Nathaniel Lichfield & Partners
Planning. Design. Economics.

Fareham Retail and Commercial Leisure Study

Final Report

Fareham Borough Council

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Nathaniel Lichfield & Partners
14 Regent's Wharf
All Saints Street
London N1 9RL

nlpplanning.com

Registered Office:
14 Regent's Wharf
All Saints Street
London N1 9RL

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1.0 Introduction

Overview

1.1 Nathaniel Lichfield & Partners (NLP) has been commissioned by Fareham Borough Council to prepare a Retail and Commercial Leisure Assessment.

1.2 The study has been prepared in line with the National Planning Policy Framework (NPPF) relating to the need to ensure the vitality of town centres (paragraph 23), strategic priorities for retail, leisure and commercial development (paragraph 156) and the evidence to assess the need economic development (paragraph 161). The study has also in accordance with the Planning Practice Guidance (PPG).

1.3 The study will inform the development of policies within the Local Plan 2036. Any evidence base study carried out at the current time needs to be cognisant of some significant recent changes:

1. Changes in policy - the NPPF heralds the biggest single change in national planning policy in a generation, and it raises the bar for local authorities in terms of the positive approach and a greater emphasis on the deliverability of plans.
2. Changes in economy - there has been significant uncertainty relating to town centres and the retail sector and therefore up-to-date and authoritative economic forecasts have been adopted.
3. Changes in market - the above has an impact on the commercial property market dynamics, both in terms of local demand and on the overall ability of developers and firms to access finance.

1.4 All of these factors mean that previous evidence based work will have changed. The key objective of the Fareham Retail and Commercial Leisure Assessment is to provide a robust and credible evidence base to inform the Council's work on emerging Local Plan 2036, based on changes since the previous retail study was prepared in October 2012.

1.5 The Retail and Commercial Leisure Assessment is based on up to date and sound research. The study establishes existing shopping and leisure patterns, based on sound empirical evidence and comprehensive customer survey research, including both customers who use facilities in the Borough and those who shop elsewhere.

1.6 The key objective of the assessment is to provide a robust and credible evidence base to inform the Local Plan 2036 for Fareham Borough, taking into account changes since previous evidence was prepared. The Local Plan 2036 will reflect the emerging housing, employment, retail and leisure needs for the next 20 years, running from 2016 until 2036.

1.7 This report provides a quantitative and qualitative assessment of the need for new retail and main town centre uses within Fareham Borough. If provides a description of existing retail and leisure facilities within Borough, and it identifies the role the main town and district centres play in meeting the needs of customers. The assessment of need includes both food and non-food retailing and different forms of retail facilities such as retail warehousing, local shops, large food stores and traditional high street comparison shopping.

1.8 The key objective of the study is to provide a robust and credible evidence base to inform the Council's work on emerging policy documents. The study includes an assessment of:

1. changes in circumstances and shopping patterns since the previous studies were undertaken, not least the effects of the recession and the availability of 2011 Census data;
2. the future need and (residual) capacity for retail, food and beverage and leisure floorspace for the period up to 2036;
3. the potential implications of emerging developments both within and outside the Fareham, in terms of impact on town centres and potential changes to shopping patterns;
4. the existing retail hierarchy and network of centres and advises whether any changes are required; and
5. development plan policies, allocations and recommendations on how each centre can develop its role.

Report Structure

1.9 Section 2 of this report describes the shopping hierarchy. Section 3 outlines retail and leisure trends and provides a retail capacity and need assessment. Section 4 assesses the scope for food and beverage and commercial leisure uses. Section 5 explores opportunities for accommodating growth. Section 6 provides the recommendations and conclusions the recommendations and conclusions.

2.0 The Hierarchy of Centres

Introduction

2.1 The National Planning Policy Framework (NPPF) indicates (paragraph 23) that planning policies should be positive, promote competitive town centre environments and set out policies for the management and growth of centres over the plan period. Local Plans are expected to define a network and hierarchy of centres that is resilient to anticipated future economic changes.

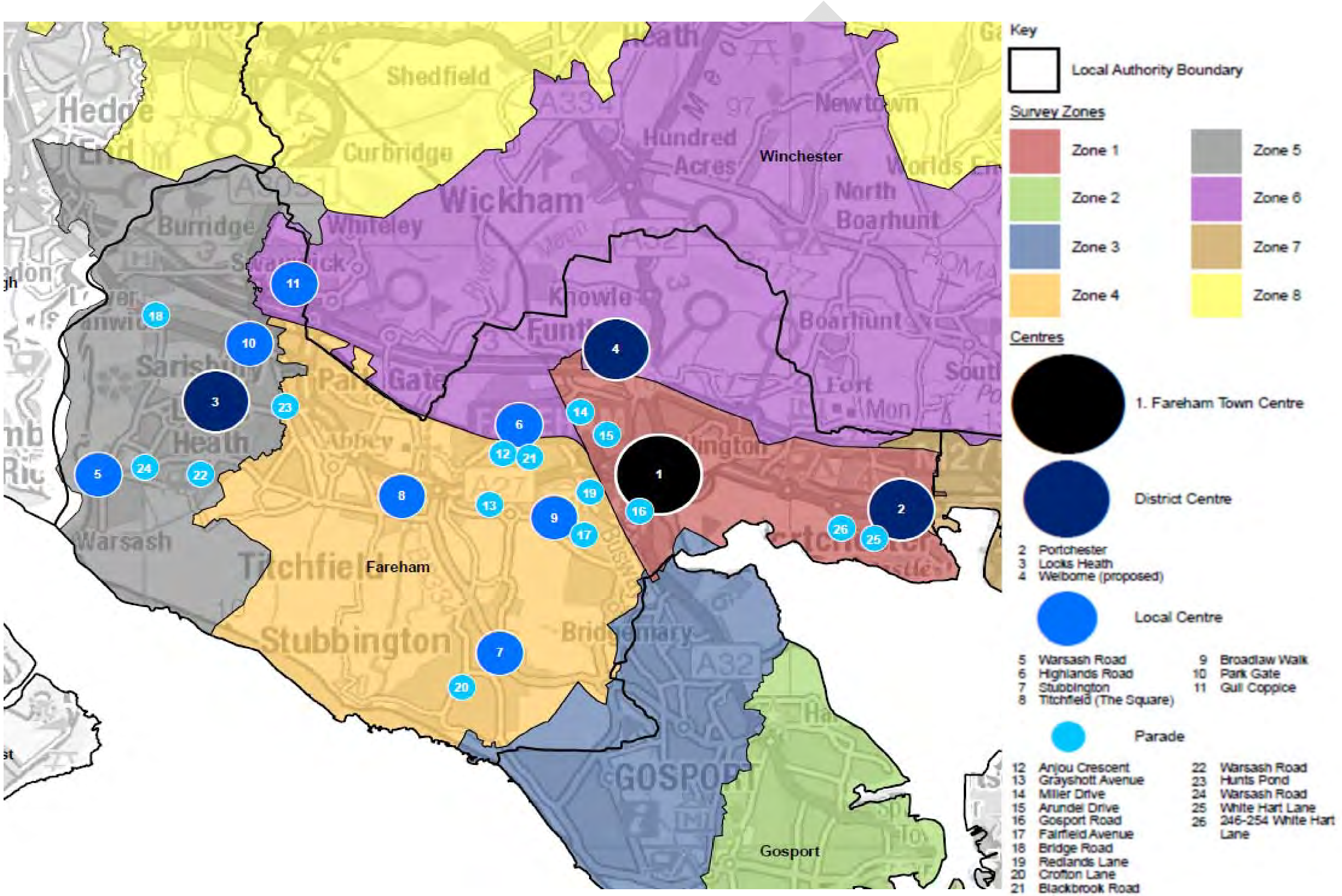
2.2 The Planning Practice Guidance (PPG) places emphasis on developing strategies for town centres that are appropriate and realistic to the role of centres in the hierarchy. Town centre strategies should be based on the current state of a centre and opportunities to meet development needs (in full). These town centre strategies should seek to support the town centre vitality and viability, and should assess if changes to the role and hierarchy of centres are appropriate.

2.3 This section provides an overview of the shopping hierarchy in Fareham Borough and the surrounding sub-region.

Centres in Fareham and the Surrounding Area

2.4 Fareham Borough is bounded by Eastleigh, Winchester, Portsmouth and Gosport local authorities. The Borough contains Fareham town centre as the main centre, supported by district centres at Locks Heath and Portchester plus local centres and parades catering for local needs.

Figure 2.1 Fareham Borough Network of Centres and Parades



2.6 The existing Fareham Borough Local Plan Part 1: Core Strategy (adopted August 2011) and existing Local Plan Part 2: Development Sites and Policies (June 2015) sets out policies on retail and town centres, which seek to maintain the current hierarchy of the retail centres and promote competition and consumer choice, whilst maintaining and strengthening the individual character, vitality and viability of the centre.

2.7 The Javelin Group's Venuescore ranks the UK's top 3,500 retail destinations including town centres, malls, retail warehouse parks and factory outlet centres across the country. Each destination is given a weighted score based on the number of multiple retailers present, including anchor stores, fashion operators and non-fashion multiples. The score attached to each retailer is weighted depending on their overall impact on shopping patterns, for example a department store will achieve a high score.

2.8 The results for the destinations and other relevant centres outside of the Borough are shown in Table 2.1. Fareham town centre achieves the highest Venuescore in the Borough, reflecting its position in the retail hierarchy. The next highest scores are achieved by destinations in Fareham Borough are Collingwood/Speedfields Retail Park and Locks Heath. Other retail parks in the Fareham area also achieve a Venuescore rank. Smaller centres in the Borough have few multiple retailers and are not included within Venuescore's analysis.

2.9 The location of these Venuescore centres is shown in Figure 2.2. Figure 2.2 indicates that residents in Fareham Borough have good access to a number of larger centres, as well as having a choice of smaller centres for day to day shopping needs. It also highlights the importance of Fareham town centre as the main retail destination in the Borough.

2.10 Venuescore data closely correlates to the actual market size of the shopping destination in terms of consumer expenditure. Javelin also assesses the market position of centres based on the retailers present and the centre's relative position along a spectrum running from discount to luxury or down-market to aspirational (i.e. lower, middle to upscale), as shown in Table 2.1. This information is used in the retail industry to assess the relative strength of shopping destinations. The market position relates specifically to the fashion offer together with others easily classified operators, because the range and choice of clothing and fashion shopping is the key driver in the relative attraction of large comparison shopping destinations. Javelin also provided other measures of the strength of centres as outlined below.

2.11 Southampton is at the top of the shopping hierarchy, some way ahead of Portsmouth and Winchester. Fareham town centre is a second tier centre, marginally behind Winchester, but ranked ahead of Eastleigh, Waterlooville, Whiteley Village and Petersfield.

Table 2.1 Venuescore UK Shopping Index and UK Rank

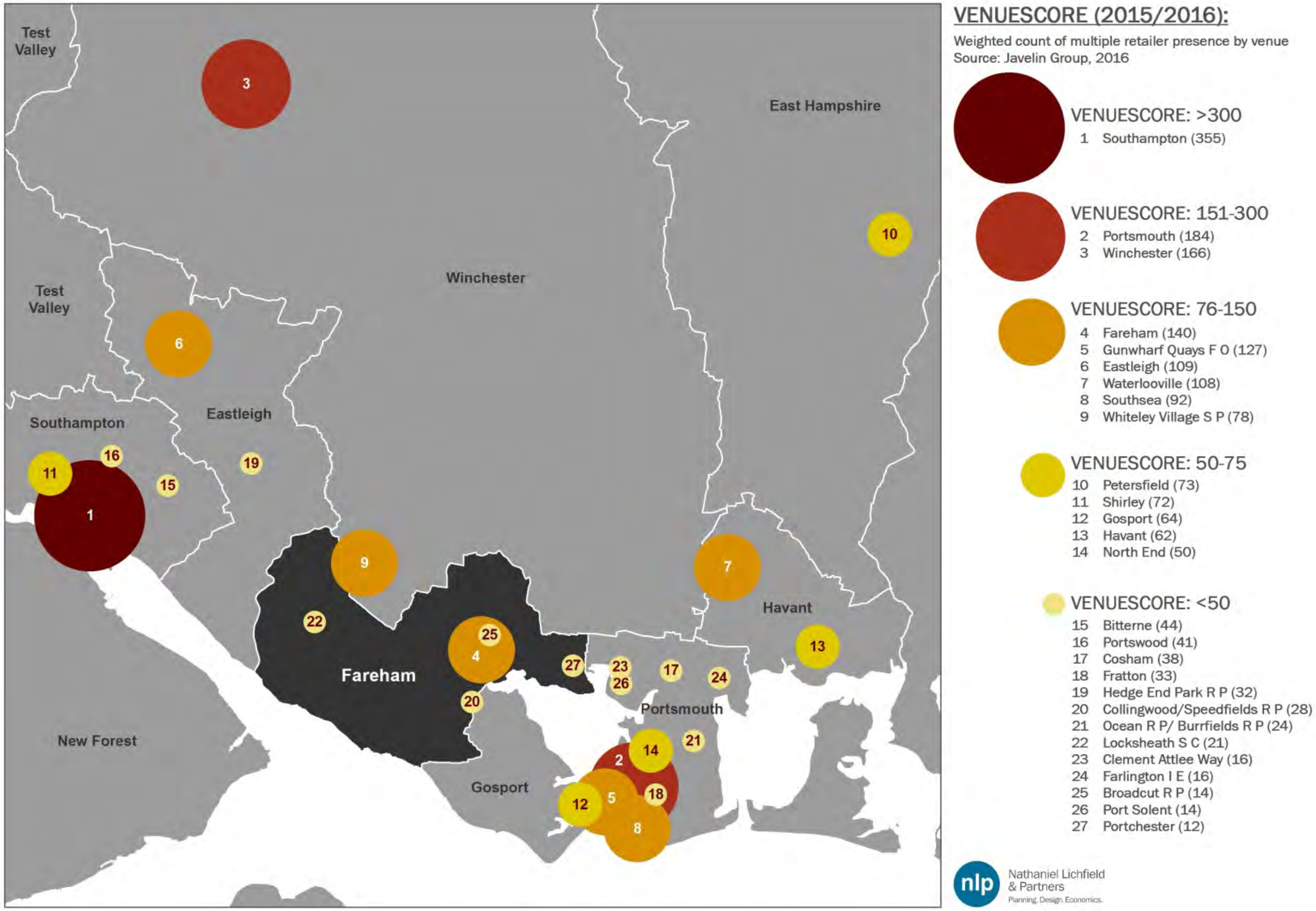
Centre	Venuescore	UK Rank	Market Position
Southampton	355	20	Middle
Portsmouth	184	109	Middle
Winchester	166	138	Upper Middle
Fareham Town Centre	140	178	Middle
Gunwharf Quays, Portsmouth	127	196	Upscale
Eastleigh	109	235	Middle
Waterlooville	108	237	Lower Middle
Southsea	92	290	Middle
Whiteley Village Shopping Centre	78	360	Upper Middle
Petersfield	73	390	Upper Middle
Southampton, Shirley	72	396	Lower Middle
Gosport	64	453	Lower Middle
Havant	62	472	Middle
North End, Portsmouth	50	615	Lower Middle
Bitterne	44	702	Lower Middle
Portswood, Southampton,	17	757	Lower Middle
Cosham, Portsmouth	38	831	Lower Middle
Fratton, Portsmouth	33	974	Lower Middle
Hedge End	32	1003	Middle
Collingwood/Speedfields Retail Park	28	1151	Lower Middle
Oceans RP/ Burrfields RP, Portsmouth	24	1322	Middle
Locks Heath	21	1486	Middle
Farlington Industrial Estate, Portsmouth	16	1908	Upper Middle
Clement Attlee Way - Portsmouth	16	1908	Middle
Broadcut Retail Park	14	2193	Middle
Portsmouth, Port Solent	14	2193	Upper Middle
West Street (Portchester)	12	2577	Lower Middle

Source: Venuescore, Javelin Group 2015/16

2.12 Although not the largest centre, Gunwharf Quays in Portsmouth is the only "upscale" centre in the sub-region, suggesting that it has a predominance of higher quality fashion shopping. The higher order centres of Chichester, Winchester, Whiteley Village, Petersfield and Portsmouth are classified as "upper-middle" centres in fashion terms.

2.13 Within Fareham Borough, including Fareham town centre, Locks Heath and Broadcut Retail Park are classed as "middle", which suggest their retail offer is mass market. There may be potential to improve and diversify Fareham town centre's fashion offer to enhance the centre's market position from "middle" to "upper middle", although there will be strong competition from Portsmouth and Whiteley Village.

Figure 2.2 Venuescore Shopping Hierarchy



2.14 In addition to its market position and Venuescore, each destination is also assessed in terms of a range of other attributes, as follows:

1 Age focus (is the offer targeting younger or older consumers?)

2 Fashionability of its offer (is the clothing offer traditional or progressive?)

3 Food/service bias (how strong is the food and beverage offer?)

2.15 The Javelin Group classifies retailers in terms of their “fashionability” ranging from “traditional” at one end, the “updated classic”, “fashion moderate”, “fashion forward” through to “progressive” at the other, i.e. least fashionable to the most fashionable. Shopping destinations in London dominate the most “progressive” venues, such as Carnaby Street and Bond Street.

2.16 The age positon of the fashion offer is also classified ranging from “young”, “middle” to “old”, for example shops such as Hollister, H&M, Miss Selfridge and Superdry appealing more to the young and others such as Evans and Edinburgh Woollen Mill appealing more to the old. The results for centres within Fareham and the surrounding area are shown in Table 2.2 below.

Table 2.2 Venuescore UK Centre Fashion and Food/Service Attributes

Centre	Age	Fashion Position	Food/ Service Index (Avg. = 100)
Southampton	Mid	Fashion Moderate	97
Portsmouth	Mid	Fashion Moderate	82
Winchester	Old	Updated Classic	102
Fareham town centre	Mid	Fashion Moderate	91
Gunwharf Quays, Portsmouth	Old	Fashion Forward	157
Eastleigh	Old	Updated Classic	122
Waterlooville	Old	Traditional	45
Southsea	Old	Traditional	53
Whiteley Village	Mid	Fashion Moderate	85
Petersfield	Old	Traditional	75
Shirley	Old	Updated Classic	126
Gosport	Old	Traditional	76
Havant	Old	Updated Classic	166
North End	Old	Updated Classic	133
Bitterne Centre	Old	Updated Classic	83
Portswood	Old	Progressive	133
Cosham	Mid	Updated Classic	128
Fratton	Old	Fashion Moderate	110
Hedge End	Old	Fashion Moderate	19
Collingwood/Speedfields RP	Old	Fashion Moderate	22
Locks Heath	Old	n/a	87
Clement Attlee Way	Old	Fashion Moderate	76
Broadcut Retail Park	Old	Fashion Moderate	0
Port Solent	Old	Updated Classic	390
West Street (Portchester)	Old	Fashion Moderate	51

Source: Venuescore, Javelin Group 2015/16

2.17 The centres within the sub-region tend to cater predominantly for older customers, with moderate or traditional tastes. This includes Fareham which has a fashion moderate offer. Most town centres of a similar size to Fareham town centre across the country tend to be fashion moderate, tending to attract older customers.

2.18 Most centres within the sub-region tend to cater for older customers, with moderate or traditional tastes. Gunwharf Quays has a more fashion forward offer.

2.19 All of the centres within the Borough have a below average food/service offer. Fareham town centre achieves an index of 91, i.e. 9 points below the index average of 100. Fareham town centre and Portchester's food/service index is below the national average (100) and appears to be scope to improve Fareham town centre and Portchester's food and beverage/service offer, e.g. restaurants, cafés and bars. The need for these uses is explore in more detail later in this report.

Existing Retail Provision in Fareham Borough

2.20 An assessment of the existing retail and service provision in the main centres is provided in the health check of Fareham town centre and centre audits of the district and primary rural centres included at Appendix 6. A summary of existing retail provision in provided in Table 2.3 below.

Table 2.3 Existing Retail Shop Provision

Centre	Retail Hierarchy	Centre Class A1 Shop Units	Convenience Goods Floorspace (sq.m gross)	Comparison Goods Floorspace (sq.m gross)
Fareham	Town Centre	168	8,646	33,786
Portchester	District Centre	39	1,856	3,040
Locks Heath	District Centre	17	5,092	1,093
Stubbington	Local Centre	25	1,665	1,547
Park Gate	Local Centre	20	954	1,482
Highlands Road	Local Centre	13	1,234	789
Titchfield	Local Centre	12	509	392
Warsash	Local Centre	13	563	854
Gull Coppice	Local Centre	4	76	91
Broadlaw Walk	Local Centre	3	90	74
Total		**314**	**20,984**	**43,147**

Source: Fareham Borough Council Land Use Survey Winter 2015

2.21 The audit of centres in Appendix 6 confirms that Fareham town centre, Portchester and Locks Heath are the main shopping destinations within the Borough. Fareham town centre is by far the biggest centre in terms of number of shop units and the amount of retail sales floorspace.

2.22 Fareham town centre provides a good range of shops and facilities that serve residents within its relatively wide catchment area, with a critical mass of convenience and comparison shopping floorspace and a good range of non-retail services.

2.23 Portchester is a smaller centre that serves a more localised catchment, providing a range of retail uses and services, particularly with regard to A1 comparison (e.g. charity shops and chemists), A1 Services (e.g. hairdressers) and A2 services (e.g. banks and estate agents).

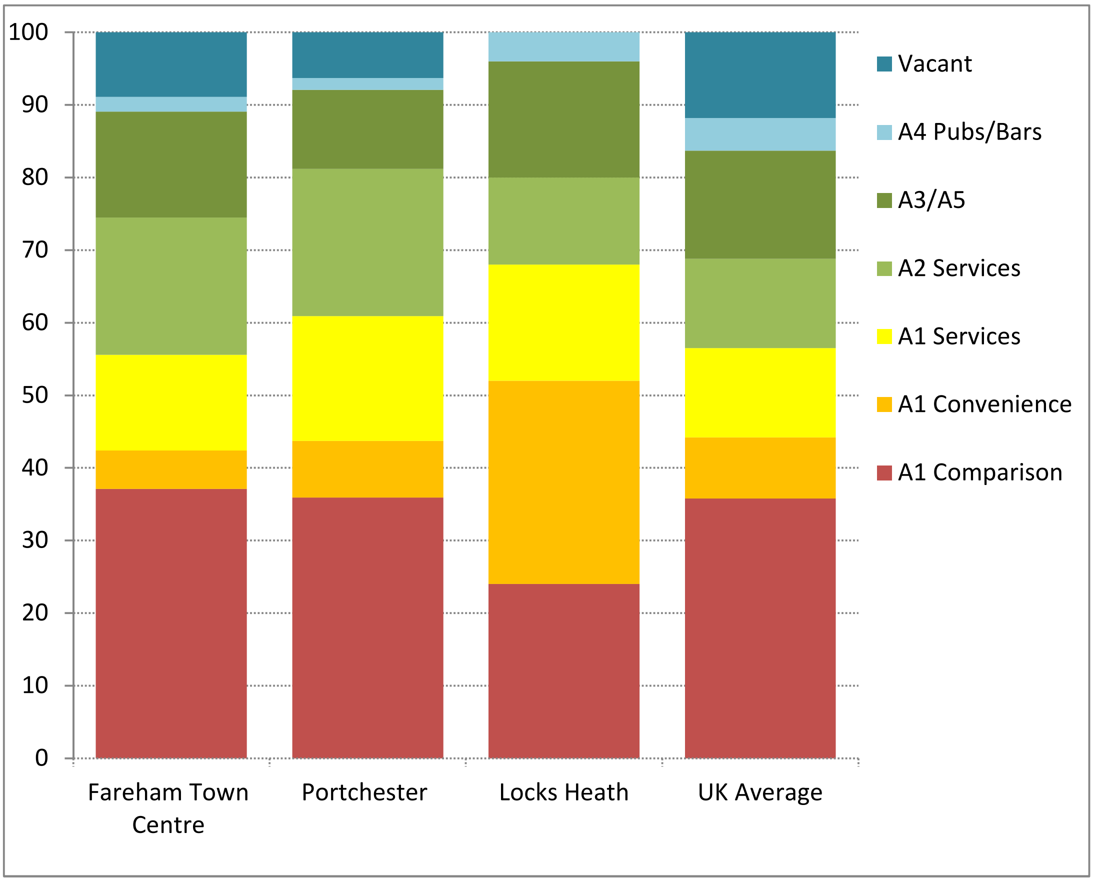
2.24 Locks Heath is a small centre with a higher than average proportion of A1 Convenience floorspace when compared with the national average and conversely a below average proportion of A1 Comparison floorspace.

2.25 Figure 2.3 shows the proportional mix of “town centre” uses within the main centres of Fareham town centre, Portchester and Locks Heath compared with the UK average. It should be noted that smaller centres tend to have a lower proportion of Class A1 comparison shops than larger centres, and conversely a higher proportion of convenience retailing and nonretail services. Nevertheless the comparison with the national average data provides a useful benchmark. Fareham town centre is closest to the national mix of uses, with a reasonable mix of uses within all Class A categories. Fareham town centre has a lower than average proportion of convenience shops and Class A4 pubs/bars.

2.26 Portchester is also similar to the national average mix of uses, but has a higher proportion of A1 and A2 non-retail services, reflecting the centre’s day to day shopping and service role. Portchester has a below average proportion of Class A3/A5 food and beverage outlets.

2.27 Locks Heath has a lower proportion of comparison goods retailers, consistent with is role as a day to day shopping and service destination. Locks Heath has a higher proportion of convenience goods retailers. All three of the main centres have a lower proportion of vacant units than the national average, with Locks Heath having no vacant units (recorded winter 2015). A full audit of the main centres is provided in Appendix 5.

Figure 2.3: Main Centres Mix of Uses



Source: Fareham Borough Council Land Use Survey Winter 2015 and Goad Plan national Averages

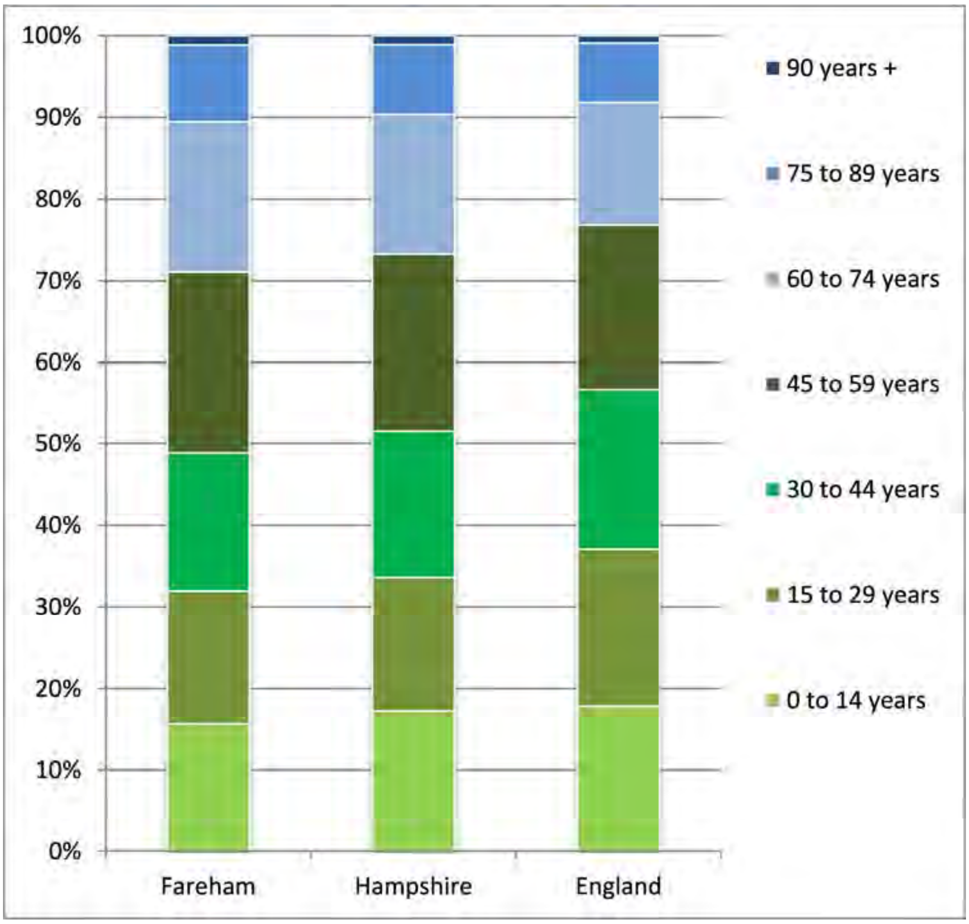
2.28 Stubbington, Park Gate, Highlands Road, Titchfield, Warsash, Gull Coppice (Whiteley) and Broadlaw Walk are identified in the existing Local Plan Part 2: Development Sites & Policies as Local Centres. These centres generally have a small range of shops and services of a local nature, serving small catchment areas. For example, they provide a small supermarket, newsagent, post office, takeaways and pharmacy. These Local Centres are supplemented by Local Parades which include a limited range of shops of a local nature to serve a small catchment. An audit of the local centres and parades in the Borough is provided in Appendix 5

2.29 The NPPF (paragraph 23) indicates that planning policies should define a network and hierarchy of centres that is resilient to anticipated economic changes. The Planning Practice Guidance (PPG) indicates that planning policies should identify the appropriate and realistic role, function and hierarchy of centres over the plan period. The PPG also indicates that strategies should identify changes in the hierarchy, including where a centre is in decline. The Fareham Core Strategy (Policies SO4 and CS3) is consistent with the NPPF and PPG. Both national and local policy indicates that it is important for Fareham to maintain and strengthen its role in the retail hierarchy. An analysis of centres is contained in Appendix 5 and specific recommendations relating to the role of centres is highlighted in Section 5.

Demographic Trends in the Sub-Region

2.30 The existing 2016 age profile of Fareham Borough is shown in Figure 2.4.

Figure 2.4 Existing Population Age Structure 2016

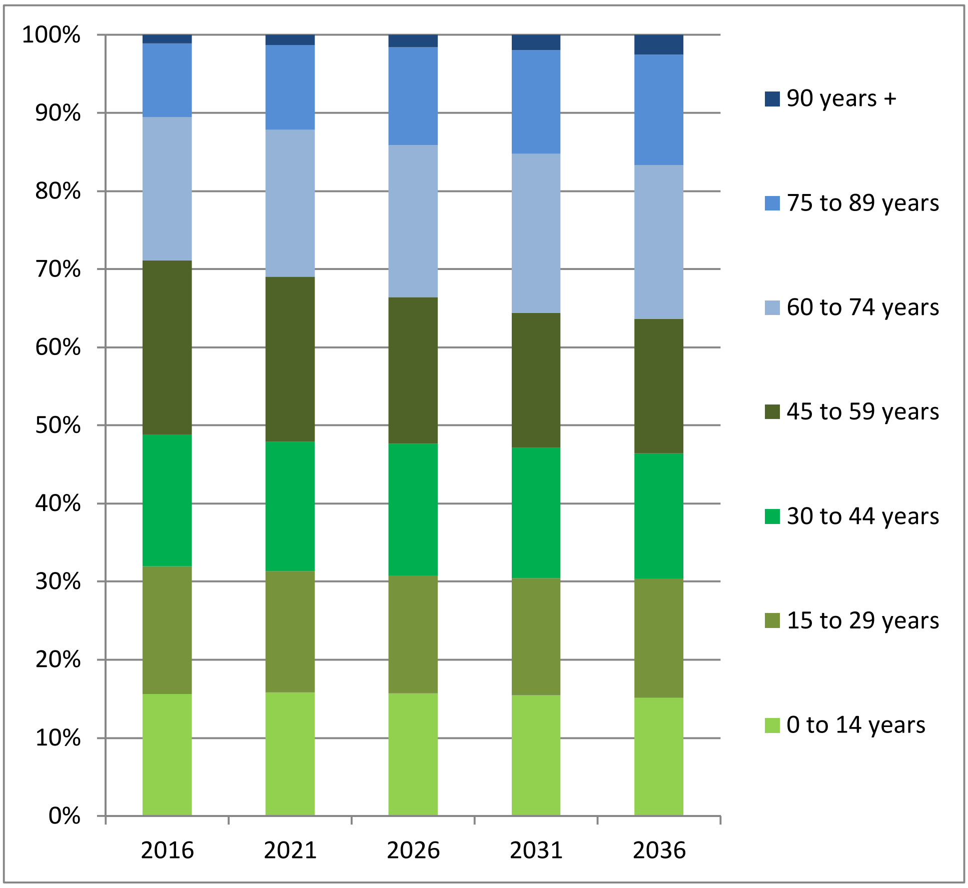


Source: ONS 2014 Population Projections

2.31 Fareham Borough has an older age structure than the country and national averages, with higher proportions of middle aged (45 to 59 years) and old age residents (60 to 74 years).

2.32 The projected age structure in Fareham Borough between 2016 and 2036 is shown in Figure 2.5. The proportion of elderly residents over 60 years is project to increase from 28.9% in 2016 to 33.6% in 2026 and 36.3% in 2036. The ageing population is likely to have implications for retail and leisure activity over the plan period.

Figure 2.5 Fareham Borough Age Profile Projections 2016 to 2036



Source: ONS 2014 Population Projections

2.33 In terms of absolute numbers, all age categories in Fareham Borough are expected to see an increase in population, with the middle age category (45 to 59 years) the only exception. The change in total population in each category is as shown in Table 2.4. Most of the population growth is attributed to the older categories (60 and over). The middle aged category is projected to decrease significantly (-14%) and this decline will not be offset fully offset by the growth in younger age groups. The implications of these trends are addressed in later sections.

Table 2.4 Fareham Borough Population Change 2016 to 2036

Age Category	Change in Total Population	% Change
0 to 14	+1,400	+7.7
15 to 29	+800	+4.2
30 to 44	+1,200	+6.2
45 to 59	-3,600	-14.0
60 to 74	+4,200	+19.8
75 to 89	+7,300	+67.0
90 plus	+2,000	+153.8
Total	**+13,300**	**+11.7**

Source: ONS 2014 Population Projections

3.0 Retail Need Assessment

Introduction

3.1 This section assesses the need for Class A1 retail floorspace within Fareham Borough. A description of the methodology adopted in contained within Appendix 1. The approach follows the key steps identified within the Planning Practice Guidance (PPG). The assessment adopts economic growth forecasts that are widely used and for the preparation of development plans. These forecasts have been accepted as robust at planning inquiries.

3.2 The National Planning Policy Framework (NPPF) indicates (paragraph 14) that local planning authorities should positively seek opportunities to meet the development needs of their area, and Local Plans should meet objectively assessed needs.

3.3 The Planning Policy Guidance (PPG) indicates that strategies identify changes in the hierarchy of town centres, including where a town centre is in decline. Town centre strategies should set out a vision for the centre over the plan period. This will involve auditing the centre to assess its health and vitality over a 3-5 year period. Plans should identify the scale of need for main town centre uses.

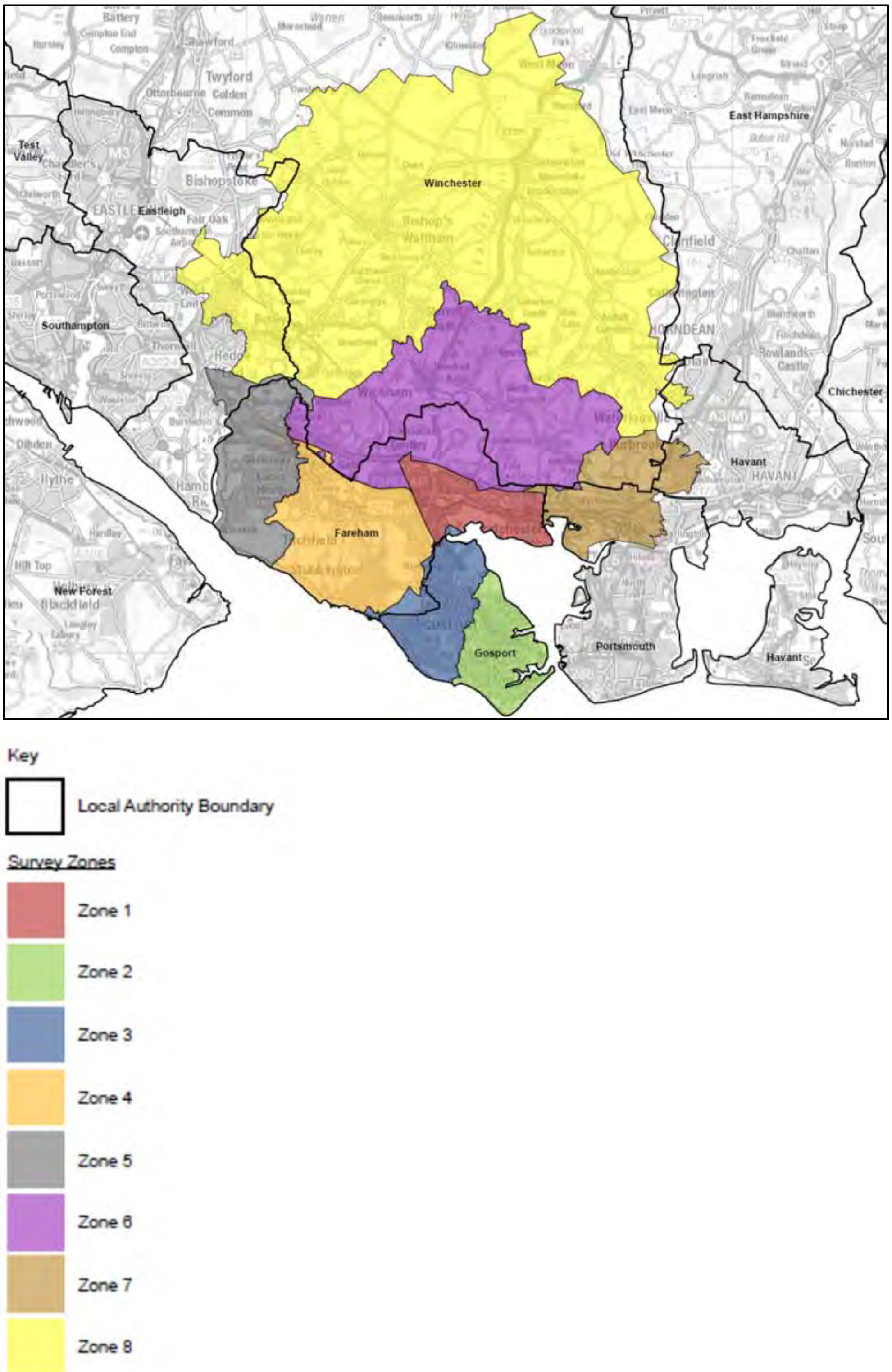
3.4 The PPG also introduces the requirement to consider a range of plausible scenarios, including a 'no development' scenario, which should not assume that all centres are likely to benefit from expenditure growth. The PPG indicates that strategies should identify centres in decline. Where centres are in decline, local planning authorities should plan positively for their future to encourage economic activity.

3.5 This section objectively assesses the quantitative and qualitative scope for new retail floorspace in Fareham Borough in the period from 2016 to 2036. It sets out the methodology adopted for this analysis and provides a quantitative capacity analysis in terms of levels of spending for convenience and comparison shopping. A qualitative assessment of the range and scale of existing shopping facilities has been undertaken as part of the town centre health centres in Appendix 5.

Study Area

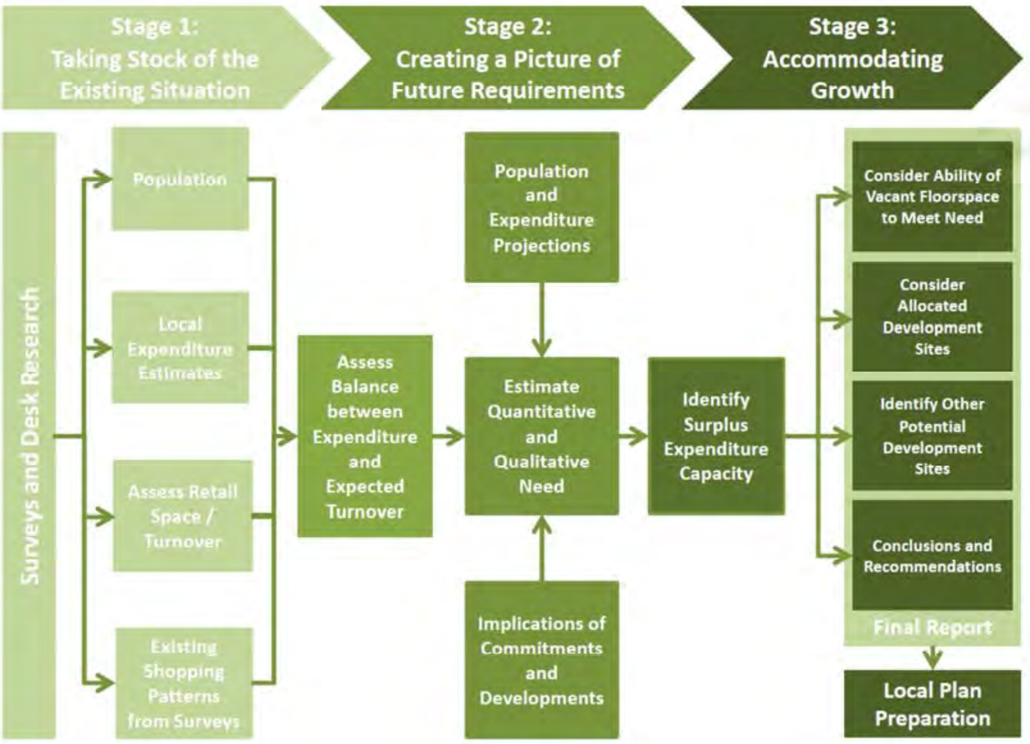
3.6 The quantitative analysis is based on the defined study area, as adopted in the 2012 study, which covers the catchment area of Fareham town centre. The previous 2012 Study adopted 11 zones and a survey of 1,000 households was undertaken. The study area included parts of Eastleigh, Winchester, Gosport and Portsmouth. An analysis of the previous household shopper survey results in 2012, confirms that the study area is appropriate, and covers the primary catchment areas of the main centres within the Borough. However the 11 zones adopted by in the previous study varied significantly in terms of size and population. From a sampling perspective, survey zones should be contiguous and of a similar in size. A review of the zones indicates that a Study Area sub-divided into 8 zones is more appropriate and robust, as shown in Figure 3.1 below.

Figure 3.1 Fareham Study Area Zones



3.7 The methodology is summarised in Figure 3.2 below and set out in more detail in Appendix 1.

Figure 3.2: Methodology for Estimating Future Requirements for Retail Floorspace



Retail Trends

3.8 This section considers the changes in the retail sector nationally and the potential implications for Fareham Borough.

3.9 The economic downturn had a significant impact on the retail sector. A large number of national operators failed (e.g. BHS, Comet, HMV, JJB Sports, Jessops, Clinton Cards, Woolworths, MFI, Land of Leather, Borders, Game, Firetrap, Peacocks, La Senza, Past Times, Barratts and Habitat), leaving major voids within centres and retail parks. BHS and Austin Reed are the latest operators to experiencing difficulties, which suggests market conditions are still challenging. Many town centre development schemes were delayed and the demand for traditional bulky goods retail warehouse operators was affected. Even some of the main food store operators have seen a reduction in growth, with discount operators taking market share from the main operators.

3.10 Assessing future expenditure levels within this study needs to take into account the likely speed of the economic recovery, particularly in the short term (2016 to 2020). Careful consideration is needed to establish the appropriate level of expenditure growth to be adopted over the plan period. This study takes a long term view for the plan period recognising the cyclical nature of expenditure growth. Trends in population growth, home shopping/internet sales and growth in turnover efficiency also need to be carefully considered and a balanced approach taken. An overview of national tends within the retail sector is set out below.

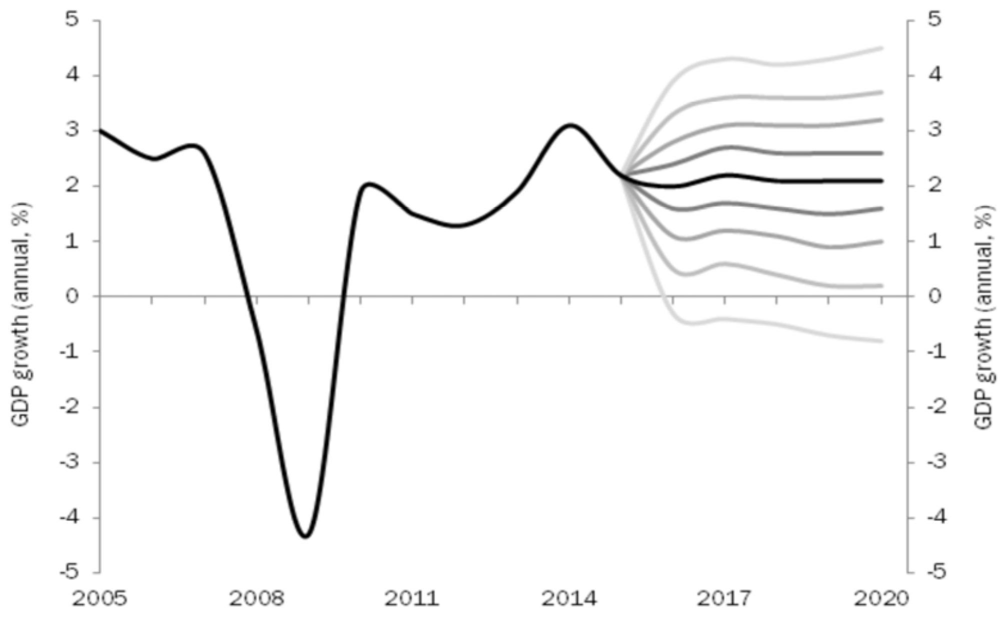
Expenditure Growth

3.11 Historic retail trends indicate that expenditure has consistently grown in real terms in the past, generally following a cyclical growth trend. The underlying trend shows consistent growth and this trend is expected to continue in the future. However the recovery from the economic downturn is expected to result in slower growth in the short term.

3.12 Figure 3.2 shows the Office for Budget Responsibility's (OBR) forecast for GDP up to 2020. After the recession in 2008, growth rebounded and from 2012 grew to the high of 3% in 2014 and 2% in 2015. The OBR forecasts that growth will be slightly above 2% per year from 2016 onwards. In terms of future growth the black line has a 50% probability of coming to fruition. The grey lines show the confidence intervals i.e. 60%, 70%, 80% and 90% around the projection line.

3.13 In the past, expenditure growth has fuelled growth in retail floorspace, including major out-of-centre development, particularly in the 1980s and 1990s. The speed of recovery from the economic downturn has been slow. The high pre-recession growth rates are unlikely to be achieved in the short term, but the underlying trend over the medium and long terms is expected to lead to a need for further modern retail floorspace, even allowing for continued growth in home shopping and turnover efficiencies. These national trends are anticipated to be mirrored in Fareham Borough.

Figure 3.2 Forecast GDP Growth to 2020



Source: ONS, OBR

3.14 For convenience goods, Experian's forecasts (October 2015) anticipate limited growth (0.1% per annum) from 2017. For comparison goods, higher levels of growth are expected in the future (3% per annum from 2017), still at a lower rate than previous pre-recession trends (8% per annum between 1997 and 2007). Historically comparison goods expenditure has grown significantly more than convenience goods expenditure, and Experian's latest national growth rate recommendations are consistent with these past trends.

3.15 Low expenditure growth and deflationary pressures (i.e. price cutting) in the non-food sector have had an impact on the high street in the last few years. As a result of these trends, the national average shop vacancy rate (based on Goad Plan data) has increased from around 10% in 2005 to about 14% in 2012. Vacancy rates have recovered to 11.8% in 2015.

3.16 There were 41 vacant Class A shop units within the town, district and local centres and local parades in Fareham Borough (Winter 2015), an overall vacancy rate of 6.4%, which is much lower than the Goad national average at that time (11.8%).

3.17 Fareham town centre has the highest vacancy rate (8.9%), but is still below the national average (11.8%). The number of vacant units within Fareham town centre has remained relatively unchanged between 2012 to 2015. Vacancy rates in Portchester, Locks Heath and local centres are generally low.

3.18 These figures suggest centres in the Borough are performing reasonably well post-recession.

New Forms of Retailing

3.19 New forms of retailing (multi-channel shopping) have continued to grow. Home/electronic shopping has increased with the growth in the use of personal computers, smart phones and the internet. Click and collect shopping has become more popular. The future growth of multi-channel retailing including home computing, internet connections and interactive TV will continue to have an effect on retailing in the high street and from traditional stores. Trends within this sector will have implications for retailing within Fareham Borough, because they will affect the amount of expenditure growth that will be potentially available to support new development and the strength of operator demand for new floorspace.

Special Forms of Trading/Home Shopping

3.20 Recent trends suggest continued strong growth in this sector. Experian's Retail Planner Briefing Note 13 (October 2015) states:

"The strong increase in online shopping in the past decade has lifted the share of special forms of trading (SFT) to a level where it now accounts for over a tenth of total retail sales…

The rising share of internet sales in total retail transactions dominates the picture of SFT. Internet sales' share of total retail sales stood at 11.7% in mid-2015 against 4.7% in June 2008...

…non-store retailing continues to grow rapidly, outpacing traditional forms of spending. We retain our assumption that non-store retailing will increase at a faster pace than total retail sales well into the long term. There were 57.3 million internet users in the UK (representing 88.4% of the population) in mid-year 2014 according to Internet World Stats. So growth of the internet user base will be less of a driver than in the past decade. But growth momentum will be sustained as new technology such as browsing and purchasing through mobile phones and the development of interactive TV shopping boost internet retailing. We expect that the SFT market share will continue to increase over the forecast period, although the pace of e-commerce growth will moderate markedly after about 2020. Our forecast has the SFT share of total retail sales reaching 17.8% by 2020 rising to 19.6% by the mid-2030s."

3.21 This retail update makes an allowance for future growth in e-tailing based on Experian projections. It will be necessary to monitor the amount of sales attributed to home shopping in the future in order to review future policies and development allocations.

3.22 The implications of these trends on the demand for retail space have been carefully considered. Some retailers operate on-line sales from their traditional retail premises e.g. food store operators and click and collect operations, therefore growth in on-line sales may not always mean there is a reduction in the need for retail floorspace.

3.23 Given the likelihood that multi-channel shopping is likely to grow at a faster pace than total retail expenditure, the retail study assessment has adopted relatively cautious growth projections for retail expenditure (as set out in the retail capacity methodology, Appendix 1), and allowance has been made for retailers to increase their turnover density, due to growth in home shopping and click and collect.

Food Store Operators

3.24 In addition to new forms of retailing, retail operators have responded to changes in customers' requirements. Retailers have also changed their trading formats to include smaller store formats capable of being accommodated within town and local centres (such as the Tesco Express/Metro, Sainsbury's Central/ Local store and Marks and Spencer's Simply Foods formats). The number of Tesco Express, Sainsbury's Local and Little Waitrose stores has increased significantly during the last decade. This trend has been evident in Fareham but not to the same extent as other parts of the country, probably due to the large number of Co-op local convenience stores in Fareham.

3.25 A number of proposed larger food stores have not been implemented across the country. There has been a move away from larger stores to smaller formats.

3.26 The expansion of European discount food operators Aldi and Lidl has been rapid during the last decade. This trend is evident in Fareham, with a proposed Lidl store at Portchester, which is expected to divert trade from other large food stores in Fareham and will reduce available expenditure capacity. The implications of this proposed store have been assessed within the floorspace capacity projections in this Section. The discount sector is actively expanding and may look for further opportunities in Fareham Borough in the future.

Comparison Retailers

3.27 Comparison retailers have also responded to market conditions. The bulky goods warehouse sector has rationalised, including a number of mergers and failures, and scaled down store sizes. Other traditional high street retailers often seek large out-of-centre stores, for example Boots, Next, TK Maxx and Poundstretcher. Matalan has also opened numerous discount clothing stores across the UK, and a new store has recently opened in Fareham. Sports clothing retail warehouses including Decathlon have also expanded out-of-centre.

3.28 The demand for premises within the bulky goods sector, i.e. furniture, carpets, electrical and DIY goods, has been particularly weak during and after the recession. This has led to voids on retail warehouse parks and proposals to extend the range of goods sold to non-bulky goods. The retail warehouse sector remains well represented on retail parks in Fareham Borough.

3.29 Within town centres, many high street multiple comparison retailers have changed their format. For over a decade, high street national multiples have increasingly sought larger modern shop units (over 200 sq.m) with an increasing polarisation of activity into the larger national, regional and sub-regional centres, e.g. Portsmouth and Southampton. In general operator demand for space has decreased during the recession and, of those national multiples looking for space, many prefer to locate in larger centres. Much of the occupier demand in smaller centres has come from the discount and charity sectors or non-retail services, rather than higher order comparison goods shopping. Comparison goods shopping declined in many centres but this trend is not evident in Fareham town centre. The number of comparison shops has increased by one from 111 in 2012 to 112 units in 2015.

3.30 The continuation of these trends will influence future operator requirements in Fareham Borough with smaller vacant units becoming less attractive for new multiple occupiers, and retailers increasingly looking to relocate into larger units in higher order centres. However, smaller vacant units could still be attractive to independent traders and non-retail services.

Charity and Discount Shops

3.31 The charity shop sector has grown steadily over the past 20 years and there is no sign this trend will end. In many centres, charity shops have occupied vacated shop premises during the recession. Charity shops can often afford higher rents than small independent occupiers because of business rate discounts, therefore it does not follow that these charity shops will be replaced by traditional shops when the market recovers, particularly in secondary frontages.

3.32 This trend is particularly evident in Fareham town centre. Charity shops account for 15.2% of all comparison shops in the town centre compared with the national average of 8.4%.

3.33 The discount comparison sector has also grown significantly in recent years. This sector is represented in Fareham town centre e.g. 99p and Poundland stores.

Non-Retail Services

3.34 The growth of money lending/pay day loan shops and betting shops has also raised concerns amongst planning authorities, and has resulted in a change to permitted development rights in order to control the growth of these uses in town centres. This growth trend is evident in Fareham town centre, with a small number of pawnbrokers and cask converter outlets.

3.35 Recent and proposed changes to the General Permitted Development Order (GPDO) may also have an impact on town centres. These measures allow for greater flexibility for changes of use from retail to non-retail uses e.g. Class A uses to C3 residential use and Class A1 to A2 use. These measures could change the composition of town centres, in particular the amount of Class A1 space could reduce. The measures may lead to a reduction in vacant shop premises, particularly in peripheral shop frontages, but this could have an impact on the ability of operators to find space, in areas where demand is higher.

3.36 In our view it is unlikely that these changes will have a significant impact on Fareham Borough or Fareham town centre, because the current vacancy rates are relatively low. The shop frontage policies in Fareham town centre are relatively flexible. A review of these frontage policies is provided later in this report.

3.37 These trends are not new and have been affecting the high street for many years. In response to these trends, town centres have changed and diversified. The food and beverage, leisure and non-retail service sectors have been successful in occupying space no longer attractive to retail tenants. There have been cyclical trends in vacancy rates reflecting the macro economic trends, but in most cases town centres recovered during periods of stronger growth. The High Street is more resilient than many commentators give it credit.

3.38 Shopping behaviour will continue to change and the high street will need to continue to respond. All town centres will need to focus on the advantages they have over other forms of multi-channel shopping, for example using the internet as an extended shop window, click and collect facilities and providing a combined retail and leisure experience. There will always be demand for a day out and customers cannot eat or drink on-line.

Population and Expenditure

3.39 The projected population within the study area between 2011 to 2036 is set out in Table 1 in Appendix 2. Population data has been obtained from Experian for each zone based on the 2011 Census. The 2011 base year population for each zone has been projected to 2036 based on the Office of National Statistic's latest 2014-based sub-national projections (published May 2016).

3.40 Table 2 in Appendix 2 sets out the forecast growth in spending per head for convenience goods within each zone in the study area up to 2036. Forecasts of comparison goods spending per capita are shown in Table 2 in Appendix 3.

3.41 As a consequence of growth in population and per capita spending, convenience goods spending within the study area is forecast to increase by 9.2% from £649.56 million in 2016 to £709.55 million in 2036, as shown in Table 3 (Appendix 2). Comparison goods spending is forecast to double between 2016 and 2036, increasing from £1,056.2 million in 2016 to £2,145.6 million in 2036, as shown in Table 3 (Appendix 3). These figures relate to real growth and exclude inflation

3.42 It should be noted that comparison goods spending is forecast to increase more than convenience spending as the amount spent on groceries does not necessarily increase proportionately with disposable income, whereas spending on non-food goods is more closely linked to income.

The Existing Situation

3.43 Existing convenience goods retail sales floorspace within Fareham Borough is just over 26,100 sq.m net, as set out in Table 11 in Appendix 2. This floorspace figure excludes comparison sales floorspace within food stores.

3.44 Comparison goods retail floorspace (including comparison sales in large food stores) within Fareham Borough is estimated to be around 65,900 sq.m net, as shown in Tables 11 and 12 in Appendix 3.

