

Town Centres: Retail, Leisure and Office Study

Appendices

Gosport Borough Council

September 2007

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APPENDIX 1:

COMPETING CENTRES

Appendix 1a

Market Share and Trade Retention

GOSPORT BOROUGH COUNCIL

TOWN CENTRES: RETAIL, LEISURE AND OFFICES STUDY 2007

TABLE 1
COMPARISON GOODS ALLOCATION 2007
% MARKET SHARE

	RETAIL LOCATION	ZONE 1 %	ZONE 2 %	ZONE 3 %	ZONE 4 %	ZONE 5 %	ZONE 6 %	ZONE 7 %	ZONE 8 %	ZONE 9 %	ZONE 10 %
1	GOSPORT	33.4	27.2	13.1	16.5	0.8	0.2	0.0	0.0	1.2	0.0
2	PORTSMOUTH	8.7	13.3	8.5	9.7	6.2	14.0	53.9	55.4	72.8	50.3
3	GUNWHARF QUAYS	1.9	2.2	0.8	0.0	0.2	0.2	0.5	1.8	1.2	2.0
4	SOUTHSEA	0.2	2.1	1.3	0.0	0.0	0.0	1.6	5.2	5.2	20.8
5	FAREHAM	19.4	18.5	33.4	33.6	47.1	42.0	4.0	0.6	0.0	0.0
6	SOUTHAMPTON	3.7	8.8	9.7	4.5	12.0	9.0	4.5	1.0	0.8	1.8
7	HEDGE END	2.9	3.1	4.3	4.7	2.3	4.6	0.7	0.3	0.0	0.4
8	CHICHESTER	0.0	1.0	0.9	0.0	0.4	1.7	1.6	1.4	1.2	1.5
9	WHITELEY FOC	0.3	0.2	1.1	0.5	1.3	0.2	0.0	0.2	0.0	0.0
	SUB-TOTAL	70.6	76.6	73.0	69.5	70.3	72.0	66.9	65.9	82.5	76.8
	Other	29.4	23.4	27.0	30.5	29.7	28.0	33.1	34.1	17.5	23.2
	TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Source: Household Survey, January 2007

TABLE 2
COMPARISON GOODS ALLOCATION 2007
SPEND (£)

	RETAIL LOCATION	ZONE 1 (£000)	ZONE 2 (£000)	ZONE 3 (£000)	ZONE 4 (£000)	ZONE 5 (£000)	ZONE 6 (£000)	ZONE 7 (£000)	ZONE 8 (£000)	ZONE 9 (£000)	ZONE 10 (£000)	TOTAL (£000)
1	GOSPORT	32,550	8,312	6,040	6,718	559	141	0	0	101	0	54,421
2	PORTSMOUTH	8,468	4,072	3,912	3,961	4,471	13,168	55,042	209,483	6,132	13,090	321,797
3	GUNWHARF QUAYS	1,895	687	376	0	180	214	559	6,686	101	508	11,206
4	SOUTHSEA	236	656	588	0	0	0	1,595	19,830	442	5,413	28,760
5	FAREHAM	18,917	5,664	15,394	13,713	33,954	39,549	4,132	2,200	0	0	133,523
6	SOUTHAMPTON	3,640	2,697	4,444	1,835	8,670	8,454	4,596	3,691	65	474	38,566
7	HEDGE END	2,803	954	1,962	1,916	1,643	4,374	742	1,201	0	100	15,696
8	CHICHESTER	0	315	400	0	283	1,615	1,632	5,377	101	383	10,106
9	WHITELEY FOC	331	69	504	199	907	214	0	855	0	0	3,080
	SUB-TOTAL	68,840	23,426	33,620	28,342	50,666	67,729	68,297	249,323	6,943	19,968	617,154
	Other	28,689	7,162	12,410	12,420	21,355	26,357	33,793	128,748	1,476	6,042	278,454
	TOTAL	97,529	30,589	46,031	40,762	72,021	94,086	102,091	378,070	8,419	26,010	895,607

Appendix 1b

Retailer Representation

Competing Centres: Retailer Representation

Centre	RSS	Shopping Centre	Other Key Anchors	Department Stores
Portsmouth	Primary Regional Centre	<ul style="list-style-type: none"> Cascades (1989). 25,548 sqm. Bhs, Marks and Spencer, Primark, H&M. Tricorn Centre (1960s). Demolished in 2004. Currently being used as a car park. Development due to start in summer 2007. 	Marks and Spencer Debenhams Bhs Primark Woolworths	Debenhams
Gunwharf Quays FOC	No RSS Designation	<ul style="list-style-type: none"> Factory Outlet Centre. (2001). 23,225 sqm. 	Marks and Spencer Calvin Klein Paul Smith Monsoon Fat Face	None
Southsea	No RSS Designation	<ul style="list-style-type: none"> None. 	Fat Face Laura Ashley Monsoon Next	John Lewis (Knight and Lee) Debenhams
Fareham	No RSS Designation	<ul style="list-style-type: none"> Fareham Shopping Centre (1976, extended in 1981, refurbished in 1998). 46,450 sqm. Market Quay (2004). 11,891 sqm. 	Bhs Marks and Spencer Woolworths	None
Southampton	Primary Regional Centre	<ul style="list-style-type: none"> West Quay (2000). 74,320 sqm. John Lewis, Marks and Spencer, Habitat, Gap and Next. Marlands Shopping Centre (1991, refurbished in 2001). 23,225 sqm. Matalan, MK One and Disney. Bargate Centre (1981). 9,290 sqm. Quiksilver, Fat Face and Roxy. East Gate Centre (1970, refurbished 1991). No anchor tenants. 	Debenhams Bhs Woolworths Boots Primark Waterstones Russell and Bromley	John Lewis Debenhams
Hedge End	No RSS Designation	<ul style="list-style-type: none"> Out –of-Centre Retail Park. 	Sainsburys Marks and Spencer	None
Chichester	Secondary Regional Centre	<ul style="list-style-type: none"> None. 	Marks and Spencer Woolworths	Army and Navy
Whiteley FOC	No RSS Designation	<ul style="list-style-type: none"> Factory Outlet Centre. (1999). 15,000 sqm. 	Jaeger Pringle Moss Bros Jigsaw Lillywhites Samsonite	None

Source: Promis/EGI/GVA Grimley

Appendix 1c

Key Indicators

Competing Centres: Key Indicators

Javelin Rank		
Centre	Rank (2006)	Change in Rank position 2005
Southampton	9	↔
Portsmouth	81	↓
Chichester	130	↓
Fareham	177	↑
Gunwharf Quays	352	↑
Gosport	387	↓
Southsea	473	↑
Hedge End	473	↓
Whiteley FOC	-	-

Source: Venue Score/Javelin 2006

Retail Floorspace	
Centre	sq.m gross
Southampton	202,000
Portsmouth	90,000
Chichester	64,000
Fareham	62,000
Gosport	28,047
Gunwharf Quays	c.17,000
Whiteley FOC	15,000
Southsea	-
Hedge End	-

Source: Promis/Gosport Borough Council/PUSH

Comparison Goods Trade Draw %	
Centre	%
Portsmouth	35.9
Fareham	14.9
Gosport	6.1
Southampton	4.3
Southsea	3.2
Hedge End	1.8
Gunwharf Quays	1.3
Chichester	1.1
Whiteley FOC	0.3

Source: GVA Grimley Modelling

Comparison Goods Trade Draw £m	
Centre	£m
Portsmouth	321,797
Fareham	133,523
Gosport	54,421
Southampton	38,566
Southsea	28,760
Hedge End	15,696
Gunwharf Quays	11,206
Chichester	10,106
Whiteley FOC	3,080

Source: GVA Grimley Modelling

Comparison of Prime Retail Yields		
Centre	April 03	July 06
Southampton	5	4.5
Chichester	5.25	5.25
Portsmouth	6.5	6
Fareham	8	7
Gosport	9	8.5
Southsea	10	10
Hedge End	-	-
Gunwharf Quays	-	-
Whiteley FOC	-	-

Source: Valuation Office Agency – Property Market Report

2006 Rents	
Centre	£ per sq.m
Southampton	3,944
Portsmouth	1,938
Chichester	1,884
Fareham	1,346
Southsea	538
Gosport	431
Gunwharf Quays	-
Hedge End	-
Whiteley FOC	-

Source: Colliers In Town Retail Rents 2006

Retailer Demand October 2006	
Centre	No
Southampton	142
Portsmouth	91
Chichester	76
Fareham	48
Gosport	22
Gunwharf Quays	-
Hedge End	-
Southsea	-
Whiteley FOC	-

Source: Focus

Distance from Gosport	
Centre	Km (Approximate)
Chichester	41
Southampton	32
Hedge End	27
Portsmouth	21
Gunwharf Quays	21
Southsea	21
Whiteley FOC	17
Fareham	9
Gosport	-

Source: GVA Grimley

Appendix 1d

Pipeline Schemes

Competing Centres

Key Town Centre Pipeline Schemes

<p>Portsmouth</p> <ul style="list-style-type: none"> Outline planning consent has been granted for a major mixed-use development on the former Tricorn Centre. The developers are Taylor Woodrow and Centros Miller. The scheme will include 83,610 sqm of retail and leisure floorspace, a hotel, offices and residential units. John Lewis will be a key anchor with a 20,438 sqm store and there will be around 80 other shops. The site has been cleared and the scheme is due to be completed in Autumn 2010. A £20 million redevelopment of the ground and lower ground floors of the Cascades Centre is currently underway and is due to be completed in summer 2007. The alterations will create a new double height and wide curving mall incorporating an additional 17 retail units and an upgraded foodcourt.
<p>Gunwharf Quays</p> <ul style="list-style-type: none"> We understand that there are no pipeline schemes for additional retail development at present.
<p>Southsea</p> <ul style="list-style-type: none"> Once the redevelopment of the former Tricorn Centre has been completed, John Lewis will vacate their Knight and Lee store in Southsea and relocated to Portsmouth city centre. Centros Miller will be responsible for the redevelopment of the Southsea store.
<p>Southampton</p> <ul style="list-style-type: none"> Full planning permission has been granted to extend the Odeon cinema at Leisure World along West Quay Road to provide four additional screens. Pre-application discussions are taking place for West Quay Phase 3. Initial plans include a mixed-use scheme with leisure, 1,393 sq.m of retail floorspace and residential units. Southampton City Council has produced a Development Brief for the redevelopment of Northern Above Bar Street to create a Cultural Quarter. Pre-application discussions have taken place and plans include a theatre, art galleries, 1,000 sq.m of retail, A3 and residential units. It is also proposed that the Guildhall will be remodelled. There are also plans to develop the former Pirelli site on the edge of the town centre. The site offers the opportunity to link the town centre with the waterfront and redevelopment would be likely to include a mix of retail, leisure and office uses. Ikea are due to submit an application for a new store on this site in Spring 2007. In January 2007, the Casino Advisory Panel chose Southampton as a location for one of eight small casinos in the UK.
<p>Hedge End</p> <ul style="list-style-type: none"> We understand that there are no pipeline schemes at present.
<p>Fareham</p> <ul style="list-style-type: none"> A planning application has been submitted for a 4,645 sqm foodstore with 80 residential units on the former Foundary Site, Quay Street. A decision has not been reached as highways issues needs to be resolved.
<p>Chichester</p> <ul style="list-style-type: none"> Planning permission has been granted for three comparison retail units with 4,924 sqm of retail floorspace at the former Shippams site in East Street. The scheme is being developed by Kier Properties and will also include 166 residential units. Planning permission has been granted for partial redevelopment and change of use at the BT Telephone Exchange and Tower Street car park to provide three retail units with 3,066 sqm of retail floorspace. Planning permission has also been granted subject to the completion of Section 106 agreements for 1,022 sqm of retail floorspace and 72 residential units at Eastgate/New Park Road/East Street.
<p>Whiteley FOC</p> <ul style="list-style-type: none"> We understand that there are no pipeline schemes at present.

Source: Promis and discussions with local authorities

APPENDIX 2:

GOSPORT BOROUGH FLOORSPACE SCHEDULES

Gosport Town Centre Principal Shopping Centre Quantitative Survey 6th July 2006

Fascia Master	Primary/ Secondary Activity	Street Number	Road Name	Category	Floorspace (sqm gross)	Additional Notes
GOSPORT COMPUTER STORE	COMPUTER EQUIPMENT	007 and 007B	BEMISTERS LANE	Comparison	130	
CORNERSTONE CHRISTIAN BOOKS	CHRISTIAN BOOKS	9	BEMISTERS LANE	Comparison	70	Cedar Oak Pregnancy Centre is above this use and access is gained via Cornerstone Books. Frontage measurement includes the south side of the building as well as that fronting onto Bemisters Lane.
ANITAS FLORIST	FLORIST	012A	BEMISTERS LANE	Comparison	40	
HALFORDS	CAR SPARES/CYCLES	003	CREEK ROAD	Comparison	750	
DAVES TACKLE	FISHING TACKLE	001	GOSPORT SHOPPING PRECINCT	Comparison	120	
GEDDES BOOKS	BOOKS	008	GOSPORT SHOPPING PRECINCT	Comparison	40	
THE TOOL SHED	TOOLS	012	GOSPORT SHOPPING PRECINCT	Comparison	30	
RADAR	CHARITY SHOP	014	GOSPORT SHOPPING PRECINCT	Comparison	30	
ARGOS	CATALOGUE SHOWROOM	006	HIGH STREET	Comparison	370	
IN STORE	VARIETY STORE	008	HIGH STREET	Comparison	570	
THIRD PLACE	COMPUTER GAMES	009	HIGH STREET	Comparison	80	
B WISE	CLOTHING	015	HIGH STREET	Comparison	350	Gosport Training Centre (Job Centre) is located on the 1st and 2nd floors in 16 High Street. Ground floor frontage entrance is 2.3 metres long and is located next to B Wise Clothing.
BON MARCHE	CLOTHING	017	HIGH STREET	Comparison	360	Gosport Snooker Club is located above this use. No GOAD or frontage length data noted.
P D S A	CHARITY SHOP	031	HIGH STREET	Comparison	100	
ZODIAC DISCOUNT STORE	HOUSEHOLD GOODS	035 - 36	HIGH STREET	Comparison	310	
THE BOW WINDOW	CARDS/GIFTS	038	HIGH STREET	Comparison	120	
HELP THE AGED	CHARITY SHOP	039	HIGH STREET	Comparison	60	
METHVENS BOOKSHOP	BOOKS	041	HIGH STREET	Comparison	70	
OXFAM	CHARITY SHOP	048	HIGH STREET	Comparison	90	
G & S	CYCLES	048A	HIGH STREET	Comparison	50	
CARD WAREHOUSE	CARDS	050	HIGH STREET	Comparison	120	
SUPERDRUG	DRUG STORE	053 - 54	HIGH STREET	Comparison	320	
THE CARD FACTORY	CARDS	55	HIGH STREET	Comparison	360	
CURRYS	ELECTRICAL APPLIANCES	062	HIGH STREET	Comparison	340	
PEACOCKS	CLOTHING	063 - 64	HIGH STREET	Comparison	520	
THE WORKS	STATIONARY SHOP/ BOOKS	065	HIGH STREET	Comparison	190	Previously New Look which has now moved to the Littlewoods store.
CLINTON CARDS	CARDS	066	HIGH STREET	Comparison	90	
JAG	MOBILE TELEPHONES	067	HIGH STREET	Comparison	100	
THE MIND SHOP	CHARITY SHOP	071	HIGH STREET	Comparison	90	
NEW LOOK	FASHION CLOTHING	081 - 83	HIGH STREET	Comparison	760	
WOOLWORTH'S	VARIETY STORE	084 - 86	HIGH STREET	Comparison	760	
HUG	JEWELLER	090	HIGH STREET	Comparison	40	Frontage extends around the side of the building.
ROSEBYS	HOUSEHOLD TEXTILES	092 - 93	HIGH STREET	Comparison	190	
REFLEX	RECORDINGS	094	HIGH STREET	Comparison	90	
SHOEFAYRE	SHOES	097	HIGH STREET	Comparison	190	
CANCER RESEARCH	CHARITY SHOP	098	HIGH STREET	Comparison	110	
SELECT	CLOTHES	099	HIGH STREET	Comparison	180	
BRITISH HEART FOUNDATION	CHARITY SHOP	101	HIGH STREET	Comparison	110	Wood Hicks and Co-Chartered Accountants is located above the British Heart Foundation. Entrance to this use is to the rear of High Street.
STEAD & SIMPSON	SHOES	103	HIGH STREET	Comparison	100	
THE EDINBURGH WOOLEN MILL	CLOTHES SHOP	105 - 106	HIGH STREET	Comparison	190	
THE CLARKS SHOP	SHOES	108	HIGH STREET	Comparison	250	Side of building also taken into account with the frontage measurement.
BOOTS THE CHEMIST	CHEMIST	109 - 110	HIGH STREET	Comparison	330	
BURTON	MENS WEAR	111 - 113	HIGH STREET	Comparison	420	113a is Sidewalk Nightclub. This is a first floor use and has a frontage of 1.5 metres. There is no GOAD area information for this use.
DOROTHY PERKINS/ EVANS	LADIES WEAR	114	HIGH STREET	Comparison	460	
F HINDS	JEWELLER	115	HIGH STREET	Comparison	240	
CARPHONE WAREHOUSE	PHONES	116A	HIGH STREET	Comparison	90	
CARD WISE	STATIONER/ CARDS OFFICE	117	HIGH STREET	Comparison	150	
J GOODALL	JEWELLER	122	HIGH STREET	Comparison	90	
MACKAYS	CLOTHING	127	HIGH STREET	Comparison	430	
	LADIES WEAR	132	HIGH STREET	Comparison	340	Frontage extends around the side of the building. It should also be noted that 132a High Street is Eye Candy Beauty Salon and is not included in the survey as it is a first floor use. The ground floor entrance frontage to this use is 6 metres.
POWERHOUSE	ELECTRICAL APPLIANCES	135	HIGH STREET	Comparison	270	
PETS PARADISE	PET SHOP	138	HIGH STREET	Comparison	150	
E L J FURNISHERS	FURNITURE	138	HIGH STREET	Comparison	170	
THE ROSE ROAD ASSOCIATION	CHARITY SHOP	002	NORTH CROSS STREET	Comparison	90	The Mortgage Advice Centre appears to be located on the 1st, 2nd and 3rd floors above Halifax Property Services with an entrance being located at 1 North Cross Street. Frontage entrance to this use is 3 metres in length.
ELECTRO TRADE MICA LOCAL HARDWARE STORE	ELECTRICAL GOODS AND HARDWARE	018 and 19	NORTH CROSS STREET	Comparison	120	GOAD area data for number 18 was 50 square metres and 70 square metres for number 19. Currently closed for refurbishment and therefore not classed as vacant.
COLLECTABLES	GIFTS	20	NORTH CROSS STREET	Comparison	280	

Gosport Town Centre Principal Shopping Centre Quantitative Survey 6th July 2006

Fascia Master	Primary/ Secondary Activity	Street Number	Road Name	Category	Floorspace (sqm gross)	Additional Notes
SCOPE	CHARITY SHOP	021A	NORTH CROSS STREET	Comparison	170	
ELECTRO TRADE TOOLS	IRONMONGERY	012	SOUTH STREET	Comparison	50	Numbers 12 and 14 are separate units.
ELECTRO TRADE TOOLS	IRONMONGERY	014	SOUTH STREET	Comparison	130	Numbers 12 and 14 are separate units. Flats A - E are located above 14 South Street.
PAM PURRED PETS	PET SHOP	009	WALPOLE ROAD	Comparison	740	Employees stated that the address was Unit 2 retail park. Frontage along Creek Road is not included as this would be classed as double counting the frontage on Walpole Road.
TIMPSON SHOE REPAIRS	SHOE REPAIRS	102	HIGH STREET	Comparison	60	
SPICE OF LIFE	HEALTH FOOD	003	BEMISTERS LANE	Convenience	50	
K H & B	SHOE REPAIRS	010	GOSPORT SHOPPING PRECINCT	Convenience	40	
THE COTTAGE LOAF	BAKER	010	HIGH STREET	Convenience	70	
NEWSROUND	NEWSAGENT	014	HIGH STREET	Convenience	130	
THE NEWS	NEWSPAPER OFFICE	042	HIGH STREET	Convenience	110	1st and 2nd floors for let during the 2004 survey (not checked for the 2005 and 2006 surveys). Letting agents are Halloway Liffie and Mitchell.
THE NEWS BOUTIQUE	NEWSAGENT	070	HIGH STREET	Convenience	90	
THREE COOKS	BAKER	100	HIGH STREET	Convenience	100	
HOLLAND & BARRETT	HEALTH FOOD	118	HIGH STREET	Convenience	110	
SOLE CONNECTION	SHOE REPAIRS	131	HIGH STREET	Convenience	50	
CLASSIC CAKES	BAKER	137A	HIGH STREET	Convenience	150	137 is a first floor use that appears to be vacant with a floorspace of 10 square metres and was previously occupied by RPS and Parker and Torrington Chartered Quantity Surveyors.
HARBOUR NEWS	NEWSAGENT	002	SOUTH STREET	Convenience	50	
ELLY'S WINE STORE		004	SOUTH STREET	Convenience	40	
ICELAND	SUPERMARKET		WALPOLE ROAD	Convenience	490	Goad Floorspace = 490 sqm gross. Council Floorspace = 1150
MORRISONS	SUPERMARKET		WALPOLE ROAD	Convenience	4,160	Council Floorspace = 2,875. Office floorspace noted as being 86.25 square metres. Storage and distribution noted as being 1258.75 square metres. Other floorspace (coffee shop) is noted as being 244.88 square metres. Frontage includes the west side of the building and covers both entrances due to no break in the frontage on this side. IGD floorspace = 4,160 sqm gross and 2,299 sqm net. Goad Floorspace = 4,080 sqm gross
THE FERRY SHOP	NEWSAGENTS AND GIFT SHOP		THE ESPLANADE	Convenience	70	No GOAD area information. Area measured on GGP.
SEARCH	EDUCATION CENTRE		CLARENCE ROAD	Other	600	Search Museum is run by Hampshire County Council but is separate from Gosport Museum.
KELSEY HOUSING ASSOCIATION LTD	HOUSING SERVICES	011	GOSPORT SHOPPING PRECINCT	Other	30	Vacant during the last survey.
	TOWN HALL	000	HIGH STREET	Other	1950	Frontage does not include rear entrance.
GOSPORT DISCOVERY CENTRE	LIBRARY	000	HIGH STREET	Other	780	
QUALITY CALL CENTRE LTD	CALL CENTRE	007A	HIGH STREET	Other	50	Number of this property is: 023 9271 4100.
DEPARTMENT OF SOCIAL SECURITY	JOB CENTRE PLUS	012	HIGH STREET	Other	140	
ROMAN CATHOLIC CHURCH		032	HIGH STREET	Other	750	
OLN GOSPORT LEARNING CENTRE	TRAINING CENTRE	11A and 11B	NORTH CROSS STREET	Other	140	This is a training centre and therefore classed as a D1 use.
THE WATERSIDE CENTRE	CHURCH BUILDINGS		SOUTH STREET	Other	80	
	POLICE STATION		SOUTH STREET	Other	1070	Frontage measured along part where the public entrance is on South Street only.
DSA	DRIVING TEST CENTRE		SOUTH STREET	Other	140	
GOSPORT VICTIM SUPPORT		1	THORNGATE WAY	Other	390	
CITIZENS ADVICE BUREAU	ADVICE CENTRE	2	THORNGATE WAY	Other	120	
THE CONSERVATIVE ASSOCIATION	SOCIAL CLUB	001	WALPOLE ROAD	Other	340	
JOB CENTRE PLUS	JOB CENTRE		WALPOLE ROAD	Other	688	
LOCAL STUDIES CENTRE	DISCOVERY CENTRE		WALPOLE ROAD	Other	220	
FERRY OFFICE	PASSENGER TICKET SERVICE		THE ESPLANADE	Other	50	
TOURIST INFORMATION CENTRE	INFORMATION CENTRE		BUS STATION COMPLEX	Other	50	No GOAD area data. Area measured on GGP. Frontage measured around the entrance and display windows. The Harbour Cancer Support Centre is a first floor use located within the bus station complex - frontage of the entrance is measured as 3.5 metres on GGP.
GOSPORT VOLUNTARY ACTION			BUS STATION COMPLEX	Other	20	No GOAD area information. Area measured on GGP.
SALLY ANNE'S	HAIRDRESSING	001	BEMISTERS LANE	Service	60	
MAGNA TANDOORI	RESTAURANT	005	BEMISTERS LANE	Service	70	
BEMISTERS	SANDWICH BAR	8	BEMISTERS LANE	Service	50	
VICTORIANA'S	RESTAURANT	010	BEMISTERS LANE	Service	40	
INKLINATION	TATTOOIST	012B	BEMISTERS LANE	Service	40	Vacant during the last survey.
BARNETS	HAIRDRESSING	014	BEMISTERS LANE	Service	100	
BURGER KING	FAST FOOD RESTAURANT	116	CREEK ROAD	Service	260	Restaurant is primary use.
CASH BUREAU	PAWNBROKER	002	GOSPORT SHOPPING PRECINCT	Service	30	
FAR EAST	RESTAURANT	003 - 4	GOSPORT SHOPPING PRECINCT	Service	60	
AMAC MORTGAGES	FINANCIAL ADVISORS	005 - 6	GOSPORT SHOPPING PRECINCT	Service	60	Vacant during the last survey.
COMPUTER-QUOTE	INSURANCE BROKER	007	GOSPORT SHOPPING PRECINCT	Service	60	
NEW EDITION	HAIRDRESSING	015 - 16	GOSPORT SHOPPING PRECINCT	Service	50	
T & J CHINESE	RESTAURANT	017 & 008A	GOSPORT SHOPPING PRECINCT	Service	160	

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Fascia Master	Primary/ Secondary Activity	Street Number	Road Name	Category	Floorspace (sqm gross)	Additional Notes
JOHN LANE INSURANCE	INSURANCE BROKER	001	HIGH STREET	Service	160	
	DENTAL SURGERY	002	HIGH STREET	Service	160	
CHURCHES	SOLICITORS	003	HIGH STREET	Service	90	
SCRUPLES	HAIRDRESSING	004	HIGH STREET	Service	170	
NATIONAL WESTMINSTER BANK	BANK	005	HIGH STREET	Service	300	
LADBROKES	BETTING OFFICE	007	HIGH STREET	Service	210	
FOX & SONS	ESTATE AGENT	010A	HIGH STREET	Service	80	
SUPASNAPS	FILM DEVELOPING	011	HIGH STREET	Service	70	
BETFRED	BOOKMAKERS	013	HIGH STREET	Service	130	
REGENCY LEISURE	AMUSEMENT ARCADE	018	HIGH STREET	Service	170	
HALIFAX PROPERTY SERVICES	ESTATE AGENT	019	HIGH STREET	Service	150	Frontage extends around the side of the building.
LLOYDS TSB	BANK	020 - 24	HIGH STREET	Service	410	
YOUR MOVE	ESTATE AGENT	025	HIGH STREET	Service	200	
H S B C	BANK	026 - 27	HIGH STREET	Service	360	
THE STAR	PUBLIC HOUSE	028 - 29	HIGH STREET	Service	290	
PEARSONS	ESTATE AGENT	030	HIGH STREET	Service	90	
NELSONS AND EMMA'S PUB	PUBLIC HOUSE	037	HIGH STREET	Service	180	Frontage to Emmas on the side of the building is also included as this is where the public entrance is. Also includes window frontage onto the High Street.
MANN & CO	ESTATE AGENT	040	HIGH STREET	Service	60	
BARCLAYS BANK	BANK	043 - 44	HIGH STREET	Service	220	
FIRST CHOICE	TRAVEL AGENT	045 - 46	HIGH STREET	Service	190	
PLAYLAND AMUSEMENTS	AMUSEMENT ARCADE	047	HIGH STREET	Service	85	
DAVIS WORLD TRAVEL	TRAVEL AGENT	049	HIGH STREET	Service	40	
MCDONALDS	FAST FOOD RESTAURANT	057-59	HIGH STREET	Service	260	Restaurant is primary use. Therefore noted as A3. Use extends above The Card Factory.
HALIFAX	BANK	060 - 061	HIGH STREET	Service	270	
CASINO	AMUSEMENT ARCADE	068	HIGH STREET	Service	90	Fast Tan located above this use on the first floor during the 2004 survey. Not checked for the 2005 and 2006 surveys.
NATIONWIDE BUILDING SOCIETY	BUILDING SOCIETY	069	HIGH STREET	Service	90	
WATERFRONT	PUBLIC HOUSE	074	HIGH STREET	Service	280	
FRYDAYS	TAKEAWAY	078	HIGH STREET	Service	115	The Great Wall Chinese Takeaway has an entrance that separates these two uses and is a first floor use. The frontage length of this use is 3 metres but there is no GOAD data available.
FRYDAYS	RESTAURANT	078	HIGH STREET	Service	115	
OCEAN BREEZE	TAKE AWAY	079	HIGH STREET	Service	90	
RUMBLIN TUMS	SANDWICH AND TAKEAWAY	080	HIGH STREET	Service	90	
GREGGS	BAKERY	087	HIGH STREET	Service	200	
CORNISH PASTY SHOP/ CAFÉ	BAKERY AND COFFEE SHOP	088	HIGH STREET	Service	90	
THOMSON	TRAVEL AGENT	089	HIGH STREET	Service	90	
GOING PLACES	TRAVEL AGENT	091	HIGH STREET	Service	240	
THOMAS COOK	TRAVEL AGENT	095 - 96	HIGH STREET	Service	180	
MELSON WINGATE	OPTICIAN	104	HIGH STREET	Service	40	
BATEMANS	OPTICIAN	107	HIGH STREET	Service	90	Frontage extends around the side of the building.
BEALS	ESTATE AGENTS	119	HIGH STREET	Service	90	
SPECSAVERS OPTICIANS	OPTICIAN	120	HIGH STREET	Service	140	
CUBITT AND WEST	ESTATE AGENT	123	HIGH STREET	Service	110	
WOOLWICH	BANK	125	HIGH STREET	Service	230	
BLAKES	ESTATE AGENT	126	HIGH STREET	Service	90	
ABBEY NATIONAL	BANK	128 - 129	HIGH STREET	Service	240	
CHINOS	TAKE AWAY	130	HIGH STREET	Service	130	
FAIRHALLS	ESTATE AGENT	133	HIGH STREET	Service	110	Frontage extends around the side of the building.
TONY'S	CAFÉ	134	HIGH STREET	Service	140	
THE POST OFFICE	POST OFFICE	136	HIGH STREET	Service	360	
THE MORTGAGE CENTRE	INDEPENDENT MORTGAGE ADVISORS	001 - 3	MUMBY ROAD	Service	60	
KORNER KAFF	CAFÉ/ RESTAURANT	007	MUMBY ROAD	Service	60	5 Mumby Road is a 1st floor use (Sail Training International and Waterfront Financial Southern - Personalised Trainiers and Yacht Charters) with a ground floor frontage entrance of 1.8 metres.
MIX SANDWICH MIX	TAKEAWAY/CAFÉ	11	NORTH CROSS STREET	Service	70	
DIMENSIONS	HAIRDRESSING	012	NORTH CROSS STREET	Service	60	
CLUB CLASS	HAIRDRESSING	013	NORTH CROSS STREET	Service	70	
LEADERS	RENTAL AGENTS	014	NORTH CROSS STREET	Service	60	Offices still located above this use.
GOODWIN	PHOTOGRAPHER	015	NORTH CROSS STREET	Service	50	
MOBILITY CARE		016	NORTH CROSS STREET	Service	60	Been redeveloped since last survey period. Has now opened as a Mobility care
THE FOX	PUBLIC HOUSE	83	NORTH CROSS STREET	Service	200	
GOSPORT DENTIST CENTRE	DENTAL SURGERY		SOUTH STREET	Service	465	Vacant job centre during the last survey period. Dental practice has now opened since the last survey period.
THE TOASTY BAR	RESTAURANT	006	SOUTH STREET	Service	50	

Gosport Town Centre Principal Shopping Centre Quantitative Survey 6th July 2006

Fascia Master	Primary/ Secondary Activity	Street Number	Road Name	Category	Floorspace (sqm gross)	Additional Notes
FERRY CLEANERS LTD	DRY CLEANING	008	SOUTH STREET	Service	50	2a appears to be Positive Parenting, 2b - NCF, 2c - Broadshaws International Limited and 2d - a first floor flat. Entrance to these above ground floor uses is located to the side of Ferry Cleaners Ltd.
TIME TO MOVE	ESTATE AGENT	010	SOUTH STREET	Service	50	
THE GEORGE & DRAGON AND MR Q'S POOL CLUB	PUBLIC HOUSE	070	SOUTH STREET	Service	330	Frontage along Bemisters Lane included only.
THE COFFEE LOUNGE	CAFÉ		THE ESPLANADE	Service	40	No GOAD area information. Area measured on GGP.
HELLYERS	TRAVEL AGENT		THE ESPLANADE	Service	40	No GOAD area information. Area measured on GGP.
FIRST TRAVEL SHOP	TRAVEL AGENTS		BUS STATION COMPLEX	Service	35	No GOAD area information. Area measured on GGP.
SANDS TANNING AND NAIL BAR		013	GOSPORT SHOPPING PRECINCT	Vacant	30	Occupied during the last survey.
Q S	CLOTHING	051 - 52	HIGH STREET	Vacant	300	Occupied during the last survey period.
HOME FURNISHINGS	HOME FURNISHINGS AND DRAPERY	073	HIGH STREET	Vacant	140	This shop is located on the ground and 1st floor. Occupied during the last survey period.
THE LOCAL	OFF LICENCE	116	HIGH STREET	Vacant	150	Victoria Wine during the last survey. The Local has now closed. The building is currently vacant
DEWHURST OF GOSPORT	BUTCHER	121	HIGH STREET	Vacant	110	Occupied during the last survey period. Dewhurst went bankrupt nationally.
HIGH RIVERS	CLOTHING	124	HIGH STREET	Vacant	100	Occupied during the last survey period.
VACANT	VACANT OUTLET	017	NORTH CROSS STREET	Vacant	70	Redeveloped since the last survey period. However, the unit was still vacant.
TOTAL					38413	
FLOORSPACE		OUTLETS				
Comparison	13620	Comparison	61			
Convenience	5710	Convenience	15			
Service	10575	Service	78			
Vacant	900	Vacant	7			
Other	7608	Other	19			
TOTAL	38413	TOTAL	180			
GOAD TOWN CENTRE REPORT						
FLOORSPACE		OUTLETS				
Comparison	13778	Comparison	71			
Convenience	5407	Convenience	10			
Service	7302	Service	55			
Vacant	1198	Vacant	4			
Other		Other	5			
TOTAL	28,047	TOTAL	145			

Source: Gosport Borough Council

Stoke Road District Centre Quantitative Survey 21st July 2006

Fascia Master	Primary/Secondary Activity	Street Number	Road Name	Category	Floorspace (sqm gross)	Additional Notes
TOWN BIKES	BICYCLES	002	PORTLAND BUILDINGS	Comparison	110	
JUST MUSIC	MUSIC SHOP	006 and 007	PORTLAND BUILDINGS	Comparison	150	
JUST MUSIC	MUSIC SHOP	8	PORTLAND BUILDINGS	Comparison	110	No longer classed as vacant during the 2006 survey period.
INTER FLORA BY CORRINES	FLORIST	003	STOKE PARADE	Comparison	100	
STOKE RD COMPUTERS	COMPUTER SHOP	011	STOKE ROAD	Comparison	190	Gosport PC Centre during the last survey period.
SOUTH EAST APPLIANCES	DOMESTIC WHITE GOODS	013	STOKE ROAD	Comparison	170	Notice stating that all enquiries should go to number 7 Stoke Road. Also note that this was called Discount Appliances during the 2005 survey period.
RICHARD MARTIN	BOOKS	019 - 23	STOKE ROAD	Comparison	220	Also an antiquarian, picture restoration, conservation framing, etc shop.
POSY BOWL	FLORIST	035	STOKE ROAD	Comparison	60	
THE GOSPORT FURNITURE SHOP LTD	FURNITURE	039	STOKE ROAD	Comparison	60	Side of the building has also been included with the frontage measurements. House of Hair Hairdressing during the last survey period.
THE GOSPORT FURNITURE SHOP LTD	FURNITURE	041 - 45	STOKE ROAD	Comparison	750	45 Stoke Road - door entrance only to CRS Specialised Building Services. Sign asks for customers to call the door at Gosport furniture shop while works are being carried out.
DENS	SECONDHAND GOODS	051A	STOKE ROAD	Comparison	70	
NOBES	SPORTS GOODS	055 - 57	STOKE ROAD	Comparison	160	
BUSHMAN	CRAFTS, GIFTS, INCENSE AND CLOTHING	075 and 075A	STOKE ROAD	Comparison	70	
GLASS & WINDOW CENTRE	DIY	085	STOKE ROAD	Comparison	150	Number 87 is not a ground floor use.
MILLS	SHOE REPAIRS/TRAVEL AND LEATHER GOODS	093 - 95	STOKE ROAD	Comparison	120	Only one of two entrances to this unit are in use.
GOSPORT MODEL AND HOBBY SHOP	MODEL SHOP	105	STOKE ROAD	Comparison	90	Part of the side frontage is also included within the frontage measurement. This use was vacant during the 2005 survey and a sign stated that the former occupants Inklanation Tattoo's and Piercings would be moving to Beminsters Lane.
JC BOOKS	BOOK SHOP	111	STOKE ROAD	Comparison	90	New and second hand book exchange.
GOSPORT BLINDS	BLINDS/CURTAINS	113A	STOKE ROAD	Comparison	190	
HEIDI DIEFENBACHER	SEAMSTRESS/ GIFT SHOP	123	STOKE ROAD	Comparison	40	Primary/secondary activity was noted as wedding dresses for the 2005 survey period.
THE ROWANS HOSPICE	CHARITY SHOP	125 - 127	STOKE ROAD	Comparison	120	Some of the side frontage is also included within the frontage measurement. 125a is an entrance to an upstairs use.
BEDWORLD	FAMILY BED CENTRE	131	STOKE ROAD	Comparison	450	Other furniture is also sold in this unit such as tables and chairs, etc.

