holiday, day trip etc.)	1.1%	2	2.3%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0
Visit parks / gardens	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Window shopping / browsing	11.7%	21	11.6%	5	18.2%	4	6.8%	3	2.6%	1	24.2%	8
Work / business purposes	2.2%	4	4.7%	2	0.0%	0	2.3%	1	0.0%	0	3.0%	1
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To get petrol / fuel	0.6%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	0.6%	1	0.0%	0	4.5%	1	0.0%	0	0.0%	0	0.0%	0
Base:		180		43		22		44		38		33

Q10 How does your household normally travel to do its non-food shopping?*Excluding those who do their main non-food shopping via the Internet at Q07:*

Car - driver	78.4%	334	80.0%	72	82.7%	67	85.9%	73	70.5%	62	73.2%	60
Car - passenger	7.5%	32	7.8%	7	9.9%	8	4.7%	4	4.5%	4	11.0%	9
Bus, minibus or coach	5.4%	23	7.8%	7	3.7%	3	3.5%	3	3.4%	3	8.5%	7
Train	1.9%	8	0.0%	0	0.0%	0	3.5%	3	3.4%	3	2.4%	2
Taxi	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	4.5%	19	1.1%	1	2.5%	2	1.2%	1	14.8%	13	2.4%	2
Bicycle	0.2%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Motorcycle, scooter or moped	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mobility scooter / wheelchair	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Use internet / get it delivered	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park & Ride	0.7%	3	1.1%	1	1.2%	1	0.0%	0	1.1%	1	0.0%	0
(Don't know / varies)	1.2%	5	1.1%	1	0.0%	0	1.2%	1	2.3%	2	1.2%	1
Base:		426		90		81		85		88		82

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	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		
Q11 Where does your household do most of its shopping for clothes and shoes, this can include retail parks and the internet as well as town / district / city centres?												
Aldershot Town Centre	0.2%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Alton Town Centre	1.8%	9	6.0%	6	2.0%	2	0.0%	0	1.0%	1	0.0%	0
Basingstoke Town Centre	10.2%	51	30.0%	30	19.0%	19	2.0%	2	0.0%	0	0.0%	0
Chichester City Centre	5.8%	29	0.0%	0	1.0%	1	6.0%	6	9.0%	9	13.0%	13
Fareham Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Farnham Town Centre	2.6%	13	2.0%	2	8.0%	8	3.0%	3	0.0%	0	0.0%	0
Guildford Town Centre	14.2%	71	3.0%	3	18.0%	18	41.0%	41	8.0%	8	1.0%	1
Haslemere Town Centre	0.4%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Havant Town Centre	2.2%	11	0.0%	0	0.0%	0	0.0%	0	5.0%	5	6.0%	6
Liphook Town Centre	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Petersfield Town Centre	6.4%	32	0.0%	0	1.0%	1	11.0%	11	18.0%	18	2.0%	2
Portsmouth City Centre	7.2%	36	0.0%	0	5.0%	5	3.0%	3	10.0%	10	18.0%	18
Southampton City Centre	3.0%	15	6.0%	6	0.0%	0	1.0%	1	2.0%	2	6.0%	6
Waterlooville Town Centre	4.4%	22	0.0%	0	3.0%	3	0.0%	0	6.0%	6	13.0%	13
Whitehill / Bordon Town Centre	1.2%	6	0.0%	0	4.0%	4	1.0%	1	0.0%	0	1.0%	1
Winchester City Centre	5.2%	26	23.0%	23	0.0%	0	0.0%	0	3.0%	3	0.0%	0
Bordon Country Market, Malthouse & Osborne Farms, Bordon	0.4%	2	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Gunwharf Quays, Portsmouth	1.0%	5	2.0%	2	0.0%	0	1.0%	1	0.0%	0	2.0%	2
Solent Retail Park, Selbourne Road, Havant	0.4%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Wellington Retail Park, Hambledon Road, Waterlooville	0.6%	3	0.0%	0	0.0%	0	0.0%	0	2.0%	2	1.0%	1
Internet / mail order	23.6%	118	17.0%	17	27.0%	27	19.0%	19	29.0%	29	26.0%	26
Camberley Town Centre	0.8%	4	1.0%	1	2.0%	2	1.0%	1	0.0%	0	0.0%	0
Crewkerne Town Centre	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastleigh Town Centre	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Godalming Town Centre	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Hedge End Retail Park, Charles Watts Way, Hedge End, Southampton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Hedge End Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Kingston Local Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
London - Central / West End	0.6%	3	1.0%	1	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Medstead Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Olney Town Centre	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pulborough Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Southsea Local Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Yeovil Town Centre	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	2.0%	10	2.0%	2	1.0%	1	1.0%	1	3.0%	3	3.0%	3
(Don't do this type of shopping)	3.2%	16	2.0%	2	7.0%	7	4.0%	4	0.0%	0	3.0%	3
Base:	500	100		100		100		100		100		100

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5						
Q12 Where else does your household do most of its shopping for clothes and shoes? [MR]												
<i>Those who buy clothes and shoes at Q11:</i>												
Aldershot Town Centre	0.6%	3	0.0%	0	3.2%	3	0.0%	0	0.0%	0	0.0%	0
Alton Town Centre	1.0%	5	2.0%	2	3.2%	3	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre	4.8%	23	11.2%	11	8.6%	8	2.1%	2	2.0%	2	0.0%	0
Chichester City Centre	5.2%	25	0.0%	0	2.2%	2	4.2%	4	7.0%	7	12.4%	12
Fareham Town Centre	0.8%	4	0.0%	0	2.2%	2	0.0%	0	0.0%	0	2.1%	2
Farnham Town Centre	1.7%	8	3.1%	3	2.2%	2	1.0%	1	1.0%	1	1.0%	1
Guildford Town Centre	9.9%	48	7.1%	7	17.2%	16	18.8%	18	7.0%	7	0.0%	0
Haslemere Town Centre	0.8%	4	1.0%	1	1.1%	1	2.1%	2	0.0%	0	0.0%	0
Havant Town Centre	3.3%	16	0.0%	0	1.1%	1	2.1%	2	5.0%	5	8.2%	8
Hindhead Village Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2
Horndean Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Liphook Town Centre	0.6%	3	0.0%	0	1.1%	1	2.1%	2	0.0%	0	0.0%	0
Petersfield Town Centre	5.2%	25	1.0%	1	4.3%	4	6.3%	6	9.0%	9	5.2%	5
Portsmouth City Centre	7.4%	36	0.0%	0	8.6%	8	7.3%	7	7.0%	7	14.4%	14
Southampton City Centre	4.8%	23	18.4%	18	1.1%	1	0.0%	0	2.0%	2	2.1%	2
Waterlooville Town Centre	2.9%	14	0.0%	0	0.0%	0	2.1%	2	6.0%	6	6.2%	6
Whitehill / Bordon Town Centre	0.8%	4	0.0%	0	3.2%	3	0.0%	0	0.0%	0	1.0%	1
Winchester City Centre	3.7%	18	14.3%	14	0.0%	0	0.0%	0	3.0%	3	1.0%	1
Gunwharf Quays, Portsmouth	3.7%	18	1.0%	1	4.3%	4	5.2%	5	4.0%	4	4.1%	4
Ocean Retail Park, Burrfields Road, Portsmouth	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Solent Retail Park, Selbourne Road, Havant	1.7%	8	0.0%	0	1.1%	1	2.1%	2	1.0%	1	4.1%	4
Wellington Retail Park, Hambleton Road, Waterlooville	0.8%	4	0.0%	0	0.0%	0	1.0%	1	2.0%	2	1.0%	1
Internet / mail order	10.1%	49	15.3%	15	8.6%	8	7.3%	7	11.0%	11	8.2%	8
Airport Retail Park, Rochford Road, Rochford, Southend-on-Sea	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Camberley Town Centre	0.4%	2	0.0%	0	1.1%	1	1.0%	1	0.0%	0	0.0%	0
Eastleigh Town Centre	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnborough Town Centre	0.8%	4	0.0%	0	4.3%	4	0.0%	0	0.0%	0	0.0%	0
Hedge End Retail Park, Charles Watts Way, Hedge End, Southampton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Hedge End Town Centre	0.6%	3	2.0%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Kingston-upon-Thames Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Lindford Village Centre	0.2%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
London - Central / West End	1.2%	6	2.0%	2	0.0%	0	2.1%	2	2.0%	2	0.0%	0
Long Sutton Village Centre	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newbury Town Centre	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oakhanger Farm Business Park, Oakhanger	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whiteley Shopping Centre, Whiteley Way, Whiteley, Fareham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Woking Town Centre	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
(Don't know / varies)	1.7%	8	1.0%	1	1.1%	1	1.0%	1	1.0%	1	4.1%	4
(Nowhere else)	30.4%	147	21.4%	21	29.0%	27	37.5%	36	36.0%	36	27.8%	27
Base:		484		98		93		96		100		97

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5						
Q13 Where does your household do most of its shopping for domestic electric appliances (e.g. fridges and kitchen items), this can include retail parks and the internet as well as town / district / city centres?												
Alton Town Centre	1.4%	7	2.0%	2	4.0%	4	1.0%	1	0.0%	0	0.0%	0
Basingstoke Town Centre	3.4%	17	16.0%	16	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Chichester City Centre	1.4%	7	0.0%	0	0.0%	0	2.0%	2	3.0%	3	2.0%	2
Fareham Town Centre	0.2%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Farnham Town Centre	0.4%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Guildford Town Centre	6.8%	34	1.0%	1	11.0%	11	21.0%	21	1.0%	1	0.0%	0
Haslemere Town Centre	0.8%	4	0.0%	0	0.0%	0	4.0%	4	0.0%	0	0.0%	0
Havant Town Centre	1.0%	5	0.0%	0	0.0%	0	0.0%	0	3.0%	3	2.0%	2
Liphook Town Centre	6.2%	31	0.0%	0	6.0%	6	21.0%	21	4.0%	4	0.0%	0
Petersfield Town Centre	2.6%	13	0.0%	0	2.0%	2	0.0%	0	11.0%	11	0.0%	0
Portsmouth City Centre	2.8%	14	1.0%	1	0.0%	0	0.0%	0	6.0%	6	7.0%	7
Rowlands Castle Local Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Southampton City Centre	2.8%	14	8.0%	8	0.0%	0	1.0%	1	1.0%	1	4.0%	4
Waterlooville Town Centre	2.0%	10	0.0%	0	0.0%	0	1.0%	1	4.0%	4	5.0%	5
Whitehill / Bordon Town Centre	0.4%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Winchester City Centre	3.0%	15	15.0%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alton Retail Park, Mill Lane, Alton	0.4%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ocean Retail Park, Burrfields Road, Portsmouth	5.2%	26	1.0%	1	1.0%	1	1.0%	1	4.0%	4	19.0%	19
Portfield Retail Park, Portfield Way, Chichester	1.2%	6	0.0%	0	0.0%	0	4.0%	4	1.0%	1	1.0%	1
Solent Retail Park, Selbourne Road, Havant	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Wellington Retail Park, Hambleton Road, Waterlooville	1.0%	5	0.0%	0	0.0%	0	0.0%	0	2.0%	2	3.0%	3
Internet / mail order	36.4%	182	30.0%	30	39.0%	39	25.0%	25	44.0%	44	44.0%	44
Andover Road Retail Park, Andover Road, Winchester	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
B&Q, Purbrook Way, Havant	0.4%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1
Brighton Hill Retail Park, Winchester Road, Basingstoke	0.4%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Camberley Town Centre	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Collingwood Retail Park, Newgate Lane, Fareham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Currys PC World, Moorside Road Winnall Industrial Estate, Easton Lane, Winchester	0.4%	2	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Farnborough Town Centre	2.4%	12	2.0%	2	10.0%	10	0.0%	0	0.0%	0	0.0%	0
Godalming Town Centre	0.4%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Homebase, Farnham Retail Park, Guildford Road, Farnham	0.2%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Kingston Local Centre	0.4%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Ladymead East Retail Park, Ladymead, Guildford	2.0%	10	0.0%	0	1.0%	1	8.0%	8	1.0%	1	0.0%	0
Tesco Extra, Easton Lane, Winchester	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	2.6%	13	2.0%	2	3.0%	3	2.0%	2	3.0%	3	3.0%	3
(Don't do this type of shopping)	10.2%	51	15.0%	15	11.0%	11	9.0%	9	9.0%	9	7.0%	7
Base:		500		100		100		100		100		100

East Hampshire Retail & Leisure Study For Lichfields

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5						
Q14 Where else does your household do most of its shopping for domestic electric appliances (e.g. fridges and kitchen items)? [MR]												
<i>Those who buy domestic electric appliances at Q13:</i>												
Aldershot Town Centre	0.4%	2	0.0%	0	1.1%	1	1.1%	1	0.0%	0	0.0%	0
Alton Town Centre	0.7%	3	1.2%	1	2.2%	2	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre	1.3%	6	5.9%	5	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Chichester City Centre	2.0%	9	0.0%	0	1.1%	1	2.2%	2	5.5%	5	1.1%	1
Farnham Town Centre	0.7%	3	0.0%	0	2.2%	2	1.1%	1	0.0%	0	0.0%	0
Guildford Town Centre	2.7%	12	0.0%	0	9.0%	8	3.3%	3	1.1%	1	0.0%	0
Haslemere Town Centre	0.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Liphook Town Centre	1.1%	5	0.0%	0	1.1%	1	4.4%	4	0.0%	0	0.0%	0
Petersfield Town Centre	1.8%	8	1.2%	1	2.2%	2	0.0%	0	4.4%	4	1.1%	1
Portsmouth City Centre	2.7%	12	0.0%	0	1.1%	1	0.0%	0	3.3%	3	8.6%	8
Southampton City Centre	2.0%	9	3.5%	3	0.0%	0	1.1%	1	2.2%	2	3.2%	3
Waterlooville Town Centre	0.7%	3	0.0%	0	0.0%	0	0.0%	0	1.1%	1	2.2%	2
Whitehill / Bordon Town Centre	0.7%	3	0.0%	0	3.4%	3	0.0%	0	0.0%	0	0.0%	0
Winchester City Centre	1.6%	7	7.1%	6	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Alton Retail Park, Mill Lane, Alton	0.2%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Gunwharf Quays, Portsmouth	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.1%	1
Ocean Retail Park, Burrfields Road, Portsmouth	2.7%	12	0.0%	0	0.0%	0	0.0%	0	2.2%	2	10.8%	10
Portfield Retail Park, Portfield Way, Chichester	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Solent Retail Park, Selbourne Road, Havant	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Wellington Retail Park, Hambleton Road, Waterlooville	1.6%	7	0.0%	0	0.0%	0	0.0%	0	3.3%	3	4.3%	4
Internet / mail order	11.1%	50	15.3%	13	3.4%	3	13.2%	12	14.3%	13	9.7%	9
Brighton Hill Retail Park, Winchester Road, Basingstoke	0.2%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnborough Town Centre	1.6%	7	3.5%	3	4.5%	4	0.0%	0	0.0%	0	0.0%	0
Horsham Town Centre	0.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Ladymead East Retail Park, Ladymead, Guildford	1.1%	5	0.0%	0	1.1%	1	3.3%	3	1.1%	1	0.0%	0
Midhurst Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
(Don't know / varies)	2.9%	13	1.2%	1	2.2%	2	4.4%	4	4.4%	4	2.2%	2
(Nowhere else)	60.6%	272	60.0%	51	66.3%	59	63.7%	58	54.9%	50	58.1%	54
Base:		449		85		89		91		91		93

East Hampshire Retail & Leisure Study For Lichfields

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5						
Q15 Where does your household do most of its shopping for other kinds of electric goods such as TV / Hi-Fi and computers, this can include retail parks and the internet as well as town / district / city centres?												
Alton Town Centre	1.0%	5	2.0%	2	2.0%	2	0.0%	0	1.0%	1	0.0%	0
Basingstoke Town Centre	3.2%	16	14.0%	14	1.0%	1	0.0%	0	1.0%	1	0.0%	0
Chichester City Centre	2.8%	14	1.0%	1	1.0%	1	5.0%	5	3.0%	3	4.0%	4
Farnham Town Centre	0.6%	3	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0
Greystott Local Centre	0.2%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Guildford Town Centre	8.0%	40	2.0%	2	15.0%	15	22.0%	22	1.0%	1	0.0%	0
Haslemere Town Centre	0.6%	3	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0
Havant Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Horndean Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Liphook Town Centre	3.2%	16	0.0%	0	4.0%	4	11.0%	11	1.0%	1	0.0%	0
Petersfield Town Centre	3.2%	16	0.0%	0	2.0%	2	1.0%	1	13.0%	13	0.0%	0
Portsmouth City Centre	3.8%	19	1.0%	1	2.0%	2	0.0%	0	6.0%	6	10.0%	10
Southampton City Centre	3.4%	17	8.0%	8	0.0%	0	2.0%	2	4.0%	4	3.0%	3
Waterlooville Town Centre	1.8%	9	2.0%	2	0.0%	0	1.0%	1	1.0%	1	5.0%	5
Whitehill / Bordon Town Centre	0.4%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Winchester City Centre	2.4%	12	12.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alton Retail Park, Mill Lane, Alton	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ocean Retail Park, Burrfields Road, Portsmouth	7.6%	38	1.0%	1	2.0%	2	2.0%	2	11.0%	11	22.0%	22
Portfield Retail Park, Portfield Way, Chichester	0.8%	4	0.0%	0	0.0%	0	3.0%	3	0.0%	0	1.0%	1
Solent Retail Park, Selbourne Road, Havant	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Wellington Retail Park, Hambleton Road, Waterlooville	0.6%	3	0.0%	0	1.0%	1	0.0%	0	1.0%	1	1.0%	1
Internet / mail order	32.2%	161	28.0%	28	35.0%	35	25.0%	25	36.0%	36	37.0%	37
Brighton Hill Retail Park, Winchester Road, Basingstoke	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Camberley Town Centre	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Collingwood Retail Park, Newgate Lane, Fareham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Currys PC World, Moorside Road Winnall Industrial Estate, Easton Lane, Winchester	0.4%	2	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Farnborough Town Centre	2.2%	11	2.0%	2	9.0%	9	0.0%	0	0.0%	0	0.0%	0
Hatch Warren Retail Park, Wallop Drive, Basingstoke	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hedge End Town Centre	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Horsham Town Centre	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Ladyhead East Retail Park, Ladyhead, Guildford	3.4%	17	0.0%	0	6.0%	6	10.0%	10	1.0%	1	0.0%	0
Rake Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Southsea Local Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Tesco Extra, Easton Lane, Winchester	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	4.0%	20	3.0%	3	6.0%	6	3.0%	3	5.0%	5	3.0%	3
(Don't do this type of shopping)	11.4%	57	17.0%	17	8.0%	8	11.0%	11	12.0%	12	9.0%	9
Base:		500		100		100		100		100		100

East Hampshire Retail & Leisure Study For Lichfields

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5						
Q16 Where else does your household do most of its shopping for other kinds of electric goods such as TV / Hi-Fi and computers? [MR]												
<i>Those who buy other kinds of electric goods at Q15:</i>												
Alton Town Centre	0.5%	2	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre	1.8%	8	6.0%	5	3.3%	3	0.0%	0	0.0%	0	0.0%	0
Chichester City Centre	1.8%	8	0.0%	0	0.0%	0	0.0%	0	6.8%	6	2.2%	2
Farnham Town Centre	0.2%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Greyslott Local Centre	0.2%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Guildford Town Centre	2.7%	12	0.0%	0	4.3%	4	7.9%	7	1.1%	1	0.0%	0
Havant Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Liphook Town Centre	0.7%	3	0.0%	0	0.0%	0	3.4%	3	0.0%	0	0.0%	0
Petersfield Town Centre	1.6%	7	0.0%	0	1.1%	1	1.1%	1	3.4%	3	2.2%	2
Portsmouth City Centre	2.0%	9	0.0%	0	2.2%	2	2.2%	2	2.3%	2	3.3%	3
Southampton City Centre	2.9%	13	4.8%	4	0.0%	0	0.0%	0	4.5%	4	5.5%	5
Waterlooville Town Centre	0.7%	3	0.0%	0	0.0%	0	0.0%	0	1.1%	1	2.2%	2
Winchester City Centre	2.0%	9	9.6%	8	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Gunwharf Quays, Portsmouth	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2
Ocean Retail Park, Burrfields Road, Portsmouth	2.7%	12	0.0%	0	2.2%	2	0.0%	0	1.1%	1	9.9%	9
Portfield Retail Park, Portfield Way, Chichester	1.4%	6	0.0%	0	0.0%	0	2.2%	2	1.1%	1	3.3%	3
Wellington Retail Park, Hambleton Road, Waterlooville	1.4%	6	0.0%	0	0.0%	0	0.0%	0	2.3%	2	4.4%	4
Internet / mail order	10.4%	46	13.3%	11	9.8%	9	10.1%	9	10.2%	9	8.8%	8
Blackwater Retail Park, Farnborough Road, Farnborough	0.2%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Brighton Hill Retail Park, Winchester Road, Basingstoke	0.2%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnborough Town Centre	1.1%	5	1.2%	1	4.3%	4	0.0%	0	0.0%	0	0.0%	0
Godalming Town Centre	0.7%	3	0.0%	0	0.0%	0	3.4%	3	0.0%	0	0.0%	0
Kingston Local Centre	0.7%	3	0.0%	0	2.2%	2	1.1%	1	0.0%	0	0.0%	0
Ladymead East Retail Park, Ladymead, Guildford	0.5%	2	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0
Liss Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
London - Central / West End (Don't know / varies)	4.1%	18	3.6%	3	2.2%	2	4.5%	4	5.7%	5	4.4%	4
(Nowhere else)	60.9%	270	62.7%	52	66.3%	61	62.9%	56	59.1%	52	53.8%	49
Base:		443		83		92		89		88		91

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5						
Q17 Where does your household do most of its shopping for furniture, soft furnishings and floor-coverings, this can include retail parks and the internet as well as town / district / city centres?												
Aldershot Town Centre	0.2%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Alton Town Centre	1.4%	7	3.0%	3	4.0%	4	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre	4.0%	20	15.0%	15	4.0%	4	0.0%	0	1.0%	1	0.0%	0
Chichester City Centre	2.6%	13	0.0%	0	1.0%	1	4.0%	4	4.0%	4	4.0%	4
Fareham Town Centre	0.6%	3	0.0%	0	1.0%	1	0.0%	0	0.0%	0	2.0%	2
Farnham Town Centre	1.2%	6	1.0%	1	3.0%	3	1.0%	1	1.0%	1	0.0%	0
Guildford Town Centre	4.2%	21	0.0%	0	8.0%	8	9.0%	9	4.0%	4	0.0%	0
Haslemere Town Centre	2.0%	10	1.0%	1	3.0%	3	6.0%	6	0.0%	0	0.0%	0
Havant Town Centre	1.0%	5	0.0%	0	1.0%	1	0.0%	0	1.0%	1	3.0%	3
Hindhead Village Centre	0.4%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1
Horndean Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Liphook Town Centre	1.0%	5	0.0%	0	0.0%	0	5.0%	5	0.0%	0	0.0%	0
Petersfield Town Centre	4.2%	21	0.0%	0	1.0%	1	2.0%	2	14.0%	14	4.0%	4
Portsmouth City Centre	2.0%	10	0.0%	0	1.0%	1	1.0%	1	6.0%	6	2.0%	2
Southampton City Centre	5.2%	26	15.0%	15	0.0%	0	1.0%	1	7.0%	7	3.0%	3
Waterlooville Town Centre	5.4%	27	0.0%	0	3.0%	3	1.0%	1	5.0%	5	18.0%	18
Whitehill / Bordon Town Centre	5.6%	28	1.0%	1	22.0%	22	4.0%	4	1.0%	1	0.0%	0
Winchester City Centre	1.4%	7	7.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barnfield Retail Park, Barnfield Drive, Chichester	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Ocean Retail Park, Burrfields Road, Portsmouth	1.2%	6	0.0%	0	0.0%	0	1.0%	1	0.0%	0	5.0%	5
Portfield Retail Park, Portfield Way, Chichester	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Solent Retail Park, Selbourne Road, Havant	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Wellington Retail Park, Hambledon Road, Waterlooville	4.6%	23	1.0%	1	0.0%	0	1.0%	1	8.0%	8	13.0%	13
Internet / mail order	9.4%	47	5.0%	5	9.0%	9	12.0%	12	12.0%	12	9.0%	9
Abroad	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Alresford Town Centre	0.8%	4	4.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ash Vale Village Centre	0.4%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Camberley Town Centre	0.4%	2	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Chandler's Ford Local Centre	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnborough Town Centre	3.2%	16	5.0%	5	10.0%	10	1.0%	1	0.0%	0	0.0%	0
Godalming Town Centre	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Hedge End Town Centre	0.8%	4	2.0%	2	0.0%	0	0.0%	0	1.0%	1	1.0%	1
Homebase, Easton Lane, Winnall, Winchester	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Horsham Town Centre	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Ikea, West Quay Road, Southampton	0.6%	3	1.0%	1	1.0%	1	0.0%	0	1.0%	1	0.0%	0
Kingston Local Centre	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Ladymead East Retail Park, Ladymead, Guildford	1.2%	6	0.0%	0	1.0%	1	4.0%	4	1.0%	1	0.0%	0
Liss Village Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
London - Central / West End	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Nottingham City Centre	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Reading Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Rogate Village Centre	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Southsea Local Centre	0.2%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Wickham Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
(Don't know / varies)	8.2%	41	9.0%	9	6.0%	6	11.0%	11	6.0%	6	9.0%	9
(Don't do this type of shopping)	22.8%	114	27.0%	27	15.0%	15	29.0%	29	24.0%	24	19.0%	19
Base:	500	100	100	100	100	100	100	100	100	100	100	100

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5						
Q18 Where else does your household do most of its shopping for furniture, soft furnishings and floor-coverings? [MR]												
<i>Those who buy furniture, soft furnishings and floor-coverings at Q17:</i>												
Aldershot Town Centre	0.5%	2	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0
Alton Town Centre	0.8%	3	2.7%	2	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre	2.1%	8	6.8%	5	3.5%	3	0.0%	0	0.0%	0	0.0%	0
Chichester City Centre	1.0%	4	0.0%	0	0.0%	0	0.0%	0	3.9%	3	1.2%	1
Clanfield Local Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Fareham Town Centre	0.3%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Farnham Town Centre	1.3%	5	1.4%	1	4.7%	4	0.0%	0	0.0%	0	0.0%	0
Guildford Town Centre	5.2%	20	4.1%	3	5.9%	5	9.9%	7	6.6%	5	0.0%	0
Haslemere Town Centre	0.5%	2	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0
Havant Town Centre	0.8%	3	0.0%	0	1.2%	1	1.4%	1	1.3%	1	0.0%	0
Hindhead Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Liphook Town Centre	0.5%	2	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0
Petersfield Town Centre	1.8%	7	1.4%	1	2.4%	2	1.4%	1	2.6%	2	1.2%	1
Portsmouth City Centre	1.6%	6	0.0%	0	1.2%	1	1.4%	1	2.6%	2	2.5%	2
Southampton City Centre	3.9%	15	8.2%	6	0.0%	0	4.2%	3	6.6%	5	1.2%	1
Waterlooville Town Centre	1.8%	7	0.0%	0	0.0%	0	0.0%	0	1.3%	1	7.4%	6
Whitehill / Bordon Town Centre	0.8%	3	0.0%	0	3.5%	3	0.0%	0	0.0%	0	0.0%	0
Winchester City Centre	2.6%	10	12.3%	9	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Alton Retail Park, Mill Lane, Alton	0.3%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barnfield Retail Park, Barnfield Drive, Chichester	0.3%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Gunwharf Quays, Portsmouth	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Ocean Retail Park, Burrfields Road, Portsmouth	1.0%	4	0.0%	0	0.0%	0	1.4%	1	0.0%	0	3.7%	3
Wellington Retail Park, Hambledon Road, Waterlooville	2.9%	11	0.0%	0	1.2%	1	2.8%	2	2.6%	2	7.4%	6
Internet / mail order	2.9%	11	1.4%	1	0.0%	0	2.8%	2	6.6%	5	3.7%	3
Ash Vale Village Centre	0.3%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
B&Q, Invincible Road, Farnborough	0.3%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Blackwater Retail Park, Farnborough Road, Farnborough	0.3%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton Hill Retail Park, Winchester Road, Basingstoke	0.3%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Camberley Town Centre	0.3%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
District Shopping Centre, Chicheam, Basingstoke	0.3%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastleigh Town Centre	0.3%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farlington District Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Farnborough Town Centre	2.6%	10	2.7%	2	7.1%	6	2.8%	2	0.0%	0	0.0%	0
Godalming Town Centre	0.3%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Hedge End Retail Park, Charles Watts Way, Hedge End, Southampton	0.5%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.2%	1
Hedge End Town Centre	1.0%	4	1.4%	1	0.0%	0	0.0%	0	0.0%	0	3.7%	3
High Wycombe Town Centre	0.3%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Homebase, Easton Lane, Winnall, Winchester	0.3%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ikea, West Quay Road, Southampton	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Kingston Local Centre	0.8%	3	0.0%	0	2.4%	2	1.4%	1	0.0%	0	0.0%	0
Ladymead East Retail Park, Ladymead, Guildford	0.5%	2	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0
Liss Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Long Sutton Village Centre	0.3%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford City Centre	0.3%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solartron Retail Park, Solartron Road, Farnborough	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Windsor Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
(Don't know / varies)	6.7%	26	6.8%	5	5.9%	5	11.3%	8	2.6%	2	7.4%	6
(Nowhere else)	53.6%	207	45.2%	33	60.0%	51	47.9%	34	57.9%	44	55.6%	45
Base:		386		73		85		71		76		81

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5						
Q19 Where does your household do most of its shopping for DIY / hardware and garden items, this can include retail parks and the internet as well as town / district / city centres ?												
Alton Town Centre	4.0%	20	17.0%	17	3.0%	3	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre	2.8%	14	11.0%	11	3.0%	3	0.0%	0	0.0%	0	0.0%	0
Chichester City Centre	0.4%	2	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0
Fareham Town Centre	0.2%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Farnham Town Centre	3.2%	16	4.0%	4	11.0%	11	1.0%	1	0.0%	0	0.0%	0
Four Marks Local Centre	0.6%	3	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greystott Local Centre	0.8%	4	0.0%	0	1.0%	1	3.0%	3	0.0%	0	0.0%	0
Guildford Town Centre	2.4%	12	0.0%	0	2.0%	2	10.0%	10	0.0%	0	0.0%	0
Haslemere Town Centre	1.8%	9	0.0%	0	0.0%	0	9.0%	9	0.0%	0	0.0%	0
Havant Town Centre	7.6%	38	0.0%	0	1.0%	1	3.0%	3	12.0%	12	22.0%	22
Horndean Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Liphook Town Centre	2.0%	10	0.0%	0	0.0%	0	10.0%	10	0.0%	0	0.0%	0
Petersfield Town Centre	6.6%	33	2.0%	2	1.0%	1	2.0%	2	27.0%	27	1.0%	1
Portsmouth City Centre	0.6%	3	0.0%	0	0.0%	0	2.0%	2	1.0%	1	0.0%	0
Rowlands Castle Local Centre	1.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	5
Southampton City Centre	0.4%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Waterlooville Town Centre	4.0%	20	0.0%	0	2.0%	2	0.0%	0	6.0%	6	12.0%	12
Whitehill / Bordon Town Centre	5.6%	28	1.0%	1	24.0%	24	3.0%	3	0.0%	0	0.0%	0
Winchester City Centre	3.4%	17	14.0%	14	0.0%	0	0.0%	0	3.0%	3	0.0%	0
Alton Retail Park, Mill Lane, Alton	2.0%	10	8.0%	8	0.0%	0	0.0%	0	1.0%	1	1.0%	1
Barnfield Retail Park, Barnfield Drive, Chichester	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Bordon Country Market, Malthouse & Osborne Farms, Bordon	0.2%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Ocean Retail Park, Burrfields Road, Portsmouth	0.4%	2	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0
Solent Retail Park, Selbourne Road, Havant	4.2%	21	0.0%	0	1.0%	1	1.0%	1	6.0%	6	13.0%	13
Wellington Retail Park, Hambledon Road, Waterlooville	4.2%	21	0.0%	0	1.0%	1	1.0%	1	6.0%	6	13.0%	13
Forest Lodge Garden Centre, Holt Pound, Farnham	2.8%	14	5.0%	5	7.0%	7	2.0%	2	0.0%	0	0.0%	0
Keydell Nurseries, Havant Road, Horndean, Waterlooville	2.0%	10	0.0%	0	0.0%	0	0.0%	0	4.0%	4	6.0%	6
Lasham Garden Centre, Avenue Road, Lasham, Alton	0.8%	4	3.0%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Internet / mail order	3.0%	15	2.0%	2	7.0%	7	2.0%	2	4.0%	4	0.0%	0
Alresford Town Centre	1.4%	7	7.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Invincible Road, Farnborough	0.4%	2	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0
B&Q, Purbrook Way, Havant	3.6%	18	0.0%	0	1.0%	1	3.0%	3	4.0%	4	10.0%	10
Collingwood Retail Park, Newgate Lane, Fareham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Eastleigh Town Centre	0.6%	3	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnborough Town Centre	2.8%	14	2.0%	2	9.0%	9	2.0%	2	0.0%	0	1.0%	1
Frensham Village Centre	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Garthowen Garden Centre, Alton Lane, Four Marks	0.4%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Godalming Town Centre	1.8%	9	0.0%	0	0.0%	0	9.0%	9	0.0%	0	0.0%	0
Haslemere Garden Centre, Haslemere Road, Brook, Godalming	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Headley Village Centre	0.2%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Hillier Garden Centre, Farnham Road, Liss	1.6%	8	0.0%	0	3.0%	3	0.0%	0	5.0%	5	0.0%	0
Homebase, Easton Lane, Winnall, Winchester	0.4%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Farnham Retail Park, Guildford Road, Farnham	0.4%	2	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Kingsley Village Centre	0.2%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Ladymead East Retail Park,	1.4%	7	0.0%	0	0.0%	0	6.0%	6	1.0%	1	0.0%	0

