



NEMS market research
22 Manor Way
Belasis Hall Technology Park
Billingham
TS23 4HN
Tel 01642 37 33 55
www.nemsmr.co.uk

**Gosport Household Survey
for
Lambert Smith Hampton**

May 2019

Job Ref: 150519

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Introduction

1.1 Research Background & Objectives

To conduct a survey amongst residents in the Gosport area to assess shopping habits for main food and grocery, top-up food, non-food shopping and leisure activities.

1.2 Research Methodology

A total of 600 telephone interviews were conducted between Wednesday 22nd May 2019 and Tuesday 4th June 2019. Interviews were conducted using NEMS in-house CATI (Computer Assisted Telephone Interviewing) Unit. Respondents were contacted during the day and in the evening. All respondents were the main shopper in the household, determined using a preliminary filter question.

1.3 Sampling

1.3.1 Survey Area

The survey area was segmented into 6 zones, defined using postcode sectors. The zone details were:

Zone	Postcode Sectors	Number of Interviews
1	PO12 1, PO12 3, PO12 4	100
2	PO12 2	100
3	PO13 8, PO13 9	100
4	PO13 0	100
5	PO14 1, PO14 2, PO14 3	100
6	PO16 7, PO16 8, PO16 9, PO16 0	100
Total		600

1.3.2 Telephone Numbers

All available telephone numbers are used to obtain the sample of interviews. This includes published telephone numbers and ex-directory numbers as the demographic profile of this sub-set is different to the demographics of the published numbers. All numbers are randomly generated using the area code as a 'seed'. Business numbers are de-duped and excluded.

We don't screen against the TPS (Telephone Preference Service) database, again because the demographic profile of TPS registered numbers is slightly different to the rest of the population. In addition, there is no legal requirement to screen against TPS registered numbers; market research is not classified as unsolicited sales and marketing.

1.3.3 Sample Profile

It should be noted that as per the survey's requirements, the profile of respondents is that of the main shopper / person responsible for most of the food shopping in the household. As such it will always differ from the demographic profile of all adults within the survey area. With any survey among the main shopper / person responsible for most of the food shopping in the household the profile is typically biased more towards females and older people. The age of the main shopper / person responsible for most of the food shopping in the household is becoming older due to the financial constraints on young people setting up home.

A number of measures are put in place to ensure the sample is representative of the profile of the person responsible for most of the food / shopping in the household.

First of all, interviewing is normally spread over a relatively long period of time, certainly longer than the theoretical minimum time it would take. This allows us time to call back people who weren't in when we made the first phone call. If we only interview people who are at home the first time we call, we over-represent people who stay at home the most; these people tend to be older / less economically active.

We also control the age profile of respondents; this is a two-stage process. First of all, we look at the age profile of the survey area according to the latest Census figures. Using a by-product from additional data we collect from a weekly telephone survey of a representative sample of all adults across the country we know the age profile of the main shopper in any given area. This information is from data based on in excess of 100,000 interviews and is regularly

updated and is therefore probably the most accurate and up to date information of its kind.

Stratified random sampling helps ensure that the sample is as representative as possible. While the system dials the next randomly selected number for interviewers, all calls are made by interviewers; no automated call handling systems are used.

1.3.4 Time of Interviewing

Approximately two-thirds of all calls are made outside normal working hours.

1.3.5 Monitoring of Calls

At least 5% of telephone interviews are randomly and remotely monitored by Team Leaders to ensure the interviewing is conducted to the requisite standard. Both the dialogue and on-screen entries are monitored and evaluated. Interviewers are offered re-training should these standards not be met.

1.4 Weightings

To correct the small differences between the sample profile and population profile, the data was weighted. The population is of the main shopper in the household. Weightings have been applied to age bands based on an estimated age profile of main shoppers (see section 1.3.3 for details). The weighted totals differ occasionally from the adjusted population due to rounding error. Details of the age weightings are given in the table below:

Age	Main Shopper Profile (%)	Interviews Achieved	Age Weightings
18-34	19.5%	32	1.5433
35-44	16.9%	31	0.4152
45-54	18.2%	169	0.7381
55-64	18.5%	98	0.7582
65+	26.7%	270	1.1051
(Refused)	n/a	0	1.4239
Total		600	

Further weightings were then applied to adjust zone samples to be representative by population. Details of those weightings are given in the table below:

Zone	Population *	Interviews Achieved	Interviews Achieved (Weighted by Age)	Zone Weightings
1	38,131	100	106	2.6347
2	9,715	100	101	3.6602
3	18,625	100	109	3.2696
4	16,151	100	92	0.6476
5	24,131	100	94	1.1319
6	32,656	100	99	0.5968
Total	139,409	600		

* Source: Census 2011

1.5 Statistical Accuracy

As with any data collection where a sample is being drawn to represent a population, there is potentially a difference between the response from the sample and the true situation in the population as a whole. Many steps have been taken to help minimise this difference (e.g. random sample selection, questionnaire construction etc) but there is always potentially a difference between the sample and population – this is known as the standard error.

The standard error can be estimated using statistical calculations based on the sample size, the population size and the level of response measured (as you would expect you can potentially get a larger error in a 50% response than say a 10% response simply because of the magnitude of the numbers).

To help understand the significance of this error, it is normally expressed as a confidence interval for the results. Clearly to have 100% accuracy of the results would require you to sample the entire population. The usual confidence interval used is 95% - this means that you can be confident that in 19 out of 20 instances the actual population behaviour will be within the confidence interval range.

For example, if 50% of a sample of 600 answers “Yes” to a question, we can be 95% sure that between 46.0% and 54.0% of the population holds the same opinion (i.e. +/- 4.0%). The following is a guide showing confidence intervals attached to various sample sizes from the study:

%ge Response	95% confidence interval
10%	±2.4%
20%	±3.2%
30%	±3.7%
40%	±3.9%
50%	±4.0%

1.6 Data Tables

Tables are presented in question order with the question number analysed shown at the top of the table. Those questions where the respondent is prompted with a list of possible answers are indicated in the question text with a suffix of [PR].

The sample size for each question and corresponding column criteria is shown at the base of each table. A description of the criteria determining to whom the question applies is shown in italics directly below the question text; if there is no such text evident then the question base is the full study sample. If the tabulated data is weighted (indicated in the header of the tabulations), in addition to the sample base, the weighted base is also shown at the bottom of each table.

Unless indicated otherwise in the footer of the tabulations, all percentages are calculated down the column. Arithmetic rounding to whole numbers may mean that columns of percentages do not sum to exactly 100%. Zero per cent denotes a percentage of less than 0.05%.

Percentages are calculated on the number of respondents and not the number of responses. This means that where more than one answer can be given to a question the sum of percentages may exceed 100%. All such multi-response questions are indicated in the tabulated by a suffix of [MR] on the question text.

Where appropriate to the question, means are shown at the bottom of response tables. These are calculated in one of two ways: if the data is captured to a coded response a weighted mean is calculated and the code weightings are shown as a prefix above the question text; if actual specific values were captured from respondents these individual numbers are used to calculate the mean.

Appendix 1:

Data Tabulations

By Zone

Gosport Household Survey For Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Q01 Where do you NORMALLY shop for all your household's main food and grocery shopping needs (i.e. primarily bulk trolley purchases)?														
Aldi, Mumby Road, Gosport	3.7%	22	9.0%	9	3.0%	3	4.0%	4	5.0%	5	1.0%	1	0.0%	0
Aldi, West Street, Fareham	2.8%	17	0.0%	0	0.0%	0	1.0%	1	0.0%	0	3.0%	3	13.0%	13
Asda, Dock Road, Gosport	14.8%	89	36.0%	36	34.0%	34	7.0%	7	12.0%	12	0.0%	0	0.0%	0
Asda, Speedfields Park, Newgate Lane, Fareham	14.8%	89	0.0%	0	0.0%	0	19.0%	19	21.0%	21	39.0%	39	10.0%	10
Co-op, Gregson Avenue, Bridgemarky	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Co-op, High Street, Lee-on-Solent	1.2%	7	0.0%	0	0.0%	0	7.0%	7	0.0%	0	0.0%	0	0.0%	0
Co-op, Petrol Solent, Fareham Road	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Iceland, The Green, Stubbington	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0
Iceland, West Street, Fareham	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4
Lidl, Brockhurst Gate, Gosport	3.7%	22	7.0%	7	1.0%	1	6.0%	6	8.0%	8	0.0%	0	0.0%	0
Lidl, Forton Road, Gosport	1.2%	7	3.0%	3	1.0%	1	1.0%	1	2.0%	2	0.0%	0	0.0%	0
Lidl, Rookery Avenue, Whiteley	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
M&S Foodhall Brockhurst Gate, Heritage Way, Gosport	0.5%	3	0.0%	0	1.0%	1	1.0%	1	1.0%	1	0.0%	0	0.0%	0
M&S Foodhall, Tollbar Way, hedge End, Southampton	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	1.0%	1
Morrisons, Commercial Centre, Anchorage Park Shopping Centre, Portsmouth	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons, Walpole Road, High Street, Gosport	12.8%	77	26.0%	26	28.0%	28	8.0%	8	12.0%	12	2.0%	2	1.0%	1
Sainsbury's Superstore, Broadcut, Wallington, Fareham	10.3%	62	3.0%	3	0.0%	0	6.0%	6	3.0%	3	20.0%	20	30.0%	30
Sainsbury's Superstore, Tollbar Way, Hedge End, Southampton	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	1.0%	1
Tesco Express, Carless Close, Rowner	0.8%	5	0.0%	0	0.0%	0	4.0%	4	0.0%	0	1.0%	1	0.0%	0
Tesco Express, Forton Road, Gosport	0.8%	5	1.0%	1	0.0%	0	3.0%	3	0.0%	0	0.0%	0	1.0%	1
Tesco Extra, North Harbour, Clement Atlee Way, Portsmouth	2.7%	16	1.0%	1	1.0%	1	1.0%	1	1.0%	1	0.0%	0	12.0%	12
Tesco Superstore, Alver Village Square, Grange Road, Gosport	9.3%	56	6.0%	6	11.0%	11	19.0%	19	18.0%	18	2.0%	2	0.0%	0
Tesco Superstore, Quay Street, Fareham	2.8%	17	0.0%	0	0.0%	0	1.0%	1	1.0%	1	5.0%	5	10.0%	10
Tesco Superstore, Whiteley Way, Whiteley, Fareham	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	3.0%	3
Waitrose, Stoke Road, Gosport	5.2%	31	6.0%	6	19.0%	19	4.0%	4	1.0%	1	1.0%	1	0.0%	0
Internet - delivered	4.3%	26	1.0%	1	0.0%	0	4.0%	4	10.0%	10	8.0%	8	3.0%	3
Internet - collection (Click & Collect)	0.3%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Co-op, Forton Road, Gosport	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, Stubbington Green, Fareham	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0
Lidl, Newgate Lane, Fareham	1.3%	8	0.0%	0	0.0%	0	1.0%	1	1.0%	1	3.0%	3	3.0%	3
Asda, Larchwood Avenue, Havant	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Co-op, West Street, Portchester	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Costco, Regents Park Road, Southampton	0.2%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Castle Trading Estate, Portchester	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3
Lidl, Fareham Road, Gosport	0.3%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
M&S Foodhall, Cotsworth	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Road, Gosport														
Waitrose, Locks Heath, Southampton	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1
Base:	600	100	100	100	100	100	100							

Q02 Which retailer do you purchase your main food internet / home delivery shopping from?

Those who do their main food shopping via the internet at Q01

Amazon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda	28.6%	8	0.0%	0	0.0%	0	0.0%	0	50.0%	5	25.0%	2	25.0%	1
Co-op	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gousto	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hello Fresh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland	3.6%	1	50.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ocado	7.1%	2	0.0%	0	0.0%	0	50.0%	2	0.0%	0	0.0%	0	0.0%	0
Riverford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's	14.3%	4	50.0%	1	0.0%	0	0.0%	0	0.0%	0	25.0%	2	25.0%	1
Tesco	42.9%	12	0.0%	0	0.0%	0	25.0%	1	50.0%	5	50.0%	4	50.0%	2
Waitrose	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
Boxfresh	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)	3.6%	1	0.0%	0	0.0%	0	25.0%	1	0.0%	0	0.0%	0	0.0%	0
Base:	28	2	0	4	10	8	4							

Gosport Household Survey For Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Q03 What do you like about (STORE / LOCATION MENTIONED AT Q01)? [MR]							
<i>Excluding those who do their main food shopping via the internet at Q01</i>							
Clean store	1.2%	7	3.1%	3	0.0%	0	0.0%
Close to family / friends	0.0%	0	0.0%	0	0.0%	0	0.0%
Convenient to home	33.7%	193	27.6%	27	32.0%	32	28.1%
Convenient to work	1.4%	8	1.0%	1	0.0%	0	1.0%
Delivery service	0.4%	2	0.0%	0	0.0%	0	0.0%
Easy to get to by car	1.4%	8	4.1%	4	1.0%	1	1.0%
Easy to get to by foot	0.4%	2	0.0%	0	0.0%	0	0.0%
Easy to get to by public transport	1.4%	8	1.0%	1	3.0%	3	0.0%
Ethical policy	0.2%	1	0.0%	0	0.0%	0	1.0%
Friendly / helpful staff	4.9%	28	4.1%	4	7.0%	7	3.1%
Good layout / easy to get around	7.3%	42	7.1%	7	15.0%	15	3.1%
Good offers	2.1%	12	3.1%	3	2.0%	2	1.0%
Habit / always used it / familiarity	8.2%	47	8.2%	8	12.0%	12	9.4%
Has a café	0.4%	2	0.0%	0	0.0%	0	0.0%
Has a petrol station	0.2%	1	0.0%	0	0.0%	0	1.0%
Large store	2.3%	13	0.0%	0	0.0%	0	4.2%
Long opening hours	0.2%	1	0.0%	0	0.0%	0	0.0%
Low prices / value for money	21.5%	123	33.7%	33	22.0%	22	18.8%
Loyalty scheme / reward points	1.0%	6	1.0%	1	2.0%	2	0.0%
Online shopping is convenient	0.0%	0	0.0%	0	0.0%	0	0.0%
Only one in the area	0.0%	0	0.0%	0	0.0%	0	0.0%
Parking is free	0.9%	5	1.0%	1	2.0%	2	1.0%
Parking prices are low	0.0%	0	0.0%	0	0.0%	0	0.0%
Parking provision is good	3.8%	22	2.0%	2	5.0%	5	3.1%
Pleasant shopping environment	0.4%	2	0.0%	0	0.0%	0	0.0%
Preference for retailer	1.7%	10	1.0%	1	1.0%	1	2.1%
Quality of food goods available	12.8%	73	12.2%	12	21.0%	21	13.5%
Self-service checkouts	0.0%	0	0.0%	0	0.0%	0	0.0%
Quality of non-food goods available	0.2%	1	1.0%	1	0.0%	0	0.0%
Range of food goods available	17.0%	97	18.4%	18	12.0%	12	19.8%
Range of non-food goods available	2.8%	16	4.1%	4	1.0%	1	5.2%
Safe shopping environment	0.0%	0	0.0%	0	0.0%	0	0.0%
Small / quiet store	3.5%	20	1.0%	1	4.0%	4	6.3%
Staff discount / work there	2.1%	12	4.1%	4	0.0%	0	2.1%
Supporting local business	0.2%	1	0.0%	0	0.0%	0	0.0%
Other	0.0%	0	0.0%	0	0.0%	0	0.0%
Better clientele	0.2%	1	0.0%	0	1.0%	1	0.0%
Better labelling	0.2%	1	0.0%	0	0.0%	0	1.0%
Close to other shops / services	1.4%	8	0.0%	0	1.0%	1	5.2%
Everything	0.2%	1	0.0%	0	0.0%	0	0.0%
Has an in-store pharmacy	0.2%	1	0.0%	0	0.0%	0	0.0%
Has scan-as-you-shop facility	0.5%	3	2.0%	2	0.0%	0	0.0%
It's not in Gosport	0.2%	1	0.0%	0	0.0%	0	1.1%
Parking for the disabled	0.4%	2	0.0%	0	1.0%	1	0.0%
Provides free fruit for children	0.2%	1	0.0%	0	0.0%	0	1.0%
Provides mobility scooters for customers	0.2%	1	0.0%	0	0.0%	0	0.0%
Sells clothing	0.2%	1	0.0%	0	1.0%	1	0.0%
(Don't know / nothing)	6.5%	37	4.1%	4	5.0%	5	10.4%
Base:	572	98	100	96	90	92	96

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Q04 How do you normally travel to (LOCATION MENTIONED AT Q01)?														
<i>Excluding those who do their main food shopping via the internet at Q01</i>														
Car / van (as driver)	76.2%	436	68.4%	67	81.0%	81	75.0%	72	71.1%	64	82.6%	76	79.2%	76
Car / van (as passenger)	9.4%	54	8.2%	8	10.0%	10	10.4%	10	13.3%	12	10.9%	10	4.2%	4
Bus, minibus or coach	4.2%	24	6.1%	6	4.0%	4	3.1%	3	7.8%	7	2.2%	2	2.1%	2
Using park & ride facility	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Motorcycle, scooter or moped	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	7.3%	42	14.3%	14	1.0%	1	8.3%	8	6.7%	6	3.3%	3	10.4%	10
Taxi	0.7%	4	2.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Train	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.9%	5	1.0%	1	1.0%	1	1.0%	1	0.0%	0	1.1%	1	1.0%	1
Mobility scooter / wheelchair	0.4%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1
Ferry	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
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Varies)	0.9%	5	0.0%	0	2.0%	2	1.0%	1	1.1%	1	0.0%	0	1.0%	1
Base:		572		98		100		96		90		92		96

Q05 When you visit (STORE / LOCATION MENTIONED AT Q01) for your main food shopping, do you combine your shopping with other activities (for example non-food shopping, leisure / entertainment, visiting restaurants, bars, banks, etc.)? [MR]
Excluding those who do their main food shopping via the internet at Q01

Yes - non-food shopping	11.5%	66	13.3%	13	14.0%	14	13.5%	13	11.1%	10	7.6%	7	9.4%	9
Yes - other food shopping	8.4%	48	6.1%	6	5.0%	5	8.3%	8	11.1%	10	8.7%	8	11.5%	11
Yes - bars / pubs	0.5%	3	2.0%	2	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Yes - bingo	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - cafés	3.7%	21	3.1%	3	5.0%	5	6.3%	6	3.3%	3	3.3%	3	1.0%	1
Yes - cinemas	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - get petrol	2.8%	16	1.0%	1	0.0%	0	6.3%	6	1.1%	1	5.4%	5	3.1%	3
Yes - go to park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - gyms / health and fitness	2.1%	12	2.0%	2	3.0%	3	4.2%	4	0.0%	0	3.3%	3	0.0%	0
Yes - library	0.9%	5	2.0%	2	2.0%	2	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Yes - markets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - meeting family	0.9%	5	1.0%	1	0.0%	0	1.0%	1	2.2%	2	0.0%	0	1.0%	1
Yes - meeting friends	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Yes - museums / art gallery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - other service (e.g. travel agent, estate agent etc.)	0.9%	5	3.1%	3	0.0%	0	1.0%	1	0.0%	0	1.1%	1	0.0%	0
Yes - personal service (e.g. hairdressers, beauty salon etc.)	1.0%	6	1.0%	1	1.0%	1	1.0%	1	0.0%	0	1.1%	1	2.1%	2
Yes - restaurants	1.0%	6	3.1%	3	1.0%	1	0.0%	0	1.1%	1	1.1%	1	0.0%	0
Yes - swimming	0.5%	3	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	1.0%	1
Yes - theatre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - visiting services such as banks and other financial institutions	2.6%	15	1.0%	1	3.0%	3	5.2%	5	3.3%	3	1.1%	1	2.1%	2
Yes - work	2.4%	14	2.0%	2	2.0%	2	3.1%	3	0.0%	0	1.1%	1	6.3%	6
Yes - other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - dance school	0.2%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - go to amenity tip	0.5%	3	0.0%	0	0.0%	0	0.0%	0	2.2%	2	1.1%	1	0.0%	0
Yes - go to recycling centre	0.2%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - leisure activity	0.4%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - medical appointment (doctor, dentist, optician etc.)	0.5%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.1%	1	1.0%	1
Yes - visiting the community centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Yes - walking along the seafront	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Yes - window shopping / browsing	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.0%	1
(No)	65.2%	373	67.3%	66	64.0%	64	58.3%	56	68.9%	62	67.4%	62	65.6%	63
(Don't know)	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.0%	1
Base:		572		98		100		96		90		92		96

Gosport Household Survey For Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Q06 When you combine your trip with other activities, where do you normally go?							
<i>Those who combine their shopping with other activities at Q05</i>							
Alverstoke Local Centre	1.0%	2	3.1%	1	2.8%	1	0.0%
Fareham Town Centre	20.3%	40	6.3%	2	0.0%	0	17.5%
Gosport Town Centre	45.2%	89	71.9%	23	80.6%	29	37.5%
Havant Town Centre	0.5%	1	0.0%	0	0.0%	0	0.0%
Lee-on-the-Solent District Centre	3.6%	7	0.0%	0	0.0%	0	15.0%
Portchester Local Centre	2.5%	5	0.0%	0	0.0%	0	0.0%
Portsmouth City Centre	2.5%	5	9.4%	3	0.0%	0	2.5%
Rowner Local Centre	0.5%	1	0.0%	0	0.0%	0	2.5%
Southampton City Centre	0.5%	1	0.0%	0	0.0%	0	2.5%
Stoke Road, Gosport	2.5%	5	3.1%	1	8.3%	3	2.5%
Waterlooville Town Centre	0.5%	1	0.0%	0	0.0%	0	0.0%
Broadcut Retail Park, Broadcut, Fareham	1.0%	2	0.0%	0	0.0%	0	2.5%
Brockhurst Gate Retail Park, Heritage Way, Gosport	5.1%	10	6.3%	2	2.8%	1	7.5%
Hedge End Retail Park, Charles Watts Way, Hedge End, Southampton	2.0%	4	0.0%	0	0.0%	0	0.0%
Southampton Road, Park Gate, Southampton	0.5%	1	0.0%	0	0.0%	0	0.0%
Speedfields Retail Park, Newgate Lane, Fareham	4.6%	9	0.0%	0	0.0%	0	5.0%
Titchfield Retail Park, Southampton Road, Titchfield	0.5%	1	0.0%	0	2.8%	1	0.0%
Whiteley Shopping Centre, Whiteley, Fareham	0.5%	1	0.0%	0	0.0%	0	0.0%
Cosham Local Centre	0.5%	1	0.0%	0	0.0%	0	0.0%
Gosport Leisure Centre, Forest Way, Gosport	0.5%	1	0.0%	0	0.0%	0	2.5%
Household Waste Recycling Centre, Grange Road, Gosport	1.0%	2	0.0%	0	0.0%	0	0.0%
Port Solent Local Centre	0.5%	1	0.0%	0	0.0%	0	0.0%
Stubbington Village Centre	1.5%	3	0.0%	0	0.0%	0	0.0%
Wallington Village Centre	0.5%	1	0.0%	0	0.0%	0	0.0%
(Don't know / varies)	1.5%	3	0.0%	0	2.8%	1	2.5%
Base:		197		32		36	
					40		27
						30	32

Gosport Household Survey For Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Q07 In addition to (STORE / LOCATION MENTIONED AT Q01), is there anywhere else you regularly use for your main-food shopping?														
Aldi, Mumby Road, Gosport	3.5%	21	8.0%	8	4.0%	4	6.0%	6	3.0%	3	0.0%	0	0.0%	0
Aldi, West Street, Fareham	2.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	5	7.0%	7
Asda, Dock Road, Gosport	7.7%	46	12.0%	12	15.0%	15	8.0%	8	8.0%	8	2.0%	2	1.0%	1
Asda, Speedfields Park, Newgate Lane, Fareham	7.3%	44	4.0%	4	1.0%	1	14.0%	14	9.0%	9	10.0%	10	6.0%	6
Co-op, High Street, Lee-on-Solent	0.5%	3	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0
Co-op, Wych Lane, Bridgemary, Gosport	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Co-op, Tukes Avenue, Gosport	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Iceland, The Green, Stubbington	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0
Iceland, Walpole Road, Gosport	1.2%	7	3.0%	3	2.0%	2	1.0%	1	1.0%	1	0.0%	0	0.0%	0
Iceland, West Street, Fareham	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1
Lidl, Brockhurst Gate, Gosport	3.0%	18	2.0%	2	1.0%	1	2.0%	2	11.0%	11	0.0%	0	2.0%	2
Lidl, Forton Road, Gosport	1.7%	10	6.0%	6	3.0%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Lidl, Goldsmith Avenue, Portsmouth	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4
Lidl, Rookery Avenue, Whiteley	0.7%	4	0.0%	0	0.0%	0	0.0%	0	1.0%	1	3.0%	3	0.0%	0
M&S Foodhall Brockhurst Gate, Heritage Way, Gosport	2.0%	12	3.0%	3	2.0%	2	1.0%	1	6.0%	6	0.0%	0	0.0%	0
M&S Foodhall, Tollbar Way, hedge End, Southampton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Morrisons, Walpole Road, High Street, Gosport	7.7%	46	13.0%	13	15.0%	15	6.0%	6	8.0%	8	4.0%	4	0.0%	0
Sainsbury's Superstore, Broadcut, Wallington, Fareham	4.7%	28	2.0%	2	1.0%	1	4.0%	4	3.0%	3	7.0%	7	11.0%	11
Sainsbury's Superstore, Commercial Road, Portsmouth	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Tollbar Way, Hedge End, Southampton	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	1.0%	1
Tesco Express, Carless Close, Rowner	0.8%	5	1.0%	1	0.0%	0	1.0%	1	1.0%	1	2.0%	2	0.0%	0
Tesco Express, Pier Street, Lee-on-Solent	0.3%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Round House, Gunwharf Quays, Portsmouth	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Tesco Extra, North Harbour, Clement Atlee Way, Portsmouth	1.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	7.0%	7
Tesco Superstore, Alver Village Square, Grange Road, Gosport	6.7%	40	9.0%	9	7.0%	7	13.0%	13	9.0%	9	2.0%	2	0.0%	0
Tesco Superstore, Quay Street, Fareham	2.5%	15	0.0%	0	0.0%	0	1.0%	1	1.0%	1	1.0%	1	12.0%	12
Tesco Superstore, Whiteley Way, Whiteley, Fareham	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
The Food Warehouse (Iceland), Brockhurst Gate, Heritage Way, Gosport	0.8%	5	1.0%	1	1.0%	1	0.0%	0	2.0%	2	0.0%	0	1.0%	1
Waitrose, Stoke Road, Gosport	4.0%	24	4.0%	4	17.0%	17	1.0%	1	0.0%	0	2.0%	2	0.0%	0
Lee-on-the-Solent District Centre	0.5%	3	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0
Internet - delivered	1.2%	7	0.0%	0	1.0%	1	2.0%	2	1.0%	1	2.0%	2	1.0%	1
Internet - collection (Click & Collect)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Co-op, Stubbington Green, Fareham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Lidl, Newgate Lane,	1.3%	8	0.0%	0	0.0%	0	2.0%	2	2.0%	2	4.0%	4	0.0%	0

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Fareham							
B&M, Speedfield Park, Newgate lane, Fareham	0.2%	1	0.0%	0	0.0%	0	0.0%
Co-op, Rowner Road, Gosport	0.2%	1	0.0%	0	0.0%	0	0.0%
Co-op, West Street, Portchester	0.2%	1	0.0%	0	0.0%	0	0.0%
Lidl, Castle Trading Estate, Portchester	0.5%	3	0.0%	0	0.0%	0	0.0%
Lidl, East Street, Farnham	0.2%	1	0.0%	0	0.0%	0	1.0%
Waitrose, Locks Heath, Southampton	0.2%	1	0.0%	0	0.0%	0	0.0%
Waitrose, North Street, Havant	0.3%	2	1.0%	1	0.0%	0	0.0%
(Don't know / varies)	0.7%	4	0.0%	0	1.0%	1	0.0%
(Nowhere else)	32.7%	196	31.0%	31	29.0%	29	27.0%
Base:	600	100	100	100	100	100	100

Q08 Which internet / home delivery retailer do you use?

Those who do their main food shopping via the internet at Q07

Amazon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda	12.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.3%	1
Co-op	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gousto	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hello Fresh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ocado	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Riverford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's	37.5%	3	0.0%	0	0.0%	0	50.0%	1	100.0%	1	33.3%	1
Tesco	37.5%	3	0.0%	0	0.0%	0	50.0%	1	0.0%	0	33.3%	1
Waitrose	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
Boxfresh	12.5%	1	0.0%	0	100.0%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:	8	0	0	1	2	1	3	1				

Gosport Household Survey For Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
MeanScore: £							
Q09 How much does your household normally spend on main food shopping in a week?							
£1 - £5	0.0%	0	0.0%	0	0.0%	0	0.0%
£6 - £10	0.2%	1	1.0%	1	0.0%	0	0.0%
£11 - £15	0.3%	2	0.0%	0	0.0%	0	1.0%
£16 - £20	1.8%	11	2.0%	2	1.0%	1	2.0%
£21 - £25	1.8%	11	2.0%	2	2.0%	2	1.0%
£26 - £30	5.3%	32	4.0%	4	8.0%	8	5.0%
£31 - £35	3.3%	20	4.0%	4	4.0%	4	2.0%
£36 - £40	4.8%	29	6.0%	6	5.0%	5	6.0%
£41 - £45	3.8%	23	4.0%	4	7.0%	7	2.0%
£46 - £50	8.2%	49	3.0%	3	7.0%	7	12.0%
£51 - £55	4.8%	29	2.0%	2	7.0%	7	5.0%
£56 - £60	7.0%	42	9.0%	9	5.0%	5	7.0%
£61 - £65	1.8%	11	4.0%	4	0.0%	0	1.0%
£66 - £70	6.7%	40	6.0%	6	7.0%	7	8.0%
£71 - £75	1.7%	10	1.0%	1	3.0%	3	3.0%
£76 - £80	7.3%	44	8.0%	8	9.0%	9	3.0%
£81 - £85	1.2%	7	0.0%	0	2.0%	2	1.0%
£86 - £90	1.8%	11	2.0%	2	1.0%	1	0.0%
£91 - £95	0.2%	1	0.0%	0	0.0%	0	1.0%
£96 - £100	9.0%	54	10.0%	10	6.0%	6	8.0%
£101 - £120	4.2%	25	4.0%	4	4.0%	4	5.0%
£121 - £140	1.2%	7	0.0%	0	1.0%	1	0.0%
£141 - £160	4.3%	26	5.0%	5	4.0%	4	3.0%
£161 - £180	0.8%	5	1.0%	1	1.0%	1	2.0%
£181 - £200	1.0%	6	2.0%	2	1.0%	1	1.0%
£201 - £250	0.3%	2	1.0%	1	0.0%	0	0.0%
£250+	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't know)	14.8%	89	18.0%	18	14.0%	14	19.0%
(Refused)	2.2%	13	1.0%	1	1.0%	1	1.0%
Mean:	72.49	76.48	68.94	69.83	67.85	77.29	74.77
Base:	600	100	100	100	100	100	100

Gosport Household Survey For Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Q10 In addition to your main food shopping, where do you normally do most of your household's small scale top-up food shopping (i.e. the store you visit regularly (2+ times a week) to buy bread, milk, etc., on a day-to-day basis)?														
Aldi, Mumby Road, Gosport	1.0%	6	1.0%	1	4.0%	4	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Aldi, West Street, Fareham	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1
Asda, Dock Road, Gosport	4.3%	26	11.0%	11	12.0%	12	1.0%	1	2.0%	2	0.0%	0	0.0%	0
Asda, Speedfields Park, Newgate Lane, Fareham	2.5%	15	1.0%	1	0.0%	0	3.0%	3	5.0%	5	2.0%	2	4.0%	4
Co-op, Arundel Drive, Fareham	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4
Co-op, Cherque Farm, Twyford Drive	1.7%	10	0.0%	0	0.0%	0	9.0%	9	0.0%	0	1.0%	1	0.0%	0
Co-op, Dartmouth Court, Priddys Hard, Gosport	0.3%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Fairfield Avenue, Fareham	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	2.0%	2
Co-op, Gregson Avenue, Bridgemary	0.8%	5	0.0%	0	0.0%	0	0.0%	0	4.0%	4	1.0%	1	0.0%	0
Co-op, High Street, Lee-on-Solent	3.0%	18	0.0%	0	0.0%	0	18.0%	18	0.0%	0	0.0%	0	0.0%	0
Co-op, Palmyra Road, Elson	0.5%	3	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Petrol Oak Road, Highlands Road, Fareham	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1
Co-op, Petrol Solent, Fareham Road	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Co-op, San Diego Road, Gosport	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Wych Lane, Bridgemary, Gosport	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Co-op, Yew Tree Drive, Highlands Road, Fareham	0.3%	2	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Co-op, Tukes Avenue, Gosport	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Iceland, The Green, Stubbington	1.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.0%	9	1.0%	1
Iceland, Walpole Road, Gosport	0.7%	4	2.0%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1
Iceland, West Street, Fareham	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	4.0%	4
Lidl, Brockhurst Gate, Gosport	1.5%	9	6.0%	6	0.0%	0	1.0%	1	2.0%	2	0.0%	0	0.0%	0
Lidl, Forton Road, Gosport	1.0%	6	3.0%	3	1.0%	1	0.0%	0	1.0%	1	1.0%	1	0.0%	0
Lidl, Rookery Avenue, Whiteley	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
M&S Foodhall Brockhurst Gate, Heritage Way, Gosport	2.2%	13	3.0%	3	2.0%	2	1.0%	1	6.0%	6	1.0%	1	0.0%	0
M&S Foodhall, Whiteley Village, Fareham	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	1.0%	1
Morrisons, Walpole Road, High Street, Gosport	3.7%	22	9.0%	9	9.0%	9	3.0%	3	0.0%	0	1.0%	1	0.0%	0
Sainsbury's Superstore, Broadcut, Wallington, Fareham	3.3%	20	4.0%	4	0.0%	0	0.0%	0	0.0%	0	3.0%	3	13.0%	13
Sainsbury's Superstore, Tollbar Way, Hedge End, Southampton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Tesco Express, Carless Close, Rowner	1.0%	6	0.0%	0	0.0%	0	5.0%	5	0.0%	0	1.0%	1	0.0%	0
Tesco Express, Forton Road, Gosport	1.2%	7	4.0%	4	1.0%	1	1.0%	1	1.0%	1	0.0%	0	0.0%	0
Tesco Express, Pier Street, Lee-on-Solent	0.8%	5	0.0%	0	0.0%	0	5.0%	5	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, North Harbour, Clement Atlee Way, Portsmouth	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3
Tesco Superstore, Alver Village Square, Grange Road, Gosport	5.8%	35	5.0%	5	7.0%	7	15.0%	15	8.0%	8	0.0%	0	0.0%	0
Tesco Superstore, Quay Street, Fareham	2.8%	17	1.0%	1	0.0%	0	2.0%	2	0.0%	0	3.0%	3	11.0%	11
Tesco Superstore, Whiteley Way, Whiteley, Fareham	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1

Gosport Household Survey For Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
The Food Warehouse (Iceland), Brockhurst Gate, Heritage Way, Gosport	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Waitrose, Stoke Road, Gosport	3.2%	19	4.0%	4	14.0%	14	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Fareham Town Centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3
Gosport Town Centre	2.5%	15	4.0%	4	2.0%	2	1.0%	1	8.0%	8	0.0%	0	0.0%	0
Lee-on-the-Solent District Centre	1.8%	11	0.0%	0	0.0%	0	10.0%	10	1.0%	1	0.0%	0	0.0%	0
Portchester Local Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Stubbington Village Centre	2.2%	13	0.0%	0	0.0%	0	1.0%	1	0.0%	0	12.0%	12	0.0%	0
Internet - delivered	0.3%	2	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Co-op, Forton Road, Gosport	0.7%	4	4.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Stubbington Green, Fareham	2.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.0%	15	0.0%	0
Lidl, Newgate Lane, Fareham	0.7%	4	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	1.0%	1
Aldi, Southampton Road, Portsmouth	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
B&M, Speedfield Park, Newgate lane, Fareham	0.3%	2	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Privett Road, Gosport	0.3%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Rowner Road, Gosport	0.3%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Co-op, West Street, Portchester	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	5
Co-op, White Hart Lane, Portchester	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Hollam Hill Farm, Titchfield Road, Fareham	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Kev Jones & Son, Nobes Avenue, Gosport	0.5%	3	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0
Lidl, Castle Trading Estate, Portchester	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3
Lidl, Fareham Road, Gosport	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Local shops, Bishop's Waltham Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
M&S Foodhall, Cotsworth Road, Gosport	0.3%	2	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
McColl's, Carisbrooke Road, Gosport	0.5%	3	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0
One Stop, Beauchamp Avenue, Rowner, Gosport	0.7%	4	0.0%	0	0.0%	0	1.0%	1	3.0%	3	0.0%	0	0.0%	0
One Stop, Crofton Lane, Stubbington	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0
One Stop, Elson Road, Gosport	0.3%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Gosport Road, Fareham	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
One Stop, Greyshott Avenue, Fareham	0.5%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	2	0.0%	0
One Stop, Village Road, Gosport	1.2%	7	0.0%	0	7.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, White Hart Lane, Portchester, Fareham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Welcome, Upper Old Street, Fareham	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
(Don't know / varies)	2.0%	12	4.0%	4	2.0%	2	0.0%	0	2.0%	2	3.0%	3	1.0%	1
(Don't do this type of shopping)	29.3%	176	23.0%	23	35.0%	35	21.0%	21	35.0%	35	29.0%	29	33.0%	33
Base:		600		100		100		100		100		100		100

Q11 Which internet / home delivery retailer do you use?

Those who do their top-up food shopping via the internet at Q10

Iceland	50.0%	1	0.0%	0	0.0%	0	0.0%	0	100.0%	1	0.0%	0	0.0%	0
Boxfresh	50.0%	1	0.0%	0	100.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		2		0		1		0		1		0		0

Gosport Household Survey For Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Q12 In addition to (LOCATION MENTIONED AT Q10), is there anywhere else you regularly use for your household's small scale top-up food shopping?														
<i>Those who do top-up shopping at Q10</i>														
Aldi, Mumby Road, Gosport	2.4%	10	6.5%	5	3.1%	2	3.8%	3	0.0%	0	0.0%	0	0.0%	0
Aldi, West Street, Fareham	1.9%	8	0.0%	0	0.0%	0	0.0%	0	1.5%	1	2.8%	2	7.5%	5
Asda, Dock Road, Gosport	2.8%	12	5.2%	4	4.6%	3	3.8%	3	3.1%	2	0.0%	0	0.0%	0
Asda, Speedfields Park, Newgate Lane, Fareham	2.1%	9	2.6%	2	0.0%	0	2.5%	2	4.6%	3	1.4%	1	1.5%	1
Co-op, Arundel Drive, Fareham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Co-op, Cherque Farm, Twyford Drive Lee-on-the-Solent	0.5%	2	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0
Co-op, Gregson Avenue, Bridgemary	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Co-op, Gudge Heath Lane, Highlands Road, Fareham	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2
Co-op, High Street, Lee-on-Solent	2.4%	10	0.0%	0	0.0%	0	12.7%	10	0.0%	0	0.0%	0	0.0%	0
Co-op, Petrol Oak Road, Highlands Road, Fareham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Co-op, Yew Tree Drive, Highlands Road, Fareham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Iceland, The Green, Stubbington	0.9%	4	0.0%	0	1.5%	1	1.3%	1	0.0%	0	2.8%	2	0.0%	0
Iceland, Walpole Road, Gosport	0.2%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, West Street, Fareham	1.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	5
Lidl, Brockhurst Gate, Gosport	0.7%	3	1.3%	1	0.0%	0	1.3%	1	1.5%	1	0.0%	0	0.0%	0
Lidl, Forton Road, Gosport	0.9%	4	3.9%	3	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Goldsmith Avenue, Portsmouth	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Lidl, Rookery Avenue, Whiteley	0.7%	3	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.4%	1	1.5%	1
M&S Foodhall Brockhurst Gate, Heritage Way, Gosport	1.2%	5	0.0%	0	4.6%	3	1.3%	1	1.5%	1	0.0%	0	0.0%	0
Morrisons, Commercial Centre, Anchorage Park Shopping Centre, Portsmouth	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Morrisons, Walpole Road, High Street, Gosport	3.8%	16	5.2%	4	13.8%	9	1.3%	1	1.5%	1	1.4%	1	0.0%	0
Sainsbury's Superstore, Broadcut, Wallington, Fareham	3.5%	15	1.3%	1	0.0%	0	0.0%	0	1.5%	1	4.2%	3	14.9%	10
Tesco Express, Carless Close, Rowner	0.2%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Forton Road, Gosport	0.7%	3	1.3%	1	0.0%	0	1.3%	1	0.0%	0	1.4%	1	0.0%	0
Tesco Express, Pier Street, Lee-on-Solent	1.4%	6	0.0%	0	0.0%	0	7.6%	6	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, North Harbour, Clement Atlee Way, Portsmouth	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2
Tesco Extra, Solent Retail Park, Havant	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Tesco Superstore, Alver Village Square, Grange Road, Gosport	2.4%	10	2.6%	2	7.7%	5	1.3%	1	3.1%	2	0.0%	0	0.0%	0
Tesco Superstore, Quay Street, Fareham	1.4%	6	0.0%	0	0.0%	0	1.3%	1	3.1%	2	0.0%	0	4.5%	3
Tesco Superstore, Whiteley Way, Whiteley, Fareham	0.2%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Food Warehouse (Iceland), Brockhurst Gate, Heritage Way, Gosport	0.9%	4	1.3%	1	0.0%	0	0.0%	0	4.6%	3	0.0%	0	0.0%	0
Waitrose, Stoke Road, Gosport	1.9%	8	1.3%	1	6.2%	4	0.0%	0	0.0%	0	4.2%	3	0.0%	0
Fareham Town Centre	0.7%	3	0.0%	0	0.0%	0	0.0%	0	1.5%	1	1.4%	1	1.5%	1

Gosport Household Survey For Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Gosport Town Centre	0.5%	2	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lee-on-the-Solent District Centre	1.4%	6	0.0%	0	0.0%	0	5.1%	4	0.0%	0	2.8%	2	0.0%	0
Stubbington Village Centre	2.1%	9	0.0%	0	0.0%	0	1.3%	1	0.0%	0	9.9%	7	1.5%	1
Co-op, Forton Road, Gosport	0.5%	2	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Stubbington Green, Fareham	2.4%	10	0.0%	0	0.0%	0	1.3%	1	0.0%	0	12.7%	9	0.0%	0
Lidl, Newgate Lane, Fareham	0.5%	2	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.5%	1
B&M, Speedfield Park, Newgate lane, Fareham	0.2%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, Brockhurst Road, Gosport	0.5%	2	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Privett Road, Gosport	0.9%	4	1.3%	1	4.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Rowner Road, Gosport	0.7%	3	0.0%	0	0.0%	0	2.5%	2	1.5%	1	0.0%	0	0.0%	0
Co-op, The Square, Titchfield, Fareham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Co-op, The Square, Wickham, Fareham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Kev Jones & Son, Nobes Avenue, Gosport	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Lidl, Castle Trading Estate, Portchester	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
M&S Foodhall, Cotsworth Road, Gosport	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Marks & Spencer, Solent Road, Havant	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
McColl's, Carisbrooke Road, Gosport	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
One Stop, Beauchamp Avenue, Rowner, Gosport	0.2%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
One Stop, Crofton Lane, Stubbington	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
One Stop, Elson Road, Gosport	0.5%	2	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Gosport Road, Fareham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
One Stop, Village Road, Gosport	0.2%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, High Street, Portsmouth,	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
(Don't know / varies)	3.1%	13	5.2%	4	1.5%	1	0.0%	0	7.7%	5	4.2%	3	0.0%	0
(Nowhere else)	46.2%	196	48.1%	37	47.7%	31	43.0%	34	55.4%	36	43.7%	31	40.3%	27
Base:		424		77		65		79		65		71		67

Gosport Household Survey For Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
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MeanScore: £

Q14 How much does your household normally spend on top-up shopping in a week?

Those who do top-up shopping at Q10

£1 - £5	14.2%	60	15.6%	12	16.9%	11	16.5%	13	20.0%	13	12.7%	9	3.0%	2
£6 - £10	20.0%	85	16.9%	13	15.4%	10	25.3%	20	16.9%	11	21.1%	15	23.9%	16
£11 - £15	12.7%	54	11.7%	9	7.7%	5	7.6%	6	12.3%	8	21.1%	15	16.4%	11
£16 - £20	13.9%	59	9.1%	7	24.6%	16	11.4%	9	13.8%	9	11.3%	8	14.9%	10
£21 - £25	8.5%	36	6.5%	5	12.3%	8	8.9%	7	7.7%	5	8.5%	6	7.5%	5
£26 - £30	5.4%	23	6.5%	5	7.7%	5	1.3%	1	1.5%	1	5.6%	4	10.4%	7
£31 - £35	1.2%	5	2.6%	2	0.0%	0	2.5%	2	0.0%	0	0.0%	0	1.5%	1
£36 - £40	2.4%	10	3.9%	3	1.5%	1	1.3%	1	1.5%	1	4.2%	3	1.5%	1
£41 - £45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£46 - £50	1.4%	6	2.6%	2	0.0%	0	3.8%	3	0.0%	0	0.0%	0	1.5%	1
£51 - £55	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£56 - £60	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
£61 - £65	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£66 - £70	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£71 - £75	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
£76 - £80	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
£81 - £85	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
£86 - £90	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£91 - £95	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£96 - £100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£101+	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	16.3%	69	22.1%	17	12.3%	8	17.7%	14	24.6%	16	9.9%	7	10.4%	7
(Refused)	3.1%	13	2.6%	2	1.5%	1	3.8%	3	1.5%	1	2.8%	2	6.0%	4
<i>Mean:</i>		<i>16.86</i>		<i>17.24</i>		<i>16.27</i>		<i>15.74</i>		<i>13.50</i>		<i>17.50</i>		<i>20.46</i>
<i>Base:</i>		<i>424</i>		<i>77</i>		<i>65</i>		<i>79</i>		<i>65</i>		<i>71</i>		<i>67</i>

Gosport Household Survey For Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Q15 Where do you normally do most of your household's shopping for men's, women's, children's and baby clothing and footwear? NOTE we mean fashion items - NOT sports clothing and footwear														
Marks & Spencer, Hedge End Retail Park, Southampton	2.2%	13	0.0%	0	7.0%	7	2.0%	2	0.0%	0	4.0%	4	0.0%	0
The Range, Gunners Way, Gosport	0.2%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chichester City Centre	1.5%	9	1.0%	1	4.0%	4	1.0%	1	0.0%	0	1.0%	1	2.0%	2
Fareham Town Centre	17.5%	105	8.0%	8	3.0%	3	10.0%	10	29.0%	29	19.0%	19	36.0%	36
Gosport Town Centre	8.8%	53	17.0%	17	10.0%	10	10.0%	10	11.0%	11	2.0%	2	3.0%	3
Lee-on-the-Solent District Centre	0.5%	3	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0
Portchester Local Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0
Portsmouth City Centre	5.0%	30	10.0%	10	3.0%	3	5.0%	5	6.0%	6	4.0%	4	2.0%	2
Southampton City Centre	4.2%	25	2.0%	2	10.0%	10	4.0%	4	2.0%	2	3.0%	3	4.0%	4
Stoke Road, Gosport	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Port Solent Market	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Broadcut Retail Park, Broadcut, Fareham (Argos, Dreams, Sainsbury's)	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	2.0%	2
Collingwood Retail Park, Newgate Lane, Fareham (Homebase, Matalan, Pets at Home)	0.8%	5	1.0%	1	1.0%	1	2.0%	2	0.0%	0	1.0%	1	0.0%	0
Fareham Shopping Centre, Thackeray Mall, Fareham (B&M, Bon Marché, New Look)	2.8%	17	1.0%	1	3.0%	3	4.0%	4	3.0%	3	3.0%	3	3.0%	3
Gunwharf Quays, Portsmouth (Marks & Spencer, Nike, Pandora)	2.8%	17	2.0%	2	6.0%	6	3.0%	3	1.0%	1	2.0%	2	3.0%	3
Hedge End Retail Park, Charles Watts Way, Hedge End, Southampton (B&Q, Oak Furnitureland, ScS)	3.5%	21	5.0%	5	4.0%	4	3.0%	3	4.0%	4	3.0%	3	2.0%	2
Speedfields Retail Park, Newgate Lane, Fareham (Asda, B&Q, Lidl)	2.3%	14	2.0%	2	0.0%	0	1.0%	1	5.0%	5	2.0%	2	4.0%	4
The Junction / Ocean Retail Park, Burrfields Road, Portsmouth (Currys PC World, Marks & Spencer, TK Maxx)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
West Quay Retail Park, Pirelli Street, Southampton (Argos, Furniture Village, Matalan)	0.7%	4	0.0%	0	2.0%	2	1.0%	1	0.0%	0	0.0%	0	1.0%	1
Whiteley Shopping Centre, Whiteley, Fareham (JD Sports, Next, WH Smith)	9.2%	55	6.0%	6	7.0%	7	10.0%	10	5.0%	5	18.0%	18	9.0%	9
Abroad	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Internet / catalogue / TV shopping	26.0%	156	30.0%	30	24.0%	24	35.0%	35	20.0%	20	24.0%	24	23.0%	23
Asda, Cranbourne Industrial Estate, Dock Road, Gosport	2.0%	12	4.0%	4	3.0%	3	0.0%	0	5.0%	5	0.0%	0	0.0%	0
Asda, Speedfields Park, Newgate Lane, Fareham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Central London	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Exeter City Centre	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Cotsworth Road, Gosport	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Solent Road, Havant	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Petersfield Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Port Solent Local Centre	0.3%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Stubbington Village Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Tesco Extra, Clement Attlee Way, Portsmouth	0.3%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Tesco Superstore, Quay Street, Fareham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Winchester City Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0

Gosport Household Survey For Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
(Don't know / varies)	6.0% 36	8.0% 8	11.0% 11	4.0% 4	7.0% 7	4.0% 4	2.0% 2
Base:	600	100	100	100	100	100	100

Q16 How do you normally travel to (LOCATION MENTIONED AT Q15)?

Excluding those who said 'Internet / catalogue / TV shopping' at Q15

Car / van (as driver)	64.0%	284	51.4%	36	57.9%	44	63.1%	41	60.0%	48	76.3%	58	74.0%	57
Car / van (as passenger)	7.2%	32	5.7%	4	3.9%	3	12.3%	8	10.0%	8	9.2%	7	2.6%	2
Bus, minibus or coach	11.3%	50	10.0%	7	7.9%	6	9.2%	6	22.5%	18	9.2%	7	7.8%	6
Using park & ride facility	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Motorcycle, scooter or moped	0.2%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	5.2%	23	10.0%	7	3.9%	3	0.0%	0	1.3%	1	2.6%	2	13.0%	10
Taxi	0.2%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Train	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.9%	4	1.4%	1	0.0%	0	3.1%	2	0.0%	0	0.0%	0	1.3%	1
Mobility scooter / wheelchair	0.2%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ferry	4.5%	20	8.6%	6	11.8%	9	7.7%	5	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
Aeroplane	0.2%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know)	2.7%	12	2.9%	2	6.6%	5	1.5%	1	2.5%	2	1.3%	1	1.3%	1
(Varies)	3.2%	14	7.1%	5	6.6%	5	1.5%	1	2.5%	2	1.3%	1	0.0%	0
Base:	444	70	76	65	80	76	77							

Gosport Household Survey For Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Q16A Excluding Christmas shopping, have you bought any of these goods in the last 10 years? [MR/PR]														
Recording media for pictures and sound (e.g. records, pre-recorded and unrecorded CDs & DVDs, etc.) (Excluding gaming)	58.5%	351	60.0%	60	52.0%	52	53.0%	53	61.0%	61	56.0%	56	69.0%	69
Books (incl. encyclopaedias, text books, guidebooks and musical scores) and stationary (incl. writing pads, envelopes pens, diaries, etc.) and drawing	74.2%	445	70.0%	70	77.0%	77	77.0%	77	69.0%	69	73.0%	73	79.0%	79
Audio visual, photographic, computer items (such as TVs, cameras, iPad, telephones etc) and small domestic electrical goods (such as irons, kettles, b	69.7%	418	72.0%	72	72.0%	72	64.0%	64	69.0%	69	72.0%	72	69.0%	69
Games & toys; pets and pet products; hobby items; sport clothing / footwear and equipment; camping goods; bicycles; and musical instruments	54.8%	329	53.0%	53	45.0%	45	55.0%	55	67.0%	67	52.0%	52	57.0%	57
All goods for personal care (including, electric razors, hair dryers, bathroom scales, cosmetics, perfume, toothpaste, etc), medical and pharmaceuticals	83.7%	502	87.0%	87	81.0%	81	81.0%	81	88.0%	88	83.0%	83	82.0%	82
Furniture, carpets, other floor coverings and household textiles (includes beds, sofas, tables, etc)	61.5%	369	60.0%	60	63.0%	63	58.0%	58	57.0%	57	69.0%	69	62.0%	62
DIY goods, decorating supplies and garden products (such as drills, lawn mowers, hammers, hedge cutters, garden tools, plants, shrubs etc)	70.5%	423	73.0%	73	65.0%	65	67.0%	67	68.0%	68	79.0%	79	71.0%	71
Large domestic electrical appliances, such as fridges, freezers, ovens, washing machines, dishwashers, etc)	65.8%	395	65.0%	65	65.0%	65	61.0%	61	73.0%	73	67.0%	67	64.0%	64
All other goods including jewellery & watches; glassware, china, tableware and household utensils; and other personal effects (e.g. travel goods, suit	46.8%	281	49.0%	49	41.0%	41	42.0%	42	48.0%	48	53.0%	53	48.0%	48
(None)	1.3%	8	2.0%	2	2.0%	2	1.0%	1	1.0%	1	1.0%	1	1.0%	1
Base:		600		100		100		100		100		100		100

Gosport Household Survey For Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Q17 Where do you normally do most of your household's shopping for physical media such as pre-recorded and unrecorded CDs, DVDs, Blu Rays, records, but excluding gaming products?														
<i>Those who said 'Recording media, etc' at Q16A</i>														
Alverstoke Local Centre	0.3%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chichester City Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Fareham Town Centre	8.5%	30	1.7%	1	1.9%	1	3.8%	2	8.2%	5	10.7%	6	21.7%	15
Gosport Town Centre	8.5%	30	15.0%	9	17.3%	9	9.4%	5	11.5%	7	0.0%	0	0.0%	0
Lee-on-the-Solent District Centre	0.9%	3	0.0%	0	0.0%	0	3.8%	2	0.0%	0	1.8%	1	0.0%	0
Portchester Local Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Portsmouth City Centre	1.4%	5	3.3%	2	1.9%	1	0.0%	0	0.0%	0	0.0%	0	2.9%	2
Southampton City Centre	0.6%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	1	1.8%	1	0.0%	0
Broadcut Retail Park, Broadcut, Fareham (Argos, Dreams, Sainsbury's)	1.7%	6	0.0%	0	0.0%	0	0.0%	0	1.6%	1	1.8%	1	5.8%	4
Gunwharf Quays, Portsmouth (Marks & Spencer, Nike, Pandora)	3.7%	13	3.3%	2	5.8%	3	5.7%	3	3.3%	2	3.6%	2	1.4%	1
Hedge End Retail Park, Charles Watts Way, Hedge End, Southampton (B&Q, Oak Furnitureland, ScS)	0.3%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southampton Road, Park Gate, Southampton (Currys PC World, Home Bargains, Smyths Toys)	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Speedfields Retail Park, Newgate Lane, Fareham (Asda, B&Q, Lidl)	7.4%	26	1.7%	1	1.9%	1	9.4%	5	13.1%	8	14.3%	8	4.3%	3
West Quay Retail Park, Pirelli Street, Southampton (Argos, Furniture Village, Matalan)	0.3%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whiteley Shopping Centre, Whiteley, Fareham (JD Sports, Next, WH Smith)	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Internet / catalogue / TV shopping	48.4%	170	56.7%	34	40.4%	21	54.7%	29	36.1%	22	53.6%	30	49.3%	34
Asda, Cranbourne Industrial Estate, Dock Road, Gosport	5.4%	19	6.7%	4	13.5%	7	1.9%	1	11.5%	7	0.0%	0	0.0%	0
Tesco Superstore, Alver Village Square, Grange Road, Gosport	1.1%	4	3.3%	2	0.0%	0	1.9%	1	1.6%	1	0.0%	0	0.0%	0
Morrisons, Walpole Road, Gosport	1.1%	4	0.0%	0	1.9%	1	1.9%	1	3.3%	2	0.0%	0	0.0%	0
Asda, Speedfields Park, Newgate Lane, Fareham	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Exeter City Centre	0.3%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Lidl, Brockhurst Gate, Heritage Way, Gosport	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Tesco Extra, Clement Attlee Way, Portsmouth	0.9%	3	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	2.9%	2
Tesco Extra, Green Park, Llantrisant, Pontyclun	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Tesco Superstore, Quay Street, Fareham	1.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	7.2%	5
Winchester City Centre (Don't know / varies)	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Base:	5.1%	18	6.7%	4	9.6%	5	5.7%	3	3.3%	2	3.6%	2	2.9%	2
		351		60		52		53		61		56		69

Gosport Household Survey For Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		
Q18 Where do you normally do most of your household's shopping for books, stationary, sheet music, and drawing materials?														
<i>Those who said 'Books, etc' at Q16A</i>														
Bridgemary Local Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Chichester City Centre	0.2%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fareham Town Centre	21.3%	95	21.4%	15	10.4%	8	19.5%	15	18.8%	13	19.2%	14	38.0%	30
Gosport Town Centre	11.2%	50	20.0%	14	22.1%	17	6.5%	5	18.8%	13	1.4%	1	0.0%	0
Lee-on-the-Solent District Centre	4.0%	18	1.4%	1	2.6%	2	15.6%	12	1.4%	1	2.7%	2	0.0%	0
Portchester Local Centre	0.4%	2	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Portsmouth City Centre	1.3%	6	0.0%	0	3.9%	3	2.6%	2	0.0%	0	0.0%	0	1.3%	1
Southampton City Centre	0.7%	3	2.9%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Southsea Local Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Fareham Market	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Broadcut Retail Park, Broadcut, Fareham (Argos, Dreams, Sainsbury's)	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	3
Brockhurst Gate Retail Park, Heritage Way, Gosport (Home Bargains, Jolleys Pet Superstore)	0.2%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Collingwood Retail Park, Newgate Lane, Fareham (Homebase, Matalan, Pets at Home)	0.2%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Fareham Shopping Centre, Thackeray Mall, Fareham (B&M, Bon Marché, New Look)	2.0%	9	1.4%	1	0.0%	0	2.6%	2	4.3%	3	0.0%	0	3.8%	3
Gunwharf Quays, Portsmouth (Marks & Spencer, Nike, Pandora)	0.4%	2	1.4%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Southampton Road, Park Gate, Southampton (Currys PC World, Home Bargains, Smyths Toys)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Speedfields Retail Park, Newgate Lane, Fareham (Asda, B&Q, Lidl)	4.5%	20	2.9%	2	1.3%	1	3.9%	3	8.7%	6	8.2%	6	2.5%	2
West Quay Retail Park, Pirelli Street, Southampton (Argos, Furniture Village, Matalan)	0.2%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Whiteley Shopping Centre, Whiteley, Fareham (JD Sports, Next, WH Smith)	0.4%	2	1.4%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.4%	2	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.4%	1	0.0%	0
Internet / catalogue / TV shopping	39.3%	175	30.0%	21	41.6%	32	35.1%	27	31.9%	22	50.7%	37	45.6%	36
Asda, Cranbourne Industrial Estate, Dock Road, Gosport	2.7%	12	5.7%	4	3.9%	3	3.9%	3	2.9%	2	0.0%	0	0.0%	0
Tesco Superstore, Alver Village Square, Grange Road, Gosport	0.4%	2	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0
Morrisons, Walpole Road, Gosport	0.7%	3	1.4%	1	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Speedfields Park, Newgate Lane, Fareham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Exeter City Centre	0.2%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Gatwick Airport	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Heathrow Airport	0.4%	2	0.0%	0	1.3%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Sevenoaks Town Centre	0.2%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stubbington Village Centre	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	3	0.0%	0
Sunderland City Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Tesco Extra, Green Park, Llantrisant, Pontyclun	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Tesco Superstore, Quay Street, Fareham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Winchester City Centre	0.4%	2	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.4%	1	0.0%	0
(Don't know / varies)	4.3%	19	7.1%	5	6.5%	5	2.6%	2	2.9%	2	4.1%	3	2.5%	2
Base:		445		70		77		77		69		73		79

Gosport Household Survey For Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Q19 Where do you normally do most of your household's shopping for audio visual, photographic, computer items (such as TVs, cameras, ipads, telephones etc) and small domestic electrical goods (such as irons, kettles, blenders, vaccum cleaners etc)?														
<i>Those who said 'Audio visual items, etc' at Q16A</i>														
Currys PC World, The Junction, Ocean Retail Park, Portsmouth	2.4%	10	4.2%	3	1.4%	1	1.6%	1	2.9%	2	0.0%	0	4.3%	3
John Lewis, WestQuay Southampton	4.8%	20	4.2%	3	9.7%	7	6.3%	4	0.0%	0	4.2%	3	4.3%	3
Fareham Town Centre	3.3%	14	0.0%	0	0.0%	0	3.1%	2	5.8%	4	1.4%	1	10.1%	7
Gosport Town Centre	2.9%	12	9.7%	7	5.6%	4	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Locks Heath Local Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.4%	1
Portchester Local Centre	1.2%	5	1.4%	1	0.0%	0	0.0%	0	0.0%	0	2.8%	2	2.9%	2
Portsmouth City Centre	1.0%	4	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	3
Southampton City Centre	2.4%	10	2.8%	2	4.2%	3	1.6%	1	1.4%	1	1.4%	1	2.9%	2
Southsea Local Centre	0.2%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fareham Market	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Broadcut Retail Park, Broadcut, Fareham (Argos, Dreams, Sainsbury's)	2.4%	10	1.4%	1	0.0%	0	0.0%	0	2.9%	2	5.6%	4	4.3%	3
Brockhurst Gate Retail Park, Heritage Way, Gosport (Home Bargains, Jolleys Pet Superstore)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Collingwood Retail Park, Newgate Lane, Fareham (Homebase, Matalan, Pets at Home)	1.0%	4	0.0%	0	0.0%	0	1.6%	1	0.0%	0	1.4%	1	2.9%	2
Fareham Shopping Centre, Thackeray Mall, Fareham (B&M, Bon Marché, New Look)	0.5%	2	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Gunwharf Quays, Portsmouth (Marks & Spencer, Nike, Pandora)	0.7%	3	0.0%	0	0.0%	0	1.6%	1	0.0%	0	1.4%	1	1.4%	1
Hedge End Retail Park, Charles Watts Way, Hedge End, Southampton (B&Q, Oak Furnitureland, ScS)	2.6%	11	2.8%	2	6.9%	5	1.6%	1	0.0%	0	2.8%	2	1.4%	1
Southampton Road, Park Gate, Southampton (Currys PC World, Home Bargains, Smyths Toys)	33.0%	138	19.4%	14	41.7%	30	29.7%	19	40.6%	28	45.8%	33	20.3%	14
Speedfields Retail Park, Newgate Lane, Fareham (Asda, B&Q, Lidl)	2.6%	11	0.0%	0	0.0%	0	4.7%	3	8.7%	6	1.4%	1	1.4%	1
The Junction / Ocean Retail Park, Burrfields Road, Portsmouth (Currys PC World, Marks & Spencer, TK Maxx)	1.2%	5	0.0%	0	0.0%	0	3.1%	2	1.4%	1	0.0%	0	2.9%	2
West Quay Retail Park, Pirelli Street, Southampton (Argos, Furniture Village, Matalan)	1.0%	4	0.0%	0	1.4%	1	0.0%	0	0.0%	0	4.2%	3	0.0%	0
Whiteley Shopping Centre, Whiteley, Fareham (JD Sports, Next, WH Smith)	0.7%	3	1.4%	1	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0
Abroad	0.7%	3	0.0%	0	0.0%	0	1.6%	1	1.4%	1	1.4%	1	0.0%	0
Internet / catalogue / TV shopping	24.9%	104	33.3%	24	16.7%	12	32.8%	21	23.2%	16	20.8%	15	23.2%	16
Asda, Cranbourne Industrial Estate, Dock Road, Gosport	1.4%	6	1.4%	1	4.2%	3	0.0%	0	2.9%	2	0.0%	0	0.0%	0
Aldi, West Street, Fareham	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2
Central London	0.2%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Regents Park Road, Southampton	0.5%	2	0.0%	0	1.4%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Currys PC World, Two Rivers, Mustard Mill Road, Staines-upon-Thames	0.2%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Brockhurst Gate,	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0

Gosport Household Survey For Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Heritage Way, Gosport	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Portfield Retail Park, Chichester	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2
Tesco Extra, Clement Attlee Way, Portsmouth (Don't know / varies)	5.7%	24	12.5%	9	5.6%	4	7.8%	5	5.8%	4	0.0%	0	2.9%	2
Base:		418		72		72		64		69		72		69

Gosport Household Survey For Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Q20 Where do you normally do most of your household's shopping for games & toys; pets and pet products; hobby items; sport clothing / footwear and equipment; camping goods; bicycles; and musical instruments?														
<i>Those who said 'Games & toys, etc' at Q16A</i>														
Halfords, Creek Road, Gosport	0.6%	2	1.9%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
John Lewis, WestQuay Southampton	0.6%	2	0.0%	0	2.2%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Pets at Home, Collingwood Retail Park, Southampton	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	2	1.8%	1
Sports Direct, Solent Retail Park, Havant Portsmouth	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
The Range, Gunners Way, Gosport	0.9%	3	1.9%	1	2.2%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Chichester City Centre	0.3%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fareham Town Centre	10.6%	35	5.7%	3	2.2%	1	9.1%	5	3.0%	2	17.3%	9	26.3%	15
Gosport Town Centre	6.7%	22	15.1%	8	2.2%	1	14.5%	8	7.5%	5	0.0%	0	0.0%	0
Locks Heath Local Centre	0.3%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portsmouth City Centre	1.5%	5	0.0%	0	0.0%	0	1.8%	1	1.5%	1	0.0%	0	5.3%	3
Southampton City Centre	0.9%	3	3.8%	2	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fareham Market	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Broadcut Retail Park, Broadcut, Fareham (Argos, Dreams, Sainsbury's)	2.1%	7	0.0%	0	0.0%	0	1.8%	1	3.0%	2	1.9%	1	5.3%	3
Collingwood Retail Park, Newgate Lane, Fareham (Homebase, Matalan, Pets at Home)	2.1%	7	3.8%	2	0.0%	0	0.0%	0	1.5%	1	5.8%	3	1.8%	1
Fareham Shopping Centre, Thackeray Mall, Fareham (B&M, Bon Marché, New Look)	0.9%	3	1.9%	1	0.0%	0	0.0%	0	1.5%	1	1.9%	1	0.0%	0
Gunwharf Quays, Portsmouth (Marks & Spencer, Nike, Pandora)	0.3%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hedge End Retail Park, Charles Watts Way, Hedge End, Southampton (B&Q, Oak Furnitureland, ScS)	0.3%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southampton Road, Park Gate, Southampton (Currys PC World, Home Bargains, Smyths Toys)	13.7%	45	5.7%	3	13.3%	6	16.4%	9	22.4%	15	19.2%	10	3.5%	2
Speedfields Retail Park, Newgate Lane, Fareham (Asda, B&Q, Lidl)	5.5%	18	7.5%	4	4.4%	2	5.5%	3	7.5%	5	3.8%	2	3.5%	2
West Quay Retail Park, Pirelli Street, Southampton (Argos, Furniture Village, Matalan)	0.9%	3	0.0%	0	4.4%	2	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Whiteley Shopping Centre, Whiteley, Fareham (JD Sports, Next, WH Smith)	3.6%	12	0.0%	0	6.7%	3	3.6%	2	1.5%	1	5.8%	3	5.3%	3
Internet / catalogue / TV shopping	31.3%	103	32.1%	17	31.1%	14	41.8%	23	25.4%	17	30.8%	16	28.1%	16
Asda, Cranbourne Industrial Estate, Dock Road, Gosport	0.9%	3	0.0%	0	4.4%	2	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Tesco Superstore, Alver Village Square, Grange Road, Gosport	0.6%	2	0.0%	0	2.2%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons, Walpole Road, Gosport	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Exeter City Centre	0.3%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Lidl, Brockhurst Gate, Heritage Way, Gosport	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Lidl, Forton Road, Gosport	0.3%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Port Solent Local Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Reading Town Centre	0.3%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stubbington Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Tesco Extra, Clement Attlee Way, Portsmouth	0.6%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	1.8%	1
Tesco Extra, Green Park,	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0

Gosport Household Survey For Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Llantrisant, Pontyclun							
Tesco Superstore, Quay Street, Fareham	0.3%	1	0.0%	0	0.0%	0	0.0%
Winchester City Centre (Don't know / varies)	0.3%	1	0.0%	0	2.2%	1	0.0%
	10.0%	33	15.1%	8	13.3%	6	1.8%
					1	14.9%	10
Base:		329		53		45	
					55		67
						52	57

Gosport Household Survey For Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Q21 Where do you normally do most of your household's shopping on medical and pharmaceutical goods, toiletries, cosmetics, personal care products, therapeutic appliances (e.g. spectacles, hearing aids, wheelchairs, contact lenses, etc)?														
<i>Those who said 'Personal care goods, etc' at Q16A</i>														
Debenhams, Fareham Shopping Centre, Fareham	0.2%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, WestQuay Southampton	0.4%	2	1.1%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Hedge End Retail Park, Southampton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Bridgemary Local Centre	0.6%	3	0.0%	0	0.0%	0	0.0%	0	3.4%	3	0.0%	0	0.0%	0
Fareham Town Centre	23.3%	117	8.0%	7	9.9%	8	16.0%	13	22.7%	20	36.1%	30	47.6%	39
Forton Road, Gosport	0.2%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Gosport Town Centre	26.1%	131	55.2%	48	66.7%	54	14.8%	12	19.3%	17	0.0%	0	0.0%	0
Lee-on-the-Solent District Centre	4.6%	23	0.0%	0	0.0%	0	28.4%	23	0.0%	0	0.0%	0	0.0%	0
Portchester Local Centre	2.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.2%	10
Portsmouth City Centre	0.4%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Rowner Local Centre	0.6%	3	0.0%	0	0.0%	0	2.5%	2	1.1%	1	0.0%	0	0.0%	0
Southampton City Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Stoke Road, Gosport	1.4%	7	3.4%	3	4.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broadcut Retail Park, Broadcut, Fareham (Argos, Dreams, Sainsbury's)	2.8%	14	1.1%	1	0.0%	0	2.5%	2	0.0%	0	3.6%	3	9.8%	8
Brockhurst Gate Retail Park, Heritage Way, Gosport (Home Bargains, Jolleys Pet Superstore)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Collingwood Retail Park, Newgate Lane, Fareham (Homebase, Matalan, Pets at Home)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Fareham Shopping Centre, Thackeray Mall, Fareham (B&M, Bon Marché, New Look)	1.0%	5	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.2%	1	3.7%	3
Gunwharf Quays, Portsmouth (Marks & Spencer, Nike, Pandora)	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.2%	1
Southampton Road, Park Gate, Southampton (Currys PC World, Home Bargains, Smyths Toys)	0.4%	2	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0
Speedfields Retail Park, Newgate Lane, Fareham (Asda, B&Q, Lidl)	5.6%	28	3.4%	3	0.0%	0	8.6%	7	11.4%	10	7.2%	6	2.4%	2
The Junction / Ocean Retail Park, Burrfields Road, Portsmouth (Currys PC World, Marks & Spencer, TK Maxx)	0.6%	3	0.0%	0	1.2%	1	0.0%	0	1.1%	1	1.2%	1	0.0%	0
Whiteley Shopping Centre, Whiteley, Fareham (JD Sports, Next, WH Smith)	2.2%	11	0.0%	0	1.2%	1	2.5%	2	1.1%	1	7.2%	6	1.2%	1
Abroad	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Internet / catalogue / TV shopping	6.4%	32	5.7%	5	4.9%	4	7.4%	6	8.0%	7	6.0%	5	6.1%	5
Asda, Cranbourne Industrial Estate, Dock Road, Gosport	5.4%	27	9.2%	8	8.6%	7	1.2%	1	10.2%	9	2.4%	2	0.0%	0
Tesco Superstore, Alver Village Square, Grange Road, Gosport	3.2%	16	2.3%	2	0.0%	0	6.2%	5	9.1%	8	1.2%	1	0.0%	0
Morrisons, Walpole Road, Gosport	0.8%	4	1.1%	1	1.2%	1	1.2%	1	1.1%	1	0.0%	0	0.0%	0
Asda, Speedfields Park, Newgate Lane, Fareham	0.2%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Lidl, Brockhurst Gate, Heritage Way, Gosport	0.4%	2	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0
Lidl, Forton Road, Gosport	0.4%	2	1.1%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Stubbington Village Centre	4.0%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.1%	20	0.0%	0
Tesco Extra, Clement Attlee	1.2%	6	1.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	4.9%	4