Stoke Road District Centre Quantitative Survey 21st July 2006

Fascia Master	Primary/Secondary Activity	Street Number	Road Name	Category	Floorspace (sqm gross)	Additional Notes
MOTORWORLD	BIKES AND LEISURE	133	STOKE ROAD	Comparison	220	Social Services run by Hampshire County council is also noted as number 133 Stoke Road. However, this use does not appear to be located on the ground floor.
SOUTH EAST APPLIANCES	WHITE GOODS	014	STOKE ROAD	Comparison	90	Noted as Discount Appliances during the last survey period.
GOSPORT ELECTRONICS EXCHANGE	ELECTRONIC GOODS	040	STOKE ROAD	Comparison	540	Sales, repairs and servicing offered. ACDC Electronics during the last survey period.
CARE & MOBILITY CENTRE	MEDICAL SUPPLIES	042	STOKE ROAD	Comparison	310	
FONE TRADER	TELEPHONES	044	STOKE ROAD	Comparison	50	Some of the frontage extends onto Queen's Road.
SUSANS	BRIDAL WEAR	003	STOKEWAY	Comparison	60	
DREAM DOORS	DOORS	004	STOKEWAY	Comparison	70	The Human Factor Employment Agency during the last survey period. Also vacant during the last survey.
THE PHOTO SHOP	PHOTO GOODS	005	STOKEWAY	Comparison	70	52 Stokeway appears to be an entrance to upstairs flats.
FONE TRADER BUSINESS	PHONES	007 and 008	STOKEWAY	Comparison	150	
FUNKY NIPPER	NURSERY ACCESSORIES	065	STOKE ROAD	Comparison	60	Maisionettes are located on the 1st and 2nd floors.
SOUTH EAST APPLIANCES	ELECTRICAL APPLIANCES	007	STOKE ROAD	Comparison	80	Named Discount Appliances during the last survey period.
THE LOCAL	OFF LICENCE	002	STOKE PARADE	Convenience	80	
SKY NEWS	NEWSAGENT	083	STOKE ROAD	Convenience	60	
WAITROSE	SUPERMARKET	129	STOKE ROAD	Convenience	1,463	IGD Floorspace =1,024 sqm net. Gross to Net 70% = 1,463 sqm gross. Council Floorspace = 1,180 sqm
GROUNDWORK SOLENT	OFFICES	004	PORTLAND BUILDINGS	Other	110	
CHRIST CHURCH	CHURCH BUILDINGS		STOKE ROAD	Other	710	Frontage to church grounds along Stoke Road measured.
METHODIST CHURCH	CHURCH BUILDINGS		STOKE ROAD	Other	450	Frontage to church grounds along Stoke Road measured.
HALL	CHURCH BUILDINGS		AVENUE ROAD	Other	270	Frontage to church building is on Avenue Road.
BAPTIST CHURCH	CHURCH	10 and 12	STOKE ROAD	Other	400	Frontage to church grounds along Stoke Road measured.
DOVES NURSERY	NURSERY	001 and 001B	STOKE ROAD	Other	230	Gosport Music Centre appears to be an upstairs use.
CRi	OFFICES	077	STOKE ROAD	Other	100	Unknown activity was taking place within this use during the 2005 survey period. The previously unknown use has been named for the 2006 survey period. This is a health related use (having researched this on the web)

Stoke Road District Centre Quantitative Survey 21st July 2006

Fascia Master	Primary/Secondary Activity	Street Number	Road Name	Category	Floorspace (sqm gross)	Additional Notes
CHURCHER & TRIBBECK	UNDERTAKERS	003	STOKE ROAD	Other	120	
CAV-TIE	SPECIALIST BUILDING SERVICES	005	STOKE ROAD	Other	140	Upstairs entrance between 3 and 5 Stoke Road.
WILLIAMS & CO	PLUMBING & HEATING ENGINEERING	007A	STOKE ROAD	Other	210	Not open to the general public. Sign stating that customers should ring the plumbers number listed in the shop window. They are a trade only merchant. Frontage goes slightly around the side of the building.
STOKE SNOOKER CLUB	SNOOKER CLUB	015 - 17	STOKE ROAD	Other	340	
THE RAOB CLUB GOSPORT	PRIVATE MEMBERS CLUB	033	STOKE ROAD	Other	90	Door entrance appears not to be in use on Stoke Road. Main entrance to this use is off Jamaica Place.
PHA GROUP	SUPPORT GROUP	049	STOKE ROAD	Other	280	Frontage measurement includes side of the building.
SOLENT FUNERAL SERVICES	UNDERTAKERS	109	STOKE ROAD	Other	90	
KONG CHEUNG	TAILOR	008	STOKE ROAD	Other	130	There is an entrance between 6 and 8 Stoke Road which appears to lead to upstairs flats.
MARSHALL ROCHE	CHARTERED ACCOUNTANTS	001	PORTLAND BUILDINGS	Service	60	
ASHLEY	DANCING SCHOOL	001A	PORTLAND BUILDINGS	Service	60	
J A COBBOLD	CANINE BEAUTICIAN	003	PORTLAND BUILDINGS	Service	60	
MASONS	HAIRDRESSING	003A	PORTLAND BUILDINGS	Service	60	
TOMBS AND ALLEN	OPTICIAN	005	PORTLAND BUILDINGS	Service	110	
THE CHEFS CAFÉ	CAFÉ AND TAKEAWAY	006A	PORTLAND BUILDINGS	Service	60	
CHICKORIBS	TAKE AWAY	001	STOKE PARADE	Service	80	
PHILLIPS & EDGWORTH	OPTICIAN	001A	STOKE ROAD	Service	120	
MAGIC WOK	TAKE AWAY	025	STOKE ROAD	Service	70	
NEW BENGAL	TAKE AWAY	027	STOKE ROAD	Service	80	
ROYAL ARMS	PUBLIC HOUSE	037	STOKE ROAD	Service	240	
NATEETIP	THAI RESTAURANT	047A	STOKE ROAD	Service	240	
DÉJÀ VU	FANCY DRESS & DINNER SUIT HIRE	047B	STOKE ROAD	Service	80	
ADVANCED LOCKSMITHS	LOCKS & SECURITY	049A	STOKE ROAD	Service	140	
DOING THE ROUNDS	SANDWICH BAR	051	STOKE ROAD	Service	70	Sandwich Bar is an A1 use.

Stoke Road District Centre Quantitative Survey 21st July 2006

Fascia Master	Primary/Secondary Activity	Street Number	Road Name	Category	Floorspace (sqm gross)	Additional Notes
BILL CHARLTONS	SOLICITORS	053	STOKE ROAD	Service	100	
ROSE & CROWN	PUBLIC HOUSE	059 - 61	STOKE ROAD	Service	300	
C & S	ELECTRICAL APPLIANCES	067	STOKE ROAD	Service	40	
ABI'S PALACE	TAKEAWAY	71	STOKE ROAD	Service	100	
EXPRESSIONS HAIR STUDIOS	HAIRDRESSING	079 - 81	STOKE ROAD	Service	90	Side frontage also measured.
DAVID SEYMOUR	ESTATE AGENT	089	STOKE ROAD	Service	90	
HAIR BY HEATHER	SUNBEDS AND NAILS	091	STOKE ROAD	Service	40	Palm Beach Sunbeds and Nails during the 2005 survey period.
CHELTENHAM & GLOUCESTER	BUILDING SOCIETY	097 - 99	STOKE ROAD	Service	120	
KWOK WAH	TAKE AWAY	101	STOKE ROAD	Service	80	
HOUSE OF HAIR	HAIRDRESSING	103	STOKE ROAD	Service	100	Vacant Post Office during the last survey period.
SOLENT CLEANERS LTD	DRY CLEANERS	107	STOKE ROAD	Service	90	
LEANNE NAILS	ACRYLIC NAILS	115	STOKE ROAD	Service	60	
VIDEO LIBRARY	VIDEO RENTAL	117	STOKE ROAD	Service	110	
	TRAVEL AGENT	119	STOKE ROAD	Service	150	119b is a door entrance to the rear.
BAY LEAVES	INDIAN TAKEAWAY	121	STOKE ROAD	Service	40	There is a rear entrance doorway between 121 and 123 on Stoke Road.
BLOCKBUSTER	VIDEO RENTAL	131	STOKE ROAD	Service	420	Mayfair Snooker Club is an upstairs use. Entrance to this use is located between Bedworld and Blockbuster and is under new ownership.
KINGSWELL BERNEY	SOLICITOR	002	STOKE ROAD	Service	140	
OLIVERS AND BAR	PUBLIC HOUSE	018	STOKE ROAD	Service	240	
BETA PRINT	PRINTING	020	STOKE ROAD	Service	120	Frontage also includes part of the side to the unit.
NEW JALALABAD	RESTAURANT	022	STOKE ROAD	Service	90	
MINT CURRY CLUB	TAKE AWAY	024	STOKE ROAD	Service	50	Aysha takeaway during the last survey period.
COMPUTER EXTRA	INTERNET CAFÉ	028	STOKE ROAD	Service	50	Karen's Internet Café during the last survey period.

Stoke Road District Centre Quantitative Survey 21st July 2006

Fascia Master	Primary/Secondary Activity	Street Number	Road Name	Category	Floorspace (sqm gross)	Additional Notes
DONNELLY & ELLIOTT	SOLICITOR	030 - 38	STOKE ROAD	Service	330	Number 30 is part of Solicitors.
THE COPY & PRINT CENTRE	PRINTING	042A	STOKE ROAD	Service	90	
ASPIRE	ESTATE AGENT	046	STOKE ROAD	Service	50	Frontage also includes some of the side to the unit. Noted as Buchanan Goodwin Estate Agent's during the last survey period.
ECKERSLEY WHITE	ESTATE AGENT	048	STOKE ROAD	Service	50	
GOSPORT RESOURCE CENTRE	PHOTOCOPIING CENTRE, ETC	050	STOKE ROAD	Service	50	
AFFINITY	HEALTH SALON/BEAUTY SALON	002	STOKEWAY	Service	70	
DIMON	ESTATE AGENT	006	STOKEWAY	Service	70	
COUNTRYSTYLE PINE	FURNITURE	73	STOKE ROAD	Vacant	90	
VINDALOO	TAKE AWAY	073A	STOKE ROAD	Vacant	60	Appears to have been vacant over the longer term period.
STANBURY PRESS	PRINTING	009	STOKE ROAD	Vacant	140	Occupied during the 2005 survey period.
	OUTLET (VACANT)	029	STOKE ROAD	Vacant	90	
	DIY (VACANT)	031	STOKE ROAD	Vacant	90	Old sign stating premises under new ownership. This sign has possibly been here over a long term period.
WINDOW SHOP		047C	STOKE ROAD	Vacant	30	Not vacant and called Gosport Window Systems during the last survey period.
THE ROONEY STORE	VACANT OUTLET	47	STOKE ROAD	Vacant	110	Some of the frontage runs along Grove Buildings side street. This unit has been vacant over the long term.
ALLIED HEALTHCARE GROUP	OFFICES	063	STOKE ROAD	Vacant	60	Occupied during the 2005 survey period.
UNKNOWN USE	OUTLET	069	STOKE ROAD	Vacant	70	This vacant unit is boarded up. Vacant over the long term period.
	OFFICE	004	STOKE ROAD	Vacant	140	Noted as the Womens Royal Voluntary Service during the last survey period. Occupied during the last survey period.
PARENT AND TODDLER FACILITIES	OUTLET	6	STOKE ROAD	Vacant	150	Area for this use has been measured on GGP. Also vacant during the last survey period.
DREAM DOORS (MOVED)	DOORS	016	STOKE ROAD	Vacant	80	Occupied during the last survey period.
COMPUTER EXTRA	COMPUTER SHOP	026	STOKE ROAD	Vacant	60	Also vacant during the last survey period.
BUSHMAN	CRAFT SHOP	001	STOKEWAY	Vacant	60	Occupied during the last survey period.
REYNOLDS AND HETHERINGTON	SOLICITOR			Vacant	80	Not vacant during the last survey period.
TOTAL					16613	

	FLOORSPACE		OUTLETS
Comparison	5170	Comparison	32
Convenience	1603	Convenience	3
Service	4860	Service	44
Vacant	1310	Vacant	15
Other	3670	Other	15
TOTAL	16613	TOTAL	109

Source: Gosport Borough Council

Lee-on-the-Solent District Shopping Centre Quantitative Survey 25th July 2006

Fascia Master	Primary/ Secondary Activity	Street No.	Road Name	Category	Floorspace (sqm gross)	Additional Notes
THE DRAPERY CENTRE	DRAPERY	57	HIGH STREET	Comparison	210	55 High Street is a first floor flat.
LEE FLORISTS	FLORIST	071 - 073	HIGH STREET	Comparison	100	71 has been referenced as it is linked to the florist. Number 71 does not include GOAD data values. Frontage measurement also includes the side of the building.
THE ART GALLERY	ARTS, MATERIALS AND PICTURES	76	HIGH STREET	Comparison	120	
COMPUTER REPAIR CENTRE	COMPUTER CENTRE	80	HIGH STREET	Comparison	85	Solent Mortgage Services is in a separate unit (number 84).
COLORFLAIR FABRICS	WALLPAPER & PAINT	086	HIGH STREET	Comparison	210	Colorflair includes fabrics, co-ordinates, blinds, wall coverings. 88 High Street appears to be a first floor flat.
THE ROWANS	CHARITY SHOP	95	HIGH STREET	Comparison	110	97 High Street appears to be a first floor flat.
JEN DEN INK	CRAFTWORKS	099	HIGH STREET	Comparison	100	101 High Street is a first floor flat.
BARNARDOS	CHARITY SHOP	109	HIGH STREET	Comparison	110	
SOLENT PHARMACY	CHEMIST	111	HIGH STREET	Comparison	130	
TERRYS	HARDWARE	128	HIGH STREET	Comparison	60	
MOSS PHARMACY	CHEMIST	130 - 132	HIGH STREET	Comparison	210	Part of the side frontage has been measured.
THE BOOK SHOP	BOOKS	140 - 142	HIGH STREET	Comparison	100	
FIRES & FIREPLACES BY T&J COLE LTD	FIREPLACES	149 - 151 and 155	HIGH STREET	Comparison	120	NB - 153 High Street appears to be the White Buildings Flats located above this use. Entrance to these appears to split the Fires and Fireplaces shop in two. Frontage measurements for the flats as measured on GGP was 1.4 metres.
HEART DESIGNS	FLORISTS	165	HIGH STREET	Comparison	40	163 High Street are first floor flats which are located above this use. These flats included a frontage measurement of 1.4 metres as measured on GGP.
BRIDES BY ISABELLE	WEDDING CLOTHES	181	HIGH STREET	Comparison	80	
MOTO MART	CAR AUDIO AND ACCESSORIES	183	HIGH STREET	Comparison	90	
LEE ELECTRICAL SUPPLIES LTD	ELECTRICAL WHOLESALER	185	HIGH STREET	Comparison	60	
TIFFANY'S	ACCESSORIES (LADIES CLOTHES)	004	MARINE PARADE	Comparison	120	
WHEEL 2 WHEEL	CYCLES	007	MARINE PARADE	Comparison	80	Marine Court flats are located above this use. The frontage for these flats is measured as 2.8 metres.
ANGELS	INTERIOR ACCESSORIES AND BEAUTIFUL GIFTS	008	MARINE PARADE	Comparison	40	
THE WASHING DEN	CARDS, GIFTS, PARTY ACCESSORIES AND HELIUM BALLOONS	007	MILVIL COURT	Comparison	80	
MOSTYN MUSIC	MUSIC SHOP	008	MILVIL COURT	Comparison	80	Numbers 7,8,9,10,11 and 12 Milvil Court are all flats and appear to extend above the ground floor uses. Entrance to these flats is measured on GGP as being 1.7 metres.
SEA CHEST	GIFTS	013	MILVIL COURT	Comparison	70	Numbers 14,15,16,17,18 and 19 Milvil Court are all flats and appear to extend above the ground floor uses. Entrance to these flats is measured on GGP as being 1.4 metres.

Lee-on-the-Solent District Shopping Centre Quantitative Survey 25th July 2006

Fascia Master	Primary/ Secondary Activity	Street No.	Road Name	Category	Floorspace (sqm gross)	Additional Notes
OXFAM	CHARITY SHOP	007	PIER STREET	Comparison	90	Alexandra House appears to be an upstairs use above Oxfam and is possibly located in number 5 Pier Street. The entrance to Alexandra House is next to the entrance of 3a and 3b. Alexandra House telephone number is 02392 559900.
CUTS AND CLOBBER	CHILDRENS HAIRDRESSING AND CLOTHING	022	PIER STREET	Comparison	50	Lee Techtronics and vacant during the last survey period.
FRAMEWORK	ART	024	PIER STREET	Comparison	30	
PHIL'S SAUSAGES	BUTCHER	059	HIGH STREET	Convenience	80	Number 61 is linked to this property and leads to an upstairs use. There is a gateway entrance between The Drapery Centre and Phil's Sausages.
COTTAGE LOAF	BAKER	094	HIGH STREET	Convenience	170	96 appears to be a first floor flat. 96a is above 96 and is a second floor use occupied by DB Raynor and Co Chartered Accountants.
CO-OP VISTA	SUPERMARKET/POST OFFICE	119 - 129	HIGH STREET	Convenience	1,134	113 - 117 High Street are flats located above this use. IGD Floorspace = 1,134 sqm gross, 530 sqm net. Council Floorspace = 700 sqm
N A GRIFFITHS	BUTCHER	133	HIGH STREET	Convenience	140	131 High Street appears to be flats located above this use.
ALL SEASONS	GREENGROCER	135, 135a and 135b	HIGH STREET	Convenience	100	
THE LOCAL	OFF LICENCE	145 - 147	HIGH STREET	Convenience	130	
LEE CONVENIENCE STORE	OFF LICENCE/ NEWSAGENTS	005	MARINE PARADE	Convenience	50	Previously The News/ Elly's wine store
WOODS NEWS	NEWSAGENT	015 - 17	PIER STREET	Convenience	240	Number 19 Pier Street is an unknown first floor use.
SOLENT INTERIOR SYSTEMS LTD (SIS)	OFFICE	20	PIER STREET	Other	160	
SOLENT FUNERAL SERVICES	UNDERTAKERS	081	HIGH STREET	Other	110	
CARAMBA TRAINING CONSULTANTS	TRAINING AND IT CONSULTANCY	144 - 150	HIGH STREET	Other	230	148 High Street appears to be a 1st floor entrance to the left of the frontage.
VITALISE	ESSENTIAL BREAKS FOR DISABLED PEOPLE AND CARERS	002-3	MARINE PARADE	Other	40	
SWIM N' TRIM/CANINE GROOMING AND HYDROTHERAPY	FIREPLACES, CENTRAL HEATING, GAS AND PLUMBING	053	HIGH STREET	Service	80	53a High Street is first floor flats.
COTTAGE GARDEN	CAFE	063 - 065	HIGH STREET	Service	290	
MANDARIN	TAKE AWAY	067	HIGH STREET	Service	120	69 High Street is a first floor flat. There is a gateway entrance between The Cottage Gardens and The Mandarin.
THE POTTERY LOUNGE	CAFÉ/RESTAURANT?	074	HIGH STREET	Service	170	I have noted this use as including 170 square metres of floorspace after taking previous surveys into consideration.
MATTHEW PAUL	ESTATE AGENT	077	HIGH STREET	Service	110	
SOLENT MORTGAGE SERVICES	FINANCIAL ADVISORS	84	HIGH STREET	Service	85	The Computer Repair Centre is in a separate unit (number 80). It appears that 80 and 82 High Street may be first floor flats.
CHAN'S OPTOMETRIST	OPTOMETRIST	090	HIGH STREET	Service	60	92 High Street appears to be first floor flats.

Lee-on-the-Solent District Shopping Centre Quantitative Survey 25th July 2006

Fascia Master	Primary/ Secondary Activity	Street No.	Road Name	Category	Floorspace (sqm gross)	Additional Notes
PANACHE	HAIRDRESSING	103	HIGH STREET	Service	120	105 High Street is a first floor flat.
DAVIS WORLD TRAVEL	TRAVEL AGENT	106	HIGH STREET	Service	240	102 and 104 High Street appears to be offices above Davis World Travel.
PULCINELLA NEAPOLITAN RESTAURANT	RESTAURANT AND PIZZERIA	108	HIGH STREET	Service	210	
FENWICKS	ESTATE AGENT	114	HIGH STREET	Service	230	116 High Street is Clive Emson Local Property Auctioneers.
ECKERSLEY WHITE	ESTATE AGENT	118	HIGH STREET	Service	210	118a High Street is a first floor flat located above this use. 120 High Street also appears to be located above this use and is noted as being occupied by Dove Travel Agents.
SUE WASSALL	OPTICIAN	124	HIGH STREET	Service	280	122, 122B and 122C High Street are flats which appear to be located above this use.
THE TEA POT	RESTAURANT	126	HIGH STREET	Service	90	
KAREN'S PLAICE	FISH & CHIPS	136	HIGH STREET	Service	70	
H S B C	BANK	137	HIGH STREET	Service	130	Frontage includes all but part of the wall with no windows along High Street.
CHURCHERS	SOLICITOR	138	HIGH STREET	Service	80	
DISCOUNT DRY CLEANERS AND NASH LAUNDRY	DRY CLEANING	141 - 143	HIGH STREET	Service	70	139 High Street is a first floor flat located above this use.
THE STRAWBERRY WORKSHOP	HAIRDRESSING	152	HIGH STREET	Service	250	First floor entrance located above this use - also possibly linking to number 148.
KEA	DENTAL HEALTH CENTRE	154	HIGH STREET	Service	80	156 is a first floor flat entrance.
LADBROKES	BETTING OFFICE	157	HIGH STREET	Service	40	
NIKKI FROND HAIRDRESSING	HAIR AND BEAUTY	158	HIGH STREET	Service	90	
SOLENT TANDOORI BALTI HOUSE	RESTAURANT	159 - 161	HIGH STREET	Service	70	
SOLENT INSURANCE - NATIONWIDE	INSURANCE BROKER	171	HIGH STREET	Service	50	169 High Street appears to be a first floor flat located above this use.
PROSPECTS	ESTATE AGENT	175	HIGH STREET	Service	90	Formerly Archers Independent Mortgage Centre
WORLD OF BEAUTY	BEAUTY SALON	177	HIGH STREET	Service	90	
CURZON	HAIRDRESSING	001	MARINE PARADE	Service	60	Frontage extends onto Pier Street.
THE PENGUIN	CAFÉ/SNACK BAR	006	MARINE PARADE	Service	100	
BLUEBIRD CAFE	CAFE	009	MARINE PARADE	Service	150	
LEE-ON-THE-SOLENT	DENTAL HEALTH CENTRE	2	MILVIL COURT	Service	70	
CYRILS	HAIR STUDIO	014	MILVIL COURT	Service	60	Frontage of this use extends onto Marine Parade.
DDB	PHYSIOTHERAPY CLINIC	1	PIER STREET	Service	190	Frontage includes part of that running along High Street. 3a and 3b Pier Street are upstairs uses and have a separate entrance adjacent to this use.

Lee-on-the-Solent District Shopping Centre Quantitative Survey 25th July 2006

Fascia Master	Primary/ Secondary Activity	Street No.	Road Name	Category	Floorspace (sqm gross)	Additional Notes
SOLENT RESTAURANT	RESTAURANT	4	PIER STREET	Service	90	Cols Cars Taxis is located above this use in number 6 Pier Street. Frontage measured as 1 metre on GGP.
PENNY JANES	BEAUTY CLINIC	009	PIER STREET	Service	100	11 and 13 Pier Street appear to be first floor flats located above this use and other uses. 11 and 13 Pier Street both have two separate entrances.
CAFÉ SPICE	RESTAURANT	012	PIER STREET	Service	90	Number 14 Pier Street is a first floor flat located above Café Spice. Frontage for the flat entrance is 1.3 metres.
CASA EIVISSA	BAR & RESTAURANT	16	PIER STREET	Service	140	Previously the Beach Bar. Numbers 18 and 20a appear to be first floor residential uses.
ST GEORGES RESTAURANT AND SOLENT KEBAB HOUSE	TAKEAWAY AND RESTAURANT	023	PIER STREET	Service	210	Frontage extends around to the side of the building. Previously Mediterranean cuisine and restaurant during the last survey period. Numbers 19, 21a and 21b appear to be unknown upstairs uses located above this and other uses.
LUNCH DATE	TAKE AWAY	026	PIER STREET	Service	30	Solent Port Mansions are located next to this use.
ALLDAYS	CONVENIENCE STORE	107	HIGH STREET	Vacant	250	Not vacant during the last survey period. IGD Floorspace = 201 sqm net
P WILKES	FURNITURE	100	HIGH STREET	Vacant	180	Not vacant in previous survey. 98 High Street is an unknown first floor use.
THE BOOK EXCHANGE	BOOKS	167	HIGH STREET	Vacant	50	Not vacant during the previous survey period.
THE BABY BOUTIQUE	BABY CLOTHES AND ACCESSORIES	173	HIGH STREET	Vacant	40	Not vacant in previous survey
SOUTH COAST TACKLE	FISHING TACKLE	179	HIGH STREET	Vacant	80	Not vacant during the previous survey period.
K J C	TELEPHONES	001	MILVIL COURT	Vacant	70	Numbers 1,2,3,4,5 and 6 Milvil Court are all flats within Milvil Court and appear to extend above the ground floor uses. Entrance to these flats is measured on GGP as being 1.8 metres.
K J C	TELEPHONES	2 - 6 - 10 and 187	MILVIL ROAD/HIGH STREET	Vacant	190	The frontage for KJC Telephones extends from number 2-6-10 Milvil Road right round to include 187 High Street. All enquiries on this vacant unit are to be made to Young and Butt (Communications House).
YOUR MOVE	ESTATE AGENT	008	PIER STREET	Vacant	80	Lee Centre of Light is still located above this use.
PLOT (see comments)		085	HIGH STREET			This building has now been knocked down (2006) and has permission has been granted to build a mixed use development of flats and shops. Previously Browzers second hand goods
PLOT (see comments)		089	HIGH STREET			This building has now been knocked down (2006) and has permission has been granted to build a mixed use development of flats and shops.
PLOT (see comments)		091 - 093	HIGH STREET			This building has now been knocked down (2006) and has permission to build a mixed use development of flats and shops. Previously a vacant greengrocers shop.
TOTAL					10794	

	FLOORSPACE		OUTLETS
Comparison	2575	Comparison	26
Convenience	2044	Convenience	8
Service	4695	Service	38
Vacant	940	Vacant	8
Other	540	Other	4
TOTAL	10794	TOTAL	84

Source: Gosport Borough Council

Alverstoke Village Local Centre Quantitative Survey 22nd August 2006

Fascia Master	Primary/Secondary Activity	Street No.	Road Name	Category	Floorspace	Additional Notes
The Old Curiosity Shop	Antiques	2a	Church Road	Comparison	79	
Homeflair	Hardware	42	Village Road	Comparison	101	
Peter Charles Interiors and Christinas Soft Furnishings	Furniture, curtains and accessories	47 and 49	Village Road	Comparison	102	David Barry Interiors and Christinas Soft Furnishings during the last survey.
One Stop	Convenience Store	44/46	Village Road	Convenience	191	IGD Floorspace = 134 sqm net. Gross to Net 70% = 191 sqm gross. Council Floorspace =181 sqm
Thresher	Wine Shop	53	Village Road	Convenience	100	
Village Tea Rooms	Tea and Coffee Shop	2b	Church Road	Service	63	
Brook Bruce Ltd	Certified Chartered Accountants	6	Church Road	Service	69	
The Village Barber Shop	Hairdressers	6a	Church Road	Service	63	
Village Fish Bar	Fish & Chips	13	Little Lane	Service	60	
Harpers and Co	Hair & Beauty Centre	24	Village Road	Service	56	Simply noted as Harpers during the last survey period.
Alverstoke Village Post Office	Post Office	26	Village Road	Service	69	
Little Palace	Chinese Cuisine	45	Village Road	Service	93	
The Village Home	Public House	51	Village Road	Service	233	
TOTAL					1279	

	FLOORSPACE		OUTLETS
Comparison	282	Comparison	3
Convenience	291	Convenience	2
Service	706	Service	8
Vacant	0	Vacant	0
Other	0	Other	0
TOTAL	1279	TOTAL	13

Source: Gosport Borough Council

Forton Road/The Crossways Local Centre Quantitative Survey 4th August 2006

Fascia Master	Primary/Secondary Activity	Street No.	Road Name	Category	Floorspace	Additional Notes
Dimons	Motorcycles	150	Forton Road	Comparison	152	
Blank Media	Photocopying	151	Forton Road	Comparison	57	Choice Windows and vacant during the last survey period.
Kwik Fit	Tyre & Exhaust Centre	152	Forton Road	Comparison	504	
Sue Ryder Care	Care Shop	153	Forton Road	Comparison	61	This has been noted as being a D2 adult leisure centre. However, the unit appears to now be occupied by the Sue Ryder store. Jackpot Amusements during the last survey period.
Sue Ryder Care	Care Shop	159	Forton Road	Comparison	131	
Masons' News	Newsagents	149	Forton Road	Convenience	69	
Co-Op	Convenience Store	175/177	Forton Road	Convenience	227	Alldays during the last survey period. IGD Floorspace = 159 sqm net. Gross to Net 70% = 227 sqm gross. Council Floorspace = 208 sqm
Lidl FoodStore		218	Forton Road	Convenience	1,208	IGD Floorspace = 846 sqm net. Gross to Net 70% = 1,208 sqm gross. Council Floorspace = 943 sqm
Gosport Spiritualist Church		183	Forton Road	Other	200	
	Tattooist	147	Forton Road	Service	58	No name on fascia for this survey.
Private Lives	Sex Shop	147a	Forton Road	Service	60	Money Go Round Xmas Gifts and Toys - Seasonal Goods during the last survey period.
Alver Veterinary Surgery	Vets	148	Forton Road	Service	310	Simply noted as Veterinary Surgery during the last survey period.
Staceys	Fish & Chips	163	Forton Road	Service	75	
No.1 Barber Shop	(double frontage)	165	Forton Road	Service	82	
New World	Chinese T/Away	181	Forton Road	Service	67	
Jubilee School of Dancing		185	Forton Road	Service	96	
Watts	Fruiterers	179	Forton Road	Vacant	113	
Ye Olde Cobblers Shop		189	Forton Road	Vacant	102	
Hungry Doctor Kebab House		195	Forton Road	Vacant	71	Not vacant during the last survey period.
Forton Café Shop	Café	196/197	Forton Road	Vacant	71	Not vacant during the last survey period.
Nuts about Beans	Car Parts (double frontage)	165	Forton Road	Vacant	47	
		165b	Forton Road	Vacant	34	
TOTAL					3795	

	FLOORSPACE		OUTLETS
Comparison	905	Comparison	5
Convenience	1504	Convenience	3
Service	748	Service	7
Vacant	438	Vacant	6
Other	200	Other	1
TOTAL	3795	TOTAL	22

Source: Gosport Borough Council

Brockhurst Road Local Centre Quantitative Survey 4th August 2006

Fascia Master	Primary/Secondary Activity	Street No.	Road Name	Category	Floorspace	Additional Notes
T&B Upholstery		33	Brockhurst Road	Comparison	187	
Roy's Florist		37/39/41	Brockhurst Road	Comparison	220	
PAULS	2nd Hand Shop	61	Brockhurst Road	Comparison	59	Selective Furnishings during the last survey period.
PAULS	2nd Hand Shop	63	Brockhurst Road	Comparison	62	Selective Furnishings during the last survey period.
Reekies DIY and Pine Furniture	Hardware	73 & 75	Brockhurst Road	Comparison	564	
Gosport Fireplaces Ltd		77 & 79	Brockhurst Road	Comparison	149	
The News Box	Newsagents	51 and 53	Brockhurst Road	Convenience	120	
Orhan's Palace	Takeaway	29	Brockhurst Road	Service	95	This use runs across the frontage of unit 29a.
Oriental Express Chinese	Chinese Take Away	45	Brockhurst Road	Service	68	
Varieties Catering Services	Catering	47	Brockhurst Road	Service	59	Peter G Holtby Clockmakers and Repairs during the last survey period.
Ian's	Hairdressers	49	Brockhurst Road	Service	59	
20/20 Vision	Optician	55	Brockhurst Road	Service	75	
Varieties Sandwich Bar	Sandwich Bar	57	Brockhurst Road	Service	101	
Q2 Cool	Hair, Nails and Beauty	59	Brockhurst Road	Service	101	Frontage runs around side onto Mortimore Road.
Taste of Paradise	Indian Take Away	67	Brockhurst Road	Service	59	
The Card Shop	Card Shop	31	Brockhurst Road	Vacant	69	
Menorah Ltd	Electrical Contractors	65	Brockhurst Road	Vacant	59	
Speedy Print	Printers	69	Brockhurst Road	Vacant	75	
Alterations/Wheel Exchange		71	Brockhurst Road	Vacant	62	This shop will stay closed. Sign on door stating that the unit is not for rent. Possible residential use of this unit was discovered on monitoring the uses in this centre in 2006. Therefore, there is a potential enforcement issue.
TOTAL					2243	

	FLOORSPACE		OUTLETS
Comparison	1241	Comparison	6
Convenience	120	Convenience	1
Service	617	Service	8
Vacant	265	Vacant	4
Other	0	Other	0
TOTAL	2243	TOTAL	19

Source: Gosport Borough Council

Rowner Road Local Centre Quantitative Survey 11th August 2006

Fascia Master	Primary/Secondary Activity	Street No.	Road Name	Category	Floorspace	Additional Notes
By Arrangement	Florist	15	Rowner Road	Comparison	64	
Unicare	Uni Care Pharmacy	25	Rowner Road	Comparison	54	Fascia Master was C.Moody during the last survey.
Co-Op	Supermarket	5 & 7	Rowner Road	Convenience	499	IGD Floorspace = 499 sqm gross, 315 sqm net. Council Floorspace = 366 sqm
The Local	Wine Merchants	19	Rowner Road	Convenience	161	
Darrens Barber	Barbers	9	Rowner Road	Service	69	
Don Simmonds	Betting Office	13	Rowner Road	Service	66	
Sultan Grill	Take Away	17	Rowner Road	Service	102	
Wok Wok Mamma	Chinese T/A	23b	Rowner Road	Service	62	
Pressed for Time	24 Hour Ironing Service	23a	Rowner Road	Service	62	
Masala Indian Takeaway	Take Away	23	Rowner Road	Service	97	
Hixy's and The Haven	Hairdressers and Beauty Salon	29	Rowner Road	Service	57	
Nationwide	Financial Services	11	Rowner Road	Vacant	65	Not vacant during the last survey. Maisonette to let above Nationwide by Gomer Wood.
Alldays	Grocers/Newsagents	27	Rowner Road	Vacant	221	Not vacant during the last survey.
Golden Bell	Chinese Take Away	31	Rowner Road	Vacant	62	Vacant due to fire damage. Not vacant during the last survey.
Percival and Powell	Dental Surgeons	7a	Rowner Road			1st floor use.
TOTAL					1641	