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	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		
Ladymead, Guildford												
Liss Village Centre	1.0%	5	0.0%	0	1.0%	1	0.0%	0	4.0%	4	0.0%	0
London - Central / West End	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Rake Village Centre	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Redfields, Redfields Lane, Church Crookham	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyevale Garden Centre, Floral Mile, Hare Hatch, Twyford	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyevale Garden Centre, London Road, Rake, Petersfield	2.6%	13	0.0%	0	1.0%	1	7.0%	7	5.0%	5	0.0%	0
(Don't know / varies)	2.8%	14	1.0%	1	3.0%	3	5.0%	5	2.0%	2	3.0%	3
(Don't do this type of shopping)	9.6%	48	9.0%	9	12.0%	12	11.0%	11	6.0%	6	10.0%	10
Base:		500		100		100		100		100		100

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5						
Q20 Where else does your household do most of its shopping for DIY / hardware and garden items? [MR]												
<i>Those who buy DIY / hardware and garden items at Q19:</i>												
Alton Town Centre	2.4%	11	9.9%	9	1.1%	1	0.0%	0	1.1%	1	0.0%	0
Basingstoke Town Centre	1.3%	6	5.5%	5	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Chichester City Centre	0.9%	4	0.0%	0	0.0%	0	2.2%	2	0.0%	0	2.2%	2
Clanfield Local Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2
Farnham Town Centre	4.0%	18	6.6%	6	8.0%	7	5.6%	5	0.0%	0	0.0%	0
Greyscott Local Centre	0.4%	2	0.0%	0	1.1%	1	1.1%	1	0.0%	0	0.0%	0
Guildford Town Centre	2.4%	11	0.0%	0	3.4%	3	9.0%	8	0.0%	0	0.0%	0
Haslemere Town Centre	1.5%	7	0.0%	0	0.0%	0	7.9%	7	0.0%	0	0.0%	0
Havant Town Centre	3.5%	16	0.0%	0	4.5%	4	1.1%	1	3.2%	3	8.9%	8
Horndean Town Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2
Liphook Town Centre	0.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Petersfield Town Centre	2.4%	11	1.1%	1	1.1%	1	3.4%	3	6.4%	6	0.0%	0
Portsmouth City Centre	0.4%	2	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.1%	1
Southampton City Centre	0.4%	2	1.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Waterlooville Town Centre	3.1%	14	0.0%	0	1.1%	1	1.1%	1	2.1%	2	11.1%	10
Whitehill / Bordon Town Centre	2.0%	9	0.0%	0	6.8%	6	2.2%	2	1.1%	1	0.0%	0
Winchester City Centre	1.5%	7	7.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alton Retail Park, Mill Lane, Alton	1.1%	5	4.4%	4	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Barnfield Retail Park, Barnfield Drive, Chichester	0.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Bordon Country Market, Malthouse & Osborne Farms, Bordon	0.4%	2	0.0%	0	1.1%	1	1.1%	1	0.0%	0	0.0%	0
Ocean Retail Park, Burrfields Road, Portsmouth	0.9%	4	0.0%	0	0.0%	0	1.1%	1	1.1%	1	2.2%	2
Solent Retail Park, Selbourne Road, Havant	1.1%	5	0.0%	0	0.0%	0	1.1%	1	1.1%	1	3.3%	3
Wellington Retail Park, Hambleton Road, Waterlooville	1.3%	6	0.0%	0	3.4%	3	0.0%	0	1.1%	1	2.2%	2
Forest Lodge Garden Centre, Holt Pound, Farnham	2.2%	10	2.2%	2	6.8%	6	1.1%	1	0.0%	0	1.1%	1
Keydell Nurseries, Havant Road, Horndean, Waterlooville	2.9%	13	0.0%	0	1.1%	1	0.0%	0	2.1%	2	11.1%	10
Lasham Garden Centre, Avenue Road, Lasham, Alton	1.1%	5	4.4%	4	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Rumsey Gardens, 117 Drift Road, Waterlooville	0.4%	2	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.1%	1
Internet / mail order	1.5%	7	1.1%	1	0.0%	0	3.4%	3	1.1%	1	2.2%	2
Alresford Town Centre	0.2%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ayling's Garden Centre, Trotton Road, Petersfield	0.4%	2	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0
B&Q, Invincible Road, Farnborough	0.2%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
B&Q, Purbrook Way, Havant	1.8%	8	0.0%	0	0.0%	0	0.0%	0	4.3%	4	4.4%	4
B&Q, Shakespeare Road, Eastleigh	0.4%	2	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bagshot Village Centre	0.2%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Bentley Village Centre	0.2%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Bristol City Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Churt Village Centre	0.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Emsworth Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Farlington District Centre	0.7%	3	0.0%	0	0.0%	0	0.0%	0	1.1%	1	2.2%	2
Farnborough Town Centre	1.3%	6	2.2%	2	3.4%	3	1.1%	1	0.0%	0	0.0%	0
Farnham Retail Park, Guildford Road, Farnham	0.2%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Frensham Village Centre	0.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Garthowen Garden Centre, Alton Lane, Four Marks	0.2%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Godalming Town Centre	0.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Gosport Town Centre	0.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Headley Down Village Centre	0.2%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Hedge End Retail Park, Charles Watts Way, Hedge	0.2%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		
End, Southampton												
Hillier Garden Centre, Farnham Road, Liss	1.1%	5	1.1%	1	0.0%	0	0.0%	0	3.2%	3	1.1%	1
Homebase, Easton Lane, Winnall, Winchester	0.4%	2	1.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Homebase, Farnham Retail Park, Guildford Road, Farnham	0.4%	2	1.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Ladymead East Retail Park, Ladymead, Guildford	0.9%	4	0.0%	0	1.1%	1	2.2%	2	1.1%	1	0.0%	0
Lasham Village Centre	0.2%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lindford Village Centre	1.1%	5	1.1%	1	1.1%	1	3.4%	3	0.0%	0	0.0%	0
Liss Village Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0
London - Central / West End	0.4%	2	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0
Medstead Village Centre	0.2%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Purbrook Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Rotherhill Nurseries & Garden Centre, School Lane, Stedham, Midhurst	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Wyevale Garden Centre, Bartons Road, Havant	2.7%	12	1.1%	1	1.1%	1	5.6%	5	5.3%	5	0.0%	0
Wyevale Garden Centre, London Road, Rake, Petersfield	3.8%	17	3.3%	3	5.7%	5	7.9%	7	0.0%	0	2.2%	2
(Don't know / varies)	44.0%	199	39.6%	36	45.5%	40	31.5%	28	59.6%	56	43.3%	39
(Nowhere else)												
Base:		452		91		88		89		94		90

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	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		
Q21 Where does your household do most of its shopping for health, beauty and chemist items, this can include retail parks and the internet as well as town / district / city centres ?												
Aldershot Town Centre	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Alton Town Centre	11.2%	56	44.0%	44	12.0%	12	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre	0.8%	4	1.0%	1	2.0%	2	1.0%	1	0.0%	0	0.0%	0
Chichester City Centre	0.6%	3	0.0%	0	1.0%	1	1.0%	1	0.0%	0	1.0%	1
Clanfield Local Centre	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4
Fareham Town Centre	0.2%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Farnham Town Centre	1.8%	9	1.0%	1	8.0%	8	0.0%	0	0.0%	0	0.0%	0
Four Marks Local Centre	0.6%	3	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greystott Local Centre	2.6%	13	0.0%	0	6.0%	6	7.0%	7	0.0%	0	0.0%	0
Guildford Town Centre	1.6%	8	0.0%	0	3.0%	3	5.0%	5	0.0%	0	0.0%	0
Haslemere Town Centre	6.0%	30	1.0%	1	3.0%	3	26.0%	26	0.0%	0	0.0%	0
Havant Town Centre	1.0%	5	0.0%	0	0.0%	0	0.0%	0	1.0%	1	4.0%	4
Hindhead Village Centre	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Hordean Town Centre	2.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.0%	11
Liphook Town Centre	5.2%	26	0.0%	0	2.0%	2	24.0%	24	0.0%	0	0.0%	0
Petersfield Town Centre	17.6%	88	2.0%	2	3.0%	3	6.0%	6	71.0%	71	6.0%	6
Portsmouth City Centre	1.0%	5	0.0%	0	1.0%	1	1.0%	1	0.0%	0	3.0%	3
Rowlands Castle Local Centre	1.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	5
Waterlooville Town Centre	9.0%	45	0.0%	0	1.0%	1	0.0%	0	2.0%	2	42.0%	42
Whitehill / Bordon Town Centre	8.8%	44	1.0%	1	40.0%	40	2.0%	2	0.0%	0	1.0%	1
Winchester City Centre	4.2%	21	19.0%	19	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Portfield Retail Park, Portfield Way, Chichester	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1
Wellington Retail Park, Hambledon Road, Waterlooville	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Internet / mail order	5.6%	28	2.0%	2	3.0%	3	8.0%	8	6.0%	6	9.0%	9
Alresford Town Centre	2.2%	11	10.0%	10	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Burghclere Village Centre	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Chawton Village Centre	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cowplain Village Centre	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3
Farnborough Town Centre	1.0%	5	1.0%	1	3.0%	3	1.0%	1	0.0%	0	0.0%	0
Fernhurst Village Centre	0.4%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Godalming Town Centre	0.4%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Gosport Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Headley Village Centre	0.2%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Liss Village Centre	2.0%	10	0.0%	0	1.0%	1	0.0%	0	9.0%	9	0.0%	0
London - Central / West End	0.4%	2	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0
Tesco Extra, Easton Lane, Winchester	0.6%	3	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	1.0%	5	2.0%	2	1.0%	1	0.0%	0	0.0%	0	2.0%	2
(Don't do this type of shopping)	7.8%	39	9.0%	9	7.0%	7	10.0%	10	7.0%	7	6.0%	6
Base:		500		100		100		100		100		100

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5						
Q22 Where else does your household do most of its shopping for health, beauty and chemist items? [MR]												
<i>Those who buy health, beauty and chemist items at Q21:</i>												
Aldershot Town Centre	0.4%	2	0.0%	0	1.1%	1	1.1%	1	0.0%	0	0.0%	0
Alton Town Centre	3.5%	16	11.0%	10	6.5%	6	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre	2.2%	10	6.6%	6	3.2%	3	1.1%	1	0.0%	0	0.0%	0
Chichester City Centre	1.3%	6	0.0%	0	0.0%	0	1.1%	1	2.2%	2	3.2%	3
Clanfield Local Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.1%	1
Fareham Town Centre	0.4%	2	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.1%	1
Farnham Town Centre	1.5%	7	0.0%	0	5.4%	5	1.1%	1	0.0%	0	1.1%	1
Four Marks Local Centre	0.2%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greystott Local Centre	0.7%	3	0.0%	0	2.2%	2	1.1%	1	0.0%	0	0.0%	0
Guildford Town Centre	2.0%	9	0.0%	0	3.2%	3	3.3%	3	3.2%	3	0.0%	0
Haslemere Town Centre	1.5%	7	0.0%	0	1.1%	1	6.7%	6	0.0%	0	0.0%	0
Havant Town Centre	1.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	6
Horndean Town Centre	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	3
Liphook Town Centre	2.0%	9	0.0%	0	2.2%	2	7.8%	7	0.0%	0	0.0%	0
Petersfield Town Centre	6.1%	28	0.0%	0	5.4%	5	10.0%	9	10.8%	10	4.3%	4
Portsmouth City Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0
Southampton City Centre	0.2%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waterlooville Town Centre	4.6%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.3%	21
Whitehill / Bordon Town Centre	1.7%	8	0.0%	0	7.5%	7	1.1%	1	0.0%	0	0.0%	0
Winchester City Centre	1.5%	7	7.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alton Retail Park, Mill Lane, Alton	0.2%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ocean Retail Park, Burrfields Road, Portsmouth	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Internet / mail order	5.0%	23	4.4%	4	6.5%	6	4.4%	4	6.5%	6	3.2%	3
Abroad	0.2%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alresford Town Centre	0.9%	4	4.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cowplain Village Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2
Emsworth Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Godalming Town Centre	0.4%	2	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0
Liss Village Centre	0.7%	3	0.0%	0	1.1%	1	0.0%	0	2.2%	2	0.0%	0
London - Central / West End	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Newbury Town Centre	0.2%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.4%	2	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.1%	1
(Nowhere else)	61.0%	281	61.5%	56	58.1%	54	58.9%	53	73.1%	68	53.2%	50
Base:		461		91		93		90		93		94

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	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		
Q23 Where does your household do most of its shopping for books, CDs, toys and gifts, this can include retail parks and the internet as well as town / district / city centres ?												
Aldershot Town Centre	0.4%	2	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0
Alton Town Centre	4.0%	20	17.0%	17	2.0%	2	1.0%	1	0.0%	0	0.0%	0
Basingstoke Town Centre	2.6%	13	10.0%	10	2.0%	2	1.0%	1	0.0%	0	0.0%	0
Chichester City Centre	1.0%	5	0.0%	0	2.0%	2	2.0%	2	1.0%	1	0.0%	0
Farnham Town Centre	1.0%	5	0.0%	0	4.0%	4	1.0%	1	0.0%	0	0.0%	0
Greyscott Local Centre	0.6%	3	0.0%	0	1.0%	1	2.0%	2	0.0%	0	0.0%	0
Guildford Town Centre	3.8%	19	1.0%	1	7.0%	7	9.0%	9	1.0%	1	1.0%	1
Haslemere Town Centre	2.0%	10	0.0%	0	1.0%	1	8.0%	8	1.0%	1	0.0%	0
Havant Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Horndean Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Liphook Town Centre	1.2%	6	0.0%	0	0.0%	0	6.0%	6	0.0%	0	0.0%	0
Petersfield Town Centre	10.6%	53	2.0%	2	5.0%	5	8.0%	8	34.0%	34	4.0%	4
Portsmouth City Centre	1.2%	6	0.0%	0	1.0%	1	1.0%	1	3.0%	3	1.0%	1
Southampton City Centre	0.6%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	2
Waterlooville Town Centre	3.4%	17	0.0%	0	1.0%	1	0.0%	0	1.0%	1	15.0%	15
Whitehill / Bordon Town Centre	0.8%	4	0.0%	0	3.0%	3	0.0%	0	0.0%	0	1.0%	1
Winchester City Centre	2.2%	11	10.0%	10	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Gunwharf Quays, Portsmouth	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Ocean Retail Park, Burrfields Road, Portsmouth	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Internet / mail order	39.6%	198	39.0%	39	44.0%	44	38.0%	38	36.0%	36	41.0%	41
Alresford Town Centre	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bagshot Village Centre	0.2%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Bedhampton Local Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Emsworth Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Farnborough Town Centre	0.8%	4	1.0%	1	3.0%	3	0.0%	0	0.0%	0	0.0%	0
Gosport Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Headley Village Centre	0.2%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
London - Central / West End	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Medstead Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Wyevale Garden Centre, London Road, Rake, Petersfield	0.2%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	2.0%	10	2.0%	2	3.0%	3	2.0%	2	2.0%	2	1.0%	1
(Don't do this type of shopping)	19.6%	98	17.0%	17	17.0%	17	19.0%	19	17.0%	17	28.0%	28
Base:		500		100		100		100		100		100

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5						
Q24 Where else does your household do most of its shopping for other non-food items such as books, CDs, toys and gifts? [MR]												
<i>Those who buy other non-food items at Q23:</i>												
Alton Town Centre	2.5%	10	8.4%	7	3.6%	3	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre	2.7%	11	8.4%	7	4.8%	4	0.0%	0	0.0%	0	0.0%	0
Chichester City Centre	1.7%	7	1.2%	1	1.2%	1	2.5%	2	1.2%	1	2.8%	2
Fareham Town Centre	0.5%	2	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.4%	1
Farnham Town Centre	1.7%	7	2.4%	2	4.8%	4	0.0%	0	0.0%	0	1.4%	1
Guildford Town Centre	3.2%	13	1.2%	1	6.0%	5	4.9%	4	3.6%	3	0.0%	0
Haslemere Town Centre	2.5%	10	0.0%	0	3.6%	3	8.6%	7	0.0%	0	0.0%	0
Havant Town Centre	0.7%	3	0.0%	0	1.2%	1	0.0%	0	0.0%	0	2.8%	2
Hindhead Village Centre	0.2%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Horndean Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Liphook Town Centre	0.7%	3	0.0%	0	2.4%	2	1.2%	1	0.0%	0	0.0%	0
Petersfield Town Centre	6.0%	24	0.0%	0	3.6%	3	2.5%	2	18.1%	15	5.6%	4
Portsmouth City Centre	2.2%	9	0.0%	0	2.4%	2	1.2%	1	2.4%	2	5.6%	4
Southampton City Centre	1.5%	6	4.8%	4	0.0%	0	0.0%	0	0.0%	0	2.8%	2
Waterlooville Town Centre	1.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.7%	7
Winchester City Centre	4.2%	17	16.9%	14	0.0%	0	0.0%	0	3.6%	3	0.0%	0
Gunwharf Quays, Portsmouth	0.5%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.4%	1
Keydell Nurseries, Havant Road, Horndean, Waterlooville	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Internet / mail order	8.0%	32	12.0%	10	4.8%	4	4.9%	4	14.5%	12	2.8%	2
Alresford Town Centre	0.2%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fernhurst Village Centre	0.2%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Godalming Town Centre	0.2%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Kingston Local Centre	0.2%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
London - Central / West End	0.7%	3	0.0%	0	2.4%	2	0.0%	0	1.2%	1	0.0%	0
Midhurst Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Rogate Village Centre	0.2%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Sutton Town Centre	0.2%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyevale Garden Centre, London Road, Rake, Petersfield	0.2%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
(Don't know / varies)	1.7%	7	1.2%	1	1.2%	1	2.5%	2	1.2%	1	2.8%	2
(Nowhere else)	58.7%	236	49.4%	41	60.2%	50	66.7%	54	55.4%	46	62.5%	45
Base:		402		83		83		81		83		72

Q25 Which of the following town centres has your household visited for shopping in the last 12 months? [MR/PR]

Alton	39.0%	195	75.0%	75	78.0%	78	17.0%	17	22.0%	22	3.0%	3
Whitehill & Bordon	33.4%	167	13.0%	13	88.0%	88	40.0%	40	20.0%	20	6.0%	6
Liphook	32.4%	162	0.0%	0	57.0%	57	77.0%	77	27.0%	27	1.0%	1
Horndean	17.8%	89	2.0%	2	10.0%	10	8.0%	8	12.0%	12	57.0%	57
(None of these)	25.2%	126	23.0%	23	1.0%	1	18.0%	18	45.0%	45	39.0%	39
Base:		500		100		100		100		100		100

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		
Q26 What does your household like about shopping in Alton? [MR]												
<i>Those who have visited Alton in the last 12 months at Q25:</i>												
Cheap car parking	1.0%	2	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0
Close to friends / relatives	2.1%	4	0.0%	0	1.3%	1	5.9%	1	9.1%	2	0.0%	0
Close to home	25.6%	50	50.7%	38	10.3%	8	5.9%	1	13.6%	3	0.0%	0
Close to work / en route to work / college / university	2.6%	5	1.3%	1	2.6%	2	0.0%	0	9.1%	2	0.0%	0
Easy to get to by car	2.1%	4	1.3%	1	2.6%	2	0.0%	0	4.5%	1	0.0%	0
Familiar / know where everything is	3.1%	6	4.0%	3	3.8%	3	0.0%	0	0.0%	0	0.0%	0
Good amount of car parking	1.5%	3	2.7%	2	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Good bus services	0.5%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good cafés / restaurants	0.5%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Good choice of clothing shops	1.0%	2	0.0%	0	1.3%	1	0.0%	0	4.5%	1	0.0%	0
Good choice of discount / value shops	1.0%	2	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0
Good choice of shops in general	8.2%	16	5.3%	4	9.0%	7	23.5%	4	4.5%	1	0.0%	0
Good choice of supermarkets	9.7%	19	5.3%	4	12.8%	10	11.8%	2	13.6%	3	0.0%	0
Good for financial services (e.g. banks / building societies)	5.1%	10	2.7%	2	7.7%	6	0.0%	0	9.1%	2	0.0%	0
Good layout / shops close together	2.1%	4	2.7%	2	2.6%	2	0.0%	0	0.0%	0	0.0%	0
Good market	2.1%	4	1.3%	1	1.3%	1	11.8%	2	0.0%	0	0.0%	0
Good quality of shops	1.5%	3	0.0%	0	2.6%	2	5.9%	1	0.0%	0	0.0%	0
Good range of independent shops	3.6%	7	2.7%	2	3.8%	3	5.9%	1	4.5%	1	0.0%	0
I can get everything I need there	1.0%	2	1.3%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Nice atmosphere / friendly people	1.0%	2	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0
Nice place to visit	2.1%	4	0.0%	0	3.8%	3	5.9%	1	0.0%	0	0.0%	0
Parking - it's easy to find a space	0.5%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quiet / not busy	4.1%	8	4.0%	3	5.1%	4	0.0%	0	4.5%	1	0.0%	0
Well maintained and clean	0.5%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Attractive environment	1.0%	2	1.3%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Convenient - en route to other places	0.5%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For a change	2.1%	4	0.0%	0	0.0%	0	5.9%	1	9.1%	2	33.3%	1
Free car parking	1.5%	3	0.0%	0	3.8%	3	0.0%	0	0.0%	0	0.0%	0
Good choice of charity shops	0.5%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Good for medical services (doctors, dentists, opticians etc.)	0.5%	1	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0
Has a Sainsbury's supermarket	2.1%	4	0.0%	0	2.6%	2	5.9%	1	4.5%	1	0.0%	0
Has everything I need	0.5%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Supporting local shops (Don't know)	0.5%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't like anything)	2.1%	4	1.3%	1	0.0%	0	11.8%	2	0.0%	0	33.3%	1
Base:	23.6%	46	24.0%	18	26.9%	21	11.8%	2	18.2%	4	33.3%	1
		195		75		78		17		22		3

East Hampshire Retail & Leisure Study For Lichfields

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5
Q27 What does your household dislike about shopping in Alton? [MR]						
<i>Those who have visited Alton in the last 12 months at Q25:</i>						
Hard to get to by bus	1.5%	3	2.7%	2	0.0%	0
Hard to get to by car	0.5%	1	0.0%	0	0.0%	0
Lack of key national anchor shops	3.1%	6	5.3%	4	1.3%	1
Needs an update / revamp	1.5%	3	2.7%	2	1.3%	1
Not attractive / poor environment	2.1%	4	1.3%	1	2.6%	2
Not enough car parking	1.5%	3	1.3%	1	0.0%	0
Not enough financial services (e.g. banks / building societies)	1.0%	2	0.0%	0	1.3%	1
Not enough food supermarkets	8.2%	16	16.0%	12	3.8%	3
Not enough independent shops	16.4%	32	32.0%	24	9.0%	7
Parking - expensive parking	3.6%	7	2.7%	2	5.1%	4
Parking - no free parking	1.5%	3	0.0%	0	0.0%	0
Poor layout / shops too far apart	1.5%	3	1.3%	1	0.0%	0
Too many betting shops	0.5%	1	0.0%	0	1.3%	1
Too many charity shops	9.7%	19	17.3%	13	5.1%	4
Too many discount / value shops	0.5%	1	1.3%	1	0.0%	0
Too many empty shops	8.7%	17	14.7%	11	3.8%	3
Banks not open on Saturdays	0.5%	1	0.0%	0	1.3%	1
Not enough quality shops	1.5%	3	2.7%	2	1.3%	1
Not enough variety of shops in general	5.1%	10	13.3%	10	0.0%	0
Shop rents / rates too high	0.5%	1	1.3%	1	0.0%	0
Too expensive	0.5%	1	1.3%	1	0.0%	0
Too far away	0.5%	1	0.0%	0	0.0%	0
Too many banks	0.5%	1	1.3%	1	0.0%	0
Too many estate agents	1.0%	2	0.0%	0	2.6%	2
Too many supermarkets	0.5%	1	0.0%	0	1.3%	1
Too small	0.5%	1	1.3%	1	0.0%	0
(Don't know)	2.6%	5	2.7%	2	0.0%	0
(Don't dislike anything)	49.7%	97	26.7%	20	69.2%	54
Base:		195		75		78
						17
						22
						3

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5						
Q28 What does your household like about shopping in Whitehill & Bordon? [MR]												
<i>Those who have visited Whitehill & Bordon in the last 12 months at Q25:</i>												
Cheap car parking	1.8%	3	0.0%	0	1.1%	1	0.0%	0	10.0%	2	0.0%	0
Close to friends / relatives	3.0%	5	0.0%	0	0.0%	0	7.5%	3	10.0%	2	0.0%	0
Close to home	22.2%	37	15.4%	2	30.7%	27	10.0%	4	15.0%	3	16.7%	1
Close to work / en route to work / college / university	0.6%	1	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0
Easy to get to by bus	0.6%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Easy to get to by car	1.2%	2	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0
Familiar / know where everything is	0.6%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Good amount of car parking	0.6%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Good bus services	0.6%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Good cafés / restaurants	0.6%	1	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0
Good choice of clothing shops	0.6%	1	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0
Good choice of discount / value shops	4.8%	8	23.1%	3	3.4%	3	5.0%	2	0.0%	0	0.0%	0
Good choice of shops in general	5.4%	9	0.0%	0	3.4%	3	12.5%	5	0.0%	0	16.7%	1
Good choice of supermarkets	10.8%	18	7.7%	1	4.5%	4	22.5%	9	20.0%	4	0.0%	0
Good for financial services (e.g. banks / building societies)	0.6%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Good market	1.2%	2	0.0%	0	0.0%	0	2.5%	1	5.0%	1	0.0%	0
Good quality of shops	1.8%	3	0.0%	0	1.1%	1	2.5%	1	5.0%	1	0.0%	0
Good range of independent shops	1.2%	2	0.0%	0	0.0%	0	2.5%	1	0.0%	0	16.7%	1
I can get everything I need there	1.8%	3	0.0%	0	2.3%	2	2.5%	1	0.0%	0	0.0%	0
Nice atmosphere / friendly people	0.6%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Nice place to visit	0.6%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Quiet / not busy	0.6%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Attractive environment	0.6%	1	7.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Choice of DIY stores	1.2%	2	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0
Convenient - en route to other places	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.7%	1
For a change	1.2%	2	0.0%	0	0.0%	0	0.0%	0	5.0%	1	16.7%	1
Free car parking	3.0%	5	0.0%	0	5.7%	5	0.0%	0	0.0%	0	0.0%	0
Good choice of charity shops	0.6%	1	7.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Has a Lidl supermarket	4.2%	7	7.7%	1	1.1%	1	12.5%	5	0.0%	0	0.0%	0
Has a Morrisons supermarket	0.6%	1	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0
Has a recycling centre	0.6%	1	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0
Has a Tesco supermarket	1.2%	2	0.0%	0	1.1%	1	2.5%	1	0.0%	0	0.0%	0
Has a Wilko's store	3.6%	6	15.4%	2	1.1%	1	5.0%	2	5.0%	1	0.0%	0
Up-and-coming / developing area	0.6%	1	7.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	1.2%	2	0.0%	0	1.1%	1	2.5%	1	0.0%	0	0.0%	0
(Don't like anything)	29.9%	50	30.8%	4	39.8%	35	12.5%	5	25.0%	5	16.7%	1
Base:		167		13		88		40		20		6

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5						
Q29 What does your household dislike about shopping in Whitehill & Bordon? [MR]												
<i>Those who have visited Whitehill & Bordon in the last 12 months at Q25:</i>												
Hard to get to by bus	0.6%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Hard to get to by car	0.6%	1	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0
Lack of key national anchor shops	2.4%	4	0.0%	0	3.4%	3	2.5%	1	0.0%	0	0.0%	0
Lack of security / don't feel safe	1.2%	2	7.7%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Needs an update / revamp	8.4%	14	7.7%	1	4.5%	4	17.5%	7	10.0%	2	0.0%	0
Not attractive / poor environment	4.8%	8	7.7%	1	4.5%	4	5.0%	2	5.0%	1	0.0%	0
Not enough / poor quality cafés / restaurants	0.6%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Not enough / poor quality seating areas	0.6%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Not enough financial services (e.g. banks / building societies)	4.2%	7	0.0%	0	8.0%	7	0.0%	0	0.0%	0	0.0%	0
Not enough food supermarkets	9.0%	15	7.7%	1	10.2%	9	10.0%	4	5.0%	1	0.0%	0
Not enough independent shops	16.8%	28	23.1%	3	23.9%	21	10.0%	4	0.0%	0	0.0%	0
Parking - not enough spaces available	1.2%	2	7.7%	1	0.0%	0	2.5%	1	0.0%	0	0.0%	0
Poor atmosphere / unfriendly people	4.8%	8	0.0%	0	3.4%	3	10.0%	4	5.0%	1	0.0%	0
Poor disabled access	0.6%	1	7.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor layout / shops too far apart	1.8%	3	7.7%	1	2.3%	2	0.0%	0	0.0%	0	0.0%	0
Too busy / noisy	1.2%	2	0.0%	0	1.1%	1	2.5%	1	0.0%	0	0.0%	0
Too many betting shops	1.2%	2	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0
Too many charity shops	3.0%	5	7.7%	1	2.3%	2	2.5%	1	5.0%	1	0.0%	0
Too many discount / value shops	0.6%	1	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0
Too many empty shops	5.4%	9	0.0%	0	6.8%	6	5.0%	2	5.0%	1	0.0%	0
Traffic congestion	1.2%	2	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0
Not enough variety of shops in general	7.8%	13	0.0%	0	12.5%	11	5.0%	2	0.0%	0	0.0%	0
Over-populated / too many houses being built	3.6%	6	0.0%	0	5.7%	5	0.0%	0	5.0%	1	0.0%	0
Poor indoor shopping centre	1.2%	2	0.0%	0	1.1%	1	2.5%	1	0.0%	0	0.0%	0
Too far away	1.2%	2	0.0%	0	0.0%	0	5.0%	2	0.0%	0	0.0%	0
Too many fast-food outlets / takeaways	0.6%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Too many roadworks	1.8%	3	0.0%	0	2.3%	2	2.5%	1	0.0%	0	0.0%	0
Undesirable clientele (Don't know)	0.6%	1	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0
(Don't dislike anything)	1.8%	3	0.0%	0	1.1%	1	0.0%	0	0.0%	0	33.3%	2
	39.5%	66	30.8%	4	31.8%	28	42.5%	17	65.0%	13	66.7%	4
Base:		167		13		88		40		20		6

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5
Q30 What does your household like about shopping in Liphook? [MR]						
<i>Those who have visited Liphook in the last 12 months at Q25:</i>						
Cheap car parking	1.2%	2	0.0%	0	0.0%	0
Close to friends / relatives	0.6%	1	0.0%	0	0.0%	0
Close to home	28.4%	46	0.0%	0	15.8%	9
Close to work / en route to work / college / university	0.6%	1	0.0%	0	0.0%	0
Easy to get to by bus	0.6%	1	0.0%	0	1.8%	1
Easy to get to by car	1.2%	2	0.0%	0	1.8%	1
Familiar / know where everything is	1.9%	3	0.0%	0	1.8%	1
Good amount of car parking	1.9%	3	0.0%	0	0.0%	0
Good bus services	0.6%	1	0.0%	0	1.8%	1
Good choice of clothing shops	0.6%	1	0.0%	0	0.0%	0
Good choice of shops in general	3.7%	6	0.0%	0	1.8%	1
Good choice of supermarkets	12.3%	20	0.0%	0	10.5%	6
Good for financial services (e.g. banks / building societies)	3.7%	6	0.0%	0	5.3%	3
Good quality of shops	1.2%	2	0.0%	0	1.8%	1
Good range of independent shops	3.1%	5	0.0%	0	0.0%	0
I can get everything I need there	1.2%	2	0.0%	0	1.8%	1
Nice atmosphere / friendly people	2.5%	4	0.0%	0	1.8%	1
Nice place to visit	3.1%	5	0.0%	0	1.8%	1
Quiet / not busy	1.2%	2	0.0%	0	1.8%	1
Attractive environment	1.2%	2	0.0%	0	3.5%	2
Convenient for the school run	0.6%	1	0.0%	0	0.0%	0
Free car parking	0.6%	1	0.0%	0	1.8%	1
Good choice of charity shops	1.9%	3	0.0%	0	0.0%	0
Has a petrol station	0.6%	1	0.0%	0	0.0%	0
Has a Sainsbury's supermarket	14.8%	24	0.0%	0	26.3%	15
Has everything I need	0.6%	1	0.0%	0	1.8%	1
Prefer it to other places	0.6%	1	0.0%	0	1.8%	1
The carnival	0.6%	1	0.0%	0	1.8%	1
(Don't know)	4.3%	7	0.0%	0	7.0%	4
(Don't like anything)	17.9%	29	0.0%	0	19.3%	11
Base:	162	0	57	77	27	1