Gosport Household Survey For Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Way, Portsmouth							
Tesco Superstore, Quay Street, Fareham	1.2% 6	0.0% 0	0.0% 0	0.0% 0	0.0% 0	1.2% 1	6.1% 5
Titchfield Village Centre	0.2% 1	0.0% 0	0.0% 0	0.0% 0	0.0% 0	1.2% 1	0.0% 0
Waitrose, Stoke Road, Gosport	0.2% 1	0.0% 0	0.0% 0	0.0% 0	0.0% 0	1.2% 1	0.0% 0
(Don't know / varies)	2.8% 14	4.6% 4	0.0% 0	2.5% 2	4.5% 4	2.4% 2	2.4% 2
Base:	502	87	81	81	88	83	82

Gosport Household Survey For Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Q22 Where do you normally do most of your household's shopping for furniture, carpets, other floor coverings and household textiles (includes beds, sofas, tables, etc)?														
<i>Those who said 'Furniture, etc' at Q16A</i>														
Carpetright, The Junction, Ocean Retail Park, Portsmouth	0.3%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DFS, Hedge End Retail Park, Southampton	2.2%	8	5.0%	3	0.0%	0	3.4%	2	1.8%	1	2.9%	2	0.0%	0
IKEA, Mountbatten Retail Park, Southampton	3.3%	12	6.7%	4	1.6%	1	0.0%	0	3.5%	2	4.3%	3	3.2%	2
John Lewis, WestQuay Southampton	3.5%	13	1.7%	1	7.9%	5	3.4%	2	0.0%	0	5.8%	4	1.6%	1
Marks & Spencer, Hedge End Retail Park, Southampton	0.8%	3	1.7%	1	1.6%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Next, Cascades Shopping Centre, Portsmouth	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
SCS / Oak Furnitureland / Fabb Sofas, Hedge End Retail Park, Southampton	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.6%	1
The Range, Gunners Way, Gosport	0.5%	2	0.0%	0	0.0%	0	0.0%	0	1.8%	1	1.4%	1	0.0%	0
Elson Local Centre	0.8%	3	1.7%	1	1.6%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Fareham Town Centre	3.8%	14	1.7%	1	0.0%	0	1.7%	1	1.8%	1	8.7%	6	8.1%	5
Gosport Town Centre	11.7%	43	25.0%	15	22.2%	14	8.6%	5	10.5%	6	2.9%	2	1.6%	1
Havant Town Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2
Lee-on-the-Solent District Centre	0.8%	3	0.0%	0	0.0%	0	5.2%	3	0.0%	0	0.0%	0	0.0%	0
Locks Heath Local Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.6%	1
Portchester Local Centre	1.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.1%	5
Portsmouth City Centre	2.2%	8	0.0%	0	0.0%	0	3.4%	2	0.0%	0	2.9%	2	6.5%	4
Southampton City Centre	2.2%	8	1.7%	1	1.6%	1	5.2%	3	3.5%	2	0.0%	0	1.6%	1
Waterlooville Town Centre	1.1%	4	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	4.8%	3
Gosport Market	0.3%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brockhurst Gate Retail Park, Heritage Way, Gosport (Home Bargains, Jolleys Pet Superstore)	0.3%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Collingwood Retail Park, Newgate Lane, Fareham (Homebase, Matalan, Pets at Home)	3.5%	13	8.3%	5	1.6%	1	5.2%	3	3.5%	2	1.4%	1	1.6%	1
Fareham Shopping Centre, Thackeray Mall, Fareham (B&M, Bon Marché, New Look)	1.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	4	0.0%	0
Hedge End Retail Park, Charles Watts Way, Hedge End, Southampton (B&Q, Oak Furnitureland, ScS)	15.7%	58	15.0%	9	20.6%	13	17.2%	10	14.0%	8	10.1%	7	17.7%	11
Southampton Road, Park Gate, Southampton (Currys PC World, Home Bargains, Smyths Toys)	7.9%	29	1.7%	1	4.8%	3	6.9%	4	15.8%	9	11.6%	8	6.5%	4
Speedfields Retail Park, Newgate Lane, Fareham (Asda, B&Q, Lidl)	1.1%	4	0.0%	0	0.0%	0	0.0%	0	1.8%	1	2.9%	2	1.6%	1
The Junction / Ocean Retail Park, Burrfields Road, Portsmouth (Currys PC World, Marks & Spencer, TK Maxx)	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2
West Quay Retail Park, Pirelli Street, Southampton (Argos, Furniture Village, Matalan)	1.1%	4	0.0%	0	1.6%	1	3.4%	2	1.8%	1	0.0%	0	0.0%	0
Whiteley Shopping Centre, Whiteley, Fareham (JD Sports, Next, WH Smith)	1.4%	5	1.7%	1	1.6%	1	1.7%	1	0.0%	0	1.4%	1	1.6%	1
Abroad	0.3%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Internet / catalogue / TV shopping	12.2%	45	13.3%	8	14.3%	9	13.8%	8	8.8%	5	10.1%	7	12.9%	8
Carpet Fayre, Anns Hill	3.5%	13	1.7%	1	3.2%	2	5.2%	3	10.5%	6	1.4%	1	0.0%	0

Gosport Household Survey For Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Road, Gosport							
Alton Town Centre	0.3%	1	0.0%	0	1.6%	1	0.0%
Central London	0.3%	1	0.0%	0	1.6%	1	0.0%
Marks & Spencer, Whiteley Village, Whiteley Way, Whiteley	0.3%	1	0.0%	0	1.6%	1	0.0%
Solent Flooring, Heritage Business Park, Heritage Way, Gosport	0.3%	1	0.0%	0	0.0%	0	0.0%
Stubbington Village Centre	1.4%	5	0.0%	0	0.0%	0	0.0%
Warsash Village Centre	0.3%	1	0.0%	0	0.0%	0	1.7%
(Don't know / varies)	12.2%	45	11.7%	7	7.9%	5	10.3%
Base:		369		60		63	
					58		57
						69	
							62

Gosport Household Survey For Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Q23 Where do you normally do most of your household's shopping for DIY goods, decorating supplies and garden products?														
<i>Those who said 'DIY goods, etc' at Q16A</i>														
B&Q, Pompey Centre, Portsmouth	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Homebase, Collingwood Retail Park, Southampton	1.2%	5	0.0%	0	1.5%	1	1.5%	1	2.9%	2	1.3%	1	0.0%	0
Marks & Spencer, Hedge End Retail Park, Southampton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Snow and Rock, Port Solent, Portsmouth	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
The Range, Gunners Way, Gosport	5.0%	21	9.6%	7	6.2%	4	4.5%	3	10.3%	7	0.0%	0	0.0%	0
Alverstoke Local Centre	0.2%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fareham Town Centre	6.1%	26	6.8%	5	1.5%	1	4.5%	3	5.9%	4	5.1%	4	12.7%	9
Gosport Town Centre	2.8%	12	9.6%	7	4.6%	3	0.0%	0	1.5%	1	1.3%	1	0.0%	0
Lee-on-the-Solent District Centre	0.5%	2	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0
Locks Heath Local Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Portchester Local Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2
Gosport Market	0.2%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Broadcut Retail Park, Broadcut, Fareham (Argos, Dreams, Sainsbury's)	0.5%	2	1.4%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Brockhurst Gate Retail Park, Heritage Way, Gosport (Home Bargains, Jolleys Pet Superstore)	1.7%	7	0.0%	0	4.6%	3	0.0%	0	5.9%	4	0.0%	0	0.0%	0
Collingwood Retail Park, Newgate Lane, Fareham (Homebase, Matalan, Pets at Home)	24.4%	103	28.8%	21	30.8%	20	29.9%	20	27.9%	19	19.0%	15	11.3%	8
Fareham Shopping Centre, Thackeray Mall, Fareham (B&M, Bon Marché, New Look)	0.5%	2	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0
Hedge End Retail Park, Charles Watts Way, Hedge End, Southampton (B&Q, Oak Furnitureland, ScS)	5.2%	22	2.7%	2	6.2%	4	3.0%	2	2.9%	2	7.6%	6	8.5%	6
Pompey Centre, Fratton Way, Portsmouth (B&Q, Bensons for Beds, Topps Tiles)	0.7%	3	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2
Southampton Road, Park Gate, Southampton (Currys PC World, Home Bargains, Smyths Toys)	13.7%	58	12.3%	9	10.8%	7	10.4%	7	7.4%	5	27.8%	22	11.3%	8
Speedfields Retail Park, Newgate Lane, Fareham (Asda, B&Q, Lidl)	20.6%	87	13.7%	10	18.5%	12	28.4%	19	17.6%	12	16.5%	13	29.6%	21
Whiteley Shopping Centre, Whiteley, Fareham (JD Sports, Next, WH Smith)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Internet / catalogue / TV shopping	4.0%	17	2.7%	2	6.2%	4	4.5%	3	2.9%	2	6.3%	5	1.4%	1
Asda, Cranbourne Industrial Estate, Dock Road, Gosport	0.2%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Charles Watts Way, Hedge End, Southampton	0.2%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Purbrook Way, Havant	1.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	5
Bedhampton Local Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Brewers Decorator Centres, Fielder Drive, Newgate Lane, Fareham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Fareham Trade Park, Lederle Lane, Gosport	0.5%	2	0.0%	0	1.5%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Fort Fareham Industrial Estate, Fareham	0.2%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Admirals Park,	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1

Gosport Household Survey For Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Williams Road, Portsmouth							
Stubbington Village Centre	1.2%	5	0.0%	0	0.0%	0	0.0%
Tesco Superstore, Quay Street, Fareham	0.2%	1	0.0%	0	0.0%	0	0.0%
Titchfield Village Centre	0.5%	2	0.0%	0	1.5%	1	0.0%
Toolstation, Matrix Park, Talbot Road, Fareham	0.5%	2	0.0%	0	0.0%	0	0.0%
(Don't know / varies)	5.7%	24	6.8%	5	4.6%	3	9.0%
Base:		423		73		65	
						67	
						68	
						79	
							71

Gosport Household Survey For Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Q24 Where do you normally do most of your household's shopping for large domestic electrical appliances, such as fridges, freezers, ovens, washing machines, dishwashers, etc)?														
<i>Those who said 'Large domestic electrical appliances, etc' at Q16A</i>														
Currys PC World, The Junction, Ocean Retail Park, Portsmouth	2.3%	9	3.1%	2	0.0%	0	1.6%	1	2.7%	2	1.5%	1	4.7%	3
Homebase, Burrfields Retail Park, Portsmouth (NOW CLOSED)	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
John Lewis, WestQuay Southampton	3.0%	12	1.5%	1	4.6%	3	3.3%	2	0.0%	0	4.5%	3	4.7%	3
Fareham Town Centre Forton Road, Gosport	3.0%	12	1.5%	1	1.5%	1	1.6%	1	1.4%	1	6.0%	4	6.3%	4
Gosport Town Centre	0.3%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Lee-on-the-Solent District Centre	6.6%	26	12.3%	8	12.3%	8	3.3%	2	9.6%	7	0.0%	0	1.6%	1
Locks Heath Local Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Portsmouth City Centre	0.3%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Southampton City Centre	1.8%	7	1.5%	1	1.5%	1	0.0%	0	1.4%	1	3.0%	2	3.1%	2
Stoke Road, Gosport	2.0%	8	4.6%	3	4.6%	3	3.3%	2	0.0%	0	0.0%	0	0.0%	0
Broadcut Retail Park, Broadcut, Fareham (Argos, Dreams, Sainsbury's)	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	3
Collingwood Retail Park, Newgate Lane, Fareham (Homebase, Matalan, Pets at Home)	1.5%	6	3.1%	2	1.5%	1	3.3%	2	0.0%	0	0.0%	0	1.6%	1
Hedge End Retail Park, Charles Watts Way, Hedge End, Southampton (B&Q, Oak Furnitureland, ScS)	3.5%	14	3.1%	2	4.6%	3	1.6%	1	1.4%	1	1.5%	1	9.4%	6
Southampton Road, Park Gate, Southampton (Currys PC World, Home Bargains, Smyths Toys)	31.6%	125	21.5%	14	36.9%	24	29.5%	18	42.5%	31	43.3%	29	14.1%	9
Speedfields Retail Park, Newgate Lane, Fareham (Asda, B&Q, Lidl)	1.5%	6	1.5%	1	1.5%	1	0.0%	0	0.0%	0	3.0%	2	3.1%	2
The Junction / Ocean Retail Park, Burrfields Road, Portsmouth (Currys PC World, Marks & Spencer, TK Maxx)	1.0%	4	0.0%	0	0.0%	0	1.6%	1	1.4%	1	0.0%	0	3.1%	2
West Quay Retail Park, Pirelli Street, Southampton (Argos, Furniture Village, Matalan)	0.5%	2	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whiteley Shopping Centre, Whiteley, Fareham (JD Sports, Next, WH Smith)	0.5%	2	0.0%	0	0.0%	0	1.6%	1	0.0%	0	1.5%	1	0.0%	0
Abroad	0.3%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Internet / catalogue / TV shopping	31.1%	123	36.9%	24	23.1%	15	36.1%	22	30.1%	22	25.4%	17	35.9%	23
Asda, Cranbourne Industrial Estate, Dock Road, Gosport	0.3%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bishop's Waltham Town Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2
Costco, Regents Park Road, Southampton	0.3%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston-upon-Thames Town Centre	0.3%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Magnet Kitchens, Gosport Road, Fareham	0.5%	2	0.0%	0	1.5%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Ocean Retail Park, Burrfields Road, Portsmouth	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Solent Industrial Estate, Shamblehurst Lane South, Southampton	0.3%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Stubbington Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Wickham Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
(Don't know / varies)	4.8%	19	6.2%	4	1.5%	1	4.9%	3	6.8%	5	7.5%	5	1.6%	1

Gosport Household Survey For Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Base:	395	65	65	61	73	67	64

Gosport Household Survey For Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Q25 Where do you normally do most of your household's shopping on all other goods including jewellery, watches, glassware, china, tableware, household utensils and other personal items (e.g. travel goods, suitcases, prams, sunglasses)?														
<i>Those who said 'All other goods, etc' at Q16A</i>														
IKEA, Mountbatten Retail Park, Southampton	3.2%	9	4.1%	2	7.3%	3	2.4%	1	2.1%	1	1.9%	1	2.1%	1
John Lewis, WestQuay Southampton	2.5%	7	0.0%	0	4.9%	2	4.8%	2	0.0%	0	1.9%	1	4.2%	2
Marks & Spencer, Hedge End Retail Park, Southampton	0.7%	2	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	2.1%	1
The Range, Gunners Way, Gosport	0.7%	2	0.0%	0	2.4%	1	0.0%	0	2.1%	1	0.0%	0	0.0%	0
Bournemouth Town Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Chichester City Centre	1.8%	5	0.0%	0	2.4%	1	2.4%	1	2.1%	1	0.0%	0	4.2%	2
Fareham Town Centre	19.9%	56	10.2%	5	2.4%	1	19.0%	8	20.8%	10	24.5%	13	39.6%	19
Gosport Town Centre	8.2%	23	20.4%	10	17.1%	7	0.0%	0	12.5%	6	0.0%	0	0.0%	0
Lee-on-the-Solent District Centre	1.4%	4	2.0%	1	0.0%	0	7.1%	3	0.0%	0	0.0%	0	0.0%	0
Portsmouth City Centre	4.3%	12	4.1%	2	2.4%	1	0.0%	0	6.3%	3	5.7%	3	6.3%	3
Southampton City Centre	3.6%	10	4.1%	2	4.9%	2	0.0%	0	4.2%	2	3.8%	2	4.2%	2
Southsea Local Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1
Broadcut Retail Park, Broadcut, Fareham (Argos, Dreams, Sainsbury's)	1.1%	3	0.0%	0	4.9%	2	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Fareham Shopping Centre, Thackeray Mall, Fareham (B&M, Bon Marché, New Look)	2.1%	6	0.0%	0	2.4%	1	2.4%	1	8.3%	4	0.0%	0	0.0%	0
Gunwharf Quays, Portsmouth (Marks & Spencer, Nike, Pandora)	2.1%	6	0.0%	0	2.4%	1	4.8%	2	0.0%	0	1.9%	1	4.2%	2
Hedge End Retail Park, Charles Watts Way, Hedge End, Southampton (B&Q, Oak Furnitureland, ScS)	0.7%	2	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1
Southampton Road, Park Gate, Southampton (Currys PC World, Home Bargains, Smyths Toys)	1.1%	3	0.0%	0	2.4%	1	2.4%	1	0.0%	0	1.9%	1	0.0%	0
Speedfields Retail Park, Newgate Lane, Fareham (Asda, B&Q, Lidl)	1.8%	5	0.0%	0	0.0%	0	0.0%	0	2.1%	1	5.7%	3	2.1%	1
West Quay Retail Park, Pirelli Street, Southampton (Argos, Furniture Village, Matalan)	1.4%	4	4.1%	2	2.4%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Whiteley Shopping Centre, Whiteley, Fareham (JD Sports, Next, WH Smith)	6.1%	17	2.0%	1	4.9%	2	9.5%	4	6.3%	3	13.2%	7	0.0%	0
Abroad	3.2%	9	4.1%	2	0.0%	0	7.1%	3	4.2%	2	3.8%	2	0.0%	0
Internet / catalogue / TV shopping	15.7%	44	26.5%	13	17.1%	7	11.9%	5	18.8%	9	9.4%	5	10.4%	5
Asda, Cranbourne Industrial Estate, Dock Road, Gosport	1.1%	3	2.0%	1	2.4%	1	0.0%	0	2.1%	1	0.0%	0	0.0%	0
Morrisons, Walpole Road, Gosport	0.4%	1	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Larchwood Avenue, Havant	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1
Brighton City Centre	0.4%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Central London	0.7%	2	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1
Exeter City Centre	0.4%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Guildford Town Centre	0.4%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Stubbington Village Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Tesco Extra, Clement Attlee Way, Portsmouth	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1
Titchfield Village Centre	1.1%	3	2.0%	1	0.0%	0	0.0%	0	0.0%	0	3.8%	2	0.0%	0
Winchester City Centre (Don't know / varies)	0.7%	2	0.0%	0	2.4%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Base:		281		49		41		42		48		53		48

Gosport Household Survey For Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Q26 Do you use Gosport Town Centre for most of your shopping and town centre uses?							
Yes	27.3%	164 49.0%	49 49.0%	49 25.0%	25 24.0%	24 12.0%	12 5.0%
No	72.7%	436 51.0%	51 51.0%	51 75.0%	75 76.0%	76 88.0%	88 95.0%
Base:	600	100	100	100	100	100	100

MeanScore: visits per week

Q27 How often do you or your household visit Gosport Town Centre for most of your shopping and other town centre uses?
Those who use Gosport Town Centre for most of their shopping and town centre uses at Q26

Daily	3.7%	6 10.2%	5 2.0%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
4-6 days a week	4.9%	8 10.2%	5 6.1%	3 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
2-3 days a week	25.0%	41 26.5%	13 40.8%	20 16.0%	4 16.7%	4 0.0%	0 0.0%	0 0.0%
One day a week	35.4%	58 30.6%	15 36.7%	18 36.0%	9 54.2%	13 8.3%	1 40.0%	2 0.0%
Every two weeks	13.4%	22 14.3%	7 8.2%	4 20.0%	5 8.3%	2 33.3%	4 0.0%	0 0.0%
Monthly	12.8%	21 8.2%	4 6.1%	3 20.0%	5 16.7%	4 33.3%	4 20.0%	1 0.0%
Once every two months	1.2%	2 0.0%	0 0.0%	0 4.0%	1 4.2%	1 0.0%	0 0.0%	0 0.0%
Three-four times a year	2.4%	4 0.0%	0 0.0%	0 4.0%	1 0.0%	0 16.7%	2 20.0%	1 0.0%
Twice a year	0.6%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 8.3%	1 0.0%	0 0.0%
Once a year	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Less often	0.6%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 20.0%	1 0.0%
(Don't know)	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
(Varies)	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Mean:	1.59	2.29	1.90	0.93	1.05	0.37	0.48	
Base:	164	49	49	25	24	12	5	

Gosport Household Survey For Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		
Q28 What do you like about Gosport Town Centre? [MR]														
<i>Those who use Gosport Town Centre for most of their shopping and town centre uses at Q26</i>														
Affordable shops	1.8%	3	0.0%	0	4.1%	2	4.0%	1	0.0%	0	0.0%	0	0.0%	0
Attractive environment / nice place	9.8%	16	14.3%	7	4.1%	2	20.0%	5	8.3%	2	0.0%	0	0.0%	0
Close to friends or relatives	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to home	32.3%	53	38.8%	19	40.8%	20	20.0%	5	33.3%	8	0.0%	0	20.0%	1
Close to work	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Compact	4.3%	7	6.1%	3	4.1%	2	8.0%	2	0.0%	0	0.0%	0	0.0%	0
Easy to get to by bike	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by bus	1.2%	2	2.0%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by car	1.8%	3	4.1%	2	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0
Easy to park	4.3%	7	2.0%	1	0.0%	0	16.0%	4	8.3%	2	0.0%	0	0.0%	0
Good facilities in general	1.2%	2	2.0%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good food stores	1.8%	3	2.0%	1	2.0%	1	0.0%	0	0.0%	0	8.3%	1	0.0%	0
Good pubs, cafés or restaurants	3.0%	5	4.1%	2	2.0%	1	4.0%	1	0.0%	0	8.3%	1	0.0%	0
Good range of 'high street' retailers / multiples	2.4%	4	0.0%	0	2.0%	1	4.0%	1	0.0%	0	8.3%	1	20.0%	1
Good range of independent shops	4.3%	7	4.1%	2	4.1%	2	0.0%	0	4.2%	1	8.3%	1	20.0%	1
Good range of non-food shops	3.0%	5	0.0%	0	6.1%	3	4.0%	1	4.2%	1	0.0%	0	0.0%	0
High quality shops	0.6%	1	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0
Makes a change from other places	0.6%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quiet / not too busy	3.7%	6	0.0%	0	4.1%	2	0.0%	0	8.3%	2	16.7%	2	0.0%	0
Safe and secure	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The street market	1.2%	2	2.0%	1	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0
Traditional	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
Discovery Centre	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	1	0.0%	0
Falkland / Ferry Gardens	1.8%	3	2.0%	1	0.0%	0	4.0%	1	4.2%	1	0.0%	0	0.0%	0
Familiarity	3.0%	5	0.0%	0	2.0%	1	4.0%	1	12.5%	3	0.0%	0	0.0%	0
Friendly / pleasant atmosphere	0.6%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good charity shops	0.6%	1	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0
Good financial services (banks, building societies etc.)	0.6%	1	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0
Good for window shopping / browsing	1.2%	2	2.0%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good layout / easy to get around	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	1
Good library	1.2%	2	2.0%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Has everything I need	0.6%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Has ferry port	0.6%	1	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0
No / little traffic	1.8%	3	4.1%	2	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0
Pedestrianised	3.7%	6	2.0%	1	4.1%	2	8.0%	2	4.2%	1	0.0%	0	0.0%	0
Plenty of public seating	0.6%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spacious	0.6%	1	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0
Waterfront Regeneration Area	1.8%	3	0.0%	0	0.0%	0	4.0%	1	4.2%	1	8.3%	1	0.0%	0
(Don't know)	3.0%	5	4.1%	2	0.0%	0	4.0%	1	4.2%	1	8.3%	1	0.0%	0
(Nothing / very little)	27.4%	45	22.4%	11	38.8%	19	12.0%	3	20.8%	5	41.7%	5	40.0%	2
Base:		164		49		49		25		24		12		5

Gosport Household Survey For Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		
Q29 What could be improved about Gosport Town Centre that would make you visit it more often? [MR]														
Better access by road	4.2%	25	0.0%	0	1.0%	1	3.0%	3	0.0%	0	2.0%	2	19.0%	19
Better public transport	1.0%	6	1.0%	1	0.0%	0	1.0%	1	1.0%	1	2.0%	2	1.0%	1
Better signposting	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Cleaner streets	1.7%	10	0.0%	0	2.0%	2	3.0%	3	0.0%	0	4.0%	4	1.0%	1
Facilities which would assist you if shopping with children	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free car parking	3.5%	21	5.0%	5	6.0%	6	3.0%	3	3.0%	3	3.0%	3	1.0%	1
More / better comparison retailers (i.e. non-food shops)	6.5%	39	6.0%	6	7.0%	7	6.0%	6	13.0%	13	6.0%	6	1.0%	1
More / better entertainment	0.8%	5	1.0%	1	1.0%	1	1.0%	1	0.0%	0	2.0%	2	0.0%	0
More / better food shops	2.5%	15	1.0%	1	0.0%	0	5.0%	5	3.0%	3	5.0%	5	1.0%	1
More / better parking	2.5%	15	1.0%	1	1.0%	1	3.0%	3	2.0%	2	3.0%	3	5.0%	5
More / better pedestrianised streets	0.3%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
More / better places for eating out (e.g. cafes and restaurants)	1.7%	10	3.0%	3	1.0%	1	2.0%	2	2.0%	2	1.0%	1	1.0%	1
More / better public conveniences	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
More / better seats / flower displays	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better services	0.5%	3	2.0%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
More / better town centre events	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better value or affordable shops	2.0%	12	5.0%	5	0.0%	0	1.0%	1	3.0%	3	2.0%	2	1.0%	1
More activities for children	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More activities for teenagers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More advertising	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent / specialist shops	36.0%	216	47.0%	47	52.0%	52	38.0%	38	43.0%	43	23.0%	23	13.0%	13
More national multiple shops / High Street shops	43.7%	262	58.0%	58	61.0%	61	46.0%	46	53.0%	53	29.0%	29	15.0%	15
Protection from the weather (e.g. covered shopping mall)	1.2%	7	1.0%	1	1.0%	1	0.0%	0	4.0%	4	0.0%	0	1.0%	1
Shops / services open on Sundays	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Street markets - better range and quality of offer	3.0%	18	6.0%	6	1.0%	1	2.0%	2	6.0%	6	2.0%	2	1.0%	1
Street markets - physical improvements	2.0%	12	4.0%	4	0.0%	0	2.0%	2	3.0%	3	3.0%	3	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
A petrol station at Asda	0.2%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better atmosphere / less anti-social behaviour	1.3%	8	1.0%	1	0.0%	0	3.0%	3	1.0%	1	1.0%	1	2.0%	2
Better disabled access	0.3%	2	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Better layout	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Better quality shops of all types	2.3%	14	0.0%	0	5.0%	5	5.0%	5	4.0%	4	0.0%	0	0.0%	0
Cheaper parking	2.2%	13	2.0%	2	4.0%	4	0.0%	0	3.0%	3	2.0%	2	2.0%	2
Fewer cafés / coffee shops	1.7%	10	1.0%	1	1.0%	1	0.0%	0	7.0%	7	1.0%	1	0.0%	0
Fewer charity shops	6.5%	39	7.0%	7	6.0%	6	6.0%	6	14.0%	14	6.0%	6	0.0%	0
Fewer cheap shops	0.2%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer empty shops	3.7%	22	3.0%	3	3.0%	3	8.0%	8	4.0%	4	3.0%	3	1.0%	1
Fewer estate agents	0.3%	2	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Fewer pedestrianised areas	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Improve the appearance / make it more attractive	5.7%	34	5.0%	5	5.0%	5	7.0%	7	8.0%	8	6.0%	6	3.0%	3
Improve the cycle paths	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less congestion	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	4.0%	4
More / better clothes shops	0.5%	3	0.0%	0	2.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0
More / better facilities in the bus station	0.3%	2	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
More / better promotion / advertising of events	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better security / police presence	0.5%	3	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	1.0%	1
More community centres	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
More environment-friendly	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1

Gosport Household Survey For Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
supermarkets														
More traffic-calming measures (e.g. speed bumps)	0.2%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Open a Primark store	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Reduce business rents / rates	0.5%	3	2.0%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Remove undesirables (homeless, drug-users, etc.)	0.3%	2	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know)	7.5%	45	3.0%	3	4.0%	4	11.0%	11	4.0%	4	13.0%	13	10.0%	10
(Nothing)	20.2%	121	11.0%	11	17.0%	17	12.0%	12	10.0%	10	30.0%	30	41.0%	41
Base:		600		100		100		100		100		100		100

Gosport Household Survey For Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Q30 What improvements could be made to Gosport Town Centre that would encourage you to visit the centre more often in the evening time? [MR]														
A boutique cinema	1.3%	8	3.0%	3	1.0%	1	2.0%	2	1.0%	1	1.0%	1	0.0%	0
A multiplex cinema	4.8%	29	9.0%	9	4.0%	4	6.0%	6	5.0%	5	2.0%	2	3.0%	3
Better safety and security (e.g. more CCTV cameras, police presence, etc)	1.5%	9	5.0%	5	3.0%	3	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Earlier opening cafés / restaurants (e.g. for breakfast)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Evening time market	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0
Later opening bars / pubs	1.0%	6	1.0%	1	1.0%	1	0.0%	0	3.0%	3	1.0%	1	0.0%	0
Later opening cafés	0.8%	5	1.0%	1	1.0%	1	1.0%	1	2.0%	2	0.0%	0	0.0%	0
Later opening restaurants	2.2%	13	3.0%	3	3.0%	3	3.0%	3	2.0%	2	1.0%	1	1.0%	1
Later opening shops	2.3%	14	7.0%	7	1.0%	1	2.0%	2	1.0%	1	2.0%	2	1.0%	1
Later running public transport	1.0%	6	2.0%	2	0.0%	0	1.0%	1	1.0%	1	2.0%	2	0.0%	0
More cafes / restaurants / bars on the waterfront	1.3%	8	6.0%	6	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
More / better branded / chain cafes	0.5%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1
More / better branded / chain restaurants	1.2%	7	2.0%	2	0.0%	0	1.0%	1	2.0%	2	1.0%	1	1.0%	1
More / better family restaurants	1.2%	7	4.0%	4	1.0%	1	0.0%	0	1.0%	1	0.0%	0	1.0%	1
More / better fine dining restaurants	2.2%	13	1.0%	1	4.0%	4	1.0%	1	0.0%	0	5.0%	5	2.0%	2
More / better independent cafes	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1
More / better independent restaurants	2.0%	12	4.0%	4	0.0%	0	2.0%	2	1.0%	1	4.0%	4	1.0%	1
More / better music venues	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
More / better night clubs	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better outdoor dining	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
More / better quality bars / pubs	2.7%	16	4.0%	4	4.0%	4	2.0%	2	2.0%	2	2.0%	2	2.0%	2
More / better quality cafés	0.5%	3	1.0%	1	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
More / better quality restaurants	6.2%	37	8.0%	8	11.0%	11	9.0%	9	4.0%	4	4.0%	4	1.0%	1
More / better seafood restaurants	0.2%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better taxis	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better theatres	0.5%	3	0.0%	0	0.0%	0	1.0%	1	1.0%	1	1.0%	1	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specialist bars e.g. cocktail bar, wine bar	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specialist café / restaurant e.g. vegan, vegetarian, etc	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specific branded restaurant or café	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A cocktail bar	0.3%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A complete renovation of the area	0.5%	3	0.0%	0	0.0%	0	0.0%	0	2.0%	2	1.0%	1	0.0%	0
A family-friendly pub	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A wine bar	0.3%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0
Better access generally	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Better entertainment in general	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Fewer pedestrianised streets	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer undesirables (beggars, drunks, drug-takers etc.)	0.8%	5	1.0%	1	2.0%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Free buses	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free parking	1.0%	6	1.0%	1	0.0%	0	2.0%	2	1.0%	1	2.0%	2	0.0%	0
Late opening swimming pool	0.5%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0	2.0%	2	0.0%	0
More family entertainment	0.3%	2	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independently-owned pubs	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parks open in the evening	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Reduce traffic	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
(Don't know)	8.0%	48	7.0%	7	3.0%	3	6.0%	6	8.0%	8	14.0%	14	10.0%	10
(Nothing)	66.7%	400	50.0%	50	69.0%	69	68.0%	68	69.0%	69	67.0%	67	77.0%	77
Base:		600		100		100		100		100		100		100

Gosport Household Survey For Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Q31 Why don't you visit Gosport Town Centre for most or any of your shopping and town centre uses? [MR]														
<i>Those who don't use Gosport Town Centre for most of their shopping and town centre uses Q26</i>														
Expensive	0.2%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Feels unsafe	3.4%	15	2.0%	1	11.8%	6	4.0%	3	2.6%	2	2.3%	2	1.1%	1
Lack of street market	0.9%	4	0.0%	0	0.0%	0	1.3%	1	1.3%	1	1.1%	1	1.1%	1
Not easy to get to by bike	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Not easy to get to by bus	1.1%	5	0.0%	0	0.0%	0	0.0%	0	3.9%	3	2.3%	2	0.0%	0
Not easy to get to by car	3.0%	13	2.0%	1	2.0%	1	1.3%	1	2.6%	2	4.5%	4	4.2%	4
Poor facilities in general	2.1%	9	3.9%	2	3.9%	2	0.0%	0	1.3%	1	4.5%	4	0.0%	0
Poor parking provision	0.7%	3	2.0%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.1%	1
Poor quality shops	7.6%	33	7.8%	4	9.8%	5	6.7%	5	14.5%	11	8.0%	7	1.1%	1
Poor range of food stores	1.6%	7	0.0%	0	2.0%	1	2.7%	2	1.3%	1	2.3%	2	1.1%	1
Poor range of 'high street' retailers / multiples	7.8%	34	17.6%	9	9.8%	5	12.0%	9	7.9%	6	2.3%	2	3.2%	3
Poor range of independent shops	5.5%	24	9.8%	5	9.8%	5	6.7%	5	6.6%	5	1.1%	1	3.2%	3
Poor range of non-food shops	9.4%	41	21.6%	11	15.7%	8	6.7%	5	7.9%	6	10.2%	9	2.1%	2
Poor range of pubs, cafés or restaurants	0.7%	3	2.0%	1	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0
Poor range of shops	25.7%	112	43.1%	22	56.9%	29	33.3%	25	26.3%	20	14.8%	13	3.2%	3
Proximity to better shopping and services in Portsmouth	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Traffic / congestion	5.7%	25	0.0%	0	0.0%	0	0.0%	0	1.3%	1	6.8%	6	18.9%	18
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Can't get everything I need there	2.8%	12	2.0%	1	0.0%	0	1.3%	1	7.9%	6	3.4%	3	1.1%	1
Can't get there by myself	0.5%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.1%	1
Don't like town centres	0.5%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.1%	1	0.0%	0
No need / reason to go	3.9%	17	0.0%	0	0.0%	0	1.3%	1	3.9%	3	8.0%	7	6.3%	6
Not enough public seating	0.2%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nothing there	3.4%	15	0.0%	0	0.0%	0	8.0%	6	6.6%	5	2.3%	2	2.1%	2
Parking is too expensive	3.0%	13	11.8%	6	7.8%	4	1.3%	1	2.6%	2	0.0%	0	0.0%	0
Poor health	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Poor layout	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Prefer to go elsewhere	3.2%	14	0.0%	0	0.0%	0	0.0%	0	5.3%	4	9.1%	8	2.1%	2
Shops not open late enough	0.5%	2	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Too far away / other towns are nearer	17.2%	75	0.0%	0	0.0%	0	9.3%	7	7.9%	6	31.8%	28	35.8%	34
Too many cafés / coffee shops	1.6%	7	2.0%	1	2.0%	1	1.3%	1	2.6%	2	1.1%	1	1.1%	1
Too many charity shops	5.7%	25	9.8%	5	5.9%	3	8.0%	6	9.2%	7	3.4%	3	1.1%	1
Too many cheap shops	0.2%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Too many empty shops	5.3%	23	3.9%	2	5.9%	3	2.7%	2	10.5%	8	8.0%	7	1.1%	1
Too many estate agents	0.2%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many pedestrianised streets	0.2%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Unattractive / rundown	9.9%	43	7.8%	4	25.5%	13	12.0%	9	3.9%	3	12.5%	11	3.2%	3
Undesirable clientele (beggars, drunks, drug-takers etc.)	1.4%	6	2.0%	1	2.0%	1	1.3%	1	1.3%	1	1.1%	1	1.1%	1
(Don't know)	14.7%	64	15.7%	8	5.9%	3	17.3%	13	2.6%	2	12.5%	11	28.4%	27
Base:		436		51		51		75		76		88		95

Gosport Household Survey For Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Q32 Do you or your household visit the following leisure attractions? [MR/PR]														
Bingo / casino / bookmaker	5.8%	35	7.0%	7	5.0%	5	8.0%	8	9.0%	9	2.0%	2	4.0%	4
Cinema	55.3%	332	61.0%	61	50.0%	50	63.0%	63	46.0%	46	57.0%	57	55.0%	55
Gym / health club / sports facility	19.0%	114	16.0%	16	17.0%	17	26.0%	26	13.0%	13	20.0%	20	22.0%	22
Theatre / concert / music venue	49.0%	294	45.0%	45	49.0%	49	63.0%	63	37.0%	37	50.0%	50	50.0%	50
Museum / gallery or place of historical / cultural interest	29.2%	175	32.0%	32	25.0%	25	35.0%	35	33.0%	33	29.0%	29	21.0%	21
Pub / bar / nightclub	45.2%	271	49.0%	49	32.0%	32	52.0%	52	38.0%	38	51.0%	51	49.0%	49
Restaurant / café / eating out	78.7%	472	77.0%	77	74.0%	74	83.0%	83	77.0%	77	80.0%	80	81.0%	81
Family entertainment (e.g. tenpin bowling, skating rink)	14.8%	89	31.0%	31	8.0%	8	14.0%	14	12.0%	12	13.0%	13	11.0%	11
Water-based activities with equipment (e.g. sailing, wind surfing, kite surfing, kayaking, etc)	11.3%	68	8.0%	8	18.0%	18	13.0%	13	9.0%	9	12.0%	12	8.0%	8
Other activity	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't visit ANY leisure activities)	9.3%	56	12.0%	12	10.0%	10	7.0%	7	10.0%	10	9.0%	9	8.0%	8
Base:		600		100		100		100		100		100		100

Q33 Where do you or members of your household normally go to play bingo or visit casinos or bookmakers?

Those who said 'Bingo / casino / bookmaker' at Q16A

Crown Bingo & Social Club, High Street, Cosham, Portsmouth	8.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.0%	1	50.0%	2
Crown Bingo & Social Club, Somborne Drive, Leigh Park, Havant	5.7%	2	14.3%	1	20.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crown Bingo & Social Club, The Towers, Forton Road, Gosport	42.9%	15	28.6%	2	60.0%	3	37.5%	3	66.7%	6	50.0%	1	0.0%	0
Grosvenor Casino, Gunwharf Quays, Portsmouth	14.3%	5	42.9%	3	0.0%	0	25.0%	2	0.0%	0	0.0%	0	0.0%	0
Duke of Connought's Own Club, Western Road, Fareham	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	1
Fareham Town Centre	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	1
Kingfisher Caravan Park, Low Moor Lane, Knaresborough	2.9%	1	0.0%	0	0.0%	0	12.5%	1	0.0%	0	0.0%	0	0.0%	0
Lee-on-the-Solent District Centre	8.6%	3	0.0%	0	20.0%	1	25.0%	2	0.0%	0	0.0%	0	0.0%	0
Royal Naval Association, Fareham Road, Gosport	2.9%	1	14.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southampton City Centre	5.7%	2	0.0%	0	0.0%	0	0.0%	0	22.2%	2	0.0%	0	0.0%	0
(Don't know / varies)	2.9%	1	0.0%	0	0.0%	0	0.0%	0	11.1%	1	0.0%	0	0.0%	0
Base:		35		7		5		8		9		2		4

Gosport Household Survey For Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Q34 Where do you or members of your household normally go to the cinema?														
<i>Those who said 'Cinema' at Q16A</i>														
Big Screen, Guildhall Square, Portsmouth	0.6%	2	1.6%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Cineworld, Whiteley Shopping Centre, Whiteley Way, Fareham	19.9%	66	9.8%	6	6.0%	3	20.6%	13	17.4%	8	38.6%	22	25.5%	14
No6 Cinema, Boathouse 6, Portsmouth	0.9%	3	1.6%	1	2.0%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Odeon, Port Way, Port Solent	16.3%	54	9.8%	6	12.0%	6	19.0%	12	15.2%	7	14.0%	8	27.3%	15
Odeon, Southampton Leisure World, West Quay Road, Southampton	1.2%	4	1.6%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	3.6%	2
Picturehouse, Ocean Village, Southampton	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Reel Cinema, Vannes Parade, Fareham	27.7%	92	14.8%	9	18.0%	9	28.6%	18	47.8%	22	28.1%	16	32.7%	18
Showcase de Lux, West Quay, Southampton	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	1.8%	1
Vue Cinema, Gunwharf Quays, Portsmouth	29.8%	99	59.0%	36	52.0%	26	27.0%	17	17.4%	8	14.0%	8	7.3%	4
Harbour Lights Picturehouse, Maritime Walk, Southampton	0.3%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Ritz Cinema, St. Vincent College, Mill Lane, Gosport	0.6%	2	0.0%	0	4.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Stag, London Road, Sevenoaks	0.3%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	1.5%	5	1.6%	1	2.0%	1	1.6%	1	2.2%	1	1.8%	1	0.0%	0
Base:		332		61		50		63		46		57		55

Gosport Household Survey For Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Q35 Where do you or members of your household normally go to use a gym / healthclub / sports facility?														
<i>Those who said 'Gym / health club / sports facility' at Q16A</i>														
Anytime Fitness, Stoke Road, Gosport	6.1%	7	18.8%	3	11.8%	2	3.8%	1	0.0%	0	5.0%	1	0.0%	0
Gosport Leisure Centre, Forest Way, Gosport	33.3%	38	37.5%	6	41.2%	7	50.0%	13	69.2%	9	10.0%	2	4.5%	1
PureGym, Arundel Street, Portsmouth	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1
Bournemouth Town Centre	0.9%	1	0.0%	0	5.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fareham Town Centre	22.8%	26	0.0%	0	11.8%	2	7.7%	2	0.0%	0	45.0%	9	59.1%	13
Gosport Town Centre	12.3%	14	31.3%	5	23.5%	4	11.5%	3	7.7%	1	0.0%	0	4.5%	1
Lee-on-the-Solent District Centre	4.4%	5	0.0%	0	0.0%	0	19.2%	5	0.0%	0	0.0%	0	0.0%	0
Portsmouth City Centre	1.8%	2	6.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1
Waterlooville Town Centre	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0
24/7 Fitness Fareham, Downend Road, Portchester, Fareham	0.9%	1	0.0%	0	0.0%	0	0.0%	0	7.7%	1	0.0%	0	0.0%	0
David Lloyd, The Boardwalk, Port Solent	1.8%	2	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	4.5%	1
Fareham Leisure Centre, Park Lane, Fareham	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	2	0.0%	0
Gosport Road Runners, The Pavilion / Dolphin Crescent, Gosport	0.9%	1	0.0%	0	5.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PureGym, Broadcut Retail Park, Broadcut, Fareham	2.6%	3	0.0%	0	0.0%	0	0.0%	0	7.7%	1	5.0%	1	4.5%	1
PureGym, Portsmouth Retail Park, Binnacle Way, Portsmouth	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1
Red Spider Climbing, Wallington Fort, Fareham	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0
Skylark Golf & Country Club, Skylark Meadows, Whiteley, Fareham	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0
Sports Direct Fitness, Pulheim Parade, Fareham	0.9%	1	0.0%	0	0.0%	0	0.0%	0	7.7%	1	0.0%	0	0.0%	0
Stubbington Village Centre	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	1	4.5%	1
Titchfield Village Centre	0.9%	1	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	2.6%	3	6.3%	1	0.0%	0	0.0%	0	0.0%	0	5.0%	1	4.5%	1
Base:		114		16		17		26		13		20		22

Gosport Household Survey For Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Q36 Where do you or members of your household normally go to visit the theatre, watch a concert or watch live music?														
<i>Those who said 'Theatre / concert / music venue' at Q16A</i>														
Ferneham Hall, Osborn Road, Fareham	14.3%	42	8.9%	4	8.2%	4	11.1%	7	18.9%	7	22.0%	11	18.0%	9
Mayflower Theatre, Commercial Road, Southampton	49.7%	146	48.9%	22	51.0%	25	42.9%	27	56.8%	21	50.0%	25	52.0%	26
New Theatre Royal, Guildhall Walk, Portsmouth	5.4%	16	4.4%	2	0.0%	0	12.7%	8	5.4%	2	4.0%	2	4.0%	2
Titchfield Festival Theatre, St. Margaret's Lane, Titchfield	1.7%	5	0.0%	0	2.0%	1	4.8%	3	0.0%	0	0.0%	0	2.0%	1
Bournemouth Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Central London / West End	11.2%	33	24.4%	11	10.2%	5	11.1%	7	2.7%	1	6.0%	3	12.0%	6
Chichester Festival Theatre, Oaklands Park, Chichester	5.8%	17	2.2%	1	16.3%	8	6.3%	4	0.0%	0	6.0%	3	2.0%	1
Kings Theatre, Albert Road, Southsea	4.1%	12	2.2%	1	6.1%	3	4.8%	3	5.4%	2	2.0%	1	4.0%	2
Lighthouse, Poole's Centre for the Arts, Kingland Road, Poole	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Nuffield Southampton Theatres, Above Bar Street, Southampton	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	2.0%	1
Portsmouth Guildhall, Guildhall Square, Portsmouth	0.3%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0
The Anvil, Churchill Way East, Basingstoke	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
The Spring Arts & Heritage Centre, East Street, Havant	0.3%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
The Stag, London Road, Sevenoaks	0.3%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thorngate Hall, Bury Road, Gosport	0.3%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Victorious Festival, Southsea	0.7%	2	4.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	4.1%	12	2.2%	1	4.1%	2	4.8%	3	8.1%	3	4.0%	2	2.0%	1
Base:		294		45		49		63		37		50		50

Gosport Household Survey For Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Q37 Which museum, gallery, or other place of historical / cultural interest do you or household visit most often?							
<i>Those who said 'Museum / gallery or place of historical / cultural interest' at Q16A</i>							
Diving Museum, Stokes Bay Road, Gosport	1.1%	2	0.0%	0	4.0%	1	2.9%
Explosion! Museum of Naval Firepower, Priddys Hard, Gosport	4.6%	8	3.1%	1	4.0%	1	5.7%
Gosport Discovery Centre, High Street, Gosport	8.0%	14	9.4%	3	12.0%	3	8.6%
HMS Alliance, The Solent, Haslar Road, Gosport	1.1%	2	0.0%	0	4.0%	1	0.0%
Portsmouth Historic Dockyard, Victory Gate, HM Naval Base, Portsmouth	6.9%	12	15.6%	5	0.0%	0	8.6%
Royal Navy Submarine Museum, Haslar, Jetty Road, Gosport	3.4%	6	6.3%	2	4.0%	1	5.7%
SeaCity Museum, Havelock Road, Southampton	2.3%	4	0.0%	0	0.0%	0	0.0%
The Hovercraft Museum, Daedalus Site, Seafront Gate, Marine Parade West, Lee-on-the-Solent	0.6%	1	0.0%	0	4.0%	1	0.0%
Abroad	1.1%	2	3.1%	1	0.0%	0	2.9%
Bournemouth Town Centre	0.6%	1	0.0%	0	0.0%	0	0.0%
Central London	30.9%	54	28.1%	9	36.0%	9	37.1%
Chichester Cathedral, The Royal Chantry, Cathedral Cloisters, Chichester	0.6%	1	0.0%	0	0.0%	0	0.0%
Chichester City Centre	0.6%	1	0.0%	0	0.0%	0	0.0%
Cumberland House Natural History Museum, Cumberland House, Eastern Parade, Southsea	0.6%	1	0.0%	0	0.0%	0	2.9%
Fareham Town Centre	1.1%	2	0.0%	0	0.0%	0	0.0%
Gosport Town Centre	1.7%	3	0.0%	0	4.0%	1	2.9%
HMS Victory, Main Road, Portsmouth	0.6%	1	0.0%	0	0.0%	0	0.0%
Portsmouth City Museum, Museum Road, Portsmouth	1.7%	3	3.1%	1	0.0%	0	2.9%
The D Day Story, Clarence Esplanade, Portsmouth	0.6%	1	0.0%	0	0.0%	0	0.0%
Warwick Castle, Warwick	0.6%	1	0.0%	0	0.0%	0	0.0%
Winchester City Centre	0.6%	1	0.0%	0	0.0%	0	0.0%
Winchester Science Centre & Planetarium, Telegraph Way, Winchester	0.6%	1	0.0%	0	0.0%	0	0.0%
(Don't know / varies)	30.3%	53	31.3%	10	28.0%	7	20.0%
Base:		175		32		25	
						35	
						33	
						29	
							21

Gosport Household Survey For Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Q38 What location (e.g. town centre, shopping centre, retail/ leisure park) do you or members of your household normally go to when visiting pubs / bars / nightclubs?														
<i>Those who said 'Pub / bar / nightclub' at Q16A</i>														
Alverstoke Local Centre	1.5%	4	0.0%	0	9.4%	3	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Bournemouth Town Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Bridgemary Local Centre	0.7%	2	2.0%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Fareham Town Centre	23.2%	63	4.1%	2	0.0%	0	1.9%	1	28.9%	11	37.3%	19	61.2%	30
Forton Road, Gosport	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Gosport Town Centre	25.8%	70	53.1%	26	50.0%	16	17.3%	9	47.4%	18	0.0%	0	2.0%	1
Lee-on-the-Solent District Centre	11.8%	32	6.1%	3	3.1%	1	44.2%	23	7.9%	3	3.9%	2	0.0%	0
Portchester Local Centre	3.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.4%	9
Portsmouth City Centre	5.9%	16	8.2%	4	6.3%	2	5.8%	3	2.6%	1	7.8%	4	4.1%	2
Rowner Local Centre	0.7%	2	0.0%	0	0.0%	0	3.8%	2	0.0%	0	0.0%	0	0.0%	0
Southampton City Centre	1.1%	3	0.0%	0	0.0%	0	3.8%	2	0.0%	0	2.0%	1	0.0%	0
Southsea Local Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Stoke Road, Gosport	0.7%	2	0.0%	0	3.1%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Central London	0.7%	2	2.0%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Gunwharf Quays, Portsmouth	4.4%	12	8.2%	4	18.8%	6	1.9%	1	0.0%	0	0.0%	0	2.0%	1
High Wycombe Town Centre	0.4%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Hill Head Village Centre	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	2	0.0%	0
Port Solent Local Centre	1.1%	3	0.0%	0	0.0%	0	0.0%	0	5.3%	2	0.0%	0	2.0%	1
Sevenoaks Town Centre	0.4%	1	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stubbington Village Centre	6.6%	18	0.0%	0	3.1%	1	3.8%	2	2.6%	1	27.5%	14	0.0%	0
Titchfield Village Centre	1.1%	3	0.0%	0	0.0%	0	1.9%	1	0.0%	0	3.9%	2	0.0%	0
Whiteley Local Centre	0.7%	2	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
(Don't know / varies)	7.7%	21	14.3%	7	3.1%	1	7.7%	4	5.3%	2	7.8%	4	6.1%	3
Base:		271		49		32		52		38		51		49

Q39 What location (e.g. town centre, shopping centre, retail/ leisure park) do you or members of your household normally go to for eating out (e.g. cafes and restaurants)?
Those who said 'Restaurant / café / eating out' at Q16A

Alverstoke Local Centre	0.6%	3	1.3%	1	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bournemouth Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Bridgemary Local Centre	0.2%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Chichester City Centre	0.8%	4	2.6%	2	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fareham Town Centre	25.0%	118	11.7%	9	8.1%	6	8.4%	7	29.9%	23	40.0%	32	50.6%	41
Gosport Town Centre	19.7%	93	39.0%	30	31.1%	23	14.5%	12	28.6%	22	5.0%	4	2.5%	2
Lee-on-the-Solent District Centre	8.9%	42	5.2%	4	4.1%	3	32.5%	27	6.5%	5	2.5%	2	1.2%	1
Portchester Local Centre	1.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	8.6%	7
Portsmouth City Centre	5.1%	24	10.4%	8	1.4%	1	3.6%	3	2.6%	2	5.0%	4	7.4%	6
Southampton City Centre	2.8%	13	0.0%	0	1.4%	1	1.2%	1	2.6%	2	6.3%	5	4.9%	4
Southsea Local Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Stoke Road, Gosport	0.8%	4	0.0%	0	4.1%	3	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Central London	0.2%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grayshott Village Centre	0.2%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gunwharf Quays, Portsmouth	7.6%	36	10.4%	8	21.6%	16	9.6%	8	0.0%	0	3.8%	3	1.2%	1
Park Gate Local Centre	0.2%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Petersfield Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Port Solent Local Centre	3.0%	14	1.3%	1	2.7%	2	0.0%	0	3.9%	3	0.0%	0	9.9%	8
Sevenoaks Town Centre	0.2%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stubbington Village Centre	4.4%	21	0.0%	0	1.4%	1	2.4%	2	5.2%	4	16.3%	13	1.2%	1
Titchfield Village Centre	0.2%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Weymouth Town Centre	0.2%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Whiteley Local Centre	4.7%	22	2.6%	2	5.4%	4	7.2%	6	5.2%	4	5.0%	4	2.5%	2
Wickham Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
(Don't know / varies)	12.5%	59	14.3%	11	10.8%	8	14.5%	12	14.3%	11	13.8%	11	7.4%	6
Base:		472		77		74		83		77		80		81

Gosport Household Survey For Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Q40 Where do you or members of your household normally go for family entertainment? (e.g. ice rink, ten pin bowling, soft play, etc.)														
<i>Those who said 'Family entertainment' at Q16A</i>														
Gosport Leisure Centre, Forest Way, Gosport	4.5%	4	3.2%	1	12.5%	1	0.0%	0	8.3%	1	7.7%	1	0.0%	0
Hollywood Bowl, Gunwharf Quays, Portsmouth	51.7%	46	58.1%	18	62.5%	5	57.1%	8	33.3%	4	38.5%	5	54.5%	6
Monkey Bizness Activity Centre, Frater Gate Business Park, Aeordrome Road, Gosport	2.2%	2	6.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Planet Ice Gosport, Fareham Road, Gosport	7.9%	7	9.7%	3	0.0%	0	14.3%	2	0.0%	0	7.7%	1	9.1%	1
The Hovercraft Museum, Daedalus Site, Seafront Gate, Marine Parade West, Lee-on-the-Solent	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	1
Flip Out, Harbourgate, Southampton Road, Portsmouth	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	1
Forton Bowling Club, Forton Road, Gosport	1.1%	1	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hollywood Bowl, Westquay, Harbour Parade, Southampton	3.4%	3	3.2%	1	12.5%	1	7.1%	1	0.0%	0	0.0%	0	0.0%	0
Whiteley Shopping Centre, Whiteley Way, Whiteley, Fareham	1.1%	1	0.0%	0	0.0%	0	0.0%	0	8.3%	1	0.0%	0	0.0%	0
(Don't know / varies)	25.8%	23	16.1%	5	12.5%	1	21.4%	3	50.0%	6	46.2%	6	18.2%	2
Base:		89		31		8		14		12		13		11

Gosport Household Survey For Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Q41 Where do you or members of your household normally go for water-based activities?							
<i>Those who said 'Water-based activities with equipment' at Q16A</i>							
Boat cruise - tour originating outside Gosport Borough	4.4%	3	0.0%	0	0.0%	0	7.7%
Boat cruise - tour originating from within Gosport Borough	8.8%	6	0.0%	0	0.0%	0	30.8%
Fishing - self guided - outside Gosport Borough	1.5%	1	0.0%	0	0.0%	0	0.0%
Sailing - lesson(s) - originating outside Gosport Borough	1.5%	1	0.0%	0	0.0%	0	0.0%
(Don't know / varies)	10.3%	7	12.5%	1	11.1%	2	0.0%
Canoeing / kayaking - Stoke Lake (Alver Lake), Gosport	23.5%	16	37.5%	3	44.4%	8	0.0%
Gosport Model Yacht & Boat Club, Walpole Lakes, South Street, Gosport	1.5%	1	0.0%	0	5.6%	1	0.0%
Hornet Services Sailing Club, Haslar Road, Gosport	2.9%	2	0.0%	0	5.6%	1	7.7%
Joint Services Adventurous Sail Training Centre, Haslar Road, Gosport	1.5%	1	0.0%	0	0.0%	0	0.0%
Kayaking - Hill Head beach, Fareham	1.5%	1	0.0%	0	0.0%	0	0.0%
Kayaking - Portchester beach	1.5%	1	0.0%	0	0.0%	0	0.0%
Lee-on-the-Solent Sailing Club, Marine Parade East, Lee-on-the-Solent	1.5%	1	0.0%	0	5.6%	1	0.0%
Portchester Sailing Club, Waterside Lane, Castle Street, Portchester	1.5%	1	0.0%	0	0.0%	0	0.0%
Romsey Rapids Sports Complex, Southampton Road, Romsey	4.4%	3	12.5%	1	0.0%	0	0.0%
Southsea beach (various activities)	1.5%	1	0.0%	0	0.0%	0	0.0%
Swimming - Fareham Leisure Centre, Park Lane, Fareham	2.9%	2	0.0%	0	0.0%	0	7.7%
Swimming - Gosport beach	7.4%	5	25.0%	2	5.6%	1	0.0%
Swimming - Gosport Leisure Centre, Forest Way, Gosport	5.9%	4	0.0%	0	11.1%	2	7.7%
Swimming - Hill Head beach, Fareham	1.5%	1	0.0%	0	0.0%	0	0.0%
Swimming - Lee-on-the-Solent beach	5.9%	4	0.0%	0	0.0%	0	30.8%
Swimming - Portsmouth beach	4.4%	3	0.0%	0	11.1%	2	0.0%
Swimming - Southampton beach	1.5%	1	12.5%	1	0.0%	0	0.0%
Universal Marina, Crableck Lane, Sarisbury Green	1.5%	1	0.0%	0	0.0%	0	0.0%
Yachting - Civil Service Sailing Centre, Weevil Lane, Gosport	1.5%	1	0.0%	0	0.0%	0	7.7%
Base:	68	8	18	13	9	12	8

Gosport Household Survey For Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Q42 Where do you or members of your household normally go for (OTHER ACTIVITY AT Q32)?							
<i>Those who said 'Other activity' at Q16A</i>							
Alverstoke Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Bournemouth Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Bridgemary Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Chichester City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Elson Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Fareham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Forton Road, Gosport	0.0%	0	0.0%	0	0.0%	0	0.0%
Gosport Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Havant Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Lee-on-the-Solent District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Locks Heath Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Portchester Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Portsmouth City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Rowner Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Southampton City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Southsea Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Stoke Road, Gosport	0.0%	0	0.0%	0	0.0%	0	0.0%
Waterlooville Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Other	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%
Base:		0		0		0	

Gosport Household Survey For Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Q43 What improvements could be made to the general leisure offer in Gosport Borough that would make you visit / partake in leisure activities more often? [MR]														
A casino	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
A swimming pool / improved swimming pool	1.7%	10	1.0%	1	0.0%	0	2.0%	2	4.0%	4	3.0%	3	0.0%	0
A theatre	1.7%	10	0.0%	0	2.0%	2	2.0%	2	3.0%	3	2.0%	2	1.0%	1
A multi-screen cinema	7.3%	44	13.0%	13	10.0%	10	5.0%	5	8.0%	8	6.0%	6	2.0%	2
An art house cinema	1.0%	6	1.0%	1	1.0%	1	0.0%	0	0.0%	0	4.0%	4	0.0%	0
Bingo	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper prices	0.8%	5	0.0%	0	0.0%	0	1.0%	1	3.0%	3	0.0%	0	1.0%	1
Improved access by foot and cycle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved public transport	0.7%	4	1.0%	1	0.0%	0	1.0%	1	0.0%	0	1.0%	1	1.0%	1
Improved security / CCTV	0.3%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved street furniture	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improvements in the built environment	0.8%	5	0.0%	0	0.0%	0	2.0%	2	2.0%	2	0.0%	0	1.0%	1
More / better car parking	0.5%	3	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0
More / better cultural facilities	0.3%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0
More / better disabled access	0.3%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
More / better health clubs / gyms	1.3%	8	1.0%	1	1.0%	1	4.0%	4	1.0%	1	0.0%	0	1.0%	1
More / better policing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better public houses	0.8%	5	0.0%	0	1.0%	1	0.0%	0	1.0%	1	2.0%	2	1.0%	1
More / better seats	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better signposting and information	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
More better parks / green spaces	1.0%	6	1.0%	1	1.0%	1	1.0%	1	2.0%	2	1.0%	1	0.0%	0
More for children	2.8%	17	3.0%	3	1.0%	1	3.0%	3	3.0%	3	2.0%	2	5.0%	5
More local sports & recreation facilities	1.5%	9	0.0%	0	1.0%	1	3.0%	3	4.0%	4	1.0%	1	0.0%	0
More nightclubs	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More pavement cafes	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
More quality restaurants	4.0%	24	3.0%	3	6.0%	6	4.0%	4	2.0%	2	7.0%	7	2.0%	2
More street cleaning	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Provision of public toilets	0.3%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ten-pin bowling	3.8%	23	4.0%	4	4.0%	4	3.0%	3	5.0%	5	2.0%	2	5.0%	5
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A climbing wall	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
A designer outlet	0.3%	2	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A skate park	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
A velodrome	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Better advertising / promotion	0.5%	3	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1
Better launching ramps at Gosport estuary	0.2%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better walking route along the seafront	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Free car parking	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve facilities in Gosport Leisure Centre	0.3%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0
Improved access by road	0.7%	4	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	2.0%	2
More / better disabled facilities	0.5%	3	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0
More for families	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More for teenagers	1.0%	6	1.0%	1	1.0%	1	2.0%	2	1.0%	1	0.0%	0	1.0%	1
More leisure facilities in general	0.7%	4	3.0%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
More walkways / walking groups	0.3%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1
More water parks / sports	0.8%	5	0.0%	0	0.0%	0	1.0%	1	1.0%	1	1.0%	1	2.0%	2
Refurbish the ice rink	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
(Don't do leisure activities)	7.5%	45	7.0%	7	4.0%	4	3.0%	3	12.0%	12	11.0%	11	8.0%	8
(Don't know)	6.0%	36	5.0%	5	1.0%	1	8.0%	8	5.0%	5	7.0%	7	10.0%	10
(Nothing)	58.7%	352	55.0%	55	75.0%	75	57.0%	57	50.0%	50	58.0%	58	57.0%	57
Base:		600		100		100		100		100		100		100

Gosport Household Survey For Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
GEN Gender of respondent:														
Male	33.5%	201	43.0%	43	33.0%	33	34.0%	34	29.0%	29	28.0%	28	34.0%	34
Female	66.5%	399	57.0%	57	67.0%	67	66.0%	66	71.0%	71	72.0%	72	66.0%	66
Base:		600		100		100		100		100		100		100
AGE Can I ask how old you are please?														
18-24	1.8%	11	2.0%	2	3.0%	3	2.0%	2	1.0%	1	2.0%	2	1.0%	1
25-34	3.5%	21	3.0%	3	6.0%	6	5.0%	5	3.0%	3	2.0%	2	2.0%	2
35-44	5.2%	31	9.0%	9	2.0%	2	7.0%	7	0.0%	0	5.0%	5	8.0%	8
45-54	28.2%	169	38.0%	38	12.0%	12	25.0%	25	20.0%	20	34.0%	34	40.0%	40
55-64	16.3%	98	10.0%	10	14.0%	14	14.0%	14	35.0%	35	13.0%	13	12.0%	12
65+	45.0%	270	38.0%	38	63.0%	63	47.0%	47	41.0%	41	44.0%	44	37.0%	37
(Refused)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		600		100		100		100		100		100		100
PC Postcode Sector:														
PO12 1	3.3%	20	20.0%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PO12 2	16.7%	100	0.0%	0	100.0%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PO12 3	4.7%	28	28.0%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PO12 4	8.7%	52	52.0%	52	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PO13 0	16.7%	100	0.0%	0	0.0%	0	0.0%	0	100.0%	100	0.0%	0	0.0%	0
PO13 8	5.3%	32	0.0%	0	0.0%	0	32.0%	32	0.0%	0	0.0%	0	0.0%	0
PO13 9	11.3%	68	0.0%	0	0.0%	0	68.0%	68	0.0%	0	0.0%	0	0.0%	0
PO14 1	3.2%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.0%	19	0.0%	0
PO14 2	7.5%	45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	45.0%	45	0.0%	0
PO14 3	6.0%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	36.0%	36	0.0%	0
PO16 0	3.2%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.0%	19
PO16 7	5.0%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	30.0%	30
PO16 8	3.8%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.0%	23
PO16 9	4.7%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.0%	28
Base:		600		100		100		100		100		100		100
QUOTA Zone														
Zone 1	16.7%	100	100.0%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2	16.7%	100	0.0%	0	100.0%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3	16.7%	100	0.0%	0	0.0%	0	100.0%	100	0.0%	0	0.0%	0	0.0%	0
Zone 4	16.7%	100	0.0%	0	0.0%	0	0.0%	0	100.0%	100	0.0%	0	0.0%	0
Zone 5	16.7%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	100	0.0%	0
Zone 6	16.7%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	100
Base:		600		100		100		100		100		100		100

Appendix 2:

Data Tabulations

By Zone

(Weighted)

Gosport Household Survey For Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Q01 Where do you NORMALLY shop for all your household's main food and grocery shopping needs (i.e. primarily bulk trolley purchases)?														
Aldi, Mumby Road, Gosport	4.2%	25	8.4%	14	4.4%	2	7.9%	6	3.4%	2	1.2%	1	0.0%	0
Aldi, West Street, Fareham	2.7%	16	0.0%	0	0.0%	0	0.6%	0	0.0%	0	2.1%	2	9.6%	14
Asda, Dock Road, Gosport	15.0%	90	41.2%	68	28.7%	12	3.9%	3	10.8%	7	0.0%	0	0.0%	0
Asda, Speedfields Park, Newgate Lane, Fareham	14.4%	86	0.0%	0	0.0%	0	17.1%	14	23.2%	16	42.2%	44	9.0%	13
Co-op, Gregson Avenue, Bridgemarky	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Co-op, High Street, Lee-on-Solent	0.6%	4	0.0%	0	0.0%	0	4.8%	4	0.0%	0	0.0%	0	0.0%	0
Co-op, Petrol Solent, Fareham Road	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Iceland, The Green, Stubbington	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0
Iceland, West Street, Fareham	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	3
Lidl, Brockhurst Gate, Gosport	4.6%	28	7.5%	12	3.6%	2	11.2%	9	7.1%	5	0.0%	0	0.0%	0
Lidl, Forton Road, Gosport	0.7%	4	1.7%	3	0.6%	0	0.6%	0	1.3%	1	0.0%	0	0.0%	0
Lidl, Rookery Avenue, Whiteley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
M&S Foodhall Brockhurst Gate, Heritage Way, Gosport	0.2%	1	0.0%	0	1.1%	0	0.6%	0	0.7%	0	0.0%	0	0.0%	0
M&S Foodhall, Tollbar Way, hedge End, Southampton	1.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	3.3%	5
Morrisons, Commercial Centre, Anchorage Park Shopping Centre, Portsmouth	0.1%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Walpole Road, High Street, Gosport	8.6%	51	15.9%	26	26.8%	11	5.4%	4	9.6%	7	1.3%	1	1.1%	2
Sainsbury's Superstore, Broadcut, Wallington, Fareham	12.3%	74	4.6%	8	0.0%	0	3.9%	3	2.5%	2	22.5%	23	26.8%	38
Sainsbury's Superstore, Tollbar Way, Hedge End, Southampton	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.6%	1
Tesco Express, Carless Close, Rowner	0.9%	5	0.0%	0	0.0%	0	5.6%	4	0.0%	0	0.6%	1	0.0%	0
Tesco Express, Forton Road, Gosport	0.9%	5	0.6%	1	0.0%	0	4.5%	4	0.0%	0	0.0%	0	0.6%	1
Tesco Extra, North Harbour, Clement Atlee Way, Portsmouth	6.3%	38	3.1%	5	1.1%	0	0.6%	0	0.7%	0	0.0%	0	22.3%	31
Tesco Superstore, Alver Village Square, Grange Road, Gosport	8.9%	53	9.0%	15	13.3%	6	22.7%	18	19.4%	13	1.3%	1	0.0%	0
Tesco Superstore, Quay Street, Fareham	4.2%	25	0.0%	0	0.0%	0	0.6%	0	0.7%	0	7.1%	7	12.2%	17
Tesco Superstore, Whiteley Way, Whiteley, Fareham	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	2.0%	3
Waitrose, Stoke Road, Gosport	3.4%	20	6.3%	10	16.6%	7	2.2%	2	0.7%	0	0.6%	1	0.0%	0
Internet - delivered	4.7%	28	0.6%	1	0.0%	0	4.8%	4	16.8%	12	8.2%	9	2.5%	3
Internet - collection (Click & Collect)	0.4%	3	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Co-op, Forton Road, Gosport	0.1%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Stubbington Green, Fareham	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	3	0.0%	0
Lidl, Newgate Lane, Fareham	1.1%	7	0.0%	0	0.0%	0	1.0%	1	0.7%	0	2.0%	2	2.4%	3
Asda, Larchwood Avenue, Havant	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Co-op, West Street, Portchester	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2
Costco, Regents Park Road, Southampton	0.3%	2	0.0%	0	3.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Castle Trading Estate, Portchester	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	3
Lidl, Fareham Road, Gosport	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
M&S Foodhall, Cotsworth	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0

Gosport Household Survey For Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Road, Gosport							
Waitrose, Locks Heath, Southampton	0.3%	2	0.0%	0	0.0%	0	0.0%
Weighted base:	600	164	42	80	70	104	141
Sample:	600	100	100	100	100	100	100

Q02 Which retailer do you purchase your main food internet / home delivery shopping from?

