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GOSPORT RETAIL, LEISURE AND TOURISM STUDY 2019/20

On behalf of

Gosport Borough Council

FINAL REPORT

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EXECUTIVE SUMMARY

1. This Study has been prepared in the context of current and emerging national and development plan policy guidance, as well as other key material considerations; principally the National Planning Policy Framework (NPPF) published in February 2019. The study assessed the need (or 'capacity') for new retail (convenience and comparison goods) floorspace at strategic (borough-wide) and town centre level; and helps inform the likely scale, type, location and potential phasing of new retail, leisure and tourism development over the short (0-5 years i.e. 2024), medium (6-10 years i.e. 2029) and long term (11-17 years i.e. 2036).

2. A 600-interview telephone interview survey was conducted on households across a defined study area, which includes Gosport Borough. The survey identified shopping and leisure shopping patterns, leisure preferences and expenditure flows within the study area. The survey findings have informed the health check assessments for the main study centres, as well as the quantitative ('capacity') and qualitative need assessments for new retail (convenience and comparison goods) floorspace and leisure uses over the plan period. Percentages and monetary values quoted in tables in this report (including Appendix A) are rounded to one decimal place. As a result, there may be instances where values do not appear to add up to sub totals and/or totals, which is due to rounding.

3. It should be stated that this study was finalised during the outbreak of the coronavirus (Covid-19) pandemic in the UK and across the world. The impact on politics, policy, the economy and businesses, including the UK's town centres and high streets, was changing on a day-to-day basis during the peak of the pandemic. The full impacts on the UK's economy, business/investor confidence, commercial property and our town centres will not be realised until after the pandemic has passed and the country returns to more "normal conditions". For now we can speculate that the Government's 'lockdown' measures will hasten the demise of town centre businesses that were already struggling.

4. There is now even greater onus on the diversification of town centres as part of the solution, allowing them to respond quickly to major economic impacts, but also evolving customer and market trends.

PLANNING POLICY AND RETAIL MARKET TRENDS

5. National and local plan policy and guidance seek to maintain and grow the vitality and viability of centres over time by, amongst other measures, directing new investment and development to town centres first and promoting a diverse mix of sustainable uses that meet the needs of all those who live, work, shop and visit centres for a wide range of activities.

6. In terms of retail market trends, forecasts (pre the coronavirus pandemic) at the start of the year indicated that the UK economy will remain on a low growth path in 2020 due to the uncertainty created by the Brexit transition period (which ends in December 2020) and the sluggish global economy.

7. Negative growth in convenience goods spending has had a significant impact on the grocery sector and retailer business models over the last 10-15 years. The growth in non-store retail sales has undoubtedly had the most significant impact on consumer spend and behaviour, and the retail sector over the last decade. As for other centres across the UK, Gosport Town Centre and other centres in the Borough will need to embrace the new dynamics and trends, and build in resilience to adapt to future changes. This will be based, in part, on identifying and building on their unique attractions and competitive positioning where possible and embracing the digital transformation of centres.

8. Gosport Town Centre, while the main retail destination for the Borough is likely to be vulnerable to decline in the retail and leisure market given the current climate for store and restaurant closures and the competition from larger nearby centres in the region, in particular Portsmouth and Southampton.

9. Policy needs to consider how town centres can diversify their offer by looking beyond retail and leisure as a way to secure the future of these centres. This will inevitably result in a move away from high streets as solely retail-led locations to those that offer a wider range of retail, leisure, cultural, heritage, employment, tourist and other amenities/attractions. This transition to more diverse uses that go "beyond retail" will need to be supported by a mix of new homes and apartments on the edge of and/or 'on top of' centres to help boost their 'captive' resident and working catchment populations in the most sustainable and commercially effective way.

RETAIL MARKET SHARE ANALYSIS

10. For convenience goods retailing, the Borough's out of centre foodstores attract a higher share of convenience goods expenditure compared to town centre foodstores. However, market shares for out of centre foodstores have fallen since 2014, whilst market shares for Gosport Town Centre and the District Centres have remained stable.

11. Gosport Town Centre is the main destination for comparison goods shopping in the Borough. However, Borough residents are more likely to visit stores in Fareham and Southampton for comparison goods as a whole. A review of market shares for comparison goods since 2014 shows that comparison goods market share has declined for Gosport Town Centre. Special Forms of Trading or online sales account for over a quarter of the total Borough area comparison goods expenditure, which is considered high.

POPULATION AND EXPENDITURE

12. The 2019 ('base year') population estimates and projections for the study area and zones have been sourced from the Council in respect of Zones 1 to 4, which broadly cover the Gosport Borough area. Two scenarios are examined based on housing delivery rates of 190 and 238 dwellings per annum (dpa).

13. Based on the 190 dpa scenario, the total study area population is projected to increase from 144,760 in 2019 to 148,819 over a ten year period to 2029. This represents a population growth of +4,059 people (+2.8%). In the longer term to 2036, the study area population is projected to grow to 151,089 (+6,329 people/ +4.2%). The higher housing delivery rate of 238 dpa would lead to an overall increase in the study area population of 4,353 (3%) over the period 2019 to 2029 or an increase of +6,477 (+4.3%) between 2019 and 2036.

14. The lower dpa rate is treated as the most likely scenario for housing delivery and serves as the baseline for assessing retail expenditure, retail floorspace capacity and leisure needs.

15. Total retail expenditure (excluding SFT) in the Study Area is forecast to increase by 35.2% (+£293.8m); from £835.4m in 2019 to £1,129.3m by 2036 (2017 prices).

RETAIL CAPACITY ASSESSMENT

16. The Study identifies capacity to support new convenience and comparison goods floorspace over the period 2019 to 2036 across the Borough as a whole and disaggregated for centres within.

17. The NPPF requires that local authorities appropriately plan to meet retail need for a maximum period of ten years. Therefore, this assessment places emphasis on the forecasts identified between 2019 and 2029. Forecasts for retail (and leisure) needs are less reliable beyond a five year period due to fluctuations in the market. Therefore, longer term forecasts should be treated with caution.

18. It has been assumed for the purpose of the capacity assessment that the Borough's retail market is in 'equilibrium' at the base year. In other words, we assume that the existing centres and stores in Gosport Borough are trading in line with appropriate 'benchmark' turnover levels at the base year.

19. The assessment identifies no capacity to support new retail development in the Borough or its centres over the forecast period to 2036. This is a consequence of the following factors:

- Limited population growth to support new convenience and comparison expenditure;
- Limited retained expenditure for comparison goods, due to leakage of expenditure to stronger performing town centre (e.g. Portsmouth, Southampton, and Fareham);
- Allowing for efficiency growth of existing retail floorspace; and
- Deducting forecast turnover for pipeline retail floorspace over the assessment period.

20. However, the absence of economic capacity does not necessarily mean there will be no market demand. Retail operators will ultimately be driven by potential to increase their catchment market share irrespective of forecast capacity indicators.

21. Where the Council are considering the potential for new convenience and comparison retail floorspace then this should be directed to the Borough's existing centres first, with the priority of reoccupying retail accommodation in the prime pitch (i.e. High Street), or as part of new local facilities needed to serve major new housing areas. This will ensure development is directed to the most sustainable and sequentially preferable locations and help to reverse the recent growth in out of centre convenience retail development.

LEISURE NEEDS ASSESSMENT

22. The commercial leisure industry faces considerable challenges and pressures. It is clear that consumers are becoming increasingly selective in terms of where and how they spend their discretionary leisure spending. There will also be a continued increase in at-home activities due to the advances in computers, tablets, television, gaming, and audio technology. The challenge for town centres and leisure operators in the future will therefore be to attract customers away from their homes.

23. Our review of the Borough's commercial leisure sector and offer, and the results of the household survey, indicates that while the Borough provides an adequate range of facilities there is potential to improve the variety of leisure offer. The Borough's proximity to major leisure destination centres such as Portsmouth presents a challenge in supporting the critical mass of customers to support new major commercial leisure attractions in the Borough, such as multi-screen cinema. However, given the popularity of cinema going in the Borough and the lack of facilities highlighted by respondents to the HTIS, there may be potential market demand to support a small multi-screen despite screen capacity analysis suggesting otherwise.

24. The popularity of healthier lifestyles is driving growth in the health and fitness market. From a quantitative assessment there is unlikely to be sufficient growth in the Borough's population to support a new mainstream gym operator. However, there may be demand from the market to

support a local or independent niche operator that can rely on a smaller membership to be a viable business.

25. Investment in small cinema and new food and beverage offer stands out as a key opportunity for promoting the Borough's leisure sector, particularly in Gosport Town Centre which would help to develop the evening time economy. Development of Gosport's waterfront, particularly the bus station site, is an ideal location to provide a cinema and new restaurants overlooking the water.

INVESTMENT IN MARINE LEISURE AND NICHE TOURISM

26. The Study identified a number of opportunities for promoting the Borough's marine leisure and recreation offer, particularly in the context of promoting the tourism industry and supporting commercial development.

27. The findings were informed by face-to-face interviews conducted within the Borough's three main marinas (Gosport Marina, Haslar Marina, and Royal Clarence Marina) to gauge marina user's perceptions of marina facilities and Gosport Town Centre.

28. A review was also carried out of other marinas in the Solent and beyond to identify gaps in the Borough's marine offer and identify best practice, which can help guide future investment in marina and marine related facilities.

29. The findings for Royal Clarence Marina indicate a gap in commercial provision, particularly when compared to responses from Haslar Marina, which provides on-site commercial uses. Whilst Royal Clarence Marina benefits from an adjacent mixed use scheme, many existing commercial uses on the waterfront remain vacant. The units offer considerable potential to promote Royal Clarence Yard as a year-round food and beverage quarter that appeals to marina users, other visitors and residents.

30. A unique selling point for all of Gosport's marinas is that their position in Portsmouth Harbour results in a shorter sailing distance to the Solent compared to other marinas in the harbour. The challenge for Gosport's marinas is the ability to compete with other marinas on the South coast, which offer a better range of marina services and commercial offer that meets visitor expectations.

31. Key areas for investment:

- Promote existing and new commercial uses to enhance the attractiveness of the Borough's marinas to new boat visitors and improve their competitive position against other marinas on the south coast. For Haslar Marina and Royal Clarence Marina, there are opportunities to promote commercial uses adjacent or nearby. In the case of Gosport Marina, the redevelopment of waterfront sites (e.g. bus station) could support quayside commercial leisure uses.
- Promote stronger links to Gosport Town Centre to encourage longer dwell times and expenditure in the town centre. However, this would be subject to investing in the town centre's retail and leisure offer in order to attract spend.
- Promote opportunities to revitalise Royal Clarence Marina and bring forward the development of underused sites. Royal Clarence Yard has the potential to become a leisure destination in its own right. Providing meanwhile uses and public events should be considered which would help generate footfall and promote greater public awareness of the area.

TOURISM

32. The Borough offers particularly unique tourist attractions, many of which have evolved from the Borough's naval heritage and the natural environment. Explosion! The Museum of Naval Firepower and the Royal Navy Submarine Museum are particularly popular attractions. These attractions along with others are very unique and offer a different experience for visitors. It is noted that the Borough's key attractions are relatively dispersed and while a number of attractions are linked by a walking trail, there is likely to be a reliance on private car travel for visitors seeking to take in a variety of attractions and venues on a day visit.

33. Following an overview of the Borough's visitor attractions and visitor accommodation provision the following potential areas of improvement have been identified:

- Alver Valley Country Park - explore the potential to provide an outdoor visitor attraction that is sympathetic to the surrounding area and would have minimal impact on the environment, such as an aerial adventure park.
- Tourist bus that connects key attractions in the Borough – either a standalone service or work with local bus operators to incorporate key attractions along existing routes.
- Promote stronger links with visitors to Portsmouth Harbour – marketing strategy that promotes greater awareness of visitor attractions in Gosport. A strategy could explore marketing exercises that target visitors to Gunwharf Quays and those arriving at Portsmouth Harbour station.
- Hotel strategy to identify demand for new investment for mid-price hotels which are not represented.
- Opportunities to enhance heritage tourism through the development of Ministry of Defence (MoD) sites – Fort Blockhouse is ideally situated to support a high quality tourist complex that could offer direct boat links to/from Portsmouth Harbour.

34. In respect to niche tourism opportunities, the Council should consider the preparation of a visitor strategy that explores in more detail the potential to develop the Borough's visitor offer, including the potential to repurpose Fort Blockhouse and Fort Brockhurst for visitor and leisure uses. The Council should also consider the potential to bring all attractions within one site and building which would become a major focal point for the Borough's naval heritage and create the critical mass of attractions along with visitor experiences and customer services (e.g. cafes/restaurant/ event space) that would bring in more visitors. In the short term, a national market strategy would help to raise the profile of the Borough's existing niche leisure assets.

ACCOMMODATING NEW TOWN CENTRE USES AND TOURISM DEVELOPMENT

35. A high level assessment was carried out on 11 development areas across the Borough, including key sites in the Gosport Waterfront and Town Centre SPD area, and a number of former and existing Ministry of Defence and Ministry of Justice sites.

36. The following provides an overview of the recommended uses for the assessed sites:

- Within **Gosport Town Centre**, residential uses should be encouraged on all sites, which would help generate more expenditure for the town centre. The bus station site has the best potential to come forward in the short term. The site could support new commercial leisure uses at ground floor level, such as cinema and restaurant uses. The waterfront setting would appeal to visitors and residents and could help retain leisure expenditure lost to Portsmouth. In addition, the lorry park site presents a potential opportunity to provide a residential-led mixed use scheme that caters to commercial leisure uses at ground floor, particularly serving A3/A4 uses.

These units may prove attractive to the market and customers, particularly visitors to Gosport Marina.

- For **Royal Clarence Yard and Marina**, planned events would help to generate footfall to the area and establish the location as a destination. Opportunities to promote under-used sites on the waterfront to support marine industries could help to promote day time footfall and support existing businesses.
- There may be market opportunities to support new leisure uses at **Gosport Leisure Park**, particularly leisure uses that require larger land take/ larger units, such as additional indoor active leisure uses (e.g. pitch and putt, climbing wall, etc.).
- There is potential to promote visitor and tourism facilities as part of the redevelopment or repurposing of **Fort Brockhurst**.
- **Browndown**, this could include camping ground and facilitating further use of the area for water-based activities.
- Outdoor activities, such as the potential for a tree-top or woodland adventure centre and low impact commercial uses could be suitable for the **Alver Valley Country Park** subject to having no harmful impact on the site's ecological value.
- Of the MoD sites reviewed, **Fort Blockhouse** has the greatest potential for redevelopment. The site could support a mix of uses, with a particularl focus on leisure and visitor uses including a hotel and heritage attractions. A leisure led scheme could potentially support a small marina subject to meeting operator requirements.
- **HMS Sultan** has significant development opportunity particularly for residential and employment uses. There may be an opportunity for supporting leisure provision on site.
- The **Gunboat Sheds** site is likely to be most attractive to the market for employment and housing development. The site presents an opportunity to bring forward marine related industries. Housing may be limited given some of the constraints on the site.
- Development plans for **Priddy's Hard** and **Daedalus** are largely in place. Residential uses are currently being built out at Priddy's Hard. The Daedalus site is an employment led mixed use site with land and premises available for B1/B2 uses as well as the scope for leisure uses at the Seaplane Square area which fronts onto the seafront. Residential development is also under construction at Daedalus, which will also include a small amount of commercial uses to support the new local population.

POLICY RECOMMENDATIONS AND TOWN CENTRE STRATEGIES

37. The study provided high-level advice on how the Council can effectively plan for, manage and promote the vitality and viability of the Borough's centres and opportunities to promote the tourist and marine economies over the development plan period.

38. The study reviewed the Council's current policy on assessing the impact of proposals for town centre uses that are not within a defined town centre. In such cases, we consider that the impact test should be demonstrated on proposals that involve 350 sqm or more of new retail floorspace. This will ensure that proposals for smaller stores and applications to incrementally expand existing edge and out of centre retail offer are appropriately assessed in terms of their potential impact on existing centres.

39. Relatively minor changes to town centre boundaries and Primary Shopping Areas are recommended. For Gosport, the town centre boundary could be extended to include the Aldi store on Mumby Road. The store's proximity to the existing PSA is likely to generate linked trips to other

businesses in the town centre. The site's inclusion in the town centre boundary would provide policy protection against any further out of centre development for convenience retail.

TOWN CENTRE STRATEGY

40. The study provided high-level advice on how the Council can effectively plan for, manage and promote the vitality and viability of the Borough's main centres and opportunities to promote the town centre economies over the development plan period.

Gosport Town Centre

41. With no forecast economic capacity for new retail floorspace and no evidence of market demand, we advise that the potential should be explored to relax policy on non-Class A1 uses within the PSA.The impact of Covid-19 and how to respond to it will be a key challenge in the short term however there are significant opportunities for the Town Centre to diversify and evolve.

42. The leisure 'gap' analysis and primary information obtained from market research have also identified the need for more commercial leisure provision, including better quality restaurants. There is also the potential to attract a small cinema operator which along with new restaurant provision would enhance the town's evening/night-time economy and centre's attractiveness to visitors.

43. The Council should focus investment on projects that increase the local residential and employment base, and increase the number of visitors to the town for both day-trips and extended visits.

44. In our judgement, one of the most high profile redevelopment opportunities in the town centre is focussed on and around the bus station and ferry terminal, subject to land assembly and relocation/consolidation of the bus station.

45. Aside from the redevelopment of the bus station site, there is a general need to improve the town centre's overall environmental quality and public realm. This will help create a more attractive destination for all those that shop, live and work in the town.

46. To help fund and deliver change over the short, medium and long term, Section 106 agreements linked to future planning permissions on opportunity sites should be used to provide financial support for public realm improvements.

Stoke Road District Centre

47. The focus over the plan period should be on retaining, consolidating and promoting the centre's retail and leisure offer. Related to this, whilst there are some restaurants and evening time uses, it is considered that the range could be expanded subject to market interest and demand.

48. Vacancies are a cause for concern and should be closely monitored. This could be addressed by reviewing the PSA and allowing for more flexible uses, with active frontages, on a case-by-case basis.

49. A key priority for the centre is the need to improve shop frontages, particularly frontages east of Waitrose. The vacant Royal Arms public house presents an opportunity to create an attractive heritage feature for the town centre and the Council should explore opportunities to repurpose the unit.

50. More pedestrian crossing points and/or traffic calming measures are needed to improve connectivity between businesses on either side of Stoke Road.

Lee-on-the-Solent District Centre

51. The centre benefits from a good mix of uses and like Stoke Road, is mostly supported by independent businesses. There are limited evening time uses in the District Centre. We advise that the promotion of, and investment in new food and beverage uses should be a target over the plan period. The only physical constraints on the District Centre are the lack of sites that could allow it to expand and the identified pressures on car parking.

52. Opportunities to promote a monthly or more regular market in the district centre should be explored.

53. The centre is likely to experience increased demand for services from future residents at Daedalus. Safe walking and cycling routes should therefore be promoted between the two locations to minimise any further demand on parking in the centre.

1. INTRODUCTION

1.1 Lambert Smith Hampton (LSH) was commissioned by Gosport Borough Council ('the Council') to prepare this Retail, Leisure and Tourism Study to help inform both plan-making and development management decisions for the Borough. The findings of the study will specifically provide the robust evidence base required to help inform sound and deliverable Local Plan policies for Main Town Centre Uses as defined in Annex 2 of the NPPF.

1.2 Specifically, the study will assess the need (or 'capacity') for new retail (convenience and comparison goods) floorspace at strategic (borough-wide) and town centre level; and help inform the likely scale, type, location and potential phasing of new retail, leisure and tourism development over the short (0-5 years i.e. 2024), medium (6-10 years i.e. 2029) and long term (11-17 years i.e. 2036).

1.3 The Study has been prepared in the context of current and emerging national and development plan policy guidance, as well as other key material considerations; principally the National Planning Policy Framework (NPPF) published in February 2019. Where relevant the study also draws on advice set out in the National Planning Practice Guidance (PPG), updated in July 2019, which places significant weight on the development of positive plan-led visions and strategies to help ensure the vitality of town centres. The sequential and impact 'tests' are also critical to both plan-making and decision-taking at the local level.

1.4 A study/catchment area has been defined for the purpose of this study, which principally covers the Gosport Borough Council area, but also extends to include parts of neighbouring Fareham Borough to reflect broader shopping and leisure patterns (**Appendix 1**). The study area has been divided into six zones that broadly reflect the population distribution and local catchments for centres within. The defined study area and zones provide the framework for the new telephone interview survey of some 600 households conducted by NEMS Market Research (NEMS).

1.5 The survey provides the most up-to-date and robust evidence on shopping patterns, leisure preferences and expenditure flows within the study area. The survey findings have also informed the health check assessments for the main study centres, as well as the quantitative ('capacity') and qualitative need assessments for new retail (convenience and comparison goods) floorspace and leisure uses over the plan period.

1.6 For ease of reference this report is structured as follows:

- **Section 2** reviews the national and local planning policy context material to retail planning and town centres.
- **Section 3** highlights some of the key trends that are driving the dynamic changes in the retail and leisure sectors at the national and local level, and how this has shaped (and is likely to shape) the UK's urban and retail landscape.
- **Section 4** sets out the results of the market share analysis for convenience and comparison goods shopping and leisure use across the study area based on the household telephone interview survey (HTIS). The more detailed market share tabulations for convenience and comparison goods (including Special Forms of Trading) are provided in Appendix 3 and 4 respectively. The full weighted results of the HTIS are provided in Appendix 12.
- **Section 5** details the findings of the health checks for Gosport Town Centre; Stoke Road and Lee-on-the-Solent district centres; and a retail audit of neighbourhood centres. This section also considers the findings of an in-centre survey for Gosport Town Centre.

- **Section 6** sets out the key assumptions and outputs of LSH's in-house **CREAT**^{e} economic capacity model. This includes the forecast population and expenditure available in the Study Area (Appendix 5); the convenience (Appendix 6) and comparison (Appendix 7) turnovers of all existing centres/stores; and the forecast trading characteristics of all known committed retail floorspace at the time of preparing this assessment. It also presents the detailed Borough-wide and centre capacity forecasts for both convenience (Appendix 8a and 8b) and comparison goods (Appendix 9a and 9b).
- **Section 7** sets out the findings of the commercial leisure 'gap' assessment. This looks at the main leisure uses, and provides a high level review of the need for new food and beverage uses, cinema and gyms based on the health checks, and market research evidence.
- **Section 8** details the findings of a high level assessment of the Borough's tourism offer, with a particularl focus on tourism accommodation, marine leisure and opportunities to develop a niche leisure offer for the Borough. The assessment is informed by the results of face to face visitor surveys conducted at the Borough's key marinas and Gosport Town Centre. The survey results are provided in Appendix 13.
- **Section 9** sets out the findings of a sites' assessment to help identify where forecast need for new town centre uses could be accommodated and opportunities to support tourism investment. An individual assessment of each site is provided in Appendix 11.
- **Section 10** draws on the previous sections of the Study. It summaries the relative health, role and function of the Council's main centres; and provides the key policy recommendations in respect to retail, leisure, town centre and tourism uses.

1.7 When considering and assessing the findings of this retail and leisure assessment it is important to understand at the outset that capacity forecasts beyond a five year (short-term) time period should be interpreted with caution as they are subject to increasing margins of error.

1.8 We therefore advise that although this updated study provides the robust evidence base required to help inform plan-making, site allocations and the determination of planning applications at the local level, the forecasts should be updated regularly to take into account any impact on shopping and leisure patterns from Covid-19. Even in the absence of Covid-19 we would advise that the Council update this evidence base to take account of any significant new retail development at the local level; changes in the retail expenditure and population growth forecasts over time; as well as any potential impacts arising from other key trends in the retail and leisure sectors (such as the growth in internet shopping) and commercial leisure sectors. For example, a significant growth in the market share of on-line internet shopping above current forecasts will substantially reduce the capacity for new 'physical' retail floorspace over the plan period, as well as the market demand from retailers for representation in town centres.

1.9 Furthermore, it should be stated that this study was finalised during the outbreak of the coronavirus (Covid-19) pandemic in the UK and across the world. The Government's containment response resulted in the 'lockdown' of social activity and the closure of non-essential town centre businesses. This was having an unprecedented impact on the way the nation lives, shops, works and carries out a range of activities at the time. The impact on politics, policy, the economy and businesses, including the UK's town centres and high streets, was changing on a day-to-day basis during the peak of the pandemic. The full impacts on the UK's economy, business/investor confidence, commercial property and our town centres will not be realised until after the pandemic has passed and the country returns to more "normal conditions". This places even greater impetus on the need to review and refresh this study at an appropriate time within the next two years to better understand the impacts on the Borough's economy, its town centres and household shopping and leisure patterns.

2. PLANNING POLICY OVERVIEW

2.1 This section provides a high level overview of the relevant national and local development planning policy pertaining to retail and town centre uses, along with other material considerations.

NATIONAL PLANNING POLICY FRAMEWORK (NPPF) (2019)

2.2 The revised NPPF was published in February 2019 and supersedes the policies in the July 2018 update and original 2012 Framework. The NPPF guides planning policies for England and how these are expected to be applied. The NPPF must be taken into account in the preparation of Local Plans and Neighbourhood Plans. Much of the most recent changes to the original 2012 NPPF were incorporated in the July 2018 NPPF particularly in terms of reinforcing the importance of up-to-date plans and strengthening local decision making. The presumption in favour of sustainable development remains a key objective for both plan-making and decision-taking (paragraph 10) which has followed through the 2018 and 2019 iterations of the NPPF and is set out in **Chapter 2 'Achieving Sustainable Development'**.

2.3 Paragraph 11 of the NPPF sets out the Government's view of what sustainable development means in practice for both plan-making and decision-taking at the local level. For plan-making the Framework states that "plans should positively seek opportunities to meet the development needs of their area, and be sufficiently flexible to adapt to rapid change" (paragraph 11a). Local Plans should meet objectively assessed needs, as well as any needs that cannot be met within neighbouring areas, unless:

- There are polices in the Framework that protect areas or assets, thereby requiring a restriction in overall scale, type or distribution of development in a plan area;
- Or any adverse impacts of doing so would significantly and demonstrably outweigh the benefits.

2.4 For decision taking the Framework places the onus on local authorities to approve development proposals without delay where they accord with an up-to-date development plan. Where development plan policy is silent or policies are out-of-date, permission should be granted unless there is a clear reason for refusal where policies in the Framework that protect areas or assets of particular importance apply, or any adverse impact of doing so would significantly and demonstrably outweigh the benefits, when assessed against the policies in the Framework taken as a whole.

2.5 ***Chapter 3 'Plan-Making'*** of the Framework provides guidance to local authorities on preparing local plans. Turning to guidance on strategic policies, paragraph 20 states that policies should set out an overall strategy for the pattern, scale and quality of development. To achieve this, they should make sufficient provision for: housing, employment, retail, leisure and other commercial development; and the provision of infrastructure, and community facilities. Local Plans should plan positively for the development and infrastructure required over a minimum 15 year period (except in relation to town centre development). Consideration should also be given to protecting and enhancing the natural, built and historic environment, including landscapes and green infrastructure, as well as measures to address climate change. Local authorities are expected to plan for and allocate sufficient sites to meet needs over the plan period (paragraph 23). The revised Framework requires a shorter ten year time horizon for allocating sites to meet the forecast needs for new retail, leisure, office and other main town centre uses.

2.6 The Framework promotes the importance of the 'duty to co-operate' with neighbouring authorities on strategic matters that cross administrative boundaries (paragraph 24 and 25). Local authorities will be required to demonstrate effective co-operation on cross-boundary issues by way of statements of common ground.

2.7 Finally, in preparing development plans, paragraph 31 of the Framework states that "policies should be underpinned by relevant and up-to-date evidence." To ensure the local plans and spatial strategies are relevant they should be reviewed at least once every five years and updated as necessary (paragraph 33).

2.8 ***Chapter 7 'Ensuring the vitality of town centres'*** provides guidance on plan-making and decision-taking for retail and other town centre uses. Paragraph 85 sets out criteria that Local Planning Authorities should consider when preparing planning policies. These include:

- Defining a network and hierarchy of town centres.
- Defining town centre boundaries and Primary Shopping Areas.
- Retaining and enhancing existing markets and the potential to create new markets.
- Meeting anticipated needs for town centre uses over a 10 year period by way of identifying suitable town centre sites.
- Where suitable town centre sites are not available, identifying suitable edge of centre or other locations subject to their connectivity and accessibility to the town centre.
- Recognise that residential development often plays an important role in ensuring the vitality of centres and encourage residential development on appropriate sites.

2.9 Paragraphs 86-90 specifically set out the revised policy wording with regard to the sequential and impact tests for retail, leisure and main town centres that are neither in an existing centre, nor in accordance with an up-to-date development plan.

2.10 When assessing and determining applications for main town centre uses that are not in an existing centre and not in accordance with an up-to-date Local Plan, the Framework requires that LPAs should:

- Apply a sequential test, which requires applications for main town centre uses to be located in town centres first, then in edge-of-centre locations and only consider out-of-centre locations if suitable sequentially more preferable sites are not available within a reasonable period (paragraph 86).
- When considering edge and out of centre proposals, *'…preference should be given to accessible sites that are well connected to the town centre'* (paragraph 87). Applicants and LPAs should demonstrate flexibility on issues such as format and scale (paragraph 88).
- Require an impact assessment if the development is over a proportionate, locally set floorspace threshold (if there is no locally set threshold, the default threshold is 2,500 sqm). This should include assessment of the impact of the proposal on existing, committed and planned public and private investment in a centre or centres in the catchment area of the proposal; and on town centre vitality and viability, including local consumer choice and trade in the town centre and wider retail catchment area.

2.11 The NPPF (paragraph 90) states that where an application fails to satisfy the sequential test or is likely to have significant adverse impact on one or more of the above factors, it should be refused.

NATIONAL PLANNING PRACTICE GUIDANCE (PPG) (2019)

2.12 This study also draws on advice set out in the Planning Practice Guidance (PPG) on 'Town Centres and Retail', which was updated in July 2019. The PPG has streamlined and replaced the advice previously set out in the PPS4 Practice Guidance on Need, Impact and the Sequential Approach. The revised PPG still places significant weight on the development of positive plan-led visions and strategies for town centres, and thus retains the key sequential and 'impact tests'. Of relevance to this Study the PPG (para 004) states that the assessment of the potential for centres to accommodate new development and different types of development should cover a five year period to take account of uncertainties in forecasting long-term retail trends, but should 'also take the lifetime of the Local Plan into account and be regularly reviewed'.

2.13 The PPG provides advice to local authorities on the preparation of development plans and town centre strategies.

2.14 In terms of what a town centre strategy should contain, the PPG advises that local authorities consider (004 Reference ID: 2b-004-20190722):

- The realistic role, function and hierarchy of town centres over the plan period;
- The vision for the future of each town centre, including the most appropriate mix of uses;
- The ability of the town centre to accommodate the scale of assessed need for main town centre uses, and associated need for expansion, consolidation, restructuring or to enable new development or the redevelopment of under-utilised space;
- How existing land can be used more effectively;
- Opportunities for improvements to the accessibility and wider quality of town centre locations;
- What complementary strategies are necessary or appropriate to enhance the town centre;
- The role that different stakeholders can play in delivering the vision;
- Appropriate policies to address environmental issues facing town centres.

2.15 Regarding "what if future development needs cannot be accommodated in the town centre"; planning authorities should plan positively to identify the most appropriate alternative strategy for meeting the identified need for these main town centre uses, having regard to the sequential and impact tests (Paragraph: 005 Reference ID: 2b-005-20190722). In applying the sequential test for plan making local authorities are expected to consider the following checklist (Paragraph: 010 Reference ID: 2b-010-20190722):

- Has the need for main town centre uses been assessed?
- Can the identified need for main town centre uses be accommodated on town centre sites?
- If the additional main town centre uses required cannot be accommodated on town centre sites, what are the next sequentially preferable sites that they can be accommodated on?

2.16 The recent update to the PPG revises guidance on town centres. The most notable revisions relate to the recommended Key Performance Indicators (KPIs) for assessing the 'health' of town centres. In addition to the KPIs identified in the 2014 PPG, the 2019 update includes a number of additional KPIs for consideration including: how accessibility for people with mobility impairments or health conditions are catered for, understanding the balance between independent and multiple stores; evidence of barriers to new businesses opening or existing businesses expanding; and reviewing opening hours and the extent to which an evening and night time economy is supported.

2.17 Guidance is also provided on planning permission for permitted development and change of use in town centre uses, and where it may be appropriate to use permitted development rights to support flexibility in town centres.

LOCAL PLANNING CONTEXT

2.18 The extant development plan policies, guidance and evidence base documents that are particularly relevant to town centres and retail planning for Gosport Borough consist of the following documents:

- Gosport Borough Local Plan (2011-2029)
- Gosport Waterfront and Town Centre Supplementary Planning Document (2018)
- Daedalus Supplementary Planning Document (2011)

2.19 We briefly review these documents below.

Gosport Borough Local Plan 2011-2029 (adopted October 2015)

2.20 The Gosport Local Plan sets out the Councils planning strategy for the Borough over the period from 2011 to 2029. It identifies key proposals, allocates land for development and sets out detailed policies which the Borough Council will use to determine planning applications.

2.21 The Local Plan objectives include the following:

- Regenerating Gosport through the delivery of high quality sites;
- Enhancing sense of place;
- Delivering a prosperous economy;
- Improving transport and accessibility;
- Creating quality neighbourhoods;
- Creating a sustainable environment.

2.22 The Gosport Borough Local Plan promotes four major Regeneration Areas which will be the focus for new development on brownfield sites. These are:

- Gosport Waterfront and Town Centre (Policy LP4);
- Daedalus (Policy LP5);
- Haslar Peninsula (Policy LP6); and
- Rowner (Policy LP7).

2.23 There are separate Supplementary Planning Documents (SPDs) on the Gosport Waterfront and Town Centre Regeneration Area and the Daedalus Regeneration Area, which are discussed later in this review.

2.24 The Local Plan includes specific policies relating to the development of town centre uses, which are summarised in the following paragraphs.

2.25 **Policy LP27 (Principal, District and Neighbourhood Centres)** defines the retail hierarchy for the Borough's network of centres, which reflects the size of individual centres and the range of goods and services provided in each centre.

Table 2.1: Hierarchy of Key Centres

Principal Centre:	Gosport Town Centre		
District Centres:	Lee-on-the-Solent	Stoke Road	
Neighbourhood Centres:	Alver Village	Dartmouth Court, Priddy's Hard	Portsmouth Road, Lee
	Alverstoke Village	Elson Road	Queens Parade
	Antice Court, Twyford Drive	Forton Road/ Bedford Street	Rowner Lane
	Beauchamp Avenue	Forton Road/ Parham Road	Rowner Road
	Brewers Lane	Forton Road/ The Crossways	St Nicholas Avenue
	Brockhurst Road	Gregson Avenue	Tukes Avenue
	Bury Cross	Nobes Avenue	
	Carisbrooke Road	Palmyra Road	

2.26 Under Policy LP27 there will be a particular onus on promoting new town centre development within Gosport Town Centre, which serves as the Principal Centre for the Borough. The two District Centres are highlighted as being distinct from each other and serving their respective local communities. For the Borough's 22 Neighbourhood Centres, the Local Plan aims to maintain the vitality and viability of these centres to ensure they continue to meet the day to day needs of their local population.

2.27 **Policy LP28 (Uses within centres)** confirms that only certain uses will be permitted within centres which include the following;

- Within the frontages of the Principal, District and Neighbourhood centres, planning permission will be granted for A1 and A2 uses.
- Within the Primary Frontage of the Principal and District Centres planning permission will be granted for A3, A4, A5, C1,D1 and D2 uses as well as other appropriate town centre uses provided that these do not either individually or cumulatively exceed 33% of the total frontage.
- Within the Secondary Frontage of the Stoke Road District Centre planning permission will be granted for A3, A4, A5, C1, D1 and D2 uses as well as other appropriate town centre uses provided that these uses do not either individually or cumulatively exceed 50% of the total frontage.
- Within the Frontages of the Neighbourhood Centres planning permission will be granted for A3, A4, A5 and D1 uses as well as other appropriate town centre uses provided that these do not either individually or cumulatively exceed 50% of the total frontage.

2.28 **Policy LP29 (Proposals for retail and other town centre uses outside of centres)** seeks to ensure that new development proposals for retail development (outside of a centre) meet the sequential test and impact assessment in accordance with the latest Government guidance. The Council recognises there may be circumstances where new retail development is considered. However, permission is likely to be refused where an application fails to satisfy the sequential test or are likely to have an adverse impact on the vitality and viability of a centre.

2.29 **Policy LP30 (Local shops outside of defined centres)** sets out that planning permission will be permitted for change of use applications from A1 shops, provided that the shop is vacant and that there have been reasonable attempts to let/sell for retail use. This is in relation to shops that are located outside of the Principal, District and Neighbourhood centres.

2.30 **Policy LP31 (Commercial frontages outside of defined centres)** sets out the requirements in commercial frontages. It stipulates that changes of use from Classes A1, A2, A3, A4, A5, B1a, C1 and other leisure uses 'will only be permitted provided that there have been reasonable attempts to let/sell the property for a commercial use'. The Council are seeking to protect commercial led frontages due to their economic importance and only considers change of use applications that include the length of marketing period, the level and type of interest as well as the pricing details.

2.31 The Local Plan also promotes the importance of tourism, which is a key industry for the Borough. Under **Policy LP18 (Tourism)** the Council will resist the loss of tourist accommodation unless the applicant can demonstrate that the use is no longer viable in this location and that there have been reasonable attempts to let/sell the property for tourist accommodation. The Council supports proposals that develop the tourism sector as it is a growing sector for the Borough. The latest information at 2016 shows almost 1.8 million visitors a year, spending almost £84.2 million and sustaining over 1,735 jobs.

Gosport Waterfront and Town Centre Supplementary Planning Document (2018)

2.32 This Supplementary Planning Document (SPD) includes a detailed consideration of development opportunities and potential public realm opportunities within the Gosport Waterfront and Town Centre. It identifies a number of sites that could be developed and sets out the vision for the catchment area.

2.33 The Local Plan identifies the Gosport Waterfront and Town Centre as a Regeneration Area (Policy LP3) with a specific policy relating to this area in Policy LP4. It sets out key development principles and proposes the following:

- 33,000 sqm (gross) of employment floorspace (B uses);
- Approximately 6,500 sqm of retail (A1) (net additional) and additional floorspace for other town centre uses (A2-A5);
- A range of community and leisure uses (D1 and D2);
- 700-900 dwellings;
- A new transport interchange; and
- Enhanced public realm.

2.34 The SPD area also includes Royal Clarence Yard, which Policy LP9D of the Gosport Local Plan notes as being an appropriate location for 105 dwellings. The SPD also includes a number of key themes and objectives which are set out below;

- Creating an attractive townscape and public realm;
- Creating new employment opportunities;
- Enhancing the shopping and leisure experience;
- Providing new homes;
- Improving accessibility;
- Improving open space and green infrastructure provision;
- Managing flood risk;
- Providing appropriate infrastructure;
- Creating a healthier town.

Daedalus Supplementary Planning Document (2011)

2.35 Since its closure in 1996, the former Naval base at Daedalus has been under-utilised and was declared surplus to requirements by the Ministry of Defence in 2004. As such, in August 2011, the Government announced that the Daedalus site will be an Enterprise Zone. The Daedalus SPD sets out the potential scale and mix of future proposals for the Daedalus site within Gosport Borough. Part of the Daedalus site is situated within a Conservation Area. The Daedalus Conservation Area Appraisal (2007) provides a guide to the buildings and features that make a special contribution to the character of the area.

2.36 The SPD aims for Daedalus to be an employment-led mixed use site and notes that it is important to provide a mix of uses in order to create a greater feeling of safety and sense of place.

2.37 Daedalus forms part of the Solent Enterprise Zone, which is sponsored by the Solent Local Enterprise Partnership. It has led to a number of key development opportunities coming forward on the site, including two business parks (Daedalus Park and Faraday Business Park), an advanced engineering college (Centre of Excellence for Advanced Manufacturing Skills Training), and the Fareham Innovation Centre, which provides office and workshop accommodation. Future proposals include a new 22,000 sqm business park (Swordfish Business Park) and regeneration of the waterfront area. There are also investment opportunities to develop 20 acres for mixed use development, particularly for hotel, leisure, or retirement uses.

Gosport Borough Local Plan 2036

2.38 The Council has now begun to revise the Adopted Gosport Borough Local Plan 2011-2029 in order to take into account changes in Government policy, such as the new National Planning Policy Framework. It is anticipated that the new Gosport Borough Local Plan 2036 will be submitted to the Secretary of State in 2021 with adoption anticipated in early 2022. During the plan-making process the Council will consult a wide range of different people and organisations, including local residents; local businesses; and community groups and voluntary organisations.

2.39 Once adopted, the new Local Plan will supersede the current Gosport Borough Local Plan 2011 – 2029. The findings of this study will help to inform retail and town centre policies for the new local plan, and whether there is a need to allocate new sites to support town centre uses.

SUMMARY

2.40 In summary, the underlying objective of both the NPPF and Local Plan policy is to maintain and enhance the vitality and viability of town centres, and to promote new sustainable development and economic growth in town centre locations 'first'. This policy objective is crucial as town centres are facing increasing economic challenges associated with alternative forms of retailing; in particular online shopping (discussed further in Section 3).

2.41 Notwithstanding the town centre first policy, this does not rule out edge-of-centre development where identified needs cannot be met in existing PSAs. Indeed, the NPPF (paragraph 23) encourages local planning authorities to assess the potential to expand town centres to ensure a sufficient supply of suitable sites. If edge of centre sites cannot be identified to meet the identified needs 'in full', then local planning authorities are required by the NPPF to set policies for meeting the identified needs in other accessible locations that are well connected to the town centre, subject to an assessment of the impact of any proposed retail and town centre uses on the vitality and viability of existing centres.

3. NATIONAL RETAIL AND TOWN CENTRE TRENDS

3.1 This section summarises some of the key trends that have fuelled the changes in the retail sector over the last 10-15 years, and the impact of these trends on the vitality and viability of the UK's town centres and high streets. It provides a commentary on the impact of the underlying economy and the growth of internet ('multi-channel') retailing on consumer spending, retail development and retailers' business strategies. Drawing on the latest research it also describes how these trends may continue to shape changes in the future, and whether and how town centres can respond to help maintain and enhance their overall attraction, performance and health.

ECONOMIC OUTLOOK

3.2 The UK economy has been characterised by a low growth trajectory over the last 18-24 months. Figures provided by the Office for National Statistics (ONS) show that UK GDP increased by +0.3% (quarter-on-quarter) in the third quarter (Q3) of 2019. This represented a +1% year-on-year increase since 2018 (Q3) and was the weakest growth recorded since 2010 (Q1).

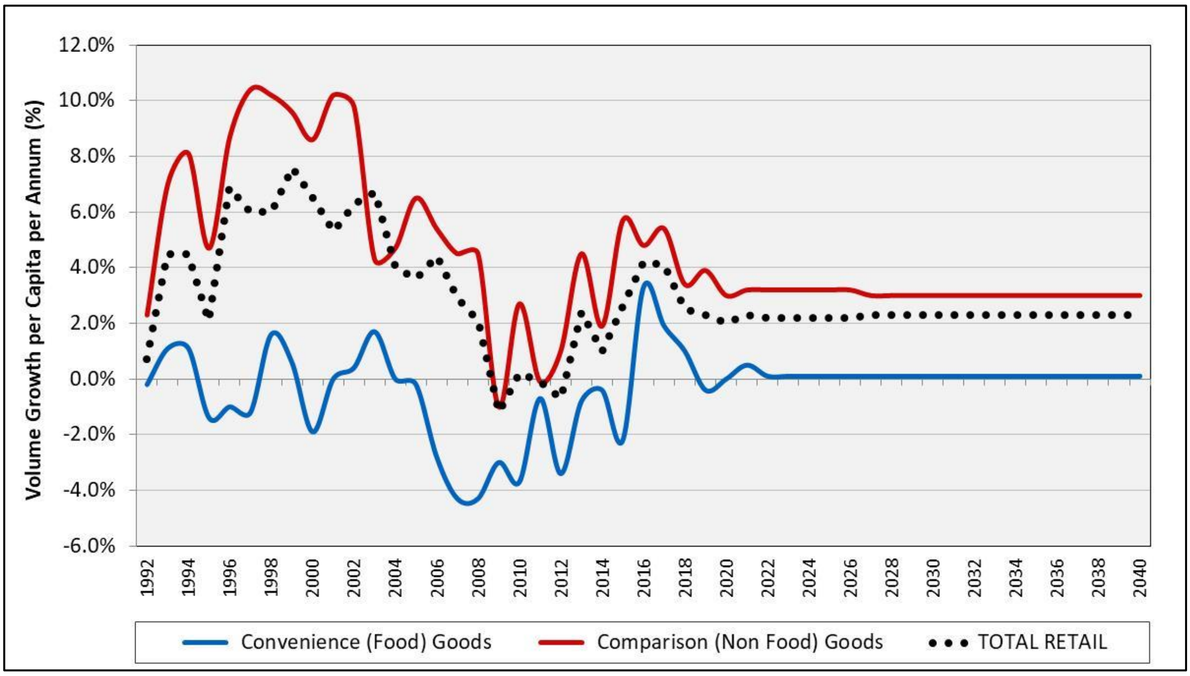
3.3 Forecasts (pre the coronavirus pandemic) at the start of the year indicated that the UK economy will remain on a low growth path in 2020 due to the uncertainty created by the Brexit transition period (which ends in December 2020) and the sluggish global economy. The forecasts provided by Experian Business Strategies (Experian) as set out in their latest Retail Planner Briefing Note 17 ('RPBN') published in February 2020 do not take account of the potential impact of coronavirus on the economy, but they nevertheless predict low GDP growth of between +1% to +1.5% in 2020 and 2021 respectively. This compares with average annual GDP growth of around 2% over the period 2010 to 2018. Experian forecast higher average growth of circa 1.8% per annum over the medium term, between 2022 and 2026, but this is still below previous trends.

3.4 Consumer spending has been a key driver of economic growth since the EU referendum in June 2016, although there have been increasing signs that growth is starting to "soften". Figures show that household spending slowed to an eight-year low (+1.2%) in 2019 due principally to the impact of Brexit on consumer confidence. Notwithstanding robust labour market conditions in 2019 (including the creation of 300,000 jobs), income growth averaged just 1%. Forecasts show that real income growth will average +1.3% in 2020 and consumer spending growth will remain below +1.5% on average. Over the medium term (between 2022 and 2026), Experian forecast consumer spending growth will average around +1.8% per annum.

3.5 Retail sales volumes grew by +3% in 2019, which was the weakest performance since 2014. There was a marked slowdown in growth during the year, which reflected low consumer confidence and sluggish incomes. The most significant impact on retail sales has been on department store operators and household goods retailers. Demand for household goods has suffered as the housing market remained in the doldrums for a second year. In contrast, sales from predominantly online retailers picked up momentum with a +15% growth for 2019, up from +10% in 2018. Overall the prospects for retail sales growth remain subdued, as the economic recovery is not yet assured and any increase in household incomes will be modest in 2020 (for the reasons mentioned above). As a result, Experian forecast that retail sales growth will continue at a sluggish rate of around +2.5% in 2020 and 2021. Any short term growth will be further impacted by the "fall out" from the coronavirus pandemic. Over the medium term (2022 to 2026) Experian forecast slightly higher average annual growth of +2.7% per annum.

3.6 As the figure below shows, these economic trends are reflected by the year-on-year actual growth in retail (convenience and comparison goods) spending per head between 1992 and 2019, and the forecast growth for the period 2020 to 2040.

Figure 3.1: Forecast year-on-year growth in retail expenditure per capita



Source: Experian Retail Planner Briefing Note 17 (February 2020). Figures 1a and 1b

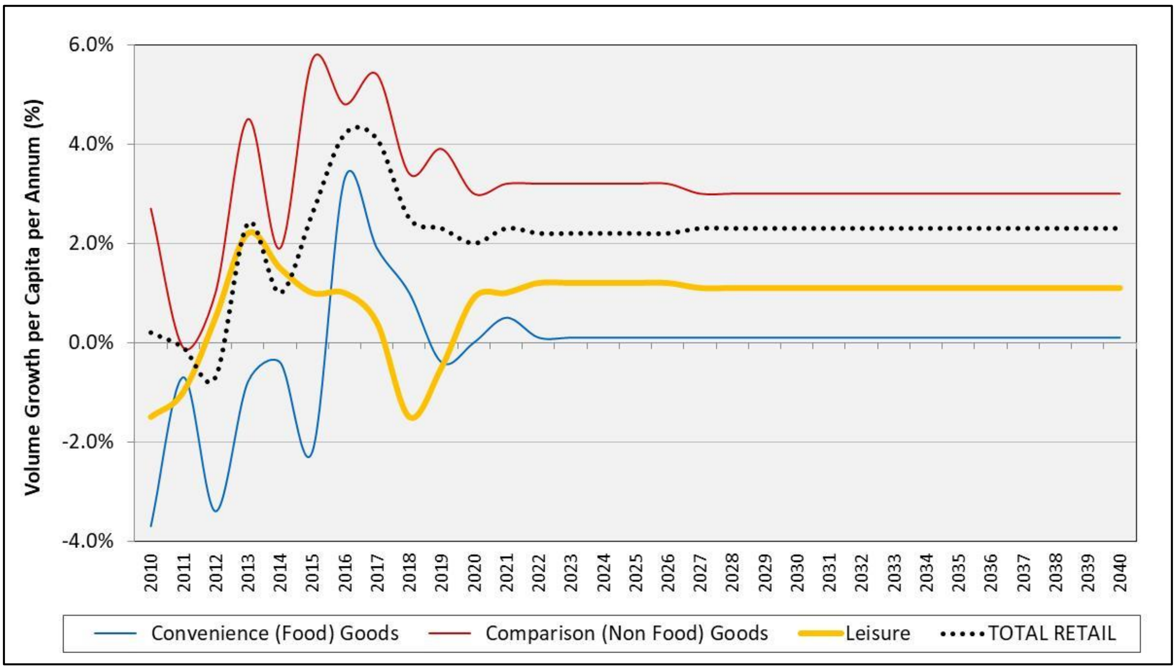
3.7 The dramatic impact of the 2007/2008 economic downturn and recession on retail spending growth is clearly illustrated. The latest forecasts by Experian show **total retail spend** growth per capita of +2% in 2020 and +2.3% in 2021. This is significantly below the historic average annual growth of +5.4% for the period 1997 and 2007, and +3.5% between 1997 and 2018. Experian predict that growth over the medium term, between 2022-2026 will average around +2.2%, with longer term growth forecast at +2.3% for the period 2027-2040.

3.8 For **convenience goods** there was negative average spending growth over the ten year period from 2005 to 2015. Following a period of growth between 2016 and 2018, Experian's figures show a return to negative growth in 2019 (-0.4%) and no growth in 2020. Growth over the medium to long term is predicted to 'flatline' at around +0.1%. As we describe below, the negative growth in convenience goods spending has had a significant impact on the grocery sector and on retailer business models over the last 10-15 years.

3.9 For **comparison goods** the figure shows year-on-year growth rates recovering from a low of -1.0% in 2009, to a high of +5.7% in 2015. However, Experian predict that growth will be relatively muted in 2020/2021 at around +3%, and this could now be lower than forecast due to the impact of the coronavirus pandemic on consumer confidence and spending. Over the medium term between 2022-2026 Experian forecast average growth of +3.2%, with a slight fall in growth to +3% per annum over the long term (i.e. 2027-2040). It should also be noted that the medium to long term growth forecast is significantly below the historic long term trend of +8.5% per annum for the period 1997 to 2007. It is this consistently high growth rate that largely fuelled the growth in new retail floorspace development and retailer expansion over this period.

3.10 The figure below compares the actual and forecast annual growth in leisure spend per capita with retail over the period 2010 to 2040 based on Experian's latest RPBN17.

Figure 3.2: Forecast year-on-year growth in retail and leisure spend per capita



Source: Experian Retail Planner Briefing Note 17 (February 2020). Figures 1a and 1b

3.11 The figure shows that leisure spend is forecast to grow at between +1% and +1.2% over the period 2020 to 2040. This is higher than the average growth forecast for convenience goods (+0.1% per annum) but lower than for comparison goods (+3% to +3.2% per annum). The forecast average growth in leisure spend is consistent with the historic average growth of +1.1% recorded between 2012 and 2018, and significantly higher than long term trends of -0.6% between 1997 and 2018.

3.12 Any further dampening of growth rates over the medium to long term will have implications for the viability of existing retail and leisure businesses and the take-up of new space, as well as the potential to support new businesses over the forecast period. These expenditure growth trends and forecasts are key drivers of the assessments of retail capacity (Section 8) and leisure needs (Section 9).

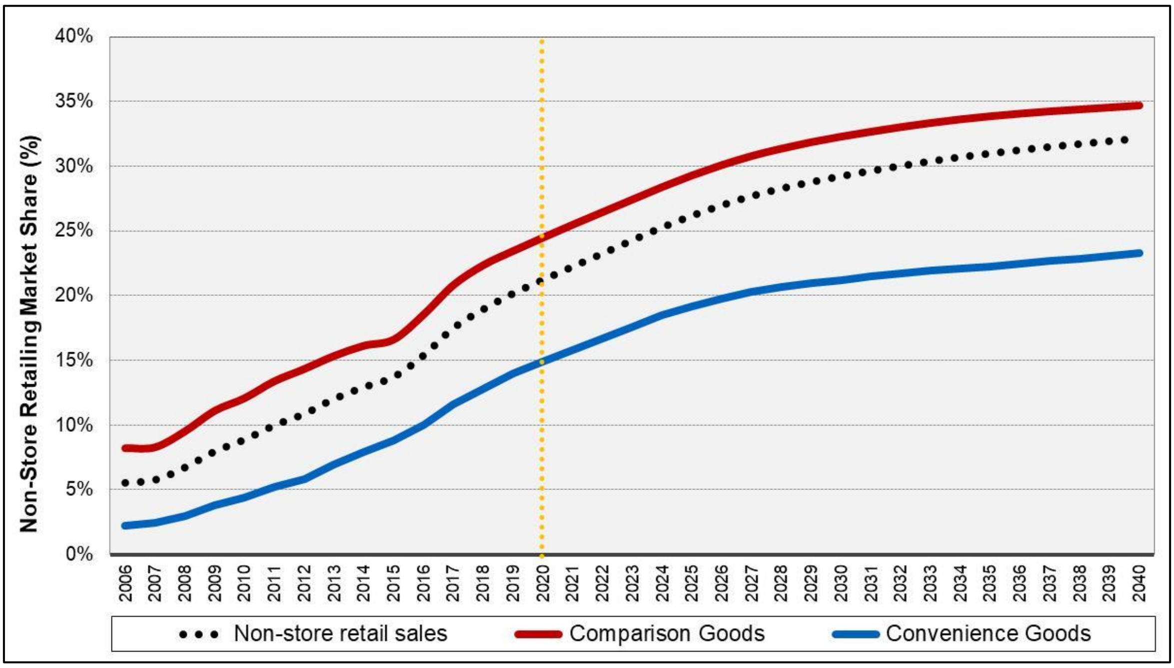
THE RISE OF ONLINE SHOPPING

3.13 The growth in non-store retail sales has undoubtedly had the most significant impact on consumer spend and behaviour, and the retail sector over the last decade. Non-store retailing, which principally comprises internet shopping, is commonly referred to as *Special Forms of Trading* (SFT)[1].

[1] **Special Forms of Trading** (SFT) comprises all non-store retail sales made via the internet, mail order, stalls and markets, door-to-door and telephone sales. On-line sales by supermarkets, department stores and catalogue companies are also included in the data collected by the Office for National Statistics (ONS).

3.14 The latest ONS figures estimate that the value of non-store retail sales (including the internet) stood at £84.1bn in 2019 (in 2016 prices). Total non-store sales have increased significantly from £17.1bn in 2006, and from £29bn in 2010. As the figure below shows, SFT's overall market share, as a proportion of total UK retail sales, has increased from 5.5% in 2006 to 21.2% in 2019. In other words online now accounts for more than one in every five pounds spent on retail goods.

Figure 3.3: SFT's Market Share of Total Retail Sales



Source: Experian Retail Planner Briefing Note 17 (February 2020). Appendix 3, Figure 5.

3.15 Experian forecast total SFT market shares will increase to 26.2% by 2025, 29.2% by 2030 and 32.1% by 2040 (i.e. one in every three pounds spent on retail in 20 years' time will be online). The most recent Experian figures set out in RPBN17 show a higher growth in market shares to 28.3% by 2028 compared with their previous forecasts in 2019 (RPBN16). Other research[2] suggests that the growth could be even faster than forecast by Experian, with online sales predicted to overtake store-based sales within the next 8-10 years, accounting for a substantial 53% of total retail sales by 2028.

3.16 This growth will be driven by the significant improvements in the convenience and choice of online purchasing through further advances in smartphones, mobile/wearable technology and Artificial Intelligence (AI), alongside improved web-based platforms and social media. The expansion of 5G and fibre networks, cheaper and faster deliveries (including the potential for drone deliveries, autonomous delivery vehicles, etc.), more 'click-and-collect' options and easier return processes will also provide the platform for increasing online purchases.

3.17 Notwithstanding the strong medium term growth, Experian forecast that the pace of e-commerce growth will slow over the long term. This is because internet use is now very extensive at 91% of all UK adults and virtually 100% for those aged between 16 and 44 years in 2018 according to ONS statistics. Hence, growth of the internet user base will be less of a driver than it has been in the past

[2] 'The Digital Tipping Point – 2019 Retail Report' (Retail Economics and Womble Bond Dickinson)

decade. Instead, generational differences in internet use will increasingly drive growth. For example, the 'Millennials' (defined as anyone born between 1981 and 1996) and 'Generation Z' (anyone born between 1997 and 2010) generations have been born into digital environments and use technology more intensively. These groups will account for half of the adult population by the end of the 2020s (compared to 39% in 2019) and the bulk of retail spending. Their preference for online shopping could well represent the "*tipping point*" for the retail industry as a whole[3]. As a result high streets, town centres and physical retailers will need to work even harder to attract and retain these generational groups as customers.

3.18 When it comes to forecasting the potential capacity for new physical retail floorspace, is should be noted that Experian identify that approximately 25% of all SFT sales for comparison goods and some 70% for convenience goods are still sourced through traditional ('*bricks-and-mortar'*) retail space, rather than through '*virtual'* stores and/or *'dot com'* distribution warehouses. On this basis, Experian has adjusted their SFT market shares downwards to reflect their estimates of the proportion of internet sales sourced from existing stores. As a result, the SFT market share of total retail sales is reduced to 13.6% in 2020, 17% by 2025, 21.2% by 2030 and 23.3% by 2040. In line with standard approaches, these adjusted/recalibrated market share figures are used as a benchmark for the retail capacity assessment in Section 8 to this report.

3.19 Notwithstanding this, it is clear that the "digital revolution" and growth of online retailing has had a significant impact and is having a significant impact on Britain's retailers, sales and high streets. Up to now, the impact of Internet shopping has been mainly concentrated on certain retail products and services (such as for example, electrical goods, books, music and travel). In turn, this has resulted in a reduction in the number of retailers selling these types of products and services on the high street (examples being the rationalisation of HMV and GAME stores across the UK). However, this does not mean that other comparison goods categories are immune to the impact of the internet. For example, there has been an increase in online fashion 'stores' and purchases over the last decade. These trends are clearly illustrated by the survey-derived SFT/internet market shares for different categories of comparison goods expenditure described in **Section 6**.

3.20 The impact of the "*digital revolution*" is also impacting on how and where people choose to spend their leisure time. For example, instead of visiting the cinema or theatre, consumers can digitally stream to their televisions a vast library of filmed entertainment on demand through say Netflix or Amazon Prime. Social media, Skype, email and instant messaging are also displacing face-to-face interactions. The innovation and development of these alternative digital customer experiences are accelerating, and in the process exacerbating a *'digital divide'* between, on the one hand, those well-resourced companies investing and competing in the digital arena, and on the other hand, the small independent merchants that serve the day-to-day needs of their local (high street) communities. Yet the success of businesses at both ends of the 'divide' is mutually dependent, and is essential to a successful high street.

3.21 In summary, both retailers and high streets will need to compete for shoppers and expenditure through a variety of means including creating experiences that will attract the interest and attention of potential consumers across all ages and socio-economic groupings. We comment later in this section on the emerging trend in convergence between physical and online retailing.

[3] 'The Digital Tipping Point – 2019 Retail Report' (Retail Economics and Womble Bond Dickinson)

RETAILER BUSINESS MODELS AND REQUIREMENTS

3.22 As described above, the challenging economic conditions and growth in online sales have had a significant and permanent impact on consumer shopping and spending behaviour. In turn, this has created significant challenges for traditional "*bricks-and-mortar*" retailing and the high street. As a consequence, national multiple retailers are having to constantly review and rapidly adapt their business strategies, requirements and store formats to keep pace with the dynamic changes in the sector and consumer demand.

3.23 These dynamic trends are best illustrated by the changes in the grocery sector over the last decade. Following a sustained period of growth over circa 25 years up to 2010, principally driven by new larger format store openings in predominantly edge and out of centre locations, the business models for the top-5 main grocery operators (i.e. Tesco, Sainsbury's, Asda, Waitrose and Morrisons) have shifted dramatically. Today their focus is on growing market share through online sales and new smaller convenience store formats (including Tesco Express, Sainsbury's Local and Little Waitrose). Therefore, applications for large store formats have slowed to a virtual standstill over the last decade and extant permissions have not been implemented. Outside of the so-called top-5 grocers, the 'deep discount'[4] food operators (namely Aldi and Lidl) have significantly increased their respective market shares through new store openings.

3.24 The non-food retail sector has also experienced a significant impact from the rise of online shopping, and the challenging economic and property market environment. Many well-known retailers have either closed over the last decade or have significantly reduced their store portfolios. The table below shows some of the higher profile retailer "*casualties"* since 2008.

3.25 The latest high profile retail failures include Mothercare, whose UK business was placed into administration in November 2019. At the start of 2020 the department store chain Beales also collapsed into administration, resulting in the closure of its 23 stores and the loss of some 1,300 jobs. Other operators that have entered into administration in early 2020 include Hawkins Bazaar and Oddbins. Edinburgh Woollen Mills has also acquired 200 Bonmarche stores, but this still leaves 70 stores in administration and under the threat of closure. Further to these administrations, there is another wave of retailers who have had to restructure and reduce their store portfolios over the last 5-10 years, including:

- **New Look:** entered into a Company Voluntary Agreement (CVA)[5] in 2018 and closed 60 out of its 593 stores, resulting in the loss of circa 1,000 jobs. These include flagship stores in London's West End and further closures are anticipated.
- **Ikea:** reported a near -40% fall in profits in 2017 and pulled out of opening a new store in Preston in 2018. The retailer blamed higher wages and the cost of investments in its stores and website. It subsequently announced that it is to close its Coventry City Centre store in Summer 2020, as it has made consistent losses since it opened in 2007.

[4] Also referred to as 'Limited Assortment Discounter' ('LADs') by the Competition Commission Report.

[5] A Company Voluntary Arrangement (CVA) allows a company to enter into a legally binding agreement with its creditors, which could include suppliers or landlords, to reach a compromise agreement and avoid an administration or liquidation. A CVA can therefore provide a company with some 'breathing space' to allow it to reorganise or restructure its funding and/or its operations with as little disruption as possible. However, the CVA process has been controversial as some landlords believe some retailers are using it as a tool to push down rents without any hard evidence of business failure.

Table 3.1: The Largest Retailers that have gone in Administration since 2008

Year	Retailers / Brands	Stores	Employees	Sector
2019	Select	180	2,000	clothing
2019	Debenhams	165	25,000	department
2018	HMV	133	2,200	music, DVD, games
2018	House of Fraser	59	17,500	department
2018	Poundworld	350	5,300	discount
2018	Wine Rack / Bargain Booze	760	4,000	off licences
2018	Maplin	200	2,500	IT
2018	Toys 'R' Us	105	3,200	toys & games
2017	Palmer & Harvey	-	4,000	wholesaler
2017	Store Twenty One	76	1,080	clothing/variety chain
2016	BHS	164	11,000	clothing/variety chain
2016	Brantano	200	2,000	footwear
2014	Phones4U	550	5,600	mobile phones
2013	HMV	238	4,350	music
2013	Blockbuster	528	4,190	DVD rental
2012	Comet	236	7,000	electricals
2012	Clinton Cards / Birthdays	767	8,500	cards, gifts
2012	Game	600	6,000	video games
2012	Peacocks	550	9,600	clothing
2012	JJB Sports	250	6,300	sportswear
2012	Alexon	990	2,700	clothing
2011	Focus DIY	170	3,919	DIY
2009	Wine Rack / Threshers / Bottoms Up / Victoria Wine	1,300	6,500	off licences
2009	Zavvi	150	3,500	music
2008	Ethel Austin	300	3,100	clothing
2008	Adams	271	3,200	children's clothing
2008	Woolworths	820	30,000	variety chain
2008	Stead & Simpson (Shoe Express / Lilley & Skinner / Peter Briggs)	375	3,000	footwear
2008	Faith Shoes	284	2,000	footwear
2008	Roseby's	280	2,000	furnishings
2008	Motor World	284	2,235	car accessories
2008	MFI (Hygena / Schreiber)	173	1,100	furniture
2008	Stylo Shoes / Baratts / Priceless	1,067	5,400	footwear
2008	Allied Carpets	273	2,300	floor coverings
2008	Blacks Leisure	400	2,640	outdoorwear
	TOTAL:	**13,248**	**204,914**	

Source: Centre for Retail Research (2020)

Notes: The figures relate to retail corporations that went into legal adminstration in the year shown. CRR state that the test for inclusion is: (a) administration; and (b) national significance. The table does not indicate or purport to show whether the company has disappeared, such as Woolworths, or still survives in a robust manner, such as HMV or Peacocks. Appearance in the table does not imply that the brand is no longer used or does not trade. Where a retailer has suffered several failures the date used is normally the one where most assets or staff were involved. Retailers that have shrunk their businesses without going through administration are not included.

- **Boots:** announced in June 2019 that it will close 200 stores out of its total 2,500 store portfolio in an attempt to cut costs. On the positive side, it has opened a new format 2,787 sqm store in London's Covent Garden branded as "*Beauty and Wellness Halls*".
- **Marks & Spencer**: has closed some 53 of its 1,036 stores since 2016 in secondary cities and towns across the UK[6]. In addition, it announced in Summer 2019 that it had earmarked an additional 110 poorly performing stores for closure or change.

3.26 It is apparent that national retailers with extensive high street store portfolios are struggling to maintain market shares and remain profitable in the increasingly competitive environment. The

[6] M&S stores that have closed since 2016 include outlets in Andover, Basildon, Birkenhead, Bournemouth, Bridlington, London Covent Garden, Dover, Durham, Fareham, Fforestfach, Keighley, Portsmouth, London Putney, Redditch, Slough, Stockport, Warrington and Wokingham). Clacton-on-Sea; Darlington; East Kilbride; Falkirk; Fleetwood (outlet), Lancashire; Holloway Road, North London; Kettering; Newton Abbot (outlet); Newmarket; New Mersey Speke, Merseyside; Northampton; Stockton; Walsall; Antrim (the Junction); Ashford; Barrow; Bedford; Boston; Buxton; Cwmbran; Deal; Felixstowe; Huddersfield; Hull; Luton Arndale; Newark-on-Trent; Northwich; Rotherham; Sutton Coldfield and Weston-super-Mare

higher costs of trading from high streets compared with online and out-of-centre retailing, also means that it is not a “level playing field”. This is a further contributing factor to the significant number of store closures that have occurred over recent years.

3.27 Research shows that in total there was a net closure of some 7,550 retail units across Great Britain in 2019 and vacancy levels rose to almost 13% (expressed as a proportion of total outlets), compared with 7% in 2006[7]. Some analysts suggest that there is as much as 30% too much physical space in the retail sector. The increase in long-term vacancies and concentrations of vacant properties in centres can lead to a *‘spiral of decline*’, engender feelings of neglect and lack of investment confidence in town centres, which in turn “pushes” more people to shop online.

3.28 Notwithstanding the negative news headlines, there are still success stories within the retail sector. For example, Primark opened its largest store (14,957 sqm) in Birmingham in April 2019, which is comparable to the floorspace and layout of a more traditional department store operator. Greggs has also been one of the high street’s recent star performers with a significant increase in sales in 2019. A number of retailers are responding to the competitive challenges in the retail sector by launching new formats aimed at providing consumers with enhanced retail experiences. For example, Pets at Home launched its interactive ‘Store of the Future’ format in May 2019.

3.29 In summary, although some retailers are better positioned to cope with the growth in online shopping and the shifts in consumer behaviour and preferences, many are struggling to position themselves quickly enough to absorb rising costs and engineer the vital transition to a more technology-focussed business model.

RISING OCCUPANCY COSTS

3.30 As described above, physical retailers are having to absorb higher than inflation increases in occupancy costs year-on-year due to rises in, for example, rents, business rates, service charges, staff costs, etc. Research shows that, on average, retailers’ operating costs increased by +3.5% in 2018, which outpaced sales growth for many retailers, eroding profitability and resulting in more store closures.

3.31 As described above it is not a “level playing field” between high street and online retailing, and between high street and out-of-centre retailing. In response to the budgetary challenges from rising costs and tight margins, retailers will need to drive up efficiencies and productivity from existing floorspace to remain viable.

3.32 It is standard practice for retail planning assessments to make a reasonable and robust allowance for the year-on-year growth in the average sales densities of existing and new (comparison and convenience) retail floorspace for it to remain vital and viable. However, there is limited evidence detailing actual changes in the turnover and profitability of retailers over time. In their latest *Retail Planner Briefing Note* (RPBN) Experian provide forecasts of annual floorspace productivity growth rates based on two different scenarios:

(i) the ‘**constant floorspace scenario’** - based on limited potential for new retail development, resulting in greater efficiency of existing floorspace; and

[7] Source: Experian Goad

(ii) the ‘**changing floorspace scenario’** - takes account of the impact of new retail development on average retailer sales performance.

3.33 The table below sets out the differences between the two scenarios, informed by Experian’s predictions of changes in retail floorspace over time and after making an allowance for ‘non-store’ (SFT/internet) retailing.

Table 3.2: Floorspace Productivity Growth Rates (year-on-year growth %)

	2018	2019	2020	2021	2022-2026	2027-2040
CONSTANT FLOORSPACE:						
Convenience Goods	-0.2%	-1.4%	0.3%	0.7%	0.3%	0.4%
Comparison Goods	3.0%	3.6%	2.6%	2.8%	2.8%	3.1%
CHANGING FLOORSPACE:						
Convenience Goods	-0.2%	-1.4%	0.3%	0.5%	0.0%	0.0%
Comparison Goods	3.0%	3.6%	3.6%	3.6%	3.2%	2.7%

Source: Experian Retail Planner Briefing Note 17 (January 2020). Figures 3b/3c/4a/4b.

3.34 As Experian explain, on-going budgetary pressures mean that retailers are having to increase efficiencies from current floorspace: including through redevelopment/repurposing of existing floorspace; adoption of new technology and innovations; more effective marketing strategies; and using internet sales to increase the sales performance of physical shops. This is against a backdrop of weak demand for retail property, high vacancy levels and a significant fall in new retail-led development in centres across the UK. Experian conclude that these trends confirm the limited prospects for new retail floorspace development. For these reasons the national ‘productivity’ growth rates based on the *‘constant floorspace scenario’* are preferred as they better reflect national trends and the need for existing retailers to increase their sales potential to remain viable.

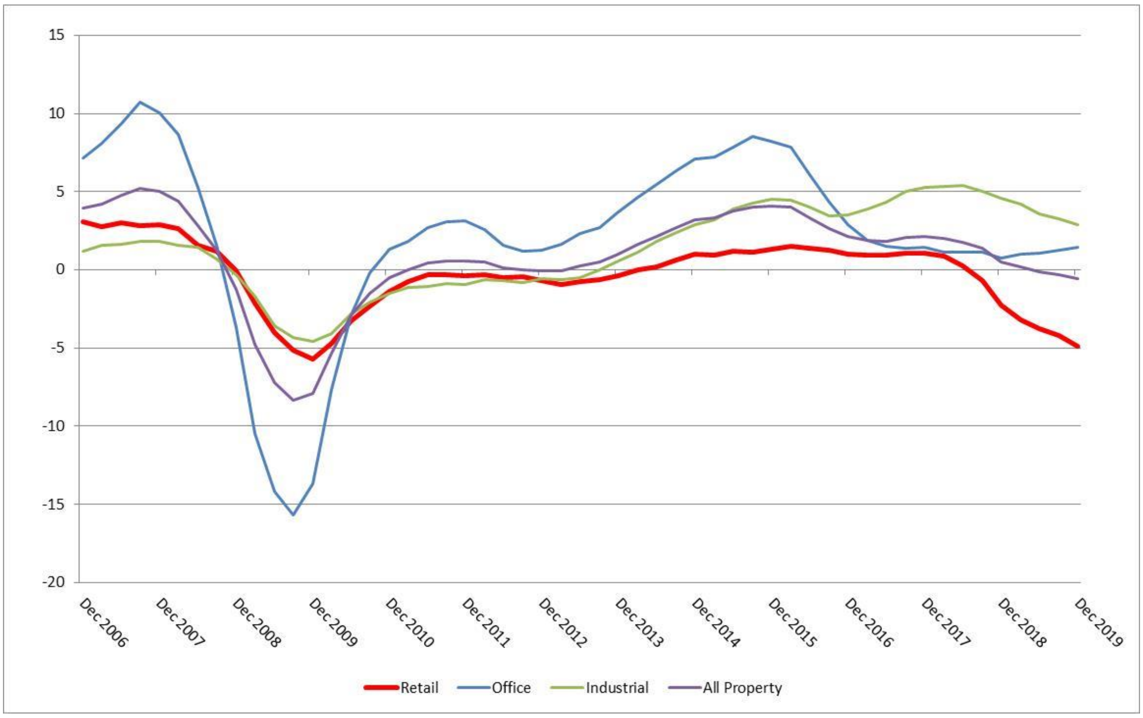
RETAIL AND SHOPPING CENTRE INVESTMENT

3.35 The rise in the number of retailer “*casualties*” and vacancy levels has created a challenging environment for existing retailers and investments in towns and shopping centres across the UK. The current investment climate is becoming increasingly polarised. The top 50 shopping locations generally have the best prospects for attracting new investment and development. This is because they benefit from strong catchments and the necessary critical mass of shops, leisure facilities and other uses to remain commercially viable and attractive investment propositions. Outside of the top 50 it is the more secondary towns and shopping locations, such as Gosport, that remain vulnerable to further reductions in their existing retail and commercial offer. This is against the backdrop of limited and falling demand for new shops and commercial space.

3.36 Demand for retail space in centres across the UK has fallen dramatically since 2007 and is currently at an all-time low. In turn this fall in demand is affecting property values and rents. For example, recent LSH research shows that the retail sector recorded a 4.9% year-on-year fall in rents in May 2019[8]. As the figure below shows, retail has performed poorly compared with the other property sectors since the economic crisis in 2007/08.

[8] LSH research using MSCI data

Figure 3.4: Average Rental Growth (% Change Year-on-Year)



Source: MSCI

3.37 It is apparent that many centres and shopping locations across the UK are "*over shopped*"; meaning that the supply of retail floorspace significantly outstrips market demand. Many centres simply have too much retail floorspace stock, or they have the "*wrong type*" of retail floorspace in secondary and prime pitches in centres across the UK that do not meet the needs of modern national retailers for larger format shop units. This over-supply of retail floorspace and limited market demand is placing further pressures on the viability of existing stores and shopping centres. In turn, this makes it difficult for landlords, investors and retailers to justify additional capital expenditure.