3.45 The results of the household shopper questionnaire survey undertaken by NEMS in May 2016 have been used to estimate existing shopping patterns within the study area zones. The tabulated results are shown in Appendix 6.

Convenience Shopping

3.46 The results of the household shopper survey relating to main and top-up food and grocery shopping have been used to estimate existing convenience goods shopping patterns. The estimates of market share or penetration within each study area zone are shown in Table 4, Appendix 2. The market shares in Table 4 are a combined rate for both main and top up shopping based on a 70:30 split between main and top-up shopping.

3.47 A summary of food and grocery shopping patterns for main food shopping trips for selected stores only is shown in Table 3.1. Results are provided for the four main areas and the study area as a whole (see total column) and results for the study area as a whole are shown in Figure 3.3.

3.48 The survey results indicate there are cross flows of main food shopping trips to and from Fareham Borough. The survey results indicate there is a clear pattern which varies between the four main areas. Food stores in Fareham Borough retain a reasonable proportion of main food and grocery shopping trips generated by residents in the Borough (Zones 1, 4 and 5), but there is an element of leakage to large superstores at Whiteley, Bursledon and Portsmouth.

3.49 Food stores in Fareham Borough benefit from trade drawn from Gosport (Zones 2 and 3), particularly the Asda store at Speedfields, due to its location on the Borough boundary. There is more limited trade draw from the Portsmouth area (Zone 7), where most households shop in Portsmouth and Havant.

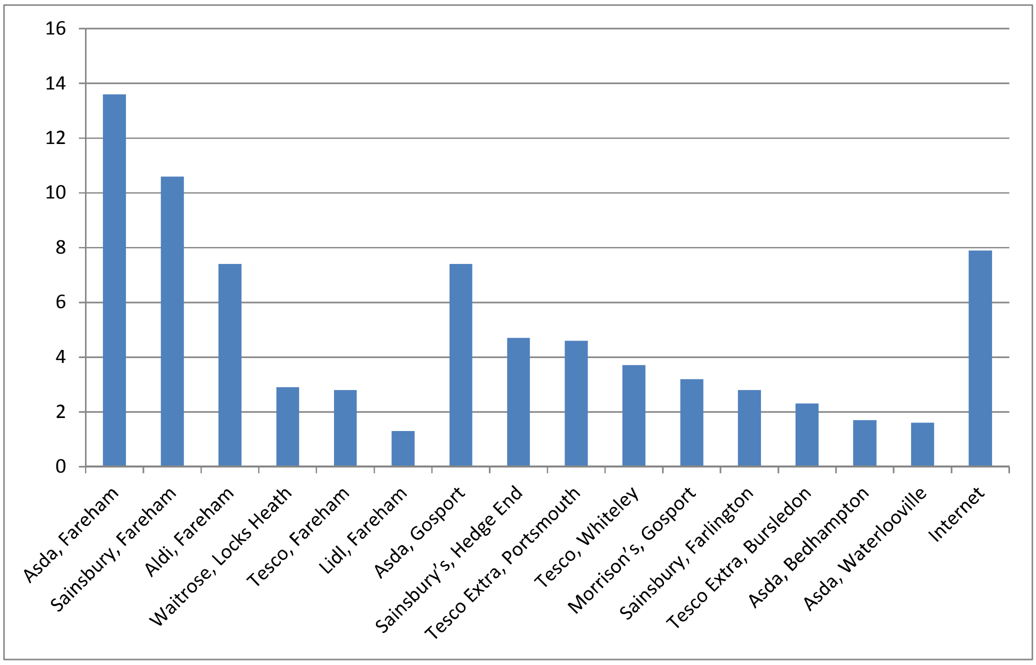
Table 3.1 Main Food and Grocery Destinations (most used destination named by respondents)

Destination	% Market Share in each Area				
	Fareham Zones 1/4/5	Gosport Zones 2/3	Rural Area Zones 6/8	Portsm. Zone 7	Total
Asda, Fareham	14.0	25.4	7.1	3.6	**13.6**
Sainsbury, Fareham	14.3	3.2	19.8	2.0	**10.6**
Aldi, Fareham	14.0	2.5	12.6	0.5	**7.4**
Waitrose, Locks Heath	8.3	0.4	1.2	-	**2.9**
Tesco, Fareham	4.5	2.5	2.8	0.6	**2.8**
Lidl, Fareham	2.5	1.1	0.4	0.6	**1.3**
Asda, Gosport	-	26.1	-	-	**7.4**
Sainsbury's, Hedge End	1.6	-	17.0	-	**4.7**
Tesco Extra, Portsmouth	5.7	1.1	0.4	16.3	**4.6**
Tesco, Whiteley	7.4	-	6.3	-	**3.7**
Morrison's, Gosport	0.3	10.6	0.4	-	**3.2**
Sainsbury, Farlington	0.6	-	-	17.7	**2.8**
Tesco Extra, Bursledon	5.4	0.4	1.2	0.6	**2.3**
Asda, Bedhampton	-	-	2.4	7.7	**1.7**
Asda, Waterlooville	-	-	2.4	7.3	**1.6**
Internet	8.0	5.3	11.1	6.9	**7.9**

Source: NEMS Household Survey May 2016

3.50 Households in the predominantly rural area to the north of Fareham have good access to a number of large food stores. Fareham Borough attracts a reasonable market share of trips from this area but there is strong food store competition at Whiteley and Hedge End. Internet food and grocery shopping is highest in this area (11.1%), which suggests households in more remote rural areas are more likely to shop on the internet. Internet food and grocery shopping is lowest in Gosport (5.3% compared with the 7.9% average).

Figure 3.3 Main Food Shopping Destinations % Market Share in Study Area



Source: NEMS Household Shopper Survey May 2016

3.51 In terms of age profile, respondents 65 years and over are less likely to shop via the internet i.e. 3.3% compared with 9.7% for under 65 years. Older respondents 65 year and over are also less likely to undertake top-up shopping i.e. 67.5% compared with 79.7% for younger respondents. Older respondents also are more likely to travel by bus and taxi to do their food and grocery shopping.

3.52 The more affluent socio-economic groups (ABC1) are more likely to shop via the internet than the less affluent groups (C2DE) i.e. 11.1% compared with 4.3% respectively. The ageing population described in Section 2 could reduce food and grocery shopping via the internet, but this may be offset by increased levels of affluent and computer ownership. The implications of the ageing population for food and grocery shopping are unclear.

3.53 Table 4 (Appendix 2) indicates the proportion of total convenience goods expenditure (main and top up trips) within each zone attracted to each destination.

3.54 Fareham Borough retains 80% and 86% of expenditure within Zones 1 (Fareham East) and 4 (Fareham Central) respectively. Most of the leakage from these zones is attracted to food stores in Portsmouth, Whiteley and Gosport. Within Zone 5 (Fareham West) expenditure retention is lower (63%) due to the attraction and accessibility to food stores at Hedge End/Burlesdon and at Whiteley.

3.55 On balance there appears to be limited potential to increase Fareham Borough's market share of convenience goods expenditure within the study area. The future strategy should seek to maintain current market shares.

3.56 The level of convenience goods expenditure attracted to shops/stores in Fareham Borough in 2016 is estimated to be £292.59 million as shown in Table 5, Appendix 2, applying the market shares set out in Table 4. The total benchmark turnover of identified existing convenience sales floorspace within Fareham Borough is £272.61 million (Table 11, Appendix 2). These figures suggest that convenience goods retail sales floorspace in the Borough is collectively trading 7.3% above the national average, and appears to be trading healthily. The estimate of global expenditure surplus (£19.98 million) within Fareham Borough as a whole, i.e. the difference between the actual spending at retail facilities in the Borough and the benchmark turnover of the facilities, is relatively insignificant and does not suggests facilities are over-trading to an extent that there is unacceptable in-store congestion.

Comparison Shopping

3.57 A summary of comparison goods shopping patterns is shown in Table 3.2. Results are provided for the four main areas and the study area as a whole. The retention of comparison good shopping trips within Fareham is generally lower than for convenience good shopping. This reflects the propensity of customers to do food and grocery shopping locally, whilst for comparison shopping, customers are more likely to shop around and/or travel longer distances to visit larger centres that have more range and choice of shops.

Table 3.2 Non-Food Shopping (main destination named by respondents)

Destination	% Market Share in each Area				
	Fareham Zones 1/4/5	Gosport Zones 2/3	Rural Area Zones 6/8	Portsm'th Zone 7	Total
Fareham	40.8	37.1	32.4	27.9	**33.0**
Portchester	1.3	-	-	0.5	**0.5**
Locks Heath	1.0	0.3	0.8	-	**0.5**
Park Gate	2.2	1.8	2.8	-	**2.0**
Retail Parks, Fareham	3.9	4.2	2.0	0.5	**2.5**
Portsmouth	4.8	14.5	2.4	27.5	**10.5**
Whiteley	16.2	2.8	13.4	2.8	**9.7**
Southampton	7.0	3.5	9.9	5.2	**6.6**
Gosport	0.4	19.4	-	-	**5.6**
Hedge End	2.2	0.7	9.9	1.0	**3.6**
Waterlooville	-	-	0.8	14.7	**3.1**
Various	6.1	5.3	4.0	11.2	**6.0**
Internet	7.6	7.4	7.1	6.6	**7.3**

Source: NEMS Household Survey May 2016

3.58 Table 3.2 suggests comparison goods shopping patterns in the study area are complex. Households have good access to a number of different destinations and there is a propensity to shop around. The catchment areas of centre overlap to a significant extent, and no single centre is dominant. The ability to increase Fareham's comparison goods market share will be constrained by these overlapping catchment areas.

3.59 Fareham town centre is the main comparison shopping destination in the Borough with 33% of all respondents across the study area indicating they do most of their non-food shopping in Fareham. Retail parks within the Borough also attract a significant number of trips from within and beyond the Borough.

3.60 District and local centres in the Borough have a relatively low market share of comparison goods expenditure. The recently redeveloped Whiteley Village has become a popular comparison shopping destination attracting a reasonable market share of expenditure from Fareham Borough, in addition to the area to the north of the Borough.

3.61 Internet shopping within rural and urban areas does not vary to the same extent for comparison goods shopping when compared with food and grocery shopping. The comparison goods internet market share across the study area zones do not vary significantly.

3.62 As with food and grocery shopping, respondents 65 years and over are less likely to shop for comparison goods via the internet i.e. 4.3% compared with 8.1% for under 65 years. The more affluent socio-economic groups (ABC1) are more likely to shop via the internet than the less affluent groups (C2DE) i.e. 8.1% compared with 5.3% respectively. Older respondents also are more likely to walk or travel by bus to do their comparison shopping.

3.63 The ageing population described in Section 2 could reduce comparison shopping via the internet, with more emphasis on accessible within walking distance or a short bus ride. Again this trend may be offset by increased levels of affluent and computer ownership. The implications of the ageing population are consistent with Experian's growth projections for home shopping, which show a levelling off of growth in the next 10 years.

3.64 The propensity of households to purchase certain types of non-food comparison goods varies by age and socio economic groups, as shown in Table 3.3.

3.65 In general younger and middle aged respondents are more likely to purchase non-food items in each of the product categories, than the over 65's. However the propensity to purchase products is relatively high in all categories.

3.66 Table 4 (Appendix 3) sets out the proportion of comparison goods expenditure within each zone that is spent within Fareham Borough.

Table 3.3: Households Purchasing Comparison Goods by Category

Product	% in each category					
	Aged 18-44	Aged 45-64	Aged 65+	SEG ABC1	SEG C2DE	Total
Clothing / footwear / fashion	100.0	99.4	94.0	99.2	96.9	**98.3**
Furniture/ floor coverings / textiles	84.8	85.2	61.0	81.0	74.7	**78.3**
DIY / hardware / gardening	92.6	96.0	79.3	94.7	86.4	**90.4**
Domestic appliances	94.0	94.9	84.0	95.9	87.4	**91.3**
TV / Hi-Fi / photo / computer	96.1	93.7	80.6	94.0	88.4	**90.7**
Health / beauty / chemist	96.2	97.3	93.6	97.2	94.3	**95.4**
Books / jewellery / toys / gifts	93.5	93.7	72.6	92.0	83.8	**87.6**

Source: NEMS Household Survey May 2016

3.67 The estimated comparison goods expenditure currently attracted by shopping facilities within Fareham Borough is £410.18 million in 2016, as shown in Table 5, Appendix 3. This represents a total market share of 38.8% in the study area as a whole. The main other destinations are Portsmouth (12.9%), Southampton (11.8%), Hedge End/Bursledon (10.3%), Whiteley (6.9%) and Gosport (5.6%).

3.68 The overall average sales density for existing comparison goods sales floorspace in the Borough (65,900 sq.m net) is £6,220 per sq.m net. Portchester District Centre's comparison goods sales floorspace (2,100 sq.m net) has a much lower sales density of £3,156 per sq.m net, and the retail warehouse parks (31,100 sq.m net) have an average sales density of £3,202 per sq.m net.

3.69 Based on our recent experience across the country average sales densities for comparison floorspace can vary significantly. Average sales densities around or above £8,000 per sq.m net are usually only achieved by very successful shopping centres. Smaller district and local centres and retail parks, usually where the property costs are much lower, do not normally achieve these high sales densities. Average sales densities of between £3,000 to £5,000 per sq.m net are generally achieved in smaller centres.

3.70 Overall trading levels are reasonable across the Borough, but there is no evidence to suggest existing comparison sales floorspace is over-trading, or that there is surplus comparison expenditure available to support new development at present. Existing floorspace appears to be trading satisfactorily in difficult market conditions i.e. lower expenditure growth than pre-recession rates, lower operator demand for space and price competition. These trends look set to continue at least in the short term.

Future Retail Potential

Commitments and Proposals

3.71 The Local Plan indicates that the new community at Welborne to the north of Fareham will require accessible facilities including shops and other retail services to meet every-day needs.

3.72 A new district centre is expected to provide the high street role for Welborne, and will be a second tier centre, where the scale of centre does not undermine the vitality and viability of Fareham town centre and other centres.

3.73 The District Centre is expected to include a large food store of between 1,900 and 2,500 sq.m net (2,800 to 3,700 sq.m gross). The capacity projections in this section assume a food store with 2,200 sq.m net (the mid-point of the Local Plan range) of convenience goods sales floorspace will be provided.

3.74 The new district centre is expected to include approximately 3,600 sq.m net of comparison goods floorspace and other non-retail services Class A2 to A5. The amount of Class A2 to A5 floorspace has not been specified.

3.75 In addition to the District Centre, a smaller local centre (or village centre) and a community hub are proposed, which will incorporate a limited range of retail and community uses. The community hub is expected to a limited range of small scale convenience retail. The existing Local Plan does not specify the amount of convenience retail floorspace that will be provided. This section assumes 200 sq.m net and 100 sq.m net of convenience goods sales floorspace will be provided respectively.

3.76 A Lidl food store has planning permission in Portchester. This commitment and development at Welborne has been taken into account within the retail capacity assessment. These development proposals will affect future shopping patterns and the capacity for further retail development in Fareham Borough.

Capacity for Convenience Goods Floorspace

3.77 Future market shares taking into account proposed development at Welborne and the Lidl store at Portchester are shown in Table 6 in Appendix 2. The future level of available convenience goods expenditure at 2021, 2026, 2031 and 2036 is shown at Tables 7 to 10 in Appendix 2.

3.78 The total level of convenience goods expenditure available for shops in the Borough between 2016 and 2036 is summarised in Table 13 (Appendix 2). Convenience expenditure available to shopping facilities in the Borough is expected to increase from £292.59 million in 2016 to £322.87 million in 2036.

3.79 Table 13 subtracts the benchmark turnover of existing floorspace and commitments from available expenditure to calculate the amount of surplus expenditure that may be available for further development. Within the Borough, there is an existing expenditure surplus of £19.98 million convenience goods expenditure. This surplus will increase to £28.33 million by 2021. Continued future growth produces a surplus of £36.28 million in 2026, increasing to £43.52 million in 2031 and £50.26 million in 2036.

3.80 Planned commitments at Welborne and Lidl in Portchester are expected to have a convenience goods turnover of £37 million, as shown in Table 12 in Appendix 2. These developments if implemented would absorb expenditure up to and beyond 2026.

3.81 The surplus expenditure projections have been converted into potential new floorspace estimates in Table 14. Surplus expenditure is converted into floorspace estimates based on an assumed average sales density figure of £12,000 per sq.m, the approximate average turnover density of the main food supermarket operators (Asda, Morrison's, Sainsbury's, Tesco and Waitrose) because new floorspace is likely to be provided by these main operators rather than small independent convenience shops.

3.82 The long term capacity figures up to 2031 suggest surplus convenience goods expenditure could support a small amount of additional floorspace over and above commitments i.e. 543 sq.m net (776 sq.m gross). By 2036 surplus expenditure could support 1,105 sq.m net of sales floorspace (1,578 sq.m gross) in the Borough as a whole, as shown in Table 14, Appendix 2. The figures are summarised below.

Table 3.4: Summary of Convenience Goods Floorspace Projections (sq.m gross)

Location *	By 2021	By 2026	By 2031	By 2036
Fareham Central	- 1,736	-1,022	-372	234
Portchester	79	148	212	271
Locks Heath	202	298	386	467
Fareham West	424	490	551	606
Total	**- 1,032**	**-85**	**776**	**1,578**

Source: Table 14 in Appendix 2.

* Centres/stores included in each area are shown in Table 11, Appendix 2. Fareham Central is Zone 1 and 4 excluding Portchester. Fareham West is Park Gate and the rest of Zone 5 excluding Locks Heath.

The floorspace projections are over and above the Lidl commitment and Welborne (2,500 sq.m net of convenience goods sales floorspace).

Capacity for Comparison Goods Floorspace

3.83 The household survey suggests that the Borough's retention of comparison goods expenditure is generally lower than for convenience goods. The lower level of comparison expenditure retention is due to the strength of competing comparison goods facilities in nearby authorities, in particular Portsmouth, Southampton, Hedge End and Whiteley.

3.84 Future improvements to comparison retail provision within the Borough could help to increase Fareham market share of expenditure. However developments in neighbouring authorities will limit the ability of shopping facilities in the Borough to increase their market share of expenditure. On this basis, floorspace capacity projections normally assume constant market shares, with improvements in the authority area counter-balanced by improvements in surrounding authorities. In Fareham Borough the development of a new district centre at Welborne will help to maintain, and marginally improve, Fareham Borough's market share of comparison goods expenditure.

3.85 Some retail development will be necessary in Fareham Borough in order to prevent market shares falling in the future. An appropriate strategy for Fareham Borough should seek to prevent market shares falling significantly, in the face of increasing future competition in nearby centres, whilst maintaining the vitality and viability of centres. The Council should plan to protect the existing role of centres, recognising these centres fall within the catchment area of other centres. The centres in Fareham Borough will maintain an important role in providing a range and choice of shopping facilities that are locally accessible.

3.86 Planned commitments at Welborne and Lidl in Portchester are expected to have a comparison goods turnover of £27.88 million at 2021, as shown in Table 13 in Appendix 3.

3.87 Future market shares taking into account proposed development at Welborne are shown in Table 6 in Appendix 3. Available comparison goods expenditure has been projected forward to 2021, 2026, 2031 and 2036 in Tables 7 to 10 in Appendix 3, and summarised in Table 14. Available comparison expenditure to facilities within the Borough is expected to increase from £410.18 million in 2016 to £833.95 million in 2036.

3.88 For the purposes of this assessment, the existing comparison goods floorspace is estimated to be trading at equilibrium in 2016 (i.e. satisfactory levels). Table 14 assumes that the turnover of comparison floorspace will increase in real terms in the future. A growth rate of 2% per annum is adopted, and this growth is required to maintain the health and viability of town centres, as recommended by Experian (Retail Planner Briefing Note 13 – October 2015). Trends indicate that comparison retailers historically will achieve some growth in trading efficiency. This is a function of spending growing at faster rates than new floorspace provision and retailers' ability to absorb real increases in their costs by increasing their turnover to floorspace ratio.

3.89 By 2021 within Fareham Borough as a whole there will be a comparison expenditure surplus of £25.55 million. By 2026, future expenditure growth generates an expenditure surplus of £77.22 million, which will grow to £143.54 million by 2031 and £224.45 million by 2036.

3.90 The comparison goods turnover of commitments (£27.88 million) is expected to absorb up to 2021. However continued growth beyond 2021 will create an expenditure surplus, which has been converted into net comparison sales floorspace projections at Table 15 in Appendix 3, adopting an average sales density of £6,500 per sq.m in 2016, which is projected to grow by 2% in the future due to improved turnover efficiency. The surplus expenditure at 2026 could support 5,861 sq.m net of new sales floorspace (7,815 sq.m gross), which could support around 30 modern high street retail units. This represents an 8.4% increase in sales floorspace across the Borough. The expected distribution is shown below.

3.91 In the longer term, surplus expenditure at 2031 could support 12,524 sq.m net of new sales floorspace (16,698 sq.m gross) in the Borough as a whole, as shown in Table 15, Appendix 3, increasing to 19,353 sq.m net (25,804 sq.m gross) by 2036. These projections could support around 60 high street retail units by 2031, increasing to 100 outlets by 2036. The figures and distribution are summarised below.

Table 3.5: Summary of Comparison Goods Floorspace Projections (sq.m gross)

Location	By 2021	By 2026	By 2031	By 2036
Fareham Central	- 1,116	4,453	10,451	16,598
Portchester	-346	-210	-65	84
Locks Heath	61	172	290	412
Fareham West	966	3,400	6,022	8,711
Total	**- 434**	**7,815**	**16,698**	**25,804**

Source: Table 14 in Appendix 3.

Fareham Central is Zone 1 and 4 excluding Portchester. Fareham West is Park Gate and the rest of Zone 5 excluding Locks Heath.

The floorspace projections are over and above Welborne (3,600 sq.m net of comparison goods sales floorspace).

Qualitative Need for Retail Floorspace

3.92 Qualitative need can be assessed through consideration of the following factors:

- deficiencies or 'gaps' in existing provision;
- consumer choice and competition;
- overtrading, congestion and overcrowding of existing stores;
- location specific needs such as underserved markets; and
- the quality of existing provision.

Convenience Goods Shopping

3.93 The household survey results indicate that most residents in the study area undertake both a main shopping trip and top-up shopping trips. Main shopping trips are generally made once a week or less often, and the household survey identified that over 80% of respondents travel to do their main food shopping by car (both driver and passenger). The availability of a wide range of products and free car parking are important requirements for bulk food shopping trips. Large supermarkets or superstores are the usual destination for these types of shopping trip.

3.94 The capacity projections in this section suggest there is scope for additional convenience retail floorspace within Fareham Borough, but this capacity will be absorbed by provided food and convenience retail facilities at Welborne.

3.95 Residents in Fareham have good access to three large food superstores (over 4,600 sq.m net sales i.e. Asda, Sainsbury's and Tesco) within the Borough. These superstores are supported by a relatively large Waitrose store (2,010 sq.m net) and a number of smaller food stores/supermarkets (under 1,000 sq.m net) including 13 Co-op stores and 4 Iceland stores. The discount sector is represented by Aldi and Lidl, with a further Lidl store proposed in Portchester.

3.96 In relation to Fareham town centre, only six respondents in the household shopper survey (0.6% of the total) suggested more food supermarkets would make them shop more often in the town centre. Five respondents mentioned a Co-op store and one mentioned a Waitrose store.

3.97 In relation to Portchester district centre, six respondents suggested an Aldi store would make them shop more often in the centre, and four mentioned more food supermarkets more generally. The qualitative need for a discount food store may be addressed by the proposed Lidl store in Portchester.

3.98 Taking into account planned commitments at Welborne and the Lidl at Portchester, there are no obvious areas of qualitative deficiency in food store provision in Fareham Borough.

High Street Comparison Shopping

3.99 As indicated in Section 2, Fareham town centre's positon is "middle" in terms of market position. Fareham town centre is ranked significantly below Southampton and Portsmouth.   Portchester, Locks Heath and local centres much smaller centres lower tier centres, with relatively low Venuescores, indicating they have a small selection of multiple retailers.

3.100 The centre health checks in Appendix 5 indicate that Fareham town centre has a reasonable proportion of comparison retail units compared with the national average. It has a reasonable selection of national multiples, complemented by a range of independent traders. Comparison retailers in Portchester and other district and local centres are predominantly small independent traders.

3.101 Fareham town centre has 112 comparison shops and has representation in most comparison goods categories, but there is generally a limited choice of outlets within some specialist categories.

3.102 A relatively large number of respondents in the household shopper survey suggested a better range and choice of shops would make them shop more often in Fareham town centre. The key results were:

- better choice of shops in general (138 respondents);
- better choice of clothing shops (68);
- more "high street" shops (35)

- more large shops (34);
- better range of independent/specialist shops (29); and
- better quality shops (22).

3.103 Specific retailers mentioned include: John Lewis, New Look, better Debenhams, better Marks & Spencer, Primark and Matalan.

3.104 These results suggest there is an element of dissatisfaction with comparison goods shopping facilities in Fareham town centre, particularly when compared with food and grocery shopping. There is theoretic scope for improvement, which if achieved could help to attract more customers to Fareham town centre.

3.105 Portchester district centre has only 23 comparison shops and there is a limited choice of outlets within each category. Some categories of comparison shops are not represented.

3.106 Over 60% of respondents in the household shopper survey suggested nothing would make them shop more often in Portchester district centre, and 24% suggested they did not know. Of the respondents who did suggest improvements the key results were:

- better choice of shops in general (52 respondents);
- better choice of clothing shops (14);
- more “high street” shops (11)
- less charity shops (9); and
- better range of independent/specialist shops (9).

3.107 Specific retailers mentioned include: Debenhams, H&M, Monsoon, Marks & Spencer, Matalan, Next, New Look, Peacocks, Primark, River Island, Top Shop and Wallis.

3.108 These results suggest there is a much higher degree of dissatisfaction with comparison goods shopping facilities in Portchester than in Fareham town centre. The aspirations for new multiple retailers are likely to be unrealistic due to the scale and position of Portchester within the retail hierarchy. However there is scope to improve the range and choice of smaller independent shops, which if achieved could help to attract more customers.

Large Format Stores/Retail Warehouses

3.109 Fareham Borough has an excellent provision of retail warehouses. The three main retail parks (Speedfields Park, Collingwood Retail Park and Southampton Road) have an extensive choice of stores and the household survey results indicate that these facilities attract customers from across the study area.

3.110 The provision of DIY stores includes the main operators i.e. B&Q, Wickes, Homebase, Screwfix and Topps Tiles. There are a selection of furniture/soft furnishing outlets e.g. Dreams, Harveys, Dunelm, Paul Simon and Benson Beds. The electrical sector is represented by Curry's PC World

3.111 Other non-bulky outlets include Pets at Home, Argos, Smyths Toys, Matalan, Poundstretcher and B&M Bargains.

3.112 Residents in the Borough also have good access to retail warehouses at Hedge End, Portsmouth and Southampton.

3.113 The household survey results indicate that there is a relatively high market share of shopping trips for bulky comparison goods are attracted to Fareham Borough. The market share of bulky goods trips from the study area (most used destination - excluding internet) attracted to the Borough is as follows:

- domestic electrical goods 40.6%;
- other electrical goods 44.1%;
- furniture, soft furnishings and floor-coverings 30.1%; and
- DIY/hardware 53.7%.

3.114 These results reflect the extensive retail warehouse provision in the Borough. The bulky goods sector has been hit hard by the economic downturn and operator demand for premises is weak, and this is likely to continue in the short term. In the longer term there may be potential to improve this sector.

Operator Demand

3.115 The "Requirements List" provides an online database of commercial property requirements (new or enlarged stores) specifically for Fareham. The database includes over 16,750 regularly updated target towns and cities where regional, national and international occupiers want to be. The results for Fareham Borough (June 2016) are:

Convenience Goods	Comparison Goods
• One Stop (convenience) - 1,800 to 3,500 sq.ft. • Holland & Barrett - 1,000 to 7,000 sq.ft. • Farmfoods - 8,000 to 10,000 sq.ft.	• Peacocks - 4,000 to 11,000 sq.ft. (Locks Heath) • Select (budget fashion) - 3,000 to 5,000 sq.ft. • Wessex Cancer Trust - 1,000 to 2,000 sq.ft. • Blue Cross (charity shop) - 800 to 1,500 sq.ft. • The Fragrance Shop – 200 to 1,500 sq.ft. • Bright House - 1,500 to 5,000 sq.ft. • Poundworld - 5,000 to 12,000 sq.ft. • Machine Mart - 1,000 to 10,000 sq.ft. • Pam Purred Pets - 3,000 to 5,000 sq.ft. • Ponden Home (homeware) - 2,000 to 3,000

	sq.ft.

3.116 The aspirational target retail tenants that might reasonably be attracted to Fareham town centre in the future include:

> Ann Summers - Bang & Olufsen - Bathstore – Beaverbrooks - Blacks - Edinburgh Woollen Mill - F Hinds - Fat Face - Fired Earth - Games Workshop - Goldsmiths - H&M - Jojo Maman Bebe - Jones Bootmakers - Joules - Moss - Pandora - Paperchase - Phase Eight, Primark - Russell & Bromley - The Entertainer - Tiger - Viyella - Whittard - White Stuff.

3.117 These occupiers will require modern rectangular shaped premises of between 200 to 500 sq.m gross, with the potential for mezzanine floors.

3.118 It should be noted that some of these target tenants have recently taken units within Whiteley Shopping Centre, and this may restrict potential within Fareham town centre e.g. Beaverbrooks, Fat Face, H&M, Jones Bootmakers, Moss, Pandora, Phase Eight, Specsavers and Tiger. However some of these retailers could consider duel representation at both Whiteley Shopping Centre and Fareham town centre, because there is already some duplication e.g. Boots, Clinton Cards, Claire's, Clarks, Ernest Jones, Marks & Spencer, Monsoon and Next. This indicates that some retailers consider Whiteley Shopping Centre and Fareham town centre as separate investment opportunities.

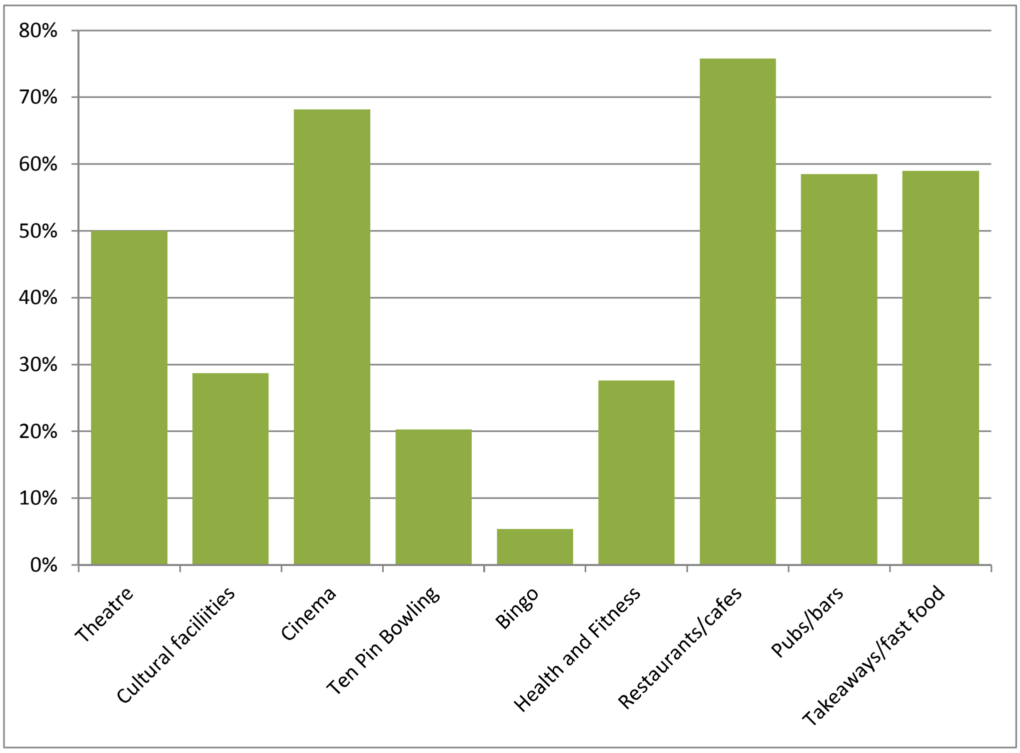
4.0 # Other Town Centre Uses

Introduction

4.1 This section assesses the potential for commercial leisure and town centre uses in Fareham Borough, including theatres, cultural facilities, cinemas, ten pin bowling, bingo, health and fitness, restaurants/cafes, pubs/bars and takeaways/fast food.

4.2 Household survey respondents were asked about their family's leisure activities. The participation rates within the study area are shown in Figure 4.1. An assessment of these sectors is set out in this section.

Figure 4.1: Leisure Participation (% of Households)



Source: NEMS Household Survey, May 2016

4.3 Participation rates for some leisure activities vary significantly by age and socio economic groups, as shown in Table 4.1 below.

Table 4.1: Leisure Participation Rates

Activity	% in each category					
	Aged 18-44	Aged 45-64	Aged 65+	SEG ABC1	SEG C2DE	Total
Theatre	46.8	57.5	43.8	57.9	40.7	**50.0**
Cultural	22.5	37.0	26.5	32.8	24.9	**28.7**
Cinema	85.8	71.4	41.1	76.0	57.5	**68.2**
Ten pin bowling	36.4	17.3	4.1	23.2	15.8	**20.3**
Bingo	10.8	3.4	1.2	6.6	4.7	**5.4**
Health fitness	41.1	25.1	14.1	32.9	17.9	**27.6**
Restaurant/cafés	77.0	84.3	65.5	83.4	69.0	**75.8**
Pubs/bars	66.6	61.4	45.7	61.8	55.9	**58.5**
Takeaways/fast food	77.7	61.8	30.6	66.1	35.3	**59.0**

Source: NEMS Household Survey May 2016

4.4 In general participation rates are generally higher amongst the younger age groups, with the exception of cultural activities. Participation rates are also higher amongst the more affluent households (SEG - ABC1). Participation rates for some activities appear to fall for the over 65's due disposable income. Participation rates are high within the middle aged categories for a number of activities i.e. theatres, culture and restaurants/cafés.

4.5 The sectors that appear the most vulnerable to an ageing population are cinemas, tenpin bowling, bingo, health/fitness and takeaways/fast food.

Commercial Leisure Uses

4.6 Residents in Fareham have good access to a range of commercial leisure and entertainment facilities within the Borough and in the surrounding area.

4.7 Based on NLP's experience and household surveys from across the country, commercial leisure facilities usually draw the main part of their trade from residents up to a 20 minutes travel time. Major leisure facilities such as multiplex cinemas, ten-pin bowling centres and family entertainment centres require a large catchment population, and often benefit from location together or on large out of centre leisure parks

Cinemas

4.8 Fareham Borough contains one multiplex cinema, the Reel Cinema at Market Quay in the heart of Fareham town centre. The cinema has 5 screens and 730 seats. A Cineworld cinema recently opened at Whiteley Village with 9 screens and 1,416 seats. There is also an Odeon cinema at Port Solent with 6 screens and 1,409 seats.

4.9 The Vue cinema (14 screens and 3,111 seats) at Gunwharf Quays in Portsmouth also serves parts of the study area e.g. Gosport and the area north of Portsmouth. Residents in Fareham Borough and the wider study area have good access to a choice of four cinema's providing 34 screens and 6,666 seats.

4.10 The household survey indicates that over 68% of households within the study area visit the cinema. The main destinations visited by those participating households are set out in Table 4.2 below.

Table 4.2: Main Cinema Trip Destinations

Destination	% Market Share in each Area				
	Fareham Zones 1/4/5	Gosport Zones 2/3	Rural Area Zones 6/8	Portsm. Zone 7	Total
Reel Cinema, Fareham	31.9	43.7	24.7	-	**29.3**
Odeon, Port Solent	27.0	10.0	29.8	55.3	**26.8**
Vue, Gunwharf Quays	5.8	35.3	5.6	35.3	**17.5**
Cineworld, Whiteley	28.3	5.8	20.8	2.0	**16.6**
Vue, Eastleigh	2.7	-	-	1.0	**3.3**

Source: NEMS Household Survey May 2016

4.11 The Reel cinema in Fareham town centre attracts only 31.9% of cinema trips from the core zones. There is a significant leakage of cinema trips to the multiplex cinemas at Whiteley Village and Port Solent.

4.12 The study area population in 2016 (300,900 people) will generate 782,300 cinema trips per annum, based on the national average visitation rate (2.6 trips per annum). Based on the national average of 230 trips per seat per annum, 782,300 trips could support 3,401 cinema seats. By 2036 the study area population (333,000) will generate 865,800 cinema trips, which could support 3,765 cinema seats. The existing cinema provision in the sub-region (four cinemas with 34 screens and 6,666 seats), suggests there is limited potential for further cinema development.

4.13 A more local analysis of market shares estimated from the household survey suggests about 360,000 of cinema trips (46% of the total in the study area) are attracted to Fareham town centre and Whiteley Village. The survey results suggest the Reel Cinema and Whiteley Village cinemas attracts 168 trips per seat in 2016, which is significantly below the national average of around 230 trips per seat, although the Cineworld at Whiteley is probably still building up its trade.

4.14 If up to 60% of cinema trips in the study area (up from 46%) at 2036 (519,500 trips) can be attracted to Fareham and Whiteley Village, then these trips can theoretically support 2,259 seats, compared with the existing provision of 2,146 seats. The surplus potential at 2026 is only 113 seats.

4.15 These projections and the ageing population suggest it is unlikely that an additional cinema will be viable in Fareham Borough for the foreseeable future.

Theatres

4.16 In total 50% of respondents to the household survey indicated that they visit the theatre. When asked where they had lasted visited the theatre, the following main destinations were mentioned are shown in Table 4.3.

Table 4.3: Main Theatre Trip Destinations

Destination of Last Trip	% of Participating Households
Ferneham Hall, Fareham	5.3
Ashcroft Arts Centre, Fareham	0.6
Titchfield Festival Theatre	0.3
Mayflower Theatre, Southampton	49.1
London/West End	15.0
Kings Theatre, Southsea	12.3
Chichester Festival Theatre	5.2
New Theatre Royal, Portsmouth	3.1

Source: NEMS Household Survey, May 2016

4.17 The three venues in Fareham Borough attract only 6.2% of theatre trips within the study area.

4.18 Data from the British Theatre Consortium, British Theatre Repertoire (2014) indicated British theatres presented 59,386 performances attracting over 33 million theatre visits, around 121,000 visits per venue (274 venues with SOLT/UKTheatre's membership).

4.19 The British Theatre Consortium (2013) estimates annual theatre attendance in the South East Region was 0.364 per person per annum. Based on this average, the study area population in 2016 (300,900 people) will generate 109,500 theatre trips per annum. The household survey results suggest most of these trips will be attracted to Southampton and Central London, with only 6,800 trips attracted to Fareham Borough.

4.20 The study area population at 2036 (333,000) could generate 121,200 trips, an increase of 11,700 trips, but based on current market shares a small proportion of these additional trips are likely to be attracted to Fareham Borough. It should also be noted theatre participation rates are highest in the middle age group (aged 44 to 64). Population within this group is projected to fall in real terms.

4.21 There is no clear need for additional theatre provision in Fareham Borough, unless there is potential to relocate or improve an existing theatre.

Cultural Facilities

The household survey indicates that 28.7% of respondents or their families visit cultural facilities, such as museums and art galleries. A large number of destinations were mentioned by participating households, the main destinations are summarised in Table 4.4.

Table 4.4: Cultural Facilities Destinations

Destination of Last Trip	% of Participating Households
Westbury Manor Museum, Fareham	2.0
Fort Nelson Royal Armouries Museum, Portchester	1.1
Ashcroft Arts centre, Fareham	1.0
Fareham Gallery	0.7
Portchester Castle	0.3
Attractions in London	42.4
City Museum, Portsmouth	5.2
The Royal Navy Submarine Museum, Gosport	4.6
National Museum of the Royal Navy, Portsmouth	3.0

Source: NEMS Household Survey, May 2016

4.22 Fareham Borough attracts a relatively small market share of cultural activity within the study area. However the survey results imply that cultural attractions rely on occasional trips and tourist visitors rather than the local catchment population. Given this pattern of use and low market share, it is difficult to quantify the future need for cultural attractions in Fareham Borough. Again participation rates are highest in the middle age group (aged 44 to 64), where population is projected to fall.

4.23 Based on the evidence available there is no need to allocate development sites specifically for these types of uses within development plan.

Private Health and Fitness Clubs

4.24 The household survey indicates that 27.6% of respondents or their families visit health/fitness clubs. Of the participating households, the main destinations mentioned are summarised in Table 4.5.

4.25 Fareham Borough attracts 41.4% of health and fitness facilities trips within the study area. The household survey results suggest respondents tend to use local facilities or facilities close to their place of work.

Table 4.5: Main Health and Fitness Club Destinations

Destination of Last Trip	% of Participating Households
Fareham Leisure Centre, Fareham	15.7
24/7 Fitness, Fareham	7.9
Abshot Country Club, Titchfield	2.7
Spirit Health Club, Titchfield	1.2
Warsash Gym and Fitness Centre	1.1
Sports Direct Gym (formerly LA Fitness), Fareham	0.8
Fareham Fitness 4 Women, Portchester	0.6
Holiday Inn, Titchfield	0.5
Curves, Fareham	0.3
Fareham Other	11.7
Gosport Leisure Centre, Gosport	3.7
Gosport other	10.6
Whiteley Village	5.3
David Lloyd, Port Solent	2.6
Nuffield Fitness and Well Being, Portsmouth	2.6

Source: NEMS Household Survey, May 2016

4.26 The Sport England/Active Places data indicates that there are 12 registered health and fitness suites in the Borough, of which three are for school's private use only. These private use facilities are relatively small, with 58 fitness stations in total. The remaining nine registered facilities, open to the general public (including registered members) have 516 fitness stations in total as shown in Table 4.6.

4.27 The study area population in 2016 (300,900 people) is projected to grow to 317,900 by 2026, and 333,000 by 2036. Health and fitness facilities in Fareham Borough attracts 41.4% of respondents, which suggest a catchment population of 124,600 in 2016, 131,600 in 2026 and 137,900 in 2036. Fareham Borough appears to have about 4.6 fitness stations per 1,000 people (574 stations in total).

4.28 The South of England region has 1,179 Sport England registered health and fitness suites with 50,411 fitness stations (average of 43 stations per suite). This existing provision equates to 5.6 fitness stations per 1,000 people.

Table 4.6: Fareham Borough Health and Fitness Clubs (Sport England/Active Places Data, 2016)

Name	Type	No. Fitness Stations
Fareham Leisure Centre	Pay and Play	120
Sports Direct Fitness	Pay and Play	40
Fusion Fitness Gym	Pay and Play	24
24/7 Fitness Fareham	Pay and Play	180
Portchester Centre	Pay and Play	16
Brookfield Community School	Registered Membership	18
Abshot Country Club	Registered Membership	45
Spirit Health Club	Registered Membership	31
HMS Collingwood	Registered Membership	42
Henry Cort Community College	Private Use	25
Crofton School	Private Use	12
Fareham College	Private Use	21
Total		**574**

4.29 If Fareham Borough's health and fitness catchment population (124,600) had the same provision per head of population as the South East of England region average (5.6 stations per 1,000 people) then the total number of fitness stations that could be supported would be 698, which implies an existing under-supply of 124 stations.

4.30 The catchment population is projected to increase to 131,600 by 2026, which would generate demand for 737 fitness stations compared with the current provision 574 stations. On the basis that Fareham Borough attracts 41.4% of health and fitness trips from the study catchment area, there should be scope for 163 additional fitness stations by 2026 or 198 stations by 2036.

4.31 Assuming equilibrium between supply and demand in 2016, population growth on its own should generate demand for 39 stations by 2026 or 74 stations by 2036. However participation rates are much lower in the older age group (aged 65 plus). Most of the population group relates to the older aged groups.

4.32 Notwithstanding the ageing population, there is scope for at least two additional medium sized (about 40 stations) health and fitness gym in Fareham Borough over the plan period.

Tenpin Bowling

4.33 The household survey results suggest that 20.3% of households in the study area visit tenpin bowling facilities. The main destinations are set out in Table 4.7.

Table 4.7: Main Tenpin Bowling Destinations

Destination of Last Trip	% of Participating Households
Go Bowling, Collingwood Retail Park, Fareham*	9.0
Bowlplex Bowling, Gunwharf, Portsmouth	60.4
Tenpin, Auckland Road, Southampton	9.3
AMF Bowling, Eastleigh	8.3

Source: NEMS Household Survey, May 2016 * recently closed

4.34 The Go Bowling facility at Collingwood Retail Park closed last year. The household survey probably understates Fareham Borough the tenpin bowling catchment potential.

4.35 The study area population in 2016 (300,900 people) can in theory support 25 tenpin bowling lanes, based on the national average of one lane per 12,000 people. By 2036 the study area population (333,000) could support 28 lanes. There may be potential to replace the tenpin bowling facilities that recently closed in Fareham over the plan period, but the ageing population may make this opportunity less attractive from an operator's perspective.

Bingo, Games of Change and Gambling

4.36 There are no commercial bingo facilities within Fareham Borough. The household survey results suggest that 5.4% of households in the study area visit bingo facilities, which is comparable with the national average participation rate. The main destinations are set out in Table 4.8.

Table 4.8: Main Bingo Destinations

Destination of Last Trip	% of Participating Households
Hill Park Memorial Working Men's Club, Fareham	1.3
Crown Bingo, Cosham	39.9
Crown Bingo, Gosport	47.3
Crown Bingo, Havant	2.9
Leo Leisure Bingo, Eastleigh	1.5

Source: NEMS Household Survey, May 2016

4.37 Gala and Mecca are the main bingo operators, controlling over half of the UK market. Marketing of the bingo sector has been more proactive in recent years and Gala and Mecca have invested in premises, moving out of dated premises (i.e. converted cinemas) into purpose built units. Bingo clubs have become increasingly sophisticated, and have actively sought to attract all age groups. The bingo sector usually prefers central locations that are accessible by public transport and by foot. Major bingo operators require a catchment population of 50,000 - 70,000 (source: Business in Sport and Leisure BISL).

4.38 The adult (over 18) population in Fareham study area (around 235,000 people) would generate about 410,000 admissions, based on the national participation rate (1.75 trips per adult). If Fareham Borough could retain around 30% of all bingo trips within the study area, there could be scope for a bingo facility, based on national average figures (113,000 admissions per club).

Restaurants, Bars and Takeaways

4.39 Service uses perform an important role in the overall offer of a centre, and encourage customers to shop locally. The service uses are categorised as follows:

- **Class A1 services** cover a range of uses, including hairdressers, dry cleaners, travel agents, some sandwich shops (those categorised as Class A3), funeral parlours and post offices
- **Class A2 services** include banks, building societies, financial services, betting offices, pawnbrokers, estate agents and employment agencies.
- **Class A3/A5** including restaurants, cafes (A3) and takeaways (A5)
- **Class A4** pubs/bars (Class A4)

4.40 Food and beverages is a fast moving and creative sector, with a steady flow of new concepts emerging. Within this sector there has been a significant increase in the number of national multiple chains. These national chains have sought to increase their geographical coverage. These types of food and drink operators (Class A3 and A4) i.e. restaurants, bars and pubs have supported other major leisure uses, in particular cinema developments. Within town centres, the demand has increased, including a significant expansion in the number of coffee shops, such as Starbucks, Costa Coffee and Café Nero. National branded pub/restaurant chains have invested heavily and not exclusively in larger centres. Themed restaurants have also expanded rapidly.

4.41 The key categories for food and beverage offers are:

- **Impulse:** characterised by their produce range that is typically highly visual and hand-held so that it can be eaten “on the go”;
- **Speed eating fast food:** food that can be purchased and consumed quickly, therefore price is low and ambience is less important. This sector is dominated by traditional high volume fast food offers such as burgers and fried chicken;

- **Refuel and relax:** a drink and snacks and short break in a pleasant environment rather than focusing on eating a main meal; and,
- **Casual dining/leisure dining:** incorporating a number of food styles, types and ethnic origins. The ambience and environment of casual dining is as important as the food, drink and service provided. The style is informal but is normally table service.

4.42 Food and beverage establishments (Class A3, A4 and A5) including restaurants, bars and pubs have supported other major leisure uses on leisure and retail parks and are important services within town and local centres. National information available from Experian Goad indicates that the proportion of non-retail uses within town centres across the country has increased significantly. A balance between Class A1 and Class A3 to A5 uses needs to be maintained.

The Existing Situation

4.43 There are 126 food and beverage outlets (21,052 sq.m gross) within Fareham Borough, as shown in Table 11 in Appendix 4.

4.44 Experian's latest 2014 local expenditure figures have been adopted. Food and beverage expenditure per capita projections are shown in Table 2 in Appendix 4. These figures indicate that the average expenditure in the study area for food and beverages consumed away from the home plus takeaways eaten at home is £1,129 per capita in 2016. The total food and beverage expenditure in the study area is £339.78 million in 2016, see Table 3 in Appendix 4.

4.45 Food and beverage expenditure per capita is expected to increase in real terms (excluding inflation) by 32% between 2016 and 2036. Taking into account population growth, total food and drink expenditure within the study area is expected to increase from £339.78 million in 2016 to £496.04 million in 2036, an increase of about 45% (Table 3, Appendix 4).

4.46 Existing food and beverage expenditure patterns have been modelled based on the household survey results within the study area zones. Base year (2016) penetration rates are shown in Table 4 in Appendix 4 and expenditure patterns are shown in Table 5. The estimated expenditure currently attracted to facilities within Fareham Borough is £112.30 million in 2016.

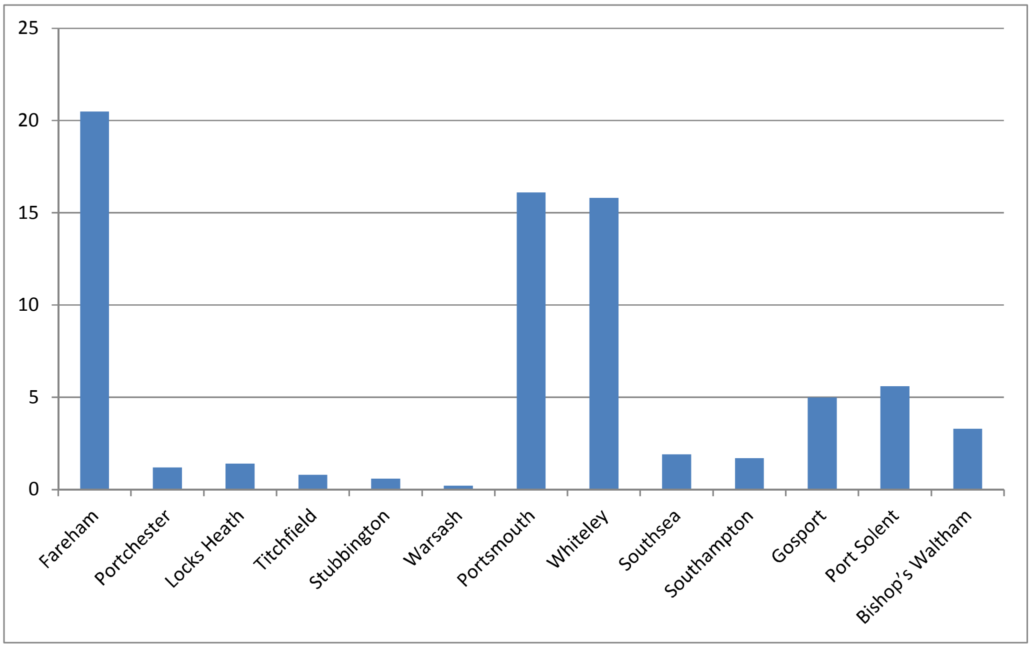
4.47 A summary of food and beverage expenditure patterns is shown in Tables 4.9 and 4.10. Results are provided for the four main areas and the study area as a whole. The results indicate that the retention of food and beverage trips within Fareham is similar to comparison good shopping. The results suggest food and beverage expenditure patterns are equally complex. Households have good access to a number of different destinations and there is a propensity to visit different destination. The catchment areas of centre overlap to a significant extent, and no single centre is dominant. The ability to increase Fareham's food and beverage market share will be constrained by these overlapping catchment areas.

Table 4.9: Food Destinations (restaurant/café destination named by respondents)

Destination	% Market Share in each Area				
	Fareham Zones 1/4/5	Gosport Zones 2/3	Rural Area Zones 6/8	Portsm'th Zone 7	Total
Fareham	25.2	20.5	20.8	5.2	**20.5**
Portchester	1.6	1.4	0.5	2.1	**1.2**
Locks Heath	3.5	-	1.0	-	**1.4**
Titchfield	1.9	1.4	-	-	**0.8**
Stubbington	0.8	1.0	0.5	-	**0.6**
Warsash	0.4	-	-	-	**0.2**
Portsmouth	8.1	24.8	7.1	32.6	**16.1**
Whiteley	10.9	5.7	18.8	-	**15.8**
Southsea	0.8	-	-	11.6	**1.9**
Southampton	1.6	1.4	3.6	-	**1.7**
Gosport	0.8	17.1	-	-	**5.0**
Port Solent	9.5	1.9	2.0	13.3	**5.6**
Bishop's Waltham	-	-	12.7	-	**3.3**

Source: NEMS Household Survey May 2016

Figure 4.2: Food Destinations % Market Share in Study Area



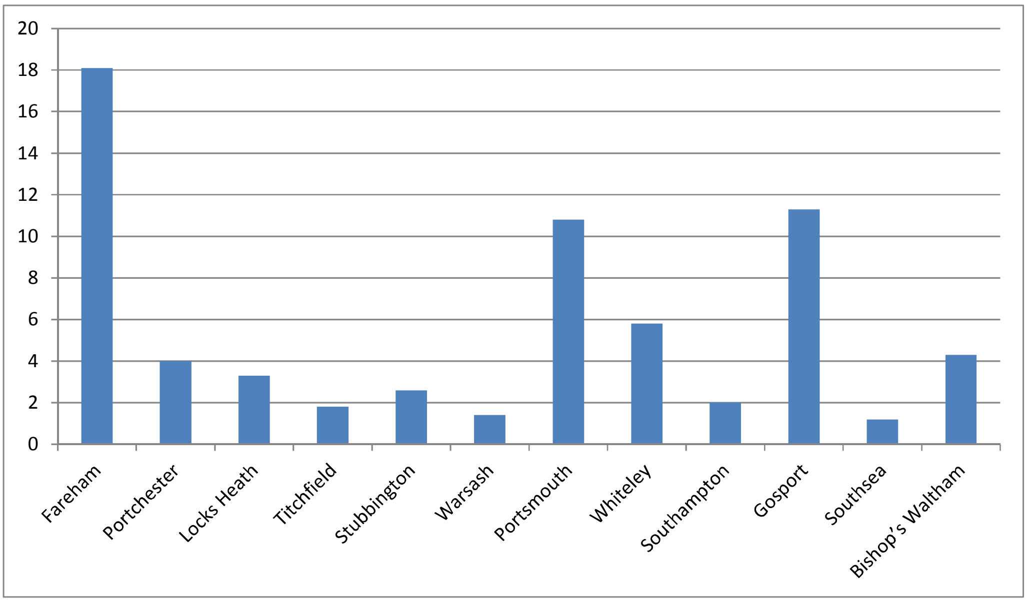
Source: NEMS Household Survey May 2016

Table 4.10: Beverage Destinations (pub/bar destination named by respondents)

Destination	% Market Share in each Area				
	Fareham Zones 1/4/5	Gosport Zones 2/3	Rural Area Zones 6/8	Portsm'th Zone 7	Total
Fareham	26.6	16.0	18.5	1.2	**18.1**
Portchester	9.8	1.9	-	4.5	**4.0**
Locks Heath	8.9	-	2.3	-	**3.3**
Titchfield	3.3	1.2	1.2	-	**1.8**
Stubbington	6.5	1.2	0.6	-	**2.6**
Warsash	4.3	-	-	-	**1.4**
Portsmouth	5.4	9.9	8.7	32.7	**10.8**
Whiteley	7.1	6.8	6.4	-	**5.8**
Southampton	3.3	-	2.9	-	**2.0**
Gosport	1.1	38.3	0.6	-	**11.3**
Southsea	0.5	-	-	9.4	**1.2**
Bishop's Waltham	-	-	14.5	-	**4.3**

Source: NEMS Household Survey May 2016

Figure 4.3: Beverage Destinations % Market Share in Study Area



Source: NEMS Household Survey May 2016

4.48 Fareham town centre is the main food and beverage shopping destination in the Borough and the district and local centres in the Borough have a relatively low market share of expenditure. The recently redeveloped Whiteley Village has become a popular food and beverage destination attracting a reasonable market share of expenditure from Fareham Borough and the rest of the study area.

4.49 Table 4 (Appendix 4) sets out the proportion of food and beverage expenditure within each zone that is spent within Fareham Borough. The estimated expenditure currently attracted by facilities within Fareham Borough is £112.30 million in 2016, as shown in Table 5, Appendix 4. This represents a total market share of 33% in the study area as a whole. The main other destinations are Portsmouth (13.2%), Whiteley (13.3%) and Gosport (11.2%).