Those who do their main food shopping via the internet at Q01

Amazon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda	27.3%	9	0.0%	0	0.0%	0	0.0%	0	53.1%	6	16.1%	1	21.1%	1
Co-op	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gousto	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hello Fresh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland	3.0%	1	34.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ocado	9.3%	3	0.0%	0	0.0%	0	75.9%	3	0.0%	0	0.0%	0	0.0%	0
Riverford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's	13.2%	4	65.5%	2	0.0%	0	0.0%	0	0.0%	0	16.7%	1	21.1%	1
Tesco	45.8%	14	0.0%	0	0.0%	0	12.5%	0	46.9%	5	67.2%	6	57.9%	3
Waitrose	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
Boxfresh	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)	1.4%	0	0.0%	0	0.0%	0	11.6%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	31	3		0		4		12		9		4		4
Sample:	28	2		0		4		10		8		4		4

Gosport Household Survey For Lambert Smith Hampton

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Q03 What do you like about (STORE / LOCATION MENTIONED AT Q01)? [MR]							
<i>Excluding those who do their main food shopping via the internet at Q01</i>							
Clean store	0.9%	5	1.7%	3	0.0%	0	0.0%
Close to family / friends	0.0%	0	0.0%	0	0.0%	0	0.0%
Convenient to home	33.3%	190	32.6%	53	26.3%	11	30.3%
Convenient to work	1.4%	8	1.1%	2	0.0%	0	0.6%
Delivery service	0.3%	2	0.0%	0	0.0%	0	0.0%
Easy to get to by car	1.2%	7	2.9%	5	1.1%	0	0.6%
Easy to get to by foot	0.4%	2	0.0%	0	0.0%	0	0.0%
Easy to get to by public transport	0.9%	5	0.6%	1	4.8%	2	0.0%
Ethical policy	0.1%	0	0.0%	0	0.0%	0	0.6%
Friendly / helpful staff	3.2%	18	2.3%	4	4.7%	2	4.7%
Good layout / easy to get around	5.2%	29	4.1%	7	10.5%	4	1.8%
Good offers	2.7%	15	2.3%	4	4.2%	2	0.6%
Habit / always used it / familiarity	8.1%	46	10.6%	17	10.7%	4	8.7%
Has a café	0.2%	1	0.0%	0	0.0%	0	0.0%
Has a petrol station	0.1%	0	0.0%	0	0.0%	0	0.6%
Large store	2.9%	16	0.0%	0	0.0%	0	5.3%
Long opening hours	0.2%	1	0.0%	0	0.0%	0	0.0%
Low prices / value for money	22.2%	126	35.0%	57	22.8%	10	25.7%
Loyalty scheme / reward points	1.4%	8	0.6%	1	2.2%	1	0.0%
Online shopping is convenient	0.0%	0	0.0%	0	0.0%	0	0.0%
Only one in the area	0.0%	0	0.0%	0	0.0%	0	0.0%
Parking is free	0.5%	3	0.6%	1	1.2%	0	0.6%
Parking prices are low	0.0%	0	0.0%	0	0.0%	0	0.0%
Parking provision is good	5.6%	32	3.7%	6	6.1%	3	4.4%
Pleasant shopping environment	0.2%	1	0.0%	0	0.0%	0	0.0%
Preference for retailer	1.0%	6	0.6%	1	0.6%	0	1.2%
Quality of food goods available	11.1%	63	10.6%	17	26.5%	11	12.1%
Self-service checkouts	0.0%	0	0.0%	0	0.0%	0	0.0%
Quality of non-food goods available	0.2%	1	0.6%	1	0.0%	0	0.0%
Range of food goods available	21.6%	123	25.1%	41	19.4%	8	15.2%
Range of non-food goods available	3.6%	21	5.4%	9	1.1%	0	3.5%
Safe shopping environment	0.0%	0	0.0%	0	0.0%	0	0.0%
Small / quiet store	3.2%	18	0.6%	1	3.0%	1	6.1%
Staff discount / work there	1.7%	10	2.4%	4	0.0%	0	1.2%
Supporting local business	0.1%	0	0.0%	0	0.0%	0	0.0%
Other	0.0%	0	0.0%	0	0.0%	0	0.0%
Better clientele	0.0%	0	0.0%	0	0.6%	0	0.0%
Better labelling	0.1%	0	0.0%	0	0.0%	0	0.6%
Close to other shops / services	1.1%	6	0.0%	0	0.6%	0	5.6%
Everything	0.1%	1	0.0%	0	0.0%	0	0.0%
Has an in-store pharmacy	0.1%	1	0.0%	0	0.0%	0	0.0%
Has scan-as-you-shop facility	1.1%	6	3.7%	6	0.0%	0	0.0%
It's not in Gosport	0.2%	1	0.0%	0	0.0%	0	0.0%
Parking for the disabled	0.7%	4	0.0%	0	0.6%	0	0.0%
Provides free fruit for children	0.5%	3	0.0%	0	0.0%	0	3.5%
Provides mobility scooters for customers	0.1%	1	0.0%	0	0.0%	0	0.0%
Sells clothing	0.0%	0	0.0%	0	0.6%	0	0.0%
(Don't know / nothing)	6.1%	35	2.4%	4	3.5%	1	10.3%
Weighted base:	569		161		42		76
Sample:	572		98		100		96

Gosport Household Survey For Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Q04 How do you normally travel to (LOCATION MENTIONED AT Q01)?														
<i>Excluding those who do their main food shopping via the internet at Q01</i>														
Car / van (as driver)	77.1%	439	68.1%	110	81.6%	34	67.6%	52	73.2%	42	88.2%	84	85.7%	117
Car / van (as passenger)	8.7%	50	12.6%	20	5.9%	2	12.3%	9	13.0%	7	7.0%	7	2.5%	3
Bus, minibus or coach	2.8%	16	3.5%	6	5.4%	2	1.7%	1	6.2%	4	1.4%	1	1.2%	2
Using park & ride facility	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Motorcycle, scooter or moped	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	8.2%	46	11.2%	18	1.1%	0	13.7%	10	6.8%	4	2.7%	3	8.1%	11
Taxi	1.3%	8	4.1%	7	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Train	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.8%	4	0.6%	1	3.6%	2	0.6%	0	0.0%	0	0.7%	1	0.6%	1
Mobility scooter / wheelchair	0.2%	1	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.6%	1
Ferry	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
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Varies)	0.8%	5	0.0%	0	1.7%	1	3.5%	3	0.8%	0	0.0%	0	0.6%	1
Weighted base:		569		161		42		76		58		95		136
Sample:		572		98		100		96		90		92		96
Q05 When you visit (STORE / LOCATION MENTIONED AT Q01) for your main food shopping, do you combine your shopping with other activities (for example non-food shopping, leisure / entertainment, visiting restaurants, bars, banks, etc.)? [MR]														
<i>Excluding those who do their main food shopping via the internet at Q01</i>														
Yes - non-food shopping	11.7%	66	15.9%	26	14.1%	6	13.6%	10	9.4%	5	6.7%	6	9.1%	12
Yes - other food shopping	7.3%	42	6.6%	11	5.7%	2	8.1%	6	11.5%	7	6.2%	6	7.1%	10
Yes - bars / pubs	0.5%	3	1.2%	2	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Yes - bingo	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - cafés	3.6%	21	2.3%	4	4.0%	2	12.4%	10	3.8%	2	2.8%	3	0.6%	1
Yes - cinemas	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - get petrol	3.3%	19	3.1%	5	0.0%	0	4.5%	3	0.8%	0	7.2%	7	1.9%	3
Yes - go to park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - gyms / health and fitness	1.5%	8	1.1%	2	1.8%	1	5.0%	4	0.0%	0	2.1%	2	0.0%	0
Yes - library	0.6%	3	1.2%	2	1.7%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Yes - markets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - meeting family	1.3%	7	3.1%	5	0.0%	0	0.6%	0	1.6%	1	0.0%	0	0.7%	1
Yes - meeting friends	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Yes - museums / art gallery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - other service (e.g. travel agent, estate agent etc.)	0.7%	4	1.7%	3	0.0%	0	0.6%	0	0.0%	0	0.7%	1	0.0%	0
Yes - personal service (e.g. hairdressers, beauty salon etc.)	0.7%	4	0.6%	1	0.6%	0	0.6%	0	0.0%	0	0.7%	1	1.2%	2
Yes - restaurants	1.4%	8	1.9%	3	1.1%	0	0.0%	0	1.5%	1	3.8%	4	0.0%	0
Yes - swimming	1.0%	6	0.0%	0	0.6%	0	0.6%	0	0.0%	0	0.0%	0	3.8%	5
Yes - theatre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - visiting services such as banks and other financial institutions	1.5%	8	0.6%	1	2.3%	1	2.9%	2	3.0%	2	0.7%	1	1.2%	2
Yes - work	4.0%	23	1.2%	2	1.2%	1	2.3%	2	0.0%	0	0.8%	1	13.2%	18
Yes - other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - dance school	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - go to amenity tip	0.8%	4	0.0%	0	0.0%	0	0.0%	0	5.6%	3	1.3%	1	0.0%	0
Yes - go to recycling centre	0.3%	2	0.0%	0	3.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - leisure activity	0.1%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - medical appointment (doctor, dentist, optician etc.)	0.4%	2	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.8%	1	0.6%	1
Yes - visiting the community centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Yes - walking along the seafront	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Yes - window shopping / browsing	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.7%	1
(No)	64.8%	369	67.3%	109	66.0%	28	56.4%	43	65.3%	38	69.6%	66	62.8%	86
(Don't know)	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.7%	1
Weighted base:		569		161		42		76		58		95		136
Sample:		572		98		100		96		90		92		96

Gosport Household Survey For Lambert Smith Hampton

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Q06 When you combine your trip with other activities, where do you normally go?							
<i>Those who combine their shopping with other activities at Q05</i>							
Alverstoke Local Centre	2.7%	5	9.5%	5	1.9%	0	0.0%
Fareham Town Centre	23.0%	46	3.6%	2	0.0%	0	10.7%
Gosport Town Centre	33.5%	66	52.8%	28	74.0%	11	36.4%
Havant Town Centre	0.5%	1	0.0%	0	0.0%	0	0.0%
Lee-on-the-Solent District Centre	3.0%	6	0.0%	0	0.0%	0	15.9%
Portchester Local Centre	2.0%	4	0.0%	0	0.0%	0	0.0%
Portsmouth City Centre	6.3%	12	21.0%	11	0.0%	0	1.4%
Rowner Local Centre	1.4%	3	0.0%	0	0.0%	0	8.1%
Southampton City Centre	0.2%	0	0.0%	0	0.0%	0	1.3%
Stoke Road, Gosport	1.8%	4	1.7%	1	15.7%	2	1.3%
Waterlooville Town Centre	0.4%	1	0.0%	0	0.0%	0	0.0%
Broadcut Retail Park, Broadcut, Fareham	1.1%	2	0.0%	0	0.0%	0	2.5%
Brockhurst Gate Retail Park, Heritage Way, Gosport	5.3%	10	11.3%	6	3.3%	0	4.2%
Hedge End Retail Park, Charles Watts Way, Hedge End, Southampton	1.5%	3	0.0%	0	0.0%	0	0.0%
Southampton Road, Park Gate, Southampton	0.4%	1	0.0%	0	0.0%	0	0.0%
Speedfields Retail Park, Newgate Lane, Fareham	5.1%	10	0.0%	0	0.0%	0	2.8%
Titchfield Retail Park, Southampton Road, Titchfield	0.1%	0	0.0%	0	1.7%	0	0.0%
Whiteley Shopping Centre, Whiteley, Fareham	0.5%	1	0.0%	0	0.0%	0	0.0%
Cosham Local Centre	2.6%	5	0.0%	0	0.0%	0	0.0%
Gosport Leisure Centre, Forest Way, Gosport	1.2%	2	0.0%	0	0.0%	0	7.2%
Household Waste Recycling Centre, Grange Road, Gosport	1.6%	3	0.0%	0	0.0%	0	0.0%
Port Solent Local Centre	0.4%	1	0.0%	0	0.0%	0	0.0%
Stubbington Village Centre	1.0%	2	0.0%	0	0.0%	0	0.0%
Wallington Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%
(Don't know / varies)	4.2%	8	0.0%	0	3.3%	0	8.1%
Weighted base:	198	53	14	33	19	29	50
Sample:	197	32	36	40	27	30	32

Gosport Household Survey For Lambert Smith Hampton

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Q07 In addition to (STORE / LOCATION MENTIONED AT Q01), is there anywhere else you regularly use for your main-food shopping?														
Aldi, Mumby Road, Gosport	2.8%	17	5.7%	9	7.0%	3	3.8%	3	2.0%	1	0.0%	0	0.0%	0
Aldi, West Street, Fareham	3.7%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	6	11.3%	16
Asda, Dock Road, Gosport	5.6%	34	7.6%	13	15.5%	6	8.3%	7	7.7%	5	1.8%	2	0.6%	1
Asda, Speedfields Park, Newgate Lane, Fareham	7.4%	45	5.3%	9	0.6%	0	16.2%	13	15.5%	11	6.4%	7	3.7%	5
Co-op, High Street, Lee-on-Solent	0.2%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, Wych Lane, Bridgemary, Gosport	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Co-op, Tukes Avenue, Gosport	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Iceland, The Green, Stubbington	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	3	0.0%	0
Iceland, Walpole Road, Gosport	0.9%	6	2.2%	4	1.2%	1	0.6%	0	1.2%	1	0.0%	0	0.0%	0
Iceland, West Street, Fareham	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	1.1%	2
Lidl, Brockhurst Gate, Gosport	3.0%	18	4.5%	7	0.6%	0	1.1%	1	9.7%	7	0.0%	0	1.8%	3
Lidl, Forton Road, Gosport	1.2%	7	3.4%	6	2.4%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Goldsmith Avenue, Portsmouth	1.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	8
Lidl, Rookery Avenue, Whiteley	0.6%	4	0.0%	0	0.0%	0	0.0%	0	1.2%	1	2.6%	3	0.0%	0
M&S Foodhall Brockhurst Gate, Heritage Way, Gosport	1.3%	8	1.7%	3	1.7%	1	0.6%	0	5.2%	4	0.0%	0	0.0%	0
M&S Foodhall, Tollbar Way, hedge End, Southampton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Morrisons, Walpole Road, High Street, Gosport	6.5%	39	11.0%	18	12.6%	5	3.8%	3	9.8%	7	5.4%	6	0.0%	0
Sainsbury's Superstore, Broadcut, Wallington, Fareham	5.7%	34	3.7%	6	0.6%	0	2.7%	2	3.2%	2	5.7%	6	12.7%	18
Sainsbury's Superstore, Commercial Road, Portsmouth	0.1%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Tollbar Way, Hedge End, Southampton	1.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	3.3%	5
Tesco Express, Carless Close, Rowner	0.7%	4	0.6%	1	0.0%	0	1.0%	1	1.2%	1	1.3%	1	0.0%	0
Tesco Express, Pier Street, Lee-on-Solent	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Round House, Gunwharf Quays, Portsmouth	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Tesco Extra, North Harbour, Clement Atlee Way, Portsmouth	1.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	4.5%	6
Tesco Superstore, Alver Village Square, Grange Road, Gosport	7.0%	42	10.4%	17	11.3%	5	12.9%	10	7.1%	5	4.5%	5	0.0%	0
Tesco Superstore, Quay Street, Fareham	2.5%	15	0.0%	0	0.0%	0	1.0%	1	0.7%	0	0.6%	1	9.1%	13
Tesco Superstore, Whiteley Way, Whiteley, Fareham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
The Food Warehouse (Iceland), Brockhurst Gate, Heritage Way, Gosport	1.1%	7	0.6%	1	0.6%	0	0.0%	0	1.4%	1	0.0%	0	3.3%	5
Waitrose, Stoke Road, Gosport	3.0%	18	5.3%	9	15.8%	7	0.6%	0	0.0%	0	2.4%	3	0.0%	0
Lee-on-the-Solent District Centre	0.3%	2	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0
Internet - delivered	1.6%	9	0.0%	0	3.6%	2	2.1%	2	1.2%	1	4.2%	4	0.7%	1
Internet - collection (Click & Collect)	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	4	0.0%	0
Co-op, Stubbington Green, Fareham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Lidl, Newgate Lane,	2.0%	12	0.0%	0	0.0%	0	6.4%	5	1.3%	1	6.0%	6	0.0%	0

Column % ges.

Gosport Household Survey For Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Fareham							
B&M, Speedfield Park, Newgate lane, Fareham	0.1%	1	0.0%	0	0.0%	0	0.0%
Co-op, Rowner Road, Gosport	0.1%	0	0.0%	0	0.0%	0	0.0%
Co-op, West Street, Portchester	0.1%	1	0.0%	0	0.0%	0	0.0%
Lidl, Castle Trading Estate, Portchester	0.6%	3	0.0%	0	0.0%	0	0.0%
Lidl, East Street, Farnham	0.1%	1	0.0%	0	0.0%	0	1.0%
Waitrose, Locks Heath, Southampton	0.2%	1	0.0%	0	0.0%	0	0.0%
Waitrose, North Street, Havant	1.1%	7	3.4%	6	0.0%	0	0.0%
(Don't know / varies)	0.5%	3	0.0%	0	3.2%	1	0.0%
(Nowhere else)	33.9%	204	34.6%	57	23.0%	10	31.7%
Weighted base:	600	164	42	80	70	104	141
Sample:	600	100	100	100	100	100	100

Q08 Which internet / home delivery retailer do you use?

Those who do their main food shopping via the internet at Q07

Amazon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda	5.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	1	0.0%	0
Co-op	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gousto	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hello Fresh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ocado	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Riverford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's	39.8%	5	0.0%	0	0.0%	0	50.0%	1	100.0%	1	43.1%	4	0.0%	0
Tesco	43.5%	6	0.0%	0	0.0%	0	50.0%	1	0.0%	0	48.3%	4	100.0%	1
Waitrose	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
Boxfresh	11.4%	2	0.0%	0	100.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	13	0	2	2	1	8	1							
Sample:	8	0	1	2	1	3	1							

Gosport Household Survey For Lambert Smith Hampton

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
MeanScore: £														
Q09 How much does your household normally spend on main food shopping in a week?														
£1 - £5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£6 - £10	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£11 - £15	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.6%	1
£16 - £20	1.3%	8	1.7%	3	0.6%	0	2.7%	2	0.7%	0	1.3%	1	0.6%	1
£21 - £25	1.1%	7	1.1%	2	1.7%	1	1.1%	1	1.3%	1	0.6%	1	1.2%	2
£26 - £30	3.9%	23	2.2%	4	8.4%	3	3.2%	3	3.9%	3	1.9%	2	6.4%	9
£31 - £35	2.6%	15	2.3%	4	2.4%	1	1.1%	1	4.5%	3	4.8%	5	1.2%	2
£36 - £40	4.7%	28	6.9%	11	3.0%	1	5.6%	4	5.1%	4	2.5%	3	3.5%	5
£41 - £45	3.1%	19	4.9%	8	4.2%	2	1.1%	1	5.6%	4	0.6%	1	2.5%	4
£46 - £50	7.0%	42	1.7%	3	4.7%	2	7.7%	6	9.0%	6	13.7%	14	7.4%	10
£51 - £55	3.1%	19	1.1%	2	4.2%	2	3.3%	3	9.2%	6	4.4%	5	1.2%	2
£56 - £60	6.5%	39	9.1%	15	10.1%	4	4.4%	4	7.8%	5	5.2%	5	3.8%	5
£61 - £65	1.6%	10	2.9%	5	0.0%	0	0.6%	0	0.0%	0	2.0%	2	1.9%	3
£66 - £70	5.5%	33	3.5%	6	5.4%	2	9.8%	8	3.8%	3	4.5%	5	7.2%	10
£71 - £75	1.9%	12	3.1%	5	4.9%	2	2.2%	2	1.2%	1	1.9%	2	0.0%	0
£76 - £80	7.5%	45	8.7%	14	12.2%	5	4.7%	4	7.9%	5	9.1%	9	4.9%	7
£81 - £85	1.0%	6	0.0%	0	1.2%	0	3.0%	2	0.0%	0	0.6%	1	1.9%	3
£86 - £90	2.1%	13	3.7%	6	0.6%	0	0.0%	0	4.4%	3	1.4%	1	1.3%	2
£91 - £95	0.5%	3	0.0%	0	0.0%	0	3.4%	3	0.0%	0	0.0%	0	0.0%	0
£96 - £100	10.4%	63	8.9%	15	4.1%	2	7.9%	6	10.7%	7	8.0%	8	17.2%	24
£101 - £120	5.6%	34	9.8%	16	2.4%	1	8.1%	7	4.5%	3	2.6%	3	3.1%	4
£121 - £140	1.2%	7	0.0%	0	3.6%	2	0.0%	0	1.9%	1	1.3%	1	2.3%	3
£141 - £160	5.3%	32	2.9%	5	6.1%	3	5.0%	4	1.4%	1	11.4%	12	5.3%	7
£161 - £180	0.8%	5	0.6%	1	0.6%	0	3.6%	3	0.0%	0	0.7%	1	0.0%	0
£181 - £200	2.2%	13	6.9%	11	1.1%	0	0.6%	0	0.7%	0	0.7%	1	0.0%	0
£201 - £250	1.0%	6	3.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
£250+	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	15.5%	93	13.7%	23	18.0%	8	20.3%	16	15.9%	11	8.5%	9	19.1%	27
(Refused)	3.9%	23	0.6%	1	0.6%	0	0.6%	0	0.7%	0	11.3%	12	6.8%	10
<i>Mean:</i>	<i>81.14</i>	<i>90.97</i>	<i>74.10</i>	<i>80.40</i>	<i>68.98</i>	<i>79.46</i>	<i>78.73</i>							
Weighted base:	600	164	42	80	70	104	141							
Sample:	600	100	100	100	100	100	100							

Gosport Household Survey For Lambert Smith Hampton

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Q10 In addition to your main food shopping, where do you normally do most of your household's small scale top-up food shopping (i.e. the store you visit regularly (2+ times a week) to buy bread, milk, etc., on a day-to-day basis)?														
Aldi, Mumby Road, Gosport	0.4%	2	0.6%	1	2.4%	1	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Aldi, West Street, Fareham	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.6%	1
Asda, Dock Road, Gosport	3.3%	20	9.0%	15	7.2%	3	0.6%	0	2.5%	2	0.0%	0	0.0%	0
Asda, Speedfields Park, Newgate Lane, Fareham	2.5%	15	0.6%	1	0.0%	0	1.7%	1	11.2%	8	1.3%	1	2.6%	4
Co-op, Arundel Drive, Fareham	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	4
Co-op, Cherque Farm, Twyford Drive Lee-on-the-Solent	1.7%	10	0.0%	0	0.0%	0	11.8%	9	0.0%	0	0.6%	1	0.0%	0
Co-op, Dartmouth Court, Priddys Hard, Gosport	0.4%	3	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Fairfield Avenue, Fareham	1.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	4	1.3%	2
Co-op, Gregson Avenue, Bridgemary	0.6%	3	0.0%	0	0.0%	0	0.0%	0	3.8%	3	0.6%	1	0.0%	0
Co-op, High Street, Lee-on-Solent	1.8%	11	0.0%	0	0.0%	0	13.5%	11	0.0%	0	0.0%	0	0.0%	0
Co-op, Palmyra Road, Elson	1.8%	11	6.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Petrol Oak Road, Highlands Road, Fareham	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.1%	2
Co-op, Petrol Solent, Fareham Road	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Co-op, San Diego Road, Gosport	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Wych Lane, Bridgemary, Gosport	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Co-op, Yew Tree Drive, Highlands Road, Fareham	0.3%	2	0.6%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Co-op, Tukes Avenue, Gosport	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Iceland, The Green, Stubbington	1.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	9	0.6%	1
Iceland, Walpole Road, Gosport	0.5%	3	1.2%	2	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.6%	1
Iceland, West Street, Fareham	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	2.6%	4
Lidl, Brockhurst Gate, Gosport	2.2%	13	6.5%	11	0.0%	0	0.6%	0	2.5%	2	0.0%	0	0.0%	0
Lidl, Forton Road, Gosport	0.7%	4	1.7%	3	0.6%	0	0.0%	0	0.7%	0	0.6%	1	0.0%	0
Lidl, Rookery Avenue, Whiteley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
M&S Foodhall Brockhurst Gate, Heritage Way, Gosport	1.3%	8	1.8%	3	1.7%	1	0.6%	0	4.7%	3	0.7%	1	0.0%	0
M&S Foodhall, Whiteley Village, Fareham	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	1.1%	2
Morrisons, Walpole Road, High Street, Gosport	3.1%	18	5.6%	9	9.4%	4	2.1%	2	0.0%	0	3.5%	4	0.0%	0
Sainsbury's Superstore, Broadcut, Wallington, Fareham	6.0%	36	5.7%	9	0.0%	0	0.0%	0	0.0%	0	5.3%	5	15.0%	21
Sainsbury's Superstore, Tollbar Way, Hedge End, Southampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Tesco Express, Carless Close, Rowner	1.4%	8	0.0%	0	0.0%	0	8.9%	7	0.0%	0	1.2%	1	0.0%	0
Tesco Express, Forton Road, Gosport	1.8%	11	5.4%	9	1.1%	0	0.6%	0	1.2%	1	0.0%	0	0.0%	0
Tesco Express, Pier Street, Lee-on-Solent	0.8%	5	0.0%	0	0.0%	0	5.7%	5	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, North Harbour, Clement Atlee Way, Portsmouth	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	3
Tesco Superstore, Alver Village Square, Grange Road, Gosport	4.6%	28	3.5%	6	10.0%	4	15.3%	12	7.7%	5	0.0%	0	0.0%	0
Tesco Superstore, Quay Street, Fareham	5.0%	30	3.4%	6	0.0%	0	4.4%	4	0.0%	0	2.0%	2	13.4%	19
Tesco Superstore, Whiteley Way, Whiteley, Fareham	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	3.3%	5

Column % ges.

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
The Food Warehouse (Iceland), Brockhurst Gate, Heritage Way, Gosport	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Waitrose, Stoke Road, Gosport	2.3%	14	4.8%	8	12.6%	5	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Fareham Town Centre	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	3
Gosport Town Centre	2.4%	14	5.3%	9	1.2%	0	0.6%	0	6.4%	4	0.0%	0	0.0%	0
Lee-on-the-Solent District Centre	1.5%	9	0.0%	0	0.0%	0	10.9%	9	0.7%	0	0.0%	0	0.0%	0
Portchester Local Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Stubbington Village Centre	1.5%	9	0.0%	0	0.0%	0	0.6%	0	0.0%	0	8.3%	9	0.0%	0
Internet - delivered	0.4%	2	0.0%	0	3.6%	2	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Co-op, Forton Road, Gosport	2.1%	13	7.7%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Stubbington Green, Fareham	3.2%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.2%	19	0.0%	0
Lidl, Newgate Lane, Fareham	0.6%	3	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	1.1%	2
Aldi, Southampton Road, Portsmouth	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	5
B&M, Speedfield Park, Newgate lane, Fareham	0.9%	5	3.1%	5	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Privett Road, Gosport	0.1%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Rowner Road, Gosport	0.5%	3	0.0%	0	0.0%	0	0.0%	0	4.6%	3	0.0%	0	0.0%	0
Co-op, West Street, Portchester	2.2%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.4%	13
Co-op, White Hart Lane, Portchester	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2
Hollam Hill Farm, Titchfield Road, Fareham	0.1%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Kev Jones & Son, Nobes Avenue, Gosport	0.3%	2	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0
Lidl, Castle Trading Estate, Portchester	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	3
Lidl, Fareham Road, Gosport	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Local shops, Bishop's Waltham Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
M&S Foodhall, Cotsworth Road, Gosport	0.4%	2	1.1%	2	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
McColl's, Carisbrooke Road, Gosport	0.3%	2	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0
One Stop, Beauchamp Avenue, Rowner, Gosport	0.4%	2	0.0%	0	0.0%	0	0.6%	0	2.6%	2	0.0%	0	0.0%	0
One Stop, Crofton Lane, Stubbington	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	5	0.0%	0
One Stop, Elson Road, Gosport	0.3%	2	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Gosport Road, Fareham	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2
One Stop, Greyshott Avenue, Fareham	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.7%	0	1.3%	1	0.0%	0
One Stop, Village Road, Gosport	0.8%	5	0.0%	0	11.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, White Hart Lane, Portchester, Fareham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Welcome, Upper Old Street, Fareham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
(Don't know / varies)	1.9%	12	2.4%	4	1.2%	0	0.0%	0	5.2%	4	2.5%	3	0.6%	1
(Don't do this type of shopping)	25.7%	154	20.0%	33	35.8%	15	20.5%	16	29.1%	20	27.3%	28	29.7%	42
Weighted base:		600		164		42		80		70		104		141
Sample:		600		100		100		100		100		100		100

Q11 Which internet / home delivery retailer do you use?
Those who do their top-up food shopping via the internet at Q10

Iceland	36.1%	1	0.0%	0	0.0%	0	0.0%	0	100.0%	1	0.0%	0	0.0%	0
Boxfresh	63.9%	2	0.0%	0	100.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		2		0		2		0		1		0		0
Sample:		2		0		1		0		1		0		0

Gosport Household Survey For Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Q12 In addition to (LOCATION MENTIONED AT Q10), is there anywhere else you regularly use for your household's small scale top-up food shopping?							
<i>Those who do top-up shopping at Q10</i>							
Aldi, Mumby Road, Gosport	2.8%	13	8.0%	11	2.7%	1	2.1%
Aldi, West Street, Fareham	2.7%	12	0.0%	0	0.0%	0	0.0%
Asda, Dock Road, Gosport	2.5%	11	3.0%	4	7.8%	2	2.2%
Asda, Speedfields Park, Newgate Lane, Fareham	2.8%	13	1.4%	2	0.0%	0	5.0%
Co-op, Arundel Drive, Fareham	0.2%	1	0.0%	0	0.0%	0	0.0%
Co-op, Cherque Farm, Twyford Drive Lee-on-the-Solent	0.6%	3	0.0%	0	0.0%	0	4.5%
Co-op, Gregson Avenue, Bridgemary	0.1%	0	0.0%	0	0.0%	0	0.0%
Co-op, Gudge Heath Lane, Highlands Road, Fareham	0.6%	3	0.0%	0	0.0%	0	0.0%
Co-op, High Street, Lee-on-Solent	2.0%	9	0.0%	0	0.0%	0	14.2%
Co-op, Petrol Oak Road, Highlands Road, Fareham	0.9%	4	0.0%	0	0.0%	0	0.0%
Co-op, Yew Tree Drive, Highlands Road, Fareham	0.1%	0	0.0%	0	0.0%	0	0.0%
Iceland, The Green, Stubbington	1.0%	5	0.0%	0	1.0%	0	3.8%
Iceland, Walpole Road, Gosport	0.2%	1	0.7%	1	0.0%	0	0.0%
Iceland, West Street, Fareham	2.0%	9	0.0%	0	0.0%	0	0.0%
Lidl, Brockhurst Gate, Gosport	1.4%	6	3.8%	5	0.0%	0	0.8%
Lidl, Forton Road, Gosport	1.8%	8	5.8%	8	0.9%	0	0.0%
Lidl, Goldsmith Avenue, Portsmouth	0.2%	1	0.0%	0	0.0%	0	0.0%
Lidl, Rookery Avenue, Whiteley	1.6%	7	0.0%	0	0.0%	0	4.2%
M&S Foodhall Brockhurst Gate, Heritage Way, Gosport	0.4%	2	0.0%	0	3.6%	1	0.7%
Morrisons, Commercial Centre, Anchorage Park Shopping Centre, Portsmouth	0.2%	1	0.0%	0	0.0%	0	0.0%
Morrisons, Walpole Road, High Street, Gosport	1.8%	8	2.9%	4	8.6%	2	0.7%
Sainsbury's Superstore, Broadcut, Wallington, Fareham	4.8%	21	3.8%	5	0.0%	0	0.0%
Tesco Express, Carless Close, Rowner	0.1%	0	0.0%	0	0.0%	0	0.8%
Tesco Express, Forton Road, Gosport	1.0%	4	0.8%	1	0.0%	0	4.2%
Tesco Express, Pier Street, Lee-on-Solent	0.7%	3	0.0%	0	0.0%	0	4.9%
Tesco Extra, North Harbour, Clement Atlee Way, Portsmouth	0.6%	2	0.0%	0	0.0%	0	0.0%
Tesco Extra, Solent Retail Park, Havant	0.1%	1	0.0%	0	0.0%	0	0.0%
Tesco Superstore, Alver Village Square, Grange Road, Gosport	1.2%	5	1.5%	2	5.4%	1	0.8%
Tesco Superstore, Quay Street, Fareham	1.2%	5	0.0%	0	0.0%	0	1.3%
Tesco Superstore, Whiteley Way, Whiteley, Fareham	1.3%	6	4.3%	6	0.0%	0	0.0%
The Food Warehouse (Iceland), Brockhurst Gate, Heritage Way, Gosport	0.7%	3	0.8%	1	0.0%	0	0.0%
Waitrose, Stoke Road, Gosport	1.0%	5	0.7%	1	3.8%	1	0.0%
Fareham Town Centre	0.5%	2	0.0%	0	0.0%	0	0.0%

Gosport Household Survey For Lambert Smith Hampton

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Gosport Town Centre	0.4%	2	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lee-on-the-Solent District Centre	0.8%	4	0.0%	0	0.0%	0	3.4%	2	0.0%	0	1.8%	1	0.0%	0
Stubbington Village Centre	1.4%	6	0.0%	0	0.0%	0	0.7%	0	0.0%	0	6.3%	5	0.9%	1
Co-op, Forton Road, Gosport	0.4%	2	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Stubbington Green, Fareham	2.9%	13	0.0%	0	0.0%	0	0.7%	0	0.0%	0	16.4%	12	0.0%	0
Lidl, Newgate Lane, Fareham	0.4%	2	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.9%	1
B&M, Speedfield Park, Newgate lane, Fareham	0.1%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, Brockhurst Road, Gosport	0.4%	2	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Privett Road, Gosport	1.0%	4	0.8%	1	12.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Rowner Road, Gosport	0.8%	4	0.0%	0	0.0%	0	5.0%	3	0.9%	0	0.0%	0	0.0%	0
Co-op, The Square, Titchfield, Fareham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Co-op, The Square, Wickham, Fareham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Kev Jones & Son, Nobes Avenue, Gosport	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Lidl, Castle Trading Estate, Portchester	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
M&S Foodhall, Cotsworth Road, Gosport	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Marks & Spencer, Solent Road, Havant	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
McColl's, Carisbrooke Road, Gosport	0.6%	3	0.0%	0	0.0%	0	0.0%	0	5.6%	3	0.0%	0	0.0%	0
One Stop, Beauchamp Avenue, Rowner, Gosport	0.1%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Crofton Lane, Stubbington	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	4	0.0%	0
One Stop, Elson Road, Gosport	0.4%	2	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Gosport Road, Fareham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
One Stop, Village Road, Gosport	0.1%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, High Street, Portsmouth,	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
(Don't know / varies)	2.7%	12	3.0%	4	0.9%	0	0.0%	0	10.9%	5	3.5%	3	0.0%	0
(Nowhere else)	46.2%	206	52.9%	69	50.9%	14	38.0%	24	48.9%	24	41.0%	31	43.8%	43
Weighted base:		446		131		27		64		49		76		99
Sample:		424		77		65		79		65		71		67

Gosport Household Survey For Lambert Smith Hampton

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
MeanScore: £							
Q14 How much does your household normally spend on top-up shopping in a week?							
<i>Those who do top-up shopping at Q10</i>							
£1 - £5	11.9%	53 15.2%	20 15.1%	4 9.8%	6 16.9%	8 16.6%	13 1.8%
£6 - £10	19.8%	88 14.8%	19 11.1%	3 22.7%	14 20.7%	10 15.2%	11 30.0%
£11 - £15	13.8%	62 15.9%	21 9.4%	3 4.9%	3 9.1%	5 18.6%	14 16.7%
£16 - £20	14.0%	62 8.9%	12 21.5%	6 17.1%	11 15.7%	8 17.9%	14 12.9%
£21 - £25	8.2%	36 7.3%	10 9.0%	2 15.8%	10 8.0%	4 7.0%	5 5.1%
£26 - £30	5.8%	26 6.8%	9 14.9%	4 3.8%	2 1.7%	1 3.8%	3 7.1%
£31 - £35	1.1%	5 2.0%	3 0.0%	0 2.0%	1 0.0%	0 0.0%	0 0.9%
£36 - £40	2.8%	13 5.9%	8 1.8%	0 1.3%	1 1.0%	0 2.7%	2 0.9%
£41 - £45	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
£46 - £50	0.9%	4 1.5%	2 0.0%	0 2.1%	1 0.0%	0 0.0%	0 0.9%
£51 - £55	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
£56 - £60	0.1%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.9%	1 0.0%
£61 - £65	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
£66 - £70	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
£71 - £75	0.2%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.9%	1 0.0%
£76 - £80	0.2%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.9%
£81 - £85	0.2%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.9%
£86 - £90	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
£91 - £95	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
£96 - £100	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
£101+	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
(Don't know)	16.6%	74 20.2%	26 16.3%	4 18.3%	12 26.1%	13 6.3%	5 13.9%
(Refused)	4.4%	20 1.5%	2 1.0%	0 2.1%	1 0.9%	0 10.1%	8 7.9%
<i>Mean:</i>	<i>17.09</i>	<i>17.51</i>	<i>17.64</i>	<i>17.75</i>	<i>13.76</i>	<i>16.43</i>	<i>18.03</i>
Weighted base:	446	131	27	64	49	76	99
Sample:	424	77	65	79	65	71	67

Gosport Household Survey For Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Q15 Where do you normally do most of your household's shopping for men's, women's, children's and baby clothing and footwear? NOTE we mean fashion items - NOT sports clothing and footwear														
Marks & Spencer, Hedge End Retail Park, Southampton	0.9%	5	0.0%	0	4.2%	2	1.1%	1	0.0%	0	2.6%	3	0.0%	0
The Range, Gunners Way, Gosport	0.3%	2	0.0%	0	3.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chichester City Centre	1.1%	7	0.6%	1	5.4%	2	0.6%	0	0.0%	0	0.6%	1	1.8%	3
Fareham Town Centre	19.1%	115	12.7%	21	4.9%	2	11.9%	10	23.3%	16	19.1%	20	32.9%	46
Gosport Town Centre	6.1%	36	11.3%	19	6.0%	2	5.6%	5	8.4%	6	2.4%	3	1.8%	3
Lee-on-the-Solent District Centre	0.2%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Portchester Local Centre	0.6%	3	0.0%	0	0.0%	0	0.0%	0	4.0%	3	0.6%	1	0.0%	0
Portsmouth City Centre	5.4%	32	6.4%	11	1.8%	1	5.7%	5	5.8%	4	6.1%	6	4.4%	6
Southampton City Centre	2.4%	14	1.2%	2	7.7%	3	2.7%	2	1.9%	1	2.0%	2	2.5%	4
Stoke Road, Gosport	0.8%	5	3.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Port Solent Market	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Broadcut Retail Park, Broadcut, Fareham (Argos, Dreams, Sainsbury's)	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.8%	3
Collingwood Retail Park, Newgate Lane, Fareham (Homebase, Matalan, Pets at Home)	1.5%	9	3.1%	5	0.6%	0	3.9%	3	0.0%	0	0.6%	1	0.0%	0
Fareham Shopping Centre, Thackeray Mall, Fareham (B&M, Bon Marché, New Look)	1.7%	10	0.6%	1	1.8%	1	2.2%	2	2.1%	1	2.0%	2	2.4%	3
Gunwharf Quays, Portsmouth (Marks & Spencer, Nike, Pandora)	2.1%	13	1.2%	2	4.6%	2	4.5%	4	1.2%	1	1.8%	2	1.9%	3
Hedge End Retail Park, Charles Watts Way, Hedge End, Southampton (B&Q, Oak Furnitureland, ScS)	3.3%	20	2.9%	5	3.5%	1	4.5%	4	7.1%	5	3.0%	3	1.2%	2
Speedfields Retail Park, Newgate Lane, Fareham (Asda, B&Q, Lidl)	1.8%	11	1.2%	2	0.0%	0	0.6%	0	5.1%	4	1.3%	1	2.5%	3
The Junction / Ocean Retail Park, Burrfields Road, Portsmouth (Currys PC World, Marks & Spencer, TK Maxx)	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2
West Quay Retail Park, Pirelli Street, Southampton (Argos, Furniture Village, Matalan)	0.3%	2	0.0%	0	1.2%	0	0.6%	0	0.0%	0	0.0%	0	0.7%	1
Whiteley Shopping Centre, Whiteley, Fareham (JD Sports, Next, WH Smith)	10.3%	62	6.5%	11	13.8%	6	10.5%	8	4.5%	3	20.2%	21	8.9%	13
Abroad	0.1%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Internet / catalogue / TV shopping	31.6%	189	35.0%	57	32.0%	13	40.0%	32	25.2%	18	25.4%	26	30.3%	43
Asda, Cranbourne Industrial Estate, Dock Road, Gosport	1.4%	8	2.8%	5	1.8%	1	0.0%	0	4.4%	3	0.0%	0	0.0%	0
Asda, Speedfields Park, Newgate Lane, Fareham	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Central London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Exeter City Centre	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Cotsworth Road, Gosport	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Solent Road, Havant	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Petersfield Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Port Solent Local Centre	0.2%	1	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Stubbington Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Tesco Extra, Clement Attlee Way, Portsmouth	1.0%	6	3.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Tesco Superstore, Quay Street, Fareham	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	5
Winchester City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0

Gosport Household Survey For Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
(Don't know / varies)	5.0% 30	8.0% 13	6.6% 3	2.3% 2	6.4% 4	5.9% 6	1.3% 2
Weighted base:	600	164	42	80	70	104	141
Sample:	600	100	100	100	100	100	100

Q16 How do you normally travel to (LOCATION MENTIONED AT Q15)?

Excluding those who said 'Internet / catalogue / TV shopping' at Q15

Car / van (as driver)	68.3% 280	63.2% 67	60.8% 17	58.2% 28	63.4% 33	78.6% 61	75.4% 74
Car / van (as passenger)	6.1% 25	3.5% 4	2.6% 1	17.6% 8	8.5% 4	6.8% 5	2.5% 2
Bus, minibus or coach	8.7% 36	6.2% 7	10.5% 3	5.5% 3	18.9% 10	11.2% 9	5.2% 5
Using park & ride facility	0.2% 1	0.0% 0	0.0% 0	0.0% 0	1.7% 1	0.0% 0	0.0% 0
Motorcycle, scooter or moped	0.2% 1	0.9% 1	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Walk	5.9% 24	6.3% 7	2.6% 1	0.0% 0	1.7% 1	1.7% 1	15.1% 15
Taxi	0.1% 0	0.0% 0	0.9% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Train	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Bicycle	0.6% 3	0.9% 1	0.0% 0	1.8% 1	0.0% 0	0.0% 0	0.9% 1
Mobility scooter / wheelchair	0.2% 1	0.9% 1	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Ferry	4.4% 18	6.9% 7	13.9% 4	14.1% 7	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
Aeroplane	0.1% 0	0.0% 0	0.0% 0	0.9% 0	0.0% 0	0.0% 0	0.0% 0
(Don't know)	1.7% 7	1.8% 2	4.4% 1	0.9% 0	3.3% 2	0.9% 1	0.9% 1
(Varies)	3.4% 14	9.6% 10	4.4% 1	0.9% 0	2.5% 1	0.9% 1	0.0% 0
Weighted base:	411	107	28	48	52	77	98
Sample:	444	70	76	65	80	76	77

Gosport Household Survey For Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Q16A Excluding Christmas shopping, have you bought any of these goods in the last 10 years? [MR/PR]														
Recording media for pictures and sound (e.g. records, pre-recorded and unrecorded CDs & DVDs, etc.) (Excluding gaming)	61.6%	369	64.9%	106	56.9%	24	53.4%	43	66.4%	46	60.4%	63	62.3%	88
Books (incl. encyclopaedias, text books, guidebooks and musical scores) and stationary (incl. writing pads, envelopes pens, diaries, etc.) and drawing	76.0%	456	73.1%	120	80.2%	34	80.9%	65	71.6%	50	76.1%	79	77.4%	109
Audio visual, photographic, computer items (such as TVs, cameras, iPad, telephones etc) and small domestic electrical goods (such as irons, kettles, b	72.1%	433	74.0%	121	73.1%	31	64.0%	51	68.9%	48	74.6%	77	74.0%	104
Games & toys; pets and pet products; hobby items; sport clothing / footwear and equipment; camping goods; bicycles; and musical instruments	59.9%	359	58.7%	96	58.9%	25	67.2%	54	64.6%	45	57.4%	60	57.0%	80
All goods for personal care (including, electric razors, hair dryers, bathroom scales, cosmetics, perfume, toothpaste, etc), medical and pharmaceuticals	86.5%	519	91.6%	150	82.1%	34	83.2%	67	87.0%	60	88.0%	91	82.5%	116
Furniture, carpets, other floor coverings and household textiles (includes beds, sofas, tables, etc)	63.1%	379	66.8%	110	61.2%	26	56.2%	45	59.0%	41	73.4%	76	57.7%	81
DIY goods, decorating supplies and garden products (such as drills, lawn mowers, hammers, hedge cutters, garden tools, plants, shrubs etc)	74.4%	446	80.8%	133	63.8%	27	70.5%	57	73.8%	51	76.6%	80	70.8%	100
Large domestic electrical appliances, such as fridges, freezers, ovens, washing machines, dishwashers, etc)	68.6%	412	74.9%	123	68.2%	29	58.4%	47	74.2%	52	70.7%	73	62.8%	88
All other goods including jewellery & watches; glassware, china, tableware and household utensils; and other personal effects (e.g. travel goods, suit	53.9%	323	55.8%	92	52.9%	22	48.3%	39	43.1%	30	61.8%	64	54.7%	77
(None)	0.9%	5	1.2%	2	1.2%	0	0.6%	0	1.2%	1	0.6%	1	0.6%	1
Weighted base:		600		164		42		80		70		104		141
Sample:		600		100		100		100		100		100		100

Gosport Household Survey For Lambert Smith Hampton

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Q17 Where do you normally do most of your household's shopping for physical media such as pre-recorded and unrecorded CDs, DVDs, Blu Rays, records, but excluding gaming products?														
<i>Those who said 'Recording media, etc' at Q16A</i>														
Alverstoke Local Centre	0.1%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chichester City Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Fareham Town Centre	6.6%	24	1.6%	2	1.1%	0	2.1%	1	5.2%	2	6.6%	4	17.0%	15
Gosport Town Centre	8.0%	30	17.9%	19	16.6%	4	6.1%	3	8.8%	4	0.0%	0	0.0%	0
Lee-on-the-Solent District Centre	0.4%	2	0.0%	0	0.0%	0	2.1%	1	0.0%	0	1.1%	1	0.0%	0
Portchester Local Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Portsmouth City Centre	1.6%	6	1.9%	2	6.4%	2	0.0%	0	0.0%	0	0.0%	0	2.9%	3
Southampton City Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	0	1.1%	1	0.0%	0
Broadcut Retail Park, Broadcut, Fareham (Argos, Dreams, Sainsbury's)	2.2%	8	0.0%	0	0.0%	0	0.0%	0	1.0%	0	6.4%	4	4.1%	4
Gunwharf Quays, Portsmouth (Marks & Spencer, Nike, Pandora)	3.0%	11	1.7%	2	3.1%	1	3.2%	1	2.8%	1	6.9%	4	1.8%	2
Hedge End Retail Park, Charles Watts Way, Hedge End, Southampton (B&Q, Oak Furnitureland, ScS)	0.3%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southampton Road, Park Gate, Southampton (Currys PC World, Home Bargains, Smyths Toys)	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Speedfields Retail Park, Newgate Lane, Fareham (Asda, B&Q, Lidl)	6.8%	25	0.9%	1	1.1%	0	9.8%	4	21.6%	10	11.5%	7	3.0%	3
West Quay Retail Park, Pirelli Street, Southampton (Argos, Furniture Village, Matalan)	0.1%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whiteley Shopping Centre, Whiteley, Fareham (JD Sports, Next, WH Smith)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Internet / catalogue / TV shopping	56.8%	210	65.3%	69	47.7%	11	68.5%	29	39.5%	18	52.7%	33	55.3%	48
Asda, Cranbourne Industrial Estate, Dock Road, Gosport	3.5%	13	4.4%	5	13.6%	3	1.1%	0	9.6%	4	0.0%	0	0.0%	0
Tesco Superstore, Alver Village Square, Grange Road, Gosport	0.8%	3	1.9%	2	0.0%	0	1.0%	0	1.0%	0	0.0%	0	0.0%	0
Morrisons, Walpole Road, Gosport	0.5%	2	0.0%	0	1.0%	0	1.0%	0	2.8%	1	0.0%	0	0.0%	0
Asda, Speedfields Park, Newgate Lane, Fareham	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Exeter City Centre	0.2%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Lidl, Brockhurst Gate, Heritage Way, Gosport	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Tesco Extra, Clement Attlee Way, Portsmouth	0.6%	2	0.0%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2
Tesco Extra, Green Park, Llantrisant, Pontyclun	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Tesco Superstore, Quay Street, Fareham	2.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	10.2%	9
Winchester City Centre (Don't know / varies)	1.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	4	0.0%	0
Weighted base:	369		106		24		43		46		63		88	
Sample:	351		60		52		53		61		56		69	

Gosport Household Survey For Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Q18 Where do you normally do most of your household's shopping for books, stationary, sheet music, and drawing materials?														
<i>Those who said 'Books, etc' at Q16A</i>														
Bridgemary Local Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Chichester City Centre	0.1%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fareham Town Centre	22.0%	100	19.0%	23	6.7%	2	20.6%	13	22.9%	11	18.2%	14	33.2%	36
Gosport Town Centre	8.8%	40	16.4%	20	19.7%	7	3.5%	2	21.5%	11	0.8%	1	0.0%	0
Lee-on-the-Solent District Centre	2.7%	13	0.8%	1	5.3%	2	12.2%	8	1.0%	0	1.7%	1	0.0%	0
Portchester Local Centre	0.6%	3	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Portsmouth City Centre	0.8%	4	0.0%	0	6.0%	2	1.4%	1	0.0%	0	0.0%	0	0.8%	1
Southampton City Centre	0.6%	3	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Southsea Local Centre	1.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	5
Fareham Market	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Broadcut Retail Park, Broadcut, Fareham (Argos, Dreams, Sainsbury's)	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	3
Brockhurst Gate Retail Park, Heritage Way, Gosport (Home Bargains, Jolleys Pet Superstore)	1.1%	5	4.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Collingwood Retail Park, Newgate Lane, Fareham (Homebase, Matalan, Pets at Home)	0.6%	3	0.0%	0	0.0%	0	4.2%	3	0.0%	0	0.0%	0	0.0%	0
Fareham Shopping Centre, Thackeray Mall, Fareham (B&M, Bon Marché, New Look)	1.6%	7	0.8%	1	0.0%	0	1.4%	1	4.4%	2	0.0%	0	3.0%	3
Gunwharf Quays, Portsmouth (Marks & Spencer, Nike, Pandora)	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Southampton Road, Park Gate, Southampton (Currys PC World, Home Bargains, Smyths Toys)	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Speedfields Retail Park, Newgate Lane, Fareham (Asda, B&Q, Lidl)	3.8%	17	2.2%	3	0.8%	0	5.6%	4	7.2%	4	6.6%	5	1.7%	2
West Quay Retail Park, Pirelli Street, Southampton (Argos, Furniture Village, Matalan)	0.2%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Whiteley Shopping Centre, Whiteley, Fareham (JD Sports, Next, WH Smith)	0.3%	1	0.8%	1	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.3%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.8%	1	0.0%	0
Internet / catalogue / TV shopping	44.5%	203	39.6%	48	49.1%	16	35.2%	23	32.7%	16	55.9%	44	50.9%	55
Asda, Cranbourne Industrial Estate, Dock Road, Gosport	3.1%	14	7.3%	9	2.9%	1	5.6%	4	1.8%	1	0.0%	0	0.0%	0
Tesco Superstore, Alver Village Square, Grange Road, Gosport	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Morrisons, Walpole Road, Gosport	0.3%	1	0.8%	1	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Speedfields Park, Newgate Lane, Fareham	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Exeter City Centre	0.2%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Gatwick Airport	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Heathrow Airport	0.6%	3	0.0%	0	0.7%	0	3.7%	2	0.0%	0	0.0%	0	0.0%	0
Sevenoaks Town Centre	0.1%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stubbington Village Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0
Sunderland City Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Tesco Extra, Green Park, Llantrisant, Pontyclun	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Tesco Superstore, Quay Street, Fareham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Winchester City Centre (Don't know / varies)	1.1%	5	0.0%	0	0.0%	0	1.3%	1	0.0%	0	5.1%	4	0.0%	0
Weighted base:	2.8%	13	4.0%	5	4.4%	1	1.4%	1	1.9%	1	2.6%	2	2.3%	3
Sample:	456	120	34	65	50	79	109	445	70	77	77	69	73	79

Gosport Household Survey For Lambert Smith Hampton

Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
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Gosport Household Survey For Lambert Smith Hampton

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Q19 Where do you normally do most of your household's shopping for audio visual, photographic, computer items (such as TVs, cameras, ipads, telephones etc) and small domestic electrical goods (such as irons, kettles, blenders, vaccum cleaners etc)?														
<i>Those who said 'Audio visual items, etc' at Q16A</i>														
Currys PC World, The Junction, Ocean Retail Park, Portsmouth	3.5%	15	9.1%	11	0.9%	0	0.9%	0	2.0%	1	0.0%	0	2.5%	3
John Lewis, WestQuay Southampton	4.2%	18	5.8%	7	10.7%	3	4.3%	2	0.0%	0	2.6%	2	3.3%	3
Fareham Town Centre	6.0%	26	0.0%	0	0.0%	0	2.5%	1	5.5%	3	5.2%	4	17.4%	18
Gosport Town Centre	2.2%	9	6.2%	8	4.7%	1	0.9%	0	0.0%	0	0.0%	0	0.0%	0
Locks Heath Local Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	1.6%	2
Portchester Local Centre	1.0%	4	0.8%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	1.7%	2
Portsmouth City Centre	0.9%	4	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	3
Southampton City Centre	1.6%	7	1.6%	2	2.5%	1	0.9%	0	1.8%	1	1.6%	1	1.7%	2
Southsea Local Centre	0.2%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fareham Market	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Broadcut Retail Park, Broadcut, Fareham (Argos, Dreams, Sainsbury's)	2.0%	9	0.8%	1	0.0%	0	0.0%	0	3.6%	2	4.2%	3	2.7%	3
Brockhurst Gate Retail Park, Heritage Way, Gosport (Home Bargains, Jolleys Pet Superstore)	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Collingwood Retail Park, Newgate Lane, Fareham (Homebase, Matalan, Pets at Home)	0.8%	3	0.0%	0	0.0%	0	0.9%	0	0.0%	0	1.6%	1	1.7%	2
Fareham Shopping Centre, Thackeray Mall, Fareham (B&M, Bon Marché, New Look)	0.4%	2	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Gunwharf Quays, Portsmouth (Marks & Spencer, Nike, Pandora)	1.0%	4	0.0%	0	0.0%	0	5.3%	3	0.0%	0	0.9%	1	0.9%	1
Hedge End Retail Park, Charles Watts Way, Hedge End, Southampton (B&Q, Oak Furnitureland, ScS)	2.2%	10	1.6%	2	12.4%	4	0.9%	0	0.0%	0	3.2%	3	0.9%	1
Southampton Road, Park Gate, Southampton (Currys PC World, Home Bargains, Smyths Toys)	29.8%	129	23.0%	28	36.0%	11	23.0%	12	45.9%	22	48.6%	38	17.7%	18
Speedfields Retail Park, Newgate Lane, Fareham (Asda, B&Q, Lidl)	1.7%	7	0.0%	0	0.0%	0	2.6%	1	9.1%	4	0.9%	1	0.9%	1
The Junction / Ocean Retail Park, Burrfields Road, Portsmouth (Currys PC World, Marks & Spencer, TK Maxx)	1.7%	8	0.0%	0	0.0%	0	1.7%	1	1.0%	0	0.0%	0	5.9%	6
West Quay Retail Park, Pirelli Street, Southampton (Argos, Furniture Village, Matalan)	1.3%	6	0.0%	0	0.8%	0	0.0%	0	0.0%	0	7.1%	5	0.0%	0
Whiteley Shopping Centre, Whiteley, Fareham (JD Sports, Next, WH Smith)	0.5%	2	0.8%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Abroad	0.5%	2	0.0%	0	0.0%	0	1.6%	1	1.0%	0	0.9%	1	0.0%	0
Internet / catalogue / TV shopping	29.2%	126	37.9%	46	19.0%	6	44.2%	23	20.8%	10	17.9%	14	26.7%	28
Asda, Cranbourne Industrial Estate, Dock Road, Gosport	0.9%	4	1.4%	2	2.4%	1	0.0%	0	2.7%	1	0.0%	0	0.0%	0
Aldi, West Street, Fareham	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2
Central London	0.1%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Regents Park Road, Southampton	0.5%	2	0.0%	0	5.0%	2	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Currys PC World, Two Rivers, Mustard Mill Road, Staines-upon-Thames	0.2%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Brockhurst Gate,	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0

Column %ges.

Gosport Household Survey For Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Heritage Way, Gosport							
Portfield Retail Park, Chichester	0.4% 2	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	1.6% 2
Tesco Extra, Clement Attlee Way, Portsmouth	0.6% 2	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	2.4% 2
(Don't know / varies)	5.3% 23	7.8% 9	4.0% 1	8.8% 5	4.6% 2	0.0% 0	5.4% 6
Weighted base:	433	121	31	51	48	77	104
Sample:	418	72	72	64	69	72	69

Gosport Household Survey For Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Q20 Where do you normally do most of your household's shopping for games & toys; pets and pet products; hobby items; sport clothing / footwear and equipment; camping goods; bicycles; and musical instruments?														
<i>Those who said 'Games & toys, etc' at Q16A</i>														
Halfords, Creek Road, Gosport	0.4%	1	1.0%	1	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
John Lewis, WestQuay Southampton	0.3%	1	0.0%	0	1.9%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Pets at Home, Collingwood Retail Park, Southampton	1.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	5	1.2%	1
Sports Direct, Solent Retail Park, Havant Portsmouth	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
The Range, Gunners Way, Gosport	0.6%	2	1.0%	1	1.9%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Chichester City Centre	0.1%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fareham Town Centre	13.5%	48	7.2%	7	6.2%	2	12.6%	7	2.0%	1	16.4%	10	28.0%	22
Gosport Town Centre	6.6%	24	13.1%	13	1.0%	0	15.2%	8	5.9%	3	0.0%	0	0.0%	0
Locks Heath Local Centre	0.5%	2	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portsmouth City Centre	1.1%	4	0.0%	0	0.0%	0	0.9%	0	1.9%	1	0.0%	0	3.5%	3
Southampton City Centre	0.6%	2	2.1%	2	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fareham Market	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Broadcut Retail Park, Broadcut, Fareham (Argos, Dreams, Sainsbury's)	2.2%	8	0.0%	0	0.0%	0	4.5%	2	3.0%	1	1.1%	1	4.3%	3
Collingwood Retail Park, Newgate Lane, Fareham (Homebase, Matalan, Pets at Home)	3.0%	11	6.3%	6	0.0%	0	0.0%	0	1.0%	0	5.4%	3	1.2%	1
Fareham Shopping Centre, Thackeray Mall, Fareham (B&M, Bon Marché, New Look)	0.6%	2	1.0%	1	0.0%	0	0.0%	0	1.1%	0	1.2%	1	0.0%	0
Gunwharf Quays, Portsmouth (Marks & Spencer, Nike, Pandora)	0.1%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hedge End Retail Park, Charles Watts Way, Hedge End, Southampton (B&Q, Oak Furnitureland, ScS)	0.1%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southampton Road, Park Gate, Southampton (Currys PC World, Home Bargains, Smyths Toys)	14.5%	52	11.4%	11	8.8%	2	16.2%	9	26.1%	12	20.3%	12	7.8%	6
Speedfields Retail Park, Newgate Lane, Fareham (Asda, B&Q, Lidl)	3.5%	13	3.9%	4	2.1%	1	3.3%	2	7.8%	4	2.2%	1	2.3%	2
West Quay Retail Park, Pirelli Street, Southampton (Argos, Furniture Village, Matalan)	0.4%	1	0.0%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Whiteley Shopping Centre, Whiteley, Fareham (JD Sports, Next, WH Smith)	2.5%	9	0.0%	0	8.2%	2	1.8%	1	1.1%	0	3.5%	2	4.3%	3
Internet / catalogue / TV shopping	36.0%	130	35.6%	34	41.4%	10	42.4%	23	29.8%	13	34.3%	20	35.5%	28
Asda, Cranbourne Industrial Estate, Dock Road, Gosport	0.3%	1	0.0%	0	2.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0
Tesco Superstore, Alver Village Square, Grange Road, Gosport	0.3%	1	0.0%	0	1.9%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Walpole Road, Gosport	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Exeter City Centre	0.2%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Lidl, Brockhurst Gate, Heritage Way, Gosport	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Lidl, Forton Road, Gosport	0.3%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Port Solent Local Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Reading Town Centre	0.3%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stubbington Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Tesco Extra, Clement Attlee Way, Portsmouth	0.4%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	1.1%	1
Tesco Extra, Green Park,	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0

Gosport Household Survey For Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Llantrisant, Pontyclun							
Tesco Superstore, Quay Street, Fareham	0.1% 0	0.0% 0	0.0% 0	0.0% 0	1.0% 0	0.0% 0	0.0% 0
Winchester City Centre (Don't know / varies)	0.1% 0	0.0% 0	1.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
	8.3% 30	13.6% 13	16.6% 4	0.8% 0	11.2% 5	3.3% 2	6.5% 5
Weighted base:	359	96	25	54	45	60	80
Sample:	329	53	45	55	67	52	57

Gosport Household Survey For Lambert Smith Hampton

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Q21 Where do you normally do most of your household's shopping on medical and pharmaceutical goods, toiletries, cosmetics, personal care products, therapeutic appliances (e.g. spectacles, hearing aids, wheelchairs, contact lenses, etc)?														
<i>Those who said 'Personal care goods, etc' at Q16A</i>														
Debenhams, Fareham Shopping Centre, Fareham	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, WestQuay Southampton	0.2%	1	0.7%	1	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Hedge End Retail Park, Southampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Bridgemary Local Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	3.6%	2	0.0%	0	0.0%	0
Fareham Town Centre	23.9%	124	10.3%	15	12.8%	4	15.8%	11	19.4%	12	39.7%	36	39.4%	46
Forton Road, Gosport	0.1%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Gosport Town Centre	24.1%	125	55.8%	84	66.9%	23	12.1%	8	16.9%	10	0.0%	0	0.0%	0
Lee-on-the-Solent District Centre	3.9%	20	0.0%	0	0.0%	0	30.1%	20	0.0%	0	0.0%	0	0.0%	0
Portchester Local Centre	1.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.4%	10
Portsmouth City Centre	1.8%	9	3.8%	6	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0
Rowner Local Centre	0.3%	1	0.0%	0	0.0%	0	1.4%	1	0.8%	0	0.0%	0	0.0%	0
Southampton City Centre	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	5
Stoke Road, Gosport	0.8%	4	1.9%	3	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broadcut Retail Park, Broadcut, Fareham (Argos, Dreams, Sainsbury's)	2.9%	15	0.7%	1	0.0%	0	1.4%	1	0.0%	0	2.2%	2	9.5%	11
Brockhurst Gate Retail Park, Heritage Way, Gosport (Home Bargains, Jolleys Pet Superstore)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Collingwood Retail Park, Newgate Lane, Fareham (Homebase, Matalan, Pets at Home)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Fareham Shopping Centre, Thackeray Mall, Fareham (B&M, Bon Marché, New Look)	1.4%	8	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.7%	1	5.5%	6
Gunwharf Quays, Portsmouth (Marks & Spencer, Nike, Pandora)	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	4	0.7%	1
Southampton Road, Park Gate, Southampton (Currys PC World, Home Bargains, Smyths Toys)	0.2%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Speedfields Retail Park, Newgate Lane, Fareham (Asda, B&Q, Lidl)	4.4%	23	2.4%	4	0.0%	0	8.9%	6	11.0%	7	5.1%	5	1.5%	2
The Junction / Ocean Retail Park, Burrfields Road, Portsmouth (Currys PC World, Marks & Spencer, TK Maxx)	0.3%	1	0.0%	0	0.7%	0	0.0%	0	0.7%	0	0.7%	1	0.0%	0
Whiteley Shopping Centre, Whiteley, Fareham (JD Sports, Next, WH Smith)	1.5%	8	0.0%	0	0.8%	0	1.4%	1	1.4%	1	5.2%	5	0.8%	1
Abroad	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Internet / catalogue / TV shopping	7.7%	40	3.8%	6	6.8%	2	8.6%	6	11.2%	7	7.7%	7	10.8%	13
Asda, Cranbourne Industrial Estate, Dock Road, Gosport	3.9%	20	5.7%	9	6.4%	2	4.1%	3	8.9%	5	1.5%	1	0.0%	0
Tesco Superstore, Alver Village Square, Grange Road, Gosport	4.2%	22	6.7%	10	0.0%	0	6.8%	5	10.6%	6	0.7%	1	0.0%	0
Morrisons, Walpole Road, Gosport	0.5%	2	0.6%	1	0.7%	0	0.7%	0	1.4%	1	0.0%	0	0.0%	0
Asda, Speedfields Park, Newgate Lane, Fareham	0.1%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Brockhurst Gate, Heritage Way, Gosport	0.3%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0
Lidl, Forton Road, Gosport	0.6%	3	0.6%	1	0.0%	0	3.6%	2	0.0%	0	0.0%	0	0.0%	0
Stubbington Village Centre	3.4%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.3%	18	0.0%	0
Tesco Extra, Clement Attlee	1.9%	10	3.4%	5	0.0%	0	0.0%	0	0.7%	0	0.0%	0	3.6%	4

Column %ges.

Gosport Household Survey For Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Way, Portsmouth							
Tesco Superstore, Quay Street, Fareham	2.4% 13	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.7% 1	10.4% 12
Titchfield Village Centre	0.1% 1	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.8% 1	0.0% 0
Waitrose, Stoke Road, Gosport	0.1% 1	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.7% 1	0.0% 0
(Don't know / varies)	4.2% 22	3.1% 5	0.0% 0	2.0% 1	8.2% 5	5.8% 5	4.7% 6
Weighted base:	519	150	34	67	60	91	116
Sample:	502	87	81	81	88	83	82

Gosport Household Survey For Lambert Smith Hampton

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Q22 Where do you normally do most of your household's shopping for furniture, carpets, other floor coverings and household textiles (includes beds, sofas, tables, etc)?														
<i>Those who said 'Furniture, etc' at Q16A</i>														
Carpetright, The Junction, Ocean Retail Park, Portsmouth	0.3%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DFS, Hedge End Retail Park, Southampton	4.0%	15	6.4%	7	0.0%	0	6.3%	3	2.1%	1	5.7%	4	0.0%	0
IKEA, Mountbatten Retail Park, Southampton	3.5%	13	4.3%	5	1.8%	0	0.0%	0	3.3%	1	6.5%	5	2.2%	2
John Lewis, WestQuay Southampton	2.4%	9	0.9%	1	10.8%	3	2.1%	1	0.0%	0	4.5%	3	1.1%	1
Marks & Spencer, Hedge End Retail Park, Southampton	1.8%	7	4.6%	5	1.8%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Next, Cascades Shopping Centre, Portsmouth	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
SCS / Oak Furnitureland / Fabb Sofas, Hedge End Retail Park, Southampton	1.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	5.7%	5
The Range, Gunners Way, Gosport	0.5%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	0	1.6%	1	0.0%	0
Elson Local Centre	0.6%	2	0.9%	1	1.8%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Fareham Town Centre	4.2%	16	5.2%	6	0.0%	0	1.9%	1	2.1%	1	5.3%	4	5.5%	4
Gosport Town Centre	8.0%	30	14.6%	16	24.7%	6	5.1%	2	8.7%	4	1.8%	1	1.0%	1
Havant Town Centre	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	3
Lee-on-the-Solent District Centre	1.0%	4	0.0%	0	0.0%	0	8.2%	4	0.0%	0	0.0%	0	0.0%	0
Locks Heath Local Centre	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	1.1%	1
Portchester Local Centre	1.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	4
Portsmouth City Centre	1.9%	7	0.0%	0	0.0%	0	2.0%	1	0.0%	0	2.5%	2	5.3%	4
Southampton City Centre	1.3%	5	0.9%	1	1.1%	0	3.1%	1	3.2%	1	0.0%	0	1.0%	1
Waterlooville Town Centre	0.7%	3	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	3
Gosport Market	0.1%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brockhurst Gate Retail Park, Heritage Way, Gosport (Home Bargains, Jolleys Pet Superstore)	0.1%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Collingwood Retail Park, Newgate Lane, Fareham (Homebase, Matalan, Pets at Home)	5.0%	19	11.8%	13	1.0%	0	2.9%	1	4.2%	2	1.6%	1	2.0%	2
Fareham Shopping Centre, Thackeray Mall, Fareham (B&M, Bon Marché, New Look)	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	3	0.0%	0
Hedge End Retail Park, Charles Watts Way, Hedge End, Southampton (B&Q, Oak Furnitureland, ScS)	16.3%	62	13.2%	14	14.7%	4	17.2%	8	12.2%	5	15.5%	12	23.4%	19
Southampton Road, Park Gate, Southampton (Currys PC World, Home Bargains, Smyths Toys)	7.0%	27	4.6%	5	2.9%	1	5.0%	2	11.1%	5	12.6%	10	5.3%	4
Speedfields Retail Park, Newgate Lane, Fareham (Asda, B&Q, Lidl)	0.9%	3	0.0%	0	0.0%	0	0.0%	0	1.1%	0	1.8%	1	2.0%	2
The Junction / Ocean Retail Park, Burrfields Road, Portsmouth (Currys PC World, Marks & Spencer, TK Maxx)	1.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.4%	7
West Quay Retail Park, Pirelli Street, Southampton (Argos, Furniture Village, Matalan)	0.5%	2	0.0%	0	1.0%	0	2.8%	1	1.2%	0	0.0%	0	0.0%	0
Whiteley Shopping Centre, Whiteley, Fareham (JD Sports, Next, WH Smith)	2.9%	11	4.6%	5	1.0%	0	1.1%	0	0.0%	0	0.9%	1	5.7%	5
Abroad	0.1%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / catalogue / TV shopping	13.7%	52	11.5%	13	14.8%	4	19.1%	9	17.9%	7	15.2%	12	9.8%	8
Carpet Fayre, Anns Hill	2.5%	9	0.8%	1	6.3%	2	3.8%	2	10.7%	4	0.9%	1	0.0%	0

Column % ges.

Gosport Household Survey For Lambert Smith Hampton

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Q23 Where do you normally do most of your household's shopping for DIY goods, decorating supplies and garden products?														
<i>Those who said 'DIY goods, etc' at Q16A</i>														
B&Q, Pompey Centre, Portsmouth	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Homebase, Collingwood Retail Park, Southampton	0.6%	3	0.0%	0	0.9%	0	1.5%	1	1.8%	1	0.9%	1	0.0%	0
Marks & Spencer, Hedge End Retail Park, Southampton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Snow and Rock, Port Solent, Portsmouth	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
The Range, Gunners Way, Gosport	4.4%	20	8.2%	11	3.9%	1	7.0%	4	7.2%	4	0.0%	0	0.0%	0
Alverstoke Local Centre	0.1%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fareham Town Centre	8.5%	38	7.8%	10	0.9%	0	10.5%	6	3.8%	2	4.1%	3	16.2%	16
Gosport Town Centre	3.2%	14	9.3%	12	2.8%	1	0.0%	0	0.9%	0	0.8%	1	0.0%	0
Lee-on-the-Solent District Centre	0.6%	3	0.0%	0	0.0%	0	5.0%	3	0.0%	0	0.0%	0	0.0%	0
Locks Heath Local Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Portchester Local Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2
Gosport Market	0.1%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Broadcut Retail Park, Broadcut, Fareham (Argos, Dreams, Sainsbury's)	1.3%	6	3.8%	5	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Brockhurst Gate Retail Park, Heritage Way, Gosport (Home Bargains, Jolleys Pet Superstore)	0.8%	3	0.0%	0	2.8%	1	0.0%	0	5.2%	3	0.0%	0	0.0%	0
Collingwood Retail Park, Newgate Lane, Fareham (Homebase, Matalan, Pets at Home)	22.8%	102	28.8%	38	32.7%	9	25.8%	15	28.7%	15	20.2%	16	9.4%	9
Fareham Shopping Centre, Thackeray Mall, Fareham (B&M, Bon Marché, New Look)	0.3%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0
Hedge End Retail Park, Charles Watts Way, Hedge End, Southampton (B&Q, Oak Furnitureland, ScS)	6.3%	28	1.4%	2	9.5%	3	2.3%	1	2.6%	1	13.8%	11	10.0%	10
Pompey Centre, Fratton Way, Portsmouth (B&Q, Bensons for Beds, Topps Tiles)	1.5%	7	3.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2
Southampton Road, Park Gate, Southampton (Currys PC World, Home Bargains, Smyths Toys)	14.1%	63	13.9%	18	17.8%	5	6.2%	4	6.1%	3	25.2%	20	13.0%	13
Speedfields Retail Park, Newgate Lane, Fareham (Asda, B&Q, Lidl)	19.1%	85	11.7%	15	13.8%	4	21.5%	12	24.6%	13	15.6%	12	29.2%	29
Whiteley Shopping Centre, Whiteley, Fareham (JD Sports, Next, WH Smith)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Internet / catalogue / TV shopping	5.1%	23	5.0%	7	4.5%	1	10.3%	6	1.8%	1	9.3%	7	0.9%	1
Asda, Cranbourne Industrial Estate, Dock Road, Gosport	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Charles Watts Way, Hedge End, Southampton	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Purbrook Way, Havant	1.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	5
Bedhampton Local Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2
Brewers Decorator Centres, Fielder Drive, Newgate Lane, Fareham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Fareham Trade Park, Lederle Lane, Gosport	0.4%	2	0.0%	0	5.7%	2	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Fort Fareham Industrial Estate, Fareham	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Admirals Park,	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1

Column % ges.