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5						
Q31 What does your household dislike about shopping in Liphook? [MR]												
<i>Those who have visited Liphook in the last 12 months at Q25:</i>												
Hard to get to by car	0.6%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Lack of key national anchor shops	2.5%	4	0.0%	0	1.8%	1	2.6%	2	3.7%	1	0.0%	0
Needs an update / revamp	0.6%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Not enough / poor quality cafés / restaurants	0.6%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Not enough food supermarkets	5.6%	9	0.0%	0	1.8%	1	9.1%	7	3.7%	1	0.0%	0
Not enough independent shops	11.1%	18	0.0%	0	5.3%	3	13.0%	10	18.5%	5	0.0%	0
Parking - no free parking	0.6%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Parking - not enough spaces available	4.9%	8	0.0%	0	5.3%	3	6.5%	5	0.0%	0	0.0%	0
Too many empty shops	3.7%	6	0.0%	0	0.0%	0	5.2%	4	3.7%	1	100.0%	1
Too many national multiple shops	0.6%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Traffic congestion	4.3%	7	0.0%	0	5.3%	3	5.2%	4	0.0%	0	0.0%	0
Not enough variety of shops in general	8.0%	13	0.0%	0	5.3%	3	11.7%	9	3.7%	1	0.0%	0
Over-populated / too many houses being built	2.5%	4	0.0%	0	1.8%	1	3.9%	3	0.0%	0	0.0%	0
Poorly-maintained pavements	0.6%	1	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0
Too expensive	1.2%	2	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0
Too many estate agents	1.9%	3	0.0%	0	0.0%	0	3.9%	3	0.0%	0	0.0%	0
Too many fast-food outlets / takeaways	0.6%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Too many roundabouts	1.2%	2	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0
Too small	0.6%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
(Don't know)	2.5%	4	0.0%	0	1.8%	1	2.6%	2	3.7%	1	0.0%	0
(Don't dislike anything)	58.6%	95	0.0%	0	75.4%	43	44.2%	34	66.7%	18	0.0%	0
Base:		162		0		57		77		27		1

Q32 What does your household like about shopping in Horndean? [MR]*Those who have visited Horndean in the last 12 months at Q25:*

Cheap car parking	2.2%	2	50.0%	1	0.0%	0	0.0%	0	8.3%	1	0.0%	0
Close to friends / relatives	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Close to home	16.9%	15	0.0%	0	20.0%	2	0.0%	0	8.3%	1	21.1%	12
Easy to get to by car	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	2
Easy to get to by train	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Familiar / know where everything is	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	2
Good cafés / restaurants	11.2%	10	0.0%	0	0.0%	0	0.0%	0	8.3%	1	15.8%	9
Good choice of discount / value shops	1.1%	1	0.0%	0	10.0%	1	0.0%	0	0.0%	0	0.0%	0
Good choice of shops in general	5.6%	5	0.0%	0	10.0%	1	25.0%	2	0.0%	0	3.5%	2
Good choice of supermarkets	4.5%	4	0.0%	0	0.0%	0	12.5%	1	0.0%	0	5.3%	3
Good range of independent shops	3.4%	3	0.0%	0	10.0%	1	0.0%	0	8.3%	1	1.8%	1
I can get everything I need there	2.2%	2	0.0%	0	10.0%	1	0.0%	0	0.0%	0	1.8%	1
Nice atmosphere / friendly people	3.4%	3	0.0%	0	10.0%	1	0.0%	0	0.0%	0	3.5%	2
Nice place to visit	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	2
Quiet / not busy	3.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	3
Convenient - en route to other places	1.1%	1	0.0%	0	0.0%	0	12.5%	1	0.0%	0	0.0%	0
Convenient for church	1.1%	1	0.0%	0	0.0%	0	0.0%	0	8.3%	1	0.0%	0
Free car parking	1.1%	1	0.0%	0	0.0%	0	0.0%	0	8.3%	1	0.0%	0
Good garden centre	4.5%	4	50.0%	1	10.0%	1	0.0%	0	16.7%	2	0.0%	0
Good sports facilities	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Has a Morrisons supermarket	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	2
Has an Asda supermarket	1.1%	1	0.0%	0	0.0%	0	0.0%	0	8.3%	1	0.0%	0
Has everything I need	1.1%	1	0.0%	0	10.0%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know)	3.4%	3	0.0%	0	0.0%	0	25.0%	2	0.0%	0	1.8%	1
(Don't like anything)	32.6%	29	0.0%	0	30.0%	3	25.0%	2	33.3%	4	35.1%	20
Base:		89		2		10		8		12		57

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5						
Q33 What does your household dislike about shopping in Horndean? [MR]												
<i>Those who have visited Horndean in the last 12 months at Q25:</i>												
Lack of key national anchor shops	2.2%	2	0.0%	0	10.0%	1	0.0%	0	8.3%	1	0.0%	0
Needs an update / revamp	3.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	3
Not attractive / poor environment	4.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	4
Not enough / poor quality cafés / restaurants	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	2
Not enough / poor quality seating areas	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Not enough financial services (e.g. banks / building societies)	3.4%	3	0.0%	0	10.0%	1	0.0%	0	0.0%	0	3.5%	2
Not enough food supermarkets	2.2%	2	0.0%	0	10.0%	1	0.0%	0	0.0%	0	1.8%	1
Not enough independent shops	5.6%	5	0.0%	0	20.0%	2	0.0%	0	16.7%	2	1.8%	1
Parking - not enough spaces available	6.7%	6	0.0%	0	0.0%	0	0.0%	0	8.3%	1	8.8%	5
Poor layout / shops too far apart	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Poor market	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Too many empty shops	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Traffic congestion	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Empty shelves in Morrisons	1.1%	1	0.0%	0	0.0%	0	0.0%	0	8.3%	1	0.0%	0
No cinema	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Not enough medical practices (e.g. GPs' surgeries)	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Not enough variety of shops in general	9.0%	8	0.0%	0	10.0%	1	0.0%	0	0.0%	0	12.3%	7
Too far away	2.2%	2	0.0%	0	0.0%	0	12.5%	1	0.0%	0	1.8%	1
Unfamiliar (Don't know)	1.1%	1	0.0%	0	0.0%	0	0.0%	0	8.3%	1	0.0%	0
(Don't dislike anything)	6.7%	6	0.0%	0	0.0%	0	25.0%	2	0.0%	0	7.0%	4
Base:		89		2		10		8		12		57

Q34 Does you or your household do any of the following leisure activities? [MR/PR]

Cinema	55.6%	278	56.0%	56	54.0%	54	62.0%	62	54.0%	54	52.0%	52
Theatre	44.6%	223	50.0%	50	46.0%	46	44.0%	44	44.0%	44	39.0%	39
Pub / bar	51.2%	256	55.0%	55	50.0%	50	55.0%	55	44.0%	44	52.0%	52
Restaurant / cafés	68.6%	343	71.0%	71	69.0%	69	65.0%	65	62.0%	62	76.0%	76
Nightclub	3.6%	18	5.0%	5	6.0%	6	3.0%	3	1.0%	1	3.0%	3
Bingo	2.6%	13	3.0%	3	5.0%	5	2.0%	2	0.0%	0	3.0%	3
Health & fitness club	24.2%	121	29.0%	29	25.0%	25	25.0%	25	21.0%	21	21.0%	21
Ten-pin bowling	10.8%	54	16.0%	16	12.0%	12	11.0%	11	8.0%	8	7.0%	7
Museum	39.4%	197	40.0%	40	37.0%	37	52.0%	52	38.0%	38	30.0%	30
Art gallery	25.6%	128	26.0%	26	25.0%	25	34.0%	34	22.0%	22	21.0%	21
Ice rink	7.0%	35	8.0%	8	4.0%	4	10.0%	10	6.0%	6	7.0%	7
Trampoline centre	8.2%	41	6.0%	6	9.0%	9	12.0%	12	7.0%	7	7.0%	7
(None of these)	13.0%	65	10.0%	10	12.0%	12	13.0%	13	21.0%	21	9.0%	9
Base:		500		100		100		100		100		100

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5						
Q35 Where did you or a member of your family last visit the cinema?												
<i>Those who visit the cinema at Q34:</i>												
Aldershot Town Centre	6.1%	17	0.0%	0	25.9%	14	4.8%	3	0.0%	0	0.0%	0
Alton Town Centre	6.5%	18	12.5%	7	13.0%	7	3.2%	2	3.7%	2	0.0%	0
Basingstoke Town Centre	13.0%	36	46.4%	26	14.8%	8	1.6%	1	1.9%	1	0.0%	0
Chichester City Centre	7.6%	21	0.0%	0	0.0%	0	6.5%	4	24.1%	13	7.7%	4
Fareham Town Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Farnham Town Centre	1.8%	5	0.0%	0	5.6%	3	3.2%	2	0.0%	0	0.0%	0
Guildford Town Centre	13.7%	38	0.0%	0	13.0%	7	46.8%	29	3.7%	2	0.0%	0
Haslemere Town Centre	4.0%	11	0.0%	0	1.9%	1	14.5%	9	1.9%	1	0.0%	0
Liphook Town Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Petersfield Town Centre	0.7%	2	0.0%	0	0.0%	0	0.0%	0	3.7%	2	0.0%	0
Portsmouth City Centre	23.4%	65	3.6%	2	11.1%	6	11.3%	7	35.2%	19	59.6%	31
Southampton City Centre	3.2%	9	12.5%	7	0.0%	0	1.6%	1	0.0%	0	1.9%	1
Waterlooville Town Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Whitehill/Bordon Town Centre	0.4%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Winchester City Centre	3.6%	10	16.1%	9	0.0%	0	0.0%	0	1.9%	1	0.0%	0
London - Central / West End	1.1%	3	0.0%	0	1.9%	1	1.6%	1	1.9%	1	0.0%	0
Camberley Town Centre	0.4%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Eastbourne Town Centre	0.4%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Eastleigh Town Centre	1.4%	4	7.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnborough Town Centre	1.1%	3	0.0%	0	5.6%	3	0.0%	0	0.0%	0	0.0%	0
Gunwharf Quays, Portsmouth	3.2%	9	0.0%	0	1.9%	1	1.6%	1	5.6%	3	7.7%	4
Port Solent Local Centre	6.1%	17	0.0%	0	0.0%	0	0.0%	0	13.0%	7	19.2%	10
Whiteley Local Centre	0.7%	2	1.8%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1
(Don't know / can't remember)	0.7%	2	0.0%	0	0.0%	0	3.2%	2	0.0%	0	0.0%	0
Base:		278		56		54		62		54		52

Q36 Where did you or a member of your family last visit the Theatre?*Those who visit the theatre at Q34:*

Aldershot Town Centre	0.9%	2	0.0%	0	2.2%	1	0.0%	0	2.3%	1	0.0%	0
Basingstoke Town Centre	3.1%	7	10.0%	5	4.3%	2	0.0%	0	0.0%	0	0.0%	0
Chichester City Centre	20.6%	46	4.0%	2	10.9%	5	22.7%	10	36.4%	16	33.3%	13
Farnham Town Centre	0.9%	2	0.0%	0	2.2%	1	2.3%	1	0.0%	0	0.0%	0
Guildford Town Centre	6.7%	15	4.0%	2	10.9%	5	9.1%	4	4.5%	2	5.1%	2
Petersfield Town Centre	0.9%	2	0.0%	0	0.0%	0	0.0%	0	4.5%	2	0.0%	0
Portsmouth City Centre	4.9%	11	0.0%	0	2.2%	1	6.8%	3	4.5%	2	12.8%	5
Southampton City Centre	11.7%	26	16.0%	8	0.0%	0	2.3%	1	15.9%	7	25.6%	10
Whitehill/Bordon Town Centre	2.7%	6	0.0%	0	13.0%	6	0.0%	0	0.0%	0	0.0%	0
Winchester City Centre	2.7%	6	10.0%	5	2.2%	1	0.0%	0	0.0%	0	0.0%	0
London - Central / West End	35.0%	78	50.0%	25	34.8%	16	38.6%	17	29.5%	13	17.9%	7
Birmingham City Centre	0.4%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Edinburgh City Centre	0.4%	1	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0
Holybourne Village Centre	0.4%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Manchester City Centre	0.4%	1	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0
Port Solent Local Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1
Southend-on-Sea Town Centre	0.4%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southsea Local Centre	1.3%	3	0.0%	0	4.3%	2	2.3%	1	0.0%	0	0.0%	0
Stratford-upon-Avon Town Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1
Windsor Town Centre	0.4%	1	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0
Woking Town Centre	4.0%	9	4.0%	2	6.5%	3	6.8%	3	2.3%	1	0.0%	0
(Don't know / can't remember)	0.9%	2	0.0%	0	2.2%	1	2.3%	1	0.0%	0	0.0%	0
Base:		223		50		46		44		44		39

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		
Q37 Where did you or a member of your family last visit a pub / bar?												
<i>Those who visit for pubs / bars at Q34:</i>												
Alton Town Centre	9.8%	25	34.5%	19	10.0%	5	1.8%	1	0.0%	0	0.0%	0
Basingstoke Town Centre	0.8%	2	1.8%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Chichester City Centre	1.2%	3	0.0%	0	2.0%	1	0.0%	0	2.3%	1	1.9%	1
Clanfield Local Centre	1.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	4
Fareham Town Centre	0.8%	2	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.9%	1
Farnham Town Centre	3.1%	8	1.8%	1	8.0%	4	5.5%	3	0.0%	0	0.0%	0
Four Marks Local Centre	0.4%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greyslott Local Centre	1.2%	3	0.0%	0	2.0%	1	3.6%	2	0.0%	0	0.0%	0
Guildford Town Centre	0.4%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Haslemere Town Centre	4.7%	12	0.0%	0	2.0%	1	20.0%	11	0.0%	0	0.0%	0
Havant Town Centre	1.2%	3	0.0%	0	0.0%	0	0.0%	0	4.5%	2	1.9%	1
Hindhead Village Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Horndean Town Centre	4.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.2%	11
Liphook Town Centre	7.4%	19	0.0%	0	6.0%	3	27.3%	15	2.3%	1	0.0%	0
Petersfield Town Centre	16.8%	43	1.8%	1	2.0%	1	5.5%	3	75.0%	33	9.6%	5
Portsmouth City Centre	2.0%	5	0.0%	0	0.0%	0	3.6%	2	0.0%	0	5.8%	3
Rowlands Castle Local Centre	1.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	4
Southampton City Centre	0.4%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waterlooville Town Centre	3.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.3%	9
Whitehill/Bordon Town Centre	2.3%	6	0.0%	0	12.0%	6	0.0%	0	0.0%	0	0.0%	0
Winchester City Centre	3.1%	8	12.7%	7	2.0%	1	0.0%	0	0.0%	0	0.0%	0
London - Central / West End	0.8%	2	0.0%	0	0.0%	0	3.6%	2	0.0%	0	0.0%	0
Alresford Town Centre	5.5%	14	25.5%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Godalming Town Centre	1.6%	4	0.0%	0	4.0%	2	3.6%	2	0.0%	0	0.0%	0
Bentworth Village Centre	0.4%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chandler's Ford Local Centre	0.4%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chawton Village Centre	1.2%	3	0.0%	0	0.0%	0	0.0%	0	2.3%	1	3.8%	2
Cheriton Village Centre	0.4%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Droxford Village Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0
East Meon Village Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0
Eastbourne Town Centre	0.4%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Easton Village Centre	0.4%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Emsworth Town Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Farringdon Village Centre	0.8%	2	1.8%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Fernhurst Village Centre	0.8%	2	0.0%	0	2.0%	1	1.8%	1	0.0%	0	0.0%	0
Finchdean Village Centre	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	2
Grafham Village Centre	0.4%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Hartley Wintney Village Centre	0.4%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Headley Village Centre	0.4%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Hollywater Village Centre	0.4%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Kingsley Village Centre	0.4%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Lindford Village Centre	1.6%	4	0.0%	0	8.0%	4	0.0%	0	0.0%	0	0.0%	0
Liss Village Centre	2.3%	6	0.0%	0	6.0%	3	1.8%	1	4.5%	2	0.0%	0
Lovedean Village Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Lyme Regis Town Centre	0.4%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Medstead Village Centre	0.4%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Midhurst Town Centre	0.8%	2	0.0%	0	0.0%	0	3.6%	2	0.0%	0	0.0%	0
Milland Village Centre	0.4%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Petworth Town Centre	0.4%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Rake Village Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0
Rogate Village Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Selborne Village Centre	0.4%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southsea Local Centre	0.8%	2	1.8%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Tilford Village Centre	0.8%	2	0.0%	0	2.0%	1	1.8%	1	0.0%	0	0.0%	0
Upper Froyle Village Centre	0.4%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
West Meon Village Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0
(Don't know / can't remember)	6.6%	17	5.5%	3	12.0%	6	7.3%	4	0.0%	0	7.7%	4
Base:	256	55		50		55		44		52		

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		
Q38 Where did you or a member of your family last visit a restaurant / café?												
<i>Those who visit for restaurants at Q34:</i>												
Aldershot Town Centre	0.6%	2	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0
Alton Town Centre	7.3%	25	28.2%	20	7.2%	5	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre	2.3%	8	5.6%	4	5.8%	4	0.0%	0	0.0%	0	0.0%	0
Chichester City Centre	1.5%	5	0.0%	0	1.4%	1	3.1%	2	0.0%	0	2.6%	2
Clanfield Local Centre	1.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	5
Fareham Town Centre	0.6%	2	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0
Farnham Town Centre	3.5%	12	5.6%	4	10.1%	7	1.5%	1	0.0%	0	0.0%	0
Four Marks Local Centre	0.3%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greystott Local Centre	2.0%	7	0.0%	0	5.8%	4	4.6%	3	0.0%	0	0.0%	0
Guildford Town Centre	2.9%	10	0.0%	0	1.4%	1	9.2%	6	4.8%	3	0.0%	0
Haslemere Town Centre	3.8%	13	0.0%	0	4.3%	3	15.4%	10	0.0%	0	0.0%	0
Havant Town Centre	0.9%	3	0.0%	0	0.0%	0	1.5%	1	0.0%	0	2.6%	2
Horndean Town Centre	3.8%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.1%	13
Liphook Town Centre	3.2%	11	0.0%	0	4.3%	3	12.3%	8	0.0%	0	0.0%	0
Petersfield Town Centre	18.4%	63	2.8%	2	5.8%	4	9.2%	6	74.2%	46	6.6%	5
Portsmouth City Centre	5.2%	18	0.0%	0	2.9%	2	4.6%	3	1.6%	1	15.8%	12
Rowlands Castle Local Centre	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	3
Southampton City Centre	0.3%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waterlooville Town Centre	3.2%	11	0.0%	0	1.4%	1	0.0%	0	0.0%	0	13.2%	10
Whitehill/Bordon Town Centre	2.0%	7	0.0%	0	10.1%	7	0.0%	0	0.0%	0	0.0%	0
Winchester City Centre	4.4%	15	16.9%	12	1.4%	1	0.0%	0	1.6%	1	1.3%	1
London - Central / West End	2.9%	10	1.4%	1	0.0%	0	6.2%	4	4.8%	3	2.6%	2
Alresford Town Centre	2.9%	10	14.1%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Godalming Town Centre	1.2%	4	0.0%	0	1.4%	1	4.6%	3	0.0%	0	0.0%	0
Bentley Village Centre	0.3%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bentworth Village Centre	0.3%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Camberley Town Centre	0.3%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Chawton Village Centre	0.6%	2	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Churt Village Centre	0.3%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Compton Local Centre	0.3%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Cowplain Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Cranleigh Village Centre	0.3%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Denmead Village Centre	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2
Dummer Village Centre	0.3%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastbourne Town Centre	0.3%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Emsworth Town Centre	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	3
Exton Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Farnborough Town Centre	0.3%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Fernhurst Village Centre	0.6%	2	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0
Finchdean Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Fleet Town Centre	0.3%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grafham Village Centre	0.3%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Gunwharf Quays, Portsmouth	1.2%	4	0.0%	0	0.0%	0	3.1%	2	1.6%	1	1.3%	1
Hambledon Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Lewes Town Centre	0.3%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Lindford Village Centre	1.5%	5	0.0%	0	7.2%	5	0.0%	0	0.0%	0	0.0%	0
Liss Village Centre	1.7%	6	0.0%	0	1.4%	1	1.5%	1	6.5%	4	0.0%	0
Little Sutton Village Centre, Cheshire	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Lovedean Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Lyme Regis Town Centre	0.3%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Medstead Village Centre	0.6%	2	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Midhurst Town Centre	0.3%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Milland Village Centre	0.3%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Orpington Town Centre	0.3%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Oxted Town Centre	0.3%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Pattingham Village Centre	0.3%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Petworth Town Centre	0.3%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Port Solent Local Centre	1.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	4
Reading Town Centre	0.3%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Selborne Village Centre	0.3%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sidmouth Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Southsea Local Centre	0.9%	3	1.4%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	2
Tilford Village Centre	0.3%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Wednesbury Town Centre	0.3%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
West Meon Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Woking Town Centre	0.3%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't)	5.5%	19	7.0%	5	8.7%	6	7.7%	5	1.6%	1	2.6%	2

East Hampshire Retail & Leisure Study For Lichfields

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5
remember)						
Base:	343	71	69	65	62	76

Q39 Where did you or a member of your family last visit a nightclub?

Those who visit for nightclubs at Q34:

Greystott Local Centre	5.6%	1	0.0%	0	16.7%	1	0.0%	0	0.0%	0	0.0%	0
Guildford Town Centre	22.2%	4	0.0%	0	33.3%	2	66.7%	2	0.0%	0	0.0%	0
Portsmouth City Centre	22.2%	4	0.0%	0	0.0%	0	33.3%	1	100.0%	1	66.7%	2
Southampton City Centre	16.7%	3	40.0%	2	16.7%	1	0.0%	0	0.0%	0	0.0%	0
Waterlooville Town Centre	5.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.3%	1
Winchester City Centre	5.6%	1	20.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London - Central / West End	5.6%	1	20.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	16.7%	3	20.0%	1	33.3%	2	0.0%	0	0.0%	0	0.0%	0
Base:	18	5	6	3	1	3						

Q40 Where did you or a member of your family last go to play bingo?

Those who visit for Bingo at Q34:

Aldershot Town Centre	7.7%	1	33.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre	7.7%	1	33.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnham Town Centre	7.7%	1	0.0%	0	20.0%	1	0.0%	0	0.0%	0	0.0%	0
Haslemere Town Centre	7.7%	1	0.0%	0	0.0%	0	50.0%	1	0.0%	0	0.0%	0
Havant Town Centre	30.8%	4	0.0%	0	40.0%	2	0.0%	0	0.0%	0	66.7%	2
Liphook Town Centre	7.7%	1	0.0%	0	0.0%	0	50.0%	1	0.0%	0	0.0%	0
Whitehill/Bordon Town Centre	7.7%	1	0.0%	0	20.0%	1	0.0%	0	0.0%	0	0.0%	0
Cosham Local Centre	7.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.3%	1
Internet / online	7.7%	1	33.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	7.7%	1	0.0%	0	20.0%	1	0.0%	0	0.0%	0	0.0%	0
Base:	13	3	3	5	2	0	3					

Q41 Where did you or a member of your family last go to a healthclub?

Those who visit healthclubs at Q34:

Aldershot Town Centre	0.8%	1	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0
Alton Town Centre	16.5%	20	51.7%	15	20.0%	5	0.0%	0	0.0%	0	0.0%	0
Clanfield Local Centre	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1
Farnham Town Centre	0.8%	1	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greystott Local Centre	2.5%	3	0.0%	0	0.0%	0	8.0%	2	4.8%	1	0.0%	0
Guildford Town Centre	0.8%	1	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0
Haslemere Town Centre	11.6%	14	0.0%	0	12.0%	3	44.0%	11	0.0%	0	0.0%	0
Hindhead Village Centre	0.8%	1	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Liphook Town Centre	9.9%	12	0.0%	0	8.0%	2	28.0%	7	14.3%	3	0.0%	0
Petersfield Town Centre	20.7%	25	10.3%	3	8.0%	2	12.0%	3	71.4%	15	9.5%	2
Rowlands Castle Local Centre	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1
Waterlooville Town Centre	13.2%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	76.2%	16
Whitehill/Bordon Town Centre	7.4%	9	0.0%	0	36.0%	9	0.0%	0	0.0%	0	0.0%	0
Winchester City Centre	2.5%	3	10.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alresford Town Centre	5.0%	6	20.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Godalming Town Centre	0.8%	1	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0
Blacknest Village Centre	0.8%	1	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0
Cosham Local Centre	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1
Liss Village Centre	0.8%	1	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0
Midhurst Town Centre	0.8%	1	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0
(Don't know / can't remember)	1.7%	2	0.0%	0	0.0%	0	4.0%	1	4.8%	1	0.0%	0
Base:	121	29	29	25	25	21	21					

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		
Q42 Where did you or a member of your family last go for ten-pin bowling?												
<i>Those who visit for ten-pin bowling at Q38:</i>												
Aldershot Town Centre	9.3%	5	0.0%	0	33.3%	4	9.1%	1	0.0%	0	0.0%	0
Basingstoke Town Centre	31.5%	17	75.0%	12	33.3%	4	0.0%	0	12.5%	1	0.0%	0
Chichester City Centre	9.3%	5	0.0%	0	0.0%	0	27.3%	3	25.0%	2	0.0%	0
Guildford Town Centre	9.3%	5	0.0%	0	16.7%	2	18.2%	2	12.5%	1	0.0%	0
Havant Town Centre	1.9%	1	0.0%	0	8.3%	1	0.0%	0	0.0%	0	0.0%	0
Portsmouth City Centre	18.5%	10	0.0%	0	0.0%	0	36.4%	4	25.0%	2	57.1%	4
Southampton City Centre	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.3%	1
Waterlooville Town Centre	1.9%	1	0.0%	0	0.0%	0	0.0%	0	12.5%	1	0.0%	0
Eastleigh Town Centre	7.4%	4	25.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gunwharf Quays, Portsmouth	7.4%	4	0.0%	0	8.3%	1	9.1%	1	12.5%	1	14.3%	1
(Don't know / can't remember)	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.3%	1
Base:		54		16		12		11		8		7

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		
Q43 Where did you or a member of your family last go to a museum?												
<i>Those who visit museums at Q34:</i>												
Alton Town Centre	4.1%	8	15.0%	6	2.7%	1	0.0%	0	2.6%	1	0.0%	0
Basingstoke Town Centre	1.0%	2	2.5%	1	2.7%	1	0.0%	0	0.0%	0	0.0%	0
Chichester City Centre	3.0%	6	0.0%	0	2.7%	1	7.7%	4	2.6%	1	0.0%	0
Guildford Town Centre	0.5%	1	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0
Haslemere Town Centre	8.6%	17	0.0%	0	5.4%	2	26.9%	14	2.6%	1	0.0%	0
Liphook Town Centre	0.5%	1	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0
Petersfield Town Centre	1.5%	3	0.0%	0	0.0%	0	1.9%	1	5.3%	2	0.0%	0
Portsmouth City Centre	11.7%	23	2.5%	1	5.4%	2	3.8%	2	10.5%	4	46.7%	14
Southampton City Centre	1.0%	2	2.5%	1	0.0%	0	0.0%	0	0.0%	0	3.3%	1
Whitehill/Bordon Town Centre	0.5%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winchester City Centre	1.0%	2	2.5%	1	0.0%	0	0.0%	0	2.6%	1	0.0%	0
London - Central / West End	48.2%	95	52.5%	21	56.8%	21	44.2%	23	52.6%	20	33.3%	10
Abroad	2.0%	4	2.5%	1	0.0%	0	0.0%	0	5.3%	2	3.3%	1
Carisbrooke Village Centre	0.5%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chawton Village Centre	0.5%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Droxford Village Centre	0.5%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Fishbourne Village Centre	0.5%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0
Glasgow City Centre	0.5%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lyme Regis Town Centre	0.5%	1	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0
Midhurst Town Centre	0.5%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Petworth Town Centre	0.5%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Plymouth City Centre	0.5%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0
Singleton Village Centre	0.5%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0
Southsea Local Centre	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1
Stow-on-the-Wold Town Centre	0.5%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Stratford-upon-Avon Town Centre	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1
Tilford Village Centre	0.5%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
(Don't know / can't remember)	9.1%	18	10.0%	4	16.2%	6	5.8%	3	7.9%	3	6.7%	2
Base:		197		40		37		52		38		30

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5						
Q44 Where did you or a member of your family last go to an art gallery?												
<i>Those who visit art galleries at Q34:</i>												
Alton Town Centre	1.6%	2	3.8%	1	4.0%	1	0.0%	0	0.0%	0	0.0%	0
Chichester City Centre	4.7%	6	0.0%	0	4.0%	1	5.9%	2	4.5%	1	9.5%	2
Farnham Town Centre	1.6%	2	3.8%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0
Guildford Town Centre	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1
Haslemere Town Centre	0.8%	1	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0
Havant Town Centre	0.8%	1	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0
Petersfield Town Centre	0.8%	1	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0
Portsmouth City Centre	2.3%	3	0.0%	0	0.0%	0	2.9%	1	0.0%	0	9.5%	2
Southampton City Centre	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1
London - Central / West End	70.3%	90	69.2%	18	72.0%	18	73.5%	25	77.3%	17	57.1%	12
Abroad	0.8%	1	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Compton Local Centre	0.8%	1	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0
Edinburgh City Centre	0.8%	1	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0
Emsworth Town Centre	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1
Glasgow City Centre	0.8%	1	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nottingham City Centre	0.8%	1	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford City Centre	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1
Stockbridge Town Centre	0.8%	1	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	9.4%	12	7.7%	2	16.0%	4	5.9%	2	13.6%	3	4.8%	1
Base:		128		26		25		34		22		21
Q45 Where did you or a member of your family last go to an ice rink?												
<i>Those who visit ice rinks at Q34:</i>												
Basingstoke Town Centre	22.9%	8	87.5%	7	25.0%	1	0.0%	0	0.0%	0	0.0%	0
Greyshott Local Centre	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.3%	1
Guildford Town Centre	57.1%	20	12.5%	1	75.0%	3	90.0%	9	83.3%	5	28.6%	2
Portsmouth City Centre	2.9%	1	0.0%	0	0.0%	0	0.0%	0	16.7%	1	0.0%	0
London - Central / West End	2.9%	1	0.0%	0	0.0%	0	10.0%	1	0.0%	0	0.0%	0
Bournemouth Town Centre	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.3%	1
Gosport Town Centre	5.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.6%	2
Swindon Town Centre	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.3%	1
Base:		35		8		4		10		6		7
Q46 Where did you or a member of your family last go to a trampoline centre?												
<i>Those who visit trampoline centres at Q34:</i>												
Alton Town Centre	4.9%	2	16.7%	1	11.1%	1	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre	9.8%	4	66.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chichester City Centre	12.2%	5	0.0%	0	11.1%	1	25.0%	3	14.3%	1	0.0%	0
Guildford Town Centre	24.4%	10	0.0%	0	11.1%	1	50.0%	6	42.9%	3	0.0%	0
Havant Town Centre	2.4%	1	0.0%	0	0.0%	0	0.0%	0	14.3%	1	0.0%	0
Portsmouth City Centre	19.5%	8	0.0%	0	0.0%	0	16.7%	2	14.3%	1	71.4%	5
Southampton City Centre	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.3%	1
Whitehill/Bordon Town Centre	2.4%	1	0.0%	0	11.1%	1	0.0%	0	0.0%	0	0.0%	0
London - Central / West End	2.4%	1	0.0%	0	0.0%	0	0.0%	0	14.3%	1	0.0%	0
Camberley Town Centre	7.3%	3	0.0%	0	33.3%	3	0.0%	0	0.0%	0	0.0%	0
Cosham Local Centre	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.3%	1
Farnborough Town Centre	2.4%	1	16.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre	2.4%	1	0.0%	0	11.1%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	4.9%	2	0.0%	0	11.1%	1	8.3%	1	0.0%	0	0.0%	0
Base:		41		6		9		12		7		7
Q47 Do you or your household use the Internet for shopping purposes?												
Yes	75.0%	375	75.0%	75	75.0%	75	72.0%	72	78.0%	78	75.0%	75
No	25.0%	125	25.0%	25	25.0%	25	28.0%	28	22.0%	22	25.0%	25
Base:		500		100		100		100		100		100