4.50 The overall average sales density for existing food and beverage floorspace in the Borough (21,052 sq.m gross) is £5,334 per sq.m gross. Based on NLP's recent experience across the country average sales densities for food and beverage floorspace of around £5,000 per sq.m gross represents reasonable trading levels. There is no evidence to suggest existing food and beverage outlets are under or over-trading, or that there is surplus expenditure available to support new development at present.

4.51 The adopted Local Plan Part 3 indicates that the new community at Welborne will require accessible facilities including shops and other retail services to meet every-day needs. A new district centre is expected to provide the high street role for Welborne, which is expected to include non-retail services Class A2 to A5. An estimated allowance has been made for food and beverage floorspace (800 sq.m) within Welborne, as shown in Table 12 in Appendix 4.

Capacity for Food and Beverage Floorspace

4.52 Planned new centres at Welborne are expected to have a food and beverage turnover of £4.2 million at 2021. Food and beverage floorspace of 700 sq.m gross has been assumed in the new district centre at Welborne and 100 sq.m gross is assumed within the local centres, see Table 12 in Appendix 4. Future market shares taking into account proposed development at Welborne are shown in Table 6 in Appendix 4. Available food and beverage expenditure has been projected forward to 2021, 2026, 2031 and 2036 in Tables 7 to 10 in Appendix 4, and summarised in Table 13. Available food and beverage expenditure to facilities within the Borough is expected to increase from £112.30 million in 2016 to £167.80 million in 2036.

4.53 For the purposes of this assessment, the existing food and beverage floorspace is estimated to be trading at equilibrium in 2016 (i.e. satisfactory levels). Table 13 assumes that the turnover of food and beverage comparison floorspace will increase in real terms in the future. A growth rate of 1% per annum is adopted, and this growth is required to maintain the health and viability of town centres. The floorspace projections are over and above the proposed development at Welborne (800 sq.m).

4.54 By 2021 within Fareham Borough as a whole there will be a small food and beverage expenditure surplus of £4.14 million, taking into account development at Welborne. By 2026, future expenditure growth generates an expenditure surplus of £10.73 million, which will grow to £18.04 million by 2031 and £25.88 million by 2036.

4.55 These expenditure projections have been converted into floorspace projections in Table 14 in Appendix 4, adopting an average sales density of £5,000 per sq.m gross in 2016, which is projected to grow by 1% in the future due to improved turnover efficiency. The surplus expenditure at 2026 could support 1,943 sq.m gross floorspace, which could support 5-7 reasonably large food and beverage outlets. This represents a 9.2% increase in floorspace across the Borough.

4.56 In the longer term, surplus expenditure at 2031 could support 3,108 sq.m gross in the Borough, as shown in Table 14 in Appendix 4, increasing to 4,243 sq.m gross by 2036. These projections could support 8-12 reasonably large food and beverage outlets by 2031, increasing to 10-15 outlets by 2036. The distribution of the floorspace projections is summarised below.

Table 4.11: Summary of Food and Beverage Floorspace Projections (sq.m gross)

Location	By 2021	By 2026	By 2031	By 2036
Fareham Central	550	1,456	2,369	3,258
Portchester	113	148	353	471
Locks Heath	109	223	337	448
Fareham West	16	32	49	65
Total	**788**	**1,943**	**3,108**	**4,243**

Source: Table 14 in Appendix 4.

Fareham Central is Zone 1 and 4 excluding Portchester. Fareham West is Park Gate and the rest of Zone 5 excluding Locks Heath.

The floorspace projections are over and above Welborne (800 sq.m gross of food and beverage floorspace).

Qualitative Need

4.57 As indicated in Section 2, Fareham town centre's Venuescore food/service index is 91 compared with the national average of 100. Locks Heath has an index of 87 and Portchester achieves an index of only 51.

4.58 The centre health checks in Appendix 5 are consistent with the Venuescore data. Fareham town centre has a marginally lower proportion of food and beverage outlets than the national average, in particular there is a lower proportion of Class A4 pubs/bars. Portchester has a lower proportion of Class A3/A5 and Class A4 uses.

4.59 Fareham town centre has 50 food and beverage outlets, including 31 Class A3 restaurant/cafés, 6 pubs/bars and 13 takeaways. These outlets include a mix of multiple chains and independents.

4.60 Portchester has only 8 outlets (4 Class A3 restaurant/cafés, 1 pub and 3 takeaways). These outlets are independent traders.

4.61 In total 18 respondents in the household shopper survey suggested more/better restaurants would make them visit Fareham town centre more often. Suggested improvements were:

- better choice of restaurant in general (7 respondents);
- a cocktail bar (5);
- a Lloyds bar (5);
- upmarket cafés (7);
- outlets with nice outside areas (5); and
- Starbucks (1).

4.62 These results suggest there is an element of dissatisfaction with food and beverage provision in Fareham town centre. In relation to Portchester respondents mentioned Burger King, coffee shops, pubs bars. Although the number of respondents is relatively low, the household survey results underline the importance of a good food and beverage offer in order to attract customers to the town centres.

4.63 The participation rates suggest pubs, bars and takeaways are the most popular with the younger age groups (18 to 44 years). Restaurants and cafés are most population with the middle aged groups (45 to 64). The disproportionate growth in the old age population (over 65 years) may suppress demand for food and beverage outlets, but this will be offset by increased levels of affluence generally. The changing age structure suggests demand is likely to be predominately for restaurants and cafés rather than takeaways.

4.64 The "Requirements List" results (June 2016) for non-retail services in Fareham are:

Food and Beverage Uses	Other Uses
• Joe's Kitchen (A3) - 3,000 to 4,000 sq.ft. • Toby Carvery - 4,000 to 6,000 sq.ft. • Miller & Carter Steakhouse - 3,000 to 6,000 sq.ft. • Marstons - 5,000 to 9,000 sq.ft. • KFC - 1,800 to 3,500 sq.ft. (Locks Heath)	• Premier Inn - 25,000 to 50,000 sq.ft. • Travelodge - 10,000 to 40,000 sq.ft. • Positive Steps (day nursery) – 3,000 to 5,000 sq.ft.

4.65 The aspirational target tenants that might reasonably be attracted to Fareham town centre in the future if the right type of premises were provided within a development of an appropriate critical mass could include: Bills, Café Rouge, Carluccio's, Chimichanga, Coast to Coast, Cote Brasserie, Eat 17, Frankie and

Benny's, Pizza Express, Prezzo, Starbucks, Strada, the White Brasserie, Wagamama and Zizzi. These occupiers will require medium sized premises between 200 to 300 sq.m gross.

4.66 There appears to be operator demand for budget hotel uses in Fareham, based on the published requirements list shown above. Travelodge have no representation in the Borough and Premier Inn has one hotel at Park Gate. The operator would require good access to M27 junctions, therefore Fareham town centre, Portchester or Locks Heath appear to be suitable for this use.

Conclusions

4.67 The assessment in this section suggests there:

- is no clear need for additional cinema or theatre/ cultural facilities in Fareham Borough over the plan period, due to existing provision in competing towns;
- could be scope for at least two additional medium sizes health and fitness clubs, or one large facility (80 -100 fitness stations), which could be accommodated within the Welborne development to serve new population growth;
- could be scope for a commercial bingo facility and a replacement ten pin bowling centre, which should be located within or near Fareham town centre in order to serve the Borough as a whole; and
- scope to support around 1,900 sq.m gross floorspace for food and beverage outlets by 2026, increasing to 3,100 sq.m gross by 2036, over and above 800 sq.m gross assumed at Welborne.

5.0 Accommodating Growth

Introduction

5.1 The National Planning Policy Framework (NPPF) indicates (paragraph 23) that local plans should allocate a range of suitable sites to meet the scale and type of retail, leisure and other development needed in town centres. The need for development should be met in full and should not be compromised by limited site supply. In order to accommodate growth, local planning authorities should assess the need to expand town centres to ensure a sufficient supply of suitable sites. The NPPF (paragraphs 23 and 24) indicates local planning authorities should apply a sequential approach for development.

5.2 The National Planning Policy Guidance indicates that development plans should develop (and keep under review) town centre strategies that plan for a 3-5 year period, whilst also giving a Local Plan lifetime view. Plans should identify the scale of need for main town centre uses and assess whether the need can be met on town centre sites or through expanding centres, with the sequential test to be followed.

5.3 The PPG acknowledges that not all successful town centre regeneration projects are retail-led, or will involve significant new developments. Public realm, transport and accessibility improvements can play important roles. Town centre car parking strategies, in a move away from resisting parking in town centres, are to encourage improvements to both the quality and quantity of car parking provision, where required to enhance the performance of town centres.

5.4 This section assesses the scope to accommodate growth within Fareham Borough.

Floorspace Projections

5.5 The floorspace projections set out in the previous sections assume that new shopping facilities within Fareham Borough can maintain and in some cases marginally improve their current market share of expenditure within the study area, recognising that other competing centres will improve in the future. There are a number of issues that may influence the scope for new floorspace and the appropriate location for this development, as follows:

- major retail developments in competing centres;
- the re-occupation of vacant retail floorspace;
- the availability of land to accommodate new development;
- the reliability of long term expenditure projections;
- the effect of internet/home shopping on the demand for retail property;
- the level of operator demand for floorspace in Fareham Borough;

- the likelihood that Fareham Borough's existing market share of expenditure will change in the future in the face of increasing competition;
- the potential impact new development may have on existing centres.

5.6 The PPG suggests town centre strategies should plan for a 3-5 year period, but the longer term plan period should be considered. Projections up to 2026 are realistic and are based on up to date forecasts. The longer term floorspace projections (up to 2036) should be treated with caution and should only be used as a broad guide, particularly when translated into the development plan allocations or when used to guide development management decisions. Long term forecasts may be subject to change due to unforeseen circumstances. The implications of the EU referendum for future growth are also uncertain. Projected surplus expenditure is primarily attributable to projected growth in spending per capita. If the growth in expenditure is lower than that forecast then the scope for additional space will reduce. Long term projections should be monitored and kept under review.

5.7 The expenditure projections in this study take into account home shopping made through non-retail businesses, because special forms of trading have been excluded. The study assumes that special forms of trading will increase in the future, including the growth of internet shopping. The impact of internet growth and ageing population on the demand for retail floorspace is unclear. Some retailers' home delivery and internet services utilise existing stores rather than warehouses, for example Tesco Direct. Growth in internet sales will not always reduce the demand for shop floorspace. In addition, some of the growth in internet sales may divert trade away from mail order companies rather than retail operators. The ageing population may counter-balance the growth in home shopping.

5.8 The quantitative and qualitative assessment of the potential for new retail floorspace within the previous sections suggests there is scope for new retail development within Fareham Borough in the short to medium term (to 2026). This section examines the how projected growth could be accommodated.

5.9 The projections up to 2026 suggest there is scope for 9,673 sq.m gross of Class A1 to A5 space, over and above commitments (including development at Welborne).

5.10 Tables 5.1 and 5.2 below summarise the floorspace projections by broad location up to 2026 and 2036. The distribution of floorspace is based on the existing market shares and expenditure patterns. There may be scope to distribute floorspace, particularly from the west of the Borough to the central area and Fareham town centre. Over 60% of the comparison good floorspace projection for Fareham West relates to the market share of expenditure attracted to facilities at Southampton Road Retail rather than designated centres in this area (i.e. Locks Heath and Park Gate). A significant element of this floorspace potential could be transferred to Fareham town centre, i.e. around 2,200 sq.m gross by 2026.

Table 5.1: Summary of Floorspace Projections 2026 (sq.m gross)

Location	Convenience	Comparison	Food/Drink	Total
Fareham Central	- 1,022	4,453	1,456	4,887
Portchester	148	- 210	232	170
Locks Heath	298	172	223	693
Fareham West	490	3,400	32	3,922
Total	**- 85**	**7,815**	**1,943**	**9,673**

Source: Table 14 in Appendix 2, Table 14 in Appendix 3 and Table 14 in Appendix 4

Fareham Central is Zone 1 and 4 excluding Portchester. Fareham West is Park Gate and the rest of Zone 5 excluding Locks Heath.

Table 5.2: Summary of Floorspace Projections 2036 (sq.m gross)

Location	Convenience	Comparison	Food/Drink	Total
Fareham Central	234	16,598	3,258	20,090
Portchester	271	84	471	826
Locks Heath	467	412	448	1,327
Fareham West	606	8,711	65	9,382
Total	**1,578**	**25,804**	**4,243**	**31,625**

Source: Table 14 in Appendix 2, Table 14 in Appendix 3 and Table 14 in Appendix 4

Fareham Central is Zone 1 and 4 excluding Portchester. Fareham West is Park Gate and the rest of Zone 5 excluding Locks Heath.

5.11 The floorspace projections are over and above the expected scale of development at Welborne (2,500 sq.m net of convenience goods, 3,600 sq.m net of comparison goods and 800 sq.m gross of food and beverage floorspace). Additional floorspace over and above this scale of development at Welborne would absorb some of the capacity identified for Fareham Central.

5.12 The existing stock of premises will have a role to play in accommodating projected growth, during the economic recovery. The retail capacity analysis in this report assumes that existing retail floorspace can, on average, increase its turnover to sales floorspace densities. For comparison goods, a growth rate of 2% per annum is assumed. In addition to the growth in sales densities, vacant shops could help to accommodate future growth.

5.13 The Council’s land use survey suggests there are 41 vacant shop units within town, district, local centres and parades, which equates to an overall vacancy rate of 6.4%, which is below the Goad national average (11.8%). There are 27 vacant units in Fareham town centre totalling 5,100 sq.m gross, a vacancy rate of 8.9%. There are four vacant units in Portchester totalling 400 sq.m gross.

5.14 Vacant premises in Fareham town centre and Portchester should help to accommodate growth. For example, if the current vacancy level halved in these centres then the number of reoccupied units could accommodate about

2,700 sq.m gross of Class A1 to A5 retail space. Based on existing vacancy levels, this potential re-occupied space could be distributed as follows.

- Fareham town centre 2,500 sq.m gross; and
- Portchester district centre 200 sq.m gross.

5.15 If this reduction in vacant units can be achieved then the short to medium term retail floorspace projection (up to 2026) would reduce by 28% from 9,700 sq.m gross to 7,000 sq.m gross.

5.16 The short term priority should be the reoccupation of vacant floorspace, but this should not preclude investment within appropriate town centre locations. The application of shop frontage policies will protect the loss of vacant shop units and will help to encourage appropriate new uses. These policies are reviewed in Section 5. Long term vacant premises could be targeted and more actively marketed and shopfront/fit-out grants could be considered to assist their reoccupation.

Community Infrastructure Levy

5.17 The Fareham CIL charging schedule indicates all retail development over 100 sq.m gross that is outside designated centres will be charged CIL payments of £120 per sq.m.

5.18 New district and local centres at Welborne are expected to provide around 9,000 sq.m gross of Class A1 to A5 floorspace, based on the assumptions adopted in this study for convenience, comparison and food and beverage commitments. This scale of development should generate CIL payments of around £1 million.

5.19 The floorspace projections over and above commitment would generate a further £1.16 million of CIL payments by 2026, assuming 9,673 sq.m gross of Class A1- A5 floorspace. The CIL payment between 2026 and 2036 would be £2.63 million, assuming a further 21,952 sq.m gross. These are the maximum payments assuming development is outside designated centres.

5.20 Based on VOA rental figures, the capital value of out of centre retail uses within Fareham ranges from £1,800 to over £2,500 per sq.m. The CIL charge is around 5% to 7% of this capital value, and there is no evidence to suggest the CIL charge is unaffordable for out of centre development.

5.21 The CIL schedule suggests a zero rate for comparison goods floorspace within town centres, but the £120 per sq.m charge appears to apply to Class A1 convenience goods floorspace and Class A2 to A5 uses.

5.22 The prime pitch capital values in the core of Fareham town centre could be as high as £10,000 per sq.m based on VOA rental levels (over £500 per sq.m), and the CIL charge is only 1.2% of this peak capital value. This suggests the CIL payments are viable within the core area of Fareham town centre.

Fareham Town Centre Development Opportunities

5.23 Based on the floorspace projections outlined above, the regeneration vision being developed by the Council for Fareham town centre should consider opportunities to accommodate the short to medium term (up to 2026) Class A1- A5 floorspace projections. Longer term projections are less certain and should be monitored and kept under review.

5.24 In total 7,100 sq.m gross of Class A1 to A5 could be required in Fareham town centre in the foreseeable future up to 2026. Vacant units in the town centre could accommodate about 2,500 sq.m gross, leaving potential for new development of around 4,600 sq.m gross. This scale of development is likely to include at between 15-20 units, providing a range of units sizes from 100 to 500 sq.m gross.

5.25 The adopted Local Plan Part 2 – Development Sites and Policies June 2015 identifies a number of sites in Fareham town centre that are expected to deliver the vision for the town centre and strengthen its vitality and viability. The approach of adopted Local Plan Part 2 is being reviewed and revised, where appropriate, through a regeneration vision that is being developed by the Council for Fareham Town Centre.

5.26 The Town Centre sites being considered by the Fareham town centre regeneration vision are the key development sites that are fundamental to the delivery of the retail and leisure floorspace projections set out in this study.

Civic Area

5.27 This area contains essential services including civic, health and job centre offices, the library, theatre, green space and car parking. The existing Local Plan Part 2 identifies there is potential to intensify uses in this area and improve the quality of design.

5.28 Adopted Local Plan Part 2 Policy DSP26 proposes a phased development including a mix of uses: retail (A1), cafés/restaurants (A3), hotel (C1), offices (B1), residential institution (C3), offices (B1) and/or public and community facilities. The need assessment within this report indicates there is potential to include Class A1 and A3 uses within this area and therefore the objectives of Policy DPS26 remain appropriate.

5.29 The introduction of new class A1 retail uses should be provided at ground floor level and will need to be well connected to Fareham Shopping Centre. The area currently occupied by the library and the southern part of the multi-storey car park provides the best prospects for accommodating additional class A1 retail floorspace. Class A3 restaurant/café and community facilities would complement A1 uses. The Civic area could make a significant contribution towards meeting the Fareham town centre projection up to 2026 (4,600 sq.m gross allowing for reoccupied vacant units).

5.30 Other residential, office, hotel and community uses could be provided on upper floors or towards the northern boundary of the Civic Area.

Market Quay

5.31 This area contains the main focus of existing leisure and evening economy uses within the town centre. The existing Local Plan (Part 2) suggests the existing surface car park does not make the best use of land within the town centre and the strategy for the site is for high quality development that takes advantage of the site's visibility and potential links to the waterfront.

5.32 Existing policy DSP27 proposes redevelopment to include library and entertainment/arts, replacement car parking, cafés/restaurants/bars, hotel (C1) and public open space. Other uses in addition to these uses could include D2 leisure, retail (A1), offices and public/community facilities. The need assessment within this report indicates there is potential to include Class A1, A3 and D2 leisure uses within this area and therefore the objectives of Policy DPS27 remain appropriate.

5.33 Additional restaurants, cafés and bars within this locality will benefit from their proximity to the cinema and other existing evening economy uses. There appear to be good prospects for meeting the food and beverage floorspace projections for Fareham town centre in this locality i.e. 1,500 sq.m gross by 2026. Multiple restaurant outlets should be the aspirational target tenants for this development e.g. Bills, Café Rouge, Carluccio's, Chimichanga, Cote Brasserie, Prezzo, Strada, Wagamama and Zizzi. These occupiers will require medium sized premises between 200 to 300 sq.m gross. The Market Quay area is also likely to make a contribution towards accommodating the comparison goods floorspace projections.

5.34 The Market Quay and Civic areas, plus the reoccupation of vacant units are physically capable of accommodating most if not all of the Fareham town centre projection up to 2026.

5.35 Commercial leisure uses on upper levels could include a health and fitness, bowling/family entertainment or bingo, perhaps integrated with replaced entertainment/arts facilities. Around 2,000 to 3,000 sq.m gross could be provided to accommodate these uses.

Fareham Shopping Centre

5.36 The existing Local Plan identifies unoccupied floorspace (around 2,200 sq.m) on the north side of the shopping centre and under-utilised space at first floor level. The existing Local Plan encourages the shopping centre owners to bring forward this empty space for productive use (Policy DSP28). It also suggests (Policy DSP29) the centre should be remodelled to create a new direct street link between the Civic Area and the West Street/Henry Cort/Market Quay core of the town centre, with new and extended upper floors.

5.37 Policy DSP28 indicates proposals to re-use and extend the upper floors could include a wide range of uses including residential (C3), offices (B1a), hotel (C1), assembly/leisure (D2), retail (A1), cafés/restaurants (A3), offices (B1), professional/financial services (A2) and public and community facilities. The need assessment within this report indicates there is potential to include Class A1, A3 and D2 leisure uses within this area and therefore the objectives of Policy DPS28 remain appropriate.

5.38 In order for the reconfiguration of the Fareham Shopping Centre to be commercially viable and attractive to the owner additional commercial floorspace will need to be created, perhaps linked to expansion into the Civic Area.

Fareham Station East

5.39 The area to the east of the station is occupied by temporary car parking, the fire station and various low density businesses. This area is identified for redevelopment within the existing Local Plan (Part 2) which envisages mixed use blocks with commercial uses at ground floor (retail, café, restaurants) and residential and offices on upper floors. Policy DSP30 suggests a comprehensive redevelopment with a mix of uses: residential (C3), offices (B1a), cafés/restaurants/pubs/bars and takeaways (A3-A5), assembly/leisure (D2), professional/financial services (A2) and hotel (C1).

5.40 The need assessment within this report indicates there is potential to include Class A3 and D2 leisure uses within this area and therefore the objectives of Policy DPS30 remain appropriate.

5.41 Commercial uses in this area would benefit from passing trade through the station, but should not compete with or dilute the retail and leisure offer within the core area of the town centre. The scale of Class A3 – A5 uses is likely to be modest, with small (less than 100 sq.m) units provided. Class A3 uses are unlikely to exceed 500 sq.m gross.

Development in Other Centres

5.42 The floorspace projections take into account the floorspace quantum proposed for new district and local centres at Welborne (2,500 sq.m net of convenience goods, 3,600 sq.m net of comparison goods and 800 sq.m gross of food and beverage floorspace).

5.43 As indicated above, retail growth should be focused in Fareham town centre where there are the best prospects for attracting investment i.e. 7,100 sq.m gross of Class A1- A5 floorspace by 2026.

5.44 The floorspace projections suggest there is limited potential for growth in other district/local centres and parades in Fareham Borough, with up to 2,600 sq.m gross Class A1 to A5 by 2026.

5.45 This is consistent with the approach set out in the existing Local Plan, which indicates Fareham town centre will be the focal point for new retail development in the Borough, and additional floorspace within other centres is expected to be limited. This approach should be adopted in the Local Plan.

5.46 Development within district, local centres and parades is likely to be small in-fill development, shop extensions and expansion into upper floors.

5.47 Reconfiguration of the car parking area to the south of Portchester district centre could provide an opportunity to expand retail and leisure facilities within the centre, but the operator demand for expansion is likely to be modest.

Town Centre Boundaries and Frontages

5.48 The 2012 Fareham Retail Study provided a review of shopping frontage and boundary policies options within Fareham town centre. The 2012 study recommended the need to defined boundaries and frontages and for greater flexibility. It remains important that the town centre maintains its primary retail function, whilst providing diversity with a range of complementary uses.

5.49 The importance of a balance between retail, entertainment and leisure activity has increased since 2012, as town centres increasingly need to compete with on-line shopping. Town centres need a good mix of uses that extend activity throughout the daytime and into the evenings.

5.50 Recent changes to the General Permitted Development Order (GPDO) will also have an impact on town centres. These measures allow for greater flexibility for changes of use from retail to non-retail uses subject to Prior Approval e.g. Class A uses to C3 residential use and Class A1 to A2 use. These measures could change the composition of town centres, in particular the amount of Class A1 space could reduce. The measures may lead to a reduction in vacant shop premises, particularly in peripheral shop frontages where units are small (less than 150 sq.m gross) and retail capital values may be less than alternative uses.

5.51 Just under half of the shop premises in the Fareham primary shopping frontages are below the 150 sq.m threshold. Within the secondary frontages over 70% are below the threshold. The number of small units in Fareham will limit the effectiveness of shop frontage policies in the adopted Local Plan and the emerging Local Plan 2036. Nevertheless the changes to the GPDO will make it more important to protect changes of use for larger shop units.

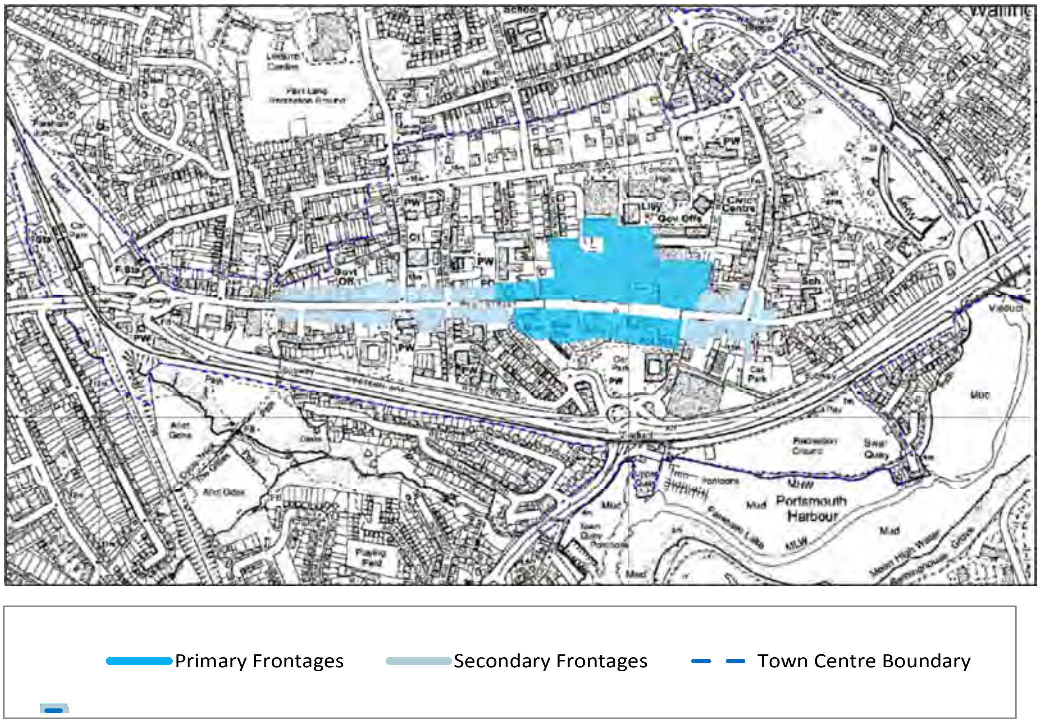
5.52 The designation of a primary shopping areas or centre boundaries is important when applying the sequential approach and directing retail and town centre uses to sustainable locations.

5.53 The NPPF indicates that the first preference for retail uses should be the primary shopping area (PSA), which will comprise the primary frontages and the secondary frontages that are contiguous with the primary frontages. The first preference for leisure uses is normally the wider defined town centre, which usually includes the PSA and other parts of the town centre.

5.54 Fareham town centre has a widely drawn town centre boundary, which includes employment areas adjacent to the retail core, as shown in Figure 5.1 overleaf. Separate primary and secondary shopping areas are included within this wider town centre area. From a sequential approach perspective, the combined primary and secondary shopping areas in Fareham town centre function as the PSA, as described in the NPPF, where retail uses should be concentrated. Development plan policy should continue to indicate (Policy DSP20) that new retail development will be focused within the primary and secondary area.

5.55 Portchester and Locks Heath are relatively small centres and do not have significant areas adjoining the retail area, where other commercial uses are located e.g. leisure, business and other main town centre uses. The boundaries for these centres do not extend significantly beyond the commercial shopping area.

Figure 5.1 Fareham Town Centre Boundary and Shopping Areas – Fareham Local Plan



5.56 The existing Local Plan defines centre boundaries for district and local centres, which are tightly drawn around the commercial areas. Based on the latest land use survey and shop vacancies, there are no reasons to change this approach.

5.57 The NPPF indicates that policies that control the mix of uses can be adopted in order to maintain the vitality and viability of town centres, and this is the approach adopted in Policies DSP21 and DSP22.

5.58 Planning authorities can define primary and secondary frontages, where primary frontages should contain a high proportion of Class A1 retail use and secondary frontages will have greater diversity. The NPPF provides limited guidance on the definition of primary and secondary frontages, or how policy should seek to balance diversity and the need to maintain retail uses in town centres.

5.59 The NPPF does not suggest that shopping frontage policies must be adopted in all town centres, but this approach is necessary in Fareham town centre in order to prevent the deterioration of shopping frontages, which could undermine the centre's role a major shopping destination, particularly given the greater flexibility now provided in the GPDO for smaller shop premises.

5.60 The vacancy rate in Fareham is below the national average and there are limited cluster of vacant units. There is no need to relax shopping policies in order to encourage non-retail uses to reoccupy vacant units or to regenerate rundown areas within Fareham town centre. Again the changes to the GPDO should provide the necessary flexibility in secondary frontages where most premises are below the 150 sq.m threshold.

5.61 In the light of the greater GPDO flexibility, shopping frontage policies are still beneficial to maintain the appropriate mix of town centres, in order to maintain the vitality and viability of the centre.

5.62 A ban on changes of use from Class A1 within frontages (not permitted by the changes to the GPDO) would not promote diversity and could stifle investment, which would be potentially damaging to the vitality and viability of the town centre. In secondary shopping areas the introduction of more restrictive shop frontage policies may be inappropriate as it could lead to an increase in vacant units, because demand for Class A1 retail occupiers is unlikely to be as strong within peripheral parts of the town centre. Furthermore it would not be effective due to the changes to the GPDO.

5.63 In addition there is no evidence that suggests Fareham town centre has a harmful or disproportionately high level of non-A1 shop uses at present, or that the proportion of non-retail uses has increased significantly in recent years.

5.64 The designation of primary and secondary areas remains an appropriate approach in Fareham town centre.

5.65 The primary shopping area in Fareham town centre is a relatively tightly drawn, focused on the pedestrianised part of West Street and the Fareham Shopping Centre, as recommended in the 2012 retail study. This area contains the main concentration of Class A1 uses and large shop units, which should continue to be protected.

5.66 Policy DSP21 is relatively flexible. It allows some degree of changes of use to Class A3 uses and change of uses for other non-A1 uses, also recommended in the 2012 study. There is no evidence to suggest the primary shopping area should be extended or contracted, or that the degree of flexibility allowed by Policy DPS21 should be relaxed or tightened. The vacancy rate in this area has not changed significantly, i.e. to an extent that suggests a relaxation of Policy DPS21 is necessary.

5.67 The secondary shopping area includes most of the remainder of West Street, with the exception of western end, up to but excluding the Aldi store. The High Street is also excluded from the secondary shopping area. Policy DSP22 and the GPDO allows changes of use from Class A1 retail subject to criteria.

5.68 The criteria in Policy DPS22 and the excluded areas from the secondary shopping areas provide considerable flexibility for diversity within the town centre. There is no evidence to suggest this approach should be relaxed or the secondary shopping area reduced in size.

5.69 The 2012 retail study noted that the western end of West Street, excluded from the secondary frontage has "*a wide selection of small independent retailers offering a number of different and niche retail products and services".* These characteristic have been retained since 2012. The 2012 report recommended that this retail mix should be protected as a niche retail area within the Local Plan. An extension to the secondary shopping areas to protect this area should be considered.

6.0 Summary and Recommendations

6.1 This report provides an update of the Borough wide needs assessment for retail and commercial leisure development in Fareham Borough. The principal conclusions of the analysis contained within this study are summarised below.

Meeting Fareham Borough's Needs

6.2 The NPPF states that local planning authorities should assess the quantitative and qualitative needs for land or floorspace for retail and commercial leisure development over the plan period, particularly in the short to medium term up to 2026.

6.3 When planning for growth in their town centres, local planning authorities should allocate a range of suitable sites to meet the scale and type of retail development needed. It is important that the needs for retail and other main town centre uses are met in full and not compromised by limited site availability.

6.4 Long term forecasts beyond 2026 may be more susceptible to change, due to unforeseen circumstances. Projected surplus expenditure beyond 2026 is attributable to projected growth in spending per capita as well as population growth. If the growth in expenditure is lower than that forecast then the scope for additional space will reduce. Long term projections should be monitored and kept under review. The implications of major retail development within and surrounding the district should be monitored along with the effect proposals may have on the demand for additional development in Fareham Borough.

6.5 The floorspace projections in this study take into account home shopping made through non-retail businesses, because expenditure relating to these types of retailing has been excluded. The study assumes that home shopping will increase in the future, including the growth of internet shopping. However, the impact of internet growth and the ageing population on the demand for retail floorspace not entirely clear. Nevertheless the floorspace projections within this study are considered to be a robust assessment of the need for new development, and reflect the uncertainties inherent with long term forecasts.

6.6 The quantitative assessment of the potential capacity for new retail floorspace suggests that there is scope for new retail development within Fareham Borough. The projections suggest new floorspace (over and above commitments and development at Welborne) should be distributed as follows set out in Tables 6.1 to 6.3.

Table 6.1: Convenience Goods Retail Floorspace Projections

Centre	Additional Retail Floorspace Sq.M Gross (assuming net to gross ratio of 70%)			
	2016-2021	2021-2026	2026-2036	Total 2016-2036
Fareham T C	-	-	200	**200**
Portchester D C	100	-	200	**300**
Locks Heath D C	200	100	200	**500**
Other	400	100	100	**600**
Total	**700**	**200**	**700**	**1,600**

Table 6.2: Comparison Goods Retail Floorspace Projections

Centre	Additional Retail Floorspace Sq.M Gross (assuming net to gross ratio of 75%)			
	2016-2021	2021-2026	2026-2036	Total 2016-2036
Fareham T C	-	6,700	15,500	**22,200**
Portchester D C	-	-	100	**100**
Locks Heath D C	100	100	200	**400**
Other	300	900	1,900	**3,100**
Total	**400**	**7,700**	**17,700**	**25,800**

Table 6.3: Food and Beverage Floorspace Projections

Centre	Additional Food/Beverage Floorspace Sq.M Gross			
	2016-2021	2021-2026	2026-2036	Total 2013-2036
Fareham T C	600	900	1,800	**3,300**
Portchester D C	100	100	300	**500**
Locks Heath D C	100	200	100	**400**
Other	-	-	100	**100**
Total	**800**	**1,200**	**2,300**	**4,300**

6.7 The floorspace projections are over and above the expected scale of development at Welborne (2,500 sq.m net of convenience goods, 3,600 sq.m net of comparison goods and 800 sq.m gross of food and beverage floorspace). Additional floorspace over and above this scale of development at Welborne would absorb some of the capacity identified for Fareham Central.

Convenience Goods Development

6.8 Residents in Fareham have good access to three large food superstores, supported by a number of smaller food stores/supermarkets and discount stores.

6.9 On the basis of the assumption that existing convenience retailers trade at national average turnover levels, the quantitative capacity analysis indicates only limited potential for further convenience goods floorspace (900 sq.m gross) within the Borough up to 2026, increasing to 1,600 sq.m gross by 2036. Based on existing shopping patterns, a significant proportion of the projected expenditure surplus is concentrated in the west of Fareham Borough. The quantitative capacity could be met by improvement to local shopping facilities in this area. New district and local centres at Welborne will absorb capacity in the north and central parts of the Borough. In Portchester the qualitative need for a discount food store should be addressed by the proposed Lidl store.

6.10 Taking into account planned commitments at Welborne and the Lidl at Portchester, there are no obvious areas of qualitative deficiency in food store provision in Fareham Borough. There appears to be no over-riding need to identify sites for additional large food stores in the Borough over and above the proposals at Welborne.

Comparison Goods Development

6.11 Fareham town centre “middle” in terms of market position and is ranked significantly below Southampton and Portsmouth. Fareham town centre has a reasonable proportion of comparison retail units and a selection of national multiples, complemented by a range of independent traders. Comparison retailers in Portchester and other district and local centres are predominantly small independent traders.

6.12 Fareham town centre has representation in most comparison goods categories, but there is generally a limited choice of outlets within some specialist categories. There is theoretic scope for improvement, which if achieved could help to attract more customers to Fareham town centre.

6.13 Portchester district centre has a limited choice of outlets and some categories of comparison shops are not represented. The aspirations for new multiple retailers are likely to be unrealistic due to the scale and position of Portchester within the retail hierarchy. However there is scope to improve the range and choice of smaller independent shops.

6.14 Fareham Borough has an excellent provision of retail warehouses with three main retail parks. There is an extensive choice of retail warehouse stores. Residents in the Borough also have good access to retail warehouses at Hedge End, Portsmouth and Southampton.

6.15 The strategy should seek to concentrate further comparison retail development within Fareham town centre, as the main comparison shopping destinations in the Borough. Fareham town centre has the best prospects of attracting investment, and competing with Portsmouth, Southampton and Whiteley.

6.16 The strategy should seek to maintain their current position in the shopping hierarchy and seek to maintain the Borough's existing market share of expenditure. There is scope to transfer retail capacity from the west of the Borough to Fareham town centre.

6.17 The quantitative capacity analysis indicates that in the short to medium term up to 2026 there could be scope for about 8,100 sq.m gross of comparison floorspace in the Borough as a whole, and this could increase to 25,800 sq.m gross by 2036.

6.18 The Council should seek to bring forward sites within Fareham town centre to meet the short to medium term floorspace projections up to 2026. Longer term opportunities to meet projections up to 2036 should be kept under review.

Commercial Leisure and Other Town Centres Uses

6.19 The provision of leisure, entertainment and cultural facilities within the Borough reflects the size of its catchment and the fact that residents also have good access to facilities in neighbouring authorities. The Borough location in relation to other destinations will constrain the potential for further commercial leisure and entertainment facilities.

6.20 There should be scope for at least two additional medium sized health and fitness clubs, or one large facility (80 -100 fitness stations) and possibly scope for a commercial bingo facility and a replacement ten pin bowling centre. These uses could be provided as part of major mixed use developments within Fareham town centre.

The Hierarchy of Centres

6.21 The NPPF (paragraph 23) indicates that planning policies should define a network and hierarchy of centres that is resilient to anticipated economic changes. The Planning Practice Guidance (PPG) indicates that planning policies should identify the appropriate and realistic role, function and hierarchy of centres over the plan period. Consistent with this guidance the existing development plan seeks to maintain the current hierarchy of the retail centres and promote competition and consumer choice, whilst maintaining and strengthening the individual character, vitality and viability of the centre.

6.22 Fareham town centre, Portchester and Locks Heath are the main shopping destinations. Fareham town centre is the largest centre in terms of number of shop units and the amount of retail sales floorspace, and provides a good range of facilities including a critical mass of convenience/comparison shopping floorspace and non-retail services.

6.23 Portchester is a smaller centre that serves a more localised catchment, providing a range of retail uses and services. Locks Heath is a small centre with a higher than average provisions of convenience floorspace and a below average provision comparison floorspace. All three of the main centres have a lower proportion of vacant units.

6.24 Stubbington, Park Gate, Highlands Road, Titchfield, Warsash, Gull Coppice (Whiteley) and Broadlaw Walk are identified as Local Centres. These centres generally have a small range of shops and services of a local nature, serving small catchment areas. These Local Centres are supplemented by Local Parades which include a limited range of shops of a local nature to serve a small catchment.

Distribution of Development and Impact

6.25 Consistent with the sequential approach, Fareham town centre is expected to be the main focus for retail and leisure development. Fareham town centre has the best prospects for attracting investment from developers and multiple operators.

6.26 The existing stock of premises should have a role in accommodating projected growth. The retail capacity analysis in this report assumes that existing retail floorspace can, on average, increase its turnover to sales floorspace densities. The floorspace projections reflect these assumptions. In addition to the growth in sales densities, vacant shops in Fareham town centre could help to accommodate future growth and these reoccupied units could accommodate about 2,700 sq.m gross of commercial space.

6.27 The existing Local Plan identified a number of development options within Fareham town centre, which can accommodate emerging development capacity in the medium to long term.

6.28 Fareham Shopping Centre and the Civic Area to the north should be the priority for additional comparison retail floorspace, with an element of restaurants and cafés, provided around an improved and reconfigured town park.

6.29 The Market Quay area should be the priority for food and beverage and leisure uses. Development at Fareham Station East should be complementary uses that do not dilute or compete with the function of the core area of the town centre.

6.30 The NPPF does not require development to be of an appropriate scale and nature in relation to the centre in which it is located. The NPPF states that, when assessing applications for retail, leisure and office development outside of town centres which are not in accordance with an up to date local plan, local planning authorities should require an impact assessment if the development is over a proportionate, locally set threshold. If there is no locally set threshold, the default threshold is 2,500 sq.m gross.

6.31 The CLG Practice Guidance states that where authorities decide not to set out specific floorspace thresholds in local development plans, national policy requires impact assessments to be submitted for retail and leisure developments over 2,500 sq.m gross. The Guidance acknowledges that it may occasionally be relevant to consider the impact of proposals below this floorspace threshold, for example if they are large developments when compared with the size of a nearby centre, or likely to have a disproportionate effect or 'tip the balance' of a vulnerable centre.

6.32 If the NPPF threshold was adopted, then a single out of centre development proposal could exceed the entire short term (up to 2021) floorspace projections for the Borough without the need for a retail impact assessment. The cumulative impact with development at should be carefully tested on a case by case basis.

6.33 The NPPF threshold of 2,500 sq.m gross is inappropriate as a blanket threshold across Fareham Borough, as this scale of development would represent a significant proportion of the overall retail projections in the authority area. Retail development smaller than 2,500 sq.m gross could have a significant adverse impact particularly on smaller centres. A reduced threshold is recommended.

6.34 Adopted policy DSP37 suggests an impact threshold of 500 sq.m gross for all main town centre uses across the Borough.

6.35 The Planning Practice Guidance provides more guidance on setting a locally appropriate thresholds, and indicates it will be important to consider:

- the scale of proposals relative to town centres;
- the existing viability and vitality of town centres;
- cumulative effects of recent developments;
- whether local town centres are vulnerable;
- likely effects of development on any town centre strategy;
- impact on any other planned investment.

6.36 In terms of scale, Portchester and Locks Heath district centres are small centres with around 5,000 - 6,000 sq.m gross of comparison and convenience retail floorspace. Retail and leisure development of 2,500 sq.m or more within close proximity to these centres would be significant in relation to the scale of existing retail and leisure floorspace in these centres.

6.37 The household survey results suggest trading levels within Portchester are not as strong as in other parts of the Borough, and may be vulnerable to impacts from smaller scale development. The retail floorspace projections attributed to district and local centres within the Borough are limited, even over the long term period up to 2036. These centres will be vulnerable to impacts of development under 2,500 sq.m gross.

6.38 The locally set threshold of 500 sq.m gross, as set out in the adopted policy DSP37, remains appropriate for retail and leisure development in Fareham Borough, due to the small scale of district and local centres across the Borough and the floorspace projections attributed to these centres as set out above.

6.39 The NPPF (paragraph 26) indicates that the key considerations relating to main town centre uses is the impact on town centres in terms of:

1 impact on existing, committed and planned investment in centres; and

2 impact on town centre's vitality and viability, including local consumer choice and trade within the town centre and wider area.

6.40 More generally the NPPF (paragraph 14) suggests that the wider impacts (positive and negative) of all developments need to be considered. Development should be granted unless any adverse impacts would significantly and demonstrably outweigh the benefits of the proposals.

6.41 Local Plan policies should reflect this holistic approach. The town centre impacts outlined in NPPF paragraph 26 and above, are only one element of this overall balance between the benefits and impacts. Other material considerations and locally important impacts will also be relevant. In NLP's view it is not necessary to include or refer to these other considerations within retail and town centre policies, because these issues are more appropriately considered in other policies in the plan e.g. policies relating to the environment, countryside and conservation/heritage issues.

6.42 Large-scale development which serves a significant part of the Borough should be located in Fareham town centres. The two District centres should complement Fareham town centre, by providing for main and bulk convenience food shopping and lower order day to day comparison shopping facilities and other services. The local centres and parades should cater for top-up and basket convenience shopping and services, but are likely to provide a more limited range of comparison shopping.

6.43 The sequential approach indicates that town, district and local centres are the preferred location for new retail/leisure/cultural development. Some forms of development may be more appropriate in smaller centres, if there are localised areas of deficiency. The nature and scale of retail/leisure development proposed and the catchment area the development seeks to serve will be relevant in assessing the area of search for sequential sites.

Town Centre Boundaries and Frontages

6.44 It is that Fareham town centre maintains its primary retail function, whilst providing diversity with a range of complementary uses. A balance between retail, entertainment and leisure activity helps town centres compete with on-line shopping. Town centres need a good mix of uses that extend activity throughout the daytime and into the evenings.

6.45 The designation of a primary shopping areas or centre boundaries is important when applying the sequential approach and directing retail and town centre uses to sustainable locations.

6.46 Fareham town centre has a widely drawn town centre boundary, with separate primary and secondary shopping areas. Portchester and Locks Heath are relatively small centres and do not have significant areas adjoining the retail area. The existing Local Plan defines centre boundaries for district and local centres, which are tightly drawn around the commercial areas. Based on the latest land use survey and shop vacancies, there are no reasons to change this approach.

6.47 Shopping frontages should continue to be adopted in Fareham town centre in order to prevent the deterioration of shopping frontages. The vacancy rate is below average and there is no need to relax shopping policies in order to encourage non-retail uses to reoccupy vacant units.

6.48 A ban on changes of use from Class A1 would not promote diversity and could stifle investment. In secondary shopping areas the introduction of more restrictive shop frontage policies may be inappropriate as it could lead to an increase in vacant units. There is no evidence that suggests Fareham town centre has a harmful or disproportionately high level of non-A1 uses, or that the proportion of non-retail uses has increased significantly in recent years. The designation of primary and secondary areas remains an appropriate approach in Fareham town centre and the primary or secondary shopping areas should not be extended or contracted.

Future Monitoring

6.49 The recommendations and projections within this study are expected to assist the Council in reviewing development plan policies over the coming years and to assist development control decisions during this period. The study provides a broad overview of the potential need for further retail development in the short – medium term up to 2026, with longer term forecast up to 2036. Projections are subject to uncertainty and forecasts may need to be amended to reflect emerging changes as and when new information becomes available, in particular longer-term projections after 2026 should be treated with caution.

6.50 Projections should be monitored and the floorspace projections rolled forward. The following key assumptions should be updated as necessary:

- population projections;
- local expenditure estimates (information from Experian or other recognised data providers);
- growth rate assumptions for expenditure per capita (information from Experian or other recognised data providers);

- the impact of potential increases in home and internet shopping (Experian regularly provides projections for internet shopping and these projections will need to be updated at the same time as expenditure and population figures);
- existing retail floorspace and average turnover to floorspace densities; and
- implemented development within and around the study area.

6.51 These key inputs into the retail capacity assessment can be amended to provide revised capacity projections.

Appendix 1 Methodology and Study Area

Retail Capacity Assessment – Methodology and Data

Price Base

1 All monetary values expressed in this study are at 2014 prices, consistent with Experian's base year expenditure figures for 2014 (Retail Planner Briefing Note 13, October 2015) which is the most up to date information available.

Retail Expenditure

2 The level of available expenditure to support retailers is based on first establishing per capita levels of spending for the study area population. Experian's local consumer expenditure estimates for comparison and convenience goods for each of the study area zones for the year 2014 have been obtained.

3 Experian's EBS national expenditure information (Experian Retail Planner Briefing Note 13 - October 2015) has been used to forecast expenditure within the study area. Experian's forecasts are based on an econometric model of disaggregated consumer spending. This model takes a number of macro-economic forecasts (chiefly consumer spending, incomes and inflation) and uses them to produce forecasts of consumer spending volumes, prices and value, broken down into separate categories of goods. The model incorporates assumptions about income and price elasticities.

4 Experian's EBS growth forecast rates for 2014 to 2017 reflect the current economic circumstances and provide an appropriate growth rate for the short term (for convenience goods: -0.2% for 2014 to 2015, +0.1% for 2015 to 2016 and +0.3% for 2017; for comparison goods: +5.3% for 2014-2015, +3.2% for 2015-2016 and +2.9% for 2017).

5 In the longer term it is more difficult to forecast year on year changes in expenditure. Experian's longer term growth average forecasts have been adopted i.e. 0.1% per annum for convenience goods after 2017 and 3.0% per annum growth for comparison goods. These growth rates are relatively cautious when compared with past growth rates, but in our view represent realistic forecast for future growth. These growth figures relate to real growth and exclude inflation.

6 Special Forms of Trading (SFT) or non-store activity is included within Experian's Goods Based Expenditure (GBE) estimates. SFT includes other forms of retail expenditure not spent in shops e.g. mail order sales, some internet sales, vending machines, party plan selling, market stalls and door to door selling. SFT needs to be excluded from retail assessments because it relates to expenditure not spent in shops and does not have a direct relationship with the demand for retail floorspace. The growth in home computing, internet connections and interactive TV may lead to a growth in home shopping and may have effects on retailing

in the high street. Experian provides projections for special forms of trading and e-tailing. This Experian information suggests that non-store retail sales in 2014 is:

- 8.3% of convenience goods expenditure; and

- 14.9% of comparison goods expenditure.

7 Experian predicts that these figures will increase in the future. However, Experian recognises that not all of this SFT expenditure should be excluded from a retail capacity analysis, because some of it relates to internet sales through traditional retail businesses, rather than internet companies. The turnover attributable to e-tail through retail businesses is included in the company average turnovers, and therefore expenditure figures should not exclude this expenditure. Experian has provided adjusted deductions for SFT and projections. These projections have been used to exclude only e-tail expenditure attributed to non-retail businesses, which will not directly impact on the demand for retail floorspace. The adjusted figures suggest that SFT sales in 2014 are:

- 2.5% of convenience goods expenditure; and

- 11.2% of comparison goods expenditure.

8 The projections provided by Experian suggest that these percentages could increase to 4.4% and 15.0% by 2021 respectively. In the longer term, the growth is predicted to fall or reverse slightly for comparison goods. The long term projections are 5.8% and 14.6% by 2031. These figures have been adopted in this assessment.

9 Home/electronic shopping has also emerged with the increasing growth in the use of personal computers and the internet. This study makes an allowance for future growth in e-tailing based on Experian projections. It will be necessary to monitor the amount of sales attributed to home shopping in the future in order to review future policies and development allocations.

10 On-line shopping has experienced rapid growth over the last 20 years, but in proportional terms the latest available data suggests it remains a relatively low percentage of total retail expenditure. Experian state that they expect that the SFT market share will continue to grow, however the pace of e-commerce growth will moderate markedly after about 2021. Experian's forecasts suggest that the SFT share of total retail sales will reach 18.3% by 2021, rising to 19.6% by 2034.

11 The implications on the demand for retail space are unclear. For example, some retailers operate on-line sales from their traditional retail premises e.g. food store operators. Therefore, growth in on-line sales may not always mean there is a reduction in the need for retail floorspace. Given the uncertainties relating to internet shopping and the

likelihood that it will increase in proportional terms, this assessment has adopted relatively cautious growth projections for retail expenditure.

Market Shares/Penetration Rates

12 To assess the capacity for new retail floorspace, penetration rates are estimated for shopping facilities within the study area. The assessment of penetration rates are based on a range of factors but primarily information gathered through the May 2016 household survey.

13 The total turnover of shops within Fareham Borough is estimated based on penetration rates. For convenience goods shopping turnover estimates are then compared to average company benchmark or average sales floorspace densities derived from Mintel's Retail Rankings and Supermarkets UK Report (November 2015), which provide an indication of how individual retail stores and centres are performing against expected turnover averages. This allows the identification of potential surplus or deficit capacity for retail sales floorspace.

Benchmark Turnover Levels

14 Company average turnover to sales floorspace densities are available for major food store operators and are compiled by Mintel. Company average sales densities (adjusted to exclude petrol and comparison sales and include VAT) have been applied to the sales area of the large food stores, and a benchmark turnover for each store has been calculated. This benchmark turnover is not necessarily the actual turnover of the food store, but it does provide a useful benchmark for assessing existing shopping patterns and the adequacy of current floorspace in quantitative terms.

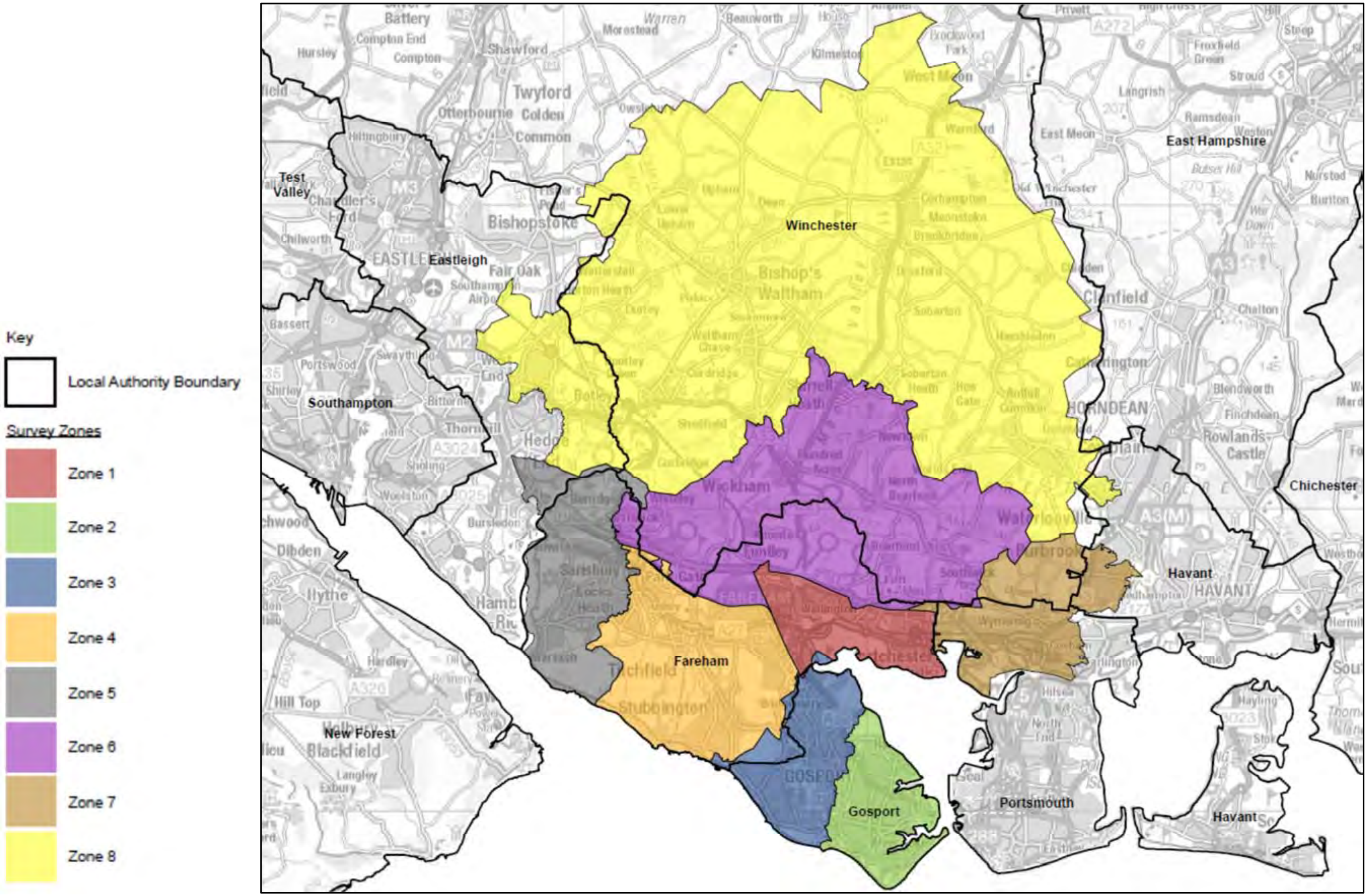
15 The estimated convenience goods sales areas have been derived from a combination of the Institute of Oxford Retail Consultants (ORC) StorePoint database, Fareham Borough Council's Land Use Survey (Winter 2015) and Valuation Office data. Estimates for comparison sales floorspace within large food stores has been deducted, for consistency with the use of goods based expenditure figures.

16 Average sales densities are not widely available for small convenience shops, particularly independent retailers. Based on the mix of shops present in each centre within Fareham Borough and NLP's experience of trading levels of small independent shops informed by household shopper surveys elsewhere, an average sales density of £6,000 per sq.m net for convenience shops/stores in Fareham Borough. The total benchmark turnover of identified convenience sales floorspace within Fareham Borough is £272.61 million (Table 11, Appendix 2).

17 Mintel's Retail Rankings provides company average sales density information for a selection of national comparison retailers. Based on NLP's experience, the average sales density for high street comparison retailers usually ranges between £5,000 to £8,000 per sq.m net.