Gosport Household Survey For Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Williams Road, Portsmouth							
Stubbington Village Centre	0.7%	3	0.0%	0	0.0%	0	0.0%
Tesco Superstore, Quay Street, Fareham	1.0%	5	0.0%	0	0.0%	0	0.0%
Titchfield Village Centre	0.2%	1	0.0%	0	0.9%	0	0.0%
Toolstation, Matrix Park, Talbot Road, Fareham (Don't know / varies)	0.3%	1	0.0%	0	0.0%	0	0.0%
	4.7%	21	4.2%	6	2.8%	1	8.9%
Weighted base:	446	133	27	57	51	80	100
Sample:	423	73	65	67	68	79	71

Gosport Household Survey For Lambert Smith Hampton

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Q24 Where do you normally do most of your household's shopping for large domestic electrical appliances, such as fridges, freezers, ovens, washing machines, dishwashers, etc)?														
<i>Those who said 'Large domestic electrical appliances, etc' at Q16A</i>														
Currys PC World, The Junction, Ocean Retail Park, Portsmouth	2.6%	11	4.9%	6	0.0%	0	0.9%	0	1.8%	1	1.0%	1	2.9%	3
Homebase, Burrfields Retail Park, Portsmouth (NOW CLOSED)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
John Lewis, WestQuay Southampton	2.4%	10	0.7%	1	7.9%	2	2.7%	1	0.0%	0	3.7%	3	3.1%	3
Fareham Town Centre Forton Road, Gosport	3.0%	13	0.8%	1	0.9%	0	1.8%	1	0.9%	0	3.6%	3	8.3%	7
Gosport Town Centre	0.1%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0
Lee-on-the-Solent District Centre	5.1%	21	10.0%	12	7.7%	2	1.9%	1	9.3%	5	0.0%	0	1.0%	1
Locks Heath Local Centre	0.1%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0
Portsmouth City Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Southampton City Centre	0.2%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Stoke Road, Gosport	1.3%	5	0.7%	1	0.9%	0	0.0%	0	0.9%	0	2.7%	2	2.0%	2
Broadcut Retail Park, Broadcut, Fareham (Argos, Dreams, Sainsbury's)	1.4%	6	2.3%	3	7.1%	2	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Collingwood Retail Park, Newgate Lane, Fareham (Homebase, Matalan, Pets at Home)	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	3
Hedge End Retail Park, Charles Watts Way, Hedge End, Southampton (B&Q, Oak Furnitureland, ScS)	1.2%	5	1.6%	2	1.6%	0	2.0%	1	0.0%	0	0.0%	0	1.8%	2
Southampton Road, Park Gate, Southampton (Currys PC World, Home Bargains, Smyths Toys)	3.8%	16	4.9%	6	2.7%	1	0.9%	0	1.7%	1	0.9%	1	7.8%	7
Speedfields Retail Park, Newgate Lane, Fareham (Asda, B&Q, Lidl)	29.0%	119	19.0%	23	38.4%	11	26.6%	12	41.7%	22	53.0%	39	13.5%	12
The Junction / Ocean Retail Park, Burrfields Road, Portsmouth (Currys PC World, Marks & Spencer, TK Maxx)	1.2%	5	0.8%	1	0.9%	0	0.0%	0	0.0%	0	2.6%	2	2.0%	2
West Quay Retail Park, Pirelli Street, Southampton (Argos, Furniture Village, Matalan)	1.7%	7	0.0%	0	0.0%	0	0.9%	0	1.0%	0	0.0%	0	6.9%	6
Whiteley Shopping Centre, Whiteley, Fareham (JD Sports, Next, WH Smith)	0.1%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.8%	3	0.0%	0	0.0%	0	5.8%	3	0.0%	0	0.9%	1	0.0%	0
Internet / catalogue / TV shopping	0.2%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Asda, Cranbourne Industrial Estate, Dock Road, Gosport	38.0%	156	48.8%	60	21.5%	6	43.6%	20	34.3%	18	20.6%	15	41.7%	37
Bishop's Waltham Town Centre	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Regents Park Road, Southampton	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2
Kingston-upon-Thames Town Centre	0.4%	2	0.0%	0	5.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Magnet Kitchens, Gosport Road, Fareham	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ocean Retail Park, Burrfields Road, Portsmouth	0.3%	1	0.0%	0	1.6%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Solent Industrial Estate, Shamblehurst Lane South, Southampton	0.2%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Stubbington Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Wickham Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
(Don't know / varies)	4.3%	18	3.8%	5	1.6%	0	3.7%	2	6.0%	3	9.2%	7	1.0%	1

Column %ges.

by Zone
Weighted:

Gosport Household Survey For Lambert Smith Hampton

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May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Weighted base:	412	123	29	47	52	73	88
Sample:	395	65	65	61	73	67	64

Gosport Household Survey For Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Q25 Where do you normally do most of your household's shopping on all other goods including jewellery, watches, glassware, china, tableware, household utensils and other personal items (e.g. travel goods, suitcases, prams, sunglasses)?														
<i>Those who said 'All other goods, etc' at Q16A</i>														
IKEA, Mountbatten Retail Park, Southampton	3.0%	10	6.6%	6	5.5%	1	1.2%	0	1.5%	0	1.1%	1	1.2%	1
John Lewis, WestQuay Southampton	1.8%	6	0.0%	0	8.1%	2	2.4%	1	0.0%	0	1.1%	1	3.3%	3
Marks & Spencer, Hedge End Retail Park, Southampton	0.5%	2	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	1.1%	1
The Range, Gunners Way, Gosport	0.2%	1	0.0%	0	1.1%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0
Bournemouth Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Chichester City Centre	1.1%	4	0.0%	0	1.1%	0	1.1%	0	1.5%	0	0.0%	0	3.3%	3
Fareham Town Centre	19.1%	62	9.6%	9	2.1%	0	17.3%	7	18.2%	5	23.6%	15	32.9%	25
Gosport Town Centre	5.9%	19	14.8%	14	8.9%	2	0.0%	0	11.9%	4	0.0%	0	0.0%	0
Lee-on-the-Solent District Centre	2.7%	9	5.5%	5	0.0%	0	9.3%	4	0.0%	0	0.0%	0	0.0%	0
Portsmouth City Centre	3.9%	12	2.2%	2	1.1%	0	0.0%	0	6.0%	2	7.9%	5	4.4%	3
Southampton City Centre	2.1%	7	2.0%	2	2.2%	0	0.0%	0	4.5%	1	2.1%	1	2.4%	2
Southsea Local Centre	1.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	5
Broadcut Retail Park, Broadcut, Fareham (Argos, Dreams, Sainsbury's)	0.8%	3	0.0%	0	8.1%	2	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Fareham Shopping Centre, Thackeray Mall, Fareham (B&M, Bon Marché, New Look)	0.9%	3	0.0%	0	1.2%	0	1.2%	0	7.7%	2	0.0%	0	0.0%	0
Gunwharf Quays, Portsmouth (Marks & Spencer, Nike, Pandora)	1.7%	6	0.0%	0	1.1%	0	7.5%	3	0.0%	0	1.0%	1	2.3%	2
Hedge End Retail Park, Charles Watts Way, Hedge End, Southampton (B&Q, Oak Furnitureland, ScS)	1.5%	5	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	5
Southampton Road, Park Gate, Southampton (Currys PC World, Home Bargains, Smyths Toys)	1.3%	4	0.0%	0	1.1%	0	1.1%	0	0.0%	0	5.6%	4	0.0%	0
Speedfields Retail Park, Newgate Lane, Fareham (Asda, B&Q, Lidl)	1.7%	6	0.0%	0	0.0%	0	0.0%	0	2.9%	1	4.9%	3	2.1%	2
West Quay Retail Park, Pirelli Street, Southampton (Argos, Furniture Village, Matalan)	0.9%	3	2.2%	2	1.1%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Whiteley Shopping Centre, Whiteley, Fareham (JD Sports, Next, WH Smith)	5.0%	16	1.1%	1	3.3%	1	10.9%	4	6.1%	2	13.1%	8	0.0%	0
Abroad	3.0%	10	2.2%	2	0.0%	0	4.5%	2	5.7%	2	6.7%	4	0.0%	0
Internet / catalogue / TV shopping	23.8%	77	38.9%	36	26.4%	6	22.7%	9	22.0%	7	15.3%	10	13.4%	10
Asda, Cranbourne Industrial Estate, Dock Road, Gosport	0.7%	2	1.1%	1	1.1%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0
Morrisons, Walpole Road, Gosport	0.1%	0	0.0%	0	2.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Larchwood Avenue, Havant	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Brighton City Centre	0.1%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0
Central London	1.9%	6	0.0%	0	6.9%	2	0.0%	0	0.0%	0	0.0%	0	6.1%	5
Exeter City Centre	0.3%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Guildford Town Centre	0.1%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0
Stubbington Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Tesco Extra, Clement Attlee Way, Portsmouth	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2
Titchfield Village Centre	2.2%	7	5.5%	5	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0
Winchester City Centre (Don't know / varies)	0.7%	2	0.0%	0	6.1%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Weighted base:	323		92		22		39		30		64		77	
Sample:	281		49		41		42		48		53		48	

Gosport Household Survey For Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Q26 Do you use Gosport Town Centre for most of your shopping and town centre uses?														
Yes	22.8%	137	40.2%	66	37.4%	16	26.4%	21	23.9%	17	12.6%	13	3.2%	4
No	77.2%	463	59.8%	98	62.6%	26	73.6%	59	76.1%	53	87.4%	91	96.8%	136
Weighted base:	600		164		42		80		70		104		141	
Sample:	600		100		100		100		100		100		100	

MeanScore: visits per week

Q27 How often do you or your household visit Gosport Town Centre for most of your shopping and other town centre uses?

Those who use Gosport Town Centre for most of their shopping and town centre uses at Q26

Daily	3.7%	5	7.3%	5	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
4-6 days a week	4.6%	6	8.4%	6	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
2-3 days a week	20.9%	29	26.2%	17	44.3%	7	8.3%	2	15.8%	3	0.0%	0	0.0%	0
One day a week	28.9%	40	26.5%	17	30.0%	5	33.4%	7	48.1%	8	5.0%	1	39.7%	2
Every two weeks	17.1%	23	17.4%	11	14.5%	2	12.5%	3	5.7%	1	46.3%	6	0.0%	0
Monthly	20.4%	28	14.3%	9	4.9%	1	41.7%	9	25.3%	4	29.1%	4	20.6%	1
Once every two months	0.9%	1	0.0%	0	0.0%	0	2.1%	0	5.2%	1	0.0%	0	0.0%	0
Three-four times a year	2.3%	3	0.0%	0	0.0%	0	2.1%	0	0.0%	0	14.5%	2	19.0%	1
Twice a year	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0
Once a year	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less often	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.6%	1
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		<i>1.45</i>		<i>1.98</i>		<i>1.84</i>		<i>0.73</i>		<i>0.98</i>		<i>0.38</i>		<i>0.48</i>
Weighted base:		137		66		16		21		17		13		4
Sample:		164		49		49		25		24		12		5

Gosport Household Survey For Lambert Smith Hampton

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Q28 What do you like about Gosport Town Centre? [MR]														
<i>Those who use Gosport Town Centre for most of their shopping and town centre uses at Q26</i>														
Affordable shops	0.7%	1	0.0%	0	3.2%	0	2.1%	0	0.0%	0	0.0%	0	0.0%	0
Attractive environment / nice place	7.7%	11	10.0%	7	3.2%	0	12.3%	3	5.4%	1	0.0%	0	0.0%	0
Close to friends or relatives	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to home	31.9%	44	39.8%	26	52.3%	8	12.5%	3	34.0%	6	0.0%	0	20.6%	1
Close to work	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Compact	4.4%	6	4.4%	3	11.3%	2	6.0%	1	0.0%	0	0.0%	0	0.0%	0
Easy to get to by bike	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by bus	0.9%	1	1.4%	1	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by car	2.3%	3	4.0%	3	4.0%	0	0.0%	0	2.7%	0	0.0%	0	0.0%	0
Easy to park	3.0%	4	1.5%	1	0.0%	0	10.2%	2	5.7%	1	0.0%	0	0.0%	0
Good facilities in general	0.9%	1	1.4%	1	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good food stores	1.4%	2	1.5%	1	1.6%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0
Good pubs, cafés or restaurants	3.0%	4	4.2%	3	1.6%	0	2.1%	0	0.0%	0	5.0%	1	0.0%	0
Good range of 'high street' retailers / multiples	1.7%	2	0.0%	0	1.6%	0	2.1%	0	0.0%	0	5.5%	1	20.6%	1
Good range of independent shops	3.6%	5	2.9%	2	3.2%	0	0.0%	0	5.2%	1	5.5%	1	20.6%	1
Good range of non-food shops	1.7%	2	0.0%	0	6.2%	1	2.1%	0	5.2%	1	0.0%	0	0.0%	0
High quality shops	0.3%	0	0.0%	0	0.0%	0	2.1%	0	0.0%	0	0.0%	0	0.0%	0
Makes a change from other places	0.7%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quiet / not too busy	2.0%	3	0.0%	0	3.2%	0	0.0%	0	5.4%	1	10.0%	1	0.0%	0
Safe and secure	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The street market	1.1%	1	1.5%	1	0.0%	0	2.1%	0	0.0%	0	0.0%	0	0.0%	0
Traditional	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
Discovery Centre	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0
Falkland / Ferry Gardens	3.0%	4	1.5%	1	0.0%	0	12.8%	3	2.7%	0	0.0%	0	0.0%	0
Familiarity	2.4%	3	0.0%	0	1.6%	0	4.0%	1	13.1%	2	0.0%	0	0.0%	0
Friendly / pleasant atmosphere	0.2%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good charity shops	2.0%	3	0.0%	0	0.0%	0	12.8%	3	0.0%	0	0.0%	0	0.0%	0
Good financial services (banks, building societies etc.)	2.0%	3	0.0%	0	0.0%	0	12.8%	3	0.0%	0	0.0%	0	0.0%	0
Good for window shopping / browsing	4.3%	6	8.6%	6	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good layout / easy to get around	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.6%	1
Good library	0.9%	1	1.5%	1	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Has everything I need	0.2%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Has ferry port	1.8%	2	0.0%	0	0.0%	0	11.4%	2	0.0%	0	0.0%	0	0.0%	0
No / little traffic	1.8%	2	2.9%	2	0.0%	0	0.0%	0	3.0%	0	0.0%	0	0.0%	0
Pedestrianised	2.7%	4	1.5%	1	3.2%	0	6.0%	1	5.2%	1	0.0%	0	0.0%	0
Plenty of public seating	0.7%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spacious	0.4%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	0	0.0%	0	0.0%	0
Waterfront Regeneration Area	3.6%	5	0.0%	0	0.0%	0	2.3%	0	2.7%	0	30.8%	4	0.0%	0
(Don't know)	3.1%	4	4.0%	3	0.0%	0	2.1%	0	3.0%	0	5.0%	1	0.0%	0
(Nothing / very little)	25.6%	35	23.0%	15	30.4%	5	15.6%	3	30.3%	5	38.6%	5	38.1%	2
Weighted base:		137		66		16		21		17		13		4
Sample:		164		49		49		25		24		12		5

Gosport Household Survey For Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		
Q29 What could be improved about Gosport Town Centre that would make you visit it more often? [MR]														
Better access by road	3.9%	23	0.0%	0	1.1%	0	1.6%	1	0.0%	0	1.9%	2	14.0%	20
Better public transport	0.8%	5	0.6%	1	0.0%	0	0.6%	0	0.7%	0	1.3%	1	1.1%	2
Better signposting	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Cleaner streets	1.8%	11	0.0%	0	4.8%	2	4.5%	4	0.0%	0	3.7%	4	1.1%	2
Facilities which would assist you if shopping with children	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free car parking	2.4%	15	3.0%	5	6.6%	3	2.6%	2	2.6%	2	2.0%	2	0.7%	1
More / better comparison retailers (i.e. non-food shops)	7.5%	45	11.0%	18	7.4%	3	9.1%	7	11.5%	8	7.3%	8	0.7%	1
More / better entertainment	0.5%	3	0.6%	1	0.6%	0	0.6%	0	0.0%	0	1.3%	1	0.0%	0
More / better food shops	2.1%	13	0.6%	1	0.0%	0	5.2%	4	2.5%	2	4.9%	5	0.7%	1
More / better parking	3.9%	23	3.1%	5	0.6%	0	2.1%	2	1.9%	1	1.9%	2	9.3%	13
More / better pedestrianised streets	0.4%	3	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2
More / better places for eating out (e.g. cafes and restaurants)	1.8%	11	2.7%	4	0.6%	0	1.1%	1	4.7%	3	0.7%	1	0.7%	1
More / better public conveniences	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
More / better seats / flower displays	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better services	0.6%	4	1.6%	3	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
More / better town centre events	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better value or affordable shops	1.8%	11	3.4%	6	0.0%	0	1.0%	1	2.0%	1	1.9%	2	0.7%	1
More activities for children	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More activities for teenagers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More advertising	0.3%	2	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent / specialist shops	32.3%	194	41.7%	68	56.9%	24	36.9%	30	41.7%	29	28.7%	30	9.2%	13
More national multiple shops / High Street shops	44.1%	264	62.5%	102	65.9%	28	46.9%	38	52.8%	37	33.6%	35	17.8%	25
Protection from the weather (e.g. covered shopping mall)	1.6%	9	1.1%	2	0.6%	0	0.0%	0	3.8%	3	0.0%	0	3.3%	5
Shops / services open on Sundays	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Street markets - better range and quality of offer	3.1%	18	4.1%	7	3.6%	2	1.6%	1	5.2%	4	4.2%	4	0.7%	1
Street markets - physical improvements	2.0%	12	2.8%	5	0.0%	0	1.6%	1	2.0%	1	4.8%	5	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
A petrol station at Asda	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better atmosphere / less anti-social behaviour	2.5%	15	3.4%	6	0.0%	0	2.2%	2	1.2%	1	0.6%	1	4.5%	6
Better disabled access	0.2%	1	0.0%	0	0.6%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Better layout	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Better quality shops of all types	1.0%	6	0.0%	0	4.1%	2	2.8%	2	3.2%	2	0.0%	0	0.0%	0
Cheaper parking	1.7%	10	1.7%	3	5.5%	2	0.0%	0	2.5%	2	1.3%	1	1.3%	2
Fewer cafés / coffee shops	1.4%	8	0.6%	1	0.6%	0	0.0%	0	5.1%	4	3.5%	4	0.0%	0
Fewer charity shops	6.5%	39	7.6%	13	6.7%	3	6.4%	5	16.0%	11	7.3%	8	0.0%	0
Fewer cheap shops	0.1%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer empty shops	3.4%	20	1.7%	3	1.8%	1	10.1%	8	3.8%	3	4.7%	5	0.6%	1
Fewer estate agents	0.2%	1	0.0%	0	1.1%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Fewer pedestrianised areas	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Improve the appearance / make it more attractive	6.0%	36	3.3%	5	9.2%	4	9.7%	8	7.1%	5	7.2%	8	4.6%	6
Improve the cycle paths	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less congestion	1.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	6.2%	9
More / better clothes shops	0.2%	1	0.0%	0	1.2%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0
More / better facilities in the bus station	0.9%	5	3.1%	5	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
More / better promotion / advertising of events	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better security / police presence	0.9%	6	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	3.3%	5
More community centres	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
More environment-friendly	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1

Gosport Household Survey For Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
supermarkets							
More traffic-calming measures (e.g. speed bumps)	0.0%	0	0.0%	0	0.6%	0	0.0%
Open a Primark store	0.1%	1	0.0%	0	0.0%	0	0.0%
Reduce business rents / rates	0.4%	2	1.2%	2	0.0%	0	0.6%
Remove undesirables (homeless, drug-users, etc.)	0.3%	2	0.6%	1	0.0%	0	1.0%
(Don't know)	8.0%	48	4.2%	7	2.4%	1	12.7%
(Nothing)	21.4%	129	12.7%	21	17.2%	7	9.6%
Weighted base:	600	164		42	80	70	104
Sample:	600	100		100	100	100	100

Gosport Household Survey For Lambert Smith Hampton

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Q30 What improvements could be made to Gosport Town Centre that would encourage you to visit the centre more often in the evening time? [MR]														
A boutique cinema	2.1%	13	4.7%	8	3.6%	2	2.1%	2	1.2%	1	0.7%	1	0.0%	0
A multiplex cinema	5.7%	34	8.3%	14	8.5%	4	9.9%	8	7.8%	5	1.3%	1	1.9%	3
Better safety and security (e.g. more CCTV cameras, police presence, etc)	2.5%	15	8.3%	14	1.8%	1	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Earlier opening cafés / restaurants (e.g. for breakfast)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Evening time market	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.7%	1	0.0%	0
Later opening bars / pubs	0.7%	4	0.6%	1	1.1%	0	0.0%	0	2.6%	2	0.6%	1	0.0%	0
Later opening cafés	0.8%	5	0.6%	1	1.1%	0	3.0%	2	1.4%	1	0.0%	0	0.0%	0
Later opening restaurants	1.7%	10	2.2%	4	5.0%	2	2.2%	2	1.4%	1	0.7%	1	0.7%	1
Later opening shops	3.4%	20	9.6%	16	1.1%	0	1.6%	1	0.7%	0	1.4%	1	0.7%	1
Later running public transport	0.7%	4	1.2%	2	0.0%	0	0.6%	0	0.7%	0	1.3%	1	0.0%	0
More cafes / restaurants / bars on the waterfront	3.0%	18	9.4%	15	0.6%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0
More / better branded / chain cafes	0.4%	3	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.7%	1
More / better branded / chain restaurants	1.6%	10	3.7%	6	0.0%	0	0.6%	0	1.9%	1	0.7%	1	0.7%	1
More / better family restaurants	1.6%	10	4.9%	8	1.1%	0	0.0%	0	0.7%	0	0.0%	0	0.7%	1
More / better fine dining restaurants	1.8%	11	0.6%	1	6.5%	3	0.6%	0	0.0%	0	3.9%	4	1.8%	3
More / better independent cafes	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.7%	1
More / better independent restaurants	3.3%	20	7.3%	12	0.0%	0	3.6%	3	1.2%	1	3.3%	3	0.7%	1
More / better music venues	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
More / better night clubs	0.9%	6	3.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better outdoor dining	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	4	0.0%	0
More / better quality bars / pubs	4.5%	27	7.3%	12	6.0%	3	1.2%	1	1.4%	1	4.2%	4	4.3%	6
More / better quality cafés	0.3%	2	0.6%	1	1.1%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
More / better quality restaurants	4.8%	29	7.7%	13	8.3%	3	6.7%	5	3.9%	3	3.3%	3	0.7%	1
More / better seafood restaurants	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better taxis	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better theatres	0.3%	2	0.0%	0	0.0%	0	0.6%	0	1.2%	1	0.6%	1	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specialist bars e.g. cocktail bar, wine bar	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specialist café / restaurant e.g. vegan, vegetarian, etc	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specific branded restaurant or café	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A cocktail bar	0.5%	3	0.0%	0	6.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A complete renovation of the area	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.7%	1	0.0%	0
A family-friendly pub	0.8%	5	3.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A wine bar	0.3%	2	0.0%	0	0.0%	0	0.6%	0	0.0%	0	1.2%	1	0.0%	0
Better access generally	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2
Better entertainment in general	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Fewer pedestrianised streets	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer undesirables (beggars, drunks, drug-takers etc.)	0.4%	2	0.6%	1	1.2%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Free buses	0.8%	5	3.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free parking	1.1%	7	0.6%	1	0.0%	0	1.1%	1	0.7%	0	4.2%	4	0.0%	0
Late opening swimming pool	0.4%	2	0.0%	0	0.0%	0	0.6%	0	0.0%	0	1.8%	2	0.0%	0
More family entertainment	0.2%	1	0.6%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independently-owned pubs	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parks open in the evening	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Reduce traffic	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
(Don't know)	7.0%	42	4.7%	8	1.8%	1	3.9%	3	7.7%	5	15.3%	16	6.5%	9
(Nothing)	61.8%	371	39.9%	65	63.2%	26	65.9%	53	68.2%	47	61.5%	64	81.7%	115
Weighted base:	600	164		42		80		70		104		141		
Sample:	600	100		100		100		100		100		100		

Column %ges.

Gosport Household Survey For Lambert Smith Hampton

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Q31 Why don't you visit Gosport Town Centre for most or any of your shopping and town centre uses? [MR]														
<i>Those who don't use Gosport Town Centre for most of their shopping and town centre uses Q26</i>														
Expensive	0.1%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Feels unsafe	4.2%	19	5.8%	6	10.8%	3	5.6%	3	1.8%	1	2.2%	2	3.4%	5
Lack of street market	0.5%	2	0.0%	0	0.0%	0	0.7%	0	0.9%	0	0.7%	1	0.6%	1
Not easy to get to by bike	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Not easy to get to by bus	0.7%	3	0.0%	0	0.0%	0	0.0%	0	2.6%	1	2.1%	2	0.0%	0
Not easy to get to by car	5.8%	27	5.8%	6	0.9%	0	0.7%	0	1.8%	1	8.0%	7	9.1%	12
Poor facilities in general	1.4%	6	2.0%	2	1.9%	0	0.0%	0	0.9%	0	3.7%	3	0.0%	0
Poor parking provision	1.5%	7	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	3.8%	5
Poor quality shops	6.4%	30	8.0%	8	11.4%	3	3.9%	2	15.0%	8	8.5%	8	0.7%	1
Poor range of food stores	0.8%	4	0.0%	0	0.9%	0	1.6%	1	0.9%	0	1.5%	1	0.6%	1
Poor range of 'high street' retailers / multiples	9.2%	43	21.4%	21	9.0%	2	12.7%	7	7.5%	4	1.6%	1	4.7%	6
Poor range of independent shops	6.6%	31	9.9%	10	14.7%	4	12.1%	7	5.0%	3	0.8%	1	4.7%	6
Poor range of non-food shops	10.3%	48	24.7%	24	19.1%	5	4.5%	3	6.0%	3	7.6%	7	4.1%	6
Poor range of pubs, cafés or restaurants	0.4%	2	1.0%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Poor range of shops	24.6%	114	34.9%	34	68.9%	18	25.9%	15	27.0%	14	23.9%	22	7.5%	10
Proximity to better shopping and services in Portsmouth	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Traffic / congestion	5.0%	23	0.0%	0	0.0%	0	0.0%	0	0.9%	0	5.3%	5	13.3%	18
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Can't get everything I need there	2.1%	10	0.9%	1	0.0%	0	0.7%	0	10.4%	5	2.3%	2	0.7%	1
Can't get there by myself	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.7%	1
Don't like town centres	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.8%	1	0.0%	0
No need / reason to go	3.0%	14	0.0%	0	0.0%	0	0.8%	0	3.3%	2	5.9%	5	4.5%	6
Not enough public seating	0.1%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nothing there	2.6%	12	0.0%	0	0.0%	0	9.0%	5	5.2%	3	1.5%	1	1.8%	2
Parking is too expensive	4.1%	19	14.9%	15	8.8%	2	1.4%	1	2.5%	1	0.0%	0	0.0%	0
Poor health	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Poor layout	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Prefer to go elsewhere	3.0%	14	0.0%	0	0.0%	0	0.0%	0	10.1%	5	7.8%	7	1.2%	2
Shops not open late enough	1.4%	6	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	5
Too far away / other towns are nearer	20.1%	93	0.0%	0	0.0%	0	12.1%	7	6.8%	4	32.2%	29	39.2%	53
Too many cafés / coffee shops	1.5%	7	1.0%	1	0.9%	0	0.8%	0	1.7%	1	4.0%	4	0.7%	1
Too many charity shops	7.2%	33	14.1%	14	2.8%	1	9.3%	6	8.4%	4	8.7%	8	0.7%	1
Too many cheap shops	0.1%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Too many empty shops	6.2%	29	2.8%	3	4.5%	1	2.2%	1	9.9%	5	15.1%	14	3.4%	5
Too many estate agents	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many pedestrianised streets	0.1%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Unattractive / rundown	8.6%	40	8.0%	8	24.9%	7	14.9%	9	3.3%	2	12.7%	12	2.4%	3
Undesirable clientele (beggars, drunks, drug-takers etc.)	1.8%	9	5.1%	5	0.9%	0	0.8%	0	0.9%	0	0.7%	1	1.2%	2
(Don't know)	17.8%	82	16.8%	16	2.8%	1	20.8%	12	2.5%	1	11.9%	11	30.0%	41
Weighted base:	463		98		26		59		53		91		136	
Sample:	436		51		51		75		76		88		95	

Gosport Household Survey For Lambert Smith Hampton

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Q32 Do you or your household visit the following leisure attractions? [MR/PR]														
Bingo / casino / bookmaker	5.5%	33	6.6%	11	6.0%	3	9.8%	8	8.3%	6	1.3%	1	3.5%	5
Cinema	61.9%	371	67.1%	110	58.4%	24	68.4%	55	50.6%	35	63.3%	66	57.6%	81
Gym / health club / sports facility	22.5%	135	20.2%	33	18.0%	8	34.3%	28	14.9%	10	17.7%	18	27.0%	38
Theatre / concert / music venue	49.2%	295	49.0%	80	55.9%	23	60.8%	49	36.6%	25	52.6%	55	44.4%	62
Museum / gallery or place of historical / cultural interest	30.9%	185	35.2%	58	25.5%	11	32.0%	26	32.8%	23	29.1%	30	27.2%	38
Pub / bar / nightclub	49.2%	295	49.5%	81	39.8%	17	50.8%	41	38.4%	27	58.6%	61	49.1%	69
Restaurant / café / eating out	79.6%	477	77.1%	126	71.8%	30	77.5%	62	78.1%	54	85.9%	89	82.0%	115
Family entertainment (e.g. tenpin bowling, skating rink)	23.8%	143	42.1%	69	14.3%	6	21.9%	18	14.3%	10	22.0%	23	12.4%	17
Water-based activities with equipment (e.g. sailing, wind surfing, kite surfing, kayaking, etc)	11.0%	66	7.7%	13	21.2%	9	10.8%	9	11.1%	8	8.5%	9	13.6%	19
Other activity	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't visit ANY leisure activities)	10.5%	63	13.6%	22	15.1%	6	9.2%	7	8.9%	6	6.3%	7	10.3%	14
Weighted base:		600		164		42		80		70		104		141
Sample:		600		100		100		100		100		100		100

Q33 Where do you or members of your household normally go to play bingo or visit casinos or bookmakers?*Those who said 'Bingo / casino / bookmaker' at Q16A*

Crown Bingo & Social Club, High Street, Cosham, Portsmouth	11.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.0%	1	65.5%	3
Crown Bingo & Social Club, Somborne Drive, Leigh Park, Havant	3.7%	1	9.2%	1	9.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crown Bingo & Social Club, The Towers, Forton Road, Gosport	30.2%	10	17.6%	2	80.3%	2	18.2%	1	69.5%	4	50.0%	1	0.0%	0
Grosvenor Casino, Gunwharf Quays, Portsmouth	29.7%	10	64.7%	7	0.0%	0	36.3%	3	0.0%	0	0.0%	0	0.0%	0
Duke of Connought's Own Club, Western Road, Fareham	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.3%	1
Fareham Town Centre	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.3%	1
Kingfisher Caravan Park, Low Moor Lane, Knaresborough	1.3%	0	0.0%	0	0.0%	0	5.6%	0	0.0%	0	0.0%	0	0.0%	0
Lee-on-the-Solent District Centre	10.2%	3	0.0%	0	9.9%	0	39.9%	3	0.0%	0	0.0%	0	0.0%	0
Royal Naval Association, Fareham Road, Gosport	2.8%	1	8.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southampton City Centre	3.9%	1	0.0%	0	0.0%	0	0.0%	0	22.7%	1	0.0%	0	0.0%	0
(Don't know / varies)	1.4%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	0	0.0%	0	0.0%	0
Weighted base:		33		11		3		8		6		1		5
Sample:		35		7		5		8		9		2		4

Gosport Household Survey For Lambert Smith Hampton

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Q34 Where do you or members of your household normally go to the cinema?							
<i>Those who said 'Cinema' at Q16A</i>							
Big Screen, Guildhall Square, Portsmouth	0.4%	1	0.9%	1	0.0%	0	0.9%
Cineworld, Whiteley Shopping Centre, Whiteley Way, Fareham	19.3%	72	10.5%	12	7.7%	2	19.8%
No6 Cinema, Boathouse 6, Portsmouth	0.5%	2	0.9%	1	1.9%	0	0.8%
Odeon, Port Way, Port Solent	17.8%	66	9.0%	10	7.1%	2	14.3%
Odeon, Southampton Leisure World, West Quay Road, Southampton	0.9%	3	0.9%	1	0.0%	0	0.0%
Picturehouse, Ocean Village, Southampton	1.3%	5	0.0%	0	0.0%	0	0.0%
Reel Cinema, Vannes Parade, Fareham	24.1%	89	16.7%	18	15.3%	4	29.5%
Showcase de Lux, West Quay, Southampton	0.4%	2	0.0%	0	0.0%	0	0.0%
Vue Cinema, Gunwharf Quays, Portsmouth	32.1%	119	56.5%	62	55.8%	14	34.0%
Harbour Lights Picturehouse, Maritime Walk, Southampton	0.4%	2	0.0%	0	6.2%	2	0.0%
The Ritz Cinema, St. Vincent College, Mill Lane, Gosport	0.1%	1	0.0%	0	2.1%	1	0.0%
The Stag, London Road, Sevenoaks	0.1%	0	0.0%	0	1.9%	0	0.0%
(Don't know / varies)	2.5%	9	4.6%	5	1.9%	0	0.8%
Weighted base:	371	110	24	55	35	66	81
Sample:	332	61	50	63	46	57	55

Gosport Household Survey For Lambert Smith Hampton

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Q35 Where do you or members of your household normally go to use a gym / healthclub / sports facility?							
<i>Those who said 'Gym / health club / sports facility' at Q16A</i>							
Anytime Fitness, Stoke Road, Gosport	11.3%	15 37.2%	12 23.8%	2 1.6%	0 0.0%	0 3.6%	1 0.0%
Gosport Leisure Centre, Forest Way, Gosport	33.2%	45 42.6%	14 29.2%	2 64.4%	18 70.5%	7 13.6%	3 2.4%
PureGym, Arundel Street, Portsmouth	0.6%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 2.2%
Bournemouth Town Centre	0.2%	0 0.0%	0 3.3%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Fareham Town Centre	25.3%	34 0.0%	0 21.3%	2 3.2%	1 0.0%	0 37.1%	7 65.2%
Gosport Town Centre	8.2%	11 14.4%	5 16.1%	1 12.1%	3 8.3%	1 0.0%	0 2.4%
Lee-on-the-Solent District Centre	1.7%	2 0.0%	0 0.0%	0 8.3%	2 0.0%	0 0.0%	0 0.0%
Portsmouth City Centre	1.4%	2 3.0%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 2.2%
Waterlooville Town Centre	0.5%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 3.9%	1 0.0%
24/7 Fitness Fareham, Downend Road, Portchester, Fareham	0.6%	1 0.0%	0 0.0%	0 0.0%	0 8.3%	1 0.0%	0 0.0%
David Lloyd, The Boardwalk, Port Solent	3.0%	4 0.0%	0 0.0%	0 8.8%	2 0.0%	0 0.0%	0 4.2%
Fareham Leisure Centre, Park Lane, Fareham	1.0%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 7.2%	1 0.0%
Gosport Road Runners, The Pavilion / Dolphin Crescent, Gosport	0.3%	0 0.0%	0 6.2%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
PureGym, Broadcut Retail Park, Broadcut, Fareham	6.8%	9 0.0%	0 0.0%	0 0.0%	0 8.3%	1 19.7%	4 12.3%
PureGym, Portsmouth Retail Park, Binnacle Way, Portsmouth	0.7%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 2.4%
Red Spider Climbing, Wallington Fort, Fareham	0.5%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 3.9%	1 0.0%
Skylark Golf & Country Club, Skylark Meadows, Whiteley, Fareham	0.5%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 3.9%	1 0.0%
Sports Direct Fitness, Pulheim Parade, Fareham	0.4%	0 0.0%	0 0.0%	0 0.0%	0 4.7%	0 0.0%	0 0.0%
Stubbington Village Centre	1.1%	2 0.0%	0 0.0%	0 0.0%	0 0.0%	0 3.6%	1 2.2%
Titchfield Village Centre	0.3%	0 0.0%	0 0.0%	0 1.6%	0 0.0%	0 0.0%	0 0.0%
(Don't know / varies)	2.4%	3 2.8%	1 0.0%	0 0.0%	0 0.0%	0 3.6%	1 4.2%
Weighted base:	135	33	8	28	10	18	38
Sample:	114	16	17	26	13	20	22

Gosport Household Survey For Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Q36 Where do you or members of your household normally go to visit the theatre, watch a concert or watch live music?														
<i>Those who said 'Theatre / concert / music venue' at Q16A</i>														
Ferneham Hall, Osborn Road, Fareham	13.3%	39	9.8%	8	4.2%	1	12.1%	6	18.8%	5	14.6%	8	18.7%	12
Mayflower Theatre, Commercial Road, Southampton	47.4%	140	39.5%	32	57.7%	13	49.8%	24	50.8%	13	48.7%	27	49.2%	31
New Theatre Royal, Guildhall Walk, Portsmouth	4.7%	14	2.5%	2	0.0%	0	9.9%	5	3.7%	1	7.8%	4	3.0%	2
Titchfield Festival Theatre, St. Margaret's Lane, Titchfield	0.9%	3	0.0%	0	2.0%	0	2.7%	1	0.0%	0	0.0%	0	1.4%	1
Bournemouth Town Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2
Central London / West End	16.6%	49	29.2%	24	11.7%	3	10.7%	5	3.4%	1	10.1%	6	18.0%	11
Chichester Festival Theatre, Oaklands Park, Chichester	3.3%	10	1.1%	1	15.1%	4	3.7%	2	0.0%	0	4.8%	3	1.5%	1
Kings Theatre, Albert Road, Southsea	2.4%	7	1.2%	1	4.2%	1	2.8%	1	5.3%	1	1.3%	1	2.8%	2
Lighthouse, Poole's Centre for the Arts, Kingland Road, Poole	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Nuffield Southampton Theatres, Above Bar Street, Southampton	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.5%	1
Portsmouth Guildhall, Guildhall Square, Portsmouth	0.3%	1	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0
The Anvil, Churchill Way East, Basingstoke	1.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	4	0.0%	0
The Spring Arts & Heritage Centre, East Street, Havant	0.2%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0
The Stag, London Road, Sevenoaks	0.2%	0	0.0%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thorngate Hall, Bury Road, Gosport	0.3%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Victorious Festival, Southsea	3.6%	11	13.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	4.3%	13	2.2%	2	3.1%	1	7.4%	4	14.6%	4	3.6%	2	1.4%	1
Weighted base:		295		80		23		49		25		55		62
Sample:		294		45		49		63		37		50		50

Gosport Household Survey For Lambert Smith Hampton

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Q37 Which museum, gallery, or other place of historical / cultural interest do you or household visit most often?														
<i>Those who said 'Museum / gallery or place of historical / cultural interest' at Q16A</i>														
Diving Museum, Stokes Bay Road, Gosport	0.4%	1	0.0%	0	2.5%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0
Explosion! Museum of Naval Firepower, Priddy's Hard, Gosport	3.6%	7	1.6%	1	2.3%	0	11.3%	3	6.0%	1	4.1%	1	0.0%	0
Gosport Discovery Centre, High Street, Gosport	6.0%	11	6.2%	4	7.0%	1	6.8%	2	22.1%	5	0.0%	0	0.0%	0
HMS Alliance, The Solent, Haslar Road, Gosport	0.6%	1	0.0%	0	2.3%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1
Portsmouth Historic Dockyard, Victory Gate, HM Naval Base, Portsmouth	12.2%	23	29.7%	17	0.0%	0	6.7%	2	0.0%	0	4.4%	1	6.4%	2
Royal Navy Submarine Museum, Haslar, Jetty Road, Gosport	2.1%	4	3.3%	2	2.3%	0	5.0%	1	2.2%	0	0.0%	0	0.0%	0
SeaCity Museum, Havelock Road, Southampton	4.2%	8	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0	18.3%	7
The Hovercraft Museum, Daedalus Site, Seafront Gate, Marine Parade West, Lee-on-the-Solent	0.1%	0	0.0%	0	2.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	1.2%	2	3.0%	2	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0
Bournemouth Town Centre	0.5%	1	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0
Central London	36.7%	68	29.6%	17	56.4%	6	40.0%	10	19.2%	4	56.9%	17	34.3%	13
Chichester Cathedral, The Royal Chantry, Cathedral Cloisters, Chichester	0.2%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	0	0.0%	0	0.0%	0
Chichester City Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0
Cumberland House Natural History Museum, Cumberland House, Eastern Parade, Southsea	1.3%	2	0.0%	0	0.0%	0	9.4%	2	0.0%	0	0.0%	0	0.0%	0
Fareham Town Centre	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	2
Gosport Town Centre	0.6%	1	0.0%	0	2.3%	0	1.7%	0	2.0%	0	0.0%	0	0.0%	0
HMS Victory, Main Road, Portsmouth	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1
Portsmouth City Museum, Museum Road, Portsmouth	1.4%	3	1.6%	1	0.0%	0	3.3%	1	0.0%	0	0.0%	0	2.4%	1
The D Day Story, Clarence Esplanade, Portsmouth	0.3%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	0	0.0%	0	0.0%	0
Warwick Castle, Warwick	0.5%	1	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0
Winchester City Centre	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1
Winchester Science Centre & Planetarium, Telegraph Way, Winchester	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	1	0.0%	0
(Don't know / varies)	25.1%	47	24.9%	14	22.5%	2	12.3%	3	33.2%	8	28.1%	8	27.5%	11
Weighted base:		185		58		11		26		23		30		38
Sample:		175		32		25		35		33		29		21

Gosport Household Survey For Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Q38 What location (e.g. town centre, shopping centre, retail/ leisure park) do you or members of your household normally go to when visiting pubs / bars / nightclubs?														
<i>Those who said 'Pub / bar / nightclub' at Q16A</i>														
Alverstoke Local Centre	0.5%	1	0.0%	0	5.9%	1	1.1%	0	0.0%	0	0.0%	0	0.0%	0
Bournemouth Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Bridgemary Local Centre	0.5%	1	1.1%	1	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0
Fareham Town Centre	25.2%	74	2.3%	2	0.0%	0	1.2%	0	25.3%	7	37.5%	23	61.4%	42
Forton Road, Gosport	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Gosport Town Centre	21.3%	63	39.0%	32	34.3%	6	25.9%	11	51.9%	14	0.0%	0	1.3%	1
Lee-on-the-Solent District Centre	7.6%	23	4.6%	4	9.1%	2	34.4%	14	5.1%	1	3.1%	2	0.0%	0
Portchester Local Centre	5.5%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.4%	16
Portsmouth City Centre	9.7%	29	16.4%	13	10.6%	2	4.4%	2	3.2%	1	14.9%	9	2.7%	2
Rowner Local Centre	1.1%	3	0.0%	0	0.0%	0	7.8%	3	0.0%	0	0.0%	0	0.0%	0
Southampton City Centre	0.9%	3	0.0%	0	0.0%	0	3.2%	1	0.0%	0	2.1%	1	0.0%	0
Southsea Local Centre	1.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	4	0.0%	0
Stoke Road, Gosport	0.3%	1	0.0%	0	2.8%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0
Central London	0.8%	2	1.2%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0
Gunwharf Quays, Portsmouth	6.8%	20	14.9%	12	23.7%	4	5.9%	2	0.0%	0	0.0%	0	2.3%	2
High Wycombe Town Centre	0.8%	2	0.0%	0	0.0%	0	5.9%	2	0.0%	0	0.0%	0	0.0%	0
Hill Head Village Centre	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0
Port Solent Local Centre	0.9%	3	0.0%	0	0.0%	0	0.0%	0	6.4%	2	0.0%	0	1.3%	1
Sevenoaks Town Centre	0.2%	0	0.0%	0	2.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stubbington Village Centre	6.1%	18	0.0%	0	9.1%	2	2.2%	1	3.2%	1	24.0%	15	0.0%	0
Titchfield Village Centre	0.6%	2	0.0%	0	0.0%	0	1.2%	0	0.0%	0	2.4%	1	0.0%	0
Whiteley Local Centre	0.7%	2	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
(Don't know / varies)	8.5%	25	19.3%	16	1.5%	0	4.6%	2	4.9%	1	4.4%	3	4.9%	3
Weighted base:	295		81		17		41		27		61		69	
Sample:	271		49		32		52		38		51		49	

Q39 What location (e.g. town centre, shopping centre, retail/ leisure park) do you or members of your household normally go to for eating out (e.g. cafes and restaurants)?
Those who said 'Restaurant / café / eating out' at Q16A

Alverstoke Local Centre	0.4%	2	0.8%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bournemouth Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Bridgemary Local Centre	0.1%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Chichester City Centre	0.8%	4	1.5%	2	5.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fareham Town Centre	27.3%	130	13.8%	17	5.7%	2	8.8%	5	25.0%	14	38.2%	34	50.4%	58
Gosport Town Centre	18.2%	87	35.9%	45	24.1%	7	12.3%	8	33.8%	18	3.0%	3	4.8%	6
Lee-on-the-Solent District Centre	6.0%	29	3.8%	5	3.2%	1	24.2%	15	4.9%	3	4.9%	4	0.7%	1
Portchester Local Centre	2.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	6.0%	7
Portsmouth City Centre	7.7%	37	13.0%	16	5.1%	2	10.0%	6	2.4%	1	6.3%	6	4.7%	5
Southampton City Centre	2.3%	11	0.0%	0	0.8%	0	0.8%	0	2.5%	1	5.1%	5	3.7%	4
Southsea Local Centre	1.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	5
Stoke Road, Gosport	0.3%	2	0.0%	0	4.0%	1	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Central London	0.2%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grayshott Village Centre	0.1%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gunwharf Quays, Portsmouth	7.8%	37	15.9%	20	24.5%	7	9.8%	6	0.0%	0	2.3%	2	1.4%	2
Park Gate Local Centre	0.1%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Petersfield Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2
Port Solent Local Centre	3.8%	18	0.8%	1	1.7%	1	0.0%	0	4.1%	2	0.0%	0	12.7%	15
Sevenoaks Town Centre	0.1%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stubbington Village Centre	4.4%	21	0.0%	0	0.8%	0	5.1%	3	4.9%	3	15.6%	14	0.7%	1
Titchfield Village Centre	0.1%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Weymouth Town Centre	0.1%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Whiteley Local Centre	5.9%	28	1.6%	2	8.4%	3	15.6%	10	4.2%	2	6.9%	6	4.8%	6
Wickham Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
(Don't know / varies)	10.5%	50	12.2%	15	11.0%	3	9.6%	6	16.6%	9	12.8%	11	4.6%	5
Weighted base:	477		126		30		62		54		89		115	
Sample:	472		77		74		83		77		80		81	

Gosport Household Survey For Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Q40 Where do you or members of your household normally go for family entertainment? (e.g. ice rink, ten pin bowling, soft play, etc.)														
<i>Those who said 'Family entertainment' at Q16A</i>														
Gosport Leisure Centre, Forest Way, Gosport	7.0%	10	7.3%	5	7.9%	0	0.0%	0	8.6%	1	15.8%	4	0.0%	0
Hollywood Bowl, Gunwharf Quays, Portsmouth	58.7%	84	57.1%	39	61.6%	4	56.6%	10	46.5%	5	57.8%	13	74.4%	13
Monkey Bizness Activity Centre, Frater Gate Business Park, Aeordrome Road, Gosport	4.2%	6	8.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Planet Ice Gosport, Fareham Road, Gosport	5.6%	8	4.3%	3	0.0%	0	20.2%	4	0.0%	0	2.9%	1	4.9%	1
The Hovercraft Museum, Daedalus Site, Seafront Gate, Marine Parade West, Lee-on-the-Solent	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	1
Flip Out, Harbourgate, Southampton Road, Portsmouth	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	1
Forton Bowling Club, Forton Road, Gosport	0.6%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hollywood Bowl, Westquay, Harbour Parade, Southampton	5.2%	7	8.2%	6	22.7%	1	2.7%	0	0.0%	0	0.0%	0	0.0%	0
Whiteley Shopping Centre, Whiteley Way, Whiteley, Fareham	0.6%	1	0.0%	0	0.0%	0	0.0%	0	8.6%	1	0.0%	0	0.0%	0
(Don't know / varies)	16.6%	24	13.0%	9	7.9%	0	20.5%	4	36.3%	4	23.5%	5	10.1%	2
Weighted base:		143		69		6		18		10		23		17
Sample:		89		31		8		14		12		13		11

Gosport Household Survey For Lambert Smith Hampton

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Q41 Where do you or members of your household normally go for water-based activities?							
<i>Those who said 'Water-based activities with equipment' at Q16A</i>							
Boat cruise - tour originating outside Gosport Borough	10.0%	7	0.0%	0	0.0%	0	5.1%
Boat cruise - tour originating from within Gosport Borough	8.7%	6	0.0%	0	0.0%	0	43.9%
Fishing - self guided - outside Gosport Borough	1.3%	1	0.0%	0	0.0%	0	0.0%
Sailing - lesson(s) - originating outside Gosport Borough	1.0%	1	0.0%	0	0.0%	0	0.0%
(Don't know / varies)	12.5%	8	8.0%	1	5.6%	0	0.0%
Canoeing / kayaking - Stoke Lake (Alver Lake), Gosport	18.0%	12	23.2%	3	38.3%	3	0.0%
Gosport Model Yacht & Boat Club, Walpole Lakes, South Street, Gosport	0.7%	0	0.0%	0	5.3%	0	0.0%
Hornet Services Sailing Club, Haslar Road, Gosport	1.0%	1	0.0%	0	2.8%	0	5.1%
Joint Services Adventurous Sail Training Centre, Haslar Road, Gosport	0.7%	0	0.0%	0	0.0%	0	0.0%
Kayaking - Hill Head beach, Fareham	1.1%	1	0.0%	0	0.0%	0	0.0%
Kayaking - Portchester beach	1.4%	1	0.0%	0	0.0%	0	0.0%
Lee-on-the-Solent Sailing Club, Marine Parade East, Lee-on-the-Solent	0.4%	0	0.0%	0	2.8%	0	0.0%
Portchester Sailing Club, Waterside Lane, Castle Street, Portchester	1.4%	1	0.0%	0	0.0%	0	0.0%
Romsey Rapids Sports Complex, Southampton Road, Romsey	3.3%	2	8.0%	1	0.0%	0	0.0%
Southsea beach (various activities)	1.3%	1	0.0%	0	0.0%	0	0.0%
Swimming - Fareham Leisure Centre, Park Lane, Fareham	1.8%	1	0.0%	0	0.0%	0	5.5%
Swimming - Gosport beach	12.8%	8	52.9%	7	2.8%	0	0.0%
Swimming - Gosport Leisure Centre, Forest Way, Gosport	4.1%	3	0.0%	0	19.9%	2	5.1%
Swimming - Hill Head beach, Fareham	1.1%	1	0.0%	0	0.0%	0	0.0%
Swimming - Lee-on-the-Solent beach	3.9%	3	0.0%	0	0.0%	0	29.9%
Swimming - Portsmouth beach	10.1%	7	0.0%	0	22.4%	2	0.0%
Swimming - Southampton beach	1.5%	1	8.0%	1	0.0%	0	0.0%
Universal Marina, Crableck Lane, Sarisbury Green	1.0%	1	0.0%	0	0.0%	0	0.0%
Yachting - Civil Service Sailing Centre, Weevil Lane, Gosport	0.7%	0	0.0%	0	0.0%	0	5.5%
Weighted base:	66	13	9	9	8	9	19
Sample:	68	8	18	13	9	12	8

Gosport Household Survey For Lambert Smith Hampton

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Q42 Where do you or members of your household normally go for (OTHER ACTIVITY AT Q32)?							
<i>Those who said 'Other activity' at Q16A</i>							
Alverstoke Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Bournemouth Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Bridgemary Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Chichester City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Elson Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Fareham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Forton Road, Gosport	0.0%	0	0.0%	0	0.0%	0	0.0%
Gosport Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Havant Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Lee-on-the-Solent District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Locks Heath Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Portchester Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Portsmouth City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Rowner Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Southampton City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Southsea Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Stoke Road, Gosport	0.0%	0	0.0%	0	0.0%	0	0.0%
Waterlooville Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Other	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%
Weighted base:	0	0	0	0	0	0	0
Sample:	0	0	0	0	0	0	0

Gosport Household Survey For Lambert Smith Hampton

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Q43 What improvements could be made to the general leisure offer in Gosport Borough that would make you visit / partake in leisure activities more often? [MR]														
A casino	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
A swimming pool / improved swimming pool	2.2%	13	3.1%	5	0.0%	0	1.6%	1	2.7%	2	4.7%	5	0.0%	0
A theatre	1.2%	7	0.0%	0	3.9%	2	1.1%	1	2.5%	2	1.9%	2	0.7%	1
A multi-screen cinema	7.3%	44	13.6%	22	15.3%	6	4.3%	3	7.6%	5	4.5%	5	1.3%	2
An art house cinema	1.0%	6	0.6%	1	3.6%	2	0.0%	0	0.0%	0	3.2%	3	0.0%	0
Bingo	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper prices	0.5%	3	0.0%	0	0.0%	0	1.0%	1	2.0%	1	0.0%	0	0.7%	1
Improved access by foot and cycle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved public transport	0.6%	3	0.6%	1	0.0%	0	1.0%	1	0.0%	0	0.6%	1	0.7%	1
Improved security / CCTV	0.3%	2	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved street furniture	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improvements in the built environment	0.6%	3	0.0%	0	0.0%	0	1.1%	1	1.4%	1	0.0%	0	1.1%	2
More / better car parking	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
More / better cultural facilities	0.2%	1	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.7%	1	0.0%	0
More / better disabled access	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
More / better health clubs / gyms	1.2%	7	0.6%	1	0.6%	0	5.6%	4	0.7%	0	0.0%	0	0.7%	1
More / better policing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better public houses	0.6%	4	0.0%	0	0.6%	0	0.0%	0	0.7%	0	1.9%	2	0.7%	1
More / better seats	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better signposting and information	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
More better parks / green spaces	1.3%	8	0.6%	1	3.6%	2	3.4%	3	2.5%	2	0.6%	1	0.0%	0
More for children	3.4%	20	4.2%	7	3.6%	2	4.1%	3	3.7%	3	1.3%	1	3.2%	5
More local sports & recreation facilities	1.3%	8	0.0%	0	0.6%	0	4.1%	3	4.4%	3	1.2%	1	0.0%	0
More nightclubs	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More pavement cafes	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	4	0.0%	0
More quality restaurants	4.4%	26	1.8%	3	7.2%	3	5.2%	4	2.5%	2	8.0%	8	4.4%	6
More street cleaning	0.1%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Provision of public toilets	0.3%	2	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ten-pin bowling	5.8%	35	7.4%	12	8.2%	3	4.7%	4	7.8%	5	1.4%	1	6.4%	9
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A climbing wall	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
A designer outlet	0.2%	1	0.6%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A skate park	0.5%	3	0.0%	0	0.0%	0	3.4%	3	0.0%	0	0.0%	0	0.0%	0
A velodrome	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2
Better advertising / promotion	0.5%	3	1.1%	2	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.6%	1
Better launching ramps at Gosport estuary	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better walking route along the seafront	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Free car parking	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve facilities in Gosport Leisure Centre	0.2%	1	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.6%	1	0.0%	0
Improved access by road	0.5%	3	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.7%	1	1.2%	2
More / better disabled facilities	0.4%	2	0.0%	0	0.0%	0	0.0%	0	3.2%	2	0.0%	0	0.0%	0
More for families	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More for teenagers	0.6%	4	0.6%	1	0.6%	0	1.1%	1	1.2%	1	0.0%	0	0.6%	1
More leisure facilities in general	0.6%	4	1.8%	3	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
More walkways / walking groups	0.2%	1	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.6%	1
More water parks / sports	1.1%	6	0.0%	0	0.0%	0	0.6%	0	0.7%	0	3.5%	4	1.3%	2
Refurbish the ice rink	0.1%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
(Don't do leisure activities)	7.5%	45	7.3%	12	5.4%	2	1.7%	1	9.6%	7	7.7%	8	10.4%	15
(Don't know)	5.4%	32	3.4%	6	3.2%	1	4.9%	4	4.5%	3	7.8%	8	7.3%	10
(Nothing)	58.4%	350	58.8%	96	66.4%	28	56.5%	45	53.6%	37	57.5%	60	59.6%	84
Weighted base:	600		164		42		80		70		104		141	
Sample:	600		100		100		100		100		100		100	

Gosport Household Survey For Lambert Smith Hampton

Weighted:

May 2019

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		
GEN Gender of respondent:														
Male	33.4%	201	40.9%	67	26.4%	11	34.6%	28	30.2%	21	25.2%	26	33.9%	48
Female	66.6%	399	59.1%	97	73.6%	31	65.4%	52	69.8%	49	74.8%	78	66.1%	93
Weighted base:		600		164		42		80		70		104		141
Sample:		600		100		100		100		100		100		100

AGE Can I ask how old you are please?

18-24	6.2%	37	6.9%	11	10.9%	5	6.7%	5	4.0%	3	7.8%	8	3.7%	5
25-34	11.1%	66	10.3%	17	21.8%	9	16.9%	14	12.0%	8	7.8%	8	7.4%	10
35-44	20.1%	120	27.7%	45	6.5%	3	21.1%	17	0.0%	0	17.4%	18	26.5%	37
45-54	20.7%	124	23.1%	38	7.7%	3	14.9%	12	14.1%	10	23.4%	24	26.2%	37
55-64	16.9%	101	10.6%	17	15.7%	7	14.6%	12	43.2%	30	15.7%	16	13.8%	19
65+	25.1%	150	21.3%	35	37.3%	16	25.8%	21	26.7%	19	27.9%	29	22.4%	31
(Refused)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		600		164		42		80		70		104		141
Sample:		600		100		100		100		100		100		100

PC Postcode Sector:

PO12 1	3.5%	21	12.7%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PO12 2	7.0%	42	0.0%	0	100.0%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PO12 3	9.4%	57	34.5%	57	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PO12 4	14.5%	87	52.9%	87	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PO13 0	11.6%	70	0.0%	0	0.0%	0	0.0%	0	100.0%	70	0.0%	0	0.0%	0
PO13 8	4.4%	26	0.0%	0	0.0%	0	32.9%	26	0.0%	0	0.0%	0	0.0%	0
PO13 9	9.0%	54	0.0%	0	0.0%	0	67.1%	54	0.0%	0	0.0%	0	0.0%	0
PO14 1	3.4%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.7%	20	0.0%	0
PO14 2	7.2%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	41.3%	43	0.0%	0
PO14 3	6.7%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	38.9%	40	0.0%	0
PO16 0	4.3%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.4%	26
PO16 7	6.5%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.6%	39
PO16 8	6.0%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.7%	36
PO16 9	6.6%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.3%	40
Weighted base:		600		164		42		80		70		104		141
Sample:		600		100		100		100		100		100		100

QUOTA Zone

Zone 1	27.4%	164	100.0%	164	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2	7.0%	42	0.0%	0	100.0%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3	13.4%	80	0.0%	0	0.0%	0	100.0%	80	0.0%	0	0.0%	0	0.0%	0
Zone 4	11.6%	70	0.0%	0	0.0%	0	0.0%	0	100.0%	70	0.0%	0	0.0%	0
Zone 5	17.3%	104	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	104	0.0%	0
Zone 6	23.4%	141	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	141
Weighted base:		600		164		42		80		70		104		141
Sample:		600		100		100		100		100		100		100

Appendix 3:

Data Tabulations

By Zone – Filtered

Gosport Household Survey For Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Q01 Where do you NORMALLY shop for all your household's main food and grocery shopping needs (i.e. primarily bulk trolley purchases)?														
<i>Excl. Nulls & SFT</i>														
Aldi, Mumby Road, Gosport	3.8%	22	9.2%	9	3.0%	3	4.2%	4	5.6%	5	1.1%	1	0.0%	0
Aldi, West Street, Fareham	3.0%	17	0.0%	0	0.0%	0	1.0%	1	0.0%	0	3.3%	3	13.5%	13
Asda, Dock Road, Gosport	15.6%	89	36.7%	36	34.0%	34	7.3%	7	13.3%	12	0.0%	0	0.0%	0
Asda, Speedfields Park, Newgate Lane, Fareham	15.6%	89	0.0%	0	0.0%	0	19.8%	19	23.3%	21	42.4%	39	10.4%	10
Co-op, Gregson Avenue, Bridgemary	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Co-op, High Street, Lee-on-Solent	1.2%	7	0.0%	0	0.0%	0	7.3%	7	0.0%	0	0.0%	0	0.0%	0
Co-op, Petrol Solent, Fareham Road	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Iceland, The Green, Stubbington	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	3	0.0%	0
Iceland, West Street, Fareham	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	4
Lidl, Brockhurst Gate, Gosport	3.8%	22	7.1%	7	1.0%	1	6.3%	6	8.9%	8	0.0%	0	0.0%	0
Lidl, Forton Road, Gosport	1.2%	7	3.1%	3	1.0%	1	1.0%	1	2.2%	2	0.0%	0	0.0%	0
Lidl, Rookery Avenue, Whiteley	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
M&S Foodhall Brockhurst Gate, Heritage Way, Gosport	0.5%	3	0.0%	0	1.0%	1	1.0%	1	1.1%	1	0.0%	0	0.0%	0
M&S Foodhall, Tollbar Way, hedge End, Southampton	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	1.0%	1
Morrisons, Commercial Centre, Anchorage Park Shopping Centre, Portsmouth	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons, Walpole Road, High Street, Gosport	13.5%	77	26.5%	26	28.0%	28	8.3%	8	13.3%	12	2.2%	2	1.0%	1
Sainsbury's Superstore, Broadcut, Wallington, Fareham	10.8%	62	3.1%	3	0.0%	0	6.3%	6	3.3%	3	21.7%	20	31.3%	30
Sainsbury's Superstore, Tollbar Way, Hedge End, Southampton	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	3	1.0%	1
Tesco Express, Carless Close, Rowner	0.9%	5	0.0%	0	0.0%	0	4.2%	4	0.0%	0	1.1%	1	0.0%	0
Tesco Express, Forton Road, Gosport	0.9%	5	1.0%	1	0.0%	0	3.1%	3	0.0%	0	0.0%	0	1.0%	1
Tesco Extra, North Harbour, Clement Atlee Way, Portsmouth	2.8%	16	1.0%	1	1.0%	1	1.0%	1	1.1%	1	0.0%	0	12.5%	12
Tesco Superstore, Alver Village Square, Grange Road, Gosport	9.8%	56	6.1%	6	11.0%	11	19.8%	19	20.0%	18	2.2%	2	0.0%	0
Tesco Superstore, Quay Street, Fareham	3.0%	17	0.0%	0	0.0%	0	1.0%	1	1.1%	1	5.4%	5	10.4%	10
Tesco Superstore, Whiteley Way, Whiteley, Fareham	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	3.1%	3
Waitrose, Stoke Road, Gosport	5.4%	31	6.1%	6	19.0%	19	4.2%	4	1.1%	1	1.1%	1	0.0%	0
Co-op, Forton Road, Gosport	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, Stubbington Green, Fareham	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	4	0.0%	0
Lidl, Newgate Lane, Fareham	1.4%	8	0.0%	0	0.0%	0	1.0%	1	1.1%	1	3.3%	3	3.1%	3
Asda, Larchwood Avenue, Havant	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Co-op, West Street, Portchester	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2
Costco, Regents Park Road, Southampton	0.2%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Castle Trading Estate, Portchester	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	3
Lidl, Fareham Road, Gosport	0.4%	2	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0
M&S Foodhall, Cotsworth Road, Gosport	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Waitrose, Locks Heath,	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.0%	1

Gosport Household Survey For Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Southampton							
Base:	572	98	100	96	90	92	96

Q02 Which retailer do you purchase your main food internet / home delivery shopping from?