	FLOORSPACE		OUTLETS
Comparison	118	Comparison	2
Convenience	660	Convenience	2
Service	515	Service	7
Vacant	348	Vacant	3
Other	0	Other	0
TOTAL	1641	TOTAL	14

Source: Gosport Borough Council

Gregson Avenue Local Centre Quantitative Survey 9th August 2006

Fascia Master	Primary/Secondary Activity	Street No.	Road Name	Category	Floorspace	Additional Notes
Essentials Hardware and Maintenance Services	Household Goods	54	Gregson Avenue	Comparison	90	
Sure Pets	Pet Shop	56	Gregson Avenue	Comparison	128	
The Wendy Emporium	Haberdashery	60	Gregson Avenue	Comparison	92	
Essentials	Household Goods	80	Gregson Avenue	Comparison	140	
Haines Furnishing	Carpets and Furniture	82	Gregson Avenue	Comparison	91	Shop has been separated into two separate buildings one of which is now vacant.
Martins	Newsagents	76	Gregson Avenue	Convenience	68	Dillons Newsagents during the last survey period.
Co-Op Portsea Island	Supermarket	84	Gregson Avenue	Convenience	534	IGD Floorspace = 534 sqm gross, 278 sqm net. Council floorspace = 570 sqm
Salon Fifty Eight	Hairdressers	58	Gregson Avenue	Service	70	
Curry Garden	Indian T/A	62	Gregson Avenue	Service	71	
Manna	Sandwich Bar and Bakery Products	64	Gregson Avenue	Service	65	
Video-Pick a Tape	Video	66	Gregson Avenue	Service	75	
Sums Chinese	Takeaway	68	Gregson Avenue	Service	67	
Gregson Grill	Takeaway	70	Gregson Avenue	Service	73	
Posh Pawz	Dog Grooming	72	Gregson Avenue	Service	69	
Bridgemary Fisheries	Fish & Chips	74	Gregson Avenue	Service	71	
Ladbrokes	Bookmakers	78	Gregson Avenue	Service	74	
TOTAL					1778	

	FLOORSPACE		OUTLETS
Comparison	541	Comparison	5
Convenience	602	Convenience	2
Service	635	Service	9
Vacant	0	Vacant	0
Other	0	Other	0
TOTAL	1778	TOTAL	16

Source: Gosport Borough Council

Tukes Avenue Neighbourhood Centre Quantitative Survey 9th August 2006

Fascia Master	Primary/Secondary Activity	Street No.	Road Name	Category	Floorspace	Additional Notes
Kev Jones	Convenience Store	1&2	Tukes Avenue	Convenience	205	
Co Op	Convenience Store	3&4	Tukes Avenue	Convenience	267	IGD Floorspace = 267 sqm gross and 201 sqm net. Council Floorspace = 235 sqm
TOTAL					472	

	FLOORSPACE		OUTLETS
Comparison	0	Comparison	0
Convenience	472	Convenience	2
Service	0	Service	0
Vacant	0	Vacant	0
Other	0	Other	0
TOTAL	472	TOTAL	2

Source: Gosport Borough Council

Nobes Avenue Neighbourhood Centre Quantitative Survey 9th August 2006

Fascia Master	Primary/Secondary Activity	Street No.	Road Name	Category	Floorspace	Additional Notes
Rowlands	Chemists/Pharmacy	182	Nobes Avenue	Comparison	92	
B.Chewsy	Newsagents	176	Nobes Avenue	Convenience	78	
Martins	Newsagents/Post Office	186	Nobes Avenue	Convenience	96	Previously Dillons/Post Office
The Local	Off Licence	188	Nobes Avenue	Convenience	96	
V.R.Richards	Greengrocers	190	Nobes Avenue	Convenience	100	
Laundrette and Dry Cleaners	Laundrette	178	Nobes Avenue	Service	94	
New Yorkers	Hairdressers	180	Nobes Avenue	Service	77	
Chinese Take Away		184	Nobes Avenue	Service	96	
Betfred	Bookmakers	192	Nobes Avenue	Service	98	
Fish & Chips & Fast Food	Take Away	194	Nobes Avenue	Service	79	
TOTAL					906	

	FLOORSPACE		OUTLETS
Comparison	92	Comparison	1
Convenience	370	Convenience	4
Service	444	Service	5
Vacant	0	Vacant	0
Other	0	Other	0
TOTAL	906	TOTAL	10

Source: Gosport Borough Council

Carisbrook Road Neighbourhood Centre Quantitative Survey 9th August 2006

Road Name	Primary/Secondary Activity	Street No.	Road Name	Category	Floorspace	Additional Notes
Music Room		51b	Carisbrooke Road	Comparison		No Floorspace Data Available IGD Floorspace = 148 sqm net. Gross to Net 70% = 212 sqm gross. Council Floorspace = 215 Flat to let above this use.
Waggit Pet Products	Pet Shop	55	Carisbrooke Road	Comparison	78	
Carisbrooke News		53	Carisbrooke Road	Convenience	83	
Alldays	Convenience Store	61	Carisbrooke Road	Convenience	212	
Gosport Heating Services Ltd		43	Carisbrooke Road	Service	75	
Benal Balti House	Takeaway	45	Carisbrooke Road	Service	80	
Peking and Cantonese Cuisine - TSE's	Chinese Takeaway	49	Carisbrooke Road	Service	77	
Peel's Chippy	Fish & Chips	51	Carisbrooke Road	Service	82	
Carisbrooke Barbers	Barbers	57	Carisbrooke Road	Service	82	
Rowner Grill	Takeaway	59	Carisbrooke Road	Service	80	
Stargazers	Ceramic Studio	47	Carisbrooke Road	Vacant	79	
TOTAL					928	

	FLOORSPACE		OUTLETS
Comparison	78	Comparison	2
Convenience	295	Convenience	2
Service	476	Service	6
Vacant	79	Vacant	1
Other	0	Other	0
TOTAL	928	TOTAL	11

Source: Gosport Borough Council

Brewer's Lane Neighbourhood Centre Quantitative Survey 11th August 2006

Fascia Master	Primary/Secondary Activity	Street No.	Road Name	Category	Floorspace	Additional Notes
Bridgemary Aquatics		64	Brewer's Lane	Comparison	101	
Bridge News	Newsagents	68a	Brewer's Lane	Convenience	95	
Golden Peach	Chinese T/Away	68	Brewer's Lane	Service	73	
The Hair Studio	Hairdressers	66	Brewer's Lane	Service	90	
Ladbrokes	Bookmakers	62	Brewer's Lane	Service	50	
TOTAL					409	

	FLOORSPACE		OUTLETS
Comparison	101	Comparison	1
Convenience	95	Convenience	1
Service	213	Service	3
Vacant	0	Vacant	0
Other	0	Other	0
TOTAL	409	TOTAL	5

Source: Gosport Borough Council

Beauchamp Avenue Neighbourhood Centre Quantitative Survey 11th August 2006

Fascia Master	Primary/Secondary Activity	Street No.	Road Name	Category	Floorspace	Additional Notes
Rowner Bakery		132	Beauchamp Avenue	Convenience	101	
One Stop Community Store	Convenience Store	134/136	Beauchamp Avenue	Convenience	202	
Silver Palace	Chinese/ Fish n' Chips T.A.	130	Beauchamp Avenue	Service	106	
TOTAL					409	

	FLOORSPACE		OUTLETS
Comparison	0	Comparison	0
Convenience	303	Convenience	2
Service	106	Service	1
Vacant	0	Vacant	0
Other	0	Other	0
TOTAL	409	TOTAL	3

Source: Gosport Borough Council

Rowner Lane Neighbourhood Centre Quantitative Survey 9th August 2006

Fascia Master	Primary/Secondary Activity	Street No.	Road Name	Category	Floorspace	Additional Notes
Rumage	Second hand goods	149	Rowner Lane	Comparison	76	
Hardware & Garden		155	Rowner Lane	Comparison	76	
DJ Lockyer	Butchers	145	Rowner Lane	Convenience	82	
DJ Lockyer	Green Grocers	151	Rowner Lane	Convenience	76	
Prayosha News	Newsagent	153	Rowner Lane	Convenience	76	
The Baker's Basket		157	Rowner Lane	Convenience	76	
Alliance Pharmacy	Pharmacy	147	Rowner Lane	Service	76	Previously Moss Pharmacy.
Sun City	Chinese Take Away	159	Rowner Lane	Service	81	
				TOTAL	619	

	FLOORSPACE		OUTLETS
Comparison	152	Comparison	2
Convenience	310	Convenience	4
Service	157	Service	2
Vacant	0	Vacant	0
Other	0	Other	0
TOTAL	619	TOTAL	8

Source: Gosport Borough Council

St Nicholas Avenue Neighbourhood Centre Quantitative Survey 11th August 2006

Road Name	Primary/Secondary Activity	Street No.	Road Name	Category	Floorspace	Additional Notes
Elly's Wine Store	Off Licence	69	St. Nicholas Avenue	Convenience	56	
Pat's News	Newsagents	73	St. Nicholas Avenue	Convenience	58	
Midas Hair and Beauty Unisex Salon	Hairdressers	75	St. Nicholas Avenue	Service	57	
Ho Yuen	Chinese Take Away	77	St. Nicholas Avenue	Service	57	
H & D Fish and Chips	Fish & Chips	79	St. Nicholas Avenue	Service	64	
Island Video	Video Rental	71	St. Nicholas Avenue	Vacant	55	
				TOTAL	347	

	FLOORSPACE		OUTLETS
Comparison	0	Comparison	0
Convenience	114	Convenience	2
Service	178	Service	3
Vacant	55	Vacant	1
Other	0	Other	0
TOTAL	347	TOTAL	6

Source: Gosport Borough Council

Nimrod Drive Neighbourhood Centre Quantitative Survey 22nd August 2006

Fascia Master	Primary/Secondary Activity	Street No.	Road Name	Category	Floorspace	Additional notes
Jaffers Vintage Pharmacy	Chemists	Unit 6	Nimrod Drive	Comparison	45	
Spring Board	Second Hand Goods	Unit 10	Nimrod Drive	Comparison	55	
Premier Stores	General Store	Unit 2	Nimrod Drive	Convenience	52	
Siskin News	Newsagents	Unit 5	Nimrod Drive	Convenience	52	
Portsmouth Housing Association	A2	Unit 11	Nimrod Drive	Other (Vacant)	55	
Portsmouth Housing Association	A2	Unit 12	Nimrod Drive	Other (Vacant)	52	
Family Choice		Octagonal	Nimrod Drive	Other (Vacant)	534	
Taxi Hire		Near Oct.	Nimrod Drive	Other (Vacant)	110	Unable to locate the frontage and has therefore not been measured on GGP.
Rainbow House	Chinese Take away	Unit 1	Nimrod Drive	Service	55	
		Unit 3	Nimrod Drive	Vacant	52	
Post Office	Post Office	Unit 4	Nimrod Drive	Vacant	52	
P&K Fruits	Grocer	Unit 7	Nimrod Drive	Vacant	52	
Office		Unit 8	Nimrod Drive	Vacant	55	
				TOTAL	1221	

	FLOORSPACE		OUTLETS
Comparison	100	Comparison	2
Convenience	104	Convenience	2
Service	55	Service	1
Vacant	211	Vacant	8
Other	751	Other	0
TOTAL	1221	TOTAL	13

Source: Gosport Borough Council

Elson Road Neighbourhood Centre Quantitative Survey 21st August 2006

Fascia Master	Primary/Secondary Activity	Street No.	Road Name	Category	Floorspace	Additional Notes
ABC	Secondhand Goods	154	Elson Road	Comparison	47	
EDG's	General Stores	107	Elson Road	Convenience	95	
Akash Balti	Take Away	148	Elson Road	Service	47	
Millennium Balti	Take Away	150	Elson Road	Service	40	
Causeway Bay Chinese	Take Away	152	Elson Road	Service	41	Vacant during the last survey.
Sweeneys	Hairdressers	156	Elson Road	Service	94	
Elson Fish Shop	Fish & Chips	109	Elson Road	Service	57	
Jack in the Bush	Public House	111	Elson Road	Service	256	
Impulse	Hair and Beauty Studio	113	Elson Road	Service	115	
Hardware		115	Elson Road	Vacant	70	
Ma and Pa's Pizza's	Take Away	117	Elson Road	Vacant	79	
				TOTAL	941	

	FLOORSPACE		OUTLETS
Comparison	47	Comparison	1
Convenience	95	Convenience	1
Service	650	Service	7
Vacant	149	Vacant	2
Other	0	Other	0
TOTAL	941	TOTAL	11

Source: Gosport Borough Council

Palmyra Road Neighbourhood Centre Quantitative Survey 21st August 2006

Fascia Master	Primary/Secondary Activity	Street No.	Road Name	Category	Floorspace	Additional Notes
JQ Carpets		87	Palmyra Road	Comparison	87	
Café/ Bakery	Café/Bakery	46	Palmyra Road	Convenience	70	Not vacant during the last survey.
Portsea Island Co-Op		56/66	Palmyra Road	Convenience	339	IGD Floorspace = 339 sqm gross, 233 sqm net. Council Floorspace = 385 sqm gross
Palmyra News	Newsagents	89	Palmyra Road	Convenience	100	
Drinks Cabin	Off Licence	97	Palmyra Road	Convenience	80	
Beijing Pioneer	Chinese	44	Palmyra Road	Service	80	
M & J Maintenance Ltd	Maintenance	48	Palmyra Road	Service	59	
Broadway Fryer	Fish & Chips	50	Palmyra Road	Service	85	
Broadway Hair Studio	Hairdressers	52	Palmyra Road	Service	44	
Botan Kebab and Pizza	Takeaway	93	Palmyra Road	Service	55	
Video Centre	Video Shop	91	Palmyra Road	Vacant	87	
Brassica	Florist	95	Palmyra Road	Vacant	58	
				TOTAL	1144	

	FLOORSPACE		OUTLETS
Comparison	87	Comparison	1
Convenience	589	Convenience	4
Service	323	Service	5
Vacant	145	Vacant	2
Other	0	Other	0
TOTAL	1144	TOTAL	12

Source: Gosport Borough Council

Forton Road No's 335-359 and 262-278 Neighbourhood Centre Quantitative Survey 4th August 2006

Fascia Master	Primary/Secondary Activity	Street No.	Road Name	Category	Floorspace	Additional Notes
Barkers	Toys/Party	347	Forton Road	Comparison	53	
Forton Fabrics		349	Forton Road	Comparison	54	
K&S Music	Music	351	Forton Road	Comparison	152	Corals Canines Canine Beaticians is located in 351a - this is not part of the frontage and therefore has not been taken into account.
Rachael's Bridalwear	Bridal Shop	351b	Forton Road	Comparison	87	Vacant during the last survey. Rachels Bridalwear coming soon. This building was formerly used as a Gospel Hall. Previously Junk and Disorderly.
Utopia	Private Store	353	Forton Road	Comparison	61	
Paul's	Videos and Records	355	Forton Road	Comparison	74	
Allsorts Needlecrafts	Needlecraft/babywear	357	Forton Road	Comparison	55	
The Fruit Basket	Grocers	335/337/339	Forton Road	Convenience	154	
Co-Op		262/278	Forton Road	Convenience	380	IGD Floorspace = 380 sqm gross, 163 sqm net. Council Floorspace = 337 sqm
Ladbrokes	Bookmakers	341/343/345	Forton Road	Service	159	
Steve Ellis	Hairdressers	359	Forton Road	Service	69	
				TOTAL	1298	
	FLOORSPACE					
Comparison	536	Comparison				
Convenience	534	Convenience				
Service	228	Service				
Vacant	0	Vacant				
Other	0	Other				
TOTAL	1298	TOTAL				

Source: Gosport Borough Council

Forton Road No's 45-95 Neighbourhood Centre Quantitative Survey 8th August 2006

Fascia Master	Primary/Secondary Activity	Street No.	Road Name	Category	Floorspace	Additional Notes
Paragon Rider Clothing		55	Forton Road	Comparison	115	Sui generis commercial use. Appears to be related to Trevor Pope Motorcycles.
Trevor Pope Motorcycles		55a-57-59	Forton Road	Comparison	320	Is 55a part of the retail frontage or a 1st floor use? 55b and 55c are 1st floor residential.
R.Arthur & Co	Yacht Chandler	59a/61	Forton Road	Comparison	117	
Ash Airsports and Leisure	Air Rifles/ Camping	83	Forton Road	Comparison	406	Previously Gosport Camping.
Peter Pans Bazaar		87	Forton Road	Comparison	82	
INBIZ 4 U	Bric n Brac	95	Forton Road	Comparison	78	Previously Bric n Brac.
Premier News	Newsagents	63 and 65	Forton Road	Convenience	93	
Sticky Treats	Sweet shop	91	Forton Road	Convenience	82	
ARC	Accom Resource Centre	51	Forton Road	Other	80	
The Pizza Base	Take Away	53	Forton Road	Service	82	
Frankies Barber Shop	Hairdressers	49	Forton Road	Service	90	
Yummie Kebab House	Take Away	67	Forton Road	Service	48	
Hair and Beauty Salon		69	Forton Road	Service	80	
Wok Inn	Chinese Takeaway	71	Forton Road	Service	79	Called Yan Woo fish and Chips during the last survey .
Chillies Indian Take Away	Take Away	73	Forton Road	Service	63	
The Five Alls	Public House	75	Forton Road	Service	153	
Lloyd Vine Lesiure	Gym	79	Forton Road	Service	110	
Karma Body		93	Forton Road	Service	93	Previously Reconditioned ads domestic.
Grocers	Grocers	47	Forton Road	Vacant	42	
Just Hair Studio	Prev. Hairdressers	89	Forton Road	Vacant	72	Sign across window advertising Lloyd Vine Leisure.
				TOTAL	2285	

	FLOORSPACE		OUTLETS
Comparison	1118	Comparison	6
Convenience	175	Convenience	2
Service	798	Service	9
Vacant	114	Vacant	2
Other	80	Other	1
TOTAL	2285	TOTAL	20

Source: Gosport Borough Council

Queens Parade Neighbourhood Centre Quantitative Survey 28th July 2006

Fascia Master	Primary/Secondary Activity	Street No.	Road Name	Category	Floorspace	Additional Notes
DJB Home Improvements	Kitchen and Bathrooms/Home Improvements	159	Privett Road	Comparison	109	
Coop Welcome	Convenience Store	151	Privett Road	Convenience	530	Previously Alldays.
Queens Parade News	Newsagents	161 and 163	Privett Road	Convenience	98	
Richard 1st	Hairdressers	153&155	Privett Road	Service	101	
Lloyds Chemist	Pharmacy	157	Privett Road	Service	109	
Chinese Take Away		165a	Privett Road	Service	57	
Queens Parade Fisheries	Fish & Chips	165b	Privett Road	Service	57	
TOTAL					1061	

	FLOORSPACE		OUTLETS
Comparison	109	Comparison	1
Convenience	628	Convenience	2
Service	324	Service	4
Vacant	0	Vacant	0
Other	0	Other	0
TOTAL	1061	TOTAL	7

Source: Gosport Borough Council

Portsmouth Road Neighbourhood Centre Quantitative Survey 25th July 2006

Fascia Master	Primary/Secondary Activity	Street No.	Road Name	Category	Floorspace	Additional Notes
Daves	Barbers	164	Portsmouth Road	Service	89	
Elmore Post Office		170	Portsmouth Road	Service	139	
Top Knot	Hair and Beauty	172	Portsmouth Road	Service	63	
Lee-on-the-Solent	Fish & Chips	174	Portsmouth Road	Service	123	
Elmore Pet Supplies		166	Portsmouth Road	Vacant	83	
Prev. J & S Gibson	General Stores	176	Portsmouth Road	Vacant	110	
				TOTAL	607	

	FLOORSPACE		OUTLETS
Comparison	0	Comparison	0
Convenience	0	Convenience	0
Service	414	Service	4
Vacant	193	Vacant	2
Other	0	Other	0
TOTAL	607	TOTAL	6

Gosport Borough Council

Dartmouth Court Neighbourhood Centre Quantitative Survey 8th August 2006

Fascia Master	Primary/Secondary Activity	Road Name	Category	Floorspace	Additional Notes
Nisa	Newsagent	Dartmouth Court	Convenience	267	Plans show the floorspace to measure 267 square metres.
Vacant unit	Vacant	Dartmouth Court	Vacant	81	Plans show the floorspace to measure 81.41 square metres.
Vacant unit	Vacant	Dartmouth Court	Vacant	63	Plans show the floorspace to measure 81.41 square metres.
Vacant unit	Vacant	Dartmouth Court	Vacant	81	Plans show the floorspace to measure 62.73 square metres.
Vacant unit	Vacant	Dartmouth Court	Vacant	81	Plans show the floorspace to measure 81.41 square metres.
			TOTAL	573	

	FLOORSPACE		OUTLETS
Comparison	0	Comparison	0
Convenience	267	Convenience	1
Service	0	Service	0
Vacant	306	Vacant	4
Other	0	Other	0
TOTAL	573	TOTAL	5

Source: Gosport Borough Council

Twyford Drive/Cherque Farm Neighbourhood Centre Quantitative Survey 28th July 2006

Fascia Master	Primary/Secondary Activity	Category	Floorspace	Additional Notes
Coop	Convenience Store	Convenience	378	
Vacant	Vacant	Vacant	79	
Vacant	Vacant	Vacant	106	
Vacant	Vacant	Vacant	70	This building has been given permission for both A1 and A2 uses.
Vacant	Vacant	Vacant	80	This building has been given permission for both A1 and A2 uses.
Vacant	Vacant	Vacant	172	
TOTAL			885	

	FLOORSPACE		OUTLETS
Comparison	0	Comparison	0
Convenience	378	Convenience	1
Service	0	Service	0
Vacant	507	Vacant	5
Other	0	Other	0
TOTAL	885	TOTAL	6

Source: Gosport Borough Council

APPENDIX 3:

GOSPORT RETAILER REQUIREMENTS

Town Centres: Retail, Leisure and Office Study, February 2007

Retailer Requirements: Gosport

	<i>Name</i>	<i>Type</i>	<i>Retail Category</i>	<i>Min Req (sqm)</i>	<i>Max Req (sqm)</i>
1	Aldi	Supermarket	Convenience	1,356	1,356
2	Farmfoods	Supermarket	Convenience	465	743
<i>SUB TOTAL CONVENIENCE</i>				1,821	2,099
1	Bathstore.com	Bathrooms/Furniture	Comparison	232	465
2	Cook and Wash	Household Accessories	Comparison	232	465
3	Game Ltd	Computer Software	Comparison	130	232
4	Homestyle Group	Homeware/Furniture	Comparison	279	465
5	Matalan	Clothing/Household/Accessories	Comparison	1,858	3,252
6	Phones 4 U	Mobile Phones	Comparison	56	139
7	Pondon Mill Ltd	Household Linens	Comparison	139	279
8	Poundland	Variety/Discount	Comparison	232	650
9	Right Price	Ironmonger/Hardware	Comparison	163	279
10	Savers Health and Beauty	Cosmetics/Toiletries	Comparison	186	232
11	Shoe Zone	Shoes	Comparison	167	232
12	Whittard of Chelsea	Foods/Delicatessens	Comparison	46	186
13	YMCA Charity Shop	Charity Shop	Comparison	70	139
<i>SUB TOTAL COMPARISON</i>				3,790	7,014
1	Enfields	Estate Agents	Service	74	186
2	O'Neils	Public House	Service	84	111
3	Papa Johns	Takeaway	Service	74	232
4	Pizza Hut	Restaurant	Service	79	372
<i>SUB TOTAL SERVICE</i>				311	901
<i>TOTAL</i>				5,922	10,014

Source: Focus Property Intelligence Database

APPENDIX 4:

TELEPHONE SURVEY RESULTS: CUSTOMER VIEWS AND BEHAVIOURS

Telephone Survey Results - Customer Views and Behaviours Gosport (January 2007)

	Zones 1-10	Zones 1-4	Zones 5-10
Q.14: How often do you go shopping in or visit Gosport?			
1 day a week	11.59%	33.70%	3.30%
2 - 3 days a week	6.69%	23.00%	0.80%
Once every 2 weeks	5.91%	13.00%	2.70%
Once every month	8.43%	10.70%	9.30%
Never	40.18%	4.10%	54.50%
4 - 6 days a week	1.21%	4.10%	0.00%
Everyday	1.66%	3.90%	0.60%
3 - 4 times a year	7.02%	3.50%	9.10%
Once every two months	4.25%	3.10%	4.50%
Less often	5.11%	0.60%	5.80%
Once a year	7.70%	0.20%	8.80%
(Don't know / varies)	0.26%	0.20%	0.60%
Q.15: Do you only go to Gosport on market days ?			
No	68.65%	78.30%	65.20%
Yes	28.41%	19.30%	31.70%
(Don't know / varies)	2.86%	2.00%	3.20%
Other	0.09%	0.40%	0.00%
Q.16: How do you usually travel to Gosport ?			
Car / van (as driver)	49.75%	56.80%	49.30%
Bus	12.67%	16.80%	12.20%
Walk	4.78%	11.20%	0.90%
Car / van (as passenger)	10.54%	7.90%	13.60%
Bicycle	2.47%	4.10%	1.40%
(Don't know / varies)	2.34%	2.00%	2.30%
Motorcycle	0.31%	0.80%	0.00%
Taxi	0.14%	0.40%	0.00%
Ferry	17.00%	0.00%	20.40%
Train	0.00%	0.00%	0.00%
Other	0.00%	0.00%	0.00%

Q17: What do you like about Gosport ?

Close to home	18.48%	35.30%	2.70%
Nothing / very little	24.98%	25.80%	27.10%
Close to the Waterfront	11.70%	8.30%	14.90%
Good and / or free car parking	6.35%	7.90%	7.20%
It is quiet / not very busy	5.05%	5.90%	1.80%
Attractive environment	4.85%	4.50%	8.60%
Good range of chain / well known stores	6.36%	3.90%	4.50%
Good range of independent stores	9.40%	3.20%	10.40%
Ferry	8.04%	3.00%	10.40%
Easily accessible by foot / cycle	1.90%	2.80%	0.50%
It is small / compact	1.76%	2.60%	1.80%
(Don't know / can't remember)	4.43%	2.40%	6.80%
Markets	9.56%	2.20%	11.80%
Has a good marina / harbour / sea front / beach	1.86%	2.20%	2.70%
Cleanliness	2.05%	1.60%	2.30%
Good range of shops generally	1.33%	1.60%	1.80%
Good range of food stores	1.24%	1.60%	1.40%
Familiar	0.74%	1.60%	0.50%
Friendly / pleasant atmosphere	2.55%	1.40%	2.30%
Good bus service / accessible public transport	1.02%	1.40%	0.90%
It is pedestrianised	0.84%	1.40%	0.00%
Close to work / en route to work	1.41%	1.20%	0.50%
Good range of services	1.05%	0.80%	0.50%
Open planned / spacious	0.65%	0.80%	0.90%
Everything	0.33%	0.80%	0.00%
Good range of non-food shops	0.44%	0.60%	0.00%
Good layout in general	0.29%	0.60%	0.00%
It's my home town	0.14%	0.60%	0.00%
Generally convenient	0.39%	0.40%	0.90%
Pleasant to travel through	0.30%	0.40%	0.50%
Millennium Promenade	1.45%	0.20%	1.40%
Good prices	0.45%	0.20%	1.40%
Part of an overall day out	0.20%	0.20%	0.50%
Somewhere different to visit	3.96%	0.00%	3.60%
Other	2.56%	0.00%	3.20%
Submarine Museum	0.91%	0.00%	1.40%
Explosion Museum	0.76%	0.00%	0.90%
Restaurant / cafes	0.17%	0.00%	0.00%

Q18: What do you dislike about Gosport ?

Lack of non-food stores	14.02%	33.70%	8.40%
Nothing / very little	33.22%	26.70%	36.60%
Traffic congestion	16.41%	10.30%	19.50%
Parking charges	4.84%	9.90%	3.70%
Lack of foodstores	3.74%	9.10%	1.90%
Poor choice of shops in general	3.87%	8.80%	1.90%
Difficult to park	3.38%	4.70%	2.50%
Other	2.95%	2.90%	2.50%
It is very anti-social	1.89%	2.90%	1.00%
Difficult to park near shops	1.84%	2.70%	1.00%
(Don't know / can't remember)	8.38%	2.50%	7.40%
It is rundown	2.17%	2.30%	2.30%
Lack of eating and drinking places	1.23%	2.10%	0.60%
Too much litter / dirty	1.07%	2.10%	1.00%
Unsheltered	0.71%	1.80%	0.40%
Poor choice of leisure facilities	0.53%	1.80%	0.20%
Too small / overcrowded	0.66%	1.40%	0.80%
Too expensive	0.38%	1.40%	0.20%
Too long / inconvenient journey	12.16%	1.20%	14.20%
Vacant shops	0.59%	1.20%	0.80%
Poor bus services	0.83%	1.00%	0.80%
Not much to do	0.32%	0.80%	0.00%
Too cold / windy	0.34%	0.60%	0.60%
Poor accessibility by foot / cycle	0.25%	0.60%	0.20%
Poor range of chain / well known stores	0.53%	0.40%	0.40%
Poor access for the disabled	1.58%	0.20%	0.80%
Poor accessibility by car	1.39%	0.20%	2.90%
The ferry	0.85%	0.20%	0.60%
Old fashioned	0.25%	0.20%	0.40%
Poor lighting	0.18%	0.20%	0.20%
Poor security for shoppers / cars	0.10%	0.20%	0.20%
Better places to shop closer to home	1.25%	0.00%	1.60%
Generally poor accessibility	1.01%	0.00%	1.60%
No Mainline Railway Station	0.25%	0.00%	0.60%

Q.19: Is there anything that would make you shop in or visit Gosport more often ?

More non-food stores	15.23%	37.00%	8.00%
(Nothing)	53.78%	35.80%	58.60%
Better range of chain / well known stores	5.19%	9.10%	3.90%
Cheaper parking	3.71%	8.20%	2.90%
More food stores	2.29%	5.60%	1.20%
Free parking	2.37%	4.10%	2.30%
More places to eat / drink	1.45%	3.70%	0.80%
More / larger shops	1.79%	2.90%	1.60%
More leisure facilities (e.g. cinema etc.)	1.23%	2.90%	1.20%
Easier / more parking	1.73%	2.30%	1.40%
Better public transport links	5.79%	1.60%	7.40%
Cheaper prices	0.52%	1.60%	0.20%
If it were updated	0.56%	1.40%	0.40%
Other	1.85%	1.20%	1.20%
(Don't know / can't remember)	2.32%	1.00%	2.50%
Improved leisure facilities	1.16%	1.00%	0.80%
Improve the anti-social situation	0.31%	1.00%	0.20%
Improvements to the shopping centre	1.15%	0.80%	1.00%
If there were more independent stores	1.04%	0.80%	0.60%
If the shops were undercover	0.49%	0.80%	0.60%
Better variety of stores	0.20%	0.80%	0.00%
Better disabled access	1.03%	0.60%	0.60%
Everything improved	0.84%	0.60%	0.60%
More security / better personal safety	0.16%	0.40%	0.00%
Better road access	3.66%	0.20%	6.00%
Improved markets	0.59%	0.20%	0.80%
More services (e.g. bank, library, hairdressers etc.)	0.29%	0.20%	0.60%
Easier access generally	1.11%	0.00%	1.20%
Reduce traffic congestion	1.09%	0.00%	2.30%
If I lived closer	0.20%	0.00%	0.60%

Q.20: Have you heard of the following attractions in Gosport ?

Gosport Market	86.26%	99.20%	80.00%
Priddy's Hard	86.08%	97.90%	84.80%
Explosion Museum	76.41%	97.90%	73.00%
Royal Navy Submarine Museum	90.54%	97.10%	90.70%
Marina	79.91%	95.70%	77.80%
The Discovery Centre Library	59.66%	90.70%	49.20%
Other	1.00%	2.10%	0.80%
(Don't know / can't remember)	2.39%	0.20%	2.90%

Q.22: Do you take part in any of the following leisure or cultural activities ?