3.38 In many centres across the UK landlords are also struggling to retain existing tenants, let alone attract new retailers into vacant shops. In the current climate occupiers are negotiating shorter lease terms and greater incentives from landlords to continue trading in the face of increasing online competition and economic uncertainty. This will also force down rents and profits across more marginal, secondary shopping locations.

3.39 Due to the underlying crises in the retail sector mainstream financial investors have increasingly exited the sector citing rising vacancy rates, the growth of online shopping and increased costs.

3.40 Notwithstanding this trend, low-cost funding available from the Public Works Loan Board ('PWLB') and other funding options has resulted in local authorities purchasing different property assets for both income-generation and re-generation purposes. Recent joint research between LSH and Revo entitled '*Fixing Our Broken Town Centres'* has identified that Councils have spent a record £775m buying shopping centres over the past three years, and are expected to outlay a further circa £200m in 2020. The investment and business rationale for the purchase of many of these shopping centres assets is to provide local authorities with more control of the planning, regeneration and management of their town centres. Surrey Heath Borough Council's purchase of The Square in 2016 and its on-going investment in the shopping centre is a good example of where the local authority is taking a proactive role in maintaining and enhancing the vitality and viability of its town centre. There are other examples across the UK of Councils "*taking back control*" of their town centres.

OUT-OF-CENTRE RETAILING

3.41 The development and take-up of food and non-food out-of-centre space has also slowed over recent years, in line with the trends impacting on high streets and town centres. As described above, the main grocery retailers have pulled back from new larger format superstore openings in edge and out of centre locations to focus on maintaining and increasing market shares through online sales and opening smaller convenience outlets. The exception to this is the deep discounters, Aldi and Lidl, who continue to seek new sites in mainly edge and out of centre locations.

3.42 Vacancy levels in out-of-centre retail warehouses and parks have also increased over the last decade following the closure of major operators (such as, for example, Toys R Us, Poundworld, Office Outlet, etc.), and a reduction in the store portfolios of other major out-of-centre retailers (such as, for example, B&Q and Homebase). There are likely to be further increases in closures, particularly in the poorly performing *"first generation*" and secondary shopping locations, as leases come up for renewal and more retailers go into administration. As a result, a number of out-of-centre foodstore and retail warehouse sites are being repurposed and/or redeveloped for alternative uses, including new residential uses.

3.43 Notwithstanding this, most out-of-centre shopping locations retain their significant competitive advantages over town centres and high streets in terms of their supply of larger format modern outlets, their lower occupancy costs, extensive free parking and convenient access to the road network. This is still an attractive proposition for those retailers that are still seeking space in the current market. For example, as part of its revised business model Marks & Spencer has closed a number of its traditional high street stores and *"replaced"* these with 'Simply Food' branded stores in out-of-centre locations (for example in Great Yarmouth, Harlow, Wakefield and Rugby). As a result, retailers who previously anchored the vitality and viability of town centres, are now competing directly with high streets for shoppers, spend and sales.

COMPETITIVE RESPONSES TO THE RETAIL 'CRISIS'

3.44 Falling market demand, rising costs and increasing competition from online and out-of-centre shopping is resulting in more vacant retail space due to retailers either downsizing their portfolios (e.g. Marks & Spencer), launching CVAs (Debenhams) or entering into administration (Maplin / Toys-R-Us). The current and future challenges for many high streets and shopping locations will be how to retain existing businesses, fill/replace the voids and attract new investment.

3.45 In those cases where retail vacancies are long-term and more often than not concentrated in secondary shopping streets/pitches, it will be necessary to plan for alternative uses and/or consider options for redevelopment. This may include temporary uses that ensure town centres and frontages remain active, with the potential to accommodate alternative uses such as business start-ups, art studios and galleries, community/youth centres, etc. Another option is for *'pop-up'* and '*meanwhile uses/leases'*, which can facilitate temporary occupation of empty buildings while a permanent solution is being found.

3.46 Although the multiples/brands will remain important anchors for shopping locations, helping to generate trips, footfall and spend, the successful town centres of the future will be characterised by a more diverse mix of independent businesses. Street markets[9] and market halls can also provide the platform for new businesses to grow and flourish, and make significant contributions to the overall vitality and viability of centres, and local economies. This is recognised by the NPPF (see paragraph 85). The *Portas Review*[10] also identified markets as an important contributor to the future of successful town centres. The successful and thriving markets of the future will be those that are able to respond to the changing needs of a town's catchment population. At the same time, successful markets can appeal to a wider customer profile, attracting visitors from outside a town's "normal" catchment area and helping to increase footfall and linked trips to the benefit of other shops and businesses.

3.47 The convergence of online and physical space also represents a further competitive response to the challenges facing our town centres and high streets. For example, both 'Amazon' and 'eBay' are trialling the use of physical space to showcase their services and goods. Amazon's *"Clicks and Mortar*" stores have been trialled in Manchester, Cardiff, Edinburgh and Sheffield, and offer more than 50 local and national ecommerce businesses the opportunity to explore customer-facing trade for the first time to help drive growth, with the benefit of in-store business advisers and workshops to help build their skills in selling both in-store and online. In Wolverhampton, eBay also opened its first concept store in April 2019. Branded as '*Home Grown'*, it provided a temporary physical space to showcase eBay's initiatives to help local businesses evolve for the 21st Century through physical and online retail sales. eBay's partnership with City of Wolverhampton was on the back of research that showed that many small-scale retailers and independent business in the UK do not necessarily have an online presence aimed at generating sales through a defined website, social media channel or presence on an online marketplace. Other purely online retailers are also considering this crossover into physical space including Boohoo (fashion retailer), Sonos (speaker systems) and Birchbox (cosmetics). Although their requirements are limited at present, it nevertheless illustrates that there is interest and an appetite for physical space from online retailers as part of their wider multi-channel business strategies. This omni-channel approach to retail could help to drive market demand as more traditional physical retailers close on the High Street.

3.48 There are also wider digital technological changes that together will impact on the future of town centres and the way the nation lives, shops, works, plays and carries out a wide range of activities. Smart Cities, Artificial Intelligence (AI) and 5G will continue to redefine the infrastructure and interactions between consumers, commercial businesses, public services and other uses and activities. At this stage we can only speculate about outcomes, but examples exist of how technology is currently being used to increase trips and footfall in centres. For example:

- In Bristol the '*Gromit Unleashed'* sculpture trails were first established in 2013. They positioned 80 artist-designed 'Gromit' sculptures across the city. Visitors were then invited to go on a smartphone-guided sculpture hunt, allowing them to find and record the various 'Gromits' dotted throughout Bristol. An understanding of place together with public interest provided the necessary first step in getting people interested.

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[9] The Rhodes Survey (2005) first reported on the economic value of street markets. Also see '*A Policy & Research Review of UK Retail and Wholesale Markets in the 21st Century'*, by the Retail Markets Alliance (2009)

[10] The Portas Review: An independent review into the future of our high streets (2011)

- Dorchester's free public Wi-Fi was funded[11] on the back of research that showed that consumers stay longer in a town centre if there is free Wi-Fi available. It has enabled retailers to connect with their customers through social media and mobile technology with the aim of encouraging more footfall.
- Lichfield sought to increase the publicity for its High Street shops through social media. Businesses around the city have played their part by simply taking photos of their products and services and posting them to social media feeds. This has generated a wide interest.

3.49 There may be opportunity take forward similar initiatives for the Borough's town centres. Whilst the long term implications for the high street of the convergence between online and physical retailing and increased digital connectivity remain unclear, what is certain is that they are unlikely to take up the same level of space as conventional retailers in the past. The space they do take will form part of a wider set of channels through which sales are generated.

High Streets 'Heritage Action Zone'

3.50 The Council has been successful in securing funding from Historic England to bring forward High Streets 'Heritage Action Zone' (HSHAZ). The HSHAZ incorporates two conservation areas, covering the High Street west of Mumby Road to Stoke Road, running to the junction of Shaftesbury Road. The funding will help bring forward a suite of projects aimed at enhancing the physical environment and heritage assets in the HSHAZ including:

- the redevelopment of Gosport Museum & Gallery;
- the regeneration of the Royal Arms Canopy;
- access property owners to a Heritage Grant Scheme;
- and the re-use of commercial buildings, particularly for employment and training uses.

3.51 Undoubtedly, the planned programme of works will help to create a more attractive town centre environment for Gosport Town Centre and Stoke Road, which can stimulate further investment opportunities for both centres as well as attracting more shoppers and visitors.

SOUTH EAST OF ENGLAND RETAIL MARKET

3.52 The South East region is generally considered the second strongest economy (after London), influenced by the fact that the region is the largest and most populous in the UK. Residential values are particularly strong, and alongside London the region is viewed as a good location for commercial investment. From a retail market perspective the region supports a number of key regional shopping destinations as highlighted in Javelin Group's VenueScore[12] ranking. VenueScore is a tool used by investors and operators to gauge the attractiveness of a shopping location. The table below provides a list of the top performing centres/shopping locations in the South East based on their 2017 Javelin VenueScore Ranking.

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[11] Funded by Dorchester BID, Dorset County Council, West Dorset District Council, Dorchester Town Council and Brewery Square (leisure scheme)

[12] VenueScore is Javelin Group's annual ranking of the UK's top 3,000+ retail venues based on provision of multiple retailers including anchor stores, fashion operators, and non-fashion multiples, where each operator is given a weighted score to reflect its overall impact on shopping patterns and the attraction of centres

Table 3.4: Sub Regional Centres and Shopping Locations in the South East by Rank

Centre	Rank	Market Position	Fashion Position
Manchester	1	Upper Middle	Progressive
Brighton	7	Upper Middle	Upper Middle
Reading	16	Middle	Fashion Moderate
Southampton	20	Middle	Fashion Moderate
Bluewater Shopping Centre	27	Upper Middle	Upper Middle
Guildford	29	Upper Middle	Fashion Moderate
Milton Keynes	34	Upper Middle	Fashion Moderate
Oxford	46	Upper Middle	Fashion Moderate
Maidstone	52	Middle	Fashion Moderate
Tunbridge Wells	55	Upper Middle	Updated Classic
Basingstoke	58	Middle	Fashion Moderate
Portsmouth	101	Middle	Fashion Moderate
Fareham Town Centre	179	Middle	Fashion Moderate
Southsea	292	Middle	Traditional
Gosport Town Centre	408	Lower Middle	Traditional

Source: Javelin VenueScore 2017

3.53 For the top performing centres in the region, such as Brighton, Reading, and Southampton, these centres are well established in their retail offer and are unlikely to be significantly affected by changes in the retail market.

3.54 Centres in the region that fall outside the top 30 ranking will be more vulnerable. For example, Maidenhead, which is ranked 52nd by VenueScore saw a net -8.72% decrease in the number of high street outlets in the town centre between 2017 and 2018, the highest recorded for centres in the region[13]. Oxford also saw a decline of -3.16%. However, even Reading, which is ranked the second best performing centre in the region experienced a net reduction in high street outlets of -5.97%. The most significant retail investment in the South East region this year has been the acquisition of Gastons Wood Retail Park (Basingstoke) by Corum Asset Management from Aberdeen Standard Investments for £20.7m.

DIVERSIFICATION OF CENTRES

3.55 Larger regional centres will continue to attract retail investment, while consideration needs to be given to medium sized centres and seeking an alternative role to retail. As highlighted earlier, national multiples are more careful about where they open new stores. Therefore, interest from retail and leisure operators is and will continue to be focused on stronger centres.

3.56 Smaller centres, such as neighbourhood and local centres, will survive by serving basic local convenience needs and essential services of their local population. The offer provided by neighbourhood and local centres can vary considerably and their vitality and viability can be dependent on their proximity to other centres. Generally, the rise in popularity of top up shopping has helped to sustain the convenience function of smaller centres.

[13] Net change relates to store openings versus store closures. Source: PWC and Local Data Company https://www.pwc.co.uk/who-we-are/regional-sites/south-east/insights/south-east-store-closures.html

3.57 It is essential for local authorities to implement strategies for their network of centres. Firstly, by identifying how the centres are currently serving their local catchments or communities, and whether they are performing against their designated role/function in the retail hierarchy. Secondly, identifying whether investment in traditional town centre uses will improve a centre's performance and attractiveness to investors, or whether there is a need to repurpose the role and function of that centre for alternative uses. This is particularly the case for medium sized centres, such as district centres where retail multiples are retreating as they focus on stronger and/or larger centres.

3.58 The role of office, civic and community uses will become more important. Looking at office uses in particular, while demand for space in metropolitan centres will continue, there are opportunities for smaller centres (e.g. major and district centres) to provide affordable office space near transport hubs. Co-working office space, which provides flexible and generally more affordable desk space within a shared office environment, is a key growth area in the sector that can help utilise vacant space. Within the South East region, demand for office space, including co-working venues remains limited to regional or in the case of sub-regional centres, on sites that are located in close proximity to rail routes. Opportunities for affordable office space are likely to be present in centres that have seen a reduction in office space due to Permitted Development Rights, particularly those areas where residential values are rising.

3.59 Opportunities to promote new housing within town centres are coming back to the fore. The concept of 'living over the shop' has long been promoted as a way of utilising redundant upper floors in centres. However, the concept is more important than ever as the demand for new housing sites continues to grow. There is now a renewed focus on the development of 'air space' over existing low density commercial property. Foodstores are a prime example, with Tesco and Morrisons currently promoting residential development on upper floors to existing stores. In addition, there are many new schemes coming forward by Lidl and Aldi that incorporate residential development.

3.60 Promoting residential development within town centres has raised issues where the introduction of Permitted Development Rights for A1/A2 and B1 uses has led to a loss of retail and office space in town centres. This is a particular issue in locations where values for residential property outstrip those for retail and office space. Councils need to carefully monitor the impact of PDR in their centres to identify where the retail function and availability of affordable office space is at risk from PDR while allowing for increased residential living.

3.61 Furthermore, there is need for retailer and town centres to adapt to change by embracing online channels and responding to the power of social media. Traditional forms of bricks and mortar retailing is no longer enough as consumers become more demanding regarding the quality of in-store experiences as technological advances continue to make the online experience better.

SUMMARY

3.62 In summary, this section has illustrated that existing retailers and businesses generally in the UK's town centres and high streets are facing a myriad of challenges. These will continue to grow over the short, medium and long term. Traditional high street retailers will continue to face significant competition from online and out-of-centre shopping over the medium to long term. It is clear that our town centres and high streets are under pressure to simply retain retail businesses, let alone attract new investment and development. Tackling business rates and occupancy costs to create a more 'level playing field' with online and out-of-centre shopping will therefore be a key challenge at the national, regional and local level. As for other centres across the UK, Gosport Town Centre and the Borough's two district centres will need to embrace the new dynamics and trends, and build in resilience to adapt to future changes. This will be based, in part, on identifying and building on their unique attractions and competitive position where possible.

3.63 It is against this backdrop that public sector intervention will become increasingly important. Aside from their planning function, it is clear that local authorities will have to take a more proactive role in maintaining and enhancing the vitality and viability of town centres as landlords, developers, investors and managers. Recent Government-backed initiatives such as the Future High Streets Fund and the Town Deals Fund will provide almost £5bn of funding to be distributed to those local authorities that put together successful bids. This will help to kick-start some critical regeneration and infrastructure projects, and help grow local economies and create new jobs. A number of Councils are also taking a more proactive role in the regeneration of town centres through the purchase of property assets, including shopping centres.

3.64 Against this backdrop, Gosport Town Centre while the main retail destination for the Borough is likely to be vulnerable to decline in the retail and leisure market given the current climate for store and restaurant closures and the competition from larger nearby centres in the region, in particular Portsmouth and Southampton. The centre's relative isolation from a geographic perspective means that the centre needs to both respond to the needs of its local residents in order to retain lost expenditure, but also act on opportunities that take advantage of the region's significant tourist market. The Borough's two District centres will also be vulnerable to market changes. Therefore, policy needs to consider how town centres can diversify their offer by looking beyond retail and leisure as a way to secure the future of these centres.

3.65 A strategy for Gosport Town Centre is needed that champions and capitalises on the town's unique selling points, particularly the area's military heritage and attractions, marine leisure, and links to Portsmouth. This could be achieved through marketing and development opportunities, including those already identified in the Gosport Waterfront and Town Centre SPD and the Heritage Action Zone (HAZ), but also opportunities identified from this study. The HAZ in particular provides a significant opportunity improve Gosport Town Centre's physical environment and help attract investment. Gosport Borough Council will need to build in resilience and, where possible, "future-proof" its centres to the changes in shopping and leisure habits. This will inevitably result in a move away from high streets as solely retail-led locations to those that offer a wider range of retail, leisure, cultural, heritage, employment, tourist and other amenities/attractions. This transition to more diverse uses that go "beyond retail" will need to be supported by a mix of new homes and apartments on the edge of and/or 'on top of' centres to help boost their 'captive' resident and working catchment populations in the most sustainable and commercially effective way. This, in turn, will increase the attraction of centres, encourage more frequent trips and spend, and ultimately help to strengthen the overall vitality and viability of town centres as high quality places where people choose to live, work, shop, play and use for a wide range of activities.

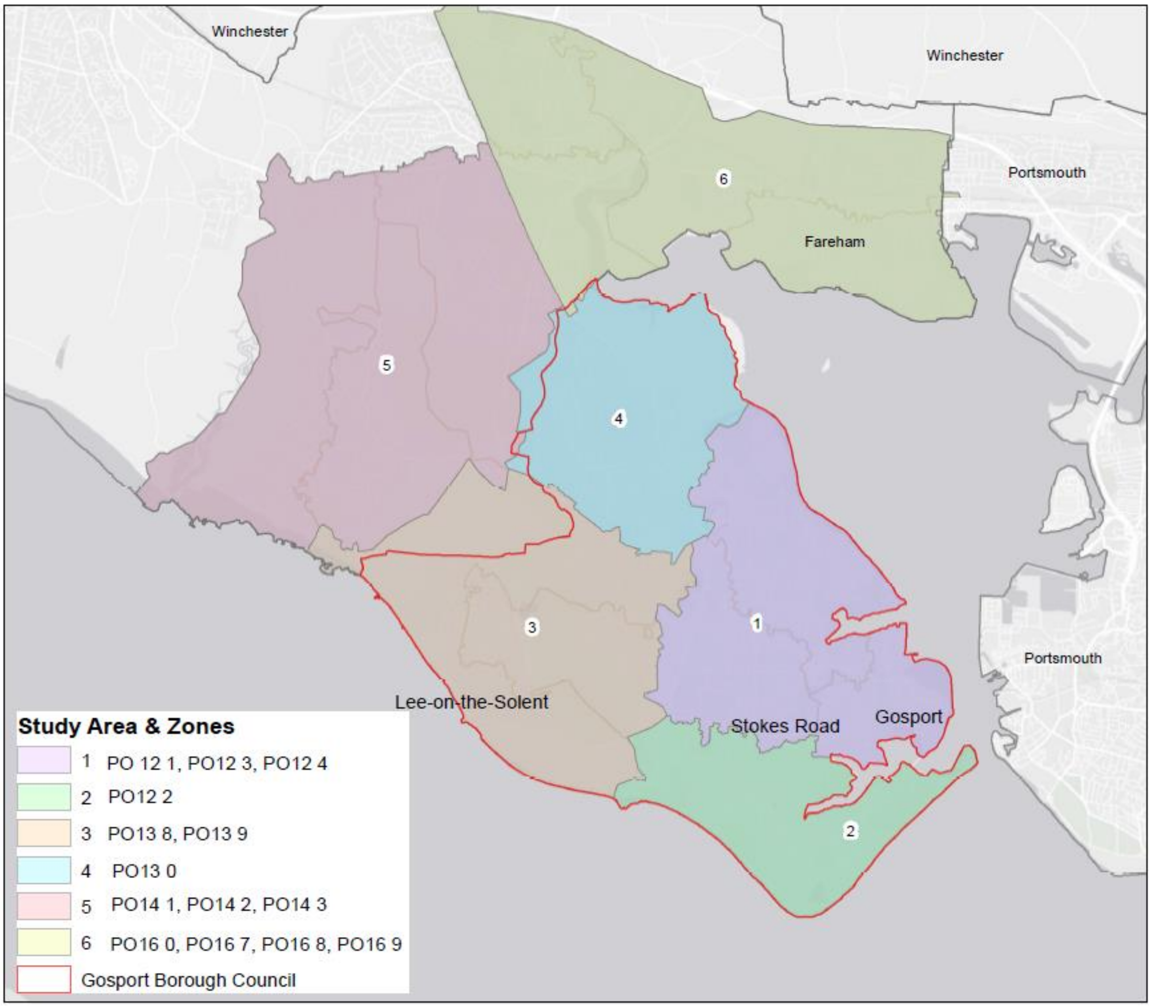
4. CATCHMENT AREA, SHOPPING PATTERNS AND COMPETING CENTRES

4.1 This section first defines the Catchment / Study Area that provides the basis for the quantitative and qualitative needs assessment. It then describes the household telephone interview survey (HTIS) and summarises the key headlines of the survey-derived market share analysis for convenience and comparison goods retailing.

STUDY AREA AND ZONES

4.2 The definition of an appropriate Study ('catchment') Area is an important starting point for any retail and town centre assessment. In this case, the Study Area (see Figure 4.1) has been defined using postal sector boundaries to form six study zones. Of the six zones, Zones 1 to 4 principally cover the Gosport Borough area, while Zones 5 and 6 take account of residents to the west and north of the Borough and includes settlements around Fareham Town Centre and Stubbington.

Figure 4.1: Study Area and Zones



4.3 The study zones provide the sampling framework for the HTIS. This zone-by-zone approach also enables more detailed analysis of shopping patterns, market shares and expenditure flows both within and outside the Study Area for the purpose of the retail capacity assessment, in accordance with good practice.

Note on Study Area Boundaries for Historic Evidence Base

4.4 The study zone boundaries correspond to Zones 1 to 6 of the study area, which informed the 2007 Retail Capacity Study ('2007 Study'). We can therefore compare market share results for these zones against those identified in the 2007 Study. We can also compare the market share results for Zones 1 to 4 against the findings for these four zones in later evidence, including the 2011 Retail Study Partial Update ('2011 Update') and the 2014 Retail Capacity Study ('2014'). The market share analysis will compare changes to market shares for these four zones.

HOUSEHOLD TELEPHONE SURVEY AND MARKET SHARE ANALYSIS

4.5 NEMS Market Research (NEMS) was commissioned to carry out a household telephone interview survey (HTIS) across the defined study area and zones (see Figure 1, Appendix 1). The interviews took place between 22nd May and 4th June 2019. The questionnaire was designed by LSH in collaboration with the Council. The full 'weighted' survey results are set out in a separate volume to this study (Appendix 12).

4.6 In total, some 600 interviews were conducted by NEMS; involving structured interviews by telephone with the person responsible for the main household shop. Responses across the Study Area were weighted by the population in each zone to ensure that the results of respondents in more sparsely or heavily populated areas were not under or over represented in terms of the market share assessment.

4.7 The survey results help to identify broad patterns and preferences for different types of retail (convenience and comparison goods) shopping purchases and online shopping, as well as leisure use across the Study Area. The key findings are used to inform the baseline market share analysis and the centre/store turnover estimates that underpin both the quantitative and qualitative needs ('gap') assessment.

4.8 A visitor survey was carried out which focused on the consumer and leisure habits of visitors using the Borough's three commercial marinas; Gosport Marina (Premier Marina), Haslar Marina, and Royal Clarence Marina. Surveys were also carried out in Gosport Town Centre which provides a snapshot of the shopping and leisure habits of town centre users. The findings of the visitor survey are discussed in later sections of this report (Section 5 and 8).

4.9 The following market share analysis is solely based on the findings of the HTIS, which provides a more robust base to assess retail expenditure.

CONVENIENCE GOODS – MARKET SHARE ANALYSIS

4.10 Convenience goods retailing is generally defined as comprising everyday essential items (including food, drinks, newspapers/magazines and confectionery), as well as an element of non-durable housing goods (such as washing up liquid, kitchen roll, bin bags, etc.). The survey-derived market share (%) analysis for all convenience goods shopping is set out in Table 1 (Appendix 3). It should be noted that for this stage of the analysis the market shares for both convenience and comparison goods retailing include expenditure on 'Special Forms of Trading'[14] (SFT - including internet sales), but exclude 'null' responses in accordance with good practice.

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[14] Special Forms of Trading comprises sales via the internet, mail order, stalls and markets, door to door and telephone sales.

4.11 The overall market shares have been derived from the analysis of the responses as to where people normally shop for their main ('bulk') and 'top up' grocery purchases. In order to avoid the analysis of food shopping patterns being 'skewed' by larger superstores and food stores in the Study Area, the survey also asked respondents where else they normally shop (if anywhere) for their 'main' and 'top up' purchases in addition to the first store identified. The market shares for these different types of food shopping are set out in detail in Appendix 3.

4.12 The responses for 'primary' and 'secondary' food shopping purchase have then been merged through the application of a weighting based on judgements as to the proportion of household expenditure normally accounted for by each type of convenience goods shopping. In this case we have applied a reasonable and robust weighting of 60% for main 'bulk' shopping; 15% for secondary main 'bulk' shopping; 15% for primary 'top-up' shopping; and 10% for secondary 'top-up' shopping.

4.13 Overall, food retailers in the Borough attract less than half of convenience expenditure in the Study Area, which is largely due to the attraction of foodstores in Fareham. For the Borough area (Zones 1 to 4) 79.7% of convenience goods expenditure is retained by food retailers in the Borough, which represents a relatively robust level of expenditure retention.

4.14 Online convenience shopping, which is represented by SFT market share, accounts for 3.8% of total study area expenditure, with a comparable market share for the Borough area (3.6%).

Table 4.1: summarises the distribution of convenience goods expenditure against total expenditure for the Study Area and the Borough.

Location	Gosport Borough (Zones 1-4)	Study Area (Zones 1-6)
Gosport Town Centre (Morrisons, High Street)	13.5% (12.0%)	8.6% (7.7%)
Stoke Road District Centre/ Waitrose	5.5%	3.5%
Lee-on-the-Solent District Centre	3.5%	2.1%
All Neighbourhood Centres (Tesco Superstore, Alver Village)	21.3% (13.3%)	13.0% (8.1%)
Out of Centre (Asda, Dock Road, Gosport)	35.8% (19.2%)	21.6% (11.3%)
Borough Retention	79.7%	48.9%
Leakage to Centres Outside of the Borough (Fareham)	16.8% (14.1%)	47.3% (33.6%)
SFT/Online	3.6%	3.8%

Source: Table 1, Appendix 3. Note: Includes SFT/Online Sales. Note: Figures are rounded up

4.15 A further analysis of convenience shopping patterns presented in Table 1 (Appendix 3) found that:

- Retained expenditure in the Borough is largely supported by three foodstores: the most popular being Asda on Dock Road (out of centre to Gosport); followed by Tesco Superstore in Alver Village Neighbourhood Centre; and Morrisons in Gosport Town Centre.
- A higher proportion of convenience expenditure is distributed to the Borough's out of centre foodstores than those located in the town and neighbourhood centres.
- Residents living in communities in the west of the Borough are more likely to carry out food shopping at the Borough's out of centre stores or in Fareham.

4.16 To understand how shopping patterns have changed over time we have compared the results of the market share analysis of the Borough's expenditure (Zones 1 to 4) against the market shares identified in the 2014 Study for the same area. It should be noted that the market shares published in the 2014 Study exclude SFT, which is required in order to assess retail capacity. Table 1 (Appendix 6) adjusts the market shares to exclude SFT/online sales.

4.17 Overall, where the Borough's residents shop for convenience goods is heavily influenced by the choice and proximity of key foodstores in the Borough, with most residents choosing foodstores that are located within, or closest to, their constituent study zone. The only exception is Zone 4, where over a third of expenditure is spent on stores in Fareham and via online grocery services. The analysis also confirms the important role that the Borough's out of centre foodstores now serve, compared to the modest market shares achieved for the Borough's town centres. For example, Gosport Town Centre attracts less than a quarter of the convenience goods expenditure from Zone 2, which is predominantly supported by the Morrisons store. The store's main competitor appears to be the Asda at Dock Road which attracts a similar market share from Zone 2.

4.18 Both of the Borough's District Centres attract a modest market share of convenience goods expenditure for the Study Area and Borough, which is expected for their role in serving their surrounding communities. The limited market share for Lee-on-the-Solent correlates with the scale of food offer in the centre, which primarily serves a top-up function. Stoke Road attracts a greater market share of the two centres, which we expected to be higher given the presence of the Borough's only Waitrose store. A review of market shares achieved by the two centres within their constituent zones shows that residents are more likely to carry out food shopping in other locations.

4.19 As highlighted above, the Borough's food retailers are mainly supported by expenditure within the Borough, which reflects the general trend for residents to carry our food shopping in locations that are closer to home. Expenditure retention is lowest in the north west of the Borough as reflected in Zone 4 where more than a quarter of residents carry out food shopping in locations outside the Borough.

4.20 At zonal level, Gosport Town Centre's role provides a less prominent role in supporting convenience goods retail compared to the dominant role of the Borough's out of centre foodstores.

COMPARISON GOODS – MARKET SHARE ANALYSIS

4.21 Comparison goods are generally defined as items not obtained on a frequent basis and include clothing, footwear, household and recreational goods. The household survey comprised questions on the main groupings of non-food expenditure, as defined by Experian in the latest RPBN16, including: 'clothing and footwear'; recording media; electrical goods; books; furniture and carpets; DIY and garden products; medical goods; etc.

4.22 The results for all comparison goods, which include SFT, are set out in Tables 1 to 11 of Appendix 4 and are briefly described below. This includes a summary of market share retention for the Borough and leakage to online sales and competing centres which is illustrated for each comparison goods category in Figure 4.1 (based on Borough area expenditure).

4.23 The market share analysis notes the following headline findings which mainly focus on the distribution of expenditure within the Borough area (Zones 1 to 4) due to limited market share being identified for zones outside the Borough area (Zones 5 and 6):

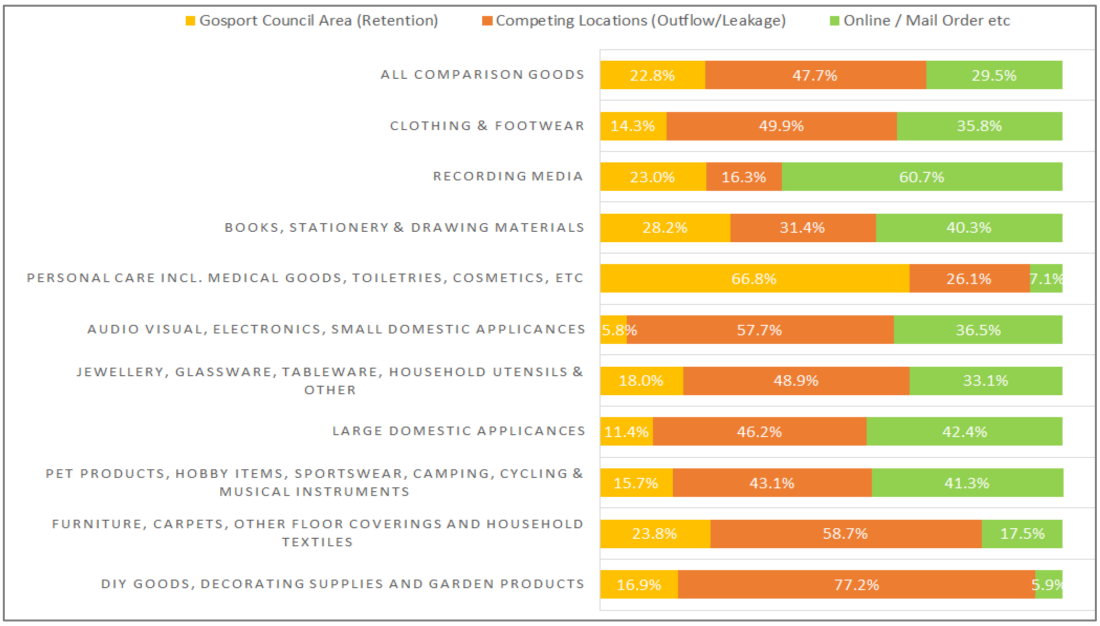
- Gosport Borough retains 22.8% of the comparison goods expenditure generated from the Borough area (i.e. Zones 1 to 4). Retention drops to 13.3% when based on total comparison expenditure for the Study Area expenditure.

- Shoppers living in the Borough area are more likely to visit stores in Fareham and Southampton for comparison goods as a whole.
- Gosport attracts very little expenditure from Zones 5 and 6 (located outside the Borough area), which reflects the strength of comparison goods offer in centres directly serving these zones.
- Gosport Town Centre, which is the main destination for comparison goods shopping in the Borough, attracts 14.4% of Borough expenditure.
- Stoke Road District Centre attracts less than 1% of Borough expenditure, increasing marginally to 1.1% for Zone 1. Market share is stronger for Lee-on-the-Solent District Centre; attracting 2.1% of Borough expenditure, increasing to 7.5% of Zone 2 expenditure, the centre's constituent zone.
- The Borough's neighbourhood centres collectively support 1.5% of Borough expenditure, which is expected and reflects how smaller centres mainly serve a day-to-day convenience retail and service function.
- The Borough has limited out of centre comparison goods retailers, which is reflected by a market share of 4.2% of Borough expenditure.

4.24 Focusing on the role of SFT, the market share analysis reveals that SFT or online sales account for 29.5% of total Borough area expenditure. This is a particularly high level which broadly corresponds to the wider Study Area market share. Online sales purchases for comparison goods are most popular with residents in Zone 3 where it accounts for a third of all comparison goods purchases. The popularity of online sales in the Borough is likely to reflect a limited offer in comparison goods in Gosport and where for some online purchases will be more convenient than travelling to comparison goods shopping destinations outside the Borough.

4.25 The popularity of online purchases is expected to increase, which will present challenges for town centres across the UK and Gosport is no exception. The market share analysis for the Borough shows a typical pattern for online shopping against the different comparison goods categories. As Figure 4.1 shows, online accounts for a third or more of sales in seven out of nine of the comparison goods categories that are assessed. For recording media products in particular, online sales account for nearly two thirds of purchases. The only goods that are more likely to be purchased from 'bricks and mortar' stores relate to personal care goods and DIY and garden goods.

Figure 4.2: Composition of Market Shares for Borough Area (Zones 1-4) All Comparison Goods



Source: Tables 1 to 11, Appendix 4

Changes in Market Shares

4.26 We have necessarily deducted SFT in order to identify the distribution of convenience and comparison goods expenditure against bricks and mortar stores in the Study Area and beyond. This step is required to inform the retail capacity analysis. It also allows us to compare the results of the market share analysis against historic market share data in the 2014 Retail Study where the published market share data excludes SFT. The market share analysis of total convenience goods expenditure, excluding SFT sales is set out in Table 1 (Appendix 6) and in Table 1 (Appendix 7) for comparison goods.

4.27 The table below summarises how convenience goods market share for Borough area expenditure (Zones 1 to 4 only) have changed since 2014.

Table 4.2: Changes in convenience goods market shares

Location	Convenience Goods Market Shares	
	2014	2019
Gosport Town Centre	11.9%	14.0%
Stoke Road District Centre/ Waitrose	4.5%	5.7%
Lee-on-the-Solent District Centre	2.7%	3.7%
All Neighbourhood Centres (Tesco Superstore, Alver Village)	16.6% (6.9%)	22.1% (13.5%)
Out of Centre (Asda, Dock Road, Gosport)	40.6% (35.1%)	37.1% (19.9%)
Borough Retention	76.2%	82.6%
Leakage to Centres Outside of the Borough (Fareham)	23.8% (22.9%)	17.4% (14.7%)

Source: Table 5 (Appendix I) Gosport Retail Capacity Study 2014; Table 1, Appendix 6.

Notes: Excludes SFT/Online Sales. Figures may not sum due to rounding.

4.28 As the table shows, convenience goods expenditure has improved for the Borough, which is likely a result of investment in new and existing foodstores. Despite the opening of new out of centre foodstores in the Borough, particularly at Brockhurst Gate, the overall market share for out of centre provision has fallen while market share has increased for the Borough's three main centres, but also significantly for the Tesco Superstore at Alver Village Neighbourhood Centre. It is possible that the new food offer at Brockhurst Gate has yet to achieve a settled pattern of trading or suggests that in-centre foodstore offer remains a popular option for those visiting the town centres.

4.29 The comparative analysis signals that the Gosport Town Centre and the District Centres of Stoke Road and Lee-on-the-Solent are maintaining a role in supporting the convenience retail needs of the Borough's population. Whilst market share has fallen for the Borough's out of centre foodstore destinations, this may be temporary as new foodstore facilities settle into an established pattern of trading. There is also a question about the role of Alver Village Neighbourhood Centre, with the Tesco Superstore serving a far greater catchment, and more akin to a higher order centre.

4.30 Changes to market shares for comparison goods retail expenditure for the Borough area (Zones 1 to 4) since 2014 are summarised in the table below.

Table 4.3: Changes in comparison goods market shares

Location	All Comparison Goods		Non-Bulky		Bulky	
	2014	2019	2014	2019	2014	2019
Gosport Town Centre	34.8%	20.4%	40.9%	22.9%	17.8%	16.3%
Lee-on-the-Solent District Centre	1.3%	3.0%	1.7%	3.9%	0.2%	1.3%
Other centres	0.1%	3.0%	0.1%	4.0%	0.0%	1.3%
Out of Centre	1.2%	6.0%	0.2%	5.6%	4.2%	6.6%
Borough Retention	37.4%	32.4%	42.9%	36.4%	22.1%	25.6%
Fareham	34.6%	26.4%	37.1%	25.2%	27.7%	28.4%
Portsmouth	8.7%	6.6%	10.7%	9.5%	3.2%	1.9%
Southampton	12.2%	25.5%	6.2%	17.6%	28.7%	38.6%
Other	7.2%	9.1%	3.2%	11.3%	18.3%	5.5%
Outside Borough	62.6%	67.6%	57.0%	63.6%	78.0%	74.4%

Source: Tables 7 and 14 (Appendix II), Gosport Retail Capacity Study 2014; Tables 1a, 1b and 1c, Appendix 7.

Notes: Figures may not sum due to rounding. Comparison goods market shares were not identified for Stoke Road in the 2014 Retail Study. Excludes SFT/Online Sales

4.31 A review of market shares for comparison goods since 2014 shows that comparison goods market share has declined for Gosport Town Centre, particularly in respect to non-bulky goods. The market share for Lee-on-the-Solent has improved, with the biggest increase in market share for non-bulky goods expenditure. Similarly, market share for other centres, including Stoke Road and the Borough's neighbourhood centres has increased.

4.32 The Borough's out of centre retailers have increased their share of comparison goods expenditure. It should be noted that the market shares identified for out of centre expenditure in 2014 were identified for only one retailer - The Range at Gunners Way. The 2019 market shares include a greater number of identified retailers; including comparison goods purchases at out of centre foodstores.

4.33 Overall Borough retention has fallen for comparison goods. When comparison goods expenditure is split into non-bulky goods and bulky goods, it shows that the retention for non-bulky goods expenditure has fallen while expenditure for bulky goods has improved, albeit marginally. Southampton appears to be the main beneficiary of expenditure leaked from the Borough.

5. TOWN CENTRE ASSESSMENTS

5.1 This section assesses the performance of the Borough's main centres, which will provide context to the market share assessment findings and the results of the quantitative assessment for new retail and leisure floorspace, and other town centre uses.

5.2 The town centre assessments consider the 'health' of Gosport Town Centre and the District Centres of Stoke Road and Lee-on-the-Solent. The assessments are based on a review of a range of 'Key Performance Indicators' (KPIs) that are endorsed in the recently updated PPG. The assessment also considers other KPI's that we consider are particularly relevant to Gosport. The methodology for assessing KPIs is set out in Appendix 2.

5.3 A high level audit was also carried out on the Borough's network of Neighbourhood Centres, which focuses on the mix of town centre uses in each centre.

GOSPORT TOWN CENTRE

5.4 Gosport is the strategic shopping, service, employment and civic centre for the Borough. The centre is unique in its geographical position on the peninsula where it is located in close proximity to the City of Portsmouth, but on the western side of Portsmouth Harbour. A foot/cycle passenger ferry provides a short crossing between Gosport Town Centre and Portsmouth.

5.5 Table 3.4 in Section 3 showed Gosport's retail position against other centres in the sub-region based on the Javelin VenueScore's ranking of centres across the UK. Despite Gosport's role as a principal Borough shopping centre, the town centre sits well below other administrative centres, and well behind sub-regional centres in the South East. This correlates to the market share analysis in Section 4 which indicates that the town centre mainly serves its immediate catchment in terms of residential spend, but also from its more limited shopping function compared to higher order centres in the region.

5.6 The current town centre boundary is defined in the Gosport Borough Local Plan Policies Map and replicated in Figure 2, Appendix 1. The centre follows a traditional linear form where commercial activity is spread along High Street. The western end of the High Street is anchored by a Morrisons store, while the eastern end serves as the gateway to the town centre where the bus and ferry terminals are situated nearby. In between, the High Street supports a wide range of town centre uses, including Gosport Town Hall, which houses the Borough Council's offices.

Retail Composition and Diversity of Uses

5.7 The table below summarises the composition of the centre's retail mix and diversity of uses based on the Council's latest in-house audit of units (surveyed in March 2019). The number of units and their percentage representation of all town centre units are compared against the national average identified by Experian Goad.

5.8 As the table below shows, a total of 150 commercial units are identified in the town centre. The number of units has fallen compared to previous survey years. This may relate to differences in how units were categorised in previous audits, but also a change of use of town centre units to non-commercial uses.

Table 5.1: Current Retail and Service Offer – Units

Category	2011		2014		2019		
	Units	%	Units	%	Units	%	UK Average %
Convenience	12	7.6%	13	8.1%	18	12.0%	9.2%
Comparison	68	43.3%	67	41.6%	44	29.3%	29.7%
Service	59	37.6%	67	41.6%	73	48.7%	49.3%
Vacant	18	11.5%	14	8.7%	15	10.0%	11.6%
Total	157	100.0%	161	100.0%	150	100.0%	-

Source: 2019 data from Gosport Borough Council, 2011 and 2014 data from the Gosport Retail Capacity Study 2014.
Note: UK average is informed by Experian Goad.

5.9 The following provides an overview of the different town centre categories and how representation has changed over time for Gosport.

Convenience Retail

5.10 There are 18 convenience units in the town centre, 12% of the total units in the town centre, which is well above the national average (9.2%). There has been an increase in convenience (+6 units) since 2011 and 2014. The Morrisons store serves as the anchor food retailer for the town centre; a busy store, as evident from a site visit to the centre in June 2019. Convenience offer is further supplemented by an Iceland store, along with a range of traditional convenience retailers.

Comparison Retail

5.11 The town centre supports 44 comparison goods units, which is a marked reduction from the number of units recorded in 2014. Whilst this could in part relate to differences in how data has been categorised from previous studies, there is a general downward trend in comparison retail representation for most centres across the UK. Comparison retail units account for 29.3% of total commercial units in Gosport, which is just below the national average (29.7%). For now, representation on a proportional basis remains adequate, but there is concern that the decline in comparison retail offer continues at the pace experienced since 2014.

5.12 Comparison good retail offer in the town centre is largely represented by value and mid-market multiple and independent retailers. Key retail multiples are concentrated along High Street and include Argos, Clarks, Poundstretcher, Boots, Peacocks, New Look, Burton, ShoeZone, Card Factory, and Edinburgh Woollen Mill, amongst others. The town centre offers a mix of independent comparison retailers including traditional comparison offer (e.g. jewellers, fashion retailers, furniture, hardware and electricals) and niche/specialist offer (e.g. religious book shop, wedding attire, etc.).

5.13 On the whole, comparison good retail offer is limited in its range, both in terms of product offer and price-point.

Service Provision

5.14 Service businesses include retail, professional and financial services. The town centre supports 73 service outlets, an increase from 67 identified in 2014. Service units account for 48.7% of all units, which is just below the national average of 49.3%. The following provides a brief summary of provision in the different service categories.

- There are 29 retail services, which account for 19% of total outlets. This is well above the national average (14.9%). The centre supports a typical range of retail services, particularly in regard to beauty services (e.g. hair salons, barbers, nail bars, tattooists, etc.).

- There are 21 financial and business services, which represents 14% of total units; above the national average of 9.9%. The category includes retail banks, of which there are currently six in the town centre. The town centre also supports other financial and business services such as property agents, printing and copying service, solicitors, etc.
- There are 23 leisure services outlets; representing 15% of all units and well below the national average of 24.4%. The range of leisure services is limited to food and beverage (F&B) outlets and gambling venues (e.g. betting offices and amusement arcades). For F&B provision, the centre supports nine cafés; accounting for 6% of all units and above the national average of 4.7%. By comparison, restaurant offer is limited with only two outlets recording; representing 1% of all units, which is well below the national average (4.7%).

5.15 It should be noted that investment in the town centre's leisure offer is currently taking place with the development of a new hotel on High Street. Planning permission was granted in July 2018 (planning application 18/00131/FULL) for a 70 bedroom hotel with an ancillary bar/café and retail shop (Class A1) on the ground floor. The hotel is operated by Travelodge. The scheme represents much needed investment in the town centre and it is to be hoped will stimulate the refurbishment of other units in the vicinity, particularly long term vacant units situated immediately opposite the hotel site.

5.16 In summary, the range of service provision is varied for the town centre. Whilst the centre supports a good range of offer for most categories, it is evident that the choice and range of leisure service is particularly limited. Investment in leisure offer should be a priority, particularly for uses that can support the evening time economy, such as restaurants and evening entertainment. The recent development of a Travelodge (including a restaurant within) will place further demand on the need for better leisure provision. Further consideration of the centre's leisure offer and potential areas of investment is discussed in Section 11.

Markets

5.17 A weekly street market takes place on the High Street every Tuesday and Saturday. The Saturday market is the largest market; hosting over 30 stalls, with a wide range of food and non-food traders. Seasonal and specialist markets also take place throughout the year.

Vacancies

5.18 At the time of the last survey in 2019 Gosport Town Centre had 15 vacant outlets equating to a vacancy rate of 10%, which is below the national average (11.6%). Two of the vacant units were under development as part of the Travelodge hotel, which is now completed. The number of vacant units has fallen since 2011. The town centre has a number of long-term vacant sites on High Street, including in prominent locations (e.g. Poundland unit) and their reoccupation should be a priority. This may require a reconsideration of their associated Use Class in order to encourage take up. It should be noted that McDonald's unit has been sub-divided and one of the units has now been let to an e-cigarette/vape retailer.

Multiple and Independent Store Representation

5.19 At the time of the last survey the town centre supporedt 44 multiples in total, including retail, retail service, leisure, and financial and business services. Focusing on retail multiple offer, there are currently 33 multiples which account for just over half of all retail outlets in the centre. Key fascias include Argos, Boots, Morrisons, and WH Smith (since closed). In contrast, retail service and leisure multiples are more limited, with the offer largely supported by independent businesses.

5.20 While the town centre appears to support a high proportion of retail multiples compared to other town centre categories, the centre would benefit from more high street multiples to help boost footfall to the centre. Investment in new leisure multiples, particularly the centre's restaurant offer will help to promote day and evening time trade in the centre. At the same time, new independent retail and leisure service should be supported to help improve the town centre's general commercial offer and appeal to residents and visitors.

Retailer Representation, Demand and Requirements

5.21 As highlighted in the paragraphs above, the town centre is represented by a reasonably good range of retail brands, which are predominantly aimed at the value and mid-retail market, and an older customer base. This is reflected in Javelin's VenueScore's assessment of the town centre where the centre is indexed against a number of variables, which are summarised in the table below:

Table 5.2: VenueScore Index for Gosport Town Centre

	Index/ Classification	Index Range
Fashion Orientation Index	66	Degree to which the venue's offer is biased towards Fashion (High=Bias towards Fashion; Low=Bias away from Fashion)
Food Service Index	71	Degree to which offer is biased towards Food & Beverages (High=Bias towards Foodservice; Low=Bias away from Foodservice)
Tourist Orientation Index	25	Degree to which offer is biased towards retailers with a Tourist focus (High=Bias towards Tourist-focused retailers e.g. gift and souvenir shops, brands that appeal to visitors, etc.; Low=Bias away from Tourist-focused retailers)
Market Position Index	84 / Lower Middle	Degree to which the venue's offer has a Progressive or Traditional focus (High=Bias towards Progressive retailers; Low=Bias towards Traditional retailers) - where the venue's fashion offer meets a minimum threshold
Fashion Position Index	89 / Traditional	Degree to which the venue's offer has a Progressive or Traditional focus (High=Bias towards Progressive retailers; Low=Bias towards Traditional retailers)
Age Position	101 / Old	Degree to which offer is biased towards retailers with a Young or Old focus (High=Bias towards Older-focused retailers; Low=Bias towards Younger-focused retailers)

Source: Javelin VenueScore 2017

Note: The index base is represented by 100. An index figure that increases above 100 equates to an increasing or 'higher' bias towards the index classification, while a figure that decreases below 100 equates to a decreasing bias from the index classification. For example, where a centre scores well over 100 on the Fashion Orientation Index this would reflect a high number of fashion retailers in the town centre, In contrast, a centre that scores well below 100, would have a low representation of fashion retailers. A score of 100 would represent a mid-way or average position.

5.22 The current representation and the centre's overall retail pitch will inevitably influence the type of other brands that will seek representation.

5.23 Demand for representation from retail and leisure operators is limited for Gosport. Only seven operators have published requirements for Gosport, of which five are likely to consider a town centre site. They include Lidl, Aldi, Subway, Savers, and Snap Fitness, which is equivalent to a total floorspace requirement of between 2,200 sqm and 5,000 sqm gross. It should be noted that both Aldi and Subway are already located in Gosport and so these requirements may be historic.

5.24 Whilst requirements are more subdued across the UK in light of uncertainties in the market, demand for space in Gosport will be influenced by the centre's current retail and leisure offer, and the strength of competition from nearby centres, particularly Fareham, Portsmouth and Southampton.

5.25 Retailer and leisure requirements may improve once the newly opened Travelodge hotel on the High Street is established post Covid-19.

Prime 'Zone A' Rents and Yields

5.26 Discussions with LSH's retail agents and local agents in the area revealed that rental values in the town centre have been falling continuously since the 2008 recession. In more recent years rents have been particularly unstable due to the upheaval in the retail market and use of CVA's by retailers to secure lower rents and/or terminate leases. Agents have reported that securing new retailers in the town centre is becoming more challenging. We are aware from commercial agents active in the area that High Street rental values have fallen and in some cases by almost two thirds over a three year period. The success of recent deals have only come about by offering retailers incentives, such as rent free periods and the provision of capital contributions directly to retailer/operator.

5.27 The most available information on Zone A (i.e. shopping prime area) retail rents for the town centre dates back to 2015 when average rents on the High Street stood around £25 per sqft15. For comparison, Fareham Town Centre was achieving average Zone A rents of around £70 per sqft by the end of 2015, while Portsmouth was achieving considerably higher rents (£150 per sqft) reflecting the city's role as a regional shopping destination15.

5.28 We understand that a number of outlets on High Street are seeking headline rents of around £32 per sqft15. However, these rents are likely to be discounted in order to secure leaseholders. The general consensus from agents managing commercial properties in Gosport is that there is an oversupply of retail units, which is impacting on the potential to stabilise or improve retail rental values.

5.29 Due to the lack of transactions taking place in the town centre it is not possible to provide an accurate report on yield trends.

Barriers to Investment for New and Existing Businesses

5.30 In the current economic climate, the main barriers to investment for new and existing businesses will predominantly relate to macro factors, such as uncertainty in the market generated from Brexit process. This has led to many businesses putting expansion plans on hold and this applies equally to major brands as well as small businesses. Other macro factors such as rising operation costs (e.g. wages), increasing cost of goods, and business rates are key constraints to investment at the local level, particularly for independents.

5.31 For Gosport Town Centre, the significant rise in internet shopping as well as competition from other centres particularly from high order centres such as Southampton have impacted on retail market shares and this is evident in falling footfall rates.

5.32 Falling retail rents for units in the town centre provides more favourable conditions for new retailers and other businesses seeking to open in the town centre.

[15] Average rents sourced from Promis, PMA

Late Opening and Evening Time Economy

5.33 A review of opening hours for shops and services in the town centre indicates that most businesses close between 5pm and 5:30pm. Unlike regional centres that pick up trade from commuters on their way home from work, centres such as Gosport are more reliant on day time trade. Demand for late opening shopping in Gosport Town Centre is likely to be limited.

5.34 Morrisons and Iceland open until 10pm and 9pm, respectively. The centre's restaurants, takeaways, and public houses open late, but on the whole the centre's evening time economy is subdued.

5.35 Generally, evening time activity in the town centre will be limited given there is limited restaurant and other businesses that support an evening time economy. The opening of Travelodge on the High Street may stimulate interest from new restaurants to open nearby.

Perception of Town Centre Users

5.36 The household telephone interview survey (HTIS) asked specific questions on respondents' views and perceptions of Gosport Town Centre as a place to shop and visit for a wide range of uses and attractions. An in-centre survey was undertaken which asked a wide range of questions on how respondents used the town centre and where improvements could be made to encourage more visits and longer dwell times.

5.37 A full analysis of the responses on town centre user habits identified in the HTIS and in-centre survey are provided in Appendices 12 and 13, respectively. The following provides a summary of the key findings from the two surveys and in respect to the overall perception of Gosport Town Centre.

5.38 Respondents to the household survey and in-centre survey were more likely to visit Gosport Town Centre on a weekly basis, followed closely by those visiting twice to three times a week.

5.39 Almost half (47.6%) of the respondents to the in-centre survey were primarily visiting Gosport for shopping reasons, including 19% for shopping in general, 11.1% for non-food shopping and 7.9% for food shopping. Some 11.1% were primarily visiting the centre to access financial services, and 7.9% to visit other services.

5.40 Respondents were also asked if there was another reason for visiting the town centre, with shopping again cited as another reason for visiting the centre, followed by 22% stating their intention to visit dining venues (cafés, restaurants, and takeaways).

5.41 Respondents to both surveys were asked what they liked most about the town centre, which resulted in varying responses against the two surveys. The answers most frequently raised (and ranked by the frequency of responses) are highlighted in the table below.

Table 5.3: What respondents 'like' about Gosport Town Centre

Household Survey Responses (Those that use Gosport Town centre for most of their shopping)	In-Centre Survey Responses
Close to home	Close to home
Nothing / very little	The street market
Attractive environment/ nice place	Close to Portsmouth
Compact	Good range of independent shops
Good range of independent shops	Easy to get to by car / ferry and bus
Easy to Park	

Source: Answers to Q28 HTIS (Appendix 12) and Q11 Gosport Town Centre visitor survey (Appendix 13)

5.42 As the table above shows, respondents liked that Gosport was located near to where they live, which is to be expected. Beyond this point, the answers given by household survey and in-centre survey respondents differed considerably. Of particular note, the second most common answer given by household survey respondents was that there was nothing or very little they liked about the town centre, a statement that was not as frequently raised by respondents to the in-centre survey. This indicates that many residents are not satisfied with the town centre as a place to shop and visit, which correlates to the high level of comparison goods expenditure leakage to competing centres.

5.43 Respondents were asked what improvements could be made to the town centre that could encourage them to visit the centre more often for shopping purposes. It should be noted that there was an overwhelmingly greater response in respect to suggested improvements on "more national multiple/ 'High Street' shops" and 'independent shops' from both surveys. The suggestion for "free car parking" was an important consideration from the perspective of in-centre survey respondents.

Table 5.4: Suggested improvements to encourage more shopping visits to Gosport Town Centre

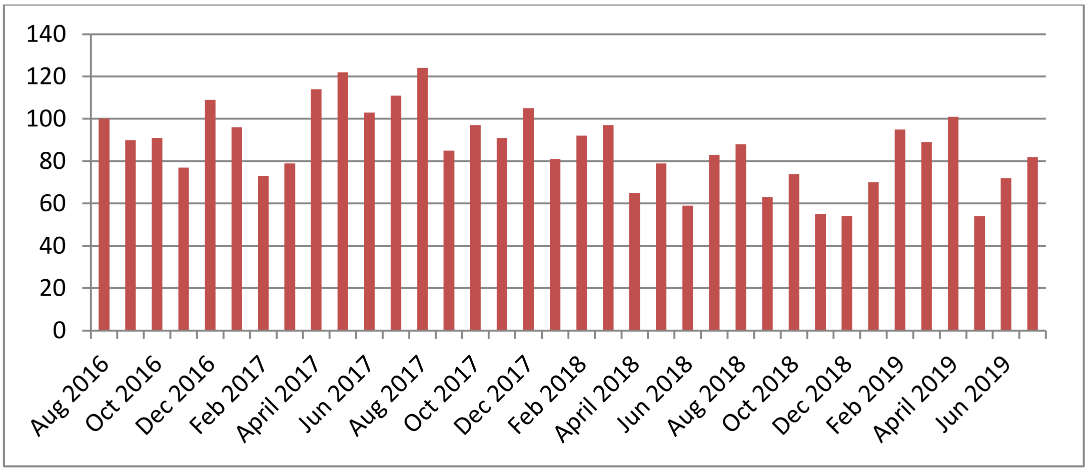
Household Survey Responses (Zones 1 - 4)	In-Centre Survey Responses
More national multiple/ High Street shops	More independent/ specialist shops
More independent/ specialist shops	More national multiple/ High Street shops
More/better non-food retailers	Free car parking
Fewer charity shops	Street market – improvement to offer and physical appearance
Improve the appearance of the centre	More/ better places for eating out
Street market – improvement to offer and physical appearance	More/ better value or affordable shops
Free/cheaper car parking	

Source: Answers to Q29 HTIS (Appendix 12) and Q12 Gosport Town Centre visitor survey (Appendix 13)

Crime and Safety

5.44 Incidences of crime reported to Hampshire Constabulary are recorded monthly with information on reported crimes dating back to August 2016. The figure below tracks recordings of crime in Gosport Town Centre on a monthly basis between August 2016 and July 2019.

Figure 5.1: Reported incidents of crime in Gosport Town Centre August 2016 to July 2019



Source: Home Office – Crime Map

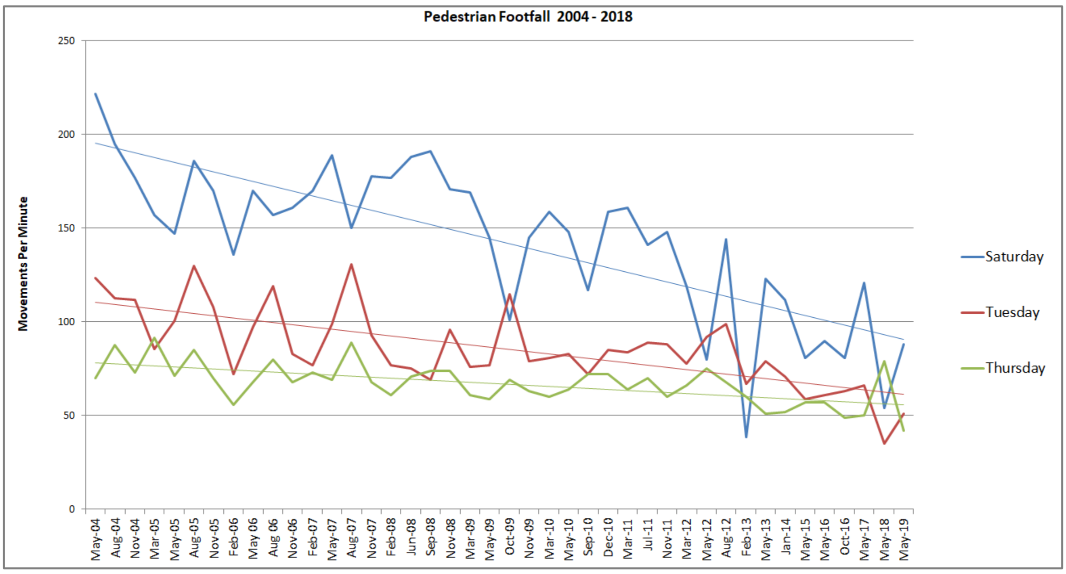
5.45 The figures show that reports of crime have generally fallen since August 2016. For example, there were 897 reports of crime over the year to July 2019. By comparison, there were 1,058 reports of crime in the year to July 2018, and 1,165 in the year to July 2017. Whilst reports of crime occur across the town centre, it is noted that the Morrison's car park and the car park located at South Street attract a disproportionately high number of reports. Other parts of the town centre where reports of crime prevail include Trinity Green and Minnett car park.

5.46 Crime and safety was not raised by respondents to the household or in-centre survey as an issue for Gosport Town Centre.

Pedestrian Flow

5.47 Pedestrian footfall monitoring is undertaken by the Council between May 2004 and May 2019. The data is presented in the Figure below and shows how pedestrian footfall has varied over the years over different days of the week (i.e. Tuesday, Thursday and Saturday). However, what is clearly evident is that pedestrian counts have fallen over the fifteen year period to May 2019.

Figure 5.2: Pedestrian Footfall - May 2004 to May 2019



Source: Gosport Borough Council

Environmental Quality

5.48 Gosport has a good environmental quality as the centre is generally well-kept and tidy with clean surroundings and attractive frontages. Vacant units, in particular, those with hoardings detract from the wider streetscape. Better upkeep of hoardings or making use of vacant windows to promote the town centre and businesses should be considered. There are also examples where improvements to building fronts along High Street would be beneficial.

Accessibility

5.49 Gosport Town Centre is served by regional buses which provide connections across the peninsula and beyond the Borough. A direct Rapid Bus Transit service links Gosport to Fareham. Connections to Portsmouth are available via the passenger ferry where onward rail connections are available from Portsmouth Harbour, including direct rail links to London, Brighton, and Cardiff.

5.50 Pedestrian connectivity within the town centre is good, which is helped by the relatively compact nature of the centre. Access for those with mobility impairments is very good within the town centre; helped by a flat topography and the pedestrianisation of most of the shopping area. Paving appears even and well-maintained. Outside of the pedestrianised zone, dropped kerbs were observed at pavement crossing points. Pedestrian crossings are located along Mumby Road and South Street where they connect with public car parks and the Esplanade. However, it is noted that there is no pedestrian crossing point on Mumby Road that links the Aldi store to the town centre to the south. Pedestrians and those with mobility aids are required to walk a considerable distance to access a safe crossing point.

5.51 In terms of parking, the town centre also benefits from a good provision of long and short stay car parking across the centre. The table below sets out the town's main car parks in the centre. Parking charges apply to all car parks between the hours of 8am to 7pm.

Table 5.5: Car parks in Gosport Town Centre

Car Park	No. Spaces	Duration
Mumby Road Bus Station	22	Long-stay
Minnit Road	23	Long-stay
Minnit Road South	25	Short-stay
South Street	102	Short-stay
Coates Road	36	Short-stay
North Loading Bay	53	Short-stay
North Cross Street No. 1	21	Short-stay
North Cross Street No. 2	14	Short-stay
Walpole Park	573	Long-stay
Clarence Road (Edge of centre)	33	Long-stay

Source: Gosport Borough Council Parking Spaces Information (November 2018)

Notes: Short stay - 2 hour maximum stay; Long-stay – parking within the hours of 8am to 7pm.

5.52 The Morrisons store has an adjoining car park that offers two hours of free customer parking up to 5pm.

5.53 In summary, whilst the town is at a disadvantage to other centres in the region due to its peninsula location, accessibility by public transport is good, mainly due to the ferry connection to Portsmouth Harbour rail station. Bus connections and road access to the rest of the Borough are good.

However, the centre is at a disadvantage in terms of attracting visitors beyond the Borough who wish to travel by car.

5.54 In terms of investment and development, it will be important to maintain an appropriate level of car parking to ensure the centre remains accessible to shoppers and visitors. This should be considered where the Council are considering the redevelopment of existing car park sites.

Summary

5.55 In summary, we provide a SWOT (Strengths, Weaknesses, Opportunities, Threats) assessment of Gosport Town Centre below:

Table 5.6: SWOT Analysis Summary

Strengths	Weaknesses
Proximity and links to Portsmouth Harbour and rail station. Good range of retail services. Benefits from a town centre foodstore. Three popular marinas within the locality. Good parking provision. Pedestrian zone offers a safe and attractive shopping environment. Street Market. Well maintained centre. Administrative and community venues i.e. Discovery Centre.	Basic range of comparison goods retailers. Likely to be perceived as a remote location to visitors outside of the Borough. Proximity and links to Portsmouth and Fareham competitor centres. Limited range of comparison retail offer. Lack of formal and casual dining restaurant offer. Vacant and boarded up units on the high street detract from the street environment. Limited leisure offer and limited programme of specialist markets.
Opportunities	**Threats**
Significant potential to develop the waterfront, specifically the bus station site to serve as a gateway to the town centre and attract visitors from the marinas and those visiting Portsmouth. Potential to expand and enhance the street market so it serves as an attraction to visitors. Repurpose vacant shops by allowing more flexible uses. Potential for residential living in the town centre, particularly 'over the shop' and through the densification of sites. Investment in the centre's food and beverage offer, which will appeal to visitors, residents and marina users.	Lack of investment in the centre's retail and leisure offer. Continued investment in retail and leisure offer in Fareham and Portsmouth. Falling value of commercial rents. Further development of out of centre retail offer in the Borough. Further loss of retail and leisure brands in the town centre will impact on existing businesses and undermine investment efforts. Increased use of internet shopping which has experienced a significant increase over the past decade and will continue to gain market share.

5.56 In summary, Gosport Town Centre is a vital and viable centre that benefits from a wide range of retail and service outlets as well as a welcoming and pleasant shopping environment. However, it is evident that the centre's retail offer is limited and is not meeting the needs and aspirations of the wider Borough population. This is reflected in the considerable level of expenditure leakage for comparison goods to centres outside the Borough, particularly Fareham and Southampton.

5.57 Published requirements by new retail and leisure operators suggest that demand for space in the town centre is low. Opportunities to revitalise the town centre and improve operator interest should be pursued. This could include the potential of improving the street market and attracting more visitors to the town centre as part of a wider tourism strategy which could help to increase demand from operators. There is also a particular need to enhance the centre's evening time economy; for example, through new entertainment venues and new restaurants.

5.58 It will be important for the Council to continue monitoring footfall and vacancy levels across the centre (but specifically in the non-core shopping areas) in the light of the changing dynamics of the retail market in particular.

5.59 Opportunities for residential development should be promoted, particularly above commercial uses in existing buildings where segregated access can be provided. The Gosport Waterfront and Town Centre SPD also identifies opportunity sites for residential development. Increasing the centre's resident population would help to support existing businesses and may encourage better use of the centre.

5.60 It is evident that the main perception of those living in Gosport and those using the centre view the town centre as a nice place to visit, but is not meeting their expectations in terms of shopping offer. This suggests that investment is needed to attract more high street retail brands to the centre whilst at the same time promoting more independent offer. However, investing in retail in the current climate is difficult particularly for Gosport. The centre has a relatively small shopping catchment, with more limited expenditure compared to more densely populated districts in the region, and competition with higher order shopping centres. It is also apparent from discussions with retail agents operating in and around Gosport Town Centre that there are too many retail units. This is not unique to Gosport and it is now widely accepted that town centres in the UK are 'over-shopped' particularly as major retail brands continue their retreat from town centres as they focus store investment in strong performing centres.

5.61 For Gosport, the centre needs to reinvent itself in order to increase its appeal to residents and visitors, which in turn would increase interest from retail and leisure brands. A key opportunity is the redevelopment of Bus Station, which is promoted for development within the Waterfront and Town Centre SPD. The site's position on the waterfront, a very under-utilised feature, would provide an attractive setting for leisure uses, particularly for 'food and beverage' uses, with the potential for residential or office uses above. Development for leisure uses could meet the identified gap in the centre's evening time economy and may help to stem leakage in expenditure on F&B to Portsmouth and Fareham. It would also enhance the attractiveness of the town centre to visitors, including those visiting Gosport and Haslar marinas.

5.62 Development of the site would also serve as an important gateway development for the town centre, which is otherwise dominated by the ferry terminal. However, it is recommended that the development of the bus station site is accompanied by wider environmental improvement works beyond the site boundary. This should include improvements to building frontages on eastern end of High Street and the A32, upgrading the pedestrian road crossing on the A32 that links High Street to the bus station and ferry terminal, and the potential to relocate vehicle/bus access to bus station.

LEE-ON-THE-SOLENT DISTRICT CENTRE

5.63 Lee-on-the-Solent is the larger of the Borough's two district centres and is located south-west of the Borough; close to the boundary with Fareham Borough. The district centre's coastal location means it is popular with visitors while also meeting the day to day retail and service needs of the local population.

5.64 The current centre boundary is defined in the Gosport Borough Local Plan Policies Map and replicated in Figure 3, Appendix 1. The centre is compact with commercial activity focused on High Street, Pier Street, and Marine Parade East.

Retail Composition and Diversity of Uses

5.65 The table below summarises the composition of the centre's retail mix and diversity of uses based on the Council's latest in-house audit of units (surveyed in March 2019). The number of units and their percentage representation of all town centre units are compared against the national average identified by Experian Goad.

Table 5.7: Current Retail and Service Offer in Lee-on-the-Solent District Centre – Units

Category	2014		2019		
	Units	%	Units	%	UK Average %
Convenience	9	10.1%	10	11.5%	9.2%
Comparison	40	44.9%	30	34.5%	29.7%
Service	35	39.3%	41	47.1%	49.3%
Vacant	2	2.2%	6	6.9%	11.6%
Misc	3	1.2%	-	-	-
Total	89	100.0%	87	100.0%	-

Source: 2019 data from Gosport Borough Council, 2014 data from the Gosport Retail Capacity Study 2014.

Note: UK average is informed by Experian Goad.

5.66 As the table above shows, a total of 87 commercial units are identified in the town centre. It should be noted that the total number of units excludes non-commercial uses such as dental surgeries and other health related businesses. This may explain the differences in the total number of units recorded in the 2014 survey, where the three units were categorised as 'miscellaneous'.

5.67 The following provides an overview of the different town centre categories and how representation has changed over time for Lee-on-the-Solent.

Convenience Retail

5.68 There are 10 convenience units in the town centre, 11.5% of total units in the town centre, which is well above the national average (9.2%). A Tesco Express opened in the town centre in 2012 and along with Co-op on High Street represents the town centre's primary food retail provision. The town centre also benefits from a good range of traditional supporting convenience offer, including butchers (x 2), a bakery, wine merchant, and greengrocer. A fishmonger recently closed in the centre.

Comparison Retail

5.69 The town centre supports 30 comparison goods units, which represents a considerable reduction from the number of units recorded in 2014. As highlighted for the Gosport Town Centre assessment, the fall in the number of units could in part relate to differences in how data has been categorised from previous studies. However, the decline in comparison goods units is a general trend most centres across the UK. However, when viewed as a proportion of all town centre units, comparison retail units account for 34.5% of total commercial units in Lee-on-the-Solent, which is well above the national average (29.7%).

5.70 Comparison goods retail offer in the centre is largely represented by independent retailers, which appear to be aimed at a more affluent and visitor market, particularly when compared to the offer at Gosport Town Centre and Stoke Road. The only retail multiples are Boots and Subway, and a number of national charity shops. The town centre offers a mix of independent comparison retailers including traditional comparison offer (e.g. jewellers, fashion retailers, furniture, hardware and electricals) and niche/specialist offer (e.g. book shop, wedding attire, etc.).

5.71 Generally, the centre offers a good range of traditional comparison goods retailers. It is noted that the centre has four charity shops, which as a proportion of all town centre units (4.6%) is above the national average for town centres (2.7%). Whilst charity shops play a role in offering affordable goods and reoccupying vacant space, they can impact on the attractiveness of a centre, particularly where they begin to proliferate the retail pitch. The Council should carefully monitor the number of charity shops in the town centre.

Service Provision

5.72 Service businesses include retail, professional and financial services. The town centre supports 41 service outlets, an increase from 35 identified in 2014. Service units account for 47.1% of all units, which is just below the national average of 49.3%.

5.73 The following provides a brief summary of provision in the different service categories.

- There are 17 retail services, which account for 19.5% of total outlets. This is on par with Gosport Town Centre (19%) and well above the national average (14.9%).
- The centre supports a typical range of retail services, particularly in regard to beauty services (e.g. hair salons, barbers and beauticians) along with other typical retail services (such as funeral parlour, hardware store etc.).
- With reference to financial and business services, there are 6 outlets, which represent 6.9% of total units; below the national average of 9.9%. The offer largely comprises estate agents and professional services. The centre has no retail bank.
- There are 18 leisure services outlets; representing 21.6% of all units and broadly in line with the national average of 24.4%. The range of leisure services is limited to food and beverage (F&B) outlets and gambling venues (e.g. betting offices). Café and restaurant offer is particularly strong for the town centre, which is likely influenced by the centre's popularity with visitors. There are eight cafes in the centre; accounting for 9.2% of all units, which is double above the national average (4.7%). The centre has four restaurants, representing 4.6% of all units and compares to the national average (4.7%). The centre has one betting office. There are no other leisure services identified for the town centre.

5.74 In summary, whilst the range of service provision is on the whole limited, it is evident the service offer is geared towards the visitor market as reflected in the centre's strong café and restaurant offer. The centre could benefit from a wider range of leisure uses (e.g. public house and entertainment venues) and a retail bank. Further consideration of the centre's leisure offer and potential areas of investment is discussed in Section 11.

Markets

5.75 At the current time, there are no regular weekly markets taking place in Lee-on-the-Solent. The centre hosts occasional markets during the year such as the French Market and Christmas Market. The markets are held on High Street and the street is closed to vehicles. The French Market is particularly popular and comprises traders from Normandy selling a wide range of French products.

5.76 There is an opportunity to support a regular market in the town centre, particularly given the popularity of the occasional markets and the presence of visitors. A high quality market, such as a craft or farmer's market would lend well to the centre's wider quality retail offer.

Vacancies

5.77 The town centre currently has 6 vacant outlets equating to a vacancy rate of 6.9%, which is well below the national average (11.6%). Whilst the current vacancy rate is low, the number of vacant units has increased from 2 recorded in 2014. The Council should continue to monitor vacant units in the town centre, particularly on the High Street where we would expect stronger occupation levels. It is noted that 141 High Street has been vacant for some time and it is very likely that this unit would be occupied if it was refurbished and available to the market; particularly given its prominent location on the High Street.

5.78 Where vacancies persist for particular units, the Council may wish to consider alternative uses to promote the reoccupation of longer term vacant units.

Multiple and Independent Retail Representation

5.79 The town centre supports a limited number of multiples, with just three recorded. They include Tesco, two Boots outlets and a Subway outlet. A low representation of multiples does not necessarily represent a negative indicator for a town centre's performance. Rather it will be dependent on the quality and pitch of the centre's wider offer and whether it is being met by independent operators. For Lee-on-the-Solent, the dominance of reasonably high quality independents is a key attribute for the centre which distinguishes the centre's offer from that of the Borough's other centres. There may be potential to attract new high street retail brands to the centre, particularly where it will complement the existing retail offer and reoccupy vacant floorspace.

Retail Demand and Requirements

5.80 There are no published requirements for the centre.

Environmental Quality

5.81 Lee-on-the-Solent is an attractive centre and it is evident that the centre's environment is well maintained. The centre benefits from a mix of architecture from different periods, which blend well together. The Victorian and Art Deco frontages along Pier Street and Marine Parade East add particular character to the centre. Shop frontages are well maintained and the centre benefits from good landscaping. There are some areas that could benefit from improvement; the main example being the better upkeep of vacant unit frontages.