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5
Q48 What type of goods do you or your household regularly buy on the Internet? [MR]						
<i>Those who use the Internet for shopping purposes at Q47:</i>						
Baby items	0.5%	2	0.0%	0	1.3%	1
Banking / finance	1.9%	7	4.0%	3	0.0%	0
Books	31.2%	117	33.3%	25	26.7%	20
Books, CDs, toys and gifts	33.9%	127	37.3%	28	34.7%	26
Clothes and shoes	48.0%	180	52.0%	39	40.0%	30
Computer / printer accessories	4.5%	17	6.7%	5	4.0%	3
Console / PC games	2.1%	8	2.7%	2	1.3%	1
Craft / hobby items	3.5%	13	5.3%	4	2.7%	2
DIY / Hardware and garden items	11.5%	43	10.7%	8	10.7%	8
Domestic electric appliances (e.g. fridges and kitchen items)	21.6%	81	18.7%	14	18.7%	14
Downloadable content (e.g. music / movies / tv / games / apps)	5.3%	20	5.3%	4	4.0%	3
Food and groceries	9.6%	36	12.0%	9	12.0%	9
Furniture, soft furnishings and floor coverings	5.6%	21	4.0%	3	2.7%	2
Health, beauty and chemist items	5.3%	20	1.3%	1	2.7%	2
Holiday and / or Travel / Event Tickets	1.3%	5	2.7%	2	0.0%	0
Jewellery	1.1%	4	1.3%	1	2.7%	2
Mobile phone accessories	2.9%	11	4.0%	3	2.7%	2
Other kinds of electrical goods (e.g. TV / Hi-Fi and computers)	19.7%	74	17.3%	13	20.0%	15
Pet food / products	2.4%	9	2.7%	2	2.7%	2
Small household goods	8.3%	31	6.7%	5	5.3%	4
Sports goods	1.6%	6	2.7%	2	1.3%	1
Vehicle parts	1.9%	7	1.3%	1	0.0%	0
Vehicles / vehicle parts	1.3%	5	0.0%	0	1.3%	1
Other	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	7.5%	28	8.0%	6	12.0%	9
Base:	375	75	75	72	78	75

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5						
Q49 Why do you or your household use the Internet for online shopping? [MR]												
<i>Those who use the Internet for shopping purposes at Q47:</i>												
Allows me to compare goods / prices at my leisure	13.9%	52	10.7%	8	18.7%	14	19.4%	14	5.1%	4	16.0%	12
Better choice of goods	22.7%	85	26.7%	20	16.0%	12	8.3%	6	44.9%	35	16.0%	12
Better quality goods online	1.3%	5	0.0%	0	1.3%	1	0.0%	0	3.8%	3	1.3%	1
Can download items purchased online	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Can read reviews of products online	1.1%	4	0.0%	0	0.0%	0	0.0%	0	3.8%	3	1.3%	1
Can shop 24 hours	5.6%	21	4.0%	3	1.3%	1	11.1%	8	5.1%	4	6.7%	5
Can use my loyalty points online	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper prices	12.5%	47	12.0%	9	8.0%	6	15.3%	11	11.5%	9	16.0%	12
City / town centre too large to walk round	0.8%	3	1.3%	1	0.0%	0	2.8%	2	0.0%	0	0.0%	0
Delivery service / saves carrying goods home	16.8%	63	14.7%	11	16.0%	12	20.8%	15	12.8%	10	20.0%	15
Disabled / find it hard walking	1.3%	5	1.3%	1	1.3%	1	0.0%	0	0.0%	0	4.0%	3
Don't have to find a parking space / drive there	1.1%	4	0.0%	0	1.3%	1	4.2%	3	0.0%	0	0.0%	0
Don't like store shopping	2.7%	10	4.0%	3	4.0%	3	1.4%	1	1.3%	1	2.7%	2
Easier to find the special offers online	0.8%	3	0.0%	0	2.7%	2	1.4%	1	0.0%	0	0.0%	0
For ease / speed / more convenient	56.5%	212	53.3%	40	62.7%	47	59.7%	43	50.0%	39	57.3%	43
Get better guarantees online	0.3%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Lack of access to large food supermarkets	0.5%	2	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of access to non-food shops	1.3%	5	2.7%	2	2.7%	2	0.0%	0	0.0%	0	1.3%	1
Makes it easier to keep to a budget	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No car available / don't drive	1.3%	5	4.0%	3	1.3%	1	0.0%	0	1.3%	1	0.0%	0
Saves time	6.9%	26	10.7%	8	2.7%	2	4.2%	3	6.4%	5	10.7%	8
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Click & Collect service is good	0.3%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Don't have to go out	0.8%	3	0.0%	0	4.0%	3	0.0%	0	0.0%	0	0.0%	0
Easier to buy in bulk	0.3%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to return goods	2.4%	9	2.7%	2	2.7%	2	2.8%	2	3.8%	3	0.0%	0
Fast delivery (e.g. Amazon Prime)	0.5%	2	1.3%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0
No parking charges	0.8%	3	0.0%	0	0.0%	0	1.4%	1	1.3%	1	1.3%	1
Recommendations from friends / family	0.3%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Saves on fuel	0.3%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
(Don't know)	2.9%	11	4.0%	3	1.3%	1	4.2%	3	0.0%	0	5.3%	4
Base:		375		75		75		72		78		75
GEN Gender of respondent:												
Male	34.0%	170	37.0%	37	35.0%	35	29.0%	29	32.0%	32	37.0%	37
Female	66.0%	330	63.0%	63	65.0%	65	71.0%	71	68.0%	68	63.0%	63
Base:		500		100		100		100		100		100
AGE How old are you?												
18-24	3.0%	15	3.0%	3	3.0%	3	5.0%	5	1.0%	1	3.0%	3
25-34	3.8%	19	4.0%	4	3.0%	3	6.0%	6	3.0%	3	3.0%	3
35-44	7.8%	39	8.0%	8	8.0%	8	9.0%	9	10.0%	10	4.0%	4
45-54	24.8%	124	33.0%	33	18.0%	18	19.0%	19	36.0%	36	18.0%	18
55-64	20.8%	104	17.0%	17	26.0%	26	19.0%	19	16.0%	16	26.0%	26
65+	39.8%	199	35.0%	35	42.0%	42	42.0%	42	34.0%	34	46.0%	46
(Refused)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		500		100		100		100		100		100

East Hampshire Retail & Leisure Study For Lichfields

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5
PC Postcode Sector:						
GU26 6	4.0%	20	0.0%	0	0.0%	0
GU27 1	4.2%	21	0.0%	0	0.0%	0
GU27 3	1.8%	9	0.0%	0	0.0%	0
GU30 7	10.0%	50	0.0%	0	0.0%	0
GU31 4	5.0%	25	0.0%	0	0.0%	0
GU31 5	2.0%	10	0.0%	0	0.0%	0
GU32 1	2.6%	13	0.0%	0	0.0%	0
GU32 2	2.0%	10	0.0%	0	0.0%	0
GU32 3	2.4%	12	0.0%	0	0.0%	0
GU33 6	0.8%	4	0.0%	0	4.0%	4
GU33 7	6.0%	30	0.0%	0	0.0%	0
GU34 1	1.4%	7	7.0%	7	0.0%	0
GU34 2	2.8%	14	14.0%	14	0.0%	0
GU34 3	0.8%	4	4.0%	4	0.0%	0
GU34 4	1.4%	7	7.0%	7	0.0%	0
GU34 5	4.4%	22	22.0%	22	0.0%	0
GU35 0	5.4%	27	0.0%	0	27.0%	27
GU35 8	4.4%	22	0.0%	0	22.0%	22
GU35 9	9.4%	47	0.0%	0	47.0%	47
PO8 0	6.0%	30	0.0%	0	0.0%	0
PO8 9	12.0%	60	0.0%	0	0.0%	0
PO9 6	2.0%	10	0.0%	0	0.0%	0
SO24 0	2.6%	13	13.0%	13	0.0%	0
SO24 9	6.6%	33	33.0%	33	0.0%	0
Base:	500	100	100	100	100	100
QUOTA Zone						
Zone 1	20.0%	100	100.0%	100	0.0%	0
Zone 2	20.0%	100	0.0%	0	100.0%	100
Zone 3	20.0%	100	0.0%	0	0.0%	0
Zone 4	20.0%	100	0.0%	0	0.0%	0
Zone 5	20.0%	100	0.0%	0	0.0%	0
Base:	500	100	100	100	100	100

Appendix 2:

Data Tabulations

By Zone (Weighted)

Weighted:

August 2018

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5						
Q01 In which shop or other location does your household do most of its main food and grocery shopping?												
Aldi, Alton Retail Park, Alton	4.3%	22	14.6%	20	1.5%	1	0.6%	1	0.0%	0	0.0%	0
Asda, Portland Road, Waterlooville	2.8%	14	0.0%	0	1.5%	1	0.0%	0	3.5%	3	10.5%	9
Co-op, Headley Road, Grayshott, Hindhead	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Co-op, Headley Road, Liphook	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Co-op, High Street, Alton	0.7%	3	2.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Dogflud Way, Surrey, Farnham	0.4%	2	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0
Lidl, Elettra Avenue, Waterlooville	1.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	7
Lidl, Forest Shopping Centre, Pinchill Road, Bordon	2.6%	13	0.0%	0	12.7%	10	2.6%	3	0.0%	0	0.0%	0
Lidl, London Road, Cowplain, Waterlooville	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2
Lidl, Station Road, Petersfield	2.6%	13	0.7%	1	0.0%	0	0.0%	0	12.2%	12	0.0%	0
Londis, Durford Road, Petersfield	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Londis, The Green, Rowland's Castle	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
M&S Simply Food, High Street, Alton	0.4%	2	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, High Street, Petersfield	0.5%	2	0.7%	1	0.0%	0	0.6%	1	0.8%	1	0.0%	0
Morrisons, Lakesmere Road, Horndean	8.7%	44	0.0%	0	0.9%	1	0.6%	1	3.5%	3	43.3%	39
Sainsbury's Local, Grayshott, Hindhead	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Draymans Way, Alton	8.2%	41	22.6%	30	12.8%	10	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Hambledon Road, Waterlooville	1.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.6%	9
Sainsbury's, Midhurst Road, Liphook	11.1%	55	0.0%	0	14.6%	12	37.8%	36	7.4%	7	0.0%	0
Sainsbury's, South Street, Farnham	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Water Lane, Farnham	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Woosack Way, Godalming	0.4%	2	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0
Tesco Express, Broad Street, Alresford	1.1%	6	4.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Charles Street, Petersfield	1.1%	6	3.2%	4	0.0%	0	0.0%	0	0.7%	1	0.9%	1
Tesco Express, Hilbrow Road, Liss	0.5%	3	0.0%	0	0.0%	0	0.0%	0	2.8%	3	0.0%	0
Tesco Express, The Westbrook Centre, Grassmere Way, Waterlooville	0.8%	4	2.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Upper Hale Road, Farnham	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Tesco Superstore, High Street, Headley, Bordon	7.4%	37	0.0%	0	41.6%	34	1.3%	1	1.6%	2	0.0%	0
Tesco Superstore, Lion Green, Weyhill, Haslemere	7.1%	35	2.5%	3	0.9%	1	31.7%	30	0.0%	0	0.9%	1
Tesco Superstore, The Causeway, Petersfield	6.9%	34	0.0%	0	0.0%	0	0.0%	0	35.2%	34	0.0%	0
Waitrose, Bridge Street, Godalming	0.4%	2	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0
Waitrose, Dukes Walk, Stakes Hill Road, Waterlooville	1.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	6
Waitrose, Rams Walk, Petersfield	5.5%	27	0.7%	1	0.7%	1	0.0%	0	24.9%	24	1.7%	2
Waitrose, Station Road, Alton	1.9%	10	6.2%	8	1.4%	1	0.0%	0	0.0%	0	0.0%	0

Column %ges.

East Hampshire Retail & Leisure Study For Lichfields

Weighted:

August 2018

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		
Waitrose, The Hart, Farnham	0.7%	3	0.9%	1	0.0%	0	2.3%	2	0.0%	0	0.0%	0
Waitrose, West Street, Haslemere	1.3%	7	0.0%	0	0.0%	0	6.8%	7	0.0%	0	0.0%	0
Internet	7.4%	37	10.6%	14	5.3%	4	8.2%	8	5.1%	5	5.9%	5
Aldi, Burnett Close, Winchester	0.3%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Central Retail Park, Havant	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Asda, Cranbourne Industrial Estate, Dock Road, Gosport	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Asda, Larchwood Avenue, Bedhampton, Havant	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.9%	1
Co-op, West Street, Alresford	0.4%	2	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Lindford Village Centre	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Petersfield Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Local shops, Rowlands Castle Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Morrisons, Worting Road, Basingstoke	0.2%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Ennerdale Road, Bordon	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Badger Farm Road, Winchester	0.6%	3	2.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Easton Lane, Winchester	5.3%	26	19.5%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Fishbourne Road East, Chichester	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Tesco Extra, Solent Road, Havant	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Tesco Superstore, Wellington Avenue, Aldershot	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Basing View, Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Waitrose, Stockbridge Road, Winchester	0.3%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, The Meridian Centre, North Street, Havant	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2
(Don't know / varies)	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2
Weighted base:		500		135		82		96		98		89
Sample:		500		100		100		100		100		100

Weighted:

August 2018

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5						
Q02 Apart from (STORE / LOCATION MENTIONED AT Q01), are there any other stores or shops your household regularly buys your main food and grocery shopping from? [MR]												
Aldi, Alton Retail Park, Alton	4.1%	21	11.2%	15	6.0%	5	0.6%	1	0.0%	0	0.0%	0
Asda, Portland Road, Waterlooville	3.4%	17	0.0%	0	0.8%	1	1.4%	1	3.4%	3	13.2%	12
Budgens, Cowslip Court, Waterlooville	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Co-op, Headley Road, Grayscott, Hindhead	1.0%	5	0.0%	0	0.9%	1	4.3%	4	0.0%	0	0.0%	0
Co-op, Headley Road, Liphook	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Co-op, St John's Street, Godalming	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Co-op, The Crundles, Moggs Mead, Petersfield	0.6%	3	0.0%	0	0.0%	0	0.0%	0	3.3%	3	0.0%	0
Co-op, White Dirt Lane, Clanfield, Waterlooville	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Iceland, High Street, Alton	1.0%	5	2.1%	3	2.4%	2	0.0%	0	0.0%	0	0.0%	0
Lidl, Elettra Avenue, Waterlooville	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	5
Lidl, Forest Shopping Centre, Pinchill Road, Bordon	2.3%	12	0.0%	0	11.1%	9	2.6%	3	0.0%	0	0.0%	0
Lidl, London Road, Cowplain, Waterlooville	1.5%	7	0.0%	0	0.0%	0	0.0%	0	0.8%	1	7.5%	7
Lidl, Station Road, Petersfield	4.0%	20	2.0%	3	2.1%	2	2.9%	3	12.2%	12	1.0%	1
Londis, Durford Road, Petersfield	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Londis, Farnham Road, Bordon	0.4%	2	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0
M&S Foodhall, Lion Green Haslemere	1.2%	6	0.0%	0	0.0%	0	6.3%	6	0.0%	0	0.0%	0
M&S Simply Food, High Street, Alton	1.1%	6	3.7%	5	0.7%	1	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, High Street, Petersfield	1.3%	6	0.0%	0	0.7%	1	0.0%	0	5.4%	5	0.7%	1
M&S Simply Food, Portsmouth Road, Hindhead	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
M&S Simply Food, Winchester Road, Petersfield	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Morrisons, Lakesmere Road, Horndean	4.5%	22	0.9%	1	1.7%	1	2.6%	2	1.0%	1	18.2%	16
Sainsbury's Local, Grayshott, Hindhead	0.7%	4	0.0%	0	0.0%	0	3.7%	4	0.0%	0	0.0%	0
Sainsbury's, Draymans Way, Alton	6.3%	32	14.7%	20	13.4%	11	0.0%	0	0.7%	1	0.0%	0
Sainsbury's, Hambledon Road, Waterlooville	2.9%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.2%	14
Sainsbury's, Midhurst Road, Liphook	6.4%	32	0.8%	1	9.0%	7	21.6%	21	3.0%	3	0.0%	0
Sainsbury's, South Street, Farnham	0.5%	3	0.0%	0	3.2%	3	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Water Lane, Farnham	1.3%	6	2.1%	3	4.2%	3	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Anstey Laen, Alton	0.2%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Broad Street, Alresford	0.4%	2	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Charles Street, Petersfield	1.3%	7	0.0%	0	0.0%	0	2.0%	2	4.1%	4	1.0%	1
Tesco Express, Hilbrow Road, Liss	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0
Tesco Express, London Road, Waterlooville	0.2%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Upper Hale Road, Farnham	0.4%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Tesco Express, Winchester Road, Four Marks, Alton	0.3%	2	0.8%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, High	3.4%	17	0.0%	0	16.5%	14	3.8%	4	0.0%	0	0.0%	0

Column %ges.

East Hampshire Retail & Leisure Study For Lichfields

Weighted:

August 2018

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5						
Street, Headley, Bordon												
Tesco Superstore, Lion Green, Weyhill, Haslemere	1.2%	6	0.0%	0	0.7%	1	5.7%	6	0.0%	0	0.0%	0
Tesco Superstore, The Causeway, Petersfield	5.9%	30	0.0%	0	2.9%	2	1.3%	1	25.6%	25	1.0%	1
Waitrose, Bridge Street, Godalming	0.2%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Waitrose, Dukes Walk, Stakes Hill Road, Waterlooville	1.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	5
Waitrose, Rams Walk, Petersfield	6.5%	32	3.4%	5	3.6%	3	5.7%	5	18.3%	18	1.7%	2
Waitrose, Station Road, Alton	3.3%	16	8.8%	12	5.4%	4	0.0%	0	0.0%	0	0.0%	0
Waitrose, The Hart, Farnham	0.3%	2	0.0%	0	1.4%	1	0.6%	1	0.0%	0	0.0%	0
Waitrose, West Street, Haslemere	0.8%	4	0.0%	0	0.0%	0	4.4%	4	0.0%	0	0.0%	0
Internet	0.3%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Aldi, Barnfield Drive, Chichester	0.2%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Aldi, Central Retail Park, Havant	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Aldi, Southampton Road, Port Solent, Portsmouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Asda, Larchwood Avenue, Bedhampton, Havant	0.9%	5	0.0%	0	0.0%	0	0.0%	0	2.5%	2	2.5%	2
Co-op, West Street, Alresford	0.6%	3	2.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Victoria Road, Aldershot	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Lidl, Coles Close, Twyford Road, Eastleigh	0.2%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Somborne Drive, Havant	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Local shops, Alresford Town Centre	0.7%	3	2.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Greyshott Village Centre	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Local shops, Liphook Village Centre	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Medstead Village Centre	0.2%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Petersfield Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Local shops, Portsmouth City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Local shops, Purbrook Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Local shops, Rowlands Castle Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Local shops, Whitehill & Bordon Town Centre	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons, Alexander Road, Aldershot	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Badger Farm Road, Winchester	1.1%	6	4.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Fitzherbert Road, Portsmouth	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Sainsbury's, Wallop Drive, Basingstoke	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Clement Atlee Way, Portsmouth	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Tesco Extra, Easton Lane, Winchester	1.4%	7	5.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Solent Road, Havant	0.6%	3	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.7%	1
Tesco Superstore, Wellington Avenue, Aldershot	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Waitrose, Stockbridge Road, Winchester	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Waitrose, York Road, Guildford	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0

Column %ges.

Weighted:

August 2018

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		
(Don't know / varies)	1.3%	6	2.3%	3	0.7%	1	0.6%	1	0.8%	1	1.6%	1
(Nowhere else)	27.3%	136	32.7%	44	25.2%	21	26.9%	26	19.5%	19	29.9%	27
Weighted base:		500		135		82		96		98		89
Sample:		500		100		100		100		100		100

Q03 When your household last did your main food shopping at (STORE / LOCATION MENTIONED AT Q01), was this trip combined with other activities within the town centre?

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

Yes	33.0%	153	33.5%	40	27.2%	21	33.2%	29	34.7%	32	35.2%	30
No	66.1%	306	66.5%	80	71.9%	56	63.9%	56	64.5%	60	64.0%	54
(Don't know / can't remember)	1.0%	4	0.0%	0	0.8%	1	2.8%	2	0.7%	1	0.8%	1
Weighted base:		463		121		78		88		93		84
Sample:		468		90		94		94		97		93

Q04 What activities did your household undertake on that occasion? [MR]

Those who combined their last main food shopping trip with another activity at Q03:

Other food shopping	17.6%	27	20.0%	8	12.5%	3	23.6%	7	14.3%	5	15.9%	5
Healthcare (e.g. doctor, dentist, optician etc.)	6.9%	11	13.2%	5	2.7%	1	12.9%	4	0.0%	0	3.0%	1
Non-food shopping	30.3%	46	28.9%	12	23.6%	5	39.2%	11	37.0%	12	20.9%	6
Social / leisure reason (e.g. meeting friends, going to gym etc.)	13.0%	20	10.7%	4	23.1%	5	13.8%	4	16.5%	5	4.4%	1
To have a walk / stroll around	3.3%	5	0.0%	0	0.0%	0	6.4%	2	2.9%	1	7.4%	2
To use services (e.g. bank, post office, hairdresser etc.)	21.7%	33	17.8%	7	20.4%	4	11.7%	3	34.5%	11	24.0%	7
To visit a restaurant / café / public house	13.3%	20	16.8%	7	5.8%	1	15.5%	5	15.3%	5	9.4%	3
Tourism (e.g. holiday, day trip etc.)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit parks / gardens	0.4%	1	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0
Window shopping / browsing	9.2%	14	8.5%	3	33.3%	7	2.1%	1	2.1%	1	7.8%	2
Work / business purposes	1.8%	3	3.1%	1	3.1%	1	0.0%	0	0.0%	0	2.6%	1
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Get petrol / fuel	11.1%	17	19.3%	8	2.7%	1	11.2%	3	0.0%	0	17.9%	5
Part of an overall day out	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1
School run	1.2%	2	0.0%	0	0.0%	0	6.4%	2	0.0%	0	0.0%	0
(Don't know / can't remember)	1.0%	1	0.0%	0	0.0%	0	0.0%	0	4.6%	1	0.0%	0
Weighted base:		153		40		21		29		32		30
Sample:		153		28		28		31		36		30

Q05 How does your household normally travel to do the main food shopping?

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

Car-driver	83.7%	388	86.4%	104	85.9%	67	83.5%	74	78.3%	72	84.0%	71
Car-passenger	8.2%	38	8.2%	10	11.8%	9	7.4%	6	5.3%	5	8.7%	7
Bus, minibus or coach	2.0%	9	1.5%	2	0.7%	1	1.5%	1	3.1%	3	3.1%	3
Train	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Taxi	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	5.2%	24	3.2%	4	1.6%	1	5.8%	5	12.5%	12	3.1%	3
Bicycle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Motorcycle, scooter or moped	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mobility scooter / wheelchair	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)	0.7%	3	0.8%	1	0.0%	0	1.9%	2	0.9%	1	0.0%	0
Weighted base:		463		121		78		88		93		84
Sample:		468		90		94		94		97		93

Weighted:

August 2018

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5						
Q06 Where did your household last buy small scale / top up grocery shopping?												
Aldi, Alton Retail Park, Alton	1.1%	6	3.2%	4	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Asda, Portland Road, Waterlooville	1.0%	5	0.0%	0	0.0%	0	0.0%	0	2.9%	3	2.3%	2
Budgens, Cowslip Court, Waterlooville	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2
ChangetheUK, Herondale, Haslemere	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Co-op, 1 London Road, Waterlooville	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Co-op, Catherington Lane, Waterlooville	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	4
Co-op, Grovebell Industrial Estate, Wrecclesham Road, Wrecclesham, Farnham	0.2%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Headley Road, Grayshott, Hindhead	0.7%	3	0.0%	0	0.9%	1	2.8%	3	0.0%	0	0.0%	0
Co-op, Headley Road, Liphook	1.1%	5	0.0%	0	0.8%	1	4.8%	5	0.0%	0	0.0%	0
Co-op, High Street, Alton	0.4%	2	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, The Crundles, Moggs Mead, Petersfield	1.5%	8	0.0%	0	0.0%	0	0.0%	0	7.2%	7	0.7%	1
Co-op, The Precinct, Crookhorn Lane, Waterlooville	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Co-op, The Square, Rowledge, Farnham	0.2%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, White Dirt Lane, Clanfield, Waterlooville	1.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	7
Co-op, Winchester Road, Four Marks, Alton	1.5%	7	5.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Alton	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Eletttra Avenue, Waterlooville	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Lidl, Forest Shopping Centre, Pinehill Road, Bordon	1.8%	9	0.0%	0	7.2%	6	3.2%	3	0.0%	0	0.0%	0
Lidl, London Road, Cowplain, Waterlooville	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2
Lidl, Station Road, Petersfield	1.4%	7	0.0%	0	0.0%	0	0.0%	0	7.2%	7	0.0%	0
Londis, Farnham Road, Bordon	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Londis, The Green, Rowland's Castle	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
M&S Foodhall, Lion Green Haslemere	0.4%	2	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.9%	1
M&S Simply Food, High Street, Alton	0.5%	3	1.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, High Street, Petersfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
M&S Simply Food, Portsmouth Road, Hindhead	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
M&S Simply Food, Wellington Retail Park	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
McColls, High Street, Headley, Bordon	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons, Lakesmere Road, Horndean	2.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.9%	11
Sainsbury's Local, Grayshott, Hindhead	1.0%	5	0.0%	0	1.9%	2	3.8%	4	0.0%	0	0.0%	0
Sainsbury's, Draymans Way, Alton	3.8%	19	13.6%	18	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Hambledon Road, Waterlooville	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2
Sainsbury's, Midhurst Road, Liphook	4.5%	23	0.0%	0	1.7%	1	21.4%	21	0.7%	1	0.0%	0
Sainsbury's, South Street, Farnham	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Water Lane,	0.3%	2	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0

Column %ges.

East Hampshire Retail & Leisure Study For Lichfields

Weighted:

August 2018

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5						
Farnham												
Spar, Frensham Road, Farnham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Tesco Express, Portsmouth Road, Godalming	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Tesco Express, Anstey Laen, Alton	0.7%	3	1.5%	2	0.8%	1	0.0%	0	0.8%	1	0.0%	0
Tesco Express, Broad Street, Alresford	3.6%	18	13.2%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Charles Street, Petersfield	1.6%	8	0.0%	0	0.0%	0	0.0%	0	8.1%	8	0.0%	0
Tesco Express, Hilbrow Road, Liss	4.3%	22	0.8%	1	2.1%	2	0.0%	0	19.2%	19	0.0%	0
Tesco Express, Lovedean Lane, Waterlooville	1.5%	7	0.0%	0	0.0%	0	0.0%	0	0.8%	1	7.2%	6
Tesco Express, Ridgway Road, Farnham	0.3%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, The Westbrook Centre, Grassmere Way, Waterlooville	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Tesco Express, Upper Hale Road, Farnham	0.2%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Winchester Road, Four Marks, Alton	1.0%	5	3.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, High Street, Headley, Bordon	6.4%	32	0.0%	0	36.1%	30	1.4%	1	0.8%	1	0.0%	0
Tesco Superstore, Lion Green, Weyhill, Haslemere	2.5%	13	0.0%	0	0.0%	0	12.4%	12	0.7%	1	0.0%	0
Tesco Superstore, The Causeway, Petersfield	2.6%	13	0.0%	0	0.0%	0	0.0%	0	12.6%	12	1.0%	1
Waitrose, Dukes Walk, Stakes Hill Road, Waterlooville	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2
Waitrose, Rams Walk, Petersfield	2.7%	14	2.5%	3	0.0%	0	1.3%	1	9.2%	9	0.0%	0
Waitrose, Station Road, Alton	0.6%	3	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, The Hart, Farnham	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Waitrose, West Street, Haslemere	0.8%	4	0.0%	0	0.8%	1	3.7%	4	0.0%	0	0.0%	0
Internet	0.6%	3	2.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, West Street, Alresford	3.0%	15	10.3%	14	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Local shops, Alresford Town Centre	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Alton Town Centre	0.2%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Beacon Hill Local Centre	0.9%	4	0.0%	0	0.0%	0	4.6%	4	0.0%	0	0.0%	0
Local shops, Camelsdale Local Centre	0.4%	2	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0
Local shops, Cheriton Village Centre	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Clanfield Village Centre	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.8%	1	2.7%	2
Local shops, Four Marks Village Centre	0.2%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Froxfield Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Local shops, Greyshott Village Centre	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Local shops, Haslemere Town Centre	0.3%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Local shops, Kingsley Village Centre	0.5%	3	0.0%	0	3.2%	3	0.0%	0	0.0%	0	0.0%	0
Local shops, Lindford Village Centre	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Liss Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Local shops, Milland Village Centre	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Local shops, Petersfield	0.6%	3	0.0%	0	0.0%	0	0.0%	0	3.2%	3	0.0%	0

Column %ges.