Restaurants	74.54%	75.50%	75.50%
Cinema	56.38%	56.20%	55.80%
Pubs / clubs	51.68%	51.60%	47.10%
Theatres	48.95%	46.30%	52.70%
Museums / art gallery	45.08%	41.40%	44.90%
Swimming	32.98%	34.80%	32.30%
Ten pin bowling	27.48%	29.80%	22.80%
Gym / health & fitness club	17.73%	16.10%	21.00%
Sailing / Marine Related Activities	8.40%	12.10%	8.60%
Ice Skating	8.11%	10.10%	6.00%
(None of these)	7.74%	7.20%	8.60%
Bingo	5.34%	5.30%	4.70%
(Don't know)	0.22%	0.00%	0.60%

Q.23: Where do you go most often to visit the cinema ?**Those who visit the cinema at Q22**

Vue, Gunwharf Quays, Portsmouth	51.89%	54.30%	43.20%
Apollo Cinema, Fareham	16.57%	27.30%	19.60%
UCI, Port Solent, Portsmouth	17.54%	11.40%	22.90%
(Don't know / varies)	2.93%	5.20%	2.60%
Odeon, West Quay Road, Southampton	0.36%	0.70%	0.00%
Odeon, London Road, Portsmouth	7.44%	0.30%	4.80%
Fernham Hall	0.08%	0.30%	0.00%
UGC, Ocean Village, Southampton	0.08%	0.30%	0.00%
Carlton, High Street, Cosham, Portsmouth	1.53%	0.00%	3.00%
Other	0.82%	0.00%	2.20%
Cosham	0.39%	0.00%	0.70%
Harbour Lights Picturehouse, Ocean Village, Southampton	0.23%	0.00%	0.70%
Kings Theatre, Southsea	0.16%	0.00%	0.40%

Q.24: Where do you go most often to go ten pin bowling ?**Those who go ten pin bowling at Q22**

Go Bowling, Fareham	37.57%	75.80%	32.40%
Bowlplex, Portsmouth	51.32%	18.30%	50.50%
(Don't know / varies)	3.03%	2.00%	3.60%
Megabowl, Southampton	0.95%	2.00%	0.90%
AMF Bowling, Portsmouth	2.37%	1.30%	1.80%
Other	0.43%	0.70%	0.90%
AMF Bowl, Bedhampton, Havant	4.34%	0.00%	9.90%

Q.25: Where do you go most often to visit the gym / health & fitness club ?**Those who visit the gym / health fitness club at Q22**

Lee-on-the-Solent Tennis and Squash Club	6.77%	14.50%	2.90%
Other	14.96%	12.00%	13.70%
HM Leisure Facilities	8.54%	10.80%	7.80%
Miracles, Gosport	2.84%	8.40%	1.00%
Holbrook Recreation Centre	2.41%	8.40%	0.00%
Fareham Leisure Centre	6.30%	6.00%	8.80%
Fitness First, Portchester	6.28%	6.00%	4.90%
David Lloyd, Port Solent	8.47%	4.80%	13.70%
(Don't know / varies)	5.30%	3.60%	4.90%
LA Fitness, Pulheim Parade, Fareham	3.72%	3.60%	5.90%
ROKO Gym, Portsmouth	5.79%	2.40%	3.90%
Bodyvisions, Gosport	0.89%	2.40%	0.00%
Lloyd Vine Leisure, Gosport	0.56%	2.40%	0.00%
St Vincent Sixth Form College Leisure Centre	0.48%	2.40%	0.00%
Fitness First, The Pompey Centre, Portsmouth	9.55%	1.20%	10.80%
Mountbatten Centre, Portsmouth	3.53%	1.20%	3.90%
Victoria Swimming Centre, Portsmouth	2.73%	1.20%	1.00%
Banana Fitness, Fareham Leisure Centre, Fareham	1.33%	1.20%	2.00%
Broom Park Gym, Gosport	0.58%	1.20%	0.00%
Fleetlands, Fareham Road, Gosport	0.32%	1.20%	0.00%
The Quays, Southampton	0.32%	1.20%	0.00%
Gosport Running Club, Green Lane, Alverstoke, Gosport	0.24%	1.20%	0.00%
Local Church, Gosport	0.16%	1.20%	0.00%
Gosport Health and Fitness Centre	0.16%	1.20%	0.00%
Cannons, Northern Parade, Portsmouth	2.78%	0.00%	2.00%
Horizon Leisure Centre, Waterlooville	1.87%	0.00%	2.90%
Holiday Inn, Southsea	0.88%	0.00%	3.90%
The Edge, Gunwharf Quays, Portsmouth	0.81%	0.00%	2.90%
Waterlooville Leisure Centre, Waterlooville	0.62%	0.00%	1.00%
Pyramids Leisure Centre, Portsmouth	0.42%	0.00%	1.00%
Gosport Working Mans Club, Gosport	0.42%	0.00%	1.00%

**Q.26: Where do you go swimming most often ?
Those who go swimming at Q22**

Holbrook Recreation Centre	20.13%	58.10%	3.20%
Fareham Leisure Centre	15.69%	15.10%	22.90%
HM Leisure Facilities	4.45%	5.60%	4.50%
Other	12.26%	5%	13.40%
LA Fitness, Pulheim Parade, Fareham	2.48%	2.80%	3.80%
David Lloyd, Port Solent	3.17%	2.20%	5.70%
St Vincent Sixth Form College Leisure Centre	0.47%	2.20%	0.00%
Miracles, Gosport	0.70%	1.70%	0.00%
Horizon Leisure Centre, Waterlooville	10.80%	1.10%	12.70%
Pyramids Leisure Centre, Portsmouth	4.63%	1.10%	3.80%
Lee-on-the-Solent Tennis and Squash Club	0.62%	1.10%	0.00%
Gosport Health and Fitness Centre	0.30%	1.10%	0.00%
Victoria Swimming Centre, Portsmouth	11.23%	0.60%	14.00%
Bodyvisions, Gosport	0.53%	0.60%	0.60%
Lloyd Vine Leisure, Gosport	0.13%	0.60%	0.00%
Havant Leisure Centre, Havant	4.14%	0.00%	3.20%
Eastney Swimming Pool, Portsmouth	3.47%	0.00%	1.90%
(Don't know / varies)	1.69%	0.00%	2.50%
Mountbatten Centre, Portsmouth	1.62%	0.00%	2.50%
Holiday Inn, Portsmouth	0.59%	0.00%	3.20%
Romsey Rapids, Romsey	0.34%	0.00%	0.60%
Cannons, Northern Parade, Portsmouth	0.34%	0.00%	0.60%
The Quays, Southampton	0.22%	0.00%	0.60%

**Q.27: What town centre do you visit most often for pubs / clubs ?
Those who visit pubs and clubs at Q22**

Gosport Town Centre	11.29%	38.50%	1.30%
(Don't know / varies)	11.48%	15.10%	10.90%
Lee-on-the-Solent District Centre	5.30%	11.30%	0.90%
Portsmouth Town Centre	37.30%	10.60%	38.00%
Fareham Town Centre	10.27%	9.80%	18.80%
Gunwharf Quays, Portsmouth Harbour	6.43%	7.50%	4.80%
Other	4.30%	4.50%	3.90%
Southampton Town Centre	1.21%	1.10%	2.60%
Stubbington	0.65%	1.10%	1.30%
Southsea Town Centre	7.15%	0.40%	10.90%
North End, Portsmouth	2.22%	0.00%	1.30%
Port Solent	0.85%	0.00%	1.70%
Portchester	0.69%	0.00%	1.70%
Cosham	0.64%	0.00%	1.30%
Havant Town Centre	0.21%	0.00%	0.40%

**Q.28: What town centre do you visit most often for restaurants ?
Those who visit restaurants at Q22**

(Don't know / varies)	18.14%	24.70%	16.60%
Gosport Town Centre	6.21%	19.10%	2.20%
Fareham Town Centre	11.70%	14.90%	16.90%
Gunwharf Quays, Portsmouth Harbour	11.54%	12.60%	10.90%
Lee-on-the-Solent District Centre	4.01%	10.10%	0.50%
Portsmouth Town Centre	28.20%	8.00%	24.80%
Southsea Town Centre	7.80%	2.30%	10.40%
Other	2.02%	2.10%	0.00%
Southampton Town Centre	1.58%	2.10%	2.20%
Port Solent	3.22%	1.50%	4.90%
Winchester Town Centre	1.78%	1.50%	1.90%
Chichester	0.76%	0.50%	1.10%
Titchfield	0.27%	0.30%	0.50%
Havant Town Centre	0.08%	0.30%	0.00%
Cosham	1.16%	0.00%	2.50%
Waterlooville Town Centre	0.78%	0.00%	0.80%
Portchester	0.42%	0.00%	0.80%
Stubbington	0.20%	0.00%	0.50%
Eastleigh Town Centre	0.15%	0.00%	0.30%

Q.29: What town centre do you visit most often for bingo ?**Those who go to bingo at Q22**

Gosport Town Centre	18.42%	63%	4.30%
Other	4.73%	11.10%	4.30%
Portsmouth Town Centre	35.75%	7.40%	30.40%
Cosham	26.00%	3.70%	34.80%
Havant Town Centre	6.60%	3.70%	13.00%
(Don't know / varies)	4.80%	3.70%	8.70%
Fareham Town Centre	1.91%	3.70%	0.00%
Southampton Town Centre	1.06%	3.70%	0.00%
Southsea Town Centre	0.73%	0.00%	4.30%

Q.30: What town centre do you visit most often for theatres ?**Those who visit the theatre at Q22**

Southampton Town Centre	29.89%	42.90%	27.30%
Portsmouth Town Centre	23.89%	16.40%	21.10%
London	11.61%	16.40%	12.10%
Fareham Town Centre	6.06%	8.80%	7.00%
Chichester	8.64%	6.30%	11.70%
(Don't know / varies)	4.91%	5.90%	4.70%
Southsea Town Centre	14.28%	1.70%	14.80%
Other	0.35%	1.30%	0.40%
Gosport Town Centre	0.12%	0.40%	0.00%
Portchester	0.18%	0.00%	0.40%
Winchester Town Centre	0.08%	0.00%	0.40%

Q.31: What town centre do you visit most often for museums / art galleries ?**Those who visit museums / art galleries at Q22**

(Don't know / varies)	21.40%	30.00%	22.90%
Gosport Town Centre	10.19%	29.10%	2.30%
London	28.99%	26.30%	27.10%
Portsmouth Town Centre	29.02%	7.50%	30.70%
Other	1.96%	3.80%	1.40%
Fareham Town Centre	2.52%	1.90%	5.00%
Southsea Town Centre	3.94%	0.50%	6.40%
Chichester	0.92%	0.50%	1.80%
Winchester Town Centre	0.51%	0.50%	0.90%
Southampton Town Centre	0.57%	0.00%	1.40%

Q.32: Where do you visit most often for sailing / marine related activities?**Those who do sailing / marine related activities at Q22**

Gosport Town Centre	21.81%	58.10%	11.90%
Other	19.37%	12.90%	19.00%
Lee-on-the-Solent	6.74%	9.70%	4.80%
(Don't know / varies)	8.62%	8.10%	9.50%
Portsmouth Town Centre	22.46%	3.20%	26.20%
Fareham Town Centre	1.01%	3.20%	0.00%
Port Solent	8.59%	1.60%	14.30%
Hamble	4.57%	1.60%	9.50%
Southampton Town Centre	1.21%	1.60%	0.00%
Southsea Town Centre	4.55%	0.00%	2.40%
Portchester	1.06%	0.00%	2.40%

Q.33: Where do you visit most often for ice skating ?**Those who go ice skating at Q22**

Gosport Town Centre	82.68%	98.10%	69.00%
Fareham Town Centre	0.70%	1.90%	0.00%
Other	7.91%	0.00%	13.80%
Southampton Town Centre	4.71%	0.00%	3.40%
Portsmouth Town Centre	2.72%	0.00%	6.90%
Winchester Town Centre	0.81%	0.00%	3.40%
(Don't know / varies)	0.48%	0.00%	3.40%

Q.34: How often do you visit Gosport town centre in the evenings ?

Never	83.12%	60.30%	90.50%
Less often than once a quarter	5.34%	11.70%	4.30%
Once a quarter	2.97%	8.00%	1.00%
Once every month	3.22%	7.80%	1.00%
1 day a week	1.83%	4.30%	0.80%
Once every 2 weeks	1.26%	3.50%	0.60%
2 - 3 days a week	0.85%	2.70%	0.20%
(Don't know / varies)	1.17%	1.00%	1.40%
4 - 6 days a week	0.14%	0.40%	0.00%
Everyday	0.10%	0.40%	0.00%

Q.35: Why do you never visit Gosport town centre in the evenings?**Those who do not visit Gosport town centre in the evenings**

(No reason)	32.59%	28.10%	31.10%
Nothing to do	14.37%	23.90%	11.60%
Fear of crime	8.38%	19.00%	5.70%
Don't go out at night	6.81%	8.70%	7.70%
Better facilities elsewhere	6.48%	5.20%	8.20%
Have young children	0.66%	2.60%	0.20%
Poor accessibility by bus	3.50%	1.60%	3.40%
Dislike the area	0.89%	1.30%	0.70%
Poor accessibility in general	0.44%	1.30%	0.20%
No transportation	0.31%	1.30%	0.00%
Night entertainment in Gosport is aimed at younger people	0.29%	1.30%	0.20%
Lack of restaurants	0.26%	1.30%	0.00%
(Don't know / can't remember)	2.22%	1.00%	2.30%
Other	1.44%	1.00%	2.00%
Too far to travel	7.16%	0.60%	12.30%
I don't know anyone who lives there	1.40%	0.60%	1.40%
Don't know the area	2.89%	0.30%	3.00%
Too busy	2.20%	0.30%	1.40%
Too expensive	1.06%	0.30%	1.40%
Health is too poor	0.80%	0.30%	0.90%
Poor accessibility by ferry	1.80%	0.00%	2.30%
Traffic congestion	1.78%	0.00%	2.30%
Not sure what is there	1.36%	0.00%	1.40%
Difficult to park	0.92%	0.00%	0.50%

APPENDIX 5:

GOSPORT FOODSTORE REPRESENTATION

Foodstores

Store (location)	Size (sq. m net)	Date of Opening	No of Checkouts	Restrictive Conditions	Mezzanine Floor	Deli	Bakery	Café	Hot food Counter	Pharmacy	Fish Monger	Butcher	Petrol Station
Iceland, Walpole Road, Gosport (TC)	343	-	4	X	X	X	X	X	X	X	X	X	X
Morrisons, Walpole Road, Gosport (TC)	2,299	1992	18	X	X	✓	✓	✓	✓	✓	✓	✓	X
Co-Op, High Street, Lee-on-the-Solent (TC)	530	-	5	X	X	X	✓	X	X	X	X	X	X
Waitrose, Stoke Road (TC)	1,024	1973	8	X	X	✓	✓	X	X	X	X	✓	X
Lidl, Forton Road (TC)	846	1996	-	X	X	X	X	X	X	X	X	X	X
Co-Op, Forton Road (TC)	159	-	2	X	X	X	X	X	X	X	X	X	X
Co-Op, Rowner Road (TC)	315	-	3	X	X	X	X	X	X	X	X	X	X
Co-Op, Gregson Avenue (TC)	278	-	3	X	X	X	X	X	X	X	X	X	X
Asda Dock Road, Gosport (OOC)	2,914	1977	19	X	X	✓	✓	X	✓	X	X	X	X

Source: GVA Grimley/Goad/IGD

APPENDIX 6:

CAPACITY PROJECTIONS: CONVENIENCE GOODS

GOSPORT BOROUGH COUNCIL TOWN CENTRES STUDY 2007

TABLE 1
SURVEY AREA POPULATION FORECASTS

Catchment Zone	Postcode Sector Groupings	2006	2011	2016	2021	2026
1	PO12 1/3/4	35,467	35,750	35,178	34,686	34,374
2	PO12 2	10,723	10,809	10,636	10,487	10,393
3	PO13 8/9	16,869	17,004	16,732	16,497	16,349
4	PO13 0	16,410	16,542	16,277	16,049	15,905
5	PO14 1/2/3	26,200	26,795	27,390	27,985	28,580
6	PO16 0/7/8/9	31,702	32,291	32,841	33,391	33,941
7	PO6 1/2/3/4	39,838	40,914	41,037	41,611	42,402
8	PO1 1/4/5, PO2 0/7/8/9, PO3 5/6, PO4 0/8/9, PO5 1/2/4	138,649	142,392	142,819	144,819	147,570
9	PO1 3	4,719	4,847	4,861	4,929	5,023
10	PO12, PO5 3	9,208	9,456	9,485	9,618	9,800
TOTAL		329,785	336,800	337,256	340,072	344,336

SOURCE: Experian Business Solutions & Hampshire County Council, February 2007
NOTE: Zone 1-4 Best Fit Boundary with Gosport Borough Council / Zone 7-10 Best Fit Boundary with Portsmouth City Council
Population Growth / Fall in line with RSS population projections

TABLE 1A
POPULATION GROWTH RATES

2006-2011 (%)	2011-2016 (%)	2016-2021 (%)	2021-2026 (%)	2006-2026 (%)
0.8	-1.6	-1.4	-0.9	-3.1
0.8	-1.6	-1.4	-0.9	-3.1
0.8	-1.6	-1.4	-0.9	-3.1
0.8	-1.6	-1.4	-0.9	-3.1
2.3	2.2	2.2	2.1	9.1
1.9	1.7	1.7	1.6	7.1
2.7	0.3	1.4	1.9	6.4
2.7	0.3	1.4	1.9	6.4
2.7	0.3	1.4	1.9	6.4
2.7	0.3	1.4	1.9	6.4
2.1	0.1	0.8	1.3	4.4

GOSPORT BOROUGH COUNCIL TOWN CENTRES: RETAIL, LEISURE AND OFFICES STUDY 2007

TABLE 2
SURVEY AREA RETAIL EXPENDITURE FORECASTS PER CAPITA (2005 prices)

GROWTH IN PER CAPITA RETAIL EXPENDITURE:														
Convenience Goods		0.70 %pa 2005-2021												
Comparison Goods		3.80 %pa 2005-2021												
ZONE	CONVENIENCE GOODS							COMPARISON GOODS						
	2005	2005 Minus SFT	2006	2011	2016	2021	2026	2005	2005 Minus SFT	2006	2011	2016	2021	2026
1	1,501	1,487	1,498	1,551	1,606	1,663	1,722	2,864	2,649	2,750	3,314	3,993	4,811	5,798
2	1,562	1,548	1,559	1,614	1,671	1,731	1,792	2,971	2,748	2,853	3,437	4,142	4,991	6,014
3	1,506	1,492	1,503	1,556	1,611	1,669	1,728	2,842	2,629	2,729	3,288	3,962	4,774	5,753
4	1,494	1,481	1,491	1,544	1,599	1,655	1,714	2,587	2,393	2,484	2,993	3,607	4,346	5,237
5	1,508	1,494	1,505	1,558	1,614	1,671	1,730	2,863	2,648	2,749	3,312	3,991	4,810	5,796
6	1,636	1,621	1,633	1,691	1,751	1,813	1,877	3,091	2,859	2,968	3,576	4,309	5,193	6,257
7	1,512	1,498	1,509	1,562	1,618	1,675	1,735	2,669	2,469	2,563	3,088	3,721	4,484	5,403
8	1,517	1,503	1,514	1,568	1,623	1,681	1,741	2,840	2,627	2,727	3,286	3,959	4,771	5,749
9	1,111	1,101	1,109	1,148	1,189	1,231	1,275	1,858	1,719	1,784	2,150	2,590	3,121	3,761
10	1,559	1,545	1,556	1,611	1,668	1,727	1,789	2,942	2,721	2,825	3,404	4,102	4,942	5,956

Note
Special Forms of trading removed : -
i) Convenience goods 0.9%
ii) Comparison goods 7.5%

TABLE 3
SURVEY AREA RETAIL EXPENDITURE FORECASTS (2005 prices)

ZONE	CONVENIENCE GOODS					COMPARISON GOODS				
	2006 (£000)	2011 (£000)	2016 (£000)	2021 (£000)	2026 (£000)	2006 (£000)	2011 (£000)	2016 (£000)	2021 (£000)	2026 (£000)
1	53,126	55,451	56,501	57,687	59,197	97,529	118,462	140,463	166,888	199,290
2	16,715	17,447	17,777	18,150	18,625	30,589	37,154	44,054	52,342	62,505
3	25,352	26,462	26,963	27,529	28,249	46,031	55,911	66,294	78,766	94,059
4	24,467	25,538	26,021	26,567	27,263	40,762	49,511	58,706	69,750	83,293
5	39,428	41,755	44,197	46,760	49,449	72,021	88,757	109,327	134,600	165,642
6	51,757	54,590	57,491	60,528	63,709	94,086	115,480	141,523	173,392	212,378
7	60,111	63,925	66,393	69,712	73,558	102,091	126,341	152,697	186,576	229,096
8	209,896	223,214	231,830	243,419	256,848	378,070	467,875	565,480	690,943	848,405
9	5,232	5,564	5,779	6,068	6,403	8,419	10,418	12,592	15,386	18,892
10	14,325	15,234	15,822	16,613	17,530	26,010	32,188	38,903	47,535	58,368
TOTAL	500,409	529,180	548,773	573,034	600,830	895,607	1,102,097	1,330,041	1,616,179	1,971,927

SOURCE: Table 1, Experian Business Solutions Growth Rates and Expenditure Data for Gosport

GOSPORT BOROUGH COUNCIL
TOWN CENTRES: RETAIL, LEISURE AND OFFICES STUDY 2007

CONVENIENCE GOODS
GOSPORT TOWN CENTRE

TABLE 4
CONVENIENCE GOODS ALLOCATION - % MARKET SHARE

Catchment Zone	MORRISONS, WALPOLE ROAD					ICELAND, HIGH STREET					OTHER TOWN CENTRE CONVENIENCE					TOTAL				
	2006	2011	2016	2021	2026	2006	2011	2016	2021	2026	2006	2011	2016	2021	2026	2006	2011	2016	2021	2026
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
1	18	18	18	18	18	1	1	1	1	1	2	2	2	2	2	21	21	21	21	21
2	19	19	19	19	19	0	0	0	0	0	3	3	3	3	3	22	22	22	22	22
3	8	8	8	8	8	0	0	0	0	0	0	0	0	0	0	8	8	8	8	8
4	9	9	9	9	9	0	0	0	0	0	3	3	3	3	3	12	12	12	12	12
5	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
6	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
7	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
8	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
9	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
10	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

SOURCE: Gosport Telephone Survey, January 2007

TABLE 5
CONVENIENCE GOODS ALLOCATION - SPEND (£) 2005 PRICES

Catchment Zone	MORRISONS, WALPOLE ROAD					ICELAND, HIGH STREET					OTHER TOWN CENTRE CONVENIENCE					TOTAL				
	2006	2011	2016	2021	2026	2006	2011	2016	2021	2026	2006	2011	2016	2021	2026	2006	2011	2016	2021	2026
	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)
1	9,552	9,970	10,159	10,372	10,644	446	466	475	485	497	972	1,015	1,034	1,056	1,083	10,970	11,451	11,667	11,912	12,224
2	3,184	3,324	3,386	3,458	3,548	0	0	0	0	0	508	530	540	552	566	3,692	3,854	3,927	4,009	4,114
3	2,048	2,138	2,179	2,224	2,283	0	0	0	0	0	0	0	0	0	0	2,048	2,138	2,179	2,224	2,283
4	2,214	2,311	2,355	2,404	2,467	0	0	0	0	0	832	868	885	903	927	3,046	3,179	3,240	3,308	3,394
5	0	0	0	0	0	0	0	0	0	0	130	138	146	154	163	130	138	146	154	163
6	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
7	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
8	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
9	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
10	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
TOTALS	16,999	17,743	18,079	18,458	18,942	446	466	475	485	497	2,442	2,551	2,605	2,665	2,740	19,887	20,760	21,158	21,608	22,178

SOURCE: Tables 3 & 4

GOSPORT BOROUGH COUNCIL
TOWN CENTRES: RETAIL, LEISURE AND OFFICES STUDY 2007

CONVENIENCE GOODS
GOSPORT OUT OF CENTRE

TABLE 6
CONVENIENCE GOODS ALLOCATION - % MARKET SHARE

Catchment Zone	ASDA, DOCK ROAD					TESCO EXPRESS, CARLESS CLOSE					TOTAL				
	2006	2011	2016	2021	2026	2006	2011	2016	2021	2026	2006	2011	2016	2021	2026
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
1	40	40	40	40	40	1	1	1	1	1	41	41	41	41	41
2	37	37	37	37	37	0	0	0	0	0	37	37	37	37	37
3	21	21	21	21	21	3	3	3	3	3	24	24	24	24	24
4	10	10	10	10	10	0	0	0	0	0	10	10	10	10	10
5	1	1	1	1	1	0	0	0	0	0	1	1	1	1	1
6	1	1	1	1	1	0	0	0	0	0	1	1	1	1	1
7	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
8	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
9	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
10	0	0	0	0	0	1	1	1	1	1	1	1	1	1	1

SOURCE: Gosport Telephone Survey, January 2007

TABLE 7
CONVENIENCE GOODS ALLOCATION - SPEND (£) 2005 PRICES

Catchment Zone	ASDA, DOCK ROAD					TESCO EXPRESS, CARLESS CLOSE					TOTAL				
	2006	2011	2016	2021	2026	2006	2011	2016	2021	2026	2006	2011	2016	2021	2026
	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)
1	21,325	22,258	22,679	23,156	23,762	819	995	1,180	1,402	1,674	6,195	6,466	6,588	6,726	6,902
2	6,195	6,466	6,588	6,726	6,902	0	0	0	0	0	6,683	7,201	7,605	8,083	8,674
3	5,362	5,597	5,703	5,822	5,975	1,321	1,605	1,903	2,261	2,699	2,522	2,654	2,729	2,816	2,924
4	2,400	2,505	2,553	2,606	2,674	122	149	176	209	250	406	430	455	482	509
5	406	430	455	482	509	0	0	0	0	0	362	382	402	424	446
6	362	382	402	424	446	0	0	0	0	0	0	0	0	0	0
7	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
8	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
9	0	0	0	0	0	0	0	0	0	0	291	361	436	532	654
10	0	0	0	0	0	291	361	436	532	654	38,604	40,747	42,075	43,620	45,546
TOTALS	36,050	37,638	38,380	39,216	40,269	2,554	3,109	3,694	4,404	5,277	55,063	58,240	60,290	62,683	65,656

SOURCE: Tables 3 & 6

**GOSPORT BOROUGH COUNCIL
TOWN CENTRES: RETAIL, LEISURE AND OFFICES STUDY 2007**

**CONVENIENCE GOODS
STOKE ROAD TOWN CENTRE**

Table 8
CONVENIENCE GOODS ALLOCATION - % MARKET SHARE

Catchment Zone	WAITROSE, STOKE ROAD					OTHER TOWN CENTRE CONVENIENCE					TOTAL				
	2006 (%)	2011 (%)	2016 (%)	2021 (%)	2026 (%)	2006 (%)	2011 (%)	2016 (%)	2021 (%)	2026 (%)	2006 (%)	2011 (%)	2016 (%)	2021 (%)	2026 (%)
1	3	3	3	3	3	0	0	0	0	0	3	3	3	3	3
2	22	22	22	22	22	0	0	0	0	0	22	22	22	22	22
3	4	4	4	4	4	0	0	0	0	0	4	4	4	4	4
4	1	1	1	1	1	0	0	0	0	0	1	1	1	1	1
5	1	1	1	1	1	0	0	0	0	0	1	1	1	1	1
6	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
7	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
8	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
9	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
10	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

SOURCE: Gosport Telephone Survey, January 2007

TABLE 9
CONVENIENCE GOODS ALLOCATION - SPEND (£) 2005 PRICES

Catchment Zone	WAITROSE, STOKE ROAD					OTHER TOWN CENTRE CONVENIENCE					TOTAL				
	2006 (£000)	2011 (£000)	2016 (£000)	2021 (£000)	2026 (£000)	2006 (£000)	2011 (£000)	2016 (£000)	2021 (£000)	2026 (£000)	2006 (£000)	2011 (£000)	2016 (£000)	2021 (£000)	2026 (£000)
1	1,509	1,575	1,605	1,638	1,681	0	0	0	0	0	1,509	1,575	1,605	1,638	1,681
2	3,749	3,913	3,987	4,071	4,178	0	0	0	0	0	3,749	3,913	3,987	4,071	4,178
3	968	1,011	1,030	1,052	1,079	0	0	0	0	0	968	1,011	1,030	1,052	1,079
4	325	340	346	353	363	0	0	0	0	0	325	340	346	353	363
5	552	585	619	655	692	0	0	0	0	0	552	585	619	655	692
6	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
7	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
8	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
9	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
10	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
TOTALS	7,104	7,423	7,587	7,769	7,993	0	0	0	0	0	7,104	7,423	7,587	7,769	7,993

SOURCE: Tables 3 & 8

**GOSPORT BOROUGH COUNCIL
TOWN CENTRES: RETAIL, LEISURE AND OFFICES STUDY 2007**

**CONVENIENCE GOODS
LEE-ON-THE-SOLENT TOWN CENTRE**

Table 10
CONVENIENCE GOODS ALLOCATION - % MARKET SHARE

Catchment Zone	CO-OP, HIGH STREET					OTHER TOWN CENTRE CONVENIENCE					TOTAL				
	2006 (%)	2011 (%)	2016 (%)	2021 (%)	2026 (%)	2006 (%)	2011 (%)	2016 (%)	2021 (%)	2026 (%)	2006 (%)	2011 (%)	2016 (%)	2021 (%)	2026 (%)
1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
3	11	11	11	11	11	1	1	1	1	1	12	12	12	12	12
4	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
5	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
6	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
7	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
8	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
9	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
10	1	1	1	1	1	0	0	0	0	0	1	1	1	1	1

SOURCE: Gosport Telephone Survey, January 2007

TABLE 11
CONVENIENCE GOODS ALLOCATION - SPEND (£) 2005 PRICES

Catchment Zone	CO-OP, HIGH STREET					OTHER TOWN CENTRE CONVENIENCE					TOTAL				
	2006 (£000)	2011 (£000)	2016 (£000)	2021 (£000)	2026 (£000)	2006 (£000)	2011 (£000)	2016 (£000)	2021 (£000)	2026 (£000)	2006 (£000)	2011 (£000)	2016 (£000)	2021 (£000)	2026 (£000)
1	112	116	119	121	124	0	0	0	0	0	112	116	119	121	124
2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
3	2,768	2,890	2,944	3,006	3,085	203	212	216	220	226	2,971	3,101	3,160	3,226	3,311
4	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
5	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
6	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
7	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
8	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
9	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
10	77	82	85	90	95	0	0	0	0	0	77	82	85	90	95
TOTALS	2,957	3,088	3,148	3,217	3,304	203	212	216	220	226	3,160	3,300	3,364	3,437	3,530

SOURCE: Tables 3 & 10

GOSPORT BOROUGH COUNCIL
TOWN CENTRES: RETAIL, LEISURE AND OFFICES STUDY 2007

CONVENIENCE GOODS

TABLE 12
CONVENIENCE GOODS ALLOCATION - % MARKET SHARE

Catchment Zone	CO-OP & OTHER					CO-OP, ROWNER ROAD					LIDL, FORTON ROAD/CROSSWAYS					CO-OP, FORTON ROAD/CROSSWAYS					ONE STOP & OTHER, ALVERSTOKE					BROCKHURST ROAD LOCAL CENTRE					TOTAL LOCAL CENTRES				
	2006 (%)	2011 (%)	2016 (%)	2021 (%)	2026 (%)	2006 (%)	2011 (%)	2016 (%)	2021 (%)	2026 (%)	2006 (%)	2011 (%)	2016 (%)	2021 (%)	2026 (%)	2006 (%)	2011 (%)	2016 (%)	2021 (%)	2026 (%)	2006 (%)	2011 (%)	2016 (%)	2021 (%)	2026 (%)	2006 (%)	2011 (%)	2016 (%)	2021 (%)	2026 (%)	2006 (%)	2011 (%)	2016 (%)	2021 (%)	2026 (%)
1	0	0	0	0	0	0	0	0	0	0	2	2	2	2	2	2	2	2	2	2	0	0	0	0	0	1	1	1	1	1	6	6	6	6	6
2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2	2	2	2	2	0	0	0	0	0	2	2	2	2	2
3	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
4	4	4	4	4	4	3	3	3	3	3	0	0	0	0	0	1	1	1	1	1	0	0	0	0	0	0	0	0	0	0	8	8	8	8	8
5	0	0	0	0	0	1	1	1	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	1	1	1	1
6	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
7	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
8	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
9	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
10	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

SOURCE: Gosport Telephone Survey, January 2007

TABLE 13
CONVENIENCE GOODS ALLOCATION - SPEND (£) 2005 PRICES

Catchment Zone	CO-OP & OTHER					CO-OP, ROWNER ROAD					LIDL, FORTON ROAD/CROSSWAYS					CO-OP, FORTON ROAD/CROSSWAYS					ONE STOP & OTHER, ALVERSTOKE					BROCKHURST ROAD LOCAL CENTRE					TOTAL LOCAL CENTRES				
	2006 (£000)	2011 (£000)	2016 (£000)	2021 (£000)	2026 (£000)	2006 (£000)	2011 (£000)	2016 (£000)	2021 (£000)	2026 (£000)	2006 (£000)	2011 (£000)	2016 (£000)	2021 (£000)	2026 (£000)	2006 (£000)	2011 (£000)	2016 (£000)	2021 (£000)	2026 (£000)	2006 (£000)	2011 (£000)	2016 (£000)	2021 (£000)	2026 (£000)	2006 (£000)	2011 (£000)	2016 (£000)	2021 (£000)	2026 (£000)					
1	112	116	119	121	124	223	233	237	242	249	1,323	1,381	1,407	1,436	1,474	1,195	1,248	1,271	1,298	1,332	223	233	237	242	249	319	333	339	346	355	3,395	3,543	3,610	3,686	3,783
2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	281	293	299	305	313	0	0	0	0	0	281	293	299	305	313
3	0	0	0	0	0	68	71	73	74	76	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	68	71	73	74	76
4	1,020	1,065	1,085	1,108	1,137	653	682	695	709	728	0	0	0	0	0	147	153	156	159	164	73	77	78	80	82	0	0	0	0	0	1,894	1,977	2,014	2,056	2,110
5	0	0	0	0	0	406	430	455	482	509	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	406	430	455	482	509
6	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
7	0	0	0	0	0	0	0	0	0	0	198	211	219	230	243	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	198	211	219	230	243
8	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
9	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
10	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
TOTALS	1,132	1,181	1,204	1,229	1,261	1,351	1,416	1,460	1,508	1,562	1,521	1,592	1,626	1,666	1,717	1,342	1,401	1,427	1,457	1,496	577	603	614	627	643	319	333	339	346	355	6,242	6,526	6,670	6,833	7,034

GOSPORT BOROUGH COUNCIL
TOWN CENTRES: RETAIL, LEISURE AND OFFICES STUDY 2007

CONVENIENCE GOODS
NEIGHBOURHOOD CENTRES

TABLE 14
CONVENIENCE GOODS ALLOCATION - % MARKET SHARE

Catchment Zone	NEIGHBOURHOOD CENTRES				
	2006 (%)	2011 (%)	2016 (%)	2021 (%)	2026 (%)
1	4	4	4	4	4
2	4	4	4	4	4
3	1	1	1	1	1
4	3	3	3	3	3
5	0	0	0	0	0
6	0	0	0	0	0
7	0	0	0	0	0
8	0	0	0	0	0
9	10	10	10	10	10
10	1	1	1	1	1

SOURCE: Gosport Telephone Survey, January 2007

TABLE 15
CONVENIENCE GOODS ALLOCATION - SPEND (£) 2005 PRICES

Catchment Zone	NEIGHBOURHOOD CENTRES				
	2006 (£000)	2011 (£000)	2016 (£000)	2021 (£000)	2026 (£000)
1	2,072	2,163	2,204	2,250	2,309
2	739	771	786	802	823
3	327	341	348	355	364
4	839	876	893	911	935
5	0	0	0	0	0
6	0	0	0	0	0
7	0	0	0	0	0
8	0	0	0	0	0
9	533	567	589	618	652
10	77	82	85	90	95
TOTALS	4,587	4,800	4,904	5,026	5,179

SOURCE: Tables 3 & 14

GOSPORT BOROUGH COUNCIL TOWN CENTRES: RETAIL, LEISURE AND OFFICES STUDY 2007

TABLE 16
GOSPORT CONVENIENCE GOODS FLOORSPACE

	Net Flisp (sqm)	Net Con Ratio (%)	Net Convenience (sqm)	Co Average Sales (£ per sq m net)	Average Turnover (£000s)
TOWN CENTRE					
Morrisons	2,299	90%	2,069	11,130	23,029
Iceland	343	100%	343	4,717	1,618
Other	742	100%	742	3,000	2,226
SUB TOTAL	3,384		3,154	8,520	26,873

Source: Gosport Borough Council/IGD

TABLE 17
STOKE ROAD CONVENIENCE GOODS FLOORSPACE

	Net Flisp (sqm)	Net Con Ratio (%)	Net Convenience (sqm)	Co Average Sales (£ per sq m net)	Average Turnover (£000s)
TOWN CENTRE					
Waitrose	1,024	90%	922	10,565	9,737
Other	98	100%	98	3,000	294
SUB TOTAL	1,122		1,020	9,838	10,031

Source: Gosport Borough Council/IGD

TABLE 18
LEE-ON-THE-SOLENT CONVENIENCE GOODS FLOORSPACE

	Net Flisp (sqm)	Net Con Ratio (%)	Net Convenience (sqm)	Co Average Sales (£ per sq m net)	Average Turnover (£000s)
TOWN CENTRE					
Co-Op	530	80%	424	5,239	2,221
Other	637	100%	637	3,000	1,911
SUB TOTAL	1,167		1,061	3,895	4,132

Source: Gosport Borough Council/IGD

TABLE 19
LOCAL AND NEIGHBOURHOOD CENTRES CONVENIENCE GOODS FLOORSPACE

	Net Flisp (sqm)	Net Con Ratio (%)	Net Convenience (sqm)	Co Average Sales (£ per sq m net)	Average Turnover (£000s)
TOWN CENTRE					
Co-Op, Gregson Avenue Neighbourhood Centre	278	90%	250	5,239	1,311
Co-Op, Rowner Road Neighbourhood Centre	315	90%	284	5,239	1,485
Lidl, Forton Rd/Crossways Neighbourhood Centre	846	90%	761	2,826	2,152
Co-Op, Forton Rd/Crossways Neighbourhood Cent	159	90%	143	5,239	750
One Stop, Alverstoke Village	134	90%	121	5,240	632
Other Local Centres	363	100%	363	3,000	1,089
Neighbourhood Centres	3,700	100%	3,700	3,000	11,100
SUB TOTAL	5,795		5,622	3,294	18,518

Source: Gosport Borough Council/IGD

TABLE 20
GOSPORT OUT OF CENTRE CONVENIENCE GOODS FLOORSPACE

	Net Flisp (sqm)	Net Con Ratio (%)	Net Convenience (sqm)	Co Average Sales (£ per sq m net)	Average Turnover (£000s)
OUT OF CENTRE					
Asda, Dock Road	2,914	75%	2,186	13,228	28,910
Tesco Express, Carless Close	159	90%	143	12,435	1,779
TOTAL	2,914		2,329	13,179	30,689