Study Area Zones

Zone	Postcode Sector
1	PO16 0 PO16 7 PO16 8 PO16 9
2	PO12 1 PO12 2 PO12 4 PO13 3
3	PO13 0 PO13 8 PO13 9
4	PO14 1 PO14 2 PO14 3 PO14 4 PO15 5
5	SO31 1 SO31 6 SO31 7 SO31 9
6	PO15 6 PO15 7 PO17 5 PO17 6
7	PO6 2 PO6 3 PO6 4 PO7 5
8	SO30 2 SO32 1 SO32 2 SO32 3 PO7 4 PO7 6


Key
Local Authority Boundary
Survey Zones
Zone 1
Zone 2
Zone 3
Zone 4
Zone 5
Zone 6
Zone 7
Zone 8
Winchester
Eastleigh
Southampton
Test Valley
East Hampshire
Chichester
Havant
Fareham
Gosport
Portsmouth
New Forest

Appendix 2 Convenience Goods Assessment

Table 1 **Study Area Population**

Zone	2011	2016	2021	2026	2031	2036
Zone 1 - Fareham East	32,572	33,669	34,716	35,764	36,724	37,597
Zone 2 - Gosport South	47,757	48,930	49,739	50,606	51,472	52,339
Zone 3 - Gosport North	34,978	35,838	36,432	37,069	37,705	38,340
Zone 4 - Fareham Central	39,469	40,798	42,067	43,337	44,501	45,558
Zone 5 - Fareham West	27,118	28,032	28,904	29,777	30,577	31,304
Zone 6 - Rural South	22,044	22,841	23,602	24,364	25,060	25,648
Zone 7 - Portsmouth	43,916	45,305	46,550	47,871	49,224	50,327
Zone 8 - Rural North	43,796	45,524	47,327	49,084	50,640	51,931
Total	**291,650**	**300,937**	**309,340**	**317,872**	**325,902**	**333,045**

Sources: *Experian 2011 Census of Population*
Office of National Statistics 2014 SNPP projections

Table 2 **Convenience Goods Expenditure per person (£)**

Zone	2016	2021	2026	2031	2036
Zone 1 - Fareham East	2,188	2,172	2,167	2,161	2,158
Zone 2 - Gosport South	2,079	2,063	2,058	2,053	2,050
Zone 3 - Gosport North	2,069	2,053	2,049	2,044	2,041
Zone 4 - Fareham Central	2,224	2,207	2,202	2,197	2,194
Zone 5 - Fareham West	2,339	2,322	2,316	2,311	2,307
Zone 6 - Rural South	2,102	2,086	2,081	2,076	2,073
Zone 7 - Portsmouth	2,044	2,028	2,024	2,019	2,016
Zone 8 - Rural North	2,266	2,249	2,243	2,238	2,235

Sources:
Experian Local Expenditure 2014 (2014 prices)
Growth Rates: -0.2% 2014-2015, 0.1% 2015-2016, 0.3% 2016-2017 and 0.1% p.a. from 2017
Excludes Special Forms of Trading

Table 3 **Total Convenience Goods Expenditure (£m)**

Zone	2016	2021	2026	2031	2036
Zone 1 - Fareham East	73.67	75.39	77.48	79.37	81.15
Zone 2 - Gosport South	101.70	102.61	104.15	105.68	107.31
Zone 3 - Gosport North	74.15	74.81	75.94	77.05	78.24
Zone 4 - Fareham Central	90.73	92.85	95.43	97.76	99.94
Zone 5 - Fareham West	65.57	67.11	68.97	70.65	72.23
Zone 6 - Rural South	48.01	49.24	50.70	52.03	53.18
Zone 7 - Portsmouth	92.59	94.42	96.87	99.37	101.45
Zone 8 - Rural North	103.14	106.42	110.11	113.33	116.05
Total	**649.56**	**662.84**	**679.65**	**695.23**	**709.55**

Source: Tables 1 and 2

Centre/Facility	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
Fareham Borough Central								
Fareham town centre	26.6%	1.9%	12.1%	21.6%	9.0%	19.8%	2.5%	10.0%
Asda, Speedfields Park	11.5%	5.3%	30.2%	19.2%	4.0%	9.8%	2.1%	1.5%
Sainsbury's, Broadcut, Wallington	17.3%	1.5%	3.6%	13.8%	0.9%	21.9%	1.1%	7.4%
Other Zone 1	1.1%	0.0%	2.5%	1.7%	0.0%	0.2%	0.2%	0.2%
Other Zone 4	3.1%	0.6%	3.1%	20.4%	1.3%	2.4%	0.3%	1.6%
Other Zone 6	0.7%	0.0%	0.5%	0.0%	0.0%	7.1%	0.0%	0.0%
Portchester								
Portchester District Centre	17.4%	0.1%	0.4%	0.0%	0.0%	0.0%	1.8%	0.0%
Fareham Borough West								
Locks Heath	0.2%	0.0%	0.6%	5.4%	32.5%	2.5%	0.0%	1.2%
Other Fareham Borough West	1.9%	0.3%	0.8%	4.0%	15.5%	1.0%	0.7%	2.7%
Fareham Borough Total	**79.8%**	**9.7%**	**53.8%**	**86.1%**	**63.2%**	**64.7%**	**8.7%**	**24.6%**
Bishops Waltham	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	15.7%
Eastleigh	0.0%	0.0%	0.3%	0.1%	0.0%	1.9%	0.6%	2.5%
Gosport	2.2%	82.9%	33.4%	3.8%	0.2%	2.8%	0.0%	0.0%
Havant	1.6%	2.2%	0.2%	0.6%	0.0%	0.0%	5.3%	0.8%
Hedge End / Burlesdon	1.4%	0.8%	0.5%	2.0%	19.1%	3.8%	0.5%	28.4%
Portsmouth	11.6%	1.3%	2.3%	1.1%	0.0%	1.3%	15.8%	0.5%
Southampton	0.0%	0.0%	0.0%	0.0%	1.8%	0.3%	1.9%	3.1%
Waterlooville	0.4%	1.4%	0.2%	0.0%	0.2%	0.0%	16.8%	9.2%
Whiteley	0.0%	0.0%	0.0%	6.0%	14.3%	16.1%	0.8%	0.0%
Wickham	0.0%	0.0%	0.4%	0.0%	0.0%	5.6%	0.0%	4.1%
Other Outside Fareham Borough	3.0%	1.7%	8.9%	0.3%	1.2%	3.3%	49.6%	11.1%
Other Sub-Total	**20.2%**	**90.3%**	**46.2%**	**13.9%**	**36.8%**	**35.3%**	**91.3%**	**75.4%**
TOTAL	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**

Source: NEMS Household Survey May 2016

Table 5 **Base Year 2016 Convenience Goods Expenditure (£m)**

Centre/Facility	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Total
Expenditure 2016	**73.67**	**101.70**	**74.15**	**90.73**	**65.57**	**48.01**	**92.59**	**103.14**	**649.56**
Fareham Borough Central									
Fareham town centre	19.60	1.93	8.97	19.60	5.90	9.51	2.31	10.31	78.13
Asda, Speedfields Park	8.47	5.39	22.39	17.42	2.62	4.70	1.94	1.55	64.49
Sainsbury's, Broadcut, Wallington	12.74	1.53	2.67	12.52	0.59	10.51	1.02	7.63	49.22
Other Zone 1	0.81	0.00	1.85	1.54	0.00	0.10	0.19	0.21	4.69
Other Zone 4	2.28	0.61	2.30	18.51	0.85	1.15	0.28	1.65	27.63
Other Zone 6	0.52	0.00	0.37	0.00	0.00	3.41	0.00	0.00	4.29
Portchester									
Portchester District Centre	12.82	0.10	0.30	0.00	0.00	0.00	1.67	0.00	14.88
Fareham Borough West									
Locks Heath District Centre	0.15	0.00	0.44	4.90	21.31	1.20	0.00	1.24	29.24
Other Fareham Borough West	1.40	0.31	0.59	3.63	10.16	0.48	0.65	2.78	20.00
Fareham Borough Total	**58.79**	**9.87**	**39.89**	**78.12**	**41.44**	**31.06**	**8.06**	**25.37**	**292.59**
Bishops Waltham	0.00	0.00	0.00	0.00	0.00	0.10	0.00	16.19	16.29
Eastleigh	0.00	0.00	0.22	0.09	0.00	0.91	0.56	2.58	4.36
Gosport	1.62	84.31	24.76	3.45	0.13	1.34	0.00	0.00	115.62
Havant	1.18	2.24	0.15	0.54	0.00	0.00	4.91	0.83	9.84
Hedge End / Burlesdon	1.03	0.81	0.37	1.81	12.52	1.82	0.46	29.29	48.13
Portsmouth	8.55	1.32	1.71	1.00	0.00	0.62	14.63	0.52	28.34
Southampton	0.00	0.00	0.00	0.00	1.18	0.14	1.76	3.20	6.28
Waterlooville	0.29	1.42	0.15	0.00	0.13	0.00	15.55	9.49	27.04
Whiteley	0.00	0.00	0.00	5.44	9.38	7.73	0.74	0.00	23.29
Wickham	0.00	0.00	0.30	0.00	0.00	2.69	0.00	4.23	7.21
Other Outside Fareham Borough	2.21	1.73	6.60	0.27	0.79	1.58	45.92	11.45	70.55
Other Sub-Total	**14.88**	**91.84**	**34.26**	**12.61**	**24.13**	**16.95**	**84.53**	**77.77**	**279.20**
TOTAL	**73.67**	**101.70**	**74.15**	**90.73**	**65.57**	**48.01**	**92.59**	**103.14**	**571.79**

Source: Table 3 and 4

Table 6 **Future Convenience Goods Market Shares 2021 - 2036 (%)**

Centre/Facility	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
Fareham Borough Central	56.9%	9.3%	51.4%	78.0%	15.4%	60.9%	5.0%	20.7%
Portchester	23.0%	0.1%	1.0%	0.0%	0.0%	1.0%	3.0%	0.0%
Locks Heath District Centre	0.2%	0.0%	0.6%	4.8%	32.5%	2.0%	0.0%	1.2%
Fareham Borough West	1.9%	0.3%	0.8%	3.5%	15.5%	0.8%	0.7%	2.7%
Fareham Borough Total	**82.0%**	**9.7%**	**53.8%**	**86.3%**	**63.4%**	**64.7%**	**8.7%**	**24.6%**
Outside Fareham Borough	18.0%	90.3%	46.2%	13.7%	36.6%	35.3%	91.3%	75.4%
TOTAL	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**

Source: NEMS Household Survey May 2016

Table 7 **Future Convenience Goods Expenditure 2021 (£m)**

Centre/Facility	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Total
Expenditure 2021	**75.39**	**102.61**	**74.81**	**92.85**	**67.11**	**49.24**	**94.42**	**106.42**	**662.84**
Fareham Borough Central	42.90	9.54	38.45	72.42	10.33	29.98	4.72	22.03	230.38
Portchester	17.34	0.10	0.75	0.00	0.00	0.49	2.83	0.00	21.52
Locks Heath District Centre	0.15	0.00	0.45	4.46	21.81	0.98	0.00	1.28	29.13
Fareham Borough West	1.43	0.31	0.60	3.25	10.40	0.39	0.66	2.87	19.92
Fareham Borough Total	**61.82**	**9.95**	**40.25**	**80.13**	**42.55**	**31.86**	**8.21**	**26.18**	**300.94**
Outside Fareham Borough	13.57	92.66	34.56	12.72	24.56	17.38	86.20	80.24	361.89
TOTAL	**75.39**	**102.61**	**74.81**	**92.85**	**67.11**	**49.24**	**94.42**	**106.42**	**662.84**

Source: Table 3 and 6

Table 8 **Future Convenience Goods Expenditure 2026 (£m)**

Centre/Facility	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Total
Expenditure 2026	**77.48**	**104.15**	**75.94**	**95.43**	**68.97**	**50.70**	**96.87**	**110.11**	**679.65**
Fareham Borough Central	44.09	9.69	39.03	74.43	10.62	30.88	4.84	22.79	236.38
Portchester	17.82	0.10	0.76	0.00	0.00	0.51	2.91	0.00	22.10
Locks Heath District Centre	0.15	0.00	0.46	4.58	22.41	1.01	0.00	1.32	29.94
Fareham Borough West	1.47	0.31	0.61	3.34	10.69	0.41	0.68	2.97	20.48
Fareham Borough Total	**63.54**	**10.10**	**40.85**	**82.35**	**43.73**	**32.81**	**8.43**	**27.09**	**308.89**
Outside Fareham Borough	13.95	94.05	35.08	13.07	25.24	17.90	88.44	83.02	370.76
TOTAL	**77.48**	**104.15**	**75.94**	**95.43**	**68.97**	**50.70**	**96.87**	**110.11**	**679.65**

Source: Table 3 and 6

Table 9 **Future Convenience Goods Expenditure 2031 (£m)**

Centre/Facility	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Total
Expenditure 2031	**79.37**	**105.68**	**77.05**	**97.76**	**70.65**	**52.03**	**99.37**	**113.33**	**695.23**
Fareham Borough Central	45.16	9.83	39.60	76.25	10.88	31.68	4.97	23.46	241.84
Portchester	18.26	0.11	0.77	0.00	0.00	0.52	2.98	0.00	22.63
Locks Heath District Centre	0.16	0.00	0.46	4.69	22.96	1.04	0.00	1.36	30.68
Fareham Borough West	1.51	0.32	0.62	3.42	10.95	0.42	0.70	3.06	20.99
Fareham Borough Total	**65.09**	**10.25**	**41.45**	**84.36**	**44.79**	**33.66**	**8.64**	**27.88**	**316.13**
Outside Fareham Borough	14.29	95.43	35.60	13.39	25.86	18.37	90.72	85.45	379.10
TOTAL	**79.37**	**105.68**	**77.05**	**97.76**	**70.65**	**52.03**	**99.37**	**113.33**	**695.23**

Source: Table 3 and 6

Table 10 **Future Convenience Goods Expenditure 2036 (£m)**

Centre/Facility	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Total
Expenditure 2036	**81.15**	**107.31**	**78.24**	**99.94**	**72.23**	**53.18**	**101.45**	**116.05**	**709.55**
Fareham Borough Central	46.17	9.98	40.22	77.95	11.12	32.38	5.07	24.02	246.92
Portchester	18.66	0.11	0.78	0.00	0.00	0.53	3.04	0.00	23.13
Locks Heath District Centre	0.16	0.00	0.47	4.80	23.48	1.06	0.00	1.39	31.36
Fareham Borough West	1.54	0.32	0.63	3.50	11.20	0.43	0.71	3.13	21.45
Fareham Borough Total	**66.54**	**10.41**	**42.09**	**86.25**	**45.79**	**34.40**	**8.83**	**28.55**	**322.87**
Outside Fareham Borough	14.61	96.90	36.15	13.69	26.44	18.77	92.63	87.50	386.69
TOTAL	**81.15**	**107.31**	**78.24**	**99.94**	**72.23**	**53.18**	**101.45**	**116.05**	**709.55**

Source: Table 3 and 6

Table 11 **Convenience Goods Floorspace and Benchmark Turnover 2016**

Area	Store	Gross Floorspace (sq.m)	Sales Floorspace (sq.m net)	Convenience Goods Floorspace (%)	Convenience Goods Floorspace (sq.m net)	Turnover (£ per sq.m)	Total Turnover (£m)
Fareham Borough	Aldi 208-228 West Street, Fareham	1,627	884	85%	751	£11,557	£8.68
Central	Iceland, 38-40 West Street, Fareham	923	398	98%	390	£7,933	£3.09
	M&S Foodhall, 5 Delme Square	811	487	100%	487	£10,329	£5.03
	Tesco Quay Street, Fareham	8,200	4,620	75%	3,465	£11,058	£38.32
	Other Fareham Town Centre	1,237	866	100%	866	£6,000	£5.20
	Sainsburys, Broadcut, Wallington	7,893	5,611	75%	4,208	£11,690	£49.19
	Co-op, 54 Linden Lea	551	367	95%	349	£8,903	£3.10
	Co-op, 242 White Hart Lane	325	216	95%	205	£8,903	£1.83
	Co-op, Castle Street	325	216	95%	205	£8,903	£1.83
	Co-op, 82-90 Arundel Drive	342	228	95%	217	£8,903	£1.93
	Iceland, 12 Stubbington Green	555	269	98%	264	£7,933	£2.09
	Co-op, 42 Stubbington Green	735	515	95%	489	£8,903	£4.35
	Other Stubbington	473	331	100%	331	£6,000	£1.99
	Co-op, 139 Highlands Road	772	514	95%	488	£8,903	£4.35
	Other Highlands	173	121	100%	121	£6,000	£0.73
	Co-op, 44 The Square, Titchfield	231	157	95%	149	£8,903	£1.33
	Other Titchfield	311	218	100%	218	£6,000	£1.31
	Co-op, Gudge Heath Lane	413	275	95%	261	£8,903	£2.33
	Asda Superstore, Speedfields Park	10,561	6,189	70%	4,332	£15,213	£65.91
	Lidl, Speedfields Park	1,160	846	85%	719	£7,723	£5.55
	Co-op, 47 Fairfield Avenue	188	125	95%	119	£8,903	£1.06
	Other Zone 1 and 4	1,805	1,264	100%	1,264	£6,000	£7.58
	Other Sub Total	**39,610**	**24,716**		**19,898**		**£216.76**
Portchester	Iceland 34-36 West Street, Portchester	681	331	98%	324	£7,933	£2.57
	Co-op, 12 West Street, Portchester	1,590	991	90%	892	£8,903	£7.94
	Other Portchester	367	257	100%	257	£6,000	£1.54
	Sub-Total	**2,638**	**1,579**		**1,473**		**£12.06**
Fareham Borough	Waitrose, 83 Locks Road	4,232	2,010	90%	1,809	£11,665	£21.10
West	Iceland, Locks Heath	597	290	98%	284	£7,933	£2.25
	Other Locks Heath	971	680	100%	680	£6,000	£4.08
	Sainsburys Local, Bridge Rd, Park Gate	553	243	95%	231	£11,690	£2.70
	Co-op, 26 Bridge Road, Park Gate	240	160	95%	152	£8,903	£1.35
	Co-op, 3 Warsash Road	409	272	95%	258	£8,903	£2.30
	Tesco Express, 252 Warsash Road	367	213	95%	202	£11,058	£2.24
	Co-op, Unit 1 Yew Tree Drive	551	367	95%	349	£8,903	£3.10
	Other	1,111	778	100%	778	£6,000	£4.67
	Sub-Total	**9,029**	**5,012**		**4,743**		**£43.79**
	TOTAL	**51,278**	**31,307**		**26,114**		**£272.61**

Source: *Fareham Borough Council Land Use Survey 2015, VOA 2016, ORC StorePoint 2016 and Mintel 2015*

Table 12 **Convenience Goods Commitments 2016**

Location	Sales Floorspace (sqm net)	Convenience Goods Floorspace (%)	Convenience Goods Floorspace (sq.m net)	Turnover (£ per sq.m)	Total Turnover (£m)
Welborne District Centre (1)	2,200	100%	2,200	£12,000	£26.40
Welborne Local Centre (2)	200	100%	200	£6,000	£1.20
Welborne Community Hub Local Parade (2)	100	100%	100	£6,000	£0.60
Lidl Portchester, P/15/1093/FP	1,424	80%	1,139	£7,723	£8.80
Total	**3,924**		**3,639**		**£37.00**

Source: Fareham Borough Council

(1) - mid-point of range in Local Plan Policy WEL10
(2) - NLP estimate

Table 13 **Summary of Convenience Goods Expenditure 2016 to 2036 (£M)**

Area	2016	2021	2026	2031	2036
Available Expenditure					
Fareham Borough Central	228.47	230.38	236.38	241.84	246.92
Portchester	14.88	21.52	22.10	22.63	23.13
Locks Heath	29.24	29.13	29.94	30.68	31.36
Fareham Borough West	20.00	19.92	20.48	20.99	21.45
Total	**292.59**	**300.94**	**308.89**	**316.13**	**322.87**
Benchmark Turnover of Existing Facilities					
Fareham Borough Central	216.76	216.76	216.76	216.76	216.76
Portchester	12.06	12.06	12.06	12.06	12.06
Locks Heath	27.43	27.43	27.43	27.43	27.43
Fareham Borough West	16.36	16.36	16.36	16.36	16.36
Total	**272.61**	**272.61**	**272.61**	**272.61**	**272.61**
Benchmark Turnover of Commitments					
Fareham Borough Central	0.00	28.20	28.20	28.20	28.20
Portchester	0.00	8.80	8.80	8.80	8.80
Locks Heath	1.00	0.00	0.00	0.00	0.00
Fareham Borough West	2.00	0.00	0.00	0.00	0.00
Total	**3.00**	**37.00**	**37.00**	**37.00**	**37.00**
Surplus/Deficit Expenditure (£m)					
Fareham Borough Central	11.70	-14.58	-8.59	-3.13	1.96
Portchester	2.83	0.66	1.24	1.78	2.28
Locks Heath	0.81	1.69	2.51	3.24	3.93
Fareham Borough West	1.64	3.56	4.12	4.63	5.09
Total	**16.98**	**-8.67**	**-0.72**	**6.52**	**13.25**

Source: Tables 5 to 12

Table 14 **Convenience Goods Floorspace Capacity 2016 to 2036**

Area	2016	2021	2026	2031	2036
Turnover Density New Floorspace (£ per sq.m)	£12,000	£12,000	£12,000	£12,000	£12,000
Floorspace Requirement (sq.m net)					
Fareham Borough Central	975	-1,215	-716	-260	163
Portchester	236	55	104	148	190
Locks Heath	67	141	209	270	327
Fareham Borough West	137	296	343	385	424
Total	**1,415**	**-722**	**-60**	**543**	**1,105**
Floorspace Requirement (sq.m gross)					
Fareham Borough Central	1,393	-1,736	-1,022	-372	234
Portchester	337	79	148	212	271
Locks Heath	96	202	298	386	467
Fareham Borough West	196	424	490	551	606
Total	**2,022**	**-1,032**	**-85**	**776**	**1,578**

Appendix 3 Comparison Goods Assessment

Table 1 **Study Area Population**

Zone	2011	2016	2021	2026	2031	2036
Zone 1 - Fareham East	32,572	33,669	34,716	35,764	36,724	37,597
Zone 2 - Gosport South	47,757	48,930	49,739	50,606	51,472	52,339
Zone 3 - Gosport North	34,978	35,838	36,432	37,069	37,705	38,340
Zone 4 - Fareham Central	39,469	40,798	42,067	43,337	44,501	45,558
Zone 5 - Fareham West	27,118	28,032	28,904	29,777	30,577	31,304
Zone 6 - Rural South	22,044	22,841	23,602	24,364	25,060	25,648
Zone 7 - Portsmouth	43,916	45,305	46,550	47,871	49,224	50,327
Zone 8 - Rural North	43,796	45,524	47,327	49,084	50,640	51,931
Total	**291,650**	**300,937**	**309,340**	**317,872**	**325,902**	**333,045**

Sources: *Experian 2011 Census of Population*
Office of National Statistics 2014 SNPP projections

Table 2 **Comparison Goods Expenditure per person (£)**

Zone	2016	2021	2026	2031	2036
Zone 1 - Fareham East	2,921	3,304	3,882	4,565	5,356
Zone 2 - Gosport South	3,110	3,518	4,132	4,860	5,702
Zone 3 - Gosport North	3,560	4,028	4,731	5,565	6,529
Zone 4 - Fareham Central	3,743	4,234	4,974	5,850	6,864
Zone 5 - Fareham West	3,910	4,423	5,196	6,111	7,170
Zone 6 - Rural South	3,588	4,059	4,768	5,607	6,579
Zone 7 - Portsmouth	3,531	3,995	4,693	5,519	6,475
Zone 8 - Rural North	3,819	4,320	5,075	5,969	7,003

Sources:
Experian Local Expenditure 2014 (2014 prices)
Growth Rates: 5.3% 2014-2015, 3.2% 2015-2016, 2.9% 2016-2017, 3.0% p.a. 2017 to 2022 and 3.2% from 2022
Excludes Special Forms of Trading

Table 3 **Total Comparison Goods Expenditure (£m)**

Zone	2016	2021	2026	2031	2036
Zone 1 - Fareham East	98.35	114.72	138.83	167.65	201.39
Zone 2 - Gosport South	152.15	174.97	209.12	250.15	298.44
Zone 3 - Gosport North	127.60	146.74	175.39	209.81	250.32
Zone 4 - Fareham Central	152.71	178.13	215.57	260.33	312.71
Zone 5 - Fareham West	109.61	127.86	154.73	186.86	224.46
Zone 6 - Rural South	81.94	95.79	116.16	140.51	168.74
Zone 7 - Portsmouth	159.98	185.96	224.65	271.66	325.89
Zone 8 - Rural North	173.85	204.46	249.10	302.24	363.67
Total	**1,056.19**	**1,228.62**	**1,483.53**	**1,789.22**	**2,145.61**

Source: Tables 1 and 2

Table 4 **Base Year 2016 Comparison Goods Market Shares (%)**

Centre	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
Fareham Borough Central								
Fareham Town Centre	39.0%	18.5%	34.3%	31.2%	12.0%	28.6%	7.9%	12.9%
Retail Warehouses/Parks	2.8%	4.2%	5.2%	3.7%	0.1%	2.4%	0.0%	0.1%
Other Zone 1 and 4	2.5%	1.0%	0.7%	7.1%	2.4%	1.8%	0.1%	1.0%
Portchester	4.9%	0.0%	0.2%	0.0%	0.0%	0.0%	0.7%	0.3%
Fareham Borough West								
Locks Heath	0.2%	0.1%	0.0%	0.3%	3.9%	0.3%	0.0%	0.0%
Centres Zone 5	7.0%	4.0%	4.6%	3.1%	13.8%	3.1%	1.1%	0.6%
Southampton Road Retail Park	5.4%	7.3%	8.4%	17.9%	4.6%	17.2%	1.6%	1.7%
Fareham Total	**61.8%**	**35.1%**	**53.4%**	**63.3%**	**36.8%**	**53.4%**	**11.4%**	**16.6%**
Bishops Waltham	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	7.4%
Eastleigh/ Chandlers Ford	0.2%	0.1%	0.1%	0.3%	0.1%	0.5%	0.1%	3.2%
Gosport	0.6%	28.4%	10.1%	0.5%	0.2%	0.5%	0.0%	0.6%
Havant	3.2%	0.7%	0.3%	0.2%	0.0%	0.0%	6.5%	0.6%
Hedge End / Burlesdon	4.3%	6.4%	7.6%	7.3%	11.8%	13.2%	2.1%	26.8%
Portsmouth	15.4%	15.8%	13.2%	4.9%	2.1%	4.8%	36.6%	4.4%
Southampton	6.4%	6.1%	9.6%	11.3%	23.5%	8.1%	10.5%	17.4%
Waterlooville	3.0%	3.3%	0.2%	0.0%	0.0%	0.2%	12.5%	6.7%
Whiteley	2.2%	2.1%	3.0%	10.7%	22.5%	15.8%	1.1%	4.8%
Wickham	0.2%	0.0%	0.1%	0.1%	0.0%	0.5%	0.0%	0.9%
Other Outside Fareham Borough	2.7%	2.0%	2.4%	1.4%	3.0%	2.4%	19.2%	10.6%
Other Sub-Total	**38.2%**	**64.9%**	**46.6%**	**36.7%**	**63.2%**	**46.6%**	**88.6%**	**83.4%**
TOTAL	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**

Source: NEMS Household Survey May 2016

Table 5 **Base Year 2016 Comparison Goods Expenditure (£m)**

Centre/Location	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Total
Expenditure 2016	**98.35**	**152.15**	**127.60**	**152.71**	**109.61**	**81.94**	**159.98**	**173.85**	**1,056.19**
Fareham Borough Central									
Fareham Town Centre	38.36	28.15	43.77	47.65	13.15	23.44	12.64	22.43	229.57
Retail Warehouses/Parks	2.75	6.39	6.64	5.65	0.11	1.97	0.00	0.17	23.68
Other Zone 1 and 4	2.46	1.52	0.89	10.84	2.63	1.47	0.16	1.74	21.72
Portchester	4.82	0.00	0.26	0.00	0.00	0.00	1.12	0.52	6.72
Fareham Borough West									
Locks Heath	0.20	0.15	0.00	0.46	4.27	0.25	0.00	0.00	5.33
Centres Zone 5	6.88	6.09	5.87	4.73	15.13	2.54	1.76	1.04	44.04
Southampton Road Retail Park	5.31	11.11	10.72	27.34	5.04	14.09	2.56	2.96	79.12
Fareham Borough Total	**60.78**	**53.40**	**68.14**	**96.67**	**40.34**	**43.76**	**18.24**	**28.86**	**410.18**
Bishops Waltham	0.00	0.00	0.00	0.00	0.00	0.49	0.00	12.86	13.36
Eastleigh/ Chandlers Ford	0.20	0.15	0.13	0.46	0.11	0.41	0.16	5.56	7.18
Gosport	0.59	43.21	12.89	0.76	0.22	0.41	0.00	1.04	59.12
Havant	3.15	1.07	0.38	0.31	0.00	0.00	10.40	1.04	16.34
Hedge End / Burlesdon	4.23	9.74	9.70	11.15	12.93	10.82	3.36	46.59	108.51
Portsmouth	15.15	24.04	16.84	7.48	2.30	3.93	58.55	7.65	135.95
Southampton	6.29	9.28	12.25	17.26	25.76	6.64	16.80	30.25	124.53
Waterlooville	2.95	5.02	0.26	0.00	0.00	0.16	20.00	11.65	40.04
Whiteley	2.16	3.20	3.83	16.34	24.66	12.95	1.76	8.34	73.24
Wickham	0.20	0.00	0.13	0.15	0.00	0.41	0.00	1.56	2.45
Other Outside Fareham Borough	2.66	3.04	3.06	2.14	3.29	1.97	30.72	18.43	65.30
Other Sub-Total	**37.57**	**98.75**	**59.46**	**56.04**	**69.27**	**38.19**	**141.75**	**144.99**	646.02
TOTAL	**98.35**	**152.15**	**127.60**	**152.71**	**109.61**	**81.94**	**159.98**	**173.85**	**1,056.19**

Source: Table 3 and 4

Table 6 **Future Comparison Goods Market Shares 2021 - 2036 (%)**

Centre	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
Fareham Borough Central	45.0%	23.7%	40.2%	42.0%	14.5%	36.0%	8.0%	14.0%
Portchester	4.7%	0.0%	0.2%	0.0%	0.0%	0.0%	0.7%	0.3%
Locks Heath	0.2%	0.1%	0.0%	0.3%	3.9%	0.3%	0.0%	0.0%
Fareham Borough West	12.0%	11.3%	13.0%	21.0%	18.4%	18.7%	2.7%	2.3%
Fareham Total	**61.9%**	**35.1%**	**53.4%**	**63.3%**	**36.8%**	**55.0%**	**11.4%**	**16.6%**
Outside Fareham Borough	38.1%	64.9%	46.6%	36.7%	63.2%	45.0%	88.6%	83.4%
TOTAL	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**

Source: NEMS Household Survey May 2016 and NLP adjustments

Table 7 **Future Comparison Goods Expenditure 2021 (£m)**

Centre/Location	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Total
Expenditure 2021	**114.72**	**174.97**	**146.74**	**178.13**	**127.86**	**95.79**	**185.96**	**204.46**	**1,228.62**
Fareham Borough Central	51.62	41.47	58.99	74.81	18.54	34.48	14.88	28.62	323.42
Portchester	5.39	0.00	0.29	0.00	0.00	0.00	1.30	0.61	7.60
Locks Heath	0.23	0.17	0.00	0.53	4.99	0.29	0.00	0.00	6.21
Fareham Borough West	13.77	19.77	19.08	37.41	23.53	17.91	5.02	4.70	141.18
Fareham Borough Total	**71.01**	**61.41**	**78.36**	**112.76**	**47.05**	**52.69**	**21.20**	**33.94**	**478.42**
Outside Fareham Borough	43.71	113.55	68.38	65.37	80.81	43.11	164.76	170.52	750.21
TOTAL	**114.72**	**174.97**	**146.74**	**178.13**	**127.86**	**95.79**	**185.96**	**204.46**	**1,228.62**

Source: Table 3 and 6

Table 8 **Future Comparison Goods Expenditure 2026 (£m)**

Centre/Location	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Total
Expenditure 2026	**138.83**	**209.12**	**175.39**	**215.57**	**154.73**	**116.16**	**224.65**	**249.10**	**1,483.53**
Fareham Borough Central	62.47	49.56	70.51	90.54	22.44	41.82	17.97	34.87	390.17
Portchester	6.52	0.00	0.35	0.00	0.00	0.00	1.57	0.75	9.20
Locks Heath	0.28	0.21	0.00	0.65	6.03	0.35	0.00	0.00	7.52
Fareham Borough West	16.66	23.63	22.80	45.27	28.47	21.72	6.07	5.73	170.35
Fareham Borough Total	**85.93**	**73.40**	**93.66**	**136.45**	**56.94**	**63.89**	**25.61**	**41.35**	**577.23**
Outside Fareham Borough	52.89	135.72	81.73	79.11	97.79	52.27	199.04	207.75	906.30
TOTAL	**138.83**	**209.12**	**175.39**	**215.57**	**154.73**	**116.16**	**224.65**	**249.10**	**1,483.53**

Source: Table 3 and 6

Table 9 **Future Comparison Goods Expenditure 2031 (£m)**

Centre/Location	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Total
Expenditure 2031	**167.65**	**250.15**	**209.81**	**260.33**	**186.86**	**140.51**	**271.66**	**302.24**	**1,789.22**
Fareham Borough Central	75.44	59.28	84.34	109.34	27.10	50.58	21.73	42.31	470.14
Portchester	7.88	0.00	0.42	0.00	0.00	0.00	1.90	0.91	11.11
Locks Heath	0.34	0.25	0.00	0.78	7.29	0.42	0.00	0.00	9.08
Fareham Borough West	20.12	28.27	27.28	54.67	34.38	26.28	7.33	6.95	205.27
Fareham Borough Total	**103.78**	**87.80**	**112.04**	**164.79**	**68.77**	**77.28**	**30.97**	**50.17**	**695.59**
Outside Fareham Borough	63.88	162.35	97.77	95.54	118.10	63.23	240.69	252.07	1093.63
TOTAL	**167.65**	**250.15**	**209.81**	**260.33**	**186.86**	**140.51**	**271.66**	**302.24**	**1,789.22**

Source: Table 3 and 6

Table 10 **Future Comparison Goods Expenditure 2036 (£m)**

Centre/Location	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Total
Expenditure 2036	**201.39**	**298.44**	**250.32**	**312.71**	**224.46**	**168.74**	**325.89**	**363.67**	**2,145.61**
Fareham Borough Central	90.62	70.73	100.63	131.34	32.55	60.74	26.07	50.91	563.60
Portchester	9.47	0.00	0.50	0.00	0.00	0.00	2.28	1.09	13.34
Locks Heath	0.40	0.30	0.00	0.94	8.75	0.51	0.00	0.00	10.90
Fareham Borough West	24.17	33.72	32.54	65.67	41.30	31.55	8.80	8.36	246.12
Fareham Borough Total	**124.66**	**104.75**	**133.67**	**197.94**	**82.60**	**92.80**	**37.15**	**60.37**	**833.95**
Outside Fareham Borough	76.73	193.69	116.65	114.76	141.86	75.93	288.74	303.30	1311.66
TOTAL	**201.39**	**298.44**	**250.32**	**312.71**	**224.46**	**168.74**	**325.89**	**363.67**	**2,145.61**

Source: Table 3 and 6

Table 11 **Comparison Goods Floorspace within Centres (2016)**

Centre	Gross Floorspace (sq.m)	Sales Floorspace (sq.m net)
Fareham Town Centre	33,786	23,650
Comparison sales within food stores *	n/a	2,699
Portchester District Centre	3,040	2,128
Locks Heath District Centre (incl. food store sales)	1,093	972
Highlands Road Local Centre	789	552
Park Gate Local Centre	1,482	1,037
Stubbington Local Centre	1,547	1,083
Titchfield Local Centre	392	274
Warsash Local Centre	854	598
Other Local Centres/Parades	1,212	848
In-Centre Total	**44,195**	**33,843**

Source: *Fareham Borough Council Land Use Survey Winter 2015*

* incl. Tesco and Sainsbury's superstores

Table 12 **Comparison Goods Floorspace Out of Centre 2016**

Location	Store	Gross Floorspace (sq.m)	Sales Floorspace (sq.m net)
Broadcut Retail Park	Dreams	480	408
	Staples	1,363	1,159
Speedfields Park, Fareham	Wickes	2,360	2,006
	Carpets for Less	439	373
	Topps Tiles	420	357
	B&M Home Stores	3,401	2,891
	Asda (Comparison goods)	n/a	1,857
	Lidl (Comparison goods)	n/a	127
	Screwfix	536	456
	Watercraft World	212	180
Collingwood Retail Park, Fareham	Homebase	3,357	3,021
	Pets at Home	676	575
	Poundstretcher	680	578
	Matalan	2,318	1,970
Southampton Road, Fareham	B&Q	3,726	3,353
	Harveys	640	544
	Currys/Pc World	1,650	1,403
	Carpetright	1,623	1,380
	Pets at Home	720	612
	Argos Extra	1,859	1,580
	Dunelm Mill	2,841	2,415
	Smyths Toys Superstores	1,235	1,050
	Paul Simon	1,260	1,071
	Abbey Gardens	729	620
	Carpet Barn and Bed Services	1,931	1,641
	Bensons for Beds	559	475
Out of Centre Total		**35,015**	**32,101**

Source: *Fareham Borough Council Land Use Survey Winter 2015*

Table 13 **Comparison Goods Commitments/Proposals 2016**

Location	Comparison Goods Floorspace (sq.m net)	Turnover (£ per sq.m)	Total Turnover (£m)
Welborne District Centre Comparison shops (1)	3,600	£7,177	£25.84
Lidl, Portchester (20% comparison sales)	285	£7,177	£2.05
Total	**3,885**		**£27.88**

Source: Fareham Borough Council

(1) 3,600 sq. net assumed in Local Plan Policy WEL9

Table 14 **Summary of Comparison Goods Expenditure 2016 to 2036 (£M)**

Location	2016	2021	2026	2031	2036
Available Expenditure in Fareham Borough					
Fareham Borough Central	274.97	323.42	390.17	470.14	563.60
Portchester	6.72	7.60	9.20	11.11	13.34
Locks Heath	5.33	6.21	7.52	9.08	10.90
Fareham Borough West	123.17	141.18	170.35	205.27	246.12
Total	**410.18**	**478.42**	**577.23**	**695.59**	**833.95**
Turnover of Existing Facilities (£m)					
Fareham Borough Central	274.97	303.59	335.19	370.07	408.59
Portchester	6.72	7.41	8.19	9.04	9.98
Locks Heath	5.33	5.88	6.49	7.17	7.92
Fareham Borough West	123.17	135.99	150.14	165.77	183.02
Total	**410.18**	**452.87**	**500.01**	**552.05**	**609.50**
Turnover of Commitments (£m)					
Fareham Borough Central	0.00	25.84	28.53	31.50	34.77
Portchester	0.00	2.05	2.26	2.49	2.75
Locks Heath	0.00	0.00	0.00	0.00	0.00
Fareham Borough West	0.00	0.00	0.00	0.00	0.00
Total	**0.00**	**27.88**	**30.78**	**33.99**	**37.53**
Surplus/Deficit Expenditure (£m)					
Fareham Borough Central	n/a	-6.01	26.46	68.57	120.23
Portchester	n/a	-1.86	-1.25	-0.42	0.61
Locks Heath	n/a	0.33	1.02	1.91	2.98
Fareham Borough West	n/a	5.20	20.21	39.51	63.10
Total	**n/a**	**-2.34**	**46.44**	**109.56**	**186.92**

Source: Tables 5 to 13

Table 15 **Comparison Goods Floorspace Capacity 2016 to 2036**

Location	2016	2021	2026	2031	2036
Turnover Density New Floorspace (£ per sq.m)	£6,500	£7,177	£7,923	£8,748	£9,659
Floorspace Requirement (sq.m net)					
Fareham Borough Central	n/a	-837	3,340	7,838	12,448
Portchester	n/a	-259	-158	-48	63
Locks Heath	n/a	46	129	218	309
Fareham Borough West	n/a	724	2,550	4,516	6,533
Total	**n/a**	**-326**	**5,861**	**12,524**	**19,353**
Floorspace Requirement (sq.m gross)					
Fareham Borough Central	n/a	-1,116	4,453	10,451	16,598
Portchester	n/a	-346	-210	-65	84
Locks Heath	n/a	61	172	290	412
Fareham Borough West	n/a	966	3,400	6,022	8,711
Total	**n/a**	**-434**	**7,815**	**16,698**	**25,804**

Appendix 4 Food and Beverage Assessment

Table 1 **Study Area Population**

Zone	2011	2016	2021	2026	2031	2036
Zone 1 - Fareham East	32,572	33,669	34,716	35,764	36,724	37,597
Zone 2 - Gosport South	47,757	48,930	49,739	50,606	51,472	52,339
Zone 3 - Gosport North	34,978	35,838	36,432	37,069	37,705	38,340
Zone 4 - Fareham Central	39,469	40,798	42,067	43,337	44,501	45,558
Zone 5 - Fareham West	27,118	28,032	28,904	29,777	30,577	31,304
Zone 6 - Rural South	22,044	22,841	23,602	24,364	25,060	25,648
Zone 7 - Portsmouth	43,916	45,305	46,550	47,871	49,224	50,327
Zone 8 - Rural North	43,796	45,524	47,327	49,084	50,640	51,931
Total	**291,650**	**300,937**	**309,340**	**317,872**	**325,902**	**333,045**

Sources: *Experian 2011 Census of Population and ONS - SNPP 2014 projections*

Table 2 **Food & Beverage Expenditure per person (£)**

Zone	2016	2021	2026	2031	2036
Zone 1 - Fareham East	1,159	1,240	1,328	1,424	1,526
Zone 2 - Gosport South	1,041	1,114	1,193	1,279	1,371
Zone 3 - Gosport North	960	1,027	1,100	1,179	1,264
Zone 4 - Fareham Central	1,190	1,273	1,363	1,462	1,567
Zone 5 - Fareham West	1,366	1,461	1,565	1,678	1,799
Zone 6 - Rural South	1,162	1,243	1,331	1,427	1,530
Zone 7 - Portsmouth	962	1,029	1,102	1,182	1,267
Zone 8 - Rural North	1,284	1,374	1,471	1,577	1,691

Sources: *Experian Local Expenditure 2014 (2014 prices)*
Growth Rates: 2.7% 2014-2015, 1.6% 2015-2017, 1.3% 2017 to 2022 and 1.4% p.a. from 2022

Table 3 **Total Food & Beverage Expenditure (£m)**

Zone	2016	2021	2026	2031	2036
Zone 1 - Fareham East	39.02	43.05	47.49	52.28	57.37
Zone 2 - Gosport South	50.94	55.40	60.36	65.81	71.74
Zone 3 - Gosport North	34.40	37.42	40.77	44.46	48.46
Zone 4 - Fareham Central	48.55	53.56	59.09	65.04	71.38
Zone 5 - Fareham West	38.29	42.24	46.60	51.30	56.30
Zone 6 - Rural South	26.54	29.34	32.44	35.77	39.24
Zone 7 - Portsmouth	43.58	47.91	52.76	58.16	63.75
Zone 8 - Rural North	58.45	65.01	72.21	79.86	87.79
Total	**339.78**	**373.93**	**411.73**	**452.68**	**496.04**

Source: Tables 1 and 2

Table 4 **Base Year 2016 Food and Beverage Market Shares (%)**

Centre	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
Fareham	43.0%	11.6%	30.0%	46.1%	7.0%	54.0%	3.8%	4.6%
Portchester	21.6%	1.5%	1.0%	0.5%	0.0%	0.6%	4.3%	0.0%
Locks Heath	0.0%	0.0%	0.0%	1.6%	23.9%	1.5%	0.0%	0.9%
Stubbington	0.0%	0.8%	0.7%	12.7%	0.0%	1.1%	0.0%	0.0%
Park Gate	0.0%	0.3%	0.0%	0.0%	3.5%	0.0%	0.0%	0.2%
Titchfield	0.5%	1.2%	1.0%	4.0%	2.1%	0.6%	0.0%	0.2%
Fareham Total	**65.1%**	**15.4%**	**32.7%**	**64.9%**	**36.5%**	**57.8%**	**8.1%**	**5.9%**
Bishops Waltham	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	30.0%
Eastleigh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.5%
Gosport	1.1%	46.9%	33.6%	1.9%	0.3%	3.9%	0.0%	0.0%
Havant	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	1.4%	0.0%
Hedge End	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	9.2%
Portsmouth	14.1%	21.2%	16.3%	4.9%	0.5%	4.7%	32.2%	8.5%
Southampton	2.8%	0.9%	0.5%	0.0%	4.1%	0.0%	0.0%	6.0%
Waterlooville	0.0%	1.6%	0.0%	0.0%	0.0%	0.6%	8.4%	2.6%
Whiteley	0.0%	9.5%	4.4%	20.5%	45.8%	23.4%	0.0%	8.7%
Wickham	0.7%	0.0%	0.0%	0.5%	0.0%	3.9%	2.1%	1.8%
Outside Fareham	16.2%	4.5%	12.2%	7.3%	12.8%	5.4%	47.8%	24.8%
Other Sub-Total	**34.9%**	**84.6%**	**67.3%**	**35.1%**	**63.5%**	**42.2%**	**91.9%**	**94.1%**
TOTAL	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**

Source: NEMS Household Survey May 2016

Table 5 **Base Year 2016 Food & Beverage Expenditure (£m)**

Location	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Total
Expenditure 2016	**39.02**	**50.94**	**34.40**	**48.55**	**38.29**	**26.54**	**43.58**	**58.45**	**339.78**
Fareham	16.78	5.91	10.32	22.38	2.68	14.33	1.66	2.69	76.75
Portchester	8.43	0.76	0.34	0.24	0.00	0.16	1.87	0.00	11.81
Locks Heath	0.00	0.00	0.00	0.78	9.15	0.40	0.00	0.53	10.85
Stubbington	0.00	0.41	0.24	6.17	0.00	0.29	0.00	0.00	7.11
Park Gate	0.00	0.15	0.00	0.00	1.34	0.00	0.00	0.12	1.61
Titchfield	0.20	0.61	0.34	1.94	0.80	0.16	0.00	0.12	4.17
Fareham Borough Total	**25.40**	**7.84**	**11.25**	**31.51**	**13.98**	**15.34**	**3.53**	**3.45**	**112.30**
Bishops Waltham	0.00	0.00	0.00	0.00	0.00	0.08	0.00	17.54	17.62
Eastleigh	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.46	1.46
Gosport	0.43	23.89	11.56	0.92	0.11	1.04	0.00	0.00	37.95
Havant	0.00	0.00	0.10	0.00	0.00	0.00	0.61	0.00	0.71
Hedge End	0.00	0.00	0.00	0.00	0.00	0.00	0.00	5.38	5.38
Portsmouth	5.50	10.80	5.61	2.38	0.19	1.25	14.03	4.97	44.73
Southampton	1.09	0.46	0.17	0.00	1.57	0.00	0.00	3.51	6.80
Waterlooville	0.00	0.81	0.00	0.00	0.00	0.16	3.66	1.52	6.16
Whitley	0.00	4.84	1.51	9.95	17.54	6.21	0.00	5.09	45.14
Wickham	0.27	0.00	0.00	0.24	0.00	1.04	0.92	1.05	3.52
Other Outside Fareham	6.32	2.29	4.20	3.54	4.90	1.43	20.83	14.50	58.02
Other Sub-Total	**13.62**	**43.09**	**23.15**	**17.04**	**24.32**	**11.20**	**40.05**	**55.00**	**227.48**
TOTAL	**39.02**	**50.94**	**34.40**	**48.55**	**38.29**	**26.54**	**43.58**	**58.45**	**339.78**

Source: Table 3 and 4

Table 6 **Future Food and Beverage Market Shares 2021 - 2036 (%)**

Centre	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
Fareham Borough Central	43.5%	13.6%	31.7%	62.8%	9.1%	65.0%	3.8%	4.8%
Portchester	21.6%	1.5%	1.0%	0.5%	0.0%	0.6%	4.3%	0.0%
Locks Heath	0.0%	0.0%	0.0%	1.6%	23.9%	1.5%	0.0%	0.9%
Fareham Borough West	0.0%	0.3%	0.0%	0.0%	3.5%	0.0%	0.0%	0.2%
Fareham Borough Total	**65.1%**	**15.4%**	**32.7%**	**64.9%**	**36.5%**	**67.1%**	**8.1%**	**5.9%**
Outside Fareham	34.9%	84.6%	67.3%	35.1%	63.5%	32.9%	91.9%	94.1%
TOTAL	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**

Source: NEMS Household Survey May 2016 and NLP adjustments

Table 7 **Future 2021 Food & Beverage Expenditure (£m)**

Location	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Total
Expenditure 2021	**43.05**	**55.40**	**37.42**	**53.56**	**42.24**	**29.34**	**47.91**	**65.01**	**373.93**
Fareham Borough Central	18.73	7.53	11.86	33.63	3.84	19.07	1.82	3.12	99.61
Portchester	9.30	0.83	0.37	0.27	0.00	0.18	2.06	0.00	13.01
Locks Heath	0.00	0.00	0.00	0.86	10.10	0.44	0.00	0.59	11.98
Fareham Borough West	0.00	0.17	0.00	0.00	1.48	0.00	0.00	0.13	1.77
Fareham Borough Total	**28.02**	**8.53**	**12.24**	**34.76**	**15.42**	**19.69**	**3.88**	**3.84**	**126.37**
Outside Fareham	15.02	46.87	25.18	18.80	26.82	9.65	44.03	61.18	247.56
TOTAL	**43.05**	**55.40**	**37.42**	**53.56**	**42.24**	**29.34**	**47.91**	**65.01**	**373.93**

Source: Table 3 and 6

Table 8 **Future 2026 Food & Beverage Expenditure (£m)**

Location	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Total
Expenditure 2026	**47.49**	**60.36**	**40.77**	**59.09**	**46.60**	**32.44**	**52.76**	**72.21**	**411.73**
Fareham Borough Central	20.66	8.21	12.92	37.11	4.24	21.08	2.01	3.47	109.70
Portchester	10.26	0.91	0.41	0.30	0.00	0.19	2.27	0.00	14.33
Locks Heath	0.00	0.00	0.00	0.95	11.14	0.49	0.00	0.65	13.22
Fareham Borough West	0.00	0.18	0.00	0.00	1.63	0.00	0.00	0.14	1.96
Fareham Borough Total	**30.92**	**9.30**	**13.33**	**38.35**	**17.01**	**21.77**	**4.27**	**4.26**	**139.20**
Outside Fareham	16.57	51.06	27.44	20.74	29.59	10.67	48.49	67.95	272.52
TOTAL	**47.49**	**60.36**	**40.77**	**59.09**	**46.60**	**32.44**	**52.76**	**72.21**	**411.73**

Source: Table 3 and 6

Table 9 **Future 2031 Food & Beverage Expenditure (£m)**

Location	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Total
Expenditure 2031	**52.28**	**65.81**	**44.46**	**65.04**	**51.30**	**35.77**	**58.16**	**79.86**	**452.68**
Fareham Borough Central	22.74	8.95	14.09	40.85	4.67	23.25	2.21	3.83	120.59
Portchester	11.29	0.99	0.44	0.33	0.00	0.21	2.50	0.00	15.76
Locks Heath	0.00	0.00	0.00	1.04	12.26	0.54	0.00	0.72	14.56
Fareham Borough West	0.00	0.20	0.00	0.00	1.80	0.00	0.00	0.16	2.15
Fareham Borough Total	**34.03**	**10.14**	**14.54**	**42.21**	**18.72**	**24.00**	**4.71**	**4.71**	**153.06**
Outside Fareham	18.25	55.68	29.92	22.83	32.58	11.77	53.45	75.15	299.62
TOTAL	**52.28**	**65.81**	**44.46**	**65.04**	**51.30**	**35.77**	**58.16**	**79.86**	**452.68**

Source: Table 3 and 6

Table 10 **Future 2036 Food & Beverage Expenditure (£m)**

Location	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Total
Expenditure 2036	**57.37**	**71.74**	**48.46**	**71.38**	**56.30**	**39.24**	**63.75**	**87.79**	**496.04**
Fareham Borough Central	24.96	9.76	15.36	44.83	5.12	25.51	2.42	4.21	132.17
Portchester	12.39	1.08	0.48	0.36	0.00	0.24	2.74	0.00	17.29
Locks Heath	0.00	0.00	0.00	1.14	13.46	0.59	0.00	0.79	15.98
Fareham Borough West	0.00	0.22	0.00	0.00	1.97	0.00	0.00	0.18	2.36
Fareham Borough Total	**37.35**	**11.05**	**15.85**	**46.33**	**20.55**	**26.33**	**5.16**	**5.18**	**167.80**
Outside Fareham	20.02	60.69	32.61	25.06	35.75	12.91	58.58	82.61	328.24
TOTAL	**57.37**	**71.74**	**48.46**	**71.38**	**56.30**	**39.24**	**63.75**	**87.79**	**496.04**

Source: Table 3 and 6

Table 11 **Food and Beverage Outlets 2017**

Centre	Class A3 - Cafés/Restaurants		Class A4 - Pubs/Bars		Class A5 - Takeaways		Total	
	Number	sq.m gross	Number	sq.m gross	Number	sq.m gross	Number	sq.m gross
Fareham Town Centre	31	5,525	6	2,492	13	1,349	50	9,366
Portchester District Centre	4	292	1	397	3	137	8	826
Locks Heath District Centre	3	490	1	300	1	326	5	1,116
Stubbington	3	303	1	487	3	187	7	977
Park Gate	3	273	0	0	2	236	5	509
Titchfield	2	125	2	599	1	112	5	836
Other	17	2,575	8	2,936	21	1,911	46	7,422
Fareham Borough Total	**63**	**9,583**	**19**	**7,211**	**44**	**4,258**	**126**	**21,052**

Source *Fareham Borough Council Land Use Survey Winter 2015*

Table 12 **Food and Beverage Commitments/Proposals**

Location	F&B Floorspace (sq.m gross)	Turnover (£ per sq.m)	Total Turnover (£m)
Welborne District Centre (1)	700	£5,255	£3.68
Welborne Local Centre	100	£5,255	£0.53
Total	**800**		**£4.20**

(1) assumes restaurant/café (200 sq.m), pub (400 sq.m) and a takeaway (100 sq.m) are provided as listed in the local plan.

Table 13 **Summary of Food and Beverage Expenditure 2016 to 2036 (£M)**

Location	2016	2021	2026	2031	2036
Available Expenditure					
Fareham Borough Central	88.03	99.61	109.70	120.59	132.17
Portchester	11.81	13.01	14.33	15.76	17.29
Locks Heath	10.85	11.98	13.22	14.56	15.98
Fareham Borough West	1.61	1.77	1.96	2.15	2.36
Total	**112.30**	**126.37**	**139.20**	**153.06**	**167.80**
Turnover of Existing Facilities					
Fareham Borough Central	88.03	92.52	97.24	102.20	107.41
Portchester	11.81	12.42	13.05	13.71	14.41
Locks Heath	10.85	11.41	11.99	12.60	13.24
Fareham Borough West	1.61	1.69	1.78	1.87	1.96
Total	**112.30**	**118.03**	**124.05**	**130.38**	**137.03**
Turnover of Commitments					
Fareham Borough Central	0.00	4.20	4.42	4.64	4.88
Portchester	0.00	0.00	0.00	0.00	0.00
Locks Heath	0.00	0.00	0.00	0.00	0.00
Fareham Borough West	0.00	0.00	0.00	0.00	0.00
Total	**0.00**	**4.20**	**4.42**	**4.64**	**4.88**
Surplus/Deficit Expenditure					
Fareham Borough Central	0.00	2.89	8.04	13.75	19.88
Portchester	0.00	0.59	1.28	2.05	2.87
Locks Heath	0.00	0.57	1.23	1.96	2.73
Fareham Borough West	0.00	0.08	0.18	0.28	0.40
Total	**0.00**	**4.14**	**10.73**	**18.04**	**25.88**

Source: Tables 5 to 12

Table 14 **Food and Beverage Floorspace Capacity 2016 to 2036**

	2016	2021	2026	2031	2036
Turnover Density New Floorspace (£ per sq.m)	£5,000	£5,255	£5,523	£5,805	£6,101
Floorspace Requirement (sq.m gross)					
Fareham Borough Central	0	550	1,456	2,369	3,258
Portchester	0	113	232	353	471
Locks Heath	0	109	223	337	448
Fareham Borough West	0	16	32	49	65
Total	**0**	**788**	**1,943**	**3,108**	**4,243**

Appendix 5 Analysis of Centres

A. Fareham Town Centre

Fareham town centre is the main shopping and commercial centre in the Borough. It is a traditional market town and is designated as the only town centre in the Borough in the Fareham Local Plan, Core Strategy (2011). It has a reasonable number of retail and service uses. The centre serves shoppers from across the Borough and beyond, particularly for comparison shopping. Its key roles include:

- *convenience shopping* – including one large Tesco food superstore at Quay Street (4,620 sqm net). This is complemented by one medium sized Aldi (884 sq.m net), which the household survey results suggest is trading strongly. In addition, there is an Iceland (398 sqm net). These facilities are supported by a number of small convenience outlets which serve basket/top-up food shopping trips;
- *comparison shopping* – there is a reasonably range of multiple and independent shops selling a both high and lower order comparison goods. There is a focus multiples (chain stores), mainly located in the Primary Shopping Area of the pedestrianised area of West Street, Fareham Shopping Centre and Market Quay;
- *services* – there is a good range of high street national banks, and a reasonable selection of cafés, restaurants, takeaways, travel agents and hairdressers/beauty parlours;
- *entertainment* – there is a Reel Cinema and several pubs and bars; and
- *community facilities* – there is a Sports Direct Fitness centre and a Curves Fitness centre.