East Hampshire Retail & Leisure Study For Lichfields

Weighted:

August 2018

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5						
Town Centre												
Local shops, Rowlands Castle Village Centre	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	3
Local shops, Upper Froyle Village Centre	0.2%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Waterlooville Town Centre	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	3
Local shops, Whitehill & Bordon Town Centre	0.6%	3	0.0%	0	3.8%	3	0.0%	0	0.0%	0	0.0%	0
Milkman delivery	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0
One Stop, Ennerdale Road, Bordon	0.6%	3	0.0%	0	3.9%	3	0.0%	0	0.0%	0	0.0%	0
One Stop, Five Heads Road, Horndean	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
One Stop, Larch Road, Headley Down	0.5%	3	0.0%	0	3.2%	3	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Badger Farm Road, Winchester	0.2%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, North Street, Midhurst	0.4%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Tesco Extra, Clement Atlee Way, Portsmouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Tesco Extra, Easton Lane, Winchester	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Basing View, Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
(Don't know / varies)	4.0%	20	5.7%	8	0.7%	1	3.5%	3	3.7%	4	5.4%	5
(Don't do this type of shopping)	24.0%	120	22.9%	31	24.9%	20	27.0%	26	16.7%	16	29.5%	26
Weighted base:	500	135		82		96		98		89		
Sample:	500	100		100		100		100		100		

Weighted:

August 2018

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5						
Q07 Where do you go to buy most of your household's non-food shopping?												
Aldershot Town Centre	0.3%	2	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0
Alton Town Centre	4.3%	22	13.3%	18	4.4%	4	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre	11.0%	55	30.4%	41	15.5%	13	1.5%	1	0.0%	0	0.0%	0
Chichester City Centre	3.5%	18	0.0%	0	0.0%	0	5.7%	5	5.2%	5	7.8%	7
Fareham Town Centre	0.3%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	1.0%	1
Farnham Town Centre	3.0%	15	1.7%	2	10.0%	8	4.4%	4	0.0%	0	0.0%	0
Guildford Town Centre	8.0%	40	0.8%	1	11.4%	9	24.5%	24	5.5%	5	0.9%	1
Haslemere Town Centre	2.6%	13	0.0%	0	0.9%	1	12.6%	12	0.0%	0	0.0%	0
Havant Town Centre	1.9%	9	0.0%	0	0.7%	1	0.0%	0	3.1%	3	6.3%	6
Horndean Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Liphook Town Centre	1.1%	5	0.0%	0	0.0%	0	5.7%	5	0.0%	0	0.0%	0
Petersfield Town Centre	12.7%	64	1.4%	2	2.1%	2	13.7%	13	46.3%	45	1.9%	2
Portsmouth City Centre	5.0%	25	0.0%	0	2.5%	2	4.2%	4	3.8%	4	17.2%	15
Southampton City Centre	1.6%	8	4.4%	6	0.0%	0	0.0%	0	0.7%	1	1.6%	1
Waterlooville Town Centre	6.5%	33	0.8%	1	0.7%	1	0.6%	1	3.7%	4	30.0%	27
Whitehill / Bordon Town Centre	3.6%	18	2.1%	3	13.5%	11	2.6%	2	1.7%	2	0.0%	0
Winchester City Centre	7.5%	38	24.7%	33	0.0%	0	0.0%	0	4.3%	4	0.0%	0
Gunwharf Quays, Portsmouth	1.6%	8	0.0%	0	0.0%	0	4.3%	4	1.8%	2	2.7%	2
Solent Retail Park, Selbourne Road, Havant	0.6%	3	0.0%	0	0.0%	0	0.0%	0	2.2%	2	1.0%	1
Wellington Retail Park, Habledon Road, Waterlooville	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Internet / mail order	15.1%	75	11.2%	15	21.4%	18	14.8%	14	14.7%	14	15.8%	14
Alresford Town Centre	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Camberley Town Centre	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Emsworth Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Farnborough Town Centre	0.4%	2	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0
Godalming Town Centre	0.2%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Headley Village Centre	0.3%	2	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0
Hedge End Retail Park, Charles Watts Way, Hedge End, Southampton	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hedge End Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2
Kingston Local Centre	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.7%	1
Lindford Village Centre	0.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Newbury Town Centre	0.2%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southsea Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Tesco Extra, Easton Lane, Winchester	0.2%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	6.4%	32	5.5%	7	7.6%	6	4.1%	4	7.1%	7	8.4%	8
Weighted base:		500		135		82		96		98		89
Sample:		500		100		100		100		100		100

Q08 When your household last did your main non-food shopping, was this trip combined with other activities within the town centre?*Excluding those who do their main non-food shopping via the Internet at Q07:*

Yes	44.1%	187	51.3%	61	25.0%	16	49.6%	41	42.4%	35	44.8%	34
No	54.0%	229	45.5%	55	74.2%	48	49.5%	40	55.6%	46	53.2%	40
(Don't know / can't remember)	2.0%	8	3.2%	4	0.9%	1	0.9%	1	2.1%	2	2.0%	2
Weighted base:		425		120		65		82		83		75
Sample:		426		90		81		85		88		82

Weighted:

August 2018

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5						
Q09 What activities did your household undertake on that occasion? [MR]												
<i>Those who combined their last non-food shopping trip with another activity at Q08:</i>												
Food and grocery shopping	12.1%	23	7.0%	4	8.3%	1	18.9%	8	20.0%	7	6.5%	2
Healthcare (e.g. doctor, dentist, optician etc.)	1.6%	3	1.5%	1	0.0%	0	3.0%	1	2.2%	1	0.0%	0
Social / leisure reason (e.g. meeting friends, going to gym etc.)	20.9%	39	24.5%	15	39.4%	6	24.6%	10	8.7%	3	13.7%	5
To have a walk / stroll around	2.2%	4	1.7%	1	14.3%	2	0.0%	0	2.2%	1	0.0%	0
To use services (e.g. bank, post office, hairdresser etc.)	16.2%	30	6.8%	4	14.3%	2	17.0%	7	27.3%	10	21.9%	7
To visit a restaurant / café / public house	42.0%	79	49.1%	30	18.0%	3	38.3%	16	53.0%	19	33.4%	11
Tourism (e.g. holiday, day trip etc.)	1.6%	3	1.7%	1	0.0%	0	4.6%	2	0.0%	0	0.0%	0
Visit parks / gardens	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Window shopping / browsing	14.2%	27	15.4%	9	22.7%	4	4.5%	2	1.9%	1	32.4%	11
Work / business purposes	3.2%	6	7.2%	4	0.0%	0	2.1%	1	0.0%	0	1.9%	1
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To get petrol / fuel	1.8%	3	5.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	0.4%	1	0.0%	0	4.8%	1	0.0%	0	0.0%	0	0.0%	0
Weighted base:		187		61		16		41		35		34
Sample:		180		43		22		44		38		33

Q10 How does your household normally travel to do its non-food shopping?*Excluding those who do their main non-food shopping via the Internet at Q07:*

Car - driver	78.8%	335	82.5%	99	81.0%	52	88.2%	72	68.2%	57	72.5%	55
Car - passenger	7.6%	32	8.8%	11	11.6%	8	3.5%	3	5.7%	5	8.7%	7
Bus, minibus or coach	4.5%	19	5.6%	7	2.8%	2	2.3%	2	2.4%	2	9.0%	7
Train	1.7%	7	0.0%	0	0.0%	0	2.3%	2	2.4%	2	4.4%	3
Taxi	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	5.2%	22	0.8%	1	3.7%	2	2.7%	2	18.3%	15	1.7%	1
Bicycle	0.2%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Motorecycle, scooter or moped	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mobility scooter / wheelchair	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Use internet / get it delivered	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park & Ride	0.5%	2	0.8%	1	0.9%	1	0.0%	0	1.0%	1	0.0%	0
(Don't know / varies)	1.2%	5	0.8%	1	0.0%	0	0.9%	1	1.9%	2	2.7%	2
Weighted base:		425		120		65		82		83		75
Sample:		426		90		81		85		88		82

Weighted:

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	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		
Q11 Where does your household do most of its shopping for clothes and shoes, this can include retail parks and the internet as well as town / district / city centres?												
Aldershot Town Centre	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Alton Town Centre	2.8%	14	9.0%	12	1.4%	1	0.0%	0	0.7%	1	0.0%	0
Basingstoke Town Centre	11.7%	59	29.1%	39	21.9%	18	1.5%	1	0.0%	0	0.0%	0
Chichester City Centre	4.5%	23	0.0%	0	0.7%	1	4.1%	4	8.3%	8	11.1%	10
Fareham Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Farnham Town Centre	1.7%	9	1.7%	2	5.6%	5	1.9%	2	0.0%	0	0.0%	0
Guildford Town Centre	13.2%	66	2.3%	3	18.0%	15	43.0%	41	6.1%	6	0.9%	1
Haslemere Town Centre	0.3%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Havant Town Centre	1.9%	10	0.0%	0	0.0%	0	0.0%	0	5.3%	5	5.0%	5
Liphook Town Centre	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Petersfield Town Centre	5.4%	27	0.0%	0	0.7%	1	9.1%	9	15.1%	15	3.1%	3
Portsmouth City Centre	7.8%	39	0.0%	0	5.5%	5	4.6%	4	12.3%	12	20.3%	18
Southampton City Centre	2.8%	14	5.1%	7	0.0%	0	0.7%	1	1.7%	2	5.1%	5
Waterlooville Town Centre	4.2%	21	0.0%	0	2.6%	2	0.0%	0	4.6%	4	16.3%	15
Whitehill / Bordon Town Centre	1.0%	5	0.0%	0	4.3%	4	0.6%	1	0.0%	0	0.7%	1
Winchester City Centre	6.9%	35	22.5%	30	0.0%	0	0.0%	0	4.3%	4	0.0%	0
Bordon Country Market, Malthouse & Osborne Farms, Bordon	0.3%	1	0.7%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Gunwharf Quays, Portsmouth	2.3%	11	4.6%	6	0.0%	0	2.3%	2	0.0%	0	3.4%	3
Solent Retail Park, Selbourne Road, Havant	0.9%	5	0.0%	0	0.0%	0	0.0%	0	4.7%	5	0.0%	0
Wellington Retail Park, Hambledon Road, Waterlooville	0.5%	2	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.7%	1
Internet / mail order	23.1%	116	14.0%	19	30.6%	25	21.9%	21	29.5%	29	24.3%	22
Camberley Town Centre	0.6%	3	0.7%	1	1.4%	1	0.9%	1	0.0%	0	0.0%	0
Crewkerne Town Centre	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastleigh Town Centre	0.3%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Godalming Town Centre	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Hedge End Retail Park, Charles Watts Way, Hedge End, Southampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Hedge End Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Kingston Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
London - Central / West End	0.5%	3	0.9%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Medstead Village Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0
Olney Town Centre	0.7%	3	2.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pulborough Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Southsea Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Yeovil Town Centre	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	2.0%	10	3.2%	4	0.7%	1	0.6%	1	2.3%	2	2.5%	2
(Don't do this type of shopping)	2.6%	13	1.5%	2	5.3%	4	4.4%	4	0.0%	0	2.5%	2
Weighted base:	500	135		82		96		98		89		
Sample:	500	100		100		100		100		100		

Weighted:

August 2018

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5						
Q12 Where else does your household do most of its shopping for clothes and shoes? [MR]												
<i>Those who buy clothes and shoes at Q11:</i>												
Aldershot Town Centre	0.4%	2	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0
Alton Town Centre	1.0%	5	1.4%	2	3.7%	3	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre	5.1%	25	11.7%	16	8.5%	7	1.4%	1	1.5%	1	0.0%	0
Chichester City Centre	4.4%	21	0.0%	0	1.7%	1	4.9%	5	6.8%	7	10.1%	9
Fareham Town Centre	0.5%	3	0.0%	0	1.6%	1	0.0%	0	0.0%	0	1.6%	1
Farnham Town Centre	1.2%	6	2.1%	3	1.4%	1	0.7%	1	0.7%	1	0.9%	1
Guildford Town Centre	10.1%	49	7.7%	10	19.2%	15	20.3%	19	5.7%	6	0.0%	0
Haslemere Town Centre	0.6%	3	0.7%	1	0.7%	1	1.6%	1	0.0%	0	0.0%	0
Havant Town Centre	3.0%	15	0.0%	0	1.0%	1	2.7%	2	5.7%	6	6.7%	6
Hindhead Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Horndean Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Liphook Town Centre	0.6%	3	0.0%	0	0.7%	1	2.8%	3	0.0%	0	0.0%	0
Petersfield Town Centre	4.1%	20	1.0%	1	3.0%	2	5.8%	5	7.1%	7	4.9%	4
Portsmouth City Centre	6.7%	33	0.0%	0	7.3%	6	5.3%	5	6.9%	7	17.8%	16
Southampton City Centre	6.6%	32	21.1%	28	1.0%	1	0.0%	0	1.5%	1	1.9%	2
Waterlooville Town Centre	2.8%	14	0.0%	0	0.0%	0	1.4%	1	6.2%	6	7.3%	6
Whitehill / Bordon Town Centre	0.5%	3	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.9%	1
Winchester City Centre	4.8%	23	15.6%	21	0.0%	0	0.0%	0	2.2%	2	0.7%	1
Gunwharf Quays, Portsmouth	3.8%	19	0.8%	1	4.7%	4	6.6%	6	3.4%	3	5.3%	5
Ocean Retail Park, Burrfields Road, Portsmouth	0.5%	2	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0
Solent Retail Park, Selbourne Road, Havant	1.3%	6	0.0%	0	1.0%	1	1.6%	1	0.8%	1	3.6%	3
Wellington Retail Park, Hambleton Road, Waterlooville	1.7%	8	0.0%	0	0.0%	0	2.0%	2	4.7%	5	2.3%	2
Internet / mail order	11.0%	53	16.1%	21	8.5%	7	8.4%	8	10.4%	10	8.6%	8
Airport Retail Park, Rochford Road, Rochford, Southend-on-Sea	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Camberley Town Centre	0.8%	4	0.0%	0	2.2%	2	2.4%	2	0.0%	0	0.0%	0
Eastleigh Town Centre	0.3%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnborough Town Centre	0.7%	4	0.0%	0	4.7%	4	0.0%	0	0.0%	0	0.0%	0
Hedge End Retail Park, Charles Watts Way, Hedge End, Southampton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Hedge End Town Centre	0.5%	3	1.4%	2	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Kingston-upon-Thames Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Lindford Village Centre	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
London - Central / West End	1.2%	6	1.4%	2	0.0%	0	1.4%	1	2.9%	3	0.0%	0
Long Sutton Village Centre	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newbury Town Centre	0.6%	3	2.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oakhanger Farm Business Park, Oakhanger	0.2%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whiteley Shopping Centre, Whiteley Way, Whiteley, Fareham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Woking Town Centre	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
(Don't know / varies)	1.3%	6	1.0%	1	0.7%	1	0.9%	1	0.7%	1	3.6%	3
(Nowhere else)	29.1%	142	19.2%	26	29.6%	23	34.7%	32	38.7%	38	27.3%	24
Weighted base:		487		133		78		92		98		87
Sample:		484		98		93		96		100		97

Weighted:

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5						
Q13 Where does your household do most of its shopping for domestic electric appliances (e.g. fridges and kitchen items), this can include retail parks and the internet as well as town / district / city centres?												
Alton Town Centre	1.0%	5	1.5%	2	2.9%	2	0.7%	1	0.0%	0	0.0%	0
Basingstoke Town Centre	5.1%	25	17.2%	23	2.5%	2	0.0%	0	0.0%	0	0.0%	0
Chichester City Centre	1.2%	6	0.0%	0	0.0%	0	2.6%	2	2.2%	2	1.5%	1
Fareham Town Centre	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Farnham Town Centre	0.2%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Guildford Town Centre	7.0%	35	0.8%	1	12.2%	10	24.0%	23	0.7%	1	0.0%	0
Haslemere Town Centre	0.9%	4	0.0%	0	0.0%	0	4.4%	4	0.0%	0	0.0%	0
Havant Town Centre	0.8%	4	0.0%	0	0.0%	0	0.0%	0	2.3%	2	1.7%	2
Liphook Town Centre	5.3%	26	0.0%	0	4.4%	4	19.2%	18	4.4%	4	0.0%	0
Petersfield Town Centre	1.9%	10	0.0%	0	1.6%	1	0.0%	0	8.6%	8	0.0%	0
Portsmouth City Centre	3.6%	18	2.5%	3	0.0%	0	0.0%	0	6.2%	6	9.5%	9
Rowlands Castle Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Southampton City Centre	2.7%	14	6.9%	9	0.0%	0	0.6%	1	0.8%	1	3.2%	3
Waterlooville Town Centre	2.1%	10	0.0%	0	0.0%	0	0.6%	1	6.0%	6	4.5%	4
Whitehill / Bordon Town Centre	0.2%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Winchester City Centre	3.4%	17	12.6%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alton Retail Park, Mill Lane, Alton	0.4%	2	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ocean Retail Park, Burrfields Road, Portsmouth	4.5%	22	0.8%	1	0.9%	1	0.6%	1	5.0%	5	16.8%	15
Portfield Retail Park, Portfield Way, Chichester	1.1%	5	0.0%	0	0.0%	0	4.1%	4	0.7%	1	1.0%	1
Solent Retail Park, Selbourne Road, Havant	0.5%	2	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0
Wellington Retail Park, Hambleton Road, Waterlooville	1.0%	5	0.0%	0	0.0%	0	0.0%	0	1.5%	1	4.1%	4
Internet / mail order	36.8%	184	30.6%	41	40.5%	33	24.1%	23	45.6%	45	46.9%	42
Andover Road Retail Park, Andover Road, Winchester	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
B&Q, Purbrook Way, Havant	0.5%	2	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.7%	1
Brighton Hill Retail Park, Winchester Road, Basingstoke	0.4%	2	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Camberley Town Centre	0.3%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Collingwood Retail Park, Newgate Lane, Fareham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Currys PC World, Moorside Road Winnall Industrial Estate, Easton Lane, Winchester	0.4%	2	0.7%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Farnborough Town Centre	2.1%	11	2.8%	4	8.3%	7	0.0%	0	0.0%	0	0.0%	0
Godalming Town Centre	0.3%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Homebase, Farnham Retail Park, Guildford Road, Farnham	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Kingston Local Centre	0.3%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Ladymead East Retail Park, Ladymead, Guildford	1.6%	8	0.0%	0	0.9%	1	6.9%	7	0.8%	1	0.0%	0
Tesco Extra, Easton Lane, Winchester	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	3.9%	20	5.0%	7	5.2%	4	4.6%	4	2.2%	2	2.3%	2
(Don't do this type of shopping)	9.8%	49	14.3%	19	10.9%	9	7.4%	7	8.5%	8	6.1%	5
Weighted base:		500		135		82		96		98		89
Sample:		500		100		100		100		100		100

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5						
Q14 Where else does your household do most of its shopping for domestic electric appliances (e.g. fridges and kitchen items)? [MR]												
<i>Those who buy domestic electric appliances at Q13:</i>												
Aldershot Town Centre	0.3%	1	0.0%	0	0.8%	1	0.8%	1	0.0%	0	0.0%	0
Alton Town Centre	1.0%	5	2.9%	3	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre	1.4%	6	4.8%	6	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Chichester City Centre	1.7%	8	0.0%	0	0.8%	1	2.8%	2	4.5%	4	0.8%	1
Farnham Town Centre	0.4%	2	0.0%	0	1.5%	1	0.7%	1	0.0%	0	0.0%	0
Guildford Town Centre	2.7%	12	0.0%	0	10.6%	8	4.2%	4	0.8%	1	0.0%	0
Haslemere Town Centre	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Liphook Town Centre	1.1%	5	0.0%	0	1.1%	1	4.9%	4	0.0%	0	0.0%	0
Petersfield Town Centre	2.7%	12	1.1%	1	3.7%	3	0.0%	0	8.3%	7	0.8%	1
Portsmouth City Centre	2.5%	11	0.0%	0	2.4%	2	0.0%	0	2.5%	2	8.8%	7
Southampton City Centre	1.6%	7	2.5%	3	0.0%	0	0.8%	1	1.6%	1	2.5%	2
WaterlooVille Town Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.5%	1
Whitehill / Bordon Town Centre	0.6%	3	0.0%	0	3.9%	3	0.0%	0	0.0%	0	0.0%	0
Winchester City Centre	2.0%	9	7.1%	8	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Alton Retail Park, Mill Lane, Alton	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Gunwharf Quays, Portsmouth	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.9%	1	2.8%	2
Ocean Retail Park, Burrfields Road, Portsmouth	2.2%	10	0.0%	0	0.0%	0	0.0%	0	3.1%	3	8.6%	7
Portfield Retail Park, Portfield Way, Chichester	0.5%	2	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0
Solent Retail Park, Selbourne Road, Havant	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2
Wellington Retail Park, Hambleton Road, WaterlooVille	1.8%	8	0.0%	0	0.0%	0	0.0%	0	4.5%	4	5.0%	4
Internet / mail order	10.1%	45	13.6%	16	4.1%	3	10.2%	9	11.8%	11	8.4%	7
Brighton Hill Retail Park, Winchester Road, Basingstoke	0.3%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnborough Town Centre	1.5%	7	2.6%	3	5.0%	4	0.0%	0	0.0%	0	0.0%	0
Horsham Town Centre	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Ladymead East Retail Park, Ladymead, Guildford	1.2%	5	0.0%	0	1.1%	1	4.1%	4	0.9%	1	0.0%	0
Midhurst Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
(Don't know / varies)	3.3%	15	2.9%	3	2.0%	1	6.4%	6	3.3%	3	2.0%	2
(Nowhere else)	60.3%	272	61.3%	71	63.6%	47	63.8%	57	54.1%	48	58.9%	49
Weighted base:		451		116		73		89		89		84
Sample:		449		85		89		91		91		93

Weighted:

August 2018

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5						
Q15 Where does your household do most of its shopping for other kinds of electric goods such as TV / Hi-Fi and computers, this can include retail parks and the internet as well as town / district / city centres?												
Alton Town Centre	0.8%	4	1.5%	2	1.4%	1	0.0%	0	1.0%	1	0.0%	0
Basingstoke Town Centre	4.6%	23	15.9%	21	0.9%	1	0.0%	0	1.0%	1	0.0%	0
Chichester City Centre	2.5%	13	0.9%	1	0.7%	1	6.0%	6	2.2%	2	3.3%	3
Farnham Town Centre	0.4%	2	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0
Greystott Local Centre	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Guildford Town Centre	7.6%	38	1.6%	2	15.5%	13	23.3%	22	0.8%	1	0.0%	0
Haslemere Town Centre	0.7%	3	0.0%	0	0.0%	0	3.6%	3	0.0%	0	0.0%	0
Havant Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Horndean Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Liphook Town Centre	2.8%	14	0.0%	0	4.4%	4	8.7%	8	2.2%	2	0.0%	0
Petersfield Town Centre	2.5%	13	0.0%	0	1.4%	1	2.3%	2	9.5%	9	0.0%	0
Portsmouth City Centre	3.8%	19	0.8%	1	1.5%	1	0.0%	0	6.4%	6	11.6%	10
Southampton City Centre	3.2%	16	6.8%	9	0.0%	0	1.6%	2	3.1%	3	2.5%	2
WaterlooVille Town Centre	2.0%	10	2.9%	4	0.0%	0	0.7%	1	2.2%	2	3.9%	3
Whitehill / Bordon Town Centre	0.2%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Winchester City Centre	2.9%	14	10.7%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alton Retail Park, Mill Lane, Alton	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ocean Retail Park, Burrfields Road, Portsmouth	6.9%	34	0.8%	1	1.9%	2	1.4%	1	13.5%	13	19.3%	17
Portfield Retail Park, Portfield Way, Chichester	0.8%	4	0.0%	0	0.0%	0	3.5%	3	0.0%	0	1.0%	1
Solent Retail Park, Selbourne Road, Havant	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	3
Wellington Retail Park, Hambleton Road, WaterlooVille	0.4%	2	0.0%	0	0.8%	1	0.0%	0	0.8%	1	0.7%	1
Internet / mail order	34.4%	172	29.4%	40	39.0%	32	26.8%	26	38.2%	37	41.6%	37
Brighton Hill Retail Park, Winchester Road, Basingstoke	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Camberley Town Centre	0.3%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Collingwood Retail Park, Newgate Lane, Fareham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Currys PC World, Moorside Road Winnall Industrial Estate, Easton Lane, Winchester	0.3%	2	0.7%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Farnborough Town Centre	2.0%	10	1.4%	2	10.1%	8	0.0%	0	0.0%	0	0.0%	0
Hatch Warren Retail Park, Wallop Drive, Basingstoke	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hedge End Town Centre	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Horsham Town Centre	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Ladymead East Retail Park, Ladymead, Guildford	2.6%	13	0.0%	0	4.9%	4	8.4%	8	0.8%	1	0.0%	0
Rake Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Southsea Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Tesco Extra, Easton Lane, Winchester	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	4.3%	21	4.1%	5	6.1%	5	4.1%	4	5.1%	5	2.3%	2
(Don't do this type of shopping)	11.4%	57	18.4%	25	7.3%	6	9.1%	9	10.9%	11	7.9%	7
Weighted base:	500	135		82		96		98		89		
Sample:	500	100		100		100		100		100		

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5						
Q16 Where else does your household do most of its shopping for other kinds of electric goods such as TV / Hi-Fi and computers? [MR]												
<i>Those who buy other kinds of electric goods at Q15:</i>												
Alton Town Centre	0.3%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre	1.9%	9	4.7%	5	4.5%	3	0.0%	0	0.0%	0	0.0%	0
Chichester City Centre	1.3%	6	0.0%	0	0.0%	0	0.0%	0	5.2%	5	1.6%	1
Farnham Town Centre	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Greyslott Local Centre	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Guildford Town Centre	2.9%	13	0.0%	0	6.4%	5	8.1%	7	0.8%	1	0.0%	0
Havant Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Liphook Town Centre	0.8%	3	0.0%	0	0.0%	0	3.9%	3	0.0%	0	0.0%	0
Petersfield Town Centre	1.4%	6	0.0%	0	0.9%	1	0.7%	1	4.0%	3	1.7%	1
Portsmouth City Centre	1.5%	7	0.0%	0	1.6%	1	1.6%	1	1.8%	2	2.9%	2
Southampton City Centre	3.0%	13	5.8%	6	0.0%	0	0.0%	0	3.5%	3	4.8%	4
Waterlooville Town Centre	0.6%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.9%	2
Winchester City Centre	3.0%	13	11.3%	12	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Gunwharf Quays, Portsmouth	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	3
Ocean Retail Park, Burrfields Road, Portsmouth	2.2%	10	0.0%	0	3.2%	2	0.0%	0	1.1%	1	7.8%	6
Portfield Retail Park, Portfield Way, Chichester	1.2%	5	0.0%	0	0.0%	0	1.4%	1	2.4%	2	2.4%	2
Wellington Retail Park, Hambleton Road, Waterlooville	2.0%	9	0.0%	0	0.0%	0	0.0%	0	3.5%	3	7.1%	6
Internet / mail order	10.4%	46	12.2%	13	11.1%	8	10.1%	9	8.4%	7	9.8%	8
Blackwater Retail Park, Farnborough Road, Farnborough	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Brighton Hill Retail Park, Winchester Road, Basingstoke	0.3%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnborough Town Centre	0.8%	4	1.0%	1	3.5%	3	0.0%	0	0.0%	0	0.0%	0
Godalming Town Centre	0.8%	4	0.0%	0	0.0%	0	4.2%	4	0.0%	0	0.0%	0
Kingston Local Centre	0.4%	2	0.0%	0	1.8%	1	0.7%	1	0.0%	0	0.0%	0
Ladyhead East Retail Park, Ladyhead, Guildford	0.6%	3	0.0%	0	0.0%	0	3.2%	3	0.0%	0	0.0%	0
Liss Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
London - Central / West End (Don't know / varies)	4.1%	18	2.9%	3	3.5%	3	5.2%	5	5.9%	5	3.3%	3
(Nowhere else)	61.0%	270	62.9%	69	63.9%	49	61.6%	54	61.3%	53	54.7%	45
Weighted base:	443		110		76		87		87		82	
Sample:	443		83		92		89		88		91	

Weighted:

August 2018

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5						
Q17 Where does your household do most of its shopping for furniture, soft furnishings and floor-coverings, this can include retail parks and the internet as well as town / district / city centres?												
Aldershot Town Centre	0.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Alton Town Centre	1.7%	8	3.6%	5	4.2%	3	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre	4.1%	21	11.8%	16	4.6%	4	0.0%	0	1.0%	1	0.0%	0
Chichester City Centre	2.3%	11	0.0%	0	0.7%	1	5.3%	5	2.9%	3	3.3%	3
Fareham Town Centre	0.4%	2	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.7%	2
Farnham Town Centre	0.9%	4	0.7%	1	2.1%	2	0.9%	1	1.0%	1	0.0%	0
Guildford Town Centre	4.0%	20	0.0%	0	8.4%	7	10.8%	10	2.8%	3	0.0%	0
Haslemere Town Centre	1.7%	8	0.7%	1	4.2%	3	4.1%	4	0.0%	0	0.0%	0
Havant Town Centre	0.8%	4	0.0%	0	0.9%	1	0.0%	0	0.7%	1	2.6%	2
Hindhead Village Centre	0.3%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.7%	1
Horndean Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Liphook Town Centre	0.6%	3	0.0%	0	0.0%	0	3.4%	3	0.0%	0	0.0%	0
Petersfield Town Centre	4.1%	21	0.0%	0	0.7%	1	2.9%	3	14.7%	14	3.2%	3
Portsmouth City Centre	1.7%	9	0.0%	0	0.9%	1	0.7%	1	6.1%	6	1.5%	1
Southampton City Centre	6.8%	34	15.0%	20	0.0%	0	2.3%	2	7.5%	7	4.5%	4
Waterlooville Town Centre	5.1%	26	0.0%	0	5.5%	4	0.6%	1	5.6%	5	16.9%	15
Whitehill / Bordon Town Centre	4.6%	23	2.1%	3	20.4%	17	2.8%	3	1.0%	1	0.0%	0
Winchester City Centre	2.3%	12	8.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barnfield Retail Park, Barnfield Drive, Chichester	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Ocean Retail Park, Burrfields Road, Portsmouth	1.5%	8	0.0%	0	0.0%	0	0.7%	1	0.0%	0	7.8%	7
Portfield Retail Park, Portfield Way, Chichester	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Solent Retail Park, Selbourne Road, Havant	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3
Wellington Retail Park, Hambledon Road, Waterlooville	4.5%	23	0.8%	1	0.0%	0	0.6%	1	7.9%	8	14.7%	13
Internet / mail order	10.4%	52	5.3%	7	11.9%	10	13.1%	13	13.8%	13	9.9%	9
Abroad	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Alresford Town Centre	0.7%	4	2.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ash Vale Village Centre	0.2%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Camberley Town Centre	0.3%	1	0.7%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Chandler's Ford Local Centre	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnborough Town Centre	2.6%	13	3.9%	5	8.4%	7	0.7%	1	0.0%	0	0.0%	0
Godalming Town Centre	0.2%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Hedge End Town Centre	0.7%	3	1.4%	2	0.0%	0	0.0%	0	0.8%	1	0.7%	1
Homebase, Easton Lane, Winnall, Winchester	0.6%	3	2.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Horsham Town Centre	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Ikea, West Quay Road, Southampton	1.0%	5	2.5%	3	0.8%	1	0.0%	0	0.8%	1	0.0%	0
Kingston Local Centre	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Ladymead East Retail Park, Ladymead, Guildford	1.4%	7	0.0%	0	0.8%	1	5.7%	6	0.8%	1	0.0%	0
Liss Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
London - Central / West End	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Nottingham City Centre	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Reading Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Rogate Village Centre	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Southsea Local Centre	0.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Wickham Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
(Don't know / varies)	8.6%	43	10.3%	14	7.3%	6	10.7%	10	4.8%	5	9.2%	8
(Don't do this type of shopping)	23.1%	116	27.2%	37	12.7%	10	29.8%	29	25.7%	25	16.4%	15
Weighted base:	500	135		82		96		98		89		
Sample:	500	100		100		100		100		100		

Weighted:

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5						
Q18 Where else does your household do most of its shopping for furniture, soft furnishings and floor-coverings? [MR]												
<i>Those who buy furniture, soft furnishings and floor-coverings at Q17:</i>												
Aldershot Town Centre	0.3%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Alton Town Centre	0.7%	3	2.2%	2	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre	2.3%	9	7.3%	7	2.5%	2	0.0%	0	0.0%	0	0.0%	0
Chichester City Centre	0.8%	3	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.9%	1
Clanfield Local Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Fareham Town Centre	0.2%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Farnham Town Centre	1.0%	4	1.3%	1	3.6%	3	0.0%	0	0.0%	0	0.0%	0
Guildford Town Centre	5.7%	22	3.3%	3	6.7%	5	13.1%	9	7.1%	5	0.0%	0
Haslemere Town Centre	0.4%	1	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0
Havant Town Centre	0.8%	3	0.0%	0	0.8%	1	2.8%	2	0.9%	1	0.0%	0
Hindhead Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Liphook Town Centre	0.3%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Petersfield Town Centre	1.4%	5	1.3%	1	1.7%	1	1.2%	1	2.0%	1	0.9%	1
Portsmouth City Centre	1.4%	5	0.0%	0	0.8%	1	2.8%	2	2.2%	2	1.9%	1
Southampton City Centre	3.7%	14	6.6%	6	0.0%	0	5.1%	3	5.2%	4	0.9%	1
Waterlooville Town Centre	1.8%	7	0.0%	0	0.0%	0	0.0%	0	1.1%	1	8.0%	6
Whitehill / Bordon Town Centre	0.5%	2	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0
Winchester City Centre	3.7%	14	13.7%	13	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Alton Retail Park, Mill Lane, Alton	0.3%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barnfield Retail Park, Barnfield Drive, Chichester	0.2%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Gunwharf Quays, Portsmouth	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2
Ocean Retail Park, Burrfields Road, Portsmouth	0.8%	3	0.0%	0	0.0%	0	0.9%	1	0.0%	0	3.1%	2
Wellington Retail Park, Hambledon Road, Waterlooville	2.6%	10	0.0%	0	2.4%	2	4.0%	3	2.0%	1	5.5%	4
Internet / mail order	3.1%	12	1.1%	1	0.0%	0	3.8%	3	6.1%	4	5.1%	4
Ash Vale Village Centre	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
B&Q, Invincible Road, Farnborough	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Blackwater Retail Park, Farnborough Road, Farnborough	0.2%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton Hill Retail Park, Winchester Road, Basingstoke	0.2%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Camberley Town Centre	0.5%	2	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0
District Shopping Centre, Chicheam, Basingstoke	0.2%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastleigh Town Centre	0.2%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farlington District Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Farnborough Town Centre	3.5%	14	4.0%	4	7.3%	5	6.6%	4	0.0%	0	0.0%	0
Godalming Town Centre	0.2%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Hedge End Retail Park, Charles Watts Way, Hedge End, Southampton	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	1	1.2%	1
Hedge End Town Centre	0.8%	3	0.9%	1	0.0%	0	0.0%	0	0.0%	0	3.1%	2
High Wycombe Town Centre	0.2%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Homebase, Easton Lane, Winnall, Winchester	0.9%	3	3.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ikea, West Quay Road, Southampton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Kingston Local Centre	0.5%	2	0.0%	0	1.9%	1	0.9%	1	0.0%	0	0.0%	0
Ladyemead East Retail Park, Ladyemead, Guildford	0.3%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Liss Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Long Sutton Village Centre	0.2%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford City Centre	0.2%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solartron Retail Park, Solartron Road, Farnborough	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Windsor Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
(Don't know / varies)	6.1%	24	5.4%	5	7.9%	6	7.9%	5	2.2%	2	7.6%	6
(Nowhere else)	54.0%	208	48.9%	48	59.1%	42	42.9%	29	63.6%	46	56.7%	42
Weighted base:		384		98		72		67		72		75

Column %ges.

by Zone
Weighted:

East Hampshire Retail & Leisure Study For Lichfields

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5
Sample:	386	73	85	71	76	81

Weighted:

August 2018

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5						
Q19 Where does your household do most of its shopping for DIY / hardware and garden items, this can include retail parks and the internet as well as town / district / city centres ?												
Alton Town Centre	4.8%	24	16.3%	22	2.6%	2	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre	4.1%	20	10.6%	14	7.2%	6	0.0%	0	0.0%	0	0.0%	0
Chichester City Centre	0.5%	3	0.0%	0	0.0%	0	2.0%	2	0.8%	1	0.0%	0
Fareham Town Centre	0.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Farnham Town Centre	3.1%	15	3.2%	4	12.7%	10	0.6%	1	0.0%	0	0.0%	0
Four Marks Local Centre	0.6%	3	2.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greystott Local Centre	0.5%	2	0.0%	0	0.7%	1	2.0%	2	0.0%	0	0.0%	0
Guildford Town Centre	2.1%	11	0.0%	0	1.6%	1	9.6%	9	0.0%	0	0.0%	0
Haslemere Town Centre	1.5%	8	0.0%	0	0.0%	0	7.9%	8	0.0%	0	0.0%	0
Havant Town Centre	7.2%	36	0.0%	0	0.9%	1	2.2%	2	13.7%	13	22.2%	20
Horndean Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Liphook Town Centre	1.6%	8	0.0%	0	0.0%	0	8.6%	8	0.0%	0	0.0%	0
Petersfield Town Centre	6.2%	31	3.4%	5	0.7%	1	2.9%	3	22.9%	22	0.7%	1
Portsmouth City Centre	1.2%	6	0.0%	0	0.0%	0	3.9%	4	2.6%	2	0.0%	0
Rowlands Castle Local Centre	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	4
Southampton City Centre	0.4%	2	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Waterlooville Town Centre	3.9%	19	0.0%	0	1.6%	1	0.0%	0	6.5%	6	13.1%	12
Whitehill / Bordon Town Centre	4.7%	24	2.1%	3	21.0%	17	3.6%	3	0.0%	0	0.0%	0
Winchester City Centre	5.6%	28	17.4%	24	0.0%	0	0.0%	0	4.5%	4	0.0%	0
Alton Retail Park, Mill Lane, Alton	2.6%	13	8.5%	11	0.0%	0	0.0%	0	1.0%	1	0.9%	1
Barnfield Retail Park, Barnfield Drive, Chichester	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Bordon Country Market, Malthouse & Osborne Farms, Bordon	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Ocean Retail Park, Burrfields Road, Portsmouth	0.3%	2	0.0%	0	0.0%	0	0.7%	1	1.0%	1	0.0%	0
Solent Retail Park, Selbourne Road, Havant	4.6%	23	0.0%	0	0.8%	1	0.6%	1	9.0%	9	14.3%	13
Wellington Retail Park, Hambleton Road, Waterlooville	4.0%	20	0.0%	0	0.7%	1	0.6%	1	6.4%	6	13.9%	12
Forest Lodge Garden Centre, Holt Pound, Farnham	2.8%	14	5.1%	7	5.3%	4	2.9%	3	0.0%	0	0.0%	0
Keydell Nurseries, Havant Road, Horndean, Waterlooville	1.4%	7	0.0%	0	0.0%	0	0.0%	0	3.0%	3	4.6%	4
Lasham Garden Centre, Avenue Road, Lasham, Alton	0.8%	4	2.3%	3	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Internet / mail order	3.2%	16	1.5%	2	9.1%	7	2.8%	3	3.7%	4	0.0%	0
Alresford Town Centre	1.8%	9	6.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Invincible Road, Farnborough	0.3%	1	0.0%	0	0.7%	1	0.7%	1	0.0%	0	0.0%	0
B&Q, Purbrook Way, Havant	2.9%	15	0.0%	0	0.8%	1	2.1%	2	4.7%	5	8.1%	7
Collingwood Retail Park, Newgate Lane, Fareham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Eastleigh Town Centre	0.6%	3	2.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnborough Town Centre	2.7%	13	1.6%	2	8.9%	7	3.2%	3	0.0%	0	1.0%	1
Frensham Village Centre	0.4%	2	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0
Garthowen Garden Centre, Alton Lane, Four Marks	0.4%	2	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Godalming Town Centre	1.5%	7	0.0%	0	0.0%	0	7.6%	7	0.0%	0	0.0%	0
Haslemere Garden Centre, Haslemere Road, Brook, Godalming	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Headley Village Centre	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Hillier Garden Centre, Farnham Road, Liss	1.4%	7	0.0%	0	3.8%	3	0.0%	0	4.2%	4	0.0%	0
Homebase, Easton Lane, Winnall, Winchester	0.8%	4	2.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Farnham Retail Park, Guildford Road, Farnham	0.3%	2	0.8%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Kingsley Village Centre	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Ladymead East Retail Park,	1.8%	9	0.0%	0	0.0%	0	8.8%	8	0.7%	1	0.0%	0

Column %ges.