Those who do their main food shopping via the internet at Q01

Amazon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda	28.6%	8	0.0%	0	0.0%	0	0.0%	0	50.0%	5	25.0%	2	25.0%	1
Co-op	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gousto	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hello Fresh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland	3.6%	1	50.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ocado	7.1%	2	0.0%	0	0.0%	0	50.0%	2	0.0%	0	0.0%	0	0.0%	0
Riverford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's	14.3%	4	50.0%	1	0.0%	0	0.0%	0	0.0%	0	25.0%	2	25.0%	1
Tesco	42.9%	12	0.0%	0	0.0%	0	25.0%	1	50.0%	5	50.0%	4	50.0%	2
Waitrose	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
Boxfresh	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)	3.6%	1	0.0%	0	0.0%	0	25.0%	1	0.0%	0	0.0%	0	0.0%	0
Base:	28	2	0	4	10	8	4							

Gosport Household Survey For Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Q03 What do you like about (STORE / LOCATION MENTIONED AT Q01)? [MR]														
<i>Excluding those who do their main food shopping via the internet at Q01</i>														
Clean store	1.2%	7	3.1%	3	0.0%	0	0.0%	0	2.2%	2	1.1%	1	1.0%	1
Close to family / friends	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Convenient to home	33.7%	193	27.6%	27	32.0%	32	28.1%	27	42.2%	38	33.7%	31	39.6%	38
Convenient to work	1.4%	8	1.0%	1	0.0%	0	1.0%	1	1.1%	1	1.1%	1	4.2%	4
Delivery service	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.0%	1
Easy to get to by car	1.4%	8	4.1%	4	1.0%	1	1.0%	1	2.2%	2	0.0%	0	0.0%	0
Easy to get to by foot	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.0%	1
Easy to get to by public transport	1.4%	8	1.0%	1	3.0%	3	0.0%	0	3.3%	3	0.0%	0	1.0%	1
Ethical policy	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Friendly / helpful staff	4.9%	28	4.1%	4	7.0%	7	3.1%	3	6.7%	6	7.6%	7	1.0%	1
Good layout / easy to get around	7.3%	42	7.1%	7	15.0%	15	3.1%	3	8.9%	8	4.3%	4	5.2%	5
Good offers	2.1%	12	3.1%	3	2.0%	2	1.0%	1	1.1%	1	3.3%	3	2.1%	2
Habit / always used it / familiarity	8.2%	47	8.2%	8	12.0%	12	9.4%	9	6.7%	6	5.4%	5	7.3%	7
Has a café	0.4%	2	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0
Has a petrol station	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Large store	2.3%	13	0.0%	0	0.0%	0	4.2%	4	2.2%	2	3.3%	3	4.2%	4
Long opening hours	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Low prices / value for money	21.5%	123	33.7%	33	22.0%	22	18.8%	18	20.0%	18	16.3%	15	17.7%	17
Loyalty scheme / reward points	1.0%	6	1.0%	1	2.0%	2	0.0%	0	2.2%	2	0.0%	0	1.0%	1
Online shopping is convenient	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Only one in the area	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parking is free	0.9%	5	1.0%	1	2.0%	2	1.0%	1	0.0%	0	0.0%	0	1.0%	1
Parking prices are low	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parking provision is good	3.8%	22	2.0%	2	5.0%	5	3.1%	3	4.4%	4	5.4%	5	3.1%	3
Pleasant shopping environment	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.1%	1	0.0%	0
Preference for retailer	1.7%	10	1.0%	1	1.0%	1	2.1%	2	4.4%	4	2.2%	2	0.0%	0
Quality of food goods available	12.8%	73	12.2%	12	21.0%	21	13.5%	13	10.0%	9	12.0%	11	7.3%	7
Self-service checkouts	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality of non-food goods available	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Range of food goods available	17.0%	97	18.4%	18	12.0%	12	19.8%	19	18.9%	17	21.7%	20	11.5%	11
Range of non-food goods available	2.8%	16	4.1%	4	1.0%	1	5.2%	5	2.2%	2	3.3%	3	1.0%	1
Safe shopping environment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Small / quiet store	3.5%	20	1.0%	1	4.0%	4	6.3%	6	2.2%	2	3.3%	3	4.2%	4
Staff discount / work there	2.1%	12	4.1%	4	0.0%	0	2.1%	2	2.2%	2	1.1%	1	3.1%	3
Supporting local business	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better clientele	0.2%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better labelling	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Close to other shops / services	1.4%	8	0.0%	0	1.0%	1	5.2%	5	0.0%	0	1.1%	1	1.0%	1
Everything	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Has an in-store pharmacy	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Has scan-as-you-shop facility	0.5%	3	2.0%	2	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
It's not in Gosport	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Parking for the disabled	0.4%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Provides free fruit for children	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Provides mobility scooters for customers	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Sells clothing	0.2%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / nothing)	6.5%	37	4.1%	4	5.0%	5	10.4%	10	4.4%	4	5.4%	5	9.4%	9
Base:		572		98		100		96		90		92		96

Gosport Household Survey For Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Q04 How do you normally travel to (LOCATION MENTIONED AT Q01)?														
<i>Excluding those who do their main food shopping via the internet at Q01</i>														
Car / van (as driver)	76.2%	436	68.4%	67	81.0%	81	75.0%	72	71.1%	64	82.6%	76	79.2%	76
Car / van (as passenger)	9.4%	54	8.2%	8	10.0%	10	10.4%	10	13.3%	12	10.9%	10	4.2%	4
Bus, minibus or coach	4.2%	24	6.1%	6	4.0%	4	3.1%	3	7.8%	7	2.2%	2	2.1%	2
Using park & ride facility	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Motorcycle, scooter or moped	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	7.3%	42	14.3%	14	1.0%	1	8.3%	8	6.7%	6	3.3%	3	10.4%	10
Taxi	0.7%	4	2.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Train	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.9%	5	1.0%	1	1.0%	1	1.0%	1	0.0%	0	1.1%	1	1.0%	1
Mobility scooter / wheelchair	0.4%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1
Ferry	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
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Varies)	0.9%	5	0.0%	0	2.0%	2	1.0%	1	1.1%	1	0.0%	0	1.0%	1
Base:		572		98		100		96		90		92		96

Q05 When you visit (STORE / LOCATION MENTIONED AT Q01) for your main food shopping, do you combine your shopping with other activities (for example non-food shopping, leisure / entertainment, visiting restaurants, bars, banks, etc.)? [MR]
Excluding those who do their main food shopping via the internet at Q01

Yes - non-food shopping	11.5%	66	13.3%	13	14.0%	14	13.5%	13	11.1%	10	7.6%	7	9.4%	9
Yes - other food shopping	8.4%	48	6.1%	6	5.0%	5	8.3%	8	11.1%	10	8.7%	8	11.5%	11
Yes - bars / pubs	0.5%	3	2.0%	2	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Yes - bingo	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - cafés	3.7%	21	3.1%	3	5.0%	5	6.3%	6	3.3%	3	3.3%	3	1.0%	1
Yes - cinemas	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - get petrol	2.8%	16	1.0%	1	0.0%	0	6.3%	6	1.1%	1	5.4%	5	3.1%	3
Yes - go to park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - gyms / health and fitness	2.1%	12	2.0%	2	3.0%	3	4.2%	4	0.0%	0	3.3%	3	0.0%	0
Yes - library	0.9%	5	2.0%	2	2.0%	2	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Yes - markets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - meeting family	0.9%	5	1.0%	1	0.0%	0	1.0%	1	2.2%	2	0.0%	0	1.0%	1
Yes - meeting friends	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Yes - museums / art gallery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - other service (e.g. travel agent, estate agent etc.)	0.9%	5	3.1%	3	0.0%	0	1.0%	1	0.0%	0	1.1%	1	0.0%	0
Yes - personal service (e.g. hairdressers, beauty salon etc.)	1.0%	6	1.0%	1	1.0%	1	1.0%	1	0.0%	0	1.1%	1	2.1%	2
Yes - restaurants	1.0%	6	3.1%	3	1.0%	1	0.0%	0	1.1%	1	1.1%	1	0.0%	0
Yes - swimming	0.5%	3	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	1.0%	1
Yes - theatre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - visiting services such as banks and other financial institutions	2.6%	15	1.0%	1	3.0%	3	5.2%	5	3.3%	3	1.1%	1	2.1%	2
Yes - work	2.4%	14	2.0%	2	2.0%	2	3.1%	3	0.0%	0	1.1%	1	6.3%	6
Yes - other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - dance school	0.2%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - go to amenity tip	0.5%	3	0.0%	0	0.0%	0	0.0%	0	2.2%	2	1.1%	1	0.0%	0
Yes - go to recycling centre	0.2%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - leisure activity	0.4%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - medical appointment (doctor, dentist, optician etc.)	0.5%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.1%	1	1.0%	1
Yes - visiting the community centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Yes - walking along the seafront	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Yes - window shopping / browsing	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.0%	1
(No)	65.2%	373	67.3%	66	64.0%	64	58.3%	56	68.9%	62	67.4%	62	65.6%	63
(Don't know)	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.0%	1
Base:		572		98		100		96		90		92		96

Gosport Household Survey For Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Q06 When you combine your trip with other activities, where do you normally go?														
<i>Those who combine their shopping with other activities at Q05 AND Excl. Nulls & SFT</i>														
Alverstoke Local Centre	1.0%	2	3.1%	1	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fareham Town Centre	20.6%	40	6.3%	2	0.0%	0	17.9%	7	7.4%	2	40.0%	12	54.8%	17
Gosport Town Centre	45.9%	89	71.9%	23	82.9%	29	38.5%	15	66.7%	18	6.7%	2	6.5%	2
Havant Town Centre	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1
Lee-on-the-Solent District Centre	3.6%	7	0.0%	0	0.0%	0	15.4%	6	0.0%	0	3.3%	1	0.0%	0
Portchester Local Centre	2.6%	5	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	12.9%	4
Portsmouth City Centre	2.6%	5	9.4%	3	0.0%	0	2.6%	1	0.0%	0	0.0%	0	3.2%	1
Rowner Local Centre	0.5%	1	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0
Southampton City Centre	0.5%	1	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0
Stoke Road, Gosport	2.6%	5	3.1%	1	8.6%	3	2.6%	1	0.0%	0	0.0%	0	0.0%	0
Waterlooville Town Centre	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0
Broadcut Retail Park, Broadcut, Fareham	1.0%	2	0.0%	0	0.0%	0	2.6%	1	0.0%	0	3.3%	1	0.0%	0
Brockhurst Gate Retail Park, Heritage Way, Gosport	5.2%	10	6.3%	2	2.9%	1	7.7%	3	14.8%	4	0.0%	0	0.0%	0
Hedge End Retail Park, Charles Watts Way, Hedge End, Southampton	2.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	3	3.2%	1
Southampton Road, Park Gate, Southampton	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0
Speedfields Retail Park, Newgate Lane, Fareham	4.6%	9	0.0%	0	0.0%	0	5.1%	2	0.0%	0	16.7%	5	6.5%	2
Titchfield Retail Park, Southampton Road, Titchfield	0.5%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whiteley Shopping Centre, Whiteley, Fareham	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1
Cosham Local Centre	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1
Gosport Leisure Centre, Forest Way, Gosport	0.5%	1	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0
Household Waste Recycling Centre, Grange Road, Gosport	1.0%	2	0.0%	0	0.0%	0	0.0%	0	7.4%	2	0.0%	0	0.0%	0
Port Solent Local Centre	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1
Stubbington Village Centre	1.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	3	0.0%	0
Wallington Village Centre	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0
Base:		194		32		35		39		27		30		31

Gosport Household Survey For Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Q07 In addition to (STORE / LOCATION MENTIONED AT Q01), is there anywhere else you regularly use for your main-food shopping?														
<i>Excl. Nulls & SFT</i>														
Aldi, Mumby Road, Gosport	5.4%	21	11.6%	8	5.8%	4	8.5%	6	4.3%	3	0.0%	0	0.0%	0
Aldi, West Street, Fareham	3.1%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	5	11.9%	7
Asda, Dock Road, Gosport	11.7%	46	17.4%	12	21.7%	15	11.3%	8	11.6%	8	3.6%	2	1.7%	1
Asda, Speedfields Park, Newgate Lane, Fareham	11.2%	44	5.8%	4	1.4%	1	19.7%	14	13.0%	9	18.2%	10	10.2%	6
Co-op, High Street, Lee-on-Solent	0.8%	3	0.0%	0	0.0%	0	4.2%	3	0.0%	0	0.0%	0	0.0%	0
Co-op, Wych Lane, Bridgemark, Gosport	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Co-op., Tukes Avenue, Gosport	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Iceland, The Green, Stubbington	1.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	4	0.0%	0
Iceland, Walpole Road, Gosport	1.8%	7	4.3%	3	2.9%	2	1.4%	1	1.4%	1	0.0%	0	0.0%	0
Iceland, West Street, Fareham	0.5%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.7%	1
Lidl, Brockhurst Gate, Gosport	4.6%	18	2.9%	2	1.4%	1	2.8%	2	15.9%	11	0.0%	0	3.4%	2
Lidl, Forton Road, Gosport	2.6%	10	8.7%	6	4.3%	3	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Lidl, Goldsmith Avenue, Portsmouth	1.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	4
Lidl, Rookery Avenue, Whiteley	1.0%	4	0.0%	0	0.0%	0	0.0%	0	1.4%	1	5.5%	3	0.0%	0
M&S Foodhall Brockhurst Gate, Heritage Way, Gosport	3.1%	12	4.3%	3	2.9%	2	1.4%	1	8.7%	6	0.0%	0	0.0%	0
M&S Foodhall, Tollbar Way, hedge End, Southampton	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Morrisons, Walpole Road, High Street, Gosport	11.7%	46	18.8%	13	21.7%	15	8.5%	6	11.6%	8	7.3%	4	0.0%	0
Sainsbury's Superstore, Broadcut, Wallington, Fareham	7.1%	28	2.9%	2	1.4%	1	5.6%	4	4.3%	3	12.7%	7	18.6%	11
Sainsbury's Superstore, Commercial Road, Portsmouth	0.3%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Tollbar Way, Hedge End, Southampton	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	2	1.7%	1
Tesco Express, Carless Close, Rowner	1.3%	5	1.4%	1	0.0%	0	1.4%	1	1.4%	1	3.6%	2	0.0%	0
Tesco Express, Pier Street, Lee-on-Solent	0.5%	2	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Round House, Gunwharf Quays, Portsmouth	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Tesco Extra, North Harbour, Clement Atlee Way, Portsmouth	2.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	11.9%	7
Tesco Superstore, Alver Village Square, Grange Road, Gosport	10.2%	40	13.0%	9	10.1%	7	18.3%	13	13.0%	9	3.6%	2	0.0%	0
Tesco Superstore, Quay Street, Fareham	3.8%	15	0.0%	0	0.0%	0	1.4%	1	1.4%	1	1.8%	1	20.3%	12
Tesco Superstore, Whiteley Way, Whiteley, Fareham	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	2	0.0%	0
The Food Warehouse (Iceland), Brockhurst Gate, Heritage Way, Gosport	1.3%	5	1.4%	1	1.4%	1	0.0%	0	2.9%	2	0.0%	0	1.7%	1
Waitrose, Stoke Road, Gosport	6.1%	24	5.8%	4	24.6%	17	1.4%	1	0.0%	0	3.6%	2	0.0%	0
Lee-on-the-Solent District Centre	0.8%	3	0.0%	0	0.0%	0	4.2%	3	0.0%	0	0.0%	0	0.0%	0
Co-op, Stubbington Green, Fareham	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Lidl, Newgate Lane, Fareham	2.0%	8	0.0%	0	0.0%	0	2.8%	2	2.9%	2	7.3%	4	0.0%	0
B&M, Speedfield Park,	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0

Gosport Household Survey For Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Newgate lane, Fareham							
Co-op, Rowner Road, Gosport	0.3%	1	0.0%	0	0.0%	0	0.0%
Co-op, West Street, Portchester	0.3%	1	0.0%	0	0.0%	0	1.7%
Lidl, Castle Trading Estate, Portchester	0.8%	3	0.0%	0	0.0%	0	5.1%
Lidl, East Street, Farnham	0.3%	1	0.0%	0	1.4%	1	0.0%
Waitrose, Locks Heath, Southampton	0.3%	1	0.0%	0	0.0%	0	1.8%
Waitrose, North Street, Havant	0.5%	2	1.4%	1	0.0%	0	1.7%
Base:	392	69	69	71	69	55	59

Q08 Which internet / home delivery retailer do you use?*Those who do their main food shopping via the internet at Q07*

Amazon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda	12.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.3%	1	0.0%	0
Co-op	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gousto	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hello Fresh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ocado	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Riverford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's	37.5%	3	0.0%	0	0.0%	0	50.0%	1	100.0%	1	33.3%	1	0.0%	0
Tesco	37.5%	3	0.0%	0	0.0%	0	50.0%	1	0.0%	0	33.3%	1	100.0%	1
Waitrose	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
Boxfresh	12.5%	1	0.0%	0	100.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:	8	0	0	1	2	1	3	1						

MeanScore: £**Q09 How much does your household normally spend on main food shopping in a week?**

£1 - £5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£6 - £10	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£11 - £15	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1
£16 - £20	1.8%	11	2.0%	2	1.0%	1	4.0%	4	1.0%	1	2.0%	2	1.0%	1
£21 - £25	1.8%	11	2.0%	2	2.0%	2	2.0%	2	2.0%	2	1.0%	1	2.0%	2
£26 - £30	5.3%	32	4.0%	4	8.0%	8	5.0%	5	6.0%	6	3.0%	3	6.0%	6
£31 - £35	3.3%	20	4.0%	4	4.0%	4	2.0%	2	5.0%	5	3.0%	3	2.0%	2
£36 - £40	4.8%	29	6.0%	6	5.0%	5	5.0%	5	6.0%	6	3.0%	3	4.0%	4
£41 - £45	3.8%	23	4.0%	4	7.0%	7	2.0%	2	5.0%	5	1.0%	1	4.0%	4
£46 - £50	8.2%	49	3.0%	3	7.0%	7	12.0%	12	10.0%	10	10.0%	10	7.0%	7
£51 - £55	4.8%	29	2.0%	2	7.0%	7	5.0%	5	7.0%	7	6.0%	6	2.0%	2
£56 - £60	7.0%	42	9.0%	9	5.0%	5	7.0%	7	9.0%	9	7.0%	7	5.0%	5
£61 - £65	1.8%	11	4.0%	4	0.0%	0	1.0%	1	0.0%	0	3.0%	3	3.0%	3
£66 - £70	6.7%	40	6.0%	6	7.0%	7	8.0%	8	4.0%	4	6.0%	6	9.0%	9
£71 - £75	1.7%	10	1.0%	1	3.0%	3	3.0%	3	1.0%	1	2.0%	2	0.0%	0
£76 - £80	7.3%	44	8.0%	8	9.0%	9	3.0%	3	6.0%	6	12.0%	12	6.0%	6
£81 - £85	1.2%	7	0.0%	0	2.0%	2	1.0%	1	0.0%	0	1.0%	1	3.0%	3
£86 - £90	1.8%	11	2.0%	2	1.0%	1	0.0%	0	4.0%	4	2.0%	2	2.0%	2
£91 - £95	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
£96 - £100	9.0%	54	10.0%	10	6.0%	6	8.0%	8	10.0%	10	7.0%	7	13.0%	13
£101 - £120	4.2%	25	4.0%	4	4.0%	4	5.0%	5	5.0%	5	3.0%	3	4.0%	4
£121 - £140	1.2%	7	0.0%	0	1.0%	1	0.0%	0	2.0%	2	2.0%	2	2.0%	2
£141 - £160	4.3%	26	5.0%	5	4.0%	4	3.0%	3	2.0%	2	8.0%	8	4.0%	4
£161 - £180	0.8%	5	1.0%	1	1.0%	1	2.0%	2	0.0%	0	1.0%	1	0.0%	0
£181 - £200	1.0%	6	2.0%	2	1.0%	1	1.0%	1	1.0%	1	1.0%	1	0.0%	0
£201 - £250	0.3%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
£250+	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	14.8%	89	18.0%	18	14.0%	14	19.0%	19	13.0%	13	12.0%	12	13.0%	13
(Refused)	2.2%	13	1.0%	1	1.0%	1	1.0%	1	1.0%	1	3.0%	3	6.0%	6
Mean:	72.49	76.48	68.94	69.83	67.85	77.29	74.77							
Base:	600	100	100	100	100	100	100							

Gosport Household Survey For Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Q10 In addition to your main food shopping, where do you normally do most of your household's small scale top-up food shopping (i.e. the store you visit regularly (2+ times a week) to buy bread, milk, etc., on a day-to-day basis)?														
<i>Excl. Nulls & SFT</i>														
Aldi, Mumby Road, Gosport	1.5%	6	1.4%	1	6.5%	4	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Aldi, West Street, Fareham	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	1.5%	1
Asda, Dock Road, Gosport	6.3%	26	15.1%	11	19.4%	12	1.3%	1	3.2%	2	0.0%	0	0.0%	0
Asda, Speedfields Park, Newgate Lane, Fareham	3.7%	15	1.4%	1	0.0%	0	3.8%	3	8.1%	5	2.9%	2	6.1%	4
Co-op, Arundel Drive, Fareham	1.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	4
Co-op, Cherque Farm, Twyford Drive Lee-on-the-Solent	2.4%	10	0.0%	0	0.0%	0	11.4%	9	0.0%	0	1.5%	1	0.0%	0
Co-op, Dartmouth Court, Priddys Hard, Gosport	0.5%	2	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Fairfield Avenue, Fareham	1.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	3.0%	2
Co-op, Gregson Avenue, Bridgemary	1.2%	5	0.0%	0	0.0%	0	0.0%	0	6.5%	4	1.5%	1	0.0%	0
Co-op, High Street, Lee-on-Solent	4.4%	18	0.0%	0	0.0%	0	22.8%	18	0.0%	0	0.0%	0	0.0%	0
Co-op, Palmyra Road, Elson	0.7%	3	4.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Petrol Oak Road, Highlands Road, Fareham	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	1.5%	1
Co-op, Petrol Solent, Fareham Road	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Co-op, San Diego Road, Gosport	0.2%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Wych Lane, Bridgemary, Gosport	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Co-op, Yew Tree Drive, Highlands Road, Fareham	0.5%	2	1.4%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Co-op., Tukes Avenue, Gosport	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Iceland, The Green, Stubbington	2.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.2%	9	1.5%	1
Iceland, Walpole Road, Gosport	1.0%	4	2.7%	2	0.0%	0	0.0%	0	1.6%	1	0.0%	0	1.5%	1
Iceland, West Street, Fareham	1.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	6.1%	4
Lidl, Brockhurst Gate, Gosport	2.2%	9	8.2%	6	0.0%	0	1.3%	1	3.2%	2	0.0%	0	0.0%	0
Lidl, Forton Road, Gosport	1.5%	6	4.1%	3	1.6%	1	0.0%	0	1.6%	1	1.5%	1	0.0%	0
Lidl, Rookery Avenue, Whiteley	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
M&S Foodhall Brockhurst Gate, Heritage Way, Gosport	3.2%	13	4.1%	3	3.2%	2	1.3%	1	9.7%	6	1.5%	1	0.0%	0
M&S Foodhall, Whiteley Village, Fareham	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	1.5%	1
Morrisons, Walpole Road, High Street, Gosport	5.4%	22	12.3%	9	14.5%	9	3.8%	3	0.0%	0	1.5%	1	0.0%	0
Sainsbury's Superstore, Broadcut, Wallington, Fareham	4.9%	20	5.5%	4	0.0%	0	0.0%	0	0.0%	0	4.4%	3	19.7%	13
Sainsbury's Superstore, Tollbar Way, Hedge End, Southampton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Tesco Express, Carless Close, Rowner	1.5%	6	0.0%	0	0.0%	0	6.3%	5	0.0%	0	1.5%	1	0.0%	0
Tesco Express, Forton Road, Gosport	1.7%	7	5.5%	4	1.6%	1	1.3%	1	1.6%	1	0.0%	0	0.0%	0
Tesco Express, Pier Street, Lee-on-Solent	1.2%	5	0.0%	0	0.0%	0	6.3%	5	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, North Harbour, Clement Atlee Way, Portsmouth	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	3
Tesco Superstore, Alver Village Square, Grange Road, Gosport	8.5%	35	6.8%	5	11.3%	7	19.0%	15	12.9%	8	0.0%	0	0.0%	0
Tesco Superstore, Quay Street, Fareham	4.1%	17	1.4%	1	0.0%	0	2.5%	2	0.0%	0	4.4%	3	16.7%	11
Tesco Superstore, Whiteley	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	1.5%	1

Gosport Household Survey For Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Way, Whiteley, Fareham														
The Food Warehouse (Iceland), Brockhurst Gate, Heritage Way, Gosport	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Waitrose, Stoke Road, Gosport	4.6%	19	5.5%	4	22.6%	14	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Fareham Town Centre	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	3
Gosport Town Centre	3.7%	15	5.5%	4	3.2%	2	1.3%	1	12.9%	8	0.0%	0	0.0%	0
Lee-on-the-Solent District Centre	2.7%	11	0.0%	0	0.0%	0	12.7%	10	1.6%	1	0.0%	0	0.0%	0
Portchester Local Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Stubbington Village Centre	3.2%	13	0.0%	0	0.0%	0	1.3%	1	0.0%	0	17.6%	12	0.0%	0
Co-op, Forton Road, Gosport	1.0%	4	5.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Stubbington Green, Fareham	3.7%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.1%	15	0.0%	0
Lidl, Newgate Lane, Fareham	1.0%	4	0.0%	0	0.0%	0	0.0%	0	4.8%	3	0.0%	0	1.5%	1
Aldi, Southampton Road, Portsmouth	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
B&M, Speedfield Park, Newgate lane, Fareham	0.5%	2	1.4%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Privett Road, Gosport	0.5%	2	0.0%	0	3.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Rowner Road, Gosport	0.5%	2	0.0%	0	0.0%	0	0.0%	0	3.2%	2	0.0%	0	0.0%	0
Co-op, West Street, Portchester	1.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.6%	5
Co-op, White Hart Lane, Portchester	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2
Hollam Hill Farm, Titchfield Road, Fareham	0.2%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Kev Jones & Son, Nobes Avenue, Gosport	0.7%	3	0.0%	0	0.0%	0	0.0%	0	4.8%	3	0.0%	0	0.0%	0
Lidl, Castle Trading Estate, Portchester	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	3
Lidl, Fareham Road, Gosport	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Local shops, Bishop's Waltham Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
M&S Foodhall, Cotsworth Road, Gosport	0.5%	2	1.4%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
McColl's, Carisbrooke Road, Gosport	0.7%	3	0.0%	0	0.0%	0	0.0%	0	4.8%	3	0.0%	0	0.0%	0
One Stop, Beauchamp Avenue, Rowner, Gosport	1.0%	4	0.0%	0	0.0%	0	1.3%	1	4.8%	3	0.0%	0	0.0%	0
One Stop, Crofton Lane, Stubbington	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	3	0.0%	0
One Stop, Elson Road, Gosport	0.5%	2	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Gosport Road, Fareham	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2
One Stop, Greyshott Avenue, Fareham	0.7%	3	0.0%	0	0.0%	0	0.0%	0	1.6%	1	2.9%	2	0.0%	0
One Stop, Village Road, Gosport	1.7%	7	0.0%	0	11.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, White Hart Lane, Portchester, Fareham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Welcome, Upper Old Street, Fareham	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0
Base:		410		73		62		79		62		68		66

Q11 Which internet / home delivery retailer do you use?

Those who do their top-up food shopping via the internet at Q10

Iceland	50.0%	1	0.0%	0	0.0%	0	0.0%	0	100.0%	1	0.0%	0	0.0%	0
Boxfresh	50.0%	1	0.0%	0	100.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		2		0		1		0		1		0		0

Gosport Household Survey For Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Q12 In addition to (LOCATION MENTIONED AT Q10), is there anywhere else you regularly use for your household's small scale top-up food shopping?														
<i>Those who do top-up shopping at Q10 AND Excl. Nulls & SFT</i>														
Aldi, Mumby Road, Gosport	4.7%	10	13.9%	5	6.1%	2	6.7%	3	0.0%	0	0.0%	0	0.0%	0
Aldi, West Street, Fareham	3.7%	8	0.0%	0	0.0%	0	0.0%	0	4.2%	1	5.4%	2	12.5%	5
Asda, Dock Road, Gosport	5.6%	12	11.1%	4	9.1%	3	6.7%	3	8.3%	2	0.0%	0	0.0%	0
Asda, Speedfields Park, Newgate Lane, Fareham	4.2%	9	5.6%	2	0.0%	0	4.4%	2	12.5%	3	2.7%	1	2.5%	1
Co-op, Arundel Drive, Fareham	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1
Co-op, Cherque Farm, Twyford Drive Lee-on-the-Solent	0.9%	2	0.0%	0	0.0%	0	4.4%	2	0.0%	0	0.0%	0	0.0%	0
Co-op, Gregson Avenue, Bridgemary	0.5%	1	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0
Co-op, Gudge Heath Lane, Highlands Road, Fareham	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	2
Co-op, High Street, Lee-on-Solent	4.7%	10	0.0%	0	0.0%	0	22.2%	10	0.0%	0	0.0%	0	0.0%	0
Co-op, Petrol Oak Road, Highlands Road, Fareham	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0
Co-op, Yew Tree Drive, Highlands Road, Fareham	0.5%	1	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0
Iceland, The Green, Stubbington	1.9%	4	0.0%	0	3.0%	1	2.2%	1	0.0%	0	5.4%	2	0.0%	0
Iceland, Walpole Road, Gosport	0.5%	1	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, West Street, Fareham	2.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.5%	5
Lidl, Brockhurst Gate, Gosport	1.4%	3	2.8%	1	0.0%	0	2.2%	1	4.2%	1	0.0%	0	0.0%	0
Lidl, Forton Road, Gosport	1.9%	4	8.3%	3	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Goldsmith Avenue, Portsmouth	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1
Lidl, Rookery Avenue, Whiteley	1.4%	3	0.0%	0	0.0%	0	2.2%	1	0.0%	0	2.7%	1	2.5%	1
M&S Foodhall Brockhurst Gate, Heritage Way, Gosport	2.3%	5	0.0%	0	9.1%	3	2.2%	1	4.2%	1	0.0%	0	0.0%	0
Morrisons, Commercial Centre, Anchorage Park Shopping Centre, Portsmouth	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1
Morrisons, Walpole Road, High Street, Gosport	7.4%	16	11.1%	4	27.3%	9	2.2%	1	4.2%	1	2.7%	1	0.0%	0
Sainsbury's Superstore, Broadcut, Wallington, Fareham	7.0%	15	2.8%	1	0.0%	0	0.0%	0	4.2%	1	8.1%	3	25.0%	10
Tesco Express, Carless Close, Rowner	0.5%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Forton Road, Gosport	1.4%	3	2.8%	1	0.0%	0	2.2%	1	0.0%	0	2.7%	1	0.0%	0
Tesco Express, Pier Street, Lee-on-Solent	2.8%	6	0.0%	0	0.0%	0	13.3%	6	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, North Harbour, Clement Atlee Way, Portsmouth	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	2
Tesco Extra, Solent Retail Park, Havant	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0
Tesco Superstore, Alver Village Square, Grange Road, Gosport	4.7%	10	5.6%	2	15.2%	5	2.2%	1	8.3%	2	0.0%	0	0.0%	0
Tesco Superstore, Quay Street, Fareham	2.8%	6	0.0%	0	0.0%	0	2.2%	1	8.3%	2	0.0%	0	7.5%	3
Tesco Superstore, Whiteley Way, Whiteley, Fareham	0.5%	1	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Food Warehouse (Iceland), Brockhurst Gate, Heritage Way, Gosport	1.9%	4	2.8%	1	0.0%	0	0.0%	0	12.5%	3	0.0%	0	0.0%	0
Waitrose, Stoke Road, Gosport	3.7%	8	2.8%	1	12.1%	4	0.0%	0	0.0%	0	8.1%	3	0.0%	0
Fareham Town Centre	1.4%	3	0.0%	0	0.0%	0	0.0%	0	4.2%	1	2.7%	1	2.5%	1

Gosport Household Survey For Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Gosport Town Centre	0.9%	2	5.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lee-on-the-Solent District Centre	2.8%	6	0.0%	0	0.0%	0	8.9%	4	0.0%	0	5.4%	2	0.0%	0
Stubbington Village Centre	4.2%	9	0.0%	0	0.0%	0	2.2%	1	0.0%	0	18.9%	7	2.5%	1
Co-op, Forton Road, Gosport	0.9%	2	5.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Stubbington Green, Fareham	4.7%	10	0.0%	0	0.0%	0	2.2%	1	0.0%	0	24.3%	9	0.0%	0
Lidl, Newgate Lane, Fareham	0.9%	2	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	2.5%	1
B&M, Speedfield Park, Newgate lane, Fareham	0.5%	1	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, Brockhurst Road, Gosport	0.9%	2	5.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Privett Road, Gosport	1.9%	4	2.8%	1	9.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Rowner Road, Gosport	1.4%	3	0.0%	0	0.0%	0	4.4%	2	4.2%	1	0.0%	0	0.0%	0
Co-op, The Square, Titchfield, Fareham	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0
Co-op, The Square, Wickham, Fareham	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1
Kev Jones & Son, Nobes Avenue, Gosport	0.5%	1	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0
Lidl, Castle Trading Estate, Portchester	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1
M&S Foodhall, Cotsworth Road, Gosport	0.5%	1	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0
Marks & Spencer, Solent Road, Havant	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1
McColl's, Carisbrooke Road, Gosport	0.5%	1	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0
One Stop, Beauchamp Avenue, Rowner, Gosport	0.5%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0
One Stop, Crofton Lane, Stubbington	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0
One Stop, Elson Road, Gosport	0.9%	2	5.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Gosport Road, Fareham	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1
One Stop, Village Road, Gosport	0.5%	1	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, High Street, Portsmouth,	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1
Base:	215	36	33	45	24	37	40							

Gosport Household Survey For Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
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MeanScore: £

Q14 How much does your household normally spend on top-up shopping in a week?*Those who do top-up shopping at Q10*

£1 - £5	14.2%	60	15.6%	12	16.9%	11	16.5%	13	20.0%	13	12.7%	9	3.0%	2
£6 - £10	20.0%	85	16.9%	13	15.4%	10	25.3%	20	16.9%	11	21.1%	15	23.9%	16
£11 - £15	12.7%	54	11.7%	9	7.7%	5	7.6%	6	12.3%	8	21.1%	15	16.4%	11
£16 - £20	13.9%	59	9.1%	7	24.6%	16	11.4%	9	13.8%	9	11.3%	8	14.9%	10
£21 - £25	8.5%	36	6.5%	5	12.3%	8	8.9%	7	7.7%	5	8.5%	6	7.5%	5
£26 - £30	5.4%	23	6.5%	5	7.7%	5	1.3%	1	1.5%	1	5.6%	4	10.4%	7
£31 - £35	1.2%	5	2.6%	2	0.0%	0	2.5%	2	0.0%	0	0.0%	0	1.5%	1
£36 - £40	2.4%	10	3.9%	3	1.5%	1	1.3%	1	1.5%	1	4.2%	3	1.5%	1
£41 - £45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£46 - £50	1.4%	6	2.6%	2	0.0%	0	3.8%	3	0.0%	0	0.0%	0	1.5%	1
£51 - £55	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£56 - £60	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
£61 - £65	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£66 - £70	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£71 - £75	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
£76 - £80	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
£81 - £85	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
£86 - £90	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£91 - £95	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£96 - £100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£101+	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	16.3%	69	22.1%	17	12.3%	8	17.7%	14	24.6%	16	9.9%	7	10.4%	7
(Refused)	3.1%	13	2.6%	2	1.5%	1	3.8%	3	1.5%	1	2.8%	2	6.0%	4
<i>Mean:</i>		<i>16.86</i>		<i>17.24</i>		<i>16.27</i>		<i>15.74</i>		<i>13.50</i>		<i>17.50</i>		<i>20.46</i>
<i>Base:</i>		<i>424</i>		<i>77</i>		<i>65</i>		<i>79</i>		<i>65</i>		<i>71</i>		<i>67</i>

Gosport Household Survey For Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Q15 Where do you normally do most of your household's shopping for men's, women's, children's and baby clothing and footwear? NOTE we mean fashion items - NOT sports clothing and footwear														
<i>Excl. Nulls & SFT</i>														
Marks & Spencer, Hedge End Retail Park, Southampton	3.2%	13	0.0%	0	10.8%	7	3.3%	2	0.0%	0	5.6%	4	0.0%	0
The Range, Gunners Way, Gosport	0.2%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chichester City Centre	2.2%	9	1.6%	1	6.2%	4	1.6%	1	0.0%	0	1.4%	1	2.7%	2
Fareham Town Centre	25.7%	105	12.9%	8	4.6%	3	16.4%	10	39.7%	29	26.4%	19	48.0%	36
Gosport Town Centre	13.0%	53	27.4%	17	15.4%	10	16.4%	10	15.1%	11	2.8%	2	4.0%	3
Lee-on-the-Solent District Centre	0.7%	3	0.0%	0	0.0%	0	4.9%	3	0.0%	0	0.0%	0	0.0%	0
Portchester Local Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.4%	1	0.0%	0
Portsmouth City Centre	7.4%	30	16.1%	10	4.6%	3	8.2%	5	8.2%	6	5.6%	4	2.7%	2
Southampton City Centre	6.1%	25	3.2%	2	15.4%	10	6.6%	4	2.7%	2	4.2%	3	5.3%	4
Stoke Road, Gosport	0.2%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Port Solent Market	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Broadcut Retail Park, Broadcut, Fareham (Argos, Dreams, Sainsbury's)	1.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	2.7%	2
Collingwood Retail Park, Newgate Lane, Fareham (Homebase, Matalan, Pets at Home)	1.2%	5	1.6%	1	1.5%	1	3.3%	2	0.0%	0	1.4%	1	0.0%	0
Fareham Shopping Centre, Thackeray Mall, Fareham (B&M, Bon Marché, New Look)	4.2%	17	1.6%	1	4.6%	3	6.6%	4	4.1%	3	4.2%	3	4.0%	3
Gunwharf Quays, Portsmouth (Marks & Spencer, Nike, Pandora)	4.2%	17	3.2%	2	9.2%	6	4.9%	3	1.4%	1	2.8%	2	4.0%	3
Hedge End Retail Park, Charles Watts Way, Hedge End, Southampton (B&Q, Oak Furnitureland, ScS)	5.1%	21	8.1%	5	6.2%	4	4.9%	3	5.5%	4	4.2%	3	2.7%	2
Speedfields Retail Park, Newgate Lane, Fareham (Asda, B&Q, Lidl)	3.4%	14	3.2%	2	0.0%	0	1.6%	1	6.8%	5	2.8%	2	5.3%	4
The Junction / Ocean Retail Park, Burrfields Road, Portsmouth (Currys PC World, Marks & Spencer, TK Maxx)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
West Quay Retail Park, Pirelli Street, Southampton (Argos, Furniture Village, Matalan)	1.0%	4	0.0%	0	3.1%	2	1.6%	1	0.0%	0	0.0%	0	1.3%	1
Whiteley Shopping Centre, Whiteley, Fareham (JD Sports, Next, WH Smith)	13.5%	55	9.7%	6	10.8%	7	16.4%	10	6.8%	5	25.0%	18	12.0%	9
Abroad	0.2%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Asda, Cranbourne Industrial Estate, Dock Road, Gosport	2.9%	12	6.5%	4	4.6%	3	0.0%	0	6.8%	5	0.0%	0	0.0%	0
Asda, Speedfields Park, Newgate Lane, Fareham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Central London	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Exeter City Centre	0.2%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Cotsworth Road, Gosport	0.2%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Solent Road, Havant	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Petersfield Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Port Solent Local Centre	0.5%	2	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Stubbington Village Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0
Tesco Extra, Clement Attlee Way, Portsmouth	0.5%	2	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Tesco Superstore, Quay Street, Fareham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Winchester City Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Base:		408		62		65		61		73		72		75

Gosport Household Survey For Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Q16 How do you normally travel to (LOCATION MENTIONED AT Q15)?														
<i>Excluding those who said 'Internet / catalogue / TV shopping' at Q15</i>														
Car / van (as driver)	64.0%	284	51.4%	36	57.9%	44	63.1%	41	60.0%	48	76.3%	58	74.0%	57
Car / van (as passenger)	7.2%	32	5.7%	4	3.9%	3	12.3%	8	10.0%	8	9.2%	7	2.6%	2
Bus, minibus or coach	11.3%	50	10.0%	7	7.9%	6	9.2%	6	22.5%	18	9.2%	7	7.8%	6
Using park & ride facility	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Motorcycle, scooter or moped	0.2%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	5.2%	23	10.0%	7	3.9%	3	0.0%	0	1.3%	1	2.6%	2	13.0%	10
Taxi	0.2%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Train	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.9%	4	1.4%	1	0.0%	0	3.1%	2	0.0%	0	0.0%	0	1.3%	1
Mobility scooter / wheelchair	0.2%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ferry	4.5%	20	8.6%	6	11.8%	9	7.7%	5	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
Aeroplane	0.2%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know)	2.7%	12	2.9%	2	6.6%	5	1.5%	1	2.5%	2	1.3%	1	1.3%	1
(Varies)	3.2%	14	7.1%	5	6.6%	5	1.5%	1	2.5%	2	1.3%	1	0.0%	0
Base:		444		70		76		65		80		76		77

Gosport Household Survey For Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Q16A Excluding Christmas shopping, have you bought any of these goods in the last 10 years? [MR/PR]														
Recording media for pictures and sound (e.g. records, pre-recorded and unrecorded CDs & DVDs, etc.) (Excluding gaming)	58.5%	351	60.0%	60	52.0%	52	53.0%	53	61.0%	61	56.0%	56	69.0%	69
Books (incl. encyclopaedias, text books, guidebooks and musical scores) and stationary (incl. writing pads, envelopes pens, diaries, etc.) and drawing	74.2%	445	70.0%	70	77.0%	77	77.0%	77	69.0%	69	73.0%	73	79.0%	79
Audio visual, photographic, computer items (such as TVs, cameras, iPad, telephones etc) and small domestic electrical goods (such as irons, kettles, b	69.7%	418	72.0%	72	72.0%	72	64.0%	64	69.0%	69	72.0%	72	69.0%	69
Games & toys; pets and pet products; hobby items; sport clothing / footwear and equipment; camping goods; bicycles; and musical instruments	54.8%	329	53.0%	53	45.0%	45	55.0%	55	67.0%	67	52.0%	52	57.0%	57
All goods for personal care (including, electric razors, hair dryers, bathroom scales, cosmetics, perfume, toothpaste, etc), medical and pharmaceuticals	83.7%	502	87.0%	87	81.0%	81	81.0%	81	88.0%	88	83.0%	83	82.0%	82
Furniture, carpets, other floor coverings and household textiles (includes beds, sofas, tables, etc)	61.5%	369	60.0%	60	63.0%	63	58.0%	58	57.0%	57	69.0%	69	62.0%	62
DIY goods, decorating supplies and garden products (such as drills, lawn mowers, hammers, hedge cutters, garden tools, plants, shrubs etc)	70.5%	423	73.0%	73	65.0%	65	67.0%	67	68.0%	68	79.0%	79	71.0%	71
Large domestic electrical appliances, such as fridges, freezers, ovens, washing machines, dishwashers, etc)	65.8%	395	65.0%	65	65.0%	65	61.0%	61	73.0%	73	67.0%	67	64.0%	64
All other goods including jewellery & watches; glassware, china, tableware and household utensils; and other personal effects (e.g. travel goods, suit	46.8%	281	49.0%	49	41.0%	41	42.0%	42	48.0%	48	53.0%	53	48.0%	48
(None)	1.3%	8	2.0%	2	2.0%	2	1.0%	1	1.0%	1	1.0%	1	1.0%	1
Base:		600		100		100		100		100		100		100

Gosport Household Survey For Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Q17 Where do you normally do most of your household's shopping for physical media such as pre-recorded and unrecorded CDs, DVDs, Blu Rays, records, but excluding gaming products?														
<i>Those who said 'Recording media, etc' at Q16A AND Excl. Nulls & SFT</i>														
Alverstoke Local Centre	0.6%	1	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chichester City Centre	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0
Fareham Town Centre	18.4%	30	4.5%	1	3.8%	1	9.5%	2	13.5%	5	25.0%	6	45.5%	15
Gosport Town Centre	18.4%	30	40.9%	9	34.6%	9	23.8%	5	18.9%	7	0.0%	0	0.0%	0
Lee-on-the-Solent District Centre	1.8%	3	0.0%	0	0.0%	0	9.5%	2	0.0%	0	4.2%	1	0.0%	0
Portchester Local Centre	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1
Portsmouth City Centre	3.1%	5	9.1%	2	3.8%	1	0.0%	0	0.0%	0	0.0%	0	6.1%	2
Southampton City Centre	1.2%	2	0.0%	0	0.0%	0	0.0%	0	2.7%	1	4.2%	1	0.0%	0
Broadcut Retail Park, Broadcut, Fareham (Argos, Dreams, Sainsbury's)	3.7%	6	0.0%	0	0.0%	0	0.0%	0	2.7%	1	4.2%	1	12.1%	4
Gunwharf Quays, Portsmouth (Marks & Spencer, Nike, Pandora)	8.0%	13	9.1%	2	11.5%	3	14.3%	3	5.4%	2	8.3%	2	3.0%	1
Hedge End Retail Park, Charles Watts Way, Hedge End, Southampton (B&Q, Oak Furnitureland, ScS)	0.6%	1	4.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southampton Road, Park Gate, Southampton (Currys PC World, Home Bargains, Smyths Toys)	0.6%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0
Speedfields Retail Park, Newgate Lane, Fareham (Asda, B&Q, Lidl)	16.0%	26	4.5%	1	3.8%	1	23.8%	5	21.6%	8	33.3%	8	9.1%	3
West Quay Retail Park, Pirelli Street, Southampton (Argos, Furniture Village, Matalan)	0.6%	1	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whiteley Shopping Centre, Whiteley, Fareham (JD Sports, Next, WH Smith)	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0
Asda, Cranbourne Industrial Estate, Dock Road, Gosport	11.7%	19	18.2%	4	26.9%	7	4.8%	1	18.9%	7	0.0%	0	0.0%	0
Tesco Superstore, Alver Village Square, Grange Road, Gosport	2.5%	4	9.1%	2	0.0%	0	4.8%	1	2.7%	1	0.0%	0	0.0%	0
Morrisons, Walpole Road, Gosport	2.5%	4	0.0%	0	3.8%	1	4.8%	1	5.4%	2	0.0%	0	0.0%	0
Asda, Speedfields Park, Newgate Lane, Fareham	0.6%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0
Exeter City Centre	0.6%	1	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0	0.0%	0
Lidl, Brockhurst Gate, Heritage Way, Gosport	0.6%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0
Tesco Extra, Clement Attlee Way, Portsmouth	1.8%	3	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	6.1%	2
Tesco Extra, Green Park, Llantrisant, Pontyclun	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0
Tesco Superstore, Quay Street, Fareham	3.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1	15.2%	5
Winchester City Centre	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0
Base:		163		22		26		21		37		24		33

Gosport Household Survey For Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Q18 Where do you normally do most of your household's shopping for books, stationary, sheet music, and drawing materials?							
<i>Those who said 'Books, etc' at Q16A AND Excl. Nulls & SFT</i>							
Bridgemary Local Centre	0.4%	1	0.0%	0	0.0%	0	0.0%
Chichester City Centre	0.4%	1	0.0%	0	2.5%	1	0.0%
Fareham Town Centre	37.8%	95	34.1%	15	20.0%	8	31.3%
Gosport Town Centre	19.9%	50	31.8%	14	42.5%	17	10.4%
Lee-on-the-Solent District Centre	7.2%	18	2.3%	1	5.0%	2	25.0%
Portchester Local Centre	0.8%	2	2.3%	1	0.0%	0	0.0%
Portsmouth City Centre	2.4%	6	0.0%	0	7.5%	3	4.2%
Southampton City Centre	1.2%	3	4.5%	2	0.0%	0	0.0%
Southsea Local Centre	0.4%	1	0.0%	0	0.0%	0	0.0%
Fareham Market	0.4%	1	0.0%	0	0.0%	0	0.0%
Broadcut Retail Park, Broadcut, Fareham (Argos, Dreams, Sainsbury's)	1.2%	3	0.0%	0	0.0%	0	0.0%
Brockhurst Gate Retail Park, Heritage Way, Gosport (Home Bargains, Jolleys Pet Superstore)	0.4%	1	2.3%	1	0.0%	0	0.0%
Collingwood Retail Park, Newgate Lane, Fareham (Homebase, Matalan, Pets at Home)	0.4%	1	0.0%	0	0.0%	0	2.1%
Fareham Shopping Centre, Thackeray Mall, Fareham (B&M, Bon Marché, New Look)	3.6%	9	2.3%	1	0.0%	0	4.2%
Gunwharf Quays, Portsmouth (Marks & Spencer, Nike, Pandora)	0.8%	2	2.3%	1	0.0%	0	0.0%
Southampton Road, Park Gate, Southampton (Currys PC World, Home Bargains, Smyths Toys)	0.4%	1	0.0%	0	0.0%	0	0.0%
Speedfields Retail Park, Newgate Lane, Fareham (Asda, B&Q, Lidl)	8.0%	20	4.5%	2	2.5%	1	6.3%
West Quay Retail Park, Pirelli Street, Southampton (Argos, Furniture Village, Matalan)	0.4%	1	0.0%	0	0.0%	0	2.1%
Whiteley Shopping Centre, Whiteley, Fareham (JD Sports, Next, WH Smith)	0.8%	2	2.3%	1	2.5%	1	0.0%
Abroad	0.8%	2	0.0%	0	0.0%	0	2.1%
Asda, Cranbourne Industrial Estate, Dock Road, Gosport	4.8%	12	9.1%	4	7.5%	3	6.3%
Tesco Superstore, Alver Village Square, Grange Road, Gosport	0.8%	2	0.0%	0	0.0%	0	0.0%
Morrisons, Walpole Road, Gosport	1.2%	3	2.3%	1	5.0%	2	0.0%
Asda, Speedfields Park, Newgate Lane, Fareham	0.4%	1	0.0%	0	0.0%	0	0.0%
Exeter City Centre	0.4%	1	0.0%	0	0.0%	0	2.1%
Gatwick Airport	0.4%	1	0.0%	0	0.0%	0	0.0%
Heathrow Airport	0.8%	2	0.0%	0	2.5%	1	2.1%
Sevenoaks Town Centre	0.4%	1	0.0%	0	2.5%	1	0.0%
Stubbington Village Centre	1.2%	3	0.0%	0	0.0%	0	0.0%
Sunderland City Centre	0.4%	1	0.0%	0	0.0%	0	0.0%
Tesco Extra, Green Park, Llantrisant, Pontyclun	0.4%	1	0.0%	0	0.0%	0	0.0%
Tesco Superstore, Quay Street, Fareham	0.4%	1	0.0%	0	0.0%	0	0.0%
Winchester City Centre	0.8%	2	0.0%	0	0.0%	0	2.1%
Base:	251	44	40	48	45	33	41

Gosport Household Survey For Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Q19 Where do you normally do most of your household's shopping for audio visual, photographic, computer items (such as TVs, cameras, ipads, telephones etc) and small domestic electrical goods (such as irons, kettles, blenders, vaccum cleaners etc)?														
<i>Those who said 'Audio visual items, etc' at Q16A AND Excl. Nulls & SFT</i>														
Currys PC World, The Junction, Ocean Retail Park, Portsmouth	3.4%	10	7.7%	3	1.8%	1	2.6%	1	4.1%	2	0.0%	0	5.9%	3
John Lewis, WestQuay Southampton	6.9%	20	7.7%	3	12.5%	7	10.5%	4	0.0%	0	5.3%	3	5.9%	3
Fareham Town Centre	4.8%	14	0.0%	0	0.0%	0	5.3%	2	8.2%	4	1.8%	1	13.7%	7
Gosport Town Centre	4.1%	12	17.9%	7	7.1%	4	2.6%	1	0.0%	0	0.0%	0	0.0%	0
Locks Heath Local Centre	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	2.0%	1
Portchester Local Centre	1.7%	5	2.6%	1	0.0%	0	0.0%	0	0.0%	0	3.5%	2	3.9%	2
Portsmouth City Centre	1.4%	4	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	3
Southampton City Centre	3.4%	10	5.1%	2	5.4%	3	2.6%	1	2.0%	1	1.8%	1	3.9%	2
Southsea Local Centre	0.3%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fareham Market	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Broadcut Retail Park, Broadcut, Fareham (Argos, Dreams, Sainsbury's)	3.4%	10	2.6%	1	0.0%	0	0.0%	0	4.1%	2	7.0%	4	5.9%	3
Brockhurst Gate Retail Park, Heritage Way, Gosport (Home Bargains, Jolleys Pet Superstore)	0.3%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Collingwood Retail Park, Newgate Lane, Fareham (Homebase, Matalan, Pets at Home)	1.4%	4	0.0%	0	0.0%	0	2.6%	1	0.0%	0	1.8%	1	3.9%	2
Fareham Shopping Centre, Thackeray Mall, Fareham (B&M, Bon Marché, New Look)	0.7%	2	2.6%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Gunwharf Quays, Portsmouth (Marks & Spencer, Nike, Pandora)	1.0%	3	0.0%	0	0.0%	0	2.6%	1	0.0%	0	1.8%	1	2.0%	1
Hedge End Retail Park, Charles Watts Way, Hedge End, Southampton (B&Q, Oak Furnitureland, ScS)	3.8%	11	5.1%	2	8.9%	5	2.6%	1	0.0%	0	3.5%	2	2.0%	1
Southampton Road, Park Gate, Southampton (Currys PC World, Home Bargains, Smyths Toys)	47.6%	138	35.9%	14	53.6%	30	50.0%	19	57.1%	28	57.9%	33	27.5%	14
Speedfields Retail Park, Newgate Lane, Fareham (Asda, B&Q, Lidl)	3.8%	11	0.0%	0	0.0%	0	7.9%	3	12.2%	6	1.8%	1	2.0%	1
The Junction / Ocean Retail Park, Burrfields Road, Portsmouth (Currys PC World, Marks & Spencer, TK Maxx)	1.7%	5	0.0%	0	0.0%	0	5.3%	2	2.0%	1	0.0%	0	3.9%	2
West Quay Retail Park, Pirelli Street, Southampton (Argos, Furniture Village, Matalan)	1.4%	4	0.0%	0	1.8%	1	0.0%	0	0.0%	0	5.3%	3	0.0%	0
Whiteley Shopping Centre, Whiteley, Fareham (JD Sports, Next, WH Smith)	1.0%	3	2.6%	1	0.0%	0	0.0%	0	0.0%	0	3.5%	2	0.0%	0
Abroad	1.0%	3	0.0%	0	0.0%	0	2.6%	1	2.0%	1	1.8%	1	0.0%	0
Asda, Cranbourne Industrial Estate, Dock Road, Gosport	2.1%	6	2.6%	1	5.4%	3	0.0%	0	4.1%	2	0.0%	0	0.0%	0
Aldi, West Street, Fareham	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	2
Central London	0.3%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Regents Park Road, Southampton	0.7%	2	0.0%	0	1.8%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0
Currys PC World, Two Rivers, Mustard Mill Road, Staines-upon-Thames	0.3%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Brockhurst Gate, Heritage Way, Gosport	0.3%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Portfield Retail Park,	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1

Gosport Household Survey For Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Chichester							
Tesco Extra, Clement Attlee Way, Portsmouth	0.7% 2	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	3.9% 2
Base:	290	39	56	38	49	57	51

Gosport Household Survey For Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Q20 Where do you normally do most of your household's shopping for games & toys; pets and pet products; hobby items; sport clothing / footwear and equipment; camping goods; bicycles; and musical instruments?														
<i>Those who said 'Games & toys, etc' at Q16A AND Excl. Nulls & SFT</i>														
Halfords, Creek Road, Gosport	1.0%	2	3.6%	1	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0
John Lewis, WestQuay Southampton	1.0%	2	0.0%	0	4.0%	1	0.0%	0	0.0%	0	2.9%	1	0.0%	0
Pets at Home, Collingwood Retail Park, Southampton	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	2	2.9%	1
Sports Direct, Solent Retail Park, Havant Portsmouth	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1
The Range, Gunners Way, Gosport	1.6%	3	3.6%	1	4.0%	1	0.0%	0	2.5%	1	0.0%	0	0.0%	0
Chichester City Centre	0.5%	1	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fareham Town Centre	18.1%	35	10.7%	3	4.0%	1	16.1%	5	5.0%	2	26.5%	9	42.9%	15
Gosport Town Centre	11.4%	22	28.6%	8	4.0%	1	25.8%	8	12.5%	5	0.0%	0	0.0%	0
Locks Heath Local Centre	0.5%	1	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portsmouth City Centre	2.6%	5	0.0%	0	0.0%	0	3.2%	1	2.5%	1	0.0%	0	8.6%	3
Southampton City Centre	1.6%	3	7.1%	2	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fareham Market	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1
Broadcut Retail Park, Broadcut, Fareham (Argos, Dreams, Sainsbury's)	3.6%	7	0.0%	0	0.0%	0	3.2%	1	5.0%	2	2.9%	1	8.6%	3
Collingwood Retail Park, Newgate Lane, Fareham (Homebase, Matalan, Pets at Home)	3.6%	7	7.1%	2	0.0%	0	0.0%	0	2.5%	1	8.8%	3	2.9%	1
Fareham Shopping Centre, Thackeray Mall, Fareham (B&M, Bon Marché, New Look)	1.6%	3	3.6%	1	0.0%	0	0.0%	0	2.5%	1	2.9%	1	0.0%	0
Gunwharf Quays, Portsmouth (Marks & Spencer, Nike, Pandora)	0.5%	1	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hedge End Retail Park, Charles Watts Way, Hedge End, Southampton (B&Q, Oak Furnitureland, ScS)	0.5%	1	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southampton Road, Park Gate, Southampton (Currys PC World, Home Bargains, Smyths Toys)	23.3%	45	10.7%	3	24.0%	6	29.0%	9	37.5%	15	29.4%	10	5.7%	2
Speedfields Retail Park, Newgate Lane, Fareham (Asda, B&Q, Lidl)	9.3%	18	14.3%	4	8.0%	2	9.7%	3	12.5%	5	5.9%	2	5.7%	2
West Quay Retail Park, Pirelli Street, Southampton (Argos, Furniture Village, Matalan)	1.6%	3	0.0%	0	8.0%	2	0.0%	0	0.0%	0	0.0%	0	2.9%	1
Whiteley Shopping Centre, Whiteley, Fareham (JD Sports, Next, WH Smith)	6.2%	12	0.0%	0	12.0%	3	6.5%	2	2.5%	1	8.8%	3	8.6%	3
Asda, Cranbourne Industrial Estate, Dock Road, Gosport	1.6%	3	0.0%	0	8.0%	2	0.0%	0	2.5%	1	0.0%	0	0.0%	0
Tesco Superstore, Alver Village Square, Grange Road, Gosport	1.0%	2	0.0%	0	4.0%	1	3.2%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons, Walpole Road, Gosport	0.5%	1	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0
Exeter City Centre	0.5%	1	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0
Lidl, Brockhurst Gate, Heritage Way, Gosport	0.5%	1	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0
Lidl, Forton Road, Gosport	0.5%	1	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Port Solent Local Centre	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1
Reading Town Centre	0.5%	1	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stubbington Village Centre	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0
Tesco Extra, Clement Attlee Way, Portsmouth	1.0%	2	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	2.9%	1
Tesco Extra, Green Park, Llantrisant, Pontyclun	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0
Tesco Superstore, Quay	0.5%	1	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0

Gosport Household Survey For Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Street, Fareham														
Winchester City Centre	0.5%	1	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		193		28		25		31		40		34		35

Gosport Household Survey For Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Q21 Where do you normally do most of your household's shopping on medical and pharmaceutical goods, toiletries, cosmetics, personal care products, therapeutic appliances (e.g. spectacles, hearing aids, wheelchairs, contact lenses, etc)?														
<i>Those who said 'Personal care goods, etc' at Q16A AND Excl. Nulls & SFT</i>														
Debenhams, Fareham Shopping Centre, Fareham	0.2%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, WestQuay Southampton	0.4%	2	1.3%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Hedge End Retail Park, Southampton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Bridgemary Local Centre Fareham Town Centre	0.7%	3	0.0%	0	0.0%	0	0.0%	0	3.9%	3	0.0%	0	0.0%	0
Forton Road, Gosport	25.7%	117	9.0%	7	10.4%	8	17.8%	13	26.0%	20	39.5%	30	52.0%	39
Gosport Town Centre	0.2%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Lee-on-the-Solent District Centre	28.7%	131	61.5%	48	70.1%	54	16.4%	12	22.1%	17	0.0%	0	0.0%	0
Portchester Local Centre	5.0%	23	0.0%	0	0.0%	0	31.5%	23	0.0%	0	0.0%	0	0.0%	0
Portsmouth City Centre	2.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.3%	10
Rowner Local Centre	0.4%	2	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Southampton City Centre	0.7%	3	0.0%	0	0.0%	0	2.7%	2	1.3%	1	0.0%	0	0.0%	0
Stoke Road, Gosport	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Broadcut Retail Park, Broadcut, Fareham (Argos, Dreams, Sainsbury's)	1.5%	7	3.8%	3	5.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brockhurst Gate Retail Park, Heritage Way, Gosport (Home Bargains, Jolleys Pet Superstore)	3.1%	14	1.3%	1	0.0%	0	2.7%	2	0.0%	0	3.9%	3	10.7%	8
Collingwood Retail Park, Newgate Lane, Fareham (Homebase, Matalan, Pets at Home)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Fareham Shopping Centre, Thackeray Mall, Fareham (B&M, Bon Marché, New Look)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Gunwharf Quays, Portsmouth (Marks & Spencer, Nike, Pandora)	1.1%	5	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.3%	1	4.0%	3
Southampton Road, Park Gate, Southampton (Currys PC World, Home Bargains, Smyths Toys)	0.4%	2	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0
Speedfields Retail Park, Newgate Lane, Fareham (Asda, B&Q, Lidl)	6.1%	28	3.8%	3	0.0%	0	9.6%	7	13.0%	10	7.9%	6	2.7%	2
The Junction / Ocean Retail Park, Burrfields Road, Portsmouth (Currys PC World, Marks & Spencer, TK Maxx)	0.7%	3	0.0%	0	1.3%	1	0.0%	0	1.3%	1	1.3%	1	0.0%	0
Whiteley Shopping Centre, Whiteley, Fareham (JD Sports, Next, WH Smith)	2.4%	11	0.0%	0	1.3%	1	2.7%	2	1.3%	1	7.9%	6	1.3%	1
Abroad	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Asda, Cranbourne Industrial Estate, Dock Road, Gosport	5.9%	27	10.3%	8	9.1%	7	1.4%	1	11.7%	9	2.6%	2	0.0%	0
Tesco Superstore, Alver Village Square, Grange Road, Gosport	3.5%	16	2.6%	2	0.0%	0	6.8%	5	10.4%	8	1.3%	1	0.0%	0
Morrisons, Walpole Road, Gosport	0.9%	4	1.3%	1	1.3%	1	1.4%	1	1.3%	1	0.0%	0	0.0%	0
Asda, Speedfields Park, Newgate Lane, Fareham	0.2%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Lidl, Brockhurst Gate, Heritage Way, Gosport	0.4%	2	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0
Lidl, Forton Road, Gosport	0.4%	2	1.3%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Stubbington Village Centre	4.4%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.3%	20	0.0%	0
Tesco Extra, Clement Attlee Way, Portsmouth	1.3%	6	1.3%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	5.3%	4
Tesco Superstore, Quay	1.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	6.7%	5

Gosport Household Survey For Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Street, Fareham							
Titchfield Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%
Waitrose, Stoke Road, Gosport	0.2%	1	0.0%	0	0.0%	0	1.3%
Base:	456	78	77	73	77	76	75

Gosport Household Survey For Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Q22 Where do you normally do most of your household's shopping for furniture, carpets, other floor coverings and household textiles (includes beds, sofas, tables, etc)?														
<i>Those who said 'Furniture, etc' at Q16A AND Excl. Nulls & SFT</i>														
Carpetright, The Junction, Ocean Retail Park, Portsmouth	0.4%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DFS, Hedge End Retail Park, Southampton	2.9%	8	6.7%	3	0.0%	0	4.5%	2	2.4%	1	3.7%	2	0.0%	0
IKEA, Mountbatten Retail Park, Southampton	4.3%	12	8.9%	4	2.0%	1	0.0%	0	4.9%	2	5.6%	3	4.3%	2
John Lewis, WestQuay Southampton	4.7%	13	2.2%	1	10.2%	5	4.5%	2	0.0%	0	7.4%	4	2.2%	1
Marks & Spencer, Hedge End Retail Park, Southampton	1.1%	3	2.2%	1	2.0%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Next, Cascades Shopping Centre, Portsmouth	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
SCS / Oak Furnitureland / Fabb Sofas, Hedge End Retail Park, Southampton	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	2.2%	1
The Range, Gunners Way, Gosport	0.7%	2	0.0%	0	0.0%	0	0.0%	0	2.4%	1	1.9%	1	0.0%	0
Elson Local Centre	1.1%	3	2.2%	1	2.0%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Fareham Town Centre	5.0%	14	2.2%	1	0.0%	0	2.3%	1	2.4%	1	11.1%	6	10.9%	5
Gosport Town Centre	15.4%	43	33.3%	15	28.6%	14	11.4%	5	14.6%	6	3.7%	2	2.2%	1
Havant Town Centre	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	2
Lee-on-the-Solent District Centre	1.1%	3	0.0%	0	0.0%	0	6.8%	3	0.0%	0	0.0%	0	0.0%	0
Locks Heath Local Centre	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	2.2%	1
Portchester Local Centre	1.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.9%	5
Portsmouth City Centre	2.9%	8	0.0%	0	0.0%	0	4.5%	2	0.0%	0	3.7%	2	8.7%	4
Southampton City Centre	2.9%	8	2.2%	1	2.0%	1	6.8%	3	4.9%	2	0.0%	0	2.2%	1
Waterlooville Town Centre	1.4%	4	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	6.5%	3
Gosport Market	0.4%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brockhurst Gate Retail Park, Heritage Way, Gosport (Home Bargains, Jolleys Pet Superstore)	0.4%	1	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0
Collingwood Retail Park, Newgate Lane, Fareham (Homebase, Matalan, Pets at Home)	4.7%	13	11.1%	5	2.0%	1	6.8%	3	4.9%	2	1.9%	1	2.2%	1
Fareham Shopping Centre, Thackeray Mall, Fareham (B&M, Bon Marché, New Look)	1.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	4	0.0%	0
Hedge End Retail Park, Charles Watts Way, Hedge End, Southampton (B&Q, Oak Furnitureland, ScS)	20.8%	58	20.0%	9	26.5%	13	22.7%	10	19.5%	8	13.0%	7	23.9%	11
Southampton Road, Park Gate, Southampton (Currys PC World, Home Bargains, Smyths Toys)	10.4%	29	2.2%	1	6.1%	3	9.1%	4	22.0%	9	14.8%	8	8.7%	4
Speedfields Retail Park, Newgate Lane, Fareham (Asda, B&Q, Lidl)	1.4%	4	0.0%	0	0.0%	0	0.0%	0	2.4%	1	3.7%	2	2.2%	1
The Junction / Ocean Retail Park, Burrfields Road, Portsmouth (Currys PC World, Marks & Spencer, TK Maxx)	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	2
West Quay Retail Park, Pirelli Street, Southampton (Argos, Furniture Village, Matalan)	1.4%	4	0.0%	0	2.0%	1	4.5%	2	2.4%	1	0.0%	0	0.0%	0
Whiteley Shopping Centre, Whiteley, Fareham (JD Sports, Next, WH Smith)	1.8%	5	2.2%	1	2.0%	1	2.3%	1	0.0%	0	1.9%	1	2.2%	1
Abroad	0.4%	1	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0
Carpet Fayre, Anns Hill Road, Gosport	4.7%	13	2.2%	1	4.1%	2	6.8%	3	14.6%	6	1.9%	1	0.0%	0
Alton Town Centre	0.4%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Gosport Household Survey For Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Central London	0.4%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Whiteley Village, Whiteley Way, Whiteley	0.4%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solent Flooring, Heritage Business Park, Heritage Way, Gosport	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Stubbington Village Centre	1.8%	5	0.0%	0	0.0%	0	0.0%	0	2.4%	1	7.4%	4	0.0%	0
Warsash Village Centre	0.4%	1	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0
Base:		279		45		49		44		41		54		46

Gosport Household Survey For Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Q23 Where do you normally do most of your household's shopping for DIY goods, decorating supplies and garden products?														
<i>Those who said 'DIY goods, etc' at Q16A AND Excl. Nulls & SFT</i>														
B&Q, Pompey Centre, Portsmouth	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Homebase, Collingwood Retail Park, Southampton	1.3%	5	0.0%	0	1.7%	1	1.7%	1	3.3%	2	1.4%	1	0.0%	0
Marks & Spencer, Hedge End Retail Park, Southampton	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Snow and Rock, Port Solent, Portsmouth	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
The Range, Gunners Way, Gosport	5.5%	21	10.6%	7	6.9%	4	5.2%	3	11.7%	7	0.0%	0	0.0%	0
Alverstoke Local Centre	0.3%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fareham Town Centre	6.8%	26	7.6%	5	1.7%	1	5.2%	3	6.7%	4	5.5%	4	13.4%	9
Gosport Town Centre	3.1%	12	10.6%	7	5.2%	3	0.0%	0	1.7%	1	1.4%	1	0.0%	0
Lee-on-the-Solent District Centre	0.5%	2	0.0%	0	0.0%	0	3.4%	2	0.0%	0	0.0%	0	0.0%	0
Locks Heath Local Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Portchester Local Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2
Gosport Market	0.3%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Broadcut Retail Park, Broadcut, Fareham (Argos, Dreams, Sainsbury's)	0.5%	2	1.5%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Brockhurst Gate Retail Park, Heritage Way, Gosport (Home Bargains, Jolleys Pet Superstore)	1.8%	7	0.0%	0	5.2%	3	0.0%	0	6.7%	4	0.0%	0	0.0%	0
Collingwood Retail Park, Newgate Lane, Fareham (Homebase, Matalan, Pets at Home)	27.0%	103	31.8%	21	34.5%	20	34.5%	20	31.7%	19	20.5%	15	11.9%	8
Fareham Shopping Centre, Thackeray Mall, Fareham (B&M, Bon Marché, New Look)	0.5%	2	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0	0.0%	0
Hedge End Retail Park, Charles Watts Way, Hedge End, Southampton (B&Q, Oak Furnitureland, ScS)	5.8%	22	3.0%	2	6.9%	4	3.4%	2	3.3%	2	8.2%	6	9.0%	6
Pompey Centre, Fratton Way, Portsmouth (B&Q, Bensons for Beds, Topps Tiles)	0.8%	3	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2
Southampton Road, Park Gate, Southampton (Currys PC World, Home Bargains, Smyths Toys)	15.2%	58	13.6%	9	12.1%	7	12.1%	7	8.3%	5	30.1%	22	11.9%	8
Speedfields Retail Park, Newgate Lane, Fareham (Asda, B&Q, Lidl)	22.8%	87	15.2%	10	20.7%	12	32.8%	19	20.0%	12	17.8%	13	31.3%	21
Whiteley Shopping Centre, Whiteley, Fareham (JD Sports, Next, WH Smith)	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Asda, Cranbourne Industrial Estate, Dock Road, Gosport	0.3%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Charles Watts Way, Hedge End, Southampton	0.3%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Purbrook Way, Havant	1.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	5
Bedhampton Local Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Brewers Decorator Centres, Fielder Drive, Newgate Lane, Fareham	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Fareham Trade Park, Lederle Lane, Gosport	0.5%	2	0.0%	0	1.7%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Fort Fareham Industrial Estate, Fareham	0.3%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Admirals Park, Williams Road, Portsmouth	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1

Gosport Household Survey For Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Stubbington Village Centre	1.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	5	0.0%	0
Tesco Superstore, Quay Street, Fareham	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Titchfield Village Centre	0.5%	2	0.0%	0	1.7%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Toolstation, Matrix Park, Talbot Road, Fareham	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0
Base:		382		66		58		58		60		73		67

Gosport Household Survey For Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Q24 Where do you normally do most of your household's shopping for large domestic electrical appliances, such as fridges, freezers, ovens, washing machines, dishwashers, etc)?														
<i>Those who said 'Large domestic electrical appliances, etc' at Q16A AND Excl. Nulls & SFT</i>														
Currys PC World, The Junction, Ocean Retail Park, Portsmouth	3.6%	9	5.4%	2	0.0%	0	2.8%	1	4.3%	2	2.2%	1	7.5%	3
Homebase, Burrfields Retail Park, Portsmouth (NOW CLOSED)	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1
John Lewis, WestQuay Southampton	4.7%	12	2.7%	1	6.1%	3	5.6%	2	0.0%	0	6.7%	3	7.5%	3
Fareham Town Centre Forton Road, Gosport	4.7%	12	2.7%	1	2.0%	1	2.8%	1	2.2%	1	8.9%	4	10.0%	4
Gosport Town Centre	10.3%	26	21.6%	8	16.3%	8	5.6%	2	15.2%	7	0.0%	0	2.5%	1
Lee-on-the-Solent District Centre	0.4%	1	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0
Locks Heath Local Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Portsmouth City Centre	0.4%	1	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0
Southampton City Centre	2.8%	7	2.7%	1	2.0%	1	0.0%	0	2.2%	1	4.4%	2	5.0%	2
Stoke Road, Gosport	3.2%	8	8.1%	3	6.1%	3	5.6%	2	0.0%	0	0.0%	0	0.0%	0
Broadcut Retail Park, Broadcut, Fareham (Argos, Dreams, Sainsbury's)	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	3
Collingwood Retail Park, Newgate Lane, Fareham (Homebase, Matalan, Pets at Home)	2.4%	6	5.4%	2	2.0%	1	5.6%	2	0.0%	0	0.0%	0	2.5%	1
Hedge End Retail Park, Charles Watts Way, Hedge End, Southampton (B&Q, Oak Furnitureland, ScS)	5.5%	14	5.4%	2	6.1%	3	2.8%	1	2.2%	1	2.2%	1	15.0%	6
Southampton Road, Park Gate, Southampton (Currys PC World, Home Bargains, Smyths Toys)	49.4%	125	37.8%	14	49.0%	24	50.0%	18	67.4%	31	64.4%	29	22.5%	9
Speedfields Retail Park, Newgate Lane, Fareham (Asda, B&Q, Lidl)	2.4%	6	2.7%	1	2.0%	1	0.0%	0	0.0%	0	4.4%	2	5.0%	2
The Junction / Ocean Retail Park, Burrfields Road, Portsmouth (Currys PC World, Marks & Spencer, TK Maxx)	1.6%	4	0.0%	0	0.0%	0	2.8%	1	2.2%	1	0.0%	0	5.0%	2
West Quay Retail Park, Pirelli Street, Southampton (Argos, Furniture Village, Matalan)	0.8%	2	0.0%	0	4.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whiteley Shopping Centre, Whiteley, Fareham (JD Sports, Next, WH Smith)	0.8%	2	0.0%	0	0.0%	0	2.8%	1	0.0%	0	2.2%	1	0.0%	0
Abroad	0.4%	1	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0
Asda, Cranbourne Industrial Estate, Dock Road, Gosport	0.4%	1	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bishop's Waltham Town Centre	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	2
Costco, Regents Park Road, Southampton	0.4%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston-upon-Thames Town Centre	0.4%	1	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Magnet Kitchens, Gosport Road, Fareham	0.8%	2	0.0%	0	2.0%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0
Ocean Retail Park, Burrfields Road, Portsmouth	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1
Solent Industrial Estate, Shamblehurst Lane South, Southampton	0.4%	1	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0
Stubbington Village Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0
Wickham Village Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Base:		253		37		49		36		46		45		40

Gosport Household Survey For Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Q25 Where do you normally do most of your household's shopping on all other goods including jewellery, watches, glassware, china, tableware, household utensils and other personal items (e.g. travel goods, suitcases, prams, sunglasses)?							
<i>Those who said 'All other goods, etc' at Q16A AND Excl. Nulls & SFT</i>							
IKEA, Mountbatten Retail Park, Southampton	4.4%	9	6.9%	2	9.7%	3	3.2%
John Lewis, WestQuay Southampton	3.4%	7	0.0%	0	6.5%	2	6.5%
Marks & Spencer, Hedge End Retail Park, Southampton	1.0%	2	0.0%	0	0.0%	0	3.2%
The Range, Gunners Way, Gosport	1.0%	2	0.0%	0	3.2%	1	0.0%
Bournemouth Town Centre	0.5%	1	0.0%	0	0.0%	0	0.0%
Chichester City Centre	2.5%	5	0.0%	0	3.2%	1	3.2%
Fareham Town Centre	27.5%	56	17.2%	5	3.2%	1	25.8%
Gosport Town Centre	11.3%	23	34.5%	10	22.6%	7	0.0%
Lee-on-the-Solent District Centre	2.0%	4	3.4%	1	0.0%	0	9.7%
Portsmouth City Centre	5.9%	12	6.9%	2	3.2%	1	0.0%
Southampton City Centre	4.9%	10	6.9%	2	6.5%	2	0.0%
Southsea Local Centre	0.5%	1	0.0%	0	0.0%	0	0.0%
Broadcut Retail Park, Broadcut, Fareham (Argos, Dreams, Sainsbury's)	1.5%	3	0.0%	0	6.5%	2	0.0%
Fareham Shopping Centre, Thackeray Mall, Fareham (B&M, Bon Marché, New Look)	2.9%	6	0.0%	0	3.2%	1	3.2%
Gunwharf Quays, Portsmouth (Marks & Spencer, Nike, Pandora)	2.9%	6	0.0%	0	3.2%	1	6.5%
Hedge End Retail Park, Charles Watts Way, Hedge End, Southampton (B&Q, Oak Furnitureland, ScS)	1.0%	2	0.0%	0	3.2%	1	0.0%
Southampton Road, Park Gate, Southampton (Currys PC World, Home Bargains, Smyths Toys)	1.5%	3	0.0%	0	3.2%	1	3.2%
Speedfields Retail Park, Newgate Lane, Fareham (Asda, B&Q, Lidl)	2.5%	5	0.0%	0	0.0%	0	0.0%
West Quay Retail Park, Pirelli Street, Southampton (Argos, Furniture Village, Matalan)	2.0%	4	6.9%	2	3.2%	1	0.0%
Whiteley Shopping Centre, Whiteley, Fareham (JD Sports, Next, WH Smith)	8.3%	17	3.4%	1	6.5%	2	12.9%
Abroad	4.4%	9	6.9%	2	0.0%	0	9.7%
Asda, Cranbourne Industrial Estate, Dock Road, Gosport	1.5%	3	3.4%	1	3.2%	1	0.0%
Morrisons, Walpole Road, Gosport	0.5%	1	0.0%	0	3.2%	1	0.0%
Asda, Larchwood Avenue, Havant	0.5%	1	0.0%	0	0.0%	0	0.0%
Brighton City Centre	0.5%	1	0.0%	0	0.0%	0	3.2%
Central London	1.0%	2	0.0%	0	3.2%	1	0.0%
Exeter City Centre	0.5%	1	0.0%	0	0.0%	0	3.2%
Guildford Town Centre	0.5%	1	0.0%	0	0.0%	0	3.2%
Stubbington Village Centre	0.5%	1	0.0%	0	0.0%	0	0.0%
Tesco Extra, Clement Attlee Way, Portsmouth	0.5%	1	0.0%	0	0.0%	0	0.0%
Titchfield Village Centre	1.5%	3	3.4%	1	0.0%	0	0.0%
Winchester City Centre	1.0%	2	0.0%	0	3.2%	1	3.2%
Base:		204		29		31	
						31	
						35	
						40	
							38

Gosport Household Survey For Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Q26 Do you use Gosport Town Centre for most of your shopping and town centre uses?							
Yes	27.3%	164 49.0%	49 49.0%	49 25.0%	25 24.0%	24 12.0%	12 5.0%
No	72.7%	436 51.0%	51 51.0%	51 75.0%	75 76.0%	76 88.0%	88 95.0%
Base:	600	100	100	100	100	100	100

MeanScore: visits per week

Q27 How often do you or your household visit Gosport Town Centre for most of your shopping and other town centre uses?