A Retail Study of Fareham Borough was undertaken by GVA[1] in October 2012 and a Health Check Study Summary Paper was prepared by Fareham Borough Council in 2014. These two reports provide a useful benchmark to access the significance of changes in recent years.

Fareham town centre is at the heart of the wider Fareham town and the retail core of the Borough. Fareham town centre comprises a compact Primary Shopping Area, which is based around the pedestrianised area of West Street, Fareham Shopping Centre and Market Quay. To the east and west of this core is a linear Secondary Shopping Area along West Street.

The household shopper survey (Appendix 7) provides an indication of the varied role of the town centre. These results indicated that within the study area as a whole, Fareham town centre was is the main destination for 32.8% of respondents for most of their non-food shopping.

The convenience goods expenditure attracted to Fareham town centre is £78.13 million in 2016 (Appendix 2), which is equivalent to 27% of the total convenience goods spending attracted to all stores and centres within

[1] GVA is now known as BVGA following the acquisition by Bilfinger SE in July 2014.

Fareham Borough. The 2012 retail study referred to the convenience goods turnover of the centre of £35.91 million. This significant increase in convenience expenditure can be largely attributed to food and grocery inflation and the increased turnover of the Tesco Superstore at Quay Street, which has increased its total annual turnover from approx. £17 million in 2012 to over £38 million in 2016.

The comparison goods expenditure attracted to Fareham town centre is £229.57 million in 2016 (Appendix 3), equivalent to 56% of the total comparison goods spending in Fareham Borough as a whole. The 2012 retail study suggested the comparison goods turnover of the centre was £226 million, and this indicates there has been limited growth between 2012 and 2016 (1.5%). The Whiteley Shopping Centre development may have restricted growth in Fareham town centre.

Food and beverage expenditure attracted to Fareham town centre is £76.75 million (Appendix 4), 68% of the total food and beverage spending within Fareham Borough. The 2012 retail study does not provide a food and beverage turnover of the centre and therefore comparison between 2012 and 2016 cannot be made.

The combined turnover of Fareham town centre is £384.45 million, split approximately 20% convenience goods trade, 60% comparison goods and 20% food and beverage. This indicates Fareham town centre's varied role.

The Venuescore ranking of Fareham town centre has fallen marginally from 175th position in 2013 to 178th in 2015/2016. This is not unique to Fareham with the main competing retail centres of Southampton (19 to 20), Portsmouth (98 to 109) and Winchester (122 to 138) all falling in the Venuescore ranking over the same time period.

The development of the Whiteley Shopping Centre, which ranks 360th in the 2015/2016 Venuescore rankings, will have affected centres in the sub-region. The Whiteley Centre opened in May 2013 and is 6km north west of the Fareham town centre. The Whiteley Centre has a large Tesco and 41 comparison goods shops, the majority of which are multiple retailers. This retail offer is supported by 22 cafés/restaurants, a Cineworld and an indoor climbing centre.

Mix of Uses and Retailer Occupation

Fareham town centre has a total of 302 retail/service uses. The diversity of uses present in the centre in terms of the number of units is set out in Table A.1, and the results are compared with the national average.

Table A.1 Fareham Town Centre Use Class Mix by Unit

Type of Unit	Units 2014	Units 2016	% of Total Number of Units	
			Fareham %	UK Average (1)
Comparison Retail	111	112	37.1	35.8
Convenience Retail	13	16	5.3	8.4
A1 Services (2)	37	40	13.2	12.3
A2 Services (3)	58	57	18.9	12.3
A3/A5	40	44	14.6	14.9
A4 Pubs/bar	10	6	2.0	4.5
Vacant	32	27	8.9	11.8
Total	**301**	**302**	**100.0**	**100.0**

Source: Fareham Borough Council Land Use Survey Winter 2015.
(1) UK average for all town centres surveyed by Goad Plans (June 2015)
(2) incl. hairdressers, travel agents and other Class A1 uses not selling comparison/convenience goods
(3) incl. betting shops (sui generis)

The centre has a marginally higher proportion of comparison retail when compared with the national average and conversely a lower proportion of convenience retail. The proportion of A1 and A2 services are higher than the national average whilst the proportion of A3/A5 and A4 pubs/bars are all below the national average. The proportion of vacant units is lower than the national average, which suggests a reasonable balance between the supply of premises and operator demand within the town centre.

Since the 2014 health check the overall number of units in the centre has increased by 1, which could either be due to subdivision of a unit, or a change of use to Class A. There has been an encouraging reduction of 5 vacant units between 2014 and 2016. This has led to an increase in units in a number of sectors i.e. comparison units (+1), convenience units (+3) A1 service units (+3) and A3/A5 units (+4). There has been a decrease in A2 services (-1) and A4 pubs/bars (-4).

Table A.2 below summarises the town centre mix of uses by floorspace for 2012 and 2015. Fareham town centre has a total gross floorspace of 71,023 sq.m of which 47.6% of this is comparison retail.

The floorspace vacancy rate (7.2%) is marginally lower than the unit vacancy rate (8.9%). This suggests vacant units area generally smaller than average. The majority of the convenience goods floorspace is concentrated in the Tesco Superstore. The latest 2016 Fareham Health Check records a marginally vacancy rate of 8.5% (NB - this figure includes in class C1, D1 and D2 uses and is not directly comparable with the 8.9% vacancy rate shown above). The figures suggest the number of vacancy units has not changed significantly since 2015.

Table A.2 Fareham Town Centre Use Class Mix by Floorspace

Type of Unit	Floorspace 2016 (sq.m gross)	% Total Floorspace
Comparison Retail	33,786	47.6
Convenience Retail	8,946	12.6
A1 Services (1)	4,019	5.7
A2 Services (2)	9,784	13.8
A3/A5	6,874	9.7
A4 Pubs/bar	2,492	3.5
Vacant	5,123	7.2
Total	**71,023**	**100.0**

Source: Fareham Borough Council Land Use Survey Winter 2015 and ORC StorePoint 2016
(1) incl. hairdressers, travel agents and other Class A1 uses not selling comparison/convenience goods
(2) incl. betting shops (sui generis)

Retailer Representation

Table A.3 provides a breakdown of comparison shop units by category.

Table A.3 Fareham Town Centre Breakdown of Comparison Units

Type of Unit	Fareham Town Centre		% UK Average*
	Units 2016	%	
Clothing and footwear	27	24.1	25.0
Furniture, carpets and textiles	4	3.6	7.4
Booksellers, arts, crafts and stationers	6	5.4	10.6
Electrical, gas, music and photography	10	8.9	9.4
DIY, hardware and homewares	15	13.4	6.4
China, glass, gifts and fancy goods	2	1.8	4.6
Cars, motorcycles and motor accessories	0	0	1.3
Chemists, drug stores and opticians	7	6.3	10.0
Variety, department and catalogue	4	3.6	1.6
Florists, nurserymen and seedsmen	4	3.6	2.3
Toys, hobby, cycle and sport	11	9.8	5.2
Jewellers	5	4.5	5.0
Charity/second-hand	17	15.2	8.4
Other comparison retailers	0	0	2.9
Total	**112**	**100.0**	**100.0**

Source: Fareham Borough Council Land Use Survey Winter 2015.
*UK average for all town centres surveyed by Goad Plans (June 2015)

Fareham town centre has a reasonable selection of comparison shops (112) reflecting its size and role in the shopping hierarchy. The proportion of comparison goods units is marginally higher than the national average, reflecting the main shopping role of the centre.

Most of the Goad Plan comparison goods categories are represented within the centre, but the choice in some categories is limited. Of the categories represented, there is a good choice of clothing/footwear shops and a reasonable choice of DIY, hardware and homewares, charity/second-hand, electrical/gas/music/photography shops and toys/hobby/cycle and sport. The proportions of furniture/carpets/textiles, china/glass/gifts/fancy goods, booksellers/arts/crafts/stationers and chemists/drug stores/opticians area all significantly lower than the national average.

There is a reasonable representation and mix of mid-market of national multiple comparison retailers present within Fareham town centre, including:

Accessorize	Monsoon	Ernest Jones	Wilkinsons
Bon Marche	Peacocks	Next	Boots
Claire’s Accessories	Reds	Clintons	Superdrug
Clarks	Store Twenty One	Card Factory	Argos
Dorothy Perkins	River Island	Thornton’s	H Samuel Limited
New Look	Shoe Zone	W H Smith	Marks & Spencer
M & Co.	Topshop/Topman	Waterstones	Debenhams
Game	Milletts	Saltrock	Sports Direct
Robert Dyas	Sony Centre	Specsavers	TK Maxx
Carphone Warehouse	The Works	Vision Express	Wallis

These national multiple retailers are concentrated around the pedestrianised area of West Street, Fareham Shopping Centre and Market Quay. Fareham Shopping Centre is the only enclosed shopping centre and is anchored by M&S and Debenhams. BHS a former anchor store has now closed due to the company’s financial difficulties, which has left a major void within the centre.

The August 2011 Fareham Core Strategy notes that Fareham town centre has a good mix of uses within its primary and secondary shopping areas besides retail, including restaurants, pubs, gyms and a cinema. However, the GVA Retail Study (2012) and subsequent Local Plan Part 2 notes that there is considerable scope for additional comparison floorspace within the town centre due in part to the projected population growth from the proposed urban extension of Welborne to the north of Fareham. The 2012 Retail Study, they identified capacity for a net increase of 3,447 sq.m of comparison floorspace by 2017, 9,121 sq.m net by 2022, and 15,280 sq.m net by 2027. These projections have been updated and rolled forward to 2036 in this study. The revised projections in this 2016 study continue for show emerging scope for comparison goods floorspace in the town centre.

Service Uses

Fareham town centre has a good range of non-retail service uses, with a choice of service providers across all categories, as shown in Table A.4.

Table A.4 Fareham Town Centre Analysis of Selected Service Uses

Type of Unit	Fareham Town Centre		% UK Average*
	Units 2015	%	
Restaurants/cafés	31	25.0	22.5
Fast food/takeaways	13	10.5	14.7
Pubs/bars	6	4.8	11.1
Banks/other financial services	25	20.2	11.8
Betting shops/casinos	3	2.4	3.8
Estate agents/valuers	11	8.9	9.1
Travel agents	4	3.2	2.2
Hairdressers/beauty parlours	30	24.2	22.7
Laundries/dry cleaners	1	0.8	2.1
Total	**124**	**100.0**	**100.0**
Other A1 Retail Services	5	n/a	n/a
Total	**129**	**n/a**	**n/a**

Source: Fareham Borough Council Land Use Survey Winter 2015
*UK average for all town centres surveyed by Goad Plans (June 2015)

The proportion of units in each category in some categories is notably different to the national average. Overall the centre has a comparable proportion of food and beverage outlets, but within this sector there is an above average proportion of restaurants/cafés and below average provision of fast food/takeaways and pubs/bars.

The centre has a significantly above average proportion of banks/other financial services. This includes a strong presence of businesses in the peripheral areas of the town centre, i.e. the High Street and the unpedestrianised part of West Street. These areas provide an important non-retail service function.

There is a selection of restaurants, café and bar chains present within Fareham town centre, which support the cinema. This provision suggests the evening economy is reasonably strong. The chain restaurants include:

Ask Italian	Costa	Nando's	Rancho Steak House
Burger King	Domino's Pizza	Papa Johns	Slug and Lettuce
Café Nero	McDonalds	Pizza Hut	Wetherspoon

While there appears to be a reasonable range of restaurants and cafés within the town centre, the adopted Local Plan Part 2 identifies a vision for more A3 restaurants and cafés within the centre. Part of the Council's vision for the centre is to create 'living streets' to build on the town's identity and incorporate a *"vibrant mix of shops, cafés, restaurants, businesses, community uses and housing that gives life and activity to the principal streets of High Street and West Street during the day and evening".*

Most of the main high street banks/building societies are represented within Fareham town centre including, Santander, TSB, Barclays, Halifax, HSBC Bank, Lloyds, Nationwide, Natwest and Yorkshire Building Society.

In addition to these service uses, Fareham town centre is represented by a limited range of leisure, entertainment and cultural uses, including Reel Cinema, Sports Direct Fitness, Curves Fitness Centre, Ferneham Hall, Ashcroft Arts Centre and Westbury Manor Museum.

The Civic Centre, library and medical facilities also help to attract visitors to the town centre. The centre has a number of Class B1 and B2 employment uses but this sector is not significant.

Fareham's Street Markets

Street markets are held in the pedestrian area of West Street, including a traditional general market every Monday and an independent Farmers' market on the first Saturday of every month. There is a country market on the second Friday and last Saturday of each month and other speciality markets run throughout the year e.g. gardener's fairs and strawberry markets.

The general market offers fresh fruit, vegetables, household goods and clothing. The independent Farmers' market has up to 40 stalls selling organic fruit and vegetables, free range eggs, exotic and rare breed meats, home baked bread and cakes, locally brewed beer and garden plants.

Fareham's street markets were not specifically mentioned as shopping destinations for food or non-food shopping by respondents in the household survey. These results suggest the markets have a low market share of total expenditure within Fareham Borough.

A small number of respondents suggested an improved market would make them shop more often in Fareham town centre, with 4 mentioning a better market and 2 suggesting for open air shopping. However 7 respondents mentioned the need for a better atmosphere and more character within the town centre.

There is potential for the street markets to play a more important role in adding to the vitality and viability of the town centre.

Characteristics of the Shopping Area

Fareham town centre comprises a compact Primary Shopping Area and linear Secondary Shopping Area extending to the west and east of the pedestrianised area of West Street. The High Street is within the town centre boundary but is not part of the designated shopping area.

The adopted Local Plan Part 2 states that the Primary Shopping Area comprises two distinct areas: the enclosed Fareham Shopping Centre and Henry Cort Area comprising Market Quay and the pedestrianised area of West Street. Within the Primary Shopping Area the majority of units are in Use Class A1, although there are restaurants, pubs, cafés and banks in this area.

The adopted Local Plan Part 2 indicates that Fareham Shopping Centre comprises an enclosed 46,470 sq.m shopping centre, anchored by Marks and Spencer, Debenhams, Boots. Within the Fareham Shopping Centre over 90% of units are in A1 use with some A3 units. The Fareham Shopping Centre is dated in appearance with low ceilings and poor natural light, There are a number of shop vacancies. The low ceiling parades open out to well-lit squares occupied by popular A3 units.

In contrast, and as identified in the adopted Local Plan Part 2, the Henry Cort area has a mix of uses comprising the pedestrianised area of West Street and Market Quay. Investment in the public realm on West Street includes street art, children's play facilities and a weekly market. This area could be more intensively used e.g. with more outside seating. Market Quay (15,143 sq.m) provides a mix of retail and leisure uses located to the south of West Street. This includes a TK Maxx, Wilko, Reel Cinema and Sports Direct Fitness.

The adopted Local Plan Part 2 defines the secondary shopping area as the area to the east of and west of the Primary Shopping Area along west street as well as a small part of the High Street. These areas are considered to provide a strong supportive role, hosting a wide variety of uses including services as well as smaller, independent retail units. The customer experience within this area is relatively poor with frequent and fast traffic movements along West Street. Investment in the public realm in this area includes street furniture and improved pavements.

Within the secondary shopping area along West Street to the west of Trinity Church, known collectively as the *West Street Speciality Shops.* The adopted Local Plan Part 2 identifies that this area has wide pavements, trees and quality street furniture and is typified by smaller independent retailers with a mix of other services.

The GVA study stated that the characteristics of the town centre are not uniform, and there are variations in quality within the centre. There has been investment in the public realm in some parts of the centre, particularly along West Street. There are a number of buildings within the primary and secondary retail frontages that are vacant. Further improvements to the public realm and improving the natural light/ opening up Fareham Shopping Centre would help to create a more attractive shopping environment.

Customer Views on Shops and Services

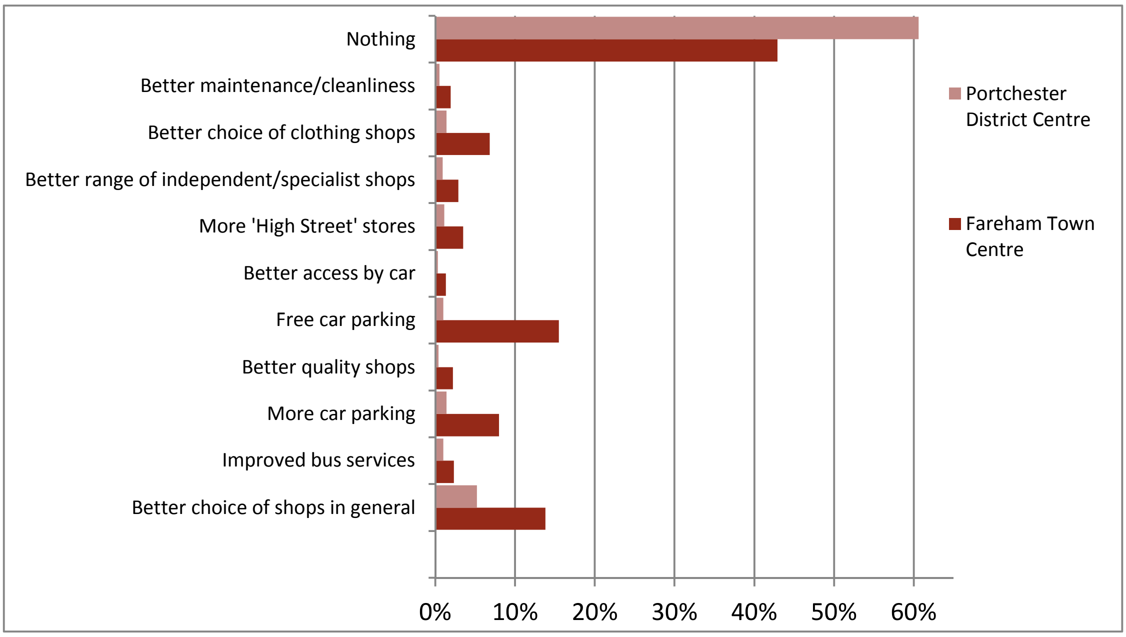
Respondents to the household survey were asked what would make you shop more often in Fareham town centre. Of the respondents almost 50% were either of the view that nothing would change their shopping habits or they did not know.

Of those who suggested improvements to the town centre, the majority of respondents mentioned better quality or a more diverse range of shops and improvements to parking. The key results were:

- 15.5% of respondents wanted free parking;
- 13.8% of respondents wanted a better choice of shops in general;
- 8.0% wanted more parking; and,
- 6.8% wanted a better choice of clothing shops;

Figure A.2 below shows the main responses to the question, compared to the same question for Portchester district centre.

Figure A.2: What would make you shop more often in Fareham Town Centre?



Source: NEMS household survey, May 2016

These responses suggest that improvements to parking and the range of shops should help to improve the number of visitors to Fareham town centre.

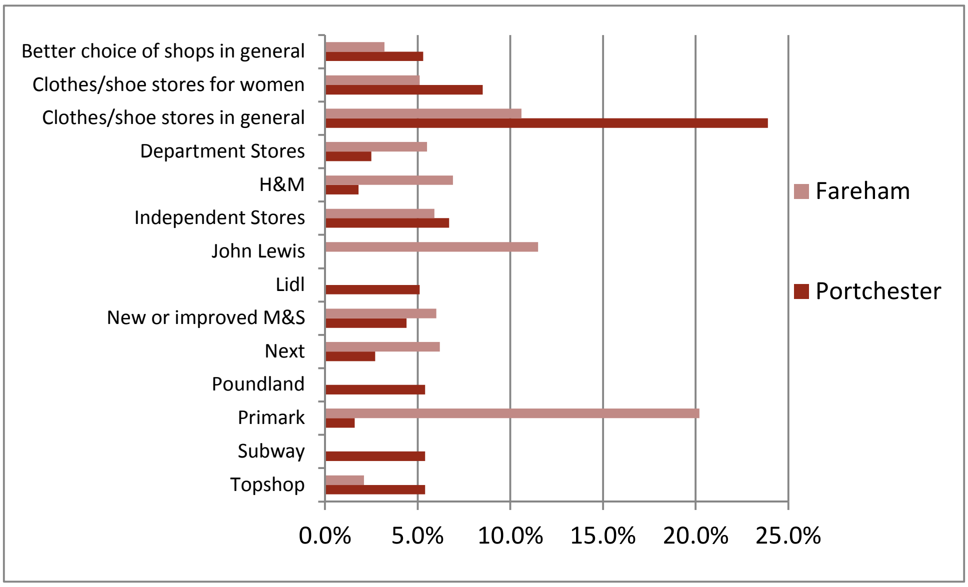
Respondents to the household survey were asked what type of retailers they would like to see in Fareham. A large number of different responses were recorded. The main results were as follows:

- 53 respondents wanted a Primark;
- 30 respondents wanted a John Lewis;
- 28 respondents wanted clothes/shoe stores in general;
- 18 respondents wanted a H&M;
- 16 respondents wanted a Next;
- 16 respondents wanted a bigger/better M&S;
- 15 respondents wanted more independent stores;
- 14 respondents wanted more department stores; and,
- 13 respondents wanted more clothes/shoes stores for women.

Figure A.3 below shows the main responses to the question, compared to the same question for Portchester District Centre.

Of the respondents who mentioned improved restaurant facilities (18), the majority of respondents wanted either a better choice of restaurants in general or upmarket cafés.

Figure A.3: What retailers or types of retailers would you like to see in Fareham?



Source: NEMS household survey, May 2016

Supply and Quality of Commercial Premises

Based on the latest Goad data for Fareham (Winter 2015) there are 27 vacant retail units within Fareham town centre (5,123 sq.m gross). The vacancy rate is 8.9%, which is below the national average of 11.8%. Vacant floorspace represents around 7.2% of the total retail/service floorspace. There has been an increase of one vacant unit since 2012.

The vacant units are generally spread throughout the centre, but most (14 units) are in the secondary shopping area on West Street. Only 7 vacant units are in the primary shopping areas. The remaining 6 vacant units are outside the primary and secondary shopping areas, primarily within the High Street.

Vacancies are primarily small retail units with 23 of the 27 vacant units under 200 sq.m gross. This reflects the increasing preference for operators to occupy larger modern units.

Zone A retail rents vary significantly throughout the centre, as shown in Table A.5 below. Retail rents in Fareham town centre vary significantly ranging from £67 per sq.m for the larger retail units at Market Quay to £1,300 per sq.m in the Fareham Shopping Centre.

Table A.5 Fareham Town Centre Zone A Retail Rents

Location	£ per sq.m
Fareham Shopping Centre	500 to 1,300
West Street (Primary Shopping Area)	525 to 600
West Street (Secondary Shopping Area – West)	210 to 550
West Street (Secondary Shopping Area – East)	350 to 425
Market Quay	67 to 575
High Street	275 to 400

Source: Valuation Office Agency Business Rates (2010), accessed June 2016

Accessibility and Movement

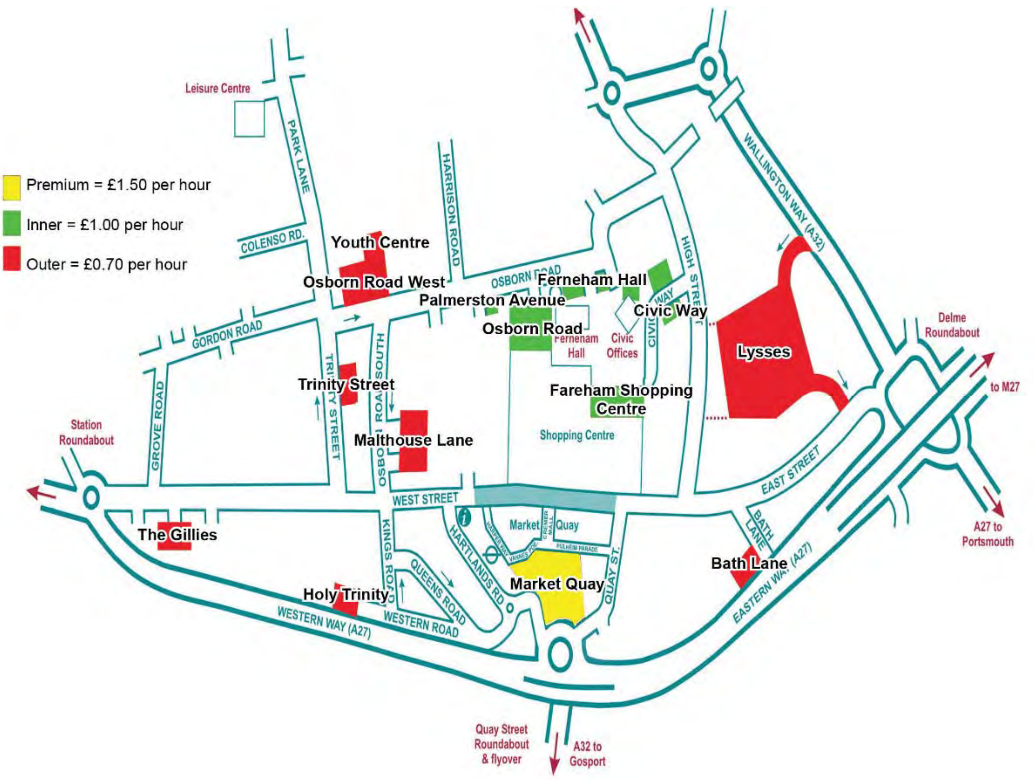
A significant proportion of the household survey respondents' travel by car for their food and non-food shopping with 86.8% of respondents travelling by car as driver or passenger for their main food shopping and 80.1% for their non-food shopping.

There is a choice of car parks within the town centre including:

- Market Quay Car Park;
- Fareham Shopping Centre Car Park;
- Osborn Road Car Park;
- Palmerston Avenue Car Park;
- Ferneham Hall Car Park;
- Civic Way Car Park;

- The Gillies Car Park;
- Holy Trinity Car Park;
- Malthouse Lane Car Park;
- Trinity Street Car Park;
- Osborn Road West Car Park;
- Youth Centre Car Park;
- Lysses Car Park; and,
- Bath Lane Car Park.

These parks are distributed around the town centre and are conveniently located near the main shopping area. The locations of the car parks, and their hourly rates, are detailed in the plan below:



Source: Fareham Borough Council

The centre is well served by buses, with bus routes from surrounding areas within the Borough and beyond. The household survey identified that a total of 3.4% of respondents travel by bus, minibus or coach for their food shopping and 8.2% travel by this method for their non-food shopping.

There is a railway station to the west of Fareham town centre which provides services to Southampton to west and Portsmouth to the east, but only 0.8% of household survey respondents travel by train for their non-food shopping.

Pedestrian access throughout the centre is reasonable, with West Street which is providing an attractive and accessible environment with good connectivity to the Fareham Shopping Centre and Market Quay areas.

Pedestrian flow surveys have been undertaken by Fareham Borough Council at 11 locations throughout the town centre. The latest footfall surveys were undertaken in July 2016. The data collected shows an overall increase in footfall compared to the Summer 2015 survey. The footfall counts for Friday and Monday were the highest recorded since summer 2010, whilst the Saturday counts were lower. The Fareham Health check 2016 concludes that the overall these trends suggest the town centre is retaining relatively high activity.

The surveys indicate that the pedestrianised area of West Street, Fareham Shopping Centre recorded the highest footfall levels. The lowest footfall levels were recorded on the High Street, which reflects the predominantly service rather than retail role of this area.

The Catchment Area

The household survey results indicate that 21.7% of respondents do most of their non-food shopping in Fareham town centre across the study area as a whole, which was the highest percentage for all centres in the Borough.

The household survey indicates that Fareham town centre draws shoppers from across the study are with a high proportion of respondents from Zones 1- Fareham East (39%), 3 - Gosport North (34%), 4 - Fareham Central (31%) and 6 - Rural South (29%). The customer draw from Zones 2- Gosport South (18%), 5 - Fareham West (12%), 7- Portsmouth (8%) and 8 - Rural North (13%) are lower but still significant.

Strengths

- Fareham town centre is the main shopping centre within the Borough and its catchment extends across the Borough and beyond.
- The centre provides a good range of convenience shopping facilities. The Tesco and Aldi stores attract a significant number of food and grocery shopping trips that provide spin-off trade for other shops and services.
- There is a higher than average proportion of comparison shops including a diverse range of national multiple retailers and independent shops. The facilities are primarily mid-market.
- The centre provides a range of service facilities, including banks and building societies, restaurants and cafés. There is small selection of chain restaurants and bars, which with the cinema generate evening activity in the centre.
- The vacancy rate is lower than the national average, which suggests demand for premises is reasonably strong and the vacancy rate has fallen in recently.

- The Fareham Shopping Centre provides covered shopping and provides a focus for multiple retailers, anchored by Debenhams and Marks & Spencer.
- The centre is a relatively attractive environment, with an extensive pedestrianised area, which has seen investment in the public realm including street furniture, art, children's play and lighting.
- The street markets add diversity of the retail offer and character of the centre, but could help to draw more visitors.
- The buildings within the centre are of reasonably good quality, with attractive mix of period buildings along the High Street to the east of the centre.
- The centre has several public car parks which are distributed around the centre, within close proximity to the main shopping areas.

Weaknesses

- The centre does not offer the same quality and range of facilities available in Southampton and Portsmouth, especially clothing and footwear retailers. Many Fareham residents choice to shop at these centres.
- The centre has a limited provision of higher quality up-market retailers.
- The household survey results suggest the street market is not a particularly strong draw.
- The town centre has a below average proportion of public houses and bars.
- There are gaps in leisure provision including bowling and bingo and the market share of theatre trips is low.
- The Fareham Shopping Centre is dated in appearance with low ceiling and poor natural light and units with a number of vacancies.
- The household survey indicates there is dissatisfaction with the cost of car parking.

Opportunities

- There is a relatively large resident population within Fareham's primary catchment areas. Continued growth in expenditure should provide further opportunities to expand and improve shopping and leisure provision within Fareham.
- Fareham has major development opportunities for further retail and leisure expansion including the Civic area, south of Market Quay and east of the railway station.

- Improvements to Fareham Town Centre's leisure offer may increase visitors within the centre which in turn will offer opportunity for an increased food and beverage uses within the centre and increase expenditure elsewhere.

Threats

- Competing centres, such as Southampton, Portsmouth and the Whiteley Shopping Centre are likely to continue to improve their environment, retail and leisure offer, which may increase expenditure leakage from Fareham.
- The continued polarisation of investment within larger centres may limit operator demand for new premises in Fareham. Lower commercial values may affect the viability of regeneration proposals.
- Development of new district and local centres within the Welborne development will need to complement rather than compete with the town centre.

B. Portchester District Centre

Portchester is designated as a District Centre in the adopted Fareham Borough Local Plan Part 1: Core Strategy (August 2011). It has a modest range of retail and service uses, and primarily functions as a day to day top up shopping and service centre for local residents. Its key roles include:

- *convenience shopping* – the main food store is the Co-op at 12 West Street (991 sq.m net). This is supported by an Iceland (331 sq.m net) and a limited number of small convenience shops.
- *comparison shopping* – there is a limited range of comparison goods retailers within the centre, comprising predominantly independent retailers with a few national multiples.
- *services* – there is a Post Office, a high street bank, dry cleaners and travel agency, a reasonable selection of cafés, restaurants, takeaways and a hairdressers/beauty parlour.
- *community facilities entertainment* – This includes the Portchester Health Centre and Portchester Library.

Portchester District Centre is located to the east of the Borough and is focused around a pedestrianised area of West Street. There is free surface car-parking to the south and community services to the west.

The 2012 Retail Study of Fareham Borough and the Health Check Study Summary Paper prepared by Fareham Borough Council in 2014, provide an indication how the centre has preformed in recent years.

The household shopper survey (Appendix 7) provides an indication of the role of Portchester. Only 0.5% of respondents within the study area as a whole, suggested they do most of their non-food shopping in Portchester district centre.

The convenience goods expenditure attracted to Portchester is estimated to be £14.88 million in 2016 (Appendix 2), which is equivalent to 5% of the total convenience goods spending in stores and centres within Fareham Borough. The 2012 retail study estimated the convenience goods turnover of the centre was £7.85 million. Even allowing for inflation these figures suggest convenience good trade may have improved in recent years. The may be a reflection of changes in shopping habits since 2012. Generally small convenience stores and discount retailers have become more popular at the expense of large superstores and this trend could have benefited the smaller store in Portchester.

The comparison goods turnover of Portchester district centre is estimated to be lower at £6.72 million in 2016 (Appendix 3), equivalent to 1.6% of the total comparison goods spending in centres within Fareham Borough. The 2012 retail study suggested a comparison goods turnover of £4.80 million, which again suggests trade may have improved in recent years.

The food and beverage turnover of Portchester District Centre is estimated to be £11.81 million (Appendix 4), which is equivalent to 10.5% of the total food and beverage spending at facilities within Fareham Borough. The 2012 health check does not provide a food and beverage turnover of the centre.

The combined turnover of Portchester district centre is £33.41 million, which is less than a tenth of Fareham town centre's turnover. Portchester's turnover is split approximately 45% convenience goods trade, 20% comparison goods and 35% food and beverage. This split reflects Portchester's lower order shopping in service role. Javelin's Venuescore rank for Portchester district centre is 2,577th in 2015/2016, which is one of the smallest centres included by Javelin.

Mix of Uses and Occupier Representation

Portchester has a total of 64 retail/service uses, and is a small centre. The diversity of uses present in the centre in terms of the number of units is set out in Table B.1, compared with the national average.

Table B.1 Portchester Use Class Mix by Unit

Type of Unit	Units 2014	Units 2015	% of Total Number of Units	
			Portchester %	UK Average (1)
Comparison Retail	21	23	35.9	35.8
Convenience Retail	5	5	7.8	8.4
A1 Services (2)	9	11	17.2	12.3
A2 Services (3)	13	13	20.3	12.3
A3/A5	6	7	10.9	14.9
A4 pubs/bars	1	1	1.6	4.5
Vacant	2	4	6.3	11.8
Total	**57**	**64**	**100.0**	**100.0**

Source: Fareham Council Land Use Survey 2015.
(1) UK average for all town centres surveyed by Goad Plans (June 2015)
(2) incl. hairdressers, travel agents and other Class A1 uses not selling comparison/convenience goods
(3) incl. betting shops (sui generis) for Units 2015 only

The centre has a similar proportion of comparison and convenience units when compared with the national average, but the actual number of outlets is small. Consistent with its role as a service centre, Portchester has an above average proportion of A1 and A2 services, but below average proportions of A3/A4/A5 units when compared with the national average.

Since the 2014 health check the overall number of A1-A5 units in Portchester has increased, probably due to changes of use or reclassification of uses within the Council's land use survey.

Portchester district centre has a below average proportion of vacant units when compared with the national average. The number of vacant units has increased by two since 2014.

The latest 2016 Portchester Health Check suggests there is only one vacant unit in the centre, which suggests three vacant units have been reoccupied since 2015.

Retailer Representation

Portchester has a modest selection of comparison units (23). Table B.2 provides a breakdown of comparison shop units by category.

Table B.2 Portchester Breakdown of Comparison Units

Type of Unit	Portchester		UK%
	Units 2015	%	
Clothing and footwear	1	4.3	25.0
Furniture, carpets, textiles	3	13.0	7.4
Booksellers, arts, crafts, stationers	2	8.7	10.6
Electrical, gas, music and photography	1	4.3	9.4
DIY, hardware and homewares	2	8.7	6.4
China, glass, gifts and fancy goods	0	0	4.6
Cars, motorcycles, motor accessories	0	0	1.3
Chemists, drug stores and opticians	3	13.0	10.0
Variety, department and catalogue	0	0	1.6
Florists, nurserymen and seedsmen	2	8.7	2.3
Toys, hobby, cycle and sport	3	13.0	5.2
Jewellers	0	0	5.0
Charity/second-hand	5	21.7	8.4
Other comparison retailers	1	4.3	2.9
Total	**23**	**100.0**	**100.0**

Source: Fareham Borough Council Land Use Survey Winter 2015

Portchester has representation in most Goad categories, but there are gaps in provision with 4 out of the 14 categories not represented. These unrepresented categories are generally higher order goods i.e. china/glass/gifts/fancy goods, cars/motorcycles/motor accessories, jewellers and variety/department/ catalogue stores.

Within the represented categories the choice of shops is limited, with the exception of charity/second hand shops.

Service Uses

Portchester has a reasonable range of non-retail service uses with all Goad categories represented except travel agents, as shown in Table B3. However the choice of facilities in each category is limited, with the exception of hairdresser and estate agents.

Table B.3 Portchester Analysis of Selected Service Uses

Type of Unit	Portchester		UK%
	Units	%	
Restaurants/cafés	4	16.7	22.5
Fast food/takeaways	3	12.5	14.7
Pubs/bars	1	4.2	11.1
Banks/other financial services	2	8.3	11.8
Betting shops/casinos	1	4.2	3.8
Estate agents/valuers	4	16.7	9.1
Travel agents	0	0	2.2
Hairdressers/beauty parlours	8	33.3	22.7
Laundries/dry cleaners	1	4.2	2.1
Total	**24**	**100.0**	**100.0**
Other A1 Retail Services	2	N/A	N/A
Total	**26**	**N/A**	**N/A**

Source: Fareham Borough Council Land Use Survey Winter 2015

Vacant Units and Property Indicators

There were only four vacant units within Portchester (Winter 2015), a vacancy rate of 6.3%, which about half the national average of 11.8%. This indicates a balance between the supply and demand for premises.

Zone A retail rents vary throughout the centre ranging from £80 per sq.m to £230 per sq.m.

Portchester's Street Market

A traditional street market is held in the pedestrian area of Portchester Wednesday each week, although the number of stalls. This general market offers fresh fruit, vegetables, household goods and clothing.

Portchester's street market was not specifically mentioned as shopping destinations for food or non-food shopping by respondents in the household survey. These results suggest the market has a low market share of total expenditure within Fareham Borough.

No respondents suggested an improved market would make them shop more often in Portchester.

Characteristics of the Shopping Area

The pedestrianised West Street provides a safe, traffic free shopping environment. The centre is compact and convenient.

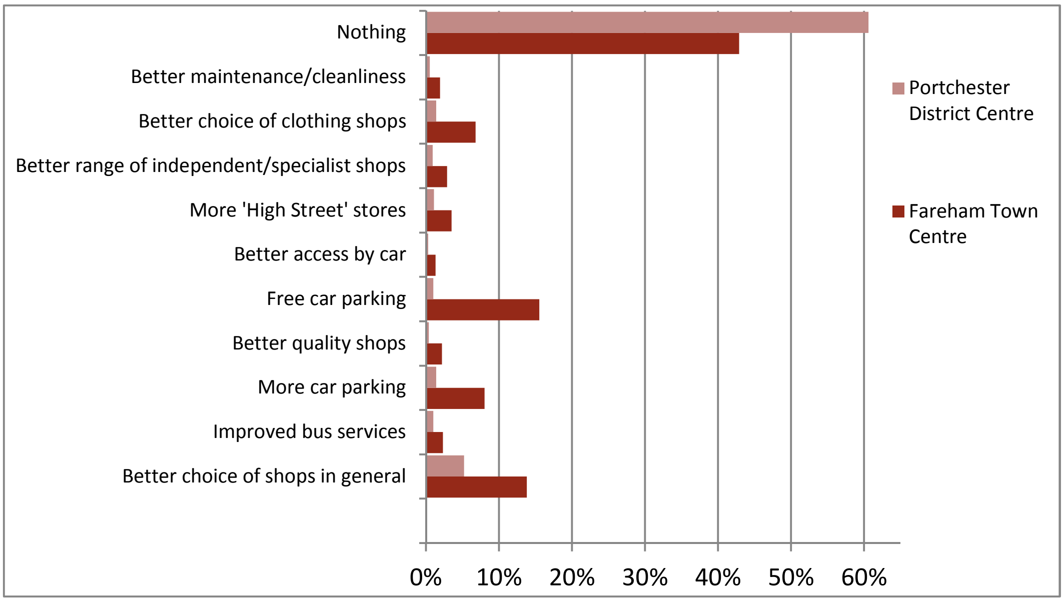
Portchester is situated to the east of the Borough, primarily serving the day-to-day shopping and service needs of local residents. Portchester is anchored by a Co-op food store. Most local residents are likely to continue to travel to nearby larger centres, primarily Fareham for a wider choice and range of facilities. Nevertheless, the centre is reasonably attractive and has a selection of independent outlets.

Views of Customers

Respondents to the household survey were asked what would make you shop more often in Portchester district centre. A high proportion of the respondents (85%), suggested nothing would make them shop in Portchester more often. This is probably due to Portchester's limit size and the distance to the centre for many residents across the study area.

Figure B.2 below shows the main responses to the question, compared to the same question for Fareham Town Centre.

Figure B.2 What would make you shop more often in Portchester District Centre?



Source: NEMS Household Survey, May 2016

Of the limited number of respondents who suggested improvement for Portchester (154 out of 1000 people), the key results were:

- a better choice of shops in general (52 respondents)
- more car parking (14 respondents);
- a better choice of clothing shops (14 respondents);
- more "high street" stores (11 respondents);

- free car parking (10 respondents);
- better bus services (10 respondents); and
- a better range of independent/speciality shops.

Household survey respondents were asked what type of retailers they would like to see in Portchester. A large number of different responses were recorded. The main results were as follows:

- 21 (respondents) wanted clothes/shoe shops in general;
- 8 wanted clothes/shoe shops for women;
- 5 wanted a book shop, butchers, Lidl, Poundland, Topshop, Subway; and
- 4 wanted Marks & Spencer and New Look.

Catchment Area

Portchester district centre is a lower tier shopping centre and has a relatively small catchment area. The household survey results indicate that only 2.6% of respondents in the study area do most of their food shopping in Portchester, 0.6% of respondents do most of their non-food shopping and 3.5% for food and beverage facilities. Of these respondents the draw is localised with the majority of visitors from Zone 1 - Fareham East, which indicates that Portchester District Centre has a limited local catchment area.

Portchester's Strengths, Weaknesses, Opportunities and Threats

Strengths

- The centre meets a localised retail and service need particularly within Zone 1- Fareham East. The centre has a mix of convenience and lower order comparison shopping and services.
- The proportion of vacant units is below the national average, suggesting reasonable demand for units.
- The centre is compact with a safe and attractive pedestrianised area, which is well landscaped and has street furniture.
- There is a convenient and large public car park adjacent to the centre.

Weaknesses

- The centre has a relatively poor higher order comparison offer, attracting a limited market share of comparison goods spending within Fareham Borough. The choice of comparison shops within each category is small.
- Food stores are relatively small and do not adequately cater for bulk food shopping trips.
- The household survey results suggest the street market is not a particularly strong draw.
- The location of the centre next to the busy A27 makes it difficult for residents to the north to access the centre on foot.

- Surrounding residential areas and the A27 may limit the potential to expand the centre.

Opportunities

- The centre has a large and relatively attractive pedestrianised area, which could be better utilised.
- The role of the small street market is relatively undeveloped. An improved/expanded street market could help Portchester's local distinctiveness and its ability to compete with larger centres.
- The existing large surface car park may provide an opportunity to expand Portchester's existing retail, service and leisure offer.

Threats

- The proposed Lidl store at Castel Trading Estate could divert food and grocery trade away from Portchester district centre.
- The continued polarisation of investment within larger centres may limit operator demand for new premises in Portchester. Lower commercial values may affect the viability of regeneration proposals.

C. Locks Heath

Locks Heath is designated as a District Centre in the adopted Fareham Borough Local Plan Part 1: Core Strategy (August 2011). It has a reasonable range of retail and service uses, and primarily functions as a day to day top up shopping and service centre for local residents. Its key roles include:

- *convenience shopping* – the main food store in the centre is the Waitrose store at 27-30 Locks Heath Centre (2010 sq.m net). This is supplemented by 6 additional convenience stores
- *comparison shopping* – a limited range of comparison goods retailers within the centre, comprising independent retailers with no national multiples present;
- *services* – including a Post Office, a high street national bank, dry cleaners and travel agency, a reasonable selection of cafés, restaurants, takeaways and a hairdressers/beauty parlour.
- *entertainment* – including the Lockswood Community Centre and Library.

Locks Heath District Centre is located to the west of the Borough of Fareham. It is a purpose built centre built in 1983. It is set in courtyard layout, with shops surrounding a public open space. The centre provides a small selection of shops and services, a large area of free surface parking and an adjacent library, community centre, public house and petrol station.

Javelin's venuescore rank for Locks Heath District Centre is 1,486th in 2015/2016.

Mix of Uses and Occupier Representation

Locks Heath has a total of 25 retail/service uses. The diversity of uses present in the Centre in terms of the number of units is set out in Table C.1, compared against the national average.

Table C.1 Locks Heath Use Class Mix by Unit

Type of Unit	Units 2014	Units 2015	% of Total Number of Units	
			Locks Heath%	UK Average (1)
Comparison Retail	6	6	24.0	35.8
Convenience Retail	7	7	28.0	8.4
A1 Services (2)	3	4	16.0	12.3
A2 Services (3)	3	3	12.0	12.3
A3/A5	3	4	16.0	14.9
A4 pubs/bars	0	1	4.0	4.5
Vacant	1	0	0	11.8
Total	**23**	**25**	**100.0**	**100.0**

Source: Fareham Borough Council Land Use Survey Winter 2015.
(1) UK average for all town centres surveyed by Goad Plans (June 2015)
(2) incl. hairdressers, travel agents and other Class A1 uses not selling comparison/convenience goods
(3) incl. betting shops (sui generis)

The centre has a significantly higher proportion of convenience units and conversely, a lower proportion of comparison units than the UK average. The centre has a higher proportion of A1 Service and A3/A5 Units, and conversely a below average proportion of A2 and A4 units compared to the national average.

Retailer Representation

Locks Heath has a small selection of comparison units (6). Table C.2 provides a breakdown of comparison shop units by category. The range and choice of comparison shopping is very limited. The offer includes a chemist, optician, a card/gift shop and two charity shops.

Table C.2 Locks Heath Breakdown of Comparison Units

Type of Unit	Locks Heath Units 2015
Clothing and footwear	0
Furniture, carpets and textiles	0
Booksellers, arts, crafts and stationers	1
Electrical, gas, music and photography	0
DIY, hardware and homewares	1
China, glass, gifts and fancy goods	0
Cars, motorcycles and motor accessories	0
Chemists, drug stores and opticians	2
Variety, department and catalogue	0
Florists, nurserymen and seedsmen	0
Toys, hobby, cycle and sport	0
Jewellers	0
Charity/second-hand	2
Other comparison retailers	0
Total	**6**

Source: Fareham Borough Council Land Use Survey Winter 2015

Service Uses

Locks Heath also has a limited range and choice of non-retail service uses, although all the Goad categories are represented. Table C.3 provides a breakdown of comparison shop units by category. The choice of uses in each category is limited.

Table C.3 Locks Heath Analysis of Selected Service Uses

Type of Unit	Locks Heath Units 2015
Restaurants/cafés	3
Fast food/takeaways	1
Pubs/bars	1
Banks/other financial services	1
Betting shops/casinos	1
Estate agents/valuers	1
Travel agents	1
Hairdressers/beauty parlours	1
Laundries/dry cleaners	1
Total	**11**
Other A1 Retail Services	0
Total	**11**

Source: Fareham Borough Council Land Use Survey Winter 2015

Vacant Units and Property Indicators

There were no vacant units within Locks Heath (winter 2015). The latest 2016 Locks Heath Health Check also indicates there are no vacant units.

Zone A retail rents vary throughout the centre, ranging from £175.00 per sqm for the Waitrose to £240.00- 270.00 per sqm for the remaining units within the district centre.

Characteristics of the Shopping Area

The Local Plan Part 2- Development Sites Policies (June 2015), states that Locks Heath Centre is a purpose built centre built in 1983. It is set in a courtyard layout, with shops surrounding a public open space. The Centre benefits from a large area of free surface parking and an adjacent library, community centre, public house and petrol station. The anchor tenant is Waitrose who occupied the former Co-op on 27 March 2014.

The adopted Local Plan Part 2 notes that the Centre is located within the heart of the western wards, which have seen significant residential growth. The district centre serves this catchment area and a significant population.

Locks Heath's Strengths, Weaknesses, Opportunities and Threats

Strengths

- Locks Heath provides day to day retail and service for local residents in the wets of the Borough.

- Locks Heath has a particularly strong convenience offer for a centre of its size, with a large Waitrose store that attracts customers from a wider area.
- The centre provides a range of service facilities, but the choice of facilities is limited.
- There are no vacant units in the centre.
- There is convenient free car parking adjacent to the centre.
- Buildings within the centre are generally in reasonable to good condition.

Weaknesses

- The centre has a very limited provision of comparison shops.
- The centre has a low proportion of national multiple retailers.

Opportunities

- The Waitrose is a key anchor to the District centre which may attract more national multiple retailers to complement the retail offer within the centre.

Threats

- Increased competition from the recently opened Whiteley Shopping Centre, which has a very strong comparison and food and beverage offer, located 3km north east of Lock Heath District centre.

Fareham Local Centres and Parades

In addition to Fareham town centre and Portchester and Locks Heath district centre, Fareham Borough has a comprehensive network of smaller local centres and local parades. The existing provision of local shopping centres within the Borough offers a balanced distribution of local facilities serving local communities. These facilities complement the main centres and have an important role in serving the day-to-day needs in their local areas.

Fareham centres are currently as follows:

- **1 Main town centre**- Fareham;
- **3 District Centres**- Locks Heath, Portchester, Welborne (proposed);
- **8 Local Centres**- Stubbington, Broadlaw Walk, Highlands Road, Gull Coppice (Whiteley), Titchfield, Warsash, Park Gate and the „Village Centre‟ at Welborne (location yet to be defined); and
- **11 Local Parades**- White Hart Lane, Portchester; Arundel Drive, Fareham; Miller Drive, Fareham; Anjou Crescent, Fareham; Gosport Road, Fareham; Westley Grove, Fareham; Crofton Lane, Stubbington/Hill Head; Warsash Road/Dibles Road, Warsash; Hunts Pond Road, Titchfield Coomon; Barnes Lane, Sarisbury; and, Bridge Road, Sarisbury.

An assessment of these centres and parades has been undertaken. Each centre/parade has been attributed a Local Needs Index based on the availability of shops and services. The focus is the *“needs”* of local residents. There is no clear definition of need, but residents are likely to expect to find some or all of the following shops, services and community uses within easy walking distance of their home:

1 food or convenience store suitable for top-up shopping;

2 bank;

3 post office;

4 newsagent;

5 off licence;

6 chemist;

7 takeaway, café or restaurant;

8 public house;

9 bookmakers;

10 laundrette/dry cleaners;

11 hairdressers/beauty salon;

12 florist;

13 estate agents;

14 community hall;

15 doctor's/dentist surgery; and

16 library.

Each local centre and local parade has been allocated a score out of 16, based on the shops and services listed above (one point per category represented) available in the centre. The results are summarised in the table below.

Local Needs Index Summary

Centre	Status	Total Units	Local Needs Index	Conv. Stores	Vacant Units
Stubbington	Local	40	15	7	1
Park Gate	Local	52	12	2	0
Highlands Road	Local	20	12	4	0
Titchfield	Local	23	9	4	0
Warsash	Local	27	8	2	1
Gull Coppice (Whiteley)	Local	7	6	1	0
Broadlaw Walk	Local	5	5	1	0
White Hart Lane, Portchester	Parade	12	5	2	2
Bridge Road, Sarisbury	Parade	6	4	1	1
Barnes Lane, Sarisbury	Parade	7	3	1	2
Anjou Crescent, Fareham	Parade	6	3	1	0
Gosport Road, Fareham	Parade	6	3	1	1
Crofton Lane, Stubbington/Hill Head	Parade	6	3	1	0
Miller Drive, Fareham	Parade	5	3	1	1
Warsash Road, Dibles Rd, Warsash	Parade	6	2	1	0
Arundel Drive, Fareham	Parade	3	2	1	1
Hunts Pond Rd, Titchfield Common	Parade	3	1	0	0
Redlands Lane	Undesignated	5	2	0	0
Fairfield Avenue	Undesignated	4	2	1	0
Greyshott Avenue	Undesignated	3	2	1	0
Total	**22**	**247**	**Ave.= 5**	**33**	**10**

Source: Fareham Borough Council Land Use Survey Winter 2015

N.B. Only A1-A5 and bookmakers (Sui Generis) uses have been included in total No of Units

The local needs index is not a precise measure of whether a local shopping centre is meeting the needs of local residents, and there are other factors to consider:

i the relative size a local parade will dictate the range of shops and services each centre can offer;

ii the close proximity of other town centres, local centres and '*standalone'* shops means that local need may be met at an alternative location within walking distance and local needs are therefore still being met;

iii the quality of the shopping centre or parade, in terms of its environment, type and range of retailers will affect how it is perceived and used by local residents; and

iv the relative accessibility of each centre will be an important factor in how local people use the local shops and services. For example, a major traffic route, which is difficult for pedestrians to cross, may influence shopping patterns in the area.

The local needs index provides a useful indicator of whether a local centre or important local parade is meeting some or all the needs of local residents. The local centres and their respective scores are plotted on a plan overleaf. A 500 metres and 800 metres radius from each centre is also shown overleaf, which represents what should be considered to be a reasonable and maximum walking distance.

There is a wide range of scores across the centres. Only three local centres, Stubbington, Park Gate and Highlands Road have high Local Index Scores (over 10). Titchfield and Warsash are also relatively large local centres within over 20 shop units.

In general terms the local parades have a low local index score (5 or less) and less than 10 shop units in total. Broadlaw Walk has only 5 units and a local index of 5. This centre could be downgraded from a local centre to a local parade.