East Hampshire Retail & Leisure Study For Lichfields

Weighted:

August 2018

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		
Ladymead, Guildford												
Liss Village Centre	0.7%	3	0.0%	0	0.8%	1	0.0%	0	2.9%	3	0.0%	0
London - Central / West End	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Rake Village Centre	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Redfields, Redfields Lane, Church Crookham	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyevale Garden Centre, Floral Mile, Hare Hatch, Twyford	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyevale Garden Centre, London Road, Rake, Petersfield	2.2%	11	0.0%	0	0.7%	1	5.0%	5	5.7%	6	0.0%	0
(Don't know / varies)	2.8%	14	0.9%	1	2.3%	2	7.0%	7	1.8%	2	2.6%	2
(Don't do this type of shopping)	9.3%	46	8.4%	11	13.4%	11	9.5%	9	4.4%	4	11.8%	11
Weighted base:	500	135		82		96		98		89		
Sample:	500	100		100		100		100		100		

Weighted:

August 2018

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5						
Q20 Where else does your household do most of its shopping for DIY / hardware and garden items? [MR]												
<i>Those who buy DIY / hardware and garden items at Q19:</i>												
Alton Town Centre	2.5%	11	7.7%	10	1.1%	1	0.0%	0	1.0%	1	0.0%	0
Basingstoke Town Centre	2.2%	10	7.6%	9	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Chichester City Centre	0.7%	3	0.0%	0	0.0%	0	1.7%	1	0.0%	0	2.1%	2
Clanfield Local Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Farnham Town Centre	4.0%	18	8.1%	10	6.8%	5	4.0%	3	0.0%	0	0.0%	0
Greysthott Local Centre	0.6%	3	0.0%	0	2.9%	2	0.7%	1	0.0%	0	0.0%	0
Guildford Town Centre	2.4%	11	0.0%	0	5.1%	4	8.6%	7	0.0%	0	0.0%	0
Haslemere Town Centre	1.3%	6	0.0%	0	0.0%	0	6.7%	6	0.0%	0	0.0%	0
Havant Town Centre	2.9%	13	0.0%	0	3.7%	3	2.2%	2	2.7%	3	7.7%	6
Horndean Town Centre	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	3
Liphook Town Centre	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Petersfield Town Centre	2.2%	10	0.7%	1	0.8%	1	2.2%	2	7.0%	6	0.0%	0
Portsmouth City Centre	0.3%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.1%	1
Southampton City Centre	0.7%	3	0.9%	1	0.0%	0	0.0%	0	2.3%	2	0.0%	0
Waterlooville Town Centre	2.9%	13	0.0%	0	2.5%	2	0.7%	1	1.7%	2	11.8%	9
Whitehill / Bordon Town Centre	2.4%	11	0.0%	0	9.0%	6	4.3%	4	0.8%	1	0.0%	0
Winchester City Centre	2.9%	13	10.7%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alton Retail Park, Mill Lane, Alton	1.1%	5	3.3%	4	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Barnfield Retail Park, Barnfield Drive, Chichester	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Bordon Country Market, Malthouse & Osborne Farms, Bordon	0.3%	1	0.0%	0	1.1%	1	0.7%	1	0.0%	0	0.0%	0
Ocean Retail Park, Burrfields Road, Portsmouth	0.7%	3	0.0%	0	0.0%	0	0.8%	1	0.8%	1	2.0%	2
Solent Retail Park, Selbourne Road, Havant	1.2%	5	0.0%	0	0.0%	0	1.0%	1	0.7%	1	5.0%	4
Wellington Retail Park, Hambledon Road, Waterlooville	1.5%	7	0.0%	0	4.3%	3	0.0%	0	0.8%	1	3.7%	3
Forest Lodge Garden Centre, Holt Pound, Farnham	2.1%	9	3.3%	4	5.3%	4	0.7%	1	0.0%	0	1.1%	1
Keydell Nurseries, Havant Road, Horndean, Waterlooville	2.5%	11	0.0%	0	0.8%	1	0.0%	0	1.7%	2	11.8%	9
Lasham Garden Centre, Avenue Road, Lasham, Alton	1.0%	5	3.2%	4	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Rumsey Gardens, 117 Drift Road, Waterlooville	0.7%	3	0.0%	0	0.8%	1	0.0%	0	0.0%	0	3.0%	2
Internet / mail order	1.8%	8	2.7%	3	0.0%	0	2.5%	2	0.8%	1	2.1%	2
Alresford Town Centre	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ayling's Garden Centre, Trotton Road, Petersfield	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
B&Q, Invincible Road, Farnborough	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
B&Q, Purbrook Way, Havant	1.7%	8	0.0%	0	0.0%	0	0.0%	0	5.3%	5	3.6%	3
B&Q, Shakespeare Road, Eastleigh	0.4%	2	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bagshot Village Centre	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Bentley Village Centre	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Bristol City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Churt Village Centre	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Emsworth Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Farlington District Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.7%	1
Farnborough Town Centre	1.7%	8	1.8%	2	4.6%	3	2.6%	2	0.0%	0	0.0%	0
Farnham Retail Park, Guildford Road, Farnham	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Frensham Village Centre	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Garthowen Garden Centre, Alton Lane, Four Marks	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Godalming Town Centre	0.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Gosport Town Centre	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Headley Down Village Centre	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Hedge End Retail Park, Charles Watts Way, Hedge	0.7%	3	2.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

East Hampshire Retail & Leisure Study For Lichfields

Weighted:

August 2018

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5						
End, Southampton												
Hillier Garden Centre, Farnham Road, Liss	0.9%	4	0.7%	1	0.0%	0	0.0%	0	2.6%	2	1.1%	1
Homebase, Easton Lane, Winnall, Winchester	0.8%	4	2.3%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Homebase, Farnham Retail Park, Guildford Road, Farnham	0.4%	2	1.0%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Ladymead East Retail Park, Ladymead, Guildford	0.6%	3	0.0%	0	0.9%	1	1.5%	1	0.8%	1	0.0%	0
Lasham Village Centre	0.2%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lindford Village Centre	0.8%	4	0.7%	1	1.1%	1	2.2%	2	0.0%	0	0.0%	0
Liss Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
London - Central / West End	0.3%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Medstead Village Centre	0.2%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Purbrook Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Rotherhill Nurseries & Garden Centre, School Lane, Stedham, Midhurst	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Wyevale Garden Centre, Bartons Road, Havant	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Wyevale Garden Centre, London Road, Rake, Petersfield	2.9%	13	0.7%	1	0.9%	1	5.6%	5	7.1%	7	0.0%	0
(Don't know / varies)	3.6%	16	2.3%	3	4.2%	3	10.3%	9	0.0%	0	1.8%	1
(Nowhere else)	44.1%	200	37.9%	47	45.2%	32	38.1%	33	59.7%	56	41.2%	32
Weighted base:		454		124		71		87		93		79
Sample:		452		91		88		89		94		90

Weighted:

August 2018

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5						
Q21 Where does your household do most of its shopping for health, beauty and chemist items, this can include retail parks and the internet as well as town / district / city centres ?												
Aldershot Town Centre	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Alton Town Centre	12.8%	64	40.4%	54	11.3%	9	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre	0.6%	3	0.8%	1	1.6%	1	0.7%	1	0.0%	0	0.0%	0
Chichester City Centre	0.5%	2	0.0%	0	0.9%	1	0.9%	1	0.0%	0	0.9%	1
Clanfield Local Centre	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	3
Fareham Town Centre	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Farnham Town Centre	1.2%	6	0.9%	1	6.0%	5	0.0%	0	0.0%	0	0.0%	0
Four Marks Local Centre	1.1%	6	4.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greystott Local Centre	2.4%	12	0.0%	0	7.0%	6	6.3%	6	0.0%	0	0.0%	0
Guildford Town Centre	1.0%	5	0.0%	0	2.3%	2	3.5%	3	0.0%	0	0.0%	0
Haslemere Town Centre	5.8%	29	0.8%	1	3.9%	3	25.9%	25	0.0%	0	0.0%	0
Havant Town Centre	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.7%	1	3.2%	3
Hindhead Village Centre	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Hordean Town Centre	2.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.7%	11
Liphook Town Centre	5.1%	26	0.0%	0	1.4%	1	25.4%	24	0.0%	0	0.0%	0
Petersfield Town Centre	18.1%	91	3.2%	4	4.9%	4	5.9%	6	73.6%	72	5.3%	5
Portsmouth City Centre	1.3%	7	0.0%	0	0.9%	1	2.0%	2	0.0%	0	4.4%	4
Rowlands Castle Local Centre	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	4
Waterlooville Town Centre	8.1%	41	0.0%	0	0.9%	1	0.0%	0	1.8%	2	42.7%	38
Whitehill / Bordon Town Centre	8.1%	41	2.1%	3	40.0%	33	2.6%	2	0.0%	0	2.7%	2
Winchester City Centre	5.9%	30	20.6%	28	0.0%	0	0.0%	0	1.9%	2	0.0%	0
Portfield Retail Park, Portfield Way, Chichester	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.7%	1	1.0%	1
Wellington Retail Park, Hambledon Road, Waterlooville	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Internet / mail order	5.7%	28	2.8%	4	2.2%	2	8.9%	9	6.5%	6	8.9%	8
Alresford Town Centre	3.0%	15	10.5%	14	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Burghclere Village Centre	0.4%	2	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0
Chawton Village Centre	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cowplain Village Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2
Farnborough Town Centre	1.3%	7	0.8%	1	4.0%	3	2.3%	2	0.0%	0	0.0%	0
Fernhurst Village Centre	0.3%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Godalming Town Centre	0.2%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Gosport Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Headley Village Centre	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Liss Village Centre	1.8%	9	0.0%	0	0.9%	1	0.0%	0	8.6%	8	0.0%	0
London - Central / West End	0.3%	1	0.0%	0	0.8%	1	0.6%	1	0.0%	0	0.0%	0
Tesco Extra, Easton Lane, Winchester	0.6%	3	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	1.4%	7	3.4%	5	0.8%	1	0.0%	0	0.0%	0	1.7%	2
(Don't do this type of shopping)	6.7%	34	6.5%	9	8.6%	7	8.6%	8	5.2%	5	5.0%	5
Weighted base:	500	135		82		96		98		89		
Sample:	500	100		100		100		100		100		

Weighted:

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5						
Q22 Where else does your household do most of its shopping for health, beauty and chemist items? [MR]												
<i>Those who buy health, beauty and chemist items at Q21:</i>												
Aldershot Town Centre	0.3%	1	0.0%	0	0.9%	1	0.8%	1	0.0%	0	0.0%	0
Alton Town Centre	3.9%	18	9.7%	12	8.2%	6	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre	2.4%	11	6.8%	9	2.5%	2	0.8%	1	0.0%	0	0.0%	0
Chichester City Centre	1.0%	5	0.0%	0	0.0%	0	0.7%	1	1.9%	2	2.6%	2
Clanfield Local Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.8%	1
Fareham Town Centre	0.3%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.8%	1
Farnham Town Centre	1.0%	4	0.0%	0	4.2%	3	0.7%	1	0.0%	0	0.9%	1
Four Marks Local Centre	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greystott Local Centre	0.5%	2	0.0%	0	1.8%	1	1.0%	1	0.0%	0	0.0%	0
Guildford Town Centre	1.4%	6	0.0%	0	3.0%	2	2.2%	2	2.4%	2	0.0%	0
Haslemere Town Centre	1.3%	6	0.0%	0	2.8%	2	4.7%	4	0.0%	0	0.0%	0
Havant Town Centre	1.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	4
Horndean Town Centre	1.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	5
Liphook Town Centre	1.9%	9	0.0%	0	1.6%	1	8.6%	8	0.0%	0	0.0%	0
Petersfield Town Centre	5.1%	24	0.0%	0	4.3%	3	8.6%	8	10.2%	9	4.1%	3
Portsmouth City Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0
Southampton City Centre	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waterlooville Town Centre	3.8%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.1%	18
Whitehill / Bordon Town Centre	1.6%	7	0.0%	0	7.4%	6	2.1%	2	0.0%	0	0.0%	0
Winchester City Centre	2.0%	10	7.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alton Retail Park, Mill Lane, Alton	0.2%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ocean Retail Park, Burrfields Road, Portsmouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Internet / mail order	5.0%	23	4.7%	6	6.6%	5	6.3%	6	5.0%	5	2.6%	2
Abroad	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alresford Town Centre	0.9%	4	3.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cowplain Village Centre	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	3
Emsworth Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Godalming Town Centre	0.3%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Liss Village Centre	0.7%	3	0.0%	0	2.3%	2	0.0%	0	1.6%	1	0.0%	0
London - Central / West End	0.5%	2	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0
Newbury Town Centre	0.2%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.3%	2	0.0%	0	0.0%	0	0.7%	1	0.0%	0	1.1%	1
(Nowhere else)	63.6%	296	66.4%	84	56.8%	43	62.0%	54	75.9%	70	53.4%	45
Weighted base:		466		126		75		88		92		85
Sample:		461		91		93		90		93		94

Weighted:

August 2018

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5						
Q23 Where does your household do most of its shopping for books, CDs, toys and gifts, this can include retail parks and the internet as well as town / district / city centres ?												
Aldershot Town Centre	0.3%	1	0.0%	0	0.9%	1	0.7%	1	0.0%	0	0.0%	0
Alton Town Centre	4.7%	23	16.0%	22	1.4%	1	0.7%	1	0.0%	0	0.0%	0
Basingstoke Town Centre	3.4%	17	10.0%	13	3.5%	3	0.7%	1	0.0%	0	0.0%	0
Chichester City Centre	0.6%	3	0.0%	0	1.4%	1	1.3%	1	0.8%	1	0.0%	0
Farnham Town Centre	0.6%	3	0.0%	0	3.0%	2	0.6%	1	0.0%	0	0.0%	0
Greysthott Local Centre	0.6%	3	0.0%	0	0.7%	1	2.6%	2	0.0%	0	0.0%	0
Guildford Town Centre	2.7%	13	0.8%	1	5.8%	5	6.3%	6	0.7%	1	0.9%	1
Haslemere Town Centre	2.6%	13	0.0%	0	0.7%	1	12.2%	12	0.7%	1	0.0%	0
Havant Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Horndean Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Liphook Town Centre	0.7%	4	0.0%	0	0.0%	0	3.9%	4	0.0%	0	0.0%	0
Petersfield Town Centre	9.1%	45	1.4%	2	5.1%	4	5.5%	5	31.9%	31	3.3%	3
Portsmouth City Centre	1.5%	7	0.0%	0	0.9%	1	2.0%	2	4.1%	4	0.7%	1
Southampton City Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	1	1.5%	1
Waterlooville Town Centre	3.8%	19	0.0%	0	2.1%	2	0.0%	0	0.7%	1	18.5%	17
Whitehill / Bordon Town Centre	0.5%	2	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.7%	1
Winchester City Centre	3.9%	19	12.6%	17	0.0%	0	0.0%	0	2.6%	2	0.0%	0
Gunwharf Quays, Portsmouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Ocean Retail Park, Burrfields Road, Portsmouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Internet / mail order	41.4%	207	41.9%	57	46.7%	38	39.6%	38	40.1%	39	39.0%	35
Alresford Town Centre	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bagshot Village Centre	0.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Bedhampton Local Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2
Emsworth Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Farnborough Town Centre	0.9%	4	0.8%	1	4.0%	3	0.0%	0	0.0%	0	0.0%	0
Gosport Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Headley Village Centre	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
London - Central / West End	0.4%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Medstead Village Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0
Wyevale Garden Centre, London Road, Rake, Petersfield	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	2.3%	11	1.5%	2	3.9%	3	2.8%	3	1.4%	1	2.3%	2
(Don't do this type of shopping)	17.4%	87	14.5%	20	15.4%	13	19.1%	18	13.0%	13	26.4%	24
Weighted base:		500		135		82		96		98		89
Sample:		500		100		100		100		100		100

Weighted:

August 2018

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		
Q24 Where else does your household do most of its shopping for other non-food items such as books, CDs, toys and gifts? [MR]												
<i>Those who buy other non-food items at Q23:</i>												
Alton Town Centre	2.9%	12	7.9%	9	4.1%	3	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre	2.7%	11	6.2%	7	5.7%	4	0.0%	0	0.0%	0	0.0%	0
Chichester City Centre	1.3%	5	0.9%	1	1.1%	1	2.2%	2	0.8%	1	2.0%	1
Fareham Town Centre	0.3%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.0%	1
Farnham Town Centre	2.1%	9	4.9%	6	3.4%	2	0.0%	0	0.0%	0	1.2%	1
Guildford Town Centre	2.4%	10	0.8%	1	6.4%	4	3.2%	3	2.4%	2	0.0%	0
Haslemere Town Centre	2.2%	9	0.0%	0	4.9%	3	7.5%	6	0.0%	0	0.0%	0
Havant Town Centre	0.5%	2	0.0%	0	1.1%	1	0.0%	0	0.0%	0	2.1%	1
Hindhead Village Centre	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Horndean Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Liphook Town Centre	1.0%	4	0.0%	0	3.3%	2	2.4%	2	0.0%	0	0.0%	0
Petersfield Town Centre	5.3%	22	0.0%	0	2.6%	2	5.3%	4	15.3%	13	4.5%	3
Portsmouth City Centre	1.7%	7	0.0%	0	3.3%	2	0.9%	1	1.7%	1	4.1%	3
Southampton City Centre	1.5%	6	4.2%	5	0.0%	0	0.0%	0	0.0%	0	2.3%	2
Waterlooville Town Centre	2.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.6%	8
Winchester City Centre	5.9%	24	18.9%	22	0.0%	0	0.0%	0	2.8%	2	0.0%	0
Gunwharf Quays, Portsmouth	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	1	1.4%	1
Keydell Nurseries, Havant Road, Horndean, Waterlooville	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Internet / mail order	9.6%	40	13.3%	15	7.4%	5	7.0%	5	12.7%	11	4.2%	3
Alresford Town Centre	0.2%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fernhurst Village Centre	0.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Godalming Town Centre	0.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Kingston Local Centre	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
London - Central / West End	0.5%	2	0.0%	0	1.9%	1	0.0%	0	0.9%	1	0.0%	0
Midhurst Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Rogate Village Centre	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Sutton Town Centre	0.2%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyevale Garden Centre, London Road, Rake, Petersfield	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
(Don't know / varies)	1.6%	7	0.8%	1	0.9%	1	3.5%	3	0.8%	1	2.7%	2
(Nowhere else)	59.0%	244	49.9%	58	57.1%	40	66.2%	51	63.1%	54	63.2%	42
Weighted base:		413		115		69		78		85		66
Sample:		402		83		83		81		83		72

Q25 Which of the following town centres has your household visited for shopping in the last 12 months? [MR/PR]

Alton	40.7%	203	72.5%	98	81.2%	67	19.3%	19	18.1%	18	3.0%	3
Whitehill & Bordon	30.3%	152	12.5%	17	87.1%	72	41.6%	40	17.7%	17	6.9%	6
Liphook	29.1%	145	0.0%	0	55.8%	46	77.5%	74	25.3%	25	0.7%	1
Horndean	17.2%	86	3.2%	4	9.2%	8	8.4%	8	13.2%	13	59.4%	53
(None of these)	26.9%	134	24.2%	33	0.9%	1	17.7%	17	52.1%	51	37.1%	33
Weighted base:		500		135		82		96		98		89
Sample:		500		100		100		100		100		100

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5						
Q26 What does your household like about shopping in Alton? [MR]												
<i>Those who have visited Alton in the last 12 months at Q25:</i>												
Cheap car parking	1.1%	2	0.0%	0	3.5%	2	0.0%	0	0.0%	0	0.0%	0
Close to friends / relatives	1.5%	3	0.0%	0	1.0%	1	3.8%	1	9.8%	2	0.0%	0
Close to home	32.1%	65	53.9%	53	14.2%	9	3.3%	1	14.3%	3	0.0%	0
Close to work / en route to work / college / university	2.5%	5	1.1%	1	3.8%	3	0.0%	0	9.0%	2	0.0%	0
Easy to get to by car	1.5%	3	0.9%	1	1.7%	1	0.0%	0	5.3%	1	0.0%	0
Familiar / know where everything is	2.5%	5	3.1%	3	3.0%	2	0.0%	0	0.0%	0	0.0%	0
Good amount of car parking	1.3%	3	2.2%	2	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Good bus services	0.4%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good cafés / restaurants	0.3%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Good choice of clothing shops	0.6%	1	0.0%	0	0.8%	1	0.0%	0	3.8%	1	0.0%	0
Good choice of discount / value shops	0.6%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Good choice of shops in general	9.0%	18	7.7%	8	8.3%	6	23.6%	4	4.5%	1	0.0%	0
Good choice of supermarkets	9.8%	20	4.3%	4	18.4%	12	6.5%	1	12.8%	2	0.0%	0
Good for financial services (e.g. banks / building societies)	4.8%	10	1.9%	2	9.4%	6	0.0%	0	9.0%	2	0.0%	0
Good layout / shops close together	2.6%	5	3.8%	4	2.3%	2	0.0%	0	0.0%	0	0.0%	0
Good market	1.6%	3	1.3%	1	1.2%	1	6.5%	1	0.0%	0	0.0%	0
Good quality of shops	1.8%	4	0.0%	0	2.2%	1	12.0%	2	0.0%	0	0.0%	0
Good range of independent shops	3.4%	7	2.0%	2	2.9%	2	12.0%	2	4.5%	1	0.0%	0
I can get everything I need there	0.8%	2	1.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Nice atmosphere / friendly people	1.9%	4	0.0%	0	5.7%	4	0.0%	0	0.0%	0	0.0%	0
Nice place to visit	1.3%	3	0.0%	0	2.9%	2	4.5%	1	0.0%	0	0.0%	0
Parking - it's easy to find a space	0.4%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quiet / not busy	3.7%	7	2.8%	3	5.6%	4	0.0%	0	5.3%	1	0.0%	0
Well maintained and clean	0.4%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Attractive environment	0.9%	2	1.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Convenient - en route to other places	0.6%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For a change	1.5%	3	0.0%	0	0.0%	0	3.8%	1	8.3%	1	33.3%	1
Free car parking	1.0%	2	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0
Good choice of charity shops	0.3%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Good for medical services (doctors, dentists, opticians etc.)	0.5%	1	0.0%	0	0.0%	0	0.0%	0	5.3%	1	0.0%	0
Has a Sainsbury's supermarket	2.2%	5	0.0%	0	2.0%	1	12.0%	2	5.3%	1	0.0%	0
Has everything I need	0.3%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Supporting local shops (Don't know)	0.5%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't like anything)	2.7%	6	0.9%	1	0.0%	0	20.2%	4	0.0%	0	33.3%	1
Weighted base:		203		98		67		19		18		3
Sample:		195		75		78		17		22		3

Weighted:

August 2018

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5						
Q27 What does your household dislike about shopping in Alton? [MR]												
<i>Those who have visited Alton in the last 12 months at Q25:</i>												
Hard to get to by bus	1.5%	3	2.4%	2	0.0%	0	0.0%	0	3.8%	1	0.0%	0
Hard to get to by car	0.3%	1	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0
Lack of key national anchor shops	2.8%	6	4.4%	4	1.0%	1	0.0%	0	4.5%	1	0.0%	0
Needs an update / revamp	1.4%	3	2.0%	2	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Not attractive / poor environment	1.6%	3	1.1%	1	2.3%	2	3.8%	1	0.0%	0	0.0%	0
Not enough car parking	1.4%	3	1.1%	1	0.0%	0	0.0%	0	9.8%	2	0.0%	0
Not enough financial services (e.g. banks / building societies)	0.6%	1	0.0%	0	1.0%	1	3.3%	1	0.0%	0	0.0%	0
Not enough food supermarkets	10.8%	22	18.3%	18	4.9%	3	0.0%	0	4.5%	1	0.0%	0
Not enough independent shops	19.3%	39	31.0%	30	10.6%	7	10.1%	2	0.0%	0	0.0%	0
Parking - expensive parking	4.5%	9	5.8%	6	3.7%	2	0.0%	0	5.3%	1	0.0%	0
Parking - no free parking	1.3%	3	0.0%	0	0.0%	0	0.0%	0	15.1%	3	0.0%	0
Poor layout / shops too far apart	1.3%	3	0.9%	1	0.0%	0	0.0%	0	4.5%	1	33.3%	1
Too many betting shops	0.3%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Too many charity shops	11.5%	23	18.3%	18	3.8%	3	15.8%	3	0.0%	0	0.0%	0
Too many discount / value shops	0.6%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many empty shops	8.9%	18	13.0%	13	4.6%	3	7.1%	1	0.0%	0	33.3%	1
Banks not open on Saturdays	0.9%	2	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0
Not enough quality shops	1.4%	3	2.2%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Not enough variety of shops in general	6.2%	13	13.0%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shop rents / rates too high	0.5%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too expensive	0.5%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too far away	0.3%	1	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0
Too many banks	1.4%	3	2.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many estate agents	0.7%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Too many supermarkets	0.3%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Too small	0.4%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	3.7%	8	4.2%	4	0.0%	0	14.6%	3	4.5%	1	0.0%	0
(Don't dislike anything)	45.7%	93	26.8%	26	69.4%	46	49.1%	9	59.3%	10	33.3%	1
Weighted base:		203		98		67		19		18		3
Sample:		195		75		78		17		22		3

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5						
Q28 What does your household like about shopping in Whitehill & Bordon? [MR]												
<i>Those who have visited Whitehill & Bordon in the last 12 months at Q25:</i>												
Cheap car parking	2.1%	3	0.0%	0	2.4%	2	0.0%	0	8.5%	1	0.0%	0
Close to friends / relatives	3.3%	5	0.0%	0	0.0%	0	8.6%	3	9.2%	2	0.0%	0
Close to home	25.1%	38	10.9%	2	36.0%	26	18.5%	7	13.9%	2	10.6%	1
Close to work / en route to work / college / university	0.4%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Easy to get to by bus	0.4%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Easy to get to by car	0.9%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Familiar / know where everything is	0.5%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Good amount of car parking	1.4%	2	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0
Good bus services	0.4%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Good cafés / restaurants	0.5%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Good choice of clothing shops	0.4%	1	0.0%	0	0.0%	0	0.0%	0	3.9%	1	0.0%	0
Good choice of discount / value shops	6.3%	10	28.7%	5	2.6%	2	7.1%	3	0.0%	0	0.0%	0
Good choice of shops in general	6.3%	9	0.0%	0	3.0%	2	12.5%	5	0.0%	0	38.9%	2
Good choice of supermarkets	9.2%	14	6.4%	1	5.2%	4	15.0%	6	18.5%	3	0.0%	0
Good for financial services (e.g. banks / building societies)	0.4%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Good market	1.0%	2	0.0%	0	0.0%	0	1.5%	1	5.4%	1	0.0%	0
Good quality of shops	3.2%	5	0.0%	0	0.8%	1	5.6%	2	12.2%	2	0.0%	0
Good range of independent shops	0.8%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	10.6%	1
I can get everything I need there	2.2%	3	0.0%	0	1.6%	1	5.6%	2	0.0%	0	0.0%	0
Nice atmosphere / friendly people	0.4%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Nice place to visit	0.4%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Quiet / not busy	1.4%	2	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0
Attractive environment	1.9%	3	16.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Choice of DIY stores	0.9%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Convenient - en route to other places	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.6%	1
For a change	1.2%	2	0.0%	0	0.0%	0	0.0%	0	5.4%	1	14.7%	1
Free car parking	2.0%	3	0.0%	0	4.2%	3	0.0%	0	0.0%	0	0.0%	0
Good choice of charity shops	0.7%	1	6.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Has a Lidl supermarket	4.2%	6	6.4%	1	0.8%	1	11.9%	5	0.0%	0	0.0%	0
Has a Morrisons supermarket	0.4%	1	0.0%	0	0.0%	0	0.0%	0	3.9%	1	0.0%	0
Has a recycling centre	0.6%	1	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0
Has a Tesco supermarket	1.0%	1	0.0%	0	1.1%	1	1.8%	1	0.0%	0	0.0%	0
Has a Wilko's store	5.8%	9	22.3%	4	0.8%	1	9.4%	4	4.6%	1	0.0%	0
Up-and-coming / developing area	0.7%	1	6.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.8%	1	0.0%	0	0.8%	1	1.5%	1	0.0%	0	0.0%	0
(Don't like anything)	26.9%	41	24.5%	4	37.5%	27	11.6%	5	24.6%	4	14.7%	1
Weighted base:		152		17		72		40		17		6
Sample:		167		13		88		40		20		6