Source: IGD

**GOSPORT BOROUGH COUNCIL
TOWN CENTRES: RETAIL, LEISURE AND OFFICES STUDY 2007**

CAPACITY PROJECTIONS: CONVENIENCE GOODS

**TABLE 21
FUTURE SHOP FLOORSPACE CAPACITY IN GOSPORT BOROUGH**

	CONVENIENCE GOODS				
	2006	2011	2016	2021	2026
Residents Spending (£000)	79,585	83,556	85,758	88,294	91,459
Existing Shop Floorspace (sq m net)	13,042	13,042	13,042	13,042	13,042
Sales per sq m net £	6,102	6,844	6,844	6,844	6,844
Sales from Existing Floorspace (£000)	79,585	89,264	89,264	89,264	89,264
Sales from Committed Floorspace (£000)	0	0	0	0	0
Residual Spending to Support new shops (£000)	0	-5,708	-3,506	-970	2,195
Sales per sq m net in new shops (£) Based on large store format	10,000	10,000	10,000	10,000	10,000
Capacity for new floorspace (sq m net)	0	-571	-351	-97	220

APPENDIX 7:

CAPACITY PROJECTIONS: COMPARISON GOODS

GOSPORT BOROUGH COUNCIL TOWN CENTRES STUDY 2007

TABLE 1
SURVEY AREA POPULATION FORECASTS

Catchment Zone	Postcode Sector Groupings	2006	2011	2016	2021	2026
1	PO12 1/3/4	35,467	35,750	35,178	34,686	34,374
2	PO12 2	10,723	10,809	10,636	10,487	10,393
3	PO13 8/9	16,869	17,004	16,732	16,497	16,349
4	PO13 0	16,410	16,542	16,277	16,049	15,905
5	PO14 1/2/3	26,200	26,795	27,390	27,985	28,580
6	PO16 0/7/8/9	31,702	32,291	32,841	33,391	33,941
7	PO6 1/2/3/4	39,838	40,914	41,037	41,611	42,402
8	PO1 1/4/5, PO2 0/7/8/9, PO3 5/6, PO4 0/8/9, PO5 1/2/4	138,649	142,392	142,819	144,819	147,570
9	PO1 3	4,719	4,847	4,861	4,929	5,023
10	PO12, PO5 3	9,208	9,456	9,485	9,618	9,800
TOTAL		329,785	336,800	337,256	340,072	344,336

SOURCE: Experian Business Solutions & Hampshire County Council, February 2007
NOTE: Zone 1-4 Best Fit Boundary with Gosport Borough Council / Zone 7-10 Best Fit Boundary with Portsmouth City Council
Population Growth / Fall in line with RSS population projections

TABLE 1A
POPULATION GROWTH RATES

2006-2011 (%)	2011-2016 (%)	2016-2021 (%)	2021-2026 (%)	2006-2026 (%)
0.8	-1.6	-1.4	-0.9	-3.1
0.8	-1.6	-1.4	-0.9	-3.1
0.8	-1.6	-1.4	-0.9	-3.1
0.8	-1.6	-1.4	-0.9	-3.1
2.3	2.2	2.2	2.1	9.1
1.9	1.7	1.7	1.6	7.1
2.7	0.3	1.4	1.9	6.4
2.7	0.3	1.4	1.9	6.4
2.7	0.3	1.4	1.9	6.4
2.7	0.3	1.4	1.9	6.4
2.1	0.1	0.8	1.3	4.4

GOSPORT BOROUGH COUNCIL TOWN CENTRES: RETAIL, LEISURE AND OFFICES STUDY 2007

TABLE 2
SURVEY AREA RETAIL EXPENDITURE FORECASTS PER CAPITA (2005 prices)

GROWTH IN PER CAPITA RETAIL EXPENDITURE:														
Convenience Goods		0.70 %pa 2005-2021												
Comparison Goods		3.80 %pa 2005-2021												
ZONE	CONVENIENCE GOODS							COMPARISON GOODS						
	2005	2005 Minus SFT	2006	2011	2016	2021	2026	2005	2005 Minus SFT	2006	2011	2016	2021	2026
1	1,501	1,487	1,498	1,551	1,606	1,663	1,722	2,864	2,649	2,750	3,314	3,993	4,811	5,798
2	1,562	1,548	1,559	1,614	1,671	1,731	1,792	2,971	2,748	2,853	3,437	4,142	4,991	6,014
3	1,506	1,492	1,503	1,556	1,611	1,669	1,728	2,842	2,629	2,729	3,288	3,962	4,774	5,753
4	1,494	1,481	1,491	1,544	1,599	1,655	1,714	2,587	2,393	2,484	2,993	3,607	4,346	5,237
5	1,508	1,494	1,505	1,558	1,614	1,671	1,730	2,863	2,648	2,749	3,312	3,991	4,810	5,796
6	1,636	1,621	1,633	1,691	1,751	1,813	1,877	3,091	2,859	2,968	3,576	4,309	5,193	6,257
7	1,512	1,498	1,509	1,562	1,618	1,675	1,735	2,669	2,469	2,563	3,088	3,721	4,484	5,403
8	1,517	1,503	1,514	1,568	1,623	1,681	1,741	2,840	2,627	2,727	3,286	3,959	4,771	5,749
9	1,111	1,101	1,109	1,148	1,189	1,231	1,275	1,858	1,719	1,784	2,150	2,590	3,121	3,761
10	1,559	1,545	1,556	1,611	1,668	1,727	1,789	2,942	2,721	2,825	3,404	4,102	4,942	5,956

Note Special Forms of trading removed : -
i) Convenience goods 0.9%
ii) Comparison goods 7.5%

TABLE 3
SURVEY AREA RETAIL EXPENDITURE FORECASTS (2005 prices)

ZONE	CONVENIENCE GOODS					COMPARISON GOODS				
	2006 (£000)	2011 (£000)	2016 (£000)	2021 (£000)	2026 (£000)	2006 (£000)	2011 (£000)	2016 (£000)	2021 (£000)	2026 (£000)
1	53,126	55,451	56,501	57,687	59,197	97,529	118,462	140,463	166,888	199,290
2	16,715	17,447	17,777	18,150	18,625	30,589	37,154	44,054	52,342	62,505
3	25,352	26,462	26,963	27,529	28,249	46,031	55,911	66,294	78,766	94,059
4	24,467	25,538	26,021	26,567	27,263	40,762	49,511	58,706	69,750	83,293
5	39,428	41,755	44,197	46,760	49,449	72,021	88,757	109,327	134,600	165,642
6	51,757	54,590	57,491	60,528	63,709	94,086	115,480	141,523	173,392	212,378
7	60,111	63,925	66,393	69,712	73,558	102,091	126,341	152,697	186,576	229,096
8	209,896	223,214	231,830	243,419	256,848	378,070	467,875	565,480	690,943	848,405
9	5,232	5,564	5,779	6,068	6,403	8,419	10,418	12,592	15,386	18,892
10	14,325	15,234	15,822	16,613	17,530	26,010	32,188	38,903	47,535	58,368
TOTAL	500,409	529,180	548,773	573,034	600,830	895,607	1,102,097	1,330,041	1,616,179	1,971,927

SOURCE: Table 1, Experian Business Solutions Growth Rates and Expenditure Data for Gosport

**GOSPORT BOROUGH COUNCIL
TOWN CENTRES: RETAIL, LEISURE AND OFFICES STUDY 2007**

COMPARISON GOODS GOSPORT TOWN CENTRE

**TABLE 4
COMPARISON GOODS ALLOCATION - MARKET SHARE %**

Catchment Zone	GOSPORT TOWN CENTRE				
	2006 (%)	2011 (%)	2016 (%)	2021 (%)	2026 (%)
1	33	33	33	33	33
2	27	27	27	27	27
3	13	13	13	13	13
4	16	16	16	16	16
5	1	1	1	1	1
6	0	0	0	0	0
7	0	0	0	0	0
8	0	0	0	0	0
9	1	1	1	1	1
10	0	0	0	0	0

SOURCE: Gosport Telephone Survey, January 2007

**TABLE 5
COMPARISON GOODS ALLOCATION - SPEND (£) 2005 PRICES**

Catchment Zone	GOSPORT TOWN CENTRE				
	2006 (£000)	2011 (£000)	2016 (£000)	2021 (£000)	2026 (£000)
1	32,565	39,555	46,901	55,725	66,544
2	8,312	10,096	11,971	14,223	16,984
3	6,040	7,336	8,699	10,335	12,342
4	6,718	8,160	9,676	11,496	13,728
5	559	689	849	1,045	1,286
6	141	173	212	260	319
7	0	0	0	0	0
8	0	0	0	0	0
9	101	125	152	185	227
10	0	0	0	0	0
Total	54,437	66,135	78,460	93,270	111,431

Source: Tables 3 & 4

**GOSPORT BOROUGH COUNCIL
TOWN CENTRES: RETAIL, LEISURE AND OFFICES STUDY 2007**

TABLE 6

FUTURE SHOP FLOORSPACE CAPACITY: TOTAL GOSPORT BOROUGH COUNCIL

GROWTH IN SALES PER SQ M	COMPARISON GOODS				
	2	%pa '06-'26			
	COMPARISON GOODS				
	2006	2011	2016	2021	2026
Total Available Expenditure (£000)	895,607	1,102,097	1,330,041	1,616,179	1,971,927
Market Share from Survey Area	6	6	6	6	6
Survey Area Residents Spending (£000)	54,437	66,135	78,460	93,270	111,431
Existing Shop Floorspace (sq m net)	9,534	9,534	9,534	9,534	9,534
Sales per sq m net £	5,710	6,304	6,960	7,685	8,484
Sales from Existing Floorspace (£000)	54,437	60,103	66,358	73,265	80,891
Sales from Committed Floorspace (£000)	0	0	0	0	0
Residual Spending to Support new shops (£000)	0	6,033	12,101	20,004	30,540
Sales per sq m net in new shops (£)	5,500	6,072	6,704	7,402	8,173
Capacity for new floorspace (sq m net)	0	993	1,805	2,702	3,737

APPENDIX 8:

GOSPORT TOWN CENTRE OPPORTUNITY SITE PROFORMAS

SITE 1**GOSPORT BUS STATION & FERRY OFFICE**

LOCATION & RELATIONSHIP TO TOWN CENTRE BOUNDARY: Located within Gosport town centre boundary on the eastern edge of the town centre adjacent to the harbour and the ferry terminal. Designated as a mixed-use allocation within the Local Plan Review (May 2006).

APPROXIMATE SIZE: 0.8 hectares.

EXISTING USES: Gosport Bus Station and local transport interchange, Tourist Information Office, several small offices, Ferry Ticket Office, public toilets, café, cycle parking and public realm.

OWNERSHIP: Gosport Borough Council.

POTENTIAL PLANNING CONSTRAINTS:

OPPORTUNITIES FOR DEVELOPMENT: Opportunity to create wider public access to the waterfront and enhance the gateway into the town centre through landmark buildings and mixed-use development.

The Local Plan Review states that “it is considered that the operational area for buses could be rationalised providing an opportunity to redevelop the site, which is in a prominent town centre location, offering important views across Portsmouth Harbour. It is essential that any proposals brought forward are designed to a very high standard reflecting this prominent and strategic location. It is considered that a mixed-use development is appropriate for this site. A key element of any scheme will be the need to incorporate a suitable transport interchange, together with measures that give appropriate consideration of the sea wall at the site. It is considered that these could be integrated with other uses such as retail, leisure and offices. Proposals should also make provision for a Tourist Information Office and a Shop Mobility facility”.

SITE 2**FALKLANDS GARDENS**

LOCATION & RELATIONSHIP TO TOWN CENTRE BOUNDARY: Located outside of the town centre boundary opposite Gosport bus station and adjacent to Endeavour Quay Boat Yard at the eastern end of the entrance to the town centre from the ferry terminal.

APPROXIMATE SIZE: 0.6 hectares.

EXISTING USES: Landscaped gardens and taxi rank.

OWNERSHIP: Gosport Borough Council.

POTENTIAL PLANNING CONSTRAINTS: Loss of public open space.

OPPORTUNITIES FOR DEVELOPMENT: This site could be amalgamated with the Gosport Bus Station and the Coldharbour to create a comprehensive mixed-use development along the harbour. It is important that an open space element is retained.

SITE 3**COLDHARBOUR INDUSTRIAL AREA**

LOCATION & RELATIONSHIP TO TOWN CENTRE BOUNDARY: Large mixed-use site located along Mumby Road in-between the town centre and the harbour with a waterfront location. Designated as a mixed-use allocation within the Local Plan Review (May 2006).

APPROXIMATE SIZE: 5.6 hectares.

EXISTING USES: Mix of employment and industrial uses, many related to maritime employment. Range of different building types. There is also an attractive public house building fronting onto Mumby Road.

OWNERSHIP: Multiple. Two major private landowners.

POTENTIAL PLANNING CONSTRAINTS: Designated as an area at risk of flooding in the Local Plan Review.

OPPORTUNITIES FOR DEVELOPMENT: Opportunities to create wider public access to the waterfront with a mixed-use development with high quality landmark buildings.

The Local Plan Review states that “a range of uses would be considered to provide for a mixed-use development, particular importance is attached to the retention of marine based uses requiring a waterside location, such as servicing facilities for watercraft provided these can be integrated into an overall scheme...Given the area’s proximity to the town centre, schemes that propose to include uses such as retail and leisure compatible with the principles set out in the Council’s retail policies. Some residential development may be appropriate in certain locations as part of a comprehensive scheme”

SITE 4**SOUTH STREET CAR PARK**

LOCATION & RELATIONSHIP TO TOWN CENTRE BOUNDARY: Located within the town centre boundary to the rear of the High Street along South Street.

APPROXIMATE SIZE: 0.3 hectares.

EXISTING USES: Surface Car Park.

OWNERSHIP: Gosport Borough Council.

POTENTIAL PLANNING CONSTRAINTS: Loss of car parking and poor linkages with existing retail frontages.

OPPORTUNITIES FOR DEVELOPMENT: A mix of uses is possible.

SITE 5**COATES ROAD CAR PARK**

LOCATION & RELATIONSHIP TO TOWN CENTRE BOUNDARY: Located within the town centre boundary to the rear of the High Street adjacent to the Mission Hall and Gosport Shopping Precinct.

APPROXIMATE SIZE: 0.1 hectares.

EXISTING USES: Surface Car Park.

OWNERSHIP: Gosport Borough Council.

POTENTIAL PLANNING CONSTRAINTS: Loss of car parking and poor linkages with existing retail frontages.

OPPORTUNITIES FOR DEVELOPMENT: A mix of uses is possible.

SITE 6**GOSPORT SHOPPING PRECINCT**

LOCATION & RELATIONSHIP TO TOWN CENTRE BOUNDARY: Located within the town centre boundary behind the High Street on the corner of South Street and South Cross Street. The site does not have any allocations in the Local Plan Review (2006).

APPROXIMATE SIZE: 0.2 hectares.

EXISTING USES: Pedestrianised Shopping Precinct

OWNERSHIP: Private Ownership

POTENTIAL PLANNING CONSTRAINTS: Accessibility and Linkages

OPPORTUNITIES FOR DEVELOPMENT: A mix of uses is possible. Opportunities to improve linkages to the High Street.

SITE 7**SOUTH STREET LONG STAY CAR PARK**

LOCATION & RELATIONSHIP TO TOWN CENTRE BOUNDARY: Located outside of the town centre boundary to the south of South Street. Adjacent uses include high rise residential towers, a pond and another car park.

APPROXIMATE SIZE: 0.5 hectares.

EXISTING USES: Long-stay surface car park.

OWNERSHIP: Gosport Borough Council.

POTENTIAL PLANNING CONSTRAINTS: Loss of car parking. Part of the site falls within an area at risk of flooding. Poor linkages with the existing town centre.

OPPORTUNITIES FOR DEVELOPMENT: A mix of uses is possible.

SITE 8**MUMBY ROAD CAR PARK**

LOCATION & RELATIONSHIP TO TOWN CENTRE BOUNDARY: Located on the northern side of the town centre immediately adjacent to the town centre boundary. Located to the rear of the High Street shops and adjacent to a new residential development.

APPROXIMATE SIZE: 0.08 hectares.

EXISTING USES: Surface car park.

OWNERSHIP: Gosport Borough Council.

POTENTIAL PLANNING CONSTRAINTS: Loss of car parking. Poor linkages to existing retail frontages.

OPPORTUNITIES FOR DEVELOPMENT: A mix of uses is possible.

SITE 9**MINNITT ROAD CAR PARK**

LOCATION & RELATIONSHIP TO TOWN CENTRE BOUNDARY: Located on the northern side of the town centre within the town centre boundary. Located to the rear of the High Street shops.

APPROXIMATE SIZE: 0.09 hectares.

EXISTING USES: Surface car park.

OWNERSHIP: Gosport Borough Council.

POTENTIAL PLANNING CONSTRAINTS: Loss of car parking. Poor linkages to existing retail frontages.

OPPORTUNITIES FOR DEVELOPMENT: A mix of uses is possible.

SITE 10**NORTH CROSS STREET CAR PARK**

LOCATION & RELATIONSHIP TO TOWN CENTRE BOUNDARY: Located within the town centre boundary to the north of the town centre off Mumby Road/North Street.

APPROXIMATE SIZE: 0.1 hectares.

EXISTING USES: Surface car park.

OWNERSHIP: Gosport Borough Council.

POTENTIAL PLANNING CONSTRAINTS: Loss of car parking. Poor linkages to existing retail frontages.

OPPORTUNITIES FOR DEVELOPMENT: A mix of uses is possible.

APPENDIX 9:

GOSPORT BOROUGH COUNCIL LOCAL PLAN REVIEW (ADOPTED MAY 2006) RETAIL POLICIES

GOSPORT BOROUGH LOCAL PLAN REVIEW (ADOPTED MAY 2006)

Policy SS6 (Strategic Shopping Policy)

The Local Plan Review will aim to maintain and improve the vitality and viability of Gosport Town Centre and the other shopping areas of the Borough in order to ensure a shopping hierarchy is maintained providing a range of retail facilities to meet the requirements of residents, workers and visitors.

Policy R/S1 (Shopping and Commercial Allocations)

Development proposals for shopping and commercial uses as shown on the Proposals Map will be permitted in the following locations:

- Housing sites: Cherque Farm, Lee-on-the-Solent
- Mixed-use sites: the existing Gosport Bus Station and adjoining land in Gosport Town Centre; Royal Clarence Yard; and Coldharbour.

Policy R/S2 (Location of Additional Shopping and Leisure Floorspace)

Development proposals for additional retail and leisure floorspace will be permitted provided that they are located on sites within existing defined centres or, alternatively, that all the following criteria are met:

- the need for the additional provision to meet anticipated levels of demand has been demonstrated for the proposal on edge of centre and out of centre sites;
- where such a need for additional retail or leisure development exists, developers must show that the sequential approach to site selection has been applied;
- proposals on edge of centre or out of centre sites do not, either individually or cumulatively with other developments, contribute to a significant reduction in the vitality or viability of the defined centres;
- developers have demonstrated they have been flexible in their approach to format, design and scale of development in their proposals;
- the site is easily accessible by a range of transport modes; and
- they are not on land allocated for other uses within the Local Plan Review.

Policy R/S3 (Principal and District Shopping Centres)

Development proposals for A1, A2, A3, A4 and A5 uses at ground floor level will be permitted within the Principal and District Centres as shown on the Proposals Map provided that not more than 33 percent of the commercial units comprise of uses other than Class A1 and A2.

Policy R/S4 (Local and Neighbourhood Centres)

Within the Local and Neighbourhood Centres, as shown on the Proposals Map, development proposals for A1 uses will be permitted at ground floor level. Development proposals for a change of use to A2, A3, A4 and A5 uses will be permitted at ground floor level provided that:

- the change of use would not either individually or cumulatively with other non Class A1 uses within the centre contribute to a significant reduction in the vitality or viability of the centre;
- a shop window display is maintained; and
- not more than 40 percent of the commercial units within the retail area should comprise of non A1 uses.

Policy R/S5 (Non 'Class A' Uses in Shopping Centres)

Within the Principal, District, Local and Neighbourhood centres shown on the Proposals Map development proposals at ground floor level for changes of use to a non Class A use will be permitted provided that::

- the use provides a service appropriate to a shopping centre;
- the change of use would not either individually or cumulatively with Class A2, A3, A4, A5 and other non Class A uses within the centre contribute to a significant reduction in the vitality or viability of the centre; and
- a shop window display is maintained.

Policy R/S6 (Residential Development at Ground Floor Level)

Proposals for residential development at ground floor level within defined shopping centres will not be permitted except on land to the rear of shop units not required for retail use.

Policy R/S7 (Use of Upper Floors)

Development proposals above ground floor level within the defined shopping areas shown on the Proposals Map will be permitted provided that:

- the proposal does not have a detrimental effect on adjoining uses;
- separate independent and appropriate access can be achieved to residential accommodation or satisfactory access is retained to ground floor uses where required.

Policy R/S8 (Local Shops Outside Defined Centres)

Development proposals for changes of use of existing shops at ground floor level outside of the Principal, District, Local and Neighbourhood centres shown on the Proposals Map will be permitted provided they are vacant and there have been reasonable attempts to let them for retail use.

Policy R/S9 (Shopfronts and Commercial Facades)

Development proposals to replace or alter a shopfront or commercial facade will be permitted provided that:

- they are appropriate to the building;
- have due regard to the design guidance set out in Appendix I.

Policy R/S10 (Protection of Commercial and Leisure Uses in the Marine Parade Area of Special Character)

In the Marine Parade Area of Special Character proposals for the changes of use or redevelopment of properties from commercial uses (Classes A1, A2, A3, A4 and A5 or C1) and leisure/recreational uses will only be permitted provided they are vacant and there have been reasonable attempts to let/sell the property for commercial use.

APPENDIX 10:

TELEPHONE SURVEY RESULTS

Gosport Shopping Survey for GVA Grimley

Weighted:

December 2006

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
Q01 In which shop or shopping centre do you do most of your households main food shopping ?																						
<i>Those who don't use the internet at Q01</i>																						
Tesco Extra, North Harbour, Clement Atlee Way, Portsmouth, PO6 4SR	15.4%	151	2.3%	2	1.0%	0	0.8%	1	2.8%	1	1.0%	1	31.0%	28	36.0%	40	19.6%	73	5.0%	1	18.8%	5
Asda, Speedfields Park, Newgate Lane, Fareham, PO14 1TT	14.7%	143	18.7%	18	1.9%	1	41.9%	53	54.7%	25	47.5%	35	14.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Dock Road, Gosport, PO12 1SH	10.2%	100	48.0%	47	46.6%	13	25.8%	33	12.3%	6	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, The Bridge Shopping Centre, Somers Road North, Fratton, Portsmouth, PO1 1SL	9.0%	88	0.6%	1	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	1.0%	1	21.6%	80	20.0%	3	10.9%	3
Sainsbury's, Fitzherbert Road, Farlington, Portsmouth, PO6 1RR	6.9%	67	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	17.0%	19	12.4%	46	5.0%	1	1.6%	0
Sainsbury's, Broadcut, Wallington, Fareham, PO16 8SU	5.1%	50	0.6%	1	1.9%	1	6.5%	8	3.8%	2	14.1%	10	31.0%	28	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons, Commercial Centre, Anchorage Park Shopping Centre, Portsmouth, PO3 5UH	4.5%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	11.3%	42	0.0%	0	0.0%	0
Morrisons, Walpole Road, High Street, Gosport, PO12 1NQ	4.2%	41	18.7%	18	20.4%	6	9.7%	12	10.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Cosham, PO6 3BZ	3.4%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	25.0%	28	1.0%	4	0.0%	0	1.6%	0
Waitrose, Southsea, PO5 2EJ	3.1%	30	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	19	0.0%	0	43.8%	11
Tesco Metro, Crasswell Street, Portsmouth	1.8%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	3.1%	11	30.0%	4	4.7%	1
Waitrose, Gosport, PO12 1SD	1.6%	16	2.9%	3	19.4%	6	4.0%	5	1.9%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, London Road, North End, Portsmouth, PO2 0BH	1.6%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	15	0.0%	0	0.0%	0
Sainsbury's, Commercial Road, Portsmouth, PO1 4BS	1.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	8	25.0%	3	6.3%	2
Somerfield, Albert Road, Southsea, PO4 0JR	1.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	11	0.0%	0	0.0%	0
Morrisons, Lakesmere Road, Horndean, PO8 9FB	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	1.0%	4	0.0%	0	0.0%	0
North End (Local stores)	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	8	0.0%	0	0.0%	0
Aldi, Gamble Road,	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	8	0.0%	0	0.0%	0

Gosport Shopping Survey for GVA Grimley

Weighted:

December 2006

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
Portsmouth, PO2 7AL																						
Asda Wal-Mart, Purbrook Way, Larchwood Avenue, Bedhampton, Havant, PO9 3QW	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	3.0%	3	1.0%	4	0.0%	0	0.0%	0
Somerfield, West Street, Portchester, PO16 9UZ	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Whiteley Way, Whiteley, Fareham, PO15 7LL	0.6%	6	0.6%	1	0.0%	0	0.8%	1	0.0%	0	4.0%	3	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Stubbington (Local stores)	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, The Green, Stubbington Village, PO14 2LE	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Copnor Road, Portsmouth, PO3 5AG	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	4	0.0%	0	1.6%	0
Asda, Portland Road, Waterlooville, PO7 7XR	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0
Aldi, West Street, Fareham, PO16 0AL	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Elm Grove, Southsea, PO5 1JF	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	4	0.0%	0	0.0%	0
Lidl, Goldsmith Avenue, Southsea, Portsmouth, PO4 0BS	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	4	0.0%	0	0.0%	0
Co-Op, Copnor	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	4	0.0%	0	0.0%	0
Portsmouth (Local stores)	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	4	0.0%	0	0.0%	0
Other	0.4%	4	0.6%	1	1.0%	0	0.8%	1	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Delme Square, Fareham, PO16 0PF	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, High Street, Lee-on-the-Solent, PO13 9BU	0.3%	3	0.0%	0	0.0%	0	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Waterlooville, PO7 7HS	0.3%	3	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.6%	0
Sainsbury's, Drayton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Tollbar Way, Hedge End, SO30 2UH	0.2%	2	0.0%	0	1.0%	0	0.0%	0	0.9%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Carless Close, Rowner, Gosport, PO13 9XJ	0.2%	2	0.6%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0
Tesco Extra, Bursledon Towers, Hamble Lane, SO31 8GN	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Forton Road, Gosport, PO12 3HD	0.2%	2	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Gosport Shopping Survey for GVA Grimley

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
Marks & Spencer, Hedge End, Tollbar Way, SO30 2HU	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Iceland, The Green, Stubbington, PO14 2JY	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gosport (Local stores)	0.1%	1	0.0%	0	1.9%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Highlands Road, Fareham, PO15 6QL	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, Havant Road, Portsmouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Iceland, 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	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Commercial Road, PO1 1EA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	1	1.6%	0
Lee-on-the-Solent (Local stores)	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	0.0%	0	0.0%	0
Tesco Express, Lavender Road, Waterlooville, PO7 8NS	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Havant	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, The Parade, Tukes Avenue, Gosport, PO13 0SQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Newgate Lane, Fareham, PO14 1TL	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, 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	0.0%	0	0.0%	0	3.1%	1
Co-Op, Rowner Road, Bridgemary, Gosport, PO13 9UB	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	0.0%	0	0.0%	0
Lidl, Havant	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	0.0%	0	0.0%	0
Co-Op, Fairfield Avenue, Fareham	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	0.0%	0	0.0%	0
Queens Parade (Local stores)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0
Iceland, 5 Edinburgh Road, Portsmouth, PO1 1DE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0
One Stop, Village Road, Alverstoke, Gosport, PO12 2LF	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	0.0%	0	0.0%	0
Iceland, 5 - 7 Walpole Road, Gosport, PO12 1RR	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	0.0%	0	0.0%	0
Co-Op, Locks Heath	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Totton	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, Bury Road, Gosport, PO12 3PR	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	3.7%	36	3.5%	3	1.9%	1	4.8%	6	1.9%	1	1.0%	1	5.0%	4	0.0%	0	5.2%	19	0.0%	0	3.1%	1
Weighted base:		978		97		29		126		45		73		89		110		370		13		25

Gosport Shopping Survey for GVA Grimley

Weighted:

December 2006

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
Sample:	984	171	103	124	106	99	100	100	97	20	64

Gosport Shopping Survey for GVA Grimley

Weighted:

December 2006

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
Q02 Where do you do most of your household's small scale 'top-up' food shopping ?																						
<i>Those who don't use the internet to do their top-up shopping at Q02</i>																						
Other	9.7%	85	3.4%	3	2.3%	1	1.7%	2	7.9%	3	2.2%	1	4.9%	4	15.4%	15	16.1%	53	11.1%	1	5.4%	1
Somerfield, London Road, North End, Portsmouth, PO2 0BH	4.8%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.6%	42	0.0%	0	0.0%	0
Co-Op, High Street, Lee-on- the-Solent, PO13 9BU	4.3%	38	0.7%	1	0.0%	0	30.8%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0
Asda, Dock Road, Gosport, PO12 1SH	4.2%	36	21.8%	18	14.8%	4	10.3%	12	4.0%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, North Harbour, Clement Atlee Way, Portsmouth, PO6 4SR	3.8%	33	0.0%	0	1.1%	0	0.0%	0	1.0%	0	0.0%	0	6.1%	4	15.4%	15	3.4%	11	0.0%	0	3.6%	1
Asda, The Bridge Shopping Centre, Somers Road North, Fratton, Portsmouth, PO1 1SL	3.7%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.2%	31	11.1%	1	3.6%	1
Asda, Speedfields Park, Newgate Lane, Fareham, PO14 1TT	3.5%	30	2.0%	2	0.0%	0	8.5%	10	21.8%	9	11.2%	7	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Cosham, PO6 3BZ	3.4%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	29.7%	30	0.0%	0	0.0%	0	0.0%	0
Morrisons, Walpole Road, High Street, Gosport, PO12 1NQ	2.9%	25	16.3%	14	15.9%	4	4.3%	5	5.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Fitzherbert Road, Farlington, Portsmouth, PO6 1RR	2.6%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.0%	11	3.4%	11	5.6%	1	0.0%	0
Morrisons, Commercial Centre, Anchorage Park Shopping Centre, Portsmouth, PO3 5UH	2.6%	23	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	3.3%	3	5.7%	19	0.0%	0	0.0%	0
Sainsbury's, Broadcut, Wallington, Fareham, PO16 8SU	2.5%	22	0.0%	0	1.1%	0	0.9%	1	1.0%	0	4.5%	3	15.9%	12	2.2%	2	1.1%	4	0.0%	0	0.0%	0
Waitrose, Southsea, PO5 2EJ	2.1%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	11	5.6%	1	30.4%	7
Somerfield, West Street, Portchester, PO16 9UZ	2.0%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.0%	16	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Stubbington (Local stores)	1.8%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.6%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gosport (Local stores)	1.7%	15	6.1%	5	5.7%	1	4.3%	5	6.9%	3	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, Tangier Road, Portsmouth	1.7%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	15	0.0%	0	0.0%	0
Tesco Metro, Crasswell Street, Portsmouth	1.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	3.4%	11	11.1%	1	0.0%	0
Waitrose, Gosport, PO12 1SD	1.6%	14	2.7%	2	29.5%	7	3.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Gosport Shopping Survey for GVA Grimley

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
Budgens, The Green, Stubbington Village, PO14 2LE	1.5%	13	0.7%	1	0.0%	0	0.9%	1	1.0%	0	16.9%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Copnor Road, Portsmouth, PO3 5AG	1.4%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	3.4%	11	0.0%	0	0.0%	0
Co-Op, Copnor Road, Portsmouth	1.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	11	0.0%	0	0.0%	0
Tesco Express, Carless Close, Rowner, Gosport, PO13 9XJ	1.2%	11	1.4%	1	0.0%	0	7.7%	9	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portsmouth (Local stores)	1.1%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	2.3%	8	5.6%	1	1.8%	0
Sainsbury's, Commercial Road, Portsmouth, PO1 4BS	1.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	8	11.1%	1	1.8%	0
Fareham (Local stores)	1.1%	9	0.0%	0	0.0%	0	0.0%	0	1.0%	0	6.7%	4	6.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portchester (Local stores)	1.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	5	0.0%	0	1.1%	4	0.0%	0	0.0%	0
Co-Op, Southsea	1.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	8	0.0%	0	3.6%	1
Aldi, Gamble Road, Portsmouth, PO2 7AL	0.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	8	5.6%	1	0.0%	0
Co-Op, Palmyra Road, Gosport, PO12 4EQ	0.9%	8	9.5%	8	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lee-on-the-Solent (Local stores)	0.9%	8	0.0%	0	0.0%	0	6.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Delme Square, Fareham, PO16 0PF	0.8%	7	0.7%	1	0.0%	0	0.9%	1	1.0%	0	1.1%	1	6.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, Forton Road, Gosport, PO12 3HW	0.8%	7	7.5%	6	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, The Green, Stubbington, PO14 2JY	0.8%	7	0.0%	0	0.0%	0	0.9%	1	0.0%	0	9.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, Rowner Road, Bridgemary, Gosport, PO13 9UB	0.8%	7	1.4%	1	0.0%	0	0.9%	1	8.9%	4	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, Gregson Avenue, Bridgemary, Gosport, PO13 0UR	0.7%	6	0.7%	1	0.0%	0	0.0%	0	12.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, West Street, Fareham, PO16 0AL	0.6%	5	0.0%	0	0.0%	0	0.0%	0	1.0%	0	3.4%	2	3.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Commercial Road, PO1 1EA	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.1%	4	0.0%	0	1.8%	0
Southsea (Local stores)	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	4	0.0%	0	5.4%	1
Iceland, 5 Edinburgh Road, Portsmouth, PO1 1DE	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	4	5.6%	1	1.8%	0
Tesco, Whiteley Way, Whiteley, Fareham, PO15	0.6%	5	0.7%	1	0.0%	0	1.7%	2	0.0%	0	3.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Gosport Shopping Survey for GVA Grimley

Weighted:

December 2006

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
7LL											
Iceland, Palmerston Road, Southsea, PO5 3QQ	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Metro, Southsea, PO4 0JP	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, Goldsmith Avenue, Portsmouth, PO4 8QZ	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%
Lidl, Forton Road, Gosport, PO12 3HD	0.5%	5	4.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-Op, Paulsgrove	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%
Morrisons, Lakesmere Road, Horndean, PO8 9FB	0.5%	4	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Goldsmith Avenue, Southsea, Portsmouth, PO4 0BS	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%
Iceland, London Road, North End, Portsmouth, PO2 0LZ	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%
Somerfield, Albert Road, Southsea, PO4 0JR	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%
Iceland, High Street, Cosham, PO6 3BZ	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%
Lidl, Newgate Lane, Fareham, PO14 1TL	0.4%	4	0.7%	1	1.1%	0	1.7%	2	0.0%	0	1.2%
Co-Op, Arundel Drive, Fareham	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%
Tesco Express, Havant Road, Farlington, PO6 1NT	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%
Asda, Portland Road, Waterloo, PO7 7XR	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%
Somerfield, West Street, Fareham, PO16 0BA	0.4%	3	0.7%	1	0.0%	0	0.0%	0	1.1%	1	2.4%
Co-Op, Bury Road, Gosport, PO12 3PR	0.3%	3	0.7%	1	6.8%	2	0.0%	0	1.0%	0	0.0%
Co-Op, The Parade, Tukes Avenue, Gosport, PO13 0SQ	0.3%	3	0.7%	1	1.1%	0	0.0%	0	4.0%	2	0.0%
Portsmouth Road, Lee-on-the-Solent (Local stores)	0.3%	2	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%
Co-Op, Fairfield Road, Fareham	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%
Sainsbury's, Drayton	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%
Co-Op, Cherque Farm, Twyford Drive, Lee-on-the-Solent	0.2%	2	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%
Co-Op, Priddy's Hard,	0.2%	2	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%