Appendix 6 Household Survey Results

Q01 Where do you do most of your household's main food shopping?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Aldi, West Street, Fareham, PO16 0AL	7.4%	74	19.3%	22	0.0%	0	5.6%	7	11.7%	13	9.8%	9	9.3%	9	0.5%	1	9.3%	14
Asda, Larchwood Avenue, Bedhampton, PO9 3QW	1.7%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	5	7.7%	11	0.5%	1
Asda, Bournemouth Road, Eastleigh, SO53 3YJ	0.4%	4	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	2	1.2%	2
Asda, Speedfields Park, Newgate Lane, Fareham, PO14 1TT	13.6%	136	12.0%	13	6.0%	10	51.7%	62	24.2%	27	4.5%	4	12.3%	12	3.6%	5	1.6%	2
Asda, Cranbourne Industrial Estate, Dock Road, Gosport, PO12 1SH	7.4%	74	0.0%	0	38.1%	63	9.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Portland Road, Waterlooville, PO7 7XR	1.6%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	11	3.6%	6
Budgens, Winchester Road, Bishops Waltham, SO32 1BA	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	5
Co-op, Grange Road, Botley, SO30 2FU	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Co-op, 135 - 137 Havant Road, Drayton, PO6 2AA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Co-op, High Street, Lee-on-the-Solent, PO13 9BU	0.1%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Bridge Road, Park Gate, Locks Heath, SO31 7GE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, 195 Allaway Avenue, Paulsgrove, PO6 4HG	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0
Co-op, 248 White Hart Lane, Wicor, Portchester, PO16 9AR	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 12 West Street, Portchester, PO16 9UZ	0.3%	3	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Co-op, 40-42 The Green, Stubbington, PO14 2LE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 3 Warsash Road, Warsash, SO31 9HW	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0
Co-op, Unit 1, Yew Tree Drive, Whiteley, PO15 7LB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Co-op, 4 The Square, Wickham, PO17 5JN	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	1.1%	2
Iceland, Unit 2 High Street, Cosham, PO6 3BZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Iceland, West Street, Fareham, PO16 0BA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Iceland, Unit 22, Locks Heath Centre, SO31 6DX	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.5%	1	3.8%	4	0.0%	0	0.0%	0	0.0%	0
Iceland, 34-36 West Street, Porchester, PO16 9UZ	0.3%	3	2.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 12 The Green, Stubbington, PO14 2JG	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, London Road, Cowplain, PO8 8DF	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.5%	1
Lidl, Speedfields Park, Newgate Lane, Fareham, PO14 1TS	1.3%	13	3.9%	4	0.5%	1	1.8%	2	2.4%	3	1.0%	1	0.0%	0	0.6%	1	0.5%	1
Lidl, Forton Road, Gosport, PO12 3HJ	1.0%	10	0.0%	0	4.9%	8	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Norway Road, Hilsea, PO3 5HT	0.2%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.5%	1	0.0%	0
Marks & Spencer Foodhall, 5 Delme Square, Fareham, PO16 0PF	0.2%	2	0.6%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Marks & Spencer, Tollbar Way, Hedge End, SO30 2UH	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.7%	1	0.0%	0	0.0%	0	0.5%	1
Morrisons, Warpole Road, Gosport, PO12 1NQ	3.2%	32	0.0%	0	15.5%	25	3.8%	5	0.8%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Morrisons, Lakesmere Road, Horndean, PO8 9FB	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	1.0%	2

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Morrisons, Victory Retail Park, Portsmouth, PO1 4QP	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0
One Stop, 42 Greyshott Avenue, Fareham, PO14 3JD	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, 134-136 Beauchamp Avenue, Gosport, PO13 0LH	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, 62-64 Crofton Lane, Stubbington, PO14 3QE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Broadcut, Wallington, PO16 8SU	10.6%	106	21.2%	24	2.3%	4	4.3%	5	17.0%	19	1.7%	2	34.5%	35	2.0%	3	9.7%	15
Sainsbury's Superstore, Fitzherbert Road, Farlington, PO6 1RR	2.8%	28	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	17.7%	26	0.0%	0
Sainsbury's Superstore, Tollbar Way, Hedge End, SO30 2UH	4.7%	47	0.0%	0	0.0%	0	0.0%	0	0.5%	1	4.3%	4	5.0%	5	0.0%	0	24.8%	38
Sainsbury's Local, 22-24 Bridge Road, Park Gate, SO31 7GE	1.4%	14	1.3%	1	0.0%	0	1.3%	2	2.9%	3	0.7%	1	0.0%	0	1.0%	2	3.6%	6
Tesco Extra, Hamble Road, Bursledon, SO31 8GN	2.3%	23	0.0%	0	0.6%	1	0.0%	0	1.3%	1	17.9%	16	0.0%	0	0.6%	1	2.1%	3
Tesco Extra, Solent Road, Havant, PO9 1TR	1.1%	11	2.7%	3	3.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.6%	1
Tesco Extra, Clement Atlee Way, Portsmouth, PO6 4SR	4.6%	46	15.6%	17	0.5%	1	1.8%	2	0.5%	1	0.0%	0	0.8%	1	16.3%	24	0.0%	0
Tesco Extra, Easton Lane, Winchester, SO23 7RS	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2
Tesco Superstore, Quay Street, Fareham, PO16 0LE	2.8%	28	7.1%	8	0.6%	1	5.3%	6	4.8%	5	0.8%	1	5.5%	6	0.6%	1	0.5%	1
Tesco Superstore, Whiteley Way, Whiteley, PO15 7LL	3.7%	37	0.0%	0	0.0%	0	0.0%	0	6.2%	7	15.4%	14	15.8%	16	0.0%	0	0.0%	0
Tesco Metro, 16 High Street, Cosham, PO6 3BZ	1.8%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.2%	18	0.0%	0
Tesco Express, Carless Close, Rowner, Gosport, PO13 9XJ	0.8%	8	0.0%	0	3.4%	6	0.6%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, 5 St Lukes Close, Hedge End, SO30 2US	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, 252 Warsash Road, Warsash, SO31 9NZ	0.2%	2	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, 129 Stoke Road, Gosport, PO12 1SD	1.6%	16	0.0%	0	9.7%	16	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, 83 Locks Road, Locks Heath, SO31 6DX	2.9%	29	0.0%	0	0.0%	0	0.8%	1	4.5%	5	22.8%	21	0.7%	1	0.0%	0	1.0%	2
Waitrose, Stakes Hill Road, Waterlooville, PO7 7HS	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	6	1.0%	2
Bishops Waltham Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Fareham Town Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	1.7%	2	0.0%	0	0.5%	1
Gosport Town Centre	0.5%	5	4.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hambledon Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Locks Heath District Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Portchester District Centre	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portsmouth Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stubbington Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whiteley Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Internet / delivered	7.9%	79	2.5%	3	7.2%	12	2.4%	3	12.9%	14	9.0%	8	5.2%	5	6.9%	10	15.1%	23
Aldi, Bevois Valley Road, Portswood, Southampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Aldi, Central Retail Park, Havant	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	6	0.0%	0
Aldi, Gamble Road, Portsmouth	0.2%	2	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Mumby Road, Gosport	1.1%	11	0.0%	0	5.2%	9	1.3%	2	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, High Street, West End,	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Southampton																		
Asda, The Bridge Shopping Centre, Somers Road North, Portsmouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Co-op, Lower Northam Road, Hedge End	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2
Lidl, Bursledon Road, Southampton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.6%	1
Lidl, Coles Close, Off Twyford Road, Eastleigh	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	3
Marks & Spencer, Whiteley Way, Whiteley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Morrisons, Spruce Drive, Totton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Sainsbury's Superstore, Hambledon Road, Waterlooville	0.8%	8	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	3.2%	5
Sainsbury's Superstore, Middle Brook Street, Winchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Sainsbury's Superstore, Portswood Road, Southampton	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	5	0.0%	0
Tesco Express, Lavender Road, Waterlooville	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Tesco Superstore, Alver Village Square, Grange Road, Gosport	0.7%	7	0.0%	0	0.0%	0	4.9%	6	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Rams Walk, Petersfield	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	6
Waitrose, Via Ravenna, Chichester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Portswood Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Waterlooville Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
(Don't do this type of shopping)	0.4%	4	0.7%	1	0.0%	0	1.3%	2	0.5%	1	0.7%	1	0.0%	0	0.0%	0	0.6%	1
Weighted base:		1000		112		164		119		110		92		101		149		152
Sample:		1000		110		150		110		130		100		100		150		150

Q02 How do you normally travel to (LOCATION MENTIONED AT Q01)?
Those who do a main food shop at Q01 excluding those who said 'Internet / delivered'

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Car / van (as driver)	75.7%	694	67.8%	73	75.3%	115	72.7%	83	81.7%	78	83.7%	69	80.1%	77	67.4%	94	81.4%	105
Car / van (as passenger)	11.1%	102	16.2%	18	11.5%	17	14.9%	17	9.0%	9	7.9%	7	10.8%	10	7.1%	10	11.3%	14
Walk	7.6%	70	12.1%	13	6.5%	10	6.3%	7	5.9%	6	7.6%	6	2.3%	2	14.4%	20	4.2%	5
Bus	3.4%	31	0.6%	1	2.2%	3	5.5%	6	1.2%	1	0.8%	1	6.0%	6	7.8%	11	1.8%	2
Taxi	0.4%	4	0.6%	1	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Train	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.7%	6	0.0%	0	1.7%	3	0.0%	0	1.3%	1	0.0%	0	0.8%	1	0.6%	1	0.7%	1
Motorcycle	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park & Ride	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Disability vehicle (wheelchair / scooter)	0.3%	2	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.7%	6	2.1%	2	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.6%	2	0.6%	1
Weighted base:		917		108		152		115		96		83		96		139		128
Sample:		925		105		139		105		116		94		93		144		129

Q03 When you visit (LOCATION MENTIONED AT Q01) for your main food shopping, do you combine your shopping with other activities, for example non-food shopping, leisure / entertainment activities, restaurants, bars, banks, etc? [MR]
Those who do a main food shop at Q01 excluding those who said 'Internet / delivered'

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Yes - Meeting friends	1.0%	9	1.2%	1	2.9%	4	0.6%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0
Yes - Meeting family	1.2%	11	4.4%	5	1.8%	3	1.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	2
Yes - Other non-food shops	15.3%	141	9.1%	10	11.5%	17	9.9%	11	14.5%	14	25.9%	21	12.5%	12	10.5%	15	31.1%	40
Yes - Bars / Pubs	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - Restaurants	0.8%	7	2.1%	2	0.6%	1	0.0%	0	0.7%	1	1.1%	1	0.0%	0	1.1%	2	0.6%	1
Yes - Cafés	1.6%	15	1.3%	1	0.0%	0	2.0%	2	0.7%	1	3.2%	3	0.0%	0	3.9%	5	1.8%	2
Yes - In-store cafés	0.6%	5	0.6%	1	0.6%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.5%	1	1.2%	2
Yes - Bingo	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - Cinemas	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - Gym / Health and Fitness	1.2%	11	0.7%	1	0.6%	1	0.6%	1	4.3%	4	0.8%	1	0.7%	1	0.0%	0	2.6%	3
Yes - Library	0.8%	7	0.0%	0	1.2%	2	1.4%	2	1.3%	1	0.8%	1	1.5%	1	0.6%	1	0.0%	0
Yes - Markets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - Museum / Art Gallery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - Swimming	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - Ten Pin Bowling	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - Theatre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - Financial service (Banks, Building Society)	3.2%	29	0.6%	1	5.7%	9	1.2%	1	4.1%	4	6.4%	5	3.7%	4	1.1%	2	3.1%	4
Yes - Personal service (Hairdressers, Beauty Salon)	0.5%	5	0.0%	0	0.0%	0	0.6%	1	0.0%	0	3.2%	3	0.0%	0	0.5%	1	0.6%	1
Yes - Other service (Travel Agent, Estate Agent)	0.4%	4	0.6%	1	0.8%	1	0.0%	0	0.0%	0	1.6%	1	0.7%	1	0.0%	0	0.0%	0
Yes - Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - Church	0.2%	2	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Yes - Get fuel	1.4%	13	0.6%	1	0.0%	0	0.6%	1	5.6%	5	0.0%	0	0.0%	0	2.9%	4	1.9%	2
Yes - Hospital	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - Other food shopping	2.3%	21	0.6%	1	2.9%	4	1.2%	1	0.6%	1	0.0%	0	4.5%	4	2.5%	3	4.9%	6
Yes - Outdoor activity (Cycling, Playing sports, Dog walking)	1.2%	11	0.6%	1	1.1%	2	0.0%	0	0.7%	1	1.8%	1	5.2%	5	1.1%	2	0.0%	0
Yes - School run	0.8%	8	0.6%	1	1.9%	3	0.0%	0	1.4%	1	0.0%	0	1.7%	2	0.8%	1	0.0%	0
Yes - To / from work	3.1%	29	0.0%	0	2.5%	4	1.8%	2	5.5%	5	0.0%	0	12.1%	12	1.3%	2	3.2%	4
Yes - Window shopping / browsing	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0
No	70.1%	642	78.1%	85	73.8%	112	78.3%	90	64.1%	61	64.0%	53	68.5%	65	73.4%	102	57.5%	74
Weighted base:		917		108		152		115		96		83		96		139		128
Sample:		925		105		139		105		116		94		93		144		129

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	

Q04 Apart from (LOCATION MENTIONED AT Q01) which other locations do you regularly use for your household's main food shopping? [MR]

Those who do a main food shop at Q01

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Aldi, West Street, Fareham, PO16 0AL	4.3%	43	6.4%	7	0.0%	0	5.6%	7	10.9%	12	5.5%	5	7.9%	8	1.2%	2	1.6%	2
Asda, Larchwood Avenue, Bedhampton, PO9 3QW	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0
Asda, Speedfields Park, Newgate Lane, Fareham, PO14 1TT	5.7%	57	9.4%	10	6.0%	10	5.4%	6	14.1%	15	4.0%	4	8.3%	8	0.0%	0	1.8%	3
Asda, Cranbourne Industrial Estate, Dock Road, Gosport, PO12 1SH	3.3%	33	0.0%	0	15.7%	26	4.3%	5	0.0%	0	0.7%	1	1.5%	1	0.0%	0	0.0%	0
Asda, Portland Road, Waterlooville, PO7 7XR	0.6%	6	1.4%	2	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	2	1.2%	2
Budgens, Winchester Road, Bishops Waltham, SO32 1BA	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	7
Co-op, 24 High Street, Bishop's Waltham, SO32 1AA	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2
Co-op, 135 - 137 Havant Road, Drayton, PO6 2AA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Co-op, 48 Tregaron Avenue, East Cosham, PO6 2NE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Co-op, 66 Palmyra Road, Elson, PO12 4EH	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 62-90 Arundel Drive, Fareham, PO16 7NU	0.2%	2	0.6%	1	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 165 Highlands Road (in petrol station), Corner Of Oak Road, Fareham, PO15 5PR	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 47 Fairfield Avenue, Fareham, PO14 1EH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Lee-on-the-Solent, PO13 9BU	0.1%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Bridge Road, Park Gate, Locks Heath, SO31 7GE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Co-op, 248 White Hart Lane, Wicor, Portchester, PO16 9AR	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 12 West Street, Portchester, PO16 9UZ	0.1%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Unit 1, Yew Tree Drive, Whiteley, PO15 7LB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, 4 The Square, Wickham, PO17 5JN	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2
Iceland, Unit 2 High Street, Cosham, PO6 3BZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Iceland, West Street, Fareham, PO16 0BA	1.1%	11	2.6%	3	0.0%	0	0.0%	0	0.5%	1	0.0%	0	1.7%	2	0.0%	0	3.6%	6
Iceland, 4-7 Warpole Street, Gosport, PO12 1RR	0.6%	6	0.0%	0	0.5%	1	4.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Unit 22, Locks Heath Centre, SO31 6DX	0.5%	5	0.0%	0	0.0%	0	0.0%	0	1.1%	1	3.6%	3	0.0%	0	0.0%	0	0.5%	1
Iceland, 34-36 West Street, Porchester, PO16 9UZ	0.3%	3	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Iceland, 12 The Green, Stubbington, PO14 2JG	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, London Road, Cowplain, PO8 8DF	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	1.5%	2
Lidl, Speedfields Park, Newgate Lane, Fareham, PO14 1TS	2.9%	29	1.9%	2	1.1%	2	5.1%	6	4.5%	5	2.9%	3	5.0%	5	0.0%	0	4.2%	6
Lidl, Forton Road, Gosport, PO12 3HJ	1.1%	11	0.0%	0	3.7%	6	3.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Norway Road, Hilsea, PO3 5HT	1.3%	13	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	12	0.0%	0
Marks & Spencer Foodhall,	0.8%	8	1.8%	2	0.5%	1	0.0%	0	0.5%	1	1.7%	2	1.4%	1	1.0%	2	0.0%	0

Column %ges.

Fareham Household Survey
for Nathaniel Lichfield & Partners

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
5 Delme Square, Fareham, PO16 0PF																		
Marks & Spencer, Tollbar Way, Hedge End, SO30 2UH	1.1%	11	0.0%	0	1.0%	2	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.5%	1	4.9%	7
Morrisons, Warpole Road, Gosport, PO12 1NQ	3.1%	31	0.0%	0	16.6%	27	2.6%	3	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Lakesmere Road, Horndean, PO8 9FB	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.6%	1
Morrisons, Victory Retail Park, Portsmouth, PO1 4QP	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	3	0.0%	0
Sainsbury's Superstore, Broadcut, Wallington, PO16 8SU	4.2%	42	10.6%	12	0.0%	0	4.2%	5	10.3%	11	0.0%	0	7.1%	7	0.0%	0	4.2%	6
Sainsbury's Superstore, Fitzherbert Road, Farlington, PO6 1RR	1.0%	10	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	7	1.0%	2
Sainsbury's Superstore, Tollbar Way, Hedge End, SO30 2UH	2.8%	28	0.0%	0	0.0%	0	1.9%	2	0.5%	1	7.8%	7	2.1%	2	0.0%	0	10.7%	16
Sainsbury's Local, 22-24 Bridge Road, Park Gate, SO31 7GE	0.7%	7	1.2%	1	0.5%	1	0.6%	1	2.9%	3	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Tesco Extra, Hamble Road, Bursledon, SO31 8GN	1.3%	12	0.0%	0	0.6%	1	0.0%	0	0.0%	0	10.1%	9	0.0%	0	0.0%	0	1.6%	2
Tesco Extra, Solent Road, Havant, PO9 1TR	0.7%	7	0.0%	0	0.0%	0	0.6%	1	1.3%	1	0.0%	0	0.0%	0	3.3%	5	0.0%	0
Tesco Extra, Clement Atlee Way, Portsmouth, PO6 4SR	2.4%	24	7.6%	8	0.0%	0	0.0%	0	1.1%	1	0.0%	0	2.4%	2	7.0%	10	1.1%	2
Tesco Extra, Easton Lane, Winchester, SO23 7RS	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Tesco Superstore, Quay Street, Fareham, PO16 0LE	3.5%	34	8.2%	9	0.6%	1	4.2%	5	9.5%	10	0.7%	1	3.6%	4	0.0%	0	3.2%	5
Tesco Superstore, Whiteley Way, Whiteley, PO15 7LL	1.9%	19	0.0%	0	0.0%	0	0.0%	0	3.8%	4	14.2%	13	1.5%	1	0.0%	0	0.0%	0
Tesco Metro, 16 High Street, Cosham, PO6 3BZ	1.7%	17	0.6%	1	0.0%	0	0.6%	1	1.3%	1	0.0%	0	0.7%	1	8.9%	13	0.0%	0
Tesco Express, Carless Close, Rowner, Gosport, PO13 9XJ	1.6%	16	0.0%	0	2.9%	5	7.5%	9	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, 5 St Lukes Close, Hedge End, SO30 2US	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Waitrose, 129 Stoke Road, Gosport, PO12 1SD	1.7%	17	0.0%	0	6.4%	11	4.2%	5	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, 83 Locks Road, Locks Heath, SO31 6DX	1.9%	19	0.6%	1	0.0%	0	0.6%	1	2.2%	2	11.9%	11	3.0%	3	0.0%	0	1.0%	2
Waitrose, Stakes Hill Road, Waterlooville, PO7 7HS	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	3	3.1%	5
Bishops Waltham Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2
Cosham District Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0
Fareham Town Centre	0.2%	2	0.7%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gosport Town Centre	0.6%	6	0.0%	0	0.5%	1	4.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hedge End Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2
Locks Heath District Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Portchester District Centre	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Portsmouth Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Stubbington Local Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickham District Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	3
Internet / delivered	2.5%	25	0.7%	1	1.1%	2	7.5%	9	1.1%	1	1.6%	1	3.0%	3	0.0%	0	5.2%	8
Aldi, Central Retail Park, Havant	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	3	1.0%	2
Aldi, Gamble Road, Portsmouth	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0
Aldi, Mumby Road, Gosport	1.3%	13	0.0%	0	5.4%	9	3.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, The Bridge Shopping Centre, Somers Road North, Portsmouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Iceland, Wellington Way, Waterlooville	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Lidl, Bursledon Road, Southampton	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	5	0.7%	1	0.0%	0	0.0%	0
Lidl, Coles Close, Off Twyford Road, Eastleigh	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	5	0.0%	0	0.6%	1
Lidl, High Street, Southampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Lidl, Somborne Drive, Leigh Park, Havant	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.5%	1
Lidl, Station Road, Petersfield	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Macro, Dewar Close, Fareham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Marks & Spencer, Commercial Road, Portsmouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Marks & Spencer, Wellington Retail Park, Waterlooville	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	3	0.6%	1
Marks & Spencer, Whiteley Way, Whiteley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Morrisons, Anchorage Road, Portsmouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Sainsbury's Superstore, Bitterne Road, Bitterne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Sainsbury's Superstore, Hambledon Road, Waterlooville	1.3%	13	0.0%	0	3.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	6	0.5%	1
Tesco Express, Havant Road, Farlington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Tesco Express, Pier Street, Lee-on-Solent	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Alver Village Square, Grange Road, Gosport	0.9%	9	0.0%	0	2.7%	4	3.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, North Street, Havant	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Waitrose, Rams Walk, Petersfield	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Stockbridge Road, Winchester	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Via Ravenna, Chichester	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Denmead Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Havant Town Centre	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lee-on-Solent District Centre	0.2%	2	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waterlooville Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
(Don't know)	1.1%	11	1.3%	1	1.7%	3	1.8%	2	1.3%	1	0.0%	0	0.0%	0	2.1%	3	0.0%	0
(Nowhere else)	38.7%	385	39.4%	44	39.8%	65	26.5%	31	39.2%	43	31.2%	28	53.6%	54	41.3%	62	38.2%	58
Weighted base:		995		111		164		118		110		91		101		149		151
Sample:		995		109		150		109		129		99		100		150		149

Q05 Where do you do most of your household's small scale 'top-up' food shopping? (i.e. to buy bread, milk, etc, on a day-to-day basis).

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Aldi, West Street, Fareham, PO16 0AL	2.3%	23	5.8%	6	0.0%	0	0.0%	0	8.5%	9	1.5%	1	4.3%	4	0.5%	1	0.7%	1
Asda, Larchwood Avenue, Bedhampton, PO9 3QW	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	3	0.0%	0
Asda, Speedfields Park, Newgate Lane, Fareham, PO14 1TT	2.1%	21	7.5%	8	0.6%	1	3.6%	4	4.3%	5	1.5%	1	0.8%	1	0.5%	1	0.0%	0
Asda, Cranbourne Industrial Estate, Dock Road, Gosport, PO12 1SH	1.8%	18	0.0%	0	10.3%	17	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Portland Road, Waterlooville, PO7 7XR	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	5	1.5%	2
Budgens, Winchester Road, Bishops Waltham, SO32 1BA	2.2%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.5%	22
Co-op, 24 High Street, Bishop's Waltham, SO32 1AA	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	7
Co-op, 12, The Square, Botley, SO30 2EA	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	4
Co-op, Grange Road, Botley, SO30 2FU	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2
Co-op, 61 Carisbrook Road, Bridgemary, PO13 0QY	0.3%	3	0.0%	0	0.0%	0	2.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 84 Gregson Avenue, Bridgemary, PO13 0UP	0.5%	5	0.0%	0	0.0%	0	3.7%	4	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Co-op, Hambledon Road, Denmead, PO7 6NU	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	6
Co-op, 135 - 137 Havant Road, Drayton, PO6 2AA	0.5%	5	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	4	0.0%	0
Co-op, 48 Tregaron Avenue, East Cosham, PO6 2NE	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	8	0.0%	0
Co-op, 66 Palmyra Road, Elson, PO12 4EH	0.3%	3	0.0%	0	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 62-90 Arundel Drive, Fareham, PO16 7NU	1.2%	12	1.9%	2	0.0%	0	5.3%	6	2.5%	3	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Co-op, 165 Highlands Road (in petrol station), Corner Of Oak Road, Fareham, PO15 5PR	1.0%	10	1.2%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	7.4%	7	0.0%	0	0.0%	0
Co-op, 219 Gudge Heath Lane, Hill Park, Fareham, PO15 6PZ	0.8%	8	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	7	0.0%	0	0.0%	0
Co-op, 47 Fairfield Avenue, Fareham, PO14 1EH	0.6%	6	0.7%	1	0.0%	0	0.0%	0	4.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Highlands Road (opposite Lloyds Pharmacy), Fareham, PO15 6QL	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	8	0.0%	0	0.0%	0
Co-op, 151 Privett Road, Gosport, PO12 3SS	1.2%	12	0.0%	0	7.4%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 268 Forton Road, Gosport, PO12 3HW	0.2%	2	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 95 Bury Road, Gosport, PO12 3PR	0.2%	2	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Unit A Twyford Drive, Cherque Farm, Lee-on-the-Solent, PO13 8AT	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Lee-on-the-Solent, PO13 9BU	0.8%	8	0.0%	0	0.0%	0	6.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Bridge Road, Park Gate, Locks Heath, SO31 7GE	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0	0.0%	0	0.6%	1
Co-op, 195 Allaway Avenue, Paulsgrove, PO6 4HG	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	5	0.0%	0
Co-op, 248 White Hart Lane, Wicor, Portchester, PO16 9AR	0.8%	8	5.9%	7	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 12 West Street, Portchester, PO16 9UZ	1.0%	10	7.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Co-op, 1 - 2 Saunders House, Leith Avenue, Portsmouth, PO6 4NY	0.2%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Co-op, 62 Stakes Road, Purbrook, PO7 5NT	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0
Co-op, 8 The Precinct, Crookhorn Lane, Purbrook, PO7 5QE	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	4	0.0%	0
Co-op, 40-42 The Green, Stubbington, PO14 2LE	1.8%	18	0.0%	0	0.0%	0	1.2%	1	15.2%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 44 The Square, Titchfield, PO14 4AF	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 3 Warsash Road, Warsash, SO31 9HW	1.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.7%	11	0.0%	0	0.0%	0	0.0%	0
Co-op, 1 Cornwall Buildings, London Road, Waterlooville, PO7 5AB	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	3	0.0%	0
Co-op, Unit 1, Yew Tree Drive, Whiteley, PO15 7LB	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	5.5%	6	1.0%	2	0.0%	0
Co-op, 4 The Square, Wickham, PO17 5JN	2.0%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.9%	10	0.0%	0	6.4%	10
Iceland, Unit 2 High Street, Cosham, PO6 3BZ	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0
Iceland, West Street, Fareham, PO16 0BA	0.6%	6	1.2%	1	0.0%	0	1.9%	2	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 4-7 Warpole Street, Gosport, PO12 1RR	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Unit 22, Locks Heath Centre, SO31 6DX	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.5%	1	3.6%	3	0.0%	0	0.0%	0	0.0%	0
Iceland, 34-36 West Street, Porchester, PO16 9UZ	1.3%	13	10.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Iceland, 12 The Green, Stubbington, PO14 2JG	0.5%	5	0.0%	0	0.0%	0	0.6%	1	4.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Speedfields Park, Newgate Lane, Fareham, PO14 1TS	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Forton Road, Gosport, PO12 3HJ	1.3%	13	0.0%	0	7.9%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Norway Road, Hilsea, PO3 5HT	0.3%	3	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0
Marks & Spencer Foodhall, 5 Delme Square, Fareham, PO16 0PF	0.2%	2	1.2%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Tollbar Way, Hedge End, SO30 2UH	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	2.2%	3
Morrisons, Warpole Road, Gosport, PO12 1NQ	1.3%	13	0.0%	0	6.8%	11	1.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Lakesmere Road, Horndean, PO8 9FB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
One Stop, 141-143 Gosport Road, Fareham, PO16 0JW	0.2%	2	0.0%	0	0.0%	0	1.3%	2	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, 42 Greyshott Avenue, Fareham, PO14 3JD	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, 44-46 Village Road, Alverstoke, Gosport, PO12 2LF	0.8%	8	0.0%	0	4.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, 215-217 Allaway Avenue, Paulsgrove, PO6 4HG	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
One Stop, 44-46 White Hart Lane, Portchester, PO16 9BH	0.2%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, 62-64 Crofton Lane, Stubbington, PO14 3QE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, 32 The Square, Titchfield, PO14 4RU	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Broadcut, Wallington, PO16 8SU	2.0%	20	8.9%	10	0.5%	1	0.8%	1	4.2%	5	0.0%	0	1.4%	1	0.0%	0	1.6%	2

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Sainsbury's Superstore, Fitzherbert Road, Farlington, PO6 1RR	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	7	0.0%	0
Sainsbury's Superstore, Tollbar Way, Hedge End, SO30 2UH	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	5.3%	8
Sainsbury's Local, 22-24 Bridge Road, Park Gate, SO31 7GE	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.6%	1	4.3%	4	0.0%	0	0.0%	0	1.2%	2
Tesco Extra, Hamble Road, Bursledon, SO31 8GN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Solent Road, Havant, PO9 1TR	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Tesco Extra, Clement Atlee Way, Portsmouth, PO6 4SR	1.3%	13	2.1%	2	0.0%	0	4.1%	5	0.0%	0	0.0%	0	0.0%	0	3.6%	5	0.0%	0
Tesco Superstore, Quay Street, Fareham, PO16 0LE	3.1%	31	6.9%	8	0.5%	1	7.4%	9	3.0%	3	0.7%	1	9.0%	9	0.5%	1	0.0%	0
Tesco Superstore, Whiteley Way, Whiteley, PO15 7LL	2.0%	20	0.0%	0	0.0%	0	0.0%	0	1.8%	2	5.8%	5	12.5%	13	0.0%	0	0.0%	0
Tesco Metro, 16 High Street, Cosham, PO6 3BZ	1.7%	17	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.8%	1	0.0%	0	10.4%	16	0.0%	0
Tesco Express, Carless Close, Rowner, Gosport, PO13 9XJ	1.5%	15	0.0%	0	4.1%	7	6.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, 5 St Lukes Close, Hedge End, SO30 2US	1.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.2%	13
Tesco Express, 252 Warsash Road, Warsash, SO31 9NZ	1.3%	13	0.0%	0	0.0%	0	0.0%	0	4.4%	5	8.7%	8	0.0%	0	0.0%	0	0.0%	0
Waitrose, 129 Stoke Road, Gosport, PO12 1SD	1.5%	15	0.0%	0	7.6%	12	1.3%	2	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, 83 Locks Road, Locks Heath, SO31 6DX	3.1%	31	0.0%	0	0.0%	0	0.0%	0	1.7%	2	29.7%	27	1.5%	1	0.0%	0	0.0%	0
Waitrose, Stakes Hill Road, Waterlooville, PO7 7HS	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0
Bishops Waltham Town Centre	1.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	15
Botley Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Cosham District Centre	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	4	0.0%	0
Fareham Town Centre	0.7%	7	0.6%	1	0.5%	1	1.2%	1	2.8%	3	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Gosport Town Centre	1.5%	15	0.0%	0	5.4%	9	5.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hambledon Local Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2
Hedge End Town Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	1.5%	2
Locks Heath District Centre	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	5	0.8%	1	0.0%	0	0.0%	0
Park Gate Local Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Portchester District Centre	0.2%	2	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Portsmouth Town Centre	0.3%	3	0.7%	1	1.2%	2	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stubbington Local Centre	0.5%	5	0.0%	0	0.0%	0	0.0%	0	5.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swanmore Local Centre	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	4
Titchfield Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickham District Centre	0.5%	5	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	2.1%	3
Whiteley Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	0.3%	3	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.6%	1
Aldi, Mumby Road, Gosport	0.6%	6	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	5.0%	5	0.0%	0	0.0%	0
Asda, High Street, West End, Southampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Co-op, Dartmouth Court, Priddy's Hard, Gosport	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, London Road, Cowplain	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0
Co-op, Lonsdale Avenue, Cosham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0
Co-op, Lower Northam Road, Hedge End	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2
Co-op, Milton Road, Cowplain, Waterlooville	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.5%	1
Co-op, San Diego Road, Gosport	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Wellington Retail Park, Waterlooville	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Marks & Spencer, Whiteley Way, Whiteley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
McColls, Forton Road, Gosport	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
McColls, Huntspond Road, Titchfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Anchorage Road, Portsmouth	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Elson Road, Gosport	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Five Heads Road, Waterlooville	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Sainsbury's Superstore, Hambledon Road, Waterlooville	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	3	0.6%	1
Spar, Saunders House, Leith Avenue, Portchester	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Forton Road, Gosport	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Havant Road, Farlington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Tesco Metro, The Swan Centre, Eastleigh	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Alver Village Square, Grange Road, Gosport	0.4%	4	0.0%	0	1.3%	2	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Texaco Garage (Co-operative Food), Broad Oak, Southampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
The News Box, Brockhurst Road, Gosport	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Marmion Road, Southsea	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.5%	1	0.0%	0
Waitrose, Rams Walk, Petersfield	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	6
Waltham Chase Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Welcome, Upper Old Street, Cuckoo Lane, Stubbington	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alverstoke Village Centre	0.2%	2	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Denmead Village Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2
Droxford Village Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2
Elson Local Centre	0.2%	2	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hill Head Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lee-on-Solent District Centre	0.2%	2	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Purbrook Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Shedfield Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
(Don't know)	2.6%	26	0.6%	1	2.3%	4	12.9%	15	1.7%	2	0.0%	0	0.0%	0	1.7%	3	1.2%	2
(Don't do this type of shopping)	23.9%	239	29.4%	33	28.0%	46	24.8%	30	16.2%	18	17.7%	16	21.7%	22	34.8%	52	14.7%	22
Weighted base:		1000		112		164		119		110		92		101		149		152
Sample:		1000		110		150		110		130		100		100		150		150

Column %ges.

Q06 Apart from (LOCATION MENTIONED AT Q05) which other locations do you regularly use for top-up' food shopping? [MR]
Those who do top-up food shopping at Q05

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Aldi, West Street, Fareham, PO16 0AL	0.9%	7	0.9%	1	1.6%	2	0.8%	1	1.3%	1	0.9%	1	2.0%	2	0.0%	0	0.0%	0
Asda, Larchwood Avenue, Bedhampton, PO9 3QW	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0
Asda, Speedfields Park, Newgate Lane, Fareham, PO14 1TT	0.7%	5	0.9%	1	0.8%	1	2.4%	2	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Cranbourne Industrial Estate, Dock Road, Gosport, PO12 1SH	1.3%	10	0.0%	0	7.7%	9	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Asda, Portland Road, Waterlooville, PO7 7XR	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0
Budgens, Winchester Road, Bishops Waltham, SO32 1BA	1.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	5.8%	7
Co-op, 24 High Street, Bishop's Waltham, SO32 1AA	1.9%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	14
Co-op, Fareham Road, Bridgemary, PO13 0XL	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Hambledon Road, Denmead, PO7 6NU	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Co-op, 135 - 137 Havant Road, Drayton, PO6 2AA	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0
Co-op, 66 Palmyra Road, Elson, PO12 4EH	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 62-90 Arundel Drive, Fareham, PO16 7NU	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 165 Highlands Road (in petrol station), Corner Of Oak Road, Fareham, PO15 5PR	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0
Co-op, 219 Gudge Heath Lane, Hill Park, Fareham, PO15 6PZ	0.2%	2	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Co-op, 47 Fairfield Avenue, Fareham, PO14 1EH	0.3%	2	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 54 Linden Lea, Fareham, PO16 8EA	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Highlands Road (opposite Lloyds Pharmacy), Fareham, PO15 6QL	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Co-op, 151 Privett Road, Gosport, PO12 3SS	0.5%	4	0.0%	0	3.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 268 Forton Road, Gosport, PO12 3HW	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 5 - 7 Rowner Road, Gosport, PO13 9UB	0.3%	2	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Unit A Twyford Drive, Cherque Farm, Lee-on-the-Solent, PO13 8AT	0.5%	4	0.0%	0	0.0%	0	4.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Lee-on-the-Solent, PO13 9BU	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Bridge Road, Park Gate, Locks Heath, SO31 7GE	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	4	0.0%	0	0.0%	0	0.0%	0
Co-op, 248 White Hart Lane, Wicor, Portchester, PO16 9AR	0.7%	5	6.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 12 West Street, Portchester, PO16 9UZ	0.7%	5	4.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0
Co-op, 40-42 The Green, Stubbington, PO14 2LE	0.8%	6	0.8%	1	0.0%	0	0.0%	0	5.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 3 Warsash Road, Warsash, SO31 9HW	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, 1 Cornwall Buildings, London Road, Waterlooville, PO7 5AB	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.7%	1

Column %ges.

Fareham Household Survey
for Nathaniel Lichfield & Partners

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Co-op, Unit 1, Yew Tree Drive, Whiteley, PO15 7LB	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	3	0.0%	0	0.0%	0
Co-op, 4 The Square, Wickham, PO17 5JN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Iceland, Unit 2 High Street, Cosham, PO6 3BZ	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0
Iceland, West Street, Fareham, PO16 0BA	0.3%	2	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Iceland, Unit 22, Locks Heath Centre, SO31 6DX	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	4	0.0%	0	0.0%	0	0.6%	1
Iceland, 34-36 West Street, Porchester, PO16 9UZ	0.3%	2	2.0%	2	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 12 The Green, Stubbington, PO14 2JG	1.1%	8	0.0%	0	0.0%	0	0.0%	0	8.2%	8	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Lidl, London Road, Cowplain, PO8 8DF	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2
Lidl, Speedfields Park, Newgate Lane, Fareham, PO14 1TS	0.3%	2	0.0%	0	0.0%	0	0.8%	1	0.6%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Lidl, Forton Road, Gosport, PO12 3HJ	1.4%	10	0.0%	0	6.9%	8	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Norway Road, Hilsea, PO3 5HT	0.3%	2	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0
Marks & Spencer Foodhall, 5 Delme Square, Fareham, PO16 0PF	0.3%	2	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Marks & Spencer, Tollbar Way, Hedge End, SO30 2UH	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	2
Marks & Spencer Simply Food, West Street, Porchester, PO16 9UA	0.8%	6	7.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Warpole Road, Gosport, PO12 1NQ	1.7%	13	0.0%	0	6.0%	7	6.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Lakesmere Road, Horndean, PO8 9FB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
One Stop, 141-143 Gosport Road, Fareham, PO16 0JW	0.2%	2	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
One Stop, 42 Greyshott Avenue, Fareham, PO14 3JD	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, 44-46 Village Road, Alverstoke, Gosport, PO12 2LF	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, 215-217 Allaway Avenue, Paulsgrove, PO6 4HG	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0
One Stop, 44-46 White Hart Lane, Portchester, PO16 9BH	0.2%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, 62-64 Crofton Lane, Stubbington, PO14 3QE	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, 32 The Square, Titchfield, PO14 4RU	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, 8 The Square, Wickham, PO17 5JQ	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	5	0.0%	0	1.4%	2
Sainsbury's Superstore, Broadcut, Wallington, PO16 8SU	0.7%	6	2.5%	2	0.7%	1	0.0%	0	0.7%	1	0.0%	0	2.8%	2	0.0%	0	0.0%	0
Sainsbury's Superstore, Fitzherbert Road, Farlington, PO6 1RR	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0
Sainsbury's Superstore, Tollbar Way, Hedge End, SO30 2UH	1.0%	8	6.0%	5	0.0%	0	0.0%	0	1.5%	1	0.9%	1	0.9%	1	0.0%	0	0.0%	0
Sainsbury's Local, 22-24 Bridge Road, Park Gate, SO31 7GE	0.9%	7	0.8%	1	0.7%	1	0.0%	0	0.0%	0	5.4%	4	1.9%	1	0.0%	0	0.0%	0
Tesco Extra, Hamble Road, Bursledon, SO31 8GN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Solent Road,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Havant, PO9 1TR																		
Tesco Extra, Clement Atlee Way, Portsmouth, PO6 4SR	0.4%	3	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0
Tesco Superstore, Quay Street, Fareham, PO16 0LE	1.5%	11	8.1%	6	0.0%	0	0.0%	0	2.8%	3	0.0%	0	1.9%	1	0.0%	0	0.6%	1
Tesco Superstore, Whiteley Way, Whiteley, PO15 7LL	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Tesco Metro, 16 High Street, Cosham, PO6 3BZ	0.3%	2	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0
Tesco Express, Carless Close, Rowner, Gosport, PO13 9XJ	1.1%	8	0.0%	0	1.4%	2	7.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, 5 St Lukes Close, Hedge End, SO30 2US	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2
Tesco Express, 252 Warsash Road, Warsash, SO31 9NZ	1.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.6%	9	0.0%	0	0.0%	0	0.0%	0
Waitrose, 129 Stoke Road, Gosport, PO12 1SD	0.6%	5	0.0%	0	2.9%	3	0.8%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, 83 Locks Road, Locks Heath, SO31 6DX	1.4%	11	0.0%	0	0.0%	0	0.0%	0	2.8%	3	8.9%	7	1.8%	1	0.0%	0	0.0%	0
Waitrose, Stakes Hill Road, Waterlooville, PO7 7HS	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.8%	1	0.6%	1
Bishops Waltham Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2
Botley Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Cosham District Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Fareham Town Centre	1.8%	13	0.0%	0	3.2%	4	0.0%	0	1.3%	1	0.9%	1	0.0%	0	2.3%	2	4.3%	6
Gosport Town Centre	1.4%	10	0.0%	0	6.8%	8	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hedge End Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2
Highlands Road Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Locks Heath District Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park Gate Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Portchester District Centre	0.5%	4	4.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portsmouth Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0
Southampton City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Stubbington Local Centre	0.6%	5	0.8%	1	0.0%	0	0.0%	0	4.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swanmore Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Wickham District Centre	0.6%	4	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	2.7%	2	0.0%	0	1.3%	2
Whiteley Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Internet / delivered	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2
Aldi, Bevois Valley Road, Portswood, Southampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Aldi, Mumby Road, Gosport	0.2%	2	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, High Street, West End, Southampton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2
Budgens, Upper Northam Road, Hedge End	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2
Co-op, Bridge Road, Park Gate	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Co-op, Cuckoo Lane, Stubbington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Lonsdale Avenue, Cosham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0
Co-op, Lower Northam Road, Hedge End	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2
Kev Jones & Son, Nobes Avenue, Bridgemary, Gosport	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Bursledon Road, Southampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Lidl, Coles Close, Off Twyford Road, Eastleigh	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2
Londis, Winchester Road, Bishops Waltham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2
Macro, Dewar Close, Fareham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Wellington Retail Park, Waterlooville	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Marks & Spencer, Whiteley Way, Whiteley	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Nisa, Broom Way, Lee-on-the-Solent	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Warsash Road, Warsash	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.9%	1	0.0%	0	0.0%	0
Premier, Barnes Lane, Sarisbury Green	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Hambledon Road, Waterlooville	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	1.2%	2
Tesco Express, Butts Lane, Thornhill, Southampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Tesco Express, Havant Road, Farlington	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0
Tesco Express, Pier Street, Lee-on-Solent	0.3%	2	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Texaco Garage (Co-operative Food), Broad Oak, Southampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Waitrose, Alma Road, Romsey	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Westlands Farm Shop, Pricketts Hill, Shedfield, Southampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Drayton Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Purbrook Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Waterlooville Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
(Don't know)	3.0%	23	0.0%	0	3.1%	4	7.9%	7	4.2%	4	2.0%	1	0.9%	1	4.4%	4	1.3%	2
(Nowhere else)	55.8%	424	48.5%	38	53.3%	63	58.4%	52	56.8%	53	52.7%	40	62.3%	49	60.3%	59	54.4%	71
Weighted base:		761		79		118		90		92		75		79		97		130
Sample:		754		80		111		76		106		77		79		103		122

Column %ges.

Q07 Where do you buy most of your household's non-food shopping?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
B&Q, Purbrook Way, Havant	0.2%	2	0.0%	0	0.0%	0	0.6%	1	0.5%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Tesco Extra, Clement Atlee Way, Portsmouth	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0
The Range, Gunners Way, Fort Brockhurst, Gosport	0.2%	2	0.0%	0	0.5%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fareham	32.8%	328	58.0%	65	25.5%	42	51.9%	62	42.7%	47	17.4%	16	38.8%	39	9.8%	15	27.9%	42
Bishops Waltham	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	4
Chichester	1.5%	15	0.7%	1	0.5%	1	1.2%	1	1.1%	1	0.0%	0	0.7%	1	5.6%	8	1.0%	2
Eastleigh	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	5
Gosport	5.6%	56	0.0%	0	24.0%	39	13.7%	16	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Havant	0.4%	4	0.6%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.1%	2	0.0%	0
Locks Heath	0.5%	5	0.0%	0	0.0%	0	0.6%	1	0.0%	0	3.6%	3	0.7%	1	0.0%	0	0.5%	1
Park Gate, Fareham	2.0%	20	2.6%	3	1.7%	3	1.8%	2	1.1%	1	3.8%	3	0.0%	0	0.0%	0	4.7%	7
Petersfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Portchester	0.5%	5	3.3%	4	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Portsmouth (inc. Gunwharf Keys)	10.5%	105	10.9%	12	18.4%	30	9.4%	11	1.7%	2	1.6%	1	3.4%	3	27.5%	41	2.1%	3
Southampton	4.5%	45	2.4%	3	1.9%	3	4.5%	5	3.5%	4	14.1%	13	5.9%	6	1.6%	2	6.0%	9
Southsea	0.5%	5	4.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Titchfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waterlooville	2.8%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.7%	20	5.1%	8
Whiteley	9.7%	97	4.9%	6	3.5%	6	1.3%	2	16.5%	18	29.8%	27	23.9%	24	2.8%	4	6.8%	10
Wickham	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	3
Winchester	0.5%	5	0.6%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	2.1%	3
Broadcut Retail Park, Fareham (Sainsbury's, Dreams, Staples)	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hedge End Retail Park, Southampton (Sainsbury's, M&S, Best Buy, Jessops, PC World, Homebase, B&Q, Wickes, Currys, DFS, Easy Living Furniture, ScS, Car	3.6%	36	1.2%	1	0.5%	1	1.2%	1	1.1%	1	5.5%	5	5.7%	6	1.0%	2	12.5%	19
Market Quay, Fareham (Robert Dyas, Poundland, Peacocks, TK Maxx, Wilkinson, JJB Sports)	0.2%	2	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Newgate Lane, Fareham (Homebase, Pets at Home, Wickes, Carpets 4 Less)	1.1%	11	0.6%	1	2.2%	4	3.1%	4	1.6%	2	0.7%	1	0.7%	1	0.0%	0	0.0%	0
Ocean Retail Park, Portsmouth (Toys R Us, Carpetright, Paul Simon, Homebase, Halfords, Currys, PC World)	0.4%	4	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.7%	1
Southampton Road, Fareham (Argos Extra, Dunelm Mill, Carpetright, Pets at Home, B&Q, Currys/PC World, Halfords, Smyths, Harveys, Carpet Barn and the B	0.9%	9	0.0%	0	0.5%	1	1.2%	1	1.1%	1	1.7%	2	1.5%	2	0.5%	1	1.1%	2
Victory Retail Park, Portsmouth (Harveys/Bensons)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Wellington Retail Park, Waterlooville (TK Maxx, Dfs, Halfords, Dreams, Jollye's, Matalan, Argos Extra, Brantano, ScS, Carpetright, JJB Sports)	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	1.0%	2
West Quay Retail Park, Southampton (Currys/PC World, Staples, Argos Extra, ScS, JJB Sports, Halfords, Boots, Brantano, Tesco Home Plus, Mothercare Wor	2.1%	21	0.7%	1	0.6%	1	0.6%	1	2.9%	3	0.7%	1	5.7%	6	3.6%	5	2.7%	4
Internet / catalogue / mail order / TV shopping	7.3%	73	4.5%	5	11.2%	18	2.4%	3	9.7%	11	9.0%	8	3.0%	3	6.6%	10	10.2%	15

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Abroad	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Cranbourne Industrial Estate, Dock Road, Gosport	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Makro, Dewar Close, Fareham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Marks & Spencer, Tollbar Way, Hedge End	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Morrisons, Warpole Road, Gosport	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Broadcut, Fareham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Sainsbury's Superstore, Fitzherbert Road, Farlington	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0
Sainsbury's Superstore, Stafford Road, Wallington	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Speedfields Park, Fareham	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Hamble Lane, Bursledon	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	5	0.0%	0	0.0%	0	0.0%	0
Botley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Bournemouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Cosham	1.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	5	6.1%	9	0.0%	0
Farlington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Guildford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Hedge End	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.5%	1
Milton Keynes	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Stubbington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bluewater Shopping Centre, Greenhithe, Kent	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Collingwood Retail Park, Fareham	0.3%	3	0.7%	1	0.5%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portfield Retail Park, Portfield Way Chichester	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solent Retail Park, Solent Road, Havant	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
(Don’t know / varies)	6.0%	60	2.2%	3	5.8%	10	4.2%	5	10.2%	11	5.6%	5	2.1%	2	11.2%	17	5.3%	8
Weighted base:		1000		112		164		119		110		92		101		149		152
Sample:		1000		110		150		110		130		100		100		150		150

Q08 How do you normally travel to (LOCATION MENTIONED AT Q07)?
Not those who said 'Internet / catalogue / mail order / TV shopping' at Q07

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Car / van (as driver)	71.7%	664	66.0%	71	62.7%	91	67.4%	78	77.1%	77	85.5%	71	79.7%	78	64.9%	91	78.3%	107
Car / van (as passenger)	8.4%	78	11.3%	12	11.4%	17	14.1%	16	5.8%	6	5.5%	5	5.0%	5	5.9%	8	6.5%	9
Walk	4.3%	39	9.8%	10	4.4%	6	1.2%	1	6.9%	7	0.0%	0	5.3%	5	4.9%	7	1.8%	2
Bus	8.2%	76	2.5%	3	11.2%	16	13.3%	16	4.2%	4	6.2%	5	8.4%	8	11.0%	15	6.5%	9
Taxi	0.9%	8	1.3%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	6	0.0%	0
Train	0.8%	8	1.3%	1	0.0%	0	1.4%	2	0.0%	0	0.9%	1	0.8%	1	2.3%	3	0.0%	0
Bicycle	0.2%	2	0.6%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Motorcycle	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Park and Ride	0.6%	5	1.5%	2	2.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Disability vehicle (wheelchair / scooter)	0.4%	4	0.0%	0	1.2%	2	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	2.9%	27	0.6%	1	1.2%	2	1.2%	1	4.6%	5	1.9%	2	0.0%	0	6.1%	8	6.4%	9
Ferry	1.3%	12	4.5%	5	4.2%	6	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Plane	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		926		107		146		116		100		83		98		140		137
Sample:		932		104		135		106		120		94		96		139		138

Q09 Where do you do most of your household's shopping for clothing, footwear and other fashion goods?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Tesco Extra, Clement Atlee Way, Portsmouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Fareham	28.8%	288	50.3%	56	27.6%	45	42.1%	50	41.9%	46	12.6%	12	31.7%	32	12.3%	18	18.6%	28
Bishops Waltham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Central London	0.2%	2	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Chichester	1.9%	19	1.9%	2	0.0%	0	0.6%	1	1.1%	1	1.4%	1	1.4%	1	6.6%	10	1.5%	2
Eastleigh	0.9%	9	0.6%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	5.3%	8
Gosport	3.7%	37	0.0%	0	15.9%	26	7.6%	9	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Havant	0.2%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0
Park Gate, Fareham	0.9%	9	2.0%	2	0.6%	1	0.6%	1	0.0%	0	3.4%	3	0.0%	0	0.5%	1	0.5%	1
Portchester	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portsmouth (inc. Gunwharf Keys)	13.6%	136	8.3%	9	25.1%	41	16.7%	20	6.8%	8	3.8%	4	4.2%	4	30.2%	45	3.6%	5
Southampton	7.8%	78	0.6%	1	3.7%	6	10.1%	12	7.6%	8	22.9%	21	2.9%	3	5.7%	9	12.2%	19
Southsea	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	3	0.5%	1
Waterlooville	2.0%	20	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	9	5.9%	9
Whiteley	10.7%	107	4.9%	6	4.1%	7	5.0%	6	20.8%	23	34.3%	31	23.2%	23	2.9%	4	4.4%	7
Winchester	1.2%	12	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	6.9%	11
Gosport Retail Park, Gosport (Pampurred Pets, Halfords)	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hedge End Retail Park, Southampton (Sainsbury's, M&S, Best Buy, Jessops, PC World, Homebase, B&Q, Wickes, Currys, DFS, Easy Living Furniture, ScS, Car	4.6%	46	4.2%	5	2.1%	3	1.8%	2	3.3%	4	2.8%	3	6.3%	6	1.6%	2	13.8%	21
Market Quay, Fareham (Robert Dyas, Poundland, Peacocks, TK Maxx, Wilkinson, JJB Sports)	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newgate Lane, Fareham (Homebase, Pets at Home, Wickes, Carpets 4 Less)	0.4%	4	0.0%	0	0.5%	1	1.9%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southampton Road, Fareham (Argos Extra, Dunelm Mill, Carpetright, Pets at Home, B&Q, Currys/PC World, Halfords, Smyths, Harveys, Carpet Barn and the B	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Victory Retail Park, Portsmouth (Harveys/Bensons)	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0
Wellington Retail Park, Waterlooville (TK Maxx, Dfs, Halfords, Dreams, Jollye's, Matalan, Argos Extra, Brantano, ScS, Carpetright, JJB Sports)	0.7%	7	4.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.5%	1
West Quay Retail Park, Southampton (Currys/PC World, Staples, Argos Extra, ScS, JJB Sports, Halfords, Boots, Brantano, Tesco Home Plus, Mothercare Wor	3.8%	38	1.3%	1	1.6%	3	0.6%	1	3.9%	4	2.9%	3	8.6%	9	4.1%	6	7.5%	11
Internet / catalogue / mail order / TV shopping	10.9%	109	12.3%	14	14.8%	24	5.7%	7	5.1%	6	11.8%	11	12.4%	13	10.8%	16	12.3%	19
Abroad	0.2%	2	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0
Asda, Cranbourne Industrial Estate, Dock Road, Gosport	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Larchwood Avenue, Bedhampton	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	5.0%	5	0.0%	0	0.0%	0
Asda, Speedfields Park, Newgate Lane, Fareham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Tollbar Way, Hedge End	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.5%	1
Sainsbury's Superstore, Broadcut, Fareham	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.8%	1	0.0%	0	1.2%	2

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Bournemouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Cosham	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	5	0.0%	0
Guildford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Hedge End	0.4%	4	0.0%	0	0.0%	0	0.6%	1	0.0%	0	1.6%	1	0.0%	0	0.5%	1	0.5%	1
Milton Keynes	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Collingwood Retail Park, Fareham	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solent Retail Park, Solent Road, Havant	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
(Don’t know / varies)	2.1%	21	3.2%	4	0.7%	1	2.6%	3	3.0%	3	1.0%	1	0.7%	1	3.6%	5	1.7%	3
(Don't do this type of shopping)	1.7%	17	1.8%	2	1.6%	3	3.0%	4	1.6%	2	0.7%	1	0.7%	1	2.0%	3	2.0%	3
Weighted base:		1000		112		164		119		110		92		101		149		152
Sample:		1000		110		150		110		130		100		100		150		150

Q10 Apart from (LOCATION MENTIONED AT Q09) where else do you do your household's shopping for clothing, footwear and other fashion goods?
Not those who said '(Don't do this type of shopping)' at Q09

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
IN-Excess, West End, Southampton	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	6
Tesco Extra, Clement Atlee Way, Portsmouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Fareham	10.5%	103	7.4%	8	16.5%	27	10.4%	12	12.8%	14	8.8%	8	13.8%	14	3.2%	5	10.2%	15
Central London	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.5%	1
Chichester	1.2%	12	0.7%	1	0.5%	1	0.6%	1	0.6%	1	0.7%	1	0.7%	1	2.8%	4	2.1%	3
Eastleigh	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2
Gosport	2.4%	23	0.6%	1	8.1%	13	7.0%	8	0.5%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Havant	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	4	0.6%	1
Park Gate, Fareham	0.7%	7	1.4%	2	0.5%	1	1.2%	1	0.0%	0	2.4%	2	0.0%	0	0.5%	1	0.0%	0
Petersfield	0.2%	2	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.5%	1
Portchester	0.3%	3	2.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portsmouth (inc. Gunwharf Keys)	14.2%	139	16.9%	19	22.2%	36	19.8%	23	8.5%	9	3.3%	3	12.2%	12	16.3%	24	9.1%	14
Southampton	7.2%	71	4.6%	5	5.0%	8	2.5%	3	9.7%	10	18.1%	17	9.1%	9	5.0%	7	7.7%	11
Southsea	0.4%	4	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	1.5%	2	0.0%	0
Waterlooville	1.6%	16	4.3%	5	0.0%	0	0.6%	1	0.0%	0	0.0%	0	1.5%	1	4.7%	7	1.6%	2
Whiteley	6.2%	61	5.1%	6	2.2%	4	5.6%	6	10.4%	11	14.8%	14	11.1%	11	1.1%	2	5.0%	7
Wickham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winchester	1.1%	11	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	10
Broadcut Retail Park, Fareham (Sainsbury's, Dreams, Staples)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Channon Retail Park, Eastleigh (Halfords, Pets at Home, Matalan)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Hedge End Retail Park, Southampton (Sainsbury's, M&S, Best Buy, Jessops, PC World, Homebase, B&Q, Wickes, Currys, DFS, Easy Living Furniture, ScS, Car	3.4%	33	1.8%	2	3.3%	5	1.2%	1	2.9%	3	5.2%	5	2.9%	3	2.6%	4	6.8%	10
Market Quay, Fareham (Robert Dyas, Poundland, Peacocks, TK Maxx, Wilkinson, JJB Sports)	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newgate Lane, Fareham (Homebase, Pets at Home, Wickes, Carpets 4 Less)	0.4%	4	0.0%	0	1.1%	2	0.6%	1	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ocean Retail Park, Portsmouth (Toys R Us, Carpetright, Paul Simon, Homebase, Halfords, Currys, PC World)	0.2%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Southampton Road, Fareham (Argos Extra, Dunelm Mill, Carpetright, Pets at Home, B&Q, Currys/PC World, Halfords, Smyths, Harveys, Carpet Barn and the B	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Victory Retail Park, Portsmouth (Harveys/Bensons)	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	5	0.0%	0	0.5%	1	0.5%	1
Wellington Retail Park, Waterlooville (TK Maxx, Dfs, Halfords, Dreams, Jollye's, Matalan, Argos Extra, Brantano, ScS, Carpetright, JJB Sports)	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.5%	1
West Quay Retail Park, Southampton (Currys/PC World, Staples, Argos Extra, ScS, JJB Sports, Halfords, Boots, Brantano, Tesco Home Plus, Mothercare Wor	1.2%	12	1.3%	1	1.2%	2	1.4%	2	1.8%	2	1.5%	1	0.7%	1	0.0%	0	2.1%	3
Internet / catalogue / mail	8.1%	80	4.6%	5	10.2%	16	15.1%	18	3.5%	4	7.4%	7	6.1%	6	8.0%	12	8.5%	13

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
order / TV shopping																		
Abroad	0.2%	2	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Asda, Speedfields Park, Newgate Lane, Fareham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Tollbar Way, Hedge End	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Tesco Extra, Hamble Lane, Bursledon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Barnsley	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cosham	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edinburgh	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Guildford	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hedge End	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	1.0%	2
Port Solent	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Salisbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Windsor	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	3.0%	30	1.8%	2	3.0%	5	3.2%	4	8.9%	10	0.0%	0	1.0%	1	4.7%	7	1.1%	2
(Nowhere else)	33.5%	330	41.1%	45	23.9%	39	29.5%	34	37.6%	41	30.6%	28	37.3%	37	43.3%	63	28.4%	42
Weighted base:		983		110		161		116		109		91		100		146		149
Sample:		976		107		147		105		127		99		99		146		146

Column %ges.