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5						
Q29 What does your household dislike about shopping in Whitehill & Bordon? [MR]												
<i>Those who have visited Whitehill & Bordon in the last 12 months at Q25:</i>												
Hard to get to by bus	0.4%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Hard to get to by car	1.2%	2	0.0%	0	0.0%	0	4.7%	2	0.0%	0	0.0%	0
Lack of key national anchor shops	3.6%	5	0.0%	0	4.5%	3	5.6%	2	0.0%	0	0.0%	0
Lack of security / don't feel safe	1.1%	2	6.4%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Needs an update / revamp	8.3%	13	5.4%	1	3.6%	3	18.6%	7	10.0%	2	0.0%	0
Not attractive / poor environment	6.0%	9	16.9%	3	3.9%	3	6.8%	3	4.6%	1	0.0%	0
Not enough / poor quality cafés / restaurants	0.4%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Not enough / poor quality seating areas	0.5%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Not enough financial services (e.g. banks / building societies)	4.0%	6	0.0%	0	8.5%	6	0.0%	0	0.0%	0	0.0%	0
Not enough food supermarkets	9.5%	14	6.4%	1	9.4%	7	14.4%	6	4.6%	1	0.0%	0
Not enough independent shops	17.4%	26	17.2%	3	24.9%	18	14.4%	6	0.0%	0	0.0%	0
Parking - not enough spaces available	1.9%	3	6.4%	1	0.0%	0	4.7%	2	0.0%	0	0.0%	0
Poor atmosphere / unfriendly people	5.2%	8	0.0%	0	4.3%	3	10.1%	4	4.6%	1	0.0%	0
Poor disabled access	0.7%	1	6.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor layout / shops too far apart	1.7%	3	6.4%	1	2.2%	2	0.0%	0	0.0%	0	0.0%	0
Too busy / noisy	1.8%	3	0.0%	0	1.1%	1	4.7%	2	0.0%	0	0.0%	0
Too many betting shops	0.9%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Too many charity shops	2.4%	4	5.4%	1	1.6%	1	2.1%	1	4.6%	1	0.0%	0
Too many discount / value shops	0.6%	1	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0
Too many empty shops	6.5%	10	0.0%	0	7.0%	5	6.8%	3	12.2%	2	0.0%	0
Traffic congestion	0.7%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Not enough variety of shops in general	6.0%	9	0.0%	0	10.9%	8	3.3%	1	0.0%	0	0.0%	0
Over-populated / too many houses being built	3.5%	5	0.0%	0	6.0%	4	0.0%	0	5.4%	1	0.0%	0
Poor indoor shopping centre	0.9%	1	0.0%	0	1.1%	1	1.5%	1	0.0%	0	0.0%	0
Too far away	1.9%	3	0.0%	0	0.0%	0	7.1%	3	0.0%	0	0.0%	0
Too many fast-food outlets / takeaways	0.4%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Too many roadworks	2.1%	3	0.0%	0	3.7%	3	1.5%	1	0.0%	0	0.0%	0
Undesirable clientele	0.5%	1	0.0%	0	0.0%	0	0.0%	0	4.6%	1	0.0%	0
(Don't know)	1.6%	2	0.0%	0	0.8%	1	0.0%	0	0.0%	0	29.3%	2
(Don't dislike anything)	37.7%	57	35.9%	6	33.5%	24	31.7%	13	58.7%	10	70.7%	4
Weighted base:		152		17		72		40		17		6
Sample:		167		13		88		40		20		6

Weighted:

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5
Q30 What does your household like about shopping in Liphook? [MR]						
<i>Those who have visited Liphook in the last 12 months at Q25:</i>						
Cheap car parking	1.9%	3	0.0%	0	0.0%	0
Close to friends / relatives	0.6%	1	0.0%	0	0.0%	0
Close to home	29.0%	42	0.0%	0	16.0%	7
Close to work / en route to work / college / university	0.5%	1	0.0%	0	0.0%	0
Easy to get to by bus	0.4%	1	0.0%	0	1.2%	1
Easy to get to by car	0.8%	1	0.0%	0	1.2%	1
Familiar / know where everything is	1.3%	2	0.0%	0	1.4%	1
Good amount of car parking	2.6%	4	0.0%	0	0.0%	0
Good bus services	0.4%	1	0.0%	0	1.2%	1
Good choice of clothing shops	0.5%	1	0.0%	0	0.0%	0
Good choice of shops in general	4.0%	6	0.0%	0	1.7%	1
Good choice of supermarkets	10.9%	16	0.0%	0	13.2%	6
Good for financial services (e.g. banks / building societies)	6.2%	9	0.0%	0	9.3%	4
Good quality of shops	0.9%	1	0.0%	0	1.4%	1
Good range of independent shops	3.1%	4	0.0%	0	0.0%	0
I can get everything I need there	1.0%	1	0.0%	0	1.2%	1
Nice atmosphere / friendly people	2.5%	4	0.0%	0	1.2%	1
Nice place to visit	4.0%	6	0.0%	0	1.2%	1
Quiet / not busy	0.9%	1	0.0%	0	1.2%	1
Attractive environment	0.8%	1	0.0%	0	2.5%	1
Convenient for the school run	1.3%	2	0.0%	0	0.0%	0
Free car parking	0.4%	1	0.0%	0	1.2%	1
Good choice of charity shops	1.8%	3	0.0%	0	0.0%	0
Has a petrol station	0.4%	1	0.0%	0	0.0%	0
Has a Sainsbury's supermarket	12.8%	19	0.0%	0	24.2%	11
Has everything I need	0.5%	1	0.0%	0	1.7%	1
Prefer it to other places	0.5%	1	0.0%	0	1.4%	1
The carnival	1.2%	2	0.0%	0	3.8%	2
(Don't know)	4.8%	7	0.0%	0	10.3%	5
(Don't like anything)	17.6%	26	0.0%	0	17.4%	8
Weighted base:	145		0	46	74	25
Sample:	162		0	57	77	27

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5						
Q31 What does your household dislike about shopping in Liphook? [MR]												
<i>Those who have visited Liphook in the last 12 months at Q25:</i>												
Hard to get to by car	0.5%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Lack of key national anchor shops	3.2%	5	0.0%	0	1.7%	1	3.9%	3	3.8%	1	0.0%	0
Needs an update / revamp	0.4%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Not enough / poor quality cafés / restaurants	0.5%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Not enough food supermarkets	6.4%	9	0.0%	0	1.7%	1	10.2%	8	3.8%	1	0.0%	0
Not enough independent shops	13.1%	19	0.0%	0	4.6%	2	17.3%	13	16.3%	4	0.0%	0
Parking - no free parking	0.5%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Parking - not enough spaces available	4.2%	6	0.0%	0	3.9%	2	5.9%	4	0.0%	0	0.0%	0
Too many empty shops	3.7%	5	0.0%	0	0.0%	0	5.3%	4	3.2%	1	100.0%	1
Too many national multiple shops	0.4%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Traffic congestion	5.0%	7	0.0%	0	4.1%	2	7.3%	5	0.0%	0	0.0%	0
Not enough variety of shops in general	8.2%	12	0.0%	0	4.6%	2	12.2%	9	3.2%	1	0.0%	0
Over-populated / too many houses being built	1.8%	3	0.0%	0	1.4%	1	2.6%	2	0.0%	0	0.0%	0
Poorly-maintained pavements	0.5%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0
Too expensive	1.1%	2	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0
Too many estate agents	2.4%	3	0.0%	0	0.0%	0	4.6%	3	0.0%	0	0.0%	0
Too many fast-food outlets / takeaways	0.4%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Too many roundabouts	1.8%	3	0.0%	0	0.0%	0	3.5%	3	0.0%	0	0.0%	0
Too small	1.5%	2	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0
(Don't know)	3.5%	5	0.0%	0	3.8%	2	3.6%	3	2.7%	1	0.0%	0
(Don't dislike anything)	55.4%	81	0.0%	0	77.6%	36	36.8%	27	71.8%	18	0.0%	0
Weighted base:		145		0		46		74		25		1
Sample:		162		0		57		77		27		1

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5
Q32 What does your household like about shopping in Horndean? [MR]						
<i>Those who have visited Horndean in the last 12 months at Q25:</i>						
Cheap car parking	6.4%	5	78.6%	3	0.0%	0
Close to friends / relatives	1.0%	1	0.0%	0	0.0%	0
Close to home	18.2%	16	0.0%	0	17.8%	1
Easy to get to by car	3.5%	3	0.0%	0	0.0%	0
Easy to get to by train	2.8%	2	0.0%	0	0.0%	0
Familiar / know where everything is	3.1%	3	0.0%	0	0.0%	0
Good caf�es / restaurants	9.2%	8	0.0%	0	0.0%	0
Good choice of discount / value shops	0.7%	1	0.0%	0	7.4%	1
Good choice of shops in general	5.6%	5	0.0%	0	10.3%	1
Good choice of supermarkets	3.4%	3	0.0%	0	0.0%	0
Good range of independent shops	3.6%	3	0.0%	0	23.1%	2
I can get everything I need there	1.4%	1	0.0%	0	7.4%	1
Nice atmosphere / friendly people	3.8%	3	0.0%	0	23.1%	2
Nice place to visit	3.7%	3	0.0%	0	0.0%	0
Quiet / not busy	2.5%	2	0.0%	0	0.0%	0
Convenient - en route to other places	0.8%	1	0.0%	0	0.0%	0
Convenient for church	0.9%	1	0.0%	0	0.0%	0
Free car parking	1.1%	1	0.0%	0	0.0%	0
Good garden centre	5.0%	4	21.4%	1	7.4%	1
Good sports facilities	1.0%	1	0.0%	0	0.0%	0
Has a Morrisons supermarket	1.6%	1	0.0%	0	0.0%	0
Has an Asda supermarket	0.8%	1	0.0%	0	0.0%	0
Has everything I need (Don't know)	0.9%	1	0.0%	0	10.3%	1
(Don't like anything)	4.2%	4	0.0%	0	0.0%	0
	30.9%	27	0.0%	0	23.6%	2
Weighted base:	86	4		8		8
Sample:	89	2		10		8

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5						
Q33 What does your household dislike about shopping in Horndean? [MR]												
<i>Those who have visited Horndean in the last 12 months at Q25:</i>												
Lack of key national anchor shops	1.8%	2	0.0%	0	10.3%	1	0.0%	0	6.1%	1	0.0%	0
Needs an update / revamp	4.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	4
Not attractive / poor environment	5.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	5
Not enough / poor quality cafés / restaurants	3.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	3
Not enough / poor quality seating areas	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Not enough financial services (e.g. banks / building societies)	2.2%	2	0.0%	0	7.4%	1	0.0%	0	0.0%	0	2.4%	1
Not enough food supermarkets	1.4%	1	0.0%	0	7.4%	1	0.0%	0	0.0%	0	1.2%	1
Not enough independent shops	4.2%	4	0.0%	0	17.8%	1	0.0%	0	12.3%	2	1.2%	1
Parking - not enough spaces available	5.3%	5	0.0%	0	0.0%	0	0.0%	0	5.3%	1	7.3%	4
Poor layout / shops too far apart	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Poor market	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Too many empty shops	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Traffic congestion	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	2
Empty shelves in Morrisons	1.1%	1	0.0%	0	0.0%	0	0.0%	0	7.3%	1	0.0%	0
No cinema	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Not enough medical practices (e.g. GPs' surgeries)	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Not enough variety of shops in general	8.5%	7	0.0%	0	23.1%	2	0.0%	0	0.0%	0	10.5%	6
Too far away	1.7%	1	0.0%	0	0.0%	0	10.4%	1	0.0%	0	1.2%	1
Unfamiliar (Don't know)	0.8%	1	0.0%	0	0.0%	0	0.0%	0	5.3%	1	0.0%	0
(Don't dislike anything)	7.8%	7	0.0%	0	0.0%	0	46.6%	4	0.0%	0	5.6%	3
	53.8%	46	100.0%	4	59.1%	4	43.0%	3	69.9%	9	47.1%	25
Weighted base:		86		4		8		8		13		53
Sample:		89		2		10		8		12		57

Q34 Does you or your household do any of the following leisure activities? [MR/PR]

Cinema	59.9%	300	60.8%	82	58.6%	48	66.6%	64	57.6%	56	55.3%	49
Theatre	44.3%	222	49.7%	67	45.0%	37	42.6%	41	45.2%	44	36.4%	33
Pub / bar	52.3%	262	53.2%	72	52.8%	43	54.7%	53	46.1%	45	54.7%	49
Restaurant / cafés	69.7%	348	70.7%	95	68.3%	56	68.7%	66	62.5%	61	78.3%	70
Nightclub	5.4%	27	7.4%	10	5.0%	4	3.9%	4	2.2%	2	8.0%	7
Bingo	2.4%	12	3.7%	5	4.2%	3	1.5%	1	0.0%	0	2.6%	2
Health & fitness club	26.0%	130	32.3%	44	26.1%	21	26.7%	26	20.9%	20	21.2%	19
Ten-pin bowling	14.4%	72	21.0%	28	12.4%	10	15.0%	14	9.2%	9	11.5%	10
Museum	40.1%	201	45.1%	61	35.2%	29	50.6%	49	33.6%	33	32.9%	29
Art gallery	25.5%	128	29.9%	40	20.5%	17	32.8%	32	20.2%	20	21.5%	19
Ice rink	9.8%	49	11.7%	16	7.7%	6	12.4%	12	6.2%	6	9.8%	9
Trampoline centre	10.5%	53	7.4%	10	14.4%	12	16.3%	16	8.3%	8	8.1%	7
(None of these)	11.5%	58	10.8%	15	10.7%	9	10.5%	10	18.1%	18	7.5%	7
Weighted base:		500		135		82		96		98		89
Sample:		500		100		100		100		100		100

Weighted:

August 2018

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5						
Q35 Where did you or a member of your family last visit the cinema?												
<i>Those who visit the cinema at Q34:</i>												
Aldershot Town Centre	5.0%	15	0.0%	0	27.0%	13	3.2%	2	0.0%	0	0.0%	0
Alton Town Centre	6.2%	19	13.7%	11	9.1%	4	1.9%	1	3.1%	2	0.0%	0
Basingstoke Town Centre	14.5%	44	41.7%	34	16.3%	8	1.1%	1	1.4%	1	0.0%	0
Chichester City Centre	7.7%	23	0.0%	0	0.0%	0	6.5%	4	28.5%	16	5.8%	3
Fareham Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Farnham Town Centre	1.6%	5	0.0%	0	4.2%	2	4.4%	3	0.0%	0	0.0%	0
Guildford Town Centre	13.8%	41	0.0%	0	13.1%	6	50.4%	32	5.2%	3	0.0%	0
Haslemere Town Centre	2.7%	8	0.0%	0	1.2%	1	10.6%	7	1.2%	1	0.0%	0
Liphook Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Petersfield Town Centre	0.5%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0
Portsmouth City Centre	23.2%	70	5.2%	4	13.3%	6	11.6%	7	32.8%	18	67.0%	33
Southampton City Centre	5.2%	16	17.1%	14	0.0%	0	1.3%	1	0.0%	0	1.5%	1
Waterlooville Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Whitehill/Bordon Town Centre	0.7%	2	0.0%	0	4.3%	2	0.0%	0	0.0%	0	0.0%	0
Winchester City Centre	4.1%	12	14.0%	11	0.0%	0	0.0%	0	1.7%	1	0.0%	0
London - Central / West End	0.7%	2	0.0%	0	1.4%	1	0.9%	1	1.4%	1	0.0%	0
Camberley Town Centre	0.3%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Eastbourne Town Centre	0.2%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Eastleigh Town Centre	1.3%	4	4.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnborough Town Centre	1.0%	3	0.0%	0	6.2%	3	0.0%	0	0.0%	0	0.0%	0
Gunwharf Quays, Portsmouth	3.7%	11	0.0%	0	1.2%	1	3.5%	2	9.6%	5	5.7%	3
Port Solent Local Centre	4.6%	14	0.0%	0	0.0%	0	0.0%	0	9.7%	5	17.2%	8
Whiteley Local Centre	1.2%	4	3.5%	3	0.0%	0	0.0%	0	0.0%	0	1.5%	1
(Don't know / can't remember)	1.0%	3	0.0%	0	0.0%	0	4.6%	3	0.0%	0	0.0%	0
Weighted base:		300		82		48		64		56		49
Sample:		278		56		54		62		54		52

Q36 Where did you or a member of your family last visit the Theatre?*Those who visit the theatre at Q34:*

Aldershot Town Centre	1.2%	3	0.0%	0	4.7%	2	0.0%	0	2.1%	1	0.0%	0
Basingstoke Town Centre	3.8%	8	10.7%	7	3.6%	1	0.0%	0	0.0%	0	0.0%	0
Chichester City Centre	17.7%	39	3.2%	2	11.1%	4	24.4%	10	30.8%	14	28.6%	9
Farnham Town Centre	0.5%	1	0.0%	0	1.5%	1	1.5%	1	0.0%	0	0.0%	0
Guildford Town Centre	7.7%	17	5.8%	4	9.0%	3	16.1%	7	3.7%	2	4.8%	2
Petersfield Town Centre	0.6%	1	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0
Portsmouth City Centre	5.5%	12	0.0%	0	2.1%	1	7.8%	3	9.6%	4	12.5%	4
Southampton City Centre	14.1%	31	15.0%	10	0.0%	0	4.6%	2	19.5%	9	33.2%	11
Whitehill/Bordon Town Centre	1.7%	4	0.0%	0	10.5%	4	0.0%	0	0.0%	0	0.0%	0
Winchester City Centre	3.5%	8	10.6%	7	1.8%	1	0.0%	0	0.0%	0	0.0%	0
London - Central / West End	34.7%	77	49.6%	33	35.3%	13	29.9%	12	29.7%	13	16.2%	5
Birmingham City Centre	0.3%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Edinburgh City Centre	0.3%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Holybourne Village Centre	0.3%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Manchester City Centre	0.3%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Port Solent Local Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Southend-on-Sea Town Centre	0.4%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southsea Local Centre	1.9%	4	0.0%	0	9.5%	3	1.5%	1	0.0%	0	0.0%	0
Stratford-upon-Avon Town Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1
Windsor Town Centre	1.0%	2	0.0%	0	0.0%	0	5.4%	2	0.0%	0	0.0%	0
Woking Town Centre	3.3%	7	3.8%	3	6.0%	2	4.4%	2	1.5%	1	0.0%	0
(Don't know / can't remember)	0.5%	1	0.0%	0	1.5%	1	1.5%	1	0.0%	0	0.0%	0
Weighted base:		222		67		37		41		44		33
Sample:		223		50		46		44		44		39

Weighted:

August 2018

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		
Q37 Where did you or a member of your family last visit a pub / bar?												
<i>Those who visit for pubs / bars at Q34:</i>												
Alton Town Centre	12.4%	32	36.1%	26	13.4%	6	1.2%	1	0.0%	0	0.0%	0
Basingstoke Town Centre	0.6%	1	1.3%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Chichester City Centre	0.8%	2	0.0%	0	1.5%	1	0.0%	0	1.5%	1	1.3%	1
Clanfield Local Centre	1.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.6%	5
Fareham Town Centre	0.5%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.6%	1
Farnham Town Centre	2.0%	5	1.5%	1	5.4%	2	3.5%	2	0.0%	0	0.0%	0
Four Marks Local Centre	0.3%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greyslott Local Centre	1.2%	3	0.0%	0	1.3%	1	4.9%	3	0.0%	0	0.0%	0
Guildford Town Centre	0.9%	2	0.0%	0	0.0%	0	4.2%	2	0.0%	0	0.0%	0
Haslemere Town Centre	5.3%	14	0.0%	0	4.8%	2	22.5%	12	0.0%	0	0.0%	0
Havant Town Centre	1.4%	4	0.0%	0	0.0%	0	0.0%	0	6.8%	3	1.3%	1
Hindhead Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Horndean Town Centre	4.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.2%	11
Liphook Town Centre	5.9%	16	0.0%	0	4.6%	2	24.0%	13	2.1%	1	0.0%	0
Petersfield Town Centre	16.5%	43	4.0%	3	1.3%	1	4.3%	2	73.8%	33	8.9%	4
Portsmouth City Centre	2.3%	6	0.0%	0	0.0%	0	4.9%	3	0.0%	0	6.8%	3
Rowlands Castle Local Centre	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	3
Southampton City Centre	0.4%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waterlooville Town Centre	2.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.6%	7
Whitehill/Bordon Town Centre	1.6%	4	0.0%	0	9.5%	4	0.0%	0	0.0%	0	0.0%	0
Winchester City Centre	4.1%	11	13.9%	10	1.8%	1	0.0%	0	0.0%	0	0.0%	0
London - Central / West End	0.6%	1	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0
Alresford Town Centre	7.1%	19	25.8%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Godalming Town Centre	1.5%	4	0.0%	0	5.8%	3	2.7%	1	0.0%	0	0.0%	0
Bentworth Village Centre	0.4%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chandler's Ford Local Centre	0.3%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chawton Village Centre	1.0%	3	0.0%	0	0.0%	0	0.0%	0	1.8%	1	3.7%	2
Cheriton Village Centre	0.2%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Droxford Village Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0
East Meon Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Eastbourne Town Centre	0.3%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Easton Village Centre	0.9%	2	0.0%	0	0.0%	0	4.2%	2	0.0%	0	0.0%	0
Emsworth Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Farringdon Village Centre	0.6%	2	1.5%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Fernhurst Village Centre	0.5%	1	0.0%	0	1.3%	1	1.6%	1	0.0%	0	0.0%	0
Finchdean Village Centre	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2
Grafham Village Centre	0.3%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Hartley Wintney Village Centre	0.2%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Headley Village Centre	0.3%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Hollywater Village Centre	0.7%	2	0.0%	0	4.0%	2	0.0%	0	0.0%	0	0.0%	0
Kingsley Village Centre	0.3%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Lindford Village Centre	1.4%	4	0.0%	0	8.6%	4	0.0%	0	0.0%	0	0.0%	0
Liss Village Centre	2.6%	7	0.0%	0	7.3%	3	1.2%	1	6.4%	3	0.0%	0
Lovedean Village Centre	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	2
Lyme Regis Town Centre	0.4%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Medstead Village Centre	0.4%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Midhurst Town Centre	0.9%	2	0.0%	0	0.0%	0	4.7%	2	0.0%	0	0.0%	0
Milland Village Centre	0.2%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Petworth Town Centre	0.3%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Rake Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Rogate Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Selborne Village Centre	0.4%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southsea Local Centre	1.3%	3	1.3%	1	0.0%	0	0.0%	0	0.0%	0	4.9%	2
Tilford Village Centre	1.1%	3	0.0%	0	1.3%	1	4.2%	2	0.0%	0	0.0%	0
Upper Froyle Village Centre	0.3%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
West Meon Village Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0
(Don't know / can't remember)	5.9%	15	4.7%	3	14.2%	6	5.5%	3	0.0%	0	6.0%	3
Weighted base:	262		72		43		53		45		49	
Sample:	256		55		50		55		44		52	

Weighted:

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5						
Q38 Where did you or a member of your family last visit a restaurant / café?												
<i>Those who visit for restaurants at Q34:</i>												
Aldershot Town Centre	0.7%	2	0.0%	0	4.3%	2	0.0%	0	0.0%	0	0.0%	0
Alton Town Centre	9.7%	34	30.7%	29	7.7%	4	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre	3.4%	12	7.1%	7	9.4%	5	0.0%	0	0.0%	0	0.0%	0
Chichester City Centre	1.4%	5	0.0%	0	1.0%	1	4.3%	3	0.0%	0	2.0%	1
Clanfield Local Centre	1.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.6%	7
Fareham Town Centre	0.4%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0
Farnham Town Centre	3.1%	11	4.5%	4	10.3%	6	0.9%	1	0.0%	0	0.0%	0
Four Marks Local Centre	0.4%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greystott Local Centre	2.6%	9	0.0%	0	5.0%	3	9.6%	6	0.0%	0	0.0%	0
Guildford Town Centre	2.6%	9	0.0%	0	1.4%	1	9.0%	6	3.7%	2	0.0%	0
Haslemere Town Centre	3.3%	12	0.0%	0	5.9%	3	12.5%	8	0.0%	0	0.0%	0
Havant Town Centre	0.6%	2	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.9%	1
Horndean Town Centre	3.0%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.0%	11
Liphook Town Centre	2.2%	8	0.0%	0	4.2%	2	8.3%	5	0.0%	0	0.0%	0
Petersfield Town Centre	17.5%	61	3.9%	4	4.4%	2	8.5%	6	74.1%	45	5.9%	4
Portsmouth City Centre	6.6%	23	0.0%	0	2.6%	1	9.6%	6	3.5%	2	18.7%	13
Rowlands Castle Local Centre	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2
Southampton City Centre	0.3%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waterlooville Town Centre	2.9%	10	0.0%	0	1.2%	1	0.0%	0	0.0%	0	13.4%	9
Whitehill/Bordon Town Centre	1.2%	4	0.0%	0	7.6%	4	0.0%	0	0.0%	0	0.0%	0
Winchester City Centre	5.6%	19	17.8%	17	1.4%	1	0.0%	0	1.3%	1	1.3%	1
London - Central / West End	2.3%	8	1.0%	1	0.0%	0	4.0%	3	4.1%	3	2.6%	2
Alresford Town Centre	3.5%	12	12.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Godalming Town Centre	1.1%	4	0.0%	0	3.1%	2	3.1%	2	0.0%	0	0.0%	0
Bentley Village Centre	0.3%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bentworth Village Centre	0.3%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Camberley Town Centre	0.6%	2	0.0%	0	0.0%	0	3.4%	2	0.0%	0	0.0%	0
Chawton Village Centre	0.6%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Churt Village Centre	0.2%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Compton Local Centre	0.2%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Cowplain Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Cranleigh Village Centre	0.2%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Denmead Village Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Dummer Village Centre	0.3%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastbourne Town Centre	0.2%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Emsworth Town Centre	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2
Exton Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Farnborough Town Centre	0.2%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Fernhurst Village Centre	0.4%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0
Finchdean Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Fleet Town Centre	0.3%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grafham Village Centre	0.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Gunwharf Quays, Portsmouth	1.6%	6	0.0%	0	0.0%	0	6.2%	4	1.5%	1	0.9%	1
Hambledon Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Lewes Town Centre	0.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Lindford Village Centre	0.9%	3	0.0%	0	5.8%	3	0.0%	0	0.0%	0	0.0%	0
Liss Village Centre	1.6%	6	0.0%	0	1.0%	1	0.9%	1	7.2%	4	0.0%	0
Little Sutton Village Centre, Cheshire	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Lovedean Village Centre	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2
Lyme Regis Town Centre	0.3%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Medstead Village Centre	0.7%	3	2.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Midhurst Town Centre	0.5%	2	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0
Milland Village Centre	0.2%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Orpington Town Centre	0.2%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Oxted Town Centre	0.2%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Pattingham Village Centre	0.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Petworth Town Centre	0.2%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Port Solent Local Centre	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	3
Reading Town Centre	0.3%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Selborne Village Centre	0.3%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sidmouth Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Southsea Local Centre	1.1%	4	1.0%	1	0.0%	0	0.0%	0	0.0%	0	4.3%	3
Tilford Village Centre	0.2%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Wednesbury Town Centre	0.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
West Meon Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Woking Town Centre	0.5%	2	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't	5.8%	20	7.9%	8	9.1%	5	7.6%	5	1.5%	1	2.2%	2

Column %ges.

Weighted:

August 2018

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5
remember)						
Weighted base:	348	95	56	66	61	70
Sample:	343	71	69	65	62	76

Q39 Where did you or a member of your family last visit a nightclub?*Those who visit for nightclubs at Q34:*

Greyslott Local Centre	2.1%	1	0.0%	0	13.7%	1	0.0%	0	0.0%	0	0.0%	0
Guildford Town Centre	16.2%	4	0.0%	0	32.1%	1	81.2%	3	0.0%	0	0.0%	0
Portsmouth City Centre	28.1%	8	0.0%	0	0.0%	0	18.8%	1	100.0%	2	66.7%	5
Southampton City Centre	19.2%	5	44.6%	4	19.0%	1	0.0%	0	0.0%	0	0.0%	0
Waterlooville Town Centre	8.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.3%	2
Winchester City Centre	12.4%	3	33.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London - Central / West End	3.9%	1	10.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	9.3%	3	10.8%	1	35.1%	1	0.0%	0	0.0%	0	0.0%	0
Weighted base:	27	10		4		4		2		7		
Sample:	18	5		6		3		1		3		

Q40 Where did you or a member of your family last go to play bingo?*Those who visit for Bingo at Q34:*

Aldershot Town Centre	23.3%	3	57.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre	8.8%	1	21.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnham Town Centre	4.6%	1	0.0%	0	16.2%	1	0.0%	0	0.0%	0	0.0%	0
Haslemere Town Centre	5.0%	1	0.0%	0	0.0%	0	41.9%	1	0.0%	0	0.0%	0
Havant Town Centre	26.4%	3	0.0%	0	45.0%	2	0.0%	0	0.0%	0	71.9%	2
Liphook Town Centre	6.9%	1	0.0%	0	0.0%	0	58.0%	1	0.0%	0	0.0%	0
Whitehill/Bordon Town Centre	6.4%	1	0.0%	0	22.5%	1	0.0%	0	0.0%	0	0.0%	0
Cosham Local Centre	5.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.1%	1
Internet / online	8.8%	1	21.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	4.6%	1	0.0%	0	16.2%	1	0.0%	0	0.0%	0	0.0%	0
Weighted base:	12	5		3		1		0		2		
Sample:	13	3		5		2		0		3		

Q41 Where did you or a member of your family last go to a healthclub?*Those who visit healthclubs at Q34:*

Aldershot Town Centre	1.3%	2	0.0%	0	8.2%	2	0.0%	0	0.0%	0	0.0%	0
Alton Town Centre	17.8%	23	46.3%	20	13.6%	3	0.0%	0	0.0%	0	0.0%	0
Clanfield Local Centre	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1
Farnham Town Centre	1.0%	1	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greyslott Local Centre	2.5%	3	0.0%	0	0.0%	0	10.1%	3	3.3%	1	0.0%	0
Guildford Town Centre	1.6%	2	0.0%	0	9.7%	2	0.0%	0	0.0%	0	0.0%	0
Haslemere Town Centre	10.7%	14	0.0%	0	8.9%	2	46.5%	12	0.0%	0	0.0%	0
Hindhead Village Centre	0.8%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Liphook Town Centre	7.8%	10	0.0%	0	5.7%	1	25.4%	7	11.6%	2	0.0%	0
Petersfield Town Centre	23.7%	31	20.8%	9	11.2%	2	7.5%	2	69.5%	14	17.4%	3
Rowlands Castle Local Centre	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1
Waterlooville Town Centre	9.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	63.1%	12
Whitehill/Bordon Town Centre	5.8%	8	0.0%	0	35.5%	8	0.0%	0	0.0%	0	0.0%	0
Winchester City Centre	4.5%	6	13.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alresford Town Centre	4.7%	6	14.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Godalming Town Centre	0.6%	1	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0
Blacknest Village Centre	0.6%	1	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0
Cosham Local Centre	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.6%	2
Liss Village Centre	0.5%	1	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0
Midhurst Town Centre	1.4%	2	0.0%	0	0.0%	0	7.3%	2	0.0%	0	0.0%	0
(Don't know / can't remember)	2.6%	3	0.0%	0	0.0%	0	3.3%	1	12.2%	2	0.0%	0
Weighted base:	130	44		21		26		20		19		
Sample:	121	29		25		25		21		21		

Weighted:

August 2018

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5						
Q42 Where did you or a member of your family last go for ten-pin bowling?												
<i>Those who visit for ten-pin bowling at Q38:</i>												
Aldershot Town Centre	6.0%	4	0.0%	0	35.7%	4	4.9%	1	0.0%	0	0.0%	0
Basingstoke Town Centre	34.4%	25	71.1%	20	38.1%	4	0.0%	0	8.8%	1	0.0%	0
Chichester City Centre	10.4%	7	0.0%	0	0.0%	0	32.0%	5	32.3%	3	0.0%	0
Guildford Town Centre	6.9%	5	0.0%	0	14.2%	1	18.9%	3	8.8%	1	0.0%	0
Havant Town Centre	0.8%	1	0.0%	0	5.5%	1	0.0%	0	0.0%	0	0.0%	0
Portsmouth City Centre	18.5%	13	0.0%	0	0.0%	0	28.7%	4	32.3%	3	61.5%	6
Southampton City Centre	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	1
Waterlooville Town Centre	1.1%	1	0.0%	0	0.0%	0	0.0%	0	8.8%	1	0.0%	0
Eastleigh Town Centre	11.4%	8	28.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gunwharf Quays, Portsmouth	8.4%	6	0.0%	0	6.5%	1	15.5%	2	8.8%	1	23.4%	2
(Don't know / can't remember)	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	1
Weighted base:		72		28		10		14		9		10
Sample:		54		16		12		11		8		7