Accessibility

5.82 In terms of public transport accessibility, Lee-on-the-Solent is served by local bus services, which provide connections across the peninsula and beyond the Borough to Stubbington and Fareham. Portsmouth is connected to the centre via ferry links from Gosport Town Centre.

5.83 Pedestrian connectivity within the town centre is good, which is helped by the relatively compact nature of the centre. High Street benefits from multiple pedestrian crossing points that allow greater connectivity between commercial uses either side of the carriageway.

5.84 Access for persons with mobility impairments is reasonably good. A site visit to the town centre noted dropped kerbs and tactile paving at all observed road crossing points.

5.85 Lee-on-the-Solent has three short stay car parks and one long stay car park. Parking is supplemented by at grade on-street parking across the town centre. It was noted on the day of the site visit that demand for parking was high, with few available on-street parking spaces. Parking charges apply to all car parks, with charging times starting from 8am or 10am. Car park charges are levied up to 6pm or 7pm.

Table 5.8: Car parks in Lee-on-Solent District Centre

Car Park	No. Spaces	Duration
Flower Buildings	37	Short-stay
Marine Parade 1	48	Short-stay
Marine Parade 2	28	Short-stay
Beach Road	167	Long-stay

Notes: Short stay - 2 hour maximum stay; Long-stay – parking within the hours of 8am to 7pm.

Evening Time Economy

5.86 A review of opening times for a large sample of the centre's shops and services confirms that most retail and service business close between 4:30pm and 6pm. The only late opening retailers of note are Tesco and Coop who trade to 11pm and 10pm, respectively. The Wine Bank is open until 8pm on Fridays. The trading times of retailers appear to be standard for centres of this size.

5.87 The evening economy is primarily supported by the town's restaurant offer, the majority of which close at 11pm. There are no pubs or late night venues.

New Investment and Potential for Business Growth

5.88 The opening of Tesco Express in 2012 is the most recent example of new investment to the centre. We are not aware of other investment plans for the town centre.

5.89 The centre's strong local and independent retail and service offer suggests that Lee-on-the-Solent is a favourable location for small businesses.

5.90 While the low level of shop vacancies is a positive factor for the centre, it also limits the potential for new business openings. However, on the whole for centres the size of Lee-on-the-Solent, maintaining the stability of existing businesses will be a priority over ambitions to drive investment in the expansion or opening of new outlets.

Summary

5.91 In summary, we provide a SWOT (Strengths, Weaknesses, Opportunities, Threats) assessment of Lee-on-the-Solent District Centre below:

Table 5.9: SWOT Analysis Summary

Strengths	Weaknesses
Attractive shopping environment High quality and good range of retail High number of independent retailers Revenue from visitors Coastal location	Limited leisure offer, particularly for pubs and evening entertainment venues Pressures on parking provision, particularly during seasonal periods.
Opportunities	**Threats**
Potential to host a weekly street market. Potential to promote the evening economy. Opportunities to create strong linkages to major leisure and housing development at Daedalus.	Competition with higher order centres within and outside the Borough (e.g. Gosport Town Centre, Fareham, Southampton, etc.). Increasing growth of online sales that can put traditional retailers at risk. Further development of out of centre retail in the Borough.

5.92 In summary, Lee-on-the-Solent is a vital and viable centre that benefits from a high quality and broad retail offer. The centre's environment is characterful and is clearly popular with locals and visitors.

5.93 Investment should be directed to providing a wider mix of leisure services and the potential to support a weekly farmers' market should be explored. As the town centre supports a strong independent and traditional retail offer, it may be more susceptible to pressures from online retailing. While vacancies remain low for the centre, they have doubled in five years. Therefore, the Council should continue to monitor vacancies in the centre on a yearly basis. Where vacancies persist or are on the rise, consideration should be given to allowing changes of use to ensure their reoccupation.

5.94 Residential, leisure and employment development coming forward on Daedalus is expected to increase demand for services in Lee-on-the-Solent. Therefore, opportunities to promote better links between the housing development sites and the district centre should be a priority, particularly pedestrian and cycle links given that parking is at or reaching capacity within the centre.

STOKE ROAD DISTRICT CENTRE

5.95 Stoke Road is the second of the Borough's two district centres and is located immediately west of the town centre boundary for Gosport Town Centre. The centre primarily serves its local catchment and despite its proximity to Gosport Town Centre, has evolved to provide a complementary retail role.

5.96 The current town centre boundary is defined in the Gosport Borough Local Plan Policies Map and replicated in Figure 4, Appendix 1. The centre takes a linear form with commercial activity focused along Stoke Road itself; between the junctions with Spring Garden Lane and Alver Road.

Retail Composition and Diversity of Uses

5.97 The table below summarises the composition of the centre's retail mix and diversity of uses based on the Council's latest in-house audit of units (surveyed in March 2019). The number of units and their percentage representation of all town centre units are compared against the national average identified by Experian Goad.

Table 5.10: Current Retail and Service Offer in Stoke Road – Units

Category	2014		2019		
	Units	%	Units	%	UK Average %
Convenience	4	3.8%	6	5.6%	9.2%
Comparison	32	30.5%	24	22.4%	29.7%
Service	46	43.8%	62	57.9%	49.3%
Vacant	23	21.9%	15	14.0%	11.6%
Total	105	100.0%	107	100.0%	-

Source: 2019 data from Gosport Borough Council, 2014 data from the Gosport Retail Capacity Study 2014. Note: UK average is informed by Experian Goad.

5.98 A total of 107 commercial units are identified in Stoke Road District Centre, which broadly compares with the 105 units identified in 2014.

5.99 The following provides an overview of the different town centre categories and how representation has changed over time for the town centre.

Convenience Retail

5.100 There are 6 convenience units in the town centre, which represents an increase from four identified in 2014. Current provision accounts for 5.6% of total units which is less than the national average (9.2%). Whilst provision may appear low based on unit numbers, the centre is anchored by a medium sized Waitrose store. The centre has a small number of supporting convenience outlets including a fishmonger/butcher, specialist food shop (Thai), newsagent and off-licence, 'e-cigarette' tobacconist, and shoe repair shop. It is noted that the centre lacks typical traditional convenience retailers such as a baker and greengrocer.

Comparison Retail

5.101 The town centre supports 24 comparison goods units, which represents a reduction from the 32 outlets recorded in 2014. As before, the fall in the number of units could in part relate to differences in how data has been categorised from previous studies and also the decline in comparison goods offer for most centres across the UK.

5.102 Like for Lee-on-the-Solent, the comparison goods retail offer in Stoke Road is largely supported by independent retailers. However, the offer is very different between the two centres. Comparison goods provision for Stoke Road is notably varied ranging from niche/ specialist retailers to budget and discount goods. The centre also has a strong offer for furniture and domestic goods.

5.103 The centre has four charity shops, which account for 3.7% of all centre units. This is well above the national average (2.7%). Whilst charity shops play a role in offering affordable goods and reoccupying vacant space, they can impact on the attractiveness of a centre, particularly where they begin to proliferate the retail pitch. The Council should carefully monitor the number of charity shops in the town centre.

Service Provision

5.104 Service businesses include retail, professional and financial services. The centre supports 64 service outlets, which is a significant increase from 46 identified in 2014. Service units now account for 59.3% of all units, which is well above the national average (49.3%).

5.105 The following provides a brief summary of provision in the different service categories.

- There are 27 retail services, which account for a quarter of total outlets in the centre and well above the national average (14.9%). The centre supports a wide range of retail services, ranging from tattoo parlours and beauty salons to tailors and undertakers.
- There are 13 financial and business service outlets and representing 12.1% of all units, which is above the national average (10%).
- Leisure services are largely supported by food and beverage offer, which comprises three cafes, four restaurants, and two pubs. Provision in these uses is below the national average when compared as a proportion of total centre units. In contrast, the centre has an above average proportion of take away/ fast food outlets with ten outlets recorded.
- Other leisure services include two gyms, one of which is for women only, and two social clubs.

5.106 In summary, the centre is well provided for in certain service categories but would benefit in investment in its sit-in food and beverage offer. As with Lee-on-the-Solent, the centre lacks a retail bank, which likely reflects the widespread closure of retail banks in centres across the UK. Further consideration of the centre's leisure offer and potential areas of investment is discussed in Section 7.

Markets

5.107 At the current time, there are no regular weekly markets taking place in Stoke Road. Given the close proximity of Gosport Town Centre, there may not be sufficient demand to host a regular street market at Stoke Road.

Vacancies

5.108 The centre currently has 14 vacant outlets equating to a vacancy rate of 13%, which is just above the national average (11.6%). However, it is worth noting that the number of vacancies has fallen from 23 recorded in 2014, which indicates that there is greater demand for business representation in the town centre.

5.109 Where vacancies persist for particular units, the Council may wish to consider alternative uses to promote the reoccupation of longer term vacant units.

Multiple and Independent Retail Representation

5.110 The centre is characterised by its independent retail and service offer, with only five multiples identified; equating to less than 5% of all outlets. Waitrose serves as the centre's principal retail multiple, with national charity shops and a national estate agent accounting for the other identified multiples. As stated before, a low representation of multiples does not necessarily represent a negative indicator for a town centre's performance. For Stoke Road, the centre has a strong and varied independent retail offer that sets it apart from the retail offer at Gosport Town Centre and Lee-on-the-Solent.

Retail Demand and Requirements

5.111 There are no published requirements for the district centre.

Environmental Quality

5.112 The quality of the centre's environment is varied in terms of the quality of architecture, shop front uniformity and evidence of maintenance. The centre benefits from characterful architecture, notably the Portland Building retail parade and the vacant Royal Arms pub. There are many examples of well-maintained frontages, particularly where heritage shop fronts have been restored or modernised. A good example being no. 19-23 Stoke Road (Richard Martin). Heritage shop fronts would benefit from design guidance, particularly in relation to shop front signage and the type of fascias that are installed.

5.113 As with other centres in the Borough, there are a number of vacant buildings that detract from the quality of the streetscape and would benefit from minor decoration.

Accessibility

5.114 In terms of public transport accessibility, Stoke Road is served by local bus services, which provide connections across the peninsula and beyond the Borough to Stubbington and Fareham. The centre is approximately 0.5 miles from Gosport Ferry Terminal; providing a direct link to Portsmouth and onward rail connections from Portsmouth Harbour to London and Cardiff. Stoke Road benefits from a high frequency of bus services. Unfortunately due to the current on-street parking arrangements it is quite common that buses have difficulty in passing each other. It will be necessary for this issue to be addressed to improve the bus passenger experience and those travelling by car.

5.115 Pedestrian connectivity within the centre is good, although the centre's linear form may deter town centre users from shopping the length of the centre. Access for those with mobility and health impairments appears adequate with dropped kerbs and tactile paving noted at all observed street junctions. The centre could benefit from more pedestrian crossing points between the north and south carriageway of Stoke Road, which would improve pedestrian connections for people of all abilities. Currently, there are only three pedestrian crossing points running the length of the centre boundary.

5.116 Stoke Road has two short stay car parks. Parking is supplemented by at grade on-street parking across the centre. Both on-street parking and parking within the Council's two car parks is free for three hours (no return permitted within two hours).

Table 5.11: Car parks in Stoke Road District Centre

Car Park	No. Spaces	Duration
Jamaica Place North	18	Short-stay
Jamaica Place South	50	Short-stay

5.117 Parking is also available for Waitrose shoppers at the store's adjoining car park where free parking is available for two hours.

Evening and Night Time Economy

5.118 A review of opening times for a large sample of the centre's shops and services confirms that most retail and service businesses close between 4:30pm and 5pm. With the exception of Waitrose, there are no other late opening retailers.

5.119 The centre has a number of restaurants that support the evening and night time economy. There are public houses in the centre; The Vine and The Tap Room. We understand that the Council are considering a planning application on the site of The Vine pub, which is seeking to redevelop part of the site for residential and retail use. Another public house is located outside the defined centre boundary.

5.120 In summary, whilst Stoke Road does not support a thriving evening and night time economy, this is expected for a centre of its size. However, there may be demand for a broader choice of restaurant offer, which we consider in more detail in Section 7.

New Investment and Potential for Business Growth

5.121 We are not aware of any recent or planned investment for Stoke Road. As for Lee-on-the-Solent, the strong local and independent retail and service offer serving Stoke Road suggests that the centre is a favourable location for small businesses. The centre benefits from an active local traders association/forum, which promotes businesses in the town centre.

5.122 Vacant units in the centre offer the potential to support new businesses. However, vacancies in themselves suggest that there are underlying reasons why units are not being let, which could relate to unfavourable leases or lack of demand in general.

Summary

5.123 In summary, we provide a SWOT (Strengths, Weaknesses, Opportunities, Threats) assessment of Stoke Road District Centre below:

Table 5.12: SWOT Analysis Summary

Strengths	Weaknesses
Range of independent retailers. Waitrose will attract a wide customer base. Characterful architecture and streetscape. Proximity to Gosport Town Centre. Free parking. Strong retail service offer.	Some street frontages in need of maintenance/ refurbishment. Retail offer is broadly pitched at the budget market and does not take advantage of the wider customer base visiting the centre. High number of vacancies.
Opportunities	**Threats**
Improvements to buildings and shop frontages. Potential to promote a broader choice of restaurant offer. Potential to enhance the evening time economy through new restaurant offer.	Competition with higher order centres within and outside the Borough (e.g. Gosport Town Centre, Fareham, Southampton, etc.). Increasing growth of online sales that can put traditional retailers at risk. Increase in vacancies, which can undermine the performance of the centre. Potential closure of The Vine pub which would impact on the centre's already limited evening time offer. Further development of out of centre retail in the Borough.

5.124 In summary, Stoke Road is a vital and viable centre that provides a distinct retail and retail service offer that is different from nearby Gosport Town Centre. The centres benefits from a number of attractive heritage buildings and shop fronts. The Waitrose store serves an environment that is characterful and is clearly popular with locals and visitors. As the district centre supports a strong independent and traditional retail offer, it may be more susceptible to pressures from online retailing. Whilst vacancies have fallen in the centre in recent years the vacancy rates remains above the UK average for town centres. Therefore, the Council should continue to monitor vacancies in the centre on a yearly basis. Where vacancies persist or are on the rise, consideration should be given to allowing changes of use to ensure their reoccupation.

OUT-OF-CENTRE PROVISION

5.125 The Borough has a notable number of out of centre foodstores, the number of which has been boosted by the development of Brockhurst Gate. Asda on Dock Road is the largest of the foodstores and the most popular based on the results of the market share analysis. Brockhurst Gate, which opened in 2019, accommodates three foodstores, including Lidl, M&S Foodhall, and Iceland's Food Warehouse. B&M is also trading on the site, and an inspection of the store indicates that over half of the sale floorspace is for the sale of convenience goods. Other out of centre foodstores in the Borough include a Morrisons outlet serving a petrol filling station on Fareham Road and the Aldi at Mumby Road, which is edge of centre to Gosport Town Centre.

5.126 Out of centre comparison goods provision is limited within the Borough. Current out of centre retailers include Jollyes (pet store) and B&M Bargains (variety store), which are located at Brockhurst Gate. Other standalone stores are located within the Borough, which support bulky goods retail offer, including: The Range, Gunners Way; and a number of independent carpet and flooring businesses. Fareham Trade Park also supports a number of fitted furniture outlets and trade counters that are open to the public (e.g. Toolstation, oriental supermarket, etc.).

5.127 The Borough's three town centres are likely to have experienced some loss in trade to new out of centre development, particularly Brockhurst Gate. The extent of competition will vary between the three centres. It is likely that Gosport Town Centre will be vulnerable to further out of centre development, particularly where it supports retailers that stock goods that can be bought in the town centre. Similarly, out of centre development that includes F&B offer will divert expenditure that would otherwise be spent in the town centre. The closure of the McDonald's outlet on High Street following the development of the drive-thru restaurant at Brockhurst Gate is an example of how operators will seek to concentrate sales in a stronger performing store where overheads are likely to be lower compared to its former town centre unit. Stoke Road is likely to compete directly with Brockhurst Gate given the proximity between the two centres and the likely competition between Waitrose and M&S Food.

5.128 Whilst out of centre retail can provide a complementary role for town centres this generally occurs where out of centre retailers do not compete directly with those in a town centre. Bulky goods retail has traditionally been viewed as acceptable out of centre retail development. However, growth in this retail sector, particularly among traditional bulky goods retailers, such as furniture and DIY retailers, has slowed, which has led to increased voids in existing retail parks. Much of the demand for out of centre retail development is now driven by the food retail sector (particularly Aldi, Lidl, M&S Food) and variety stores (e.g. B&M, Home Bargains, Dunelm, etc.). For Gosport, developer interest for out of centre development is likely to be associated with comparison goods retailers, with the most obvious location being sites close to Brockhurst Gate.

6. QUANTITATIVE RETAIL NEEDS ASSESSMENT

6.1 This section sets out the results of the quantitative retail need ('capacity') assessment for new retail (comparison and convenience goods) floorspace in the Borough covering the period from 2019 to 2036; further broken down into five year periods (i.e. 2024, 2029, 2034, and 2036). This assessment updates and supersedes the findings of the Council's previous evidence-based studies.

THE CREAT^{E} MODEL: KEY BASELINE ASSUMPTIONS AND FORECASTS

6.2 The CREATe economic model has been specifically designed and developed by the LSH team to assess the capacity for and impact of new retail (convenience and comparison goods) development and investment. The (Excel-based) model adopts a transparent 'step-by-step' approach in which all the key assumptions and forecasts can be easily tested, in accordance with accepted practice and which has supported evidence at Examinations in Public. The model is underpinned by the survey-derived market share analysis. This helps to inform the assessment of the current (convenience and comparison goods) turnovers and trading performance of existing centres, shops and stores at the base year (2019).

6.3 It has necessarily been assumed for the purpose of the capacity assessment that the local retail market in the Gosport Borough is in 'equilibrium' at 2019. In other words, all existing centres and stores are broadly assumed to be trading in line with their expected ('benchmark') turnover levels at the base year. This approach is reasonable, robust and realistic in this case as it reflects the impact of the economic downturn and the significant growth in internet sales on the trading levels and performance of retailers and stores across the UK. It also reflects the potential impact of Brexit (and now COVID-19) on the economy and retail sector going forward. Further to this, there is no qualitative evidence from the health check assessments that clearly demonstrates that any of the main centres and stores in the local authority area are significantly over-trading or under-trading at the base year.

6.4 On this basis, any residual expenditure available to support new retail floorspace over the period 2019 to 2036 will be derived from the difference between the forecast growth in 'current' (survey-derived) turnover levels (based on population and expenditure growth), and the constrained growth in 'benchmark' turnovers based on applying robust year-on-year 'productivity' ('efficiency') growth rates to all existing and new retail floorspace. It should be noted that productivity rates have been adjusted to reflect local circumstances, which is explained in more detail later in this section.

6.5 It is important to restate that long-term forecasts should be treated with caution, as they will be influenced by changes in economic, demographic and market trends. As a result, we advise that greater weight should be placed on the short term forecasts carried out over a five year period (see PPG, para 004). Notwithstanding this, the Council will need to take account of the forecast capacity for new retail floorspace over the plan period to inform its policy making and site allocations. The NPPF (paragraph 85) states that local planning authorities should meet the need for retail and town centre uses; looking at least ten years ahead (see Section 2 of this study). Therefore, whilst this study assesses retail capacity up to 2036, emphasis has been placed on forecasts over the ten-year period to 2029.

6.6 The updated capacity forecasts set out in this section are intended as a broad guide to enable the Council to assess the broad strategic options for the spatial distribution of new retail-led floorspace and development over the plan period, and to make informed policy choices about where any forecast need should be met, in accordance with the advice set out in the NPPF (paragraph 85). It follows that the allocation of sites to meet any identified need over the next five years, and over the lifetime of the development plan, will depend on a range of key considerations, including the suitability, viability and availability of sites in or on the edge of existing centres, and the potential to expand existing centres to accommodate the forecast needs.

6.7 The key steps in the retail capacity assessment, and the main assumptions and forecasts underpinning the **CREATe** Model are described in more detail below.

BASE YEAR POPULATION AND PROJECTIONS

6.8 The 2019 ('base year') population estimates and projections for the study area and zones have been sourced from the Council in respect of Zones 1 to 4, which broadly covers the Gosport Borough area. The population for these zones is based on housing supply identified by the Borough Council in the emerging Strategic Housing Land Availability Assessment (SHLAA). For the purpose of the capacity assessment a 'dwelling per annum' ('dpa') rate of 190 has been applied to forecast population growth over the period 2019 to 2036 and to assess capacity for new retail floorspace in the Borough. A higher housing delivery rate of 238 dpa has also been tested for the purpose of comparing forecast capacity for new retail floorspace. This figure is based on the Government's Standard Objectively Assessed Housing Need which represents the 40% cap of the current Local Plan requirement of 170 dpa. Population projections for Zone 5 and 6 are derived from Experian, which are informed by the ONS16.

6.9 The population projections for the study area and zones are set out in Tables 1a and 1b Appendix 5 and take account of the impact of local housing land supply on population growth within the Borough. As the table shows, the total study area population is projected to increase from 144,760 in 2019 to 148,819 over a ten year period to 2029. This represents a population growth of +4,059 people (+2.8%). In the longer term to 2036, the study area population is projected to grow to 151,089 (+6,329 people/ +4.2%).

6.10 For the Borough area only (i.e. Zones 1-4), based on a housing delivery rate of 190 dpa the total population is projected to increase only marginally from 85,492 in 2019 to 86,377 in 2029 (+885 people / +1%). In the longer term, the Borough's population will grow from 85,492 in 2019 to 86,865 by 2036 (+1,373 people / +1.6%).

6.11 Table 1b provides an alternative population forecast based on a higher housing delivery rate of 238 dpa. As the table shows, the higher dpa rate would lead to an overall increase in the study area population of 4,353 (3%) over the period 2019 to 2029, or an increase of +6,477 (+4.3%) between 2019 and 2036.

6.12 The differences in the two housing delivery rates for the Borough will have a bearing on the forecast capacity to support new retail floorspace in the Borough.

Base Year Expenditure Per Capita and Forecasts

6.13 Table 2 (Appendix 5) sets out the expenditure per capita estimates for convenience goods and in Table 4 (Appendix 5) for comparison goods for each of the study zones; after making an allowance for special forms of trading (SFT).

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[16] 2014-based Sub-National Population Projections (released on 25th May 2016)

6.14 The base year (2019) average expenditure per capita figures have been derived from our in-house Experian MMG3 GIS (please note all expenditure and turnover figures are expressed in 2017 prices).

6.15 The expenditure per capita figures by zone have been grown year-on-year based on the latest Experian Retail Planner Briefing Note 16 (RPBN) published in December 2018. As described in Section 3, Experian forecast more limited year-on-year growth in convenience and comparison goods expenditure than previous forecasts.

6.16 Our allowance for SFT at the local level has been informed by the household survey findings, benchmarked against Experian's SFT market share forecasts for convenience and comparison goods. The survey-derived shares have necessarily been adjusted downwards to reflect the fact that a proportion of online food and non-food sales are sourced from traditional stores rather than from dedicated ('dotcom') warehouses. This follows the advice set out in Experian's latest RPBN. The adjusted SFT market share for comparison goods is 20.1% in 2019, which is above the Experian national average figure of 17.9%. In contrast, the locally adjusted SFT market share for convenience goods of 1.1% is below the national average of 4%.

6.17 Clearly if the growth in SFT (online shopping) is higher in the study area than the national projections, then this would effectively reduce the total available expenditure to support existing and new floorspace over the forecast period.

Total Available Expenditure

6.18 Tables 3 and 5 (Appendix 5) forecasts the growth in total available convenience goods and comparison goods retail expenditure, respectively, across the study area and zones between 2019 and 2036 (excluding SFT). It should be noted that available expenditure quoted in the following paragraphs is based on population projections for Gosport Borough, which in turn are based on a housing delivery rate of 190 dpa to 2036.

6.19 The tables show that total convenience goods expenditure in the Study Area is forecast to increase by +3.2% (+£10.8m); from £338.1m in 2019 to £348.9m by 2029 (2017 prices), increasing to £354.9m (+£17.2m/ +5.0%) in the longer term to 2036.

6.20 Total comparison goods expenditure growth is forecast to be higher over the ten year period to 2029, at +33.8% (+£166.1m); from £491.2m to £657.3m. Similarly, growth is higher in the longer term to 2036, increasing to £829.3m (+£338.1m / +68.8%).

6.21 The growth in comparison goods expenditure significantly outstrips convenience goods spend over the study period. This effectively means that there should be greater capacity potential for new comparison goods floorspace than for convenience goods retailing; although this will be dependent on the level of retail commitments in the pipeline and the forecast growth in the 'productivity' levels of existing floorspace and stores.

Market Share Analysis (excluding SFT)

6.22 Section 4 described the headline results of the survey-derived (%) market share analysis, including SFT. For the purpose of the retail capacity assessment, and in line with accepted approaches, the market share analysis has been adjusted for both convenience goods (Table 1, Appendix 6) and comparison goods (Table 1, Appendix 7) to exclude SFT.

6.23 The next key stage in the capacity assessment involves allocating the baseline convenience and comparison expenditure (£ million) within the study area and zones to the identified centres, stores and floorspace based on the survey-derived market shares. This helps to establish the current 'baseline' (2019) trading performance for the main centres and stores within the Borough based on expenditure drawn from the study area only. It should be noted that no allowance is made at this stage for any potential 'inflow' (trade draw) of expenditure to centres and stores from outside the defined study area.

6.24 For both convenience goods (Appendix 6) and comparison goods (Appendix 7) the 'baseline' turnovers are projected forward to 2024 (Table 3), 2029 (Table 4), 2034 (Table 5) and 2036 (Table 6) assuming no changes in market shares.

6.25 It should be noted that the 'constant market share approach' is standard practice for retail capacity and impact assessments. However, the Council will be aware that it is a highly theoretical approach as it does not, for example, take account of the potential impact that new retail investment and development (both within and outside the Borough) can have on existing shopping patterns, market shares and turnovers over time.

Inflow' (Trade Draw) from outside Study Area

6.26 In order to provide a complete picture of the current trading (turnover) performance of the main centres and stores across the Borough we have necessarily made informed judgements with regard to the likely 'inflow' (trade draw) from outside the widely defined study area. The 'inflow' assumptions take account of:

- the scale, offer and location of all existing centres and stores in the respective local authority areas;
- the likely extent of their catchment areas;
- the competition from centres, stores and shopping facilities outside the study area; and
- the likely retail expenditure derived from people visiting the Borough, but who live outside the study area (including tourists, visitors and those on business).

6.27 We have also taken account of previous studies and retail assessments to help inform our judgements.

6.28 The assessment of 'inflow' is not a straightforward exercise, due to the complex nature of overlapping catchments and shopping patterns. However, it is reasonable to assume that for comparison goods retailing Gosport Town Centre would be the main recipient of shoppers and trade from outside the defined study area. This reflects the centre's shopping function (the primary comparison goods shopping location within the Borough) and its proximity to Portsmouth. However, we consider that inflow will be marginal given that the centre's retail is aimed at the local catchment and is unlikely to attract shoppers beyond the study area as a destination for comparison goods shopping. Therefore, expenditure inflow is estimated at 10% to take account of passing trade, those visiting the centre for business and leisure.

6.29 The local centres and smaller parades will generally draw the majority of their shoppers and trade from within their more localised catchments, with limited 'inflow' from outside the study area and reflecting the strength of comparison retail offer in higher order centres both within (i.e. Gosport Town Centre) and outside the Borough. It has been acknowledged that Lee-on-the-Solent is likely to support a higher proportion of expenditure inflow compared to Stoke Road and the other centres, due to the town's coastal location, its popularity with visitors and proximity to Fareham.

6.30 Typically, the 'inflow' of convenience goods expenditure to the main centres and stores from outside the wider study area is more limited than for comparison goods, as households generally carry out their main food shop at their more local and convenient stores, and do not normally travel longer distances for food purchases. The market share analysis confirms this position, which shows that for most centres in the Borough, residents are more likely to shop at convenience retailers that are close to home. For Gosport Town Centre and Lee-on-the-Solent, we have applied a small uplift in turnover to account for expenditure from visitors. For Gosport Town Centre in particular, the marina user survey indicated that the centre attracts expenditure for food shopping.

Total Turnover of Centres and Stores

6.31 The assessment of the total turnover of all the main centres and stores within the study area is based on the expenditure allocated to these centres/stores according to their survey-derived market shares at 2019, and our judgements as to the total "inflow" of trade to these centres/stores from outside the defined study area.

6.32 The total estimated convenience goods turnovers of centres and key stores in the Borough are set out in Table 2 (Appendix 8a) and in Table 2 (Appendix 9a) for comparison goods. In summary, we forecast the following turnovers for the main centres over a ten year period to 2029 and in the longer term to 2036.

Table 6.1: Turnover of Centres in Gosport Borough by 2036

	Turnover 2029 (£m)		Turnover 2036 (£m)	
	Convenience	Comparison	Convenience	Comparison
Gosport Town Centre	£32.1	£82.7	£32.5	£99.9
Stoke Road District Centre	£13.0	£3.2	£13.2	£3.9
Lee-on-the-Solent District Centre	£8.0	£11.9	£8.0	£14.3
Neighbourhood Centres	£47.9	£7.9	£48.3	£9.6
(Alver Village/ Tesco Superstore)	*£30.5*		*£30.7*	
Out of Centre	£79.9	£23.0	£80.5	£27.8
Total	£180.8	£128.8	£182.4	£155.5

Source: Table 1, Appendices 8a and 9a.
Note: Includes an allowance for expenditure inflow from outside the study area.

6.33 In respect of the Borough's foodstores, we have compared the survey-derived turnover against the estimated benchmark turnover (using company averages identified by Mintel's Retail Ranking) to understand whether the stores are under or over trading. The result of the analysis is set out in Table 2 (Appendix 8a).

6.34 Focusing on convenience goods turnover only, the analysis shows that the larger foodstores are performing well above their corresponding (estimated) company benchmark turnover. The Asda store on Dock Road and Tesco Superstore in Alver Village are performing strongest. Other well performing stores include Morrisons (High Street, Gosport), Waitrose (Stoke Road), Co-op in Lee-on-the-Solent, and Lidl at Brockhurst Gate. Stores that appear to be underperforming against their company benchmark include Iceland in Gosport Town Centre, and the Lidl store on Forton Road.

Notably, the M&S Foodhall and The Food Warehouse outlets at Brockhurst Gate appear to be underperforming despite the quality of the units and availability of parking.

Retail Floorspace Commitments

6.35 The next stage in the retail capacity assessment takes into account the retail floorspace and predicted turnovers of all the major food and non-food commitments and policy-led floorspace allocations in the Borough at the time of preparing this study. The assessment of pipeline retail turnover is focused on schemes that provide 500 sqm (gross) or more of net additional retail floorspace. Table 3 (Appendix 8a) sets out the estimated convenience goods turnover for new commitments in the Borough, with the corresponding assessment for committed comparison goods turnover provided in Table 2 (Appendix 9a).

Floorspace Productivity/ Efficiency

6.36 For the purpose of this retail assessment we have tested the 'sensitivity' of the capacity forecasts based on increasing Experian's year-on-year floorspace 'productivity' growth rate, which are discussed in Section 3. In the current economic and retail climate we consider that existing retailers and floorspace will need to achieve higher annual 'productivity' growth rates to absorb increasing costs (including, for example, rising rents, business rates and wages) in order to remain profitable and viable over the long term; this is especially the case where opportunities for additional new floorspace is limited.

6.37 As highlighted in Table 3.3 of Section 3, Experian Business Strategies (EBS) provide estimates on floorspace productivity growth based on two different development scenarios:

- *'Constant floorspace'* – where there is limited scope for new retail development resulting in greater efficiency of existing floorspace (Figure 3b and 3c, Retail Planner Briefing Note 17, February 2020)
- *'Changing floorspace'* – allows for new retail development reflecting the rate of retail schemes coming forward nationally (Figure 4b and 4c, Retail Planner Briefing Note 17, February 2020)

6.38 In our judgement the most realistic and robust position in this case should take account of local factors, and particularly the lack of demand from retail operators and the limited potential to develop new retail floorspace in Gosport Town Centre. Therefore, we have applied a 'constant floorspace' scenario) in this case.

RETAIL CAPACITY ASSESSMENT

6.39 The Borough-wide capacity forecasts for new retail floorspace in the Borough up to 2036 are set out in Table 4 (Appendix 8a) for convenience goods and Table 3 (Appendix 9a) for comparison goods.

6.40 It has been assumed for the purpose of the capacity assessment that the Borough's retail market is in 'equilibrium' at the base year. In other words, we assume that the existing centres and stores in Gosport Borough are trading in line with appropriate 'benchmark' turnover levels at the base year. This is supported by the findings of the centre audits and site visits which did not show any strong indication of 'overtrading' in the main town centres and stores. This approach also reflects the impact of the economic recession and the growth in internet sales, which has reduced trading levels across the UK. On this basis, any residual expenditure available to support new retail floorspace within the study area over the development plan period will be derived from the difference between the forecast growth in 'current' (survey-derived) turnover levels; and the growth in 'benchmark' turnovers based on applying robust year-on-year 'productivity' ('efficiency') growth rates to all existing and new retail floorspace.

6.41 Please note that all quoted retail floorspace capacity figures refer to net sales area unless otherwise stated.

Convenience Goods Capacity

6.42 Table 1 Appendix 8a sets out and explains the key steps underpinning the convenience goods capacity assessment. In order to convert the residual expenditure, which takes account of turnover from pipeline convenience floorspace, into a net sales figure we have assumed that new 'superstore format' floorspace will be occupied by a 'top 6' grocer (i.e. Tesco, Sainsbury's, Asda, Morrisons, Waitrose, and Marks and Spencer) and will achieve an average sales density of circa £12,000 per sqm in 2019 (2018 prices).

6.43 We have also tested how residual expenditure could support alternative convenience formats. The lower sales density of £7,500 per sqm is tested which reflects an average sales density for Limited Assortment Discounters (e.g. Lidl and Aldi) and national convenience stores (e.g. Nisa, Budgens, Co-op, etc.).

6.44 The 'baseline' residual expenditure forecasts reported in Table 4 (Appendices 8a and 8b) show that for both housing growth scenarios (i.e. 190 dpa and 238 dpa) there is no residual expenditure retained in the Borough to support new convenience goods floorspace over the forecast period to 2036. This is a consequence of three factors:

- Limited population growth to support new convenience expenditure;
- Allowing for efficiency growth of existing convenience retail floorspace; and
- Deducting forecast turnover for pipeline convenience floorspace over the assessment period[17].

Comparison Goods Capacity

6.45 The key steps in assessing Borough-wide capacity for comparison goods expenditure and floorspace are set out in Table 3 of Appendix 9a informed by population projections based on a housing delivery rates of 190 dpa. Alternative Borough-wide capacity forecasts based on a higher housing delivery rate (238 dpa) for the Borough over the study period is set out in Table 3 of Appendix 9b.

6.46 As for convenience goods this approach assumes 'equilibrium' at the base year and constant market shares over the forecast period. The forecast residual expenditure capacity for both capacity scenarios has been converted into a net retail sales area based on an assumed average sales density for all new non-food floorspace of circa £5,500 per sqm at 2019. This is broadly equivalent to an average sales density for retail units in secondary sub-regional town centres.

[17] Outline planning permission for the Daedalus housing scheme includes permission for 1,075 sqm gross for Use Class A1, A2, A3 and/or A4. It is assumed that 275sqm gross would accommodate convenience goods floorspace and 200sqm gross for comparison goods floorspace. The remainder would support A2, A3 and A4 uses. Assessment of committed floorspace turnover is set out in Table 4, Appendix 8a for convenience floorspace and Table 3, Appendix 9a for comparison floorspace.

6.47 However, average sales levels inevitably vary between different locations, different retail formats, and different operators. Where this is the case it will have implications for assessing the capacity for, and impact of new retail floorspace. The local planning authority will therefore need to take this into account when plan making and in assessing and in determining applications for different operators and different types of retail floorspace in different locations (such as, for example, 'bulky goods' retail warehousing).

6.48 The capacity assessment findings for the two different housing growth scenarios (Appendices 9a and 9b) show no forecast need for new comparison goods floorspace over the study period at either Borough area level or for centres within the Borough, including Gosport Town Centre. The absence of any forecast need is influenced by the same factors that predicated the results for convenience goods retail need.

Summary

6.49 The capacity assessment identifies no forecast capacity to support new retail floorspace in the Borough over the assessment period. However, the absence of economic capacity does not necessarily mean there will be no market demand. Retail operators will ultimately be driven by potential to increase their catchment market share irrespective of forecast capacity indicators.

6.50 Where the Council are considering the potential for new convenience and comparison retail floorspace then this should be directed to the Borough's existing centres first, with the priority of reoccupying retail accommodation in the prime pitch (i.e. High Street), or as part of new local facilities needed to serve major new housing areas. This will ensure development is directed to the most sustainable and sequentially preferable locations and help to reverse the recent growth in out of centre convenience retail development.

6.51 This is particularly relevant to centres where provision of new convenience provision or enhancement of existing provision could help to attract new shoppers to the centre and support footfall for the town centres as a whole through linked trips. That is particularly the case for Gosport Town Centre and the District Centres of Stoke Road and Lee-on-the-Solent. Whilst neighbourhood centres are not designated town centres in accordance with the NPPF, they still provide an important role for local convenience shopping needs. Therefore, their role as centres serving day to day convenience shopping needs should be supported.

6.52 Any proposals for out of centre retail development should be resisted unless there is robust evidence that demonstrates that the sequential test has been applied. In addition, proposals would need to robustly demonstrate that development would not jeopardise the delivery of existing, planned or committed investment in town centres or lead to a significantly adverse impact on town centre vitality and viability, including local consumer choice and trade in the town centre and the wider retail catchment.

7. COMMERCIAL LEISURE NEED

7.1 Leisure uses can make a significant contribution to a town centre's vitality and viability. For example, a good provision and choice of leisure facilities and uses can help to increase 'dwell times', footfall and turnover in centres, with significant benefits for both daytime and evening economies.

7.2 However, forecasting the need for new commercial leisure uses is more complicated and problematic than for retailing, as the sector is highly complex and dynamic, and particularly sensitive to changes in economic, demographic, lifestyle and fashion trends. Consequently, the methods and approaches developed to forecast the need for new commercial leisure floorspace and uses are more wide-ranging and less sophisticated than for retail capacity forecasts.

7.3 The analysis focuses on the following key elements:

- An analysis of current and forecast commercial leisure expenditure;
- An overview of key market trends driving the commercial leisure sector;
- An audit of existing commercial leisure uses in the council area to help identify any marked ‘gaps’ in provision;
- A review of the results of the household survey to understand current commercial leisure participation rates and preferences across the study area; and
- A broad economic assessment of the need for new additional leisure facilities across the main centres based on different datasets and accepted approaches.

7.4 For the purpose of our assessment we have necessarily focussed on the main commercial leisure uses that are widely accepted as making a significant contribution to the overall vitality and viability of town centres; namely food and beverage uses (Class A3-A5), cinemas and health clubs and gyms, and to a lesser extent ten-pin bowling, casinos and bingo halls. We have also considered demand for other leisure/entertainment facilities such as, skating rinks, and attractions unique to the Borough.

7.5 Detailed tables on forecast commercial leisure capacity, including projections on expenditure and need are set out below.

Leisure Expenditure Growth

7.6 Like the retail market, the commercial leisure sector has experienced significant growth in consumer and market demand since the mid-1990s; fuelled by a buoyant economy, growing disposable income and low unemployment levels. Although the leisure sector has not been immune to the impact of the recent economic downturn, leisure activities remain an important lifestyle choice for many consumers who are prioritising leisure over other areas of spending.

7.7 The table below compares average expenditure per head per annum on commercial leisure services based on Experian data. It shows that household spending on leisure services is dominated by the restaurant and café category (including pubs).

Table 7.1: Estimates of Expenditure per Capita on Leisure Services in 2017 (£ per annum)

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

Source: Table 2, Appendix 10

Note: Per capita spend in 2017

7.8 The most recent leisure spend projections by Experian Business Strategies (EBS) as set out in Retail Planner Briefing Note 17 (February 2020) shows the drop in annual growth for the forecast period in 2019 at -0.5% before recovering to +1% in 2020 and increasing to +1.2% in 2021. In the medium and long term (2021-2036) growth in leisure expenditure stabilises at +1.1% per annum. This forecast growth is higher than annual average historic growth rates for the period 1997-2018 when there was no growth in leisure spend.

7.9 The base year expenditure per capita levels for leisure (table below) have been projected forward to 2036 using Experian's forecast annual growth rates, and then applied to the projected population for each Study Zone to identify the total available expenditure on leisure and recreation goods and services.

Table 7.2: Total Forecast Growth in Commercial Leisure Expenditure: 2019 – 2036 (£m)

	2019	2024	2029	2034	2036	Growth: 2019-2029		Growth: 2019-2036	
Zone 1	£70.8	£74.4	£78.9	£83.4	£85.2	£8.1	11.4%	£14.4	20.3%
Zone 2	£27.7	£29.6	£32.2	£34.7	£35.7	£4.5	16.3%	£8.1	29.1%
Zone 3	£36.5	£38.9	£41.3	£43.6	£44.6	£4.8	13.1%	£8.1	22.3%
Zone 4	£32.5	£34.7	£37.1	£39.4	£40.4	£4.6	14.1%	£7.8	24.1%
Zone 5	£54.7	£59.3	£64.3	£69.3	£71.4	£9.6	17.5%	£16.7	30.4%
Zone 6	£74.8	£81.4	£88.3	£95.3	£98.1	£13.5	18.0%	£23.2	31.0%
Study Area Total	£297.1	£318.3	£342.0	£365.7	£375.3	£45.0	15.1%	£78.2	26.3%
Borough Area Total (Zones 1-4)	£167.5	£177.6	£189.4	£201.1	£205.9	£21.9	13.1%	£38.4	22.9%

Source: Table 4, Appendix 10

Note: Expenditure informed by population projections based on a housing delivery rate of 190 dpa for Gosport Borough over the period 2019 to 2036.

7.10 As the table above shows, the available commercial leisure expenditure across the defined study area is forecast to increase by 26.3% (+£78.2m) up to 2036; and across the Borough area the available commercial leisure expenditure is forecast to grow at a slightly lower rate of 22.9% (+£38.4m) over the same period.

7.11 Based on the broad leisure expenditure profile, the majority of the growth in leisure expenditure is likely to be weighted towards eating and drinking out (food and beverage). This highlights the potential to enhance the scale and quality of Class A3-A5 uses in the centres over the development plan period, subject to market demand.

7.12 Against this background, the following commentary identifies the potential 'gaps' in the commercial leisure offer of the Borough's main centres and the likely need for new uses and facilities over the forecast period to help maintain and enhance the daytime and evening economies of the Borough's main centres.

EATING AND DRINKING OUT

7.13 The food and beverage (F&B) sector includes restaurants, cafés, bars and pubs (Class A3-A5). These uses are an integral part of a town centre's wider offer and economy. A good choice and quality of F&B uses can help to complement other town centre uses, by generating trips, stretching 'dwell times' (i.e. the time people spend in centres), increasing 'linked' expenditure to other shops and businesses as part of the same trip, and strengthening both daytime and evening economies.

7.14 As identified above, the F&B sector dominates average household expenditure and participation in leisure across the Study Area. Spend on F&B is also forecast to experience the greatest volume growth up to 2036. In theory, this expenditure growth should support the potential to enhance the scale, quality and choice of Class A3-A5 uses in Gosport Town Centre. In reality though, this growth will be determined by current and future trends in the sector and market demand, which in the short term will be impacted by the Covid-19 lockdown. The table below summarises some of the current trends that are driving changes in the food and beverage sector.

Table 7.3: Key trends in the food and beverage sector

Use:	Headline Market Trends:
Restaurants	This sector has experienced mixed fortunes during the economic downturn. Some of the key trends driving change in this sector include an increase in '*eating at home'*, which has increased sales for takeaways and deliveries. Restaurants are increasingly entering the home delivery market using online third-party delivery companies (such as Just Eat, Deliveroo and Uber Eats). Customers are increasingly basing their decisions to eat out on '*value for money'*, but not at the expense of quality in terms of service, food and the overall experience.
Pubs and Wine Bars	Pub operators have widened their food and non-alcoholic beverage offer over the last decade, resulting in the growth of so-called "*gastro-pubs*" and, most recently, the rise in 'micro pubs'. Notwithstanding this trend, the sector has also been characterised by increasing consolidation and closures. This is mainly explained by high occupancy costs (e.g. business rates) and beer duty, and changes in consumer demand and drinking habits. As a consequence there has been a significant increase in the conversion and/or redevelopment of pubs to alternative uses over the last decade; including for residential uses and/or convenience retailing (e.g. Tesco Express and Sainsbury's Local). Recent research by CAMRA indicates that some 854 pubs closed in 2018 and there were approximately 41,500 pubs open in early 2019. On a positive note the number of closures slowed from 980 in 2017. This slowdown most likely reflected the impact of new planning policies and the recognition of pubs as *'Assets of Community Value*' (ACV). Nevertheless, the figures for 2018 still represented more than 14 closures per week. Figures from the ONS show that the number of small pubs in the UK (defined as having fewer than 10 employees) has almost halved since the turn of the century; from 38,830 in 2001 to 22,840 in 2018. The latest figures show a slight (+0.4%) increase to 22,925 in 2019, which also probably reflects the impact of policy changes and also the rise of 'micro pubs'.
Cafés and Coffee Shops	This sector has experienced strong growth over the last decade. Latest figures show that the UK coffee shop market comprises some 25,500 outlets and is valued at £10.1bn[18]. Costa Coffee, Starbucks and Caffè Nero are the three largest chains in the UK, with 2,655 outlets and a total market share of 53%. The UK branded coffee shop market is estimated to exceed 10,000 outlets by 2023, equivalent to a 5-year compound annual growth rate of 5%. Notwithstanding the rise of the multiples, this sector has also been characterised by growth in independent and specialist cafés and coffee houses, particularly those serving a more luxury or specialist offer (e.g. organic, in-house roasted beans, and Fairtrade). In the specialty segment, artisan concepts continues to grow (such as 'Department of Coffee' and 'Social Affairs'). Others include London-based 'Grind' and 'Caravan'. The strong independent coffee sector has also fuelled many new start-up businesses in local centres. While many forecasters considered the café market to be saturated a few years ago, the continued growth of the coffee shop market is one of the most successful in the UK economy

[18] Source: Allegra World Coffee 2019 (Project Café UK 2019)

7.15 Research shows that the multiple chains mainly dominated the expansion of the F&B sector up to 2017 when they accounted for almost half of all net new business openings. However, since 2017 a number of multiples in the casual dining sector have struggled against a backdrop of increased competition, rising costs and a tightening of consumer spending due to wider Brexit and economic concerns. The reality is that too many F&B operators expanded too quickly into increasingly marginal locations, funded by private equity, and the market became saturated and unsustainable. The growth in the availability, convenience and speed of home deliveries driven by new technology and apps represents a further significant challenge to more traditional F&B operators. Research predicts that the food delivery market in 2020 will have a value of almost £5bn, which represents a growth of +17% since 2018.

7.16 These new challenges and pressures have resulted in a radical restructuring of businesses across the sector, resulting in the closure of many loss-making branches. It is estimated that some 1,412 UK restaurants closed in the year to the end of June 2019[19]. This represented a +25% increase on the previous year and was the highest number of insolvencies recorded since 2014, when approximately 750 restaurants closed. Both the larger multiples and smaller independent restaurant operators have been affected. The table below shows some of the higher profile "casualties" over the last two years:

Table 7.4: The "casual dining" sector – trends and "casualties"

Operator/Brand:	Headline Market Trends:
Strada	The Italian restaurant chain has just three restaurants now operating in London after closing most of its restaurants across the UK since 2017.
Jamie's Italian	Jamie Oliver's Restaurant Group, which was established in 2008, went into administration in May 2019. It closed 22 out of its 25 restaurants, with the loss of over 1,000 jobs. The brand's only remaining UK operation is trading via a franchise in Gatwick Airport.
Byron Burger	The burger chain closed 19 outlets in 2018 under a Company Voluntary Agreement (CVA) after reporting post-tax losses of $47.2m to June 2018. Since then it has undertaken a "complete overhaul" of the design, menu and service in its remaining 53 restaurants. As part of its repositioning, it is also investing in its takeaway and delivery offer, as this contributed a 14% increase in its sales for 2017/18 compared with a 4.7% decline in overall like-for-like sales.
Prezzo	Closed over 100 outlets in 2018, resulting in the loss of over 1,000 jobs. This was equivalent to approximately one-third of the chain's restaurant portfolio, which includes Prezzo, Mexico and Cleaver brands and all 33 Chimichanga restaurants.
Carluccio's	The Italian restaurant group closed 35 of its 105 restaurants in 2018 as part of a Company Voluntary Agreement (CVA), resulting in the loss of some 500 jobs. The operator admitted that its problems stemmed from "*opening too many restaurants in too many marginal sites*". It has since introduced a new business strategy – called 'Project Fresca' – which involves transforming selected restaurants funded by £10m of private investment (including in Richmond) to position the business in the '*premium casual dining'* sector.
Restaurant Group	The Group owns a number of different brands (including Wagamama, Chiquito and Frankie & Benny's). Although Wagamama has performed relatively well, the Group announced in 2020 that it would close up to 90 of its Chiquito and Frankie & Benny's restaurants by 2021. It had previously announced that the closures would be staggered over a 6-year period.
Pizza Express	Operates over 480 outlets in the UK and Ireland, but had a reported debt of over £1bn in 2019. There is speculation that they will be forced to close a number of their poorly performing outlets. However as at March 2019 the operator that stated that there were no plans for closures.
GBK	Gourmet Burger King entered into a CVA in November 2018. It reported operating losses of over £4.5m in the year end to February 2019. It has since closed 24 of its 80 restaurants (including in Hull and Leicester), with the loss of c.250 jobs. This has helped to stabilise the business.

[19] Research by UHY Hacker Young. Reported in The Guardian https://www.theguardian.com/business/2019/sep/16/more-than-1400-uk-restaurants-close-as-casual-dining-crunch-bites

Operator/Brand:	Headline Market Trends:
Patisserie Valerie	Forced into administration in January 2019 after the fall-out from its debts and an accounting scandal in October 2017. Some 71 out of 200 cafés were closed, resulting in the loss of c.920 jobs. It was bought of out administration by Irish private equity firm Causeway Capital Partners in February 2019 for a reported £5m. The new owners are seeking to reposition the businesses as a 'premium' brand and closed a further 14 outlets in July 2018 that did not fit their vision.

Source: Various

7.17 The recent coronavirus pandemic is also likely to lead to a further wave of "casualties" in the F&B sector. Experts predict that after a further "shakeout" in the sector only the proactively managed multiple and independent businesses that have strong brand loyalty and/or a clear differentiated offer will survive. Notwithstanding these trends, there are a number of recent success stories that provide hope for the sector, including Nando's the South African restaurant chain, which recorded bumper sales in 2018/19, and Wagamama. The bakery sector has also benefitted from new brands, including the Nordic-owned Ole & Steen and Gail's Artisan Bakery.

7.18 Pubs and takeaway outlets should also continue to outperform restaurants as they are better positioned to satisfy the demand for lower-cost, convenient meals. For example, McDonald's reported a +5.9% year-on-year growth in global sales in 2019 and opened 40 new sites in the UK in 2019. It is committed to investing £1bn in the UK over the next three years, with focus on new openings, refurbishments and improving the "digital experience" for customers. This includes trialling a new "grab-and-go" format with no seating and smaller self-order screens on London's Fleet Street.

7.19 F&B operators, like retailers, will also need to understand and cater for the needs of the changing demographic and consumer market to remain relevant and viable. For example, Section 3 identified that Millennials (under 35s) make-up almost one-quarter of the UK population and research shows that they spend a substantial 13% of their disposable incomes on eating and drinking out20. Looking ahead, by 2025 it is estimated that Millennials will make up over 80% of all parents in the UK, meaning that restaurants, pubs and cafés will also need to evolve and adapt to cater for the changing needs of new 'Millennial families'. This could be driven for example, by increasing emphasis on convenience, affordability, entertainment, uniqueness and the use of technology and apps. Restaurant operators will therefore, as a minimum, need to make sure that they are easy to reach online and on social media with up-to-date menus and strong images, and adapt the latest technologies to drive online booking. It will also mean sourcing more organic, vegetarian/vegan and local sustainably sourced produce that respond to customers' changing tastes and concerns with regard to climate change. For example, figures provided by the Vegan Society indicate that there are approximately 1.7m vegetarians in GB and over 900,000 vegans. Forecasts indicate that vegans and vegetarians could make up a quarter of the British population in 202521. This trend has impacted on the business models and menus of a number of the leading national restaurant and takeaway operators. For example, 'Pret A Manger' has some 400 outlets in the UK and acquired 110 outlets operated by its rival Eat in 2019. Pret plans to rebrand some of the acquired sites as 'Veggie Pret' to tap into this growth, and the first outlet opened in 2016 in Soho, London, after a month-long 'pop-up' trial.

[20] Foodspark

[21] 'Future of Food Report', Sainsbury's.

7.20 There is also the potential for restaurants and pubs to tap more into the growth in home deliveries, with the potential to reach new audiences and increase turnover at quieter times. However, operators will also face the challenge that commissions payable to these platforms are typically in the range of 20-25% of the total order value, with the loss of drink sales also associated with delivered food.

7.21 In this context it is no coincidence that the popularity of street food, market halls and “meanwhile”/”pop-up” restaurants and bars has also coincided with the growth in the spending power and influence of the Millennials. These more informal drinking and eating venues fulfil their desire to experiment and explore different styles of drink, food and new cuisines in exciting new and more informal environments. Trialling a “pop-up” site also represents an opportunity to test a new concept, gain a following, fine-tune details and secure investment before making a long-term commitment. The pop-up concept is also attractive to landlords and property companies who are increasingly nervous about signing long leases following numerous high profile restaurant closures. Examples include the Spanish ‘small-plates’ restaurant, Pilgrim, which started out with a six-month residency in Hackney before gaining the backing of Graffiti Spirits Group and opening their first permanent restaurant at the group’s Duke Street Market which was then under redevelopment in Liverpool. They have since tested the concept further with pop-ups in London and Liverpool allowing them to refine their menus and build an audience.

7.22 The household survey identified where people living in the Study Area currently chose to eat and drink, and whether there are potential ‘gaps’ in the current offer. The survey results for eating out are summarised in the table below.

Table 7.5: Market Shares for Eating Out (Restaurants and Bars)

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Study Area	Borough Area (Zones 1-4)
Gosport Town Centre	35.9%	24.1%	12.3%	33.8%	3.0%	4.8%	18.2%	28.8%
Lee-on-the-Solent	3.8%	3.2%	24.2%	4.9%	4.9%	0.7%	6.0%	8.6%
Stoke Road	0.0%	4.0%	0.8%	0.0%	0.0%	0.0%	0.3%	0.6%
Other, Gosport Borough	0.8%	2.4%	0.7%	0.0%	0.0%	0.0%	0.5%	0.8%
Borough Retention	40.5%	33.7%	38.0%	38.7%	7.8%	5.6%	25.0%	38.8%
Fareham Town Centre	13.8%	5.7%	8.8%	25.0%	38.2%	50.4%	27.3%	14.0%
Gunwharf Quays, Portsmout	15.9%	24.5%	9.8%	0.0%	2.3%	1.4%	7.8%	12.3%
Portsmouth City Centre	13.0%	5.1%	10.0%	2.4%	4.9%	0.7%	7.7%	9.4%
Other	4.6%	20.1%	23.7%	17.3%	33.9%	37.3%	21.7%	13.2%
Don't know	12.2%	11.0%	9.6%	16.6%	12.8%	4.6%	10.5%	12.3%

Source: Question 39, Household Telephone Interview Survey, Appendix 12

7.23 The headline findings on dining out habits are as follows:

- Almost half (48.9%) of respondents living in Gosport Borough visit cafes and restaurants in centres outside the Borough with over a third preferring destinations in Borough.
- Gosport Town Centre is cited by 28.8% of Borough respondents as their preferred destination for eating out. Respondents living in Zones 1, 2 and 4 are more likely to visit cafes and restaurants in the town centre. The town centre is not a popular destination with respondents from outside the Borough (i.e. Zones 5 and 6) who are more likely to dine out in Fareham.

- Lee-on—the-Solent District Centre is popular with respondents living in Zone 3 where almost a quarter of respondents dine out in the centre, which reflects the relatively strong offer (particularly for cafes) for a centre of its size.
- Despite supporting a number of cafes, Stoke Road is not a popular destination for dining out. Some 4% of respondents in Zone 2, the centre's constituent zone, choose cafes and restaurants in the district centre over other locations compared to less than 1% for the Borough as a whole.
- Fareham Town Centre and Gunwharf Quays are the most popular destinations for eating out for respondents living in the Borough. Fareham Town Centre attracts a stronger share of respondents in Zone 5 due to its proximity, and for the same reason Gunwharf Quays is more popular with respondents from Zone 2.

7.24 Respondents to the survey were also asked where they are more likely to go to visit pubs, bars, and nightclubs. The table below summarises the survey findings for these uses.

Table 7.6: Market Shares for Pubs, Bars, and Nightclubs

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Study Area	Borough Area (Zones 1-4)
Gosport Town Centre	39.0%	34.3%	25.9%	51.9%	0.0%	1.3%	21.3%	37.4%
Lee-on-the-Solent	4.6%	9.1%	34.4%	5.1%	3.1%	0.0%	7.6%	12.5%
Stoke Road	0.0%	2.8%	1.2%	0.0%	0.0%	0.0%	0.3%	0.6%
Other, Gosport Borough	1.1%	5.9%	2.2%	0.0%	0.0%	0.0%	0.9%	3.6%
Borough Retention	44.8%	52.2%	63.6%	57.0%	3.1%	1.3%	30.1%	54.0%
Fareham Town Centre	2.3%	0.0%	1.2%	25.3%	37.5%	61.4%	25.2%	5.5%
Gunwharf Quays, Portsmouth	14.9%	23.7%	5.9%	0.0%	0.0%	2.3%	6.8%	11.2%
Portsmouth City Centre	16.4%	10.6%	4.4%	3.2%	3.1%	0.0%	9.7%	10.7%
Other	2.5%	12.0%	20.3%	9.6%	51.8%	30.1%	19.7%	7.0%
Don't know	19.3%	1.5%	4.6%	4.9%	4.4%	4.9%	8.5%	11.6%

Source: Question 38, Household Telephone Interview Survey, Appendix 12

7.25 The headline findings on habits for visiting pubs, bars and nightclubs are as follows:

- The majority (54%) of respondents living in the Borough are more likely to visit venues in the Borough, with Gosport Town Centre being the most popular destination; attracting over a third (37.4%) of visits.
- Lee-on-the-Solent is reasonably popular, but more so with respondents living in Zone 3 where it attracts approximately a third (34%) of visits.
- Stoke Road is less popular and predominantly attracts visits from respondents residing in Zone 2 (2.8%).
- Gunwharf Quays and Portsmouth City Centre are particularly popular with respondents living in Zones 1 and 2, which will be influenced by the ferry link between Gosport and Portsmouth Harbour.

7.26 In summary, the HTIS results suggest that current provision for eating and drinking out is not meeting the needs of residents and presents an opportunity to improve offer and attract back lost expenditure in this sector. Whilst the survey results suggest that residents are more likely to visit pubs, bars and nightclub venues in the Borough, it is evident that residents are willing to travel outside the Borough for the purposes of dining out. For Gosport Town Centre in particular, there is an expectation that the centre should support a greater level of retention than what has been identified in the survey.

7.27 Turning to the potential need for new F&B uses (floorspace), the table below shows that the Borough area's total available resident expenditure for dining out in 2019 is £97.1m. The HTIS has indicated that centres from within the Borough area collectively have a relatively strong retention level (44.3%) for dining out. An appropriate strategy should seek to maintain and, where possible, increase this market share over the period to 2036 and the longer term. However, this will not be without challenge given that the F&B market is slowing down and the strength of competition in Fareham and Portsmouth.

Table 7.7: Total Spend on Restaurants, Cafes, etc. (£m)

	2019	2024	2029	2034	2036	Growth: 2019-2029	
Zone 1	£41.8	£44.0	£46.6	£49.2	£50.3	£4.8	11.5%
Zone 2	£15.8	£17.0	£18.4	£19.9	£20.5	£2.6	16.4%
Zone 3	£20.9	£22.3	£23.7	£25.0	£25.6	£2.8	13.3%
Zone 4	£18.6	£19.8	£21.2	£22.5	£23.0	£2.6	14.2%
Zone 5	£30.8	£33.5	£36.2	£39.1	£40.2	£5.4	17.6%
Zone 6	£42.7	£46.5	£50.4	£54.4	£56.0	£7.7	18.1%
Study Area Total	£170.6	£183.1	£196.5	£210.1	£215.6	£25.9	15.2%
Borough Area Total (Zones 1-4)	£97.1	£103.1	£109.9	£116.6	£119.4	£12.8	13.2%

Source: Appendix 10

Note: Expenditure informed by population projections based on a housing delivery rate of 190 dpa for Gosport Borough over the period 2019 to 2036.

7.28 There is no robust method for assessing forecast need for A3 and A4 floorspace. While residual expenditure for retail goods can be valued in floorspace terms using 'sales density' multiples, there is no such multiplier for F&B operators. For example, turnover values for restaurant and cafes are typically based on 'covers' (i.e. capacity based on the total number of customers that can be seated) rather than a sales turnover per sqm, while values for public houses and bars are more complex where they are largely based on accounting records.

7.29 Forecasts for expenditure on dining out clearly indicate growth in this sector, albeit much of this growth will account for inflation and will be absorbed by rising operational costs. An appropriate strategy should seek to maintain and, where appropriate, increase this market share over the period to 2029 and the longer term (2036). However, given the slowdown in the F&B market caution should be applied to meeting potential need beyond a five year period.

7.30 In compliance with the objectives of the NPPF, this forecast need should be directed to town centres within the Borough area first to help increase competition and choice, and to help underpin their daytime/evening economies. Gosport Town Centre is the priority location for new A3 and A4 uses in order to establish a successful evening time economy by attracting new visitors to the centre and clawing back expenditure lost to Fareham and Portsmouth.

7.31 Consideration must be given to vacant A3 and A4 floorspace in the Borough which could reasonably accommodate new F&B provision. As highlighted previously, development of the bus station site as part of the Gosport Waterfront and Town Centre SPD presents a prime opportunity to incorporate new A3 and A4 floorspace. The potential for units that offer waterside views and in close proximity to the High Street and ferry terminal is likely to appeal to F&B operators. It would also serve to promote the town centre's evening time economy, capture F&B expenditure lost to venues outside the Borough and encourage more visits to the town centre by marina visitors.

7.32 The vacant units within the Royal Clarence Yard marina complex present a good opportunity to promote a dining out quarter for Gosport. However, the potential to attract branded F&B operators to the area will be hampered by low footfall activity. However, without investment by way of good F&B brands, footfall to this part of Gosport will remain low. Flexible lease arrangements and capital receipts may be required to stimulate interest. Establishing two to three new F&B operators at Royal Clarence Yard alongside the promotion of events (e.g. street market) could be sufficient to establish the area as an F&B destination.

HEALTH AND FITNESS FACILITIES

7.33 Notwithstanding the impact of the economic downturn and Brexit on household incomes and confidence, the most recent research22 shows that the UK health and fitness industry is stronger than it has ever been as measured by number of gyms, membership and market value. The headlines for the 12 month period up to the end of March 2019 show:

- The number of fitness facilities in the UK increased from 7,038 to 7,239 this year (compared with 6,435 in 2016).
- Total membership grew by 4.7% to 10.4 million.
- Total market value increased by 4.2% to £5.1 billion up from £4.4bn in 2016.
- The UK penetration rate increased to 15.6%, up from 13.7% in 2015. In other words, one in every seven people in the UK has gym membership.

7.34 Gyms and health/fitness facilities make an important contribution to the health and well-being of the population across all age levels. The structure of the UK health and fitness industry has evolved significantly over the last decade to reflect changes in consumer choice and trends. The main operators in the health and fitness sector include:

Table 7.8: Main gym operators in the UK

Operator/Brand	UK Facilities	Position	
Pure Gym	250+	Budget	Established in 2009. Acquired all gyms from LA Fitness in 2015. First to achieve one million UK members in 2019. Most locations are open 24 hours and offer cardio equipment, fixed/free weights and exercise classes. No fixed contract and memberships vary by location.
Anytime Fitness	166	Budget	24-hour health and fitness club. Membership rates vary by club.
The Gym Group	159	Budget	Established in 2007. 24-hour access. No fixed contract and membership starts from £10.99/month.
Snap Fitness	123	Mid-Market	Established in 2003. A privately owned and operated club.
DW Sports Fitness	120	Mid-Market	Established in 2009 when Dave Whelan purchased the 50 JJB Sports Fitness Clubs and the attached retail stores for £83m.
David Lloyd Leisure	112	Premium	Established in 1982. Provide a family orientated, high quality fitness and leisure facility. Whitbread PLC acquired the company in 1995 for £182m. It is now owned by TDR Capital who paid £750m for the business in 2013.

[22] *State of the UK Fitness Industry Report* (2019). Leisure DB (formerly the Leisure Database Company). The research is compiled by independent leisure market analysts,

Operator/Brand	UK Facilities	Position	
Nuffield Health	111	Mid-Market	Acquired 35 Virgin Active clubs in 2016 at a reported cost of £80m. Membership rates vary by club and locations, but start from circa £60/month.
Energie Group	100+	Mid-Market	Established in 2003. The first club opened in Leighton Buzzard. Clubs are typically between 5,000-25,000 sqft and comprise a café/ lounge area, fitness area, studio, locker rooms and showers. Many include spa areas, swimming pool, treatment rooms and spinning studios.
Bannatyne's	70	Premium	Established in 1997. Growth driven by new openings and acquisitions; including the purchase of the LivingWell Premier Health club chain from the Hilton Hotel UK Group in 2006. Also operates 37 spas and five hotels across the UK
Exercise4Less	50+	Budget	Gyms are mainly located in the Midlands and North. Gyms in South are in Hounslow, Harlow, Southend, Milton Keynes, Bath and Bristol. Differentiate themselves from competition by offering a full boxing ring and combat classes. Membership starts from £9.99/month off-peak and £15.99/month peak.
Virgin Active	43	Premium	Established in 1999 as part of Virgin Group. Acquired the Holmes Place Chain in 2006 and Esporta in 2011, increasing the UK business to 124 clubs. Subsequently sold 25 clubs to Nuffield Health in 2016 and 15 clubs to David Lloyd in 2017.
JD Gyms	39	Mid-Market	30 gyms were operating in Spring 2020. Nine others are scheduled to open in Blackburn, Chatham, Dundee, Glasgow, Newcastle-under-Lyme, Norwich, Oldham, Sheffield and Wakefield. No contract and membership starts from £19.99/month.
Sports Direct	21	Mid-Market	Gyms in Glasgow, Cheltenham, Fareham, Guildford, Lincoln, Liverpool, Manchester and Rugby. Memberships starts from £9.99/month.
Fitspace	20	Specialist / Boutique	A "*boutique concept*" which can operate in space ranging from 2,000-5,000 sqft. Includes gyms in Ascot, Battersea, Guildford, Epsom, Milton Keynes, Wantage and Woking.
Total Fitness	17	Mid-Market	Its 17 clubs are concentrated in northern England. Membership at any Total Fitness club allows access to any other Total Fitness club
Easygym	16	Budget	Plans to open 50 new gyms in London over the next 5 years. Their business model is based on franchise partners using the brand and operating sites. Membership fees vary by club and location, but start from £8.99/month outside London.
TruGym	12	Budget	Established in 2010 in Kent, where there are 4 gyms (Folkestone, Maidstone, Chatham and Bromley). It operates other gyms in Uxbridge, Luton, Peterborough and Boston, and its coverage extends to Stockton and Plymouth. No contract options. Membership starts from £14.99/mth
SimplyGym	11	Budget	Gyms in Bedford, Cheltenham, Coventry, Crewe, Kettering, Reading, Swindon, Walsall and Wrexham. Some gyms have spa areas, featuring saunas, steam rooms, aromatherapy and sun beds. No contract options and membership starts from £16.99/month.
Fitness4Less	9	Budget	Gyms in Bristol, Colchester, New Malden, Southwark, Worcester, Canning Town, Northampton, Watford and London Cambridge Heath. Gyms are fully staffed and include sauna/steam rooms. No contract options and memberships start from £15.99/month.
Gold's Gym	4	Specialist	Established in 1965 in Venice Beach, California. Specialist American-owned gyms that provide a variety of cardio and strength training equipment as well as group exercise programs. They operate gyms in Harrow, Dagenham, Hounslow and Hanwell.

Source: Various

7.35 The value and budget gym operators have experienced the most significant growth in the sector in recent years. According to figures by Leisure DB budget gyms now account for over one-third of gym memberships in the UK. The budget business model is normally based on 24-hour opening, discounted monthly subscriptions (ranging from £9.99 up to £20), 'pay-as-you-go' rather than 'upfront' annual memberships, and gym-goers providing their own towels, toiletries and locker padlocks for the lockers.

7.36 The growth of the budget gym operators has 'squeezed' the memberships and viability of some of the mid-market chains, such as LA Fitness and Fitness First. This has resulted in the increasing polarisation of the gym sector between the budget operators at the value end of the spectrum, and the more exclusive health and fitness centres at the higher, more expensive end. As a result, analysts predict that those mid-market gym operators that are neither very cheap nor particularly exclusive will struggle to maintain market share in the competitive market place unless they revise their business models. At the same time, the middle-ground could be further squeezed by the current London-focused dynamic of boutique, class-based studios and more upmarket offers that could expand outside of London in the right locations. Furthermore, as operators compete against the "at-home fitness" revolution (e.g. Peloton), boutique studios and tech-enabled fitness, they will need to evolve to be more than "just gyms". As with trends in the retail sector, experiences and entertainment will be key to attracting and retaining customers. For example, there has been continued investment into 'fitness-tainment' over the last few years and analysts predict that there is still plenty of opportunity for creativity and future growth.

7.37 The table below illustrates the current representation of the main national, regional, independent, privately-owned as well as Council-owned leisure centres, health and fitness operators in the Borough and competing locations. This is based on the analysis of the HTIS, and sets out the retention levels of the health and fitness facilities in the Gosport Borough Area, as well the leakage to locations outside the Borough Area:

Table 7.9: Market Share for Gyms and Fitness Facilities

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Study Area	Borough Area (Zones 1-4)
Gosport Leisure Centre, Gosport	42.6%	29.2%	64.4%	70.5%	13.6%	2.4%	33.2%	52.7%
Anytime Fitness, Stoke Road	37.2%	23.8%	1.6%	0.0%	3.6%	0.0%	11.3%	18.5%
Gosport Town Centre	14.4%	16.1%	12.1%	8.3%	0.0%	2.4%	8.2%	13.0%
Lee-on-the-Solent District Centre	0.0%	0.0%	8.3%	0.0%	0.0%	0.0%	1.7%	2.9%
Other Gosport	0.0%	6.2%	0.0%	0.0%	0.0%	0.0%	0.3%	0.6%
Fareham	0.0%	21.3%	3.2%	13.0%	71.7%	77.5%	34.4%	4.9%
David Lloyd, Port Solent	0.0%	0.0%	8.8%	0.0%	0.0%	4.2%	3.0%	3.1%
Portsmouth City Centre	3.0%	0.0%	0.0%	0.0%	0.0%	2.2%	1.4%	1.3%
Other	0.0%	3.3%	1.6%	8.3%	7.5%	6.9%	6.5%	3.1%
Don't know	2.8%	0.0%	0.0%	0.0%	3.6%	4.2%	0.0%	0.0%

Source: Question 35, Household Telephone Interview Survey, Appendix 12

7.38 The key findings are discussed below:

- Some 89% of respondents living in the Borough normally visit gym, health club and sports facilities in the Borough, which represents a particularly strong retention level.
- Gosport Leisure Centre is the most popular facility with over half of all Borough resident respondents citing the venue as their preferred facility. Anytime Fitness in Stoke Road is the second most popular venue for 18% of Borough respondents.
- Facilities in and around Gosport Town Centre are popular with 13% of Borough respondents.
- The most popular venues outside of the Borough are located in Fareham and the David Lloyd facility in Port Solent.

7.39 In terms of supporting new facilities, demand for new provision across the Borough area will be muted given that the population of the Borough based on the housing delivery rate of 190 dpa is forecast to increase by only 885 from 2019 to 2029 (Zones 1-4). Applying the participation rate (22.1%) for gym and health and health club activities identified for the Borough area, this results in just 196 potential new gym members over the ten year period. Applying a higher population scenario based on a higher housing delivery rate (i.e. 238 dpa) for the Borough would result in a marginally higher number of potential new gym members (261). However, the potential number of new gym users forecasted under both population scenarios is well below the average membership levels for major gym operators (2,897 members) and budget gym operators (3,452 members). Even within the longer period (to 2036), potential gym member rates remain below average levels for operators. However, as for the other commercial leisure uses, the delivery of new gym facilities will be dependent on market demand from operators seeking space in the Borough and its main centres. There is also potential to support new facilities within the boutique gym market which relies on much smaller gym membership levels.

CINEMA PROVISION

7.40 The UK cinema sector has evolved dramatically since the 1990s when it was largely dominated by a handful of operators. Today the sector offer ranges from larger multiplexes23, to smaller independent operators and 'pop up' screens in mixed-use venues. The table below sets out some of the main cinema operators in the UK.

Table 7.10: Main cinema operators in the UK

Operator/ Brand:	No. of Cinemas	Position	Description:
Cineworld	116	Multiplex	Established in 1995. The first cinema opened in Stevenage in 1996. Acquired the Picturehouse Cinema chain in 2014 (see below). It is the world's second largest cinema group. Cineworld is the leading cinema operator in the UK by box office market share (based on revenue).
Odeon/UCI	120	Multiplex	Established in 1930s. In July 2016, Terra Firma sold Odeon/UCI to the Chinese-owned AMC Entertainment group for £921m.
Vue	93	Multiplex	Established in 2003, following the acquisition of Warner Village for £250m. It has since grown through new development and acquisitions
Showcase	19	Multiplex	Established in 1986. Owned by National Amusements Inc
Empire	14	Multiplex	Established in 2005, but has its origins in the Empire on Leicester Square, which opened in 1884.
Picturehouse (Cineworld)	25	Independent	Established in Oxford in 1989. Differentiated by its unique locations, homely atmosphere, art-house film choices and quirky features like lounge bars and rare snack options. Cineworld acquired the entire chain for £47.3m in December 2012.
Reel	10+	Independent	Established in 2001, following the purchase of Curzon in LoughDistrict. Independently owned and branded as Reel Cinemas Ltd in 2005. Vue sold four cinema to Reel (Fareham, Port Talbot, Burnley and Morecombe).
Everyman	35	Independent	Established in 2000. Acquired the Screen Cinemas chain in 2008 and 4 cinemas from Odeon in 2015. Increased its revenue by 27% in 2018 and opened 7 cinemas in 2019.
The Light	9	Independent	Established in 2007. Has multiplexes in Wisbech, Cambridge, Walsall, Bolton, Sheffield, Stockport, Bradford and Addlestone. Has trialled its first non-multiplex, 3-screen cinema in Thetford, Norfolk, which opened in 2016.