Q11 Where do you do most of your household's shopping for furniture, floor coverings and household textiles?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
B&Q, Purbrook Way, Havant	0.7%	7	0.0%	0	3.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Ikea, West Quay, Southampton	2.6%	26	9.8%	11	1.7%	3	0.6%	1	2.4%	3	0.0%	0	0.0%	0	4.1%	6	1.7%	3
The Range, Winchester Road, Shirley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Fareham	3.7%	37	5.9%	7	0.0%	0	4.9%	6	4.0%	4	5.1%	5	12.4%	12	2.1%	3	0.0%	0
Central London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Chandler's Ford	0.2%	2	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.5%	1
Chichester	0.3%	3	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	1.0%	2
Eastleigh	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2
Gosport	3.7%	37	1.3%	1	12.2%	20	8.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	6
Havant	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Locks Heath	0.4%	4	0.6%	1	0.0%	0	0.0%	0	0.0%	0	3.5%	3	0.0%	0	0.0%	0	0.0%	0
Park Gate, Fareham	2.7%	26	2.5%	3	4.4%	7	1.7%	2	2.8%	3	7.3%	7	1.5%	1	1.5%	2	0.5%	1
Petersfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Portchester	0.7%	7	4.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0
Portsmouth (inc. Gunwharf Keys)	2.5%	25	4.6%	5	2.4%	4	3.8%	5	1.3%	1	2.4%	2	1.7%	2	4.1%	6	0.0%	0
Southampton	5.9%	59	4.5%	5	3.4%	6	5.0%	6	6.3%	7	19.1%	18	6.0%	6	4.3%	6	3.7%	6
Southsea	0.2%	2	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Titchfield	0.5%	5	1.3%	1	0.5%	1	0.0%	0	1.1%	1	0.7%	1	0.0%	0	0.0%	0	0.5%	1
Waterlooville	0.6%	6	0.7%	1	0.6%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	3	0.5%	1
Whiteley	0.8%	8	0.0%	0	0.6%	1	1.9%	2	1.3%	1	0.7%	1	1.7%	2	0.0%	0	0.5%	1
Winchester	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	1.0%	2
Broadcut Retail Park, Fareham (Sainsbury's, Dreams, Staples)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Hedge End Retail Park, Southampton (Sainsbury's, M&S, Best Buy, Jessops, PC World, Homebase, B&Q, Wickes, Currys, DFS, Easy Living Furniture, ScS, Car	15.8%	158	6.1%	7	11.8%	19	20.4%	24	14.6%	16	12.0%	11	26.5%	27	2.6%	4	32.5%	50
Moorside Road, Winchester (Homebase, Halfords, Pets at Home, Currys)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Newgate Lane, Fareham (Homebase, Pets at Home, Wickes, Carpets 4 Less)	0.9%	9	0.6%	1	1.1%	2	2.5%	3	2.4%	3	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Ocean Retail Park, Portsmouth (Toys R Us, Carpetright, Paul Simon, Homebase, Halfords, Currys, PC World)	1.1%	11	0.7%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	10	0.0%	0
Southampton Road, Fareham (Argos Extra, Dunelm Mill, Carpetright, Pets at Home, B&Q, Currys/PC World, Halfords, Smyths, Harveys, Carpet Barn and the B	8.6%	86	0.0%	0	10.7%	18	13.1%	16	14.4%	16	1.6%	1	27.5%	28	2.8%	4	2.6%	4
Victory Retail Park, Portsmouth (Harveys/Bensons)	0.2%	2	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wellington Retail Park, Waterlooville (TK Maxx, Dfs, Halfords, Dreams, Jollye's, Matalan, Argos Extra, Brantano, ScS, Carpetright, JJB Sports)	2.1%	21	4.3%	5	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	11	2.6%	4
West Quay Retail Park, Southampton (Currys/PC World, Staples, Argos Extra, ScS, JJB Sports, Halfords, Boots, Brantano, Tesco Home Plus, Mothercare Wor	2.3%	23	0.7%	1	2.9%	5	0.6%	1	1.7%	2	3.0%	3	3.7%	4	0.5%	1	5.4%	8
Internet / catalogue / mail order / TV shopping	10.8%	108	12.9%	14	12.1%	20	15.3%	18	11.5%	13	10.4%	10	6.7%	7	10.7%	16	7.2%	11
Abroad	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Asda, Speedfields Park, Newgate Lane, Fareham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Carpet Fayre, Anns Hill Road, Gosport	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Next, Wildern Mill, Charles Watts Way, Hedge End	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Vale Furnishers, Wharf Road, Ash Vale	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Botley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Bournemouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Cosham	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	4	0.0%	0
Lee-on-Solent	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Antelope Park, Bursledon Road, Southampton	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	5	0.0%	0	0.0%	0	0.0%	0
Bradbeers Retail Park, Tollbar Way, Hedge End	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
(Don’t know / varies)	8.4%	84	5.2%	6	4.3%	7	9.2%	11	14.6%	16	5.0%	5	3.7%	4	13.2%	20	10.2%	16
(Don't do this type of shopping)	21.7%	217	32.7%	37	24.5%	40	11.4%	14	19.8%	22	21.8%	20	5.9%	6	31.5%	47	20.5%	31
Weighted base:		1000		112		164		119		110		92		101		149		152
Sample:		1000		110		150		110		130		100		100		150		150

Q12 Apart from the (LOCATION MENTIONED AT Q11) where else do you do your household's shopping for furniture, floor coverings and household textiles?
Not those who said '(Don't do this type of shopping)' at Q11

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Ikea, West Quay, Southampton	1.0%	8	0.0%	0	0.0%	0	0.7%	1	0.0%	0	2.1%	1	0.8%	1	0.0%	0	4.3%	5
The Range, Gunners Way, Fort Brockhurst, Gosport	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Fareham	2.6%	20	11.0%	8	1.4%	2	6.9%	7	0.0%	0	1.0%	1	1.5%	1	0.7%	1	0.0%	0
Chandler's Ford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.7%	1
Chichester	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	1.5%	2	0.7%	1
Eastleigh	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Gosport	1.0%	8	0.0%	0	4.7%	6	1.6%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Havant	0.3%	2	1.0%	1	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Locks Heath	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Park Gate, Fareham	1.4%	11	0.9%	1	1.6%	2	2.7%	3	1.4%	1	3.8%	3	0.7%	1	0.7%	1	0.0%	0
Portchester	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portsmouth (inc. Gunwharf Keys)	2.4%	19	3.9%	3	3.5%	4	1.4%	1	2.8%	2	0.0%	0	3.1%	3	3.1%	3	1.3%	2
Southampton	2.6%	20	1.0%	1	1.4%	2	2.0%	2	0.0%	0	2.8%	2	1.0%	1	2.3%	2	8.8%	11
Southsea	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.7%	1
Titchfield	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Waterlooville	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	3.9%	4	1.3%	2
Whiteley	1.6%	13	2.0%	1	0.0%	0	0.7%	1	2.3%	2	7.3%	5	0.8%	1	1.7%	2	0.7%	1
Winchester	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broadcut Retail Park, Fareham (Sainsbury's, Dreams, Staples)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gosport Retail Park, Gosport (Pampurred Pets, Halfords)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Hedge End Retail Park, Southampton (Sainsbury's, M&S, Best Buy, Jessops, PC World, Homebase, B&Q, Wickes, Currys, DFS, Easy Living Furniture, ScS, Car	5.9%	46	4.0%	3	10.2%	13	2.0%	2	6.5%	6	12.9%	9	6.3%	6	1.5%	2	4.7%	6
Moorside Road, Winchester (Homebase, Halfords, Pets at Home, Currys)	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newgate Lane, Fareham (Homebase, Pets at Home, Wickes, Carpets 4 Less)	2.5%	19	0.0%	0	8.8%	11	6.0%	6	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ocean Retail Park, Portsmouth (Toys R Us, Carpetright, Paul Simon, Homebase, Halfords, Currys, PC World)	0.4%	3	0.0%	0	0.7%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Southampton Road, Fareham (Argos Extra, Dunelm Mill, Carpetright, Pets at Home, B&Q, Currys/PC World, Halfords, Smyths, Harveys, Carpet Barn and the B	2.5%	19	8.2%	6	1.4%	2	0.6%	1	1.4%	1	0.0%	0	6.1%	6	2.3%	2	1.3%	2
Wellington Retail Park, Waterlooville (TK Maxx, Dfs, Halfords, Dreams, Jollye's, Matalan, Argos Extra, Brantano, ScS, Carpetright, JJB Sports)	0.9%	7	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	4.0%	4	2.0%	2
West Quay Retail Park, Southampton (Currys/PC World, Staples, Argos Extra, ScS, JJB Sports, Halfords, Boots, Brantano, Tesco Home Plus, Mothercare Wor	1.2%	10	0.0%	0	0.7%	1	0.6%	1	2.2%	2	2.9%	2	2.3%	2	1.7%	2	0.0%	0
Internet / catalogue / mail order / TV shopping	3.7%	29	3.9%	3	4.3%	5	6.1%	6	3.7%	3	3.0%	2	1.5%	1	3.3%	3	3.3%	4
Asda, Cranbourne Industrial Estate, Dock Road, Gosport	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Carpet Fayre, Anns Hill Road, Gosport	0.2%	2	0.0%	0	0.8%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Speedfields Park, Fareham	0.3%	2	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farlington	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Hedge End	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.3%	2
Portswood	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Ringwood	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Portfield Retail Park, Portfield Way Chichester	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0
(Don’t know / varies)	7.3%	57	9.5%	7	6.8%	8	8.4%	9	10.4%	9	3.1%	2	3.1%	3	11.4%	12	5.7%	7
(Nowhere else)	58.6%	459	50.8%	38	51.7%	64	57.4%	61	62.0%	55	54.8%	39	70.6%	67	58.6%	60	62.2%	75
Weighted base:		783		75		124		106		88		72		95		102		121
Sample:		762		72		113		93		104		73		92		103		112

Column %ges.

Q13 Where do you do most of your household's shopping for DIY, hardware and gardening items?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
B&Q, Purbrook Way, Havant	10.1%	101	8.9%	10	0.6%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	54.0%	81	5.4%	8
B&Q, Woodside Avenue, Eastleigh	0.4%	4	0.0%	0	0.0%	0	1.2%	1	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Homebase, Millbrook, Southampton	0.4%	4	0.6%	1	0.0%	0	2.7%	3	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Range, Gunners Way, Fort Brockhurst, Gosport	0.7%	7	0.0%	0	3.2%	5	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Waterlooville	0.4%	4	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.5%	1
Wickes, Winchester Road, Shirley	0.4%	4	0.0%	0	0.0%	0	0.0%	0	3.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fareham	6.4%	64	21.4%	24	5.1%	8	11.7%	14	7.9%	9	5.1%	5	3.7%	4	0.0%	0	0.5%	1
Bishops Waltham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2
Chichester	0.2%	2	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gosport	2.7%	27	0.0%	0	13.3%	22	4.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Havant	0.6%	6	2.6%	3	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.5%	1
Locks Heath	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0
Park Gate, Fareham	7.0%	70	4.9%	5	4.4%	7	3.5%	4	8.4%	9	37.3%	34	8.8%	9	0.0%	0	0.5%	1
Portchester	0.3%	3	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Portsmouth (inc. Gunwharf Keys)	0.9%	9	1.3%	1	1.8%	3	0.0%	0	0.0%	0	0.0%	0	2.0%	2	1.6%	2	0.0%	0
Southampton	0.6%	6	0.0%	0	0.0%	0	4.1%	5	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Titchfield	2.5%	25	1.9%	2	2.8%	5	4.1%	5	2.3%	3	1.6%	1	1.4%	1	0.5%	1	4.7%	7
Waterlooville	0.6%	6	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	3	1.6%	2
Whiteley	0.6%	6	0.0%	0	0.0%	0	0.6%	1	0.0%	0	5.0%	5	0.7%	1	0.0%	0	0.0%	0
Wickham	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.5%	1	1.7%	3
Winchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.5%	1
Broadcut Retail Park, Fareham (Sainsbury's, Dreams, Staples)	0.6%	6	0.7%	1	0.0%	0	4.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gosport Retail Park, Gosport (Pampurred Pets, Halfords)	0.5%	5	0.6%	1	2.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hedge End Retail Park, Southampton (Sainsbury's, M&S, Best Buy, Jessops, PC World, Homebase, B&Q, Wickes, Currys, DFS, Easy Living Furniture, ScS, Car	15.0%	150	3.2%	4	4.4%	7	7.2%	9	1.7%	2	14.7%	13	20.1%	20	0.5%	1	62.0%	94
Newgate Lane, Fareham (Homebase, Pets at Home, Wickes, Carpets 4 Less)	12.7%	127	12.0%	13	26.1%	43	28.5%	34	21.8%	24	1.5%	1	11.1%	11	0.0%	0	0.0%	0
Ocean Retail Park, Portsmouth (Toys R Us, Carpetright, Paul Simon, Homebase, Halfords, Currys, PC World)	2.0%	20	3.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.2%	15	0.5%	1
Southampton Road, Fareham (Argos Extra, Dunelm Mill, Carpetright, Pets at Home, B&Q, Currys/PC World, Halfords, Smyths, Harveys, Carpet Barn and the B	13.9%	139	12.4%	14	10.0%	16	9.1%	11	30.1%	33	23.9%	22	32.9%	33	0.5%	1	5.7%	9
Wellington Retail Park, Waterlooville (TK Maxx, Dfs, Halfords, Dreams, Jollye's, Matalan, Argos Extra, Brantano, ScS, Carpetright, JJB Sports)	0.9%	9	0.0%	0	3.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	1.0%	2
West Quay Retail Park, Southampton (Currys/PC World, Staples, Argos Extra, ScS, JJB Sports, Halfords, Boots, Brantano, Tesco Home Plus, Mothercare Wor	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Internet / catalogue / mail order / TV shopping	1.4%	14	0.7%	1	1.6%	3	0.6%	1	0.5%	1	4.2%	4	0.8%	1	2.5%	4	0.6%	1
Abbey Garden Centre, Mill Lane, Fareham	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Asda, Speedfields Park, Newgate Lane, Fareham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Charles Watts Way, Hedge End	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	4
B&Q, The Pompey Centre, Fratton Way, Southsea	0.4%	4	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	1.6%	2	0.0%	0
Forest Lodge Garden Centre, Holt Pound, Farnham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Hillier Garden Centre, Woodhouse Lane, Southampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Keydell Nurseries, Havant Road, Horndean	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Speedfields Park, Fareham	0.4%	4	0.7%	1	0.5%	1	0.6%	1	1.3%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Cosham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0
Hayling Island	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hilsea	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lee-on-Solent	0.2%	2	0.0%	0	0.0%	0	1.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stubbington	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brockhurst Industrial Estate, Gunners Way, Gosport	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Collingwood Retail Park, Fareham	2.2%	22	5.7%	6	6.7%	11	4.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southampton Retail Park, Oriana Way, Southampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Stanstead Industrial Estate, Goodwood Road, Eastleigh	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	5	0.0%	0	0.0%	0
(Don’t know / varies)	2.2%	22	1.9%	2	2.2%	4	1.4%	2	7.4%	8	0.0%	0	0.0%	0	2.6%	4	1.7%	3
(Don't do this type of shopping)	9.6%	96	11.4%	13	8.4%	14	8.7%	10	7.7%	9	4.5%	4	8.5%	9	17.3%	26	7.6%	12
Weighted base:		1000		112		164		119		110		92		101		149		152
Sample:		1000		110		150		110		130		100		100		150		150

Q14 Apart from (LOCATION MENTIONED AT Q13) where else do you do your household's shopping for DIY, hardware and gardening items?
Not those who said '(Don't do this type of shopping)' at Q13

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
B&Q, Purbrook Way, Havant	0.7%	7	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	4	1.1%	2
B&Q, Woodside Avenue, Eastleigh	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	5	0.0%	0	0.0%	0
Homebase, Millbrook, Southampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
IN-Excess, West End, Southampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
The Range, Gunners Way, Fort Brockhurst, Gosport	0.4%	4	0.0%	0	0.6%	1	2.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Waterlooville	0.8%	8	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	7	0.0%	0
Wickes, Winchester Road, Shirley	0.2%	2	0.0%	0	0.0%	0	0.6%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Fareham	3.2%	29	4.2%	4	4.0%	6	4.5%	5	6.5%	7	5.2%	5	0.0%	0	0.6%	1	1.3%	2
Bishops Waltham	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	3
Chichester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Eastleigh	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Gosport	1.8%	16	0.7%	1	6.0%	9	5.1%	6	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Havant	0.5%	4	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.6%	1
Locks Heath	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Park Gate, Fareham	2.1%	19	1.4%	1	3.6%	5	3.4%	4	1.8%	2	5.4%	5	1.5%	1	0.6%	1	0.0%	0
Portsmouth (inc. Gunwharf Keys)	1.0%	9	0.7%	1	2.4%	4	0.6%	1	1.4%	1	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Southampton	0.3%	3	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Southsea	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Titchfield	1.7%	15	7.1%	7	0.6%	1	3.7%	4	0.0%	0	0.0%	0	0.8%	1	0.6%	1	1.2%	2
Waterlooville	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	2.2%	3
Whiteley	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	5	0.0%	0	0.0%	0	0.0%	0
Wickham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2
Winchester	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2
Hedge End Retail Park, Southampton (Sainsbury's, M&S, Best Buy, Jessops, PC World, Homebase, B&Q, Wickes, Currys, DFS, Easy Living Furniture, ScS, Car	5.6%	51	6.2%	6	2.4%	4	7.1%	8	2.6%	3	14.9%	13	7.4%	7	0.7%	1	7.0%	10
Market Quay, Fareham (Robert Dyas, Poundland, Peacocks, TK Maxx, Wilkinson, JJB Sports)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Moorside Road, Winchester (Homebase, Halfords, Pets at Home, Currys)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Newgate Lane, Fareham (Homebase, Pets at Home, Wickes, Carpets 4 Less)	6.6%	60	9.3%	9	6.9%	10	3.8%	4	14.5%	15	0.8%	1	22.0%	20	0.0%	0	0.0%	0
Ocean Retail Park, Portsmouth (Toys R Us, Carpetright, Paul Simon, Homebase, Halfords, Currys, PC World)	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	6	0.0%	0
Southampton Road, Fareham (Argos Extra, Dunelm Mill, Carpetright, Pets at Home, B&Q, Currys/PC World, Halfords, Smyths, Harveys, Carpet Barn and the B	4.4%	40	4.3%	4	7.3%	11	2.5%	3	11.9%	12	1.5%	1	6.5%	6	0.6%	1	1.3%	2
Victory Retail Park, Portsmouth (Harveys/Bensons)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Wellington Retail Park, Waterlooville (TK Maxx, Dfs, Halfords, Dreams, Jollye's, Matalan, Argos Extra, Brantano, ScS, Carpetright, JJB Sports)	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	1.3%	2	0.6%	1
West Quay Retail Park, Southampton (Currys/PC World, Staples, Argos	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Extra, ScS, JJB Sports, Halfords, Boots, Brantano, Tesco Home Plus, Mothercare Wor																		
Internet / catalogue / mail order / TV shopping	1.2%	11	0.7%	1	0.6%	1	1.3%	1	0.6%	1	3.3%	3	0.0%	0	1.4%	2	1.8%	3
Abbey Garden Centre, Mill Lane, Fareham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, The Pompey Centre, Fratton Way, Southsea	1.1%	10	0.0%	0	0.8%	1	4.5%	5	0.0%	0	0.0%	0	0.0%	0	3.3%	4	0.0%	0
Brambridge Park Garden Centre, Kiln Lane, Eastleigh	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Hillier Garden Centre, Woodhouse Lane, Southampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Keydell Nurseries, Havant Road, Horndean	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Sainsbury's Superstore, Fitzherbert Road, Farlington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Speedfields Park, Fareham	0.4%	3	1.6%	2	0.6%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Botley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Horndean	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Lee-on-Solent	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Paulsgrove	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Stubbington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Admirals Park, Williams Road, Portsmouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Brockhurst Industrial Estate, Gunners Way, Gosport	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Collingwood Retail Park, Fareham	0.4%	3	0.7%	1	1.3%	2	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fratton Industrial Estate, Portsmouth	0.5%	5	4.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Matrix Park, Talbot Road, Fareham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
(Don't know / varies)	4.1%	37	5.1%	5	5.4%	8	9.3%	10	5.0%	5	0.0%	0	2.3%	2	1.8%	2	3.0%	4
(Nowhere else)	57.5%	520	49.6%	49	56.7%	85	47.5%	52	52.7%	54	59.1%	52	50.0%	46	66.8%	83	71.0%	100
Weighted base:		904		99		150		109		102		88		92		124		141
Sample:		897		99		134		98		119		95		94		123		135

Q15 Where do you do most of your household's shopping for domestic appliances such as fridges and kitchen items?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
B&Q, Purbrook Way, Havant	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0
The Range, Gunners Way, Fort Brockhurst, Gosport	0.2%	2	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fareham	5.1%	51	16.0%	18	3.1%	5	8.6%	10	10.5%	12	0.0%	0	4.4%	4	0.5%	1	0.5%	1
Bishops Waltham	2.1%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	1.4%	1	0.0%	0	12.6%	19
Chichester	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0
Gosport	3.8%	38	0.0%	0	18.3%	30	6.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Locks Heath	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.7%	1	0.0%	0	0.0%	0
Park Gate, Fareham	6.4%	64	6.2%	7	5.6%	9	11.7%	14	3.9%	4	29.0%	27	2.5%	3	0.0%	0	0.6%	1
Portchester	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Portsmouth (inc. Gunwharf Keys)	1.8%	18	6.9%	8	1.8%	3	3.7%	4	0.0%	0	0.0%	0	1.0%	1	1.5%	2	0.0%	0
Southampton	4.4%	44	3.2%	4	2.7%	4	3.1%	4	3.6%	4	3.8%	3	1.5%	1	4.6%	7	11.0%	17
Southsea	0.8%	8	1.3%	1	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	5	0.0%	0
Titchfield	0.7%	7	1.3%	1	2.3%	4	0.6%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Waterlooville	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	5	1.5%	2
Whiteley	0.2%	2	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broadcut Retail Park, Fareham (Sainsbury's, Dreams, Staples)	0.1%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Channon Retail Park, Eastleigh (Halfords, Pets at Home, Matalan)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Gosport Retail Park, Gosport (Pampurred Pets, Halfords)	0.2%	2	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hedge End Retail Park, Southampton (Sainsbury's, M&S, Best Buy, Jessops, PC World, Homebase, B&Q, Wickes, Currys, DFS, Easy Living Furniture, ScS, Car	11.3%	113	2.5%	3	5.6%	9	9.8%	12	6.1%	7	14.5%	13	12.0%	12	0.0%	0	37.7%	57
Market Quay, Fareham (Robert Dyas, Poundland, Peacocks, TK Maxx, Wilkinson, JJB Sports)	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Moorside Road, Winchester (Homebase, Halfords, Pets at Home, Currys)	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	6
Newgate Lane, Fareham (Homebase, Pets at Home, Wickes, Carpets 4 Less)	0.5%	5	1.4%	2	1.1%	2	0.0%	0	0.6%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Ocean Retail Park, Portsmouth (Toys R Us, Carpetright, Paul Simon, Homebase, Halfords, Currys, PC World)	6.5%	65	6.7%	8	1.7%	3	0.6%	1	1.1%	1	0.0%	0	0.0%	0	32.7%	49	2.6%	4
Southampton Road, Fareham (Argos Extra, Dunelm Mill, Carpetright, Pets at Home, B&Q, Currys/PC World, Halfords, Smyths, Harveys, Carpet Barn and the B	11.5%	115	9.9%	11	7.6%	13	23.3%	28	24.4%	27	9.0%	8	23.0%	23	2.1%	3	1.6%	2
Victory Retail Park, Portsmouth (Harveys/Bensons)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Wellington Retail Park, Waterlooville (TK Maxx, Dfs, Halfords, Dreams, Jollye's, Matalan, Argos Extra, Brantano, ScS, Carpetright, JJB Sports)	0.8%	8	0.0%	0	3.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0
West Quay Retail Park, Southampton (Currys/PC World, Staples, Argos Extra, ScS, JJB Sports, Halfords, Boots, Brantano, Tesco Home Plus, Mothercare Wor	1.3%	13	0.0%	0	0.5%	1	0.0%	0	3.3%	4	3.7%	3	2.1%	2	0.5%	1	1.7%	3

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Internet / catalogue / mail order / TV shopping	25.0%	250	35.1%	39	22.2%	36	20.9%	25	23.4%	26	21.5%	20	42.0%	42	23.5%	35	17.2%	26
Asda, Larchwood Avenue, Bedhampton	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Speedfields Park, Newgate Lane, Fareham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Hamble Lane, Bursledon	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	5	0.0%	0	0.0%	0	0.0%	0
Bournemouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Cosham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Farlington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Hedge End	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2
Solent Retail Park, Solent Road, Havant	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0
(Don’t know / varies)	5.3%	53	2.6%	3	8.0%	13	2.0%	2	15.5%	17	2.4%	2	2.4%	2	7.7%	12	0.6%	1
(Don't do this type of shopping)	8.7%	87	4.4%	5	12.0%	20	7.9%	9	6.9%	8	9.7%	9	4.9%	5	14.1%	21	6.8%	10
Weighted base:		1000		112		164		119		110		92		101		149		152
Sample:		1000		110		150		110		130		100		100		150		150

Column %ges.

Q16 Apart from (LOCATION MENTIONED AT Q15) where else do you do your household's shopping for buy fridges and kitchen items?
Not those who said '(Don't do this type of shopping)' at Q15

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Tesco Extra, Clement Atlee Way, Portsmouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Fareham	1.0%	9	0.6%	1	2.0%	3	0.6%	1	1.2%	1	0.9%	1	0.8%	1	0.6%	1	1.1%	2
Bishops Waltham	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	4
Chichester	0.2%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gosport	0.7%	6	0.0%	0	3.8%	5	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Havant	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	3	0.5%	1
Locks Heath	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park Gate, Fareham	1.2%	11	2.2%	2	0.0%	0	1.3%	1	1.8%	2	2.4%	2	2.4%	2	0.0%	0	0.6%	1
Portchester	0.5%	5	4.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portsmouth (inc. Gunwharf Keys)	0.6%	5	2.0%	2	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.6%	1
Southampton	1.0%	9	0.6%	1	0.0%	0	2.6%	3	0.6%	1	1.6%	1	1.5%	1	0.0%	0	1.7%	2
Southsea	0.8%	7	1.3%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	4	0.6%	1
Titchfield	1.0%	9	2.0%	2	0.0%	0	1.5%	2	0.0%	0	4.3%	4	0.7%	1	0.0%	0	0.6%	1
Waterlooville	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0
Whiteley	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Winchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Broadcut Retail Park, Fareham (Sainsbury's, Dreams, Staples)	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gosport Retail Park, Gosport (Pampurred Pets, Halfords)	0.2%	2	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hedge End Retail Park, Southampton (Sainsbury's, M&S, Best Buy, Jessops, PC World, Homebase, B&Q, Wickes, Currys, DFS, Easy Living Furniture, ScS, Car	3.7%	34	1.3%	1	5.1%	7	1.9%	2	2.4%	2	4.0%	3	7.7%	7	0.6%	1	6.4%	9
Newgate Lane, Fareham (Homebase, Pets at Home, Wickes, Carpets 4 Less)	0.5%	5	2.0%	2	0.0%	0	0.0%	0	2.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ocean Retail Park, Portsmouth (Toys R Us, Carpetright, Paul Simon, Homebase, Halfords, Currys, PC World)	1.8%	16	2.2%	2	1.4%	2	0.6%	1	0.0%	0	0.0%	0	0.0%	0	8.6%	11	0.0%	0
Southampton Road, Fareham (Argos Extra, Dunelm Mill, Carpetright, Pets at Home, B&Q, Currys/PC World, Halfords, Smyths, Harveys, Carpet Barn and the B	3.6%	33	1.3%	1	3.7%	5	0.0%	0	12.4%	13	0.8%	1	11.5%	11	0.6%	1	0.5%	1
Wellington Retail Park, Waterlooville (TK Maxx, Dfs, Halfords, Dreams, Jollye's, Matalan, Argos Extra, Brantano, ScS, Carpetright, JJB Sports)	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0
West Quay Retail Park, Southampton (Currys/PC World, Staples, Argos Extra, ScS, JJB Sports, Halfords, Boots, Brantano, Tesco Home Plus, Mothercare Wor	0.6%	5	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	2.3%	3
Internet / catalogue / mail order / TV shopping	9.7%	89	11.0%	12	11.4%	17	4.4%	5	13.7%	14	9.5%	8	3.1%	3	10.9%	14	11.8%	17
Sainsbury's Superstore, Fitzherbert Road, Farlington	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	5	0.0%	0
(Don't know / varies)	4.0%	36	2.1%	2	11.0%	16	4.1%	4	6.1%	6	0.0%	0	2.2%	2	4.2%	5	0.0%	0
(Nowhere else)	66.7%	609	64.9%	69	59.3%	86	79.8%	88	59.3%	61	75.8%	63	70.1%	67	60.3%	77	69.4%	99
Weighted base:		913		107		144		110		103		83		96		128		142
Sample:		907		103		134		103		119		88		93		129		138

Q17 Where do you do most of your household's shopping for TV, Hi-Fi, photographic and computer equipment?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Currys, Winchester Road, Shirley	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Clement Atlee Way, Portsmouth	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0
Fareham	4.9%	49	8.3%	9	3.9%	6	11.2%	13	6.9%	8	1.5%	1	2.9%	3	4.1%	6	1.0%	2
Bishops Waltham	2.4%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	14.6%	22
Gosport	2.1%	21	0.0%	0	10.9%	18	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Locks Heath	0.3%	3	0.0%	0	0.5%	1	0.0%	0	1.1%	1	0.7%	1	0.7%	1	0.0%	0	0.0%	0
Park Gate, Fareham	7.6%	76	10.6%	12	8.9%	15	11.8%	14	4.5%	5	25.8%	24	7.2%	7	0.0%	0	0.0%	0
Portchester	0.5%	5	1.3%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	1.1%	2
Portsmouth (inc. Gunwharf Keys)	2.6%	26	4.9%	5	0.5%	1	5.1%	6	0.0%	0	0.0%	0	1.0%	1	8.4%	13	0.0%	0
Southampton	4.9%	49	3.1%	4	3.7%	6	7.5%	9	3.0%	3	7.5%	7	0.0%	0	5.1%	8	8.4%	13
Southsea	0.7%	7	0.7%	1	0.5%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	3	1.0%	2
Titchfield	1.4%	14	2.1%	2	1.7%	3	0.6%	1	3.8%	4	2.3%	2	1.4%	1	0.0%	0	0.5%	1
Waterlooville	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	7	1.0%	2
Whiteley	0.6%	6	0.0%	0	0.0%	0	1.3%	2	0.0%	0	5.0%	5	0.0%	0	0.0%	0	0.0%	0
Wickham	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broadcut Retail Park, Fareham (Sainsbury's, Dreams, Staples)	0.6%	6	0.0%	0	0.0%	0	4.1%	5	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Gosport Retail Park, Gosport (Pampurred Pets, Halfords)	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hedge End Retail Park, Southampton (Sainsbury's, M&S, Best Buy, Jessops, PC World, Homebase, B&Q, Wickes, Currys, DFS, Easy Living Furniture, ScS, Car	10.0%	100	2.5%	3	6.3%	10	6.8%	8	5.8%	6	9.5%	9	11.3%	11	0.5%	1	34.0%	52
Moorside Road, Winchester (Homebase, Halfords, Pets at Home, Currys)	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	6
Newgate Lane, Fareham (Homebase, Pets at Home, Wickes, Carpets 4 Less)	0.2%	2	0.0%	0	0.5%	1	0.6%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ocean Retail Park, Portsmouth (Toys R Us, Carpetright, Paul Simon, Homebase, Halfords, Currys, PC World)	6.8%	68	6.6%	7	7.0%	11	0.6%	1	1.1%	1	0.0%	0	0.0%	0	27.1%	41	4.3%	7
Southampton Road, Fareham (Argos Extra, Dunelm Mill, Carpetright, Pets at Home, B&Q, Currys/PC World, Halfords, Smyths, Harveys, Carpet Barn and the B	12.9%	129	10.5%	12	14.0%	23	21.0%	25	28.7%	32	7.8%	7	26.7%	27	1.6%	2	0.6%	1
Totton Retail Park, Totton (Poundstretcher, Argos Extra, Jollye's, Lidl)	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	5	0.0%	0	0.0%	0	0.0%	0
Victory Retail Park, Portsmouth (Harveys/Bensons)	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.5%	1
Wellington Retail Park, Waterlooville (TK Maxx, Dfs, Halfords, Dreams, Jollye's, Matalan, Argos Extra, Brantano, ScS, Carpetright, JJB Sports)	1.0%	10	0.0%	0	3.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	3	0.5%	1
West Quay Retail Park, Southampton (Currys/PC World, Staples, Argos Extra, ScS, JJB Sports, Halfords, Boots, Brantano, Tesco Home Plus, Mothercare Wor	1.2%	12	0.0%	0	0.0%	0	0.6%	1	2.8%	3	4.4%	4	2.9%	3	1.0%	2	0.0%	0
Internet / catalogue / mail order / TV shopping	19.9%	199	31.0%	35	20.2%	33	13.6%	16	17.5%	19	18.5%	17	35.1%	35	15.4%	23	13.3%	20
Asda, Cranbourne Industrial Estate, Dock Road,	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Gosport																		
Asda, Larchwood Avenue, Bedhampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Asda, Speedfields Park, Newgate Lane, Fareham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Novatech, Harbour House, Hamilton Road, Portsmouth	0.7%	7	0.0%	0	1.1%	2	0.0%	0	1.3%	1	0.0%	0	2.1%	2	0.5%	1	0.6%	1
Sainsbury's Superstore, Broadcut, Fareham	0.1%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Hamble Lane, Bursledon	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farlington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Hedge End	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Leicester	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0
Salisbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
(Don’t know / varies)	5.8%	58	3.9%	4	7.4%	12	6.5%	8	14.0%	15	1.8%	2	2.4%	2	6.7%	10	2.8%	4
(Don't do this type of shopping)	9.3%	93	13.4%	15	7.6%	12	4.5%	5	6.6%	7	9.4%	9	3.6%	4	15.6%	23	11.1%	17
Weighted base:		1000		112		164		119		110		92		101		149		152
Sample:		1000		110		150		110		130		100		100		150		150

Q18 Apart from (LOCATION MENTIONED AT Q17) where else do you do your household's shopping for TV, Hi-Fi, photographic and computer equipment?
Not those who said '(Don't do this type of shopping)' at Q17

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Tesco Extra, Clement Atlee Way, Portsmouth	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	1.2%	2	0.0%	0
Fareham	1.2%	11	1.5%	1	1.1%	2	1.9%	2	0.6%	1	0.9%	1	0.7%	1	0.6%	1	1.8%	2
Bishops Waltham	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	3
Chandler's Ford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Chichester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Eastleigh	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Gosport	0.8%	7	0.0%	0	3.2%	5	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Havant	0.2%	1	0.8%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park Gate, Fareham	0.9%	9	0.8%	1	0.6%	1	1.2%	1	1.2%	1	3.3%	3	0.8%	1	0.0%	0	0.6%	1
Portchester	0.3%	2	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.6%	1
Portsmouth (inc. Gunwharf Keys)	0.7%	6	0.8%	1	0.0%	0	2.6%	3	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.6%	1
Southampton	3.2%	29	1.5%	1	1.3%	2	3.9%	4	1.8%	2	5.0%	4	2.3%	2	1.3%	2	8.3%	11
Southsea	0.2%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0
Titchfield	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waterlooville	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	1.2%	2
Broadcut Retail Park, Fareham (Sainsbury's, Dreams, Staples)	0.2%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Hedge End Retail Park, Southampton (Sainsbury's, M&S, Best Buy, Jessops, PC World, Homebase, B&Q, Wickes, Currys, DFS, Easy Living Furniture, ScS, Car	4.3%	39	0.7%	1	2.3%	4	2.4%	3	3.6%	4	8.3%	7	14.3%	14	0.7%	1	4.7%	6
Moorside Road, Winchester (Homebase, Halfords, Pets at Home, Currys)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Ocean Retail Park, Portsmouth (Toys R Us, Carpetright, Paul Simon, Homebase, Halfords, Currys, PC World)	1.4%	13	2.3%	2	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	6.5%	8	0.6%	1
Southampton Road, Fareham (Argos Extra, Dunelm Mill, Carpetright, Pets at Home, B&Q, Currys/PC World, Halfords, Smyths, Harveys, Carpet Barn and the B	2.4%	22	0.7%	1	2.9%	4	1.8%	2	6.5%	7	1.5%	1	4.4%	4	1.2%	2	0.6%	1
West Quay Retail Park, Southampton (Currys/PC World, Staples, Argos Extra, ScS, JJB Sports, Halfords, Boots, Brantano, Tesco Home Plus, Mothercare Wor	1.1%	10	0.0%	0	4.0%	6	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.7%	1	1.2%	2
Internet / catalogue / mail order / TV shopping	10.6%	96	13.2%	13	10.8%	16	10.3%	12	11.0%	11	15.7%	13	8.9%	9	8.8%	11	8.3%	11
Asda, Cranbourne Industrial Estate, Dock Road, Gosport	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Speedfields Park, Newgate Lane, Fareham	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Novatech, Harbour House, Hamilton Road, Portsmouth	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2
Sainsbury's Superstore, Broadcut, Fareham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Fitzherbert Road, Farlington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Hedge End	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2
(Don't know / varies)	4.8%	44	5.4%	5	8.6%	13	9.0%	10	9.0%	9	0.8%	1	2.5%	2	1.8%	2	0.6%	1
(Nowhere else)	65.7%	596	68.8%	67	64.6%	98	63.2%	72	64.9%	67	64.6%	54	63.1%	61	71.8%	91	64.5%	87
Weighted base:		907		97		152		114		103		83		97		126		135
Sample:		888		90		136		104		118		88		95		126		131

Column %ges.

Q19 Where do you do most of your household's shopping for health, beauty and chemist goods?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
IN-Excess, West End, Southampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Tesco Extra, Clement Atlee Way, Portsmouth	0.8%	8	0.6%	1	0.5%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	3.7%	6	0.0%	0
Fareham	28.4%	284	51.9%	58	11.9%	19	44.3%	53	47.6%	52	9.3%	9	55.4%	56	3.0%	5	21.3%	32
Bishops Waltham	3.7%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.2%	37
Chandler's Ford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Chichester	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.5%	1
Eastleigh	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Gosport	13.9%	139	4.3%	5	56.1%	92	33.0%	39	2.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Havant	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	4	0.0%	0
Locks Heath	3.1%	31	0.7%	1	0.0%	0	0.0%	0	0.5%	1	31.9%	29	0.7%	1	0.0%	0	0.0%	0
Park Gate, Fareham	1.8%	18	6.9%	8	0.0%	0	1.9%	2	0.6%	1	6.5%	6	0.0%	0	0.5%	1	0.6%	1
Petersfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Portchester	3.4%	34	26.0%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	5	0.0%	0
Portsmouth (inc. Gunwharf Keys)	2.1%	21	0.6%	1	2.8%	5	0.6%	1	0.5%	1	0.0%	0	1.0%	1	9.1%	14	0.0%	0
Southampton	1.7%	17	0.0%	0	0.0%	0	0.0%	0	2.3%	3	9.1%	8	0.7%	1	0.0%	0	3.9%	6
Southsea	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.5%	1
Titchfield	0.3%	3	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Waterlooville	5.3%	53	0.0%	0	4.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.9%	33	8.9%	14
Whiteley	6.4%	64	0.0%	0	1.8%	3	0.6%	1	12.5%	14	23.4%	21	21.8%	22	0.0%	0	1.7%	3
Wickham	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	6	0.0%	0	1.5%	2
Winchester	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	2.1%	3
Broadcut Retail Park, Fareham (Sainsbury's, Dreams, Staples)	0.8%	8	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	6	0.0%	0	0.0%	0
Hedge End Retail Park, Southampton (Sainsbury's, M&S, Best Buy, Jessops, PC World, Homebase, B&Q, Wickes, Currys, DFS, Easy Living Furniture, ScS, Car	2.2%	22	0.6%	1	0.0%	0	0.6%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	12.9%	20
Market Quay, Fareham (Robert Dyas, Poundland, Peacocks, TK Maxx, Wilkinson, JJB Sports)	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newgate Lane, Fareham (Homebase, Pets at Home, Wickes, Carpets 4 Less)	0.4%	4	0.0%	0	0.5%	1	1.2%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ocean Retail Park, Portsmouth (Toys R Us, Carpetright, Paul Simon, Homebase, Halfords, Currys, PC World)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Southampton Road, Fareham (Argos Extra, Dunelm Mill, Carpetright, Pets at Home, B&Q, Currys/PC World, Halfords, Smyths, Harveys, Carpet Barn and the B	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
West Quay Retail Park, Southampton (Currys/PC World, Staples, Argos Extra, ScS, JJB Sports, Halfords, Boots, Brantano, Tesco Home Plus, Mothercare Wor	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Internet / catalogue / mail order / TV shopping	2.9%	29	1.3%	1	6.7%	11	1.2%	1	3.0%	3	1.8%	2	3.0%	3	3.2%	5	1.6%	2
Aldi, Bevois Valley Road, Southampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Asda, Cranbourne Industrial Estate, Dock Road, Gosport	0.6%	6	0.0%	0	3.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Larchwood Avenue, Bedhampton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0
Asda, Speedfields Park, Newgate Lane, Fareham	0.7%	7	0.6%	1	0.0%	0	0.0%	0	5.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Lakesmere Road,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Horndean																		
Morrisons, Warpole Road, Gosport	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Broadcut, Fareham	0.8%	8	0.0%	0	0.7%	1	0.6%	1	2.5%	3	0.0%	0	1.5%	2	0.0%	0	1.1%	2
Sainsbury's Superstore, Fitzherbert Road, Farlington	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0
Sainsbury's Superstore, Portswood Road, Southampton	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	5	0.0%	0
Tesco Extra, Easton Lane, Winchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Tesco Extra, Hamble Lane, Bursledon	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	5	0.0%	0	0.0%	0	0.5%	1
Tesco Superstore, Alver Village Square, Grange Road, Gosport	0.2%	2	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Botley	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2
Bournemouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Cosham	4.4%	44	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.7%	43	0.0%	0
Denmead	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2
Drayton	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	5	0.0%	0
Fairoak	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Hedge End	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	4
Lee-on-Solent	0.5%	5	0.0%	0	0.0%	0	4.1%	5	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Paulsgrove	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0
Purbrook	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0
Stubbington	1.1%	11	0.0%	0	0.0%	0	0.0%	0	10.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warsash	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	4	0.0%	0	0.0%	0	0.0%	0
Central Retail Park, Havant	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
(Don't know / varies)	2.8%	28	0.6%	1	4.7%	8	1.4%	2	4.4%	5	1.0%	1	0.7%	1	2.8%	4	4.7%	7
(Don't do this type of shopping)	4.6%	46	3.5%	4	5.1%	8	8.6%	10	3.0%	3	4.4%	4	2.4%	2	5.5%	8	3.9%	6
Weighted base:		1000		112		164		119		110		92		101		149		152
Sample:		1000		110		150		110		130		100		100		150		150

Q20 Apart from (LOCATION MENTIONED AT Q19) where else do you do your household's shopping for health, beauty and chemist goods?
Not those who said '(Don't do this type of shopping)' at Q19

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Tesco Extra, Clement Atlee Way, Portsmouth	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	1.6%	2	0.0%	0
Fareham	9.7%	92	7.9%	9	14.0%	22	10.2%	11	14.7%	16	6.3%	6	14.0%	14	1.6%	2	9.2%	13
Bishops Waltham	1.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.2%	12
Central London	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.6%	1	0.0%	0
Chichester	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.6%	1
Eastleigh	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2
Gosport	2.4%	23	0.0%	0	11.1%	17	4.9%	5	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Locks Heath	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.6%	1	9.3%	8	0.0%	0	0.0%	0	0.6%	1
Park Gate, Fareham	0.9%	8	2.1%	2	0.0%	0	0.0%	0	1.9%	2	4.9%	4	0.0%	0	0.0%	0	0.0%	0
Petersfield	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	3.8%	6
Portchester	0.4%	4	3.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portsmouth (inc. Gunwharf Keys)	4.0%	39	8.6%	9	5.5%	9	6.5%	7	1.9%	2	0.0%	0	0.8%	1	6.5%	9	1.1%	2
Southampton	0.9%	9	0.0%	0	0.0%	0	0.7%	1	0.6%	1	4.7%	4	0.7%	1	0.0%	0	1.7%	2
Southsea	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Titchfield	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Waterlooville	0.9%	9	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	5	1.1%	2
Whiteley	2.0%	19	0.0%	0	0.5%	1	0.6%	1	9.5%	10	3.8%	3	1.5%	1	0.6%	1	1.1%	2
Wickham	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	4.0%	6
Winchester	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	1.1%	2
Broadcut Retail Park, Fareham (Sainsbury's, Dreams, Staples)	0.2%	2	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Hedge End Retail Park, Southampton (Sainsbury's, M&S, Best Buy, Jessops, PC World, Homebase, B&Q, Wickes, Currys, DFS, Easy Living Furniture, ScS, Car	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.7%	1	0.0%	0	2.1%	3
West Quay Retail Park, Southampton (Currys/PC World, Staples, Argos Extra, ScS, JJB Sports, Halfords, Boots, Brantano, Tesco Home Plus, Mothercare Wor	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.7%	1	0.0%	0	0.0%	0	2.2%	3
Internet / catalogue / mail order / TV shopping	3.2%	31	1.9%	2	4.7%	7	1.3%	1	3.9%	4	2.4%	2	1.5%	1	2.8%	4	5.7%	8
Asda, Larchwood Avenue, Bedhampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Asda, Portland Road, Waterlooville	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Asda, Speedfields Park, Newgate Lane, Fareham	0.6%	6	0.0%	0	0.6%	1	0.0%	0	0.6%	1	5.2%	5	0.0%	0	0.0%	0	0.0%	0
Lidl, Coles Close, Eastleigh	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2
Sainsbury's Superstore, Broadcut, Fareham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Fitzherbert Road, Farlington	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	3	0.0%	0
Speedfields Park, Fareham	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bitterne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Botley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Bournemouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cosham	0.6%	5	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	5	0.0%	0
Denmead	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	1.2%	2
Drayton	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	4	0.0%	0
Fratton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Hedge End	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2
Lee-on-Solent	0.2%	2	0.0%	0	0.6%	1	0.6%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Stubbington	0.3%	3	0.0%	0	0.0%	0	0.6%	1	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warsash	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
(Don’t know / varies)	3.0%	28	5.0%	5	6.2%	10	4.1%	4	2.5%	3	2.5%	2	0.7%	1	1.7%	2	0.6%	1
(Nowhere else)	62.1%	592	66.5%	72	56.8%	88	69.9%	76	55.6%	59	55.8%	49	75.7%	75	70.4%	99	50.2%	73
Weighted base:		953		108		156		109		107		88		98		141		146
Sample:		952		106		142		103		125		95		97		140		144

Q21 Where do you do most of your household's shopping for other non-food items such as books, jewellery, toys and gifts?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Tesco Extra, Clement Atlee Way, Portsmouth	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0
Toys R Us, Western Esplanade, Southampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Fareham	19.3%	193	32.2%	36	12.5%	21	34.1%	41	31.2%	34	11.6%	11	32.2%	32	4.1%	6	8.1%	12
Bishops Waltham	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	3
Central London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Chandler's Ford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Chichester	1.3%	13	1.9%	2	1.2%	2	0.6%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	2	4.1%	6
Eastleigh	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2
Gosport	3.9%	39	0.0%	0	20.4%	34	4.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Havant	0.6%	6	4.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0
Locks Heath	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0
Park Gate, Fareham	0.8%	8	3.2%	4	0.0%	0	0.6%	1	0.0%	0	1.4%	1	0.0%	0	1.0%	2	0.5%	1
Petersfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Portchester	0.3%	3	2.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portsmouth (inc. Gunwharf Keys)	3.8%	38	4.5%	5	5.7%	9	3.8%	5	1.8%	2	0.0%	0	1.0%	1	9.9%	15	1.0%	2
Southampton	2.6%	26	0.6%	1	0.5%	1	3.5%	4	3.9%	4	5.5%	5	0.8%	1	1.1%	2	5.3%	8
Southsea	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Titchfield	0.7%	7	0.0%	0	0.0%	0	0.0%	0	3.5%	4	3.3%	3	0.0%	0	0.0%	0	0.0%	0
Waterlooville	2.1%	21	0.0%	0	3.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	7	5.1%	8
Whiteley	5.4%	54	0.0%	0	0.0%	0	1.2%	1	6.1%	7	20.4%	19	18.1%	18	0.0%	0	5.8%	9
Wickham	0.2%	2	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2
Winchester	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	6
Gosport Retail Park, Gosport (Pampurred Pets, Halfords)	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hedge End Retail Park, Southampton (Sainsbury's, M&S, Best Buy, Jessops, PC World, Homebase, B&Q, Wickes, Currys, DFS, Easy Living Furniture, ScS, Car	0.6%	6	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.7%	1	0.7%	1	0.0%	0	2.0%	3
Market Quay, Fareham (Robert Dyas, Poundland, Peacocks, TK Maxx, Wilkinson, JJB Sports)	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0
Newgate Lane, Fareham (Homebase, Pets at Home, Wickes, Carpets 4 Less)	0.2%	2	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ocean Retail Park, Portsmouth (Toys R Us, Carpetright, Paul Simon, Homebase, Halfords, Currys, PC World)	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	3	0.0%	0
Southampton Road, Fareham (Argos Extra, Dunelm Mill, Carpetright, Pets at Home, B&Q, Currys/PC World, Halfords, Smyths, Harveys, Carpet Barn and the B	1.5%	15	0.0%	0	0.0%	0	0.6%	1	6.0%	7	0.8%	1	5.2%	5	0.0%	0	1.1%	2
Victory Retail Park, Portsmouth (Harveys/Bensons)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
West Quay Retail Park, Southampton (Currys/PC World, Staples, Argos Extra, ScS, JJB Sports, Halfords, Boots, Brantano, Tesco Home Plus, Mothercare Wor	1.5%	14	0.0%	0	0.0%	0	0.6%	1	0.5%	1	2.2%	2	0.0%	0	4.1%	6	3.3%	5
Internet / catalogue / mail order / TV shopping	31.9%	319	36.2%	40	30.4%	50	29.9%	36	27.7%	31	34.1%	31	34.1%	34	28.3%	42	35.8%	55
Asda, Cranbourne Industrial Estate, Dock Road, Gosport	0.3%	3	0.0%	0	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Larchwood Avenue, Bedhampton	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	3	0.0%	0
Asda, Portland Road,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Waterlooville																		
Asda, Speedfields Park, Newgate Lane, Fareham	0.3%	3	0.6%	1	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Sainsbury's Superstore, Broadcut, Fareham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Hamble Lane, Bursledon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Bournemouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Cosham	1.7%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.4%	17	0.0%	0
Lee-on-Solent	0.5%	5	0.0%	0	1.2%	2	1.7%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Salisbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Stubbington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	4.8%	48	0.6%	1	2.3%	4	7.6%	9	8.0%	9	1.0%	1	0.8%	1	6.9%	10	8.7%	13
(Don't do this type of shopping)	12.4%	124	12.8%	14	18.7%	31	10.3%	12	6.1%	7	15.5%	14	4.9%	5	19.5%	29	7.8%	12
Weighted base:		1000		112		164		119		110		92		101		149		152
Sample:		1000		110		150		110		130		100		100		150		150

Q22 Apart from (LOCATION MENTIONED AT Q21) where else do you do your household's shopping for other non-food items such as books, jewellery, toys and gifts?
Not those who said '(Don't do this type of shopping)' at Q21

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Tesco Extra, Clement Atlee Way, Portsmouth	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.6%	1	0.0%	0
Toys R Us, Western Esplanade, Southampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Fareham	8.7%	76	15.7%	15	7.8%	10	9.2%	10	14.7%	15	4.5%	3	7.6%	7	2.6%	3	8.5%	12
Bishops Waltham	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	6
Chichester	0.8%	7	0.0%	0	0.6%	1	0.7%	1	0.6%	1	0.0%	0	0.0%	0	3.8%	5	0.0%	0
Gosport	1.4%	12	0.0%	0	5.8%	8	3.6%	4	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Havant	0.5%	5	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	2.8%	3	0.0%	0
Locks Heath	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Park Gate, Fareham	0.5%	4	0.7%	1	0.6%	1	0.7%	1	0.6%	1	0.9%	1	0.8%	1	0.0%	0	0.0%	0
Portchester	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portsmouth (inc. Gunwharf Keys)	7.0%	61	16.3%	16	6.5%	9	17.6%	19	1.9%	2	0.0%	0	2.3%	2	9.2%	11	1.7%	2
Southampton	3.1%	28	1.5%	1	0.9%	1	2.7%	3	3.8%	4	14.6%	11	3.8%	4	0.0%	0	2.2%	3
Southsea	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Titchfield	0.3%	2	0.0%	0	0.6%	1	0.0%	0	0.6%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Waterlooville	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	5	1.1%	2
Whiteley	3.0%	27	1.6%	2	3.7%	5	0.0%	0	7.3%	8	3.4%	3	6.8%	6	0.0%	0	2.5%	3
Wickham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Winchester	1.1%	9	0.0%	0	0.6%	1	0.0%	0	0.0%	0	5.9%	5	0.0%	0	0.0%	0	2.8%	4
Broadcut Retail Park, Fareham (Sainsbury's, Dreams, Staples)	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hedge End Retail Park, Southampton (Sainsbury's, M&S, Best Buy, Jessops, PC World, Homebase, B&Q, Wickes, Currys, DFS, Easy Living Furniture, ScS, Car	0.7%	6	0.0%	0	0.7%	1	0.7%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	3
Ocean Retail Park, Portsmouth (Toys R Us, Carpetright, Paul Simon, Homebase, Halfords, Currys, PC World)	0.9%	8	4.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	3	0.0%	0
Southampton Road, Fareham (Argos Extra, Dunelm Mill, Carpetright, Pets at Home, B&Q, Currys/PC World, Halfords, Smyths, Harveys, Carpet Barn and the B	1.1%	9	0.7%	1	0.6%	1	0.0%	0	4.4%	5	0.0%	0	3.3%	3	0.0%	0	0.0%	0
West Quay Retail Park, Southampton (Currys/PC World, Staples, Argos Extra, ScS, JJB Sports, Halfords, Boots, Brantano, Tesco Home Plus, Mothercare Wor	1.0%	9	3.0%	3	0.7%	1	0.7%	1	1.7%	2	2.7%	2	0.7%	1	0.0%	0	0.0%	0
Internet / catalogue / mail order / TV shopping	9.2%	80	7.5%	7	7.5%	10	7.2%	8	6.3%	7	14.1%	11	13.7%	13	7.3%	9	11.5%	16
Asda, Cranbourne Industrial Estate, Dock Road, Gosport	0.2%	2	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Larchwood Avenue, Bedhampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Asda, Speedfields Park, Newgate Lane, Fareham	0.2%	2	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Garsons Garden Centre, Fontley Road, Titchfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Tesco Superstore, Quay Street, Fareham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bournemouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Bridgemere	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cosham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0
Farnborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Guildford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Hedge End	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Lee-on-Solent	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Stubbington	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	4.8%	42	3.7%	4	7.1%	9	4.8%	5	4.9%	5	0.8%	1	1.5%	1	7.5%	9	5.1%	7
(Nowhere else)	52.3%	458	42.3%	41	54.8%	73	49.6%	53	49.5%	51	50.6%	39	55.8%	53	55.1%	66	57.0%	80
Weighted base:		876		98		133		107		104		77		96		120		140
Sample:		859		90		122		100		120		81		93		118		135

Q23AWhat, if anything, would make you shop in Fareham town centre more often? [MR]