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5						
Q43 Where did you or a member of your family last go to a museum?												
<i>Those who visit museums at Q34:</i>												
Alton Town Centre	3.6%	7	9.8%	6	1.9%	1	0.0%	0	2.4%	1	0.0%	0
Basingstoke Town Centre	0.8%	2	1.5%	1	2.7%	1	0.0%	0	0.0%	0	0.0%	0
Chichester City Centre	4.1%	8	0.0%	0	1.9%	1	14.3%	7	2.1%	1	0.0%	0
Guildford Town Centre	0.4%	1	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0
Haslemere Town Centre	5.9%	12	0.0%	0	4.6%	1	19.5%	9	2.9%	1	0.0%	0
Liphook Town Centre	0.9%	2	0.0%	0	6.0%	2	0.0%	0	0.0%	0	0.0%	0
Petersfield Town Centre	1.0%	2	0.0%	0	0.0%	0	1.2%	1	4.1%	1	0.0%	0
Portsmouth City Centre	11.2%	23	4.7%	3	5.0%	1	2.9%	1	8.6%	3	47.8%	14
Southampton City Centre	0.9%	2	1.8%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	1
Whitehill/Bordon Town Centre	0.5%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winchester City Centre	1.5%	3	1.5%	1	0.0%	0	0.0%	0	6.4%	2	0.0%	0
London - Central / West End Abroad	50.9%	102	53.9%	33	59.7%	17	48.2%	23	53.8%	18	37.3%	11
Carisbrooke Village Centre	1.8%	4	2.1%	1	0.0%	0	0.0%	0	4.9%	2	2.2%	1
Chawton Village Centre	0.5%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Droxford Village Centre	1.7%	3	5.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Droxford Village Centre	0.3%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Fishbourne Village Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0
Glasgow City Centre	1.7%	3	5.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lyme Regis Town Centre	0.3%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0
Midhurst Town Centre	0.3%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Petworth Town Centre	0.3%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Plymouth City Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0
Singleton Village Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0
Southsea Local Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1
Stow-on-the-Wold Town Centre	0.4%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Stratford-upon-Avon Town Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1
Tilford Village Centre	0.3%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
(Don't know / can't remember)	9.0%	18	10.6%	6	13.1%	4	7.5%	4	7.8%	3	5.3%	2
Weighted base:		201		61		29		49		33		29
Sample:		197		40		37		52		38		30

Weighted:

August 2018

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5						
Q44 Where did you or a member of your family last go to an art gallery?												
<i>Those who visit art galleries at Q34:</i>												
Alton Town Centre	1.3%	2	2.6%	1	3.3%	1	0.0%	0	0.0%	0	0.0%	0
Chichester City Centre	5.5%	7	0.0%	0	3.3%	1	13.0%	4	4.8%	1	7.3%	1
Farnham Town Centre	1.2%	2	2.3%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Guildford Town Centre	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1
Haslemere Town Centre	0.5%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Havant Town Centre	0.5%	1	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0
Petersfield Town Centre	0.5%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Portsmouth City Centre	1.7%	2	0.0%	0	0.0%	0	2.7%	1	0.0%	0	6.8%	1
Southampton City Centre	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1
London - Central / West End	67.5%	86	63.3%	26	74.8%	13	67.4%	21	70.9%	14	66.4%	13
Abroad	1.0%	1	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Compton Local Centre	0.4%	1	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0
Edinburgh City Centre	0.6%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0
Emsworth Town Centre	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	1
Glasgow City Centre	2.6%	3	8.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nottingham City Centre	2.2%	3	7.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford City Centre	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	1
Stockbridge Town Centre	0.7%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	11.4%	15	11.0%	4	15.2%	3	9.0%	3	20.9%	4	3.4%	1
Weighted base:		128		40		17		32		20		19
Sample:		128		26		25		34		22		21

Q45 Where did you or a member of your family last go to an ice rink?												
<i>Those who visit ice rinks at Q34:</i>												
Basingstoke Town Centre	28.2%	14	82.1%	13	12.3%	1	0.0%	0	0.0%	0	0.0%	0
Greyshott Local Centre	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.7%	1
Guildford Town Centre	51.3%	25	17.9%	3	87.7%	6	93.0%	11	65.3%	4	19.0%	2
Portsmouth City Centre	4.3%	2	0.0%	0	0.0%	0	0.0%	0	34.7%	2	0.0%	0
London - Central / West End	1.7%	1	0.0%	0	0.0%	0	7.0%	1	0.0%	0	0.0%	0
Bournemouth Town Centre	4.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.4%	2
Gosport Town Centre	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.4%	2
Swindon Town Centre	4.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.4%	2
Weighted base:		49		16		6		12		6		9
Sample:		35		8		4		10		6		7

Q46 Where did you or a member of your family last go to a trampoline centre?												
<i>Those who visit trampoline centres at Q34:</i>												
Alton Town Centre	3.5%	2	10.7%	1	6.6%	1	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre	14.8%	8	78.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chichester City Centre	12.9%	7	0.0%	0	14.8%	2	27.9%	4	8.4%	1	0.0%	0
Guildford Town Centre	20.8%	11	0.0%	0	14.8%	2	43.6%	7	29.5%	2	0.0%	0
Havant Town Centre	4.0%	2	0.0%	0	0.0%	0	0.0%	0	26.1%	2	0.0%	0
Portsmouth City Centre	16.7%	9	0.0%	0	0.0%	0	16.5%	3	26.1%	2	56.6%	4
Southampton City Centre	4.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	32.9%	2
Whitehill/Bordon Town Centre	1.2%	1	0.0%	0	5.6%	1	0.0%	0	0.0%	0	0.0%	0
London - Central / West End	1.5%	1	0.0%	0	0.0%	0	0.0%	0	9.8%	1	0.0%	0
Camberley Town Centre	7.9%	4	0.0%	0	35.2%	4	0.0%	0	0.0%	0	0.0%	0
Cosham Local Centre	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.5%	1
Farnborough Town Centre	2.0%	1	10.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre	1.2%	1	0.0%	0	5.6%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	7.5%	4	0.0%	0	17.5%	2	12.0%	2	0.0%	0	0.0%	0
Weighted base:		53		10		12		16		8		7
Sample:		41		6		9		12		7		7

Q47 Do you or your household use the Internet for shopping purposes?												
Yes	79.3%	396	80.0%	108	78.0%	64	75.0%	72	82.1%	80	80.9%	72
No	20.7%	104	20.0%	27	22.0%	18	25.0%	24	17.9%	17	19.1%	17
Weighted base:		500		135		82		96		98		89
Sample:		500		100		100		100		100		100

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		
Q48 What type of goods do you or your household regularly buy on the Internet? [MR]												
<i>Those who use the Internet for shopping purposes at Q47:</i>												
Baby items	0.7%	3	0.0%	0	3.2%	2	0.0%	0	0.0%	0	0.9%	1
Banking / finance	2.8%	11	5.3%	6	0.0%	0	5.7%	4	1.7%	1	0.0%	0
Books	31.8%	126	35.3%	38	24.1%	15	27.2%	20	27.5%	22	42.5%	31
Books, CDs, toys and gifts	38.0%	150	45.4%	49	34.8%	22	36.4%	26	28.9%	23	41.3%	30
Clothes and shoes	50.5%	200	55.2%	60	41.3%	26	39.4%	28	50.1%	40	63.0%	46
Computer / printer accessories	5.1%	20	7.1%	8	4.8%	3	5.7%	4	3.7%	3	3.4%	2
Console / PC games	3.9%	15	6.2%	7	1.0%	1	8.8%	6	1.0%	1	1.2%	1
Craft / hobby items	3.9%	15	5.5%	6	2.2%	1	6.7%	5	2.0%	2	2.1%	2
DIY / Hardware and garden items	10.5%	42	7.9%	9	10.7%	7	12.6%	9	14.9%	12	7.1%	5
Domestic electric appliances (e.g. fridges and kitchen items)	20.1%	80	13.6%	15	17.2%	11	17.3%	12	18.6%	15	36.8%	27
Downloadable content (e.g. music / movies / tv / games / apps)	7.5%	30	5.8%	6	8.2%	5	11.8%	8	1.7%	1	11.7%	8
Food and groceries	10.0%	40	12.3%	13	9.9%	6	13.9%	10	10.4%	8	2.3%	2
Furniture, soft furnishings and floor coverings	6.8%	27	4.5%	5	1.9%	1	10.9%	8	10.9%	9	5.8%	4
Health, beauty and chemist items	5.0%	20	0.8%	1	1.9%	1	12.3%	9	5.6%	5	6.0%	4
Holiday and / or Travel / Event Tickets	1.8%	7	2.2%	2	0.0%	0	5.7%	4	0.8%	1	0.0%	0
Jewellery	1.4%	6	1.0%	1	3.6%	2	3.1%	2	0.0%	0	0.0%	0
Mobile phone accessories	3.3%	13	3.1%	3	3.6%	2	5.7%	4	2.0%	2	2.1%	2
Other kinds of electrical goods (e.g. TV / Hi-Fi and computers)	18.0%	71	16.8%	18	17.3%	11	14.3%	10	15.6%	12	26.7%	19
Pet food / products	2.3%	9	1.8%	2	2.2%	1	0.0%	0	6.0%	5	1.2%	1
Small household goods	7.0%	28	4.7%	5	3.8%	2	13.3%	10	9.1%	7	4.8%	4
Sports goods	1.7%	7	1.7%	2	1.2%	1	0.0%	0	4.0%	3	1.2%	1
Vehicle parts	1.6%	6	1.2%	1	0.0%	0	1.2%	1	3.1%	3	2.5%	2
Vehicles / vehicle parts	1.0%	4	0.0%	0	1.2%	1	0.8%	1	3.1%	3	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 / can't remember)	7.0%	28	9.1%	10	12.8%	8	7.6%	6	2.2%	2	3.5%	3
Weighted base:		396		108		64		72		80		72
Sample:		375		75		75		72		78		75

Weighted:

August 2018

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5						
Q49 Why do you or your household use the Internet for online shopping? [MR]												
<i>Those who use the Internet for shopping purposes at Q47:</i>												
Allows me to compare goods / prices at my leisure	13.0%	51	13.2%	14	17.6%	11	18.6%	13	4.2%	3	12.6%	9
Better choice of goods	21.2%	84	19.2%	21	12.8%	8	5.6%	4	46.1%	37	19.3%	14
Better quality goods online	1.3%	5	0.0%	0	1.0%	1	0.0%	0	4.6%	4	1.1%	1
Can download items purchased online	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Can read reviews of products online	0.9%	4	0.0%	0	0.0%	0	0.0%	0	3.3%	3	1.2%	1
Can shop 24 hours	7.7%	30	6.9%	7	0.9%	1	13.1%	9	7.2%	6	10.0%	7
Can use my loyalty points online	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper prices	11.7%	46	13.1%	14	6.1%	4	14.8%	11	10.4%	8	12.8%	9
City / town centre too large to walk round	1.0%	4	1.0%	1	0.0%	0	3.8%	3	0.0%	0	0.0%	0
Delivery service / saves carrying goods home	16.1%	64	13.9%	15	12.6%	8	24.3%	17	13.2%	11	17.8%	13
Disabled / find it hard walking	1.0%	4	1.0%	1	1.0%	1	0.0%	0	0.0%	0	3.0%	2
Don't have to find a parking space / drive there	1.0%	4	0.0%	0	1.0%	1	4.7%	3	0.0%	0	0.0%	0
Don't like store shopping	2.9%	11	2.8%	3	6.5%	4	0.8%	1	2.6%	2	2.1%	2
Easier to find the special offers online	0.5%	2	0.0%	0	2.1%	1	1.0%	1	0.0%	0	0.0%	0
For ease / speed / more convenient	57.3%	227	54.8%	59	69.0%	44	62.7%	45	46.3%	37	57.7%	42
Get better guarantees online	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Lack of access to large food supermarkets	0.5%	2	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of access to non-food shops	1.6%	6	4.1%	4	1.9%	1	0.0%	0	0.0%	0	0.9%	1
Makes it easier to keep to a budget	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No car available / don't drive	1.2%	5	3.0%	3	1.0%	1	0.0%	0	1.2%	1	0.0%	0
Saves time	9.0%	36	13.7%	15	3.9%	3	6.5%	5	8.1%	6	9.9%	7
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Click & Collect service is good	0.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Don't have to go out	0.5%	2	0.0%	0	3.3%	2	0.0%	0	0.0%	0	0.0%	0
Easier to buy in bulk	0.2%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to return goods	1.9%	7	2.0%	2	2.2%	1	2.0%	1	3.0%	2	0.0%	0
Fast delivery (e.g. Amazon Prime)	0.9%	4	2.6%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0
No parking charges	0.5%	2	0.0%	0	0.0%	0	0.8%	1	1.0%	1	0.9%	1
Recommendations from friends / family	0.3%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Saves on fuel	0.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
(Don't know)	2.8%	11	3.0%	3	0.9%	1	3.3%	2	0.0%	0	6.7%	5
Weighted base:		396		108		64		72		80		72
Sample:		375		75		75		72		78		75

GEN Gender of respondent:

Male	36.5%	182	45.6%	62	36.2%	30	28.1%	27	31.5%	31	37.3%	33
Female	63.5%	318	54.4%	73	63.8%	52	71.9%	69	68.5%	67	62.7%	56
Weighted base:		500		135		82		96		98		89
Sample:		500		100		100		100		100		100

AGE How old are you?

18-24	7.4%	37	7.5%	10	7.6%	6	11.6%	11	2.6%	2	8.0%	7
25-34	9.5%	48	10.0%	13	7.6%	6	13.9%	13	7.7%	7	8.0%	7
35-44	16.5%	83	16.8%	23	17.0%	14	17.6%	17	21.6%	21	9.0%	8
45-54	20.5%	103	26.1%	35	14.4%	12	14.0%	13	29.2%	28	15.3%	14
55-64	19.2%	96	15.9%	22	24.7%	20	16.6%	16	15.4%	15	26.2%	23
65+	26.8%	134	23.7%	32	28.8%	24	26.4%	25	23.6%	23	33.4%	30
(Refused)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		500		135		82		96		98		89
Sample:		500		100		100		100		100		100

East Hampshire Retail & Leisure Study For Lichfields

Weighted:

August 2018

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		
PC Postcode Sector:												
GU26 6	4.3%	21	0.0%	0	0.0%	0	22.2%	21	0.0%	0	0.0%	0
GU27 1	4.0%	20	0.0%	0	0.0%	0	20.8%	20	0.0%	0	0.0%	0
GU27 3	1.8%	9	0.0%	0	0.0%	0	9.5%	9	0.0%	0	0.0%	0
GU30 7	9.1%	46	0.0%	0	0.0%	0	47.6%	46	0.0%	0	0.0%	0
GU31 4	4.6%	23	0.0%	0	0.0%	0	0.0%	0	23.6%	23	0.0%	0
GU31 5	2.2%	11	0.0%	0	0.0%	0	0.0%	0	11.1%	11	0.0%	0
GU32 1	2.6%	13	0.0%	0	0.0%	0	0.0%	0	13.1%	13	0.0%	0
GU32 2	2.2%	11	0.0%	0	0.0%	0	0.0%	0	11.3%	11	0.0%	0
GU32 3	2.9%	14	0.0%	0	0.0%	0	0.0%	0	14.7%	14	0.0%	0
GU33 6	1.0%	5	0.0%	0	5.9%	5	0.0%	0	0.0%	0	0.0%	0
GU33 7	5.1%	26	0.0%	0	0.0%	0	0.0%	0	26.2%	26	0.0%	0
GU34 1	1.9%	9	6.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU34 2	2.9%	14	10.7%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU34 3	1.7%	9	6.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU34 4	2.2%	11	8.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU34 5	5.1%	26	19.0%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU35 0	4.7%	23	0.0%	0	28.4%	23	0.0%	0	0.0%	0	0.0%	0
GU35 8	3.4%	17	0.0%	0	20.9%	17	0.0%	0	0.0%	0	0.0%	0
GU35 9	7.4%	37	0.0%	0	44.8%	37	0.0%	0	0.0%	0	0.0%	0
PO8 0	5.4%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	29.9%	27
PO8 9	11.0%	55	0.0%	0	0.0%	0	0.0%	0	0.0%	0	61.6%	55
PO9 6	1.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.5%	8
SO24 0	4.3%	22	16.0%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SO24 9	8.8%	44	32.7%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		500		135		82		96		98		89
Sample:		500		100		100		100		100		100

QUOTA Zone

Zone 1	27.0%	135	100.0%	135	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2	16.4%	82	0.0%	0	100.0%	82	0.0%	0	0.0%	0	0.0%	0
Zone 3	19.2%	96	0.0%	0	0.0%	0	100.0%	96	0.0%	0	0.0%	0
Zone 4	19.5%	98	0.0%	0	0.0%	0	0.0%	0	100.0%	98	0.0%	0
Zone 5	17.9%	89	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	89
Weighted base:		500		135		82		96		98		89
Sample:		500		100		100		100		100		100

Appendix 3:

Sample Questionnaire

Job No. 010818
East Hampshire 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 in your area about shopping on behalf of East Hampshire District Council. Do you have time to answer some questions please? It will take about 6 minutes.

QA Are you the person who does most of the shopping for the household, including clothes and household goods, as well as food and groceries?

- 1 Yes
- 2 No

GO TO Q01
GO TO CLOSE

Q01 In which shop or other location does your household do most of its main food and grocery shopping?
DO NOT READ OUT. ONE ANSWER ONLY. PROBE FOR LOCATION OF STORE. IF RESPONDENT SAYS VARIES ASK WHICH STORE THEY USE MOST OFTEN EVEN IF SLIGHTLY. THEY CAN STATE ANY OTHER STORES THEY USE AT Q02.

#Food Food List

Q02 Apart from (STORE / LOCATION MENTIONED AT Q01), are there any other stores or shops your household regularly buys your main food and grocery shopping from?
DO NOT PROMPT. CAN BE MULTICODED. PROBE FOR LOCATION OF STORE

#Food Food List

Excluding those who do their main food shopping via the internet at Q01:

Q03 When your household last did your main food shopping at (STORE / LOCATION MENTIONED AT Q01), was this trip combined with other activities within the town centre?

- 1 Yes
- 2 No
- 3 (Don't know / can't remember)

GO TO Q04
GO TO Q05
GO TO Q05

Those who combined their last main food shopping trip with another activity at Q03:

Q04 What activities did your household undertake on that occasion?
DO NOT PROMPT. CODE UP TO 3 RESPONSES ONLY.

- 1 Other food shopping
- 2 Healthcare (e.g. doctor, dentist, optician etc.)
- 3 Non-food shopping
- 4 Social / leisure reason (e.g. meeting friends, going to gym etc.)
- 5 To have a walk / stroll around
- 6 To use services (e.g. bank, post office, hairdresser etc.)
- 7 To visit a restaurant / café / public house
- 8 Tourism (e.g. holiday, day trip etc.)
- 9 Visit parks / gardens
- A Window shopping / browsing
- B Work / business purposes
- C Other (PLEASE WRITE IN)
- D (Don't know / can't remember)

Excluding those who do their main food shopping via the internet at Q01:

Q05 How does your household normally travel to do the main food shopping?
DO NOT READ OUT. ONE ANSWER ONLY.

- 1 Car-driver
- 2 Car-passenger
- 3 Bus, minibus or coach
- 4 Train
- 5 Taxi
- 6 Walk
- 7 Bicycle
- 8 Motorcycle, scooter or moped
- 9 Mobility scooter / wheelchair
- A Other (PLEASE WRITE IN)
- B (Don't know / varies)

Q06 Where did your household last buy small scale / top up grocery shopping?
DO NOT READ OUT. ONE ANSWER ONLY.

#Food Food List

Q07 Where do you go to buy most of your household's non-food shopping?
DO NOT READ OUT. ONE ANSWER ONLY.

#Non Non-Food List

Q08 When your household last did your main non-food shopping, was this trip combined with other activities within the town centre?

- 1 Yes
- 2 No
- 3 (Don't know / can't remember)

GO TO Q09
GO TO Q10
GO TO Q10

Those who combined their last non-food shopping trip with another activity at Q08:

Q09 What activities did your household undertake on that occasion?
DO NOT PROMPT. CODE UP TO 3 RESPONSES ONLY.

- 1 Food and grocery shopping
- 2 Healthcare (e.g. doctor, dentist, optician etc.)
- 3 Social / leisure reason (e.g. meeting friends, going to gym etc.)
- 4 To have a walk / stroll around
- 5 To use services (e.g. bank, post office, hairdresser etc.)
- 6 To visit a restaurant / café / public house
- 7 Tourism (e.g. holiday, day trip etc.)
- 8 Visit parks / gardens
- 9 Window shopping / browsing
- A Work / business purposes
- B Other (PLEASE WRITE IN)
- C (Don't know / can't remember)

Excluding those who do their main non-food shopping via the Internet at Q07:

Q10 How does your household normally travel to do its non-food shopping?
DO NOT READ OUT. ONE ANSWER ONLY.

- 1 Car - driver
- 2 Car - passenger
- 3 Bus, minibus or coach
- 4 Train
- 5 Taxi
- 6 Walk
- 7 Bicycle
- 8 Motorcycle, scooter or moped
- 9 Mobility scooter / wheelchair
- A Use internet / get it delivered
- B Other (PLEASE WRITE IN)
- C (Don't know / varies)

Q11 Where does your household do most of its shopping for clothes and shoes, this can include retail parks and the internet as well as town / district / city centres?

DO NOT READ OUT. ONE ANSWER ONLY. IF RESPONDENT SAYS VARIES PROBE FOR WHERE THEY GO MOST OFTEN EVEN IF SLIGHTLY AS THEY CAN STATE OTHER PLACES THEY USE AT THE NEXT QUESTION.

#Non Non-Food List
503 (Don't do this type of shopping)

GO TO Q13

Those who buy clothes and shoes at Q11:

Q12 Where else does your household do most of its shopping for clothes and shoes?
DO NOT READ OUT. CAN BE MULTICODED.

#Non Non-Food List

Q13 Where does your household do most of its shopping for domestic electric appliances (e.g. fridges and kitchen items), this can include retail parks and the internet as well as town / district / city centres?
DO NOT READ OUT. ONE ANSWER ONLY. IF RESPONDENT SAYS VARIES PROBE FOR WHERE THEY GO MOST OFTEN EVEN IF SLIGHTLY AS THEY CAN STATE OTHER PLACES THEY USE AT THE NEXT QUESTION.

#Non Non-Food List
503 (Don't do this type of shopping)

GO TO Q15

Those who buy domestic electric appliances at Q13:

Q14 Where else does your household do most of its shopping for domestic electric appliances (e.g. fridges and kitchen items)?
DO NOT READ OUT. CAN BE MULTICODED.

#Non Non-Food List

Q15 Where does your household do most of its shopping for other kinds of electric goods such as TV / Hi-Fi and computers, this can include retail parks and the internet as well as town / district / city centres?
DO NOT READ OUT. ONE ANSWER ONLY. IF RESPONDENT SAYS VARIES PROBE FOR WHERE THEY GO MOST OFTEN EVEN IF SLIGHTLY AS THEY CAN STATE OTHER PLACES THEY USE AT THE NEXT QUESTION.

#Non Non-Food List
503 (Don't do this type of shopping)

GO TO Q17

Those who buy other kinds of electric goods at Q15:

Q16 Where else does your household do most of its shopping for other kinds of electric goods such as TV / Hi-Fi and computers?
DO NOT READ OUT. CAN BE MULTICODED.

#Non Non-Food List

Q17 Where does your household do most of its shopping for furniture, soft furnishings and floor-coverings, this can include retail parks and the internet as well as town / district / city centres?
DO NOT READ OUT. ONE ANSWER ONLY. IF RESPONDENT SAYS VARIES PROBE FOR WHERE THEY GO MOST OFTEN EVEN IF SLIGHTLY AS THEY CAN STATE OTHER PLACES THEY USE AT THE NEXT QUESTION.

#Non Non-Food List
503 (Don't do this type of shopping)

GO TO Q19

Those who buy furniture, soft furnishings and floor-coverings at Q17:

Q18 Where else does your household do most of its shopping for furniture, soft furnishings and floor-coverings?
DO NOT READ OUT. CAN BE MULTICODED.

#Non Non-Food List

Q19 Where does your household do most of its shopping for DIY / hardware and garden items, this can include retail parks and the internet as well as town / district / city centres ?
DO NOT READ OUT. ONE ANSWER ONLY. IF RESPONDENT SAYS VARIES PROBE FOR WHERE THEY GO MOST OFTEN EVEN IF SLIGHTLY AS THEY CAN STATE OTHER PLACES THEY USE AT THE NEXT QUESTION.

#Non Non-Food List
503 (Don't do this type of shopping)

GO TO Q21

Those who buy DIY / hardware and garden items at Q19:

Q20 Where else does your household do most of its shopping for DIY / hardware and garden items?
DO NOT READ OUT. CAN BE MULTICODED.

#Non Non-Food List

Q21 Where does your household do most of its shopping for health, beauty and chemist items, this can include retail parks and the internet as well as town / district / city centres ?
DO NOT READ OUT. ONE ANSWER ONLY. IF RESPONDENT SAYS VARIES PROBE FOR WHERE THEY GO MOST OFTEN EVEN IF SLIGHTLY AS THEY CAN STATE OTHER PLACES THEY USE AT THE NEXT QUESTION.

#Non Non-Food List
503 (Don't do this type of shopping)

GO TO Q23

Those who buy health, beauty and chemist items at Q21:

Q22 Where else does your household do most of its shopping for health, beauty and chemist items?
DO NOT READ OUT. CAN BE MULTICODED.

#Non Non-Food List

Q23 Where does your household do most of its shopping for books, CDs, toys and gifts, this can include retail parks and the internet as well as town / district / city centres ?
DO NOT READ OUT. ONE ANSWER ONLY. IF RESPONDENT SAYS VARIES PROBE FOR WHERE THEY GO MOST OFTEN EVEN IF SLIGHTLY AS THEY CAN STATE OTHER PLACES THEY USE AT THE NEXT QUESTION.

#Non Non-Food List
503 (Don't do this type of shopping)

GO TO Q25

Those who buy other non-food items at Q23:

Q24 Where else does your household do most of its shopping for other non-food items such as books, CDs, toys and gifts?
DO NOT READ OUT. CAN BE MULTICODED.

#Non Non-Food List

Q25 Which of the following town centres has your household visited for shopping in the last 12 months?
READ OUT. CODE ALL THAT APPLY.

- 1 Alton
- 2 Whitehill & Bordon
- 3 Liphook
- 4 Horndean
- 5 (None of these)

GO TO Q26
GO TO Q28
GO TO Q30
GO TO Q32
GO TO Q34

Those who have visited Alton in the last 12 months at Q25:

Q26 What does your household like about shopping in Alton?
DO NOT PROMPT. CODE UP TO 3 RESPONSES ONLY

#Like Likes List

Those who have visited Alton in the last 12 months at Q25:

Q27 What does your household dislike about shopping in Alton?
DO NOT PROMPT. CODE UP TO 3 RESPONSES ONLY

#Disl Dislikes List

Those who have visited Whitehill & Bordon in the last 12 months at Q25:

Q28 What does your household like about shopping in Whitehill & Bordon?
DO NOT PROMPT. CODE UP TO 3 RESPONSES ONLY

#Like Likes List

Those who have visited Whitehill & Bordon in the last 12 months at Q25:

Q29 What does your household dislike about shopping in Whitehill & Bordon?
DO NOT PROMPT. CODE UP TO 3 RESPONSES ONLY

#Disl Dislikes List

Those who have visited Liphook in the last 12 months at Q25:

Q30 What does your household like about shopping in Liphook?
DO NOT PROMPT. CODE UP TO 3 RESPONSES ONLY

#Like Likes List

Those who have visited Liphook in the last 12 months at Q25:

Q31 What does your household dislike about shopping in Liphook?
DO NOT PROMPT. CODE UP TO 3 RESPONSES ONLY

#Disl Dislikes List

Those who have visited Hordean in the last 12 months at Q25:

Q32 What does your household like about shopping in Hordean?
DO NOT PROMPT. CODE UP TO 3 RESPONSES ONLY

#Like Likes List

Those who have visited Hordean in the last 12 months at Q25:

Q33 What does your household dislike about shopping in Hordean?
DO NOT PROMPT. CODE UP TO 3 RESPONSES ONLY

#Disl Dislikes List

Q34 Does you or your household do any of the following leisure activities?
READ OUT. CODE ALL THAT APPLY.

- | | | |
|---|-----------------------|------------------|
| 1 | Cinema | GO TO Q35 |
| 2 | Theatre | GO TO Q36 |
| 3 | Pub / bar | GO TO Q37 |
| 4 | Restaurant / cafés | GO TO Q38 |
| 5 | Nightclub | GO TO Q39 |
| 6 | Bingo | GO TO Q40 |
| 7 | Health & fitness club | GO TO Q41 |
| 8 | Ten-pin bowling | GO TO Q42 |
| 9 | Museum | GO TO Q43 |
| A | Art gallery | GO TO Q44 |
| B | Ice rink | GO TO Q45 |
| C | Trampoline centre | GO TO Q46 |
| D | (None of these) | GO TO Q47 |

Those who visit the cinema at Q34:

Q35 Where did you or a member of your family last visit the cinema?
DO NOT PROMPT. ONE ANSWER ONLY.

#Leis Leisure List

Those who visit the theatre at Q34:

Q36 Where did you or a member of your family last visit the Theatre?
DO NOT PROMPT. ONE ANSWER ONLY.

#Leis Leisure List

Those who visit for pubs / bars at Q34:

Q37 Where did you or a member of your family last visit a pub / bar?
DO NOT PROMPT. ONE ANSWER ONLY.

#Leis Leisure List

Those who visit for restaurants at Q34:

Q38 Where did you or a member of your family last visit a restaurant / café?
DO NOT PROMPT. ONE ANSWER ONLY.

#Leis Leisure List

Those who visit for nightclubs at Q34:

Q39 Where did you or a member of your family last visit a nightclub?
DO NOT PROMPT. ONE ANSWER ONLY.

#Leis Leisure List

Those who visit for Bingo at Q34:

Q40 Where did you or a member of your family last go to play bingo?
DO NOT PROMPT. ONE ANSWER ONLY.

#Leis Leisure List

Those who visit healthclubs at Q34:

Q41 Where did you or a member of your family last go to a healthclub?
DO NOT PROMPT. ONE ANSWER ONLY.

#Leis Leisure List

Those who visit for ten-pin bowling at Q38:

Q42 Where did you or a member of your family last go for ten-pin bowling?
DO NOT PROMPT. ONE ANSWER ONLY.

#Leis Leisure List

Those who visit museums at Q34:

Q43 Where did you or a member of your family last go to a museum?
DO NOT PROMPT. ONE ANSWER ONLY.

#Leis Leisure List

Those who visit art galleries at Q34:

Q44 Where did you or a member of your family last go to an art gallery?
DO NOT PROMPT. ONE ANSWER ONLY.

#Leis Leisure List

Those who visit ice rinks at Q34:

Q45 Where did you or a member of your family last go to an ice rink?
DO NOT PROMPT. ONE ANSWER ONLY.

#Leis Leisure List

Those who visit trampoline centres at Q34:

Q46 Where did you or a member of your family last go to a trampoline centre?
DO NOT PROMPT. ONE ANSWER ONLY.

#Leis Leisure List

Q47 Do you or your household use the Internet for shopping purposes?
DO NOT PROMPT. ONE ANSWER ONLY.

- 1 Yes
- 2 No

GO TO Q48
GO TO GEN

Those who use the Internet for shopping purposes at Q47:

Q48 What type of goods do you or your household regularly buy on the Internet?
DO NOT PROMPT. CODE ALL THAT APPLY.

- 1 Baby items
- 2 Banking / finance
- 3 Books
- 4 Books, CDs, toys and gifts
- 5 Clothes and shoes
- 6 Computer / printer accessories
- 7 Console / PC games
- 8 Craft / hobby items
- 9 DIY / Hardware and garden items
- A Domestic electric appliances (e.g. fridges and kitchen items)
- B Downloadable content (e.g. music / movies / tv / games / apps)
- C Food and groceries
- D Furniture, soft furnishings and floor coverings
- E Health, beauty and chemist items
- F Holiday and / or Travel / Event Tickets
- G Jewellery
- H Mobile phone accessories
- I Other kinds of electrical goods (e.g. TV / Hi-Fi and computers)
- J Pet food / products
- K Small household goods
- L Sports goods
- M Vehicle parts
- N Vehicles / vehicle parts
- O Other (PLEASE WRITE IN)
- P (Don't know can't remember)

Those who use the Internet for shopping purposes at Q47:

Q49 Why do you or your household use the Internet for online shopping?

DO NOT PROMPT. CODE UP TO 3 RESPONSES ONLY

- 001 Allows me to compare goods / prices at my leisure
- 002 Better choice of goods
- 003 Better quality goods online
- 004 Can download items purchased online
- 005 Can read reviews of products online
- 006 Can shop 24 hours
- 007 Can use my loyalty points online
- 008 Cheaper prices
- 009 City / town centre too large to walk round
- 010 Delivery service / saves carrying goods home
- 011 Disabled / find it hard walking
- 012 Don't have to find a parking space / drive there
- 013 Don't like store shopping
- 014 Easier to find the special offers online
- 015 For ease / speed / more convenient
- 016 Get better guarantees online
- 017 Lack of access to large food supermarkets
- 018 Lack of access to non-food shops
- 019 Makes it easier to keep to a budget
- 020 No car available / don't drive
- 021 Saves time
- 022 Other (PLEASE WRITE IN)
- 023 (Don't know)

GEN Gender of respondent:

DO NOT READ OUT. CODE FROM OBSERVATION.

- 1 Male
- 2 Female

AGE How old are you?

DO NOT READ OUT. ONE ANSWER ONLY.

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

Thank & Close

Appendix 4:

Map