Gosport Shopping Survey for GVA Grimley

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
Dartmouth Court, Gosport	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, West Street, Portchester, PO16 9UZ	0.2%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Brockhurst Road (Local stores)	0.2%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda Wal-Mart, Purbrook Way, Larchwood Avenue, Bedhampton, Havant, PO9 3QW	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%
Co-Op, Great Southsea Street, Southsea	0.2%	1	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%
Rowner Lane (Local stores)	0.2%	1	0.0%	0	0.0%	0	0.9%	1	1.0%	0	0.0%
Queens Parade (Local stores)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, Elm Grove, Southsea, PO5 1JF	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, 5 - 7 Walpole Road, Gosport, PO12 1RR	0.1%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Alverstoke Village (Local stores)	0.1%	1	0.0%	0	4.5%	1	0.0%	0	0.0%	0	0.0%
Sainsbury's, Tollbar Way, Hedge End, SO30 2UH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waitrose, Waterlooville, PO7 7HS	0.1%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%
Waitrose, Havant	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%
Bury Cross (Local stores)	0.1%	1	0.7%	1	1.1%	0	0.0%	0	0.0%	0	0.0%
Tesco Extra, Bursledon Towers, Hamble Lane, SO31 8GN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%
Somerfield, Highlands Road, Fareham, PO15 6QL	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%
One Stop, Village Road, Alverstoke, Gosport, PO12 2LF	0.1%	1	0.0%	0	1.1%	0	0.0%	0	1.0%	0	0.0%
Dartmouth Close, Priddy's Hard (Local stores)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Grange Road, Gosport	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Alldays, Privett Road, Gosport, PO12 3SS	0.1%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%
Alldays, Rowner Road, Gosport, PO13 9UE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%
Gregson Avenue (Local stores)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%
(Don't know / varies)	8.1%	71	10.9%	9	9.1%	2	9.4%	11	9.9%	4	7.9%
Weighted base:	875	83	25	119	43	66	73	100	332	12	22
Sample:	876	147	88	117	101	89	82	91	87	18	56

Gosport Shopping Survey for GVA Grimley

Weighted:

December 2006

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
Q03 When your not undertaking your January sales shopping, where do you usually do most of your household's shopping for clothes, footwear and other fashion goods ?																						
<i>Those who don't buy fashion goods abroad, on the internet / catalogue / mail order</i>																						
Portsmouth Town Centre	47.9%	434	16.8%	14	30.2%	8	16.1%	18	18.0%	8	13.5%	9	18.6%	16	66.0%	68	78.0%	271	84.2%	10	46.6%	11
Fareham Town Centre	19.6%	178	28.9%	24	15.6%	4	39.3%	45	46.0%	19	53.9%	35	49.5%	43	6.4%	7	0.0%	0	0.0%	0	0.0%	0
Southampton Town Centre	6.6%	60	5.4%	5	10.4%	3	14.3%	16	8.0%	3	14.6%	10	10.3%	9	6.4%	7	2.2%	8	0.0%	0	1.7%	0
Gosport Town Centre	6.2%	56	34.2%	29	25.0%	7	9.8%	11	18.0%	8	1.1%	1	0.0%	0	0.0%	0	0.0%	0	5.3%	1	0.0%	0
Chichester	2.7%	24	0.0%	0	2.1%	1	0.9%	1	0.0%	0	0.0%	0	4.1%	4	2.1%	2	4.4%	15	5.3%	1	5.2%	1
Gunwharf Quays, Portsmouth Harbour	2.4%	21	4.0%	3	3.1%	1	3.6%	4	0.0%	0	1.1%	1	1.0%	1	1.1%	1	2.2%	8	5.3%	1	8.6%	2
Hedge End (Marks & Spencer, Rosebys, Homebase, etc)	2.3%	21	1.3%	1	2.1%	1	4.5%	5	4.0%	2	1.1%	1	9.3%	8	3.2%	3	0.0%	0	0.0%	0	1.7%	0
Southsea Town Centre	2.3%	21	0.0%	0	2.1%	1	2.7%	3	0.0%	0	0.0%	0	0.0%	0	1.1%	1	3.3%	11	0.0%	0	20.7%	5
Other	1.2%	10	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	1.0%	1	1.1%	1	2.2%	8	0.0%	0	1.7%	0
North End, Portsmouth	1.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	2.2%	8	0.0%	0	0.0%	0
Cosham Town Centre	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	7	0.0%	0	0.0%	0	0.0%	0
Whiteley Factory Outlet Village	0.7%	6	0.0%	0	1.0%	0	3.6%	4	1.0%	0	1.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portchester Town Centre	0.6%	6	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	1.1%	1	1.1%	4	0.0%	0	1.7%	0
Tesco Extra, North Harbour, Portsmouth	0.6%	5	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.1%	4	0.0%	0	0.0%	0
Brighton	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.1%	4	0.0%	0	0.0%	0
Collingwood Retail Park, Newgate Lane, Fareham (Homebase, Tiles 'R' Us)	0.2%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Newgate Lane, Fareham	0.2%	2	0.7%	1	1.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London	0.2%	2	0.0%	0	1.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0
Havant Town Centre	0.2%	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	0.0%	0	1.7%	0
Asda, Dock Road, Gosport	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	0.0%	0	0.0%	0
Hedge End Retail Park (DFS, Land of Leather, SCS, Jessops, etc)	0.1%	1	0.0%	0	1.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pompey Centre, Portsmouth (B&Q, etc)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central Retail Park, Havant (Wickes, etc)	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	0.0%	0	0.0%	0
Victory Retail Park, Portsmouth (Staples, Allied Carpets, etc)	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	0.0%	0	0.0%	0
Winchester Town Centre	0.1%	1	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0
Titchfield Retail Park, Southampton Road, Titchfield (Comet, Pampurred Pets, Harveys, etc)	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	0.0%	0	0.0%	0

Gosport Shopping Survey for GVA Grimley

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
Asda, Fratton Road, Portsmouth	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	0.0% 0	0.0% 0
(Don't know / varies)	3.3% 30	4.7% 4	4.2% 1	4.5% 5	3.0% 1	7.9% 5	2.1% 2	2.1% 2	2.2% 8	0.0% 0	6.9% 2
Weighted base:	906	85	27	114	42	66	86	104	348	12	23
Sample:	905	149	96	112	100	89	97	94	91	19	58

Gosport Shopping Survey for GVA Grimley

Weighted:

December 2006

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
Q04 Where else do you shop for your household's clothes, footwear and other fashion goods ?																						
<i>Those who shop for clothes, footwear and other fashion goods at Q03, and who don't shop abroad, or use the internet / catalogue / mail order at Q04</i>																						
Southampton Town Centre	19.8%	186	18.5%	17	13.0%	4	21.2%	25	11.9%	5	26.7%	18	21.6%	19	16.7%	18	21.3%	76	11.1%	1	11.5%	3
Portsmouth Town Centre	18.8%	176	24.1%	22	28.0%	8	26.3%	32	27.7%	12	23.3%	15	32.0%	28	14.6%	15	11.7%	42	5.6%	1	4.9%	1
Fareham Town Centre	13.7%	129	28.4%	26	22.0%	6	29.7%	36	17.8%	8	21.1%	14	15.5%	13	13.5%	14	3.2%	11	0.0%	0	0.0%	0
Chichester	7.7%	72	2.5%	2	5.0%	1	4.2%	5	0.0%	0	6.7%	4	4.1%	4	14.6%	15	9.6%	34	16.7%	2	13.1%	3
Gunwharf Quays, Portsmouth Harbour	5.4%	51	6.2%	6	5.0%	1	8.5%	10	2.0%	1	3.3%	2	6.2%	5	3.1%	3	5.3%	19	5.6%	1	8.2%	2
Gosport Town Centre	4.3%	41	10.5%	10	11.0%	3	13.6%	16	23.8%	10	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hedge End (Marks & Spencer, Rosebys, Homebase, etc)	3.2%	30	1.2%	1	4.0%	1	2.5%	3	5.9%	3	2.2%	1	5.2%	4	4.2%	4	3.2%	11	5.6%	1	0.0%	0
Southsea Town Centre	2.5%	24	0.6%	1	2.0%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	19	5.6%	1	8.2%	2
Other	2.4%	22	1.2%	1	2.0%	1	5.1%	6	0.0%	0	1.1%	1	4.1%	4	1.0%	1	2.1%	8	0.0%	0	4.9%	1
London	1.8%	17	0.0%	0	2.0%	1	1.7%	2	0.0%	0	2.2%	1	1.0%	1	0.0%	0	3.2%	11	0.0%	0	3.3%	1
Waterlooville Town Centre	1.1%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	2.1%	8	0.0%	0	0.0%	0
Whiteley Factory Outlet Village	1.0%	10	0.6%	1	0.0%	0	2.5%	3	5.0%	2	4.4%	3	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Portchester Town Centre	0.9%	9	1.9%	2	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.0%	1	1.0%	1	1.1%	4	0.0%	0	0.0%	0
Winchester Town Centre	0.8%	7	0.6%	1	1.0%	0	1.7%	2	0.0%	0	2.2%	1	3.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cosham Town Centre	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	6	0.0%	0	0.0%	0	0.0%	0
Basingstoke	0.6%	5	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	4	5.6%	1	0.0%	0
Guildford	0.6%	5	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	4	0.0%	0	1.6%	0
Titchfield Retail Park, Southampton Road, Titchfield (Comet, Pampurred Pets, Harveys, etc)	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.1%	4	0.0%	0	0.0%	0
Titchfield	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.1%	4	0.0%	0	0.0%	0
Hedge End Retail Park (DFS, Land of Leather, SCS, Jessops, etc)	0.4%	4	0.6%	1	1.0%	0	0.8%	1	1.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Fratton	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	4	0.0%	0	0.0%	0
The Junction / Ocean Retail Park, Portsmouth (PC World, Toys 'R' Us, Comet, Homebase, etc)	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	4	0.0%	0	0.0%	0
Bournemouth	0.2%	2	0.6%	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	1.6%	0
Locks Heath Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Worthing	0.1%	1	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Asda, Dock Road, Gosport	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	0.0%	0	0.0%	0
North End, Portsmouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Collingwood Retail Park, Newgate Lane, Fareham (Homebase, Tiles 'R' Us)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pompey Centre, Portsmouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Gosport Shopping Survey for GVA Grimley

Weighted:

December 2006

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
(B&Q, etc)											
Broadcut Retail Park, Fareham (Dreams, Staples, etc)	0.1% 1	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Port Solent (Fenwicks, Snow and Rock, Bookends)	0.1% 1	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Eastleigh Town Centre	0.1% 1	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Speedfields Retail Park, Newgate Lane, Fareham (Wickes, Focus, Furniture Express)	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	0.0% 0	0.0% 0
Plymouth	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	1.6% 0
(Nowhere else)	24.3% 227	16.7% 15	19.0% 17	5.9% 5	12.9% 7	10.0% 6	16.5% 7	18.8% 14	38.3% 20	55.6% 137	39.3% 7
(Don't know / varies)	7.2% 67	8.6% 8	8.0% 2	8.5% 10	6.9% 3	12.2% 8	7.2% 6	12.5% 13	4.3% 15	0.0% 0	4.9% 1
Weighted base:	936	92	28	120	43	66	86	106	359	12	24
Sample:	937	162	100	118	101	90	97	96	94	18	61

Q05 When you visit (LOCATION MENTIONED AT Q03) for your clothes and footwear shopping, do you usually combine your shopping with other activities, for example leisure / entertainment, restaurants, bars, foodstores, etc?

Those who shop for clothes, footwear and other fashion goods at Q03

Yes	37.0%	359	41.0%	39	37.9%	11	36.9%	46	34.9%	16	24.0%	17	40.4%	36	45.4%	49	35.7%	134	42.1%	5	31.7%	8
No	61.6%	597	57.8%	54	60.2%	17	60.7%	75	64.2%	29	75.0%	53	59.6%	53	54.6%	58	62.2%	233	57.9%	7	68.3%	17
(Don't know / varies)	1.4%	14	1.2%	1	1.9%	1	2.5%	3	0.9%	0	1.0%	1	0.0%	0	0.0%	0	2.0%	8	0.0%	0	0.0%	0
Weighted base:	970	94	29	124	45	71	88	107	374	12	25											
Sample:	969	166	103	122	106	96	99	97	98	19	63											

Gosport Shopping Survey for GVA Grimley

Weighted:

December 2006

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
Q06 What are these other activities?																						
<i>Those who shop for clothes, footwear and other fashion goods at Q03 and those who combine their shopping at Q05, and who don't use the internet / delivery at Q06</i>																						
Cafés	47.3%	176	34.3%	14	34.1%	4	43.8%	21	52.6%	8	33.3%	6	50.0%	18	54.5%	26	51.4%	73	25.0%	1	60.0%	5
Restaurants	42.4%	158	37.1%	15	39.0%	4	41.7%	20	34.2%	6	20.8%	4	47.5%	17	29.5%	14	51.4%	73	37.5%	2	40.0%	3
Bars / Pubs	12.0%	45	11.4%	5	7.3%	1	6.3%	3	13.2%	2	4.2%	1	5.0%	2	13.6%	7	16.2%	23	25.0%	1	10.0%	1
Cinema	10.1%	37	18.6%	7	12.2%	1	14.6%	7	23.7%	4	4.2%	1	22.5%	8	9.1%	4	2.7%	4	0.0%	0	10.0%	1
Other non-food shops	6.1%	23	4.3%	2	4.9%	1	8.3%	4	2.6%	0	4.2%	1	0.0%	0	2.3%	1	8.1%	11	37.5%	2	10.0%	1
Other food shops	3.4%	13	7.1%	3	2.4%	0	4.2%	2	5.3%	1	12.5%	2	0.0%	0	9.1%	4	0.0%	0	0.0%	0	0.0%	0
Financial Service (Banks, Building Society)	3.3%	12	1.4%	1	2.4%	0	8.3%	4	2.6%	0	8.3%	1	5.0%	2	0.0%	0	2.7%	4	0.0%	0	0.0%	0
Other	2.5%	9	7.1%	3	0.0%	0	0.0%	0	2.6%	0	0.0%	0	5.0%	2	0.0%	0	2.7%	4	0.0%	0	5.0%	0
Meeting Friends	2.2%	8	2.9%	1	0.0%	0	0.0%	0	0.0%	0	4.2%	1	7.5%	3	0.0%	0	2.7%	4	0.0%	0	0.0%	0
Meeting Family	2.0%	7	4.3%	2	0.0%	0	4.2%	2	0.0%	0	8.3%	1	5.0%	2	0.0%	0	0.0%	0	0.0%	0	5.0%	0
Gambling	1.5%	5	1.4%	1	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	4	0.0%	0	0.0%	0
Theatre	1.4%	5	2.9%	1	4.9%	1	2.1%	1	2.6%	0	0.0%	0	5.0%	2	0.0%	0	0.0%	0	0.0%	0	5.0%	0
Ten Pin Bowling	1.4%	5	0.0%	0	2.4%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0	2.7%	4	0.0%	0	5.0%	0
Swimming	1.4%	5	1.4%	1	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0	2.7%	4	0.0%	0	0.0%	0
Museums / Art Gallery	1.2%	4	0.0%	0	2.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	4	0.0%	0	5.0%	0
Market	1.0%	4	1.4%	1	2.4%	0	2.1%	1	0.0%	0	4.2%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0
Discovery Centre / Library	0.9%	3	0.0%	0	2.4%	0	0.0%	0	2.6%	0	4.2%	1	5.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	0.7%	3	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0
Gym / Health and Fitness	0.6%	2	0.0%	0	2.4%	0	0.0%	0	2.6%	0	4.2%	1	0.0%	0	0.0%	0	0.0%	0	12.5%	1	0.0%	0
Bingo	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Service (Travel Agent, Estate Agent)	0.1%	0	0.0%	0	2.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sailing and Marine Related Activities	0.1%	0	0.0%	0	2.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Personal Service (Hairdressers, Beauty Salon)	0.1%	0	0.0%	0	2.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	2.0%	8	4.3%	2	0.0%	0	4.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	4	0.0%	0	0.0%	0
Weighted base:		372		40		11		49		16		18		36		49		141		5		8
Sample:		370		70		41		48		38		24		40		44		37		8		20

Gosport Shopping Survey for GVA Grimley

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
Q07 Which other food shops do you go to?																						
<i>Those who shop for clothes, footwear and other fashion goods at Q03, and those who combine their clothes and footwear shopping with other food shops at Q06</i>																						
Sainsbury's, Broadcut, Wallington, Fareham, PO16 8SU	14.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.4%	1	0.0%	0	25.0%	1	0.0%	0	0.0%	0	0.0%	0
Asda, The Bridge Shopping Centre, Somers Road North, Fratton, Portsmouth, PO1 1SL	13.2%	2	20.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons, Walpole Road, High Street, Gosport, PO12 1NQ	11.2%	1	40.0%	1	99.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Speedfields Park, Newgate Lane, Fareham, PO14 1TT	9.2%	1	0.0%	0	0.0%	0	0.0%	0	50.0%	0	33.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Dock Road, Gosport, PO12 1SH	9.0%	1	40.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda Wal-Mart, Purbrook Way, Larchwood Avenue, Bedhampton, Havant, PO9 3QW	8.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	1	0.0%	0	0.0%	0	0.0%	0
Cosham (Local stores)	8.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	1	0.0%	0	0.0%	0	0.0%	0
Aldi, West Street, Fareham, PO16 0AL	8.1%	1	0.0%	0	0.0%	0	50.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lee-on-the-Solent (Local stores)	8.1%	1	0.0%	0	0.0%	0	50.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, The Green, Stubbington Village, PO14 2LE	5.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Delme Square, Fareham, PO16 0PF	5.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, North Harbour, Clement Atlee Way, Portsmouth, PO6 4SR	4.5%	1	20.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Fitzherbert Road, Farlington, Portsmouth, PO6 1RR	3.4%	0	0.0%	0	0.0%	0	0.0%	0	50.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Gosport, PO12 1SD	2.2%	0	0.0%	0	99.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, Bury Road, Gosport, PO12 3PR	2.2%	0	0.0%	0	99.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	13	3	0	2	1	2	0	4	0	0	0											
Sample:	17	5	1	2	2	3	0	4	0	0	0											

Gosport Shopping Survey for GVA Grimley

Weighted:

December 2006

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
Q08 Where do you shop for special occasion goods such as Christmas shopping?																						
<i>Those who don't shop abroad or use the internet / mail order / catalogue at Q08</i>																						
Portsmouth Town Centre	39.4%	342	23.0%	20	22.0%	6	12.2%	14	15.6%	6	9.2%	6	20.7%	16	57.1%	53	60.9%	202	82.3%	9	47.2%	10
Fareham Town Centre	15.9%	138	27.6%	24	11.0%	3	24.3%	29	38.5%	16	47.1%	30	35.6%	28	6.0%	6	1.1%	4	0.0%	0	0.0%	0
Southampton Town Centre	10.0%	87	12.5%	11	13.2%	3	16.5%	19	9.4%	4	18.4%	12	14.9%	12	7.1%	7	5.7%	19	0.0%	0	1.9%	0
Gunwharf Quays, Portsmouth Harbour	4.2%	36	2.6%	2	3.3%	1	5.2%	6	6.3%	3	0.0%	0	1.1%	1	3.6%	3	5.7%	19	5.9%	1	1.9%	0
Gosport Town Centre	3.7%	32	13.2%	11	16.5%	4	10.4%	12	10.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chichester	3.2%	28	0.7%	1	2.2%	1	2.6%	3	2.1%	1	6.9%	4	4.6%	4	6.0%	6	2.3%	8	5.9%	1	5.7%	1
Other	3.2%	28	2.0%	2	2.2%	1	1.7%	2	0.0%	0	3.4%	2	4.6%	4	1.2%	1	4.6%	15	5.9%	1	1.9%	0
Southsea Town Centre	1.9%	17	0.0%	0	0.0%	0	0.9%	1	0.0%	0	1.2%	1	1.1%	1	1.2%	1	2.3%	8	0.0%	0	26.4%	5
Portchester Town Centre	1.5%	13	0.7%	1	1.1%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	3.6%	3	2.3%	8	0.0%	0	0.0%	0
London	1.2%	11	1.3%	1	2.2%	1	2.6%	3	0.0%	0	1.2%	1	0.0%	0	1.2%	1	1.1%	4	0.0%	0	1.9%	0
North End	0.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	8	0.0%	0	0.0%	0
Hedge End (Marks & Spencer, Rosebys, Homebase, etc)	0.7%	6	0.7%	1	4.4%	1	0.9%	1	0.0%	0	0.0%	0	1.1%	1	2.4%	2	0.0%	0	0.0%	0	0.0%	0
Whiteley Factory Outlet Village	0.6%	6	0.0%	0	0.0%	0	0.9%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.1%	4	0.0%	0	0.0%	0
Brighton	0.6%	5	0.7%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.1%	4	0.0%	0	0.0%	0
The Junction / Ocean Retail Park, Portsmouth (PC World, Toys 'R' Us, Comet, Homebase, etc)	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	4	0.0%	0	0.0%	0
Asda, Fratton	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	4	0.0%	0	0.0%	0
Cosham Town Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	3	0.0%	0	0.0%	0	0.0%	0
Winchester Town Centre	0.4%	3	0.0%	0	2.2%	1	0.9%	1	0.0%	0	1.2%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poole, Dorset	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	0.0%	0	0.0%	0
Havant Town Centre	0.1%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Titchfield Retail Park, Southampton Road, Titchfield (Comet, Pampured Pets, Harveys, etc)	0.1%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waterlooville Town Centre	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	0.0%	0	0.0%	0
Asda, Newgate Lane, Fareham	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	0.0%	0	0.0%	0
(Don't know / varies)	10.8%	94	13.8%	12	19.8%	5	19.1%	22	17.7%	7	8.0%	5	12.6%	10	7.1%	7	6.9%	23	0.0%	0	13.2%	3
Weighted base:		868		86		26		117		41		64		78		93		332		11		21
Sample:		869		152		91		115		96		87		87		84		87		17		53

Gosport Shopping Survey for GVA Grimley

Weighted:

December 2006

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
Q09 Where do you do most of your households shopping for furniture, floor coverings and household textiles ?																						
<i>Those who don't shop abroad or use the internet / mail order / catalogue at Q09</i>																						
Portsmouth Town Centre	27.9%	209	6.3%	5	15.8%	3	3.1%	3	6.8%	3	9.3%	5	13.8%	8	49.4%	43	44.2%	130	31.3%	3	39.0%	6
Southampton Town Centre	8.3%	62	3.9%	3	14.5%	3	13.5%	13	9.1%	3	21.3%	12	12.3%	7	8.9%	8	3.9%	11	6.3%	1	7.3%	1
Fareham Town Centre	8.1%	60	10.2%	7	10.5%	2	16.7%	16	14.8%	6	22.7%	13	20.0%	12	1.3%	1	1.3%	4	0.0%	0	0.0%	0
Other	4.5%	34	7.1%	5	3.9%	1	4.2%	4	4.5%	2	2.7%	1	0.0%	0	5.1%	4	5.2%	15	6.3%	1	2.4%	0
Gosport Town Centre	4.2%	31	19.7%	14	11.8%	3	12.5%	12	6.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, Southsea	3.6%	27	0.0%	0	3.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	6.5%	19	6.3%	1	24.4%	4
The Junction / Ocean Retail Park, Portsmouth (PC World, Toys 'R' Us, Comet, Homebase, etc)	3.4%	26	0.8%	1	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	1.3%	1	7.8%	23	6.3%	1	0.0%	0
Hedge End Retail Park (DFS, Land of Leather, SCS, Jessops, etc)	3.2%	24	5.5%	4	3.9%	1	5.2%	5	10.2%	4	5.3%	3	6.2%	4	0.0%	0	1.3%	4	0.0%	0	0.0%	0
Hedge End (Marks & Spencer, Rosebys, Homebase, etc)	2.8%	21	6.3%	5	9.2%	2	4.2%	4	2.3%	1	2.7%	1	7.7%	4	0.0%	0	1.3%	4	0.0%	0	0.0%	0
Burfields Retail Park, Portsmouth (Staples, Pets at Home)	2.8%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	4	5.2%	15	12.5%	1	0.0%	0
Titchfield Retail Park, Southampton Road, Titchfield (Comet, Pampurred Pets, Harveys, etc)	2.4%	18	4.7%	3	1.3%	0	9.4%	9	4.5%	2	4.0%	2	1.5%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	0
Portchester Town Centre Retail Park, Segensworth West	1.8%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	4	1.3%	1	2.6%	8	0.0%	0	0.0%	0
Pompey Centre, Portsmouth (B&Q, etc)	1.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	2.6%	8	0.0%	0	2.4%	0
Collingwood Retail Park, Newgate Lane, Fareham (Homebase, Tiles 'R' Us)	1.2%	9	7.1%	5	1.3%	0	1.0%	1	2.3%	1	1.3%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waterlooville Town Centre Ikea, Croydon	1.0%	7	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.5%	1	1.3%	1	1.3%	4	6.3%	1	0.0%	0
Speedfields Retail Park, Newgate Lane, Fareham (Wickes, Focus, Furniture Express)	0.7%	5	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	4	0.0%	0	2.4%	0
Cosham Town Centre	0.5%	3	1.6%	1	1.3%	0	0.0%	0	1.1%	0	1.3%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chichester	0.4%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0
Stubbington	0.4%	3	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	2.4%	0
Havant Town Centre	0.3%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gunwharf Quays, Portsmouth Harbour	0.2%	2	0.8%	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	0.0%	0
Gunwharf Quays, Portsmouth Harbour	0.2%	2	0.8%	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	0.0%	0

Gosport Shopping Survey for GVA Grimley

Weighted:

December 2006

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
Q10 Where do you do most of your households shopping for DIY and decorating goods ?																						
<i>Those who don't shop abroad or use the internet / mail order / catalogue at Q10</i>																						
Pompey Centre, Portsmouth (B&Q, etc)	18.3%	156	2.0%	2	1.1%	0	0.0%	0	0.0%	0	1.1%	1	8.6%	6	15.9%	15	36.5%	118	35.7%	3	49.0%	10
Portsmouth Town Centre	17.0%	145	2.7%	2	1.1%	0	3.6%	4	1.0%	0	0.0%	0	9.9%	7	39.8%	39	24.7%	80	50.0%	5	39.2%	8
Fareham Town Centre	15.0%	128	17.4%	15	43.2%	11	31.3%	36	34.3%	14	42.0%	27	32.1%	23	2.3%	2	0.0%	0	0.0%	0	0.0%	0
The Junction / Ocean Retail Park, Portsmouth (PC World, Toys 'R' Us, Comet, Homebase, etc)	7.8%	66	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	1.1%	1	20.0%	65	0.0%	0	0.0%	0
Collingwood Retail Park, Newgate Lane, Fareham (Homebase, Tiles 'R' Us)	7.4%	63	24.2%	20	17.0%	4	16.1%	18	19.2%	8	10.2%	7	2.5%	2	0.0%	0	1.2%	4	0.0%	0	0.0%	0
Speedfields Retail Park, Newgate Lane, Fareham (Wickes, Focus, Furniture Express)	6.1%	52	12.8%	11	8.0%	2	18.8%	21	17.2%	7	11.4%	7	4.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	3.6%	31	0.7%	1	0.0%	0	0.9%	1	2.0%	1	8.0%	5	2.5%	2	5.7%	6	4.7%	15	7.1%	1	0.0%	0
Titchfield Retail Park, Southampton Road, Titchfield (Comet, Pampurred Pets, Harveys, etc)	3.0%	26	9.4%	8	2.3%	1	7.1%	8	1.0%	0	4.5%	3	6.2%	4	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Gosport Town Centre	2.9%	25	15.4%	13	11.4%	3	6.3%	7	5.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Havant Town Centre	2.1%	18	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	4	13.6%	13	0.0%	0	7.1%	1	0.0%	0
Burfields Retail Park, Portsmouth (Staples, Pets at Home)	2.0%	17	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	4	3.5%	11	0.0%	0	2.0%	0
B&Q, Fareham	1.3%	11	0.7%	1	0.0%	0	2.7%	3	1.0%	0	4.5%	3	6.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Fratton	1.2%	10	0.7%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.1%	1	2.4%	8	0.0%	0	2.0%	0
Hedge End (Marks & Spencer, Rosebys, Homebase, etc)	1.1%	9	2.0%	2	1.1%	0	1.8%	2	3.0%	1	4.5%	3	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Segensworth West	1.0%	9	1.3%	1	4.5%	1	1.8%	2	3.0%	1	2.3%	1	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central Retail Park, Havant (Wickes, etc)	0.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	2.3%	2	1.2%	4	0.0%	0	0.0%	0
Waterlooville Town Centre	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	3	3.4%	3	0.0%	0	0.0%	0	0.0%	0
Homebase, Fitzherbert Road, Farlington, Portsmouth	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.2%	4	0.0%	0	2.0%	0
Lee-on-the-Solent Town Centre	0.6%	5	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	4	0.0%	0	0.0%	0
Hedge End Retail Park (DFS, Land of Leather, SCS, Jessops, etc)	0.5%	4	0.7%	1	2.3%	1	1.8%	2	1.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broadcut Retail Park, Fareham (Dreams, Staples,	0.5%	4	0.0%	0	3.4%	1	0.0%	0	0.0%	0	2.3%	1	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Gosport Shopping Survey for GVA Grimley

Weighted:

December 2006

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
etc)																						
Newgate Lane, Fareham	0.5%	4	1.3%	1	1.1%	0	0.0%	0	0.0%	0	1.1%	1	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Locks Heath Town Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	0	2.3%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cosham Town Centre	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	0.0%	0	0.0%	0
The Range, Gunners Way	0.3%	2	1.3%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Bedhampton, Havant	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portchester Town Centre	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	0.0%	0	0.0%	0
Channon Retail Park, Eastleigh (Halfords, Matalan, Comet, etc)	0.1%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southampton Town Centre	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	0.0%	0	0.0%	0
Victory Retail Park, Portsmouth (Staples, Allied Carpets, etc)	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	0.0%	0	0.0%	0
(Don't know / varies)	4.3%	37	5.4%	5	3.4%	1	5.4%	6	10.1%	4	2.3%	1	3.7%	3	4.5%	4	3.5%	11	0.0%	0	5.9%	1
Weighted base:	853	85		25		114		42		65		72		97		325		9		20		
Sample:	855	149		88		112		99		88		81		88		85		14		51		

Gosport Shopping Survey for GVA Grimley

Weighted:

December 2006

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
Q11 Where do you do most of your households shopping for domestic appliances such as washing machines, fridges cookers and kettles ?																						
<i>Those who don't shop abroad or use the internet / mail order / catalogue at Q11</i>																						
Portsmouth Town Centre	21.3%	179	2.9%	2	2.3%	1	1.9%	2	6.7%	3	1.2%	1	13.0%	9	54.7%	52	27.6%	92	77.8%	9	42.6%	9
The Junction / Ocean Retail Park, Portsmouth (PC World, Toys 'R' Us, Comet, Homebase, etc)	13.6%	114	0.0%	0	0.0%	0	1.9%	2	1.1%	0	0.0%	0	2.6%	2	4.7%	4	31.0%	103	5.6%	1	7.4%	2
Burfields Retail Park, Portsmouth (Staples, Pets at Home)	9.6%	81	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	17.4%	17	18.4%	61	0.0%	0	3.7%	1
Fareham Town Centre	9.2%	77	9.6%	7	15.1%	4	17.3%	18	20.2%	8	32.2%	21	24.7%	17	2.3%	2	0.0%	0	0.0%	0	0.0%	0
Gosport Town Centre	7.8%	65	33.1%	26	39.5%	10	21.2%	22	15.7%	6	1.2%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	5.7%	48	1.5%	1	0.0%	0	1.0%	1	3.4%	1	3.4%	2	5.2%	4	3.5%	3	10.3%	34	5.6%	1	1.9%	0
Titchfield Retail Park, Southampton Road, Titchfield (Comet, Pampurred Pets, Harveys, etc)	5.1%	43	14.0%	11	2.3%	1	11.5%	12	18.0%	7	13.8%	9	5.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Segensworth West	3.6%	30	8.1%	6	9.3%	2	5.8%	6	9.0%	3	10.3%	7	7.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southsea Town Centre	3.2%	26	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	3	4.6%	15	5.6%	1	31.5%	7
Southampton Town Centre	3.0%	25	2.2%	2	4.7%	1	6.7%	7	1.1%	0	9.2%	6	10.4%	7	1.2%	1	0.0%	0	0.0%	0	1.9%	0
Park Gate, Southampton	1.6%	14	3.7%	3	4.7%	1	4.8%	5	2.2%	1	4.6%	3	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pompey Centre, Portsmouth (B&Q, etc)	1.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.2%	1	3.4%	11	0.0%	0	0.0%	0
Broadcut Retail Park, Fareham (Dreams, Staples, etc)	1.1%	9	0.0%	0	0.0%	0	1.9%	2	1.1%	0	5.7%	4	3.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hedge End (Marks & Spencer, Rosebys, Homebase, etc)	0.9%	8	1.5%	1	2.3%	1	2.9%	3	3.4%	1	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hedge End Retail Park (DFS, Land of Leather, SCS, Jessops, etc)	0.8%	7	1.5%	1	0.0%	0	2.9%	3	2.2%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Collingwood Retail Park, Newgate Lane, Fareham (Homebase, Tiles 'R' Us)	0.7%	5	2.9%	2	1.2%	0	1.0%	1	1.1%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Speedfields Retail Park, Newgate Lane, Fareham (Wickes, Focus, Furniture Express)	0.6%	5	2.9%	2	0.0%	0	1.9%	2	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Locks Heath Town Centre	0.5%	4	0.7%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	1	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waterlooville Town Centre	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	4	0.0%	0	0.0%	0
Havant Town Centre	0.3%	3	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0
Channon Retail Park, Eastleigh (Halfords, Matalan, Comet, etc)	0.3%	2	0.7%	1	0.0%	0	1.0%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Gosport Shopping Survey for GVA Grimley

Weighted:

December 2006

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
Victory Retail Park, Portsmouth (Staples, Allied Carpets, etc)	0.2%	2	0.7%	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	0.0%	0
Asda, Havant	0.2%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Portchester Town Centre	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	0.0%	0	1.9%	0
Mountbatten Retail Park, Southampton (MFI, Carpet Right, Staples, etc)	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whiteley Factory Outlet Village	0.2%	1	0.0%	0	0.0%	0	1.0%	1	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Dock Road, Gosport	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	0.0%	0	0.0%	0
Gunwharf Quays, Portsmouth Harbour	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	0.0%	0	0.0%	0
(Don't know / varies)	7.9%	66	9.6%	7	16.3%	4	15.4%	16	13.5%	5	8.0%	5	13.0%	9	5.8%	6	3.4%	11	5.6%	1	9.3%	2
Weighted base:	838		77		24		106		38		64		69		95		332		12		21	
Sample:	824		136		86		104		89		87		77		86		87		18		54	

Gosport Shopping Survey for GVA Grimley

Weighted:

December 2006

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
Q12 Where do you do most of your households shopping for TV, Hi-Fi, Radio, photographic and computer equipment ?																						
<i>Those who don't shop abroad or use the internet / mail order / catalogue at Q12</i>																						
Portsmouth Town Centre	22.5%	170	5.2%	4	6.6%	2	4.1%	4	2.4%	1	0.0%	0	10.0%	6	46.8%	41	34.2%	95	73.3%	7	49.0%	10
The Junction / Ocean Retail Park, Portsmouth (PC World, Toys 'R' Us, Comet, Homebase, etc)	12.9%	97	0.7%	1	0.0%	0	3.1%	3	1.2%	0	3.6%	2	4.3%	3	6.3%	6	28.8%	80	6.7%	1	9.8%	2
Fareham Town Centre	11.3%	85	10.4%	8	16.5%	4	22.4%	22	21.4%	8	30.1%	18	35.7%	22	2.5%	2	0.0%	0	0.0%	0	0.0%	0
Burfields Retail Park, Portsmouth (Staples, Pets at Home)	8.7%	66	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	13.9%	12	17.8%	50	0.0%	0	5.9%	1
Gosport Town Centre	7.0%	53	34.3%	26	30.8%	8	13.3%	13	11.9%	4	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Titchfield Retail Park, Southampton Road, Titchfield (Comet, Pampurred Pets, Harveys, etc)	4.8%	36	11.9%	9	1.1%	0	11.2%	11	16.7%	6	9.6%	6	5.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	4.3%	32	1.5%	1	1.1%	0	2.0%	2	3.6%	1	8.4%	5	1.4%	1	5.1%	4	5.5%	15	6.7%	1	5.9%	1
Southampton Town Centre	3.9%	30	2.2%	2	8.8%	2	8.2%	8	2.4%	1	10.8%	7	10.0%	6	3.8%	3	0.0%	0	0.0%	0	2.0%	0
Segensworth West	3.0%	22	6.0%	5	6.6%	2	4.1%	4	7.1%	3	8.4%	5	7.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park Gate, Southampton	2.6%	20	3.7%	3	5.5%	1	4.1%	4	4.8%	2	8.4%	5	7.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southsea Town Centre	2.3%	18	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	4.1%	11	6.7%	1	17.6%	4
Portchester Town Centre	1.2%	9	3.7%	3	0.0%	0	1.0%	1	1.2%	0	1.2%	1	2.9%	2	2.5%	2	0.0%	0	0.0%	0	0.0%	0
Hedge End Retail Park (DFS, Land of Leather, SCS, Jessops, etc)	1.1%	9	2.2%	2	0.0%	0	4.1%	4	3.6%	1	1.2%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North End	1.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	8	0.0%	0	0.0%	0
Hedge End (Marks & Spencer, Rosebys, Homebase, etc)	1.0%	8	1.5%	1	3.3%	1	3.1%	3	2.4%	1	1.2%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whiteley Factory Outlet Village	0.7%	6	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.4%	4	0.0%	0	0.0%	0
Pompey Centre, Portsmouth (B&Q, etc)	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.4%	4	0.0%	0	0.0%	0
Asda, Havant	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.4%	4	0.0%	0	0.0%	0
Collingwood Retail Park, Newgate Lane, Fareham (Homebase, Tiles 'R' Us)	0.6%	5	3.0%	2	0.0%	0	1.0%	1	2.4%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Speedfields Retail Park, Newgate Lane, Fareham (Wickes, Focus, Furniture Express)	0.5%	4	0.7%	1	0.0%	0	3.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Havant Town Centre	0.4%	3	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0
Locks Heath Town Centre	0.3%	2	1.5%	1	0.0%	0	0.0%	0	1.2%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cosham Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Channon Retail Park,	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Gosport Shopping Survey for GVA Grimley

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
Eastleigh (Halfords, Matalan, Comet, etc)											
Asda, Fratton Road, Portsmouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The Range, Gunners Way	0.1%	1	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	1.0%	1	0.0%	0	0.0%
Asda, Dock Road, Gosport	0.1%	1	0.7%	1	0.0%	0	0.0%	0	1.2%	0	0.0%
Broadcut Retail Park, Fareham (Dreams, Staples, etc)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%
Asda, Speedfields Park, Newgate Lane, Fareham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%
(Don't know / varies)	7.4%	56	6.7%	5	16.5%	4	13.3%	13	16.7%	6	7.2%
Weighted base:	756	76	26	100	36	61	62	87	279	10	20
Sample:	778	134	91	98	84	83	70	79	73	15	51

Gosport Shopping Survey for GVA Grimley

Weighted:

December 2006

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
Q13 Where do you do most of your households shopping on personal / luxury goods including books, jewellery, china, glass and cosmetics ?																						
<i>Those who don't shop abroad or use the internet / mail order / catalogue at Q13</i>																						
Portsmouth Town Centre	40.5%	297	8.6%	6	10.3%	2	11.0%	10	11.8%	4	5.3%	3	14.1%	10	53.3%	44	72.2%	199	81.8%	6	64.0%	13
Fareham Town Centre	23.1%	169	25.0%	18	20.5%	4	48.4%	45	43.5%	16	68.0%	38	57.7%	40	5.3%	4	1.4%	4	0.0%	0	0.0%	0
Gosport Town Centre	8.2%	60	42.2%	31	32.1%	7	14.3%	13	24.7%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southsea Town Centre	4.4%	32	0.8%	1	1.3%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	1	8.3%	23	9.1%	1	22.0%	4
Southampton Town Centre	4.0%	29	4.7%	3	9.0%	2	8.8%	8	3.5%	1	10.7%	6	7.7%	5	4.0%	3	0.0%	0	0.0%	0	0.0%	0
Other	3.1%	23	1.6%	1	0.0%	0	2.2%	2	1.2%	0	4.0%	2	3.8%	3	2.7%	2	4.2%	11	0.0%	0	2.0%	0
Gunwharf Quays, Portsmouth Harbour	2.0%	15	3.1%	2	5.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	11	0.0%	0	0.0%	0
Cosham Town Centre	1.7%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.7%	12	0.0%	0	0.0%	0	0.0%	0
Chichester	1.5%	11	0.0%	0	1.3%	0	2.2%	2	0.0%	0	1.3%	1	2.6%	2	2.7%	2	1.4%	4	0.0%	0	0.0%	0
Local shops (unspecified location)	1.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	8	0.0%	0	0.0%	0
Portchester Town Centre	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	3	2.7%	2	0.0%	0	0.0%	0	0.0%	0
Whiteley Factory Outlet Village	0.3%	2	0.8%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Havant Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0
London	0.2%	2	0.0%	0	3.8%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winchester Town Centre	0.2%	1	0.0%	0	1.3%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Collingwood Retail Park, Newgate Lane, Fareham (Homebase, Tiles 'R' Us)	0.2%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Port Solent (Fenwicks, Snow and Rock, Bookends)	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	0.0%	0	0.0%	0
The Junction / Ocean Retail Park, Portsmouth (PC World, Toys 'R' Us, Comet, Homebase, etc)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	1	0.0%	0
Hedge End Retail Park (DFS, Land of Leather, SCS, Jessops, etc)	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	8.6%	63	11.7%	9	15.4%	3	9.9%	9	14.1%	5	6.7%	4	7.7%	5	12.0%	10	5.6%	15	0.0%	0	12.0%	2
Weighted base:		733		73		22		93		36		55		70		83		275		7		20
Sample:		743		128		78		91		85		75		78		75		72		11		50

Gosport Shopping Survey for GVA Grimley

Weighted:

December 2006

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
Q14 How often do you go shopping in or visit Gosport ?																						
Everyday	1.7%	17	6.3%	6	3.8%	1	2.4%	3	1.9%	1	2.0%	1	0.0%	0	0.0%	0	1.0%	4	0.0%	0	0.0%	0
4 - 6 days a week	1.2%	12	6.3%	6	4.7%	1	3.2%	4	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
2 - 3 days a week	6.7%	67	26.4%	26	35.8%	11	12.7%	16	16.7%	8	2.0%	1	1.0%	1	0.0%	0	1.0%	4	0.0%	0	0.0%	0
1 day a week	11.6%	116	37.4%	37	35.8%	11	27.0%	35	33.3%	15	9.0%	7	4.0%	4	0.0%	0	2.0%	8	5.0%	1	0.0%	0
Once every 2 weeks	5.9%	59	12.6%	12	8.5%	3	16.7%	21	13.9%	6	7.0%	5	4.0%	4	0.0%	0	2.0%	8	0.0%	0	0.0%	0
Once every month	8.4%	84	4.0%	4	6.6%	2	16.7%	21	18.5%	8	19.0%	14	14.0%	12	4.0%	4	4.0%	15	15.0%	2	1.5%	0
Once every two months	4.3%	43	0.0%	0	1.9%	1	7.1%	9	4.6%	2	6.0%	4	4.0%	4	6.0%	7	4.0%	15	0.0%	0	3.1%	1
3 - 4 times a year	7.0%	70	1.7%	2	0.0%	0	7.9%	10	4.6%	2	13.0%	10	7.0%	6	9.0%	10	6.9%	27	10.0%	1	9.2%	2
Once a year	7.7%	77	0.0%	0	0.0%	0	0.8%	1	0.0%	0	6.0%	4	13.0%	12	8.0%	9	12.9%	50	5.0%	1	3.1%	1
Less often	5.1%	51	1.1%	1	0.0%	0	0.0%	0	0.9%	0	8.0%	6	7.0%	6	2.0%	2	8.9%	34	0.0%	0	3.1%	1
Never	40.2%	402	4.0%	4	2.8%	1	5.6%	7	3.7%	2	28.0%	21	45.0%	40	71.0%	78	57.4%	222	55.0%	7	80.0%	20
(Don't know / varies)	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	10.0%	1	0.0%	0
Weighted base:		1000		99		30		128		46		74		89		110		386		13		25
Sample:		1000		174		106		126		108		100		100		100		101		20		65

Q15 Do you only go to Gosport on market days ?

Those who shop in Gosport at Q14

Yes	28.4%	170	17.4%	16	22.3%	6	18.5%	22	20.2%	9	22.2%	12	23.6%	12	31.0%	10	46.5%	76	55.6%	3	53.8%	3
No	68.6%	411	81.4%	77	75.7%	22	75.6%	92	78.8%	35	70.8%	38	74.5%	37	69.0%	22	51.2%	84	44.4%	3	46.2%	2
Other	0.1%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	2.9%	17	1.2%	1	0.0%	0	5.9%	7	1.0%	0	6.9%	4	1.8%	1	0.0%	0	2.3%	4	0.0%	0	0.0%	0
Weighted base:		598		95		29		121		44		53		49		32		164		6		5
Sample:		714		167		103		119		104		72		55		29		43		9		13

Q16 How do you usually travel to Gosport ?

Those who shop in Gosport at Q14

Car / van (as driver)	49.7%	298	41.9%	40	58.3%	17	70.6%	86	63.5%	28	65.3%	35	63.6%	31	48.3%	15	27.9%	46	0.0%	0	7.7%	0
Car / van (as passenger)	10.5%	63	6.6%	6	4.9%	1	9.2%	11	11.5%	5	11.1%	6	16.4%	8	31.0%	10	9.3%	15	0.0%	0	0.0%	0
Bus	12.7%	76	17.4%	16	13.6%	4	16.0%	19	20.2%	9	19.4%	10	12.7%	6	6.9%	2	4.7%	8	0.0%	0	15.4%	1
Motorcycle	0.3%	2	0.0%	0	2.9%	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
Walk	4.8%	29	25.1%	24	12.6%	4	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	0
Taxi	0.1%	1	0.6%	1	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ferry	17.0%	102	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.8%	4	53.5%	88	100.0%	6	69.2%	4
Train	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	2.5%	15	6.0%	6	6.8%	2	0.8%	1	1.9%	1	2.8%	1	0.0%	0	0.0%	0	2.3%	4	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	2.3%	14	2.4%	2	0.0%	0	2.5%	3	2.9%	1	0.0%	0	7.3%	4	0.0%	0	2.3%	4	0.0%	0	0.0%	0
Weighted base:		598		95		29		121		44		53		49		32		164		6		5
Sample:		714		167		103		119		104		72		55		29		43		9		13

Gosport Shopping Survey for GVA Grimley

Weighted:

December 2006

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
Q17 What do you like about Gosport ?																						
<i>Those who shop in Gosport at Q14</i>																						
Nothing / very little	25.0%	149	24.6%	23	24.3%	7	23.5%	29	31.7%	14	26.4%	14	32.7%	16	27.6%	9	20.9%	34	44.4%	3	15.4%	1
Close to home	18.5%	111	44.3%	42	32.0%	9	33.6%	41	26.0%	11	5.6%	3	0.0%	0	0.0%	0	2.3%	4	0.0%	0	7.7%	0
Close to the Waterfront	11.7%	70	7.2%	7	15.5%	4	6.7%	8	4.8%	2	8.3%	4	29.1%	14	6.9%	2	16.3%	27	0.0%	0	15.4%	1
Markets	9.6%	57	1.2%	1	1.0%	0	3.4%	4	3.8%	2	5.6%	3	5.5%	3	10.3%	3	23.3%	38	22.2%	1	30.8%	2
Good range if independent stores	9.4%	56	1.8%	2	4.9%	1	5.0%	6	1.9%	1	5.6%	3	9.1%	4	10.3%	3	20.9%	34	11.1%	1	7.7%	0
Ferry	8.0%	48	2.4%	2	3.9%	1	3.4%	4	2.9%	1	13.9%	7	5.5%	3	6.9%	2	16.3%	27	0.0%	0	7.7%	0
Good range of chain / well known stores	6.4%	38	3.0%	3	1.9%	1	8.4%	10	1.9%	1	1.4%	1	5.5%	3	3.5%	1	11.6%	19	0.0%	0	0.0%	0
Good and / or free car parking	6.4%	38	3.6%	3	3.9%	1	12.6%	15	13.5%	6	18.1%	10	5.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
It is quiet / not very busy	5.0%	30	5.4%	5	5.8%	2	7.6%	9	4.8%	2	0.0%	0	0.0%	0	0.0%	0	7.0%	11	11.1%	1	0.0%	0
Attractive environment	4.8%	29	4.8%	5	4.9%	1	5.9%	7	1.9%	1	13.9%	7	9.1%	4	6.9%	2	0.0%	0	11.1%	1	7.7%	0
Somewhere different to visit	4.0%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.0%	23	0.0%	0	15.4%	1
Other	2.6%	15	1.8%	2	4.9%	1	1.7%	2	2.9%	1	4.2%	2	3.6%	2	3.5%	1	2.3%	4	0.0%	0	0.0%	0
Friendly / pleasant atmosphere	2.6%	15	1.2%	1	1.0%	0	2.5%	3	1.0%	0	1.4%	1	1.8%	1	3.5%	1	4.7%	8	0.0%	0	0.0%	0
Cleanliness	2.0%	12	1.2%	1	1.0%	0	2.5%	3	1.9%	1	4.2%	2	1.8%	1	0.0%	0	2.3%	4	0.0%	0	0.0%	0
Easily accessible by foot / cycle	1.9%	11	5.4%	5	1.9%	1	0.8%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	4	0.0%	0	0.0%	0
Has a good marina / harbour / sea front / beach	1.9%	11	2.4%	2	1.9%	1	1.7%	2	2.9%	1	2.8%	1	1.8%	1	6.9%	2	0.0%	0	0.0%	0	7.7%	0
It is small / compact	1.8%	11	3.6%	3	1.0%	0	1.7%	2	3.8%	2	4.2%	2	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Millennium Promenade	1.4%	9	0.0%	0	1.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	4.7%	8	0.0%	0	0.0%	0
Close to work / en route to work	1.4%	8	1.2%	1	0.0%	0	2.5%	3	1.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	4	0.0%	0	0.0%	0
Good range of shops generally	1.3%	8	1.8%	2	1.0%	0	0.8%	1	2.9%	1	2.8%	1	0.0%	0	6.9%	2	0.0%	0	0.0%	0	0.0%	0
Good range of food stores	1.2%	7	0.6%	1	2.9%	1	2.5%	3	1.0%	0	1.4%	1	3.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good range of services	1.0%	6	0.6%	1	0.0%	0	0.8%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	4	0.0%	0	0.0%	0
Good bus service / accessible public transport	1.0%	6	1.2%	1	0.0%	0	1.7%	2	2.9%	1	1.4%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Submarine Museum	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.8%	1	0.0%	0	2.3%	4	0.0%	0	0.0%	0
It is pedestrianised	0.8%	5	1.2%	1	0.0%	0	2.5%	3	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Explosion Museum	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	2.3%	4	0.0%	0	0.0%	0
Familiar	0.7%	4	1.8%	2	1.9%	1	0.0%	0	2.9%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Open planned / spacious	0.7%	4	0.6%	1	1.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	6.9%	2	0.0%	0	0.0%	0	0.0%	0
Good prices	0.5%	3	0.6%	1	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	11.1%	1	0.0%	0
Good range of non-food shops	0.4%	3	0.6%	1	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Generally convenient	0.4%	2	0.6%	1	1.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Everything	0.3%	2	1.8%	2	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pleasant to travel through	0.3%	2	0.0%	0	1.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	3.5%	1	0.0%	0	0.0%	0	0.0%	0
Good layout in general	0.3%	2	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Gosport Shopping Survey for GVA Grimley

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
Part of an overall day out	0.2% 1	0.0% 0	1.0% 0	0.0% 0	0.0% 0	0.0% 0	1.8% 1	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Restaurant / cafes	0.2% 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	0.0% 0	0.0% 0
It's my home town	0.1% 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	0.0% 0	0.0% 0
(Don't know / can't remember)	4.4% 27	1.8% 2	2.9% 1	4.2% 5	1.0% 0	4.2% 2	10.9% 5	6.9% 2	4.7% 8	11.1% 1	7.7% 0
Weighted base:	598	95	29	121	44	53	49	32	164	6	5
Sample:	714	167	103	119	104	72	55	29	43	9	13

Gosport Shopping Survey for GVA Grimley

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
Q18 What do you dislike about Gosport ?																						
Nothing / very little	33.2%	332	28.7%	28	22.6%	7	27.0%	35	26.9%	12	36.0%	27	20.0%	18	39.0%	43	36.6%	141	65.0%	9	50.8%	13
Traffic congestion	16.4%	164	12.1%	12	13.2%	4	7.1%	9	8.3%	4	9.0%	7	37.0%	33	20.0%	22	17.8%	69	10.0%	1	13.8%	4
Lack of non-food stores	14.0%	140	33.9%	33	38.7%	11	34.9%	45	26.9%	12	19.0%	14	14.0%	12	2.0%	2	2.0%	8	5.0%	1	4.6%	1
Too long / inconvenient journey	12.2%	122	2.3%	2	0.9%	0	0.8%	1	0.0%	0	10.0%	7	11.0%	10	19.0%	21	19.8%	76	0.0%	0	13.8%	4
Parking charges	4.8%	48	8.0%	8	13.2%	4	8.7%	11	11.1%	5	9.0%	7	5.0%	4	1.0%	1	2.0%	8	0.0%	0	1.5%	0
Poor choice of shops in general	3.9%	39	9.2%	9	10.4%	3	7.9%	10	7.4%	3	2.0%	1	1.0%	1	2.0%	2	2.0%	8	0.0%	0	3.1%	1
Lack of foodstores	3.7%	37	8.6%	9	8.5%	3	12.7%	16	6.5%	3	6.0%	4	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Difficult to park	3.4%	34	4.6%	5	1.9%	1	8.7%	11	2.8%	1	3.0%	2	3.0%	3	3.0%	3	2.0%	8	0.0%	0	1.5%	0
Other	3.0%	30	1.1%	1	4.7%	1	5.6%	7	0.9%	0	3.0%	2	2.0%	2	3.0%	3	3.0%	11	5.0%	1	0.0%	0
It is rundown	2.2%	22	1.7%	2	1.9%	1	4.8%	6	0.9%	0	3.0%	2	4.0%	4	3.0%	3	1.0%	4	0.0%	0	0.0%	0
It is very anti-social	1.9%	19	3.4%	3	1.9%	1	2.4%	3	3.7%	2	2.0%	1	0.0%	0	1.0%	1	2.0%	8	0.0%	0	0.0%	0
Difficult to park near shops	1.8%	18	3.4%	3	0.9%	0	2.4%	3	3.7%	2	2.0%	1	1.0%	1	0.0%	0	2.0%	8	0.0%	0	0.0%	0
Poor access for the disabled	1.6%	16	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	15	0.0%	0	0.0%	0
Poor accessibility by car	1.4%	14	0.0%	0	0.9%	0	0.0%	0	0.0%	0	1.0%	1	3.0%	3	4.0%	4	1.0%	4	0.0%	0	7.7%	2
Better places to shop closer to home	1.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	3.0%	3	1.0%	1	2.0%	8	0.0%	0	1.5%	0
Lack of eating and drinking places	1.2%	12	4.0%	4	0.9%	0	1.6%	2	0.9%	0	0.0%	0	2.0%	2	0.0%	0	1.0%	4	0.0%	0	0.0%	0
Too much litter / dirty	1.1%	11	2.9%	3	0.9%	0	1.6%	2	2.8%	1	1.0%	1	2.0%	2	1.0%	1	0.0%	0	5.0%	1	0.0%	0
Generally poor accessibility	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	6	1.0%	4	0.0%	0	3.1%	1
The ferry	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	8	0.0%	0	1.5%	0
Poor bus services	0.8%	8	1.1%	1	2.8%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	1.0%	4	5.0%	1	0.0%	0
Unsheltered	0.7%	7	0.0%	0	0.9%	0	2.4%	3	4.6%	2	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too small / overcrowded	0.7%	7	1.7%	2	1.9%	1	0.8%	1	0.9%	0	1.0%	1	2.0%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	0
Vacant shops	0.6%	6	1.1%	1	2.8%	1	0.8%	1	0.0%	0	4.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor range of chain / well known stores	0.5%	5	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	4	0.0%	0	0.0%	0
Poor choice of leisure facilities	0.5%	5	1.1%	1	2.8%	1	1.6%	2	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0
Too expensive	0.4%	4	1.1%	1	0.9%	0	0.0%	0	3.7%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too cold / windy	0.3%	3	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	0
Not much to do	0.3%	3	1.1%	1	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No Mainline Railway Station	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Old fashioned	0.2%	2	0.0%	0	0.0%	0	0.8%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor accessibility by foot / cycle	0.2%	2	1.1%	1	0.0%	0	0.0%	0	0.9%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor lighting	0.2%	2	0.0%	0	0.0%	0	0.8%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor security for shoppers / cars	0.1%	1	0.0%	0	0.9%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	8.4%	84	2.9%	3	4.7%	1	2.4%	3	0.0%	0	6.0%	4	4.0%	4	9.0%	10	14.9%	57	10.0%	1	0.0%	0
Weighted base:	1000		99	30	128	46	74	89	110	386	13	25										
Sample:	1000		174	106	126	108	100	100	100	101	20	65										

Gosport Shopping Survey for GVA Grimley

Weighted:

December 2006

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
Q19 Is there anything that would make you shop in or visit Gosport more often ?																						
More non-food stores	15.2%	152	42.0%	41	35.8%	11	30.2%	39	38.0%	17	18.0%	13	8.0%	7	1.0%	1	5.0%	19	15.0%	2	6.2%	2
Better public transport links	5.8%	58	2.3%	2	2.8%	1	0.0%	0	0.9%	0	6.0%	4	12.0%	11	6.0%	7	7.9%	31	10.0%	1	3.1%	1
Better range of chain / well known stores	5.2%	52	12.6%	12	10.4%	3	7.1%	9	4.6%	2	4.0%	3	7.0%	6	3.0%	3	3.0%	11	5.0%	1	1.5%	0
Cheaper parking	3.7%	37	5.7%	6	5.7%	2	10.3%	13	12.0%	6	8.0%	6	4.0%	4	1.0%	1	0.0%	0	0.0%	0	1.5%	0
Better road access	3.7%	37	0.0%	0	0.0%	0	0.0%	0	0.9%	0	3.0%	2	8.0%	7	13.0%	14	3.0%	11	5.0%	1	1.5%	0
Free parking	2.4%	24	2.3%	2	8.5%	3	5.6%	7	0.9%	0	9.0%	7	1.0%	1	0.0%	0	1.0%	4	0.0%	0	0.0%	0
More food stores	2.3%	23	5.2%	5	5.7%	2	7.9%	10	3.7%	2	4.0%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	0
Other	1.9%	19	0.6%	1	0.9%	0	1.6%	2	1.9%	1	0.0%	0	0.0%	0	3.0%	3	3.0%	11	0.0%	0	0.0%	0
More / larger shops	1.8%	18	1.1%	1	0.9%	0	7.1%	9	2.8%	1	2.0%	1	3.0%	3	1.0%	1	0.0%	0	0.0%	0	3.1%	1
Easier / more parking	1.7%	17	4.0%	4	0.9%	0	2.4%	3	0.9%	0	0.0%	0	4.0%	4	2.0%	2	1.0%	4	0.0%	0	0.0%	0
More places to eat / drink	1.4%	14	6.3%	6	0.9%	0	3.2%	4	2.8%	1	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0
More leisure facilities (e.g. cinema etc.)	1.2%	12	5.2%	5	2.8%	1	1.6%	2	0.9%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0	10.0%	1	1.5%	0
Improved leisure facilities	1.2%	12	0.6%	1	0.9%	0	0.0%	0	2.8%	1	1.0%	1	0.0%	0	1.0%	1	2.0%	8	0.0%	0	0.0%	0
Improvements to the shopping centre	1.1%	11	0.6%	1	0.0%	0	0.0%	0	2.8%	1	1.0%	1	1.0%	1	0.0%	0	2.0%	8	0.0%	0	1.5%	0
Easier access generally	1.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	2	2.0%	8	0.0%	0	1.5%	0
Reduce traffic congestion	1.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	5	5.0%	6	0.0%	0	0.0%	0	0.0%	0
If there were more independent stores	1.0%	10	0.0%	0	1.9%	1	0.8%	1	0.9%	0	1.0%	1	0.0%	0	0.0%	0	2.0%	8	0.0%	0	0.0%	0
Better disabled access	1.0%	10	1.1%	1	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	8	0.0%	0	0.0%	0
Everything improved	0.8%	8	0.6%	1	0.0%	0	1.6%	2	0.0%	0	0.0%	0	1.0%	1	1.0%	1	1.0%	4	0.0%	0	0.0%	0
Improved markets	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	4	0.0%	0	3.1%	1
If it were updated	0.6%	6	0.6%	1	0.9%	0	1.6%	2	2.8%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper prices	0.5%	5	1.1%	1	0.9%	0	0.8%	1	3.7%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
If the shops were undercover	0.5%	5	0.6%	1	0.0%	0	0.8%	1	1.9%	1	1.0%	1	0.0%	0	1.0%	1	0.0%	0	5.0%	1	0.0%	0
Improve the anti-social situation	0.3%	3	1.7%	2	0.9%	0	0.0%	0	0.9%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More services (e.g. bank, library, hairdressers etc.)	0.3%	3	0.6%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
If I lived closer	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	0
Better variety of stores	0.2%	2	0.0%	0	1.9%	1	0.8%	1	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More security / better personal safety	0.2%	2	0.6%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing)	53.8%	538	36.8%	36	36.8%	11	37.3%	48	31.5%	14	46.0%	34	52.0%	46	59.0%	65	66.3%	256	60.0%	8	75.4%	19
(Don't know / can't remember)	2.3%	23	0.6%	1	0.9%	0	2.4%	3	0.0%	0	4.0%	3	3.0%	3	2.0%	2	3.0%	11	0.0%	0	0.0%	0
Weighted base:	1000		99		30		128		46		74		89		110		386		13		25	
Sample:	1000		174		106		126		108		100		100		100		101		20		65	

Gosport Shopping Survey for GVA Grimley

Weighted:

December 2006

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		
Q20 Have you heard of the following attractions in Gosport ?																						
Royal Navy Submarine Museum	90.5%	905	95.4%	94	100.0%	30	96.8%	124	97.2%	44	96.0%	71	97.0%	86	88.0%	97	84.2%	325	85.0%	11	89.2%	23
Gosport Market	86.3%	863	98.3%	97	100.0%	30	99.2%	127	100.0%	46	96.0%	71	85.0%	76	70.0%	77	81.2%	313	75.0%	10	63.1%	16
Priddy's Hard	86.1%	861	97.7%	96	100.0%	30	97.6%	125	96.3%	44	95.0%	70	91.0%	81	76.0%	84	77.2%	298	80.0%	10	86.2%	22
Marina	79.9%	799	91.4%	90	99.1%	29	97.6%	125	97.2%	44	93.0%	69	82.0%	73	72.0%	79	67.3%	260	80.0%	10	72.3%	18
Explosion Museum	76.4%	764	97.7%	96	99.1%	29	96.8%	124	98.1%	45	92.0%	68	84.0%	75	57.0%	63	61.4%	237	60.0%	8	73.8%	19
The Discovery Centre Library	59.7%	597	89.7%	88	95.3%	28	88.9%	114	89.8%	41	63.0%	46	57.0%	51	44.0%	49	42.6%	164	40.0%	5	36.9%	9
Other	1.0%	10	0.6%	1	2.8%	1	3.2%	4	2.8%	1	2.0%	1	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	2.4%	24	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	6	4.0%	15	10.0%	1	4.6%	1
Weighted base:		1000		99		30		128		46		74		89		110		386		13		25
Sample:		1000		174		106		126		108		100		100		100		101		20		65

Q21 Which town / city do you work in?*Those who don't shop abroad at Q21*

Portsmouth	21.1%	211	8.6%	9	3.8%	1	7.9%	10	6.5%	3	4.0%	3	11.1%	10	31.0%	34	33.7%	130	36.8%	5	26.6%	7
Gosport	8.7%	87	29.9%	29	20.8%	6	22.2%	29	25.9%	12	5.0%	4	2.0%	2	1.0%	1	1.0%	4	0.0%	0	1.6%	0
Fareham	7.5%	75	8.6%	9	6.6%	2	11.9%	15	11.1%	5	23.0%	17	13.1%	12	3.0%	3	3.0%	11	0.0%	0	1.6%	0
Other	3.1%	31	2.9%	3	5.7%	2	4.0%	5	2.8%	1	4.0%	3	4.0%	4	2.0%	2	3.0%	11	0.0%	0	0.0%	0
Work from home	2.2%	22	0.0%	0	0.9%	0	1.6%	2	0.9%	0	1.0%	1	2.0%	2	1.0%	1	4.0%	15	0.0%	0	0.0%	0
Southampton	1.2%	12	1.7%	2	0.9%	0	0.8%	1	1.9%	1	5.0%	4	0.0%	0	0.0%	0	1.0%	4	0.0%	0	1.6%	0
Cosham	1.1%	11	0.6%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	5.0%	6	1.0%	4	0.0%	0	0.0%	0
Varies / work in different places	1.0%	10	1.1%	1	1.9%	1	0.8%	1	2.8%	1	0.0%	0	1.0%	1	1.0%	1	1.0%	4	5.3%	1	0.0%	0
Waterlooville	0.8%	8	0.6%	1	0.0%	0	0.0%	0	1.9%	1	1.0%	1	0.0%	0	2.0%	2	1.0%	4	0.0%	0	0.0%	0
Lee-on-the-Solent	0.7%	7	0.6%	1	1.9%	1	4.0%	5	0.9%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southsea	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	4	0.0%	0	9.4%	2
Portchester	0.6%	6	0.0%	0	0.0%	0	0.8%	1	0.0%	0	1.0%	1	4.0%	4	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Chichester	0.6%	6	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	4	0.0%	0	0.0%	0
Stubbington	0.5%	5	0.0%	0	0.0%	0	1.6%	2	0.0%	0	4.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastleigh	0.5%	5	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	4	0.0%	0	0.0%	0
Titchfield	0.4%	4	0.6%	1	0.0%	0	0.8%	1	1.9%	1	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Havant	0.4%	4	0.6%	1	1.9%	1	0.0%	0	0.9%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	5.3%	1	3.1%	1
London	0.4%	4	0.6%	1	0.0%	0	0.8%	1	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.6%	0
Whiteley	0.3%	3	0.6%	1	0.0%	0	1.6%	2	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sedgessworth	0.3%	3	0.0%	0	0.9%	0	0.0%	0	0.0%	0	2.0%	1	1.0%	1	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	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winchester	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	0.0%	0	0.0%	0
(Don't work)	47.7%	476	43.1%	43	54.7%	16	39.7%	51	41.7%	19	43.0%	32	58.6%	52	51.0%	56	48.5%	187	52.6%	7	54.7%	14
Weighted base:		998		99		30		128		46		74		88		110		386		12		25
Sample:		997		174		106		126		108		100		99		100		101		19		64

Gosport Shopping Survey for GVA Grimley

Weighted:

December 2006

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
Q22 Do you take part in any of the following leisure or cultural activities ?																						
Restaurants	74.5%	745	75.3%	74	76.4%	23	76.2%	98	74.1%	34	74.0%	55	76.0%	68	78.0%	86	72.3%	279	70.0%	9	80.0%	20
Cinema	56.4%	564	52.3%	52	52.8%	16	67.5%	87	52.8%	24	51.0%	38	61.0%	54	53.0%	58	55.4%	214	35.0%	5	66.2%	17
Pubs / clubs	51.7%	517	50.0%	49	40.6%	12	57.1%	73	58.3%	27	44.0%	32	44.0%	39	48.0%	53	55.4%	214	45.0%	6	43.1%	11
Theatres	49.0%	490	47.7%	47	53.8%	16	43.7%	56	39.8%	18	50.0%	37	65.0%	58	47.0%	52	48.5%	187	15.0%	2	64.6%	16
Museums / art gallery	45.1%	451	40.2%	40	43.4%	13	44.4%	57	38.0%	17	34.0%	25	51.0%	45	40.0%	44	49.5%	191	25.0%	3	58.5%	15
Swimming	33.0%	330	35.1%	35	25.5%	8	41.3%	53	36.1%	17	33.0%	24	33.0%	29	35.0%	39	29.7%	115	20.0%	3	33.8%	9
Ten pin bowling	27.5%	275	28.2%	28	19.8%	6	34.9%	45	36.1%	17	26.0%	19	20.0%	18	24.0%	26	28.7%	111	15.0%	2	13.8%	4
Gym / health & fitness club	17.7%	177	14.4%	14	16.0%	5	23.0%	30	11.1%	5	23.0%	17	20.0%	18	24.0%	26	13.9%	53	15.0%	2	27.7%	7
Sailing / Marine Related Activities	8.4%	84	9.2%	9	21.7%	6	9.5%	12	10.2%	5	4.0%	3	13.0%	12	9.0%	10	5.9%	23	5.0%	1	13.8%	4
Ice Skating	8.1%	81	10.3%	10	5.7%	2	14.3%	18	9.3%	4	5.0%	4	3.0%	3	11.0%	12	6.9%	27	5.0%	1	3.1%	1
Bingo	5.3%	53	6.9%	7	1.9%	1	3.2%	4	8.3%	4	3.0%	2	2.0%	2	8.0%	9	5.9%	23	15.0%	2	1.5%	0
(None of these)	7.7%	77	8.0%	8	8.5%	3	6.3%	8	5.6%	3	6.0%	4	9.0%	8	7.0%	8	7.9%	31	15.0%	2	13.8%	4
(Don't know)	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1000		99		30		128		46		74		89		110		386		13		25
Sample:		1000		174		106		126		108		100		100		100		101		20		65

Q23 Where do you go most often to visit the cinema ?*Those who visit the cinema at Q22*

Vue, Gunwharf Quays, Portsmouth	51.9%	293	67.0%	35	66.1%	10	43.5%	38	38.6%	9	23.5%	9	13.1%	7	30.2%	18	69.6%	149	85.7%	4	83.7%	14
UCI, Port Solent, Portsmouth	17.5%	99	8.8%	5	7.1%	1	12.9%	11	17.5%	4	11.8%	4	41.0%	22	39.6%	23	12.5%	27	0.0%	0	7.0%	1
Apollo Cinema, Fareham	16.6%	93	20.9%	11	23.2%	4	31.8%	28	35.1%	8	56.9%	21	37.7%	21	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Odeon, London Road, Portsmouth	7.4%	42	0.0%	0	0.0%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0	5.7%	3	17.9%	38	0.0%	0	0.0%	0
Carlton, High Street, Cosham, Portsmouth	1.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	13.2%	8	0.0%	0	0.0%	0	0.0%	0
Other	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	1.6%	1	3.8%	2	0.0%	0	0.0%	0	4.7%	1
Cosham	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	2	0.0%	0	0.0%	0	0.0%	0
Odeon, West Quay Road, Southampton	0.4%	2	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harbour Lights Picturehouse, Ocean Village, Southampton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	0
Kings Theatre, Southsea	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fernham Hall	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
UGC, Ocean Village, Southampton	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	2.9%	17	3.3%	2	3.6%	1	9.4%	8	3.5%	1	5.9%	2	1.6%	1	1.9%	1	0.0%	0	14.3%	1	2.3%	0
Weighted base:		564		52		16		87		24		38		54		58		214		5		17
Sample:		560		91		56		85		57		51		61		53		56		7		43

Gosport Shopping Survey for GVA Grimley

Weighted:

December 2006

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
Q24 Where do you go most often to go ten pin bowling ?																						
<i>Those who go ten pin bowling at Q22</i>																						
Bowlplex, Portsmouth	51.3%	141	24.5%	7	42.9%	3	11.4%	5	5.1%	1	3.8%	1	30.0%	5	41.7%	11	93.1%	103	100.0%	2	100.0%	4
Go Bowling, Fareham	37.6%	103	67.3%	19	47.6%	3	84.1%	38	92.3%	15	88.5%	17	60.0%	11	4.2%	1	0.0%	0	0.0%	0	0.0%	0
AMF Bowl, Bedhampton, Havant	4.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	1	41.7%	11	0.0%	0	0.0%	0	0.0%	0
AMF Bowling, Portsmouth	2.4%	7	2.0%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	4.2%	1	3.4%	4	0.0%	0	0.0%	0
Megabowl, Southampton	0.9%	3	2.0%	1	4.8%	0	2.3%	1	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.4%	1	0.0%	0	4.8%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	3.0%	8	4.1%	1	0.0%	0	0.0%	0	2.6%	0	3.8%	1	0.0%	0	8.3%	2	3.4%	4	0.0%	0	0.0%	0
Weighted base:		275		28		6		45		17		19		18		26		111		2		4
Sample:		264		49		21		44		39		26		20		24		29		3		9