Those who use Gosport Town Centre for most of their shopping and town centre uses at Q26

Daily	3.7%	6 10.2%	5 2.0%	1 0.0%	0 0.0%	0 0.0%	0 0.0%
4-6 days a week	4.9%	8 10.2%	5 6.1%	3 0.0%	0 0.0%	0 0.0%	0 0.0%
2-3 days a week	25.0%	41 26.5%	13 40.8%	20 16.0%	4 16.7%	4 0.0%	0 0.0%
One day a week	35.4%	58 30.6%	15 36.7%	18 36.0%	9 54.2%	13 8.3%	1 40.0%
Every two weeks	13.4%	22 14.3%	7 8.2%	4 20.0%	5 8.3%	2 33.3%	4 0.0%
Monthly	12.8%	21 8.2%	4 6.1%	3 20.0%	5 16.7%	4 33.3%	4 20.0%
Once every two months	1.2%	2 0.0%	0 0.0%	0 4.0%	1 4.2%	1 0.0%	0 0.0%
Three-four times a year	2.4%	4 0.0%	0 0.0%	0 4.0%	1 0.0%	0 16.7%	2 20.0%
Twice a year	0.6%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 8.3%	1 0.0%
Once a year	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Less often	0.6%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 20.0%
(Don't know)	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
(Varies)	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
<i>Mean:</i>	<i>1.59</i>	<i>2.29</i>	<i>1.90</i>	<i>0.93</i>	<i>1.05</i>	<i>0.37</i>	<i>0.48</i>
Base:	164	49	49	25	24	12	5

Gosport Household Survey For Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		
Q28 What do you like about Gosport Town Centre? [MR]														
<i>Those who use Gosport Town Centre for most of their shopping and town centre uses at Q26</i>														
Affordable shops	1.8%	3	0.0%	0	4.1%	2	4.0%	1	0.0%	0	0.0%	0	0.0%	0
Attractive environment / nice place	9.8%	16	14.3%	7	4.1%	2	20.0%	5	8.3%	2	0.0%	0	0.0%	0
Close to friends or relatives	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to home	32.3%	53	38.8%	19	40.8%	20	20.0%	5	33.3%	8	0.0%	0	20.0%	1
Close to work	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Compact	4.3%	7	6.1%	3	4.1%	2	8.0%	2	0.0%	0	0.0%	0	0.0%	0
Easy to get to by bike	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by bus	1.2%	2	2.0%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by car	1.8%	3	4.1%	2	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0
Easy to park	4.3%	7	2.0%	1	0.0%	0	16.0%	4	8.3%	2	0.0%	0	0.0%	0
Good facilities in general	1.2%	2	2.0%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good food stores	1.8%	3	2.0%	1	2.0%	1	0.0%	0	0.0%	0	8.3%	1	0.0%	0
Good pubs, cafés or restaurants	3.0%	5	4.1%	2	2.0%	1	4.0%	1	0.0%	0	8.3%	1	0.0%	0
Good range of 'high street' retailers / multiples	2.4%	4	0.0%	0	2.0%	1	4.0%	1	0.0%	0	8.3%	1	20.0%	1
Good range of independent shops	4.3%	7	4.1%	2	4.1%	2	0.0%	0	4.2%	1	8.3%	1	20.0%	1
Good range of non-food shops	3.0%	5	0.0%	0	6.1%	3	4.0%	1	4.2%	1	0.0%	0	0.0%	0
High quality shops	0.6%	1	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0
Makes a change from other places	0.6%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quiet / not too busy	3.7%	6	0.0%	0	4.1%	2	0.0%	0	8.3%	2	16.7%	2	0.0%	0
Safe and secure	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The street market	1.2%	2	2.0%	1	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0
Traditional	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
Discovery Centre	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	1	0.0%	0
Falkland / Ferry Gardens	1.8%	3	2.0%	1	0.0%	0	4.0%	1	4.2%	1	0.0%	0	0.0%	0
Familiarity	3.0%	5	0.0%	0	2.0%	1	4.0%	1	12.5%	3	0.0%	0	0.0%	0
Friendly / pleasant atmosphere	0.6%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good charity shops	0.6%	1	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0
Good financial services (banks, building societies etc.)	0.6%	1	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0
Good for window shopping / browsing	1.2%	2	2.0%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good layout / easy to get around	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	1
Good library	1.2%	2	2.0%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Has everything I need	0.6%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Has ferry port	0.6%	1	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0
No / little traffic	1.8%	3	4.1%	2	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0
Pedestrianised	3.7%	6	2.0%	1	4.1%	2	8.0%	2	4.2%	1	0.0%	0	0.0%	0
Plenty of public seating	0.6%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spacious	0.6%	1	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0
Waterfront Regeneration Area	1.8%	3	0.0%	0	0.0%	0	4.0%	1	4.2%	1	8.3%	1	0.0%	0
(Don't know)	3.0%	5	4.1%	2	0.0%	0	4.0%	1	4.2%	1	8.3%	1	0.0%	0
(Nothing / very little)	27.4%	45	22.4%	11	38.8%	19	12.0%	3	20.8%	5	41.7%	5	40.0%	2
Base:		164		49		49		25		24		12		5

Gosport Household Survey For Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		
Q29 What could be improved about Gosport Town Centre that would make you visit it more often? [MR]														
Better access by road	4.2%	25	0.0%	0	1.0%	1	3.0%	3	0.0%	0	2.0%	2	19.0%	19
Better public transport	1.0%	6	1.0%	1	0.0%	0	1.0%	1	1.0%	1	2.0%	2	1.0%	1
Better signposting	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Cleaner streets	1.7%	10	0.0%	0	2.0%	2	3.0%	3	0.0%	0	4.0%	4	1.0%	1
Facilities which would assist you if shopping with children	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free car parking	3.5%	21	5.0%	5	6.0%	6	3.0%	3	3.0%	3	3.0%	3	1.0%	1
More / better comparison retailers (i.e. non-food shops)	6.5%	39	6.0%	6	7.0%	7	6.0%	6	13.0%	13	6.0%	6	1.0%	1
More / better entertainment	0.8%	5	1.0%	1	1.0%	1	1.0%	1	0.0%	0	2.0%	2	0.0%	0
More / better food shops	2.5%	15	1.0%	1	0.0%	0	5.0%	5	3.0%	3	5.0%	5	1.0%	1
More / better parking	2.5%	15	1.0%	1	1.0%	1	3.0%	3	2.0%	2	3.0%	3	5.0%	5
More / better pedestrianised streets	0.3%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
More / better places for eating out (e.g. cafes and restaurants)	1.7%	10	3.0%	3	1.0%	1	2.0%	2	2.0%	2	1.0%	1	1.0%	1
More / better public conveniences	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
More / better seats / flower displays	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better services	0.5%	3	2.0%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
More / better town centre events	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better value or affordable shops	2.0%	12	5.0%	5	0.0%	0	1.0%	1	3.0%	3	2.0%	2	1.0%	1
More activities for children	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More activities for teenagers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More advertising	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent / specialist shops	36.0%	216	47.0%	47	52.0%	52	38.0%	38	43.0%	43	23.0%	23	13.0%	13
More national multiple shops / High Street shops	43.7%	262	58.0%	58	61.0%	61	46.0%	46	53.0%	53	29.0%	29	15.0%	15
Protection from the weather (e.g. covered shopping mall)	1.2%	7	1.0%	1	1.0%	1	0.0%	0	4.0%	4	0.0%	0	1.0%	1
Shops / services open on Sundays	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Street markets - better range and quality of offer	3.0%	18	6.0%	6	1.0%	1	2.0%	2	6.0%	6	2.0%	2	1.0%	1
Street markets - physical improvements	2.0%	12	4.0%	4	0.0%	0	2.0%	2	3.0%	3	3.0%	3	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
A petrol station at Asda	0.2%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better atmosphere / less anti-social behaviour	1.3%	8	1.0%	1	0.0%	0	3.0%	3	1.0%	1	1.0%	1	2.0%	2
Better disabled access	0.3%	2	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Better layout	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Better quality shops of all types	2.3%	14	0.0%	0	5.0%	5	5.0%	5	4.0%	4	0.0%	0	0.0%	0
Cheaper parking	2.2%	13	2.0%	2	4.0%	4	0.0%	0	3.0%	3	2.0%	2	2.0%	2
Fewer cafés / coffee shops	1.7%	10	1.0%	1	1.0%	1	0.0%	0	7.0%	7	1.0%	1	0.0%	0
Fewer charity shops	6.5%	39	7.0%	7	6.0%	6	6.0%	6	14.0%	14	6.0%	6	0.0%	0
Fewer cheap shops	0.2%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer empty shops	3.7%	22	3.0%	3	3.0%	3	8.0%	8	4.0%	4	3.0%	3	1.0%	1
Fewer estate agents	0.3%	2	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Fewer pedestrianised areas	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Improve the appearance / make it more attractive	5.7%	34	5.0%	5	5.0%	5	7.0%	7	8.0%	8	6.0%	6	3.0%	3
Improve the cycle paths	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less congestion	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	4.0%	4
More / better clothes shops	0.5%	3	0.0%	0	2.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0
More / better facilities in the bus station	0.3%	2	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
More / better promotion / advertising of events	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better security / police presence	0.5%	3	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	1.0%	1
More community centres	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
More environment-friendly	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1

Gosport Household Survey For Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
supermarkets														
More traffic-calming measures (e.g. speed bumps)	0.2%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Open a Primark store	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Reduce business rents / rates	0.5%	3	2.0%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Remove undesirables (homeless, drug-users, etc.)	0.3%	2	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know)	7.5%	45	3.0%	3	4.0%	4	11.0%	11	4.0%	4	13.0%	13	10.0%	10
(Nothing)	20.2%	121	11.0%	11	17.0%	17	12.0%	12	10.0%	10	30.0%	30	41.0%	41
Base:		600		100		100		100		100		100		100

Gosport Household Survey For Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Q30 What improvements could be made to Gosport Town Centre that would encourage you to visit the centre more often in the evening time? [MR]														
A boutique cinema	1.3%	8	3.0%	3	1.0%	1	2.0%	2	1.0%	1	1.0%	1	0.0%	0
A multiplex cinema	4.8%	29	9.0%	9	4.0%	4	6.0%	6	5.0%	5	2.0%	2	3.0%	3
Better safety and security (e.g. more CCTV cameras, police presence, etc)	1.5%	9	5.0%	5	3.0%	3	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Earlier opening cafés / restaurants (e.g. for breakfast)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Evening time market	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0
Later opening bars / pubs	1.0%	6	1.0%	1	1.0%	1	0.0%	0	3.0%	3	1.0%	1	0.0%	0
Later opening cafés	0.8%	5	1.0%	1	1.0%	1	1.0%	1	2.0%	2	0.0%	0	0.0%	0
Later opening restaurants	2.2%	13	3.0%	3	3.0%	3	3.0%	3	2.0%	2	1.0%	1	1.0%	1
Later opening shops	2.3%	14	7.0%	7	1.0%	1	2.0%	2	1.0%	1	2.0%	2	1.0%	1
Later running public transport	1.0%	6	2.0%	2	0.0%	0	1.0%	1	1.0%	1	2.0%	2	0.0%	0
More cafes / restaurants / bars on the waterfront	1.3%	8	6.0%	6	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
More / better branded / chain cafes	0.5%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1
More / better branded / chain restaurants	1.2%	7	2.0%	2	0.0%	0	1.0%	1	2.0%	2	1.0%	1	1.0%	1
More / better family restaurants	1.2%	7	4.0%	4	1.0%	1	0.0%	0	1.0%	1	0.0%	0	1.0%	1
More / better fine dining restaurants	2.2%	13	1.0%	1	4.0%	4	1.0%	1	0.0%	0	5.0%	5	2.0%	2
More / better independent cafes	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1
More / better independent restaurants	2.0%	12	4.0%	4	0.0%	0	2.0%	2	1.0%	1	4.0%	4	1.0%	1
More / better music venues	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
More / better night clubs	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better outdoor dining	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
More / better quality bars / pubs	2.7%	16	4.0%	4	4.0%	4	2.0%	2	2.0%	2	2.0%	2	2.0%	2
More / better quality cafés	0.5%	3	1.0%	1	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
More / better quality restaurants	6.2%	37	8.0%	8	11.0%	11	9.0%	9	4.0%	4	4.0%	4	1.0%	1
More / better seafood restaurants	0.2%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better taxis	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better theatres	0.5%	3	0.0%	0	0.0%	0	1.0%	1	1.0%	1	1.0%	1	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specialist bars e.g. cocktail bar, wine bar	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specialist café / restaurant e.g. vegan, vegetarian, etc	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specific branded restaurant or café	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A cocktail bar	0.3%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A complete renovation of the area	0.5%	3	0.0%	0	0.0%	0	0.0%	0	2.0%	2	1.0%	1	0.0%	0
A family-friendly pub	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A wine bar	0.3%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0
Better access generally	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Better entertainment in general	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Fewer pedestrianised streets	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer undesirables (beggars, drunks, drug-takers etc.)	0.8%	5	1.0%	1	2.0%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Free buses	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free parking	1.0%	6	1.0%	1	0.0%	0	2.0%	2	1.0%	1	2.0%	2	0.0%	0
Late opening swimming pool	0.5%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0	2.0%	2	0.0%	0
More family entertainment	0.3%	2	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independently-owned pubs	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parks open in the evening	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Reduce traffic	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
(Don't know)	8.0%	48	7.0%	7	3.0%	3	6.0%	6	8.0%	8	14.0%	14	10.0%	10
(Nothing)	66.7%	400	50.0%	50	69.0%	69	68.0%	68	69.0%	69	67.0%	67	77.0%	77
Base:		600		100		100		100		100		100		100

Gosport Household Survey For Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Q31 Why don't you visit Gosport Town Centre for most or any of your shopping and town centre uses? [MR]														
<i>Those who don't use Gosport Town Centre for most of their shopping and town centre uses Q26</i>														
Expensive	0.2%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Feels unsafe	3.4%	15	2.0%	1	11.8%	6	4.0%	3	2.6%	2	2.3%	2	1.1%	1
Lack of street market	0.9%	4	0.0%	0	0.0%	0	1.3%	1	1.3%	1	1.1%	1	1.1%	1
Not easy to get to by bike	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Not easy to get to by bus	1.1%	5	0.0%	0	0.0%	0	0.0%	0	3.9%	3	2.3%	2	0.0%	0
Not easy to get to by car	3.0%	13	2.0%	1	2.0%	1	1.3%	1	2.6%	2	4.5%	4	4.2%	4
Poor facilities in general	2.1%	9	3.9%	2	3.9%	2	0.0%	0	1.3%	1	4.5%	4	0.0%	0
Poor parking provision	0.7%	3	2.0%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.1%	1
Poor quality shops	7.6%	33	7.8%	4	9.8%	5	6.7%	5	14.5%	11	8.0%	7	1.1%	1
Poor range of food stores	1.6%	7	0.0%	0	2.0%	1	2.7%	2	1.3%	1	2.3%	2	1.1%	1
Poor range of 'high street' retailers / multiples	7.8%	34	17.6%	9	9.8%	5	12.0%	9	7.9%	6	2.3%	2	3.2%	3
Poor range of independent shops	5.5%	24	9.8%	5	9.8%	5	6.7%	5	6.6%	5	1.1%	1	3.2%	3
Poor range of non-food shops	9.4%	41	21.6%	11	15.7%	8	6.7%	5	7.9%	6	10.2%	9	2.1%	2
Poor range of pubs, cafés or restaurants	0.7%	3	2.0%	1	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0
Poor range of shops	25.7%	112	43.1%	22	56.9%	29	33.3%	25	26.3%	20	14.8%	13	3.2%	3
Proximity to better shopping and services in Portsmouth	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Traffic / congestion	5.7%	25	0.0%	0	0.0%	0	0.0%	0	1.3%	1	6.8%	6	18.9%	18
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Can't get everything I need there	2.8%	12	2.0%	1	0.0%	0	1.3%	1	7.9%	6	3.4%	3	1.1%	1
Can't get there by myself	0.5%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.1%	1
Don't like town centres	0.5%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.1%	1	0.0%	0
No need / reason to go	3.9%	17	0.0%	0	0.0%	0	1.3%	1	3.9%	3	8.0%	7	6.3%	6
Not enough public seating	0.2%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nothing there	3.4%	15	0.0%	0	0.0%	0	8.0%	6	6.6%	5	2.3%	2	2.1%	2
Parking is too expensive	3.0%	13	11.8%	6	7.8%	4	1.3%	1	2.6%	2	0.0%	0	0.0%	0
Poor health	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Poor layout	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Prefer to go elsewhere	3.2%	14	0.0%	0	0.0%	0	0.0%	0	5.3%	4	9.1%	8	2.1%	2
Shops not open late enough	0.5%	2	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Too far away / other towns are nearer	17.2%	75	0.0%	0	0.0%	0	9.3%	7	7.9%	6	31.8%	28	35.8%	34
Too many cafés / coffee shops	1.6%	7	2.0%	1	2.0%	1	1.3%	1	2.6%	2	1.1%	1	1.1%	1
Too many charity shops	5.7%	25	9.8%	5	5.9%	3	8.0%	6	9.2%	7	3.4%	3	1.1%	1
Too many cheap shops	0.2%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Too many empty shops	5.3%	23	3.9%	2	5.9%	3	2.7%	2	10.5%	8	8.0%	7	1.1%	1
Too many estate agents	0.2%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many pedestrianised streets	0.2%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Unattractive / rundown	9.9%	43	7.8%	4	25.5%	13	12.0%	9	3.9%	3	12.5%	11	3.2%	3
Undesirable clientele (beggars, drunks, drug-takers etc.)	1.4%	6	2.0%	1	2.0%	1	1.3%	1	1.3%	1	1.1%	1	1.1%	1
(Don't know)	14.7%	64	15.7%	8	5.9%	3	17.3%	13	2.6%	2	12.5%	11	28.4%	27
Base:		436		51		51		75		76		88		95

Gosport Household Survey For Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Q32 Do you or your household visit the following leisure attractions? [MR/PR]														
Bingo / casino / bookmaker	5.8%	35	7.0%	7	5.0%	5	8.0%	8	9.0%	9	2.0%	2	4.0%	4
Cinema	55.3%	332	61.0%	61	50.0%	50	63.0%	63	46.0%	46	57.0%	57	55.0%	55
Gym / health club / sports facility	19.0%	114	16.0%	16	17.0%	17	26.0%	26	13.0%	13	20.0%	20	22.0%	22
Theatre / concert / music venue	49.0%	294	45.0%	45	49.0%	49	63.0%	63	37.0%	37	50.0%	50	50.0%	50
Museum / gallery or place of historical / cultural interest	29.2%	175	32.0%	32	25.0%	25	35.0%	35	33.0%	33	29.0%	29	21.0%	21
Pub / bar / nightclub	45.2%	271	49.0%	49	32.0%	32	52.0%	52	38.0%	38	51.0%	51	49.0%	49
Restaurant / café / eating out	78.7%	472	77.0%	77	74.0%	74	83.0%	83	77.0%	77	80.0%	80	81.0%	81
Family entertainment (e.g. tenpin bowling, skating rink)	14.8%	89	31.0%	31	8.0%	8	14.0%	14	12.0%	12	13.0%	13	11.0%	11
Water-based activities with equipment (e.g. sailing, wind surfing, kite surfing, kayaking, etc)	11.3%	68	8.0%	8	18.0%	18	13.0%	13	9.0%	9	12.0%	12	8.0%	8
Other activity	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't visit ANY leisure activities)	9.3%	56	12.0%	12	10.0%	10	7.0%	7	10.0%	10	9.0%	9	8.0%	8
Base:		600		100		100		100		100		100		100

Q33 Where do you or members of your household normally go to play bingo or visit casinos or bookmakers?

Those who said 'Bingo / casino / bookmaker' at Q16A AND Excl. Nulls & SFT

Crown Bingo & Social Club, High Street, Cosham, Portsmouth	8.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.0%	1	50.0%	2
Crown Bingo & Social Club, Somborne Drive, Leigh Park, Havant	5.9%	2	14.3%	1	20.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crown Bingo & Social Club, The Towers, Forton Road, Gosport	44.1%	15	28.6%	2	60.0%	3	37.5%	3	75.0%	6	50.0%	1	0.0%	0
Grosvenor Casino, Gunwharf Quays, Portsmouth	14.7%	5	42.9%	3	0.0%	0	25.0%	2	0.0%	0	0.0%	0	0.0%	0
Duke of Connaught's Own Club, Western Road, Fareham	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	1
Fareham Town Centre	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	1
Kingfisher Caravan Park, Low Moor Lane, Knaresborough	2.9%	1	0.0%	0	0.0%	0	12.5%	1	0.0%	0	0.0%	0	0.0%	0
Lee-on-the-Solent District Centre	8.8%	3	0.0%	0	20.0%	1	25.0%	2	0.0%	0	0.0%	0	0.0%	0
Royal Naval Association, Fareham Road, Gosport	2.9%	1	14.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southampton City Centre	5.9%	2	0.0%	0	0.0%	0	0.0%	0	25.0%	2	0.0%	0	0.0%	0
Base:		34		7		5		8		8		2		4

Gosport Household Survey For Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Q34 Where do you or members of your household normally go to the cinema?							
<i>Those who said 'Cinema' at Q16A AND Excl. Nulls & SFT</i>							
Big Screen, Guildhall Square, Portsmouth	0.6%	2	1.7%	1	0.0%	0	1.6%
Cineworld, Whiteley Shopping Centre, Whiteley Way, Fareham	20.2%	66	10.0%	6	6.1%	3	21.0%
No6 Cinema, Boathouse 6, Portsmouth	0.9%	3	1.7%	1	2.0%	1	1.6%
Odeon, Port Way, Port Solent	16.5%	54	10.0%	6	12.2%	6	19.4%
Odeon, Southampton Leisure World, West Quay Road, Southampton	1.2%	4	1.7%	1	0.0%	0	0.0%
Picturehouse, Ocean Village, Southampton	0.3%	1	0.0%	0	0.0%	0	0.0%
Reel Cinema, Vannes Parade, Fareham	28.1%	92	15.0%	9	18.4%	9	29.0%
Showcase de Lux, West Quay, Southampton	0.6%	2	0.0%	0	0.0%	0	0.0%
Vue Cinema, Gunwharf Quays, Portsmouth	30.3%	99	60.0%	36	53.1%	26	27.4%
Harbour Lights Picturehouse, Maritime Walk, Southampton	0.3%	1	0.0%	0	2.0%	1	0.0%
The Ritz Cinema, St. Vincent College, Mill Lane, Gosport	0.6%	2	0.0%	0	4.1%	2	0.0%
The Stag, London Road, Sevenoaks	0.3%	1	0.0%	0	2.0%	1	0.0%
Base:	327	60	49	62	45	56	55

Gosport Household Survey For Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Q35 Where do you or members of your household normally go to use a gym / healthclub / sports facility?														
<i>Those who said 'Gym / health club / sports facility' at Q16A AND Excl. Nulls & SFT</i>														
Anytime Fitness, Stoke Road, Gosport	6.3%	7	20.0%	3	11.8%	2	3.8%	1	0.0%	0	5.3%	1	0.0%	0
Gosport Leisure Centre, Forest Way, Gosport	34.2%	38	40.0%	6	41.2%	7	50.0%	13	69.2%	9	10.5%	2	4.8%	1
PureGym, Arundel Street, Portsmouth	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1
Bournemouth Town Centre	0.9%	1	0.0%	0	5.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fareham Town Centre	23.4%	26	0.0%	0	11.8%	2	7.7%	2	0.0%	0	47.4%	9	61.9%	13
Gosport Town Centre	12.6%	14	33.3%	5	23.5%	4	11.5%	3	7.7%	1	0.0%	0	4.8%	1
Lee-on-the-Solent District Centre	4.5%	5	0.0%	0	0.0%	0	19.2%	5	0.0%	0	0.0%	0	0.0%	0
Portsmouth City Centre	1.8%	2	6.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1
Waterlooville Town Centre	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	1	0.0%	0
24/7 Fitness Fareham, Downend Road, Portchester, Fareham	0.9%	1	0.0%	0	0.0%	0	0.0%	0	7.7%	1	0.0%	0	0.0%	0
David Lloyd, The Boardwalk, Port Solent	1.8%	2	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	4.8%	1
Fareham Leisure Centre, Park Lane, Fareham	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.5%	2	0.0%	0
Gosport Road Runners, The Pavilion / Dolphin Crescent, Gosport	0.9%	1	0.0%	0	5.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PureGym, Broadcut Retail Park, Broadcut, Fareham	2.7%	3	0.0%	0	0.0%	0	0.0%	0	7.7%	1	5.3%	1	4.8%	1
PureGym, Portsmouth Retail Park, Binnacle Way, Portsmouth	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1
Red Spider Climbing, Wallington Fort, Fareham	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	1	0.0%	0
Skylark Golf & Country Club, Skylark Meadows, Whiteley, Fareham	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	1	0.0%	0
Sports Direct Fitness, Pulheim Parade, Fareham	0.9%	1	0.0%	0	0.0%	0	0.0%	0	7.7%	1	0.0%	0	0.0%	0
Stubbington Village Centre	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	1	4.8%	1
Titchfield Village Centre	0.9%	1	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0
Base:		111		15		17		26		13		19		21

Gosport Household Survey For Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Q36 Where do you or members of your household normally go to visit the theatre, watch a concert or watch live music?														
<i>Those who said 'Theatre / concert / music venue' at Q16A AND Excl. Nulls & SFT</i>														
Ferneham Hall, Osborn Road, Fareham	14.9%	42	9.1%	4	8.5%	4	11.7%	7	20.6%	7	22.9%	11	18.4%	9
Mayflower Theatre, Commercial Road, Southampton	51.8%	146	50.0%	22	53.2%	25	45.0%	27	61.8%	21	52.1%	25	53.1%	26
New Theatre Royal, Guildhall Walk, Portsmouth	5.7%	16	4.5%	2	0.0%	0	13.3%	8	5.9%	2	4.2%	2	4.1%	2
Titchfield Festival Theatre, St. Margaret's Lane, Titchfield	1.8%	5	0.0%	0	2.1%	1	5.0%	3	0.0%	0	0.0%	0	2.0%	1
Bournemouth Town Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Central London / West End	11.7%	33	25.0%	11	10.6%	5	11.7%	7	2.9%	1	6.3%	3	12.2%	6
Chichester Festival Theatre, Oaklands Park, Chichester	6.0%	17	2.3%	1	17.0%	8	6.7%	4	0.0%	0	6.3%	3	2.0%	1
Kings Theatre, Albert Road, Southsea	4.3%	12	2.3%	1	6.4%	3	5.0%	3	5.9%	2	2.1%	1	4.1%	2
Lighthouse, Poole's Centre for the Arts, Kingland Road, Poole	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0
Nuffield Southampton Theatres, Above Bar Street, Southampton	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	2.0%	1
Portsmouth Guildhall, Guildhall Square, Portsmouth	0.4%	1	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0
The Anvil, Churchill Way East, Basingstoke	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0
The Spring Arts & Heritage Centre, East Street, Havant	0.4%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
The Stag, London Road, Sevenoaks	0.4%	1	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thorngate Hall, Bury Road, Gosport	0.4%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Victorious Festival, Southsea	0.7%	2	4.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		282		44		47		60		34		48		49

Gosport Household Survey For Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Q37 Which museum, gallery, or other place of historical / cultural interest do you or household visit most often?							
<i>Those who said 'Museum / gallery or place of historical / cultural interest' at Q16A AND Excl. Nulls & SFT</i>							
Diving Museum, Stokes Bay Road, Gosport	1.6%	2	0.0%	0	5.6%	1	3.6%
Explosion! Museum of Naval Firepower, Priddys Hard, Gosport	6.6%	8	4.5%	1	5.6%	1	7.1%
Gosport Discovery Centre, High Street, Gosport	11.5%	14	13.6%	3	16.7%	3	10.7%
HMS Alliance, The Solent, Haslar Road, Gosport	1.6%	2	0.0%	0	5.6%	1	0.0%
Portsmouth Historic Dockyard, Victory Gate, HM Naval Base, Portsmouth	9.8%	12	22.7%	5	0.0%	0	10.7%
Royal Navy Submarine Museum, Haslar, Jetty Road, Gosport	4.9%	6	9.1%	2	5.6%	1	7.1%
SeaCity Museum, Havelock Road, Southampton	3.3%	4	0.0%	0	0.0%	0	0.0%
The Hovercraft Museum, Daedalus Site, Seafront Gate, Marine Parade West, Lee-on-the-Solent	0.8%	1	0.0%	0	5.6%	1	0.0%
Abroad	1.6%	2	4.5%	1	0.0%	0	3.6%
Bournemouth Town Centre	0.8%	1	0.0%	0	0.0%	0	0.0%
Central London	44.3%	54	40.9%	9	50.0%	9	46.4%
Chichester Cathedral, The Royal Chantry, Cathedral Cloisters, Chichester	0.8%	1	0.0%	0	0.0%	0	0.0%
Chichester City Centre	0.8%	1	0.0%	0	0.0%	0	0.0%
Cumberland House Natural History Museum, Cumberland House, Eastern Parade, Southsea	0.8%	1	0.0%	0	0.0%	0	3.6%
Fareham Town Centre	1.6%	2	0.0%	0	0.0%	0	0.0%
Gosport Town Centre	2.5%	3	0.0%	0	5.6%	1	3.6%
HMS Victory, Main Road, Portsmouth	0.8%	1	0.0%	0	0.0%	0	0.0%
Portsmouth City Museum, Museum Road, Portsmouth	2.5%	3	4.5%	1	0.0%	0	3.6%
The D Day Story, Clarence Esplanade, Portsmouth	0.8%	1	0.0%	0	0.0%	0	0.0%
Warwick Castle, Warwick	0.8%	1	0.0%	0	0.0%	0	0.0%
Winchester City Centre	0.8%	1	0.0%	0	0.0%	0	0.0%
Winchester Science Centre & Planetarium, Telegraph Way, Winchester	0.8%	1	0.0%	0	0.0%	0	0.0%
Base:	122	22	18	28	21	18	15

Gosport Household Survey For Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Q38 What location (e.g. town centre, shopping centre, retail/ leisure park) do you or members of your household normally go to when visiting pubs / bars / nightclubs?														
<i>Those who said 'Pub / bar / nightclub' at Q16A AND Excl. Nulls & SFT</i>														
Alverstoke Local Centre	1.6%	4	0.0%	0	9.7%	3	2.1%	1	0.0%	0	0.0%	0	0.0%	0
Bournemouth Town Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0
Bridgemary Local Centre	0.8%	2	2.4%	1	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0
Fareham Town Centre	25.2%	63	4.8%	2	0.0%	0	2.1%	1	30.6%	11	40.4%	19	65.2%	30
Forton Road, Gosport	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1
Gosport Town Centre	28.0%	70	61.9%	26	51.6%	16	18.8%	9	50.0%	18	0.0%	0	2.2%	1
Lee-on-the-Solent District Centre	12.8%	32	7.1%	3	3.2%	1	47.9%	23	8.3%	3	4.3%	2	0.0%	0
Portchester Local Centre	3.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.6%	9
Portsmouth City Centre	6.4%	16	9.5%	4	6.5%	2	6.3%	3	2.8%	1	8.5%	4	4.3%	2
Rowner Local Centre	0.8%	2	0.0%	0	0.0%	0	4.2%	2	0.0%	0	0.0%	0	0.0%	0
Southampton City Centre	1.2%	3	0.0%	0	0.0%	0	4.2%	2	0.0%	0	2.1%	1	0.0%	0
Southsea Local Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0
Stoke Road, Gosport	0.8%	2	0.0%	0	3.2%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0
Central London	0.8%	2	2.4%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0
Gunwharf Quays, Portsmouth	4.8%	12	9.5%	4	19.4%	6	2.1%	1	0.0%	0	0.0%	0	2.2%	1
High Wycombe Town Centre	0.4%	1	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0
Hill Head Village Centre	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	2	0.0%	0
Port Solent Local Centre	1.2%	3	0.0%	0	0.0%	0	0.0%	0	5.6%	2	0.0%	0	2.2%	1
Sevenoaks Town Centre	0.4%	1	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stubbington Village Centre	7.2%	18	0.0%	0	3.2%	1	4.2%	2	2.8%	1	29.8%	14	0.0%	0
Titchfield Village Centre	1.2%	3	0.0%	0	0.0%	0	2.1%	1	0.0%	0	4.3%	2	0.0%	0
Whiteley Local Centre	0.8%	2	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1
Base:		250		42		31		48		36		47		46

Q39 What location (e.g. town centre, shopping centre, retail/ leisure park) do you or members of your household normally go to for eating out (e.g. cafes and restaurants)?

Those who said 'Restaurant / café / eating out' at Q16A AND Excl. Nulls & SFT

Alverstoke Local Centre	0.7%	3	1.5%	1	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bournemouth Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Bridgemary Local Centre	0.2%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Chichester City Centre	1.0%	4	3.0%	2	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fareham Town Centre	28.6%	118	13.6%	9	9.1%	6	9.9%	7	34.8%	23	46.4%	32	54.7%	41
Gosport Town Centre	22.5%	93	45.5%	30	34.8%	23	16.9%	12	33.3%	22	5.8%	4	2.7%	2
Lee-on-the-Solent District Centre	10.2%	42	6.1%	4	4.5%	3	38.0%	27	7.6%	5	2.9%	2	1.3%	1
Portchester Local Centre	1.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	9.3%	7
Portsmouth City Centre	5.8%	24	12.1%	8	1.5%	1	4.2%	3	3.0%	2	5.8%	4	8.0%	6
Southampton City Centre	3.1%	13	0.0%	0	1.5%	1	1.4%	1	3.0%	2	7.2%	5	5.3%	4
Southsea Local Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Stoke Road, Gosport	1.0%	4	0.0%	0	4.5%	3	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Central London	0.2%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grayshott Village Centre	0.2%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gunwharf Quays, Portsmouth	8.7%	36	12.1%	8	24.2%	16	11.3%	8	0.0%	0	4.3%	3	1.3%	1
Park Gate Local Centre	0.2%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Petersfield Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Port Solent Local Centre	3.4%	14	1.5%	1	3.0%	2	0.0%	0	4.5%	3	0.0%	0	10.7%	8
Sevenoaks Town Centre	0.2%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stubbington Village Centre	5.1%	21	0.0%	0	1.5%	1	2.8%	2	6.1%	4	18.8%	13	1.3%	1
Titchfield Village Centre	0.2%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Weymouth Town Centre	0.2%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Whiteley Local Centre	5.3%	22	3.0%	2	6.1%	4	8.5%	6	6.1%	4	5.8%	4	2.7%	2
Wickham Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Base:		413		66		66		71		66		69		75

Gosport Household Survey For Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Q40 Where do you or members of your household normally go for family entertainment? (e.g. ice rink, ten pin bowling, soft play, etc.)														
<i>Those who said 'Family entertainment' at Q16A AND Excl. Nulls & SFT</i>														
Gosport Leisure Centre, Forest Way, Gosport	6.1%	4	3.8%	1	14.3%	1	0.0%	0	16.7%	1	14.3%	1	0.0%	0
Hollywood Bowl, Gunwharf Quays, Portsmouth	69.7%	46	69.2%	18	71.4%	5	72.7%	8	66.7%	4	71.4%	5	66.7%	6
Monkey Bizness Activity Centre, Frater Gate Business Park, Aeordrome Road, Gosport	3.0%	2	7.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Planet Ice Gosport, Fareham Road, Gosport	10.6%	7	11.5%	3	0.0%	0	18.2%	2	0.0%	0	14.3%	1	11.1%	1
The Hovercraft Museum, Daedalus Site, Seafront Gate, Marine Parade West, Lee-on-the-Solent	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	1
Flip Out, Harbourgate, Southampton Road, Portsmouth	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	1
Forton Bowling Club, Forton Road, Gosport	1.5%	1	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hollywood Bowl, Westquay, Harbour Parade, Southampton	4.5%	3	3.8%	1	14.3%	1	9.1%	1	0.0%	0	0.0%	0	0.0%	0
Whiteley Shopping Centre, Whiteley Way, Whiteley, Fareham	1.5%	1	0.0%	0	0.0%	0	0.0%	0	16.7%	1	0.0%	0	0.0%	0
Base:		66		26		7		11		6		7		9

Gosport Household Survey For Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Q41 Where do you or members of your household normally go for water-based activities?							
<i>Those who said 'Water-based activities with equipment' at Q16A</i>							
Boat cruise - tour originating outside Gosport Borough	4.4%	3	0.0%	0	0.0%	0	7.7%
Boat cruise - tour originating from within Gosport Borough	8.8%	6	0.0%	0	0.0%	0	30.8%
Fishing - self guided - outside Gosport Borough	1.5%	1	0.0%	0	0.0%	0	0.0%
Sailing - lesson(s) - originating outside Gosport Borough	1.5%	1	0.0%	0	0.0%	0	0.0%
(Don't know / varies)	10.3%	7	12.5%	1	11.1%	2	0.0%
Canoeing / kayaking - Stoke Lake (Alver Lake), Gosport	23.5%	16	37.5%	3	44.4%	8	0.0%
Gosport Model Yacht & Boat Club, Walpole Lakes, South Street, Gosport	1.5%	1	0.0%	0	5.6%	1	0.0%
Hornet Services Sailing Club, Haslar Road, Gosport	2.9%	2	0.0%	0	5.6%	1	7.7%
Joint Services Adventurous Sail Training Centre, Haslar Road, Gosport	1.5%	1	0.0%	0	0.0%	0	0.0%
Kayaking - Hill Head beach, Fareham	1.5%	1	0.0%	0	0.0%	0	0.0%
Kayaking - Portchester beach	1.5%	1	0.0%	0	0.0%	0	0.0%
Lee-on-the-Solent Sailing Club, Marine Parade East, Lee-on-the-Solent	1.5%	1	0.0%	0	5.6%	1	0.0%
Portchester Sailing Club, Waterside Lane, Castle Street, Portchester	1.5%	1	0.0%	0	0.0%	0	0.0%
Romsey Rapids Sports Complex, Southampton Road, Romsey	4.4%	3	12.5%	1	0.0%	0	0.0%
Southsea beach (various activities)	1.5%	1	0.0%	0	0.0%	0	0.0%
Swimming - Fareham Leisure Centre, Park Lane, Fareham	2.9%	2	0.0%	0	0.0%	0	7.7%
Swimming - Gosport beach	7.4%	5	25.0%	2	5.6%	1	0.0%
Swimming - Gosport Leisure Centre, Forest Way, Gosport	5.9%	4	0.0%	0	11.1%	2	7.7%
Swimming - Hill Head beach, Fareham	1.5%	1	0.0%	0	0.0%	0	0.0%
Swimming - Lee-on-the-Solent beach	5.9%	4	0.0%	0	0.0%	0	30.8%
Swimming - Portsmouth beach	4.4%	3	0.0%	0	11.1%	2	0.0%
Swimming - Southampton beach	1.5%	1	12.5%	1	0.0%	0	0.0%
Universal Marina, Crableck Lane, Sarisbury Green	1.5%	1	0.0%	0	0.0%	0	0.0%
Yachting - Civil Service Sailing Centre, Weevil Lane, Gosport	1.5%	1	0.0%	0	0.0%	0	7.7%
Base:	68	8	18	13	9	12	8

Gosport Household Survey For Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
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Q42 Where do you or members of your household normally go for (OTHER ACTIVITY AT Q32)?

Those who said 'Other activity' at Q16A

Alverstoke Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bournemouth Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridgemary Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chichester City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elson Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fareham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Forton Road, Gosport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gosport Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Havant Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lee-on-the-Solent District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Locks Heath Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portchester Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portsmouth City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rowner Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southampton City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southsea Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stoke Road, Gosport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waterlooville Town Centre	0.0%	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
(Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		0		0		0		0		0		0		0

Gosport Household Survey For Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Q43 What improvements could be made to the general leisure offer in Gosport Borough that would make you visit / partake in leisure activities more often? [MR]														
A casino	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
A swimming pool / improved swimming pool	1.7%	10	1.0%	1	0.0%	0	2.0%	2	4.0%	4	3.0%	3	0.0%	0
A theatre	1.7%	10	0.0%	0	2.0%	2	2.0%	2	3.0%	3	2.0%	2	1.0%	1
A multi-screen cinema	7.3%	44	13.0%	13	10.0%	10	5.0%	5	8.0%	8	6.0%	6	2.0%	2
An art house cinema	1.0%	6	1.0%	1	1.0%	1	0.0%	0	0.0%	0	4.0%	4	0.0%	0
Bingo	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper prices	0.8%	5	0.0%	0	0.0%	0	1.0%	1	3.0%	3	0.0%	0	1.0%	1
Improved access by foot and cycle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved public transport	0.7%	4	1.0%	1	0.0%	0	1.0%	1	0.0%	0	1.0%	1	1.0%	1
Improved security / CCTV	0.3%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved street furniture	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improvements in the built environment	0.8%	5	0.0%	0	0.0%	0	2.0%	2	2.0%	2	0.0%	0	1.0%	1
More / better car parking	0.5%	3	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0
More / better cultural facilities	0.3%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0
More / better disabled access	0.3%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
More / better health clubs / gyms	1.3%	8	1.0%	1	1.0%	1	4.0%	4	1.0%	1	0.0%	0	1.0%	1
More / better policing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better public houses	0.8%	5	0.0%	0	1.0%	1	0.0%	0	1.0%	1	2.0%	2	1.0%	1
More / better seats	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better signposting and information	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
More better parks / green spaces	1.0%	6	1.0%	1	1.0%	1	1.0%	1	2.0%	2	1.0%	1	0.0%	0
More for children	2.8%	17	3.0%	3	1.0%	1	3.0%	3	3.0%	3	2.0%	2	5.0%	5
More local sports & recreation facilities	1.5%	9	0.0%	0	1.0%	1	3.0%	3	4.0%	4	1.0%	1	0.0%	0
More nightclubs	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More pavement cafes	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
More quality restaurants	4.0%	24	3.0%	3	6.0%	6	4.0%	4	2.0%	2	7.0%	7	2.0%	2
More street cleaning	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Provision of public toilets	0.3%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ten-pin bowling	3.8%	23	4.0%	4	4.0%	4	3.0%	3	5.0%	5	2.0%	2	5.0%	5
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A climbing wall	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
A designer outlet	0.3%	2	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A skate park	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
A velodrome	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Better advertising / promotion	0.5%	3	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1
Better launching ramps at Gosport estuary	0.2%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better walking route along the seafront	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Free car parking	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve facilities in Gosport Leisure Centre	0.3%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0
Improved access by road	0.7%	4	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	2.0%	2
More / better disabled facilities	0.5%	3	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0
More for families	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More for teenagers	1.0%	6	1.0%	1	1.0%	1	2.0%	2	1.0%	1	0.0%	0	1.0%	1
More leisure facilities in general	0.7%	4	3.0%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
More walkways / walking groups	0.3%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1
More water parks / sports	0.8%	5	0.0%	0	0.0%	0	1.0%	1	1.0%	1	1.0%	1	2.0%	2
Refurbish the ice rink	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
(Don't do leisure activities)	7.5%	45	7.0%	7	4.0%	4	3.0%	3	12.0%	12	11.0%	11	8.0%	8
(Don't know)	6.0%	36	5.0%	5	1.0%	1	8.0%	8	5.0%	5	7.0%	7	10.0%	10
(Nothing)	58.7%	352	55.0%	55	75.0%	75	57.0%	57	50.0%	50	58.0%	58	57.0%	57
Base:		600		100		100		100		100		100		100

Gosport Household Survey For Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
GEN Gender of respondent:														
Male	33.5%	201	43.0%	43	33.0%	33	34.0%	34	29.0%	29	28.0%	28	34.0%	34
Female	66.5%	399	57.0%	57	67.0%	67	66.0%	66	71.0%	71	72.0%	72	66.0%	66
Base:		600		100		100		100		100		100		100
AGE Can I ask how old you are please?														
18-24	1.8%	11	2.0%	2	3.0%	3	2.0%	2	1.0%	1	2.0%	2	1.0%	1
25-34	3.5%	21	3.0%	3	6.0%	6	5.0%	5	3.0%	3	2.0%	2	2.0%	2
35-44	5.2%	31	9.0%	9	2.0%	2	7.0%	7	0.0%	0	5.0%	5	8.0%	8
45-54	28.2%	169	38.0%	38	12.0%	12	25.0%	25	20.0%	20	34.0%	34	40.0%	40
55-64	16.3%	98	10.0%	10	14.0%	14	14.0%	14	35.0%	35	13.0%	13	12.0%	12
65+	45.0%	270	38.0%	38	63.0%	63	47.0%	47	41.0%	41	44.0%	44	37.0%	37
(Refused)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		600		100		100		100		100		100		100
PC Postcode Sector:														
PO12 1	3.3%	20	20.0%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PO12 2	16.7%	100	0.0%	0	100.0%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PO12 3	4.7%	28	28.0%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PO12 4	8.7%	52	52.0%	52	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PO13 0	16.7%	100	0.0%	0	0.0%	0	0.0%	0	100.0%	100	0.0%	0	0.0%	0
PO13 8	5.3%	32	0.0%	0	0.0%	0	32.0%	32	0.0%	0	0.0%	0	0.0%	0
PO13 9	11.3%	68	0.0%	0	0.0%	0	68.0%	68	0.0%	0	0.0%	0	0.0%	0
PO14 1	3.2%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.0%	19	0.0%	0
PO14 2	7.5%	45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	45.0%	45	0.0%	0
PO14 3	6.0%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	36.0%	36	0.0%	0
PO16 0	3.2%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.0%	19
PO16 7	5.0%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	30.0%	30
PO16 8	3.8%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.0%	23
PO16 9	4.7%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.0%	28
Base:		600		100		100		100		100		100		100
QUOTA Zone														
Zone 1	16.7%	100	100.0%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2	16.7%	100	0.0%	0	100.0%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3	16.7%	100	0.0%	0	0.0%	0	100.0%	100	0.0%	0	0.0%	0	0.0%	0
Zone 4	16.7%	100	0.0%	0	0.0%	0	0.0%	0	100.0%	100	0.0%	0	0.0%	0
Zone 5	16.7%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	100	0.0%	0
Zone 6	16.7%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	100
Base:		600		100		100		100		100		100		100

Appendix 4:

Data Tabulations
By Zone – Filtered
(Weighted)

Gosport Household Survey For Lambert Smith Hampton

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Q01 Where do you NORMALLY shop for all your household's main food and grocery shopping needs (i.e. primarily bulk trolley purchases)?							
<i>Excl. Nulls & SFT</i>							
Aldi, Mumby Road, Gosport	4.5%	25	8.5%	14	4.4%	2	8.3%
Aldi, West Street, Fareham	2.8%	16	0.0%	0	0.0%	0	0.6%
Asda, Dock Road, Gosport	15.9%	90	41.9%	68	28.7%	12	4.1%
Asda, Speedfields Park, Newgate Lane, Fareham	15.2%	86	0.0%	0	0.0%	0	17.9%
Co-op, Gregson Avenue, Bridgemary	0.1%	0	0.0%	0	0.0%	0	0.8%
Co-op, High Street, Lee-on-Solent	0.7%	4	0.0%	0	0.0%	0	5.1%
Co-op, Petrol Solent, Fareham Road	0.1%	0	0.0%	0	0.0%	0	0.8%
Iceland, The Green, Stubbington	0.3%	2	0.0%	0	0.0%	0	0.0%
Iceland, West Street, Fareham	0.6%	3	0.0%	0	0.0%	0	0.0%
Lidl, Brockhurst Gate, Gosport	4.9%	28	7.7%	12	3.6%	2	11.7%
Lidl, Forton Road, Gosport	0.8%	4	1.8%	3	0.6%	0	0.6%
Lidl, Rookery Avenue, Whiteley	0.1%	1	0.0%	0	0.0%	0	0.0%
M&S Foodhall Brockhurst Gate, Heritage Way, Gosport	0.2%	1	0.0%	0	1.1%	0	0.6%
M&S Foodhall, Tollbar Way, hedge End, Southampton	1.1%	6	0.0%	0	0.0%	0	0.0%
Morrisons, Commercial Centre, Anchorage Park Shopping Centre, Portsmouth	0.1%	0	0.0%	0	0.0%	0	0.6%
Morrisons, Walpole Road, High Street, Gosport	9.0%	51	16.2%	26	26.8%	11	5.7%
Sainsbury's Superstore, Broadcut, Wallington, Fareham	12.9%	74	4.7%	8	0.0%	0	4.1%
Sainsbury's Superstore, Tollbar Way, Hedge End, Southampton	0.7%	4	0.0%	0	0.0%	0	0.0%
Tesco Express, Carless Close, Rowner	0.9%	5	0.0%	0	0.0%	0	5.8%
Tesco Express, Forton Road, Gosport	0.9%	5	0.6%	1	0.0%	0	4.7%
Tesco Extra, North Harbour, Clement Atlee Way, Portsmouth	6.6%	38	3.1%	5	1.1%	0	0.6%
Tesco Superstore, Alver Village Square, Grange Road, Gosport	9.4%	53	9.2%	15	13.3%	6	23.9%
Tesco Superstore, Quay Street, Fareham	4.5%	25	0.0%	0	0.0%	0	0.6%
Tesco Superstore, Whiteley Way, Whiteley, Fareham	0.6%	3	0.0%	0	0.0%	0	0.0%
Waitrose, Stoke Road, Gosport	3.5%	20	6.4%	10	16.6%	7	2.3%
Co-op, Forton Road, Gosport	0.1%	0	0.0%	0	0.0%	0	0.6%
Co-op, Stubbington Green, Fareham	0.5%	3	0.0%	0	0.0%	0	0.0%
Lidl, Newgate Lane, Fareham	1.2%	7	0.0%	0	0.0%	0	1.1%
Asda, Larchwood Avenue, Havant	0.2%	1	0.0%	0	0.0%	0	0.0%
Co-op, West Street, Portchester	0.3%	2	0.0%	0	0.0%	0	0.0%
Costco, Regents Park Road, Southampton	0.3%	2	0.0%	0	3.6%	2	0.0%
Lidl, Castle Trading Estate, Portchester	0.5%	3	0.0%	0	0.0%	0	0.0%
Lidl, Fareham Road, Gosport	0.2%	1	0.0%	0	0.0%	0	0.0%
M&S Foodhall, Cotsworth Road, Gosport	0.1%	1	0.0%	0	0.0%	0	1.1%
Waitrose, Locks Heath,	0.3%	2	0.0%	0	0.0%	0	0.0%

Column % ges.

Gosport Household Survey For Lambert Smith Hampton

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Southampton							
Weighted base:	569	161	42	76	58	95	136
Sample:	572	98	100	96	90	92	96

Q02 Which retailer do you purchase your main food internet / home delivery shopping from?
Those who do their main food shopping via the internet at Q01

Amazon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda	27.3%	9	0.0%	0	0.0%	0	0.0%	0	53.1%	6	16.1%	1	21.1%	1
Co-op	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gousto	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hello Fresh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland	3.0%	1	34.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ocado	9.3%	3	0.0%	0	0.0%	0	75.9%	3	0.0%	0	0.0%	0	0.0%	0
Riverford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's	13.2%	4	65.5%	2	0.0%	0	0.0%	0	0.0%	0	16.7%	1	21.1%	1
Tesco	45.8%	14	0.0%	0	0.0%	0	12.5%	0	46.9%	5	67.2%	6	57.9%	3
Waitrose	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
Boxfresh	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)	1.4%	0	0.0%	0	0.0%	0	11.6%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	31	3		0		4		12		9		4		
Sample:	28	2		0		4		10		8		4		

Gosport Household Survey For Lambert Smith Hampton

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Q03 What do you like about (STORE / LOCATION MENTIONED AT Q01)? [MR]							
<i>Excluding those who do their main food shopping via the internet at Q01</i>							
Clean store	0.9%	5	1.7%	3	0.0%	0	0.0%
Close to family / friends	0.0%	0	0.0%	0	0.0%	0	0.0%
Convenient to home	33.3%	190	32.6%	53	26.3%	11	30.3%
Convenient to work	1.4%	8	1.1%	2	0.0%	0	0.6%
Delivery service	0.3%	2	0.0%	0	0.0%	0	0.0%
Easy to get to by car	1.2%	7	2.9%	5	1.1%	0	0.6%
Easy to get to by foot	0.4%	2	0.0%	0	0.0%	0	0.0%
Easy to get to by public transport	0.9%	5	0.6%	1	4.8%	2	0.0%
Ethical policy	0.1%	0	0.0%	0	0.0%	0	0.6%
Friendly / helpful staff	3.2%	18	2.3%	4	4.7%	2	4.7%
Good layout / easy to get around	5.2%	29	4.1%	7	10.5%	4	1.8%
Good offers	2.7%	15	2.3%	4	4.2%	2	0.6%
Habit / always used it / familiarity	8.1%	46	10.6%	17	10.7%	4	8.7%
Has a café	0.2%	1	0.0%	0	0.0%	0	0.0%
Has a petrol station	0.1%	0	0.0%	0	0.0%	0	0.6%
Large store	2.9%	16	0.0%	0	0.0%	0	5.3%
Long opening hours	0.2%	1	0.0%	0	0.0%	0	0.0%
Low prices / value for money	22.2%	126	35.0%	57	22.8%	10	25.7%
Loyalty scheme / reward points	1.4%	8	0.6%	1	2.2%	1	0.0%
Online shopping is convenient	0.0%	0	0.0%	0	0.0%	0	0.0%
Only one in the area	0.0%	0	0.0%	0	0.0%	0	0.0%
Parking is free	0.5%	3	0.6%	1	1.2%	0	0.6%
Parking prices are low	0.0%	0	0.0%	0	0.0%	0	0.0%
Parking provision is good	5.6%	32	3.7%	6	6.1%	3	4.4%
Pleasant shopping environment	0.2%	1	0.0%	0	0.0%	0	0.0%
Preference for retailer	1.0%	6	0.6%	1	0.6%	0	1.2%
Quality of food goods available	11.1%	63	10.6%	17	26.5%	11	12.1%
Self-service checkouts	0.0%	0	0.0%	0	0.0%	0	0.0%
Quality of non-food goods available	0.2%	1	0.6%	1	0.0%	0	0.0%
Range of food goods available	21.6%	123	25.1%	41	19.4%	8	15.2%
Range of non-food goods available	3.6%	21	5.4%	9	1.1%	0	3.5%
Safe shopping environment	0.0%	0	0.0%	0	0.0%	0	0.0%
Small / quiet store	3.2%	18	0.6%	1	3.0%	1	6.1%
Staff discount / work there	1.7%	10	2.4%	4	0.0%	0	1.2%
Supporting local business	0.1%	0	0.0%	0	0.0%	0	0.0%
Other	0.0%	0	0.0%	0	0.0%	0	0.0%
Better clientele	0.0%	0	0.0%	0	0.6%	0	0.0%
Better labelling	0.1%	0	0.0%	0	0.0%	0	0.6%
Close to other shops / services	1.1%	6	0.0%	0	0.6%	0	5.6%
Everything	0.1%	1	0.0%	0	0.0%	0	0.0%
Has an in-store pharmacy	0.1%	1	0.0%	0	0.0%	0	0.0%
Has scan-as-you-shop facility	1.1%	6	3.7%	6	0.0%	0	0.0%
It's not in Gosport	0.2%	1	0.0%	0	0.0%	0	0.0%
Parking for the disabled	0.7%	4	0.0%	0	0.6%	0	0.0%
Provides free fruit for children	0.5%	3	0.0%	0	0.0%	0	3.5%
Provides mobility scooters for customers	0.1%	1	0.0%	0	0.0%	0	0.0%
Sells clothing	0.0%	0	0.0%	0	0.6%	0	0.0%
(Don't know / nothing)	6.1%	35	2.4%	4	3.5%	1	10.3%
Weighted base:	569		161		42		76
Sample:	572		98		100		96

Weighted:

May 2019

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		
Q04 How do you normally travel to (LOCATION MENTIONED AT Q01)?														
<i>Excluding those who do their main food shopping via the internet at Q01</i>														
Car / van (as driver)	77.1%	439	68.1%	110	81.6%	34	67.6%	52	73.2%	42	88.2%	84	85.7%	117
Car / van (as passenger)	8.7%	50	12.6%	20	5.9%	2	12.3%	9	13.0%	7	7.0%	7	2.5%	3
Bus, minibus or coach	2.8%	16	3.5%	6	5.4%	2	1.7%	1	6.2%	4	1.4%	1	1.2%	2
Using park & ride facility	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Motorcycle, scooter or moped	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	8.2%	46	11.2%	18	1.1%	0	13.7%	10	6.8%	4	2.7%	3	8.1%	11
Taxi	1.3%	8	4.1%	7	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Train	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.8%	4	0.6%	1	3.6%	2	0.6%	0	0.0%	0	0.7%	1	0.6%	1
Mobility scooter / wheelchair	0.2%	1	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.6%	1
Ferry	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
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Varies)	0.8%	5	0.0%	0	1.7%	1	3.5%	3	0.8%	0	0.0%	0	0.6%	1
Weighted base:		569		161		42		76		58		95		136
Sample:		572		98		100		96		90		92		96

Q05 When you visit (STORE / LOCATION MENTIONED AT Q01) for your main food shopping, do you combine your shopping with other activities (for example non-food shopping, leisure / entertainment, visiting restaurants, bars, banks, etc.)? [MR]

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

Yes - non-food shopping	11.7%	66	15.9%	26	14.1%	6	13.6%	10	9.4%	5	6.7%	6	9.1%	12
Yes - other food shopping	7.3%	42	6.6%	11	5.7%	2	8.1%	6	11.5%	7	6.2%	6	7.1%	10
Yes - bars / pubs	0.5%	3	1.2%	2	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Yes - bingo	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - cafés	3.6%	21	2.3%	4	4.0%	2	12.4%	10	3.8%	2	2.8%	3	0.6%	1
Yes - cinemas	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - get petrol	3.3%	19	3.1%	5	0.0%	0	4.5%	3	0.8%	0	7.2%	7	1.9%	3
Yes - go to park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - gyms / health and fitness	1.5%	8	1.1%	2	1.8%	1	5.0%	4	0.0%	0	2.1%	2	0.0%	0
Yes - library	0.6%	3	1.2%	2	1.7%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Yes - markets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - meeting family	1.3%	7	3.1%	5	0.0%	0	0.6%	0	1.6%	1	0.0%	0	0.7%	1
Yes - meeting friends	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Yes - museums / art gallery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - other service (e.g. travel agent, estate agent etc.)	0.7%	4	1.7%	3	0.0%	0	0.6%	0	0.0%	0	0.7%	1	0.0%	0
Yes - personal service (e.g. hairdressers, beauty salon etc.)	0.7%	4	0.6%	1	0.6%	0	0.6%	0	0.0%	0	0.7%	1	1.2%	2
Yes - restaurants	1.4%	8	1.9%	3	1.1%	0	0.0%	0	1.5%	1	3.8%	4	0.0%	0
Yes - swimming	1.0%	6	0.0%	0	0.6%	0	0.6%	0	0.0%	0	0.0%	0	3.8%	5
Yes - theatre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - visiting services such as banks and other financial institutions	1.5%	8	0.6%	1	2.3%	1	2.9%	2	3.0%	2	0.7%	1	1.2%	2
Yes - work	4.0%	23	1.2%	2	1.2%	1	2.3%	2	0.0%	0	0.8%	1	13.2%	18
Yes - other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - dance school	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - go to amenity tip	0.8%	4	0.0%	0	0.0%	0	0.0%	0	5.6%	3	1.3%	1	0.0%	0
Yes - go to recycling centre	0.3%	2	0.0%	0	3.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - leisure activity	0.1%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - medical appointment (doctor, dentist, optician etc.)	0.4%	2	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.8%	1	0.6%	1
Yes - visiting the community centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Yes - walking along the seafront	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Yes - window shopping / browsing	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.7%	1
(No)	64.8%	369	67.3%	109	66.0%	28	56.4%	43	65.3%	38	69.6%	66	62.8%	86
(Don't know)	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.7%	1
Weighted base:		569		161		42		76		58		95		136
Sample:		572		98		100		96		90		92		96

Gosport Household Survey For Lambert Smith Hampton

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Q06 When you combine your trip with other activities, where do you normally go?							
<i>Those who combine their shopping with other activities at Q05 AND Excl. Nulls & SFT</i>							
Alverstoke Local Centre	2.8%	5	9.5%	5	2.0%	0	0.0%
Fareham Town Centre	24.0%	46	3.6%	2	0.0%	0	11.6%
Gosport Town Centre	35.0%	66	52.8%	28	76.6%	11	39.6%
Havant Town Centre	0.5%	1	0.0%	0	0.0%	0	0.0%
Lee-on-the-Solent District Centre	3.1%	6	0.0%	0	0.0%	0	17.3%
Portchester Local Centre	2.1%	4	0.0%	0	0.0%	0	0.0%
Portsmouth City Centre	6.6%	12	21.0%	11	0.0%	0	1.6%
Rowner Local Centre	1.4%	3	0.0%	0	0.0%	0	8.8%
Southampton City Centre	0.2%	0	0.0%	0	0.0%	0	1.4%
Stoke Road, Gosport	1.9%	4	1.7%	1	16.3%	2	1.4%
Waterlooville Town Centre	0.4%	1	0.0%	0	0.0%	0	0.0%
Broadcut Retail Park, Broadcut, Fareham	1.1%	2	0.0%	0	0.0%	0	2.7%
Brockhurst Gate Retail Park, Heritage Way, Gosport	5.5%	10	11.3%	6	3.4%	0	4.6%
Hedge End Retail Park, Charles Watts Way, Hedge End, Southampton	1.5%	3	0.0%	0	0.0%	0	0.0%
Southampton Road, Park Gate, Southampton	0.4%	1	0.0%	0	0.0%	0	0.0%
Speedfields Retail Park, Newgate Lane, Fareham	5.3%	10	0.0%	0	0.0%	0	3.0%
Titchfield Retail Park, Southampton Road, Titchfield	0.1%	0	0.0%	0	1.8%	0	0.0%
Whiteley Shopping Centre, Whiteley, Fareham	0.5%	1	0.0%	0	0.0%	0	0.0%
Cosham Local Centre	2.7%	5	0.0%	0	0.0%	0	0.0%
Gosport Leisure Centre, Forest Way, Gosport	1.3%	2	0.0%	0	0.0%	0	7.9%
Household Waste Recycling Centre, Grange Road, Gosport	1.7%	3	0.0%	0	0.0%	0	0.0%
Port Solent Local Centre	0.4%	1	0.0%	0	0.0%	0	0.0%
Stubbington Village Centre	1.0%	2	0.0%	0	0.0%	0	0.0%
Wallington Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%
Weighted base:	190	53	14	31	19	29	45
Sample:	194	32	35	39	27	30	31

Gosport Household Survey For Lambert Smith Hampton

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Q07 In addition to (STORE / LOCATION MENTIONED AT Q01), is there anywhere else you regularly use for your main-food shopping?														
<i>Excl. Nulls & SFT</i>														
Aldi, Mumby Road, Gosport	4.4%	17	8.7%	9	10.0%	3	5.8%	3	2.9%	1	0.0%	0	0.0%	0
Aldi, West Street, Fareham	5.8%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.6%	6	18.3%	16
Asda, Dock Road, Gosport	8.9%	34	11.6%	13	22.1%	6	12.6%	7	10.9%	5	3.5%	2	1.0%	1
Asda, Speedfields Park, Newgate Lane, Fareham	11.7%	45	8.0%	9	0.9%	0	24.4%	13	22.0%	11	12.2%	7	6.1%	5
Co-op, High Street, Lee-on-Solent	0.3%	1	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, Wych Lane, Bridgemark, Gosport	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Co-op., Tukes Avenue, Gosport	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Iceland, The Green, Stubbington	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	3	0.0%	0
Iceland, Walpole Road, Gosport	1.5%	6	3.4%	4	1.8%	1	0.9%	0	1.8%	1	0.0%	0	0.0%	0
Iceland, West Street, Fareham	0.6%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	1.9%	2
Lidl, Brockhurst Gate, Gosport	4.7%	18	6.9%	7	0.8%	0	1.7%	1	13.8%	7	0.0%	0	2.9%	3
Lidl, Forton Road, Gosport	1.8%	7	5.1%	6	3.4%	1	0.9%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Goldsmith Avenue, Portsmouth	2.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.4%	8
Lidl, Rookery Avenue, Whiteley	0.9%	4	0.0%	0	0.0%	0	0.0%	0	1.8%	1	4.9%	3	0.0%	0
M&S Foodhall Brockhurst Gate, Heritage Way, Gosport	2.0%	8	2.6%	3	2.5%	1	0.8%	0	7.4%	4	0.0%	0	0.0%	0
M&S Foodhall, Tollbar Way, hedge End, Southampton	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0
Morrisons, Walpole Road, High Street, Gosport	10.2%	39	16.8%	18	18.0%	5	5.7%	3	13.9%	7	10.3%	6	0.0%	0
Sainsbury's Superstore, Broadcut, Wallington, Fareham	9.1%	34	5.6%	6	0.8%	0	4.1%	2	4.5%	2	10.9%	6	20.6%	18
Sainsbury's Superstore, Commercial Road, Portsmouth	0.1%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Tollbar Way, Hedge End, Southampton	1.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	5.4%	5
Tesco Express, Carless Close, Rowner	1.1%	4	0.9%	1	0.0%	0	1.6%	1	1.8%	1	2.5%	1	0.0%	0
Tesco Express, Pier Street, Lee-on-Solent	0.2%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Round House, Gunwharf Quays, Portsmouth	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Tesco Extra, North Harbour, Clement Atlee Way, Portsmouth	1.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	7.3%	6
Tesco Superstore, Alver Village Square, Grange Road, Gosport	11.0%	42	15.9%	17	16.2%	5	19.5%	10	10.1%	5	8.6%	5	0.0%	0
Tesco Superstore, Quay Street, Fareham	3.9%	15	0.0%	0	0.0%	0	1.6%	1	0.9%	0	1.2%	1	14.8%	13
Tesco Superstore, Whiteley Way, Whiteley, Fareham	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0
The Food Warehouse (Iceland), Brockhurst Gate, Heritage Way, Gosport	1.8%	7	0.9%	1	0.9%	0	0.0%	0	1.9%	1	0.0%	0	5.4%	5
Waitrose, Stoke Road, Gosport	4.8%	18	8.1%	9	22.6%	7	0.8%	0	0.0%	0	4.6%	3	0.0%	0
Lee-on-the-Solent District Centre	0.5%	2	0.0%	0	0.0%	0	3.3%	2	0.0%	0	0.0%	0	0.0%	0
Co-op, Stubbington Green, Fareham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Lidl, Newgate Lane, Fareham	3.2%	12	0.0%	0	0.0%	0	9.6%	5	1.9%	1	11.3%	6	0.0%	0
B&M, Speedfield Park,	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0

Column % ges.