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Nothing	42.9%	429	30.5%	34	43.3%	71	37.8%	45	38.2%	42	37.2%	34	44.4%	45	49.3%	74	55.3%	84
Better choice of clothing shops	6.8%	68	14.5%	16	2.4%	4	17.0%	20	7.3%	8	8.7%	8	4.6%	5	1.1%	2	3.7%	6
Better choice of shops in general	13.8%	138	23.8%	27	9.7%	16	16.0%	19	12.7%	14	20.4%	19	13.5%	14	10.1%	15	10.0%	15
Better maintenance / cleanliness	1.9%	19	0.6%	1	0.5%	1	1.2%	1	0.0%	0	2.1%	2	5.9%	6	4.1%	6	1.1%	2
Better quality shops	2.2%	22	1.9%	2	2.7%	4	0.8%	1	1.7%	2	4.6%	4	4.6%	5	1.7%	3	0.6%	1
Better range of independent stores / specialist shops	2.9%	29	7.4%	8	3.2%	5	0.6%	1	2.9%	3	1.4%	1	2.8%	3	3.6%	5	1.0%	2
Better market	0.4%	4	0.6%	1	0.0%	0	0.6%	1	1.1%	1	0.0%	0	0.7%	1	0.0%	0	0.6%	1
More / better gift shops	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Entertainment / events	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0
More / better restaurant facilities	1.8%	18	0.0%	0	0.5%	1	4.7%	6	0.0%	0	0.0%	0	0.0%	0	3.6%	5	4.1%	6
More / better leisure facilities	0.3%	3	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.5%	1
Improved bus services	2.3%	23	0.6%	1	2.1%	3	1.3%	2	0.5%	1	2.2%	2	1.4%	1	3.1%	5	5.7%	9
More car parking	8.0%	80	7.5%	8	9.2%	15	4.6%	6	12.5%	14	10.1%	9	2.2%	2	10.1%	15	7.1%	11
Free car parking	15.5%	154	23.7%	26	18.8%	31	17.2%	20	23.7%	26	18.9%	17	7.3%	7	10.7%	16	6.4%	10
More food supermarkets	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	5.0%	5	0.0%	0	0.5%	1
More large shops	3.4%	34	4.3%	5	4.2%	7	4.1%	5	1.3%	1	5.7%	5	6.4%	6	1.7%	3	1.0%	2
More 'High-Street' stores	3.5%	35	5.2%	6	4.1%	7	3.7%	4	2.0%	2	0.0%	0	5.1%	5	5.3%	8	2.1%	3
More traffic free areas / pedestrianisation	2.2%	22	0.0%	0	7.9%	13	0.0%	0	1.3%	1	5.7%	5	0.0%	0	1.6%	2	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	5.8%	58	5.1%	6	6.4%	11	5.0%	6	4.8%	5	3.7%	3	1.7%	2	8.8%	13	7.7%	12
Better access for disabled people	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better atmosphere / more character	0.8%	7	0.6%	1	0.0%	0	0.0%	0	1.1%	1	1.6%	1	1.5%	1	0.0%	0	1.7%	3
Better public toilets	0.2%	2	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Better access for cars	1.3%	13	0.7%	1	2.8%	5	0.6%	1	4.4%	5	0.0%	0	0.0%	0	1.0%	2	0.5%	1
Bigger/better Debenhams	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Bigger/better Marks & Spencer store	0.4%	4	0.7%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.8%	1	0.6%	1	0.6%	1
Bus stops closer to the shops	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Cheaper car parking	1.1%	11	1.4%	2	0.5%	1	1.2%	1	1.7%	2	2.1%	2	3.7%	4	0.0%	0	0.0%	0
Cheaper public transport	0.3%	3	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Fountains	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Improve the pavements	0.1%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve the roundabout	0.3%	3	0.7%	1	0.0%	0	1.3%	2	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis	0.3%	3	0.0%	0	0.6%	1	0.8%	1	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0
Less empty shops	0.4%	4	1.2%	1	0.5%	1	0.0%	0	0.0%	0	0.7%	1	0.8%	1	0.0%	0	0.0%	0
Less traffic congestion	1.0%	10	0.0%	0	2.7%	4	1.7%	2	0.5%	1	0.0%	0	0.0%	0	1.7%	3	0.0%	0
Matalan store	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
More activities/facilities for children	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	6
More open air shopping available	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.5%	1	0.5%	1
More seating	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
More/better disabled parking	0.4%	4	0.0%	0	0.5%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.5%	1	0.5%	1
New Look store	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Primark store	1.3%	13	4.3%	5	1.2%	2	0.0%	0	3.8%	4	0.0%	0	0.8%	1	0.0%	0	0.6%	1
Refurb / update it	0.3%	3	0.6%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0
Safe places to lock up bicycles	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops closer together	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.6%	1
Shops open later	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1000		112		164		119		110		92		101		149		152
Sample:		1000		110		150		110		130		100		100		150		150

Q23B What retailers or types of retailers would you like to see in Fareham? [MR]
Those who mention a shopping response at Q23A

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Arts/craft shops	1.2%	3	1.4%	1	5.4%	2	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Better choice of shops in general	3.2%	8	4.8%	2	9.2%	3	0.0%	0	0.0%	0	2.5%	1	1.8%	1	7.1%	2	0.0%	0
BHS store	1.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	2	3.4%	1	3.6%	1
Bigger High Street stores	3.8%	10	0.0%	0	10.0%	3	0.0%	0	0.0%	0	10.8%	3	7.1%	3	3.4%	1	0.0%	0
Bigger/better Debenhams store	4.8%	13	4.4%	2	5.6%	2	1.7%	1	2.1%	1	11.5%	3	1.8%	1	7.1%	2	7.5%	2
Bigger/better Marks & Spencer store	6.0%	16	3.0%	1	15.0%	5	3.6%	1	0.0%	0	14.3%	4	5.7%	2	0.0%	0	7.5%	2
Book shop	0.3%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boutique/designer stores	4.7%	12	0.0%	0	3.7%	1	12.3%	5	0.0%	0	0.0%	0	0.0%	0	25.0%	6	0.0%	0
Butchers	2.7%	7	4.3%	2	0.0%	0	3.4%	1	4.5%	1	2.2%	1	0.0%	0	0.0%	0	7.5%	2
CD/Record shop	0.5%	1	1.5%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clothes/shoe stores for children	2.4%	6	3.0%	1	0.0%	0	3.8%	2	12.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clothes/shoe stores for men	2.0%	5	0.0%	0	2.9%	1	0.0%	0	5.0%	1	0.0%	0	7.6%	3	0.0%	0	0.0%	0
Clothes/shoe stores in for women	5.1%	13	1.4%	1	2.7%	1	0.0%	0	11.6%	3	0.0%	0	4.4%	2	24.7%	6	3.6%	1
Clothes/shoe stores in general	10.6%	28	22.2%	11	12.1%	4	1.7%	1	4.5%	1	2.3%	1	18.7%	7	3.4%	1	11.5%	2
Coast store	0.5%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Convenience stores	0.3%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op store	1.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.0%	5	0.0%	0	0.0%	0
Costa Coffee	0.3%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys store	0.3%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Decathalon store	0.3%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Department stores	5.5%	14	9.4%	4	9.1%	3	3.6%	1	11.9%	3	2.3%	1	1.8%	1	0.0%	0	3.9%	1
DIY stores	0.5%	1	1.5%	1	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Early Learning Centre store	0.6%	2	1.4%	1	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Electrical/white goods stores	1.4%	4	1.4%	1	2.9%	1	1.7%	1	2.2%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Evans Clothes store	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Fat Face store	0.9%	2	1.4%	1	2.7%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Florists	0.3%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Food stores	0.6%	2	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Furniture stores	0.8%	2	0.0%	0	2.7%	1	0.0%	0	2.4%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0
Garden stores	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Gift shops	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
H&M store	6.9%	18	1.5%	1	2.9%	1	14.0%	6	19.9%	6	12.4%	4	1.8%	1	3.4%	1	0.0%	0
Health food stores	0.3%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HMV store	2.4%	6	10.0%	5	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	3.4%	1	0.0%	0
Hobbycraft store	0.3%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains store	1.9%	5	0.0%	0	0.0%	0	12.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homeware stores	1.1%	3	0.0%	0	2.7%	1	1.7%	1	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0
Hotter store	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0
House of Fraser	0.5%	1	1.4%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ikea store	0.7%	2	0.0%	0	3.7%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Independent stores	5.9%	15	7.1%	3	0.0%	0	0.0%	0	11.2%	3	9.2%	3	1.8%	1	0.0%	0	25.4%	6
Jessops store	0.3%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jewellery stores	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
John Lewis store	11.5%	30	10.2%	5	13.9%	4	5.9%	2	16.2%	4	22.8%	7	10.2%	4	10.2%	3	3.6%	1
Lakeland store	0.6%	2	0.0%	0	2.7%	1	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0
Laura Ashley store	0.6%	2	0.0%	0	0.0%	0	4.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mamas & Papas store	0.3%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Matalan store	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	2	0.0%	0
Miss Selfridge store	0.4%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More stores for older people	0.9%	2	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	3.0%	1	0.0%	0
Mothercare store	2.1%	5	11.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Look store	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0
Next store	6.2%	16	0.0%	0	3.7%	1	26.3%	10	0.0%	0	10.4%	3	1.8%	1	0.0%	0	3.6%	1
Pandora store	1.9%	5	0.0%	0	0.0%	0	12.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Paperchase store	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	2	0.0%	0	0.0%	0
Pet shop	0.3%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Phase Eight store	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1
Primark store	20.2%	53	19.2%	9	30.0%	10	41.4%	17	19.0%	5	10.0%	3	11.7%	5	6.4%	2	15.4%	3
Restaurants	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
River Island store	1.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.0%	5	0.0%	0	0.0%	0
Sainsbury's store	0.5%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Select Fashion store	1.8%	5	10.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Smiggle store	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	2	0.0%	0	0.0%	0
Sports equipment stores	0.8%	2	0.0%	0	0.0%	0	1.9%	1	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sportwear stores	0.8%	2	0.0%	0	0.0%	0	1.9%	1	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Starbucks coffee shop	0.5%	1	1.4%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The White Company store	0.3%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TK Maxx store	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	3.1%	1	0.0%	0
Top Man store	1.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.0%	5	0.0%	0	0.0%	0
Topshop store	2.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.7%	5	0.0%	0
Toy shops	1.5%	4	1.4%	1	0.0%	0	0.0%	0	12.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toys R Us store	1.8%	5	10.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose store	0.5%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Wallis store	0.3%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zara store	0.9%	2	0.0%	0	2.9%	1	0.0%	0	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Don't know	9.3%	24	5.8%	3	5.7%	2	7.8%	3	5.1%	1	23.0%	7	7.7%	3	3.1%	1	21.9%	5
Weighted base:		261		48		32		40		28		29		39		25		22
Sample:		247		46		29		33		33		30		39		16		21

Q23C What restaurants or types of restaurants would you like to see in Fareham? [MR]
Those who said 'More / better restaurant facilities' at Q23A

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Better choice of restaurants in general	39.5%	7	0.0%	0	100.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	6
Cocktail bar	29.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	5	0.0%	0
Lloyds bar	27.0%	5	0.0%	0	0.0%	0	87.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Places with nice outside areas	29.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	5	0.0%	0
Upmarket cafes	38.1%	7	0.0%	0	100.0%	1	12.3%	1	0.0%	0	0.0%	0	0.0%	0	100.0%	5	0.0%	0
Weighted base:		18		0		1		6		0		0		0		5		6
Sample:		6		0		1		2		0		0		0		1		2

Q23D What new / better leisure facilities would you like to see in Fareham? [MR]
Those who said 'More / better leisure facilities' at Q23A

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Bowling alley	23.4%	1	100.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cinema	52.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	2	0.0%	0	0.0%	0
Nightclubs	23.4%	1	100.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pubs / bars	23.4%	1	100.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Library	24.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	1
Weighted base:		3		1		0		0		0		0		2		0		1
Sample:		3		1		0		0		0		0		1		0		1

Q24AWhat, if anything, would make you visit Portchester town centre more often? [MR]

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Better choice of clothing shops	1.4%	14	7.5%	8	0.6%	1	1.9%	2	0.0%	0	0.0%	0	1.5%	1	0.5%	1	0.0%	0
Better choice of shops in general	5.2%	52	14.1%	16	3.4%	6	4.7%	6	6.1%	7	0.8%	1	2.2%	2	9.6%	14	0.5%	1
Better maintenance / cleanliness	0.5%	5	1.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.6%	1
Better quality shops	0.4%	4	1.2%	1	0.0%	0	0.6%	1	0.8%	1	0.0%	0	0.7%	1	0.5%	1	0.0%	0
Better range of independent stores / specialist shops	0.9%	9	3.1%	3	1.2%	2	0.0%	0	0.5%	1	0.0%	0	1.4%	1	0.0%	0	1.1%	2
Better market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better gift shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Entertainment / events	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better restaurant facilities	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
More / better leisure facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved bus services	1.0%	10	0.0%	0	1.2%	2	4.1%	5	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.5%	1
More car parking	1.4%	14	0.0%	0	0.6%	1	1.8%	2	0.6%	1	0.8%	1	0.8%	1	4.6%	7	1.2%	2
Free car parking	1.0%	10	0.7%	1	1.2%	2	0.0%	0	0.6%	1	0.0%	0	0.0%	0	4.1%	6	0.6%	1
More food supermarkets	0.4%	4	1.4%	2	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	1.0%	2	0.0%	0
More large shops	0.5%	5	0.6%	1	0.5%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.6%	2	0.0%	0
More 'High-Street' stores	1.1%	11	0.6%	1	1.1%	2	0.0%	0	3.8%	4	0.0%	0	1.6%	2	1.5%	2	0.0%	0
More traffic free areas / pedestrianisation	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi store	0.6%	6	4.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Better access for cars	0.3%	3	0.6%	1	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Better environment	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better lighting at night	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better signposting	0.7%	7	5.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Bring back the character	0.2%	2	0.0%	0	0.0%	0	0.6%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burger King	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve the bridge between Stamshaw and Portchester	0.2%	2	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve the pavements	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less charity shops	0.7%	7	6.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More banks	0.2%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More coffee shops	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More police / improved safety	0.6%	6	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	5	0.0%	0	0.0%	0
more promotion and awareness of whats there	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	4.2%	6
More pubs / bars	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More seating	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
More/better disabled parking	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Nothing	60.6%	606	45.0%	50	69.4%	114	51.1%	61	70.8%	78	69.5%	64	75.9%	76	54.0%	81	53.5%	81
(Don't know)	24.0%	240	14.0%	16	21.5%	35	34.9%	42	14.3%	16	29.0%	27	12.4%	13	24.1%	36	37.4%	57
Weighted base:		1000		112		164		119		110		92		101		149		152
Sample:		1000		110		150		110		130		100		100		150		150

Q24B What retailers or types of retailers would you like to see in Porchester? [MR]
Those who mention a shopping response at Q24A

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Antique stores	0.7%	1	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Arts/craft shops	3.3%	3	5.2%	1	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0	0.0%	0	34.4%	1
Bakers	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.5%	1	0.0%	0	0.0%	0
Bars/pubs	0.7%	1	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better choice of shops in general	5.3%	5	2.6%	1	0.0%	0	9.5%	1	5.8%	1	0.0%	0	0.0%	0	12.2%	2	0.0%	0
Book shop	2.9%	3	2.6%	1	21.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boots store	5.3%	5	0.0%	0	0.0%	0	0.0%	0	9.6%	1	0.0%	0	24.1%	2	8.4%	2	0.0%	0
Butchers	4.0%	4	4.8%	1	0.0%	0	0.0%	0	4.6%	1	0.0%	0	0.0%	0	8.0%	2	0.0%	0
CD/Record shop	1.1%	1	0.0%	0	11.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper supermarkets	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	1	0.0%	0
Clarks store	1.6%	1	0.0%	0	0.0%	0	0.0%	0	9.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clothes/shoe stores for men	2.0%	2	0.0%	0	21.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clothes/shoe stores in for women	8.5%	8	0.0%	0	0.0%	0	0.0%	0	9.6%	1	0.0%	0	11.4%	1	27.2%	5	0.0%	0
Clothes/shoe stores in general	23.9%	21	10.0%	3	21.9%	2	61.6%	5	38.6%	6	0.0%	0	44.9%	3	11.5%	2	31.1%	1
Coffee shops	0.7%	1	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Debenhams store	1.5%	1	0.0%	0	0.0%	0	0.0%	0	4.6%	1	100.0%	1	0.0%	0	0.0%	0	0.0%	0
Department stores	2.5%	2	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0
DIY stores	0.7%	1	0.0%	0	0.0%	0	0.0%	0	4.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Electrical/white goods stores	1.0%	1	0.0%	0	10.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Food stores	2.5%	2	0.0%	0	0.0%	0	0.0%	0	9.6%	1	0.0%	0	0.0%	0	0.0%	0	34.4%	1
Games stores	1.8%	2	5.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gift shops	2.2%	2	0.0%	0	24.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
H&M store	1.8%	2	0.0%	0	0.0%	0	20.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homeware stores	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	34.4%	1
Iceland store	0.8%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Independent stores	6.7%	6	15.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	1	34.4%	1
Large supermarket	2.5%	2	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0	8.0%	2	0.0%	0
Lidl store	5.1%	5	13.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0
Marks & Spencer store	4.4%	4	0.0%	0	0.0%	0	9.5%	1	0.0%	0	100.0%	1	0.0%	0	12.3%	2	0.0%	0
Matalan store	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0
Monsoon store	2.5%	2	0.0%	0	0.0%	0	0.0%	0	9.6%	1	0.0%	0	0.0%	0	4.2%	1	0.0%	0
New Look store	4.0%	4	2.6%	1	0.0%	0	8.8%	1	9.6%	1	0.0%	0	0.0%	0	3.9%	1	0.0%	0
Next store	2.7%	2	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.1%	2	0.0%	0	0.0%	0
Peacocks store	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0
Poundland store	5.4%	5	16.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Primark store	1.6%	1	0.0%	0	0.0%	0	0.0%	0	9.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Restaurants	0.8%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
River Island store	1.6%	1	2.6%	1	0.0%	0	8.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Subway store	5.4%	5	16.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco store	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0
Topshop store	5.4%	5	16.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toy shops	1.8%	2	5.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose store	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0
Wallis store	0.8%	1	0.0%	0	0.0%	0	8.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Don't know	8.8%	8	7.4%	2	10.5%	1	0.0%	0	0.0%	0	0.0%	0	33.1%	2	13.1%	3	0.0%	0
Weighted base:		89		28		8		8		14		1		7		20		2
Sample:		80		25		8		4		13		1		8		18		3

Q24C What restaurants or types of restaurants would you like to see in Porchester? [MR]
Those who said 'More / better restaurant facilities' at Q24A

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Italian restaurants	100.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	1
Weighted base:		1		0		0		0		0		0		0		0		1
Sample:		1		0		0		0		0		0		0		0		1

Q25 Which of these activities do you ever undertake? [MR]

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Theatre	50.0%	500	45.0%	50	53.0%	87	40.8%	49	55.4%	61	47.8%	44	53.2%	54	47.9%	72	54.8%	83
Cultural facilities (e.g. museums, art galleries)	28.7%	287	28.7%	32	34.0%	56	26.9%	32	26.3%	29	17.3%	16	33.7%	34	20.3%	30	38.1%	58
Cinema	68.2%	682	66.3%	74	65.3%	107	69.9%	83	74.5%	82	76.1%	70	75.6%	76	58.0%	87	67.0%	102
Ten Pin Bowling	20.3%	203	21.5%	24	17.7%	29	28.1%	33	14.6%	16	25.0%	23	22.7%	23	14.2%	21	21.6%	33
Bingo	5.4%	54	7.6%	9	1.6%	3	9.9%	12	3.6%	4	2.4%	2	8.9%	9	5.7%	8	4.7%	7
Health and Fitness	27.6%	276	28.7%	32	17.7%	29	32.8%	39	33.4%	37	37.0%	34	27.1%	27	27.7%	41	24.0%	37
Restaurants / cafes	75.8%	758	77.1%	86	75.4%	124	72.2%	86	77.7%	86	78.1%	72	74.4%	75	72.0%	108	80.4%	122
Pubs / bars	58.5%	585	57.3%	64	53.6%	88	62.0%	74	60.4%	67	58.0%	53	65.7%	66	44.2%	66	70.3%	107
Takeaways / fast food	59.0%	590	60.2%	67	58.3%	96	67.3%	80	60.2%	66	64.6%	59	72.5%	73	48.5%	72	49.3%	75
(None of these)	5.9%	59	9.5%	11	6.5%	11	5.5%	7	5.6%	6	3.5%	3	4.2%	4	6.5%	10	5.0%	8
Weighted base:		1000		112		164		119		110		92		101		149		152
Sample:		1000		110		150		110		130		100		100		150		150

Q26 Where does your household most often go to visit the theatre?

Those who said 'Theatre' at Q25

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
BIC, Bournemouth	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Chesil Theatre, Winchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chichester Festival Theatre	5.1%	25	2.8%	1	2.9%	3	6.4%	3	3.0%	2	0.0%	0	1.3%	1	9.7%	7	10.4%	9
Ferneham Hall, Fareham	5.3%	26	5.5%	3	4.1%	4	1.4%	1	8.6%	5	6.1%	3	17.2%	9	2.1%	2	0.9%	1
Kings Theatre, Southsea	12.3%	62	25.9%	13	16.0%	14	7.1%	3	6.9%	4	3.4%	1	2.6%	1	29.1%	21	3.7%	3
Mayflower Theatre, Commercial Road, Southampton	49.1%	245	40.0%	20	35.9%	31	51.5%	25	57.8%	35	80.9%	35	53.7%	29	27.3%	20	59.6%	50
New Theatre Royal, Portsmouth	3.8%	19	4.1%	2	6.0%	5	14.3%	7	2.9%	2	1.6%	1	0.0%	0	2.1%	2	0.9%	1
Nuffield Theatre, University Road, Southampton	1.5%	8	0.0%	0	2.3%	2	0.0%	0	4.5%	3	3.4%	1	1.3%	1	1.0%	1	0.0%	0
Salisbury Playhouse, Salisbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solent People's Theatre	0.5%	2	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	1.0%	1	0.0%	0
The Anvil, Basingstoke	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Berry Theatre, Hedge End	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2
The Point, Eastleigh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Theatre Royal, Winchester	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2
Titchfield Festival Theatre, Arts Centre, Titchfield	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Vernon Theatre, Lyndhurst	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London / West End	15.0%	75	12.9%	7	21.8%	19	15.0%	7	9.3%	6	1.5%	1	17.6%	9	24.2%	17	10.9%	9
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashcroft Arts Centre, Osborn Road, Fareham	0.6%	3	1.5%	1	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Havant Arts Centre, East Street, Havant	0.1%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Victoria Theatre, The Peacocks Centre, Woking	0.2%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Porsmouth Guildhall, Guildhall Square, Portsmouth	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2
Royal Shakespeare Company, Stratford Upon Avon	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Liverpool	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Port Solent	0.3%	2	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portsmouth	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0
(Don’t know / varies)	4.0%	20	1.3%	1	10.0%	9	4.3%	2	3.6%	2	1.6%	1	0.0%	0	2.2%	2	4.9%	4
Weighted base:		500		50		87		49		61		44		54		72		83
Sample:		518		53		80		50		75		56		54		69		81

Q27 Where do you go to visit cultural facilities (e.g. museums, art galleries)?
Those who said 'Cultural facilities' at Q25

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Ashcroft Arts Centre, Fareham	1.0%	3	4.4%	1	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Aspex Gallery, Gunwharf Quays, Portsmouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beaulieu / National Motor Museum, Brockenhurst	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
City Museum, Winchester	2.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.0%	6
City Museum, Portsmouth	5.2%	15	7.0%	2	6.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.2%	7	4.0%	2
Eastleigh Museum, Eastleigh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grange Park Opera, Alresford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Hansard Gallery, Highfield, Southampton	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	1	2.1%	1	0.0%	0	1.4%	1
Manor Farm and Country Park, Bursleden	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mary Rose Museum, Portsmouth	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0
National Museum of the Royal Navy, Portsmouth	3.0%	9	8.8%	3	3.1%	2	4.3%	1	0.0%	0	17.5%	3	0.0%	0	0.0%	0	0.0%	0
Portchester Castle, Portchester, Fareham	0.3%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portsmouth Guildhall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portsmouth Historic Dockyard	2.2%	6	2.1%	1	4.6%	3	4.5%	1	0.0%	0	0.0%	0	2.1%	1	0.0%	0	1.5%	1
Royal Armouries Museum, Fort Nelson, Fareham	1.1%	3	0.0%	0	1.5%	1	2.1%	1	0.0%	0	0.0%	0	2.3%	1	0.0%	0	1.3%	1
Royal Marines Museum, Southsea	1.2%	3	0.0%	0	0.0%	0	5.0%	2	0.0%	0	0.0%	0	0.0%	0	5.8%	2	0.0%	0
SeaCity Museum, Southampton	2.0%	6	2.1%	1	1.5%	1	2.4%	1	0.0%	0	16.3%	3	0.0%	0	0.0%	0	1.4%	1
Solent Sky, nr Ocean Village, Southampton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0
Southampton City art Gallery, Southampton	2.8%	8	2.1%	1	5.1%	3	0.0%	0	4.8%	1	0.0%	0	0.0%	0	0.0%	0	5.5%	3
The Anvil, Basingstoke	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Fareham Gallery, Fareham	0.7%	2	2.1%	1	0.0%	0	2.4%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Great Hall, Home of the Round Table Winchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Lights, Andover	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Point, Eastleigh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Royal Navy Submarine Museum, Gosport	4.6%	13	0.0%	0	14.2%	8	6.6%	2	0.0%	0	9.5%	1	4.8%	2	0.0%	0	0.0%	0
Titchfield Festival Theatre, Arts Centre, Titchfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tudor House and Garden, Southampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westbury Manor Museum, Fareham	2.0%	6	4.4%	1	0.0%	0	0.0%	0	4.3%	1	0.0%	0	6.9%	2	2.7%	1	0.0%	0
Winchester Gallery, Winchester School of Art	0.5%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1
London	42.4%	122	58.7%	19	39.5%	22	34.9%	11	48.2%	14	44.4%	7	62.7%	21	33.3%	10	29.5%	17
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Explosive Museum of Navel Firepower, Priddys Hard, Gosport	0.7%	2	0.0%	0	3.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leeds Castle, Maidstone, Kent	0.3%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milestones Museum, Leisure Park, Churchill Way West, Basingstoke	2.5%	7	0.0%	0	0.0%	0	5.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.5%	6
National Maritime Museum Cornwall, Discovery Quay, Falmouth	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pallant house Gallery, North Pallant, Chichester	0.5%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	2.7%	1	0.0%	0
Weal & Downland Open Air Museum, Town Lane, Chichester	0.2%	1	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	1.0%	3	2.1%	1	0.0%	0	2.1%	1	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0
Bath	0.2%	1	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Bishops Waltham	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Chichester	0.6%	2	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Gosport	0.7%	2	0.0%	0	3.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Havant	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Oxford	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	1.5%	1
Portsmouth	0.7%	2	0.0%	0	0.0%	0	0.0%	0	6.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Romsey	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	18.7%	54	6.3%	2	14.2%	8	24.0%	8	25.2%	7	0.0%	0	14.8%	5	27.0%	8	26.7%	15
Weighted base:		287		32		56		32		29		16		34		30		58
Sample:		309		33		57		34		36		21		35		35		58

Q28 Where do you go most often to visit the cinema ?
Those who said 'Cinema' at Q25

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Cineworld, Ocean Village, Southampton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2
Cineworld, Whiteley Shopping Centre	16.6%	113	4.0%	3	5.7%	6	5.9%	5	25.4%	21	57.0%	40	36.3%	28	2.0%	2	9.1%	9
Everyman Cinema, Winchester	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2
Harbour Lights Picture House, Southampton	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	3.2%	3
Odeon Cinema, Basingstoke Leisure Park	0.2%	2	0.9%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Odeon Cinema, Leisure World, West Quay, Southampton	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	2.0%	2	1.5%	2
Odeon Cinema, Port Solent, Port Way, The Boardwalk, Portsmouth	26.8%	183	46.3%	34	11.0%	12	8.9%	7	18.8%	15	17.8%	12	21.2%	16	55.3%	48	36.6%	37
Reel Cinema, Market Quay, Fareham	29.3%	199	40.6%	30	31.7%	34	58.6%	49	43.8%	36	8.9%	6	38.0%	29	0.0%	0	15.0%	15
Vue, Festival Place, Basingstoke	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Vue, Gunwharf Quays, Portsmouth	17.5%	120	5.1%	4	42.8%	46	25.8%	21	4.7%	4	6.6%	5	0.9%	1	35.3%	31	8.6%	9
Vue, The Swan Centre, Eastleigh	3.3%	23	0.0%	0	0.0%	0	0.0%	0	0.8%	1	6.6%	5	0.9%	1	1.0%	1	15.5%	16
Basingstoke	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastleigh	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Fareham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Portsmouth	0.3%	2	2.1%	2	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chichester Art House Cinema, New Park, Chichester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Cineworld, Chichester Gate, Chichester	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2
The Berry Theatre, Hedge End	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	3
(Don't know / varies)	3.3%	23	0.9%	1	8.9%	10	0.8%	1	5.9%	5	0.0%	0	2.6%	2	2.7%	2	2.4%	2
Weighted base:		682		74		107		83		82		70		76		87		102
Sample:		620		68		88		62		90		68		67		83		94

Q29 Where do you go most often for ten pin bowling ?
Those who said 'Ten Pin Bowling' at Q25

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
AMF Bowling, The Swan Centre, Eastleigh	8.3%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.5%	3	25.0%	6	0.0%	0	25.2%	8
Bowlplex Bowling, Gunwharf, Portsmouth	60.4%	123	81.8%	20	58.0%	17	88.4%	30	50.2%	8	36.2%	8	37.7%	9	92.9%	20	35.3%	12
Bowlplex, Basingstoke Leisure Park	0.4%	1	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tenpin, Auckland Road, Southampton	9.3%	19	2.8%	1	2.9%	1	0.0%	0	8.6%	1	39.1%	9	0.0%	0	0.0%	0	21.6%	7
Basingstoke	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastleigh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portsmouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Go Bowling, Collingwood Retail Park, Newgate Lane, Fareham	9.0%	18	12.6%	3	3.2%	1	0.0%	0	16.4%	3	9.4%	2	30.1%	7	0.0%	0	7.8%	3
Hollywood Bowl, Medway Valley Leisure Park, Chariot Way, Rochester	0.4%	1	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
MFA Bowl, Terminus Road, Chichester	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	2
Ryde Superbowl, Esplanade Pavilion, Esplanade, Ryde	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1
(Don't know / varies)	10.8%	22	2.8%	1	29.9%	9	11.6%	4	24.9%	4	2.8%	1	7.2%	2	7.1%	2	2.6%	1
Weighted base:		203		24		29		33		16		23		23		21		33
Sample:		145		13		23		16		16		15		20		16		26

Q30 Where do you go most often for bingo ?
Those who said 'Bingo' at Q25

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Crown Bingo and Social Club, Kingston Road, Portsmouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crown Bingo, 4 The Towers, Forton Rd, Gosport	47.3%	25	0.0%	0	66.3%	2	80.5%	9	50.0%	2	0.0%	0	74.6%	7	0.0%	0	77.1%	6
Crown Bingo, High St, Cosham	39.9%	21	64.2%	5	33.8%	1	19.5%	2	50.0%	2	67.9%	1	8.7%	1	100.0%	8	0.0%	0
Crown Bingo, Somborne Drive, Havant, PO9 5AN	2.9%	2	18.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leo Leisure Bingo Club, Eastleigh	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.0%	1
New Century Bingo, Shirley Road, Southampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cosham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastleigh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Havant	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portsmouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hill Park Memorial Working Men's Club, Highlands Road, Fareham	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	1	0.0%	0	0.0%	0
(Don't know / varies)	7.1%	4	17.4%	1	0.0%	0	0.0%	0	0.0%	0	32.1%	1	8.7%	1	0.0%	0	11.9%	1
Weighted base:		54		9		3		12		4		2		9		8		7
Sample:		34		5		3		7		4		2		5		5		3

Q31 Where do you go most often to go to health and fitness?
Those who said 'Health and Fitness' at Q25

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
24/7 Fitness, Downend Road, Fareham	7.9%	22	33.9%	11	0.0%	0	1.8%	1	3.5%	1	6.3%	2	5.2%	1	12.9%	5	0.0%	0
24/7 Fitness, Gunwharf Quays	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
24/7 Fitness, Waterlooville	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
ActivFit, The Vale, Locks Heath	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bitterne Leisure Centre, Bitterne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chanberlayne Leisure Centre, Weston, Southampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
City Gym, Park Street, Southampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CrossFit Southern Legion, Portsmouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Curves, Waterlooville	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Curves, West Street, Fareham	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0
David Lloyd, Frogmore Lane, Southampton	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0
David Lloyd, Port Solent	2.6%	7	4.4%	1	0.0%	0	0.0%	0	3.7%	1	4.2%	1	0.0%	0	7.3%	3	0.0%	0
EasyGym, Southampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Energie Fitness Club, East Bargate, Southampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Esporta, The Hampshire Heath and Raquets Club, West End, Southampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Everyone Active, Fareham Leisure Centre, Park Lane, Fareham	10.3%	29	15.8%	5	0.0%	0	3.5%	1	4.8%	2	8.8%	3	34.2%	9	1.8%	1	19.6%	7
Exile Gym, Southampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
F4L, Portsmouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fareham Fitness 4 Women, Portchester	0.6%	2	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Fitness First Women, East Bargate, Southampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fitness First, Shirley Road, Southampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fitness First, The Pompey Centre, Southsea	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fitness First, Waterlooville	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fusion Fitness Gym, 2 Lysses Court	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Horizon Health and Fitness Club, Cosham, Portsmouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Horizon Leisure Centre, Waterlooville	1.6%	5	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	3.6%	2	4.5%	2
Jojo's Health and Fitness, Southampton	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1
Jubilee Sports Centre, Southampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LA Fitness, Pulheim Parade, Fareham	0.8%	2	0.0%	0	2.9%	1	0.0%	0	1.6%	1	0.0%	0	2.6%	1	0.0%	0	0.0%	0
LA Fitness, Shirley Retail Park, Winchester Road, Southampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marriott Portsmouth Leisure Club	0.5%	2	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Mayflower Gym, Southampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Meadowside Leisure Centre, Whiteley	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	2	0.0%	0	0.0%	0
NMA Performance, Wickham Road, Fareham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nuffield Fitness and Well Being Centre, Portsmouth	2.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.9%	5	4.9%	2
Oasis Wellness Centre, Portsmouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Powerhouse Fitness Centre, Havant	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Pure Gym, Portsmouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pure Gym, Southampton Bitterne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pure Gym, Southampton Central	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pure Gym, Southampton Shirley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pyramids Centre, Porsmouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
River Park Leisure Centre, Winchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roko Health Club, Portsmouth	1.8%	5	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	4	0.0%	0
SC Vital Fitness, Portsmouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shirley Pool, Southampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sibleys Gym, Southampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solent Health and Sports Club, Kingsway Hall, Lodge Road, Southampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spartans Gym, Southampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spirit Health and Fitness, Herbert Walkder Avenue, Southampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spirit Health Club, Cartwright Drive, Titchfield	1.2%	3	0.0%	0	0.0%	0	1.8%	1	3.5%	1	1.9%	1	2.6%	1	0.0%	0	0.0%	0
Spirit Health Club, Portsmouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sports Direct Fitness, 1 Pulheim Parade, Portchester	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Mary's Leisure Centre, Southampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Gym, Rodney Street, Portsmouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Gym, Southampton Central (High Street)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Gym, Southampton East (Bursledon Road)	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
The Quays Swimming and Diving Complex, Harbour Parade, Southampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone Health and Fitness Centre, Centurion Park, Northam Bridge Road, Southampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastleigh	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1
Fareham	8.8%	24	8.6%	3	0.0%	0	5.3%	2	27.9%	10	2.1%	1	5.4%	1	0.0%	0	19.4%	7
Gosport	10.6%	29	0.0%	0	47.2%	14	37.9%	15	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0
Havant	0.8%	2	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	3.8%	2	0.0%	0
Locks Heath	1.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.4%	3	0.0%	0	0.0%	0	0.0%	0
Portsmouth	2.5%	7	2.1%	1	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.9%	5	0.0%	0
Southampton	3.3%	9	14.9%	5	0.0%	0	0.0%	0	0.0%	0	8.0%	3	0.0%	0	0.0%	0	4.5%	2
Southsea	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tichfield	1.0%	3	0.0%	0	0.0%	0	4.1%	2	1.6%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0
Waterlooville	2.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.2%	5	4.3%	2
Whiteley	4.4%	12	4.9%	2	0.0%	0	1.8%	1	0.0%	0	21.7%	7	8.8%	2	0.0%	0	0.0%	0
Winchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abshot Country Club, Little Abshot Road, Titchfield	2.7%	7	0.0%	0	0.0%	0	1.8%	1	0.0%	0	15.4%	5	5.5%	1	0.0%	0	0.0%	0
Active4Less, Hayward Business Centre, New Lane, Havant	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	2	0.0%	0
Curves, Stoke Road, Gosport	0.7%	2	0.0%	0	6.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fareham Leisure Centre, Park Lane, Fareham	5.4%	15	4.2%	1	0.0%	0	0.0%	0	31.0%	11	0.0%	0	8.0%	2	0.0%	0	0.0%	0
Fleming Park Leisure Centre, Eastleigh	0.5%	1	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gosport Leisure Centre, Forest Way, Gosport	3.7%	10	0.0%	0	16.0%	5	14.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Holiday Inn, Cartwright Drive, Titchfield	0.5%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	2.6%	1	0.0%	0	0.0%	0
Lee-on-the-Solent Tennis	0.7%	2	0.0%	0	4.1%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Squash & Fitness Club, Manor Way, Lee-on-the-Solent																		
Macdonald Botley Park Hotel & Spa, Winchester Road, Boorley Green	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1
Meon Valley Marriott Hotel & Country Club, Sandy Lane, Shedfield	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	2.3%	1
Miracles Spa, Little Church, Anglesey Road, Gosport	0.7%	2	0.0%	0	6.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mountbatten Centre, Alexandra Park, Portsmouth	0.9%	2	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	4.2%	2	0.0%	0
New Images, Oaklands, Aerodrome Road, Gosport	1.8%	5	0.0%	0	0.0%	0	12.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solent Hotel & Spa, Rookery Avenue, Whiteley, Fareham	1.3%	4	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	10.6%	3	0.0%	0	0.0%	0
St Vincent Leisure centre, Mill lane, Gosport	0.3%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Hampshire Health & Racquets Club, Botley Road, West End	0.5%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0
The Total Care Clinic, Botley Mills, Mill Hill, Botley,	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1
The Victory Hall, Warsash Road, Warsash	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Virgin Active Hampshire Health and Racquet Club, Botley Road, Southampton	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	2
Warsash Gym and Fitness Centre, Brook Lane, Warsash	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	3	0.0%	0	0.0%	0	0.0%	0
Wildern Leisure Centre, Wildern Lane, Hedge End	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1
Bishop's Waltham	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	2
Copnor	0.3%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Durley	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Hayling Island	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	2	0.0%	0
Hedge End	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	3
Holbrook	0.3%	1	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stubbington	0.5%	1	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swanwick	0.5%	1	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don’t know / varies)	4.8%	13	2.1%	1	10.0%	3	4.2%	2	3.9%	1	4.2%	1	0.0%	0	6.2%	3	7.0%	3
Weighted base:		276		32		29		39		37		34		27		41		37
Sample:		240		28		26		33		36		30		29		28		30

Q32 Where do you go most often for restaurants / cafés?
Those who said 'Restaurants / cafes' at Q25

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Basingstoke	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastleigh	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	3
Fareham	20.5%	155	39.2%	34	14.2%	18	29.3%	25	33.2%	28	4.7%	3	46.4%	35	5.2%	6	5.2%	6
Gosport	5.0%	38	0.9%	1	17.1%	21	17.6%	15	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Havant	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Locks Heath	1.4%	11	0.0%	0	0.0%	0	0.0%	0	0.8%	1	11.6%	8	1.0%	1	0.0%	0	0.7%	1
Petersfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Portchester	1.2%	9	4.1%	4	1.4%	2	0.8%	1	0.0%	0	0.0%	0	1.0%	1	2.1%	2	0.0%	0
Portsmouth (inc. Gunwharf Keys)	16.1%	122	17.2%	15	27.5%	34	20.9%	18	6.1%	5	0.9%	1	2.9%	2	32.6%	35	9.9%	12
Southampton	1.7%	13	0.9%	1	1.4%	2	0.8%	1	0.0%	0	4.6%	3	0.0%	0	0.0%	0	5.5%	7
Southsea	1.9%	15	0.9%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	11.6%	12	0.0%	0
Tichfield	0.8%	6	0.8%	1	1.4%	2	0.9%	1	2.3%	2	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Waterlooville	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	4.5%	5	1.3%	2
Whiteley	15.8%	120	0.0%	0	9.3%	12	6.2%	5	26.6%	23	60.3%	43	29.1%	22	0.0%	0	12.6%	15
Winchester	0.7%	6	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	5
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Online / via internet	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basildon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bedhampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Bishop's Waltham	3.3%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.1%	25
Botley	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2
Bournemouth	0.2%	2	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Brighton	0.3%	3	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2
Burley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cadnam	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cardiff	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Chichester	0.6%	4	0.0%	0	0.0%	0	0.8%	1	0.7%	1	0.0%	0	0.9%	1	0.7%	1	1.3%	2
Cosham	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	3	0.0%	0
Cowplain	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Curdridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Denmead	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2
Drayton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0
Droxford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Durley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Emsworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Exton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farlington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Farringdon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Hamble-le-Rice	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hambledon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hedge End	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	4
Hill Head	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hilsea	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Horndean	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Horton Heath	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Lee-on-Solent	1.3%	10	0.0%	0	1.4%	2	5.9%	5	2.1%	2	0.0%	0	1.0%	1	0.7%	1	0.0%	0
London	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.7%	1
Mudeford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Forest	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newtown	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Park Gate	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Paulsgrove	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Port Solent	5.6%	42	21.3%	18	2.2%	3	1.6%	1	2.2%	2	0.0%	0	0.0%	0	13.3%	14	2.9%	4
Purbrook	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rowland's Castle	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0
Salisbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Sarisbury Green	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shedfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shipley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stubbington	0.6%	4	0.0%	0	0.7%	1	0.8%	1	2.3%	2	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Swanmore	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2
Swanwick	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Upham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waltham Chase	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Warnford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warsash	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
West Meon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickham	1.0%	7	0.8%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	2.0%	1	2.9%	3	1.3%	2
(Don’t know / varies)	16.1%	122	14.1%	12	22.1%	27	12.9%	11	19.2%	16	13.4%	10	10.7%	8	13.9%	15	18.5%	23

Column %ges.

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
Weighted base:	758	86	124	86	86	72	75	108	122
Sample:	756	83	113	80	97	72	76	114	121

Q33 Where do you go most often for pubs / bars?
Those who said 'Pubs / bars' at Q25

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Basingstoke	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastleigh	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Fareham	18.1%	106	30.8%	20	6.3%	6	26.4%	20	41.5%	28	2.5%	1	46.3%	31	1.2%	1	0.7%	1
Gosport	11.3%	66	2.1%	1	45.9%	40	29.7%	22	2.1%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Havant	0.2%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Locks Heath	3.3%	19	0.0%	0	0.0%	0	0.0%	0	1.0%	1	28.6%	15	2.5%	2	0.0%	0	1.5%	2
Petersfield	0.5%	3	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.7%	1
Portchester	4.0%	24	28.4%	18	1.9%	2	0.9%	1	0.0%	0	0.0%	0	0.0%	0	4.5%	3	0.0%	0
Portsmouth (inc. Gunwharf Keys)	10.8%	63	12.2%	8	8.5%	7	12.6%	9	3.1%	2	0.0%	0	10.9%	7	32.7%	22	7.4%	8
Southampton	2.0%	12	8.5%	5	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	4.7%	5
Southsea	1.2%	7	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.4%	6	0.0%	0
Tichfield	1.8%	10	0.0%	0	1.0%	1	1.9%	1	7.7%	5	1.2%	1	2.2%	1	0.0%	0	0.7%	1
Waterlooville	1.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	5	4.4%	5
Whiteley	5.8%	34	0.0%	0	10.2%	9	2.2%	2	3.9%	3	19.2%	10	13.0%	9	0.0%	0	1.7%	2
Winchester	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.7%	1
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Online / via internet	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basildon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bedhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bishop's Waltham	4.3%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	22.7%	24
Botley	1.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.6%	5	0.0%	0	3.0%	3
Bournemouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2
Burley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Cadnam	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Cardiff	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chichester	0.3%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Cosham	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	2	0.0%	0
Cowplain	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Curdridge	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2
Denmead	0.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	6
Drayton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Droxford	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2
Durley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Emsworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Exton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Farlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farringdon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Hamble-le-Rice	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Hambledon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Hedge End	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	3
Hill Head	0.1%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hilsea	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	0
Horndean	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Horton Heath	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2
Lee-on-Solent	2.0%	12	0.0%	0	1.9%	2	12.1%	9	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mudeford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Forest	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Newbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Newtown	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Park Gate	1.0%	6	0.0%	0	1.1%	1	0.0%	0	0.0%	0	7.9%	4	0.0%	0	0.0%	0	0.7%	1
Paulsgrove	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Port Solent	1.6%	9	5.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	4	1.7%	2
Purbrook	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rowland's Castle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Salisbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sarisbury Green	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shedfield	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.4%	2
Shipley	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stubbington	2.6%	15	0.0%	0	1.0%	1	0.9%	1	18.2%	12	0.0%	0	2.1%	1	0.0%	0	0.0%	0
Swanmore	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	4
Swanwick	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0
Upham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Waltham Chase	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warnford	0.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	6
Warsash	1.4%	8	0.0%	0	0.0%	0	0.0%	0	0.9%	1	13.9%	7	0.0%	0	0.0%	0	0.0%	0
West Meon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Wickham	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.3%	1	2.4%	3
(Don't know / varies)	15.6%	91	9.1%	6	21.2%	19	11.3%	8	18.1%	12	17.3%	9	9.9%	7	22.3%	15	14.5%	16

Column %ges.

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
Weighted base:	585	64	88	74	67	53	66	66	107
Sample:	556	62	75	57	74	55	61	64	108

Q34 Where do you go most often for takeaways / fast food outlets?

Those who said 'Takeaways / fast food' at Q25

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Basingstoke	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastleigh	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2
Fareham	22.1%	130	45.1%	30	0.0%	0	19.7%	16	45.2%	30	13.5%	8	57.6%	42	1.0%	1	4.4%	3
Gosport	23.6%	139	0.0%	0	84.5%	81	57.9%	46	1.0%	1	1.1%	1	14.7%	11	0.0%	0	0.0%	0
Havant	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0
Locks Heath	3.8%	23	0.0%	0	0.0%	0	0.0%	0	2.9%	2	33.7%	20	1.0%	1	0.0%	0	0.0%	0
Petersfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portchester	6.7%	39	48.4%	33	0.0%	0	0.9%	1	1.9%	1	0.0%	0	0.0%	0	6.7%	5	0.0%	0
Portsmouth (inc. Gunwharf Keys)	1.3%	8	1.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	8.5%	6	0.0%	0
Southampton	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	4.7%	4
Southsea	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tichfield	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0
Waterlooville	3.0%	18	0.0%	0	6.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.6%	10	2.2%	2
Whiteley	3.5%	21	0.0%	0	0.0%	0	0.0%	0	7.3%	5	13.8%	8	10.7%	8	0.0%	0	0.0%	0
Winchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Online / via internet	2.4%	14	2.3%	2	2.0%	2	8.1%	7	0.0%	0	0.0%	0	3.5%	3	2.4%	2	0.0%	0
Basildon	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0
Bedhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bishop's Waltham	5.5%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	43.2%	32
Botley	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	4
Bournemouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cadnam	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cardiff	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chichester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cosham	4.3%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	35.0%	25	0.0%	0
Cowplain	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Curdridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Denmead	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	3
Drayton	1.2%	7	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	7	0.0%	0
Droxford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Durley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Emsworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Exton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farlington	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	4	0.0%	0
Farringdon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hamble-le-Rice	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hambledon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hedge End	3.2%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.9%	19
Hill Head	0.2%	1	0.0%	0	0.0%	0	0.9%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hilsea	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Horndean	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Horton Heath	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lee-on-Solent	1.8%	10	0.0%	0	1.0%	1	9.6%	8	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mudeford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Forest	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newtown	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park Gate	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	3	0.0%	0	0.0%	0	0.0%	0
Paulsgrove	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	3	0.0%	0
Port Solent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Purbrook	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	5	0.0%	0
Rowland's Castle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Salisbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sarisbury Green	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Shedfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shipley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stubbington	2.5%	15	0.0%	0	0.0%	0	0.0%	0	22.0%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swanmore	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swanwick	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Upham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waltham Chase	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warnford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warsash	1.7%	10	0.0%	0	0.0%	0	0.0%	0	1.0%	1	15.8%	9	0.0%	0	0.0%	0	0.0%	0
West Meon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickham	1.5%	9	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.9%	7	0.0%	0	1.0%	1
(Don't know / varies)	5.2%	31	1.0%	1	6.2%	6	2.1%	2	14.1%	9	7.7%	5	2.7%	2	3.2%	2	5.6%	4

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Weighted base:		590		67		96		80		66		59		73		72		75
Sample:		523		58		82		62		67		55		61		66		72

GEN Gender of respondent.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Male	31.4%	314	31.6%	35	39.7%	65	38.7%	46	19.4%	21	32.2%	29	35.3%	36	24.8%	37	28.6%	44
Female	68.6%	686	68.4%	77	60.3%	99	61.3%	73	80.6%	89	67.8%	62	64.7%	65	75.2%	112	71.4%	109
Weighted base:		1000		112		164		119		110		92		101		149		152
Sample:		1000		110		150		110		130		100		100		150		150

AGE Could I ask how old you are ?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
18 to 24	7.1%	71	8.5%	10	3.7%	6	12.3%	15	0.0%	0	10.0%	9	10.0%	10	7.2%	11	7.3%	11
25 to 34	11.6%	116	17.1%	19	7.4%	12	16.4%	20	7.7%	8	10.0%	9	14.9%	15	10.8%	16	10.9%	17
35 to 44	16.4%	164	16.7%	19	16.9%	28	17.5%	21	36.3%	40	16.3%	15	9.8%	10	11.7%	18	9.5%	14
45 to 54	18.4%	184	19.8%	22	19.4%	32	10.8%	13	20.1%	22	18.6%	17	20.0%	20	17.2%	26	20.8%	32
55 to 64	18.3%	183	17.6%	20	19.5%	32	17.0%	20	15.3%	17	15.7%	14	20.6%	21	15.3%	23	23.8%	36
65 +	25.4%	254	18.5%	21	29.5%	48	23.6%	28	17.7%	19	24.5%	22	20.9%	21	35.7%	53	26.4%	40
(Refused)	2.8%	28	1.7%	2	3.6%	6	2.4%	3	3.0%	3	4.9%	5	3.9%	4	2.1%	3	1.4%	2
Weighted base:		1000		112		164		119		110		92		101		149		152
Sample:		1000		110		150		110		130		100		100		150		150

CAR How many cars does your household own or have the use of?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
None	8.7%	86	9.3%	10	11.2%	18	8.3%	10	4.9%	5	1.5%	1	6.4%	6	16.4%	25	6.6%	10
One	33.9%	339	33.3%	37	36.4%	60	28.4%	34	35.7%	39	32.5%	30	27.9%	28	40.0%	60	33.8%	51
Two	41.1%	411	43.8%	49	38.5%	63	43.9%	52	53.2%	59	45.0%	41	44.2%	45	29.4%	44	38.0%	58
Three or more	13.9%	139	11.3%	13	11.0%	18	18.6%	22	4.0%	4	17.3%	16	19.6%	20	12.8%	19	18.0%	27
(Refused)	2.4%	24	2.3%	3	2.9%	5	0.8%	1	2.3%	2	3.7%	3	2.0%	2	1.4%	2	3.6%	6
Weighted base:		1000		112		164		119		110		92		101		149		152
Sample:		1000		110		150		110		130		100		100		150		150

EMP Please could you tell me which best describes the chief wage earner's current employment situation ?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Working full time	57.1%	571	59.9%	67	53.7%	88	52.6%	63	66.4%	73	57.8%	53	61.7%	62	48.8%	73	59.9%	91
Working part time	7.4%	74	10.1%	11	5.0%	8	14.8%	18	6.9%	8	10.6%	10	3.6%	4	4.6%	7	5.9%	9
Retired on State Pension ONLY	9.9%	99	8.4%	9	7.8%	13	11.7%	14	8.6%	9	9.2%	8	9.8%	10	14.6%	22	8.8%	13
Retired NOT on State Pension ONLY	17.9%	179	13.8%	15	25.0%	41	12.1%	14	10.9%	12	19.0%	17	15.0%	15	21.2%	32	21.1%	32
Student	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Unemployed	1.2%	12	0.0%	0	2.3%	4	2.0%	2	0.0%	0	0.0%	0	0.8%	1	2.8%	4	0.5%	1
Housewife / husband	0.2%	2	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carer	0.4%	4	0.0%	0	1.1%	2	0.6%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Disabled / long-term sick	0.8%	8	4.9%	5	0.5%	1	0.0%	0	1.3%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Refused)	5.1%	51	2.9%	3	3.4%	6	6.2%	7	4.8%	5	3.4%	3	8.3%	8	8.0%	12	3.7%	6
Weighted base:		1000		112		164		119		110		92		101		149		152
Sample:		1000		110		150		110		130		100		100		150		150

ETH Finally the following question will be used in a statistical format only, and will help us to assess diverse needs and the level of access to services. What is your ethnic background ?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
White (British / Irish / Other)	94.4%	944	95.7%	107	94.2%	154	97.8%	117	95.5%	105	94.8%	87	93.1%	94	89.6%	134	95.4%	145
Black / Black British (Caribbean / African / other black)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asian / Asian British (Indian / Pakistani / Bangladeshi / Other Asian)	0.9%	9	2.0%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	3.6%	5	0.0%	0
Mixed (any mixed category)	1.4%	14	0.0%	0	1.2%	2	0.0%	0	0.0%	0	1.5%	1	0.0%	0	3.6%	5	3.6%	6
Chinese	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Refused)	3.3%	33	2.3%	3	4.6%	8	2.2%	3	4.5%	5	2.7%	3	6.9%	7	3.2%	5	1.0%	2
Weighted base:		1000		112		164		119		110		92		101		149		152
Sample:		1000		110		150		110		130		100		100		150		150

ZON Zone

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Zone 1	11.2%	112	100.0%	112	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2	16.4%	164	0.0%	0	100.0%	164	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3	11.9%	119	0.0%	0	0.0%	0	100.0%	119	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4	11.0%	110	0.0%	0	0.0%	0	0.0%	0	100.0%	110	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5	9.2%	92	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	92	0.0%	0	0.0%	0	0.0%	0
Zone 6	10.1%	101	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	101	0.0%	0	0.0%	0
Zone 7	15.0%	149	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	149	0.0%	0
Zone 8	15.2%	152	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	152
Weighted base:		1000		112		164		119		110		92		101		149		152
Sample:		1000		110		150		110		130		100		100		150		150

PC Postcode Sector

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
PO121	1.4%	14	0.0%	0	8.8%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PO122	5.0%	50	0.0%	0	30.5%	50	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PO123	5.8%	58	0.0%	0	35.2%	58	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PO124	4.2%	42	0.0%	0	25.5%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PO130	5.7%	57	0.0%	0	0.0%	0	48.0%	57	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PO138	2.0%	20	0.0%	0	0.0%	0	16.8%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PO139	4.2%	42	0.0%	0	0.0%	0	35.2%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PO141	2.4%	24	0.0%	0	0.0%	0	0.0%	0	21.8%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PO142	2.9%	29	0.0%	0	0.0%	0	0.0%	0	26.2%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PO143	3.9%	39	0.0%	0	0.0%	0	0.0%	0	35.6%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PO144	1.8%	18	0.0%	0	0.0%	0	0.0%	0	16.4%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PO155	1.6%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.2%	16	0.0%	0	0.0%	0
PO156	4.0%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	39.3%	40	0.0%	0	0.0%	0
PO157	2.1%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.3%	20	0.0%	0	0.0%	0
PO160	2.2%	22	19.9%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PO167	2.8%	28	24.6%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PO168	2.9%	29	26.0%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PO169	3.3%	33	29.5%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PO175	2.2%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.5%	22	0.0%	0	0.0%	0
PO176	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	3	0.0%	0	0.0%	0
PO6 2	4.6%	46	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	30.7%	46	0.0%	0
PO6 3	2.2%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.9%	22	0.0%	0
PO6 4	2.6%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.7%	26	0.0%	0
PO7 4	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2
PO7 5	5.5%	55	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	36.7%	55	0.0%	0
PO7 6	1.7%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	17
SO302	3.6%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.9%	36
SO311	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
SO316	4.3%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	47.2%	43	0.0%	0	0.0%	0	0.0%	0
SO317	2.2%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.0%	22	0.0%	0	0.0%	0	0.0%	0
SO319	2.6%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.8%	26	0.0%	0	0.0%	0	0.0%	0
SO321	4.1%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.9%	41
SO322	4.4%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	29.2%	44
SO323	1.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	11
Weighted base:		1000		112		164		119		110		92		101		149		152
Sample:		1000		110		150		110		130		100		100		150		150

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