Gosport Shopping Survey for GVA Grimley

Weighted:

December 2006

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
Q25 Where do you go most often to visit the gym / health & fitness club ?																						
<i>Those who visit the gym / health fitness club at Q22</i>																						
Other	15.0%	27	12.0%	2	23.5%	1	3.4%	1	16.7%	1	13.0%	2	5.0%	1	25.0%	7	21.4%	11	33.4%	1	0.0%	0
Fitness First, The Pompey Centre, Portsmouth	9.6%	17	0.0%	0	0.0%	0	0.0%	0	8.3%	0	0.0%	0	5.0%	1	8.3%	2	21.4%	11	0.0%	0	27.8%	2
HM Leisure Facilities	8.5%	15	4.0%	1	23.5%	1	13.8%	4	0.0%	0	8.7%	1	0.0%	0	12.5%	3	7.1%	4	0.0%	0	11.1%	1
David Lloyd, Port Solent	8.5%	15	4.0%	1	5.9%	0	3.4%	1	8.3%	0	8.7%	1	30.0%	5	20.8%	6	0.0%	0	0.0%	0	5.6%	0
Lee-on-the-Solent Tennis and Squash Club	6.8%	12	12.0%	2	5.9%	0	27.6%	8	0.0%	0	8.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	0
Fareham Leisure Centre	6.3%	11	0.0%	0	5.9%	0	10.3%	3	8.3%	0	17.4%	3	25.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fitness First, Portchester	6.3%	11	4.0%	1	5.9%	0	10.3%	3	0.0%	0	4.4%	1	15.0%	3	0.0%	0	7.1%	4	0.0%	0	0.0%	0
ROKO Gym, Portsmouth	5.8%	10	8.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1	14.3%	8	0.0%	0	5.6%	0
LA Fitness, Pulheim Parade, Fareham	3.7%	7	4.0%	1	0.0%	0	3.4%	1	8.3%	0	21.7%	4	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mountbatten Centre, Portsmouth	3.5%	6	0.0%	0	5.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1	7.1%	4	33.4%	1	5.6%	0
Miracles, Gosport	2.8%	5	8.0%	1	5.9%	0	6.9%	2	16.7%	1	4.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cannons, Northern Parade, Portsmouth	2.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1	7.1%	4	0.0%	0	0.0%	0
Victoria Swimming Centre, Portsmouth	2.7%	5	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	4	0.0%	0	0.0%	0
Holbrook Recreation Centre	2.4%	4	20.0%	3	0.0%	0	3.4%	1	8.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Horizon Leisure Centre, Waterlooville	1.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.5%	3	0.0%	0	0.0%	0	0.0%	0
Banana Fitness, Fareham Leisure Centre, Fareham	1.3%	2	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bodyvisions, Gosport	0.9%	2	4.0%	1	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Holiday Inn, Southsea	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.2%	2
The Edge, Gunwharf Quays, Portsmouth	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.4%	1	11.1%	1
Waterlooville Leisure Centre, Waterlooville	0.6%	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	0.0%	0	0.0%	0
Broom Park Gym, Gosport	0.6%	1	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lloyd Vine Leisure, Gosport	0.6%	1	4.0%	1	0.0%	0	0.0%	0	8.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Vincent Sixth Form College Leisure Centre	0.5%	1	4.0%	1	5.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pyramids Leisure Centre, Portsmouth	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gosport Working Mans Club, Gosport	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fleetlands, Fareham Road, Gosport	0.3%	1	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Quays, Southampton	0.3%	1	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gosport Running Club, Green Lane, Alverstoke, Gosport	0.2%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Gosport Shopping Survey for GVA Grimley

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
Local Church, Gosport	0.2%	0	0.0%	0	5.9%	0	0.0%	0	0.0%	0	0.0%	0										
Gosport Health and Fitness Centre	0.2%	0	0.0%	0	5.9%	0	0.0%	0	0.0%	0	0.0%	0										
(Don't know / varies)	5.3%	9	0.0%	0	0.0%	0	6.9%	2	8.3%	0	4.4%	1	5.0%	1	4.2%	1	7.1%	4	0.0%	0	5.6%	0
Weighted base:	177	14	5	30	5	17	18	26	53	2	7											
Sample:	185	25	17	29	12	23	20	24	14	3	18											

Gosport Shopping Survey for GVA Grimley

Weighted:

December 2006

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
Q26 Where do you go swimming most often ?																						
<i>Those who go swimming at Q22</i>																						
Holbrook Recreation Centre	20.1%	66	62.3%	22	63.0%	5	50.0%	26	59.0%	10	12.1%	3	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fareham Leisure Centre	15.7%	52	18.0%	6	0.0%	0	17.3%	9	18.0%	3	36.4%	9	66.7%	20	2.9%	1	3.3%	4	0.0%	0	0.0%	0
Other	12.3%	40	1.6%	1	18.5%	1	3.8%	2	2.6%	0	15.2%	4	3.0%	1	20.0%	8	20.0%	23	0.0%	0	9.1%	1
Victoria Swimming Centre, Portsmouth	11.2%	37	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	3.0%	1	8.6%	3	23.3%	27	75.0%	2	36.4%	3
Horizon Leisure Centre, Waterlooville	10.8%	36	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	37.1%	14	16.7%	19	25.0%	1	4.5%	0
Pyramids Leisure Centre, Portsmouth	4.6%	15	1.6%	1	0.0%	0	1.9%	1	0.0%	0	3.0%	1	0.0%	0	2.9%	1	10.0%	11	0.0%	0	4.5%	0
HM Leisure Facilities	4.5%	15	3.3%	1	3.7%	0	7.7%	4	7.7%	1	9.1%	2	0.0%	0	2.9%	1	3.3%	4	0.0%	0	9.1%	1
Havant Leisure Centre, Havant	4.1%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	2	10.0%	11	0.0%	0	0.0%	0
Eastney Swimming Pool, Portsmouth	3.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	11	0.0%	0	0.0%	0
David Lloyd, Port Solent	3.2%	10	1.6%	1	3.7%	0	1.9%	1	2.6%	0	0.0%	0	15.2%	4	8.6%	3	0.0%	0	0.0%	0	4.5%	0
LA Fitness, Pulheim Parade, Fareham	2.5%	8	3.3%	1	0.0%	0	3.8%	2	2.6%	0	15.2%	4	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mountbatten Centre, Portsmouth	1.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	3.3%	4	0.0%	0	9.1%	1
Miracles, Gosport	0.7%	2	0.0%	0	3.7%	0	3.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lee-on-the-Solent Tennis and Squash Club	0.6%	2	0.0%	0	0.0%	0	3.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Holiday Inn, Portsmouth	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.7%	2
Bodyvisions, Gosport	0.5%	2	0.0%	0	0.0%	0	1.9%	1	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Vincent Sixth Form College Leisure Centre	0.5%	2	1.6%	1	7.4%	1	0.0%	0	2.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Romsey Rapids, Romsey	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0
Cannons, Northern Parade, Portsmouth	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0
Gosport Health and Fitness Centre	0.3%	1	1.6%	1	0.0%	0	0.0%	0	2.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Quays, Southampton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lloyd Vine Leisure, Gosport (Don't know / varies)	0.1%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	1.7%	6	1.6%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	6.1%	2	5.7%	2	0.0%	0	0.0%	0	0.0%	0
Weighted base:		330		35		8		53		17		24		29		39		115		3		9
Sample:		336		61		27		52		39		33		33		35		30		4		22

Gosport Shopping Survey for GVA Grimley

Weighted:

December 2006

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
Q27 What town centre do you visit most often for pubs / clubs ?																						
<i>Those who visit pubs and clubs at Q22</i>																						
Portsmouth Town Centre	37.3%	193	11.5%	6	4.7%	1	11.1%	8	12.7%	3	11.4%	4	18.2%	7	50.0%	26	60.7%	130	66.7%	4	35.7%	4
Gosport Town Centre	11.3%	58	52.9%	26	37.2%	4	19.4%	14	41.3%	11	2.3%	1	4.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fareham Town Centre	10.3%	53	5.7%	3	4.7%	1	8.3%	6	20.6%	6	50.0%	16	43.2%	17	2.1%	1	1.8%	4	0.0%	0	0.0%	0
Southsea Town Centre	7.2%	37	0.0%	0	2.3%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	6.3%	3	12.5%	27	11.1%	1	46.4%	5
Gunwharf Quays, Portsmouth Harbour	6.4%	33	6.9%	3	14.0%	2	8.3%	6	3.2%	1	0.0%	0	2.3%	1	6.3%	3	7.1%	15	22.2%	1	3.6%	0
Lee-on-the-Solent District Centre	5.3%	27	1.1%	1	4.7%	1	31.9%	23	6.3%	2	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	0
Other	4.3%	22	5.7%	3	2.3%	0	5.6%	4	3.2%	1	4.5%	1	4.5%	2	6.3%	3	3.6%	8	0.0%	0	0.0%	0
North End, Portsmouth	2.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	11	0.0%	0	0.0%	0
Southampton Town Centre	1.2%	6	2.3%	1	0.0%	0	1.4%	1	0.0%	0	11.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	0
Port Solent	0.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	4	0.0%	0	0.0%	0	0.0%	0
Portchester	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stubbington	0.6%	3	0.0%	0	2.3%	0	0.0%	0	3.2%	1	6.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cosham	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	3	0.0%	0	0.0%	0	0.0%	0
Havant Town Centre (Don't know / varies)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0
Weighted base:		517		49		12		73		27		32		39		53		214		6		11
Sample:		494		87		43		72		63		44		44		48		56		9		28

Gosport Shopping Survey for GVA Grimley

Weighted:

December 2006

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
Q28 What town centre do you visit most often for restaurants ?																						
<i>Those who visit restaurants at Q22</i>																						
Portsmouth Town Centre	28.2%	210	9.9%	7	6.2%	1	3.1%	3	12.5%	4	4.1%	2	9.2%	6	34.6%	30	53.4%	149	28.6%	3	21.2%	4
Fareham Town Centre	11.7%	87	14.5%	11	9.9%	2	13.5%	13	22.5%	8	41.9%	23	35.5%	24	2.6%	2	1.4%	4	0.0%	0	1.9%	0
Gunwharf Quays, Portsmouth Harbour	11.5%	86	13.0%	10	21.0%	5	9.4%	9	7.5%	3	2.7%	1	5.3%	4	10.3%	9	13.7%	38	42.9%	4	19.2%	4
Southsea Town Centre	7.8%	58	3.1%	2	2.5%	1	3.1%	3	0.0%	0	0.0%	0	0.0%	0	5.1%	4	13.7%	38	7.1%	1	44.2%	9
Gosport Town Centre	6.2%	46	23.7%	18	19.8%	4	11.5%	11	20.0%	7	8.1%	4	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lee-on-the-Solent District Centre	4.0%	30	4.6%	3	8.6%	2	20.8%	20	7.5%	3	1.4%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Port Solent	3.2%	24	2.3%	2	1.2%	0	1.0%	1	1.3%	0	2.7%	1	7.9%	5	11.5%	10	1.4%	4	0.0%	0	0.0%	0
Other	2.0%	15	3.1%	2	2.5%	1	1.0%	1	1.3%	0	2.7%	1	2.6%	2	3.8%	3	1.4%	4	0.0%	0	1.9%	0
Winchester Town Centre	1.8%	13	0.8%	1	3.7%	1	2.1%	2	0.0%	0	0.0%	0	3.9%	3	3.8%	3	1.4%	4	0.0%	0	0.0%	0
Southampton Town Centre	1.6%	12	1.5%	1	2.5%	1	3.1%	3	1.3%	0	6.8%	4	2.6%	2	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Cosham	1.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	9.0%	8	0.0%	0	0.0%	0	0.0%	0
Waterlooville Town Centre	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.3%	1	1.4%	4	0.0%	0	0.0%	0
Chichester	0.8%	6	0.0%	0	0.0%	0	1.0%	1	1.3%	0	0.0%	0	1.3%	1	3.8%	3	0.0%	0	0.0%	0	0.0%	0
Portchester	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	2.6%	2	0.0%	0	0.0%	0	0.0%	0
Titchfield	0.3%	2	0.8%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stubbington	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastleigh Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Havant Town Centre (Don't know / varies)	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	0.0%	0	0.0%	0
Weighted base:		745		74		23		98		34		55		68		86		279		9		20
Sample:		755		131		81		96		80		74		76		78		73		14		52

Q29 What town centre do you visit most often for bingo ?*Those who go to bingo at Q22*

Portsmouth Town Centre	35.8%	19	0.0%	0	49.9%	0	25.0%	1	0.0%	0	33.4%	1	0.0%	0	12.5%	1	66.7%	15	33.4%	1	0.0%	0
Cosham	26.0%	14	0.0%	0	0.0%	0	0.0%	0	11.1%	0	33.4%	1	0.0%	0	50.0%	4	33.3%	8	33.4%	1	0.0%	0
Gosport Town Centre	18.4%	10	83.3%	6	49.9%	0	25.0%	1	55.6%	2	33.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Havant Town Centre	6.6%	4	0.0%	0	0.0%	0	0.0%	0	11.1%	0	0.0%	0	50.0%	1	25.0%	2	0.0%	0	0.0%	0	0.0%	0
Other	4.7%	3	0.0%	0	0.0%	0	25.0%	1	22.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.4%	1	0.0%	0
Fareham Town Centre	1.9%	1	0.0%	0	0.0%	0	25.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southampton Town Centre	1.1%	1	8.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southsea Town Centre (Don't know / varies)	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	0
Weighted base:		53		7		1		4		4		2		2		9		23		2		0
Sample:		50		12		2		4		9		3		2		8		6		3		1

Gosport Shopping Survey for GVA Grimley

Weighted:

December 2006

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
Q30 What town centre do you visit most often for theatres ?																						
<i>Those who visit the theatre at Q22</i>																						
Southampton Town Centre	29.9%	146	39.8%	19	43.9%	7	49.1%	28	39.5%	7	48.0%	18	32.3%	19	25.5%	13	18.4%	34	33.4%	1	7.1%	1
Portsmouth Town Centre	23.9%	117	19.3%	9	12.3%	2	10.9%	6	23.3%	4	10.0%	4	18.5%	11	14.9%	8	36.7%	69	0.0%	0	28.6%	5
Southsea Town Centre	14.3%	70	1.2%	1	3.5%	1	0.0%	0	2.3%	0	4.0%	1	9.2%	5	14.9%	8	26.5%	50	33.4%	1	21.4%	4
London	11.6%	57	18.1%	9	14.0%	2	18.2%	10	14.0%	3	6.0%	2	16.9%	10	23.4%	12	4.1%	8	0.0%	0	9.5%	2
Chichester	8.6%	42	0.0%	0	14.0%	2	7.3%	4	7.0%	1	6.0%	2	7.7%	4	17.0%	9	8.2%	15	0.0%	0	23.8%	4
Fareham Town Centre	6.1%	30	10.8%	5	7.0%	1	7.3%	4	9.3%	2	20.0%	7	9.2%	5	2.1%	1	2.0%	4	0.0%	0	0.0%	0
Other	0.4%	2	0.0%	0	3.5%	1	0.0%	0	2.3%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portchester	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gosport Town Centre	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	0.0%	0	0.0%	0
Winchester Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	0
(Don't know / varies)	4.9%	24	9.6%	5	1.8%	0	7.3%	4	2.3%	0	4.0%	1	4.6%	3	2.1%	1	4.1%	8	33.4%	1	7.1%	1
Weighted base:		490		47		16		56		18		37		58		52		187		2		16
Sample:		494		83		57		55		43		50		65		47		49		3		42

Q31 What town centre do you visit most often for museums / art galleries ?*Those who visit museums / art galleries at Q22*

Portsmouth Town Centre	29.0%	131	10.0%	4	6.5%	1	7.1%	4	4.9%	1	11.8%	3	15.7%	7	47.5%	21	44.0%	84	40.0%	1	31.6%	5
London	29.0%	131	24.3%	10	30.4%	4	26.8%	15	24.4%	4	26.5%	7	23.5%	11	25.0%	11	34.0%	65	0.0%	0	28.9%	4
Gosport Town Centre	10.2%	46	31.4%	12	19.6%	3	32.1%	18	31.7%	6	5.9%	1	3.9%	2	0.0%	0	2.0%	4	0.0%	0	0.0%	0
Southsea Town Centre	3.9%	18	0.0%	0	2.2%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	2	2.5%	1	6.0%	11	0.0%	0	21.1%	3
Fareham Town Centre	2.5%	11	0.0%	0	2.2%	0	1.8%	1	4.9%	1	11.8%	3	13.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	2.0%	9	4.3%	2	6.5%	1	0.0%	0	4.9%	1	2.9%	1	2.0%	1	0.0%	0	2.0%	4	0.0%	0	0.0%	0
Chichester	0.9%	4	0.0%	0	0.0%	0	1.8%	1	0.0%	0	2.9%	1	2.0%	1	2.5%	1	0.0%	0	0.0%	0	2.6%	0
Southampton Town Centre	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0
Winchester Town Centre	0.5%	2	0.0%	0	2.2%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	21.4%	96	30.0%	12	30.4%	4	30.4%	17	29.3%	5	32.4%	8	33.3%	15	17.5%	8	12.0%	23	60.0%	2	15.8%	2
Weighted base:		451		40		13		57		17		25		45		44		191		3		15
Sample:		431		70		46		56		41		34		51		40		50		5		38

Gosport Shopping Survey for GVA Grimley

Weighted:

December 2006

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
Q32 What town centre do you visit most often for sailing / marine related activities ?																						
<i>Those who do sailing / marine related activities at Q22</i>																						
Portsmouth Town Centre	22.5%	19	6.2%	1	0.0%	0	8.3%	1	0.0%	0	0.0%	0	15.4%	2	22.2%	2	50.0%	11	100.1%	1	33.3%	1
Gosport Town Centre	21.8%	18	62.5%	6	87.0%	6	16.7%	2	36.4%	2	25.0%	1	15.4%	2	0.0%	0	0.0%	0	0.0%	0	22.2%	1
Other	19.4%	16	12.5%	1	4.3%	0	16.7%	2	27.3%	1	25.0%	1	7.7%	1	11.1%	1	33.3%	8	0.0%	0	33.3%	1
Port Solent	8.6%	7	0.0%	0	0.0%	0	8.3%	1	0.0%	0	0.0%	0	15.4%	2	44.4%	4	0.0%	0	0.0%	0	0.0%	0
Lee-on-the-Solent	6.7%	6	12.5%	1	4.3%	0	16.7%	2	9.1%	0	0.0%	0	15.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hamble	4.6%	4	0.0%	0	0.0%	0	0.0%	0	9.1%	0	25.0%	1	23.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southsea Town Centre	4.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.7%	4	0.0%	0	0.0%	0
Southampton Town Centre	1.2%	1	0.0%	0	0.0%	0	8.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portchester	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fareham Town Centre	1.0%	1	0.0%	0	0.0%	0	0.0%	0	18.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	8.6%	7	6.2%	1	4.3%	0	25.0%	3	0.0%	0	25.0%	1	0.0%	0	22.2%	2	0.0%	0	0.0%	0	11.1%	0
Weighted base:		84		9		6		12		5		3		12		10		23		1		4
Sample:		104		16		23		12		11		4		13		9		6		1		9

Q33 What town centre do you visit most often for ice skating ?*Those who go ice skating at Q22*

Gosport Town Centre	82.7%	67	94.4%	10	100.0%	2	100.0%	18	100.0%	4	100.0%	4	100.0%	3	63.6%	8	71.4%	19	0.0%	0	0.0%	0
Other	7.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.2%	2	14.3%	4	0.0%	0	50.0%	0
Southampton Town Centre	4.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.3%	4	0.0%	0	0.0%	0
Portsmouth Town Centre	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.2%	2	0.0%	0	0.0%	0	0.0%	0
Winchester Town Centre	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.1%	1	0.0%	0
Fareham Town Centre	0.7%	1	5.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.0%	0
Weighted base:		81		10		2		18		4		4		3		12		27		1		1
Sample:		81		18		6		18		10		5		3		11		7		1		2

Q34 How often do you visit Gosport town centre in the evenings ?

Everyday	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
4 - 6 days a week	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
2 - 3 days a week	0.8%	8	4.0%	4	0.9%	0	0.8%	1	4.6%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
1 day a week	1.8%	18	5.2%	5	5.7%	2	3.2%	4	2.8%	1	2.0%	1	1.0%	1	0.0%	0	1.0%	4	0.0%	0	0.0%	0
Once every 2 weeks	1.3%	13	4.6%	5	1.9%	1	2.4%	3	4.6%	2	2.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once every month	3.2%	32	6.3%	6	7.5%	2	10.3%	13	7.4%	3	2.0%	1	2.0%	2	0.0%	0	1.0%	4	0.0%	0	0.0%	0
Once a quarter	3.0%	30	11.5%	11	2.8%	1	8.7%	11	6.5%	3	4.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0
Less often than once a quarter	5.3%	53	13.2%	13	11.3%	3	8.7%	11	13.0%	6	8.0%	6	8.0%	7	2.0%	2	1.0%	4	0.0%	0	3.1%	1
Never	83.1%	831	54.0%	53	67.9%	20	65.1%	84	57.4%	26	80.0%	59	88.0%	78	93.0%	103	96.0%	370	100.0%	13	95.4%	24
(Don't know / varies)	1.2%	12	0.6%	1	1.9%	1	0.0%	0	1.9%	1	2.0%	1	0.0%	0	4.0%	4	1.0%	4	0.0%	0	0.0%	0
Weighted base:		1000		99		30		128		46		74		89		110		386		13		25
Sample:		1000		174		106		126		108		100		100		100		101		20		65

Gosport Shopping Survey for GVA Grimley

Weighted:

December 2006

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
Q35 Why do you never visit Gosport town centre in the evenings?																						
<i>Those who do not visit Gosport town centre in the evenings</i>																						
Nothing to do	14.4%	119	20.2%	11	43.1%	9	19.5%	16	12.9%	3	7.5%	4	22.7%	18	10.8%	11	12.4%	46	0.0%	0	4.8%	1
Fear of crime	8.4%	70	23.4%	12	16.7%	3	13.4%	11	22.6%	6	5.0%	3	9.1%	7	5.4%	6	5.2%	19	15.0%	2	0.0%	0
Too far to travel	7.2%	60	0.0%	0	1.4%	0	1.2%	1	0.0%	0	3.8%	2	6.8%	5	23.7%	24	5.2%	19	5.0%	1	27.4%	7
Don't go out at night	6.8%	57	6.4%	3	15.3%	3	8.5%	7	4.8%	1	16.3%	10	8.0%	6	9.7%	10	4.1%	15	5.0%	1	0.0%	0
Better facilities elsewhere	6.5%	54	2.1%	1	0.0%	0	8.5%	7	11.3%	3	10.0%	6	4.5%	4	6.5%	7	5.2%	19	45.0%	6	6.5%	2
Poor accessibility by bus	3.5%	29	0.0%	0	1.4%	0	3.7%	3	1.6%	0	5.0%	3	3.4%	3	4.3%	4	4.1%	15	0.0%	0	0.0%	0
Don't know the area	2.9%	24	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	1.1%	1	6.5%	7	4.1%	15	0.0%	0	3.2%	1
Too busy	2.2%	18	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.1%	1	1.1%	1	4.1%	15	0.0%	0	0.0%	0
Poor accessibility by ferry	1.8%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	11	15.0%	2	6.5%	2
Traffic congestion	1.8%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.3%	1	3.4%	3	3.2%	3	2.1%	8	0.0%	0	1.6%	0
Other	1.4%	12	0.0%	0	2.8%	1	1.2%	1	0.0%	0	2.5%	1	4.5%	4	1.1%	1	1.0%	4	0.0%	0	1.6%	0
I don't know anyone who lives there	1.4%	12	0.0%	0	0.0%	0	1.2%	1	1.6%	0	0.0%	0	2.3%	2	0.0%	0	2.1%	8	0.0%	0	3.2%	1
Not sure what is there	1.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	2.3%	2	1.1%	1	2.1%	8	0.0%	0	0.0%	0
Too expensive	1.1%	9	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	2.2%	2	1.0%	4	0.0%	0	1.6%	0
Difficult to park	0.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	8	0.0%	0	0.0%	0
Dislike the area	0.9%	7	2.1%	1	1.4%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	1.1%	1	1.0%	4	5.0%	1	0.0%	0
Health is too poor	0.8%	7	0.0%	0	1.4%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	1.1%	1	1.0%	4	0.0%	0	0.0%	0
Have young children	0.7%	5	5.3%	3	1.4%	0	1.2%	1	1.6%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor accessibility in general	0.4%	4	2.1%	1	0.0%	0	1.2%	1	1.6%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
No transportation	0.3%	3	2.1%	1	0.0%	0	1.2%	1	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Night entertainment in Gosport is aimed at younger people	0.3%	2	2.1%	1	2.8%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of restaurants (No reason)	0.3%	2	1.1%	1	2.8%	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
(Don't know / can't remember)	32.6%	271	31.9%	17	8.3%	2	36.6%	31	33.9%	9	37.5%	22	27.3%	21	19.4%	20	37.1%	137	10.0%	1	43.5%	11
Weighted base:		831		53		20		84		26		59		78		103		370		13		24
Sample:		750		94		72		82		62		80		88		93		97		20		62

GEN Gender of respondent.

Male	31.4%	314	30.5%	30	34.0%	10	26.2%	34	25.9%	12	28.0%	21	32.0%	29	31.0%	34	33.7%	130	35.0%	5	40.0%	10
Female	68.6%	686	69.5%	69	66.0%	20	73.8%	95	74.1%	34	72.0%	53	68.0%	61	69.0%	76	66.3%	256	65.0%	9	60.0%	15
Weighted base:		1000		99		30		128		46		74		89		110		386		13		25
Sample:		1000		174		106		126		108		100		100		100		101		20		65

Gosport Shopping Survey for GVA Grimley

Weighted:

December 2006

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		
AGE Could I ask how old you are ?																						
18 to 24	3.1%	31	4.6%	5	1.9%	1	5.6%	7	0.9%	0	6.0%	4	0.0%	0	1.0%	1	3.0%	11	10.0%	1	0.0%	0
25 to 34	10.6%	106	11.5%	11	1.9%	1	10.3%	13	11.1%	5	7.0%	5	7.0%	6	11.0%	12	12.9%	50	15.0%	2	3.1%	1
35 to 44	16.5%	165	19.0%	19	6.6%	2	21.4%	28	17.6%	8	15.0%	11	14.0%	12	14.0%	15	16.8%	65	10.0%	1	15.4%	4
45 to 54	18.7%	187	21.8%	22	20.8%	6	18.3%	23	22.2%	10	18.0%	13	14.0%	12	22.0%	24	17.8%	69	10.0%	1	23.1%	6
55 to 64	20.0%	200	13.2%	13	33.0%	10	19.0%	24	20.4%	9	22.0%	16	24.0%	21	16.0%	18	21.8%	84	10.0%	1	12.3%	3
65 +	30.3%	303	29.3%	29	32.1%	10	25.4%	33	27.8%	13	31.0%	23	41.0%	37	32.0%	35	27.7%	107	45.0%	6	46.2%	12
(Refused)	0.7%	7	0.6%	1	3.8%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	4.0%	4	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1000		99		30		128		46		74		89		110		386		13		25
Sample:		1000		174		106		126		108		100		100		100		101		20		65

EMP Which of the following best describes the chief wage earner of your household's current employment situation ?

Working full time	54.2%	542	60.3%	60	48.1%	14	58.7%	75	60.2%	28	44.0%	32	52.0%	46	46.0%	51	56.4%	218	40.0%	5	50.8%	13
Working part time	7.2%	72	5.2%	5	5.7%	2	8.7%	11	7.4%	3	10.0%	7	8.0%	7	5.0%	6	6.9%	27	15.0%	2	6.2%	2
Unemployed	1.1%	11	0.6%	1	1.9%	1	0.8%	1	0.9%	0	2.0%	1	1.0%	1	2.0%	2	1.0%	4	0.0%	0	1.5%	0
Retired	35.8%	358	33.3%	33	41.5%	12	28.6%	37	31.5%	14	39.0%	29	37.0%	33	45.0%	50	34.7%	134	45.0%	6	41.5%	11
A housewife	0.5%	5	0.0%	0	0.0%	0	2.4%	3	0.0%	0	2.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A 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	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Disabled / long term sick	0.8%	8	0.0%	0	0.9%	0	0.0%	0	0.0%	0	2.0%	1	1.0%	1	1.0%	1	1.0%	4	0.0%	0	0.0%	0
(Refused)	0.4%	4	0.6%	1	1.9%	1	0.8%	1	0.0%	0	1.0%	1	0.0%	1	0.0%	1	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1000		99		30		128		46		74		89		110		386		13		25
Sample:		1000		174		106		126		108		100		100		100		101		20		65

INC Approximately what is your total household income ?

£0 - £14,999	21.3%	213	23.0%	23	9.4%	3	15.9%	20	16.7%	8	20.0%	15	18.0%	16	21.0%	23	24.8%	95	40.0%	5	18.5%	5
£15,000 - £19,999	8.8%	88	7.5%	7	3.8%	1	9.5%	12	6.5%	3	3.0%	2	6.0%	5	14.0%	15	9.9%	38	15.0%	2	3.1%	1
£20,000 - £29,999	10.0%	100	13.8%	14	11.3%	3	10.3%	13	12.0%	6	11.0%	8	8.0%	7	10.0%	11	8.9%	34	10.0%	1	7.7%	2
£30,000 - £39,999	7.0%	70	8.0%	8	9.4%	3	10.3%	13	7.4%	3	12.0%	9	8.0%	7	8.0%	9	4.0%	15	5.0%	1	6.2%	2
£40,000 - £49,999	5.4%	54	5.7%	6	5.7%	2	2.4%	3	12.0%	6	5.0%	4	7.0%	6	4.0%	4	5.9%	23	0.0%	0	4.6%	1
£50,000 - £59,999	3.8%	38	2.3%	2	5.7%	2	7.1%	9	3.7%	2	4.0%	3	4.0%	4	3.0%	3	3.0%	11	0.0%	0	6.2%	2
£60,000 - £69,999	1.9%	19	0.6%	1	2.8%	1	1.6%	2	0.9%	0	3.0%	2	2.0%	2	2.0%	2	2.0%	8	0.0%	0	6.2%	2
£70,000 - £79,999	1.5%	15	0.0%	0	0.9%	0	3.2%	4	1.9%	1	0.0%	0	3.0%	3	2.0%	2	1.0%	4	0.0%	0	3.1%	1
£80,000 - £89,999	0.8%	8	0.6%	1	1.9%	1	1.6%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	4	0.0%	0	1.5%	0
£90,000 - £99,999	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	1.0%	1	0.0%	0	0.0%	0	3.1%	1
£100,000 - £149,999	0.2%	2	1.1%	1	0.9%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£150,000+	0.2%	2	0.6%	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	1.5%	0
(Don't know / refused)	38.8%	388	36.8%	36	48.1%	14	37.3%	48	38.9%	18	41.0%	30	42.0%	37	34.0%	38	39.6%	153	30.0%	4	38.5%	10
Mean:		27.1		26.2		35.3		31.3		28.2		27.2		30.7		28.2		23.6		14.0		41.1
Weighted base:		1000		99		30		128		46		74		89		110		386		13		25
Sample:		1000		174		106		126		108		100		100		100		101		20		65

Gosport Shopping Survey for GVA Grimley

Weighted:

December 2006

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
CAR How many cars does your household own or have the use of ?																						
None	18.7%	187	23.6%	23	14.2%	4	9.5%	12	15.7%	7	11.0%	8	14.0%	12	18.0%	20	21.8%	84	65.0%	9	29.2%	7
One	50.2%	502	52.9%	52	47.2%	14	53.2%	68	50.0%	23	54.0%	40	48.0%	43	47.0%	52	50.5%	195	30.0%	4	44.6%	11
Two	25.9%	259	19.0%	19	26.4%	8	30.2%	39	26.9%	12	31.0%	23	30.0%	27	30.0%	33	23.8%	92	5.0%	1	24.6%	6
Three or more	4.0%	40	4.6%	5	9.4%	3	7.1%	9	7.4%	3	4.0%	3	7.0%	6	3.0%	3	2.0%	8	0.0%	0	1.5%	0
(Refused)	1.2%	12	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	2	2.0%	8	0.0%	0	0.0%	0
Weighted base:		1000		99		30		128		46		74		89		110		386		13		25
Sample:		1000		174		106		126		108		100		100		100		101		20		65

ETH The following question will be used in a statistical format only, and will help us to assess diverse needs and ensure all have access to our services. What is your ethnic background ?

White (British / Irish / Other)	97.5%	975	98.3%	97	97.2%	29	100.0%	128	99.1%	45	97.0%	72	97.0%	86	99.0%	109	96.0%	370	95.0%	12	98.5%	25
Asian / Asian British (Indian / Pakistani / Bangladeshi / Other Asian)	0.7%	7	0.6%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.0%	4	5.0%	1	0.0%	0
Mixed (any mixed category)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Black / Black British (Caribbean / African / Other Black)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
(Refused)	1.6%	16	1.1%	1	2.8%	1	0.0%	0	0.0%	0	1.0%	1	2.0%	2	0.0%	0	3.0%	11	0.0%	0	1.5%	0
Weighted base:		1000		99		30		128		46		74		89		110		386		13		25
Sample:		1000		174		106		126		108		100		100		100		101		20		65

SEG Socioeconomic Grouping:

A	1.9%	19	1.7%	2	3.8%	1	3.2%	4	0.9%	0	3.0%	2	2.0%	2	3.0%	3	0.0%	0	5.0%	1	13.8%	4
B	18.0%	180	18.4%	18	34.0%	10	22.2%	29	8.3%	4	23.0%	17	23.0%	21	15.0%	17	14.9%	57	10.0%	1	26.2%	7
C1	34.5%	345	24.7%	24	25.5%	8	32.5%	42	35.2%	16	36.0%	27	37.0%	33	35.0%	39	37.6%	145	10.0%	1	40.0%	10
C2	22.2%	222	29.9%	29	23.6%	7	24.6%	32	25.9%	12	19.0%	14	22.0%	20	26.0%	29	18.8%	73	30.0%	4	13.8%	4
D	19.1%	191	23.0%	23	5.7%	2	15.1%	19	27.8%	13	9.0%	7	12.0%	11	18.0%	20	23.8%	92	35.0%	5	4.6%	1
E	2.2%	22	0.6%	1	1.9%	1	1.6%	2	1.9%	1	3.0%	2	3.0%	3	0.0%	0	3.0%	11	10.0%	1	1.5%	0
(Refused)	2.1%	21	1.7%	2	5.7%	2	0.8%	1	0.0%	0	7.0%	5	1.0%	1	3.0%	3	2.0%	8	0.0%	0	0.0%	0
Weighted base:		1000		99		30		128		46		74		89		110		386		13		25
Sample:		1000		174		106		126		108		100		100		100		101		20		65

Gosport Shopping Survey for GVA Grimley

Weighted:

December 2006

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
QUOTA Quota Area:											
Zone 1	9.9%	99	100.0%	99	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 2	3.0%	30	0.0%	0	100.0%	30	0.0%	0	0.0%	0	0.0%
Zone 3	12.8%	128	0.0%	0	0.0%	0	100.0%	128	0.0%	0	0.0%
Zone 4	4.6%	46	0.0%	0	0.0%	0	0.0%	0	100.0%	46	0.0%
Zone 5	7.4%	74	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%
Zone 6	8.9%	89	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%
Zone 7	11.0%	110	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%
Zone 8	38.6%	386	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%
Zone 9	1.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%
Zone 10	2.5%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%
Weighted base:	1000	99		30		128		46		74	
Sample:	1000	174		106		126		108		100	