[23] In general a multiplex is considered to be any cinema with five screens or more, though some of the largest multiplex sites have as many as 12 or 16 screens

Operator/ Brand:	No. of Cinemas	Position	Description:
Merlin	17	Independent	Established in 1990. Operates 12 cinemas in Devon and Cornwall, and 5 others in Gloucestershire (Coleford), Norfolk (Cromer), Somerset (Wellington), Scotland (Thurso) and Wales (Prestatyn).
Movie House	3	Multiplex	Established in 1990. Based in Northern Ireland and acquired the UGC (ex MGM/Virgin) multiplex in Belfast City Centre. Also owns two other multiplexes in Northern Ireland.
Curzon	13	Independent	Established in 1934. Operates 7 luxury 'art house' cinemas in London: Aldgate, Bloomsbury, Mayfair, Richmond, Soho, Victoria and, most recently, Wimbledon. Other cinemas in Canterbury, Colchester, Knutsford, Oxford, Ripon and Sheffield.
Savoy	5	Independent	Based in Nottingham and operates cinemas in the East Midlands: Nottingham, Boston, Worksop, Corby and Grantham.

Source: Various

7.41 Notwithstanding the greater variety and choice in the cinema sector, the three largest cinema operators still account for around 70% of total UK screens, and the six largest operators are collectively responsible for about 85% of the sector. Recent research24 shows the following key trends in the sector:

- UK box office receipts reached £1.28bn in 2018, which was +0.2% higher than in 2017.
- Total admissions in 2019 stood at 176.1 million.
- Admissions in 2019 were down from 2018 (177m), but higher than in 2017 (170.6m), 2016 (168.3m), 2015 (171.9m) and 2014 (157.5m).
- Total admissions in 2018 (177m) was the highest since 1970. Since records began in 1935 the lowest ever annual cinema admissions was in 1984, at just 54m.
- London accounted for 40m (22.6%) out of the 177m admissions recorded in 2018, followed by 21.7m (12.3%) for the South and South East, 21.3m (12%) for the Midlands, 17.5m (9.9%) for the North West and 15.3m (8.6%) for Yorkshire.
- Of the five major European Union (EU) territories, the UK was the only one that saw an increase in admissions compared with 2017. Attendances were down in France (-4.0%), Germany (-13.9%), Spain (-2.9%) and Italy (-7.0%).
- The number of cinemas has increased from 697 in 2006, to 801 in 2017 and 840 in 2019.
- The number of cinema screens has increased from 3,741 in 2010, to 4,150 in 2015, 4,264 in 2017 and 4,564 in 2019.
- Approximately three-quarters (78.2%) of the screens are in multiplexes.
- The average population per screen in 2019 was estimated to be 14,529.
- The average ticket price was £7.11, which is +21.7% higher than in 2010.

7.42 Although year-on-year admissions and box-office takings are notoriously volatile — driven as they are by the appeal of individual films and principally Hollywood 'blockbusters' — the long-term trend since the mid-1980s has been upward, and has principally been driven by the development of new cinemas. The growth in the cinema sector over the last 10-20 years is even more impressive when one considers that this has occurred against the increase in new and sophisticated in-home entertainment, driven by new technology, choice and flexibility (including, for example, Sky, Netflix and Amazon)

[24] Dodona Research; The Big Picture; BFI

7.43 As the competition in the sector has increased over recent years, cinema operators have responded by introducing changes to the cinema experience, through new innovations in technology, improvements to the auditoriums and the introduction of higher quality refreshments, alcohol and food. For example, Cineworld has installed 'DBOX' seats in selected cinemas, which 'react' to the film and provide a more immersive experience. Vue has also rolled out their innovative 'Evolution' concept in some cinemas, with luxury seating, beanbags and settees. Odeon has introduced their luxury 'Luxe' branding into a number of converted and new cinemas, beginning with East Kilbride in 2017, which has evolved into the opening in 2019 of its premium 'Luxe & Dine' concept in Islington, north London, which is specifically aimed at adults. Showcase also introduced their 'Cinema De Lux' branded multiplexes in 2014, beginning with the conversion of its cinema in Bluewater and including their cinema in Reading (Winnersh). This subsidiary brand puts emphasis on customer service, lush décor, high quality food and other high-end amenities. Some 13 other Showcase multiplexes have since upgraded to the Cinema de Lux brand.

7.44 There has also been a growth in smaller (Digital) cinemas serving smaller catchment areas. These Digital cinemas are more flexible and less "space-hungry", as they do not require the large auditoriums needed to accommodate traditional projectors. There are therefore opportunities to provide a modern cinema offer in existing (repurposed) buildings, or as part of a mixed use offering. Other trends in the sector include the growth of 'pop-up' cinemas. Although there appears to be no reliable or recent data on the UK 'pop-up' cinema market, it is estimated that there were some 800-1,000 screenings in 2018, with 650+ screenings in London alone. Analysts estimate that the sector has a market value of circa £10m and has the potential to grow at between 20-25% per annum. Luna Cinema is the market leader and is reported to have achieved a turnover of around £3m in 2019 from around 175-200 screenings per year. Other niche operators in this space include Rooftop Film Club London, Backyard Cinema, Secret Cinema, Pop-up Screens and The Nomad Cinema.

Existing Provision

7.45 Turning to the cinema provision in the Study Area, it is noted that there are no cinemas located in Gosport Borough, with the nearest cinema offer provided in Fareham and Portsmouth. It is understood that a cinema was originally located in Gosport Town Centre, on the site that now accommodates the Iceland store. The cinema closed in 1999. A community cinema (The Ritz Cinema) operates from St Vincent's Sixth Form College with one film screened every Thursday and an additional child friendly film screened once a month.

7.46 According to the results of the Household Telephone Interview Survey (HTIS), 63% of all households in the Borough area visit a cinema, which confirms that this is a popular leisure activity. The most popular cinema venues for Borough households are summarised in the table below:

Table 7.11: Market Share for Cinemas in the Study Area

	Study Area	Borough Area
Vue Cinema, Gunwharf Quays, Portsmouth	32.1%	45.5%
Reel Cinema, Fareham	24.1%	23.9%
Cineworld, Whiteley Shopping Centre	19.3%	12.9%
Odeon, Port Solent	17.76%	10.8%

Source: Question 34, Household Telephone Interview Survey, Appendix 12

Future Need for New Cinema Provision

7.47 We have used a standard and widely accepted approach to assess the current level of cinema provision and future needs in the Borough area based on national and regional 'screen density' averages (i.e. the number of screens per unit of population). According to Dodona, in 2017, the UK average was 6.6 screens per 100,000 people (up from 6.1 screens in 2014) and the equivalent figure for the South East region is 7.3 screens per 100,000 people. The table below shows the potential quantitative need for additional cinema screens in the Borough area, based on population growth.

Table 7.12: Indicative Capacity for New Cinema Screens

	Screen Capacity	
	2029	2036
Population of Borough Area (Zones 1 to 4)	86,377	86,865
Screen density per 100,000 people	7.3	7.3
Screen potential	6.3	6.3

Note: population projections based on a housing delivery rate of 190 dpa for Gosport Borough over the period 2019 to 2036.

7.48 The results of our assessment indicate that on applying an aspirational regional average screen density of 7.3 screens per 100,000 people against the Borough's population in 2029 indicates the potential to support six screens in the Borough.

7.49 The results serve only as an indicative assessment, demand for new cinema provision will be market led and influenced by the proximity of competing venues. In Gosport's case, multiplex operators such as Odeon, Cineworld and Vue are unlikely to have requirements given their presence in nearby centres that command larger catchments. However, there may be demand to reintroduce a boutique cinema (similar to the Reel Cinema in Fareham) which would significantly help boost the town centre's evening time economy and encourage visitors to stay in the centre for longer.

Bingo and Gambling

7.50 Gambling represents a significant component of the leisure industry. The main sectors of the gambling industry comprise 'games of chance', namely bingo clubs, casinos, betting shops and amusement arcades. The sector has experienced significant growth and dynamic structural changes over the last decade. The latest research25 figures show that the gambling industry in Great Britain generated a Gross Gambling Yield (GGY) for the year-end to March 2019 of £14.4bn. This represented a +4.2% growth from the 2017 GGY of £13.8m. Remote (online) gambling accounted for £5.3bn of total GGY, equivalent to a market share of 37.1%, and the national lottery accounted for a further £3.1bn. The growth of remote and online gambling, alongside changes in regulations reducing maximum stakes for slot machines, has resulted in the fifth consecutive year of decline in betting premises and a -10% fall in the GGY of casinos to March 2019.

[25] The Gambling Commission – Industry Statistics (November 2019)

7.51 In terms of Bingo Halls, latest statistics26 show that the Bingo sector achieved a total turnover of £1.03bn to year-end March 2019. Total turnover has fallen by almost 30% over the last decade, from £1.43bn in March 2009. The total number of licensed premises has also fallen from 710 in 2014 to 651 in 2019. Gala Leisure (129 premises) and Mecca Bingo (88 premises) are the leading operators in the UK and accounted for one-third (33%) of all premises in 2019.

7.52 In response to falling admissions, bingo operators are increasingly taking advantage of the online market and embracing smart-phone technology through new 'app' development. This forms part of a wider trend and growth in 'remote/online' gambling, which includes gambling activities through the internet, telephone, radio, etc. Bingo operators are also increasingly looking to diversify their customer profile, and are marketing their clubs at a younger, predominantly female audience. As a result there has been an increase in the number of younger and more affluent bingo players over recent years, particularly as deregulation has enabled clubs to offer bigger (national) prizes. At the opposite end of the scale, research27 shows that the 55-64 age group has generated the biggest growth in online gambling as more mature bingo players switch to online bingo sites, as they grow in confidence with the new technology. Gosport is served by one bingo facility, Crown Bingo and Social Club on Forton Road. The operator also has a facility in Portsmouth.

7.53 For Casino, the latest figures published by the Gambling Commission show that casinos achieved a GYY of £1.059bn in the year end to March 2019. Although this was 10% down on GGY for 2018, there has been a circa 85% increase over the last decade from £751.1m in 2009.

7.54 Casino attendances in Great Britain were estimated to be 19.24 million in 2017/18, which was down on attendances in 2014 (20.99m) and 2015 (20.44m). The figures show that London casinos had the highest attendances (5.74m), followed by the North (5m), Midlands and Wales (3.72m), the South (3.18m) and Scotland (1.45m).

7.55 There were some 154 casinos in 2019 and the number of venues has increased steadily from 143 in 2009. The casino sector is dominated by two companies: the Rank Group with 67 venues has a 44% market share and Genting UK has 44 venues and a 29% market share. There has been some consolidation of the sector in the past few years, such as Rank Group's purchase of Gala Coral Casinos. Gosport has no casino facilities, with the nearest commercial casino located in Portsmouth (Grosvenor at Gunwharf Quays and Genting Electric in the City Centre).

7.56 Betting shops represent a growing market in the gambling sector and are ever present on the UK's high streets. There were some 8,320 betting shops in the UK in March 2019. William Hill accounts for 27% (2,264) of all premises, Ladbrokes has a 22% share (1,828 premises), Tote's market share is 19% (1,620) following its purchase of Betfred, and Gala Coral Group's share is 18% (1,529).

7.57 Regulatory changes in 2015 led to a fall in revenue and profit resulting in fall in the number of active premises from 9,111 in 2014. As gambling activities continue their shift to online channels, so the demand for physical outlets will inevitably dampen in the future and betting shops will inevitably close. Notwithstanding this, the presence of betting shops in high streets is a contentious issue in any case due to the perceived social and economic impacts on households. The Government has recognised that betting shops have specific impacts and in 2016 reclassified their use from Class

[26] The Gambling Commission - Industry Statistics (November 2019)

[27] Gambling Commission (February 2019). Gambling Participation in 2018: behaviour, awareness and attitudes – Annual Report.

A2 to 'Sui Generis'. This reclassification means local authorities have greater planning powers to manage the number of outlets and therefore greater potential to limit impacts.

7.58 An analysis of the HTIS responses found some 7.6% of respondents in the Borough area (Zones 1 to 4) partake in games of chance activities. The most popular destinations are the Grosvenor Casino at Gunwharf Quays (36.6% of responses) and the Crown Bingo and Social Club on Forton Road (34.7%). Some 12.5% of respondents in the Borough Area stated that they visit facilities in Lee-on-the-Solent. However, it is unclear what facilities these are and it is assumed the responses relate primarily to visits the amusement arcades in Gosport Town Centre and Lee-on-the-Solent sea front and local betting shops. There are 6 betting offices in the Borough: Ladbrookes located in Gosport Town Centre, Stoke Road, Pier Street Lee-on-the-Solent, Brewers Lane, and Forton Road; and Coral Bookmakers in Queens Parade.

7.59 In our judgement, there is no demonstrable need to enhance existing provision to improve competition and choice of gambling outlets at the local level, although this will be subject to market interest and demand from other bingo and casino/betting operators. If demand arises in the future, we advise that this should be directed to the town centres first in accordance with national and local plan policy. Given that current trends for bingos and casinos show activity moving online instead of physical venues, future demand for new venues is expected to be very limited.

Other Commercial Leisure

7.60 Other commercial leisure facilities can be grouped together under 'family entertainment' venues which include paid activities that appeal to adults and children; such as, for example, tenpin bowling, roller skating, ice skating, and similar uses.

7.61 Tenpin bowling is possibly the most popular of this category and has been established as a commercial leisure activity in the UK for over 40 years. Some 309 venues were recorded in the UK in September 2018. It is estimated that the UK ten-pin bowling market in 2017 grew by 5.6 per cent; marking the fifth consecutive year of growth. This sector benefitted from a period of growth from the mid-1990s onwards, fuelled by the development of large entertainment 'boxes' and leisure parks at one end of the spectrum, and smaller independent specialist bowling facilities at the other end. A number of the successful bowling facilities opened over the last 15-20 years tend to form part of larger leisure complexes that include multi-screen cinemas, restaurants and nightclubs. It is the critical mass of leisure uses under one roof or as part of leisure parks that helps to underpin the viability of ten-pin bowling centres, which can struggle as standalone attractions.

7.62 Examples of the smaller specialist operators include All Star Lanes which operates five bowling venues in the UK (four in London and one in Manchester) and largely targets the corporate/private hire market. Bloomsbury Bowl Lanes also operates from smaller venues with sites in Bloomsbury (8 lanes) and Bristol (5 lanes). The company offers a 1950's American-themed bowling venue with ancillary karaoke rooms, venue rooms for hire, DJ booths, bars, small scale cinema and a venue for bands and live performers/comedy nights. In addition , Hollywood Bowl has opened two additional centres in Dagenham and Yeovil. This operator intends to introduce an electrical system for resetting pins, which is reported to be easier and cheaper to run.

7.63 The results of the HTIS show that 28.8% of respondents from the Borough area (Zones 1 to 4) partake in family entertainment activities, such as tenpin bowling, skating, soft play, etc. The table below provides an indication of the most popular destinations and the retention levels of family attractions in the Borough Area, as well as the leakage to locations outside the Borough Area.

Table 7.13: Market Share for Family Entertainment Facilities

	Study Area	Borough Area (Zones 1-4)
Hollywood Bowl, Gunwharf Quays, Portsmouth	70.5%	67.2%
Hollywood Bowl, Westquay, Southampton	6.3%	8.7%
Planet Ice Gosport, Fareham Road, Gosport	6.8%	7.6%
Gosport Leisure Centre, Forest Way, Gosport	8.4%	7.4%
Monkey Bizness Activity Centre, Frater Gate Business Park, Gosp	5.1%	7.0%

Source: Question 40, Household Telephone Interview Survey, Appendix 13

7.64 As the table shows, Hollywood Bowl at Gunwharf Quays is by far the most popular family entertainment destination, capturing over two thirds of responses from respondents in the Borough as the location they visit most often. The sister outlet in Southampton is highlighted, albeit attracting a much lower share of responses. Facilities in Gosport, including Planet Ice, Gosport Leisure Centre, and Monkey Bizness Activity Centre together accounted for 22% of responses.

7.65 The findings suggest that the Borough could benefit from investment in new family entertainment facilities, particularly a ten-pin bowling venue. Such a facility could form part of a multi-use entertainment venue in order to support the critical mass of customers that will be required to make a new attraction commercially viable. Whilst Gosport Town Centre would be a preferred location for a new family entertainment venue it is more likely to be suited from a commercial perspective at or close to the existing facilities, such as Gosport Leisure Park.

Cultural Activities

7.66 Cultural activities include a broad range of activities that are focused on the arts and historic attractions. For the purpose of this assessment, consideration is given firstly to the provision of theatres and music venues, and secondly, historic/cultural attractions.

7.67 Half of all respondents to the HTIS that live in the Borough Area (Zones 1 to 4) answered that they visit theatre and music venues, which is a particularly strong participation rate for this activity.

7.68 The table below shows where respondents living in the Study Area go to visit theatres and music venues.

Table 7.14: Market Share for Theatre Venues

	Study Area	Borough Area (Zones 1-4)
Mayflower Theatre, Southampton	47.4%	52.3%
Central London / West End	16.6%	20.5%
Ferneham Hall, Fareham	13.3%	12.4%
New Theatre Royal, Portsmouth	4.7%	4.9%
Chichester Festival Theatre, Chichester	3.3%	4.0%
Kings Theatre, Southsea	2.4%	3.0%

Source: Question 36, Household Telephone Interview Survey, Appendix 13

7.69 As the table above shows, residents in the Borough area are travelling out of the Borough to visit theatre and music venues. The Mayflower Theatre in Southampton is the most popular destination for theatre performances, capturing almost half of all visits made by respondents in the Borough area. Venues in Central London and London's West End are popular, followed by Ferneham Hall in Fareham.

7.70 The results reflect the fact that there are no theatre or music venues in the Borough. Given the popularity of this activity, there may be potential demand to support an arts venue, which could also serve as a new attraction for visitors into the area.

7.71 Approximately a third (32.8%) of respondents to the HTIS that live in the Borough area visit museums, galleries and places of cultural or historical interest.

7.72 The table below is based on the analysis of the HTIS, and identifies the most popular museums, galleries and places of historical or cultural facilities in the Borough area, and provides an indication of competing venues outside the Borough.

Table 7.15: Market Share for Historical and Cultural Attractions

	Study Area	Borough Area (Zones 1-4)
Central London	36.7%	42.3%
Portsmouth Historic Dockyard	12.2%	21.1%
Gosport Discovery Centre, Gosport	6.0%	12.5%
Explosion! Museum of Navel Firepower, Priddys Hard, Gosport	3.6%	6.1%
Royal Navy Submarine Museum, Haslar, Jetty Road, Gosport	2.1%	4.4%
Cumberland House Natural History Museum, Southsea	1.3%	2.7%
Abroad	1.2%	2.5%
Portsmouth City Museum, Portsmouth	1.4%	2.0%

Source: Question 37, Household Telephone Interview Survey, Appendix 12

7.73 As the table above shows, historical and cultural attractions in London are particularly popular with respondents living within the Borough area and wider study area. More locally, Portsmouth Historic Dockyard was highlighted by a fifth of respondents from the Borough area as their preferred destination. Attractions in Gosport together accounted for 22.9% of responses from the Borough area, with Gosport Discovery Centre being the most popular.

7.74 Gosport has a wealth of attractions which appeal to visitors. Alongside the attractions highlighted in the table above, the Borough has many other visitor attractions that link with the Borough's nautical and military history, and which are discussed in more detail in Section 8.

7.75 The popularity of Portsmouth Historic Dockyard is reflected by the quality of this particular attraction, which offers the convenience of multi attractions within one area as well as off-site attractions. The ticket price covers entry into on-site and off-site attractions. Whilst Gosport has a number of interesting cultural attractions, there may be potential to provide a similar multi-attraction venue to Portsmouth Historic Dockyards. This could be based around existing attractions. Further consideration of the potential to improve tourist offer is addressed in Section 8.

POTENTIAL IMPROVEMENTS

7.76 This sub-section considers the potential improvements that could be made to the leisure provision across the Borough. The table below is taken from the HTIS and sets out the top ten most cited suggested improvements made by respondents from the Borough Area (Zones 1 to 4) and the Study Area (Zones 1 to 6).

Table 7.16: Improvement Suggestions for Leisure Facilities in Gosport Borough

	Study Area	Borough Area (Zones 1-4)
A multi-screen cinema	25.5%	23.5%
Ten-pin bowling	20.3%	15.5%
More for children	11.7%	9.0%
More quality restaurants	15.3%	7.5%
A swimming pool / improved swimming pool	4.2%	5.2%
More better parks / green spaces	4.4%	4.4%
More local sports & recreation facilities	4.5%	4.1%
More / better health clubs / gyms	4.1%	3.9%
A theatre	4.2%	2.7%
More leisure facilities in general	2.2%	2.4%

Source: Question 43, Household Telephone Interview Survey, Appendix 12

Note: Percentages based on the total number of responses that provided a suggested improvement and excludes those that stated 'nothing' and those that stated they do no participate in leisure activities.

7.77 The suggestion for a new multi-screen cinema and a ten-pin bowling venue was the most frequently suggested improvement made by respondents living in the Borough area and the wider Study Area. These suggestions are not surprising given that both types of facilities are not available in the Borough.

7.78 Other suggested improvements that generated more than 5% of responses include 'more for children', 'more quality restaurants', and 'a swimming pool or improved swimming pool'.

CONCLUSION

7.79 The commercial leisure industry faces considerable challenges and pressures. It is clear that consumers are becoming increasingly selective in terms of where and how they spend their discretionary leisure spending. There will also be a continued increase in at-home activities due to the advances in computers, tablets, television, gaming, and audio technology. The challenge for town centres and leisure operators in the future will therefore be to attract customers away from their homes.

7.80 Our review of the Borough's commercial leisure sector and offer, and the results of the household survey, indicates that while the Borough provides an adequate range of facilities there is potential to improve the variety of leisure offer. The Borough's proximity to major leisure destination centres such as Portsmouth presents a challenge in supporting the critical mass of customers to support new major commercial leisure attractions in the Borough, such as multi-screen cinema. However, given the popularity of cinema going in the Borough and the lack of facilities highlighted by respondents to the HTIS, there may be potential market demand to support a small multi-screen despite screen capacity analysis suggesting otherwise.

7.81 Facilities which struggle to retain expenditure are theatres and music venues, albeit this is due to the lack of facilities within the Borough. There are a number of historic attractions in the Borough and whilst these are visited by local residents more could be considered to encourage repeat visits. We consider historic attractions along with other tourist attractions in Section 8.

7.82 The popularity of healthier lifestyles is driving growth in the health and fitness market. From a quantitative assessment there is unlikely to be sufficient growth in the Borough's population to support a new mainstream gym operator. However, there may be demand from the market to support a local or independent niche operator that can rely on a smaller membership to be a viable business. Additionally, in terms of addressing future needs, the Council could benefit from a wider range of family activities, such as multi-use venues. The potential for new family activity venues will be subject to market demand and should be directed to town centres first.

7.83 Investment in food and beverage offer stands out as a key opportunity for promoting the Borough's leisure sector, particularly in Gosport Town Centre which would help to develop the evening time economy. It is evident from the results of the household survey and visitor survey that current F&B offer in the town centre is not meeting expectations. Eating and drinking out is a popular activity with residents, but a general lack of offer, particularly in Gosport Town Centre, means the Borough is losing expenditure to Fareham, Gunwharf Quays, and Portsmouth. Development of Gosport's waterfront, particularly the bus station site, is an ideal location to provide new restaurants overlooking the water. This particular location would appeal to mid-market F&B brands which are not represented in Gosport and which would appeal to residents, visitors and marina users. The site's position next to the ferry terminal may encourage visits by those travelling to and from Portsmouth, which could help to retain F&B spend in Gosport. Similarly, Royal Clarence Yard is an underutilised location that provides an ideal setting for F&B uses. However, the location lacks the existing footfall to entice operators.

7.84 Proposals, including site allocations to support new leisure should be directed to town centre locations, with priority given to Gosport Town Centre, particularly within the Gosport Waterfront and Town Centre SPD area. Consideration should be given to promoting leisure uses within the Royal Clarence Marina complex which could help promote the area as a visitor destination and help to reoccupy current unit vacancies.

8. MARINE LEISURE AND TOURISM REVIEW

8.1 This section provides a review of Gosport's tourism economy, with particular focus on marine tourism. The review has been informed by an audit of tourist and visitor attractions in the Borough in order to identify potential opportunities for investment in marina provision and tourist attractions.

VALUE OF GOSPORT'S TOURISM ECONOMY

8.2 Gosport Borough's tourism and leisure sector is worth approximately £79million to the local economy and supports almost 2,500 jobs28. The Borough is surrounded on three sides by the Solent and Portsmouth Harbour with over 24 miles of coastline, which supports recreational activities and a small commercial marine sector, including international yacht racing. Gosport Waterfront in particular is of regional significance and the hub for the Borough's marine industries. The Waterfront is home to three marinas, three boatyards and associated marine and non-marine businesses.

8.3 The promotion of Gosport's Waterfront as a destination for short breaks is a key objective for the Council and is highlighted in the Gosport Coastal Community Team Economic Plan 2016-2020. The plan also supports a new tourist information hub and the potential for Gosport to be marketed as part of the broader Portsmouth Harbour destination offer.

8.4 The Council commissioned a visitor survey in 2018 to understand the profile of tourists visiting the Borough. The findings showed that 74% of visitors came from the South East area. However, the results showed an increase in visitors traveling from regions further away when compared with the results of a similar survey in 2016. The survey also found that respondents were more likely to be day visitors (76%) compared to those staying overnight (24%).

8.5 The survey also found that spend per head varies between day (£25.61) and staying visitors (£42.98), but found that spend per head had more than doubled for each visitor type since 2016.

GOSPORT MARINE ECONOMY OVERVIEW

8.6 The marine economy plays an important role for Gosport through tourism and leisure, but also in supporting direct and indirect employment for the Borough. The main areas of marine activity relate to boating, other water based recreation, and Ministry of Defence naval operations.

8.7 We are aware that the Council's vision is to grow and diversify the sector with the ambition to become a global hub for marine and maritime activity. The vision will be achieved through strengthening the Borough's marine leisure and recreation offer and supporting a sophisticated supply chain network that will promote local marine industries as well as attracting marine business from across the world.

8.8 This study focuses on the opportunities for promoting the Borough's marine leisure and recreation offer, particularly in the context of promoting the tourism industry and supporting commercial development. Consideration is given to how marina facilities could be enhanced to encourage more marine-related visitors and improve Gosport's position against competing locations in the Solent and beyond. To inform our advice, face-to-face interviews were conducted within the Borough's three main marinas in order to gauge marina user's perceptions of marina facilities and of Gosport

[28] Figures sourced from Invest in Gosport

Town Centre. The full survey results are set out in Appendix 13. The aim of the exercise was to understand how facilities could be improved and what actions are needed to encourage marina visitors to visit the town centre and the Borough's wider leisure offer.

8.9 A review was also carried out of other marinas in the Solent and beyond to identify gaps in the Borough's marine offer and identify best practice, which can help guide future investment in marina and marine related facilities.

Marina User Survey

8.10 Face to face interviews were carried out at the Borough's three marinas: Gosport Marina, Haslar Marina, and Royal Clarence Yard Marina. The interviews were conducted on a weekday and weekend to ensure a robust sample was achieved. A total of 61 interviews were undertaken at Gosport Marina, along with 26 at Haslar Marina, and 47 at Royal Clarence Yard Marina. The results of the survey provided varied results across each marina, particularly in respect to how visitors use and perceive Gosport Town Centre.

Analysis of Marina Facilities

8.11 This exercise seeks to understand how Gosport Borough can improve its marine leisure provision in order to improve its competitive position against other marina destinations in the Solent.

8.12 As described above the Borough has three marinas that provide berthing facilities for visitors on an ad hoc basis and/or through seasonal and annual memberships. The table below provides a brief overview of Gosport Marina, Haslar Marina, and Royal Clarence Yard Marina:

Table 8.1: Summary of Marina Facilities in Gosport Borough

	Gosport Marina	Haslar Marina	Royal Clarence Marina
Proximity from Gosport Town Centre	150m north of centre	450m south of centre	1,000m north of centre
Berth capacity	500 wet berths 148 dry stack	Over 500	145
On-site bar/ restaurants	One restaurant/café (open to the public)	Two restaurants (access to the public via restaurant membership)	Restaurant and café within the wider complex (open to the public)
On site facilities	Wifi, family room, showers, laundry, parking, etc.	Wifi, showers, laundry, free parking, electricity etc.	Wifi, showers, laundry, free parking, electricity etc.
On-site boat services	Yes	Yes	Within wider complex

Source: Various

8.13 Gosport Marina and Haslar Marina include all their services within an enclosed site. Access to on-site restaurants is available to the public, with The Lighthouse restaurant at Haslar Marina requiring a nominal annual membership charge for non-berth holders. Planning permission was recently granted at Haslar Marina allowing for a change of use from Use Class B1 (Office) to A3 in support of a new tea-room.

8.14 Royal Clarence Marina sits within a wider mixed use complex that includes the former Royal Victualing Yard, which faces on to the waterfront. The building now includes commercial uses at ground floor and residential apartments above. The area has been further developed by Berkeley Homes providing additional residential blocks and the complex benefits from an open square. The berths and pontoons are not open to the public with access provided by secured entry for berth holders.

Profile of Marina Visitors/Users

8.15 The survey found that the majority (61.9%) of all respondents interviewed are not Borough residents. Most of those interviewed were visiting the marinas for boat related activities, some 46.3% were visiting for other reasons, including visiting the marinas for lunch, meeting friends or simply out for a walk or passing through.

8.16 Respondents were asked how long they intended to visit, with the majority intending to visit the marina for up to one day, with almost a quarter of respondents intending to stay for two to three days. When analysing the results of this question for each marina it was found that Gosport Marina attracted shorter stays with 57% of respondents staying for up to one day. Whilst those visiting Royal Clarence Yard were more likely to stay for up to one day (46.8%), the marina attracted the greatest number of responses for long stays with just over a fifth (21.3%) intending to stay at the marina for more than two weeks. Respondents at Haslar Marina were more likely to stay for 2 to 3 days as stated by 42.3% of respondents, followed by 38.5% of respondents intending to stay for up to one day.

8.17 It is noted that most respondents surveyed at each marina stated that they did not intend to visit another marina in the Borough. Only respondents surveyed at Gosport Marina showed an intention to visit another marina, with just over a fifth (21.3%) intending to visit Haslar Marina.

Connection with Gosport Town Centre

8.18 The survey findings show that visitors to Gosport Marina and Haslar Marina are more likely to visit Gosport Town Centre. In contrast (and as illustrated in the figure below) the majority of respondents at Royal Clarence Marina did not intend to visit Gosport Town Centre on the day of survey. The results reflect the responses given when questioned on how often visitors combine their marina stay with a visit to the town centre:

- respondents at Gosport Marina were more likely to visit the town centre every day - which will be influenced by the close proximity of the marina to the town centre;
- over two-thirds of respondents at Haslar Marina stated that they visit the town centre once during their stay at the marina; and
- 57.5% of respondents from Royal Clarence Marina stated that they rarely or never visit the town centre.

8.19 Whilst the marina user survey indicated that respondents from Gosport Marina regularly visit the town centre, it is noted that the main purpose of their visits is to purchase convenience goods. Visitors to Royal Clarence Marina visit the town centre two to three times per visit. In contrast, those berthing or visiting Haslar Marina are far less likely to visit the town centre, despite a distance of less than one kilometre.

REVIEW OF OTHER UK MARINAS

8.20 The following provides an overview of a select number of marinas on the UK's south coast. The purpose of the review is to examine what makes these marinas successful and their relationship to nearby town centres.

Royal William Yard, Plymouth

8.21 Royal William Yard is a former MOD site that was converted into a 53-berth marina and cultural quarter for Plymouth. The site, which is located between the River Tamar and Plymouth Sound, contains the largest collection of Grade I Listed military buildings in Europe. The scheme includes 215 apartments, 115,000 sqft of commercial space for offices, restaurants, bars, artists' space and a hotel. The Grade I listed Melville building is currently being converted into a 3-screen cinema operated by Everyman. The scheme has been developed in phases with completed phases including the marina, office space and restaurants. Current restaurant chains include Wildwood, Prezzo, Las Iguanas, alongside a number of smaller brands. The wider plans for the site are expected to be completed in 2021. We understand that take up of available commercial units has been challenging due to the proximity of larger marinas in Plymouth, but is expected to improve when the Everyman cinema opens. However, Royal William Yard is increasing in popularity with visitors due to a full programme of events including markets, open air cinema, cultural events and exhibitions. The site was named as one of the most popular destinations in the South West by Lonely Planet.

Brighton Marina, Brighton

8.22 The largest marina complex in the UK offering over 1,500 berths. Premier Marina is the operator which also operates Gosport Marina. What is most notable about Brighton Marina is how the facility has developed over the years and now provides entertaining facilities that have elevated the marina into a leisure destination in its own right. The F&B offer includes popular casual dining brands such as Nandos, Five Guys, Gourmet Burger Kitchen, Coast2Coast, Café Rouge, Prezzo, and Las Iguanas, The marina is within walking distance of Brighton City Centre, a thriving centre and popular tourist destination.

Port Solent Marina

8.23 The marina accommodates approximately 390 berths and is situated to the north of Portsmouth Harbour. The marina holds a Five Gold Anchors award from The Yacht Harbour Association, which is in recognition of the high standard of facilities that are available. Like Brighton Marina, Port Solent Marina is a popular destination for non-boaters, due to the wider retail and leisure offer available within The Boardwalk scheme. The commercial complex promotes independent and high street brands, the latter having a particular focus on sports and lifestyle goods. Major brands include Cotton Traders, Cycle Surgery, Snow+Rock, and Runners Need. Popular F&B brands on offer include Prezzo, Richoux, Wildwood, Zizzi, alongside independent outlets. The leisure offer is anchored by an Odeon Cinema and David Lloyd gym.

Sovereign Marina, Eastbourne

8.24 One of northern Europe's largest marina sites offering 800 berths and another site that is managed by Premier Marina. The marina sits adjacent to The Waterfront, a harbour side leisure complex that accommodates a number of independent F&B outlets. A number of retail outlets and personal services are located in the complex. A standalone retail park is located next to The Waterside and the marina area, with tenants including Asda, Boots, TK Maxx, Next, Matalan, Sports Direct, and Wilko.

8.25 The marina is located 3 km from Eastbourne Town Centre, which can be reached by foot via a coastal path. However, there is a sense that the marina is more isolated from the town centre and it is likely that marina visitors will be less inclined to carry out linked trips to Eastbourne Town Centre when there is a good range of retail and leisure uses available at The Waterside and Sovereign Retail Park. Investment around the marina indicates that the marina and retail/ leisure elements have a symbiotic relationship in attracting customers and the wider complex will draw a wide catchment thanks to the presence of the retail park and F&B offer in The Waterside.

8.26 This particular example shows how marinas can co-locate with mainstream retail uses.

Poole Quay Boat Haven, Poole

8.27 The smallest marina out of those considered in this review; accommodating 125 berths and for vessels up to 60m. Port of Poole Marina is located directly across the estuary from Poole Quay Boat Haven and provides further berths. Poole Quay Boat Haven is very close to Poole Town Centre. There has been considerable investment in the quayside area in recent years which has helped to promote the marina area, particularly residential development with ground floor commercial. These commercial uses, including a Tesco Express and a good range of F&B operators has helped to draw residents and visitors to the area. The marina also hosts the annual Poole Harbour Boat Show, which serves as a popular visitor attraction. The popularity of the marina has been recognised by the Yacht Harbour Association which awarded Port of Poole Marina the UK Coastal Marina of the Year (under 250 berths) in 2018.

8.28 The case study review demonstrates that the availability of good quality commercial facilities and their attraction to a wide visitor base (i.e. not just boat users) is vital in delivering a successful marina destination. Events are key to establishing footfall and promoting custom to an area, which in turn will help to generate interest from commercial tenants. Of all the case studies reviewed, Royal William Yard stands out as a good example of what Royal Clarence Yard marina complex could achieve, albeit at a smaller scale. Both sites utilise former victualling buildings and support mixed uses. Whereas Royal William Yard benefits from its location within a popular sub-regional centre, Royal Clarence Yard is much more isolated. This places greater emphasis on the need for Royal Clarence Yard to stand out as a leisure destination in its own right. We consider this point later in this section.

Key Requirements for Marina Facilities

8.29 We understand from LSH property management agents who have experience in managing marina facilities that yard facilities for marina users are fundamental to a marina's success. The draught/ depth of water in a marina will determine who can access it. As such, deeper water provides more opportunities to attract customers with larger vessels. Within a marina itself, the availability of the following facilities will influence a marina's appeal:

- Pump out of on-board waste
- Refuelling
- Electrical hook up point
- Water supplies to each berth
- Shower and drying room facilities on site
- Quality of pontoons
- Lighting

- Security
- Place making/events and restaurant/shop facilities

8.30 Competition is another factor to consider, particularly the proximity to other marinas that offer a full suite of facilities and commercial attractions. This can be a help and a hindrance. For example, a smaller marina can benefit from spin off trade from a larger nearby facility in summer months when demand is high for berths. Conversely, some facilities can struggle to secure custom and commercial tenants where they are more isolated from more established marinas. This is particularly the case for marinas in Gosport. They neither have the commercial facilities to be attractions in their own right, including to non-marine users. Facilities are overshadowed by the more developed marinas in the Solent, particularly Gunwharf Quays.

OPPORTUNITIES TO PROMOTE MARINE TOURISM

8.31 The in-centre survey that was conducted at each of the marinas asked respondents what kind of improvements could be made to the marinas. The survey found that those visiting Haslar Marina were more satisfied with existing facilities, with 61% stating that no improvements were need. 36% and 19.2% of respondents from Gosport Marina and Royal Clarence Yard Marina, respectively, stated that no improvements were needed to their respective marina. The most frequently suggested improvements are summarised as follows:

- For **Gosport Marina** respondents highlighted the need for more or better communal facilities, more or better parking, and more or better cafés, restaurants and bars.
- The need for more or better shops was the most frequently stated suggestion for improvement at **Royal Clarence Yard**, this was followed by the need for more or better cafés, restaurants or bars. Better communal facilities and better access to Gosport Town Centre was also cited by many respondents.
- At **Haslar Marina** there was a call for improvements to communal facilities and marina infrastructure.

8.32 The findings for Royal Clarence Marina indicate a gap in commercial provision, particularly when compared to responses from Haslar Marina, which provides on-site commercial uses. Whilst Royal Clarence Marina benefits from an adjacent mixed use scheme, many existing commercial uses on the waterfront remain vacant. The units offer considerable potential to promote Royal Clarence Yard as a year-round food and beverage quarter that appeals to marina users, other visitors and residents.

8.33 A unique selling point for all of Gosport's marinas is that their position in Portsmouth Harbour results in a shorter sailing distance to the Solent compared to other marinas in the harbour. We also understand that berth costs are cheaper for Gosport's marinas compared to other marinas in the harbour and Solent. However, the challenge for Gosport's marinas is the ability to compete with other marinas on the South coast, which offer a better range of marina services and commercial offer that meets visitor expectations.

8.34 Taking account of the feedback provided in the Marina Visitor surveys and the USPs identified for other marinas on the South Coast, a number of key investment opportunities are identified that could help to attract more marine related visitors to Gosport's marinas and the town centre.

1. Promote existing and new commercial uses

8.35 A common feature of the reviewed marinas is the strong presence of retail and/or commercial leisure uses, which serve as an attraction for boaters and visitors in general. For Haslar Marina and

Royal Clarence Marina there are opportunities to promote commercial uses adjacent or nearby. In the case of Gosport Marina, the Gosport Waterfront and Town Centre SPD identifies potential sites, including the Bus Station site for development, which as highlighted previously could support quayside commercial uses, particularly F&B provision.

2. Stronger links to the town centre

8.36 Both Haslar and Gosport Marinas have potential to create stronger links to Gosport Town Centre, which would encourage longer dwell times and expenditure in the town centre. However, this would be subject to investing in the town centre's retail and leisure offer in order to attract spend. As highlighted in Section 5, the town centre's offer is largely aimed at the local market and perhaps with the exception of the weekly Saturday market, does not reflect the range and quality of retail and leisure offer that typically cater to visitors.

3. Revitalising Royal Clarence Yard and Marina

8.37 Royal Clarence Yard has considerable potential to become a leisure destination but is held back by the failure to fully let commercial units along the Waterfront and Weevil Lane. As highlighted before, footfall activity is low in the area which will dampen interest from operators, particularly chains. Providing meanwhile uses should be considered which would help generate footfall and promote greater public awareness of the area. Public events would also serve to generate more activity subject to avoiding conflict with residential uses. Events could include occasional or seasonal street markets, open air cinema, marine/water-related events, and events linked to the site's heritage. Further consideration should be given into how connections could be enhanced between the marina complex and Portsmouth and Gosport ferry terminal, which could help to attract more visitors. Whilst the site is in walking distance to the Explosion museum, the route can feel unsafe in parts, particularly within the derelict areas of Priddy's Hard. Importantly however, the redevelopment of this area has now commenced and consequently this will significantly improve its appearance, natural surveillance and connectivity of the site to the wider area.

AUDIT OF GOSPORT'S ATTRACTIONS AND VISITOR ACCOMMODATION

8.38 The following provides an overview of the Borough's key visitor attractions and a high level review of current visitor accommodation.

Review of Tourist and Visitor Attractions

8.39 The Borough offers particularly unique tourist attractions, many of which have evolved from the Borough's naval heritage and the natural environment. This part of the study provides an overview of existing tourist attractions and accommodation, and are based on the findings of the previous sections in the study. From this, consideration is given to potential opportunities to develop Gosport's visitor offer. The table below shows the key paid and unpaid attractions offered to visitors. Attractions have been categorised as nature, heritage, and marine and / or commercial leisure attractions.

8.40 As the table below shows, Gosport's rich heritage supports many attractions, particularly those specific to Gosport's current and historic naval activity. The Explosion! The Museum of Naval Firepower and the Royal Navy Submarine Museum are particularly popular attractions. These attractions along with others are very unique and offer a different experience for visitors. Some of the paid attractions are not open in the winter season. The importance of the Borough's naval heritage attractions was considered by nearly half of all visitors responding to the Council's 2018 visitor survey as 'very important' in influencing their decision to visit Gosport.

Table 8.2: Overview of key tourist/visitor attractions in Gosport Borough

Attraction	Address/Location
Nature	
Lee-on-the-Solent seafront (F)	Lee-on-the-Solent
Stokes Bay seafront (F)	Near Browndown and Alverstoke
Waterfront trail (F)	Route links Explosion! The Museum of Naval Firepower to Royal Navy Submarine Museum
D-Day Trail (F)	Hardway to Stokes Bay via Haslar Road
The Wild Grounds Nature Reserve (F)	Grange Farm, Grange Road PO13 8AB
Alver Valley Country Park (F)	Cherque Way, Lee-on-the-Solent PO13 8LU
Stanley Park	Gomer Lane, PO12 2QN
Heritage	
Gosport Discovery Centre (F)	High St, Gosport PO12 1BT
Hovercraft Museum (P)	Marine Parade W, Lee-on-the-Solent PO13 9NS
Royal Navy Submarine Museum (P)	Haslar, Jetty Road, Gosport PO12 2AS
Explosion! Museum of Naval Firepower (P)	Priddy's Hard, Gosport PO12 4LE
Museum of Diving (P)	2 Stokes Bay Rd, Gosport PO12 2QU
1642 Living History Village (P)	Grange Farm House, Howe Rd, Gosport PO13 8AB
Holy Trinity Church (F)	Trinity Green, Gosport PO12 1HL
Royal Clarence Yard (F)	Weevil Lane, Gosport PO12 1FX
Gosport Museum and Gallery	Ordnance Road, PO12 1NQ
Fort Brockhurst	Gunners Way, Gosport, Hants, PO12 4DS
Marine	
Royal Clarence Marina (n/a)	Weevil Lane, Gosport PO12 1FX
Haslar Marina (n/a)	Haslar Rd, Gosport PO12 1NU
Gosport Ferry & Cruises (P)	South Street, Gosport PO12 1EP
Gosport Marine Festival (F)	Time Space arena, Trinity Green and Haslar Marina
Commercial Leisure	
TeamSport Karting Gosport (P)	Fareham Reach, Fareham Rd, Gosport PO13 0FW
Planet Ice (P)	Fareham Road, Gosport PO13 0ZX
Monkey Bizness (P)	Frater Gate Business Park, Gosport
Solent Springs Adventure Golf (P)	Stokes Bay, Gosport PO12 2QT
Gosport Leisure Centre (P)	Forest Way, Gosport PO13 0ZX

Source: Various including Discover Gosport and results from the HTIS
Note: Paid attractions denoted as (P); free attractions denoted as (F)

8.41 It is noted that entry fees to a selection of heritage attractions can be purchased on a single ticket to encourage linked trips between attractions (e.g. single ticket access to the Royal Navy Submarine Museum, Explosion! Museum of Naval Firepower and other naval attractions in Portsmouth).

8.42 The Alver Valley Country Park is identified in the adopted Local Plan along with Browndown, Stokes Bay and Lee-on-the-Solent seafront as a regeneration area for green infrastructure. The Country Park provides important open space for residents and supports a number of outdoor pursuits, including walking, BMX biking, and angling. The Wild Grounds Nature Reserve, a designated Site of

Specific Scientific Interest (SSSI), and the 1642 Living History Village are located within the park. There would be merit in promoting better pedestrian and cycle links between the park and the Borough's centres to encourage more visitors to travel sustainably, but also promote linked trips and longer dwell time in the Borough. We understand that there are emerging plans for a new retail garden centre that would serve as a gateway into the country park.

8.43 The Borough's coastline is possibly the most important nature attraction for visitors and was highlighted by 72% of respondents to the Council's 2018 visitor survey as an important reason for their visit (during peak season). The Borough has two shingle beaches at Stokes Bay and Lee-on-the-Solent. The former supports a number of activities in its vicinity including a children's 'splash' pool and play area, and sailing and angling clubs. The Diving Museum is located by the western end of the beach, with Browndown located beyond. Lee-on-the-Solent is a popular beach with residents and visitors and is located adjacent to the district centre. The beach has an extensive seafront with a number of local attractions including a children's play area/splashpark, a skate park, and is the location of the Hovercraft Museum.

8.44 Generally, key attractions are relatively dispersed and while a number of attractions are linked by a walking trail, there is likely to be a reliance on private car travel for visitors seeking to take in a variety of attractions and venues on a day visit. The Council should explore the opportunity for a bus service that links up attractions across the Borough. This could be provided through an existing public service where there may be potential to adjust existing routes (during seasonal times or all year round) to allow stops at or close to attractions that are not already accessible by public bus. A hop-on-hop-off ticket could also be explored.

REVIEW OF VISITOR ACCOMMODATION

8.45 An overview is provided of hotels and guesthouses in the Borough, in addition to bed & breakfasts (B&Bs) and self-catering accommodation. Consideration is also given to Airbnb accommodation marketed at the time of preparing the study.

8.46 The purpose of the review is to identify any potential gaps in tourist/visitor accommodation, where identified and the type of accommodation that would benefit from investment.

Hotels and Guesthouses

8.47 Hotel provision in the Borough is generally limited, particularly given the coastal location and proximity to Portsmouth. The table below provides a high level inventory of existing hotels and guest houses.

Table 8.3: Existing Hotel Provision in Gosport Borough

Hotel	Locality	Star Rating
Travelodge	Gosport	3
The Old Lodge Hotel	Gosport	3
The Anglesey Hotel	Gosport	3
The Bridgemary Manor Hotel	Bridgemary	2
Alverbank Hotel	Stokes Bay	3
Premier Inn	Gosport Leisure Park	3

8.48 As the table shows, hotel provision is supported by independent budget operators. Two hotel chains are present, the Premier Inn at Gosport Leisure Park, and the recently opened Travelodge in Gosport Town Centre. The new Travelodge includes an on-site restaurant that is open to the public and with frontage onto High Street. The development represents important investment for the town centre and is expected to encourage more overnight visits and stimulate investment in evening time offer (e.g. restaurants) for the wider centre.

Bed & Breakfasts/ Guesthouses

8.49 An online search of bed & breakfast and guesthouses in the Borough identified sixteen establishments, eight of which are promoted on the Discover Gosport website. The results of the audit are summarised in the table below.

Table 8.4: Existing B&B and Guesthouse Provision in Gosport Borough

B&B/Guesthouse	Locality	Accommodation Type
Woodbine	Alverstoke	B&B
Number 5	Alverstoke	B&B
Spring Garden Guesthouse	Forton Road	Guesthouse
The Olive Tree B&B	Gosport	B&B
Milvil Corner	Lee-on-the-Solent	B&B
Leeward House	Lee-on-the-Solent	B&B
Walnut Tree B&B	Lee-on-the-Solent	B&B
West Wind Guesthouse	Lee-on-the-Solent	Guesthouse
Solent Gate	Lee-on-the-Solent	B&B
The Gosport Inn	Stoke Road	Guesthouse
Acorn Lodge Guesthouse	Stoke Road	Guesthouse
Windbrake House	Stokes Bay	B&B

8.50 Bed and breakfast accommodation is primarily located in and close to the Borough's two district centres and close to the coast (Alverstoke and Stokes Bay), with only one establishment identified in Gosport Town Centre. A star rating has not been provided as only a few of the properties are listed with an official tourist accommodation provider that offers an independent rating. However, a review of the websites for each B&B/ guesthouse suggests that they are mostly aimed at visitors seeking budget to mid-market accommodation.

Self-Catering and Other Accommodation

8.51 The table below lists properties advertised by Discover Gosport and others that appear to be formal holiday let properties.

Table 8.5: Sample of Self Catering Provision in Gosport Borough

Self Catering	Locality
Number Nine	Alverstoke
Windbrake House	Alverstoke
Spring Garden Holiday Apartments	Forton Road
Georgian Apartment	Gosport
Harbour View 2	Gosport
Clarence Road Apartment	Gosport
Grove House	Grove Road
Little Wentworth	Lee-on-the-Solent
Powerkeg Cottage	Priddy's Hard
Stoke Villas	Stoke Road
Waterfront Quay	Stoke Road
1908 Lodge	Stoke Road
Peel House	Stoke Road
Dairy House	Stoke Road

8.52 Many of the properties are advertised as suitable for those visiting Gosport for leisure and for business purposes.

8.53 However, it should be noted that the holiday let market is difficult to regulate and there may be many other properties that are available to let on an informal basis. At the time of preparing this study a total of 34 properties were listed to rent on Airbnb, either as single rooms or entire properties.

8.54 Tourist accommodation is also available at Kingfisher Caravan Park, located near Stokes Bay beach. The caravan park is the only facility that is open to touring caravans and motorhomes.

Opportunities to Improve Visitor Attractions and Accommodation in Gosport

8.55 Taking account of the audit of key visitor attractions and available accommodation the following potential areas of improvement have been identified:

- Alver Valley Country Park - explore the potential to provide an outdoor visitor attraction that is sympathetic to the surrounding area and would have minimal impact on the environment, such as an aerial adventure park.
- Tourist bus that connects key attractions in the Borough – either a standalone service or work with local bus operators to incorporate key attractions along existing routes.
- Promote stronger links with visitors to Portsmouth Harbour – marketing strategy that promotes greater awareness of visitor attractions in Gosport. A strategy could explore marketing exercises that target visitors to Gunwharf Quays and those arriving at Portsmouth Harbour station.
- Hotel strategy to identify demand for new investment for mid-price hotels which are not represented.
- Opportunities to enhance heritage tourism through the development of MoD sites – Fort Blockhouse is ideally situated to support a high quality tourist complex that could offer direct boat links to/from Portsmouth Harbour.

OPPORTUNITIES FOR NICHE LEISURE / TOURISM

8.56 The study considers how the Borough's unique built and nature attractions, which are very specific to Gosport, could be capitalised on to support a niche leisure economy for the Borough. Earlier in this section we highlighted Gosport's many naval attractions and these present the best starting point for developing a niche leisure industry.

8.57 Gosport has a number of MoD sites that are in the process of being decommissioned or are currently being redeveloped. The sites offer the potential to develop a niche visitor market based on the Borough's naval and military heritage. This would help to elevate the Borough's reputation and attractiveness as a visitor destination.

8.58 **Fort Blockhouse** stands out as the site with the greatest potential to develop as a visitor complex, particularly due to its position on the peninsula, south facing aspect, views to the Isle of Wight, and the potential for direct boat links to Portsmouth Harbour. Subject to a detailed assessment and market testing the site could accommodate hotel accommodation, commercial uses, and facilities that offer cultural/heritage experiences.

8.59 **Fort Brockhurst** also has the potential to be redeveloped for tourist and leisure uses. The site has good highway access via Fareham Road (A32). The site is vast and benefits from very unique structures, particularly the circular keep, escarpment buildings, and surrounding moat. It is understood that the site has hosted a festival, an activity that could suit the site's enclosed layout. There may be opportunities to promote the site as a multi-venue destination that makes use of the keep as unique visitor accommodation and/or a museum. The parade area could be used as event space and car parking.

8.60 The development of the Solent forts provides an example where military sites have been converted for tourism uses. The following provides examples of former military sites that have been repurposed for tourism and leisure uses:

- ***Portsmouth Historic Dockyard*** – vast former MoD site that is a major visitor attraction for the sub-region. Historic buildings have been repurposed to accommodate leisure uses. Examples include Action Stations which offers 'adventure' activities.
- ***Solent Fort*** – Spitbank and No Mans Forts have been repurposed as hotels, with the latter including a spa. Horse Sand Fort, the third of the three Solent forts, is a museum. Boat access to the forts is provided from Gunwharf Quays.
- ***National Maritime Museum, Greenwich*** - a very popular visitor attraction set amongst a large estate that includes buildings of significant naval history. The site also accommodates exhibitions and events that are not linked to the site's history, which will help to broaden the attraction of the site to a wider visitor base. The site benefits from close links to Greenwich Market.

8.61 It is advised that the Council consider the preparation of a visitor strategy that explores in more detail the potential to develop the Borough's visitor offer, including the potential to repurpose Fort Blockhouse and Fort Brockhurst for visitor and leisure uses. The Council should also consider the potential to bring all attractions within one site and building which would become a major focal point for the Borough's naval heritage and create the critical mass of attractions along with visitor experiences and customer services (e.g. cafes/restaurant/ event space) that would bring in more visitors. In the short term, a national market strategy would help to raise the profile of the Borough's existing niche leisure assets.

8.62 Of course, the potential for developing a niche leisure economy should not necessarily be confined to naval heritage and there are many other niche leisure attractions that could be explored in more detail. These could include water leisure parks, outdoor adventure parks, and other family orientated attractions that would appeal to a wider section of the population (than say, what naval heritage attractions will support). However, developing such attractions would require a more detailed assessment of market interest and the identification of sites that have the capacity to support major leisure attractions.

8.63 The following section considers the potential of existing sites to accommodate new visitor facilities.

9. ACCOMMODATING DEVELOPMENT FOR TOWN CENTRE USES

9.1 The section considers the findings of the economic and qualitative assessments for retail and commercial leisure needs identified in Sections 7 and 8, and how future need could be met on existing sites in the Borough. The section also provides a high level assessment of key sites in the Borough, which have been identified as potential opportunities sites by the Council. They include:

- Fort Blockhouse;
- Fort Brockhurst;
- Browndown Camp;
- Alver Valley Country Park;
- Gosport Leisure Park (including Planet Ice Rink);
- Priddy's Hard Heritage Area;
- Gosport Waterfront and Town Centre sites;
- HMS Sultan; and
- Daedalus.

9.2 The objective of the assessment is to help identify where new town centre uses and new visitor and leisure facilities could be accommodated; taking account of the findings on quantitative and qualitative need forecasted over a ten year period to 2029.

9.3 Consideration is given to the sequential approach set out in the NPPF (paragraph 86) and PPG, which favours main town centre uses in town centre locations first, then, if no town centre locations are available, to edge of centre locations. If neither town centre locations nor edge of centre locations are available, to out of town centre locations; with preference for accessible sites which are well connected to the town centre. Paragraph 85(d) of the NPPF states that "Meeting anticipated needs for retail, leisure, office and other main town centre uses over [a ten year] period should not be compromised by limited site availability", and it advises that local planning authorities should review site boundaries where necessary to ensure a sufficient supply of suitable sites.

9.4 However, of the sites considered, only those relating to Gosport Waterfront and Gosport Town Centre represent 'town centre' sites. All other sites are located out of centre.

9.5 The retail capacity assessment in Section 7 identified no forecast need over a ten year period (and nor in the longer term) for new convenience or comparison good floorspace in the Borough. Whilst this does not mean that there will be no market demand and/or applications for new retail floorspace, for Gosport, we are aware that there is likely to be limited interest from developers to invest in the development; particularly for new retail and office floorspace. Any interest in new retail floorspace is likely to be driven by the potential to develop in out of centre locations, such as land adjacent to Brockhurst Gate.

9.6 For other town centre uses, the review of commercial leisure uses identifies the potential to support new Use Classes A3 and A4, particularly where gaps in provision have been identified (i.e. Gosport Town Centre). There may also be potential to support a small screen cinema and two new gyms. Whilst there is limited demand for office space in Gosport, particularly as a standalone development, there may be interest at local level for small scale provision which could form part of a mixed use development.

9.7 These findings on forecast need and demand from the market are taken into account when considering the suitability of the assessed sites.

9.8 The sites have been assessed in terms of their suitability, availability and viability using six criteria that include:

- Proximity and potential for linked trips to nearby town or district centres;
- Site ownership and availability for development;
- Planning history and precedent for development;
- Policy support or constraints to development;
- Physical constraints to development including listed buildings, transport and access, environmental constraints; and
- Commercial viability/ attractiveness to the market.

9.9 The results of the assessment are provided in Appendix 12, which sets out the findings for each site. A summary is provided below which identifies the sites that could support new town uses, including tourism, but excluding Use Class A1 for comparison and convenience retail.

Table 9.1: Potential development uses for opportunity sites

Site	Potential Use/ Development Opportunity
Fort Blockhouse	Leisure and visitor uses including a hotel and heritage attractions. A leisure led scheme could potentially support a small marina subject to meeting operator requirements. Marine employment and services including the scope for expanding marine-related training uses. Residential including town house and apartment living. Waterside walking route could link with the England Coastal Path.
Fort Brockhurst	Cultural and visitor uses including possible visitor accommodation and event space. Development potential will be constrained by conservation policy and development costs.
Browndown Camp	Limited to low impact leisure uses as development potential is constrained by environment policies. Leisure/water related tourist activity uses are likely to be most viable. There could be potential to support a small and low density visitor accommodation scheme, potentially aimed at the eco-tourism market.
Alver Valley Country Park	Outdoor leisure uses that are appropriate for the Country Park setting. Potential for a Garden centre. Grange Farm could be used for nature/education and interpretation events.
Gosport Leisure Park	Leisure/ community facilities Complimentary leisure employment uses.
Priddy's Hard Heritage Area	Residential uses including town house and apartment living may be attractive to the market given residential development that has taken place in the area. Marine employment uses could be supported as part of a wider mixed use scheme. Waterside walking route could link with the England Coastal Path and potential to provide a publicly accessible park on the Ramparts part of the site.

Site	Potential Use/ Development Opportunity
	Leisure and tourism opportunities could include a mix of craft brewery, holiday accommodation, exhibition and conference facilities and a restaurant/pub along with provision of a coastal forces museum.
Gosport Waterfront and Town Centre	Residential uses – focused on High Street (over the shop), North of High Street, and South of High Street, and the redevelopment of the Bus Station (upper floors). Mixed uses – ground floor commercial uses with residential above for the car park sites. The lorry park could provide commercial leisure uses that link with Gosport Marina and Royal Clarence Yard. Retail/leisure uses – Royal Clarence Yard and redevelopment of the Bus Station site. Marine industry and employment uses – Gosport Marina, Haslar Marina, and Victoria Quay (and the remaining Retained Area).
HMS Sultan	Employment uses including B1, B2 and B8, which represents the site's current planning policy allocation. Residential uses (primarily on the eastern part of the sites). Visitor attraction and accommodation linked to military heritage.
Daedalus	Employment uses could be attractive to the market, particularly as employment uses are established on the wider site. Leisure uses to enhance the visitor offer of Lee-on-the-Solent Residential including town house and apartment living.
Gunboat Sheds	Employment uses - including the potential to host a UK Maritime Innovation Hub. Leisure and tourism – such as large event space, conferencing facilities, Residential uses on part of the site subject to sensitive design and heritage constraints.

9.10 The bus station site and the car parks operated by the Council are identified in the Gosport Waterfront and Town Centre SPD as potential sites for development. The redevelopment of the bus station site offers the potential to provide a mixed use scheme with commercial and leisure uses on the ground floor and residential uses above. The site would also incorporate the existing bus interchange and be positioned to avoid conflict with pedestrian links to the town centre, Falkland Gardens and ferry terminal. As highlighted earlier in this report, the bus station site has the potential to accommodate new food and beverage uses that are set alongside the waterfront. A small cinema could also form part of the scheme, subject to market demand. This would help to stimulate an evening time economy for the town centre, improve dining options for eating out and help to retain some of the custom that is currently lost to Fareham and Gunwharf Quays. Development of the site could come forward in the short to medium term and could be guided by a masterplan.

9.11 The SPD also promotes potential opportunities to develop a number of the town's car parks, focusing on sites that are currently under-used. A total of five are identified, most of which are considered to be longer term development opportunities. They include public car parks at: Church Path (26 car spaces), Clarence Road (33), Coates Road (36), North Cross Street (37) and the Mumby Road Lorry Park (28 including 6 lorry spaces). The smaller car parks are mostl likely suitable for residential or commercial development. Sites closest to the High Street may have potential to support flexible commercial uses at ground level with residential above. The lorry park presents a potential opportunity to provide a mixed use scheme that caters to commercial leisure uses at ground floor, particularly serving A3/A4 uses. These units may prove attractive to the market and customers, particularly visitors to Gosport Marina.

9.12 Further review of **Royal Clarence Yard**, which falls within the SPD area, and how to encourage take up of commercial units should be a priority. Through the Heritage Action Zone, the Council are currently assessing the wider site to understand how to manage future development. As highlighted in Section 8, planned events would help to generate footfall to the area and establish the location as a destination. Opportunities to promote under-used sites on the waterfront to support marine industries could help to promote day time footfall and support existing businesses.

9.13 **Gosport Leisure Park** is identified in the Local Plan for leisure development reflecting its current uses – the area already supports a number of key commercial leisure facilities for the Borough. Opportunities to support new leisure uses that require larger land take/ larger units would be suitable and may be attractive to the market, particularly additional indoor active leisure uses (e.g. pitch and putt, climbing wall, etc.). There may also be opportunities to support an enhanced ice rink facility in this location. Whilst a multiplex cinema could be supported such a use should be directed to Gosport Town Centre in the first instance. The site could support employment uses, particularly if it is aimed at providing affordable accommodation for local businesses.

9.14 There is potential to promote visitor and tourism facilities as part of the redevelopment or repurposing of **Fort Brockhurst**. The site is in the ownership of English Heritage and is already open to the public on a very limited basis. There may be potential to repurpose the site as a leisure destination and event space with visitor accommodation facilities. The existing circular keep and surrounding moat provides a particularly unique setting, but any development will be constrained by heritage restrictions and the need to retain certain features of the site.

9.15 Browndown and Alver Valley Country Park could support low impact leisure uses. For **Browndown**, this could include a camping ground and facilitating further use of the area for water-based activities. Outdoor activities, such as the potential for a tree-top or woodland adventure centre could be suitable for **Alver Valley Country Park**, subject to having no harmful impact on the site's ecological value. The Country Park could support other commercial uses that are low impact in terms of scale and design and are sympathetic to the country park setting. This could include a garden centre.

9.16 **Fort Blockhouse** has the potential to support a leisure-led mixed use development. The site's position and views across the Solent is likely to attract investment and there may be demand to support a unique leisure destination similar to the Solent Forts. The site could also support marine related employment and leisure, particularly a small marina within a wider leisure complex, similar to what was achieved at Royal William Yard in Plymouth (Section 8). A direct ferry link to the site may be required to increase the site's appeal to the visitor market, although this could have an isolating effect and reducing spending potential in Gosport Town Centre. This could be countered through developer contributions towards improving pedestrian links to the town centre. The site could also support the development of marine employment uses. Residential uses may be required on part of the site to enable development. We understand that the site is being retained by the Royal Navy in the short term. Therefore, the development of the site could come forward in the medium to long term (5 to 10 years).

9.17 **HMS Sultan** represents the largest of the opportunity sites assessed and is currently in use by the Ministry of Defence (MoD). The site has significant development opportunity particularly for residential and employment uses. There may be an opportunity for supporting leisure provision on site. There may also be scope to explore a form of visitor accommodation that could link to the site's heritage assets and location in proximity to a number of other local heritage assets such as Fort Brockhurst. There is no indication as to when the MoD will release the site so a very long term view (+20 years) needs to be taken on its future development.

9.18 **The Gunboat Sheds** site is located within the Haslar Peninsula Regeneration Area and adjacent to Haslar Lake. In 2017, planning permission was sought for a residential and commercial scheme on the site, along with a marina and supporting leisure uses. We understand that the application was withdrawn. The Local Plan supports employment uses on the site. The site is subject to considerable environmental and heritage policy constraints which will limit development potential. The site is likely to be most attractive to the market for employment and housing development. Employment uses, particularly those that are related to the marine industry are considered to be the most appropriate and will likely be attractive to the market. Residential use is likely to be very limited given the site's sensitivities and constraints. Leisure and tourism uses linked to the site's heritage could be supported, but such uses will not appeal to the private sector market and would most likely be a publicly funded scheme.

9.19 Development plans for **Priddy's Hard** and **Daedalus** are largely in place. Residential uses are currently being built out at Priddy's Hard. Daedalus is an employment-led mixed use site with significant employment land and floorspace already constructed with further areas to be development Residential development is also under construction at Daedalus, which will also include a small amount of commercial uses to support the new local population. The Seaplane Square area adjacent the sea front at Lee-on-the-Solent offers significant leisure-led development opportunities.

10. FUTURE POLICY AND TOWN CENTRE STRATEGY

10.1 This final section provides a summary of the key findings of the study relevant to plan-making and decision-taking in Gosport Borough area and its main centres. It specifically sets out high-level advice on how the Council can effectively plan for, manage and promote the vitality and viability of the Borough's centres and opportunities to promote the tourist and marine economies over the development plan period.

10.2 Our advice is informed by the quantitative and qualitative need assessment for new town centre uses and in the context of national and development plan policy guidance, as well as other key material considerations. This includes the National Planning Policy Framework (NPPF) and the Planning Practice Guidance (PPG). Both place weight on the development of positive plan-led visions and strategies for town centres and promote new investment and development in town centres first ahead of edge and out of centre locations.

10.3 The impact of Covid-19 on town centres and how to respond to it will be one of the most pressing challenges for local authorities in the short term. At the time of finalising this study the UK has been in the midst of a 'lockdown' which has effectively resulted in the closure of town centres. It is too early to predict the form and scale of impact, but for now we can speculate that lockdown measures will hasten the demise of town centre businesses that were already struggling. It is very possible that the UK will suffer a deep, but relatively short recession which poses an existential threat to the traditional town centre model. It is possible that new shopping and leisure patterns in particular may emerge as customers have been forced to increase their reliance on online shopping. Alternatively, it could spark a greater appreciation for shopping locally. Either way, the diversification of town centres will be critical to their resilience. Those centres with a more diverse offer will be better positioned to withstand and respond to major economic impacts, as well as to evolve to meet changing customer and market trends.

10.4 We set out below our main findings and recommendations to help inform plan-making in the Borough, specifically focusing on positive policies that will help with the management and potential growth of competitive town centres over the plan period. These recommendations will cover:

- Where new development should be focused, taking account of forecast retail capacity and gaps in leisure provision, demand from operators, and growth of online shopping;
- The need to maintain and/or change town centre offer for the Borough's main centres to ensure they function more sustainability;
- Potential changes to Primary Shopping Area boundaries for the Borough's main centres
- The setting of a robust and appropriate floorspace threshold for requiring a retail impact assessment for retail proposals that are edge or out of centre.

LOCAL IMPACT THRESHOLD

10.5 As described in Section 2, the revised NPPF requires an impact assessment to be undertaken for *"retail, leisure and office development outside of town centres, which are not in accordance with an up-to-date Local Plan"* (paragraph 89). The Framework states that local planning authorities should require an impact assessment if the development is over a proportionate, locally set floorspace threshold. If there is no locally set threshold, then the NPPF default threshold of 2,500 square metres (gross) should be applied.

10.6 To help inform the setting of a locally appropriate impact threshold the Planning Practice Guidance (PPG) states that it will be important to consider the following:

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

10.7 However, it is important to state at the outset that the threshold is not something that determines whether or not an application should be refused, only whether an application should be subject to an impact assessment. Furthermore, the PPG advocates that the level of information pertaining to the impact test (and the sequential test) provided in support of any application should be proportionate and considered in a locally appropriate way. We therefore advise the Council that they should pro-actively engage with any applicant at an early state in the pre-application process in terms of scoping and agreeing the level of supporting retail information required on a case-by-case basis.

10.8 Policy LP29 of the adopted Local Plan requires an impact assessment for proposals for out of centre retail, leisure and office proposals where they go beyond the set floorspace thresholds defined in paragraphs 11.68 and 11.69 of the Local Plan. For retail development, the local threshold is set at 1,000 sqm gross, with a higher threshold of 2,500 sqm gross for office and leisure proposals. Within paragraph 11.69, the Council reserve the right to request an impact assessment where proposals fall below the set threshold but could have an impact on existing centres. The planned retail floorspace at Daedalus is given as an example where the Council will require an impact assessment on proposals for convenience floorspace of more than 200 sqm gross.

10.9 We consider that it is reasonable for applicants proposing developments for new comparison and convenience goods retailing of 350 sqm gross and above to demonstrate that they will not have a significant adverse impact cumulatively with other commitments in the area, in accordance with the NPPF on any defined centre within the Council area. Therefore, a 350 sqm gross threshold should be applied to all proposals for retail that are defined as edge or out of centre. This will ensure that proposals for smaller stores, such as convenience stores, can be tested on their potential impact on nearby centres. In addition, the proposed threshold would capture proposals that seek to incrementally expand out of centre retail offer. This would also include applications that seek to vary conditions that restrict the sale of goods (e.g. bulky goods) on say retail parks, to allow a broader range of goods for sale, which could impact on existing centres.

10.10 This is a reasonable and robust impact threshold in our judgement as it will provide the local planning authority with sufficient flexibility to assess the merits and implications of edge and out-of-centre convenience store applications that could potentially have significant implications for the viability and delivery of new or extended floorspace in these existing centres. We also advise that this threshold should be applied, where relevant, to change of use applications and applications seeking variations of conditions. In our experience, a 350 sqm gross impact threshold would also be reasonable in this case based on the minimum impact thresholds adopted in recently adopted local plans in the region, and our taking account of our advice to comparable local authorities on this matter.

10.11 Notwithstanding the adoption of a lower locally set impact threshold, it is important that the scope of any Retail Impact Assessment (RIA) in support of planning applications is discussed and agreed between the applicants and the Council at an early stage in the pre-application process. The level of detail included within a RIA should be proportionate to the scale and type of retail floorspace proposed and should be agreed between the Council and applicant on a case-by-case basis. In all cases the local planning authority should adopt a pragmatic and reasonable approach with regard to the scope and detail of evidence required in support of planning applications. Setting a lower impact threshold in this case will provide the local planning authority with the flexibility, as decision-taker, to assess whether an RIA is needed on a case by case basis.

TOWN CENTRE AND PRIMARY SHOPPING AREA BOUNDARIES

10.12 We have reviewed the town centre boundary and Primary Shopping Area (PSA) for Gosport, Stoke Road and Lee-on-the-Solent, taking account of where commercial activity is focused, the health of each centre, and forecast need for new retail and leisure floorspace. From this we can identify if there is a need to expand or contract a town centre boundary and/or a PSA.

10.13 In setting out policies for the management and growth of centres over the plan period, and promoting competitive town centre environments, local planning authorities are required by the NPPF (paragraph 85(b)) to define the extent of town centres and PSAs and keep them under review (paragraph 85(d)).

10.14 The difference between the definition of the PSA and Town Centre Boundary is defined by NPPF (Glossary) as follows:

- **Primary Shopping Area (PSA)** – "The defined area where retail development is concentrated".
- **Town Centre Boundary (TCB)** – Area defined on the local authority's policies map, including the primary shopping area and areas predominantly occupied by main town centre uses within or adjacent to the primary shopping area.

10.15 The definition of a centre's PSA and TCB is important in retail planning terms in a number of important respects:

- First, for the purposes of plan-making and development management, sites and applications for new retail, leisure and other main town centre uses that are not in an existing centre and not in accordance with an up-to-date Local Plan will be subject to the sequential and impact 'tests' in accordance with the NPPF (paragraphs 86-89).
- Second, in terms of applying the sequential approach for both plan-making and decision-taking, an 'edge-of-centre' site is defined for retail purposes by the NPPF (Annex 2) as a location that is "*well connected to, and up to 300 metres from, the primary shopping area*". For all other main town centre uses, it is "*a location within 300 metres of a town centre boundary*". For office development, this includes locations outside the town centre but within 500 metres of a public transport interchange. In determining whether a site falls within the definition of edge of centre, "*account should be taken of local circumstances*" and preference should be given to "*accessible sites that are well connected to the town centre"* (NPPF, paragraph 87).
- Third, defining the extent of the PSA for town centres will also enable local planning authorities to manage Permitted Development Rights (PDR), principally from retail to residential use. PDR legislation refers to protecting the retail function of the 'Key Shopping Area'. Whilst there is no further definition of what a Key Shopping Area is, we must assume

that it correlates with the NPPF's definition of the PSA. For smaller centres where there is no identified PSA, it would reasonable to assume that the TCB relates to the Key Shopping Area.

10.16 It is against this policy background and guidance that we have necessarily reviewed and identified the extent of the PSA and Town Centre Boundaries (TCB) for Gosport Town Centre and the District Centres of Stoke Road and Lee-on-the-Solent. The table below sets out the rationale for any proposed changes to the centres' boundaries.

Table 10.1: Recommendations on Town Centre Boundaries and Primary Shopping Areas

	Recommendation	Rationale
Gosport Town Centre		
TCB	No change for now. There may be potential in the future to extend the boundary to include the Aldi store on Mumby Road.	The Aldi store is likely to generate linked trips to other town centre businesses and could be afforded policy protection against future applications for out of centre retail.
PSA	No change to boundary.	The High Street has a number of vacant properties and consideration should be given to the potential to allow flexible uses on a case by case basis.
Stoke Road		
TCB	No change	The current boundary remains appropriate and includes active frontages for a variety of commercial uses on Stoke Road. No sites are identified at the edge of centre that would benefit from inclusion within the town centre boundary.
PSA	Remove frontages on Stoke Road that are situated between the junctions with Jamaica Place and Grove Buildings.	The frontage offers limited retail function and has a number of vacant units. Omitting the frontage from the PSA would allow more flexible uses and encourage take up of units.
Lee-on-the-Solent		
TCB	No change	The current boundary is compact and accounts for all commercial units. There is no physical capacity to extend the boundary.
PSA	There may be scope to remove frontages on Marine Parade West and Pier Street (west side).	Both frontages have vacancies and active uses are mostly non-A1 retail.

10.17 As the table above demonstrates, relatively minor changes to town centre boundaries and PSAs are recommended. For Gosport, the town centre boundary could be extended to include the Aldi store on Mumby Road. The store's proximity to the existing PSA is likely to generate linked trips to other businesses in the town centre. The site's inclusion in the town centre boundary would provide policy protection against any further out of centre development for convenience retail.