Gosport Household Survey For Lambert Smith Hampton

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Newgate lane, Fareham							
Co-op, Rowner Road, Gosport	0.1%	0	0.0%	0	0.0%	0	0.0%
Co-op, West Street, Portchester	0.2%	1	0.0%	0	0.0%	0	0.0%
Lidl, Castle Trading Estate, Portchester	0.9%	3	0.0%	0	0.0%	0	0.0%
Lidl, East Street, Farnham	0.2%	1	0.0%	0	0.0%	0	1.6%
Waitrose, Locks Heath, Southampton	0.3%	1	0.0%	0	0.0%	0	0.0%
Waitrose, North Street, Havant	1.7%	7	5.3%	6	0.0%	0	0.0%
Weighted base:	380	107	29	53	49	55	87
Sample:	392	69	69	71	69	55	59

Q08 Which internet / home delivery retailer do you use?*Those who do their main food shopping via the internet at Q07*

Amazon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda	5.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	1	0.0%	0
Co-op	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gousto	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hello Fresh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ocado	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Riverford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's	39.8%	5	0.0%	0	0.0%	0	50.0%	1	100.0%	1	43.1%	4	0.0%	0
Tesco	43.5%	6	0.0%	0	0.0%	0	50.0%	1	0.0%	0	48.3%	4	100.0%	1
Waitrose	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
Boxfresh	11.4%	2	0.0%	0	100.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	13	0	2	2	1	8	1							
Sample:	8	0	1	2	1	3	1							

Gosport Household Survey For Lambert Smith Hampton

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
MeanScore: £							
Q09 How much does your household normally spend on main food shopping in a week?							
£1 - £5	0.0%	0	0.0%	0	0.0%	0	0.0%
£6 - £10	0.2%	1	0.6%	1	0.0%	0	0.0%
£11 - £15	0.4%	2	0.0%	0	0.0%	0	0.0%
£16 - £20	1.3%	8	1.7%	3	0.6%	0	2.7%
£21 - £25	1.1%	7	1.1%	2	1.7%	1	1.1%
£26 - £30	3.9%	23	2.2%	4	8.4%	3	3.2%
£31 - £35	2.6%	15	2.3%	4	2.4%	1	1.1%
£36 - £40	4.7%	28	6.9%	11	3.0%	1	5.6%
£41 - £45	3.1%	19	4.9%	8	4.2%	2	1.1%
£46 - £50	7.0%	42	1.7%	3	4.7%	2	7.7%
£51 - £55	3.1%	19	1.1%	2	4.2%	2	3.3%
£56 - £60	6.5%	39	9.1%	15	10.1%	4	4.4%
£61 - £65	1.6%	10	2.9%	5	0.0%	0	0.6%
£66 - £70	5.5%	33	3.5%	6	5.4%	2	9.8%
£71 - £75	1.9%	12	3.1%	5	4.9%	2	2.2%
£76 - £80	7.5%	45	8.7%	14	12.2%	5	4.7%
£81 - £85	1.0%	6	0.0%	0	1.2%	0	3.0%
£86 - £90	2.1%	13	3.7%	6	0.6%	0	0.0%
£91 - £95	0.5%	3	0.0%	0	0.0%	0	3.4%
£96 - £100	10.4%	63	8.9%	15	4.1%	2	7.9%
£101 - £120	5.6%	34	9.8%	16	2.4%	1	8.1%
£121 - £140	1.2%	7	0.0%	0	3.6%	2	0.0%
£141 - £160	5.3%	32	2.9%	5	6.1%	3	5.0%
£161 - £180	0.8%	5	0.6%	1	0.6%	0	3.6%
£181 - £200	2.2%	13	6.9%	11	1.1%	0	0.6%
£201 - £250	1.0%	6	3.1%	5	0.0%	0	0.0%
£250+	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't know)	15.5%	93	13.7%	23	18.0%	8	20.3%
(Refused)	3.9%	23	0.6%	1	0.6%	0	0.6%
Mean:	81.14	90.97	74.10	80.40	68.98	79.46	78.73
Weighted base:	600	164	42	80	70	104	141
Sample:	600	100	100	100	100	100	100

Gosport Household Survey For Lambert Smith Hampton

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Q10 In addition to your main food shopping, where do you normally do most of your household's small scale top-up food shopping (i.e. the store you visit regularly (2+ times a week) to buy bread, milk, etc., on a day-to-day basis)?														
<i>Excl. Nulls & SFT</i>														
Aldi, Mumby Road, Gosport	0.6%	2	0.8%	1	4.1%	1	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Aldi, West Street, Fareham	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.9%	1
Asda, Dock Road, Gosport	4.6%	20	11.6%	15	12.1%	3	0.7%	0	3.8%	2	0.0%	0	0.0%	0
Asda, Speedfields Park, Newgate Lane, Fareham	3.5%	15	0.7%	1	0.0%	0	2.2%	1	17.3%	8	1.8%	1	3.7%	4
Co-op, Arundel Drive, Fareham	1.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	4
Co-op, Cherque Farm, Twyford Drive Lee-on-the-Solent	2.4%	10	0.0%	0	0.0%	0	14.9%	9	0.0%	0	0.9%	1	0.0%	0
Co-op, Dartmouth Court, Priddys Hard, Gosport	0.6%	3	2.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Fairfield Avenue, Fareham	1.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	4	1.9%	2
Co-op, Gregson Avenue, Bridgemary	0.8%	3	0.0%	0	0.0%	0	0.0%	0	5.9%	3	0.9%	1	0.0%	0
Co-op, High Street, Lee-on-Solent	2.5%	11	0.0%	0	0.0%	0	16.9%	11	0.0%	0	0.0%	0	0.0%	0
Co-op, Palmyra Road, Elson	2.6%	11	8.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Petrol Oak Road, Highlands Road, Fareham	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	1.6%	2
Co-op, Petrol Solent, Fareham Road	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Co-op, San Diego Road, Gosport	0.2%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Wych Lane, Bridgemary, Gosport	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Co-op, Yew Tree Drive, Highlands Road, Fareham	0.4%	2	0.8%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Co-op., Tukes Avenue, Gosport	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Iceland, The Green, Stubbington	2.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.9%	9	0.9%	1
Iceland, Walpole Road, Gosport	0.7%	3	1.5%	2	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.9%	1
Iceland, West Street, Fareham	1.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	3.7%	4
Lidl, Brockhurst Gate, Gosport	3.0%	13	8.4%	11	0.0%	0	0.8%	0	3.8%	2	0.0%	0	0.0%	0
Lidl, Forton Road, Gosport	1.0%	4	2.2%	3	1.0%	0	0.0%	0	1.0%	0	0.9%	1	0.0%	0
Lidl, Rookery Avenue, Whiteley	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
M&S Foodhall Brockhurst Gate, Heritage Way, Gosport	1.9%	8	2.3%	3	2.9%	1	0.7%	0	7.3%	3	1.0%	1	0.0%	0
M&S Foodhall, Whiteley Village, Fareham	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	1.6%	2
Morrisons, Walpole Road, High Street, Gosport	4.3%	18	7.2%	9	15.9%	4	2.7%	2	0.0%	0	5.0%	4	0.0%	0
Sainsbury's Superstore, Broadcut, Wallington, Fareham	8.3%	36	7.4%	9	0.0%	0	0.0%	0	0.0%	0	7.5%	5	21.5%	21
Sainsbury's Superstore, Tollbar Way, Hedge End, Southampton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Tesco Express, Carless Close, Rowner	1.9%	8	0.0%	0	0.0%	0	11.2%	7	0.0%	0	1.7%	1	0.0%	0
Tesco Express, Forton Road, Gosport	2.4%	11	6.9%	9	1.9%	0	0.7%	0	1.9%	1	0.0%	0	0.0%	0
Tesco Express, Pier Street, Lee-on-Solent	1.1%	5	0.0%	0	0.0%	0	7.2%	5	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, North Harbour, Clement Atlee Way, Portsmouth	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	3
Tesco Superstore, Alver Village Square, Grange Road, Gosport	6.4%	28	4.5%	6	16.8%	4	19.3%	12	11.9%	5	0.0%	0	0.0%	0
Tesco Superstore, Quay Street, Fareham	7.0%	30	4.4%	6	0.0%	0	5.5%	4	0.0%	0	2.9%	2	19.2%	19
Tesco Superstore, Whiteley	1.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	4.8%	5

Column % ges.

Gosport Household Survey For Lambert Smith Hampton

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Way, Whiteley, Fareham														
The Food Warehouse (Iceland), Brockhurst Gate, Heritage Way, Gosport	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Waitrose, Stoke Road, Gosport	3.2%	14	6.2%	8	21.3%	5	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Fareham Town Centre	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	3
Gosport Town Centre	3.3%	14	6.8%	9	2.0%	0	0.8%	0	10.0%	4	0.0%	0	0.0%	0
Lee-on-the-Solent District Centre	2.1%	9	0.0%	0	0.0%	0	13.7%	9	1.0%	0	0.0%	0	0.0%	0
Portchester Local Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Stubbington Village Centre	2.1%	9	0.0%	0	0.0%	0	0.7%	0	0.0%	0	11.8%	9	0.0%	0
Co-op, Forton Road, Gosport	2.9%	13	9.9%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Stubbington Green, Fareham	4.4%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.0%	19	0.0%	0
Lidl, Newgate Lane, Fareham	0.8%	3	0.0%	0	0.0%	0	0.0%	0	3.9%	2	0.0%	0	1.6%	2
Aldi, Southampton Road, Portsmouth	1.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	5
B&M, Speedfield Park, Newgate lane, Fareham	1.2%	5	4.0%	5	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Privett Road, Gosport	0.1%	0	0.0%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Rowner Road, Gosport	0.7%	3	0.0%	0	0.0%	0	0.0%	0	7.2%	3	0.0%	0	0.0%	0
Co-op, West Street, Portchester	3.1%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.4%	13
Co-op, White Hart Lane, Portchester	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2
Hollam Hill Farm, Titchfield Road, Fareham	0.1%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Kev Jones & Son, Nobes Avenue, Gosport	0.4%	2	0.0%	0	0.0%	0	0.0%	0	4.1%	2	0.0%	0	0.0%	0
Lidl, Castle Trading Estate, Portchester	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	3
Lidl, Fareham Road, Gosport	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Local shops, Bishop's Waltham Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
M&S Foodhall, Cotsworth Road, Gosport	0.5%	2	1.4%	2	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
McColl's, Carisbrooke Road, Gosport	0.4%	2	0.0%	0	0.0%	0	0.0%	0	3.9%	2	0.0%	0	0.0%	0
One Stop, Beauchamp Avenue, Rowner, Gosport	0.5%	2	0.0%	0	0.0%	0	0.7%	0	4.0%	2	0.0%	0	0.0%	0
One Stop, Crofton Lane, Stubbington	1.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	5	0.0%	0
One Stop, Elson Road, Gosport	0.4%	2	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Gosport Road, Fareham	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2
One Stop, Greyshott Avenue, Fareham	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	0	1.9%	1	0.0%	0
One Stop, Village Road, Gosport	1.1%	5	0.0%	0	19.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, White Hart Lane, Portchester, Fareham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Welcome, Upper Old Street, Fareham	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Weighted base:	432		127		25		64		45		73		98	
Sample:	410		73		62		79		62		68		66	

Q11 Which internet / home delivery retailer do you use?*Those who do their top-up food shopping via the internet at Q10*

Iceland	36.1%	1	0.0%	0	0.0%	0	0.0%	0	100.0%	1	0.0%	0	0.0%	0
Boxfresh	63.9%	2	0.0%	0	100.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	2		0		2		0		1		0		0	
Sample:	2		0		1		0		1		0		0	

Gosport Household Survey For Lambert Smith Hampton

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Q12 In addition to (LOCATION MENTIONED AT Q10), is there anywhere else you regularly use for your household's small scale top-up food shopping?														
<i>Those who do top-up shopping at Q10 AND Excl. Nulls & SFT</i>														
Aldi, Mumby Road, Gosport	5.5%	13	18.2%	11	5.6%	1	3.4%	1	0.0%	0	0.0%	0	0.0%	0
Aldi, West Street, Fareham	5.2%	12	0.0%	0	0.0%	0	0.0%	0	4.3%	1	3.4%	1	17.1%	10
Asda, Dock Road, Gosport	4.9%	11	6.8%	4	16.2%	2	3.5%	1	18.4%	4	0.0%	0	0.0%	0
Asda, Speedfields Park, Newgate Lane, Fareham	5.5%	13	3.2%	2	0.0%	0	8.0%	3	11.0%	2	1.6%	1	8.4%	5
Co-op, Arundel Drive, Fareham	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Co-op, Cherque Farm, Twyford Drive Lee-on-the-Solent	1.3%	3	0.0%	0	0.0%	0	7.3%	3	0.0%	0	0.0%	0	0.0%	0
Co-op, Gregson Avenue, Bridgemary	0.2%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	0	0.0%	0	0.0%	0
Co-op, Gudge Heath Lane, Highlands Road, Fareham	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	3
Co-op, High Street, Lee-on-Solent	4.0%	9	0.0%	0	0.0%	0	22.9%	9	0.0%	0	0.0%	0	0.0%	0
Co-op, Petrol Oak Road, Highlands Road, Fareham	1.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.6%	4	0.0%	0
Co-op, Yew Tree Drive, Highlands Road, Fareham	0.2%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	0	0.0%	0	0.0%	0
Iceland, The Green, Stubbington	2.0%	5	0.0%	0	2.1%	0	6.1%	2	0.0%	0	4.6%	2	0.0%	0
Iceland, Walpole Road, Gosport	0.4%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, West Street, Fareham	3.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.8%	9
Lidl, Brockhurst Gate, Gosport	2.6%	6	8.7%	5	0.0%	0	1.2%	0	2.5%	0	0.0%	0	0.0%	0
Lidl, Forton Road, Gosport	3.4%	8	13.1%	8	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Goldsmith Avenue, Portsmouth	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Lidl, Rookery Avenue, Whiteley	3.2%	7	0.0%	0	0.0%	0	6.8%	3	0.0%	0	8.6%	4	1.7%	1
M&S Foodhall Brockhurst Gate, Heritage Way, Gosport	0.8%	2	0.0%	0	7.5%	1	1.1%	0	2.3%	0	0.0%	0	0.0%	0
Morrisons, Commercial Centre, Anchorage Park Shopping Centre, Portsmouth	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Morrisons, Walpole Road, High Street, Gosport	3.6%	8	6.6%	4	17.9%	2	1.1%	0	4.3%	1	1.7%	1	0.0%	0
Sainsbury's Superstore, Broadcut, Wallington, Fareham	9.4%	21	8.7%	5	0.0%	0	0.0%	0	4.3%	1	5.1%	2	24.2%	13
Tesco Express, Carless Close, Rowner	0.2%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Forton Road, Gosport	1.9%	4	1.7%	1	0.0%	0	6.8%	3	0.0%	0	1.7%	1	0.0%	0
Tesco Express, Pier Street, Lee-on-Solent	1.4%	3	0.0%	0	0.0%	0	8.0%	3	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, North Harbour, Clement Atlee Way, Portsmouth	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	2
Tesco Extra, Solent Retail Park, Havant	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Tesco Superstore, Alver Village Square, Grange Road, Gosport	2.3%	5	3.4%	2	11.3%	1	1.2%	0	6.6%	1	0.0%	0	0.0%	0
Tesco Superstore, Quay Street, Fareham	2.3%	5	0.0%	0	0.0%	0	2.1%	1	4.8%	1	0.0%	0	6.2%	3
Tesco Superstore, Whiteley Way, Whiteley, Fareham	2.5%	6	9.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Food Warehouse (Iceland), Brockhurst Gate, Heritage Way, Gosport	1.4%	3	1.7%	1	0.0%	0	0.0%	0	11.2%	2	0.0%	0	0.0%	0
Waitrose, Stoke Road, Gosport	2.0%	5	1.6%	1	7.8%	1	0.0%	0	0.0%	0	6.3%	3	0.0%	0
Fareham Town Centre	0.9%	2	0.0%	0	0.0%	0	0.0%	0	2.5%	0	1.6%	1	1.7%	1

Column %ges.

Gosport Household Survey For Lambert Smith Hampton

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Gosport Town Centre	0.8%	2	3.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lee-on-the-Solent District Centre	1.6%	4	0.0%	0	0.0%	0	5.6%	2	0.0%	0	3.3%	1	0.0%	0
Stubbington Village Centre	2.6%	6	0.0%	0	0.0%	0	1.1%	0	0.0%	0	11.3%	5	1.5%	1
Co-op, Forton Road, Gosport	0.8%	2	3.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Stubbington Green, Fareham	5.6%	13	0.0%	0	0.0%	0	1.1%	0	0.0%	0	29.5%	12	0.0%	0
Lidl, Newgate Lane, Fareham	0.7%	2	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	1.5%	1
B&M, Speedfield Park, Newgate lane, Fareham	0.1%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, Brockhurst Road, Gosport	0.8%	2	3.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Privett Road, Gosport	1.9%	4	1.7%	1	25.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Rowner Road, Gosport	1.6%	4	0.0%	0	0.0%	0	8.0%	3	2.3%	0	0.0%	0	0.0%	0
Co-op, The Square, Titchfield, Fareham	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Co-op, The Square, Wickham, Fareham	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Kev Jones & Son, Nobes Avenue, Gosport	0.2%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	0	0.0%	0	0.0%	0
Lidl, Castle Trading Estate, Portchester	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
M&S Foodhall, Cotsworth Road, Gosport	0.4%	1	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0
Marks & Spencer, Solent Road, Havant	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
McColl's, Carisbrooke Road, Gosport	1.2%	3	0.0%	0	0.0%	0	0.0%	0	14.0%	3	0.0%	0	0.0%	0
One Stop, Beauchamp Avenue, Rowner, Gosport	0.2%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Crofton Lane, Stubbington	1.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	4	0.0%	0
One Stop, Elson Road, Gosport	0.9%	2	3.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Gosport Road, Fareham	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
One Stop, Village Road, Gosport	0.1%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, High Street, Portsmouth,	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Weighted base:	228		58	13	40	20	42	56						
Sample:	215		36	33	45	24	37	40						

Gosport Household Survey For Lambert Smith Hampton

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
MeanScore: £							
Q14 How much does your household normally spend on top-up shopping in a week?							
<i>Those who do top-up shopping at Q10</i>							
£1 - £5	11.9%	53 15.2%	20 15.1%	4 9.8%	6 16.9%	8 16.6%	13 1.8%
£6 - £10	19.8%	88 14.8%	19 11.1%	3 22.7%	14 20.7%	10 15.2%	11 30.0%
£11 - £15	13.8%	62 15.9%	21 9.4%	3 4.9%	3 9.1%	5 18.6%	14 16.7%
£16 - £20	14.0%	62 8.9%	12 21.5%	6 17.1%	11 15.7%	8 17.9%	14 12.9%
£21 - £25	8.2%	36 7.3%	10 9.0%	2 15.8%	10 8.0%	4 7.0%	5 5.1%
£26 - £30	5.8%	26 6.8%	9 14.9%	4 3.8%	2 1.7%	1 3.8%	3 7.1%
£31 - £35	1.1%	5 2.0%	3 0.0%	0 2.0%	1 0.0%	0 0.0%	0 0.9%
£36 - £40	2.8%	13 5.9%	8 1.8%	0 1.3%	1 1.0%	0 2.7%	2 0.9%
£41 - £45	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
£46 - £50	0.9%	4 1.5%	2 0.0%	0 2.1%	1 0.0%	0 0.0%	0 0.9%
£51 - £55	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
£56 - £60	0.1%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.9%	1 0.0%
£61 - £65	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
£66 - £70	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
£71 - £75	0.2%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.9%	1 0.0%
£76 - £80	0.2%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.9%
£81 - £85	0.2%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.9%
£86 - £90	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
£91 - £95	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
£96 - £100	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
£101+	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
(Don't know)	16.6%	74 20.2%	26 16.3%	4 18.3%	12 26.1%	13 6.3%	5 13.9%
(Refused)	4.4%	20 1.5%	2 1.0%	0 2.1%	1 0.9%	0 10.1%	8 7.9%
<i>Mean:</i>	<i>17.09</i>	<i>17.51</i>	<i>17.64</i>	<i>17.75</i>	<i>13.76</i>	<i>16.43</i>	<i>18.03</i>
Weighted base:	446	131	27	64	49	76	99
Sample:	424	77	65	79	65	71	67

Gosport Household Survey For Lambert Smith Hampton

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Q15 Where do you normally do most of your household's shopping for men's, women's, children's and baby clothing and footwear? NOTE we mean fashion items - NOT sports clothing and footwear														
<i>Excl. Nulls & SFT</i>														
Marks & Spencer, Hedge End Retail Park, Southampton	1.4%	5	0.0%	0	6.8%	2	1.9%	1	0.0%	0	3.8%	3	0.0%	0
The Range, Gunners Way, Gosport	0.4%	2	0.0%	0	5.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chichester City Centre	1.8%	7	1.0%	1	8.8%	2	1.0%	0	0.0%	0	0.9%	1	2.6%	3
Fareham Town Centre	30.1%	115	22.2%	21	7.9%	2	20.7%	10	34.1%	16	27.7%	20	48.1%	46
Gosport Town Centre	9.6%	36	19.8%	19	9.7%	2	9.8%	5	12.3%	6	3.5%	3	2.7%	3
Lee-on-the-Solent District Centre	0.3%	1	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0
Portchester Local Centre	0.9%	3	0.0%	0	0.0%	0	0.0%	0	5.8%	3	0.9%	1	0.0%	0
Portsmouth City Centre	8.5%	32	11.2%	11	2.9%	1	9.8%	5	8.4%	4	8.8%	6	6.4%	6
Southampton City Centre	3.7%	14	2.1%	2	12.6%	3	4.7%	2	2.8%	1	2.9%	2	3.7%	4
Stoke Road, Gosport	1.3%	5	5.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Port Solent Market	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Broadcut Retail Park, Broadcut, Fareham (Argos, Dreams, Sainsbury's)	1.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	2.6%	3
Collingwood Retail Park, Newgate Lane, Fareham (Homebase, Matalan, Pets at Home)	2.4%	9	5.4%	5	1.0%	0	6.8%	3	0.0%	0	0.9%	1	0.0%	0
Fareham Shopping Centre, Thackeray Mall, Fareham (B&M, Bon Marché, New Look)	2.7%	10	1.0%	1	3.0%	1	3.9%	2	3.0%	1	2.9%	2	3.5%	3
Gunwharf Quays, Portsmouth (Marks & Spencer, Nike, Pandora)	3.4%	13	2.1%	2	7.5%	2	7.8%	4	1.8%	1	2.7%	2	2.7%	3
Hedge End Retail Park, Charles Watts Way, Hedge End, Southampton (B&Q, Oak Furnitureland, ScS)	5.2%	20	5.1%	5	5.7%	1	7.7%	4	10.4%	5	4.4%	3	1.8%	2
Speedfields Retail Park, Newgate Lane, Fareham (Asda, B&Q, Lidl)	2.8%	11	2.1%	2	0.0%	0	1.0%	0	7.4%	4	1.8%	1	3.6%	3
The Junction / Ocean Retail Park, Burrfields Road, Portsmouth (Currys PC World, Marks & Spencer, TK Maxx)	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2
West Quay Retail Park, Pirelli Street, Southampton (Argos, Furniture Village, Matalan)	0.5%	2	0.0%	0	1.9%	0	1.0%	0	0.0%	0	0.0%	0	1.0%	1
Whiteley Shopping Centre, Whiteley, Fareham (JD Sports, Next, WH Smith)	16.2%	62	11.4%	11	22.5%	6	18.2%	8	6.6%	3	29.5%	21	13.1%	13
Abroad	0.1%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Cranbourne Industrial Estate, Dock Road, Gosport	2.2%	8	4.9%	5	2.9%	1	0.0%	0	6.5%	3	0.0%	0	0.0%	0
Asda, Speedfields Park, Newgate Lane, Fareham	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Central London	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Exeter City Centre	0.2%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Cotsworth Road, Gosport	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Solent Road, Havant	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Petersfield Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Port Solent Local Centre	0.2%	1	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Stubbington Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Tesco Extra, Clement Attlee Way, Portsmouth	1.5%	6	5.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Tesco Superstore, Quay Street, Fareham	1.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	5
Winchester City Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Weighted base:		381		94		26		46		48		71		96

Column %ges.

Gosport Household Survey For Lambert Smith Hampton

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Sample:	408	62	65	61	73	72	75							
Q16 How do you normally travel to (LOCATION MENTIONED AT Q15)?														
<i>Excluding those who said 'Internet / catalogue / TV shopping' at Q15</i>														
Car / van (as driver)	68.3%	280	63.2%	67	60.8%	17	58.2%	28	63.4%	33	78.6%	61	75.4%	74
Car / van (as passenger)	6.1%	25	3.5%	4	2.6%	1	17.6%	8	8.5%	4	6.8%	5	2.5%	2
Bus, minibus or coach	8.7%	36	6.2%	7	10.5%	3	5.5%	3	18.9%	10	11.2%	9	5.2%	5
Using park & ride facility	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Motorcycle, scooter or moped	0.2%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	5.9%	24	6.3%	7	2.6%	1	0.0%	0	1.7%	1	1.7%	1	15.1%	15
Taxi	0.1%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Train	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.6%	3	0.9%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.9%	1
Mobility scooter / wheelchair	0.2%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ferry	4.4%	18	6.9%	7	13.9%	4	14.1%	7	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
Aeroplane	0.1%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	1.7%	7	1.8%	2	4.4%	1	0.9%	0	3.3%	2	0.9%	1	0.9%	1
(Varies)	3.4%	14	9.6%	10	4.4%	1	0.9%	0	2.5%	1	0.9%	1	0.0%	0
Weighted base:	411		107		28		48		52		77		98	
Sample:	444		70		76		65		80		76		77	

Gosport Household Survey For Lambert Smith Hampton

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Q16A Excluding Christmas shopping, have you bought any of these goods in the last 10 years? [MR/PR]														
Recording media for pictures and sound (e.g. records, pre-recorded and unrecorded CDs & DVDs, etc.) (Excluding gaming)	61.6%	369	64.9%	106	56.9%	24	53.4%	43	66.4%	46	60.4%	63	62.3%	88
Books (incl. encyclopaedias, text books, guidebooks and musical scores) and stationary (incl. writing pads, envelopes pens, diaries, etc.) and drawing	76.0%	456	73.1%	120	80.2%	34	80.9%	65	71.6%	50	76.1%	79	77.4%	109
Audio visual, photographic, computer items (such as TVs, cameras, iPad, telephones etc) and small domestic electrical goods (such as irons, kettles, b	72.1%	433	74.0%	121	73.1%	31	64.0%	51	68.9%	48	74.6%	77	74.0%	104
Games & toys; pets and pet products; hobby items; sport clothing / footwear and equipment; camping goods; bicycles; and musical instruments	59.9%	359	58.7%	96	58.9%	25	67.2%	54	64.6%	45	57.4%	60	57.0%	80
All goods for personal care (including, electric razors, hair dryers, bathroom scales, cosmetics, perfume, toothpaste, etc), medical and pharmaceuticals	86.5%	519	91.6%	150	82.1%	34	83.2%	67	87.0%	60	88.0%	91	82.5%	116
Furniture, carpets, other floor coverings and household textiles (includes beds, sofas, tables, etc)	63.1%	379	66.8%	110	61.2%	26	56.2%	45	59.0%	41	73.4%	76	57.7%	81
DIY goods, decorating supplies and garden products (such as drills, lawn mowers, hammers, hedge cutters, garden tools, plants, shrubs etc)	74.4%	446	80.8%	133	63.8%	27	70.5%	57	73.8%	51	76.6%	80	70.8%	100
Large domestic electrical appliances, such as fridges, freezers, ovens, washing machines, dishwashers, etc)	68.6%	412	74.9%	123	68.2%	29	58.4%	47	74.2%	52	70.7%	73	62.8%	88
All other goods including jewellery & watches; glassware, china, tableware and household utensils; and other personal effects (e.g. travel goods, suit	53.9%	323	55.8%	92	52.9%	22	48.3%	39	43.1%	30	61.8%	64	54.7%	77
(None)	0.9%	5	1.2%	2	1.2%	0	0.6%	0	1.2%	1	0.6%	1	0.6%	1
Weighted base:		600		164		42		80		70		104		141
Sample:		600		100		100		100		100		100		100

Gosport Household Survey For Lambert Smith Hampton

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Q17 Where do you normally do most of your household's shopping for physical media such as pre-recorded and unrecorded CDs, DVDs, Blu Rays, records, but excluding gaming products?							
<i>Those who said 'Recording media, etc' at Q16A AND Excl. Nulls & SFT</i>							
Alverstoke Local Centre	0.2%	0	0.0%	0	2.2%	0	0.0%
Chichester City Centre	0.4%	1	0.0%	0	0.0%	0	0.0%
Fareham Town Centre	16.4%	24	5.3%	2	2.4%	0	7.3%
Gosport Town Centre	20.0%	30	57.3%	19	35.3%	4	21.4%
Lee-on-the-Solent District Centre	1.0%	2	0.0%	0	0.0%	0	7.3%
Portchester Local Centre	0.6%	1	0.0%	0	0.0%	0	0.0%
Portsmouth City Centre	4.1%	6	6.0%	2	13.6%	2	0.0%
Southampton City Centre	0.8%	1	0.0%	0	0.0%	0	0.0%
Broadcut Retail Park, Broadcut, Fareham (Argos, Dreams, Sainsbury's)	5.5%	8	0.0%	0	0.0%	0	0.0%
Gunwharf Quays, Portsmouth (Marks & Spencer, Nike, Pandora)	7.6%	11	5.5%	2	6.6%	1	11.2%
Hedge End Retail Park, Charles Watts Way, Hedge End, Southampton (B&Q, Oak Furnitureland, ScS)	0.7%	1	3.0%	1	0.0%	0	0.0%
Southampton Road, Park Gate, Southampton (Currys PC World, Home Bargains, Smyths Toys)	0.3%	0	0.0%	0	0.0%	0	1.7%
Speedfields Retail Park, Newgate Lane, Fareham (Asda, B&Q, Lidl)	17.0%	25	2.8%	1	2.4%	0	34.7%
West Quay Retail Park, Pirelli Street, Southampton (Argos, Furniture Village, Matalan)	0.2%	0	0.0%	0	2.2%	0	0.0%
Whiteley Shopping Centre, Whiteley, Fareham (JD Sports, Next, WH Smith)	0.4%	1	0.0%	0	0.0%	0	0.0%
Asda, Cranbourne Industrial Estate, Dock Road, Gosport	8.6%	13	14.1%	5	28.9%	3	3.9%
Tesco Superstore, Alver Village Square, Grange Road, Gosport	2.0%	3	6.0%	2	0.0%	0	3.6%
Morrisons, Walpole Road, Gosport	1.4%	2	0.0%	0	2.2%	0	3.6%
Asda, Speedfields Park, Newgate Lane, Fareham	0.3%	0	0.0%	0	0.0%	0	0.0%
Exeter City Centre	0.6%	1	0.0%	0	0.0%	0	6.9%
Lidl, Brockhurst Gate, Heritage Way, Gosport	0.6%	1	0.0%	0	0.0%	0	0.0%
Tesco Extra, Clement Attlee Way, Portsmouth	1.5%	2	0.0%	0	4.2%	0	0.0%
Tesco Extra, Green Park, Llantrisant, Pontyclun	0.8%	1	0.0%	0	0.0%	0	0.0%
Tesco Superstore, Quay Street, Fareham	6.4%	10	0.0%	0	0.0%	0	0.0%
Winchester City Centre	2.7%	4	0.0%	0	0.0%	0	0.0%
Weighted base:	148		33		11		12
Sample:	163		22		26		21

Gosport Household Survey For Lambert Smith Hampton

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Q18 Where do you normally do most of your household's shopping for books, stationary, sheet music, and drawing materials?							
<i>Those who said 'Books, etc' at Q16A AND Excl. Nulls & SFT</i>							
Bridgemary Local Centre	0.2%	0	0.0%	0	0.0%	0	0.0%
Chichester City Centre	0.1%	0	0.0%	0	1.6%	0	0.0%
Fareham Town Centre	41.7%	100	33.8%	23	14.4%	2	32.5%
Gosport Town Centre	16.6%	40	29.2%	20	42.4%	7	5.5%
Lee-on-the-Solent District Centre	5.2%	13	1.5%	1	11.3%	2	19.3%
Portchester Local Centre	1.1%	3	2.6%	2	0.0%	0	0.0%
Portsmouth City Centre	1.6%	4	0.0%	0	12.9%	2	2.2%
Southampton City Centre	1.1%	3	2.7%	2	0.0%	0	0.0%
Southsea Local Centre	2.2%	5	0.0%	0	0.0%	0	0.0%
Fareham Market	0.3%	1	0.0%	0	0.0%	0	0.0%
Broadcut Retail Park, Broadcut, Fareham (Argos, Dreams, Sainsbury's)	1.1%	3	0.0%	0	0.0%	0	0.0%
Brockhurst Gate Retail Park, Heritage Way, Gosport (Home Bargains, Jolleys Pet Superstore)	2.1%	5	7.5%	5	0.0%	0	0.0%
Collingwood Retail Park, Newgate Lane, Fareham (Homebase, Matalan, Pets at Home)	1.1%	3	0.0%	0	0.0%	0	6.6%
Fareham Shopping Centre, Thackeray Mall, Fareham (B&M, Bon Marché, New Look)	3.1%	7	1.5%	1	0.0%	0	2.1%
Gunwharf Quays, Portsmouth (Marks & Spencer, Nike, Pandora)	0.6%	1	1.5%	1	0.0%	0	0.0%
Southampton Road, Park Gate, Southampton (Currys PC World, Home Bargains, Smyths Toys)	0.2%	0	0.0%	0	0.0%	0	0.0%
Speedfields Retail Park, Newgate Lane, Fareham (Asda, B&Q, Lidl)	7.2%	17	3.9%	3	1.7%	0	8.8%
West Quay Retail Park, Pirelli Street, Southampton (Argos, Furniture Village, Matalan)	0.3%	1	0.0%	0	0.0%	0	2.0%
Whiteley Shopping Centre, Whiteley, Fareham (JD Sports, Next, WH Smith)	0.5%	1	1.5%	1	1.6%	0	0.0%
Abroad	0.6%	1	0.0%	0	0.0%	0	2.0%
Asda, Cranbourne Industrial Estate, Dock Road, Gosport	6.0%	14	13.0%	9	6.2%	1	8.9%
Tesco Superstore, Alver Village Square, Grange Road, Gosport	0.4%	1	0.0%	0	0.0%	0	0.0%
Morrisons, Walpole Road, Gosport	0.6%	1	1.4%	1	3.2%	0	0.0%
Asda, Speedfields Park, Newgate Lane, Fareham	0.2%	0	0.0%	0	0.0%	0	0.0%
Exeter City Centre	0.3%	1	0.0%	0	0.0%	0	2.0%
Gatwick Airport	0.5%	1	0.0%	0	0.0%	0	0.0%
Heathrow Airport	1.1%	3	0.0%	0	1.6%	0	5.9%
Sevenoaks Town Centre	0.2%	0	0.0%	0	3.0%	0	0.0%
Stubbington Village Centre	0.8%	2	0.0%	0	0.0%	0	0.0%
Sunderland City Centre	0.2%	0	0.0%	0	0.0%	0	0.0%
Tesco Extra, Green Park, Llantrisant, Pontyclun	0.5%	1	0.0%	0	0.0%	0	0.0%
Tesco Superstore, Quay Street, Fareham	0.3%	1	0.0%	0	0.0%	0	0.0%
Winchester City Centre	2.0%	5	0.0%	0	0.0%	0	2.0%
Weighted base:	240		68		16		41
Sample:	251		44		40		48

Gosport Household Survey For Lambert Smith Hampton

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Q19 Where do you normally do most of your household's shopping for audio visual, photographic, computer items (such as TVs, cameras, ipads, telephones etc) and small domestic electrical goods (such as irons, kettles, blenders, vaccum cleaners etc)?														
<i>Those who said 'Audio visual items, etc' at Q16A AND Excl. Nulls & SFT</i>														
Currys PC World, The Junction, Ocean Retail Park, Portsmouth	5.4%	15	16.7%	11	1.1%	0	1.8%	0	2.6%	1	0.0%	0	3.7%	3
John Lewis, WestQuay Southampton	6.4%	18	10.7%	7	13.9%	3	9.2%	2	0.0%	0	3.2%	2	4.9%	3
Fareham Town Centre	9.2%	26	0.0%	0	0.0%	0	5.3%	1	7.3%	3	6.4%	4	25.7%	18
Gosport Town Centre	3.3%	9	11.4%	8	6.1%	1	1.8%	0	0.0%	0	0.0%	0	0.0%	0
Locks Heath Local Centre	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	2.3%	2
Portchester Local Centre	1.5%	4	1.5%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	1	2.5%	2
Portsmouth City Centre	1.3%	4	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	3
Southampton City Centre	2.5%	7	2.9%	2	3.3%	1	1.8%	0	2.4%	1	2.0%	1	2.5%	2
Southsea Local Centre	0.3%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fareham Market	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Broadcut Retail Park, Broadcut, Fareham (Argos, Dreams, Sainsbury's)	3.1%	9	1.5%	1	0.0%	0	0.0%	0	4.8%	2	5.2%	3	3.9%	3
Brockhurst Gate Retail Park, Heritage Way, Gosport (Home Bargains, Jolleys Pet Superstore)	0.2%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0
Collingwood Retail Park, Newgate Lane, Fareham (Homebase, Matalan, Pets at Home)	1.2%	3	0.0%	0	0.0%	0	1.8%	0	0.0%	0	2.0%	1	2.5%	2
Fareham Shopping Centre, Thackeray Mall, Fareham (B&M, Bon Marché, New Look)	0.6%	2	1.5%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Gunwharf Quays, Portsmouth (Marks & Spencer, Nike, Pandora)	1.5%	4	0.0%	0	0.0%	0	11.2%	3	0.0%	0	1.0%	1	1.3%	1
Hedge End Retail Park, Charles Watts Way, Hedge End, Southampton (B&Q, Oak Furnitureland, ScS)	3.4%	10	3.0%	2	16.1%	4	1.8%	0	0.0%	0	3.9%	3	1.3%	1
Southampton Road, Park Gate, Southampton (Currys PC World, Home Bargains, Smyths Toys)	45.4%	129	42.3%	28	46.8%	11	49.0%	12	61.6%	22	59.1%	38	26.1%	18
Speedfields Retail Park, Newgate Lane, Fareham (Asda, B&Q, Lidl)	2.6%	7	0.0%	0	0.0%	0	5.6%	1	12.3%	4	1.0%	1	1.3%	1
The Junction / Ocean Retail Park, Burrfields Road, Portsmouth (Currys PC World, Marks & Spencer, TK Maxx)	2.6%	8	0.0%	0	0.0%	0	3.6%	1	1.4%	0	0.0%	0	8.7%	6
West Quay Retail Park, Pirelli Street, Southampton (Argos, Furniture Village, Matalan)	2.0%	6	0.0%	0	1.1%	0	0.0%	0	0.0%	0	8.6%	5	0.0%	0
Whiteley Shopping Centre, Whiteley, Fareham (JD Sports, Next, WH Smith)	0.8%	2	1.5%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Abroad	0.7%	2	0.0%	0	0.0%	0	3.5%	1	1.4%	0	1.0%	1	0.0%	0
Asda, Cranbourne Industrial Estate, Dock Road, Gosport	1.3%	4	2.6%	2	3.2%	1	0.0%	0	3.7%	1	0.0%	0	0.0%	0
Aldi, West Street, Fareham	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2
Central London	0.2%	0	0.0%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Regents Park Road, Southampton	0.8%	2	0.0%	0	6.5%	2	3.5%	1	0.0%	0	0.0%	0	0.0%	0
Currys PC World, Two Rivers, Mustard Mill Road, Staines-upon-Thames	0.3%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Brockhurst Gate, Heritage Way, Gosport	0.2%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0
Portfield Retail Park,	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2

Column % ges.

Gosport Household Survey For Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Chichester							
Tesco Extra, Clement Attlee Way, Portsmouth	0.9% 2	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	3.5% 2
Weighted base:	284	66	24	24	36	64	71
Sample:	290	39	56	38	49	57	51

Gosport Household Survey For Lambert Smith Hampton

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Q20 Where do you normally do most of your household's shopping for games & toys; pets and pet products; hobby items; sport clothing / footwear and equipment; camping goods; bicycles; and musical instruments?														
<i>Those who said 'Games & toys, etc' at Q16A AND Excl. Nulls & SFT</i>														
Halfords, Creek Road, Gosport	0.7%	1	1.9%	1	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0
John Lewis, WestQuay Southampton	0.6%	1	0.0%	0	4.5%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Pets at Home, Collingwood Retail Park, Southampton	2.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.6%	5	2.0%	1
Sports Direct, Solent Retail Park, Havant Portsmouth	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
The Range, Gunners Way, Gosport	1.2%	2	2.0%	1	4.5%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0
Chichester City Centre	0.1%	0	0.0%	0	2.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fareham Town Centre	24.2%	48	14.2%	7	14.7%	2	22.1%	7	3.4%	1	26.2%	10	48.3%	22
Gosport Town Centre	11.9%	24	25.8%	13	2.4%	0	26.8%	8	10.1%	3	0.0%	0	0.0%	0
Locks Heath Local Centre	0.9%	2	3.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portsmouth City Centre	2.1%	4	0.0%	0	0.0%	0	1.6%	0	3.2%	1	0.0%	0	6.0%	3
Southampton City Centre	1.1%	2	4.1%	2	2.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fareham Market	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Broadcut Retail Park, Broadcut, Fareham (Argos, Dreams, Sainsbury's)	3.9%	8	0.0%	0	0.0%	0	7.9%	2	5.1%	1	1.8%	1	7.4%	3
Collingwood Retail Park, Newgate Lane, Fareham (Homebase, Matalan, Pets at Home)	5.3%	11	12.4%	6	0.0%	0	0.0%	0	1.7%	0	8.6%	3	2.0%	1
Fareham Shopping Centre, Thackeray Mall, Fareham (B&M, Bon Marché, New Look)	1.1%	2	2.0%	1	0.0%	0	0.0%	0	1.9%	0	1.9%	1	0.0%	0
Gunwharf Quays, Portsmouth (Marks & Spencer, Nike, Pandora)	0.2%	0	0.0%	0	4.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hedge End Retail Park, Charles Watts Way, Hedge End, Southampton (B&Q, Oak Furnitureland, ScS)	0.1%	0	0.0%	0	2.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southampton Road, Park Gate, Southampton (Currys PC World, Home Bargains, Smyths Toys)	26.0%	52	22.5%	11	21.0%	2	28.6%	9	44.3%	12	32.6%	12	13.5%	6
Speedfields Retail Park, Newgate Lane, Fareham (Asda, B&Q, Lidl)	6.4%	13	7.7%	4	5.0%	1	5.9%	2	13.3%	4	3.5%	1	4.0%	2
West Quay Retail Park, Pirelli Street, Southampton (Argos, Furniture Village, Matalan)	0.7%	1	0.0%	0	4.8%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Whiteley Shopping Centre, Whiteley, Fareham (JD Sports, Next, WH Smith)	4.5%	9	0.0%	0	19.5%	2	3.1%	1	1.9%	0	5.6%	2	7.4%	3
Asda, Cranbourne Industrial Estate, Dock Road, Gosport	0.5%	1	0.0%	0	4.8%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0
Tesco Superstore, Alver Village Square, Grange Road, Gosport	0.5%	1	0.0%	0	4.5%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Walpole Road, Gosport	0.2%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0
Exeter City Centre	0.4%	1	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0
Lidl, Brockhurst Gate, Heritage Way, Gosport	0.4%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0
Lidl, Forton Road, Gosport	0.5%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Port Solent Local Centre	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Reading Town Centre	0.5%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stubbington Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Tesco Extra, Clement Attlee Way, Portsmouth	0.7%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	1.8%	1
Tesco Extra, Green Park, Llantrisant, Pontyclun	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0
Tesco Superstore, Quay	0.2%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0

Column %ges.

Gosport Household Survey For Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Street, Fareham							
Winchester City Centre	0.1%	0	0.0%	0	2.4%	0	0.0%
Weighted base:	200	49	10	31	26	37	46
Sample:	193	28	25	31	40	34	35

Gosport Household Survey For Lambert Smith Hampton

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Q21 Where do you normally do most of your household's shopping on medical and pharmaceutical goods, toiletries, cosmetics, personal care products, therapeutic appliances (e.g. spectacles, hearing aids, wheelchairs, contact lenses, etc)?														
<i>Those who said 'Personal care goods, etc' at Q16A AND Excl. Nulls & SFT</i>														
Debenhams, Fareham Shopping Centre, Fareham	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, WestQuay Southampton	0.3%	1	0.7%	1	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Hedge End Retail Park, Southampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Bridgemary Local Centre Fareham Town Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	4.5%	2	0.0%	0	0.0%	0
Forton Road, Gosport	27.1%	124	11.0%	15	13.7%	4	17.7%	11	24.0%	12	45.9%	36	46.6%	46
Gosport Town Centre	0.1%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Lee-on-the-Solent District Centre	27.3%	125	59.9%	84	71.8%	23	13.5%	8	20.9%	10	0.0%	0	0.0%	0
Portchester Local Centre	4.4%	20	0.0%	0	0.0%	0	33.7%	20	0.0%	0	0.0%	0	0.0%	0
Portsmouth City Centre	2.1%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.9%	10
Rowner Local Centre	2.0%	9	4.0%	6	0.0%	0	0.0%	0	0.0%	0	4.6%	4	0.0%	0
Southampton City Centre	0.3%	1	0.0%	0	0.0%	0	1.5%	1	1.0%	0	0.0%	0	0.0%	0
Stoke Road, Gosport	1.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	5
Broadcut Retail Park, Broadcut, Fareham (Argos, Dreams, Sainsbury's)	0.9%	4	2.0%	3	4.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brockhurst Gate Retail Park, Heritage Way, Gosport (Home Bargains, Jolleys Pet Superstore)	3.3%	15	0.7%	1	0.0%	0	1.5%	1	0.0%	0	2.6%	2	11.2%	11
Collingwood Retail Park, Newgate Lane, Fareham (Homebase, Matalan, Pets at Home)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Fareham Shopping Centre, Thackeray Mall, Fareham (B&M, Bon Marché, New Look)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Gunwharf Quays, Portsmouth (Marks & Spencer, Nike, Pandora)	1.6%	8	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.8%	1	6.5%	6
Southampton Road, Park Gate, Southampton (Currys PC World, Home Bargains, Smyths Toys)	1.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	4	0.9%	1
Speedfields Retail Park, Newgate Lane, Fareham (Asda, B&Q, Lidl)	0.3%	1	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0
The Junction / Ocean Retail Park, Burrfields Road, Portsmouth (Currys PC World, Marks & Spencer, TK Maxx)	5.0%	23	2.6%	4	0.0%	0	9.9%	6	13.6%	7	5.9%	5	1.8%	2
Whiteley Shopping Centre, Whiteley, Fareham (JD Sports, Next, WH Smith)	0.3%	1	0.0%	0	0.8%	0	0.0%	0	0.9%	0	0.8%	1	0.0%	0
Abroad	1.7%	8	0.0%	0	0.8%	0	1.5%	1	1.8%	1	6.0%	5	0.9%	1
Asda, Cranbourne Industrial Estate, Dock Road, Gosport	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Tesco Superstore, Alver Village Square, Grange Road, Gosport	4.4%	20	6.1%	9	6.9%	2	4.5%	3	11.0%	5	1.7%	1	0.0%	0
Morrisons, Walpole Road, Gosport	4.7%	22	7.2%	10	0.0%	0	7.5%	5	13.2%	6	0.8%	1	0.0%	0
Asda, Speedfields Park, Newgate Lane, Fareham	0.5%	2	0.7%	1	0.8%	0	0.7%	0	1.8%	1	0.0%	0	0.0%	0
Lidl, Brockhurst Gate, Heritage Way, Gosport	0.1%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Forton Road, Gosport	0.3%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0
Stubbington Village Centre	0.7%	3	0.7%	1	0.0%	0	4.0%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Clement Attlee Way, Portsmouth	3.9%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.3%	18	0.0%	0
Tesco Superstore, Quay	2.1%	10	3.6%	5	0.0%	0	0.0%	0	0.9%	0	0.0%	0	4.3%	4
	2.8%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	12.3%	12

Column %ges.

Gosport Household Survey For Lambert Smith Hampton

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Street, Fareham							
Titchfield Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%
Waitrose, Stoke Road, Gosport	0.1%	1	0.0%	0	0.0%	0	0.0%
Weighted base:	457	140	32	60	49	79	98
Sample:	456	78	77	73	77	76	75

Gosport Household Survey For Lambert Smith Hampton

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Q22 Where do you normally do most of your household's shopping for furniture, carpets, other floor coverings and household textiles (includes beds, sofas, tables, etc)?														
<i>Those who said 'Furniture, etc' at Q16A AND Excl. Nulls & SFT</i>														
Carpetright, The Junction, Ocean Retail Park, Portsmouth	0.4%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DFS, Hedge End Retail Park, Southampton	5.4%	15	8.7%	7	0.0%	0	9.7%	3	3.4%	1	7.4%	4	0.0%	0
IKEA, Mountbatten Retail Park, Southampton	4.7%	13	5.8%	5	2.3%	0	0.0%	0	5.3%	1	8.5%	5	2.7%	2
John Lewis, WestQuay Southampton	3.2%	9	1.2%	1	13.5%	3	3.3%	1	0.0%	0	5.8%	3	1.4%	1
Marks & Spencer, Hedge End Retail Park, Southampton	2.4%	7	6.2%	5	2.3%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0
Next, Cascades Shopping Centre, Portsmouth	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
SCS / Oak Furnitureland / Fabb Sofas, Hedge End Retail Park, Southampton	2.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	7.0%	5
The Range, Gunners Way, Gosport	0.6%	2	0.0%	0	0.0%	0	0.0%	0	1.9%	0	2.1%	1	0.0%	0
Elson Local Centre	0.8%	2	1.2%	1	2.3%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Fareham Town Centre	5.7%	16	7.0%	6	0.0%	0	2.8%	1	3.4%	1	7.0%	4	6.8%	4
Gosport Town Centre	10.8%	30	19.8%	16	31.1%	6	7.7%	2	14.0%	4	2.3%	1	1.3%	1
Havant Town Centre	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	3
Lee-on-the-Solent District Centre	1.3%	4	0.0%	0	0.0%	0	12.5%	4	0.0%	0	0.0%	0	0.0%	0
Locks Heath Local Centre	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	1.4%	1
Portchester Local Centre	1.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	4
Portsmouth City Centre	2.5%	7	0.0%	0	0.0%	0	3.0%	1	0.0%	0	3.3%	2	6.5%	4
Southampton City Centre	1.7%	5	1.2%	1	1.3%	0	4.7%	1	5.1%	1	0.0%	0	1.3%	1
Waterlooville Town Centre	1.0%	3	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	3
Gosport Market	0.1%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brockhurst Gate Retail Park, Heritage Way, Gosport (Home Bargains, Jolleys Pet Superstore)	0.2%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0
Collingwood Retail Park, Newgate Lane, Fareham (Homebase, Matalan, Pets at Home)	6.8%	19	16.0%	13	1.2%	0	4.5%	1	6.7%	2	2.1%	1	2.4%	2
Fareham Shopping Centre, Thackeray Mall, Fareham (B&M, Bon Marché, New Look)	1.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	3	0.0%	0
Hedge End Retail Park, Charles Watts Way, Hedge End, Southampton (B&Q, Oak Furnitureland, ScS)	22.0%	62	17.9%	14	18.4%	4	26.3%	8	19.6%	5	20.2%	12	28.7%	19
Southampton Road, Park Gate, Southampton (Currys PC World, Home Bargains, Smyths Toys)	9.4%	27	6.2%	5	3.7%	1	7.7%	2	17.9%	5	16.4%	10	6.5%	4
Speedfields Retail Park, Newgate Lane, Fareham (Asda, B&Q, Lidl)	1.2%	3	0.0%	0	0.0%	0	0.0%	0	1.8%	0	2.3%	1	2.4%	2
The Junction / Ocean Retail Park, Burrfields Road, Portsmouth (Currys PC World, Marks & Spencer, TK Maxx)	2.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.3%	7
West Quay Retail Park, Pirelli Street, Southampton (Argos, Furniture Village, Matalan)	0.7%	2	0.0%	0	1.2%	0	4.3%	1	1.9%	0	0.0%	0	0.0%	0
Whiteley Shopping Centre, Whiteley, Fareham (JD Sports, Next, WH Smith)	3.9%	11	6.2%	5	1.2%	0	1.6%	0	0.0%	0	1.1%	1	7.0%	5
Abroad	0.2%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0
Carpet Fayre, Anns Hill Road, Gosport	3.3%	9	1.1%	1	7.9%	2	5.8%	2	17.2%	4	1.1%	1	0.0%	0
Alton Town Centre	0.5%	2	0.0%	0	7.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column % ges.

Gosport Household Survey For Lambert Smith Hampton

Weighted:

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		
Central London	0.2%	0	0.0%	0	2.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Whiteley Village, Whiteley Way, Whiteley	0.1%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solent Flooring, Heritage Business Park, Heritage Way, Gosport	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Stubbington Village Centre	1.3%	4	0.0%	0	0.0%	0	0.0%	0	1.8%	0	5.6%	3	0.0%	0
Warsash Village Centre	0.3%	1	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0
Weighted base:		281		81		20		29		25		59		66
Sample:		279		45		49		44		41		54		46

Gosport Household Survey For Lambert Smith Hampton

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Q23 Where do you normally do most of your household's shopping for DIY goods, decorating supplies and garden products?														
<i>Those who said 'DIY goods, etc' at Q16A AND Excl. Nulls & SFT</i>														
B&Q, Pompey Centre, Portsmouth	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Homebase, Collingwood Retail Park, Southampton	0.7%	3	0.0%	0	1.0%	0	1.8%	1	2.1%	1	1.0%	1	0.0%	0
Marks & Spencer, Hedge End Retail Park, Southampton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Snow and Rock, Port Solent, Portsmouth	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
The Range, Gunners Way, Gosport	4.9%	20	9.0%	11	4.2%	1	8.7%	4	8.4%	4	0.0%	0	0.0%	0
Alverstoke Local Centre	0.1%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fareham Town Centre	9.4%	38	8.6%	10	1.0%	0	13.0%	6	4.4%	2	4.6%	3	16.8%	16
Gosport Town Centre	3.5%	14	10.2%	12	3.0%	1	0.0%	0	1.0%	0	0.9%	1	0.0%	0
Lee-on-the-Solent District Centre	0.7%	3	0.0%	0	0.0%	0	6.3%	3	0.0%	0	0.0%	0	0.0%	0
Locks Heath Local Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Portchester Local Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2
Gosport Market	0.1%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Broadcut Retail Park, Broadcut, Fareham (Argos, Dreams, Sainsbury's)	1.5%	6	4.2%	5	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Brockhurst Gate Retail Park, Heritage Way, Gosport (Home Bargains, Jolleys Pet Superstore)	0.8%	3	0.0%	0	3.0%	1	0.0%	0	6.0%	3	0.0%	0	0.0%	0
Collingwood Retail Park, Newgate Lane, Fareham (Homebase, Matalan, Pets at Home)	25.3%	102	31.8%	38	35.3%	9	32.0%	15	33.4%	15	22.5%	16	9.8%	9
Fareham Shopping Centre, Thackeray Mall, Fareham (B&M, Bon Marché, New Look)	0.3%	1	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0
Hedge End Retail Park, Charles Watts Way, Hedge End, Southampton (B&Q, Oak Furnitureland, ScS)	6.9%	28	1.5%	2	10.2%	3	2.9%	1	3.0%	1	15.3%	11	10.4%	10
Pompey Centre, Fratton Way, Portsmouth (B&Q, Bensons for Beds, Topps Tiles)	1.7%	7	4.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2
Southampton Road, Park Gate, Southampton (Currys PC World, Home Bargains, Smyths Toys)	15.6%	63	15.3%	18	19.2%	5	7.7%	4	7.1%	3	28.1%	20	13.5%	13
Speedfields Retail Park, Newgate Lane, Fareham (Asda, B&Q, Lidl)	21.2%	85	12.8%	15	14.9%	4	26.6%	12	28.6%	13	17.3%	12	30.2%	29
Whiteley Shopping Centre, Whiteley, Fareham (JD Sports, Next, WH Smith)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Asda, Cranbourne Industrial Estate, Dock Road, Gosport	0.2%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Charles Watts Way, Hedge End, Southampton	0.2%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Purbrook Way, Havant	1.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	5
Bedhampton Local Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2
Brewers Decorator Centres, Fielder Drive, Newgate Lane, Fareham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Fareham Trade Park, Lederle Lane, Gosport	0.5%	2	0.0%	0	6.1%	2	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Fort Fareham Industrial Estate, Fareham	0.2%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Admirals Park, Williams Road, Portsmouth	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1

Column % ges.

Gosport Household Survey For Lambert Smith Hampton

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Stubbington Village Centre	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	3	0.0%	0
Tesco Superstore, Quay Street, Fareham	1.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	5
Titchfield Village Centre	0.2%	1	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Toolstation, Matrix Park, Talbot Road, Fareham	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Weighted base:	402	120		25	46	44	72	96						
Sample:	382	66		58	58	60	73	67						

Gosport Household Survey For Lambert Smith Hampton

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Q24 Where do you normally do most of your household's shopping for large domestic electrical appliances, such as fridges, freezers, ovens, washing machines, dishwashers, etc)?														
<i>Those who said 'Large domestic electrical appliances, etc' at Q16A AND Excl. Nulls & SFT</i>														
Currys PC World, The Junction, Ocean Retail Park, Portsmouth	4.5%	11	10.4%	6	0.0%	0	1.8%	0	3.1%	1	1.4%	1	5.0%	3
Homebase, Burrfields Retail Park, Portsmouth (NOW CLOSED)	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
John Lewis, WestQuay Southampton	4.1%	10	1.6%	1	10.2%	2	5.2%	1	0.0%	0	5.2%	3	5.3%	3
Fareham Town Centre Forton Road, Gosport	5.3%	13	1.7%	1	1.1%	0	3.4%	1	1.5%	0	5.1%	3	14.5%	7
Gosport Town Centre	0.2%	0	0.0%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0
Lee-on-the-Solent District Centre	8.9%	21	21.2%	12	10.1%	2	3.6%	1	15.5%	5	0.0%	0	1.7%	1
Locks Heath Local Centre	0.2%	0	0.0%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0
Portsmouth City Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Southampton City Centre	0.4%	1	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0
Stoke Road, Gosport	2.3%	5	1.6%	1	1.2%	0	0.0%	0	1.5%	0	3.8%	2	3.5%	2
Broadcut Retail Park, Broadcut, Fareham (Argos, Dreams, Sainsbury's)	2.4%	6	4.9%	3	9.2%	2	3.6%	1	0.0%	0	0.0%	0	0.0%	0
Collingwood Retail Park, Newgate Lane, Fareham (Homebase, Matalan, Pets at Home)	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	3
Hedge End Retail Park, Charles Watts Way, Hedge End, Southampton (B&Q, Oak Furnitureland, ScS)	2.1%	5	3.3%	2	2.1%	0	3.7%	1	0.0%	0	0.0%	0	3.2%	2
Southampton Road, Park Gate, Southampton (Currys PC World, Home Bargains, Smyths Toys)	6.6%	16	10.4%	6	3.5%	1	1.8%	0	2.8%	1	1.3%	1	13.7%	7
Speedfields Retail Park, Newgate Lane, Fareham (Asda, B&Q, Lidl)	50.1%	119	40.2%	23	50.0%	11	50.5%	12	69.8%	22	75.5%	39	23.5%	12
The Junction / Ocean Retail Park, Burrfields Road, Portsmouth (Currys PC World, Marks & Spencer, TK Maxx)	2.1%	5	1.7%	1	1.1%	0	0.0%	0	0.0%	0	3.7%	2	3.5%	2
West Quay Retail Park, Pirelli Street, Southampton (Argos, Furniture Village, Matalan)	2.9%	7	0.0%	0	0.0%	0	1.8%	0	1.6%	0	0.0%	0	12.0%	6
Whiteley Shopping Centre, Whiteley, Fareham (JD Sports, Next, WH Smith)	0.2%	0	0.0%	0	2.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.2%	0	0.0%	0	0.0%	0	11.0%	3	0.0%	0	1.3%	1	0.0%	0
Asda, Cranbourne Industrial Estate, Dock Road, Gosport	0.4%	1	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0
Bishop's Waltham Town Centre	0.4%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Regents Park Road, Southampton	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	2
Kingston-upon-Thames Town Centre	0.6%	2	0.0%	0	6.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Magnet Kitchens, Gosport Road, Fareham	0.4%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ocean Retail Park, Burrfields Road, Portsmouth	0.6%	1	0.0%	0	2.1%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0
Solent Industrial Estate, Shamblehurst Lane South, Southampton	0.4%	1	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	1.8%	1
Stubbington Village Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickham Village Centre	0.2%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0
Weighted base:	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Sample:	238	58	22	25	31	52	51							
	253	37	49	36	46	45	40							

Gosport Household Survey For Lambert Smith Hampton

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Q25 Where do you normally do most of your household's shopping on all other goods including jewellery, watches, glassware, china, tableware, household utensils and other personal items (e.g. travel goods, suitcases, prams, sunglasses)?														
<i>Those who said 'All other goods, etc' at Q16A AND Excl. Nulls & SFT</i>														
IKEA, Mountbatten Retail Park, Southampton	4.6%	10	12.5%	6	8.6%	1	1.9%	0	2.1%	0	1.5%	1	1.6%	1
John Lewis, WestQuay Southampton	2.8%	6	0.0%	0	12.7%	2	3.6%	1	0.0%	0	1.5%	1	4.4%	3
Marks & Spencer, Hedge End Retail Park, Southampton	0.8%	2	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	1.5%	1
The Range, Gunners Way, Gosport	0.3%	1	0.0%	0	1.8%	0	0.0%	0	2.1%	0	0.0%	0	0.0%	0
Bournemouth Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Chichester City Centre	1.7%	4	0.0%	0	1.8%	0	1.7%	0	2.1%	0	0.0%	0	4.4%	3
Fareham Town Centre	28.8%	62	18.2%	9	3.3%	0	26.4%	7	25.9%	5	31.6%	15	43.7%	25
Gosport Town Centre	8.9%	19	28.1%	14	14.1%	2	0.0%	0	16.9%	4	0.0%	0	0.0%	0
Lee-on-the-Solent District Centre	4.0%	9	10.4%	5	0.0%	0	14.2%	4	0.0%	0	0.0%	0	0.0%	0
Portsmouth City Centre	5.8%	12	4.1%	2	1.8%	0	0.0%	0	8.5%	2	10.5%	5	5.9%	3
Southampton City Centre	3.2%	7	3.8%	2	3.5%	0	0.0%	0	6.4%	1	2.8%	1	3.2%	2
Southsea Local Centre	2.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.0%	5
Broadcut Retail Park, Broadcut, Fareham (Argos, Dreams, Sainsbury's)	1.2%	3	0.0%	0	12.7%	2	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Fareham Shopping Centre, Thackeray Mall, Fareham (B&M, Bon Marché, New Look)	1.4%	3	0.0%	0	1.9%	0	1.9%	0	10.9%	2	0.0%	0	0.0%	0
Gunwharf Quays, Portsmouth (Marks & Spencer, Nike, Pandora)	2.6%	6	0.0%	0	1.8%	0	11.4%	3	0.0%	0	1.4%	1	3.1%	2
Hedge End Retail Park, Charles Watts Way, Hedge End, Southampton (B&Q, Oak Furnitureland, ScS)	2.3%	5	0.0%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0	8.1%	5
Southampton Road, Park Gate, Southampton (Currys PC World, Home Bargains, Smyths Toys)	2.0%	4	0.0%	0	1.8%	0	1.7%	0	0.0%	0	7.5%	4	0.0%	0
Speedfields Retail Park, Newgate Lane, Fareham (Asda, B&Q, Lidl)	2.6%	6	0.0%	0	0.0%	0	0.0%	0	4.1%	1	6.6%	3	2.8%	2
West Quay Retail Park, Pirelli Street, Southampton (Argos, Furniture Village, Matalan)	1.4%	3	4.1%	2	1.8%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Whiteley Shopping Centre, Whiteley, Fareham (JD Sports, Next, WH Smith)	7.5%	16	2.1%	1	5.3%	1	16.6%	4	8.7%	2	17.5%	8	0.0%	0
Abroad	4.6%	10	4.1%	2	0.0%	0	6.9%	2	8.1%	2	9.0%	4	0.0%	0
Asda, Cranbourne Industrial Estate, Dock Road, Gosport	1.0%	2	2.1%	1	1.8%	0	0.0%	0	4.1%	1	0.0%	0	0.0%	0
Morrisons, Walpole Road, Gosport	0.2%	0	0.0%	0	3.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Larchwood Avenue, Havant	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Brighton City Centre	0.2%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0
Central London	2.9%	6	0.0%	0	10.8%	2	0.0%	0	0.0%	0	0.0%	0	8.1%	5
Exeter City Centre	0.4%	1	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0
Guildford Town Centre	0.2%	0	0.0%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0
Stubbington Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Tesco Extra, Clement Attlee Way, Portsmouth	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2
Titchfield Village Centre	3.3%	7	10.4%	5	0.0%	0	0.0%	0	0.0%	0	4.1%	2	0.0%	0
Winchester City Centre	1.0%	2	0.0%	0	9.7%	1	3.3%	1	0.0%	0	0.0%	0	0.0%	0
Weighted base:		214		48		14		25		21		48		58
Sample:		204		29		31		31		35		40		38

Gosport Household Survey For Lambert Smith Hampton

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Q26 Do you use Gosport Town Centre for most of your shopping and town centre uses?														
Yes	22.8%	137	40.2%	66	37.4%	16	26.4%	21	23.9%	17	12.6%	13	3.2%	4
No	77.2%	463	59.8%	98	62.6%	26	73.6%	59	76.1%	53	87.4%	91	96.8%	136
Weighted base:	600		164		42		80		70		104		141	
Sample:	600		100		100		100		100		100		100	

MeanScore: visits per week

Q27 How often do you or your household visit Gosport Town Centre for most of your shopping and other town centre uses?

Those who use Gosport Town Centre for most of their shopping and town centre uses at Q26

Daily	3.7%	5	7.3%	5	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
4-6 days a week	4.6%	6	8.4%	6	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
2-3 days a week	20.9%	29	26.2%	17	44.3%	7	8.3%	2	15.8%	3	0.0%	0	0.0%	0
One day a week	28.9%	40	26.5%	17	30.0%	5	33.4%	7	48.1%	8	5.0%	1	39.7%	2
Every two weeks	17.1%	23	17.4%	11	14.5%	2	12.5%	3	5.7%	1	46.3%	6	0.0%	0
Monthly	20.4%	28	14.3%	9	4.9%	1	41.7%	9	25.3%	4	29.1%	4	20.6%	1
Once every two months	0.9%	1	0.0%	0	0.0%	0	2.1%	0	5.2%	1	0.0%	0	0.0%	0
Three-four times a year	2.3%	3	0.0%	0	0.0%	0	2.1%	0	0.0%	0	14.5%	2	19.0%	1
Twice a year	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0
Once a year	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less often	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.6%	1
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		<i>1.45</i>		<i>1.98</i>		<i>1.84</i>		<i>0.73</i>		<i>0.98</i>		<i>0.38</i>		<i>0.48</i>
Weighted base:		137		66		16		21		17		13		4
Sample:		164		49		49		25		24		12		5

Gosport Household Survey For Lambert Smith Hampton

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Q28 What do you like about Gosport Town Centre? [MR]														
<i>Those who use Gosport Town Centre for most of their shopping and town centre uses at Q26</i>														
Affordable shops	0.7%	1	0.0%	0	3.2%	0	2.1%	0	0.0%	0	0.0%	0	0.0%	0
Attractive environment / nice place	7.7%	11	10.0%	7	3.2%	0	12.3%	3	5.4%	1	0.0%	0	0.0%	0
Close to friends or relatives	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to home	31.9%	44	39.8%	26	52.3%	8	12.5%	3	34.0%	6	0.0%	0	20.6%	1
Close to work	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Compact	4.4%	6	4.4%	3	11.3%	2	6.0%	1	0.0%	0	0.0%	0	0.0%	0
Easy to get to by bike	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by bus	0.9%	1	1.4%	1	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by car	2.3%	3	4.0%	3	4.0%	0	0.0%	0	2.7%	0	0.0%	0	0.0%	0
Easy to park	3.0%	4	1.5%	1	0.0%	0	10.2%	2	5.7%	1	0.0%	0	0.0%	0
Good facilities in general	0.9%	1	1.4%	1	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good food stores	1.4%	2	1.5%	1	1.6%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0
Good pubs, cafés or restaurants	3.0%	4	4.2%	3	1.6%	0	2.1%	0	0.0%	0	5.0%	1	0.0%	0
Good range of 'high street' retailers / multiples	1.7%	2	0.0%	0	1.6%	0	2.1%	0	0.0%	0	5.5%	1	20.6%	1
Good range of independent shops	3.6%	5	2.9%	2	3.2%	0	0.0%	0	5.2%	1	5.5%	1	20.6%	1
Good range of non-food shops	1.7%	2	0.0%	0	6.2%	1	2.1%	0	5.2%	1	0.0%	0	0.0%	0
High quality shops	0.3%	0	0.0%	0	0.0%	0	2.1%	0	0.0%	0	0.0%	0	0.0%	0
Makes a change from other places	0.7%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quiet / not too busy	2.0%	3	0.0%	0	3.2%	0	0.0%	0	5.4%	1	10.0%	1	0.0%	0
Safe and secure	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The street market	1.1%	1	1.5%	1	0.0%	0	2.1%	0	0.0%	0	0.0%	0	0.0%	0
Traditional	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
Discovery Centre	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0
Falkland / Ferry Gardens	3.0%	4	1.5%	1	0.0%	0	12.8%	3	2.7%	0	0.0%	0	0.0%	0
Familiarity	2.4%	3	0.0%	0	1.6%	0	4.0%	1	13.1%	2	0.0%	0	0.0%	0
Friendly / pleasant atmosphere	0.2%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good charity shops	2.0%	3	0.0%	0	0.0%	0	12.8%	3	0.0%	0	0.0%	0	0.0%	0
Good financial services (banks, building societies etc.)	2.0%	3	0.0%	0	0.0%	0	12.8%	3	0.0%	0	0.0%	0	0.0%	0
Good for window shopping / browsing	4.3%	6	8.6%	6	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good layout / easy to get around	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.6%	1
Good library	0.9%	1	1.5%	1	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Has everything I need	0.2%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Has ferry port	1.8%	2	0.0%	0	0.0%	0	11.4%	2	0.0%	0	0.0%	0	0.0%	0
No / little traffic	1.8%	2	2.9%	2	0.0%	0	0.0%	0	3.0%	0	0.0%	0	0.0%	0
Pedestrianised	2.7%	4	1.5%	1	3.2%	0	6.0%	1	5.2%	1	0.0%	0	0.0%	0
Plenty of public seating	0.7%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spacious	0.4%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	0	0.0%	0	0.0%	0
Waterfront Regeneration Area	3.6%	5	0.0%	0	0.0%	0	2.3%	0	2.7%	0	30.8%	4	0.0%	0
(Don't know)	3.1%	4	4.0%	3	0.0%	0	2.1%	0	3.0%	0	5.0%	1	0.0%	0
(Nothing / very little)	25.6%	35	23.0%	15	30.4%	5	15.6%	3	30.3%	5	38.6%	5	38.1%	2
Weighted base:		137		66		16		21		17		13		4
Sample:		164		49		49		25		24		12		5

Gosport Household Survey For Lambert Smith Hampton

Weighted:

May 2019

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		
Q29 What could be improved about Gosport Town Centre that would make you visit it more often? [MR]														
Better access by road	3.9%	23	0.0%	0	1.1%	0	1.6%	1	0.0%	0	1.9%	2	14.0%	20
Better public transport	0.8%	5	0.6%	1	0.0%	0	0.6%	0	0.7%	0	1.3%	1	1.1%	2
Better signposting	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Cleaner streets	1.8%	11	0.0%	0	4.8%	2	4.5%	4	0.0%	0	3.7%	4	1.1%	2
Facilities which would assist you if shopping with children	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free car parking	2.4%	15	3.0%	5	6.6%	3	2.6%	2	2.6%	2	2.0%	2	0.7%	1
More / better comparison retailers (i.e. non-food shops)	7.5%	45	11.0%	18	7.4%	3	9.1%	7	11.5%	8	7.3%	8	0.7%	1
More / better entertainment	0.5%	3	0.6%	1	0.6%	0	0.6%	0	0.0%	0	1.3%	1	0.0%	0
More / better food shops	2.1%	13	0.6%	1	0.0%	0	5.2%	4	2.5%	2	4.9%	5	0.7%	1
More / better parking	3.9%	23	3.1%	5	0.6%	0	2.1%	2	1.9%	1	1.9%	2	9.3%	13
More / better pedestrianised streets	0.4%	3	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2
More / better places for eating out (e.g. cafes and restaurants)	1.8%	11	2.7%	4	0.6%	0	1.1%	1	4.7%	3	0.7%	1	0.7%	1
More / better public conveniences	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
More / better seats / flower displays	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better services	0.6%	4	1.6%	3	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
More / better town centre events	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better value or affordable shops	1.8%	11	3.4%	6	0.0%	0	1.0%	1	2.0%	1	1.9%	2	0.7%	1
More activities for children	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More activities for teenagers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More advertising	0.3%	2	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent / specialist shops	32.3%	194	41.7%	68	56.9%	24	36.9%	30	41.7%	29	28.7%	30	9.2%	13
More national multiple shops / High Street shops	44.1%	264	62.5%	102	65.9%	28	46.9%	38	52.8%	37	33.6%	35	17.8%	25
Protection from the weather (e.g. covered shopping mall)	1.6%	9	1.1%	2	0.6%	0	0.0%	0	3.8%	3	0.0%	0	3.3%	5
Shops / services open on Sundays	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Street markets - better range and quality of offer	3.1%	18	4.1%	7	3.6%	2	1.6%	1	5.2%	4	4.2%	4	0.7%	1
Street markets - physical improvements	2.0%	12	2.8%	5	0.0%	0	1.6%	1	2.0%	1	4.8%	5	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
A petrol station at Asda	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better atmosphere / less anti-social behaviour	2.5%	15	3.4%	6	0.0%	0	2.2%	2	1.2%	1	0.6%	1	4.5%	6
Better disabled access	0.2%	1	0.0%	0	0.6%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Better layout	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Better quality shops of all types	1.0%	6	0.0%	0	4.1%	2	2.8%	2	3.2%	2	0.0%	0	0.0%	0
Cheaper parking	1.7%	10	1.7%	3	5.5%	2	0.0%	0	2.5%	2	1.3%	1	1.3%	2
Fewer cafés / coffee shops	1.4%	8	0.6%	1	0.6%	0	0.0%	0	5.1%	4	3.5%	4	0.0%	0
Fewer charity shops	6.5%	39	7.6%	13	6.7%	3	6.4%	5	16.0%	11	7.3%	8	0.0%	0
Fewer cheap shops	0.1%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer empty shops	3.4%	20	1.7%	3	1.8%	1	10.1%	8	3.8%	3	4.7%	5	0.6%	1
Fewer estate agents	0.2%	1	0.0%	0	1.1%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Fewer pedestrianised areas	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Improve the appearance / make it more attractive	6.0%	36	3.3%	5	9.2%	4	9.7%	8	7.1%	5	7.2%	8	4.6%	6
Improve the cycle paths	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less congestion	1.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	6.2%	9
More / better clothes shops	0.2%	1	0.0%	0	1.2%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0
More / better facilities in the bus station	0.9%	5	3.1%	5	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
More / better promotion / advertising of events	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better security / police presence	0.9%	6	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	3.3%	5
More community centres	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
More environment-friendly	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1

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Gosport Household Survey For Lambert Smith Hampton

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
supermarkets							
More traffic-calming measures (e.g. speed bumps)	0.0%	0	0.0%	0	0.6%	0	0.0%
Open a Primark store	0.1%	1	0.0%	0	0.0%	0	0.0%
Reduce business rents / rates	0.4%	2	1.2%	2	0.0%	0	0.6%
Remove undesirables (homeless, drug-users, etc.)	0.3%	2	0.6%	1	0.0%	0	1.0%
(Don't know)	8.0%	48	4.2%	7	2.4%	1	12.7%
(Nothing)	21.4%	129	12.7%	21	17.2%	7	9.6%
Weighted base:	600	164		42	80	70	104
Sample:	600	100		100	100	100	100

Gosport Household Survey For Lambert Smith Hampton

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Q30 What improvements could be made to Gosport Town Centre that would encourage you to visit the centre more often in the evening time? [MR]														
A boutique cinema	2.1%	13	4.7%	8	3.6%	2	2.1%	2	1.2%	1	0.7%	1	0.0%	0
A multiplex cinema	5.7%	34	8.3%	14	8.5%	4	9.9%	8	7.8%	5	1.3%	1	1.9%	3
Better safety and security (e.g. more CCTV cameras, police presence, etc)	2.5%	15	8.3%	14	1.8%	1	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Earlier opening cafés / restaurants (e.g. for breakfast)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Evening time market	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.7%	1	0.0%	0
Later opening bars / pubs	0.7%	4	0.6%	1	1.1%	0	0.0%	0	2.6%	2	0.6%	1	0.0%	0
Later opening cafés	0.8%	5	0.6%	1	1.1%	0	3.0%	2	1.4%	1	0.0%	0	0.0%	0
Later opening restaurants	1.7%	10	2.2%	4	5.0%	2	2.2%	2	1.4%	1	0.7%	1	0.7%	1
Later opening shops	3.4%	20	9.6%	16	1.1%	0	1.6%	1	0.7%	0	1.4%	1	0.7%	1
Later running public transport	0.7%	4	1.2%	2	0.0%	0	0.6%	0	0.7%	0	1.3%	1	0.0%	0
More cafes / restaurants / bars on the waterfront	3.0%	18	9.4%	15	0.6%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0
More / better branded / chain cafes	0.4%	3	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.7%	1
More / better branded / chain restaurants	1.6%	10	3.7%	6	0.0%	0	0.6%	0	1.9%	1	0.7%	1	0.7%	1
More / better family restaurants	1.6%	10	4.9%	8	1.1%	0	0.0%	0	0.7%	0	0.0%	0	0.7%	1
More / better fine dining restaurants	1.8%	11	0.6%	1	6.5%	3	0.6%	0	0.0%	0	3.9%	4	1.8%	3
More / better independent cafes	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.7%	1
More / better independent restaurants	3.3%	20	7.3%	12	0.0%	0	3.6%	3	1.2%	1	3.3%	3	0.7%	1
More / better music venues	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
More / better night clubs	0.9%	6	3.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better outdoor dining	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	4	0.0%	0
More / better quality bars / pubs	4.5%	27	7.3%	12	6.0%	3	1.2%	1	1.4%	1	4.2%	4	4.3%	6
More / better quality cafés	0.3%	2	0.6%	1	1.1%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
More / better quality restaurants	4.8%	29	7.7%	13	8.3%	3	6.7%	5	3.9%	3	3.3%	3	0.7%	1
More / better seafood restaurants	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better taxis	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better theatres	0.3%	2	0.0%	0	0.0%	0	0.6%	0	1.2%	1	0.6%	1	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specialist bars e.g. cocktail bar, wine bar	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specialist café / restaurant e.g. vegan, vegetarian, etc	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specific branded restaurant or café	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A cocktail bar	0.5%	3	0.0%	0	6.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A complete renovation of the area	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.7%	1	0.0%	0
A family-friendly pub	0.8%	5	3.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A wine bar	0.3%	2	0.0%	0	0.0%	0	0.6%	0	0.0%	0	1.2%	1	0.0%	0
Better access generally	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2
Better entertainment in general	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Fewer pedestrianised streets	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer undesirables (beggars, drunks, drug-takers etc.)	0.4%	2	0.6%	1	1.2%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Free buses	0.8%	5	3.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free parking	1.1%	7	0.6%	1	0.0%	0	1.1%	1	0.7%	0	4.2%	4	0.0%	0
Late opening swimming pool	0.4%	2	0.0%	0	0.0%	0	0.6%	0	0.0%	0	1.8%	2	0.0%	0
More family entertainment	0.2%	1	0.6%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independently-owned pubs	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parks open in the evening	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Reduce traffic	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
(Don't know)	7.0%	42	4.7%	8	1.8%	1	3.9%	3	7.7%	5	15.3%	16	6.5%	9
(Nothing)	61.8%	371	39.9%	65	63.2%	26	65.9%	53	68.2%	47	61.5%	64	81.7%	115
Weighted base:	600	164		42		80		70		104		141		
Sample:	600	100		100		100		100		100		100		

Column %ges.

