

TABLE 1: BASE YEAR POPULATION & PROJECTIONS (2019 - 2036)

	2019	2024	2029	2034	2036
Zone 1	38,318	38,126	38,182	38,213	38,192
Zone 2	10,856	11,012	11,293	11,530	11,617
Zone 3	19,110	19,283	19,342	19,349	19,366
Zone 4	17,208	17,353	17,560	17,667	17,691
Zone 5	25,207	25,867	26,486	27,040	27,246
Zone 6	34,061	35,053	35,956	36,729	36,978
Study Area	144,760	146,694	148,819	150,528	151,089
Borough Area (Zones 1 to 4)	85,492	85,774	86,377	86,759	86,865

Source: Experian Business Strategies - MMG3 Geographic Information System (GIS) 'Retail Area Planner Population & Expenditure Datasets'

Notes: Population projections (2019 to 2036) for Zones 1 to 4 are linked to Government housing targets for Gosport Borough.

Population projections for Zones 5 and 6 (within Fareham Borough) are derived from Experian, which are based on ONS 2014-based Sub-National Population Projections (released in May 2016).

TABLE 2: LEISURE EXPENDITURE PER HEAD (2017 prices)

	Hotels, B&Bs, etc	Culture	Games of chance	Personal Grooming	Recreation and sport	Restaurants, cafes etc	Total
Zone 1	£165	£273	£147	£91	£98	£1,112	£1,886
Zone 2	£277	£359	£152	£157	£166	£1,488	£2,599
Zone 3	£192	£293	£121	£105	£120	£1,117	£1,948
Zone 4	£164	£286	£196	£89	£94	£1,100	£1,929
Zone 5	£236	£317	£147	£133	£135	£1,247	£2,215
Zone 6	£233	£317	£149	£131	£133	£1,279	£2,242
Study Area Average	£211	£308	£152	£118	£124	£1,224	£2,137
Borough Area Average (Zones 1-4)	£200	£303	£154	£111	£120	£1,204	£2,091

TABLE 3: ANNUAL LEISURE EXPENDITURE GROWTH - 2018 to 2036

	2018	2019	2020	2021-25	2026-36
Annual Leisure expenditure grow	0.0%	1.3%	1.0%	1.2%	1.2%

Source: Experian Business Strategies, Retail Planner Briefing Note 16 (December 2018)

TABLE 4: TOTAL AVAILABLE LEISURE EXPENDITURE - 2019 to 2036

	2019	2024	2029	2034	2036	Growth: 2019-2029		Growth: 2019-2036	
Zone 1	£73.2	£77.2	£82.0	£87.1	£89.2	£8.8	12.0%	£16.0	21.8%
Zone 2	£28.6	£30.7	£33.4	£36.2	£37.4	£4.9	17.0%	£8.8	30.8%
Zone 3	£37.7	£40.3	£42.9	£45.6	£46.7	£5.2	13.8%	£9.0	23.9%
Zone 4	£33.6	£35.9	£38.6	£41.2	£42.3	£5.0	14.7%	£8.6	25.7%
Zone 5	£56.6	£61.5	£66.8	£72.4	£74.7	£10.3	18.2%	£18.2	32.1%
Zone 6	£77.4	£84.3	£91.8	£99.6	£102.7	£14.5	18.7%	£25.3	32.7%
Study Area Total	£307.0	£329.9	£355.6	£382.1	£392.9	£48.6	15.8%	£85.9	28.0%
Borough Area Total (Zones 1-4)	£173.1	£184.1	£197.0	£210.1	£215.5	£23.8	13.8%	£42.4	24.5%

TABLE 5: TOTAL AVAILABLE EXPENDITURE FOR CAFES & RESTAURANTS - 2019 to 2036

	2019	2024	2029	2034	2036	Growth: 2019-2029	
Zone 1	£43.2	£45.5	£48.4	£51.4	£52.6	£5.2	12.0%
Zone 2	£16.4	£17.6	£19.1	£20.7	£21.4	£2.8	17.0%
Zone 3	£21.6	£23.1	£24.6	£26.1	£26.8	£3.0	13.8%
Zone 4	£19.2	£20.5	£22.0	£23.5	£24.1	£2.8	14.7%
Zone 5	£31.8	£34.6	£37.6	£40.8	£42.1	£5.8	18.2%
Zone 6	£44.1	£48.1	£52.4	£56.8	£58.6	£8.3	18.7%
Study Area Total	£176.3	£189.4	£204.1	£219.3	£225.5	£27.8	15.8%
Borough Area Total (Zones 1-4)	£100.3	£106.7	£114.1	£121.7	£124.9	£13.8	13.7%