10.18 The PSA defined boundary for Stoke Road could be contracted to exclude the commercial frontage between Jamaica Place and Grove Buildings. Units within this frontage are mostly in non-A1 use and there are a number of vacancies. Similarly, for Lee-on-the-Solent, there may be benefit in excluding the frontages on Marine Parade West and Pier Street (west side) from the PSA given that retail uses are limited and prevalence of vacant units.

TOWN CENTRE STRATEGY RECOMMENDATIONS

10.19 Finally, we set out our high-level advice on how the Council can effectively plan for, manage and promote the vitality and viability of the Borough's main centres and opportunities to promote the town centre economies over the development plan period. Our advice takes account of the findings set out in the previous sections, particularly the SWOT analysis for each centre, forecast population projections and retail capacity, market demand for retail and leisure operators, and against the backdrop of the current and emerging economic landscape.

Gosport Town Centre

10.20 Gosport Town Centre supports a relatively small retail and leisure catchment, which is largely confined to the Borough area but competes with other higher order centres for expenditure generated in the western area of the Borough. The town centre's relatively isolated position on the peninsula, particularly for those travelling by car, and proximity to Fareham and Portsmouth means that the town centre retains limited expenditure on retail goods, particularly for comparison goods purchases.

10.21 The retail capacity assessment forecasts no need for new retail development over the ten year period to 2029, or over the longer term to 2036. Discussions with commercial property agents have also confirmed that there is limited interest from retail multiples for space in the town centre. In fact an over-supply of retail accommodation has been identified. Therefore, it is not recommended that any sites are specifically identified for new retail-led development.

10.22 Against this background of no forecast economic capacity for new retail floorspace and no evidence of market demand, we advise that the potential should be explored to relax policy on non-Class A1 uses within the PSA. A pragmatic policy approach should be adopted in our view to help promote other own centre uses, with active frontages, such as retail service and personal services (Class A2) and food and beverage class uses (Class A3 and A4 specifically, and more limited and carefully controlled Class A5 uses). This will help to create the necessary diversity in the town centre's offer from a commercial perspective that will ensure greater resilience to changing market and economic trends over time. The leisure 'gap' analysis and primary information obtained from market research has also identified the need for more commercial leisure provision, including better quality restaurants. There is also the potential to attract a small cinema operator which along with new restaurant provision would enhance the town's evening/night-time economy and centre's attractiveness to visitors.

10.23 We have also identified the potential to extend the Town Centre and PSA boundaries to include the Aldi store on Mumby Road to provide policy support for a foodstore that is likely to support linked trips to the rest of the town centre.

10.24 As there is limited catchment expenditure potential to support new retail and leisure floorspace, the Council should focus investment on projects that increase the local residential and employment base, and increase the number of visitors to the town for both day-trips and extended visits. This will also help to increase the resilience of the town centre, as more people living, working and visiting Gosport will inevitably spend more money in the local shops, businesses and facilities.

10.25 Gosport's unique selling propositions (USPs) include its waterfront and marinas, which offer the potential for a mix of new residential, employment, visitor/tourist and commercial uses that will help to complement and strengthen the town centre's daytime and evening economy. Promoting and delivering the development of waterfront sites in and close to the town centre should be a priority for the Council. For example, the lorry park and underused waterfront sites within Clarence Yard could provide marine employment uses and further commercial uses that appeal to marina visitors.

10.26 In our judgement, one of the most high profile redevelopment opportunities in the town centre is focussed on and around the bus station and ferry terminal, subject to land assembly and the provision of a new transport interchange. This site forms part of an important gateway to Gosport, but the pedestrian route on the bus station side is characterised by a poor quality environment, including the unattractive ticket office and public toilets. There is significant potential to provide a landmark building on this site for new residential, employment and commercial uses, including a cinema, with high quality public realm and art. Any new development focussed on this site could also provide the opportunity to “open up” pedestrian access and frontages to the waterfront, with the potential for food and beverages uses (such as cafés and restaurants) and possibly a hotel with a waterfront setting and view.

10.27 Aside from the redevelopment of the bus station site, there is a general need to improve the town centre’s overall environmental quality and public realm. This will help create a more attractive destination for all those that shop, live and work in the town. It will also help to attract more day-trippers, weekenders and tourists to the town and area on repeat visits. Investment in improvements to the quality of the town’s public realm and its buildings will also help generate local pride in the community, create confidence for existing and new businesses to invest, and attract more people who want to live, work and shop in Gosport. The proposed improvements and connectivity to the quayside are likely to increase the desirability of the development of the bus station site to developers and future commercial occupiers, especially from the food and beverage sector.

10.28 To help fund and deliver change over the short, medium and long term, Section 106 agreements linked to future planning permissions on opportunity sites should be used to provide financial support for public realm improvements. For Gosport Town Centre, this could include financial contributions generated by the redevelopment of the bus station site, which could help towards upgrading the public realm around the ferry terminal area and south end of High Street.

10.29 Other initiatives could include traffic calming measures around the bus station as part of the future development of the site and the potential to relocate bus access points further away from crossing points that connect the High Street with the ferry terminal and bus station.

Stoke Road District Centre

10.30 Stoke Road District Centre is located a short distance from Gosport and serves the surrounding residential communities. Waitrose is an important anchor retailer for the centre. The survey-derived market shares show that despite being the only Waitrose in the Borough, the store’s catchment penetration is relatively small; it mostly attracts expenditure from residents living close to Stoke Road and Gosport Town Centre, as well as from the residential area in Zone 2.

10.31 There is no forecast economic capacity or market demand evidence to support new retail floorspace in the District Centre. The focus over the plan period should be on retaining, consolidating and promoting the centre’s retail and leisure offer. Related to this there appears to be a lack of choice for restaurant and evening time uses. This presents a further opportunity for investment subject to market interest and demand.

10.32 The District Centre offers a good mix of retail service and personal service uses. Businesses are mostly independents and this offer helps position Stoke Road apart from Gosport Town Centre.

10.33 Vacancies are a cause for concern and should be closely monitored. This could be addressed by reviewing the PSA and allowing for more flexible uses, with active frontages, on a case-by-case basis.

10.34 A key priority for the centre is the need to improve shop frontages, particularly frontages east of Waitrose. The vacant Royal Arms public house presents an opportunity to create an attractive heritage feature for the town centre and the Council should explore opportunities to repurpose the unit.

10.35 More pedestrian crossing points and/or traffic calming measures are needed to improve connectivity between businesses on either side of Stoke Road. Such measures should help to improve the attractiveness of the centre to residents, visitors and retail/leisure operators.

Lee-on-the-Solent District Centre

10.36 Lee-on-the-Solent is a vibrant and attractive district centre. Its coastal position also means it is a popular destination for tourists and visitors. The centre benefits from a good mix of uses and like Stoke Road is mostly supported by independent businesses. There is no capacity identified over the next ten years or beyond to support new retail development.

10.37 Vacancies in the District Centre are low, which is a positive indicator of its overall attraction, performance and viability. The main vacant units appear to be concentrated on Marine Parade East and the west side of Pier Street. These vacancies reflect the limited demand from retail businesses in these areas and the best option to stimulate demand could be to remove these units from the PSA to enable their take up and/or redevelopment for other more viable commercial and residential uses.

10.38 Street frontages and pavements across the District Centre appear to be well maintained. Any strategy for the centre should ensure their continued upkeep, with investment in the public realm and frontages maintained over the plan period. Measures to repurpose 141 High Street should be explored, as the unit has the potential to support one or two new businesses.

10.39 There are limited evening time uses in the District Centre. We advise that the promotion of, and investment in new food and beverage uses should be a target over the plan period. The only physical constraints on the District Centre are the lack of sites that could allow it to expand and the identified pressures on car parking.

10.40 Opportunities to promote a monthly or more regular market in the town centre should be explored, subject to consultation with local traders and the identification of an appropriate location within the centre that already benefits from strong footfall.

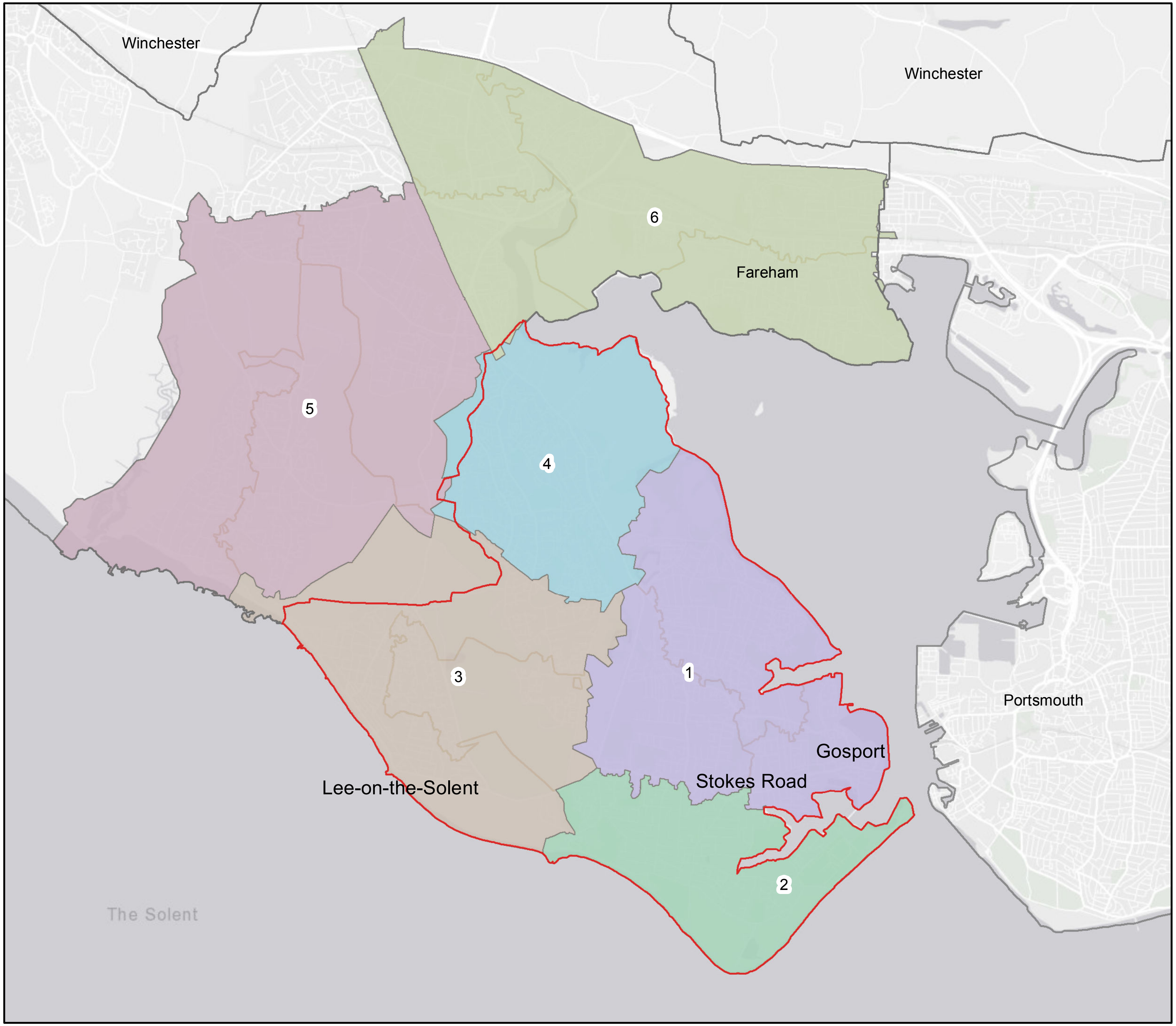
10.41 The centre is likely to experience increased demand for services from future residents at Daedalus. Safe walking and cycling routes should therefore be promoted between the two locations to minimise any further demand on parking in the centre.

--- End ---

Lambert Smith Hampton

Appendix 1

Study Area



Gosport Retail, Leisure & Tourism Study 2019

Study Area & Zones

- 1
- 2
- 3
- 4
- 5
- 6
- Gosport Borough Council

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Appendix 2

Health Check Methodology

Town Centre Health Checks: Methodology

1.1 Health checks are recognised as important planning ‘tools’ for appraising and monitoring the changes in the overall vitality and viability of town centres, and informing both plan-making and decision-taking at the local level.

1.2 In accordance with the PPG (Paragraph: 006 Reference ID: 2b-006-20190722), there are a number of key performance indicators (KPIs) that are widely used (where the information exists) to help assess and monitor the overall health and performance of centres. These include:

- the diversity of uses (e.g. retail and services offer);
- proportion of vacant street level property;
- commercial yields on non-domestic property;
- customers’ views and behaviour;
- retailer representation and intentions to change representation;
- commercial rents;
- pedestrian flows;
- accessibility – this includes transport accessibility and accessibility for people with different impairments or health conditions, as well as older people with mobility requirements;
- perception of safety and occurrence of crime;
- state of town centre environmental quality;
- balance between independent and multiple stores
- extent to which there is evidence of barriers to new businesses opening and existing businesses expanding; and
- opening hours/availability/extent to which there is an evening and night time economy offer.

1.3 In this case the most reliable KPIs have been gathered (where possible) for the centres to help inform the assessment of their overall strengths and weaknesses in in terms of their retail and leisure provision, the opportunities for new sustainable development and growth, and any potential current and future threats to their overall vitality and viability. We have referred to a number of datasets and research to help assess the relative vitality and viability of the centres, as referenced throughout the report.

1.4 The general methodology is for the health check assessments is set out below:

Retail Composition & Diversity of Uses

1.5 The town centre health check assessments have been informed by unit survey data provided by the Council for different town centre use categories located within the defined town centre boundary. Town centre use categories include convenience goods retail, comparison goods retail, services and vacancies. It should be noted that ‘services’ include : retail services (Class A1 and certain sui generis uses such as hairdressers, beauty salons, travel agents, launderettes, opticians, etc.); leisure services (comprising Class A3 cafés and restaurants, betting shops (sui generis) and Class A5fast food/ takeaway outlets); and financial and professional services (including Class A2 uses such as banks, estate agents, etc).

1.6 The health checks provide an effective 'gap' analysis tool to help identify retail types and categories that are under or over represented in centres. This is based on benchmarking against Experian Goad UK averages for all circa 2,000 centres and shopping locations.

Vacancies

1.7 The number and scale of vacancies in a centre, and the length of time properties have been vacant, represents a KPI to help assess a centre's overall vitality and viability. For example, high vacancy levels, or a concentration of vacancies in certain areas/streets, could point to underlying weaknesses in terms of retailer demand and/or the fact that vacant units are not meeting demand and are not 'fit-for-purpose'. Notwithstanding this, vacancies can arise in even the strongest centres due to the natural 'churn' in businesses opening and closing at any point in time. This KPI must therefore be used and interpreted with care.

Multiple and Independent Retailers

1.8 A multiple is defined by Experian Goad as being part of a network of nine or more outlets. It is widely accepted that a good presence and mix of multiples in a centre, alongside a strong independent offer, helps to increase the overall attraction and performance of shopping centres. Multiples are a strong draw for customers and they help to generate frequent shopping trips and footfall, and linked expenditure for other shops, businesses and services.

Street/Covered Markets

1.9 Whether or not a centre has a market, and the quality and offer of a market, can give an indication as to whether a centre is vital and viable. Information regarding the health of the markets discussed in this report has been obtained from our own research and observations of the centres, as well as stakeholder consultation. In line with Paragraph 85(c) of the NPPF, existing markets should be retained and enhanced and, where appropriate, reintroduced or new ones created, ensuring that markets remain attractive and competitive.

Retailer Demands & Requirements

1.10 Evidence of requirements ('market demand') from retail and leisure operators for representation in a town centre can provide a further indication of the overall health and attraction of centre, and investor confidence. In this case we have drawn on standard published sources to inform our assessment of current market demand; including CoStar and the Requirements List. However, it should be noted that this published information is not definitive, as many retailers and leisure operators prefer not to announce their requirements as it can undermine their negotiating position with potential landlords. Furthermore, market demand is often opportunity-driven; for example in response to the marketing of new development and regeneration initiatives.

Commercial Rents: Prime Zone A Retail Rents

1.11 The level of rent that businesses are prepared to pay for retail space, and the commercial yields achieved provide a further indication of the relative strength of the centre and its prime retail pitch. However, it should be noted that Prime Zone A rents and yields are not available for all centres, particularly smaller centres where there are more limited transactions.

Customer Views and Behaviour

1.12 Our assessment of customers' views and behaviours draws on the findings of the household survey. The household survey comprised 1,000 interviews across a defined study that asked specific questions on what respondents like and dislike about Gosport, Stoke Road and Lee-on-the-Solent. The findings for Gosport Town Centre were supplemented by a face-to-face interviews in Gosport Town Centre and in the Borough's three marinas to understand how shoppers and visitors use the town centre and were improvements should be made to encourage more visits.

Environmental Quality

1.13 Environmental quality is an important KPI to help assess a centre's overall vitality and viability. An assessment of environmental quality (including cleanliness and attractiveness, security, treatment of buildings and open spaces) has been undertaken using our own research and observations of the centres.

Accessibility

1.14 A centre's vitality and viability can also be impacted by the ease of accessibility by different modes of travel, and the level and quality of car parking. This assessment has been informed by our observations of how easy a centre is to access; mobility time and cost; public transportation; traffic management and signage; barriers; car parking; and access by other modes.

Barriers to New/Existing Businesses

1.15 To inform the health check especially of the higher order centres a broad review of potential barriers to new and existing businesses has been undertaken looking at factors such as availability of units to allow businesses to physically expand and availability of grants to support business growth and investment.

Extent of the Evening Economy

1.16 A centre's evening economy is increasingly becoming an important element for evaluation of town centres. The evening economy acts as a footfall draw to town centres and the analysis provides an indication of provision and type of provision and linkages with other cultural and leisure amenities.

Appendix 3

Convenience Goods Market Share Analysis (incl SFT)

TABLE 1: ALL CONVENIENCE GOODS - 2019 MARKET SHARE ANALYSIS (%)
Including Internet Shopping and other Special Forms of Trading

Zone:	1	2	3	4	5	6	Total Study Area	Gosport Borough Area (Zones 1 to 4)
Gosport Town Centre								
Iceland, Walpole Road, Gosport	0.9%	0.3%	0.1%	0.4%	0.0%	0.1%	0.3%	0.5%
Morrisons, Walpole Road, High Street, Gosport	13.8%	23.3%	4.6%	8.3%	3.1%	0.7%	7.7%	12.0%
Other shops	1.4%	0.3%	0.1%	1.5%	0.0%	0.0%	0.6%	1.0%
Sub Total	16.1%	23.8%	4.8%	10.1%	3.1%	0.8%	8.6%	13.5%
Stoke Road District Centre								
Waitrose, Stoke Road, Gosport	6.1%	17.4%	1.5%	0.4%	1.6%	0.0%	3.5%	5.5%
Sub Total	6.1%	17.4%	1.5%	0.4%	1.6%	0.0%	3.5%	5.5%
Lee-on-the-Solent District Centre								
Tesco Express, Pier Street, Lee-on-Solent	0.0%	0.0%	2.1%	0.0%	0.0%	0.0%	0.3%	0.5%
Co-op, Cherque Farm, Twyford Drive Lee-on-the-Solent	0.0%	0.0%	11.1%	0.0%	0.1%	0.0%	1.4%	2.4%
Other shops	0.0%	0.0%	3.1%	0.1%	0.3%	0.0%	0.5%	0.7%
Sub Total	0.0%	0.0%	16.3%	0.1%	0.5%	0.0%	2.1%	3.5%
Out of Centre								
Aldi, Mumby Road, Gosport	8.3%	5.3%	5.9%	2.6%	0.7%	0.0%	3.7%	6.1%
Asda, Dock Road, Gosport	28.9%	24.4%	4.6%	10.5%	0.5%	0.1%	11.3%	19.2%
Co-op, Petrol Solent, Fareham Road	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.1%	0.1%
The Food Warehouse (Iceland), Brockhurst Gate	0.3%	0.1%	0.0%	1.5%	0.0%	0.8%	0.5%	0.5%
Lidl, Brockhurst Gate, Gosport	7.7%	2.4%	7.2%	8.1%	0.0%	0.4%	4.1%	6.9%
M&S Foodhall Brockhurst Gate	0.9%	2.2%	1.3%	3.4%	0.1%	0.0%	1.0%	1.7%
Tesco Express, Carless Close, Rowner	0.1%	0.0%	5.4%	0.3%	1.0%	0.0%	0.9%	1.3%
Sub Total	46.2%	34.4%	24.4%	27.0%	2.3%	1.4%	21.6%	35.8%
Neighbourhood Centres								
Co-op, Gregson Avenue, Bridgemary	0.0%	0.0%	0.0%	1.5%	0.1%	0.0%	0.2%	0.3%
Co-op, Palmyra Road, Elson	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.6%
Co-op, Forton Road, Gosport	1.8%	0.0%	0.3%	0.0%	0.0%	0.0%	0.5%	0.8%
Co-op, Privett Road, Gosport	0.2%	2.9%	0.0%	0.0%	0.0%	0.0%	0.3%	0.5%
Co-op, Rowner Road, Gosport	0.0%	0.0%	0.8%	1.4%	0.0%	0.0%	0.3%	0.5%
McColl's, Carisbrooke Road, Gosport	0.0%	0.0%	0.0%	2.0%	0.0%	0.0%	0.2%	0.4%
One Stop, Elson Road, Gosport	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%
One Stop, Village Road, Gosport	0.0%	2.9%	0.0%	0.0%	0.0%	0.0%	0.2%	0.4%
Lidl, Forton Road, Gosport	3.4%	1.2%	0.5%	0.9%	0.1%	0.0%	1.2%	2.0%
Tesco Express, Forton Road, Gosport	1.5%	0.3%	3.5%	0.3%	0.2%	0.4%	1.0%	1.5%
Tesco Superstore, Alver Village Square	8.8%	14.1%	19.5%	15.5%	1.9%	0.0%	8.1%	13.3%
Other shops	0.8%	0.0%	0.2%	1.9%	0.3%	0.0%	0.5%	0.8%
Sub Total	18.4%	21.3%	24.8%	23.5%	2.6%	0.4%	13.0%	21.3%
BOROUGH RETENTION	**86.8%**	**96.9%**	**71.8%**	**61.2%**	**10.0%**	**2.6%**	**48.9%**	**79.7%**
Fareham								
Asda, Speedfields Park, Newgate Lane, Fareham	1.6%	0.1%	14.9%	20.8%	27.3%	7.7%	11.5%	8.3%
Sainsbury's Superstore, Broadcut, Wallington, Fareham	5.6%	0.1%	3.0%	2.6%	16.6%	24.8%	11.0%	3.6%
Tesco Superstore, Quay Street, Fareham	0.7%	0.0%	1.6%	1.0%	4.8%	13.0%	4.5%	0.8%
Lidl, Newgate Lane, Fareham	0.0%	0.0%	2.2%	1.2%	2.6%	1.8%	1.3%	0.7%
Other shops	0.6%	0.3%	0.4%	1.2%	5.1%	16.7%	5.3%	0.6%
Sub Total	8.5%	0.6%	22.1%	26.9%	56.5%	64.0%	33.6%	14.1%
Other								
Whiteley	1.0%	0.0%	0.7%	0.3%	3.3%	2.3%	1.5%	0.6%
Portchester	0.0%	0.0%	0.0%	0.0%	0.0%	5.8%	1.4%	0.0%
Tesco Extra, North Harbour, Clement Atlee Way, Portsmouth	1.8%	0.7%	0.3%	0.4%	0.2%	15.3%	4.3%	1.1%
Other stores, Portsmouth	0.0%	0.0%	0.5%	0.0%	0.0%	2.8%	0.7%	0.1%
Havant	0.8%	0.0%	0.0%	0.0%	0.2%	0.7%	0.4%	0.3%
Hedge End	0.0%	0.0%	0.0%	0.0%	3.4%	3.1%	1.4%	0.0%
Southampton	0.0%	0.0%	0.0%	0.0%	0.7%	0.4%	0.2%	0.0%
Stubbington	0.0%	0.2%	0.9%	0.0%	17.5%	0.3%	3.3%	0.2%
All other	0.1%	0.0%	0.3%	0.7%	1.2%	0.7%	0.5%	0.3%
LEAKAGE OUTSIDE BOROUGH (EXCL INTERNET)	**12.2%**	**1.5%**	**24.9%**	**28.2%**	**83.0%**	**95.4%**	**47.3%**	**16.8%**
INTERNET	**1.0%**	**1.6%**	**3.3%**	**10.6%**	**6.9%**	**2.0%**	**3.8%**	**3.6%**
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Note: Percentages adjusted to account for rounding in Tables 2 to 5. Figures are rounded to the nearest decimal point.

TABLE 2: MAIN FOOD PURCHASES - 2019 MARKET SHARE ANALYSIS (%)
Including Internet Shopping and other Special Forms of Trading

Zone:	1	2	3	4	5	6	Total Study Area	Gosport Borough Area (Zones 1 to 4)
Gosport Town Centre								
Iceland, Walpole Road, Gosport	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Morrisons, Walpole Road, High Street, Gosport	15.9%	27.8%	5.4%	9.6%	1.3%	1.1%	8.6%	14.1%
Other shops	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub Total	15.9%	27.8%	5.4%	9.6%	1.3%	1.1%	8.6%	14.1%
Stoke Road District Centre								
Waitrose, Stoke Road, Gosport	6.3%	17.3%	2.2%	0.7%	0.6%	0.0%	3.4%	5.8%
Sub Total	6.3%	17.3%	2.2%	0.7%	0.6%	0.0%	3.4%	5.8%
Lee-on-the-Solent District Centre								
Tesco Express, Pier Street, Lee-on-Solent	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op, Cherque Farm, Twyford Drive Lee-on-the-Solent	0.0%	0.0%	4.8%	0.0%	0.0%	0.0%	0.6%	1.0%
Other shops	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub Total	0.0%	0.0%	4.8%	0.0%	0.0%	0.0%	0.6%	1.0%
Out of Centre								
Aldi, Mumby Road, Gosport	8.4%	4.6%	7.9%	3.4%	1.2%	0.0%	4.3%	6.7%
Asda, Dock Road, Gosport	41.2%	29.8%	3.9%	10.8%	0.0%	0.0%	15.1%	25.2%
Co-op, Petrol Solent, Fareham Road	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.1%	0.1%
The Food Warehouse (Iceland), Brockhurst Gate	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lidl, Brockhurst Gate, Gosport	7.5%	3.8%	11.2%	8.4%	0.0%	0.0%	4.8%	8.0%
M&S Foodhall Brockhurst Gate	0.0%	1.2%	1.6%	0.7%	0.0%	0.0%	0.4%	0.7%
Tesco Express, Carless Close, Rowner	0.0%	0.0%	5.6%	0.0%	0.6%	0.0%	0.9%	1.2%
Sub Total	57.1%	39.3%	30.1%	23.9%	1.8%	0.0%	25.4%	41.8%
Neighbourhood Centres								
Co-op, Gregson Avenue, Bridgemary	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.1%	0.1%
Co-op, Palmyra Road, Elson	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op, Forton Road, Gosport	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.1%	0.1%
Co-op, Privett Road, Gosport	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op, Rowner Road, Gosport	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
McColl's, Carisbrooke Road, Gosport	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
One Stop, Elson Road, Gosport	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
One Stop, Village Road, Gosport	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lidl, Forton Road, Gosport	1.7%	0.6%	0.6%	1.3%	0.0%	0.0%	0.7%	1.2%
Tesco Express, Forton Road, Gosport	0.6%	0.0%	4.5%	0.0%	0.0%	0.6%	0.9%	1.2%
Tesco Superstore, Alver Village Square	9.0%	13.8%	22.7%	19.4%	1.3%	0.0%	8.9%	14.8%
Other shops	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub Total	11.3%	14.4%	28.3%	21.3%	1.3%	0.6%	10.7%	17.5%
BOROUGH RETENTION	**90.7%**	**98.8%**	**70.9%**	**55.5%**	**5.1%**	**1.8%**	**48.8%**	**80.2%**
Fareham								
Asda, Speedfields Park, Newgate Lane, Fareham	0.0%	0.0%	17.1%	23.2%	42.2%	9.0%	14.4%	8.5%
Sainsbury's Superstore, Broadcut, Wallington, Fareham	4.6%	0.0%	3.9%	2.5%	22.5%	26.8%	12.3%	3.4%
Tesco Superstore, Quay Street, Fareham	0.0%	0.0%	0.6%	0.7%	7.1%	12.2%	4.2%	0.3%
Lidl, Newgate Lane, Fareham	0.0%	0.0%	1.0%	0.7%	2.0%	2.4%	1.1%	0.4%
Other shops	0.0%	0.0%	0.6%	0.0%	2.1%	12.1%	3.3%	0.1%
Sub Total	4.6%	0.0%	23.2%	27.0%	75.8%	62.5%	35.4%	12.7%
Other								
Whiteley	0.0%	0.0%	0.0%	0.0%	1.3%	2.0%	0.7%	0.0%
Portchester	0.0%	0.0%	0.0%	0.0%	0.0%	3.1%	0.7%	0.0%
Tesco Extra, North Harbour, Clement Atlee Way, Portsmouth	3.1%	1.2%	0.6%	0.7%	0.0%	22.3%	6.3%	1.8%
Other stores, Portsmouth	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.1%	0.1%
Havant	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.2%	0.0%
Hedge End	0.0%	0.0%	0.0%	0.0%	4.4%	3.9%	1.7%	0.0%
Southampton	0.0%	0.0%	0.0%	0.0%	0.7%	0.7%	0.3%	0.0%
Stubbington	0.0%	0.0%	0.0%	0.0%	4.5%	0.0%	0.8%	0.0%
All other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
LEAKAGE OUTSIDE BOROUGH (EXCL INTERNET)	**7.7%**	**1.2%**	**24.4%**	**27.7%**	**86.7%**	**95.1%**	**46.1%**	**14.5%**
INTERNET	**1.6%**	**0.0%**	**4.8%**	**16.8%**	**8.2%**	**3.1%**	**5.2%**	**5.3%**
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Note: Please note that figures quoted for sub-totals and totals are rounded to the nearest decimal point.

TABLE 3: OTHER ('SECONDARY') MAIN FOOD PURCHASES - 2019 MARKET SHARE ANALYSIS (%)
Including Internet Shopping and other Special Forms of Trading

Zone:	1	2	3	4	5	6	Total Study Area	Gosport Borough Area (Zones 1 to 4)
Gosport Town Centre								
Iceland, Walpole Road, Gosport	3.4%	1.7%	0.9%	1.7%	0.0%	0.0%	1.4%	3.4%
Morrisons, Walpole Road, High Street, Gosport	16.8%	17.1%	5.5%	13.6%	9.0%	0.0%	9.9%	16.8%
Other shops	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub Total	20.2%	18.8%	6.4%	15.4%	9.0%	0.0%	11.3%	20.2%
Stoke Road District Centre								
Waitrose, Stoke Road, Gosport	8.1%	21.5%	0.8%	0.0%	4.0%	0.0%	4.6%	8.1%
Sub Total	8.1%	21.5%	0.8%	0.0%	4.0%	0.0%	4.6%	8.1%
Lee-on-the-Solent District Centre								
Tesco Express, Pier Street, Lee-on-Solent	0.0%	0.0%	1.6%	0.0%	0.0%	0.0%	0.2%	0.0%
Co-op, Cherque Farm, Twyford Drive Lee-on-the-Solent	0.0%	0.0%	2.4%	0.0%	0.0%	0.0%	0.3%	0.0%
Other shops	0.0%	0.0%	3.2%	0.0%	0.0%	0.0%	0.4%	0.0%
Sub Total	0.0%	0.0%	7.2%	0.0%	0.0%	0.0%	1.0%	0.0%
Out of Centre								
Aldi, Mumby Road, Gosport	8.7%	9.5%	5.6%	2.8%	0.0%	0.0%	4.3%	8.7%
Asda, Dock Road, Gosport	11.6%	21.0%	12.2%	10.7%	3.0%	1.0%	8.6%	11.6%
Co-op, Petrol Solent, Fareham Road	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
The Food Warehouse (Iceland), Brockhurst Gate	0.9%	0.9%	0.0%	1.9%	0.0%	5.3%	1.7%	0.9%
Lidl, Brockhurst Gate, Gosport	6.9%	0.8%	1.7%	13.6%	0.0%	2.9%	4.5%	6.9%
M&S Foodhall Brockhurst Gate	2.6%	2.3%	0.8%	7.2%	0.0%	0.0%	1.9%	2.6%
Tesco Express, Carless Close, Rowner	0.9%	0.0%	1.5%	1.7%	2.2%	0.0%	1.0%	0.9%
Sub Total	31.7%	34.5%	21.8%	37.9%	5.2%	9.2%	22.1%	31.7%
Neighbourhood Centres								
Co-op, Gregson Avenue, Bridgemary	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op, Palmyra Road, Elson	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op, Forton Road, Gosport	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op, Privett Road, Gosport	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op, Rowner Road, Gosport	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.1%	0.0%
McColl's, Carisbrooke Road, Gosport	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
One Stop, Elson Road, Gosport	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
One Stop, Village Road, Gosport	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lidl, Forton Road, Gosport	5.1%	3.2%	0.9%	0.0%	0.0%	0.0%	1.8%	5.1%
Tesco Express, Forton Road, Gosport	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Superstore, Alver Village Square	15.9%	15.4%	18.9%	9.9%	7.5%	0.0%	10.6%	15.9%
Other shops	0.0%	0.0%	0.0%	1.0%	1.0%	0.0%	0.3%	0.0%
Sub Total	21.1%	18.6%	19.8%	11.8%	8.5%	0.0%	12.8%	21.1%
BOROUGH RETENTION	**81.1%**	**93.4%**	**56.1%**	**65.1%**	**26.6%**	**9.2%**	**51.8%**	**81.1%**
Fareham								
Asda, Speedfields Park, Newgate Lane, Fareham	8.0%	0.9%	23.7%	21.6%	10.5%	6.0%	11.3%	8.0%
Sainsbury's Superstore, Broadcut, Wallington, Fareham	5.6%	0.8%	4.0%	4.4%	9.5%	20.4%	8.8%	5.6%
Tesco Superstore, Quay Street, Fareham	0.0%	0.0%	1.5%	0.9%	1.0%	14.6%	3.7%	0.0%
Lidl, Newgate Lane, Fareham	0.0%	0.0%	9.3%	1.8%	9.8%	0.0%	3.1%	0.0%
Other shops	0.0%	0.0%	0.0%	2.7%	10.1%	20.0%	6.4%	0.0%
Sub Total	13.7%	1.7%	38.5%	31.5%	41.0%	60.9%	33.3%	13.7%
Other								
Whiteley	0.0%	0.0%	0.0%	1.7%	6.5%	0.0%	1.3%	0.0%
Portchester	0.0%	0.0%	0.0%	0.0%	0.0%	4.9%	1.1%	0.0%
Tesco Extra, North Harbour, Clement Atlee Way, Portsmouth	0.0%	0.0%	0.0%	0.0%	1.1%	7.2%	1.8%	0.0%
Other stores, Portsmouth	0.0%	0.0%	0.8%	0.0%	0.0%	10.3%	2.4%	0.0%
Havant	5.3%	0.0%	0.0%	0.0%	0.0%	1.1%	1.7%	5.3%
Hedge End	0.0%	0.0%	0.0%	0.0%	4.2%	5.3%	1.9%	0.0%
Southampton	0.0%	0.0%	0.0%	0.0%	2.0%	0.0%	0.3%	0.0%
Stubbington	0.0%	0.0%	0.0%	0.0%	5.3%	0.0%	0.9%	0.0%
All other	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%	0.2%	0.0%
LEAKAGE OUTSIDE BOROUGH (EXCL INTERNET)	**18.9%**	**1.7%**	**40.9%**	**33.2%**	**60.1%**	**89.8%**	**44.8%**	**18.9%**
INTERNET	**0.0%**	**4.9%**	**3.1%**	**1.7%**	**13.3%**	**1.1%**	**3.4%**	**0.0%**
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.002%	100.0%

Note: Please note that figures quoted for sub-totals and totals are rounded to the nearest decimal point.

TABLE 4:TOP UP FOOD PURCHASES - 2018 MARKET SHARE ANALYSIS (%)
Including Internet Shopping and other Special Forms of Trading

Zone:	1	2	3	4	5	6	Total Study Area	Gosport Borough Area (Zones 1 to 4)
Gosport Town Centre								
Iceland, Walpole Road, Gosport	1.5%	0.0%	0.0%	1.0%	0.0%	0.9%	0.7%	0.9%
Morrisons, Walpole Road, High Street, Gosport	7.2%	15.0%	2.7%	0.0%	5.0%	0.0%	4.2%	5.8%
Other shops	6.8%	1.9%	0.7%	9.8%	0.0%	0.0%	3.3%	5.4%
Sub Total	15.5%	16.9%	3.4%	10.8%	5.0%	0.9%	8.2%	12.1%
Stoke Road District Centre								
Waitrose, Stoke Road, Gosport	6.2%	20.1%	0.7%	0.0%	0.0%	0.0%	3.1%	5.7%
Sub Total	6.2%	20.1%	0.7%	0.0%	0.0%	0.0%	3.1%	5.7%
Lee-on-the-Solent District Centre								
Tesco Express, Pier Street, Lee-on-Solent	0.0%	0.0%	7.2%	0.0%	0.0%	0.0%	1.1%	1.5%
Co-op, Cherque Farm, Twyford Drive Lee-on-the-Solent	0.0%	0.0%	31.8%	0.0%	0.9%	0.0%	4.8%	6.8%
Other shops	0.0%	0.0%	13.7%	1.0%	0.0%	0.0%	2.1%	3.2%
Sub Total	0.0%	0.0%	52.7%	1.0%	0.9%	0.0%	8.0%	11.5%
Out of Centre								
Aldi, Mumby Road, Gosport	0.8%	3.8%	0.0%	1.0%	0.0%	0.0%	0.6%	1.1%
Asda, Dock Road, Gosport	11.6%	11.4%	0.7%	3.8%	0.0%	0.0%	4.6%	7.6%
Co-op, Petrol Solent, Fareham Road	0.0%	0.0%	0.0%	1.9%	0.0%	0.0%	0.2%	0.4%
The Food Warehouse (Iceland), Brockhurst Gate	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.1%	0.2%
Lidl, Brockhurst Gate, Gosport	8.4%	0.0%	0.7%	4.7%	0.0%	0.0%	3.1%	4.8%
M&S Foodhall Brockhurst Gate	3.7%	2.7%	0.7%	8.2%	1.0%	0.0%	2.4%	3.8%
Tesco Express, Carless Close, Rowner	0.0%	0.0%	11.2%	0.0%	1.7%	0.0%	1.9%	2.4%
Sub Total	24.5%	17.9%	13.4%	20.5%	2.7%	0.0%	12.8%	20.3%
Neighbourhood Centres								
Co-op, Gregson Avenue, Bridgemary	0.0%	0.0%	0.0%	5.8%	0.9%	0.0%	0.8%	1.2%
Co-op, Palmyra Road, Elson	8.7%	0.0%	0.0%	0.0%	0.0%	0.0%	2.6%	3.8%
Co-op, Forton Road, Gosport	9.9%	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%	4.3%
Co-op, Privett Road, Gosport	0.0%	1.9%	0.0%	0.0%	0.0%	0.0%	0.1%	0.3%
Co-op, Rowner Road, Gosport	0.0%	0.0%	0.0%	7.1%	0.0%	0.0%	0.7%	1.5%
McColl's, Carisbrooke Road, Gosport	0.0%	0.0%	0.0%	3.9%	0.0%	0.0%	0.4%	0.8%
One Stop, Elson Road, Gosport	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.7%
One Stop, Village Road, Gosport	0.0%	17.9%	0.0%	0.0%	0.0%	0.0%	1.1%	2.6%
Lidl, Forton Road, Gosport	2.2%	0.9%	0.0%	1.0%	0.9%	0.0%	0.9%	1.3%
Tesco Express, Forton Road, Gosport	6.9%	1.8%	0.7%	1.9%	0.0%	0.0%	2.4%	3.8%
Tesco Superstore, Alver Village Square	4.5%	15.9%	19.3%	11.6%	0.0%	0.0%	6.3%	10.8%
Other shops	2.9%	0.0%	0.7%	9.9%	0.9%	0.0%	2.1%	3.5%
Sub Total	36.6%	38.4%	20.7%	41.1%	2.7%	0.0%	20.9%	34.4%
BOROUGH RETENTION	**82.7%**	**93.3%**	**90.9%**	**73.4%**	**11.3%**	**0.9%**	**53.1%**	**84.0%**
Fareham								
Asda, Speedfields Park, Newgate Lane, Fareham	0.7%	0.0%	2.2%	17.0%	1.8%	3.7%	3.5%	4.4%
Sainsbury's Superstore, Broadcut, Wallington, Fareham	7.4%	0.0%	0.0%	0.0%	7.5%	21.5%	8.3%	3.2%
Tesco Superstore, Quay Street, Fareham	4.4%	0.0%	5.5%	0.0%	2.9%	19.2%	6.9%	3.1%
Lidl, Newgate Lane, Fareham	0.0%	0.0%	0.0%	3.9%	0.0%	1.6%	0.8%	0.8%
Other shops	4.0%	0.9%	0.0%	1.0%	11.5%	16.9%	7.1%	2.1%
Sub Total	16.5%	0.9%	7.7%	21.8%	23.7%	62.8%	26.5%	13.5%
Other								
Whiteley	0.0%	0.0%	0.0%	0.0%	4.7%	6.4%	2.2%	0.0%
Portchester	0.0%	0.0%	0.0%	0.0%	0.0%	20.0%	4.5%	0.0%
Tesco Extra, North Harbour, Clement Atlee Way, Portsmouth	0.0%	0.0%	0.0%	0.0%	0.0%	2.7%	0.6%	0.0%
Other stores, Portsmouth	0.0%	0.0%	0.0%	0.0%	0.0%	4.8%	1.1%	0.0%
Havant	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hedge End	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.2%	0.0%
Southampton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Stubbington	0.0%	0.0%	0.7%	0.0%	57.7%	0.9%	10.0%	0.1%
All other	0.8%	0.0%	0.7%	2.9%	1.7%	1.6%	1.3%	1.1%
LEAKAGE OUTSIDE BOROUGH (EXCL INTERNET)	**17.3%**	**0.9%**	**9.1%**	**24.7%**	**88.7%**	**99.1%**	**46.3%**	**14.7%**
INTERNET	**0.0%**	**5.8%**	**0.0%**	**1.9%**	**0.0%**	**0.0%**	**0.5%**	**1.2%**
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Note: Please note that figures quoted for sub-totals and totals are rounded to the nearest decimal point.

TABLE 5: OTHER TOP UP FOOD PURCHASES - 2018 MARKET SHARE ANALYSIS (%)
Including Internet Shopping and other Special Forms of Trading

Zone:	1	2	3	4	5	6	Total Study Area	Gosport Borough Area (Zones 1 to 4)
Gosport Town Centre								
Iceland, Walpole Road, Gosport	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	1.6%
Morrisons, Walpole Road, High Street, Gosport	6.6%	17.9%	1.1%	4.3%	1.7%	0.0%	3.6%	6.6%
Other shops	3.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	3.3%
Sub Total	11.5%	17.9%	1.1%	4.3%	1.7%	0.0%	4.8%	11.5%
Stoke Road District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Waitrose, Stoke Road, Gosport	1.6%	7.8%	0.0%	0.0%	6.3%	0.0%	2.0%	1.6%
Sub Total	1.6%	7.8%	0.0%	0.0%	6.3%	0.0%	2.0%	1.6%
Lee-on-the-Solent District Centre								
Tesco Express, Pier Street, Lee-on-Solent	0.0%	0.0%	8.0%	0.0%	0.0%	0.0%	1.4%	0.0%
Co-op, Cherque Farm, Twyford Drive Lee-on-the-Solent	0.0%	0.0%	30.2%	0.0%	0.0%	0.0%	5.3%	0.0%
Other shops	0.0%	0.0%	5.6%	0.0%	3.3%	0.0%	1.6%	0.0%
Sub Total	0.0%	0.0%	43.8%	0.0%	3.3%	0.0%	8.2%	0.0%
Out of Centre								
Aldi, Mumby Road, Gosport	18.2%	5.6%	3.4%	0.0%	0.0%	0.0%	5.5%	18.2%
Asda, Dock Road, Gosport	6.8%	16.2%	3.5%	18.4%	0.0%	0.0%	4.9%	6.8%
Co-op, Petrol Solent, Fareham Road	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
The Food Warehouse (Iceland), Brockhurst Gate	1.7%	0.0%	0.0%	11.2%	0.0%	0.0%	1.4%	1.7%
Lidl, Brockhurst Gate, Gosport	8.7%	0.0%	1.2%	2.5%	0.0%	0.0%	2.6%	8.7%
M&S Foodhall Brockhurst Gate	0.0%	7.5%	1.1%	6.6%	0.0%	0.0%	1.2%	0.0%
Tesco Express, Forton Road, Gosport	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.2%	0.0%
Sub Total	35.4%	29.2%	17.3%	40.9%	0.0%	0.0%	17.2%	35.4%
Neighbourhood Centres								
Co-op, Gregson Avenue, Bridgemary	0.0%	0.0%	0.0%	2.5%	0.0%	0.0%	0.2%	0.0%
Co-op, Palmyra Road, Elson	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op, Forton Road, Gosport	3.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	3.2%
Co-op, Privett Road, Gosport	1.7%	25.9%	0.0%	0.0%	0.0%	0.0%	1.9%	1.7%
Tesco Express, Carless Close, Rowner	0.0%	0.0%	8.0%	2.3%	0.0%	0.0%	1.6%	0.0%
Co-op, Rowner Road, Gosport	0.0%	0.0%	0.0%	14.0%	0.0%	0.0%	1.2%	0.0%
McColl's, Carisbrooke Road, Gosport	3.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	3.4%
One Stop, Elson Road, Gosport	0.0%	1.9%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%
One Stop, Village Road, Gosport	13.1%	1.9%	0.0%	0.0%	0.0%	0.0%	3.4%	13.1%
Lidl, Forton Road, Gosport	1.7%	0.0%	6.8%	0.0%	1.7%	0.0%	1.9%	1.7%
Tesco Superstore, Alver Village Square	3.4%	11.3%	1.2%	6.6%	0.0%	0.0%	2.3%	3.4%
Other shops	3.3%	0.0%	1.1%	2.3%	0.0%	0.0%	1.2%	3.3%
Sub Total	29.9%	41.0%	10.4%	25.4%	1.7%	0.0%	14.3%	29.9%
BOROUGH RETENTION	**78.4%**	**96.0%**	**72.6%**	**70.6%**	**13.0%**	**0.0%**	**46.5%**	**78.4%**
Fareham								
Asda, Speedfields Park, Newgate Lane, Fareham	3.2%	0.0%	8.0%	11.0%	1.6%	8.4%	5.5%	3.2%
Sainsbury's Superstore, Broadcut, Wallington, Fareham	8.7%	0.0%	0.0%	4.3%	5.1%	24.2%	9.4%	8.7%
Tesco Superstore, Quay Street, Fareham	0.0%	0.0%	2.1%	4.8%	0.0%	6.2%	2.3%	0.0%
Lidl, Newgate Lane, Fareham	0.0%	0.0%	2.1%	0.0%	0.0%	1.5%	0.7%	0.0%
Other shops	0.0%	1.9%	0.0%	6.8%	6.6%	39.3%	11.5%	0.0%
Sub Total	11.9%	1.9%	12.3%	26.9%	13.3%	79.6%	29.5%	11.9%
Other								
Whiteley	9.7%	0.0%	6.8%	0.0%	8.6%	1.7%	5.7%	9.7%
Portchester	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%	0.4%	0.0%
Tesco Extra, North Harbour, Clement Atlee Way, Portsmouth	0.0%	0.0%	0.0%	0.0%	0.0%	4.4%	1.1%	0.0%
Other stores, Portsmouth	0.0%	0.0%	0.0%	0.0%	0.0%	5.0%	1.2%	0.0%
Havant	0.0%	0.0%	0.0%	0.0%	1.6%	1.5%	0.7%	0.0%
Hedge End	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Southampton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Stubbington	0.0%	2.1%	8.3%	0.0%	54.0%	1.5%	11.9%	0.0%
All other	0.0%	0.0%	0.0%	2.5%	9.6%	4.6%	3.1%	0.0%
LEAKAGE OUTSIDE BOROUGH (EXCL INTERNET)	**21.6%**	**4.0%**	**27.4%**	**29.4%**	**87.1%**	**100.0%**	**53.5%**	**21.6%**
INTERNET	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Note: Please note that figures quoted for sub-totals and totals are rounded to the nearest decimal point.

Appendix 4

Comparison Goods Market Share Analysis (incl SFT)

TABLE 1: ALL COMPARISON GOODS - 2019 MARKET SHARE ANALYSIS (%)

Including Internet Shopping and other Special Forms of Trading

Zone:	1	2	3	4	5	6	Study Area (Zones 1-6)	Gosport Borough (Zones 1-4)
Gosport Town Centre	19.3%	18.2%	6.6%	10.2%	1.0%	0.6%	8.4%	14.4%
Stoke Road District Centre	1.1%	0.8%	0.1%	0.0%	0.1%	0.0%	0.4%	0.6%
Lee-on-the-Solent District Centre	0.7%	0.2%	7.5%	0.0%	0.1%	0.0%	1.2%	2.1%
Neighbourhood Centres	1.3%	0.7%	1.8%	2.3%	0.2%	0.0%	0.9%	1.5%
Sub Total	22.5%	19.8%	16.0%	12.5%	1.4%	0.6%	10.8%	18.6%
Brockhurst Gate	0.3%	0.2%	0.1%	1.3%	0.0%	0.0%	0.2%	0.4%
Other Out of Centre	3.1%	5.3%	1.7%	6.5%	0.7%	0.0%	2.2%	3.8%
Sub Total	3.4%	5.4%	1.8%	7.9%	0.7%	0.0%	2.5%	4.2%
BOROUGH RETENTION	**25.9%**	**25.3%**	**17.8%**	**20.4%**	**2.1%**	**0.6%**	**13.3%**	**22.8%**
Fareham Town Centre	9.7%	5.2%	11.9%	15.7%	19.7%	28.9%	16.9%	10.6%
Broadcut Retail Park, Fareham	0.4%	0.9%	0.9%	1.0%	1.5%	2.9%	1.4%	0.7%
Collingwood Retail Park, Fareham	5.3%	2.4%	3.1%	2.6%	3.7%	1.5%	3.2%	3.8%
Speedfields Retail Park, Fareham	2.0%	1.3%	3.7%	7.9%	3.7%	3.7%	3.6%	3.4%
Other Out of Centre Stores, Fareham	0.0%	0.0%	0.0%	0.2%	0.3%	2.7%	0.8%	0.1%
Sub Total	17.3%	9.8%	19.6%	27.4%	28.9%	39.7%	25.8%	18.6%
Portsmouth Town Centre	2.6%	0.9%	1.9%	2.6%	3.6%	3.3%	2.7%	2.2%
Gunwharf Quays, Portsmouth	0.4%	1.6%	2.8%	0.4%	1.4%	1.0%	1.2%	1.1%
The Junction/Ocean Retail Park, Portsmouth	1.3%	0.2%	0.4%	0.5%	0.1%	2.8%	1.1%	0.7%
Other Out of Centre stores, Portsmouth	1.4%	0.0%	0.0%	0.3%	0.0%	1.6%	0.8%	0.7%
Sub Total	5.6%	2.8%	5.1%	3.8%	5.1%	8.7%	5.8%	4.7%
Southampton Town Centre	2.5%	8.4%	3.1%	2.0%	3.3%	3.2%	3.4%	3.5%
Hedge End, Southampton	5.1%	6.8%	5.4%	4.5%	6.4%	6.7%	5.8%	5.3%
Ocean Retail Park, Southampton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Out of Centre, Southampton	8.0%	9.3%	7.8%	13.1%	14.7%	5.6%	9.3%	9.2%
Sub Total	15.6%	24.5%	16.3%	19.6%	24.3%	15.5%	18.5%	18.0%
Chichester	0.1%	1.7%	0.3%	0.2%	0.2%	1.0%	0.5%	0.4%
Havant	0.0%	0.0%	0.0%	0.0%	0.3%	0.9%	0.3%	0.0%
Porchester	0.1%	0.0%	0.0%	1.1%	0.3%	2.3%	0.8%	0.3%
Port Solent	0.0%	0.1%	0.0%	0.0%	0.2%	0.4%	0.1%	0.0%
Stubbington	0.0%	0.0%	0.0%	0.2%	4.3%	0.0%	0.8%	0.0%
Whiteley	2.7%	5.6%	4.8%	2.3%	8.4%	3.8%	4.5%	3.6%
Other	1.7%	3.4%	3.0%	0.9%	3.3%	3.0%	2.5%	2.1%
LEAKAGE OUTSIDE BOROUGH (EXCL INTERNET)	**43.2%**	**47.9%**	**49.2%**	**55.4%**	**75.3%**	**75.3%**	**59.9%**	**47.7%**
INTERNET	**30.9%**	**26.9%**	**33.0%**	**24.2%**	**22.7%**	**24.1%**	**26.8%**	**29.5%**
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Note: Please note that figures quoted for sub-totals and totals are rounded to the nearest decimal point.

TABLE 2: CLOTHING & FOOTWEAR - 2019 MARKET SHARE ANALYSIS (%M)

Including Internet Shopping and other Special Forms of Trading

Zone:	1	2	3	4	5	6	Study Area (Zones 1-6)	Gosport Borough (Zones 1-4)
Gosport Town Centre	12.3%	6.4%	5.8%	9.0%	2.6%	1.8%	6.4%	9.2%
Stoke Road District Centre	3.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	1.4%
Lee-on-the-Solent District Centre	0.0%	0.0%	1.7%	0.0%	0.0%	0.0%	0.2%	0.4%
Neighbourhood Centres	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub Total	15.6%	6.4%	7.5%	9.0%	2.6%	1.8%	7.5%	10.9%
Brockhurst Gate	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.2%
Other Out of Centre	3.0%	5.8%	0.0%	4.7%	0.0%	0.0%	1.7%	3.1%
Sub Total	3.6%	5.8%	0.0%	4.7%	0.0%	0.0%	1.9%	3.4%
BOROUGH RETENTION	**19.3%**	**12.2%**	**7.5%**	**13.7%**	**2.6%**	**1.8%**	**9.4%**	**14.3%**
Fareham Town Centre	14.4%	7.2%	14.5%	27.1%	22.4%	35.7%	21.9%	15.9%
Broadcut Retail Park, Fareham	0.0%	0.0%	0.0%	0.0%	1.3%	1.8%	0.7%	0.0%
Collingwood Retail Park, Fareham	3.3%	0.6%	4.0%	0.0%	0.7%	0.0%	1.6%	2.4%
Speedfields Retail Park, Fareham	1.3%	0.0%	0.6%	6.1%	1.3%	2.5%	2.0%	1.9%
Other Out of Centre Stores, Fareham	0.0%	0.0%	0.0%	0.0%	0.0%	3.4%	0.8%	0.0%
Sub Total	19.0%	7.8%	19.1%	33.2%	25.8%	43.4%	27.0%	20.2%
Portsmouth Town Centre	7.0%	1.9%	5.8%	6.2%	6.4%	4.4%	5.7%	5.7%
Gunwharf Quays, Portsmouth	1.3%	4.9%	4.6%	1.3%	2.0%	1.9%	2.3%	2.6%
The Junction/Ocean Retail Park, Portsmouth	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.3%	0.0%
Other Out of Centre stores, Portsmouth	3.3%	0.0%	0.0%	0.0%	0.0%	0.6%	1.0%	1.4%
Sub Total	11.6%	6.8%	10.4%	7.5%	8.4%	8.1%	9.2%	9.7%
Southampton Town Centre	1.3%	9.5%	3.4%	2.0%	2.1%	3.2%	2.8%	3.2%
Hedge End, Southampton	3.2%	8.2%	5.7%	7.6%	6.0%	1.2%	4.4%	5.4%
Ocean Retail Park, Southampton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Out of Centre, Southampton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub Total	4.4%	17.7%	9.1%	9.6%	8.1%	4.4%	7.2%	8.6%
Chichester	0.6%	5.8%	0.6%	0.0%	0.7%	1.8%	1.2%	1.3%
Havant	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.2%	0.0%
Porchester	0.0%	0.0%	0.0%	4.3%	0.7%	0.0%	0.6%	0.9%
Port Solent	0.0%	0.6%	0.0%	0.0%	0.7%	0.6%	0.3%	0.1%
Stubbington	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.2%	0.0%
Whiteley	7.1%	14.8%	10.8%	4.8%	21.5%	9.1%	10.8%	8.7%
Other	0.0%	0.0%	1.6%	0.0%	2.1%	0.0%	0.6%	0.4%
LEAKAGE OUTSIDE BOROUGH (EXCL INTERNET)	**42.7%**	**53.6%**	**51.6%**	**59.4%**	**70.5%**	**67.5%**	**57.4%**	**49.9%**
INTERNET	**38.0%**	**34.2%**	**40.9%**	**26.9%**	**27.0%**	**30.7%**	**33.2%**	**35.8%**
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Note: Please note that figures quoted for sub-totals and totals are rounded to the nearest decimal point.

TABLE 3: RECORDING MEDIA- 2018 MARKET SHARE ANALYSIS (%M)
Including Internet Shopping and other Special Forms of Trading

Zone:	1	2	3	4	5	6	Study Area (Zones 1-6)	Gosport Borough (Zones 1-4)
Gosport Town Centre	18.5%	18.6%	7.3%	12.0%	0.0%	0.0%	8.8%	14.5%
Stoke Road District Centre	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%	2.1%	0.0%	1.1%	0.0%	0.4%	0.5%
Neighbourhood Centres	1.9%	1.1%	1.1%	1.0%	0.0%	0.0%	0.9%	1.4%
Sub Total	20.5%	19.7%	10.5%	13.0%	1.1%	0.0%	10.1%	16.5%
Brockhurst Gate	0.0%	0.0%	0.0%	1.9%	0.0%	0.0%	0.2%	0.4%
Other Out of Centre	4.5%	14.3%	1.2%	9.9%	0.0%	0.0%	3.6%	6.2%
Sub Total	4.5%	14.3%	1.2%	11.8%	0.0%	0.0%	3.8%	6.6%
BOROUGH RETENTION	**25.0%**	**34.0%**	**11.7%**	**24.8%**	**1.1%**	**0.0%**	**14.0%**	**23.0%**
Fareham Town Centre	1.7%	1.2%	2.1%	5.3%	6.7%	17.5%	6.8%	2.4%
Broadcut Retail Park, Fareham	0.0%	0.0%	0.0%	1.0%	6.6%	4.3%	2.3%	0.2%
Collingwood Retail Park, Fareham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Speedfields Retail Park, Fareham	0.9%	1.2%	10.2%	23.3%	11.8%	3.1%	7.2%	7.5%
Other Out of Centre Stores, Fareham	0.0%	0.0%	0.0%	0.0%	1.1%	10.4%	2.7%	0.0%
Sub Total	2.6%	2.4%	12.3%	29.6%	26.1%	35.2%	18.9%	10.1%
Portsmouth Town Centre	1.9%	6.7%	0.0%	0.0%	0.0%	3.0%	1.7%	1.8%
Gunwharf Quays, Portsmouth	1.8%	3.3%	3.3%	2.9%	7.0%	1.9%	3.1%	2.6%
The Junction/Ocean Retail Park, Portsmouth	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Out of Centre stores, Portsmouth	0.0%	2.1%	0.0%	0.0%	0.0%	2.0%	0.6%	0.3%
Sub Total	3.7%	12.1%	3.3%	2.9%	7.0%	6.9%	5.4%	4.8%
Southampton Town Centre	0.0%	1.1%	0.0%	1.0%	1.2%	0.0%	0.4%	0.4%
Hedge End, Southampton	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.4%
Ocean Retail Park, Southampton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Out of Centre, Southampton	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.1%	0.2%
Sub Total	1.0%	1.1%	0.0%	2.0%	1.2%	0.0%	0.8%	0.9%
Chichester	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.2%	0.0%
Havant	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Porchester	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.2%	0.0%
Port Solent	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Stubbington	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Whiteley	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.2%	0.0%
Other	0.0%	0.0%	2.0%	0.0%	8.6%	0.0%	1.7%	0.5%
LEAKAGE OUTSIDE BOROUGH (EXCL INTERNET)	**7.3%**	**15.6%**	**17.6%**	**34.5%**	**45.1%**	**43.1%**	**27.4%**	**16.3%**
INTERNET	**67.7%**	**50.3%**	**70.7%**	**40.7%**	**53.8%**	**56.9%**	**58.6%**	**60.7%**
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Note: Please note that figures quoted for sub-totals and totals are rounded to the nearest decimal point.

TABLE 4: BOOKS, STATIONERY - 2019 MARKET SHARE ANALYSIS (%)
Including Internet Shopping and other Special Forms of Trading

Zone:	1	2	3	4	5	6	Study Area (Zones 1-6)	Gosport Borough (Zones 1-4)
Gosport Town Centre	17.9%	22.2%	3.5%	21.9%	0.9%	0.0%	9.3%	16.4%
Stoke Road District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lee-on-the-Solent District Centre	0.9%	5.5%	12.4%	1.0%	1.7%	0.0%	2.8%	4.2%
Neighbourhood Centres	0.0%	0.0%	0.0%	2.9%	0.0%	0.0%	0.3%	0.6%
Sub Total	18.8%	27.7%	15.9%	25.8%	2.6%	0.0%	12.5%	21.1%
Brockhurst Gate	4.4%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	1.8%
Other Out of Centre	7.6%	3.0%	5.7%	1.9%	0.0%	0.0%	3.2%	5.3%
Sub Total	12.0%	3.0%	5.7%	1.9%	0.0%	0.0%	4.4%	7.1%
BOROUGH RETENTION	**30.8%**	**30.7%**	**21.6%**	**27.7%**	**2.6%**	**0.0%**	**16.8%**	**28.2%**
Fareham Town Centre	20.7%	7.0%	22.3%	27.9%	19.5%	37.1%	24.5%	20.0%
Broadcut Retail Park, Fareham	0.0%	0.0%	0.0%	0.0%	0.0%	2.5%	0.6%	0.0%
Collingwood Retail Park, Fareham	0.0%	0.0%	4.2%	0.0%	0.0%	0.0%	0.6%	0.9%
Speedfields Retail Park, Fareham	2.3%	0.8%	5.7%	8.3%	6.7%	1.7%	4.0%	3.9%
Other Out of Centre Stores, Fareham	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.1%	0.0%
Sub Total	23.0%	7.8%	32.2%	36.2%	27.1%	41.3%	29.8%	24.9%
Portsmouth Town Centre	0.0%	6.3%	1.4%	0.0%	0.0%	0.9%	0.9%	1.4%
Gunwharf Quays, Portsmouth	0.9%	0.0%	0.0%	0.9%	0.0%	0.0%	0.3%	0.5%
The Junction/Ocean Retail Park, Portsmouth	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Out of Centre stores, Portsmouth	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub Total	0.9%	6.3%	1.4%	0.9%	0.0%	0.9%	1.2%	2.0%
Southampton Town Centre	1.6%	0.0%	1.3%	0.0%	0.9%	0.0%	0.8%	0.9%
Hedge End, Southampton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ocean Retail Park, Southampton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Out of Centre, Southampton	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.1%	0.2%
Sub Total	1.6%	0.0%	1.3%	0.9%	0.9%	0.0%	0.9%	1.1%
Chichester	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%
Havant	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Porchester	1.5%	0.0%	0.0%	0.0%	0.0%	0.8%	0.6%	0.6%
Port Solent	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Stubbington	0.0%	0.0%	0.0%	0.0%	2.6%	0.0%	0.5%	0.0%
Whiteley	0.9%	0.8%	0.0%	0.0%	0.0%	0.0%	0.3%	0.5%
Other	0.0%	2.2%	7.7%	0.9%	9.4%	4.9%	4.2%	2.2%
LEAKAGE OUTSIDE BOROUGH (EXCL INTERNET)	**27.9%**	**17.9%**	**42.6%**	**39.0%**	**40.0%**	**47.9%**	**37.4%**	**31.4%**
INTERNET	**41.3%**	**51.4%**	**35.8%**	**33.3%**	**57.4%**	**52.1%**	**45.7%**	**40.3%**
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Note: Please note that figures quoted for sub-totals and totals are rounded to the nearest decimal point.

TABLE 5: PERSONAL CARE GOODS INCLUDING COSMETICS, MEDICAL GOODS, PERSONAL APPLIANCES ETC. - 2019 MARKET SHARE ANALYSIS (%M)
Including Internet Shopping and other Special Forms of Trading

Zone:	1	2	3	4	5	6	Study Area (Zones 1-6)	Gosport Borough (Zones 1-4)
Gosport Town Centre	58.2%	67.6%	13.0%	19.9%	0.0%	0.0%	25.6%	42.0%
Stoke Road District Centre	2.0%	4.2%	0.0%	0.0%	0.8%	0.0%	1.0%	1.5%
Lee-on-the-Solent District Centre	0.0%	0.0%	30.7%	0.0%	0.0%	0.0%	4.0%	7.0%
Neighbourhood Centres	7.6%	0.0%	12.7%	16.4%	0.8%	0.0%	5.8%	9.2%
Sub Total	67.7%	71.8%	56.4%	36.3%	1.5%	0.0%	36.5%	59.7%
Brockhurst Gate	0.0%	0.0%	0.0%	3.9%	0.0%	0.0%	0.4%	0.8%
Other Out of Centre	5.9%	6.4%	4.1%	9.7%	1.6%	0.0%	4.1%	6.3%
Sub Total	5.9%	6.4%	4.1%	13.6%	1.6%	0.0%	4.5%	7.1%
BOROUGH RETENTION	**73.6%**	**78.2%**	**60.6%**	**49.9%**	**3.1%**	**0.0%**	**41.0%**	**66.8%**
Fareham Town Centre	11.3%	12.8%	16.1%	22.0%	42.9%	47.1%	26.6%	14.7%
Broadcut Retail Park, Fareham	0.7%	0.0%	1.4%	0.0%	2.4%	9.9%	3.0%	0.6%
Collingwood Retail Park, Fareham	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.2%	0.0%
Speedfields Retail Park, Fareham	2.5%	0.0%	9.8%	12.0%	5.4%	1.6%	4.7%	5.6%
Other Out of Centre Stores, Fareham	0.0%	0.0%	0.0%	0.0%	0.8%	10.9%	2.5%	0.0%
Sub Total	14.5%	12.8%	27.3%	34.0%	51.4%	70.3%	37.0%	20.9%
Portsmouth Town Centre	3.9%	0.0%	0.0%	0.0%	4.2%	0.0%	1.9%	1.6%
Gunwharf Quays, Portsmouth	0.0%	0.0%	0.0%	0.0%	4.7%	0.8%	1.0%	0.0%
The Junction/Ocean Retail Park, Portsmouth	0.0%	0.7%	0.0%	0.8%	0.8%	0.0%	0.3%	0.3%
Other Out of Centre stores, Portsmouth	3.5%	0.0%	0.0%	0.8%	0.0%	3.8%	1.9%	1.6%
Sub Total	7.3%	0.7%	0.0%	1.6%	9.7%	4.5%	5.1%	3.4%
Southampton Town Centre	0.7%	0.7%	0.0%	0.0%	0.0%	4.2%	1.2%	0.4%
Hedge End, Southampton	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.1%	0.0%
Ocean Retail Park, Southampton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Out of Centre, Southampton	0.0%	0.0%	2.0%	0.0%	0.0%	0.0%	0.3%	0.4%
Sub Total	0.7%	0.7%	2.0%	0.0%	0.8%	4.2%	1.6%	0.8%
Chichester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Havant	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Porchester	0.0%	0.0%	0.0%	0.0%	0.0%	8.8%	1.9%	0.0%
Port Solent	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Stubbington	0.0%	0.0%	0.0%	0.0%	20.5%	0.0%	3.5%	0.0%
Whiteley	0.0%	0.8%	1.4%	1.5%	5.5%	0.8%	1.6%	0.8%
Other	0.0%	0.0%	0.0%	0.8%	0.8%	0.0%	0.2%	0.2%
LEAKAGE OUTSIDE BOROUGH (EXCL INTERNET)	**22.5%**	**15.0%**	**30.7%**	**37.9%**	**88.7%**	**88.6%**	**50.9%**	**26.1%**
INTERNET	**3.9%**	**6.8%**	**8.8%**	**12.2%**	**8.1%**	**11.4%**	**8.1%**	**7.1%**
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Note: Please note that figures quoted for sub-totals and totals are rounded to the nearest decimal point.

TABLE 6: AUDIO VISUAL AND SMALL DOMESTIC APPLICANCES - 2019 MARKET SHARE ANALYSIS (%)
Including Internet Shopping and other Special Forms of Trading

Zone:	1	2	3	4	5	6	Study Area (Zones 1-6)	Gosport Borough (Zones 1-4)
Gosport Town Centre	6.7%	5.2%	1.0%	0.0%	0.0%	0.0%	2.3%	3.8%
Stoke Road District Centre	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%
Neighbourhood Centres	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub Total	6.7%	5.2%	1.0%	0.0%	0.0%	0.0%	2.3%	3.8%
Brockhurst Gate	0.0%	0.0%	0.0%	2.0%	0.0%	0.0%	0.2%	0.3%
Other Out of Centre	1.6%	2.7%	0.0%	2.9%	0.0%	0.0%	0.9%	1.6%
Sub Total	1.6%	2.7%	0.0%	4.9%	0.0%	0.0%	1.2%	1.9%
BOROUGH RETENTION	**8.3%**	**7.8%**	**1.0%**	**4.9%**	**0.0%**	**0.0%**	**3.5%**	**5.8%**
Fareham Town Centre	0.9%	0.0%	2.8%	5.7%	6.1%	21.0%	7.4%	2.0%
Broadcut Retail Park, Fareham	0.9%	0.0%	0.0%	3.8%	4.2%	2.8%	2.2%	1.0%
Collingwood Retail Park, Fareham	0.0%	0.0%	1.0%	0.0%	1.6%	1.8%	0.8%	0.2%
Speedfields Retail Park, Fareham	0.0%	0.0%	3.0%	9.6%	0.9%	0.9%	1.8%	2.4%
Other Out of Centre Stores, Fareham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub Total	1.8%	0.0%	6.7%	19.1%	12.9%	26.6%	12.2%	5.7%
Portsmouth Town Centre	0.9%	0.0%	0.0%	0.0%	0.0%	2.8%	0.9%	0.4%
Gunwharf Quays, Portsmouth	0.0%	0.0%	5.9%	0.0%	0.9%	0.9%	1.1%	1.5%
The Junction/Ocean Retail Park, Portsmouth	9.8%	1.0%	2.9%	3.1%	0.0%	8.9%	5.6%	5.4%
Other Out of Centre stores, Portsmouth	0.0%	0.0%	0.0%	0.0%	0.0%	2.5%	0.6%	0.0%
Sub Total	10.7%	1.0%	8.7%	3.1%	0.9%	15.1%	8.2%	7.3%
Southampton Town Centre	8.0%	15.4%	5.8%	1.9%	11.3%	5.3%	7.6%	7.7%
Hedge End, Southampton	1.8%	13.6%	1.0%	0.0%	3.2%	0.9%	2.4%	3.3%
Ocean Retail Park, Southampton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Out of Centre, Southampton	24.9%	39.6%	25.7%	48.2%	48.6%	18.7%	31.6%	31.5%
Sub Total	34.7%	68.6%	32.5%	50.0%	63.1%	25.0%	41.5%	42.5%
Chichester	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.4%	0.0%
Havant	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Porchester	0.9%	0.0%	0.0%	0.0%	1.8%	1.8%	1.0%	0.4%
Port Solent	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Stubbington	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Whiteley	0.9%	0.0%	0.0%	0.0%	1.8%	0.0%	0.6%	0.4%
Other	1.6%	1.7%	1.8%	1.1%	1.8%	1.6%	1.6%	1.6%
LEAKAGE OUTSIDE BOROUGH (EXCL INTERNET)	**50.6%**	**71.3%**	**49.7%**	**73.3%**	**82.2%**	**71.7%**	**65.6%**	**57.7%**
INTERNET	**41.1%**	**20.9%**	**49.3%**	**21.8%**	**17.9%**	**28.3%**	**31.0%**	**36.5%**
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Note: Please note that figures quoted for sub-totals and totals are rounded to the nearest decimal point.

TABLE 7: JEWELLERY, WATCHES, CHINA, GIFTS, AND OTHER - 2019 MARKET SHARE ANALYSIS (%)
Including Internet Shopping and other Special Forms of Trading

Zone:	1	2	3	4	5	6	Study Area (Zones 1-6)	Gosport Borough (Zones 1-4)
Gosport Town Centre	16.2%	12.3%	0.0%	12.9%	0.0%	0.0%	6.7%	11.2%
Stoke Road District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lee-on-the-Solent District Centre	6.0%	0.0%	10.5%	0.0%	0.0%	0.0%	3.0%	5.1%
Neighbourhood Centres	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub Total	22.2%	12.3%	10.5%	12.9%	0.0%	0.0%	9.7%	16.2%
Brockhurst Gate	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Out of Centre	1.2%	2.5%	0.0%	4.7%	0.0%	0.0%	1.0%	1.8%
Sub Total	1.2%	2.5%	0.0%	4.7%	0.0%	0.0%	1.0%	1.8%
BOROUGH RETENTION	**23.4%**	**14.8%**	**10.5%**	**17.6%**	**0.0%**	**0.0%**	**10.6%**	**18.0%**
Fareham Town Centre	10.5%	3.7%	21.0%	28.0%	26.3%	37.1%	22.3%	15.2%
Broadcut Retail Park, Fareham	0.0%	9.0%	0.0%	0.0%	1.2%	0.0%	0.9%	1.4%
Collingwood Retail Park, Fareham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Speedfields Retail Park, Fareham	0.0%	0.0%	0.0%	3.1%	5.5%	2.4%	1.9%	0.6%
Other Out of Centre Stores, Fareham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub Total	10.5%	12.7%	21.0%	31.1%	33.0%	39.5%	25.1%	17.1%
Portsmouth Town Centre	2.4%	1.2%	0.0%	6.5%	8.7%	5.0%	4.3%	2.4%
Gunwharf Quays, Portsmouth	0.0%	1.2%	8.5%	0.0%	1.1%	2.6%	1.9%	2.2%
The Junction/Ocean Retail Park, Portsmouth	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Out of Centre stores, Portsmouth	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.6%	0.0%
Sub Total	2.4%	2.5%	8.5%	6.5%	9.9%	9.9%	6.7%	4.6%
Southampton Town Centre	4.6%	12.7%	2.7%	4.9%	4.8%	6.4%	5.4%	5.4%
Hedge End, Southampton	0.0%	1.2%	2.5%	0.0%	0.0%	8.1%	2.3%	0.8%
Ocean Retail Park, Southampton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Out of Centre, Southampton	7.2%	7.3%	2.7%	1.6%	7.5%	1.4%	4.8%	5.1%
Sub Total	11.8%	21.3%	7.8%	6.5%	12.3%	15.9%	12.5%	11.3%
Chichester	0.0%	1.2%	1.3%	1.6%	0.0%	3.7%	1.3%	0.8%
Havant	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.3%	0.0%
Porchester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Port Solent	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Stubbington	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.2%	0.0%
Whiteley	1.2%	3.7%	12.3%	6.6%	14.5%	0.0%	5.6%	5.2%
Other	8.4%	14.5%	12.8%	6.2%	12.2%	14.5%	11.3%	9.9%
LEAKAGE OUTSIDE BOROUGH (EXCL INTERNET)	**34.2%**	**55.9%**	**63.7%**	**58.6%**	**83.0%**	**84.9%**	**63.0%**	**48.9%**
INTERNET	**42.4%**	**29.3%**	**25.7%**	**23.8%**	**17.0%**	**15.1%**	**26.4%**	**33.1%**
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Note: Please note that figures quoted for sub-totals and totals are rounded to the nearest decimal point.