Gosport Household Survey For Lambert Smith Hampton

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Q31 Why don't you visit Gosport Town Centre for most or any of your shopping and town centre uses? [MR]														
<i>Those who don't use Gosport Town Centre for most of their shopping and town centre uses Q26</i>														
Expensive	0.1%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Feels unsafe	4.2%	19	5.8%	6	10.8%	3	5.6%	3	1.8%	1	2.2%	2	3.4%	5
Lack of street market	0.5%	2	0.0%	0	0.0%	0	0.7%	0	0.9%	0	0.7%	1	0.6%	1
Not easy to get to by bike	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Not easy to get to by bus	0.7%	3	0.0%	0	0.0%	0	0.0%	0	2.6%	1	2.1%	2	0.0%	0
Not easy to get to by car	5.8%	27	5.8%	6	0.9%	0	0.7%	0	1.8%	1	8.0%	7	9.1%	12
Poor facilities in general	1.4%	6	2.0%	2	1.9%	0	0.0%	0	0.9%	0	3.7%	3	0.0%	0
Poor parking provision	1.5%	7	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	3.8%	5
Poor quality shops	6.4%	30	8.0%	8	11.4%	3	3.9%	2	15.0%	8	8.5%	8	0.7%	1
Poor range of food stores	0.8%	4	0.0%	0	0.9%	0	1.6%	1	0.9%	0	1.5%	1	0.6%	1
Poor range of 'high street' retailers / multiples	9.2%	43	21.4%	21	9.0%	2	12.7%	7	7.5%	4	1.6%	1	4.7%	6
Poor range of independent shops	6.6%	31	9.9%	10	14.7%	4	12.1%	7	5.0%	3	0.8%	1	4.7%	6
Poor range of non-food shops	10.3%	48	24.7%	24	19.1%	5	4.5%	3	6.0%	3	7.6%	7	4.1%	6
Poor range of pubs, cafés or restaurants	0.4%	2	1.0%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Poor range of shops	24.6%	114	34.9%	34	68.9%	18	25.9%	15	27.0%	14	23.9%	22	7.5%	10
Proximity to better shopping and services in Portsmouth	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Traffic / congestion	5.0%	23	0.0%	0	0.0%	0	0.0%	0	0.9%	0	5.3%	5	13.3%	18
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Can't get everything I need there	2.1%	10	0.9%	1	0.0%	0	0.7%	0	10.4%	5	2.3%	2	0.7%	1
Can't get there by myself	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.7%	1
Don't like town centres	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.8%	1	0.0%	0
No need / reason to go	3.0%	14	0.0%	0	0.0%	0	0.8%	0	3.3%	2	5.9%	5	4.5%	6
Not enough public seating	0.1%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nothing there	2.6%	12	0.0%	0	0.0%	0	9.0%	5	5.2%	3	1.5%	1	1.8%	2
Parking is too expensive	4.1%	19	14.9%	15	8.8%	2	1.4%	1	2.5%	1	0.0%	0	0.0%	0
Poor health	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Poor layout	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Prefer to go elsewhere	3.0%	14	0.0%	0	0.0%	0	0.0%	0	10.1%	5	7.8%	7	1.2%	2
Shops not open late enough	1.4%	6	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	5
Too far away / other towns are nearer	20.1%	93	0.0%	0	0.0%	0	12.1%	7	6.8%	4	32.2%	29	39.2%	53
Too many cafés / coffee shops	1.5%	7	1.0%	1	0.9%	0	0.8%	0	1.7%	1	4.0%	4	0.7%	1
Too many charity shops	7.2%	33	14.1%	14	2.8%	1	9.3%	6	8.4%	4	8.7%	8	0.7%	1
Too many cheap shops	0.1%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Too many empty shops	6.2%	29	2.8%	3	4.5%	1	2.2%	1	9.9%	5	15.1%	14	3.4%	5
Too many estate agents	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many pedestrianised streets	0.1%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Unattractive / rundown	8.6%	40	8.0%	8	24.9%	7	14.9%	9	3.3%	2	12.7%	12	2.4%	3
Undesirable clientele (beggars, drunks, drug-takers etc.)	1.8%	9	5.1%	5	0.9%	0	0.8%	0	0.9%	0	0.7%	1	1.2%	2
(Don't know)	17.8%	82	16.8%	16	2.8%	1	20.8%	12	2.5%	1	11.9%	11	30.0%	41
Weighted base:	463		98		26		59		53		91		136	
Sample:	436		51		51		75		76		88		95	

Gosport Household Survey For Lambert Smith Hampton

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Q32 Do you or your household visit the following leisure attractions? [MR/PR]														
Bingo / casino / bookmaker	5.5%	33	6.6%	11	6.0%	3	9.8%	8	8.3%	6	1.3%	1	3.5%	5
Cinema	61.9%	371	67.1%	110	58.4%	24	68.4%	55	50.6%	35	63.3%	66	57.6%	81
Gym / health club / sports facility	22.5%	135	20.2%	33	18.0%	8	34.3%	28	14.9%	10	17.7%	18	27.0%	38
Theatre / concert / music venue	49.2%	295	49.0%	80	55.9%	23	60.8%	49	36.6%	25	52.6%	55	44.4%	62
Museum / gallery or place of historical / cultural interest	30.9%	185	35.2%	58	25.5%	11	32.0%	26	32.8%	23	29.1%	30	27.2%	38
Pub / bar / nightclub	49.2%	295	49.5%	81	39.8%	17	50.8%	41	38.4%	27	58.6%	61	49.1%	69
Restaurant / café / eating out	79.6%	477	77.1%	126	71.8%	30	77.5%	62	78.1%	54	85.9%	89	82.0%	115
Family entertainment (e.g. tenpin bowling, skating rink)	23.8%	143	42.1%	69	14.3%	6	21.9%	18	14.3%	10	22.0%	23	12.4%	17
Water-based activities with equipment (e.g. sailing, wind surfing, kite surfing, kayaking, etc)	11.0%	66	7.7%	13	21.2%	9	10.8%	9	11.1%	8	8.5%	9	13.6%	19
Other activity	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't visit ANY leisure activities)	10.5%	63	13.6%	22	15.1%	6	9.2%	7	8.9%	6	6.3%	7	10.3%	14
Weighted base:		600		164		42		80		70		104		141
Sample:		600		100		100		100		100		100		100

Q33 Where do you or members of your household normally go to play bingo or visit casinos or bookmakers?*Those who said 'Bingo / casino / bookmaker' at Q16A AND Excl. Nulls & SFT*

Crown Bingo & Social Club, High Street, Cosham, Portsmouth	11.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.0%	1	65.5%	3
Crown Bingo & Social Club, Somborne Drive, Leigh Park, Havant	3.8%	1	9.2%	1	9.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crown Bingo & Social Club, The Towers, Forton Road, Gosport	30.6%	10	17.6%	2	80.3%	2	18.2%	1	75.4%	4	50.0%	1	0.0%	0
Grosvenor Casino, Gunwharf Quays, Portsmouth	30.2%	10	64.7%	7	0.0%	0	36.3%	3	0.0%	0	0.0%	0	0.0%	0
Duke of Connought's Own Club, Western Road, Fareham	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.3%	1
Fareham Town Centre	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.3%	1
Kingfisher Caravan Park, Low Moor Lane, Knaresborough	1.3%	0	0.0%	0	0.0%	0	5.6%	0	0.0%	0	0.0%	0	0.0%	0
Lee-on-the-Solent District Centre	10.3%	3	0.0%	0	9.9%	0	39.9%	3	0.0%	0	0.0%	0	0.0%	0
Royal Naval Association, Fareham Road, Gosport	2.8%	1	8.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southampton City Centre	4.0%	1	0.0%	0	0.0%	0	0.0%	0	24.6%	1	0.0%	0	0.0%	0
Weighted base:		33		11		3		8		5		1		5
Sample:		34		7		5		8		8		2		4

Gosport Household Survey For Lambert Smith Hampton

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Q34 Where do you or members of your household normally go to the cinema?														
<i>Those who said 'Cinema' at Q16A AND Excl. Nulls & SFT</i>														
Big Screen, Guildhall Square, Portsmouth	0.4%	1	1.0%	1	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0
Cineworld, Whiteley Shopping Centre, Whiteley Way, Fareham	19.8%	72	11.0%	12	7.8%	2	20.0%	11	14.3%	5	32.8%	21	26.6%	22
No6 Cinema, Boathouse 6, Portsmouth	0.5%	2	1.0%	1	2.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Odeon, Port Way, Port Solent	18.2%	66	9.4%	10	7.2%	2	14.4%	8	15.0%	5	18.2%	12	36.8%	30
Odeon, Southampton Leisure World, West Quay Road, Southampton	0.9%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.2%	2
Picturehouse, Ocean Village, Southampton	1.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	5
Reel Cinema, Vannes Parade, Fareham	24.7%	89	17.5%	18	15.6%	4	29.7%	16	47.2%	15	27.2%	18	22.2%	18
Showcase de Lux, West Quay, Southampton	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.1%	1
Vue Cinema, Gunwharf Quays, Portsmouth	32.9%	119	59.2%	62	56.9%	14	34.2%	19	23.5%	8	19.7%	13	5.3%	4
Harbour Lights Picturehouse, Maritime Walk, Southampton	0.4%	2	0.0%	0	6.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Ritz Cinema, St. Vincent College, Mill Lane, Gosport	0.1%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Stag, London Road, Sevenoaks	0.1%	0	0.0%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	362	105	24	54	32	65	81							
Sample:	327	60	49	62	45	56	55							

Gosport Household Survey For Lambert Smith Hampton

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Q35 Where do you or members of your household normally go to use a gym / healthclub / sports facility?														
<i>Those who said 'Gym / health club / sports facility' at Q16A AND Excl. Nulls & SFT</i>														
Anytime Fitness, Stoke Road, Gosport	11.5%	15	38.3%	12	23.8%	2	1.6%	0	0.0%	0	3.7%	1	0.0%	0
Gosport Leisure Centre, Forest Way, Gosport	34.0%	45	43.8%	14	29.2%	2	64.4%	18	70.5%	7	14.1%	3	2.5%	1
PureGym, Arundel Street, Portsmouth	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Bournemouth Town Centre	0.2%	0	0.0%	0	3.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fareham Town Centre	25.9%	34	0.0%	0	21.3%	2	3.2%	1	0.0%	0	38.4%	7	68.1%	25
Gosport Town Centre	8.4%	11	14.8%	5	16.1%	1	12.1%	3	8.3%	1	0.0%	0	2.5%	1
Lee-on-the-Solent District Centre	1.7%	2	0.0%	0	0.0%	0	8.3%	2	0.0%	0	0.0%	0	0.0%	0
Portsmouth City Centre	1.4%	2	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Waterlooville Town Centre	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0
24/7 Fitness Fareham, Downend Road, Portchester, Fareham	0.7%	1	0.0%	0	0.0%	0	0.0%	0	8.3%	1	0.0%	0	0.0%	0
David Lloyd, The Boardwalk, Port Solent	3.1%	4	0.0%	0	0.0%	0	8.8%	2	0.0%	0	0.0%	0	4.4%	2
Fareham Leisure Centre, Park Lane, Fareham	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	1	0.0%	0
Gosport Road Runners, The Pavilion / Dolphin Crescent, Gosport	0.4%	0	0.0%	0	6.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PureGym, Broadcut Retail Park, Broadcut, Fareham	6.9%	9	0.0%	0	0.0%	0	0.0%	0	8.3%	1	20.4%	4	12.8%	5
PureGym, Portsmouth Retail Park, Binnacle Way, Portsmouth	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1
Red Spider Climbing, Wallington Fort, Fareham	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0
Skylark Golf & Country Club, Skylark Meadows, Whiteley, Fareham	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0
Sports Direct Fitness, Pulheim Parade, Fareham	0.4%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	0	0.0%	0	0.0%	0
Stubbington Village Centre	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	2.3%	1
Titchfield Village Centre	0.3%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		132		32		8		28		10		18		36
Sample:		111		15		17		26		13		19		21

Gosport Household Survey For Lambert Smith Hampton

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Q36 Where do you or members of your household normally go to visit the theatre, watch a concert or watch live music?														
<i>Those who said 'Theatre / concert / music venue' at Q16A AND Excl. Nulls & SFT</i>														
Ferneham Hall, Osborn Road, Fareham	13.9%	39	10.0%	8	4.4%	1	13.0%	6	22.0%	5	15.1%	8	19.0%	12
Mayflower Theatre, Commercial Road, Southampton	49.5%	140	40.4%	32	59.5%	13	53.8%	24	59.5%	13	50.5%	27	49.9%	31
New Theatre Royal, Guildhall Walk, Portsmouth	4.9%	14	2.5%	2	0.0%	0	10.7%	5	4.3%	1	8.1%	4	3.0%	2
Titchfield Festival Theatre, St. Margaret's Lane, Titchfield	0.9%	3	0.0%	0	2.1%	0	2.9%	1	0.0%	0	0.0%	0	1.4%	1
Bournemouth Town Centre	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2
Central London / West End	17.4%	49	29.9%	24	12.1%	3	11.5%	5	3.9%	1	10.5%	6	18.3%	11
Chichester Festival Theatre, Oaklands Park, Chichester	3.5%	10	1.2%	1	15.5%	4	4.0%	2	0.0%	0	5.0%	3	1.5%	1
Kings Theatre, Albert Road, Southsea	2.5%	7	1.3%	1	4.4%	1	3.0%	1	6.2%	1	1.4%	1	2.9%	2
Lighthouse, Poole's Centre for the Arts, Kingland Road, Poole	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Nuffield Southampton Theatres, Above Bar Street, Southampton	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.5%	1
Portsmouth Guildhall, Guildhall Square, Portsmouth	0.3%	1	0.0%	0	0.0%	0	0.0%	0	3.9%	1	0.0%	0	0.0%	0
The Anvil, Churchill Way East, Basingstoke	1.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	4	0.0%	0
The Spring Arts & Heritage Centre, East Street, Havant	0.2%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0
The Stag, London Road, Sevenoaks	0.2%	0	0.0%	0	2.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thorngate Hall, Bury Road, Gosport	0.3%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Victorious Festival, Southsea	3.8%	11	13.6%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		283		79		23		45		22		53		62
Sample:		282		44		47		60		34		48		49

Gosport Household Survey For Lambert Smith Hampton

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Q37 Which museum, gallery, or other place of historical / cultural interest do you or household visit most often?														
<i>Those who said 'Museum / gallery or place of historical / cultural interest' at Q16A AND Excl. Nulls & SFT</i>														
Diving Museum, Stokes Bay Road, Gosport	0.5%	1	0.0%	0	3.3%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0
Explosion! Museum of Naval Firepower, Priddys Hard, Gosport	4.8%	7	2.1%	1	3.0%	0	12.9%	3	8.9%	1	5.8%	1	0.0%	0
Gosport Discovery Centre, High Street, Gosport	8.0%	11	8.3%	4	9.0%	1	7.8%	2	33.0%	5	0.0%	0	0.0%	0
HMS Alliance, The Solent, Haslar Road, Gosport	0.8%	1	0.0%	0	3.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1
Portsmouth Historic Dockyard, Victory Gate, HM Naval Base, Portsmouth	16.3%	23	39.6%	17	0.0%	0	7.6%	2	0.0%	0	6.1%	1	8.9%	2
Royal Navy Submarine Museum, Haslar, Jetty Road, Gosport	2.8%	4	4.4%	2	3.0%	0	5.7%	1	3.2%	0	0.0%	0	0.0%	0
SeaCity Museum, Havelock Road, Southampton	5.7%	8	0.0%	0	0.0%	0	0.0%	0	5.6%	1	0.0%	0	25.2%	7
The Hovercraft Museum, Daedalus Site, Seafront Gate, Marine Parade West, Lee-on-the-Solent	0.2%	0	0.0%	0	3.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	1.6%	2	4.0%	2	0.0%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0
Bournemouth Town Centre	0.6%	1	0.0%	0	0.0%	0	0.0%	0	5.6%	1	0.0%	0	0.0%	0
Central London	49.0%	68	39.4%	17	72.7%	6	45.7%	10	28.7%	4	79.1%	17	47.2%	13
Chichester Cathedral, The Royal Chantry, Cathedral Cloisters, Chichester	0.3%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	0	0.0%	0	0.0%	0
Chichester City Centre	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0
Cumberland House Natural History Museum, Cumberland House, Eastern Parade, Southsea	1.7%	2	0.0%	0	0.0%	0	10.7%	2	0.0%	0	0.0%	0	0.0%	0
Fareham Town Centre	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	2
Gosport Town Centre	0.8%	1	0.0%	0	3.0%	0	2.0%	0	3.0%	0	0.0%	0	0.0%	0
HMS Victory, Main Road, Portsmouth	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1
Portsmouth City Museum, Museum Road, Portsmouth	1.9%	3	2.1%	1	0.0%	0	3.7%	1	0.0%	0	0.0%	0	3.3%	1
The D Day Story, Clarence Esplanade, Portsmouth	0.4%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	0	0.0%	0	0.0%	0
Warwick Castle, Warwick	0.6%	1	0.0%	0	0.0%	0	0.0%	0	5.6%	1	0.0%	0	0.0%	0
Winchester City Centre	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1
Winchester Science Centre & Planetarium, Telegraph Way, Winchester	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	1	0.0%	0
Weighted base:	139	43	8	22	15	22	28	21	18	18	28	15	28	15
Sample:	122	22	18	28	21	18	28	21	18	18	28	21	18	15

Gosport Household Survey For Lambert Smith Hampton

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Q38 What location (e.g. town centre, shopping centre, retail/ leisure park) do you or members of your household normally go to when visiting pubs / bars / nightclubs?														
<i>Those who said 'Pub / bar / nightclub' at Q16A AND Excl. Nulls & SFT</i>														
Alverstoke Local Centre	0.5%	1	0.0%	0	6.0%	1	1.1%	0	0.0%	0	0.0%	0	0.0%	0
Bournemouth Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Bridgemary Local Centre	0.5%	1	1.4%	1	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0
Fareham Town Centre	27.5%	74	2.8%	2	0.0%	0	1.2%	0	26.6%	7	39.2%	23	64.5%	42
Forton Road, Gosport	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Gosport Town Centre	23.2%	63	48.3%	32	34.8%	6	27.1%	11	54.6%	14	0.0%	0	1.4%	1
Lee-on-the-Solent District Centre	8.3%	23	5.7%	4	9.3%	2	36.0%	14	5.3%	1	3.3%	2	0.0%	0
Portchester Local Centre	6.0%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.6%	16
Portsmouth City Centre	10.6%	29	20.3%	13	10.8%	2	4.6%	2	3.4%	1	15.6%	9	2.8%	2
Rowner Local Centre	1.2%	3	0.0%	0	0.0%	0	8.2%	3	0.0%	0	0.0%	0	0.0%	0
Southampton City Centre	0.9%	3	0.0%	0	0.0%	0	3.4%	1	0.0%	0	2.2%	1	0.0%	0
Southsea Local Centre	1.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	4	0.0%	0
Stoke Road, Gosport	0.4%	1	0.0%	0	2.9%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0
Central London	0.8%	2	1.5%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Gunwharf Quays, Portsmouth	7.4%	20	18.4%	12	24.1%	4	6.2%	2	0.0%	0	0.0%	0	2.5%	2
High Wycombe Town Centre	0.9%	2	0.0%	0	0.0%	0	6.2%	2	0.0%	0	0.0%	0	0.0%	0
Hill Head Village Centre	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0
Port Solent Local Centre	1.0%	3	0.0%	0	0.0%	0	0.0%	0	6.8%	2	0.0%	0	1.4%	1
Sevenoaks Town Centre	0.2%	0	0.0%	0	2.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stubbington Village Centre	6.6%	18	0.0%	0	9.3%	2	2.3%	1	3.4%	1	25.2%	15	0.0%	0
Titchfield Village Centre	0.7%	2	0.0%	0	0.0%	0	1.2%	0	0.0%	0	2.5%	1	0.0%	0
Whiteley Local Centre	0.7%	2	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Weighted base:	270		66		16		39		25		58		66	
Sample:	250		42		31		48		36		47		46	

Q39 What location (e.g. town centre, shopping centre, retail/ leisure park) do you or members of your household normally go to for eating out (e.g. cafes and restaurants)?

Those who said 'Restaurant / café / eating out' at Q16A AND Excl. Nulls & SFT

Alverstoke Local Centre	0.4%	2	0.9%	1	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bournemouth Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Bridgemary Local Centre	0.1%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Chichester City Centre	0.8%	4	1.7%	2	6.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fareham Town Centre	30.5%	130	15.7%	17	6.4%	2	9.8%	5	30.0%	14	43.9%	34	52.8%	58
Gosport Town Centre	20.3%	87	40.9%	45	27.1%	7	13.6%	8	40.5%	18	3.4%	3	5.1%	6
Lee-on-the-Solent District Centre	6.7%	29	4.3%	5	3.6%	1	26.8%	15	5.9%	3	5.6%	4	0.8%	1
Portchester Local Centre	2.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	4	6.3%	7
Portsmouth City Centre	8.6%	37	14.8%	16	5.7%	2	11.1%	6	2.9%	1	7.3%	6	4.9%	5
Southampton City Centre	2.6%	11	0.0%	0	0.9%	0	0.9%	0	3.0%	1	5.9%	5	3.9%	4
Southsea Local Centre	1.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	5
Stoke Road, Gosport	0.4%	2	0.0%	0	4.4%	1	0.9%	0	0.0%	0	0.0%	0	0.0%	0
Central London	0.2%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grayshott Village Centre	0.1%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gunwharf Quays, Portsmouth	8.7%	37	18.1%	20	27.6%	7	10.9%	6	0.0%	0	2.7%	2	1.5%	2
Park Gate Local Centre	0.1%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0
Petersfield Town Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2
Port Solent Local Centre	4.3%	18	0.9%	1	1.9%	1	0.0%	0	4.9%	2	0.0%	0	13.3%	15
Sevenoaks Town Centre	0.1%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stubbington Village Centre	4.9%	21	0.0%	0	0.9%	0	5.6%	3	5.9%	3	17.9%	14	0.8%	1
Titchfield Village Centre	0.1%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0
Weymouth Town Centre	0.1%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Whiteley Local Centre	6.6%	28	1.8%	2	9.5%	3	17.2%	10	5.1%	2	7.9%	6	5.1%	6
Wickham Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Weighted base:	427		111		27		56		45		78		110	
Sample:	413		66		66		71		66		69		75	

Gosport Household Survey For Lambert Smith Hampton

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Q40 Where do you or members of your household normally go for family entertainment? (e.g. ice rink, ten pin bowling, soft play, etc.)														
<i>Those who said 'Family entertainment' at Q16A AND Excl. Nulls & SFT</i>														
Gosport Leisure Centre, Forest Way, Gosport	8.4%	10	8.4%	5	8.5%	0	0.0%	0	13.6%	1	20.7%	4	0.0%	0
Hollywood Bowl, Gunwharf Quays, Portsmouth	70.5%	84	65.7%	39	66.8%	4	71.2%	10	72.9%	5	75.5%	13	82.8%	13
Monkey Bizness Activity Centre, Frater Gate Business Park, Aeordrome Road, Gosport	5.1%	6	10.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Planet Ice Gosport, Fareham Road, Gosport	6.8%	8	5.0%	3	0.0%	0	25.4%	4	0.0%	0	3.8%	1	5.4%	1
The Hovercraft Museum, Daedalus Site, Seafront Gate, Marine Parade West, Lee-on-the-Solent	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1
Flip Out, Harbourgate, Southampton Road, Portsmouth	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1
Forton Bowling Club, Forton Road, Gosport	0.8%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hollywood Bowl, Westquay, Harbour Parade, Southampton	6.3%	7	9.4%	6	24.6%	1	3.4%	0	0.0%	0	0.0%	0	0.0%	0
Whiteley Shopping Centre, Whiteley Way, Whiteley, Fareham	0.7%	1	0.0%	0	0.0%	0	0.0%	0	13.6%	1	0.0%	0	0.0%	0
Weighted base:		119		60		6		14		6		17		16
Sample:		66		26		7		11		6		7		9

Gosport Household Survey For Lambert Smith Hampton

Weighted:

May 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Q41 Where do you or members of your household normally go for water-based activities?							
<i>Those who said 'Water-based activities with equipment' at Q16A</i>							
Boat cruise - tour originating outside Gosport Borough	10.0%	7	0.0%	0	0.0%	0	5.1%
Boat cruise - tour originating from within Gosport Borough	8.7%	6	0.0%	0	0.0%	0	43.9%
Fishing - self guided - outside Gosport Borough	1.3%	1	0.0%	0	0.0%	0	0.0%
Sailing - lesson(s) - originating outside Gosport Borough	1.0%	1	0.0%	0	0.0%	0	0.0%
(Don't know / varies)	12.5%	8	8.0%	1	5.6%	0	0.0%
Canoeing / kayaking - Stoke Lake (Alver Lake), Gosport	18.0%	12	23.2%	3	38.3%	3	0.0%
Gosport Model Yacht & Boat Club, Walpole Lakes, South Street, Gosport	0.7%	0	0.0%	0	5.3%	0	0.0%
Hornet Services Sailing Club, Haslar Road, Gosport	1.0%	1	0.0%	0	2.8%	0	5.1%
Joint Services Adventurous Sail Training Centre, Haslar Road, Gosport	0.7%	0	0.0%	0	0.0%	0	0.0%
Kayaking - Hill Head beach, Fareham	1.1%	1	0.0%	0	0.0%	0	0.0%
Kayaking - Portchester beach	1.4%	1	0.0%	0	0.0%	0	0.0%
Lee-on-the-Solent Sailing Club, Marine Parade East, Lee-on-the-Solent	0.4%	0	0.0%	0	2.8%	0	0.0%
Portchester Sailing Club, Waterside Lane, Castle Street, Portchester	1.4%	1	0.0%	0	0.0%	0	0.0%
Romsey Rapids Sports Complex, Southampton Road, Romsey	3.3%	2	8.0%	1	0.0%	0	0.0%
Southsea beach (various activities)	1.3%	1	0.0%	0	0.0%	0	0.0%
Swimming - Fareham Leisure Centre, Park Lane, Fareham	1.8%	1	0.0%	0	0.0%	0	5.5%
Swimming - Gosport beach	12.8%	8	52.9%	7	2.8%	0	0.0%
Swimming - Gosport Leisure Centre, Forest Way, Gosport	4.1%	3	0.0%	0	19.9%	2	5.1%
Swimming - Hill Head beach, Fareham	1.1%	1	0.0%	0	0.0%	0	0.0%
Swimming - Lee-on-the-Solent beach	3.9%	3	0.0%	0	0.0%	0	29.9%
Swimming - Portsmouth beach	10.1%	7	0.0%	0	22.4%	2	0.0%
Swimming - Southampton beach	1.5%	1	8.0%	1	0.0%	0	0.0%
Universal Marina, Crableck Lane, Sarisbury Green	1.0%	1	0.0%	0	0.0%	0	0.0%
Yachting - Civil Service Sailing Centre, Weevil Lane, Gosport	0.7%	0	0.0%	0	0.0%	0	5.5%
Weighted base:	66	13	9	9	8	9	19
Sample:	68	8	18	13	9	12	8

Gosport Household Survey For Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Q42 Where do you or members of your household normally go for (OTHER ACTIVITY AT Q32)?							
<i>Those who said 'Other activity' at Q16A</i>							
Alverstoke Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Bournemouth Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Bridgemary Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Chichester City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Elson Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Fareham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Forton Road, Gosport	0.0%	0	0.0%	0	0.0%	0	0.0%
Gosport Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Havant Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Lee-on-the-Solent District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Locks Heath Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Portchester Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Portsmouth City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Rowner Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Southampton City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Southsea Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Stoke Road, Gosport	0.0%	0	0.0%	0	0.0%	0	0.0%
Waterlooville Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Other	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%
Weighted base:	0	0	0	0	0	0	0
Sample:	0	0	0	0	0	0	0

Gosport Household Survey For Lambert Smith Hampton

Weighted:

May 2019

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		
Q43 What improvements could be made to the general leisure offer in Gosport Borough that would make you visit / partake in leisure activities more often? [MR]														
A casino	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
A swimming pool / improved swimming pool	2.2%	13	3.1%	5	0.0%	0	1.6%	1	2.7%	2	4.7%	5	0.0%	0
A theatre	1.2%	7	0.0%	0	3.9%	2	1.1%	1	2.5%	2	1.9%	2	0.7%	1
A multi-screen cinema	7.3%	44	13.6%	22	15.3%	6	4.3%	3	7.6%	5	4.5%	5	1.3%	2
An art house cinema	1.0%	6	0.6%	1	3.6%	2	0.0%	0	0.0%	0	3.2%	3	0.0%	0
Bingo	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper prices	0.5%	3	0.0%	0	0.0%	0	1.0%	1	2.0%	1	0.0%	0	0.7%	1
Improved access by foot and cycle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved public transport	0.6%	3	0.6%	1	0.0%	0	1.0%	1	0.0%	0	0.6%	1	0.7%	1
Improved security / CCTV	0.3%	2	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved street furniture	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improvements in the built environment	0.6%	3	0.0%	0	0.0%	0	1.1%	1	1.4%	1	0.0%	0	1.1%	2
More / better car parking	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
More / better cultural facilities	0.2%	1	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.7%	1	0.0%	0
More / better disabled access	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
More / better health clubs / gyms	1.2%	7	0.6%	1	0.6%	0	5.6%	4	0.7%	0	0.0%	0	0.7%	1
More / better policing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better public houses	0.6%	4	0.0%	0	0.6%	0	0.0%	0	0.7%	0	1.9%	2	0.7%	1
More / better seats	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better signposting and information	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
More better parks / green spaces	1.3%	8	0.6%	1	3.6%	2	3.4%	3	2.5%	2	0.6%	1	0.0%	0
More for children	3.4%	20	4.2%	7	3.6%	2	4.1%	3	3.7%	3	1.3%	1	3.2%	5
More local sports & recreation facilities	1.3%	8	0.0%	0	0.6%	0	4.1%	3	4.4%	3	1.2%	1	0.0%	0
More nightclubs	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More pavement cafes	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	4	0.0%	0
More quality restaurants	4.4%	26	1.8%	3	7.2%	3	5.2%	4	2.5%	2	8.0%	8	4.4%	6
More street cleaning	0.1%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Provision of public toilets	0.3%	2	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ten-pin bowling	5.8%	35	7.4%	12	8.2%	3	4.7%	4	7.8%	5	1.4%	1	6.4%	9
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A climbing wall	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
A designer outlet	0.2%	1	0.6%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A skate park	0.5%	3	0.0%	0	0.0%	0	3.4%	3	0.0%	0	0.0%	0	0.0%	0
A velodrome	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2
Better advertising / promotion	0.5%	3	1.1%	2	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.6%	1
Better launching ramps at Gosport estuary	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better walking route along the seafront	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Free car parking	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve facilities in Gosport Leisure Centre	0.2%	1	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.6%	1	0.0%	0
Improved access by road	0.5%	3	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.7%	1	1.2%	2
More / better disabled facilities	0.4%	2	0.0%	0	0.0%	0	0.0%	0	3.2%	2	0.0%	0	0.0%	0
More for families	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More for teenagers	0.6%	4	0.6%	1	0.6%	0	1.1%	1	1.2%	1	0.0%	0	0.6%	1
More leisure facilities in general	0.6%	4	1.8%	3	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
More walkways / walking groups	0.2%	1	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.6%	1
More water parks / sports	1.1%	6	0.0%	0	0.0%	0	0.6%	0	0.7%	0	3.5%	4	1.3%	2
Refurbish the ice rink	0.1%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
(Don't do leisure activities)	7.5%	45	7.3%	12	5.4%	2	1.7%	1	9.6%	7	7.7%	8	10.4%	15
(Don't know)	5.4%	32	3.4%	6	3.2%	1	4.9%	4	4.5%	3	7.8%	8	7.3%	10
(Nothing)	58.4%	350	58.8%	96	66.4%	28	56.5%	45	53.6%	37	57.5%	60	59.6%	84
Weighted base:		600		164		42		80		70		104		141
Sample:		600		100		100		100		100		100		100

Gosport Household Survey For Lambert Smith Hampton

Weighted:

May 2019

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		
GEN Gender of respondent:														
Male	33.4%	201	40.9%	67	26.4%	11	34.6%	28	30.2%	21	25.2%	26	33.9%	48
Female	66.6%	399	59.1%	97	73.6%	31	65.4%	52	69.8%	49	74.8%	78	66.1%	93
Weighted base:		600		164		42		80		70		104		141
Sample:		600		100		100		100		100		100		100

AGE Can I ask how old you are please?

18-24	6.2%	37	6.9%	11	10.9%	5	6.7%	5	4.0%	3	7.8%	8	3.7%	5
25-34	11.1%	66	10.3%	17	21.8%	9	16.9%	14	12.0%	8	7.8%	8	7.4%	10
35-44	20.1%	120	27.7%	45	6.5%	3	21.1%	17	0.0%	0	17.4%	18	26.5%	37
45-54	20.7%	124	23.1%	38	7.7%	3	14.9%	12	14.1%	10	23.4%	24	26.2%	37
55-64	16.9%	101	10.6%	17	15.7%	7	14.6%	12	43.2%	30	15.7%	16	13.8%	19
65+	25.1%	150	21.3%	35	37.3%	16	25.8%	21	26.7%	19	27.9%	29	22.4%	31
(Refused)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		600		164		42		80		70		104		141
Sample:		600		100		100		100		100		100		100

PC Postcode Sector:

PO12 1	3.5%	21	12.7%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PO12 2	7.0%	42	0.0%	0	100.0%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PO12 3	9.4%	57	34.5%	57	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PO12 4	14.5%	87	52.9%	87	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PO13 0	11.6%	70	0.0%	0	0.0%	0	0.0%	0	100.0%	70	0.0%	0	0.0%	0
PO13 8	4.4%	26	0.0%	0	0.0%	0	32.9%	26	0.0%	0	0.0%	0	0.0%	0
PO13 9	9.0%	54	0.0%	0	0.0%	0	67.1%	54	0.0%	0	0.0%	0	0.0%	0
PO14 1	3.4%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.7%	20	0.0%	0
PO14 2	7.2%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	41.3%	43	0.0%	0
PO14 3	6.7%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	38.9%	40	0.0%	0
PO16 0	4.3%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.4%	26
PO16 7	6.5%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.6%	39
PO16 8	6.0%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.7%	36
PO16 9	6.6%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.3%	40
Weighted base:		600		164		42		80		70		104		141
Sample:		600		100		100		100		100		100		100

QUOTA Zone

Zone 1	27.4%	164	100.0%	164	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2	7.0%	42	0.0%	0	100.0%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3	13.4%	80	0.0%	0	0.0%	0	100.0%	80	0.0%	0	0.0%	0	0.0%	0
Zone 4	11.6%	70	0.0%	0	0.0%	0	0.0%	0	100.0%	70	0.0%	0	0.0%	0
Zone 5	17.3%	104	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	104	0.0%	0
Zone 6	23.4%	141	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	141
Weighted base:		600		164		42		80		70		104		141
Sample:		600		100		100		100		100		100		100

Appendix 5:

Sample Questionnaire

Job No: 150519

Gosport Retail, Leisure and Tourism Household Survey (for Gosport Borough Council)

Good morning / afternoon / evening, I am from NEMS market research, an independent market research company, and we are conducting a short survey on behalf of Gosport Borough Council about shopping and leisure in your area. Do you have time to answer some questions please? It will take about 7 minutes.

QA Are you the person responsible, or jointly responsible, for food and non-food shopping in your household?

YES – CONTINUE INTERVIEW.

NO – ASK TO SPEAK TO THE PERSON WHO IS RESPONSIBLE FOR MOST OF THE HOUSEHOLD'S SHOPPING, IF NOT AVAILABLE THANK AND CLOSE INTERVIEW.

Q01 Where do you NORMALLY shop for all your household's main food and grocery shopping needs (i.e. primarily bulk trolley purchases)?

DO NOT READ OUT. ONE ANSWER ONLY. INTERVIEWER INCLUDE STORES FULL NAME (E.G. TESCO EXTRA, TESCO EXPRESS, ETC) AND ADDRESS. IF VARIES ASK IF THERE IS A LOCATION THEY USE MORE THAN OTHERS EVEN IF SLIGHTLY AS THEY CAN STATE ANOTHER LOCATION AT Q07, IF STILL VARIES ASK THE PLACE THEY USED LAST.

#Food Food List

503 (Don't know / varies)

504 (Don't do main food shopping)

GO TO CLOSE

GO TO CLOSE

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

Q02 Which retailer do you purchase your main food internet / home delivery shopping from?

DO NOT READ OUT. ONE ANSWER ONLY.

#NetFo Internet food List

GO TO Q07

Excluding those who do their main food shopping via 'Internet / delivery' at Q01:

Q03 What do you like about (STORE / LOCATION MENTIONED AT Q01)?

DO NOT READ OUT. CODE UP TO THREE RESPONSES ONLY.

- 001 Clean store
- 002 Close to family / friends
- 003 Convenient to home
- 004 Convenient to work
- 005 Delivery service
- 006 Easy to get to by car
- 007 Easy to get to by foot
- 008 Easy to get to by public transport
- 009 Ethical policy
- 010 Friendly / helpful staff
- 011 Good layout / easy to get around
- 012 Good offers
- 013 Habit / always used it
- 014 Has a cafe
- 015 Has a petrol station
- 016 Large store
- 017 Long opening hours
- 018 Low prices / value for money
- 019 Loyalty scheme / reward points
- 020 Online shopping is convenient
- 021 Only one in the area
- 022 Parking is free
- 023 Parking prices are low
- 024 Parking provision is good
- 025 Pleasant shopping environment
- 026 Preference for retailer
- 027 Quality of food goods available
- 028 Self-service checkouts
- 029 Quality of non-food goods available
- 030 Range of food goods available
- 031 Range of non-food goods available
- 032 Safe shopping environment
- 033 Small / quiet store
- 034 Staff discount / work there
- 035 Supporting local business
- 036 Other (PLEASE WRITE IN)
- 037 (Don't know / nothing)

Excluding those who do their main food shopping via 'Internet / delivery' at Q01:

Q04 How do you normally travel to (LOCATION MENTIONED AT Q01)?

DO NOT READ OUT. ONE ANSWER ONLY.

- 1 Car / van (as driver)
- 2 Car / van (as passenger)
- 3 Bus, minibus or coach
- 4 Using park & ride facility
- 5 Motorcycle, scooter or moped
- 6 Walk
- 7 Taxi
- 8 Train
- 9 Bicycle
- A Mobility scooter / wheelchair
- B Ferry
- C Other (PLEASE WRITE IN)
- D (Don't know)
- E (Varies)

Excluding those who do their main food shopping via 'Internet / delivery' at Q01:

Q05 When you visit (STORE / LOCATION MENTIONED AT Q01) for your main food shopping, do you combine your shopping with other activities (for example non-food shopping, leisure / entertainment, visiting restaurants, bars, banks, etc.)?

DO NOT READ OUT. CAN BE MULTICODED. PROBE FULLY. Anywhere else?

- | | | |
|---|------------------------------------------------------------------------|------------------|
| 1 | Yes - non-food shopping | GO TO Q06 |
| 2 | Yes - other food shopping | GO TO Q06 |
| 3 | Yes - bars / pubs | GO TO Q06 |
| 4 | Yes - bingo | GO TO Q06 |
| 5 | Yes - cafés | GO TO Q06 |
| 6 | Yes - cinemas | GO TO Q06 |
| 7 | Yes - get petrol | GO TO Q06 |
| 8 | Yes - go to park | GO TO Q06 |
| 9 | Yes - gyms / health and fitness | GO TO Q06 |
| A | Yes - library | GO TO Q06 |
| B | Yes - markets | GO TO Q06 |
| C | Yes - meeting family | GO TO Q06 |
| D | Yes - meeting friends | GO TO Q06 |
| E | Yes - museums / art gallery | GO TO Q06 |
| F | Yes - other service (e.g. travel agent, estate agent etc.) | GO TO Q06 |
| G | Yes - personal service (e.g. hairdressers, beauty salon etc.) | GO TO Q06 |
| H | Yes - restaurants | GO TO Q06 |
| I | Yes - swimming | GO TO Q06 |
| J | Yes - theatre | GO TO Q06 |
| K | Yes - visiting services such as banks and other financial institutions | GO TO Q06 |
| L | Yes - work | GO TO Q06 |
| M | Yes - other (PLEASE WRITE IN) | GO TO Q06 |
| N | (No) | GO TO Q07 |
| O | (Don't know) | GO TO Q07 |

Excluding those who do their main food shopping via 'Internet / delivery' at Q01:

Q06 When you combine your trip with other activities, where do you normally go?

DO NOT READ OUT. ONE ANSWER ONLY. IF RESPONDENT SAYS THE LOCATION VARIES - ASK FOR THE LOCATION THEY USE THE MOST.

#Linker Linked Trip List

Q07 In addition to (STORE / LOCATION MENTIONED AT Q01), is there anywhere else you regularly use for your main-food shopping?

DO NOT READ OUT. ONE ANSWER ONLY. INTERVIEWER - INCLUDE STORES FULL NAME (E.G. TESCO EXTRA, TESCO EXPRESS, ETC) AND ADDRESS. IF VARIES ASK IF THERE IS A LOCATION THEY USE MORE THAN OTHERS EVEN IF SLIGHTLY, IF STILL VARIES ASK THE PLACE THEY USED LAST (EXCLUDING LOCATION MENTIONED AT Q01).

#Food Food List

Those who do their main food shopping via the Internet at Q07:

Q08 Which internet / home delivery retailer do you use?

DO NOT READ OUT. ONE ANSWER ONLY.

#NetFo Internet Food List

Q09 How much does your household normally spend on main food shopping in a week?

DO NOT PROMPT. ONE ANSWER ONLY

- X (PLEASE WRITE IN TO THE NEAREST £)
- Y (Don't know / varies)
- Z (Refused)

Q10 In addition to your main food shopping, where do you normally do most of your household's small scale top-up food shopping (i.e. the store you visit regularly (2+ times a week) to buy bread, milk, etc., on a day-to-day basis)?

DO NOT READ OUT. ONE ANSWER ONLY. INTERVIEWER - INCLUDE STORES FULL NAME (E.G. TESCO EXTRA, TESCO EXPRESS, ETC) AND ADDRESS. IF VARIES ASK IF THERE IS A LOCATION THEY USE MORE THAN OTHERS EVEN IF SLIGHTLY AS THEY CAN STATE ANOTHER LOCATION AT Q08, IF STILL VARIES ASK THE PLACE THEY USED LAST.

#Food Food List

Those who do their top-up food shopping via the Internet at Q10:

- Q11 Which internet / home delivery retailer do you use?**
DO NOT READ OUT. ONE ANSWER ONLY.

#NetFo Internet Food List

Those who do top-up shopping at Q10:

- Q12 In addition to (LOCATION MENTIONED AT Q10), is there anywhere else you regularly use for your household's small scale top-up food shopping?**
DO NOT READ OUT. ONE ANSWER ONLY. INTERVIEWER - INCLUDE STORES FULL NAME (E.G. TESCO EXTRA, TESCO EXPRESS, ETC) AND ADDRESS. IF VARIES ASK IF THERE IS A LOCATION THEY USE MORE THAN OTHERS EVEN IF SLIGHTLY, IF STILL VARIES ASK THE PLACE THEY USED LAST (EXCLUDING LOCATION MENTIONED AT Q07).

#Food Food List

Those who do top-up shopping via the Internet at Q12:

- Q13 Which internet / home delivery retailer do you use?**
DO NOT READ OUT. ONE ANSWER ONLY.

#NetFo Internet Food List

Those who do top-up shopping at Q10:

- Q14 How much does your household normally spend on top-up shopping in a week?**
DO NOT PROMPT. ONE ANSWER ONLY

X (PLEASE WRITE IN TO THE NEAREST £)
Y (Don't know / varies)
Z (Refused)

READ OUT: We now have some questions about where you go for Non-Food shopping. In answering these questions the location may be a town, city or village centre, a specific road or area, a retail park, a stand alone store, or it could be facilities such as the internet, TV shopping or catalogue.

- Q15 Where do you normally do most of your household's shopping for men's, women's, children's and baby clothing and footwear? NOTE we mean fashion items - NOT sports clothing and footwear**
DO NOT READ OUT. ONE ANSWER ONLY.
INTERVIEWER NOTE: PLEASE PROBE FULLY FOR ROAD NAME AND LOCATION IF LOCATED OUT OF CENTRE.

#NonFr Non-Food List

Those who buy clothing and footwear (excluding via the Internet) at Q15:

- Q16 How do you normally travel to (LOCATION MENTIONED AT Q15)?**
DO NOT READ OUT. ONE ANSWER ONLY

1 Car / van (as driver)
2 Car / van (as passenger)
3 Bus, minibus or coach
4 Using park & ride facility
5 Motorcycle, scooter or moped
6 Walk
7 Taxi
8 Train
9 Bicycle
A Mobility scooter / wheelchair
B Ferry
C Other (PLEASE WRITE IN)
D (Don't know)
E (Varies)

- Q16A Excluding Christmas shopping, have you bought any of these goods in the last 10 years?**
READ OUT. CODE ALL THAT APPLY.

1	Recording media for pictures and sound (e.g. records, pre-recorded and unrecorded CDs & DVDs, etc.) (Excluding gaming)	GO TO Q17
2	Books (incl. encyclopedias, text books, guidebooks and musical scores) and stationary (incl. writing pads, envelopes pens, diaries, etc.) and drawing materials	GO TO Q18
3	Audio visual, photographic, computer items (such as TVs, cameras, ipads, telephones etc) and small domestic electrical goods (such as irons, kettles, blenders, vaccum cleaners etc)	GO TO Q19
4	Games & toys; pets and pet products; hobby items; sport clothing / footwear and equipment; camping goods; bicycles; and musical instruments	GO TO Q20
5	All goods for personal care (including, electric razors, hair dryers, bathroom scales, cosmetics, perfume, toothpaste, etc), medical and pharmaceutical products (e.g. vitamins, plasters) and therapeutic appliances (e.g. spectacles, hearing aids, wheelchairs, contact lenses etc)	GO TO Q21
6	Furniture, carpets, other floor coverings and household textiles (includes beds, sofas, tables, etc)	GO TO Q22
7	DIY goods, decorating supplies and garden products (such as drills, lawn mowers, hammers, hedge cutters, garden tools, plants, shrubs etc)	GO TO Q23
8	Large domestic electrical appliances, such as fridges, freezers, ovens, washing machines, dishwashers, etc)	GO TO Q24
9	All other goods including jewellery & watches; glassware, china, tableware and household utensils; and other personal effects (e.g. travel goods, suitcases, prams, sunglasses)	GO TO Q25
A	(None)	GO TO Q26

Those who have bought recording media at Q16A:

- Q17 Where do you normally do most of your household's shopping for recording media for pictures and sound (e.g. records, pre-recorded and unrecorded CDs & DVDs, etc.) (Excluding gaming)?**
DO NOT READ OUT. ONE ANSWER ONLY. INTERVIEWER NOTE: PLEASE PROBE FULLY FOR ROAD NAME AND LOCATION IF LOCATED OUT OF CENTRE.

#NonFr Non-Food List

Those who have bought books, stationery and drawing materials at Q16A:

Q18 Where do you normally do most of your household's shopping for books (incl. encyclopedias, text books, guidebooks and musical scores) and stationary (incl. writing pads, envelopes pens, diaries, etc.) and drawing materials?

DO NOT READ OUT. ONE ANSWER ONLY. INTERVIEWER NOTE: PLEASE PROBE FULLY FOR ROAD NAME AND LOCATION IF LOCATED OUT OF CENTRE.

#NonFr Non-Food List

Those who have bought audio-visual, photographic, computer items and small electrical goods at Q16A:

Q19 Where do you normally do most of your household's shopping for audio visual, photographic, computer items (such as TVs, cameras, ipads, telephones etc) and small domestic electrical goods (such as irons, kettles, blenders, vaccum cleaners etc)?

DO NOT READ OUT. ONE ANSWER ONLY. INTERVIEWER NOTE: PLEASE PROBE FULLY FOR ROAD NAME AND LOCATION IF LOCATED OUT OF CENTRE.

#NonFr Non-Food List

Those who have bought games & toys, pet products and hobby items at Q16A:

Q20 Where do you normally do most of your household's shopping for games & toys; pets and pet products; hobby items; sport clothing / footwear and equipment; camping goods; bicycles; and musical instruments?

DO NOT READ OUT. ONE ANSWER ONLY. INTERVIEWER NOTE: PLEASE PROBE FULLY FOR ROAD NAME AND LOCATION IF LOCATED OUT OF CENTRE.

#NonFr Non-Food List

Those who have bought personal care items at Q16A:

Q21 Where do you normally do most of your household's shopping on all goods for personal care (including, electric razors, hair dryers, bathroom scales, cosmetics, perfume, toothpaste, etc), medical and pharmaceutical products (e.g. vitamins, plasters) and therapeutic appliances (e.g. spectacles, hearing aids, wheelchairs, contact lenses etc)?

DO NOT READ OUT. ONE ANSWER ONLY. INTERVIEWER NOTE: PLEASE PROBE FULLY FOR ROAD NAME AND LOCATION IF LOCATED OUT OF CENTRE.

#NonFr Non-Food List

Those who have bought furniture, carpets and household textiles at Q16A:

Q22 Where do you normally do most of your household's shopping for furniture, carpets, other floor coverings and household textiles (includes beds, sofas, tables, etc)?

DO NOT READ OUT. ONE ANSWER ONLY. INTERVIEWER NOTE: PLEASE PROBE FULLY FOR ROAD NAME AND LOCATION IF LOCATED OUT OF CENTRE.

#NonFr Non-Food List

Those who have bought DIY goods, decorating supplies and garden products at Q16A:

Q23 Where do you normally do most of your household's shopping for DIY goods, decorating supplies and garden products (such as drills, lawn mowers, hammers, hedge cutters, garden tools, plants, shrubs etc)?

INTERVIEWER NOTE: PLEASE PROBE FULLY FOR ROAD NAME AND LOCATION IF LOCATED OUT OF CENTRE.

#NonFr Non-Food List

Those who have bought large electrical appliances at Q16A:

Q24 Where do you normally do most of your household's shopping for large domestic electrical appliances, such as fridges, freezers, ovens, washing machines, dishwashers, etc)?

DO NOT READ OUT. ONE ANSWER ONLY. INTERVIEWER NOTE: PLEASE PROBE FULLY FOR ROAD NAME AND LOCATION IF LOCATED OUT OF CENTRE.

#NonFr Non-Food List

Those who have bought any other goods at Q16A:

Q25 Where do you normally do most of your household's shopping on all other goods including jewellery & watches; glassware, china, tableware and household utensils; and other personal effects (e.g. travel goods, suitcases, prams, sunglasses)?

DO NOT READ OUT. ONE ANSWER ONLY. INTERVIEWER NOTE: PLEASE PROBE FULLY FOR ROAD NAME AND LOCATION IF LOCATED OUT OF CENTRE.

#NonFr Non-Food List

READ OUT: We now have some questions about how you view Gosport Town Centre as a place for shopping and other town centre uses.

Q26 Do you use Gosport Town Centre for most of your shopping and town centre uses?
DO NOT READ OUT. ONE ANSWER ONLY.

1 Yes
2 No

GO TO Q27
GO TO Q29

Those who use Gosport Town Centre for most of their shopping and town centre uses at Q26:

Q27 How often do you or your household visit Gosport Town Centre for most of your shopping and other town centre uses?

DO NOT READ OUT. ONE ANSWER ONLY.

- 1 Daily
- 2 4-6 days a week
- 3 2-3 days a week
- 4 One day a week
- 5 Every two weeks
- 6 Monthly
- 7 Once every two months
- 8 Three-four times a year
- 9 Twice a year
- A Once a year
- B Less often
- C (Don't know)
- D (Varies)

Those who use Gosport Town Centre for most of their shopping and town centre uses at Q26:

Q28 What do you like about Gosport Town Centre?

DO NOT READ OUT. CODE UP TO THREE RESPONSES ONLY.

IF THE RESPONDENT STATES THEY LIKE A SPECIFIC SHOP OR ATTRACTION USE THE OTHER BOX TO GIVE FULL DETAILS OF THE SHOP AND IT'S NAME OR THE ATTRACTION AND IT'S NAME

- 001 Affordable shops
- 002 Attractive environment / nice place
- 003 Close to friends or relatives
- 004 Close to home
- 005 Close to work
- 006 Compact
- 007 Easy to get to by bike
- 008 Easy to get to by bus
- 009 Easy to get to by car
- 010 Easy to park
- 011 Good facilities in general
- 012 Good food stores
- 013 Good pubs, cafés or restaurants
- 014 Good range of 'high street' retailers/ multiples
- 015 Good range of independent shops
- 016 Good range of non-food shops
- 017 High quality shops
- 018 Makes a change from other places
- 019 Quiet
- 020 Safe and secure
- 021 The street market
- 022 Traditional
- 023 Other (PLEASE WRITE IN)
- 024 (Don't know)
- 025 (Nothing / very little)

Q29 What could be improved about Gosport Town Centre that would make you visit it more often?

DO NOT READ OUT. CAN BE MULTICODED. PROBE FULLY. Anything else?

- 1 Better access by road
- 2 Better public transport
- 3 Better signposting
- 4 Cleaner streets
- 5 Facilities which would assist you if shopping with children
- 6 Free car parking
- 7 More / better comparison retailers (i.e. non-food shops)
- 8 More / better entertainment
- 9 More / better food shops
- A More / better parking
- B More / better pedestrianised streets
- C More / better places for eating out (e.g. cafes and restaurants)
- D More / better public conveniences
- E More / better seats / flower displays
- F More / better services
- G More / better town centre events
- H More / better value or affordable shops
- I More activities for children
- J More activities for teenagers
- K More advertising
- L More independent shops
- M More national multiple shops / High Street shops
- N Protection from the weather (e.g. covered shopping mall)
- O Shops / services open on Sundays
- P Street markets - better range and quality of offer
- Q Street markets - physical improvements
- R Other (PLEASE WRITE IN)
- S (Don't know)
- T (Nothing)

Q30 What improvements could be made to Gosport Town Centre that would encourage you to visit the centre more often in the evening time?

DO NOT READ OUT. CAN BE MULTICODED. PROBE FULLY. Anything else?

- 1 A boutique cinema
- 2 A multiplex cinema
- 3 Better safety and security (e.g. more CCTV cameras, police presence, etc)
- 4 Earlier opening cafes/ restaurants (e.g. for breakfast)
- 5 Evening time market
- 6 Later opening bars/ pubs
- 7 Later opening cafes
- 8 Later opening restaurants
- 9 Later opening shops
- A Later running public transport
- B More cafes/restaurants/bars on the waterfront
- C More / better branded / chain cafes
- D More / better branded /chain restaurants
- E More / better family restaurants
- F More / better fine dining restaurants
- G More / better independent cafes
- H More / better independent restaurants
- I More / better music venues
- J More / better night clubs
- K More / better outdoor dining
- L More / better quality bars/pubs
- M More / better quality cafes
- N More / better quality restaurants
- O More / better seafood restaurants
- P More / better taxis
- Q More / better theatres
- R Specialist bars e.g. cocktail bar, wine bar (PLEASE WRITE IN)
- S Specialist café / restaurant e.g. vegan, vegetarian, etc (PLEASE WRITE IN)
- T Specific branded restaurant or café (PLEASE WRITE IN)
- U Other (PLEASE WRITE IN)
- V (Don't know)
- W (Nothing)

Those who do not use Gosport Town Centre for most of their shopping and town centre uses at Q26:

Q31 Why don't you visit Gosport Town Centre for most or any of your shopping and town centre uses?

DO NOT READ OUT. CAN BE MULTICODED. PROBE FULLY. Anything else?

- 1 Expensive
- 2 Feels unsafe
- 3 Lack of street market
- 4 Not easy to get to by bike
- 5 Not easy to get to by bus
- 6 Not easy to get to by car
- 7 Poor facilities in general
- 8 Poor facilities in general
- 9 Poor parking provision
- A Poor quality shops
- B Poor range of food stores
- C Poor range of 'high street' retailers/ multiples
- D Poor range of independent shops
- E Poor range of non-food shops
- F Poor range of pubs, cafés or restaurants
- G Poor range of shops
- H Proximity to better shopping and services in Portsmouth
- I Traffic / Congestion
- J Other (PLEASE WRITE IN)
- K (Don't know)

READ OUT: We now we have some questions about you and your household's preferences for leisure activities.

Q32 Do you or your household visit the following leisure attractions?

READ OUT. SELECT ALL THAT APPLY.

- | | | |
|---|-------------------------------------------------------------------------------------------------|-----------|
| 1 | Bingo / casino / bookmaker | GO TO Q33 |
| 2 | Cinema | GO TO Q34 |
| 3 | Gym / health club / sports facility | GO TO Q35 |
| 4 | Theatre / concert / music venue | GO TO Q36 |
| 5 | Museum / gallery or place of historical / cultural interest | GO TO Q37 |
| 6 | Pub / bar / nightclub | GO TO Q38 |
| 7 | Restaurant / café / eating out | GO TO Q39 |
| 8 | Family entertainment (e.g. tenpin bowling, skating rink) | GO TO Q40 |
| 9 | Water-based activities with equipment (e.g. sailing, wind surfing, kite surfing, kayaking, etc) | GO TO Q41 |
| A | Other activity (PLEASE WRITE IN) | GO TO Q42 |
| B | (Don't visit ANY leisure activities) | GO TO Q43 |

Those who visit bingo / casino / bookmakers at Q32:

Q33 Where do you or members of your household normally go to play bingo or visit casinos or bookmakers?

DO NOT READ OUT. ONE ANSWER ONLY.

IF OTHER OR RESPONDENTS STATES A PARTICULAR FACILITY, PLEASE SPECIFY THE FACILITY NAME, RETAIL PARK / LEISURE PARK, ROAD NAME AND AREA

#Bingo Bingo List

Those who visit cinema at Q32:

- Q34 Where do you or members of your household normally go to the cinema?**
DO NOT READ OUT. ONE ANSWER ONLY.
IF OTHER OR RESPONDENTS STATES A PARTICULAR FACILITY, PLEASE SPECIFY THE FACILITY NAME,
RETAIL PARK / LEISURE PARK, ROAD NAME AND AREA

#Cinerr Cinema List

Those who visit gym / healthclub / sports facility at Q32:

- Q35 Where do you or members of your household normally go to use a gym / healthclub / sports facility?**
DO NOT READ OUT. ONE ANSWER ONLY.
IF OTHER OR RESPONDENTS STATES A PARTICULAR FACILITY, PLEASE SPECIFY THE FACILITY NAME,
RETAIL PARK / LEISURE PARK, ROAD NAME AND AREA

#Health Healthclub List

Those who visit the theatre / concert / music venues at Q32:

- Q36 Where do you or members of your household normally go to visit the theatre, watch a concert or watch live music?**
DO NOT READ OUT. ONE ANSWER ONLY.

#Theati Theatre List

Those who visit museum / gallery or place of historical / cultural interest at Q32:

- Q37 Which museum, gallery, or other place of historical / cultural interest do you or household visit most often?**
DO NOT READ OUT. ONE ANSWER ONLY.

#Musel Museum List

Those who visit pubs / bars / nightclubs at Q32:

- Q38 What location (e.g. town centre, shopping centre, retail/ leisure park) do you or members of your household normally go to when visiting pubs / bars / nightclubs?**
DO NOT READ OUT. ONE ANSWER ONLY.

#PubsE Pubs+Bars+Restaurants List

Those who visit restaurants / cafés at Q32:

- Q39 What location (e.g. town centre, shopping centre, retail/ leisure park) do you or members of your household normally go to for eating out (e.g. cafes and restaurants)?**
DO NOT READ OUT. ONE ANSWER ONLY.

#PubsE Pubs+Bars+Restaurants List

Those who partake in family entertainment activities at Q32:

- Q40 Where do you or members of your household normally go for family entertainment? (e.g. ice rink, ten pin bowling, soft play, etc)**
DO NOT READ OUT. ONE ANSWER ONLY.
IF OTHER OR RESPONDENTS STATES A PARTICULAR FACILITY, PLEASE SPECIFY THE FACILITY NAME,
RETAIL PARK / LEISURE PARK, ROAD NAME AND AREA

#Familt Family Entertainment List

Those who partake in water-based activities at Q32:

- Q41 Where do you or members of your household normally go for water-based activities?**
DO NOT READ OUT. ONE ANSWER ONLY.
IF OTHER OR RESPONDENTS STATES A PARTICULAR FACILITY, PLEASE SPECIFY THE FACILITY NAME,
RETAIL PARK / LEISURE PARK, ROAD NAME AND AREA

#Water Water-based Activities

Those who go to other leisure attractions at Q32:

- Q42 Where do you or members of your household normally go for (OTHER ACTIVITY AT Q32)?**
DO NOT READ OUT. ONE ANSWER ONLY.

#Leisur Leisure List

Q43 What improvements could be made to the general leisure offer in Gosport Borough that would make you visit / partake in leisure activities more often?

DO NOT READ OUT. CODE UP TO THREE RESPONSES ONLY.

- 001 A casino
- 002 A swimming pool
- 003 A theatre
- 004 A multi-screen cinema
- 005 An art house cinema
- 006 Bingo
- 007 Cheaper prices
- 008 Improved access by foot and cycle
- 009 Improved public transport
- 010 Improved security / CCTV
- 011 Improved street furniture
- 012 Improvements in the built environment
- 013 More / better car parking
- 014 More / better cultural facilities
- 015 More / better disabled access
- 016 More / better health clubs / gyms
- 017 More / better policing
- 018 More / better public houses
- 019 More / better seats
- 020 More / better signposting and information
- 021 More better parks / green spaces
- 022 More for children
- 023 More local sports & recreation facilities
- 024 More nightclubs
- 025 More pavement cafes
- 026 More quality restaurants
- 027 More street cleaning
- 028 Provision of public toilets
- 029 Ten-pin bowling
- 030 Other (PLEASE WRITE IN)
- 031 (Dont do leisure activities)
- 032 (Don't know)
- 033 (Nothing)

GEN Gender of respondent:

DO NOT READ OUT. CODE FROM OBSERVATION.

- 1 Male
- 2 Female

AGE Can I ask how old you are please?

DO NOT READ OUT. ONE ANSWER ONLY.

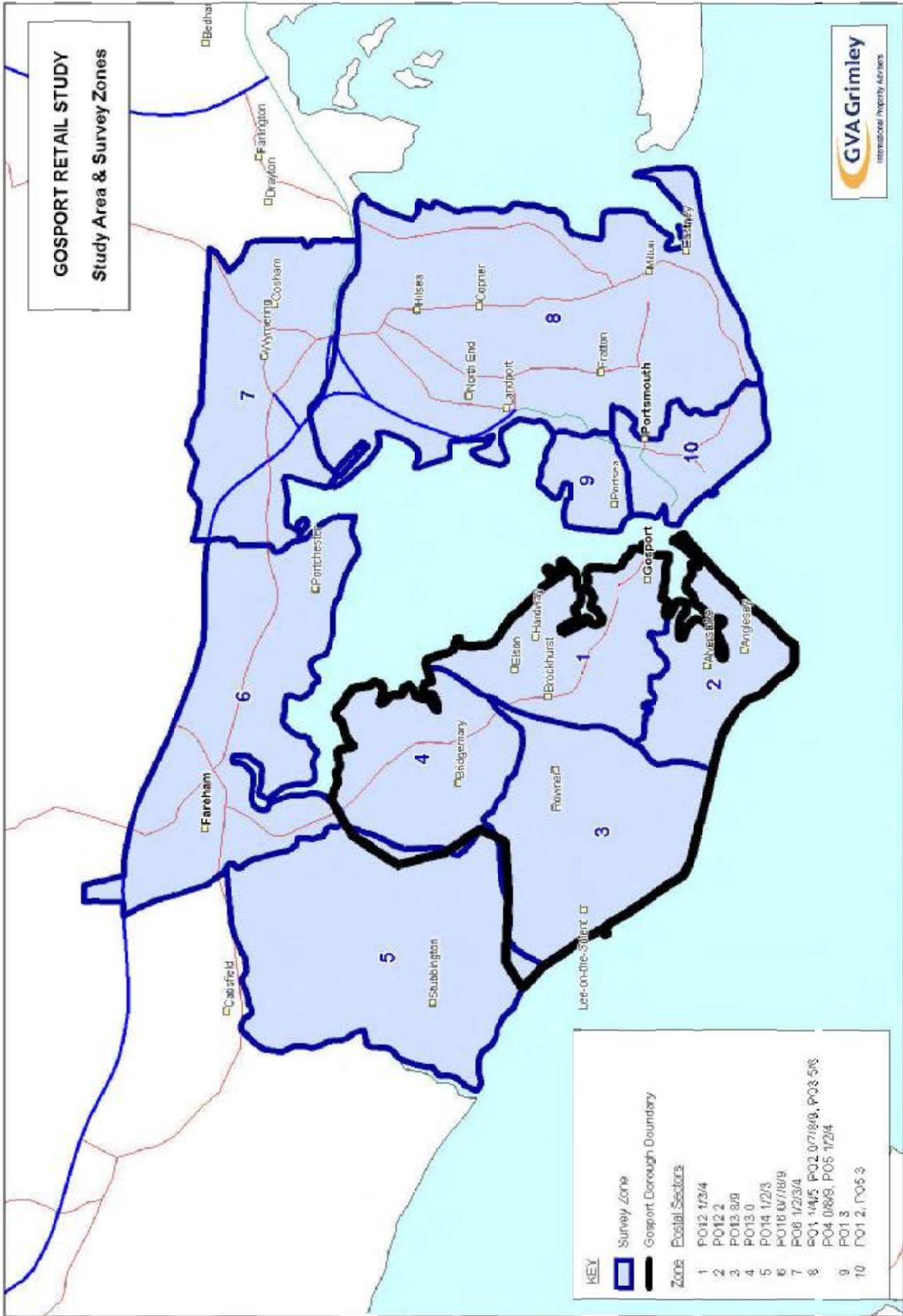
- 1 18-24
- 2 25-34
- 3 35-44
- 4 45-54
- 5 55-64
- 6 65+
- 7 (Refused)

Thank & Close

Appendix 6:

Map

GOSPORT RETAIL STUDY
Study Area & Survey Zones



KEY

- Survey Zone
- Gosport Dorough Boundary

Zone: Postal Sectors

1	PO12 1/3/4
2	PO12 2
3	PO13 8/9
4	PO13 0
5	PO14 1/2/3
6	PO16 0/7/8/9
7	PO8 1/2/3/4
8	PO1 1/4/5 PO2 0/7/8/9, PO3 5/6
9	PO4 0/6/8, PO5 1/2/4
10	PO1 2, PO5 3

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