TABLE 8: LARGE DOMESTIC ELECTRICAL GOODS - 2019 MARKET SHARE ANALYSIS (%)
Including Internet Shopping and other Special Forms of Trading

Zone:	1	2	3	4	5	6	Study Area (Zones 1-6)	Gosport Borough (Zones 1-4)
Gosport Town Centre	10.4%	8.3%	2.0%	9.9%	0.0%	1.0%	5.4%	8.1%
Stoke Road District Centre	2.4%	7.6%	2.0%	0.0%	0.0%	0.0%	1.5%	2.6%
Lee-on-the-Solent District Centre	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.1%	0.2%
Neighbourhood Centres	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.1%	0.2%
Sub Total	12.8%	15.9%	5.9%	9.9%	0.0%	1.0%	7.1%	11.1%
Brockhurst Gate	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Out of Centre	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.3%
Sub Total	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.3%
BOROUGH RETENTION	**13.6%**	**15.9%**	**5.9%**	**9.9%**	**0.0%**	**1.0%**	**7.3%**	**11.4%**
Fareham Town Centre	0.8%	0.9%	1.9%	0.9%	4.0%	8.4%	3.2%	1.1%
Broadcut Retail Park, Fareham	0.0%	0.0%	0.0%	0.0%	0.0%	3.2%	0.7%	0.0%
Collingwood Retail Park, Fareham	1.6%	1.8%	2.0%	0.0%	0.0%	1.8%	1.3%	1.4%
Speedfields Retail Park, Fareham	0.8%	0.9%	0.0%	0.0%	2.9%	2.0%	1.3%	0.5%
Other Out of Centre Stores, Fareham	0.0%	1.8%	0.0%	1.8%	0.0%	0.0%	0.3%	0.6%
Sub Total	3.3%	5.4%	3.9%	2.7%	6.8%	15.5%	6.7%	3.6%
Portsmouth Town Centre	0.0%	0.0%	1.9%	0.0%	0.0%	0.0%	0.2%	0.4%
Gunwharf Quays, Portsmouth	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
The Junction/Ocean Retail Park, Portsmouth	5.1%	0.0%	2.0%	3.0%	1.1%	10.9%	4.7%	3.2%
Other Out of Centre stores, Portsmouth	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.2%	0.0%
Sub Total	5.1%	0.0%	3.8%	3.0%	1.1%	12.0%	5.2%	3.6%
Southampton Town Centre	1.6%	11.3%	2.8%	0.9%	7.0%	5.1%	4.0%	3.2%
Hedge End, Southampton	5.1%	2.9%	1.0%	1.8%	1.0%	7.9%	4.0%	3.1%
Ocean Retail Park, Southampton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Out of Centre, Southampton	19.8%	41.3%	29.5%	44.4%	58.4%	13.6%	30.6%	30.4%
Sub Total	26.5%	55.5%	33.3%	47.1%	66.3%	26.6%	38.6%	36.7%
Chichester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Havant	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Porchester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Port Solent	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Stubbington	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.1%	0.2%
Whiteley	0.0%	0.0%	6.0%	0.0%	1.0%	0.0%	0.9%	1.3%
Other	0.8%	0.0%	1.9%	0.0%	2.1%	2.8%	1.4%	0.7%
LEAKAGE OUTSIDE BOROUGH (EXCL INTERNET)	**35.7%**	**60.9%**	**48.8%**	**53.6%**	**77.3%**	**56.9%**	**52.9%**	**46.2%**
INTERNET	**50.7%**	**23.2%**	**45.3%**	**36.5%**	**22.7%**	**42.1%**	**39.8%**	**42.4%**
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Note: Please note that figures quoted for sub-totals and totals are rounded to the nearest decimal point.

TABLE 9: PETS, SPORTS, HOBBIES, BIKES - 2019 MARKET SHARE ANALYSIS (%)
Including Internet Shopping and other Special Forms of Trading

Zone:	1	2	3	4	5	6	Study Area (Zones 1-6)	Gosport Borough (Zones 1-4)
Gosport Town Centre	15.2%	1.2%	15.3%	7.8%	0.0%	0.0%	7.3%	11.7%
Stoke Road District Centre	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%
Neighbourhood Centres	1.1%	2.3%	0.8%	0.0%	0.0%	0.0%	0.6%	1.0%
Sub Total	16.3%	3.5%	16.2%	7.8%	0.0%	0.0%	7.9%	12.7%
Brockhurst Gate	0.0%	0.0%	0.0%	2.2%	0.0%	0.0%	0.3%	0.4%
Other Out of Centre	2.3%	4.7%	0.0%	4.5%	0.0%	0.0%	1.4%	2.5%
Sub Total	2.3%	4.7%	0.0%	6.7%	0.0%	0.0%	1.7%	3.0%
BOROUGH RETENTION	**18.6%**	**8.2%**	**16.2%**	**14.5%**	**0.0%**	**0.0%**	**9.6%**	**15.7%**
Fareham Town Centre	9.6%	7.4%	12.7%	3.5%	18.2%	31.2%	15.6%	8.8%
Broadcut Retail Park, Fareham	0.0%	0.0%	4.5%	3.4%	1.1%	4.6%	2.4%	1.8%
Collingwood Retail Park, Fareham	7.3%	0.0%	0.0%	1.1%	13.7%	2.5%	4.9%	3.2%
Speedfields Retail Park, Fareham	4.5%	2.5%	3.4%	8.8%	2.3%	2.5%	3.9%	4.8%
Other Out of Centre Stores, Fareham	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.1%	0.2%
Sub Total	21.4%	9.9%	20.5%	18.0%	35.3%	40.7%	27.0%	18.8%
Portsmouth Town Centre	0.0%	0.0%	0.9%	2.2%	0.0%	3.7%	1.2%	0.6%
Gunwharf Quays, Portsmouth	0.0%	2.3%	0.0%	0.0%	0.0%	0.0%	0.1%	0.3%
The Junction/Ocean Retail Park, Portsmouth	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Out of Centre stores, Portsmouth	0.0%	0.0%	0.0%	1.1%	0.0%	1.1%	0.4%	0.2%
Sub Total	0.0%	2.3%	0.9%	3.3%	0.0%	4.8%	1.8%	1.2%
Southampton Town Centre	2.4%	5.9%	0.0%	0.0%	1.2%	1.1%	1.4%	1.9%
Hedge End, Southampton	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%
Ocean Retail Park, Southampton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Out of Centre, Southampton	13.2%	10.6%	16.4%	29.4%	21.0%	8.4%	15.8%	16.8%
Sub Total	15.6%	17.7%	16.4%	29.4%	22.3%	9.5%	17.3%	18.9%
Chichester	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%
Havant	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Porchester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Port Solent	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.3%	0.0%
Stubbington	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.2%	0.0%
Whiteley	0.0%	9.8%	1.8%	1.2%	3.6%	4.6%	2.7%	2.1%
Other	3.2%	1.2%	1.6%	0.0%	2.2%	1.1%	1.8%	1.9%
LEAKAGE OUTSIDE BOROUGH (EXCL INTERNET)	**40.2%**	**42.2%**	**41.1%**	**51.9%**	**64.5%**	**62.0%**	**51.1%**	**43.1%**
INTERNET	**41.2%**	**49.6%**	**42.7%**	**33.6%**	**35.5%**	**38.0%**	**39.3%**	**41.3%**
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Note: Please note that figures quoted for sub-totals and totals are rounded to the nearest decimal point.

TABLE 10: FURNITURE, FLOOR COVERINGS, HOUSEHOLD TEXTILES - 2019 MARKET SHARE ANALYSIS (%)
Including Internet Shopping and other Special Forms of Trading

Zone:	1	2	3	4	5	6	Study Area (Zones 1-6)	Gosport Borough (Zones 1-4)
Gosport Town Centre	17.2%	27.2%	6.0%	10.9%	2.0%	1.1%	9.2%	15.3%
Stoke Road District Centre	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%	9.7%	0.0%	0.0%	0.0%	1.1%	2.1%
Neighbourhood Centres	1.1%	1.9%	0.0%	0.0%	0.9%	0.0%	0.6%	0.8%
Sub Total	18.2%	29.2%	15.7%	10.9%	2.9%	1.1%	11.0%	18.2%
Brockhurst Gate	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.1%	0.3%
Other Out of Centre	1.0%	6.7%	4.5%	14.8%	3.7%	0.0%	3.5%	5.4%
Sub Total	1.0%	6.7%	5.7%	14.8%	3.7%	0.0%	3.6%	5.6%
BOROUGH RETENTION	**19.2%**	**35.8%**	**21.4%**	**25.7%**	**6.6%**	**1.1%**	**14.6%**	**23.8%**
Fareham Town Centre	6.0%	0.0%	2.2%	2.6%	9.8%	6.0%	5.6%	3.5%
Broadcut Retail Park, Fareham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Collingwood Retail Park, Fareham	13.9%	1.0%	3.5%	5.2%	1.8%	2.2%	5.7%	7.8%
Speedfields Retail Park, Fareham	0.0%	0.0%	0.0%	1.4%	2.0%	2.2%	1.0%	0.3%
Other Out of Centre Stores, Fareham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub Total	19.9%	1.0%	5.7%	9.2%	13.5%	10.4%	12.4%	11.5%
Portsmouth Town Centre	0.0%	0.0%	2.3%	0.0%	3.7%	5.8%	2.3%	0.5%
Gunwharf Quays, Portsmouth	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
The Junction/Ocean Retail Park, Portsmouth	1.1%	0.0%	0.0%	0.0%	0.0%	9.2%	2.4%	0.5%
Other Out of Centre stores, Portsmouth	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub Total	1.1%	0.0%	2.3%	0.0%	3.7%	15.0%	4.7%	1.0%
Southampton Town Centre	2.1%	13.6%	9.5%	5.5%	4.8%	2.4%	4.8%	6.4%
Hedge End, Southampton	28.4%	17.5%	27.9%	17.8%	26.6%	31.9%	26.9%	24.4%
Ocean Retail Park, Southampton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Out of Centre, Southampton	10.4%	5.0%	6.0%	18.0%	20.8%	8.2%	12.0%	9.9%
Sub Total	41.0%	36.1%	43.4%	41.3%	52.2%	42.5%	43.6%	40.7%
Chichester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Havant	0.0%	0.0%	0.0%	0.0%	0.0%	3.4%	0.8%	0.0%
Porchester	0.0%	0.0%	0.0%	0.0%	0.0%	5.8%	1.3%	0.0%
Port Solent	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Stubbington	0.0%	0.0%	0.0%	1.4%	4.7%	0.0%	1.1%	0.3%
Whiteley	5.4%	2.1%	1.3%	0.0%	0.9%	6.3%	3.4%	2.9%
Other	0.0%	9.4%	3.4%	0.0%	1.8%	4.7%	2.5%	2.3%
LEAKAGE OUTSIDE BOROUGH (EXCL INTERNET)	**67.3%**	**48.5%**	**56.0%**	**51.9%**	**76.9%**	**88.2%**	**69.8%**	**58.7%**
INTERNET	**13.4%**	**15.7%**	**22.6%**	**22.4%**	**16.6%**	**10.7%**	**15.6%**	**17.5%**
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Note: Please note that figures quoted for sub-totals and totals are rounded to the nearest decimal point.

TABLE 11: DIY, GARDENING - 2019 MARKET SHARE ANALYSIS (%)
Including Internet Shopping and other Special Forms of Trading

Zone:	1	2	3	4	5	6	Study Area (Zones 1-6)	Gosport Borough (Zones 1-4)
Gosport Town Centre	9.7%	2.9%	0.9%	1.0%	0.8%	0.0%	3.4%	4.8%
Stoke Road District Centre	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%	5.5%	0.0%	0.0%	0.0%	0.7%	1.2%
Neighbourhood Centres	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%
Sub Total	9.7%	3.8%	6.4%	1.0%	0.8%	0.0%	4.2%	6.2%
Brockhurst Gate	0.0%	2.9%	0.0%	5.9%	0.0%	0.0%	0.8%	1.7%
Other Out of Centre	9.3%	9.8%	7.7%	9.2%	0.0%	0.0%	5.3%	9.0%
Sub Total	9.3%	12.7%	7.7%	15.1%	0.0%	0.0%	6.1%	10.7%
BOROUGH RETENTION	**19.0%**	**16.5%**	**14.1%**	**16.1%**	**0.8%**	**0.0%**	**10.3%**	**16.9%**
Fareham Town Centre	8.2%	1.0%	11.6%	7.3%	4.2%	16.6%	9.2%	7.4%
Broadcut Retail Park, Fareham	4.0%	0.0%	0.0%	1.9%	0.0%	0.0%	1.4%	1.9%
Collingwood Retail Park, Fareham	30.1%	34.6%	30.0%	34.8%	21.3%	9.7%	24.6%	31.8%
Speedfields Retail Park, Fareham	12.2%	14.2%	23.6%	28.0%	15.7%	29.9%	20.1%	18.2%
Other Out of Centre Stores, Fareham	0.7%	0.0%	0.0%	0.0%	2.5%	4.8%	1.8%	0.3%
Sub Total	55.2%	49.8%	65.1%	72.0%	43.7%	61.0%	57.0%	59.6%
Portsmouth Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Gunwharf Quays, Portsmouth	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
The Junction/Ocean Retail Park, Portsmouth	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Out of Centre stores, Portsmouth	4.0%	0.0%	0.0%	0.0%	0.0%	3.7%	2.0%	1.6%
Sub Total	4.0%	0.0%	0.0%	0.0%	0.0%	3.7%	2.0%	1.6%
Southampton Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hedge End, Southampton	2.2%	9.7%	2.6%	2.9%	14.8%	10.3%	6.9%	3.8%
Ocean Retail Park, Southampton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Out of Centre, Southampton	14.5%	18.3%	6.8%	6.9%	25.4%	13.4%	14.8%	12.0%
Sub Total	16.6%	28.0%	9.4%	9.8%	40.2%	23.6%	21.7%	15.9%
Chichester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Havant	0.0%	0.0%	0.0%	0.0%	0.0%	5.3%	1.2%	0.0%
Porchester	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	0.4%	0.0%
Port Solent	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.2%	0.0%
Stubbington	0.0%	0.0%	0.0%	0.0%	4.2%	0.0%	0.8%	0.0%
Whiteley	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.2%	0.0%
Other	0.0%	1.0%	0.0%	0.0%	0.8%	2.5%	0.8%	0.2%
LEAKAGE OUTSIDE BOROUGH (EXCL INTERNET)	**75.8%**	**78.8%**	**74.5%**	**81.8%**	**89.8%**	**99.0%**	**84.4%**	**77.2%**
INTERNET	**5.2%**	**4.7%**	**11.4%**	**2.1%**	**9.4%**	**1.0%**	**5.4%**	**5.9%**
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Note: Please note that figures quoted for sub-totals and totals are rounded to the nearest decimal point.

Appendix 5

Population and Expenditure

TABLE 1a: BASE YEAR POPULATION & PROJECTIONS (2019 - 2036) - 190 DWELLING PER ANNUM RATE FOR GOSPORT BOROUGH

	2019	2024	2029	2034	2036	Growth 2019-2029		Growth 2019-2036	
						%		%	
Zone 1 Gosport & Stoke Road	38,318	38,126	38,182	38,213	38,192	-0.4%	-136	-0.3%	-126
Zone 2 Alverstoke	10,856	11,012	11,293	11,530	11,617	4.0%	437	6.6%	761
Zone 3 Lee-on-the-Solent	19,110	19,283	19,342	19,349	19,366	1.2%	232	1.3%	256
Zone 4 Bridgemary	17,208	17,353	17,560	17,667	17,691	2.0%	352	2.7%	483
Zone 5 Stubbington	25,207	25,867	26,486	27,040	27,246	5.1%	1,279	7.5%	2,039
Zone 6 Fareham	34,061	35,053	35,956	36,729	36,978	5.6%	1,895	7.9%	2,917
Study Area	**144,760**	**146,694**	**148,819**	**150,528**	**151,089**	**2.8%**	**4,059**	**4.2%**	**6,329**
Borough Area (Zones 1 to 4)	**85,492**	**85,774**	**86,377**	**86,759**	**86,865**	**1.0%**	**885**	**1.6%**	**1,373**

Source: Gosport Borough Council and Experian Business Strategies - MMG3 Geographic Information Systems (GIS) '*Retail Area Planner Population & Expenditure Datasets*'

Notes: Population projections (2019 to 2036) for Zones 1 to 4 are based on 190 dwellings per annum housing supply for Gosport Borough; Zones 5 & 6 are derived from Experian and based on ONS 2014-based Sub-National Population Projections (released in May 2016)

TABLE 1b: BASE YEAR POPULATION & PROJECTIONS (2019 - 2036) - 238 DWELLING PER ANNUM RATE FOR GOSPORT BOROUGH

	2019	2024	2029	2034	2036	Growth 2019-2029		Growth 2019-2036	
						%		%	
Zone 1 Gosport & Stoke Road	38,082	38,177	38,202	38,191	38,165	0.3%	119	0.2%	83
Zone 2 Alverstoke	10,882	11,177	11,453	11,662	11,724	5.2%	570	7.2%	842
Zone 3 Lee-on-the-Solent	19,231	19,315	19,343	19,371	19,361	0.6%	112	0.7%	130
Zone 4 Bridgemary	17,248	17,505	17,625	17,686	17,714	2.2%	377	2.6%	466
Zone 5 Stubbington	25,207	25,867	26,486	27,040	27,246	5.1%	1,279	7.5%	2,039
Zone 6 Fareham	34,061	35,053	35,956	36,729	36,978	5.6%	1,895	7.9%	2,917
Study Area	**144,712**	**147,095**	**149,064**	**150,680**	**151,189**	**3.0%**	**4,353**	**4.3%**	**6,477**
Borough Area (Zones 1 to 4)	**85,444**	**86,175**	**86,622**	**86,911**	**86,965**	**1.4%**	**1,179**	**1.8%**	**1,521**

Source: Gosport Borough Council and Experian Business Strategies - MMG3 Geographic Information Systmes (GIS) '*Retail Area Planner Population & Expenditure Datasets*'

Notes: Population projections (2019 to 2036) for Zones 1 to 4 are based on 238 dwellings per annum housing supply for Gosport Borough; Zones 5 & 6 are derived from Experian and based on ONS 2014-based Sub-National Population Projections (released in May 2016)

TABLE 2: CONVENIENCE GOODS EXPENDITURE PER CAPITA FORECASTS (excluding Special Forms of Trading)

	2019	2019	2024	2029	2034	2036
	Including SFT	Excluding Special Forms of Trading				
Experian-based SFT Market Shares %:		**4.2%**	**5.5%**	**6.3%**	**6.7%**	**6.7%**
Survey-based SFT Market Shares (%):		**1.1%**	**1.5%**	**1.7%**	**1.8%**	**1.8%**
Zone 1 Gosport & Stoke Road	£2,231	£2,206	£2,215	£2,216	£2,217	£2,218
Zone 2 Alverstoke	£2,615	£2,586	£2,597	£2,597	£2,599	£2,600
Zone 3 Lee-on-the-Solent	£2,221	£2,196	£2,205	£2,206	£2,207	£2,208
Zone 4 Bridgemary	£2,419	£2,392	£2,402	£2,403	£2,404	£2,405
Zone 5 Stubbington	£2,375	£2,348	£2,358	£2,359	£2,360	£2,361
Zone 6 Fareham	£2,382	£2,355	£2,365	£2,366	£2,367	£2,368
Study Area Average:	**£2,374**	**£2,347**	**£2,357**	**£2,358**	**£2,359**	**£2,360**

Source: Average spend per capita estimates (2017 prices) are derived from Experian MMG3 'Retail Area Planner' Reports. The year-on-year expenditure growth forecasts have been informed by the latest Retail Planner Briefing Note 16 published by Experian Business Strategies (December 2018).

Notes: At the Base Year (2019) an allowance has been made for the market share of retail expenditure per capita on non-store sales (SFT - including mail order and Internet shopping) drawing on the results of the household survey-derived market shares for SFT.

Forecast growth in SFT is informed by the year-on-year national growth forecasts published by Experian Business Strategies in the most recent Retail Planner Briefing Note 16 (December 2018).

TABLE 3: TOTAL AVAILABLE CONVENIENCE GOODS EXPENDITURE (£million)

	2019	2019	2024	2029	2034	2036	Growth 2019-2029:		Growth 2019-2036:	
	Including SFT	Excluding Special Forms of Trading					%	£m	%	£m
Zone 1 Gosport & Stoke Road	£85.5	£84.5	£84.5	£84.6	£84.7	£84.7	0.1%	£0.1	0.2%	£0.2
Zone 2 Alverstoke	£28.4	£28.1	£28.6	£29.3	£30.0	£30.2	4.5%	£1.3	7.6%	£2.1
Zone 3 Lee-on-the-Solent	£42.4	£42.0	£42.5	£42.7	£42.7	£42.8	1.7%	£0.7	1.9%	£0.8
Zone 4 Bridgemary	£41.6	£41.2	£41.7	£42.2	£42.5	£42.6	2.5%	£1.0	3.4%	£1.4
Zone 5 Stubbington	£59.9	£59.2	£61.0	£62.5	£63.8	£64.3	5.6%	£3.3	8.7%	£5.2
Zone 6 Fareham	£81.1	£80.2	£82.9	£85.1	£87.0	£87.6	6.0%	£4.9	9.2%	£7.4
Study Area	**£339.0**	**£335.1**	**£341.2**	**£346.3**	**£350.7**	**£352.2**	**3.4%**	**£11.2**	**5.1%**	**£17.1**

TABLE 4: COMPARISON GOODS EXPENDITURE PER CAPITA FORECASTS (excluding Special Forms of Trading)

	2019	2019	2024	2029	2034	2036
	Including SFT	Excluding Special Forms of Trading				
Experian-based SFT Market Shares %:		**17.6%**	**21.3%**	**23.9%**	**25.2%**	**25.5%**
Survey-based SFT Market Shares (%):		**20.1%**	**24.3%**	**27.3%**	**28.8%**	**29.1%**
Zone 1 Gosport & Stoke Road	£3,772	£3,013	£3,334	£3,728	£4,233	£4,469
Zone 2 Alverstoke	£5,185	£4,142	£4,583	£5,124	£5,818	£6,143
Zone 3 Lee-on-the-Solent	£4,269	£3,411	£3,774	£4,219	£4,791	£5,059
Zone 4 Bridgemary	£3,952	£3,157	£3,494	£3,906	£4,436	£4,683
Zone 5 Stubbington	£4,736	£3,783	£4,186	£4,680	£5,315	£5,611
Zone 6 Fareham	£4,596	£3,671	£4,062	£4,542	£5,158	£5,446
Study Area Average:	**£4,418**	**£3,530**	**£3,905**	**£4,366**	**£4,958**	**£5,235**

Source: Average spend per capita estimates (2017 prices) are derived from Experian MMG3 'Retail Area Planner' Reports. The year-on-year expenditure growth forecasts have been informed by the latest Retail Planner Briefing Note 16 published by Experian Business Strategies (December 2018).

Notes: At the Base Year (2019) an allowance has been made for the market share of retail expenditure per capita on non-store sales (SFT - including mail order and Internet shopping) drawing on the results of the household survey-derived market shares for SFT.

Forecast growth in SFT is informed by the year-on-year national growth forecasts published by Experian Business Strategies in the most recent Retail Planner Briefing Note 16 (December 2018).

TABLE 5: TOTAL AVAILABLE COMPARISON GOODS EXPENDITURE (£million)

	2019	2019	2024	2029	2034	2036	Growth 2019-2029:		Growth 2019-2036:	
	Including SFT	Excluding Special Forms of Trading					%	£m	%	£m
Zone 1 Gosport & Stoke Road	£144.5	£115.5	£127.1	£142.3	£161.8	£170.7	23.3%	£26.9	47.8%	£55.2
Zone 2 Alverstoke	£56.3	£45.0	£50.5	£57.9	£67.1	£71.4	28.7%	£12.9	58.7%	£26.4
Zone 3 Lee-on-the-Solent	£81.6	£65.2	£72.8	£81.6	£92.7	£98.0	25.2%	£16.4	50.3%	£32.8
Zone 4 Bridgemary	£68.0	£54.3	£60.6	£68.6	£78.4	£82.8	26.2%	£14.3	52.5%	£28.5
Zone 5 Stubbington	£119.4	£95.4	£108.3	£124.0	£143.7	£152.9	30.0%	£28.6	60.3%	£57.5
Zone 6 Fareham	£156.5	£125.1	£142.4	£163.3	£189.4	£201.4	30.6%	£38.3	61.0%	£76.3
Study Area Total	**£626.3**	**£500.3**	**£561.6**	**£637.7**	**£733.1**	**£777.1**	**27.4%**	**£137.3**	**55.3%**	**£276.8**

TABLE 6: BULKY COMPARISON GOODS EXPENDITURE PER CAPITA FORECASTS (excluding Special Forms of Trading)

	2019	2019	2024	2029	2034	2036
	Including SFT	Excluding Special Forms of Trading				
Survey-based SFT Market Shares (%):		**19.0%**	**21.7%**	**22.8%**	**23.0%**	**23.1%**
Zone 1 Gosport & Stoke Road	£1,379	£1,137	£1,268	£1,427	£1,626	£1,718
Zone 2 Alverstoke	£1,896	£1,562	£1,743	£1,962	£2,236	£2,362
Zone 3 Lee-on-the-Solent	£1,520	£1,253	£1,398	£1,573	£1,792	£1,894
Zone 4 Bridgemary	£1,454	£1,198	£1,336	£1,504	£1,714	£1,811
Zone 5 Stubbington	£1,721	£1,418	£1,582	£1,781	£2,029	£2,144
Zone 6 Fareham	£1,660	£1,368	£1,526	£1,717	£1,957	£2,068
Study Area Average:	**£1,605**	**£1,323**	**£1,476**	**£1,661**	**£1,892**	**£2,000**

Source: Average spend per capita estimates (2017 prices) are derived from Experian MMG3 'Retail Area Planner' Reports. The year-on-year expenditure growth forecasts have been informed by the latest Retail Planner Briefing Note 16 published by Experian Business Strategies (December 2018).

Notes: At the Base Year (2019) an allowance has been made for the market share of retail expenditure per capita on non-store sales (SFT - including mail order and Internet shopping) drawing on the results of the household survey-derived market shares for SFT.

Forecast growth in SFT is informed by the year-on-year national growth forecasts published by Experian Business Strategies in the most recent Retail Planner Briefing Note 16 (December 2018).

TABLE 7: TOTAL AVAILABLE BULKY COMPARISON GOODS EXPENDITURE (£million)

	2019	2019	2024	2029	2034	2036	Growth 2019-2029:		Growth 2019-2036:	
	Including SFT	Excluding Special Forms of Trading					%	£m	%	£m
Zone 1 Gosport & Stoke Road	£52.9	£43.6	£48.6	£54.4	£62.1	£65.7	24.9%	£10.9	50.8%	£22.1
Zone 2 Alverstoke	£20.6	£17.0	£18.9	£21.6	£25.2	£27.2	27.4%	£4.6	60.6%	£10.3
Zone 3 Lee-on-the-Solent	£29.1	£23.9	£26.7	£30.3	£34.7	£36.6	26.7%	£6.4	53.1%	£12.7
Zone 4 Bridgemary	£25.0	£20.6	£23.0	£26.1	£30.1	£32.0	26.6%	£5.5	55.2%	£11.4
Zone 5 Stubbington	£43.4	£35.7	£39.9	£46.1	£53.7	£58.0	28.9%	£10.3	62.2%	£22.2
Zone 6 Fareham	£56.5	£46.6	£52.0	£60.2	£70.4	£75.9	29.2%	£13.6	63.0%	£29.4
Study Area Total	**£227.4**	**£187.4**	**£209.1**	**£238.7**	**£276.2**	**£295.5**	**27.4%**	**£51.3**	**57.7%**	**£108.1**

TABLE 8: TOTAL AVAILABLE NON-BULKY COMPARISON GOODS EXPENDITURE (£million)

	2019	2019	2024	2029	2034	2036	Growth 2019-2029:		Growth 2019-2036:	
	Including SFT	Excluding Special Forms of Trading					%	£m	%	£m
Zone 1 Gosport & Stoke Road	£91.7	£71.9	£78.5	£87.9	£99.7	£105.0	22.3%	£16.0	46.0%	£33.1
Zone 2 Alverstoke	£35.7	£28.0	£31.5	£36.3	£41.8	£44.1	29.5%	£8.3	57.6%	£16.1
Zone 3 Lee-on-the-Solent	£52.5	£41.2	£46.1	£51.3	£58.0	£61.3	24.3%	£10.0	48.7%	£20.1
Zone 4 Bridgemary	£43.0	£33.7	£37.6	£42.5	£48.3	£50.9	26.0%	£8.8	50.8%	£17.1
Zone 5 Stubbington	£76.0	£59.6	£68.4	£77.9	£90.0	£94.9	30.7%	£18.3	59.2%	£35.3
Zone 6 Fareham	£100.0	£78.5	£90.4	£103.1	£119.1	£125.4	31.4%	£24.6	59.8%	£46.9
Study Area	**£398.9**	**£312.9**	**£352.5**	**£398.9**	**£456.8**	**£481.6**	**27.5%**	**£86.0**	**53.9%**	**£168.7**

Appendix 6

Convenience Goods Turnover

TABLE 1: ALL CONVENIENCE GOODS - 2019 MARKET SHARE ANALYSIS (%)
Excluding Internet Shopping and other Special Forms of Trading

Zone:	1	2	3	4	5	6	Total Study (Zones 1-6)	Gosport Borough (Zones 1-4)
Gosport Town Centre								
Iceland, Walpole Road, Gosport	0.9%	0.3%	0.1%	0.5%	0.0%	0.1%	0.4%	0.6%
Morrisons, Walpole Road, High Street, Gosport	14.0%	23.7%	4.8%	9.2%	3.3%	0.7%	8.0%	12.5%
Other shops	1.4%	0.3%	0.1%	1.6%	0.0%	0.0%	0.6%	1.0%
Sub Total	16.2%	24.2%	5.0%	11.3%	3.3%	0.8%	9.0%	14.0%
Stoke Road District Centre								
Waitrose, Stoke Road, Gosport	6.1%	17.7%	1.6%	0.4%	1.7%	0.0%	3.7%	5.7%
Sub Total	6.1%	17.7%	1.6%	0.4%	1.7%	0.0%	3.7%	5.7%
Lee-on-the-Solent District Centre								
Tesco Express, Pier Street, Lee-on-Solent	0.0%	0.0%	2.2%	0.0%	0.0%	0.0%	0.3%	0.5%
Co-op, Cherque Farm, Twyford Drive Lee-on-the-Solent	0.0%	0.0%	11.4%	0.0%	0.1%	0.0%	1.5%	2.5%
Other shops	0.0%	0.0%	3.2%	0.2%	0.4%	0.0%	0.5%	0.7%
Sub Total	0.0%	0.0%	16.8%	0.2%	0.5%	0.0%	2.2%	3.7%
Out of Centre								
Aldi, Mumby Road, Gosport	8.3%	5.4%	6.1%	2.9%	0.8%	0.0%	3.9%	6.4%
Asda, Dock Road, Gosport	29.2%	24.8%	4.8%	11.7%	0.5%	0.1%	11.8%	19.9%
Co-op, Petrol Solent, Fareham Road	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.1%	0.1%
The Food Warehouse (Iceland), Brockhurst Gate	0.3%	0.1%	0.0%	1.7%	0.0%	0.8%	0.5%	0.5%
Lidl, Brockhurst Gate, Gosport	7.8%	2.4%	7.4%	9.0%	0.0%	0.4%	4.3%	7.2%
M&S Foodhall Brockhurst Gate	1.0%	2.2%	1.3%	3.8%	0.2%	0.0%	1.1%	1.8%
Tesco Express, Carless Close, Rowner	0.1%	0.0%	5.6%	0.3%	1.0%	0.0%	0.9%	1.3%
Sub Total	46.7%	35.0%	25.2%	30.2%	2.5%	1.4%	22.5%	37.1%
Neighbourhood Centres								
Co-op, Gregson Avenue, Bridgemary	0.0%	0.0%	0.0%	1.7%	0.1%	0.0%	0.2%	0.3%
Co-op, Palmyra Road, Elson	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.6%
Co-op, Forton Road, Gosport	1.8%	0.0%	0.3%	0.0%	0.0%	0.0%	0.5%	0.9%
Co-op, Privett Road, Gosport	0.2%	2.9%	0.0%	0.0%	0.0%	0.0%	0.3%	0.5%
Co-op, Rowner Road, Gosport	0.0%	0.0%	0.8%	1.6%	0.0%	0.0%	0.3%	0.5%
McColl's, Carisbrooke Road, Gosport	0.0%	0.0%	0.0%	2.2%	0.0%	0.0%	0.3%	0.4%
One Stop, Elson Road, Gosport	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.3%
One Stop, Village Road, Gosport	0.0%	2.9%	0.0%	0.0%	0.0%	0.0%	0.3%	0.4%
Lidl, Forton Road, Gosport	3.5%	1.2%	0.5%	1.0%	0.1%	0.0%	1.2%	2.0%
Tesco Express, Forton Road, Gosport	1.6%	0.3%	3.6%	0.3%	0.2%	0.4%	1.0%	1.6%
Tesco Superstore, Alver Village Square	8.9%	14.3%	20.1%	17.4%	2.0%	0.0%	8.4%	13.8%
Other shops	0.8%	0.0%	0.2%	2.1%	0.3%	0.0%	0.5%	0.8%
Sub Total	18.6%	21.6%	25.6%	26.3%	2.8%	0.4%	13.5%	22.1%
BOROUGH RETENTION	**87.7%**	**98.5%**	**74.3%**	**68.4%**	**10.8%**	**2.6%**	**50.8%**	**82.6%**
Fareham								
Asda, Speedfields Park, Newgate Lane, Fareham	1.6%	0.1%	15.4%	23.3%	29.4%	7.9%	12.0%	8.6%
Sainsbury's Superstore, Broadcut, Wallington, Fareham	5.6%	0.1%	3.1%	2.9%	17.8%	25.3%	11.4%	3.8%
Tesco Superstore, Quay Street, Fareham	0.7%	0.0%	1.7%	1.1%	5.2%	13.3%	4.6%	0.9%
Lidl, Newgate Lane, Fareham	0.0%	0.0%	2.3%	1.4%	2.8%	1.9%	1.4%	0.8%
Other shops	0.6%	0.3%	0.4%	1.4%	5.5%	17.0%	5.5%	0.7%
Sub Total	8.6%	0.6%	22.9%	30.1%	60.7%	65.4%	34.9%	14.7%
Other								
Whiteley	1.0%	0.0%	0.7%	0.3%	3.6%	2.4%	1.6%	0.6%
Portchester	0.0%	0.0%	0.0%	0.0%	0.0%	5.9%	1.4%	0.0%
Tesco Extra, North Harbour, Clement Atlee Way, Portsmo	1.9%	0.7%	0.3%	0.4%	0.2%	15.6%	4.5%	1.1%
Other stores, Portsmouth	0.0%	0.0%	0.5%	0.0%	0.0%	2.8%	0.7%	0.1%
Havant	0.8%	0.0%	0.0%	0.0%	0.2%	0.7%	0.4%	0.4%
Hedge End	0.0%	0.0%	0.0%	0.0%	3.6%	3.2%	1.4%	0.0%
Southampton	0.0%	0.0%	0.0%	0.0%	0.8%	0.4%	0.2%	0.0%
Stubbington	0.0%	0.2%	1.0%	0.0%	18.9%	0.3%	3.4%	0.2%
All other	0.1%	0.0%	0.3%	0.8%	1.3%	0.7%	0.6%	0.3%
LEAKAGE OUTSIDE THE BOROUGH	**12.3%**	**1.5%**	**25.7%**	**31.6%**	**89.2%**	**97.4%**	**49.2%**	**17.4%**
STUDY AREA MARKET SHARE - EXCLUDING SFT	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Note: Please note that figures quoted for sub-totals and totals are rounded to the nearest decimal point.

TABLE 2: 2019 SURVEY-DERIVED MARKET SHARE ANALYSIS (£M): ALL CONVENIENCE GOODS EXPENDITURE ALLOCATED TO EXISTING CENTRES, SHOPS AND STORES IN THE DEFINED STUDY AREA

Excluding Internet Shopping and other Special Forms of Trading

Zone:	1	2	3	4	5	6	Total Study Area	Gosport Borough (Zones 1-4)
Total Available Expenditure (excluding SFT):	£84.52	£28.07	£41.96	£41.16	£59.18	£80.21	£335.10	£195.70
Gosport Town Centre								
Iceland, Walpole Road, Gosport	£0.8	£0.1	£0.1	£0.2	£0.0	£0.1	£1.2	£1.1
Morrisons, Walpole Road, High Street, Gosport	£11.8	£6.7	£2.0	£3.8	£1.9	£0.6	£26.7	£24.2
Other shops	£1.2	£0.1	£0.0	£0.7	£0.0	£0.0	£2.0	£2.0
Sub Total	£13.7	£6.8	£2.1	£4.7	£1.9	£0.7	£29.9	£27.3
Stoke Road District Centre								
Waitrose, Stoke Road, Gosport	£5.2	£5.0	£0.7	£0.2	£1.0	£0.0	£12.0	£11.0
Sub Total	£5.2	£5.0	£0.7	£0.2	£1.0	£0.0	£12.0	£11.0
Lee-on-the-Solent District Centre								
Tesco Express, Pier Street, Lee-on-Solent	£0.0	£0.0	£0.9	£0.0	£0.0	£0.0	£0.9	£0.9
Co-op, Cherque Farm, Twyford Drive Lee-on-the-Solent	£0.0	£0.0	£4.8	£0.0	£0.1	£0.0	£4.9	£4.8
Other shops	£0.0	£0.0	£1.3	£0.1	£0.2	£0.0	£1.6	£1.4
Sub Total	£0.0	£0.0	£7.1	£0.1	£0.3	£0.0	£7.4	£7.1
Out of Centre								
Aldi, Mumby Road, Gosport	£7.0	£1.5	£2.6	£1.2	£0.5	£0.0	£12.8	£12.3
Asda, Dock Road, Gosport	£24.7	£6.9	£2.0	£4.8	£0.3	£0.1	£38.9	£38.4
Co-op, Petrol Solent, Fareham Road	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.3	£0.3
The Food Warehouse (Iceland), Brockhurst Gate	£0.3	£0.0	£0.0	£0.7	£0.0	£0.7	£1.7	£1.0
Lidl, Brockhurst Gate, Gosport	£6.6	£0.7	£3.1	£3.7	£0.0	£0.4	£14.4	£14.1
M&S Foodhall Brockhurst Gate	£0.8	£0.6	£0.6	£1.6	£0.1	£0.0	£3.7	£3.6
Tesco Express, Carless Close, Rowner	£0.1	£0.0	£2.3	£0.1	£0.6	£0.0	£3.2	£2.6
Sub Total	£39.5	£9.8	£10.6	£12.4	£1.5	£1.1	£74.9	£72.3
Neighbourhood Centres								
Co-op, Gregson Avenue, Bridgemary	£0.0	£0.0	£0.0	£0.7	£0.1	£0.0	£0.8	£0.7
Co-op, Palmyra Road, Elson	£1.1	£0.0	£0.0	£0.0	£0.0	£0.0	£1.1	£1.1
Co-op, Forton Road, Gosport	£1.5	£0.0	£0.1	£0.0	£0.0	£0.0	£1.7	£1.7
Co-op, Privett Road, Gosport	£0.1	£0.8	£0.0	£0.0	£0.0	£0.0	£1.0	£1.0
Co-op, Rowner Road, Gosport	£0.0	£0.0	£0.3	£0.7	£0.0	£0.0	£1.0	£1.0
McColl's, Carisbrooke Road, Gosport	£0.0	£0.0	£0.0	£0.9	£0.0	£0.0	£0.9	£0.9
One Stop, Elson Road, Gosport	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.5
One Stop, Village Road, Gosport	£0.0	£0.8	£0.0	£0.0	£0.0	£0.0	£0.8	£0.8
Lidl, Forton Road, Gosport	£2.9	£0.3	£0.2	£0.4	£0.1	£0.0	£4.0	£3.9
Tesco Express, Forton Road, Gosport	£1.3	£0.1	£1.5	£0.1	£0.1	£0.3	£3.4	£3.0
Tesco Superstore, Alver Village Square	£7.5	£4.0	£8.5	£7.1	£1.2	£0.0	£28.4	£27.2
Other shops	£0.7	£0.0	£0.1	£0.9	£0.2	£0.0	£1.8	£1.6
Sub Total	£15.7	£6.1	£10.7	£10.8	£1.7	£0.3	£45.3	£43.4
BOROUGH RETENTION	**£74.1**	**£27.6**	**£31.2**	**£28.2**	**£6.4**	**£2.1**	**£169.5**	**£161.1**
Fareham								
Asda, Speedfields Park, Newgate Lane, Fareham	£1.4	£0.0	£6.5	£9.6	£17.4	£6.3	£41.2	£17.5
Sainsbury's Superstore, Broadcut, Wallington, Fareham	£4.8	£0.0	£1.3	£1.2	£10.5	£20.3	£38.1	£7.3
Tesco Superstore, Quay Street, Fareham	£0.6	£0.0	£0.7	£0.5	£3.1	£10.7	£15.5	£1.7
Lidl, Newgate Lane, Fareham	£0.0	£0.0	£1.0	£0.6	£1.7	£1.5	£4.7	£1.5
Other shops	£0.5	£0.1	£0.2	£0.6	£3.3	£13.7	£18.3	£1.3
Sub Total	£7.2	£0.2	£9.6	£12.4	£35.9	£52.4	£117.8	£29.4
Other								
Whiteley	£0.8	£0.0	£0.3	£0.1	£2.1	£1.9	£5.3	£1.2
Portchester	£0.0	£0.0	£0.0	£0.0	£0.0	£4.7	£4.7	£0.0
Tesco Extra, North Harbour, Clement Atlee Way, Portsmo	£1.6	£0.2	£0.1	£0.2	£0.1	£12.5	£14.7	£2.1
Other stores, Portsmouth	£0.0	£0.0	£0.2	£0.0	£0.0	£2.3	£2.5	£0.2
Havant	£0.7	£0.0	£0.0	£0.0	£0.1	£0.6	£1.4	£0.7
Hedge End	£0.0	£0.0	£0.0	£0.0	£2.2	£2.6	£4.7	£0.0
Southampton	£0.0	£0.0	£0.0	£0.0	£0.5	£0.3	£0.8	£0.0
Stubbington	£0.0	£0.1	£0.4	£0.0	£11.2	£0.2	£11.9	£0.5
All other	£0.1	£0.0	£0.1	£0.3	£0.8	£0.6	£1.9	£0.6
LEAKAGE OUTSIDE THE BOROUGH	**£10.42**	**£0.43**	**£10.79**	**£13.00**	**£52.81**	**£78.11**	**£165.56**	**£34.63**
STUDY AREA MARKET SHARE - EXCLUDING SFT	£84.52	£28.07	£41.96	£41.16	£59.18	£80.21	£335.10	£195.70

Note: Please note that figures quoted for sub-totals and totals are rounded to the nearest decimal point.

TABLE 3: 2024 SURVEY-DERIVED MARKET SHARE ANALYSIS (£M): ALL CONVENIENCE GOODS EXPENDITURE ALLOCATED TO EXISTING CENTRES, SHOPS AND STORES IN THE DEFINED STUDY AREA
Excluding Internet Shopping and other Special Forms of Trading

Zone:	1	2	3	4	5	6	Total Study Area	Gosport Borough (Zones 1-4)
Total Available Expenditure (excluding SFT):	£84.47	£28.60	£42.53	£41.69	£61.00	£82.91	£341.19	£197.28
Gosport Town Centre								
Iceland, Walpole Road, Gosport	£0.8	£0.1	£0.1	£0.2	£0.0	£0.1	£1.2	£1.1
Morrisons, Walpole Road, High Street, Gosport	£11.8	£6.8	£2.0	£3.8	£2.0	£0.6	£27.0	£24.4
Other shops	£1.2	£0.1	£0.0	£0.7	£0.0	£0.0	£2.0	£2.0
Sub Total	£13.7	£6.9	£2.1	£4.7	£2.0	£0.7	£30.2	£27.5
Stoke Road District Centre								
Waitrose, Stoke Road, Gosport	£5.2	£5.0	£0.7	£0.2	£1.1	£0.0	£12.1	£11.1
Sub Total	£5.2	£5.0	£0.7	£0.2	£1.1	£0.0	£12.1	£11.1
Lee-on-the-Solent District Centre								
Tesco Express, Pier Street, Lee-on-Solent	£0.0	£0.0	£0.9	£0.0	£0.0	£0.0	£0.9	£0.9
Co-op, Cherque Farm, Twyford Drive Lee-on-the-Solent	£0.0	£0.0	£4.9	£0.0	£0.1	£0.0	£5.0	£4.9
Other shops	£0.0	£0.0	£1.4	£0.1	£0.2	£0.0	£1.6	£1.4
Sub Total	£0.0	£0.0	£7.2	£0.1	£0.3	£0.0	£7.5	£7.2
Out of Centre								
Aldi, Mumby Road, Gosport	£7.0	£1.5	£2.6	£1.2	£0.5	£0.0	£12.9	£12.4
Asda, Dock Road, Gosport	£24.7	£7.1	£2.0	£4.9	£0.3	£0.1	£39.1	£38.6
Co-op, Petrol Solent, Fareham Road	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.3	£0.3
The Food Warehouse (Iceland), Brockhurst Gate	£0.3	£0.0	£0.0	£0.7	£0.0	£0.7	£1.7	£1.0
Lidl, Brockhurst Gate, Gosport	£6.6	£0.7	£3.2	£3.8	£0.0	£0.4	£14.5	£14.2
M&S Foodhall Brockhurst Gate	£0.8	£0.6	£0.6	£1.6	£0.1	£0.0	£3.7	£3.6
Tesco Express, Carless Close, Rowner	£0.1	£0.0	£2.4	£0.1	£0.6	£0.0	£3.2	£2.6
Sub Total	£39.4	£10.0	£10.7	£12.6	£1.5	£1.2	£75.4	£72.7
Neighbourhood Centres								
Co-op, Gregson Avenue, Bridgemary	£0.0	£0.0	£0.0	£0.7	£0.1	£0.0	£0.8	£0.7
Co-op, Palmyra Road, Elson	£1.1	£0.0	£0.0	£0.0	£0.0	£0.0	£1.1	£1.1
Co-op, Forton Road, Gosport	£1.5	£0.0	£0.1	£0.0	£0.0	£0.0	£1.7	£1.7
Co-op, Privett Road, Gosport	£0.1	£0.8	£0.0	£0.0	£0.0	£0.0	£1.0	£1.0
Co-op, Rowner Road, Gosport	£0.0	£0.0	£0.4	£0.7	£0.0	£0.0	£1.0	£1.0
McColl's, Carisbrooke Road, Gosport	£0.0	£0.0	£0.0	£0.9	£0.0	£0.0	£0.9	£0.9
One Stop, Elson Road, Gosport	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.5
One Stop, Village Road, Gosport	£0.0	£0.8	£0.0	£0.0	£0.0	£0.0	£0.8	£0.8
Lidl, Forton Road, Gosport	£2.9	£0.3	£0.2	£0.4	£0.1	£0.0	£4.0	£3.9
Tesco Express, Forton Road, Gosport	£1.3	£0.1	£1.5	£0.1	£0.1	£0.3	£3.5	£3.1
Tesco Superstore, Alver Village Square	£7.5	£4.1	£8.6	£7.2	£1.2	£0.0	£28.7	£27.4
Other shops	£0.7	£0.0	£0.1	£0.9	£0.2	£0.0	£1.8	£1.6
Sub Total	£15.7	£6.2	£10.9	£11.0	£1.7	£0.3	£45.8	£43.8
BOROUGH RETENTION	**£74.1**	**£28.2**	**£31.6**	**£28.5**	**£6.6**	**£2.2**	**£171.1**	**£162.3**
Fareham								
Asda, Speedfields Park, Newgate Lane, Fareham	£1.4	£0.0	£6.6	£9.7	£17.9	£6.5	£42.1	£17.7
Sainsbury's Superstore, Broadcut, Wallington, Fareham	£4.8	£0.0	£1.3	£1.2	£10.8	£21.0	£39.2	£7.3
Tesco Superstore, Quay Street, Fareham	£0.6	£0.0	£0.7	£0.5	£3.2	£11.0	£15.9	£1.8
Lidl, Newgate Lane, Fareham	£0.0	£0.0	£1.0	£0.6	£1.7	£1.6	£4.9	£1.6
Other shops	£0.5	£0.1	£0.2	£0.6	£3.4	£14.1	£18.8	£1.3
Sub Total	£7.2	£0.2	£9.7	£12.5	£37.0	£54.2	£120.9	£29.7
Other								
Whiteley	£0.8	£0.0	£0.3	£0.1	£2.2	£2.0	£5.4	£1.3
Portchester	£0.0	£0.0	£0.0	£0.0	£0.0	£4.9	£4.9	£0.0
Tesco Extra, North Harbour, Clement Atlee Way, Portsmo	£1.6	£0.2	£0.1	£0.2	£0.1	£12.9	£15.2	£2.1
Other stores, Portsmouth	£0.0	£0.0	£0.2	£0.0	£0.0	£2.3	£2.5	£0.2
Havant	£0.7	£0.0	£0.0	£0.0	£0.1	£0.6	£1.4	£0.7
Hedge End	£0.0	£0.0	£0.0	£0.0	£2.2	£2.7	£4.9	£0.0
Southampton	£0.0	£0.0	£0.0	£0.0	£0.5	£0.3	£0.8	£0.0
Stubbington	£0.0	£0.1	£0.4	£0.0	£11.5	£0.2	£12.2	£0.5
All other	£0.1	£0.0	£0.1	£0.3	£0.8	£0.6	£2.0	£0.6
LEAKAGE OUTSIDE THE BOROUGH	**£10.41**	**£0.43**	**£10.94**	**£13.16**	**£54.43**	**£80.74**	**£170.12**	**£34.95**
STUDY AREA MARKET SHARE - EXCLUDING SFT	£84.47	£28.60	£42.53	£41.69	£61.00	£82.91	£341.19	£197.28

Note: Please note that figures quoted for sub-totals and totals are rounded to the nearest decimal point.

TABLE 4: 2029 SURVEY-DERIVED MARKET SHARE ANALYSIS (£M): ALL CONVENIENCE GOODS EXPENDITURE ALLOCATED TO EXISTING CENTRES, SHOPS AND STORES IN THE DEFINED STUDY AREA
Excluding Internet Shopping and other Special Forms of Trading

Zone:	1	2	3	4	5	6	Total Study Area	Gosport Borough (Zones 1-4)
Total Available Expenditure (excluding SFT):	£84.6	£29.3	£42.7	£42.2	£62.5	£85.1	£346.3	£198.8
Gosport Town Centre								
Iceland, Walpole Road, Gosport	£0.8	£0.1	£0.1	£0.2	£0.0	£0.1	£1.2	£1.1
Morrisons, Walpole Road, High Street, Gosport	£11.8	£6.9	£2.0	£3.9	£2.0	£0.6	£27.3	£24.7
Other shops	£1.2	£0.1	£0.0	£0.7	£0.0	£0.0	£2.0	£2.0
Sub Total	£13.7	£7.1	£2.1	£4.8	£2.0	£0.7	£30.5	£27.8
Stoke Road District Centre								
Waitrose, Stoke Road, Gosport	£5.2	£5.2	£0.7	£0.2	£1.1	£0.0	£12.3	£11.2
Sub Total	£5.2	£5.2	£0.7	£0.2	£1.1	£0.0	£12.3	£11.2
Lee-on-the-Solent District Centre								
Tesco Express, Pier Street, Lee-on-Solent	£0.0	£0.0	£0.9	£0.0	£0.0	£0.0	£0.9	£0.9
Co-op, Cherque Farm, Twyford Drive Lee-on-the-Solent	£0.0	£0.0	£4.9	£0.0	£0.1	£0.0	£5.0	£4.9
Other shops	£0.0	£0.0	£1.4	£0.1	£0.2	£0.0	£1.7	£1.4
Sub Total	£0.0	£0.0	£7.2	£0.1	£0.3	£0.0	£7.6	£7.2
Out of Centre								
Aldi, Mumby Road, Gosport	£7.1	£1.6	£2.6	£1.2	£0.5	£0.0	£13.0	£12.5
Asda, Dock Road, Gosport	£24.7	£7.3	£2.0	£4.9	£0.3	£0.1	£39.4	£38.9
Co-op, Petrol Solent, Fareham Road	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.3	£0.3
The Food Warehouse (Iceland), Brockhurst Gate	£0.3	£0.0	£0.0	£0.7	£0.0	£0.7	£1.7	£1.0
Lidl, Brockhurst Gate, Gosport	£6.6	£0.7	£3.2	£3.8	£0.0	£0.4	£14.6	£14.3
M&S Foodhall Brockhurst Gate	£0.8	£0.7	£0.6	£1.6	£0.1	£0.0	£3.7	£3.6
Tesco Express, Carless Close, Rowner	£0.1	£0.0	£2.4	£0.1	£0.6	£0.0	£3.2	£2.6
Sub Total	£39.5	£10.3	£10.8	£12.7	£1.5	£1.2	£76.0	£73.3
Neighbourhood Centres								
Co-op, Gregson Avenue, Bridgemary	£0.0	£0.0	£0.0	£0.7	£0.1	£0.0	£0.8	£0.7
Co-op, Palmyra Road, Elson	£1.1	£0.0	£0.0	£0.0	£0.0	£0.0	£1.1	£1.1
Co-op, Forton Road, Gosport	£1.5	£0.0	£0.1	£0.0	£0.0	£0.0	£1.7	£1.7
Co-op, Privett Road, Gosport	£0.1	£0.9	£0.0	£0.0	£0.0	£0.0	£1.0	£1.0
Co-op, Rowner Road, Gosport	£0.0	£0.0	£0.4	£0.7	£0.0	£0.0	£1.0	£1.0
McColl's, Carisbrooke Road, Gosport	£0.0	£0.0	£0.0	£0.9	£0.0	£0.0	£0.9	£0.9
One Stop, Elson Road, Gosport	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.5
One Stop, Village Road, Gosport	£0.0	£0.9	£0.0	£0.0	£0.0	£0.0	£0.9	£0.9
Lidl, Forton Road, Gosport	£2.9	£0.4	£0.2	£0.4	£0.1	£0.0	£4.0	£3.9
Tesco Express, Forton Road, Gosport	£1.3	£0.1	£1.5	£0.1	£0.1	£0.3	£3.5	£3.1
Tesco Superstore, Alver Village Square	£7.5	£4.2	£8.6	£7.3	£1.3	£0.0	£28.9	£27.7
Other shops	£0.7	£0.0	£0.1	£0.9	£0.2	£0.0	£1.8	£1.6
Sub Total	£15.7	£6.3	£10.9	£11.1	£1.8	£0.3	£46.2	£44.1
BOROUGH RETENTION	**£74.2**	**£28.9**	**£31.7**	**£28.9**	**£6.7**	**£2.2**	**£172.6**	**£163.6**
Fareham								
Asda, Speedfields Park, Newgate Lane, Fareham	£1.4	£0.0	£6.6	£9.8	£18.4	£6.7	£42.9	£17.8
Sainsbury's Superstore, Broadcut, Wallington, Fareham	£4.8	£0.0	£1.3	£1.2	£11.1	£21.5	£40.0	£7.4
Tesco Superstore, Quay Street, Fareham	£0.6	£0.0	£0.7	£0.5	£3.2	£11.3	£16.3	£1.8
Lidl, Newgate Lane, Fareham	£0.0	£0.0	£1.0	£0.6	£1.8	£1.6	£5.0	£1.6
Other shops	£0.5	£0.1	£0.2	£0.6	£3.4	£14.5	£19.3	£1.3
Sub Total	£7.2	£0.2	£9.8	£12.7	£37.9	£55.6	£123.4	£29.9
Other								
Whiteley	£0.8	£0.0	£0.3	£0.1	£2.2	£2.0	£5.5	£1.3
Portchester	£0.0	£0.0	£0.0	£0.0	£0.0	£5.0	£5.0	£0.0
Tesco Extra, North Harbour, Clement Atlee Way, Portsmo	£1.6	£0.2	£0.1	£0.2	£0.1	£13.3	£15.5	£2.1
Other stores, Portsmouth	£0.0	£0.0	£0.2	£0.0	£0.0	£2.4	£2.6	£0.2
Havant	£0.7	£0.0	£0.0	£0.0	£0.1	£0.6	£1.4	£0.7
Hedge End	£0.0	£0.0	£0.0	£0.0	£2.3	£2.7	£5.0	£0.0
Southampton	£0.0	£0.0	£0.0	£0.0	£0.5	£0.3	£0.8	£0.0
Stubbington	£0.0	£0.1	£0.4	£0.0	£11.8	£0.2	£12.5	£0.5
All other	£0.1	£0.0	£0.1	£0.3	£0.8	£0.6	£2.0	£0.6
LEAKAGE OUTSIDE THE BOROUGH	**£10.43**	**£0.44**	**£10.98**	**£13.32**	**£55.74**	**£82.84**	**£173.75**	**£35.17**
STUDY AREA MARKET SHARE - EXCLUDING SFT	£84.60	£29.33	£42.67	£42.19	£62.47	£85.06	£346.32	£198.79

Note: Please note that figures quoted for sub-totals and totals are rounded to the nearest decimal point.

TABLE 5: 2034 SURVEY-DERIVED MARKET SHARE ANALYSIS (£M): ALL CONVENIENCE GOODS EXPENDITURE ALLOCATED TO EXISTING CENTRES, SHOPS AND STORES IN THE DEFINED STUDY AREA

Excluding Internet Shopping and other Special Forms of Trading

Zone:	1	2	3	4	5	6	Total Study Area	Gosport Borough (Zones 1-4)
Total Available Expenditure (excluding SFT):	£84.7	£30.0	£42.7	£42.5	£63.8	£87.0	£350.7	£199.9
Gosport Town Centre								
Iceland, Walpole Road, Gosport	£0.8	£0.1	£0.1	£0.2	£0.0	£0.1	£1.2	£1.1
Morrisons, Walpole Road, High Street, Gosport	£11.8	£7.1	£2.0	£3.9	£2.1	£0.6	£27.6	£24.9
Other shops	£1.2	£0.1	£0.0	£0.7	£0.0	£0.0	£2.0	£2.0
Sub Total	£13.8	£7.3	£2.1	£4.8	£2.1	£0.7	£30.8	£28.0
Stoke Road District Centre								
Waitrose, Stoke Road, Gosport	£5.2	£5.3	£0.7	£0.2	£1.1	£0.0	£12.5	£11.4
Sub Total	£5.2	£5.3	£0.7	£0.2	£1.1	£0.0	£12.5	£11.4
Lee-on-the-Solent District Centre								
Tesco Express, Pier Street, Lee-on-Solent	£0.0	£0.0	£0.9	£0.0	£0.0	£0.0	£0.9	£0.9
Co-op, Cherque Farm, Twyford Drive Lee-on-the-Solent	£0.0	£0.0	£4.9	£0.0	£0.1	£0.0	£5.0	£4.9
Other shops	£0.0	£0.0	£1.4	£0.1	£0.2	£0.0	£1.7	£1.4
Sub Total	£0.0	£0.0	£7.2	£0.1	£0.3	£0.0	£7.6	£7.3
Out of Centre								
Aldi, Mumby Road, Gosport	£7.1	£1.6	£2.6	£1.2	£0.5	£0.0	£13.0	£12.5
Asda, Dock Road, Gosport	£24.7	£7.4	£2.0	£5.0	£0.3	£0.1	£39.6	£39.2
Co-op, Petrol Solent, Fareham Road	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.3	£0.3
The Food Warehouse (Iceland), Brockhurst Gate	£0.3	£0.0	£0.0	£0.7	£0.0	£0.7	£1.8	£1.0
Lidl, Brockhurst Gate, Gosport	£6.6	£0.7	£3.2	£3.8	£0.0	£0.4	£14.7	£14.3
M&S Foodhall Brockhurst Gate	£0.8	£0.7	£0.6	£1.6	£0.1	£0.0	£3.8	£3.7
Tesco Express, Carless Close, Rowner	£0.1	£0.0	£2.4	£0.1	£0.7	£0.0	£3.3	£2.6
Sub Total	£39.6	£10.5	£10.8	£12.8	£1.6	£1.2	£76.4	£73.6
Neighbourhood Centres								
Co-op, Gregson Avenue, Bridgemary	£0.0	£0.0	£0.0	£0.7	£0.1	£0.0	£0.8	£0.7
Co-op, Palmyra Road, Elson	£1.1	£0.0	£0.0	£0.0	£0.0	£0.0	£1.1	£1.1
Co-op, Forton Road, Gosport	£1.5	£0.0	£0.1	£0.0	£0.0	£0.0	£1.7	£1.7
Co-op, Privett Road, Gosport	£0.1	£0.9	£0.0	£0.0	£0.0	£0.0	£1.0	£1.0
Co-op, Rowner Road, Gosport	£0.0	£0.0	£0.4	£0.7	£0.0	£0.0	£1.0	£1.0
McColl's, Carisbrooke Road, Gosport	£0.0	£0.0	£0.0	£0.9	£0.0	£0.0	£0.9	£0.9
One Stop, Elson Road, Gosport	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.5
One Stop, Village Road, Gosport	£0.0	£0.9	£0.0	£0.0	£0.0	£0.0	£0.9	£0.9
Lidl, Forton Road, Gosport	£2.9	£0.4	£0.2	£0.4	£0.1	£0.0	£4.0	£4.0
Tesco Express, Forton Road, Gosport	£1.3	£0.1	£1.5	£0.1	£0.1	£0.3	£3.5	£3.1
Tesco Superstore, Alver Village Square	£7.6	£4.3	£8.6	£7.4	£1.3	£0.0	£29.1	£27.8
Other shops	£0.7	£0.0	£0.1	£0.9	£0.2	£0.0	£1.8	£1.6
Sub Total	£15.8	£6.5	£10.9	£11.2	£1.8	£0.3	£46.5	£44.4
BOROUGH RETENTION	**£74.3**	**£29.5**	**£31.7**	**£29.1**	**£6.9**	**£2.3**	**£173.7**	**£164.6**
Fareham								
Asda, Speedfields Park, Newgate Lane, Fareham	£1.4	£0.0	£6.6	£9.9	£18.8	£6.8	£43.5	£17.9
Sainsbury's Superstore, Broadcut, Wallington, Fareham	£4.8	£0.0	£1.3	£1.2	£11.4	£22.0	£40.7	£7.4
Tesco Superstore, Quay Street, Fareham	£0.6	£0.0	£0.7	£0.5	£3.3	£11.5	£16.6	£1.8
Lidl, Newgate Lane, Fareham	£0.0	£0.0	£1.0	£0.6	£1.8	£1.6	£5.0	£1.6
Other shops	£0.5	£0.1	£0.2	£0.6	£3.5	£14.8	£19.7	£1.4
Sub Total	£7.3	£0.2	£9.8	£12.8	£38.8	£56.8	£125.6	£30.0
Other								
Whiteley	£0.8	£0.0	£0.3	£0.1	£2.3	£2.0	£5.6	£1.3
Portchester	£0.0	£0.0	£0.0	£0.0	£0.0	£5.1	£5.1	£0.0
Tesco Extra, North Harbour, Clement Atlee Way, Portsmo	£1.6	£0.2	£0.1	£0.2	£0.1	£13.6	£15.8	£2.1
Other stores, Portsmouth	£0.0	£0.0	£0.2	£0.0	£0.0	£2.4	£2.7	£0.2
Havant	£0.7	£0.0	£0.0	£0.0	£0.1	£0.6	£1.4	£0.7
Hedge End	£0.0	£0.0	£0.0	£0.0	£2.3	£2.8	£5.1	£0.0
Southampton	£0.0	£0.0	£0.0	£0.0	£0.5	£0.3	£0.8	£0.0
Stubbington	£0.0	£0.1	£0.4	£0.0	£12.0	£0.3	£12.8	£0.5
All other	£0.1	£0.0	£0.1	£0.3	£0.8	£0.6	£2.0	£0.6
LEAKAGE OUTSIDE THE BOROUGH	**£10.44**	**£0.45**	**£10.99**	**£13.41**	**£56.95**	**£84.68**	**£176.93**	**£35.30**
STUDY AREA MARKET SHARE - EXCLUDING SFT	£84.73	£29.97	£42.71	£42.48	£63.82	£86.95	£350.67	£199.89

Note: Please note that figures quoted for sub-totals and totals are rounded to the nearest decimal point.

TABLE 6: 2036 SURVEY-DERIVED MARKET SHARE ANALYSIS (£M): ALL CONVENIENCE GOODS EXPENDITURE ALLOCATED TO EXISTING CENTRES, SHOPS AND STORES IN THE DEFINED STUDY AREA

Excluding Internet Shopping and other Special Forms of Trading

Zone:	1	2	3	4	5	6	Total Study Area	Gosport Borough (Zones 1-4)
Total Available Expenditure (excluding SFT):	£84.7	£30.2	£42.8	£42.6	£64.3	£87.6	£352.2	£200.3
Gosport Town Centre								
Iceland, Walpole Road, Gosport	£0.8	£0.1	£0.1	£0.2	£0.0	£0.1	£1.2	£1.1
Morrisons, Walpole Road, High Street, Gosport	£11.8	£7.2	£2.0	£3.9	£2.1	£0.6	£27.7	£24.9
Other shops	£1.2	£0.1	£0.0	£0.7	£0.0	£0.0	£2.0	£2.0
Sub Total	£13.8	£7.3	£2.1	£4.8	£2.1	£0.7	£30.9	£28.0
Stoke Road District Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Waitrose, Stoke Road, Gosport	£5.2	£5.3	£0.7	£0.2	£1.1	£0.0	£12.5	£11.4
Sub Total	£5.2	£5.3	£0.7	£0.2	£1.1	£0.0	£12.5	£11.4
Lee-on-the-Solent District Centre								
Tesco Express, Pier Street, Lee-on-Solent	£0.0	£0.0	£0.9	£0.0	£0.0	£0.0	£0.9	£0.9
Co-op, Cherque Farm, Twyford Drive Lee-on-the-Solent	£0.0	£0.0	£4.9	£0.0	£0.1	£0.0	£5.0	£4.9
Other shops	£0.0	£0.0	£1.4	£0.1	£0.2	£0.0	£1.7	£1.4
Sub Total	£0.0	£0.0	£7.2	£0.1	£0.3	£0.0	£7.6	£7.3
Out of Centre								
Aldi, Mumby Road, Gosport	£7.1	£1.6	£2.6	£1.2	£0.5	£0.0	£13.0	£12.5
Asda, Dock Road, Gosport	£24.7	£7.5	£2.0	£5.0	£0.3	£0.1	£39.7	£39.2
Co-op, Petrol Solent, Fareham Road	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.3	£0.3
The Food Warehouse (Iceland), Brockhurst Gate	£0.3	£0.0	£0.0	£0.7	£0.0	£0.7	£1.8	£1.0
Lidl, Brockhurst Gate, Gosport	£6.6	£0.7	£3.2	£3.8	£0.0	£0.4	£14.7	£14.3
M&S Foodhall Brockhurst Gate	£0.8	£0.7	£0.6	£1.6	£0.1	£0.0	£3.8	£3.7
Tesco Express, Carless Close, Rowner	£0.1	£0.0	£2.4	£0.1	£0.7	£0.0	£3.3	£2.6
Sub Total	£39.6	£10.6	£10.8	£12.9	£1.6	£1.2	£76.6	£73.8
Neighbourhood Centres								
Co-op, Gregson Avenue, Bridgemary	£0.0	£0.0	£0.0	£0.7	£0.1	£0.0	£0.8	£0.7
Co-op, Palmyra Road, Elson	£1.1	£0.0	£0.0	£0.0	£0.0	£0.0	£1.1	£1.1
Co-op, Forton Road, Gosport	£1.5	£0.0	£0.1	£0.0	£0.0	£0.0	£1.7	£1.7
Co-op, Privett Road, Gosport	£0.1	£0.9	£0.0	£0.0	£0.0	£0.0	£1.0	£1.0
Co-op, Rowner Road, Gosport	£0.0	£0.0	£0.4	£0.7	£0.0	£0.0	£1.0	£1.0
McColl's, Carisbrooke Road, Gosport	£0.0	£0.0	£0.0	£0.9	£0.0	£0.0	£0.9	£0.9
One Stop, Elson Road, Gosport	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.5
One Stop, Village Road, Gosport	£0.0	£0.9	£0.0	£0.0	£0.0	£0.0	£0.9	£0.9
Lidl, Forton Road, Gosport	£2.9	£0.4	£0.2	£0.4	£0.1	£0.0	£4.0	£4.0
Tesco Express, Forton Road, Gosport	£1.3	£0.1	£1.5	£0.1	£0.1	£0.3	£3.5	£3.1
Tesco Superstore, Alver Village Square	£7.6	£4.3	£8.6	£7.4	£1.3	£0.0	£29.2	£27.9
Other shops	£0.7	£0.0	£0.1	£0.9	£0.2	£0.0	£1.8	£1.6
Sub Total	£15.8	£6.5	£11.0	£11.2	£1.8	£0.3	£46.6	£44.4
BOROUGH RETENTION	**£74.3**	**£29.8**	**£31.8**	**£29.1**	**£6.9**	**£2.3**	**£174.1**	**£164.9**
Fareham								
Asda, Speedfields Park, Newgate Lane, Fareham	£1.4	£0.0	£6.6	£9.9	£18.9	£6.9	£43.7	£17.9
Sainsbury's Superstore, Broadcut, Wallington, Fareham	£4.8	£0.0	£1.3	£1.2	£11.4	£22.2	£41.0	£7.4
Tesco Superstore, Quay Street, Fareham	£0.6	£0.0	£0.7	£0.5	£3.3	£11.6	£16.7	£1.8
Lidl, Newgate Lane, Fareham	£0.0	£0.0	£1.0	£0.6	£1.8	£1.6	£5.1	£1.6
Other shops	£0.5	£0.1	£0.2	£0.6	£3.6	£14.9	£19.8	£1.4
Sub Total	£7.3	£0.2	£9.8	£12.8	£39.1	£57.2	£126.3	£30.0
Other								
Whiteley	£0.8	£0.0	£0.3	£0.1	£2.3	£2.1	£5.6	£1.3
Portchester	£0.0	£0.0	£0.0	£0.0	£0.0	£5.2	£5.2	£0.0
Tesco Extra, North Harbour, Clement Atlee Way, Portsmo	£1.6	£0.2	£0.1	£0.2	£0.1	£13.7	£15.9	£2.1
Other stores, Portsmouth	£0.0	£0.0	£0.2	£0.0	£0.0	£2.5	£2.7	£0.2
Havant	£0.7	£0.0	£0.0	£0.0	£0.1	£0.6	£1.4	£0.7
Hedge End	£0.0	£0.0	£0.0	£0.0	£2.3	£2.8	£5.2	£0.0
Southampton	£0.0	£0.0	£0.0	£0.0	£0.5	£0.4	£0.8	£0.0
Stubbington	£0.0	£0.1	£0.4	£0.0	£12.1	£0.3	£12.9	£0.5
All other	£0.1	£0.0	£0.1	£0.3	£0.8	£0.6	£2.0	£0.6
LEAKAGE OUTSIDE THE BOROUGH	**£10.44**	**£0.46**	**£11.00**	**£13.44**	**£57.41**	**£85.29**	**£178.04**	**£35.34**
STUDY AREA MARKET SHARE - EXCLUDING SFT	£84.72	£30.21	£42.77	£42.55	£64.34	£87.58	£352.17	£200.25

Note: Please note that figures quoted for sub-totals and totals are rounded to the nearest decimal point.

Appendix 7

Comparison Goods Turnover

TABLE 1a: ALL COMPARISON GOODS MARKET SHARE 2019 (%) - ALL COMPARISON GOODS

Zone:	1	2	3	4	5	6	Total Study (Zones 1-6)	Gosport Borough (Zones 1-4)
Gosport Town Centre	28.0%	24.8%	9.9%	13.5%	1.2%	0.8%	11.5%	20.4%
Stoke Road District Centre	1.6%	1.1%	0.1%	0.0%	0.1%	0.0%	0.5%	0.8%
Lee-on-the-Solent District Centre	1.1%	0.3%	11.2%	0.0%	0.1%	0.0%	1.6%	3.0%
Neighbourhood Centres	1.9%	0.9%	2.7%	3.0%	0.3%	0.0%	1.2%	2.1%
Brockhurst Gate	0.4%	0.2%	0.2%	1.8%	0.0%	0.0%	0.3%	0.6%
Other Out of Centre	4.4%	7.2%	2.5%	8.6%	0.9%	0.0%	3.1%	5.4%
Sub Total	4.9%	7.5%	2.7%	10.4%	0.9%	0.0%	3.4%	6.0%
BOROUGH RETENTION	37.5%	34.5%	26.6%	26.9%	2.7%	0.8%	18.2%	32.4%
Fareham Town Centre	14.0%	7.1%	17.8%	20.6%	25.4%	38.1%	23.1%	15.1%
Broadcut Retail Park, Fareham	0.5%	1.3%	1.3%	1.3%	1.9%	3.8%	1.9%	1.0%
Collingwood Retail Park, Fareham	7.6%	3.3%	4.7%	3.4%	4.8%	2.0%	4.4%	5.4%
Speedfields Retail Park, Fareham	2.9%	1.7%	5.6%	10.4%	4.8%	4.9%	4.9%	4.9%
Other Out of Centre Stores, Fareham	0.1%	0.1%	0.0%	0.3%	0.4%	3.5%	1.0%	0.1%
Sub Total	25.1%	13.4%	29.3%	36.1%	37.4%	52.3%	35.3%	26.4%
Portsmouth Town Centre	3.7%	1.3%	2.9%	3.4%	4.6%	4.4%	3.7%	3.1%
Gunwharf Quays, Portsmouth	0.5%	2.2%	4.2%	0.5%	1.8%	1.3%	1.6%	1.6%
The Junction/Ocean Retail Park, Portsmouth	1.8%	0.3%	0.6%	0.6%	0.2%	3.7%	1.6%	1.0%
Other Out of Centre stores, Portsmouth	2.1%	0.0%	0.0%	0.4%	0.0%	2.1%	1.0%	0.9%
Sub Total	8.1%	3.8%	7.6%	5.0%	6.6%	11.5%	7.9%	6.6%
Southampton Town Centre	3.6%	11.4%	4.6%	2.6%	4.2%	4.3%	4.6%	4.9%
Hedge End, Southampton	7.3%	9.3%	8.1%	5.9%	8.2%	8.8%	8.0%	7.5%
Ocean Retail Park, Southampton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Out of Centre, Southampton	11.6%	12.7%	11.7%	17.3%	18.9%	7.3%	12.7%	13.0%
Sub Total	22.6%	33.5%	24.4%	25.8%	31.4%	20.4%	25.3%	25.5%
Chichester	0.2%	2.3%	0.4%	0.2%	0.2%	1.3%	0.7%	0.6%
Havant	0.0%	0.0%	0.0%	0.0%	0.4%	1.2%	0.4%	0.0%
Porchester	0.2%	0.0%	0.0%	1.4%	0.4%	3.1%	1.1%	0.4%
Port Solent	0.0%	0.2%	0.0%	0.0%	0.2%	0.5%	0.2%	0.0%
Stubbington	0.0%	0.0%	0.0%	0.3%	5.6%	0.0%	1.2%	0.1%
Whiteley	3.9%	7.6%	7.2%	3.1%	10.8%	5.0%	6.2%	5.1%
Other	2.4%	4.6%	4.6%	1.2%	4.2%	3.9%	3.5%	3.0%
LEAKAGE OUTSIDE BOROUGH	62.5%	65.5%	73.4%	73.1%	97.3%	99.2%	81.8%	67.6%
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Note: Please note that figures quoted for sub-totals and totals are rounded to the nearest decimal point.

TABLE 1b: NON-BULKY COMPARISON GOODS MARKET SHARE 2019 (%) - ALL COMPARISON GOODS

Zone:	1	2	3	4	5	6	Total Study (Zones 1-6)	Gosport Borough (Zones 1-4)
Gosport Town Centre	32.9%	29.5%	8.0%	14.9%	1.3%	0.9%	12.8%	22.9%
Stoke Road District Centre	2.5%	1.2%	0.0%	0.0%	0.2%	0.0%	0.7%	1.2%
Lee-on-the-Solent District Centre	1.7%	0.5%	14.0%	0.1%	0.2%	0.0%	2.1%	3.9%
Neighbourhood Centres	2.4%	0.0%	3.9%	4.7%	0.2%	0.0%	1.5%	2.8%
Brockhurst Gate	0.7%	0.0%	0.0%	1.5%	0.0%	0.0%	0.3%	0.6%
Other Out of Centre	5.0%	6.7%	1.7%	7.1%	0.4%	0.0%	2.8%	5.0%
Sub Total	5.7%	6.7%	1.7%	8.6%	0.4%	0.0%	3.1%	5.6%
BOROUGH RETENTION	45.2%	37.9%	27.6%	28.2%	2.3%	0.9%	20.3%	36.4%
Fareham Town Centre	16.4%	8.8%	21.2%	29.6%	31.1%	47.6%	28.9%	19.0%
Broadcut Retail Park, Fareham	0.4%	2.0%	0.4%	0.7%	2.7%	4.6%	2.1%	0.8%
Collingwood Retail Park, Fareham	1.9%	0.3%	2.8%	0.0%	0.7%	0.6%	1.1%	1.4%
Speedfields Retail Park, Fareham	1.7%	0.1%	4.9%	10.2%	4.4%	2.7%	3.7%	4.0%
Other Out of Centre Stores, Fareham	0.0%	0.0%	0.0%	0.0%	0.3%	5.0%	1.4%	0.0%
Sub Total	20.4%	11.3%	29.4%	40.6%	39.2%	60.6%	37.2%	25.2%
Portsmouth Town Centre	6.0%	2.0%	3.4%	4.7%	6.2%	4.2%	4.7%	4.5%
Gunwharf Quays, Portsmouth	0.9%	2.9%	6.5%	0.9%	2.9%	2.0%	2.4%	2.5%
The Junction/Ocean Retail Park, Portsmouth	2.3%	0.4%	0.7%	0.8%	0.2%	2.6%	1.4%	1.3%
Other Out of Centre stores, Portsmouth	2.9%	0.1%	0.0%	0.2%	0.0%	2.5%	1.3%	1.2%
Sub Total	12.1%	5.4%	10.7%	6.6%	9.3%	11.3%	9.9%	9.5%
Southampton Town Centre	4.2%	11.4%	4.3%	2.5%	4.5%	5.5%	5.1%	5.1%
Hedge End, Southampton	2.2%	7.5%	4.1%	4.0%	3.7%	2.7%	3.6%	3.9%
Ocean Retail Park, Southampton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Out of Centre, Southampton	7.8%	10.7%	7.9%	9.2%	11.7%	4.5%	8.2%	8.6%
Sub Total	14.3%	29.5%	16.3%	15.7%	19.9%	12.7%	16.8%	17.6%
Chichester	0.3%	3.2%	0.7%	0.4%	0.4%	2.1%	1.1%	0.9%
Havant	0.0%	0.0%	0.0%	0.0%	0.6%	0.3%	0.2%	0.0%
Porchester	0.3%	0.0%	0.0%	2.3%	0.7%	2.9%	1.2%	0.6%
Port Solent	0.0%	0.3%	0.0%	0.0%	0.3%	0.3%	0.2%	0.1%
Stubbington	0.0%	0.0%	0.0%	0.0%	6.6%	0.0%	1.4%	0.0%
Whiteley	4.6%	8.5%	9.8%	4.4%	15.5%	4.8%	7.8%	6.4%
Other	2.7%	3.8%	5.5%	1.8%	5.3%	4.1%	3.9%	3.3%
LEAKAGE OUTSIDE BOROUGH	54.8%	62.1%	72.4%	71.8%	97.7%	99.1%	79.7%	63.6%
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Note: Please note that figures quoted for sub-totals and totals are rounded to the nearest decimal point.

TABLE 1c: BULKY COMPARISON GOODS MARKET SHARE 2019 (%) - ALL COMPARISON GOODS

Zone:	1	2	3	4	5	6	Total Study (Zones 1-6)	Gosport Borough (Zones 1-4)
Gosport Town Centre	20.3%	16.7%	13.3%	11.0%	1.1%	0.7%	9.2%	16.3%
Stoke Road District Centre	0.3%	0.8%	0.2%	0.0%	0.0%	0.0%	0.2%	0.3%
Lee-on-the-Solent District Centre	0.0%	0.0%	6.2%	0.0%	0.0%	0.0%	0.7%	1.3%
Neighbourhood Centres	1.2%	2.4%	0.6%	0.0%	0.5%	0.0%	0.6%	1.0%
Brockhurst Gate	0.0%	0.6%	0.6%	2.3%	0.0%	0.0%	0.4%	0.7%
Other Out of Centre	3.6%	8.2%	3.8%	11.3%	1.8%	0.0%	3.6%	5.9%
Sub Total	3.6%	8.8%	4.4%	13.6%	1.8%	0.0%	4.0%	6.6%
BOROUGH RETENTION	25.3%	28.7%	24.7%	24.6%	3.4%	0.7%	14.7%	25.6%
Fareham Town Centre	10.1%	4.1%	11.7%	4.7%	15.3%	22.0%	13.3%	8.4%
Broadcut Retail Park, Fareham	0.7%	0.0%	2.9%	2.3%	0.6%	2.5%	1.5%	1.4%
Collingwood Retail Park, Fareham	16.8%	8.4%	7.9%	9.5%	12.2%	4.4%	10.1%	12.0%
Speedfields Retail Park, Fareham	4.8%	4.5%	6.8%	10.8%	5.6%	8.5%	6.8%	6.4%
Other Out of Centre Stores, Fareham	0.1%	0.2%	0.0%	0.9%	0.5%	1.0%	0.5%	0.3%
Sub Total	32.5%	17.2%	29.3%	28.1%	34.3%	38.3%	32.2%	28.4%
Portsmouth Town Centre	0.0%	0.0%	2.0%	1.2%	1.8%	4.7%	2.0%	0.7%
Gunwharf Quays, Portsmouth	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%
The Junction/Ocean Retail Park, Portsmouth	1.1%	0.0%	0.2%	0.3%	0.1%	5.7%	1.8%	0.6%
Other Out of Centre stores, Portsmouth	0.7%	0.0%	0.0%	0.6%	0.0%	1.4%	0.6%	0.4%
Sub Total	1.8%	1.2%	2.2%	2.2%	1.9%	11.8%	4.5%	1.9%
Southampton Town Centre	2.6%	11.4%	5.2%	2.7%	3.7%	2.2%	3.8%	4.6%
Hedge End, Southampton	15.5%	12.5%	14.9%	9.2%	16.2%	19.0%	15.5%	13.6%
Ocean Retail Park, Southampton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Out of Centre, Southampton	17.6%	16.4%	18.2%	31.7%	31.8%	12.1%	20.5%	20.4%
Sub Total	35.7%	40.3%	38.4%	43.7%	51.7%	33.3%	39.8%	38.6%
Chichester	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%
Havant	0.0%	0.0%	0.0%	0.0%	0.0%	2.8%	0.7%	0.0%
Porchester	0.0%	0.0%	0.0%	0.0%	0.0%	3.3%	0.9%	0.0%
Port Solent	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.2%	0.0%
Stubbington	0.0%	0.0%	0.0%	0.8%	3.7%	0.0%	0.8%	0.2%
Whiteley	2.8%	6.1%	2.5%	0.7%	2.6%	5.4%	3.4%	2.8%
Other	1.9%	5.9%	2.9%	0.0%	2.4%	3.7%	2.7%	2.4%
LEAKAGE OUTSIDE BOROUGH	74.7%	71.3%	75.3%	75.4%	96.6%	99.3%	85.3%	74.4%
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Note: Please note that figures quoted for sub-totals and totals are rounded to the nearest decimal point.

TABLE 2: 2019 SURVEY-DERIVED MARKET SHARE ANALYSIS (£M) - ALL COMPARISON GOODS

Zone:	1	2	3	4	5	6	Study Area	Gosport Borough (Zones 1-4)
Total Available Expenditure (£m):	£115.5	£45.0	£65.2	£54.3	£95.4	£125.1	£500.3	£279.9
Gosport Town Centre	£32.3	£11.2	£6.5	£7.3	£1.2	£1.0	£59.5	£57.3
Stoke Road District Centre	£1.9	£0.5	£0.1	£0.0	£0.1	£0.0	£2.5	£2.4
Lee-on-the-Solent District Centre	£1.2	£0.1	£7.3	£0.0	£0.1	£0.0	£8.8	£8.7
Neighbourhood Centres	£2.2	£0.4	£1.8	£1.6	£0.3	£0.0	£6.3	£6.0
Brockhurst Gate	£0.5	£0.1	£0.1	£1.0	£0.0	£0.0	£1.7	£1.7
Other Out of Centre	£5.1	£3.2	£1.6	£4.7	£0.9	£0.0	£15.6	£14.7
Sub Total	£5.6	£3.3	£1.8	£5.7	£0.9	£0.0	£17.3	£16.4
BOROUGH RETENTION	£43.3	£15.5	£17.3	£14.6	£2.6	£1.0	£94.4	£90.8
Fareham Town Centre	£16.1	£3.2	£11.6	£11.2	£24.3	£47.6	£114.0	£42.1
Broadcut Retail Park, Fareham	£0.6	£0.6	£0.9	£0.7	£1.8	£4.8	£9.3	£2.7
Collingwood Retail Park, Fareham	£8.8	£1.5	£3.1	£1.9	£4.6	£2.5	£22.4	£15.2
Speedfields Retail Park, Fareham	£3.4	£0.8	£3.6	£5.7	£4.6	£6.1	£24.1	£13.4
Other Out of Centre Stores, Fareham	£0.1	£0.0	£0.0	£0.2	£0.4	£4.4	£5.0	£0.3
Sub Total	£29.0	£6.0	£19.1	£19.6	£35.7	£65.4	£174.8	£73.8
Portsmouth Town Centre	£4.3	£0.6	£1.9	£1.9	£4.4	£5.4	£18.4	£8.6
Gunwharf Quays, Portsmouth	£0.6	£1.0	£2.7	£0.3	£1.7	£1.6	£8.0	£4.6
The Junction/Ocean Retail Park, Portsmouth	£2.1	£0.1	£0.4	£0.3	£0.2	£4.7	£7.8	£3.0
Other Out of Centre stores, Portsmouth	£2.4	£0.0	£0.0	£0.2	£0.0	£2.6	£5.2	£2.6
Sub Total	£9.4	£1.7	£5.0	£2.7	£6.3	£14.3	£39.4	£18.8
Southampton Town Centre	£4.1	£5.1	£3.0	£1.4	£4.0	£5.3	£23.0	£13.7
Hedge End, Southampton	£8.5	£4.2	£5.3	£3.2	£7.8	£11.0	£39.9	£21.1
Ocean Retail Park, Southampton	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Other Out of Centre, Southampton	£13.4	£5.7	£7.6	£9.4	£18.1	£9.2	£63.4	£36.2
Sub Total	£26.0	£15.0	£15.9	£14.0	£29.9	£25.5	£126.4	£71.0
Chichester	£0.2	£1.0	£0.3	£0.1	£0.2	£1.7	£3.6	£1.7
Havant	£0.0	£0.0	£0.0	£0.0	£0.4	£1.6	£1.9	£0.0
Porchester	£0.2	£0.0	£0.0	£0.8	£0.4	£3.8	£5.3	£1.0
Port Solent	£0.0	£0.1	£0.0	£0.0	£0.2	£0.6	£0.9	£0.1
Stubbington	£0.0	£0.0	£0.0	£0.2	£5.3	£0.0	£5.5	£0.2
Whiteley	£4.5	£3.4	£4.7	£1.7	£10.3	£6.2	£30.8	£14.3
Other	£2.8	£2.1	£3.0	£0.6	£4.0	£4.9	£17.4	£8.4
LEAKAGE OUTSIDE BOROUGH	£72.2	£29.4	£47.9	£39.7	£92.8	£124.0	£406.0	£189.2
TOTAL	£115.5	£45.0	£65.2	£54.3	£95.4	£125.1	£500.3	£279.9

Note: Please note that figures quoted for sub-totals and totals are rounded to the nearest decimal point.

TABLE 3: 2024 SURVEY-DERIVED MARKET SHARE ANALYSIS (£M) - ALL COMPARISON GOODS

Zone:	1	2	3	4	5	6	Study Area	Gosport Borough (Zones 1-4)
Total Available Expenditure (£m):	£127.1	£50.5	£72.8	£60.6	£108.3	£142.4	£561.6	£311.0
Gosport Town Centre	£35.6	£12.5	£7.2	£8.2	£1.3	£1.2	£66.0	£63.5
Stoke Road District Centre	£2.1	£0.5	£0.1	£0.0	£0.1	£0.0	£2.8	£2.7
Lee-on-the-Solent District Centre	£1.4	£0.1	£8.1	£0.0	£0.1	£0.0	£9.8	£9.7
Neighbourhood Centres	£2.4	£0.5	£2.0	£1.8	£0.3	£0.0	£7.0	£6.7
Brockhurst Gate	£0.6	£0.1	£0.2	£1.1	£0.0	£0.0	£1.9	£1.9
Other Out of Centre	£5.7	£3.6	£1.8	£5.2	£1.0	£0.0	£17.3	£16.3
Sub Total	£6.2	£3.8	£2.0	£6.3	£1.0	£0.0	£19.2	£18.2
BOROUGH RETENTION	£47.6	£17.4	£19.3	£16.3	£2.9	£1.2	£104.8	£100.7
Fareham Town Centre	£17.8	£3.6	£12.9	£12.5	£27.5	£54.2	£128.5	£46.8
Broadcut Retail Park, Fareham	£0.7	£0.7	£1.0	£0.8	£2.1	£5.4	£10.6	£3.1
Collingwood Retail Park, Fareham	£9.7	£1.7	£3.4	£2.1	£5.2	£2.9	£25.0	£16.9
Speedfields Retail Park, Fareham	£3.7	£0.9	£4.0	£6.3	£5.2	£6.9	£27.1	£14.9
Other Out of Centre Stores, Fareham	£0.1	£0.0	£0.0	£0.2	£0.4	£5.0	£5.7	£0.3
Sub Total	£31.9	£6.8	£21.3	£21.9	£40.5	£74.4	£196.8	£81.9
Portsmouth Town Centre	£4.7	£0.6	£2.1	£2.1	£5.0	£6.2	£20.7	£9.5
Gunwharf Quays, Portsmouth	£0.7	£1.1	£3.0	£0.3	£2.0	£1.8	£9.0	£5.2
The Junction/Ocean Retail Park, Portsmouth	£2.3	£0.1	£0.4	£0.4	£0.2	£5.3	£8.8	£3.3
Other Out of Centre stores, Portsmouth	£2.6	£0.0	£0.0	£0.2	£0.0	£3.0	£5.9	£2.9
Sub Total	£10.3	£1.9	£5.5	£3.0	£7.2	£16.3	£44.3	£20.8
Southampton Town Centre	£4.6	£5.8	£3.4	£1.6	£4.6	£6.1	£25.9	£15.3
Hedge End, Southampton	£9.3	£4.7	£5.9	£3.6	£8.9	£12.5	£44.9	£23.5
Ocean Retail Park, Southampton	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Other Out of Centre, Southampton	£14.8	£6.4	£8.5	£10.5	£20.5	£10.5	£71.2	£40.2
Sub Total	£28.7	£16.9	£17.7	£15.7	£34.0	£29.0	£141.9	£78.9
Chichester	£0.3	£1.2	£0.3	£0.1	£0.2	£1.9	£4.0	£1.9
Havant	£0.0	£0.0	£0.0	£0.0	£0.4	£1.8	£2.2	£0.0
Porchester	£0.3	£0.0	£0.0	£0.9	£0.5	£4.4	£6.0	£1.1
Port Solent	£0.0	£0.1	£0.0	£0.0	£0.2	£0.7	£1.0	£0.1
Stubbington	£0.0	£0.0	£0.0	£0.2	£6.1	£0.0	£6.2	£0.2
Whiteley	£4.9	£3.9	£5.2	£1.9	£11.7	£7.1	£34.7	£15.9
Other	£3.0	£2.3	£3.3	£0.7	£4.6	£5.6	£19.6	£9.4
LEAKAGE OUTSIDE BOROUGH	£79.5	£33.0	£53.4	£44.3	£105.4	£141.2	£456.8	£210.2
TOTAL	£127.1	£50.5	£72.8	£60.6	£108.3	£142.4	£561.6	£311.0

Note: Please note that figures quoted for sub-totals and totals are rounded to the nearest decimal point.

TABLE 4: 2029 SURVEY-DERIVED MARKET SHARE ANALYSIS (£M) - ALL COMPARISON GOODS

Zone:	1	2	3	4	5	6	Study Area	Gosport Borough (Zones 1-4)
Total Available Expenditure (£m):	£142.3	£57.9	£81.6	£68.6	£124.0	£163.3	£637.7	£350.4
Gosport Town Centre	£39.9	£14.4	£8.1	£9.3	£1.5	£1.3	£74.4	£71.6
Stoke Road District Centre	£2.3	£0.6	£0.1	£0.0	£0.2	£0.0	£3.1	£3.0
Lee-on-the-Solent District Centre	£1.5	£0.2	£9.1	£0.0	£0.1	£0.0	£11.0	£10.8
Neighbourhood Centres	£2.7	£0.5	£2.2	£2.0	£0.4	£0.0	£7.9	£7.5
Brockhurst Gate	£0.6	£0.1	£0.2	£1.2	£0.0	£0.0	£2.1	£2.1
Other Out of Centre	£6.3	£4.2	£2.0	£5.9	£1.1	£0.0	£19.6	£18.5
Sub Total	£7.0	£4.3	£2.2	£7.1	£1.1	£0.0	£21.8	£20.6
BOROUGH RETENTION	£53.4	£20.0	£21.7	£18.5	£3.3	£1.3	£118.2	£113.5
Fareham Town Centre	£19.9	£4.1	£14.5	£14.2	£31.5	£62.1	£146.3	£52.6
Broadcut Retail Park, Fareham	£0.8	£0.7	£1.1	£0.9	£2.4	£6.2	£12.1	£3.5
Collingwood Retail Park, Fareham	£10.9	£1.9	£3.8	£2.3	£6.0	£3.3	£28.2	£18.9
Speedfields Retail Park, Fareham	£4.2	£1.0	£4.5	£7.1	£6.0	£7.9	£30.8	£16.8
Other Out of Centre Stores, Fareham	£0.1	£0.0	£0.0	£0.2	£0.5	£5.7	£6.5	£0.3
Sub Total	£35.8	£7.8	£23.9	£24.7	£46.4	£85.4	£223.9	£92.2
Portsmouth Town Centre	£5.3	£0.7	£2.4	£2.4	£5.7	£7.1	£23.5	£10.7
Gunwharf Quays, Portsmouth	£0.7	£1.3	£3.4	£0.4	£2.3	£2.1	£10.2	£5.8
The Junction/Ocean Retail Park, Portsmouth	£2.6	£0.2	£0.5	£0.4	£0.2	£6.1	£10.0	£3.7
Other Out of Centre stores, Portsmouth	£3.0	£0.0	£0.0	£0.3	£0.0	£3.4	£6.7	£3.2
Sub Total	£11.6	£2.2	£6.2	£3.4	£8.2	£18.7	£50.4	£23.4
Southampton Town Centre	£5.1	£6.6	£3.8	£1.8	£5.2	£6.9	£29.4	£17.3
Hedge End, Southampton	£10.5	£5.4	£6.6	£4.0	£10.2	£14.3	£51.0	£26.5
Ocean Retail Park, Southampton	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Other Out of Centre, Southampton	£16.5	£7.4	£9.5	£11.9	£23.5	£12.0	£80.8	£45.3
Sub Total	£32.1	£19.4	£19.9	£17.7	£38.9	£33.3	£161.2	£89.1
Chichester	£0.3	£1.3	£0.4	£0.2	£0.3	£2.2	£4.6	£2.1
Havant	£0.0	£0.0	£0.0	£0.0	£0.5	£2.0	£2.5	£0.0
Porchester	£0.3	£0.0	£0.0	£1.0	£0.5	£5.0	£6.8	£1.3
Port Solent	£0.0	£0.1	£0.0	£0.0	£0.3	£0.8	£1.2	£0.1
Stubbington	£0.0	£0.0	£0.0	£0.2	£6.9	£0.0	£7.1	£0.2
Whiteley	£5.5	£4.4	£5.8	£2.1	£13.4	£8.1	£39.5	£17.9
Other	£3.4	£2.7	£3.7	£0.8	£5.2	£6.4	£22.3	£10.6
LEAKAGE OUTSIDE BOROUGH	£89.0	£37.9	£59.9	£50.1	£120.6	£162.0	£519.5	£236.9
TOTAL	£142.3	£57.9	£81.6	£68.6	£124.0	£163.3	£637.7	£350.4

Note: Please note that figures quoted for sub-totals and totals are rounded to the nearest decimal point.

TABLE 5: 2034 SURVEY-DERIVED MARKET SHARE ANALYSIS (£M) - ALL COMPARISON GOODS

Zone:	1	2	3	4	5	6	Study Area	Gosport Borough (Zones 1-4)
Total Available Expenditure (£m):	£161.8	£67.1	£92.7	£78.4	£143.7	£189.4	£733.1	£399.9
Gosport Town Centre	£45.3	£16.7	£9.2	£10.6	£1.8	£1.6	£85.0	£81.7
Stoke Road District Centre	£2.6	£0.7	£0.1	£0.0	£0.2	£0.0	£3.6	£3.4
Lee-on-the-Solent District Centre	£1.7	£0.2	£10.4	£0.0	£0.2	£0.0	£12.5	£12.3
Neighbourhood Centres	£3.1	£0.6	£2.5	£2.3	£0.4	£0.0	£9.0	£8.5
Brockhurst Gate	£0.7	£0.2	£0.2	£1.4	£0.0	£0.0	£2.4	£2.4
Other Out of Centre	£7.2	£4.8	£2.3	£6.8	£1.3	£0.0	£22.4	£21.1
Sub Total	£7.9	£5.0	£2.5	£8.2	£1.3	£0.0	£24.9	£23.6
BOROUGH RETENTION	£60.6	£23.2	£24.6	£21.1	£3.9	£1.6	£135.0	£129.5
Fareham Town Centre	£22.6	£4.8	£16.5	£16.2	£36.6	£72.1	£168.6	£60.0
Broadcut Retail Park, Fareham	£0.9	£0.9	£1.2	£1.0	£2.7	£7.2	£13.9	£3.9
Collingwood Retail Park, Fareham	£12.4	£2.2	£4.3	£2.7	£6.9	£3.8	£32.4	£21.6
Speedfields Retail Park, Fareham	£4.7	£1.2	£5.2	£8.2	£7.0	£9.2	£35.4	£19.2
Other Out of Centre Stores, Fareham	£0.1	£0.0	£0.0	£0.2	£0.5	£6.7	£7.6	£0.4
Sub Total	£40.6	£9.0	£27.2	£28.3	£53.8	£99.0	£257.9	£105.1
Portsmouth Town Centre	£6.0	£0.8	£2.7	£2.7	£6.6	£8.3	£27.1	£12.2
Gunwharf Quays, Portsmouth	£0.8	£1.5	£3.9	£0.4	£2.6	£2.4	£11.7	£6.6
The Junction/Ocean Retail Park, Portsmouth	£3.0	£0.2	£0.5	£0.5	£0.2	£7.1	£11.5	£4.2
Other Out of Centre stores, Portsmouth	£3.4	£0.0	£0.0	£0.3	£0.0	£4.0	£7.7	£3.7
Sub Total	£13.2	£2.6	£7.0	£3.9	£9.5	£21.7	£57.9	£26.7
Southampton Town Centre	£5.8	£7.7	£4.3	£2.0	£6.0	£8.1	£33.9	£19.8
Hedge End, Southampton	£11.9	£6.2	£7.5	£4.6	£11.8	£16.6	£58.6	£30.2
Ocean Retail Park, Southampton	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Other Out of Centre, Southampton	£18.8	£8.6	£10.8	£13.6	£27.2	£13.9	£92.9	£51.8
Sub Total	£36.5	£22.4	£22.6	£20.2	£45.1	£38.6	£185.4	£101.8
Chichester	£0.3	£1.5	£0.4	£0.2	£0.3	£2.5	£5.3	£2.5
Havant	£0.0	£0.0	£0.0	£0.0	£0.6	£2.4	£2.9	£0.0
Porchester	£0.3	£0.0	£0.0	£1.1	£0.6	£5.8	£7.9	£1.5
Port Solent	£0.0	£0.1	£0.0	£0.0	£0.3	£0.9	£1.3	£0.1
Stubbington	£0.0	£0.0	£0.0	£0.2	£8.0	£0.0	£8.3	£0.2
Whiteley	£6.3	£5.1	£6.6	£2.4	£15.5	£9.4	£45.5	£20.5
Other	£3.9	£3.1	£4.2	£0.9	£6.1	£7.5	£25.7	£12.1
LEAKAGE OUTSIDE BOROUGH	£101.1	£43.9	£68.1	£57.3	£139.8	£187.9	£598.1	£270.4
TOTAL	£161.8	£67.1	£92.7	£78.4	£143.7	£189.4	£733.1	£399.9

Note: Please note that figures quoted for sub-totals and totals are rounded to the nearest decimal point.

TABLE 6: 2036 SURVEY-DERIVED MARKET SHARE ANALYSIS (£M) - ALL COMPARISON GOODS

Zone:	1	2	3	4	5	6	Study Area	Gosport Borough (Zones 1-4)
Total Available Expenditure (£m):	£170.7	£71.4	£98.0	£82.8	£152.9	£201.4	£777.1	£422.9
Gosport Town Centre	£47.8	£17.7	£9.7	£11.2	£1.9	£1.7	£89.9	£86.4
Stoke Road District Centre	£2.8	£0.8	£0.1	£0.0	£0.2	£0.0	£3.8	£3.6
Lee-on-the-Solent District Centre	£1.8	£0.2	£11.0	£0.0	£0.2	£0.0	£13.2	£13.0
Neighbourhood Centres	£3.3	£0.6	£2.6	£2.5	£0.5	£0.0	£9.5	£9.0
Brockhurst Gate	£0.7	£0.2	£0.2	£1.5	£0.0	£0.0	£2.6	£2.6
Other Out of Centre	£7.6	£5.2	£2.4	£7.1	£1.4	£0.0	£23.8	£22.3
Sub Total	£8.3	£5.3	£2.7	£8.6	£1.4	£0.0	£26.3	£24.9
BOROUGH RETENTION	£64.0	£24.7	£26.0	£22.3	£4.1	£1.7	£142.7	£137.0
Fareham Town Centre	£23.9	£5.1	£17.4	£17.1	£38.9	£76.6	£178.9	£63.4
Broadcut Retail Park, Fareham	£0.9	£0.9	£1.3	£1.1	£2.9	£7.7	£14.8	£4.2
Collingwood Retail Park, Fareham	£13.0	£2.3	£4.6	£2.8	£7.4	£4.1	£34.3	£22.8
Speedfields Retail Park, Fareham	£5.0	£1.2	£5.4	£8.6	£7.4	£9.8	£37.5	£20.3
Other Out of Centre Stores, Fareham	£0.1	£0.0	£0.0	£0.3	£0.6	£7.1	£8.1	£0.4
Sub Total	£42.9	£9.6	£28.7	£29.9	£57.2	£105.3	£273.5	£111.1
Portsmouth Town Centre	£6.3	£0.9	£2.8	£2.8	£7.0	£8.8	£28.7	£12.9
Gunwharf Quays, Portsmouth	£0.9	£1.6	£4.1	£0.5	£2.8	£2.6	£12.4	£7.0
The Junction/Ocean Retail Park, Portsmouth	£3.1	£0.2	£0.5	£0.5	£0.3	£7.5	£12.2	£4.4
Other Out of Centre stores, Portsmouth	£3.5	£0.0	£0.0	£0.3	£0.0	£4.2	£8.1	£3.9
Sub Total	£13.9	£2.7	£7.4	£4.1	£10.1	£23.1	£61.4	£28.2
Southampton Town Centre	£6.1	£8.2	£4.5	£2.1	£6.4	£8.6	£35.9	£20.9
Hedge End, Southampton	£12.5	£6.6	£7.9	£4.9	£12.6	£17.7	£62.2	£32.0
Ocean Retail Park, Southampton	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Other Out of Centre, Southampton	£19.8	£9.1	£11.4	£14.4	£29.0	£14.8	£98.5	£54.7
Sub Total	£38.5	£23.9	£23.9	£21.4	£48.0	£41.0	£196.6	£107.6
Chichester	£0.4	£1.6	£0.4	£0.2	£0.4	£2.7	£5.7	£2.6
Havant	£0.0	£0.0	£0.0	£0.0	£0.6	£2.5	£3.1	£0.0
Porchester	£0.4	£0.0	£0.0	£1.2	£0.7	£6.2	£8.4	£1.5
Port Solent	£0.0	£0.1	£0.0	£0.0	£0.3	£1.0	£1.4	£0.1
Stubbington	£0.0	£0.0	£0.0	£0.2	£8.6	£0.0	£8.8	£0.2
Whiteley	£6.6	£5.5	£7.0	£2.6	£16.5	£10.0	£48.2	£21.7
Other	£4.1	£3.3	£4.5	£1.0	£6.5	£7.9	£27.2	£12.8
LEAKAGE OUTSIDE BOROUGH	£106.7	£46.7	£71.9	£60.5	£148.8	£199.7	£634.4	£285.9
TOTAL	£170.7	£71.4	£98.0	£82.8	£152.9	£201.4	£777.1	£422.9

Note: Please note that figures quoted for sub-totals and totals are rounded to the nearest decimal point.

Appendix 8a

Convenience Goods Capacity – Housing Delivery Rate Scenario – 190 dpa

TABLE 1: ALL CONVENIENCE GOODS - TOTAL TURNOVER ALLOWING FOR INFLOW

Including 'Inflow' from outside Study Area

	Inflow from outside Study Area	2019	2024	2029	2034	2036
Gosport Town Centre						
Iceland, Walpole Road, Gosport	5%	£1.3	£1.3	£1.3	£1.3	£1.3
Morrisons, Walpole Road, High Street, Gosport	5%	£28.2	£28.4	£28.8	£29.0	£29.1
Other shops	5%	£2.1	£2.1	£2.1	£2.1	£2.1
Sub Total		£31.5	£31.8	£32.1	£32.4	£32.5
Stoke Road District Centre						
Waitrose, Stoke Road, Gosport	5%	£12.6	£12.8	£13.0	£13.1	£13.2
Lee-on-the-Solent District Centre						
Tesco Express, Pier Street, Lee-on-Solent	5%	£1.0	£1.0	£1.0	£1.0	£1.0
Co-op, Cherque Farm, Twyford Drive Lee-on-the-Solent	5%	£5.1	£5.2	£5.2	£5.2	£5.2
Other shops	5%	£1.7	£1.7	£1.7	£1.7	£1.8
Sub Total		£7.8	£7.9	£8.0	£8.0	£8.0
Out of Centre						
Aldi, Mumby Road, Gosport	5%	£13.5	£13.5	£13.6	£13.7	£13.7
Asda, Dock Road, Gosport	5%	£40.9	£41.1	£41.4	£41.7	£41.8
Co-op, Petrol Solent, Fareham Road	5%	£0.3	£0.3	£0.3	£0.3	£0.3
The Food Warehouse (Iceland), Brockhurst Gate	5%	£1.8	£1.8	£1.8	£1.8	£1.9
Lidl, Brockhurst Gate, Gosport	5%	£15.2	£15.3	£15.4	£15.5	£15.5
M&S Foodhall Brockhurst Gate	5%	£3.8	£3.9	£3.9	£4.0	£4.0
Tesco Express, Carless Close, Rowner	1%	£3.2	£3.3	£3.3	£3.3	£3.3
Sub Total		£78.7	£79.2	£79.9	£80.3	£80.5
Neighbourhood Centres						
Co-op, Gregson Avenue, Bridgemary	1%	£0.8	£0.8	£0.8	£0.8	£0.8
Co-op, Palmyra Road, Elson	1%	£1.1	£1.1	£1.1	£1.1	£1.1
Co-op, Forton Road, Gosport	1%	£1.7	£1.7	£1.7	£1.7	£1.7
Co-op, Privett Road, Gosport	1%	£1.0	£1.0	£1.0	£1.0	£1.0
Co-op, Rowner Road, Gosport	1%	£1.0	£1.0	£1.0	£1.0	£1.0
McColl's, Carisbrooke Road, Gosport	1%	£0.9	£0.9	£0.9	£1.0	£1.0
One Stop, Elson Road, Gosport	1%	£0.5	£0.5	£0.5	£0.5	£0.5
One Stop, Village Road, Gosport	1%	£0.8	£0.8	£0.9	£0.9	£0.9
Lidl, Forton Road, Gosport	1%	£4.0	£4.0	£4.1	£4.1	£4.1
Tesco Express, Forton Road, Gosport	1%	£3.5	£3.5	£3.5	£3.5	£3.5
Tesco Superstore, Alver Village Square	5%	£29.8	£30.2	£30.5	£30.7	£30.7
Other shops	1%	£1.8	£1.8	£1.8	£1.8	£1.9
Sub Total		£47.0	£47.5	£47.9	£48.2	£48.3
TOTAL TURNOVER		£177.6	£179.2	£180.8	£182.0	£182.4

Note: Assume constant market shares over forecast period.

TABLE 2: PERFORMANCE OF KEY FOODSTORES AGAINST COMPANY BENCHMARK TURNOVER

Foodstore	Total Net Sales Area (sqm)	% Convenience Floorspace	Convenience Net Sales Area	Sales Density £p/m	Benchmark Turnover £m	Survey Turnover £m	Difference from Survey Turnover £m
Iceland, Walpole Road, Gosport	445	95%	423	7397	£3.1	£1.3	-£1.9
Morrisons, Walpole Road, High Street, Gosport	2,299	80%	1839	12994	£23.9	£28.2	£4.3
Co-op, Cherque Farm, Twyford Drive Lee-on-the-Solent	530	70%	371	8479	£3.1	£5.1	£2.0
Tesco Express, Pier Street, Lee-on-Solent	229	95%	217	15466	£3.4	£1.0	-£2.4
Waitrose, Stoke Road, Gosport	1,024	90%	922	10790	£9.9	£12.6	£2.7
Lidl, Forton Road, Gosport	846	90%	761	9517	£7.2	£4.0	-£3.2
Tesco Superstore, Alver Village Square	2,375	65%	1544	10740	£16.6	£29.8	£13.3
Aldi, Mumby Road, Gosport	1240	80%	992	11748	£11.7	£13.5	£1.8
Asda, Dock Road, Gosport	2914	60%	1748	10739	£18.8	£40.9	£22.1
The Food Warehouse (Iceland), Brockhurst Gate	800	90%	720	7397	£5.3	£1.8	-£3.6
Lidl, Brockhurst Gate, Gosport	1506	80%	1205	9517	£11.5	£15.2	£3.7
M&S Foodhall Brockhurst Gate	715.4	90%	644	9535	£6.1	£3.8	-£2.2

Note Floorspace of existing foodstores and convenience stores obtained from various sources including the 2007 Gosport Retail, Leisure and Office Study, planning application documents, and the Valuation Office Agency.

Sales densities based on Mintel Retail Rankings (2017 prices) and projected to 2019 values based on efficiency rates for existing floorspace derived from Table 3a ("constant floorspace") Experian Business Strategies' Retail Planning Briefing Note 16 (December 2018). An allowance is made for VAT (20%).

TABLE 3: COMMITTED CONVENIENCE GOODS FLOORSPACE

(i.e. with planning permission or under construction at the time of preparing the capacity assessment)

Scheme	Planning Ref	Convenience Floorspace		Sales Density 2019 (£ per sqm)	Turnover (£m)				
		Gross sqm	Net Sales sqm		2019	2024	2029	2034	2036
Local centre, Land at Former HMS Daedalus - Outline planning for 1,075sqm for Use Classes A1, A2, A3, and/or A4	11/00282/OUT	275	193	£12,000	£2.3	£2.35	£2.39	£2.44	£2.46
TOTALTURNOVER OF COMMITTED CONVENIENCE FLOORSPACE:					£2.3	£2.4	£2.4	£2.4	£2.5

Source: Gosport Borough Council , planning application portal.

Notes: It is assumed for the purpose of this assessment that all commitments will be opened and will have reached 'mature' trading conditions by 2024.

Turnover projections based on efficiency rates for existing floorspace derived from Table 3a ("constant floorspace" scenario), Experian Business Strategies' Retail Planning Briefing Note 17 (Feburary 2020).

TABLE 4: GOSPORT BOROUGH - CONVENIENCE GOODS CAPACITY ASSESSMENT

Assume Equilibrium at Base Year and Constant Market Shares

		2019	2024	2029	2034	2036
STEP 1:	FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£177.6	£179.2	£180.8	£182.0	£182.4
STEP 2:	FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£177.6	£181.0	£184.1	£187.8	£189.3
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	-£1.8	-£3.3	-£5.8	-£6.9
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)		£2.4	£2.4	£2.4	£2.5
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):	-	-£4.2	-£5.7	-£8.3	-£9.4
STEP 6:	**CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:**					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,000	£12,157	£12,340	£12,589	£12,791
	(ii) Net Floorspace Capacity (sq m):	**-**	**-342**	**-463**	**-656**	**-732**
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-488	-662	-937	-1,046
STEP 7:	**CAPACITY FOR NEW SUPERMARKET/ LAD FORMAT FLOORSPACE:**					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£7,500	£7,598	£7,713	£7,868	£7,995
	(ii) Net Floorspace Capacity (sq m):	**-**	**-547**	**-741**	**-1,049**	**-1,172**
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-782	-1,059	-1,498	-1,674

STEP 1: The (survey-derived) 'current' (or 'potential') turnovers assume constant market shares over the forecast period (derived from Table 1).

STEP 2: It has been assumed for the purpose of this assessment that the Borough's convenience retail market is in 'equilibrium' at the base year (i.e. 'benchmark' turnovers are equivalent to the survey-derived 'current' turnover levels). The growth in the base year (survey-derived) turnover has been constrained over the forecast period assuming average annual 'productivity' growths rates informed by Table 3a ("Constant floorspace" scenario), Experian *Retail Planner Briefing Note 16* (December 2018) and other research evidence.

STEP 3: The forecast residual expenditure capacity (pre commitments) has been derived from Steps 1 and 2. No account is taken of commitments at this stage.

STEP 4: The turnover of all known commitments has been derived from Table 2. It is assumed for the purpose of this assessment that all commitments will be opened and will have reached 'mature' trading conditions by 2024.

STEP 5: The 'net' residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4).

STEPS 6 & 7: The 'net' residual expenditure is converted into a net/gross floorspace capacity estimated based on the assumed higher average sales performance of superstore operators (i.e. Tesco, Asda, Sainsbury's, Waitrose, Morrisons and Marks & Spencer) and the lower average sales performance of supermarket and limited assortment discount (LAD) operators (e.g. Aldi, Lidl, Co-Op, Budgens, etc.).

TABLE 4: GOSPORT TOWN CENTRE - CONVENIENCE GOODS CAPACITY ASSESSMENT

Assume Equilibrium at Base Year and Constant Market Shares

		2019	2024	2029	2034	2036
STEP 1:	FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£31.5	£31.8	£32.1	£32.4	£32.5
STEP 2:	FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£31.5	£32.1	£32.6	£33.3	£33.5
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	-£0.3	-£0.5	-£0.9	-£1.0
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)					
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):	-	-£0.3	-£0.5	-£0.9	-£1.0
STEP 6:	**CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:**					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,000	£12,157	£12,340	£12,589	£12,791
	(ii) Net Floorspace Capacity (sq m):	**-**	**-24**	**-40**	**-69**	**-82**
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-35	-58	-99	-116
STEP 7:	**CAPACITY FOR NEW SUPERMARKET/ LAD FORMAT FLOORSPACE:**					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£7,500	£7,598	£7,713	£7,868	£7,995
	(ii) Net Floorspace Capacity (sq m):	**-**	**-39**	**-65**	**-111**	**-130**
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-56	-92	-158	-186

TABLE 5: LEE-ON-THE-SOLENT DISTRICT CENTRE - CONVENIENCE GOODS CAPACITY ASSESSMENT

Assume Equilibrium at Base Year and Constant Market Shares

		2019	2024	2029	2034	2036
STEP 1:	FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£7.8	£7.9	£8.0	£8.0	£8.0
STEP 2:	FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£7.8	£8.0	£8.1	£8.3	£8.3
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.0	-£0.1	-£0.3	-£0.3
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)					
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):	-	£0.0	-£0.1	-£0.3	-£0.3
STEP 6:	**CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:**					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,000	£12,157	£12,340	£12,589	£12,791
	(ii) Net Floorspace Capacity (sq m):	**-**	**-3**	**-12**	**-23**	**-27**
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-5	-16	-33	-38
STEP 7:	**CAPACITY FOR NEW SUPERMARKET/ LAD FORMAT FLOORSPACE:**					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£7,500	£7,598	£7,713	£7,868	£7,995
	(ii) Net Floorspace Capacity (sq m):	**-**	**-5**	**-18**	**-37**	**-43**
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-7	-26	-53	-61

TABLE 6: STOKE ROAD DISTRICT CENTRE - CONVENIENCE GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2019	2024	2029	2034	2036
STEP 1:	FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£12.6	£12.8	£13.0	£13.1	£13.2
STEP 2:	FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£12.6	£12.9	£13.1	£13.4	£13.5
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	-£0.1	-£0.1	-£0.3	-£0.3
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)					
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):		-£0.1	-£0.1	-£0.3	-£0.3
STEP 6:	**CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:**					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,000	£12,157	£12,340	£12,589	£12,791
	(ii) Net Floorspace Capacity (sq m):	**-**	**-8**	**-12**	**-20**	**-24**
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-12	-17	-29	-35
STEP 7:	**CAPACITY FOR NEW SUPERMARKET/ LAD FORMAT FLOORSPACE:**					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£7,500	£7,598	£7,713	£7,868	£7,995
	(ii) Net Floorspace Capacity (sq m):	**-**	**-13**	**-19**	**-33**	**-39**
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-19	-27	-47	-55

TABLE 7: ALVER VILLAGE NEIGHBOURHOOD CENTRE (TESCO) - CONVENIENCE GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2019	2024	2029	2034	2036
STEP 1:	FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£29.8	£30.2	£30.5	£30.7	£30.7
STEP 2:	FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£29.8	£30.4	£30.9	£31.6	£31.8
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	-£0.2	-£0.5	-£0.9	-£1.1
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)					
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):**		**-£0.2**	**-£0.5**	**-£0.9**	**-£1.1**
STEP 6:	**CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:**					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,000	£12,157	£12,340	£12,589	£12,791
	(ii) Net Floorspace Capacity (sq m):	**-**	**-20**	**-39**	**-72**	**-85**
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-28	-56	-103	-122
STEP 7:	**CAPACITY FOR NEW SUPERMARKET/ LAD FORMAT FLOORSPACE:**					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£7,500	£7,598	£7,713	£7,868	£7,995
	(ii) Net Floorspace Capacity (sq m):	**-**	**-32**	**-63**	**-116**	**-136**
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-45	-90	-165	-195

TABLE 8: OTHER NEIGHBOURHOOD CENTRES - CONVENIENCE GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2019	2024	2029	2034	2036
STEP 1:	FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£17.2	£17.3	£17.4	£17.5	£17.6
STEP 2:	FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£17.2	£17.5	£17.8	£18.1	£18.3
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	-£0.2	-£0.3	-£0.6	-£0.7
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)					
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):		-£0.2	-£0.3	-£0.6	-£0.7
STEP 6:	**CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:**					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,000	£12,157	£12,340	£12,589	£12,791
	(ii) Net Floorspace Capacity (sq m):	**-**	**-16**	**-28**	**-48**	**-56**
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-22	-40	-68	-80
STEP 7:	**CAPACITY FOR NEW SUPERMARKET/ LAD FORMAT FLOORSPACE:**					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£7,500	£7,598	£7,713	£7,868	£7,995
	(ii) Net Floorspace Capacity (sq m):	**-**	**-25**	**-45**	**-76**	**-89**
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-36	-65	-109	-128

TABLE 9: REST OF BOROUGH - CONVENIENCE GOODS CAPACITY ASSESSMENT

Assume Equilibrium at Base Year and Constant Market Shares

		2019	2024	2029	2034	2036
STEP 1:	FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£78.7	£79.2	£79.9	£80.3	£80.5
STEP 2:	FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£78.7	£80.2	£81.6	£83.2	£83.9
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	-£0.9	-£1.7	-£2.9	-£3.4
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)		£2.4	£2.4	£2.4	£2.5
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):		-£3.3	-£4.1	-£5.3	-£5.9
STEP 6:	**CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:**					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,000	£12,157	£12,340	£12,589	£12,791
	(ii) Net Floorspace Capacity (sq m):	**-**	**-270**	**-332**	**-423**	**-459**
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-386	-474	-604	-655
STEP 7:	**CAPACITY FOR NEW SUPERMARKET/ LAD FORMAT FLOORSPACE:**					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£7,500	£7,598	£7,713	£7,868	£7,995
	(ii) Net Floorspace Capacity (sq m):	**-**	**-433**	**-531**	**-677**	**-734**
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-618	-759	-967	-1,048

TABLE 10: SUMMARY TABLE - CONVENIENCE GOODS CAPACITY ASSESSMENT FOR NEW SUPERSTORE-FORMAT FLOORSPACE (NET SQ M)

Assume Equilibrium at 2018 and Constant Market Shares

	2024	2029	2034	2036
GOSPORT TOWN CENTRE	-24	-40	-69	-82
LEE-ON-THE-SOLENT DISTRICT CENTRE	-3	-12	-23	-27
STOKE ROAD DISTRICT CENTRE	-8	-12	-20	-24
ALVER VILLAGE NEIGHBOURHOOD CENTRE	-20	-39	-72	-85
ALL OTHER NEIGHBOURHOOD CENTRES	-16	-28	-48	-56
OUT OF CENTRE	-270	-332	-423	-459
TOTAL - SUPERSTORE FORMAT	-342	-463	-656	-732

TABLE 11: SUMMARY TABLE - CONVENIENCE GOODS CAPACITY ASSESSMENT FOR NEW SUPERMARKET/ LIMITED ASSORTMENT DISCOUNTER (LAD) FORMAT FLOORSPACE (NET SQ M)

Assume Equilibrium at 2018 and Constant Market Shares

	2024	2029	2034	2036
GOSPORT TOWN CENTRE	-39	-65	-111	-130
LEE-ON-THE-SOLENT DISTRICT CENTRE	-5	-18	-37	-43
STOKE ROAD DISTRICT CENTRE	-13	-19	-33	-39
ALVER VILLAGE NEIGHBOURHOOD CENTRE	-32	-63	-116	-136
ALL OTHER NEIGHBOURHOOD CENTRES	-25	-45	-76	-89
OUT OF CENTRE	-433	-531	-677	-734
TOTAL - LOCAL SUPERMARKET / LAD FORMAT	-547	-741	-1,049	-1,172

Appendix 8b

Convenience Goods Capacity – Housing Delivery Rate Scenario – 238 dpa

TABLE 1: ALL CONVENIENCE GOODS - TOTAL TURNOVER ALLOWING FOR INFLOW

Including 'Inflow' from outside Study Area

	Inflow from outside	2019	2024	2029	2034	2036
Gosport Town Centre						
Iceland, Walpole Road, Gosport	5%	£1.2	£1.3	£1.3	£1.3	£1.3
Morrisons, Walpole Road, High Street, Gosport	5%	£28.1	£28.6	£28.9	£29.1	£29.2
Other shops	5%	£2.1	£2.1	£2.1	£2.1	£2.1
Sub Total		£31.4	£32.0	£32.3	£32.5	£32.6
Stoke Road District Centre						
Waitrose, Stoke Road, Gosport	5%	£12.6	£12.9	£13.0	£13.2	£13.2
Lee-on-the-Solent District Centre						
Tesco Express, Pier Street, Lee-on-Solent	5%	£1.0	£1.0	£1.0	£1.0	£1.0
Co-op, Cherque Farm, Twyford Drive Lee-on-the-Solent	5%	£5.2	£5.2	£5.2	£5.2	£5.2
Other shops	5%	£1.7	£1.7	£1.7	£1.8	£1.8
Sub Total		£7.9	£7.9	£8.0	£8.0	£8.0
Out of Centre						
Aldi, Mumby Road, Gosport	5%	£13.4	£13.6	£13.7	£13.7	£13.7
Asda, Dock Road, Gosport	5%	£40.8	£41.3	£41.6	£41.8	£41.8
Co-op, Petrol Solent, Fareham Road	5%	£0.3	£0.3	£0.3	£0.3	£0.3
The Food Warehouse (Iceland), Brockhurst Gate	5%	£1.8	£1.8	£1.8	£1.8	£1.9
Lidl, Brockhurst Gate, Gosport	5%	£15.2	£15.4	£15.4	£15.5	£15.5
M&S Foodhall Brockhurst Gate	5%	£3.9	£3.9	£4.0	£4.0	£4.0
Tesco Express, Carless Close, Rowner	1%	£3.2	£3.3	£3.3	£3.3	£3.3
Sub Total		£78.5	£79.6	£80.1	£80.4	£80.5
Neighbourhood Centres						
Co-op, Gregson Avenue, Bridgemary	1%	£0.8	£0.8	£0.8	£0.8	£0.8
Co-op, Palmyra Road, Elson	1%	£1.1	£1.1	£1.1	£1.1	£1.1
Co-op, Forton Road, Gosport	1%	£1.7	£1.7	£1.7	£1.7	£1.7
Co-op, Privett Road, Gosport	1%	£1.0	£1.0	£1.0	£1.0	£1.0
Co-op, Rowner Road, Gosport	1%	£1.0	£1.0	£1.0	£1.0	£1.0
McColl's, Carisbrooke Road, Gosport	1%	£0.9	£0.9	£0.9	£1.0	£1.0
One Stop, Elson Road, Gosport	1%	£0.5	£0.5	£0.5	£0.5	£0.5
One Stop, Village Road, Gosport	1%	£0.8	£0.9	£0.9	£0.9	£0.9
Lidl, Forton Road, Gosport	1%	£4.0	£4.1	£4.1	£4.1	£4.1
Tesco Express, Forton Road, Gosport	1%	£3.5	£3.5	£3.5	£3.5	£3.5
Tesco Superstore, Alver Village Square	5%	£29.9	£30.3	£30.5	£30.7	£30.8
Other shops	1%	£1.8	£1.8	£1.8	£1.8	£1.9
Sub Total		£47.0	£47.7	£48.0	£48.3	£48.4
TOTAL TURNOVER		£177.5	£180.1	£181.4	£182.4	£182.7

Note: Assume constant market shares over forecast period.

TABLE 2: PERFORMANCE OF KEY FOODSTORES AGAINST COMPANY BENCHMARK TURNOVER

Foodstore	Total Net Sales Area (sqm)	% Convenience Floorspace	Convenience Net Sales Area	Sales Density £p/m	Benchmark Turnover £m	Survey Turnover £m	Difference from Survey Turnover £m
Iceland, Walpole Road, Gosport	445	95%	423	7397	£3.1	£1.2	-£1.9
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Tesco Express, Pier Street, Lee-on-Solent	229	95%	217	15466	£3.4	£1.0	-£2.4
Waitrose, Stoke Road, Gosport	1,024	90%	922	10790	£9.9	£12.6	£2.7
Lidl, Forton Road, Gosport	846	90%	761	9517	£7.2	£4.0	-£3.2
Tesco Superstore, Alver Village Square	2,375	65%	1544	10740	£16.6	£29.9	£13.3
Aldi, Mumby Road, Gosport	1240	80%	992	11748	£11.7	£13.4	£1.8
Asda, Dock Road, Gosport	2914	60%	1748	10739	£18.8	£40.8	£22.0
The Food Warehouse (Iceland), Brockhurst Gate	800	90%	720	7397	£5.3	£1.8	-£3.6
Lidl, Brockhurst Gate, Gosport	1506	80%	1205	9517	£11.5	£15.2	£3.7
M&S Foodhall Brockhurst Gate	715.4	90%	644	9535	£6.1	£3.9	-£2.2

Note: Floorspace of existing foodstores and convenience stores obtained from various sources including the 2007 Gosport Retail, Leisure and Office Study, planning application documents, and the Valuation Office Agency.

Sales densities based on Mintel Retail Rankings (2017 prices) and projected to 2019 values based on efficiency rates for existing floorspace derived from Table 3a ("constant floorspace") Experian Business Strategies' Retail Planning Briefing Note 16 (December 2018). An allowance is made for VAT (20%).

TABLE 3: COMMITTED CONVENIENCE GOODS FLOORSPACE

(i.e. with planning permission or under construction at the time of preparing the capacity assessment)

Scheme	Planning Ref	Convenience Floorspace		Sales Density 2019 (£ per sqm)	Turnover (£m)				
		Gross sqm	Net Sales sqm		2019	2024	2029	2034	2036
Local centre, Land at Former HMS Daedalus - Outline planning for 1,075sqm for Use Classes A1, A2, A3, and/or A4	11/00282/OUT	275	193	£12,000	£2.3	£2.35	£2.39	£2.44	£2.46
TOTALTURNOVER OF COMMITTED CONVENIENCE FLOORSPACE:					£2.3	£2.4	£2.4	£2.4	£2.5

Source: Gosport Borough Council , planning application portal.

Notes: It is assumed for the purpose of this assessment that all commitments will be opened and will have reached 'mature' trading conditions by 2024.

Turnover projections based on efficiency rates for existing floorspace derived from Table 3a ("constant floorspace" scenario), Experian Business Strategies' Retail Planning Briefing Note 17 (Feburary 2020).

TABLE 4: GOSPORT BOROUGH - CONVENIENCE GOODS CAPACITY ASSESSMENT

Assume Equilibrium at Base Year and Constant Market Shares

		2019	2024	2029	2034	2036
STEP 1:	FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£177.5	£180.1	£181.4	£182.4	£182.7
STEP 2:	FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) :	£177.5	£180.9	£184.0	£187.7	£189.2
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	-£0.8	-£2.6	-£5.3	-£6.5
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)		£2.4	£2.4	£2.4	£2.5
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):	-	-£3.2	-£5.0	-£7.7	-£9.0
STEP 6:	**CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:**					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,000	£12,157	£12,340	£12,589	£12,791
	(ii) Net Floorspace Capacity (sq m):	**-**	**-260**	**-405**	**-614**	**-700**
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-371	-579	-877	-1,000
STEP 7:	**CAPACITY FOR NEW SUPERMARKET/ LAD FORMAT FLOORSPACE:**					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£7,500	£7,598	£7,713	£7,868	£7,995
	(ii) Net Floorspace Capacity (sq m):	**-**	**-416**	**-648**	**-983**	**-1,120**
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-594	-926	-1,404	-1,601

STEP 1: The (survey-derived) 'current' (or 'potential') turnovers assume constant market shares over the forecast period (derived from Table 1).

STEP 2: It has been assumed for the purpose of this assessment that the Borough's convenience retail market is in 'equilibrium' at the base year (i.e. 'benchmark' turnovers are equivalent to the survey-derived 'current' turnover levels). The growth in the base year (survey-derived) turnover has been constrained over the forecast period assuming average annual 'productivity' growths rates informed by Table 3a ("Constant floorspace" scenario), Experian *Retail Planner Briefing Note 16* (December 2018) and other research evidence.

STEP 3: The forecast residual expenditure capacity (pre commitments) has been derived from Steps 1 and 2. No account is taken of commitments at this stage.

STEP 4: The turnover of all known commitments has been derived from Table 2. It is assumed for the purpose of this assessment that all commitments will be opened and will have reached 'mature' trading conditions by 2024.

STEP 5: The 'net' residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4).

STEPS 6 & 7: The 'net' residual expenditure is converted into a net/gross floorspace capacity estimated based on the assumed higher average sales performance of superstore operators (i.e. Tesco, Asda, Sainsbury's, Waitrose, Morrisons and Marks & Spencer) and the lower average sales performance of supermarket and limited assortment discount (LAD) operators (e.g. Aldi, Lidl, Co-Op, Budgens, etc.).

TABLE 4: GOSPORT TOWN CENTRE - CONVENIENCE GOODS CAPACITY ASSESSMENT

Assume Equilibrium at Base Year and Constant Market Shares

		2019	2024	2029	2034	2036
STEP 1:	FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£31.4	£32.0	£32.3	£32.5	£32.6
STEP 2:	FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) :	£31.4	£32.0	£32.6	£33.2	£33.5
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	-£0.1	-£0.3	-£0.7	-£0.9
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)					
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):	-	-£0.1	-£0.3	-£0.7	-£0.9
STEP 6:	**CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:**					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,000	£12,157	£12,340	£12,589	£12,791
	(ii) Net Floorspace Capacity (sq m):	**-**	**-6**	**-26**	**-58**	**-72**
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-9	-37	-83	-103
STEP 7:	**CAPACITY FOR NEW SUPERMARKET/ LAD FORMAT FLOORSPACE:**					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£7,500	£7,598	£7,713	£7,868	£7,995
	(ii) Net Floorspace Capacity (sq m):	**-**	**-10**	**-41**	**-93**	**-116**
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-14	-59	-133	-165

TABLE 5: LEE-ON-THE-SOLENT DISTRICT CENTRE - CONVENIENCE GOODS CAPACITY ASSESSMENT

Assume Equilibrium at Base Year and Constant Market Shares

		2019	2024	2029	2034	2036
STEP 1:	FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£7.9	£7.9	£8.0	£8.0	£8.0
STEP 2:	FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) :	£7.9	£8.0	£8.1	£8.3	£8.4
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	-£0.1	-£0.2	-£0.3	-£0.4
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)					
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):	-	-£0.1	-£0.2	-£0.3	-£0.4
STEP 6:	**CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:**					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,000	£12,157	£12,340	£12,589	£12,791
	(ii) Net Floorspace Capacity (sq m):	**-**	**-6**	**-15**	**-26**	**-31**
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-9	-22	-38	-44
STEP 7:	**CAPACITY FOR NEW SUPERMARKET/ LAD FORMAT FLOORSPACE:**					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£7,500	£7,598	£7,713	£7,868	£7,995
	(ii) Net Floorspace Capacity (sq m):	**-**	**-10**	**-25**	**-42**	**-49**
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-14	-35	-60	-71

TABLE 6: STOKE ROAD DISTRICT CENTRE - CONVENIENCE GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2019	2024	2029	2034	2036
STEP 1:	FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£12.6	£12.9	£13.0	£13.2	£13.2
STEP 2:	FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£12.6	£12.9	£13.1	£13.4	£13.5
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£0.0	£0.0	-£0.2	-£0.2
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)					
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):		£0.0	£0.0	-£0.2	-£0.2
STEP 6:	**CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:**					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,000	£12,157	£12,340	£12,589	£12,791
	(ii) Net Floorspace Capacity (sq m):	**-**	**0**	**-4**	**-14**	**-19**
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		0	-6	-20	-27
STEP 7:	**CAPACITY FOR NEW SUPERMARKET/ LAD FORMAT FLOORSPACE:**					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£7,500	£7,598	£7,713	£7,868	£7,995
	(ii) Net Floorspace Capacity (sq m):	**-**	**1**	**-6**	**-23**	**-31**
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		1	-9	-32	-44

TABLE 7: ALVER VILLAGE NEIGHBOURHOOD CENTRE (TESCO) - CONVENIENCE GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2019	2024	2029	2034	2036
STEP 1:	FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£29.9	£30.3	£30.5	£30.7	£30.8
STEP 2:	FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£29.9	£30.5	£31.0	£31.6	£31.8
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	-£0.1	-£0.4	-£0.9	-£1.1
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)					
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):**		**-£0.1**	**-£0.4**	**-£0.9**	**-£1.1**
STEP 6:	**CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:**					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,000	£12,157	£12,340	£12,589	£12,791
	(ii) Net Floorspace Capacity (sq m):	**-**	**-10**	**-35**	**-70**	**-85**
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-14	-49	-100	-121
STEP 7:	**CAPACITY FOR NEW SUPERMARKET/ LAD FORMAT FLOORSPACE:**					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£7,500	£7,598	£7,713	£7,868	£7,995
	(ii) Net Floorspace Capacity (sq m):	**-**	**-16**	**-55**	**-112**	**-136**
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-23	-79	-160	-194

TABLE 8: OTHER NEIGHBOURHOOD CENTRES - CONVENIENCE GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2019	2024	2029	2034	2036
STEP 1:	FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£17.1	£17.4	£17.5	£17.6	£17.6
STEP 2:	FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£17.1	£17.5	£17.8	£18.1	£18.3
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	-£0.1	-£0.3	-£0.6	-£0.7
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)					
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):		-£0.1	-£0.3	-£0.6	-£0.7
STEP 6:	**CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:**					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,000	£12,157	£12,340	£12,589	£12,791
	(ii) Net Floorspace Capacity (sq m):	**-**	**-7**	**-22**	**-44**	**-52**
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-10	-32	-62	-75
STEP 7:	**CAPACITY FOR NEW SUPERMARKET/ LAD FORMAT FLOORSPACE:**					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£7,500	£7,598	£7,713	£7,868	£7,995
	(ii) Net Floorspace Capacity (sq m):	**-**	**-12**	**-36**	**-70**	**-84**
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-17	-51	-100	-120

TABLE 9: REST OF BOROUGH - CONVENIENCE GOODS CAPACITY ASSESSMENT

Assume Equilibrium at Base Year and Constant Market Shares

		2019	2024	2029	2034	2036
STEP 1:	FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£78.5	£79.6	£80.1	£80.4	£80.5
STEP 2:	FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£78.5	£80.0	£81.4	£83.1	£83.7
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	-£0.5	-£1.3	-£2.6	-£3.2
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)		£2.4	£2.4	£2.4	£2.5
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):		-£2.8	-£3.7	-£5.1	-£5.6
STEP 6:	**CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:**					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,000	£12,157	£12,340	£12,589	£12,791
	(ii) Net Floorspace Capacity (sq m):	**-**	**-231**	**-303**	**-402**	**-441**
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-330	-433	-574	-630
STEP 7:	**CAPACITY FOR NEW SUPERMARKET/ LAD FORMAT FLOORSPACE:**					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£7,500	£7,598	£7,713	£7,868	£7,995
	(ii) Net Floorspace Capacity (sq m):	**-**	**-369**	**-485**	**-643**	**-705**
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-528	-692	-918	-1,008

TABLE 10: SUMMARY TABLE - CONVENIENCE GOODS CAPACITY ASSESSMENT FOR NEW SUPERSTORE-FORMAT FLOORSPACE (NET SQ M)

Assume Equilibrium at 2018 and Constant Market Shares

	2024	2029	2034	2036
GOSPORT TOWN CENTRE	-6	-26	-58	-72
LEE-ON-THE-SOLENT DISTRICT CENTRE	-6	-15	-26	-31
STOKE ROAD DISTRICT CENTRE	0	-4	-14	-19
ALVER VILLAGE NEIGHBOURHOOD CENTRE	-10	-35	-70	-85
ALL OTHER NEIGHBOURHOOD CENTRES	-7	-22	-44	-52
OUT OF CENTRE	-231	-303	-402	-441
TOTAL - SUPERSTORE FORMAT	-260	-405	-614	-700

TABLE 11: SUMMARY TABLE - CONVENIENCE GOODS CAPACITY ASSESSMENT FOR NEW SUPERMARKET/ LIMITED ASSORTMENT DISCOUNTER (LAD) FORMAT FLOORSPACE (NET SQ M)

Assume Equilibrium at 2018 and Constant Market Shares

	2024	2029	2034	2036
GOSPORT TOWN CENTRE	-10	-41	-93	-116
LEE-ON-THE-SOLENT DISTRICT CENTRE	-10	-25	-42	-49
STOKE ROAD DISTRICT CENTRE	1	-6	-23	-31
ALVER VILLAGE NEIGHBOURHOOD CENTRE	-16	-55	-112	-136
ALL OTHER NEIGHBOURHOOD CENTRES	-12	-36	-70	-84
OUT OF CENTRE	-369	-485	-643	-705
TOTAL - LOCAL SUPERMARKET / LAD FORMAT	-416	-648	-983	-1,120

Appendix 9a

Comparison Goods Capacity – Housing Delivery Rate Scenario – 190 dpa

TABLE 1: ALL COMPARISON GOODS - TOTAL TURNOVER
Including 'Inflow' from outside Study Area

	'Inflow' from outside Study Area	2019	2024	2029	2034	2036
Gosport Town Centre	10%	£66.1	£73.4	£82.7	£94.5	£99.9
Stoke Road District Centre	2%	£2.6	£2.9	£3.2	£3.7	£3.9
Lee-on-the-Solent District Centre	8%	£9.5	£10.6	£11.9	£13.6	£14.3
Neighbourhood Centres	1%	£6.3	£7.0	£7.9	£9.1	£9.6
Brockhurst Gate	8%	£1.9	£2.1	£2.3	£2.7	£2.8
Other Out of Centre	5%	£16.4	£18.3	£20.6	£23.6	£25.0
TOTAL TURNOVER		£102.8	£114.2	£128.8	£147.1	£155.5

Notes: Assume constant market shares over forecast period.

TABLE 2: COMMITTED COMPARISON GOODS FLOORSPACE (i.e. with planning permission or under construction at the time of preparing the capacity assessment)

Locality (Name of TC, Retail Park, etc)	Planning Ref	Gross Floorspace (sqm)	Net Convenience Sales Floorspace (sqm)	Sales Density 2019 (£ per sqm)	Turnover (£m)				
					2019	2024	2029	2034	2036
Local centre, Land at Former HMS Daedalus - Outline planning for 1,075sqm for Use Classes A1, A2, A3, and/or A4	11/00282/OUT	200	140	£5,500	£0.8	£0.9	£1.0	£1.2	£1.3
TOTAL					£0.8	£0.9	£1.0	£1.2	£1.3

Source: Gosport Borough Council , planning application portal.

Note: It is assumed for the purpose of this assessment that all commitments will be opened and will have reached 'mature' trading conditions by 2024.

TABLE 3: GOSPORT BOROUGH - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2019	2024	2029	2034	2036
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£102.8	£114.2	£128.8	£147.1	£155.5
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) [(1)]:	£102.8	£117.8	£136.4	£158.9	£168.9
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	-£3.6	-£7.7	-£11.9	-£13.4
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)					
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):	-	-£3.6	-£7.7	-£11.9	-£13.4
STEP 6:	**CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:**					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£5,963	£6,866	£7,999	£9,038
	(ii) Net Floorspace Capacity (sq m):	**-**	**-602**	**-1,118**	**-1,485**	**-1,484**
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-860	-1,597	-2,121	-2,120

STEP 1: The (survey-derived) 'current' (or 'potential') turnovers assume constant market shares over the forecast period (derived from Table 1).

STEP 2: It has been assumed for the purpose of this assessment that the Borough's convenience retail market is in 'equilibrium' at the base year (i.e. 'benchmark' turnovers are equivalent to the survey-derived 'current' turnover levels). The growth in the base year (survey-derived) turnover has been constrained over the forecast period assuming average annual 'productivity' growths rates informed by the latest Experian *Retail Planner Briefing Note 16* (December 2018) and other research evidence.

STEP 3: The forecast residual expenditure capacity (pre commitments) has been derived from Steps 1 and 2. No account is taken of commitments at this stage.

STEP 4: The turnover of all known commitments has been derived from Table 2. It is assumed for the purpose of this assessment that all commitments will be opened and will have reached 'mature' trading conditions by 2024.

STEP 5: The 'net' residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4).

STEPS 6 & 7: The 'net' residual expenditure is converted into a net/gross floorspace capacity estimated based on the assumed higher average sales performance of superstore operators (i.e. Tesco, Asda, Sainsbury's, Waitrose, Morrisons and Marks & Spencer) and the lower average sales performance of supermarket and limited assortment discount (LAD) operators (e.g. Aldi, Lidl, Netto, Co-Op, Budgens, etc.).

TABLE 4: GOSPORT TOWN CENTRE - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2019	2024	2029	2034	2036
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£66.1	£73.4	£82.7	£94.5	£99.9
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) :	£66.1	£75.7	£87.7	£102.2	£108.6
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	-£2.4	-£5.0	-£7.7	-£8.7
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)					
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):	-	-£2.4	-£5.0	-£7.7	-£8.7
STEP 6:	**CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:**					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£5,963	£6,866	£7,999	£9,038
	(ii) Net Floorspace Capacity (sq m):	**-**	**-399**	**-730**	**-961**	**-960**
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-571	-1,042	-1,373	-1,372

TABLE 5: LEE-ON-THE-SOLENT DISTRICT CENTRE - COMPARISON GOODS CAPACITY ASSESSMENT

Assume Equilibrium at Base Year and Constant Market Shares

		2019	2024	2029	2034	2036
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£9.5	£10.6	£11.9	£13.6	£14.3
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) :	£9.5	£10.9	£12.7	£14.7	£15.7
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	-£0.3	-£0.7	-£1.2	-£1.3
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)					
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):	-	-£0.3	-£0.7	-£1.2	-£1.3
STEP 6:	**CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:**					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£5,963	£6,866	£7,999	£9,038
	(ii) Net Floorspace Capacity (sq m):	**-**	**-50**	**-106**	**-148**	**-149**
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-71	-152	-212	-213

TABLE 6: STOKE ROAD DISTRICT CENTRE - COMPARISON GOODS CAPACITY ASSESSMENT

Assume Equilibrium at Base Year and Constant Market Shares

		2019	2024	2029	2034	2036
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£2.6	£2.9	£3.2	£3.7	£3.9
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) :	£2.6	£3.0	£3.4	£4.0	£4.2
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	-£0.1	-£0.2	-£0.3	-£0.4
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)					
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):		-£0.1	-£0.2	-£0.3	-£0.4
STEP 6:	**CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:**					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£5,963	£6,866	£7,999	£9,038
	(ii) Net Floorspace Capacity (sq m):	**-**	**-17**	**-30**	**-39**	**-39**
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-24	-43	-56	-56

TABLE 7: OTHER NEIGHBOURHOOD CENTRES - COMPARISON GOODS CAPACITY ASSESSMENT

Assume Equilibrium at Base Year and Constant Market Shares

		2019	2024	2029	2034	2036
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£6.3	£7.0	£7.9	£9.1	£9.6
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) :	£6.3	£7.3	£8.4	£9.8	£10.4
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	-£0.2	-£0.5	-£0.7	-£0.8
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)					
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):		-£0.2	-£0.5	-£0.7	-£0.8
STEP 6:	**CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:**					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£5,963	£6,866	£7,999	£9,038
	(ii) Net Floorspace Capacity (sq m):	**-**	**-36**	**-69**	**-93**	**-93**
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-51	-98	-133	-134

TABLE 8: REST OF BOROUGH - COMPARISON GOODS CAPACITY ASSESSMENT

Assume Equilibrium at Base Year and Constant Market Shares

		2019	2024	2029	2034	2036
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£18.3	£20.3	£23.0	£26.3	£27.8
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) :	£18.3	£20.9	£24.2	£28.2	£30.0
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	-£0.6	-£1.3	-£1.9	-£2.2
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)					
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):**		**-£0.6**	**-£1.3**	**-£1.9**	**-£2.2**
STEP 6:	**CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:**					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£5,963	£6,866	£7,999	£9,038
	(ii) Net Floorspace Capacity (sq m):	**-**	**-100**	**-183**	**-242**	**-242**
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-142	-261	-346	-346

TABLE 9: SUMMARY TABLE - COMPARISON GOODS CAPACITY ASSESSMENT (NET SQ M)

Assume Equilibrium at 2018 and Constant Market Shares

	2024	2029	2034	2036
GOSPORT TOWN CENTRE	-399	-730	-961	-960
LEE-ON-THE-SOLENT DISTRICT CENTRE	-50	-106	-148	-149
STOKE ROAD DISTRICT CENTRE	-17	-30	-39	-39
ALL OTHER NEIGHBOURHOOD CENTRES	-36	-69	-93	-93
OUT OF CENTRE	-100	-183	-242	-242
TOTAL COMPARISON GOODS CAPACITY	**-602**	**-1,118**	**-1,485**	**-1,484**

Appendix 9b

Comparison Goods Capacity – Housing Delivery Rate Scenario – 238 dpa

TABLE 1: ALL COMPARISON GOODS - TOTAL TURNOVER
Including 'Inflow' from outside Study Area

	'Inflow' from outside Study Area	2019	2024	2029	2034	2036
Gosport Town Centre	10%	£66.0	£73.7	£83.0	£94.7	£100.1
Stoke Road District Centre	2%	£2.6	£2.9	£3.2	£3.7	£3.9
Lee-on-the-Solent District Centre	8%	£9.6	£10.7	£11.9	£13.6	£14.3
Neighbourhood Centres	1%	£6.3	£7.1	£8.0	£9.1	£9.6
Brockhurst Gate	8%	£1.9	£2.1	£2.3	£2.7	£2.8
Other Out of Centre	5%	£16.4	£18.4	£20.7	£23.7	£25.1
TOTAL TURNOVER		£102.7	£114.8	£129.2	£147.4	£155.8

Notes: Assume constant market shares over forecast period.

TABLE 2: COMMITTED COMPARISON GOODS FLOORSPACE (i.e. with planning permission or under construction at the time of preparing the capacity assessment)

Locality (Name of TC, Retail Park, etc)	Planning Ref	Gross Floorspace (sqm)	Net Convenience Sales Floorspace (sqm)	Sales Density 2019 (£ per sqm)	Turnover (£m)				
					2019	2024	2029	2034	2036
Local centre, Land at Former HMS Daedalus - Outline planning for 1,075sqm for Use Classes A1, A2, A3, and/or A4	11/00282/OUT	200	140	£5,500	£0.8	£0.9	£1.0	£1.2	£1.3
TOTAL					£0.8	£0.9	£1.0	£1.2	£1.3

Source: Gosport Borough Council , planning application portal.

Note: It is assumed for the purpose of this assessment that all commitments will be opened and will have reached 'mature' trading conditions by 2024.

TABLE 3: GOSPORT BOROUGH - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2019	2024	2029	2034	2036
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£102.7	£114.8	£129.2	£147.4	£155.8
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) [(1)]:	£102.7	£117.7	£136.3	£158.8	£168.8
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	-£2.9	-£7.1	-£11.4	-£13.0
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)					
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):	-	-£2.9	-£7.1	-£11.4	-£13.0
STEP 6:	**CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:**					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£5,963	£6,866	£7,999	£9,038
	(ii) Net Floorspace Capacity (sq m):	**-**	**-492**	**-1,039**	**-1,428**	**-1,442**
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-703	-1,484	-2,040	-2,059

STEP 1: The (survey-derived) 'current' (or 'potential') turnovers assume constant market shares over the forecast period (derived from Table 1).

STEP 2: It has been assumed for the purpose of this assessment that the Borough's convenience retail market is in 'equilibrium' at the base year (i.e. 'benchmark' turnovers are equivalent to the survey-derived 'current' turnover levels). The growth in the base year (survey-derived) turnover has been constrained over the forecast period assuming average annual 'productivity' growths rates informed by the latest Experian *Retail Planner Briefing Note 16* (December 2018) and other research evidence.

STEP 3: The forecast residual expenditure capacity (pre commitments) has been derived from Steps 1 and 2. No account is taken of commitments at this stage.

STEP 4: The turnover of all known commitments has been derived from Table 2. It is assumed for the purpose of this assessment that all commitments will be opened and will have reached 'mature' trading conditions by 2024.

STEP 5: The 'net' residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4).

STEPS 6 & 7: The 'net' residual expenditure is converted into a net/gross floorspace capacity estimated based on the assumed higher average sales performance of superstore operators (i.e. Tesco, Asda, Sainsbury's, Waitrose, Morrisons and Marks & Spencer) and the lower average sales performance of supermarket and limited assortment discount (LAD) operators (e.g. Aldi, Lidl, Netto, Co-Op, Budgens, etc.).

TABLE 4: GOSPORT TOWN CENTRE - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2019	2024	2029	2034	2036
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£66.0	£73.7	£83.0	£94.7	£100.1
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) :	£66.0	£75.6	£87.6	£102.0	£108.4
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	-£1.9	-£4.6	-£7.3	-£8.3
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)					
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):	-	-£1.9	-£4.6	-£7.3	-£8.3
STEP 6:	**CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:**					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£5,963	£6,866	£7,999	£9,038
	(ii) Net Floorspace Capacity (sq m):	**-**	**-316**	**-663**	**-911**	**-920**
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-451	-948	-1,301	-1,314

TABLE 5: LEE-ON-THE-SOLENT DISTRICT CENTRE - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2019	2024	2029	2034	2036
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£9.6	£10.7	£11.9	£13.6	£14.3
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) :	£9.6	£11.0	£12.7	£14.8	£15.7
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	-£0.3	-£0.8	-£1.2	-£1.4
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)					
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):	-	-£0.3	-£0.8	-£1.2	-£1.4
STEP 6:	**CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:**					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£5,963	£6,866	£7,999	£9,038
	(ii) Net Floorspace Capacity (sq m):	**-**	**-55**	**-114**	**-155**	**-157**
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-78	-163	-221	-224

TABLE 6: STOKE ROAD DISTRICT CENTRE - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2019	2024	2029	2034	2036
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£2.6	£2.9	£3.2	£3.7	£3.9
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) :	£2.6	£2.9	£3.4	£4.0	£4.2
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	-£0.1	-£0.2	-£0.3	-£0.3
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)					
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):		-£0.1	-£0.2	-£0.3	-£0.3
STEP 6:	**CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:**					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£5,963	£6,866	£7,999	£9,038
	(ii) Net Floorspace Capacity (sq m):	**-**	**-13**	**-27**	**-36**	**-37**
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-18	-38	-52	-53

TABLE 7: OTHER NEIGHBOURHOOD CENTRES - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2019	2024	2029	2034	2036
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£6.3	£7.1	£8.0	£9.1	£9.6
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) :	£6.3	£7.3	£8.4	£9.8	£10.4
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	-£0.2	-£0.5	-£0.7	-£0.8
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)					
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):		-£0.2	-£0.5	-£0.7	-£0.8
STEP 6:	**CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:**					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£5,963	£6,866	£7,999	£9,038
	(ii) Net Floorspace Capacity (sq m):	**-**	**-31**	**-67**	**-92**	**-93**
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-45	-96	-132	-133

TABLE 8: REST OF BOROUGH - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2019	2024	2029	2034	2036
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£18.3	£20.5	£23.1	£26.4	£27.9
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) :	£18.3	£20.9	£24.2	£28.2	£30.0
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	-£0.5	-£1.2	-£1.9	-£2.1
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)					
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):**		**-£0.5**	**-£1.2**	**-£1.9**	**-£2.1**
STEP 6:	**CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:**					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£5,963	£6,866	£7,999	£9,038
	(ii) Net Floorspace Capacity (sq m):	**-**	**-77**	**-168**	**-233**	**-235**
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-111	-240	-333	-336

TABLE 9: SUMMARY TABLE - COMPARISON GOODS CAPACITY ASSESSMENT (NET SQ M)
Assume Equilibrium at 2018 and Constant Market Shares

	2024	2029	2034	2036
GOSPORT TOWN CENTRE	-316	-663	-911	-920
LEE-ON-THE-SOLENT DISTRICT CENTRE	-55	-114	-155	-157
STOKE ROAD DISTRICT CENTRE	-13	-27	-36	-37
ALL OTHER NEIGHBOURHOOD CENTRES	-31	-67	-92	-93
OUT OF CENTRE	-77	-168	-233	-235
TOTAL COMPARISON GOODS CAPACITY	**-492**	**-1,039**	**-1,428**	**-1,442**

Appendix 10

Leisure Expenditure Analysis

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

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

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

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

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

TABLE 2: LEISURE EXPENDITURE PER HEAD (2017 prices)

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

TABLE 3: ANNUAL LEISURE EXPENDITURE GROWTH - 2018 to 2036

	2018	2019	2020	2021	2022-26	2027-36
Annual Leisure expenditure growth	-1.5%	-0.5%	0.9%	1.0%	1.2%	1.1%

Source: Experian Business Strategies, Retail Planner Briefing Note 17 (February 2020)

TABLE 4: TOTAL AVAILABLE LEISURE EXPENDITURE - 2019 to 2036

	2019	2024	2029	2034	2036	Growth: 2019-2029		Growth: 2019-2036	
Zone 1	£70.8	£74.4	£78.9	£83.4	£85.2	£8.1	11.4%	£14.4	20.3%
Zone 2	£27.7	£29.6	£32.2	£34.7	£35.7	£4.5	16.3%	£8.1	29.1%
Zone 3	£36.5	£38.9	£41.3	£43.6	£44.6	£4.8	13.1%	£8.1	22.3%
Zone 4	£32.5	£34.7	£37.1	£39.4	£40.4	£4.6	14.1%	£7.8	24.1%
Zone 5	£54.7	£59.3	£64.3	£69.3	£71.4	£9.6	17.5%	£16.7	30.4%
Zone 6	£74.8	£81.4	£88.3	£95.3	£98.1	£13.5	18.0%	£23.2	31.0%
Study Area Total	£297.1	£318.3	£342.0	£365.7	£375.3	£45.0	15.1%	£78.2	26.3%
Borough Area Total (Zones 1-4)	£167.5	£177.6	£189.4	£201.1	£205.9	£21.9	13.1%	£38.4	22.9%

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

	2019	2024	2029	2034	2036	Growth: 2019-2029	
Zone 1	£41.8	£44.0	£46.6	£49.2	£50.3	£4.8	11.5%
Zone 2	£15.8	£17.0	£18.4	£19.9	£20.5	£2.6	16.4%
Zone 3	£20.9	£22.3	£23.7	£25.0	£25.6	£2.8	13.3%
Zone 4	£18.6	£19.8	£21.2	£22.5	£23.0	£2.6	14.2%
Zone 5	£30.8	£33.5	£36.2	£39.1	£40.2	£5.4	17.6%
Zone 6	£42.7	£46.5	£50.4	£54.4	£56.0	£7.7	18.1%
Study Area Total	£170.6	£183.1	£196.5	£210.1	£215.6	£25.9	15.2%
Borough Area Total (Zones 1-4)	£97.1	£103.1	£109.9	£116.6	£119.4	£12.8	13.2%

Appendix 11

Sites Assessment Proformas

SITES ASSESSMENTS

SITE 1: FORT BLOCKHOUSE

Site Overview:

The site which extends to 32.8 hectares is steeped in maritime history and the site has number of listed buildings. The Submarine Museum is located within the site. The site is still partially active where accommodation is provided for military personnel.

The site benefits from a coastal position with views out to the Solent and the Isle of Wight. It represents a prominent site with the potential to support a wide range of development uses.

Site Location & Proximity to Town or District Centres:

The site sits within the defined urban area boundary for Gosport Town Centre. As such the site is in very close proximity to the town centre – a ten minute walk via Haslar Bridge.

Site Ownership & availability for development:

The site is in the ownership of the Ministry of Defence.

Planning history:

Focusing on non-military planning history only, planning permission was granted to convert the adjacent Royal Haslar Hospital into a continuing care and residential development with a range of other facilities including a health centre, hotel, tea room, B1 (a) offices, convenience store, church, public hall and heritage centre.

Policy support/ constraints:

The site is a mixed use leisure/maritime-led allocation in the Local Plan and sits within the Haslar Peninsula Regeneration Area.

Policy LP3 of the Local Plan requires that existing employment is replaced on the site. Uses that will be considered include:

- Opportunities to create a new heritage/leisure quarter focusing on the strengths of its Harbour-mouth location, historic buildings and the Royal Naval Submarine Museum.
- Marine, marina and associated sectors including: deep and sheltered water close to the Solent; a cluster of marina and other technology businesses close by (such as the Haslar Technology Park); as well as on-site assets which may be suitable for re-use (such as the diving tank).
- Potential to expand its training and skills potential particularly as the Joint Services Adventurous Sailing Training Centre (JSASTC) on the site
- Residential uses, particularly where it can help to deliver employment, protect heritage assets, and are the most appropriate re-use of existing buildings.

Physical Constraints:

Conservation	Sits within a conservation area and is identified as a Scheduled Ancient Monument. Many listed buildings within the site including Submarine Escape Testing Tank and buildings associated with the Gunboat Yard. Located adjacent. Portsmouth Harbour Special Protection Area, Ramsar and Site of Special Scientific Interest- identified for over-wintering birds.
Transport and access	Constrained road network. Vehicle access is from Haslar Road which connects to the town centre via the single traffic road bridge (Haslar Bridge). The alternative routes to the west via Clayhall Road and Fort Road are also considered. Boat access appears to be available.
Environmental	Much of the site is within Flood Zone 2 and 3. Likely to require significant investment in sea wall flood defences.

Commercial viability/ attractiveness to the market:

Development costs are likely to be an issue, particularly due to the need to retain historic buildings. Some buildings may not meet the desired operator requirements for some uses. Constraints may arise for private sector funding and the ability to raise capital. Public sector funding is likely to be required to stimulate interest and allowing higher value uses (i.e. residential) to unlock the site's potential.

Office uses are unlikely to be attractive to the market, but could form part of a wider mixed use scheme.

Leisure and tourism uses would provide the opportunity to develop a niche tourist offer that links with the site's heritage, but also appealing to a wide customer base. A hotel could form a key anchor use. The delivery of a tourism/leisure scheme is unlikely to attract private investment on its own.

The Sett Tower has the potential for diver training and operate as a heritage attraction with views across the site.

Residential uses may be attractive to the market.

Potential development uses:

Marine employment and training uses. The site has potential to accommodate a range of marine/marina sector employment uses, facilitating and supporting leisure uses and the scope for expanding marine-related training uses.

Leisure and visitor uses including a hotel. In addition, the re- use of the historic buildings for heritage attractions would benefit from the proximity of the Submarine Museum and includes the Fort itself and the Sett Tower facilities.

Residential including town house and apartment living.

Waterside walking route which could link with the England Coastal Path.

Timescale for delivery:

Medium to long term (5 to 10 years). The site is still in use by the Ministry of Defence, however the Government have announced that it is due to be released in 2020/21. The Defence Infrastructure Organisation has agreed to work with the Council to develop a comprehensive Masterplan.

<table>
<tr><th colspan="2">SITE 2: FORT BROCKHURST</th></tr>
<tr><td colspan="2">Site Overview:</td></tr>
<tr><td colspan="2">The site which extends to approximately 12 hectares is a historic fort that dates back to the mid-9th Century and is listed as a Scheduled Ancient Monument. The fort is currently in use as museum with only limited opening hours in which visitors can view the historic parade ground, gun ramps, moated keep, washrooms and armoury.
The site is located on a relatively open site and is bounded by retail development to the north and east, residential development to the south and Fareham Road to the west.</td></tr>
<tr><td colspan="2">Site Location & Proximity to Town or District Centres:
The site sits within a defined urban area boundary and is located approximately 2.6 miles north of Gosport Town Centre. The site is easily accessible from the town centre via bus or car.</td></tr>
<tr><td colspan="2">Site Ownership & availability for development:</td></tr>
<tr><td colspan="2">The site is in the ownership of English Heritage.</td></tr>
<tr><td colspan="2">Planning history:</td></tr>
<tr><td colspan="2">Planning permission was granted for the change of use of the 1st floor flat to holiday accommodation in 2007. It is unlikely that this permission was implemented as there is no evidence on the public access system the pre-commencement condition was discharged.</td></tr>
<tr><td colspan="2">Policy support/ constraints:</td></tr>
<tr><td colspan="2">The site has been allocated as an existing community and built leisure facility in the adopted Local Plan.
Policy LP32 of the Local Plan protects against the loss of existing community and built leisure facilities unless it can be demonstrated that:
• An assessment has been undertaken which has clearly shown the buildings to be surplus to requirements for that particular purpose; or
• The loss resulting from the proposed development would be replaced by equivalent or better provision in terms of quantity and quality in a suitable location; and
• It can be demonstrated that there are no other viable community, cultural, sports, recreation or built leisure uses for the premises or site and that there have been reasonable attempts to sell/let them for these purposes.
Policy LP11 requires development proposals to not harm the significance of Listed Buildings, Registered Parks & Gardens or Scheduled Ancient Monuments.</td></tr>
<tr><td colspan="2">Physical Constraints:</td></tr>
<tr><td>Conservation</td><td>The site is identified as Scheduled Ancient Monument.</td></tr>
<tr><td>Transport and access</td><td>Good access to the road network. Vehicle access is from Gunners Way/ Elson Road which connects to the Fareham Road. Fareham Road provides a connection to the wider road network via Gosport Road and the A27. Access to Gosport town centre from the site entrance is via Elson Road through largely residential areas and adjacent to the main E1 and E2 Bus Rapid Transit routes.</td></tr>
<tr><td>Environmental</td><td>The site is in Flood Zone 1 even at 2115 and is therefore at low risk of flooding.</td></tr>
<tr><td colspan="2">Commercial viability/ attractiveness to the market:</td></tr>
<tr><td colspan="2">Development costs are likely to be an issue, due to the need to ensure that the character and setting of the ancient monument (which includes the fort itself and the barrack buildings) are protected.
To the north of the fort there is the large parade ground which houses the museum building at the centre and barracks on the edge of the site.
There is scope for the provision of small scale cultural/tourism development on the parade ground. Buildings would be required to be of a high design that complement the character of the heritage assets and should link to the cultural heritage of the site and local heritage assets.
Given that permission has previously been granted to convert the first floor of the museum building to holiday accommodation, there is potential to explore the possibility of visitor accommodation development.</td></tr>
</table>

Non cultural/tourist uses are not considered to be suitable for the site.
Potential development uses: Cultural and visitor uses including possible visitor accommodation and event space. Opportunities to increase the number of days this facility is open to the public should be explored.
Timescale for delivery: Short to medium term.

SITE 3:PRIDDY'S HARD HERITAGE AREA	
Site Overview:	
The site which extends to approximately 6 hectares is steeped in maritime history and the site has number of listed buildings. The Explosion Museum of Naval Fire Power is located within the site. The site is includes part of the Ramparts Scheduled Ancient Monument. The site benefits from a prominent position on Forton Lake and opposite Portsmouth Harbour. It represents a prominent site with the potential to support a wide range of development uses.	
Site Location & Proximity to Town or District Centres: The site sits within a defined urban area boundary and is located approximately 2 miles north of Gosport Town Centre. The site is easily accessible from the town centre via bus or car.	
Site Ownership & availability for development:	
Portsmouth Naval Property Trust	
Planning history:	
Planning permission was granted in September 2019 for a hybrid application for the provision of 29 residential dwellings, B1 floorspace, B8 floorspace, holiday accommodation, conference centre and museum facilities. The permission includes the demolition of a number of buildings and change of use of a number of historical buildings.	
Policy support/ constraints:	
The site is a mixed use residential/commercial/leisure/ community led allocation in the Local Plan and sits within the Priddy's Hard Conservation Area. Policy LP9A of the Local Plan states that planning permission will be granted within the Priddy's Hard Heritage Area subject to the following criteria: • Development should include a mix of uses including residential (up to 100 dwellings), commercial, community and leisure uses (approx. 1,400 sqm.) with a new park at the Ramparts. • Proposals need to protect and enhance biodiversity within the site and accord with the NPPF regarding species and habitat protection. • Public access along the waterfront should be incorporated; • Proposals should accord with the principles set out in Policy LP45 on flooding and Flood Risk Management; • Proposals should address on-site contamination issues; • Proposals should conserve and enhance the Priddy's Hard Conservation Area and accord with national and local policies regarding Listed Buildings and other important heritage assets; • Proposals should incorporate good design that is appropriate to this sensitive coastal site; • Proposals should ensure that the Explosion Museum is retained for public use; and • Proposals should be served by suitable infrastructure.	
Physical Constraints:	
Conservation	The site is located in the Priddy's Hard Conservation Area. There are a number of listed buildings located within the site including the Grade I listed A magazine museum buildings and Grade II* listed C magazine building, Quick Fire Shell Storage building and E magazine building. The site is partially located within a Scheduled Ancient Monument. Portsmouth Harbour Special Protection Area, adjacent to Ramsar and Site of Special Scientific Interest.
Transport and access	Good road access. Access is from Heritage Way which connects to Elson Road and Fareham Road. Fareham Road provides a connection to the wider road network via Gosport Road and the A27. Access to Gosport town centre is through largely residential areas.
Environmental	The eastern and southern edges of the site are located in Flood Zone 3. As such any proposals need to take into account suitable flood mitigation.

Commercial viability/ attractiveness to the market:
Development costs are likely to be an issue, particularly due to the need to protect heritage assets and provide suitable flood mitigation. Some buildings may not meet the desired operator requirements for some uses. Residential uses may be attractive to the market. Employment uses linked to marine employment could be attractive to the market as part of a wider mixed use scheme.
Potential development uses:
We understand that the majority of the site has now achieved planning permission for new uses including residential, employment, microbrewery, pub/restaurant, tourist accommodation and extended museum facilities. There are also proposals to open a section of the Ramparts to the public and there remains the potential to promote a waterside walking route could link with the England Coastal Path.
Timescale for delivery:
Short term (0-5 year period)

<table>
<tr><th colspan="2">SITE 4: BROWNDOWN CAMP</th></tr>
<tr><td colspan="2">Site Overview:</td></tr>
<tr><td colspan="2">The site which extends to approximately 3.5 hectares is a former MoD training facility located on to the north of the disused Browndown Rifle Range. Part of the site is used by a youth group and as a laser tag/paint ball centre. The beach on site is occasionally used for military training exercises.
The site is located in Lee-on-the-Solent, overlooking Stokes Bay and the Solent.</td></tr>
<tr><td colspan="2">Site Location & Proximity to Town or District Centres:</td></tr>
<tr><td colspan="2">The site is located 1 mile to the south of the Queens Parade Neighbourhood Centre. The site is located 2.7 miles to the west of Gosport Town Centre.</td></tr>
<tr><td colspan="2">Site Ownership & availability for development:</td></tr>
<tr><td colspan="2">Private Ownership</td></tr>
<tr><td colspan="2">Planning history:</td></tr>
<tr><td colspan="2">The site's planning history relates to the operation of the site as a military training facility. There is no available planning history relating to the paintballing use on site.</td></tr>
<tr><td colspan="2">Policy support/ constraints:</td></tr>
<tr><td colspan="2">The site is located in a designated settlement gap. Local Plan Policy LP3 states that:
The character and function of the settlement gaps between Gosport/Fareham and Lee-on-the-Solent/Stubbington will be preserved; and
Areas outside of the urban area will be safeguarded from development unless they are for appropriate recreational uses or development essential to the operational requirements of public and other essential services.</td></tr>
<tr><td colspan="2">Physical Constraints:</td></tr>
<tr><td>Conservation</td><td>The site is not located within a Conservation Area, nor are there any designated heritage assets on the site. The Grade II listed Browndown Battery is located approximately 320m to the south of the site. Adjacent to Solent and Dorset Coast Special Protection area, Browndown Site of Special Scientific Interest (SSSI) and Site of Importance for Nature Conservation. Browndown SSSI Risk Impact Zone. Priority species targeting for Lapwing and yellow wagtail birds.</td></tr>
<tr><td>Transport and access</td><td>Reasonably good access for vehicles. Local bus routes serve the site with the nearest stops located on Browndown Road.</td></tr>
<tr><td>Environmental</td><td>Eastern boundary of the site is located in Flood Zone 3 and is therefore at high risk of flooding.</td></tr>
<tr><td colspan="2">Commercial viability/ attractiveness to the market:</td></tr>
<tr><td colspan="2">Leisure/water related tourist activity uses are likely to be most viable. Existing leisure use appears to be doing well.
Residential inappropriate due to site's location within settlement gap and partial location within Flood Zone 3.
Caravan/ Holiday chalet style visitor accommodation could be attractive to the market. The neighbouring Kingfisher caravan park appears to be commercially successful.</td></tr>
<tr><td colspan="2">Potential development uses:</td></tr>
<tr><td colspan="2">Low impact leisure uses.
Caravan/ visitor accommodation.</td></tr>
<tr><td colspan="2">Timescale for delivery:</td></tr>
<tr><td colspan="2">To be confirmed</td></tr>
</table>

SITE 5: HMS SULTAN	
Site Overview:	
The site is approximately 60 hectares and is currently in use as a training facility for Marine Engineering and the Royal Naval Air Engineering and Survival School. The Grade II listed Fort Grange and Scheduled Ancient Monument are also located on the site. The site is located within a suburban location, adjacent to the residential areas of Rowner and Elson. The site represents a significant land holding in a residential area, in close proximity to the town centre. It represents a prominent site with the potential to support a wide range of development uses.	
Site Location & Proximity to Town or District Centres:	
The site is located 0.6 miles to the east of the Alver Village Neighbourhood Centre and 0.8 miles to the north of the Queens Parade Neighbourhood Centre. The site is located 2.2 miles west of Gosport Town Centre.	
Site Ownership & availability for development:	
The site is in the ownership of the Ministry of Defence.	
Planning history:	
There is extensive planning history related to the operation of the site as a military training facility.	
Policy support/ constraints:	
At the time that the Local Plan was written the MOD's plan for HMS Sultan was unclear and as such the Council did not consider it appropriate to identify the site as a regeneration area. In order to future proof the site, it has been allocated as an employment priority site. The Local Plan outlines that the site is allocated for employment uses to compensate for the loss of employment that would result from the closure of HMS Sultan (approximately 2,600 people employed on site (including trainees)). Local Plan Policy LP3 states that, if released by the MoD, the site is considered to have significant development potential for a predominantly employment led scheme and consequently identified as an Employment Priority Site. Local Plan policy LP16 states the Borough will make provision of new employment land (B1, B2 and B8 uses) on identified sites such as HMS Sultan, if the opportunity arises.	
Physical Constraints:	
Conservation	The site houses the Grade II listed Fort Grange and Scheduled Ancient Monument.
Transport and access	Good road network access. The site has direct access onto Military Road. Military Road connects to Fareham Road and the wider road network.
Environmental	The site is in Flood Zone 1 and is therefore at low risk of flooding.
Commercial viability/ attractiveness to the market:	
The site already benefits from access to existing infrastructure which enables the site for redevelopment. A number of the existing buildings on site could be reused for employment purposes which, depending of the level of works required on the existing buildings, could result in lower development costs. Clearance of the site will likely increase development costs. Employment uses (B1, B2 and B8) are likely to be attractive to the market. Due to the site's location in a largely residential area, residential uses are likely to be attractive to the market. There may be an opportunity for supporting leisure provision on site. There may also be scope to explore a form of visitor accommodation that could link to the site's heritage assets and location in proximity to a number of other local heritage assets such as Fort Brockhurst.	
Potential development uses:	
Employment uses including B1, B2 and B8. Residential uses potentially on the eastern side of the site. Visitor attraction and accommodation linked to military heritage.	
Timescale for delivery:	
Long term (+20 years)	

SITE 6: DAEDALUS	
Site Overview:	
The site which extends to approximately 106 ha was formerly in use as the Royal Naval Air Station Lee-on-The-Solent (also known as HMS Daedalus). The site is located within both Fareham Borough Council and Gosport Borough Council. The airfield and the northern areas of the site are located within Fareham Borough Council and the land to the south of the airfield is located within Gosport Borough (approximately 38 ha). Gosport Borough's Daedalus SPD has split out the wider site into four broad areas; Hangars West, Daedalus Airfield, Hangars East and Waterfront. There are a number of listed buildings located in the southern portion of the site. The site benefits from a prominent position on the Solent. It represents a prominent site with the potential to support a wide range of development uses. The site has been designated by the Government as an Enterprise Zone.	
Site Location & Proximity to Town or District Centres:	
The site is located approximately 1.2 miles to the west of the district centre Lee-on-the-Solent and approximately 4.6 miles to the west of Gosport town centre. It is easily accessed via public transport and car.	
Site Ownership & availability for development:	
Most of the site in Gosport Borough in the ownership of Homes England with Fareham Borough Council owning land associated with the airfield.	
Planning history:	
Outline permission was granted by Gosport Borough Council in 2016 for an employment-led mixed use scheme comprising commercial floorspace, retail floorspace, 200 x residential units, 32 x care accommodation units, community floorspace, leisure floorpsace and hotel floorspace. An application for the provision of six live/work units (C3 and B1(a) was refused in 2019 due to underuse of the land and prejudicing the uses set out in the Daedalus Regeneration area coming forward. Aside from the above, the site has an extensive planning history that largely consists of applications for small scale or temporary commercial uses.	
Policy support/ constraints:	
The site is an employment led mixed use allocation in the Local Plan and has been allocated as a regeneration area in the Local Plan. Policy LP5 of the Local Plan states that planning permission will be granted to provide a number of uses as set out below: • 75,000 sqm (gross) employment floorspace (B1, B2 and B8) including premises suited for advanced manufacturing and technology clusters including marine, aviation and aerospace uses; • a range of leisure and recreational facilities to enhance the visitor attractions at Lee-on-the-Solent; • food and drinks premises; • community facilities to meet local requirements and make the best use of available buildings; and • up to 350 dwellings	
Physical Constraints:	
Conservation	There are a number of listed buildings on the site such as Grade II listed Building No.118, Building No. 119, Building Nos. 31,35 and 37 and Building No. 91. Solent and Dorset Coast Special Protection Area, Lee-on-the-Solent to Itchen Estuary Site of Special Scientific Interest and close proximity to the Solent and Southampton Water Special Protection Area and Ramsar Site.
Transport and access	Good road access. Vehicle access is from Daedalus Drive which connects to the facilities in Lee-on-the-Solent via Broom Way. Due to the scale of the site is expected that a programme of highway upgrades would need to take place to support development.
Environmental	With the exception of the slipway, the majority of which falls within Flood Zone 3, the remainder of the site falls within Flood Zone 1.

Commercial viability/ attractiveness to the market:
Due to the wider sites location across two Boroughs, developers will need to ensure that both Boroughs are consulted throughout the development process. Development costs are likely to be an issue, given the scale of infrastructure required to facilitate development. Employment uses (B1, B2 and B8) are likely to be attractive to the market. Residential uses are attractive to the market, as demonstrated by Wates' development of the residential part of the outline consent. Leisure uses could be considered in support of the residential and employment uses and enhance the visitor offer within Lee-on-the-Solent.
Potential development uses:
Residential including town house and apartment living. Employment uses. Leisure uses to serve the new settlement.
Timescale for delivery:
Short to medium term (5-10 year period)

SITE 7: GUNBOAT SHEDS

Site Overview:

The site, which extends to approximately 2 ha was formally in use as Gunboat yard by the MoD until the 1970s. Since the MoD and then QinetiQ ceased the use of the buildings and the slipways, the site has been left in a state of decay.

There are a number of heritage assets on site; Grade I listed Gunboat Sheds and Workshops, Grade II listed Gunboat Yard Engine House and Scheduled Monument (Gunboat Traverser System).

The site is located on the Haslar Peninsula, adjacent to Haslar Lake. The site is within the Haslar Conservation Area and the Haslar Peninsula Regeneration Area.

It represents a site with the potential to support a wide range of development uses.

Site Location & Proximity to Town or District Centres:

The site is located approximately 0.8km to the south of Gosport Town Centre.

Site Ownership & availability for development:

An application for the redevelopment of the site was submitted in 2017. At the time of application submission, the site was owned by Starvale Developments Ltd.

Planning history:

An full application (17/00338/FULL) for a mixed use development comprising; change of use of engine house to 1 x residential dwelling; change of use of former workshops to 3x residential dwellings; change of use of former gunboat sheds to art gallery with café (D1 use) and 1x residential dwelling; change of use of boat servicing shed to office and storage use; construction of 335 sqm of commercial floorspace; erection 12 x residential units, flood defences, 50 x marina moorings and storage for vessels. The application has not been decided and there is no evidence that it has been heard at committee.

The full application was accompanied by an application for listed building consent (17/00339/LBA) for the proposed works to the listed buildings and curtilage listed land. As above, the application has not been decided and there is no evidence that it has been heard at committee.

Policy support/ constraints:

Policy LP6 sets out the development guidelines for the Haslar Peninsula Regeneration Area. Planning permission will be granted for development provided that:

- The distinctive built heritage and setting of the Haslar Peninsula is conserved and enhanced, and opportunities are taken to interpret the historic significance of Royal Hospital Haslar and Blockhouse/Haslar Gunboat Yard;
- Suitable flood mitigation methods are proposed;
- Biodiversity (including protected species and important habitats) is protected and enhanced;
- Opportunities to improve public transport services and cycling pedestrian/access;
- Additional traffic generation should be accommodated within the capacity of the existing road network and should not compromise the safety of existing roads; and
- Contamination issues should be addressed.

The policy goes on to state that planning permission will be granted to provide a number of uses at the Blockhouse/Haslar Gunboat Yard site as set out below:

- Employment and training uses including marine and associated sectors;
- Leisure and tourism uses that best utilise the heritage and coastal setting;
- Residential uses will be considered;
- to allow for the successful re-use of historic buildings where other uses would not be appropriate or viable; or
- If it can be demonstrated that an element of residential development is required to enable the development of other uses on the site in terms of securing a viable scheme.

Physical Constraints:

Conservation	The site is located within Haslar Conservation Area. There are a number of heritage assets on site; Grade I listed Gunboat Sheds and Workshops, Grade II listed

	Gunboat Yard Engine House and Scheduled Monument (Gunboat Traverser System). Adjacent to Portsmouth Harbour Site of Special Scientific Interest (SSI) and located within the SSSI Impact Risk Zone. Adjacent to Portsmouth Harbour and Solent and Dorset Coast Special Protection Areas.
Transport and access	The site has an existing constrained access onto Haslar Road, providing direct vehicle access to the town centre. A preferable access would be either through the Gunboat Yard (part of Blockhouse) to the east of QinetiQ to the west. However this does not appear to be forthcoming at this time. There are a number of bus shelters along Haslar Road however, at the present time there are no bus services travelling along Haslar Road. The nearest service is the number 11 bus which travels along Clayhall Road, Fort Road and Gilkicker Road.
Environmental	The western half of the site is in flood Zones 2 and 3 and is therefore at risk from flooding.

Commercial viability/ attractiveness to the market:

Development costs are likely to be an issue, due to the need to retain historic buildings and part of the site's location within Flood Zone 3.

Employment uses, particularly those that are related to the marine industry are considered to be appropriate and will likely be attractive to the market.

Leisure and tourism uses would provide the opportunity to develop a tourist offer that links with the site's heritage and other heritage sites in the vicinity, though public sector funding may be required to supplement the private development costs of developing the heritage site for such purposes.

Residential use (on the eastern half of the site) will likely be attractive to the market and could be used to enable the development of a mixed use scheme.

Potential development uses:

Employment uses- there is potential for the site to host a UK Maritime Innovation Hub.
Leisure and tourism.
Residential uses on part of the site subject to sensitive design and heritage constraints.

Timescale for delivery:

Medium to long term (10 to 20 year period) - subject to development aspirations of the private owner.

SITE 8: GOSPORT WATERFRONT & TOWN CENTRE SITES

Site Overview:

The Gosport Waterfront and Town Centre SPD area is formed of 9 character areas; Royal Clarence Yard, Gosport Waterfront, Gosport Lines, North of High Street, High Street, South of High Street, Bus Station and Falkland~~s~~ Gardens, Trinity Green Area and Haslar Marina. The area objectives seek to respond to the challenges presented within each character area. There are a number of development sites located within the character areas. Key development sites include the Bus Station, Gosport waterfront and Haslar Marina.

Site Location & Proximity to Town or District Centres:

All SPD sites are either located within or adjacent to Gosport town centre.

Site Ownership & availability for development:

Multiple ownership

Planning history:

There is extensive planning history across the area. Key recent history include approval for the erection 55 flats at Royal Clarence yard (15/00620/FULL) and submission of an application for the redevelopment of the Police station to provide part eight, part six, part four, part three storey building comprising 88 flats and 274 sqm of commercial floor space (use classes A1, A2, A3, A4, A5 D1 or D2) with associated access, landscaping and parking (19/00483/FULL).

Policy support/ constraints:

Local Plan policy LP4 allocates Gosport Waterfront and Town Centre as a regeneration area. The policy seeks to deliver approximately

- 33,000 sqm of employment floorspace;
- 6,500 sqm retail and town centre uses;
- A range of community and leisure uses;
- 700-900 dwellings;
- New transport interchange; and
- Enhanced public realm.

The supporting policy text outlines that the Waterfront will be the focus for new employment development with approx. 26,000 sqm of employment floorspace expected to be delivered on the waterfront~~.~~ , although this is largely through reorganisation rather than any significant net gain.

The retail and leisure floorspace will be directed across the regeneration area.

The waterfront will deliver a significant proportion of the residential target for the regeneration area.

The existing transport interchange should be replaced with a new ferry/bus interchange as part of the mixed-use scheme.

The key area that appears to be the focus for redevelopment is the bus interchange/waterfront area.

Physical Constraints:

Conservation	High Street Conservation Area, Royal Clarence Dock Conservation Area, St George Barracks South Conservation Area. Scheduled Monument, a number of Grade II and II* listed buildings. Portsmouth Harbour Ramsar Site, Portsmouth Harbour Site of Special Scientific Interest (SSSI) and Portsmouth Harbour SSSI Impact risk zone. Portsmouth Harbour Special Protection Area.
Transport and access	The area has good access to the road network and is well served by public transport including local bus routes and the ferry service to Portsmouth Harbour, which provides a direct connection to Portsmouth Station. Portsmouth Harbour station provides regular services to London, Brighton, Wales and the West Country.
Environmental	The bus station is part located in Flood Zones 2 and 3. Gosport Waterfront is largely located in Flood Zone 3. Haslar Marina is partly located in Flood Zones 2 and 3.

Commercial viability/ attractiveness to the market:

The redevelopment of the existing bus station and the waterfront area present a significant mixed use development opportunity. The redevelopment of the bus station provides an opportunity to upgrade the

existing facilities and provide retail and F&B offering at ground floor level, with residential development above. The site could potentially support a small cinema, which along with new F&B offer would stimulate the town's evening economy. Retail uses will support the function of the bus station, whilst also providing facilities for residents of residential development above the bus station and along the waterfront. This will incorporate a tourist/visitor information and heritage centre. The residential uses above the bus station and along the waterfront are likely to be attractive to the market, due to the town centre location, proximity to transport links and views over Portsmouth Harbour. The redevelopment of the bus station is expected to be partly funded via public funding and private funding related to the residential and retail offering. Employment floorspace is likely to be attractive to the market along the waterfront area, due to the town centre location, proximity to transport links and views over Portsmouth Harbour. Funding for the preservation of the existing public realm and new public realm will need to be considered. Public funding will likely be required to encourage public realm and façade improvements on the High Street.
Potential development uses:
Residential uses – focused on High Street (over the shop), North of High Street, and South of High Street, and the redevelopment of the Bus Station (upper floors), and the Police Station site. Retail/leisure uses – Royal Clarence Yard and redevelopment of the Bus Station site. Marine industry and employment uses – Gosport Marina, Haslar Marina, and Retained Area.
Timescale for delivery:
The Bus Station site is the most likely site within the SPD that can be delivered in the short to medium term (i.e. 5 to 10 year period) for town centre uses. The Police Station site could be delivered in the short term (i.e. over the next 5 years).

SITE 9: GOSPORT TOWN CETNRE CAR PARKS

Site Overview:

The Gosport Waterfront and Town Centre SPD identified five car parks in the town centre that are currently under-utilised and have the potential to support new development . They include public car parks at: Church Path (26 car spaces), Clarence Road (33), Coates Road (36), North Cross Street (37) and the Mumby Road Lorry Park (28 including 6 lorry spaces).

Site Location & Proximity to Town or District Centres:

All of the car park sites are located within Gosport Town Centre.

Church Path

- Located to the south of the High Street off Church Path Road, in the SPDs Trinity Green Area.
- Located within walking distance to the High Street, Bus Station, Gosport Lines Route and the Haslar Marina.

Clarence Road

- Located to the north of the High Street off Clarence Road and King Street, in the SPDs North of the High Street Area.
- Located within walking distance to the High Street, Gosport Waterfront, Gosport Lines Route, Royal Clarence Marina, Haslar Marina and the Bus Station.

Coates Road

- Located just south of the High street off Coates Road, in the SPDs South Street Area.
- Located within walking distance to High Street, Gosport Waterfront, Bus Station, Trinity Green Area, Haslar Marina and Gosport Lines Route.

North Cross Street

- Locate just north of the High Street off North Cross Street, in the SPDs North of the High Street Area.
- Located within walking distance to the High Street, Gosport Waterfront, Gosport Lines Route, Halsar Marina, Royal Clarence Marina and the Bus Station.

Mumby Road

- Located north of the High Street and north west of Gosport waterfront, within the SPDs Royal Clarence yard and Retained Area.
- Located within walking distance of Gosport Lines, Gosport Waterfront, High Street, Bus Station, Royal Clarence Marina and Haslar Marina.

Site Ownership & availability for development:

The car parks are in the ownership of Gosport Borough Council.

Planning history:

There is no relevant available history for each of the sites.

Policy support/ constraints:

- Council seeks to re-organise car park provision- evidence demonstrates that there is a significant oversupply of parking spaces in the Town Centre and waterfront areas.
- The SPD identifies four short/medium term Council cark parks that could be redeveloped independently or as part of wider development sites: Church Path (26 spaces), Clarence Road (public car park only) (33 spaces), Coates Road (36 spaces) and North Cross Street (37 spaces).
- The SPD outlines that as a result of the redevelopment of the car parks, the spare capacity at Walpole car park will require subdivision to short term and long term.
- The SPD outlines the following key opportunity sites:
  - Mumby Road Lorry/Car Park could be released for residential development.
  - North Cross Street could be released for retail at ground floor level and residential above.
  - Clarence Road could be released for residential development (flats or townhouses) but the existing residential parking will need to be retained.
  - Church Path could be released for residential development. It is envisaged that a terraced block

would be suitable in this location.
- Coates Road Car Park could be released for residential development alongside proposals for the Precinct and potentially the waterside Centre.

The SPD states that the Council will prepare a car parking strategy for the town centre and waterfront area before taking any of the sites forward for development consideration.

Physical Constraints:

Conservation	North Cross Street car park is located within the High Street Conservation Area. The Mumby Road Car Park is located within the Royal Clarence Yard Conservation Area. There are a number of listed buildings located within proximity to each individual car park. SSSI Impact Risk Zone
Transport and access	Constrained road network within the wider town centre area. Taking each individual site in turn: • Vehicle access to Mumby Road car park is off Mumby Road (A32) which connects to the town centre and to Fareham Road, leading out to Fareham and the M27. Access to Portsmouth can be achieved via the Gosport Ferry, a short distance from the site. • Vehicle access to North Cross Street car park is off North Cross Street, which is a relatively narrow street. The street connects to Mumby Road (A32) which connects to the town centre and to Fareham Road, leading out to Fareham and the M27. Access to Portsmouth can be achieved via the Gosport Ferry, a short distance from the site. Potential impact on traffic movements on North Street should be considered. • Vehicle access to Coates Road Car Park is off Coates Road, a relatively narrow residential street. Coates Road connects to South Street (B3333), which connects through to Mumby Road (A32), providing access to the wider town centre and to Fareham Road, which leads to Fareham and the M27. South Street also provides vehicle access to Anglesey. Access to Portsmouth can be achieved via the Gosport Ferry, a short distance from the site. Potential impact on traffic movements on Coates Road should be considered. • Vehicle access to Clarence Road Car Park is off Clarence Road but could also be achieved off King Street. Clarence Road connects through to both the High Street and Mumby Road (A32), providing access to the wider town centre and to Fareham Road, which leads to Fareham and the M27. Access to Portsmouth can be achieved via the Gosport Ferry, a short distance from the site. • Vehicle access to Church Path Car Park is from Haslar Road. Haslar Road connects to connects to South Street (B3333), which connects through to Mumby Road (A32), providing access to the wider town centre and to Fareham Road, leading to Fareham and ultimately the M27. Haslar Road also provides access to Haslar and Anglesey , although it should be noted that this access is via the single traffic road bridge (Haslar Bridge) and therefore this should not be considered to be primary site access route. Access to Portsmouth can be achieved via the Gosport Ferry, a short distance from the site.
Environmental	All car park sites are located within Flood Zone 1 and are therefore at low risk of flooding.

Commercial viability/ attractiveness to the market:

Leisure and tourism uses would provide the opportunity to better connect the waterfront and marina area with the High street and encourage a wider customer base for the town's retail centre. The delivery of a tourism/leisure scheme is unlikely to attract private investment on its own.

Residential uses may be attractive to the market.

Consideration should be given to the national financial impacts of the Coronavirus pandemic and how this may effect funding of all sectors.

Potential development uses:

Residential uses considered to be most appropriate for the Church Path, Clarence Road and Coates Road sites, but due to proximity to the High Street there could be scope to consider an element of retail in any scheme.

Commercial uses at ground floor with residential above is considered to be most appropriate at the North Cross Street site.

Residential uses are considered appropriate at the Mumby Road Lorry Park Site. There is also potential to provide commercial leisure uses at ground floor to that attract custom from the nearby Gosport Marina and draw visitors towards the High Street. There may also be scope to explore commercial uses that could support the function of the potential new marine business hub within the Royal Clarence Yard area.

SITE 10: GOSPORT LEISURE PARK

Site Overview:

The site extends to approximately 5.3 ha and comprises of a leisure centre, public house, hotel and ice rink. Planning permission was granted in 2011 to replace the former Holbrook Leisure Centre and introduce the public house and hotel use on site. The permission has been built out. The ice rink first opened in the late 80s and was not included in the 2011 application site but was refurbished in 2016.

The site is located on Fareham Road, the main road into Gosport from A27/M27. The site is in close proximity to the tourist attraction of Fort Brockhurst and the Brockhurst Gate Retail Park.

Site Location & Proximity to Town or District Centres:

The Elson Road neighbourhood centre is located 0.9 miles to the east of the site. Gosport town centre is located 2.9 miles to the south east of the site.

Site Ownership & availability for development:

The Council own all of the land at Gosport Leisure Park except for the public house and the hotel.

Planning history:

The key planning history for the site is the 2011 application which granted permission for 'demolition of existing leisure centre, erection of replacement leisure centre including swimming pool, sports hall, health and fitness suites, and all-weather 5 a-side/7 a-side synthetic turf pitches, erection of new hotel, and pub/restaurant (including ancillary residential unit), associated access, car parking, servicing and landscaping (11/00249/FULL). Planning permission was granted in April 2016 for a 36 bedroom extension (4 storeys) to the Premier Inn (16/00076/FULL).

In December 2018 planning permission was granted on appeal for a coffee shop (circa. 200m²) with a driv- thru facility (18/00085/FULL) on land at Gosport Leisure Park.

Policy support/ constraints:

Local Plan policy LP9E allocates Gosport Leisure Park for development including leisure facilities. The policy's supporting text outlines that in future there may be opportunities for additional leisure facilities with complementary commercial uses.

Local Plan policy LP32 protects against the in principle loss of existing leisure and community uses.

Physical Constraints:

Conservation	Site located approximately 500m from Fort Brockhurst Scheduled Monument.
Transport and access	The site is located off Fareham Road, the main road into Gosport from A27/M27. Local bus routes serve the site with nearest bus stop being located adjacent to the site on Fareham Road.
Environmental	The site is in Flood Zone 1 and is therefore at low risk of flooding.

Commercial viability/ attractiveness to the market:

The Council will seek to protect the existing uses on site. There may be scope for additional leisure uses on site such as a cinema and other family orientated leisure uses, (the nearest cinema facilities are located in Portsmouth) if a suitable site is not available in Gosport Town Centre or edge of the centre. However such uses will be subject to market demand and site constraints. The existing development on the site extends across much of the site and therefore there is limited land availability on the site. The commercial viability of exploring development on the airspace of the existing buildings and the reconfiguration of the existing parking on site should be explored.

Depending on demand and viability, there may be scope to explore further extending the hotel to provide additional rooms/facilities.

There may be potential to provide light industrial uses including trade counters.

Potential development uses:

Leisure/ community facilities.

Complimentary leisure employment uses.

Estimated timescale for delivery:
Short to medium term (i.e. 5 to 10 year period).

SITE 11: ALVER VALLEY COUNTRY PARK	
Site overview:	
The 200 hectare Alver Valley Country Park is situated between the urban areas that comprise Gosport Town Centre and Lee-on-the-Solent District Centre. As such the country park is effective in preventing the coalescence of the two urban areas. The country park comprises a number of different terrains and visitor facilities. Attractions within the park include: Sandhill Pond (angling), BMX track, adventure playground, picnic areas, Little Woodham Village, Wildgrounds Nature Reserve, etc.	
Site location & proximity to Town or District Centres:	
Lee-on-the-Solent is relatively close to the country park but it is unlikely to support linked trips on foot.	
Site Ownership & availability for development:	
The site is part owned by Gosport Borough Council with the Ministry of Defence owning the southern section which whilst outside the official Country Park is used by visitors.	
Planning history:	
In recent years planning permission has been granted for visitor facilities and a small café/toilet and car parks. There are proposals for a garden centre and ancillary commercial uses on land that accommodates the Grange Farm site (20/00028/FULL).	
Policy support/ constraints:	
• Nature conservation policy will influence the type of uses that could be accommodated. Acceptable uses are likely to be limited to activities that have minimal impact on the natural environment and nature reserve designation. • The site is identified in the Local Plan.	
Physical constraints to development:	
Conservation	Very constrained. Identified as a Site of Importance for Nature Conservation. The Wildgrounds, located within the park grounds is a designated Local Nature Reserve.
Transport and access	Reasonably good access for vehicles. Car parks are provided to the north west (off Cherque Way) and south east of the site) off Grange Road). Local bus routes serve the site with the nearest stops located on Howe Road and Grange Road.
Environmental	In the 1970s a large part of the site was used to bury refuse. As such, there may be ground contamination issues.
Commercial viability/ attractiveness to the market:	
Subject to further assessment there may be interest from outdoor leisure operators, such as aerial and tree top adventure trails. The nearest operator is Go Ape in Itchen Valley Country Park.	
Potential development uses:	
Outdoor leisure uses Garden centre Improved visitor facilities.	
Estimated timescale for delivery:	
Short to medium term (5 to 10 year period).	

Appendix 12

Household Telephone Interview Survey (Weighted Results)

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

Table of Contents

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

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

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
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, Bridgemary	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

Column %ges.

	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

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

Q03 What do you like about (STORE / LOCATION MENTIONED AT Q01)? [MR]
Excluding those who do their main food shopping via the internet at Q01

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

Column %ges.

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

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

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

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

Q06 When you combine your trip with other activities, where do you normally go?
Those who combine their shopping with other activities at Q05

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
Alverstoke Local Centre	1.0%	2	3.1%	1	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fareham Town Centre	20.3%	40	6.3%	2	0.0%	0	17.5%	7	7.4%	2	40.0%	12	53.1%	17
Gosport Town Centre	45.2%	89	71.9%	23	80.6%	29	37.5%	15	66.7%	18	6.7%	2	6.3%	2
Havant Town Centre	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1
Lee-on-the-Solent District Centre	3.6%	7	0.0%	0	0.0%	0	15.0%	6	0.0%	0	3.3%	1	0.0%	0
Portchester Local Centre	2.5%	5	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	12.5%	4
Portsmouth City Centre	2.5%	5	9.4%	3	0.0%	0	2.5%	1	0.0%	0	0.0%	0	3.1%	1
Rowner Local Centre	0.5%	1	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0
Southampton City Centre	0.5%	1	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0
Stoke Road, Gosport	2.5%	5	3.1%	1	8.3%	3	2.5%	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	2.5%	1	0.0%	0	3.3%	1	0.0%	0
Brockhurst Gate Retail Park, Heritage Way, Gosport	5.1%	10	6.3%	2	2.8%	1	7.5%	3	14.8%	4	0.0%	0	0.0%	0
Hedge End Retail Park, Charles Watts Way, Hedge End, Southampton	2.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	3	3.1%	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	5.0%	2	0.0%	0	16.7%	5	6.3%	2
Titchfield Retail Park, Southampton Road, Titchfield	0.5%	1	0.0%	0	2.8%	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	3.1%	1
Cosham Local Centre	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1
Gosport Leisure Centre, Forest Way, Gosport	0.5%	1	0.0%	0	0.0%	0	2.5%	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	3.1%	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
(Don't know / varies)	1.5%	3	0.0%	0	2.8%	1	2.5%	1	0.0%	0	0.0%	0	3.1%	1
Base:		197		32		36		40		27		30		32

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

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

Column %ges.

	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%	0	1.0%	1	0.0%	0	0.0%	0
Co-op, Rowner Road, Gosport	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Co-op, West Street, Portchester	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
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, East Street, Farnham	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Waitrose, Locks Heath, Southampton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Waitrose, North Street, Havant	0.3%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
(Don't know / varies)	0.7%	4	0.0%	0	1.0%	1	0.0%	0	3.0%	3	0.0%	0	0.0%	0
(Nowhere else)	32.7%	196	31.0%	31	29.0%	29	27.0%	27	27.0%	27	42.0%	42	40.0%	40
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

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

MeanScore: £

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

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

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)?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
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 Lee-on-the-Solent	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

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
The Food Warehouse (Iceland), Brockhurst Gate, Heritage Way, Gosport	0.2%	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

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

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?
Those who do top-up shopping at Q10

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

Column %ges.

	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

MeanScore: £

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

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
£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
Mean:		*16.86*		*17.24*		*16.27*		*15.74*		*13.50*		*17.50*		*20.46*
Base:		424		77		65		79		65		71		67

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

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

Column %ges.

	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

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

Q16AExcluding Christmas shopping, have you bought any of these goods in the last 10 years? [MR/PR]

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
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 pharmaceutica	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

Column %ges.

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?
Those who said 'Recording media, etc' at Q16A

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
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	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
(Don't know / varies)	5.1%	18	6.7%	4	9.6%	5	5.7%	3	3.3%	2	3.6%	2	2.9%	2
Base:		351		60		52		53		61		56		69

Q18 Where do you normally do most of your household's shopping for books, stationary, sheet music, and drawing materials?
Those who said 'Books, etc' at Q16A

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

Column %ges.

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)?
Those who said 'Audio visual items, etc' at Q16A

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

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
Heritage Way, Gosport														
Portfield Retail Park, Chichester	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Tesco Extra, Clement Attlee Way, Portsmouth	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2
(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

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?
Those who said 'Games & toys, etc' at Q16A

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

Column %ges.

	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%	0	1.5%	1	0.0%	0	0.0%	0
Winchester City Centre	0.3%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	10.0%	33	15.1%	8	13.3%	6	1.8%	1	14.9%	10	3.8%	2	10.5%	6
Base:		329		53		45		55		67		52		57

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)?
Those who said 'Personal care goods, etc' at Q16A

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

Column %ges.

	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

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)?
Those who said 'Furniture, etc' at Q16A

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
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, Casscades 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

	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%	0	0.0%	0	0.0%	0	0.0%	0
Central London	0.3%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Whiteley Village, Whiteley Way, Whiteley	0.3%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solent Flooring, Heritage Business Park, Heritage Way, Gosport	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Stubbington Village Centre	1.4%	5	0.0%	0	0.0%	0	0.0%	0	1.8%	1	5.8%	4	0.0%	0
Warsash Village Centre	0.3%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
(Don’t know / varies)	12.2%	45	11.7%	7	7.9%	5	10.3%	6	19.3%	11	11.6%	8	12.9%	8
Base:		369		60		63		58		57		69		62

Q23 Where do you normally do most of your household's shopping for DIY goods, decorating supplies and garden products?
Those who said 'DIY goods, etc' at Q16A

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

	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%	0	0.0%	0	6.3%	5	0.0%	0
Tesco Superstore, Quay Street, Fareham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Titchfield Village Centre	0.5%	2	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.3%	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	2.5%	2	0.0%	0
(Don’t know / varies)	5.7%	24	6.8%	5	4.6%	3	9.0%	6	8.8%	6	1.3%	1	4.2%	3
Base:		423		73		65		67		68		79		71

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)?
Those who said 'Large domestic electrical appliances, etc' at Q16A

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
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	3.0%	12	1.5%	1	1.5%	1	1.6%	1	1.4%	1	6.0%	4	6.3%	4
Forton Road, Gosport	0.3%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Gosport Town Centre	6.6%	26	12.3%	8	12.3%	8	3.3%	2	9.6%	7	0.0%	0	1.6%	1
Lee-on-the-Solent District Centre	0.3%	1	0.0%	0	0.0%	0	1.6%	1	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	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

Column %ges.

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

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)?
Those who said 'All other goods, etc' at Q16A

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
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	0.7%	2	0.0%	0	2.4%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	11.7%	33	14.3%	7	7.3%	3	14.3%	6	8.3%	4	15.1%	8	10.4%	5
Base:		281		49		41		42		48		53		48

Column %ges.

	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?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
Yes	27.3%	164	49.0%	49	49.0%	49	25.0%	25	24.0%	24	12.0%	12	5.0%	5
No	72.7%	436	51.0%	51	51.0%	51	75.0%	75	76.0%	76	88.0%	88	95.0%	95
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

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
Daily	3.7%	6	10.2%	5	2.0%	1	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
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
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
Every two weeks	13.4%	22	14.3%	7	8.2%	4	20.0%	5	8.3%	2	33.3%	4	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
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
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
Twice a year	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	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	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	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:		*1.59*		*2.29*		*1.90*		*0.93*		*1.05*		*0.37*		*0.48*
Base:		164		49		49		25		24		12		5

Q28 What do you like about Gosport Town Centre? [MR]
Those who use Gosport Town Centre for most of their shopping and town centre uses at Q26

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

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

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

Column %ges.

	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

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]

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

Column %ges.

Q31 Why don't you visit Gosport Town Centre for most or any of your shopping and town centre uses? [MR]
Those who don't use Gosport Town Centre for most of their shopping and town centre uses Q26

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

Q32 Do you or your household visit the following leisure attractions? [MR/PR]

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

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

Q34 Where do you or members of your household normally go to the cinema?
Those who said 'Cinema' at Q16A

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

Column %ges.

Q35 Where do you or members of your household normally go to use a gym / healthclub / sports facility?
Those who said 'Gym / health club / sports facility' at Q16A

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

Q36 Where do you or members of your household normally go to visit the theatre, watch a concert or watch live music?
Those who said 'Theatre / concert / music venue' at Q16A

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

Column %ges.

Q37 Which museum, gallery, or other place of historical / cultural interest do you or household visit most often?
Those who said 'Museum / gallery or place of historical / cultural interest' at Q16A

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
Diving Museum, Stokes Bay Road, Gosport	1.1%	2	0.0%	0	4.0%	1	2.9%	1	0.0%	0	0.0%	0	0.0%	0
Explosion! Museum of Navel Firepower, Priddys Hard, Gosport	4.6%	8	3.1%	1	4.0%	1	5.7%	2	9.1%	3	3.4%	1	0.0%	0
Gosport Discovery Centre, High Street, Gosport	8.0%	14	9.4%	3	12.0%	3	8.6%	3	15.2%	5	0.0%	0	0.0%	0
HMS Alliance, The Solent, Haslar Road, Gosport	1.1%	2	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	4.8%	1
Portsmouth Historic Dockyard, Victory Gate, HM Naval Base, Portsmouth	6.9%	12	15.6%	5	0.0%	0	8.6%	3	0.0%	0	6.9%	2	9.5%	2
Royal Navy Submarine Museum, Haslar, Jetty Road, Gosport	3.4%	6	6.3%	2	4.0%	1	5.7%	2	3.0%	1	0.0%	0	0.0%	0
SeaCity Museum, Havelock Road, Southampton	2.3%	4	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	14.3%	3
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%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	1.1%	2	3.1%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0
Bournemouth Town Centre	0.6%	1	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0
Central London	30.9%	54	28.1%	9	36.0%	9	37.1%	13	18.2%	6	44.8%	13	19.0%	4
Chichester Cathedral, The Royal Chantry, Cathedral Cloisters, Chichester	0.6%	1	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0
Chichester City Centre	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0
Cumberland House Natural History Museum, Cumberland House, Eastern Parade, Southsea	0.6%	1	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0
Fareham Town Centre	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.5%	2
Gosport Town Centre	1.7%	3	0.0%	0	4.0%	1	2.9%	1	3.0%	1	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	4.8%	1
Portsmouth City Museum, Museum Road, Portsmouth	1.7%	3	3.1%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0	4.8%	1
The D Day Story, Clarence Esplanade, Portsmouth	0.6%	1	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0
Warwick Castle, Warwick	0.6%	1	0.0%	0	0.0%	0	0.0%	0	3.0%	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	4.8%	1
Winchester Science Centre & Planetarium, Telegraph Way, Winchester	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0
(Don't know / varies)	30.3%	53	31.3%	10	28.0%	7	20.0%	7	36.4%	12	37.9%	11	28.6%	6
Base:		175		32		25		35		33		29		21

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?
Those who said 'Pub / bar / nightclub' at Q16A

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

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

	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.)
Those who said 'Family entertainment' at Q16A

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

Q41 Where do you or members of your household normally go for water-based activities?
Those who said 'Water-based activities with equipment' at Q16A

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
Boat cruise - tour originatin outside Gosport Borough	4.4%	3	0.0%	0	0.0%	0	7.7%	1	0.0%	0	0.0%	0	25.0%	2
Boat cruise - tour originating from within Gosport Borough	8.8%	6	0.0%	0	0.0%	0	30.8%	4	0.0%	0	16.7%	2	0.0%	0
Fishing - self guided - outside Gosport Borough	1.5%	1	0.0%	0	0.0%	0	0.0%	0	11.1%	1	0.0%	0	0.0%	0
Sailing - lesson(s) - originating outside Gosport Borough	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	1	0.0%	0
(Don't know / varies)	10.3%	7	12.5%	1	11.1%	2	0.0%	0	11.1%	1	8.3%	1	25.0%	2
Canoeing / kayaking - Stoke Lake (Alver Lake), Gosport	23.5%	16	37.5%	3	44.4%	8	0.0%	0	33.3%	3	16.7%	2	0.0%	0
Gosport Model Yacht & Boat Club, Walpole Lakes, South Street, Gosport	1.5%	1	0.0%	0	5.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hornet Services Sailing Club, Haslar Road, Gosport	2.9%	2	0.0%	0	5.6%	1	7.7%	1	0.0%	0	0.0%	0	0.0%	0
Joint Services Adventurous Sail Training Centre, Haslar Road, Gosport	1.5%	1	0.0%	0	0.0%	0	0.0%	0	11.1%	1	0.0%	0	0.0%	0
Kayaking - Hill Head beach, Fareham	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	1	0.0%	0
Kayaking - Portchester beach	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.5%	1
Lee-on-the-Solent Sailing Club, Marine Parade East, Lee-on-the-Solent	1.5%	1	0.0%	0	5.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portchester Sailing Club, Waterside Lane, Castle Street, Portchester	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.5%	1
Romsey Rapids Sports Complex, Southampton Road, Romsey	4.4%	3	12.5%	1	0.0%	0	0.0%	0	11.1%	1	8.3%	1	0.0%	0
Southsea beach (various activities)	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.5%	1
Swimming - Fareham Leisure Centre, Park Lane, Fareham	2.9%	2	0.0%	0	0.0%	0	7.7%	1	0.0%	0	8.3%	1	0.0%	0
Swimming - Gosport beach	7.4%	5	25.0%	2	5.6%	1	0.0%	0	11.1%	1	8.3%	1	0.0%	0
Swimming - Gosport Leisure Centre, Forest Way, Gosport	5.9%	4	0.0%	0	11.1%	2	7.7%	1	11.1%	1	0.0%	0	0.0%	0
Swimming - Hill Head beach, Fareham	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	1	0.0%	0
Swimming - Lee-on-the-Solent beach	5.9%	4	0.0%	0	0.0%	0	30.8%	4	0.0%	0	0.0%	0	0.0%	0
Swimming - Portsmouth beach	4.4%	3	0.0%	0	11.1%	2	0.0%	0	0.0%	0	0.0%	0	12.5%	1
Swimming - Southampton beach	1.5%	1	12.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Universal Marina, Crableck Lane, Sarisbury Green	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	1	0.0%	0
Yachting - Civil Service Sailing Centre, Weevil Lane, Gosport	1.5%	1	0.0%	0	0.0%	0	7.7%	1	0.0%	0	0.0%	0	0.0%	0
Base:		68		8		18		13		9		12		8

Column %ges.

Q42 Where do you or members of your household normally go for (OTHER ACTIVITY AT Q32)?
Those who said 'Other activity' at Q16A

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

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]

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

Column %ges.

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

GEN Gender of respondent:

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
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?

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

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

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
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)

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

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
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, Bridgemary	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

Column %ges.

	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	0.7%	1	0.7%	1
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

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

Q03 What do you like about (STORE / LOCATION MENTIONED AT Q01)? [MR]
Excluding those who do their main food shopping via the internet at Q01

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
Clean store	0.9%	5	1.7%	3	0.0%	0	0.0%	0	1.6%	1	0.7%	1	0.6%	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	33.3%	190	32.6%	53	26.3%	11	30.3%	23	46.1%	27	32.0%	31	33.5%	46
Convenient to work	1.4%	8	1.1%	2	0.0%	0	0.6%	0	1.5%	1	0.8%	1	3.2%	4
Delivery service	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.6%	1
Easy to get to by car	1.2%	7	2.9%	5	1.1%	0	0.6%	0	2.3%	1	0.0%	0	0.0%	0
Easy to get to by foot	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	1.2%	2
Easy to get to by public transport	0.9%	5	0.6%	1	4.8%	2	0.0%	0	2.3%	1	0.0%	0	0.6%	1
Ethical policy	0.1%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Friendly / helpful staff	3.2%	18	2.3%	4	4.7%	2	4.7%	4	6.2%	4	4.8%	5	0.6%	1
Good layout / easy to get around	5.2%	29	4.1%	7	10.5%	4	1.8%	1	8.4%	5	3.4%	3	6.5%	9
Good offers	2.7%	15	2.3%	4	4.2%	2	0.6%	0	0.8%	0	2.7%	3	4.6%	6
Habit / always used it / familiarity	8.1%	46	10.6%	17	10.7%	4	8.7%	7	5.4%	3	8.3%	8	5.0%	7
Has a café	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0
Has a petrol station	0.1%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Large store	2.9%	16	0.0%	0	0.0%	0	5.3%	4	1.6%	1	2.8%	3	6.3%	9
Long opening hours	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Low prices / value for money	22.2%	126	35.0%	57	22.8%	10	25.7%	20	17.9%	10	14.6%	14	12.0%	16
Loyalty scheme / reward points	1.4%	8	0.6%	1	2.2%	1	0.0%	0	2.3%	1	0.0%	0	3.4%	5
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	0.5%	3	0.6%	1	1.2%	0	0.6%	0	0.0%	0	0.0%	0	0.6%	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	5.6%	32	3.7%	6	6.1%	3	4.4%	3	5.2%	3	6.6%	6	7.9%	11
Pleasant shopping environment	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.8%	1	0.0%	0
Preference for retailer	1.0%	6	0.6%	1	0.6%	0	1.2%	1	4.0%	2	1.4%	1	0.0%	0
Quality of food goods available	11.1%	63	10.6%	17	26.5%	11	12.1%	9	7.2%	4	12.0%	11	7.4%	10
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	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Range of food goods available	21.6%	123	25.1%	41	19.4%	8	15.2%	12	20.9%	12	25.8%	25	19.0%	26
Range of non-food goods available	3.6%	21	5.4%	9	1.1%	0	3.5%	3	1.6%	1	2.8%	3	3.8%	5
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	3.2%	18	0.6%	1	3.0%	1	6.1%	5	2.3%	1	2.1%	2	6.0%	8
Staff discount / work there	1.7%	10	2.4%	4	0.0%	0	1.2%	1	2.3%	1	1.3%	1	1.9%	3
Supporting local business	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	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
Better clientele	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better labelling	0.1%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Close to other shops / services	1.1%	6	0.0%	0	0.6%	0	5.6%	4	0.0%	0	0.7%	1	0.6%	1
Everything	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Has an in-store pharmacy	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Has scan-as-you-shop facility	1.1%	6	3.7%	6	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
It's not in Gosport	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Parking for the disabled	0.7%	4	0.0%	0	0.6%	0	0.0%	0	0.0%	0	3.8%	4	0.0%	0
Provides free fruit for children	0.5%	3	0.0%	0	0.0%	0	3.5%	3	0.0%	0	0.0%	0	0.0%	0
Provides mobility scooters for customers	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Sells clothing	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / nothing)	6.1%	35	2.4%	4	3.5%	1	10.3%	8	3.9%	2	7.0%	7	9.1%	12
Weighted base:		569		161		42		76		58		95		136
Sample:		572		98		100		96		90		92		96

Q04 How do you normally travel to (LOCATION MENTIONED AT Q01)?
Excluding those who do their main food shopping via the internet at Q01

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

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

Q06 When you combine your trip with other activities, where do you normally go?
Those who combine their shopping with other activities at Q05

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
Alverstoke Local Centre	2.7%	5	9.5%	5	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fareham Town Centre	23.0%	46	3.6%	2	0.0%	0	10.7%	4	7.0%	1	40.0%	12	54.7%	27
Gosport Town Centre	33.5%	66	52.8%	28	74.0%	11	36.4%	12	60.0%	12	6.6%	2	5.0%	2
Havant Town Centre	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Lee-on-the-Solent District Centre	3.0%	6	0.0%	0	0.0%	0	15.9%	5	0.0%	0	2.3%	1	0.0%	0
Portchester Local Centre	2.0%	4	0.0%	0	0.0%	0	0.0%	0	2.4%	0	0.0%	0	7.0%	3
Portsmouth City Centre	6.3%	12	21.0%	11	0.0%	0	1.4%	0	0.0%	0	0.0%	0	1.9%	1
Rowner Local Centre	1.4%	3	0.0%	0	0.0%	0	8.1%	3	0.0%	0	0.0%	0	0.0%	0
Southampton City Centre	0.2%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0
Stoke Road, Gosport	1.8%	4	1.7%	1	15.7%	2	1.3%	0	0.0%	0	0.0%	0	0.0%	0
Waterlooville Town Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0
Broadcut Retail Park, Broadcut, Fareham	1.1%	2	0.0%	0	0.0%	0	2.5%	1	0.0%	0	4.3%	1	0.0%	0
Brockhurst Gate Retail Park, Heritage Way, Gosport	5.3%	10	11.3%	6	3.3%	0	4.2%	1	13.8%	3	0.0%	0	0.0%	0
Hedge End Retail Park, Charles Watts Way, Hedge End, Southampton	1.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	2	1.7%	1
Southampton Road, Park Gate, Southampton	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0
Speedfields Retail Park, Newgate Lane, Fareham	5.1%	10	0.0%	0	0.0%	0	2.8%	1	0.0%	0	25.7%	7	3.4%	2
Titchfield Retail Park, Southampton Road, Titchfield	0.1%	0	0.0%	0	1.7%	0	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	1.9%	1
Cosham Local Centre	2.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.5%	5
Gosport Leisure Centre, Forest Way, Gosport	1.2%	2	0.0%	0	0.0%	0	7.2%	2	0.0%	0	0.0%	0	0.0%	0
Household Waste Recycling Centre, Grange Road, Gosport	1.6%	3	0.0%	0	0.0%	0	0.0%	0	16.8%	3	0.0%	0	0.0%	0
Port Solent Local Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Stubbington Village Centre	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	2	0.0%	0
Wallington Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0
(Don't know / varies)	4.2%	8	0.0%	0	3.3%	0	8.1%	3	0.0%	0	0.0%	0	10.5%	5
Weighted base:		198		53		14		33		19		29		50
Sample:		197		32		36		40		27		30		32

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

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

	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%	0	1.2%	1	0.0%	0	0.0%	0
Co-op, Rowner Road, Gosport	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Co-op, West Street, Portchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Lidl, Castle Trading Estate, Portchester	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	3
Lidl, East Street, Farnham	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Waitrose, Locks Heath, Southampton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Waitrose, North Street, Havant	1.1%	7	3.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
(Don't know / varies)	0.5%	3	0.0%	0	3.2%	1	0.0%	0	2.5%	2	0.0%	0	0.0%	0
(Nowhere else)	33.9%	204	34.6%	57	23.0%	10	31.7%	25	25.9%	18	39.3%	41	37.8%	53
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

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

MeanScore: £

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

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

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)?

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

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

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?
Those who do top-up shopping at Q10

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
Aldi, Mumby Road, Gosport	2.8%	13	8.0%	11	2.7%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0
Aldi, West Street, Fareham	2.7%	12	0.0%	0	0.0%	0	0.0%	0	1.7%	1	1.9%	1	9.6%	10
Asda, Dock Road, Gosport	2.5%	11	3.0%	4	7.8%	2	2.2%	1	7.4%	4	0.0%	0	0.0%	0
Asda, Speedfields Park, Newgate Lane, Fareham	2.8%	13	1.4%	2	0.0%	0	5.0%	3	4.4%	2	0.9%	1	4.7%	5
Co-op, Arundel Drive, Fareham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Co-op, Cherque Farm, Twyford Drive Lee-on-the-Solent	0.6%	3	0.0%	0	0.0%	0	4.5%	3	0.0%	0	0.0%	0	0.0%	0
Co-op, Gregson Avenue, Bridgemary	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	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%	0	0.0%	0	0.0%	0	2.6%	3
Co-op, High Street, Lee-on-Solent	2.0%	9	0.0%	0	0.0%	0	14.2%	9	0.0%	0	0.0%	0	0.0%	0
Co-op, Petrol Oak Road, Highlands Road, Fareham	0.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	4	0.0%	0
Co-op, Yew Tree Drive, Highlands Road, Fareham	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Iceland, The Green, Stubbington	1.0%	5	0.0%	0	1.0%	0	3.8%	2	0.0%	0	2.5%	2	0.0%	0
Iceland, Walpole Road, Gosport	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, West Street, Fareham	2.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.9%	9
Lidl, Brockhurst Gate, Gosport	1.4%	6	3.8%	5	0.0%	0	0.8%	0	1.0%	0	0.0%	0	0.0%	0
Lidl, Forton Road, Gosport	1.8%	8	5.8%	8	0.9%	0	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	0.9%	1
Lidl, Rookery Avenue, Whiteley	1.6%	7	0.0%	0	0.0%	0	4.2%	3	0.0%	0	4.8%	4	0.9%	1
M&S Foodhall Brockhurst Gate, Heritage Way, Gosport	0.4%	2	0.0%	0	3.6%	1	0.7%	0	0.9%	0	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	0.9%	1
Morrisons, Walpole Road, High Street, Gosport	1.8%	8	2.9%	4	8.6%	2	0.7%	0	1.7%	1	0.9%	1	0.0%	0
Sainsbury's Superstore, Broadcut, Wallington, Fareham	4.8%	21	3.8%	5	0.0%	0	0.0%	0	1.7%	1	2.8%	2	13.6%	13
Tesco Express, Carless Close, Rowner	0.1%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Forton Road, Gosport	1.0%	4	0.8%	1	0.0%	0	4.2%	3	0.0%	0	0.9%	1	0.0%	0
Tesco Express, Pier Street, Lee-on-Solent	0.7%	3	0.0%	0	0.0%	0	4.9%	3	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, North Harbour, Clement Atlee Way, Portsmouth	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2
Tesco Extra, Solent Retail Park, Havant	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Tesco Superstore, Alver Village Square, Grange Road, Gosport	1.2%	5	1.5%	2	5.4%	1	0.8%	0	2.7%	1	0.0%	0	0.0%	0
Tesco Superstore, Quay Street, Fareham	1.2%	5	0.0%	0	0.0%	0	1.3%	1	1.9%	1	0.0%	0	3.5%	3
Tesco Superstore, Whiteley Way, Whiteley, Fareham	1.3%	6	4.3%	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	0.7%	3	0.8%	1	0.0%	0	0.0%	0	4.5%	2	0.0%	0	0.0%	0
Waitrose, Stoke Road, Gosport	1.0%	5	0.7%	1	3.8%	1	0.0%	0	0.0%	0	3.5%	3	0.0%	0
Fareham Town Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.9%	1	0.9%	1

	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

MeanScore: £

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

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
£1 - £5	11.9%	53	15.2%	20	15.1%	4	9.8%	6	16.9%	8	16.6%	13	1.8%	2
£6 - £10	19.8%	88	14.8%	19	11.1%	3	22.7%	14	20.7%	10	15.2%	11	30.0%	30
£11 - £15	13.8%	62	15.9%	21	9.4%	3	4.9%	3	9.1%	5	18.6%	14	16.7%	16
£16 - £20	14.0%	62	8.9%	12	21.5%	6	17.1%	11	15.7%	8	17.9%	14	12.9%	13
£21 - £25	8.2%	36	7.3%	10	9.0%	2	15.8%	10	8.0%	4	7.0%	5	5.1%	5
£26 - £30	5.8%	26	6.8%	9	14.9%	4	3.8%	2	1.7%	1	3.8%	3	7.1%	7
£31 - £35	1.1%	5	2.0%	3	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.9%	1
£36 - £40	2.8%	13	5.9%	8	1.8%	0	1.3%	1	1.0%	0	2.7%	2	0.9%	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	0.9%	4	1.5%	2	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.9%	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	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	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	0.9%	1	0.0%	0
£76 - £80	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
£81 - £85	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	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)	16.6%	74	20.2%	26	16.3%	4	18.3%	12	26.1%	13	6.3%	5	13.9%	14
(Refused)	4.4%	20	1.5%	2	1.0%	0	2.1%	1	0.9%	0	10.1%	8	7.9%	8
Mean:		*17.09*		*17.51*		*17.64*		*17.75*		*13.76*		*16.43*		*18.03*
Weighted base:		446		131		27		64		49		76		99
Sample:		424		77		65		79		65		71		67

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

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

Column %ges.

	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

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

Q16AExcluding Christmas shopping, have you bought any of these goods in the last 10 years? [MR/PR]

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
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 pharmaceutica	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

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?
Those who said 'Recording media, etc' at Q16A

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
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	1.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	4	0.0%	0
(Don't know / varies)	3.1%	12	3.5%	4	5.3%	1	3.2%	1	2.9%	1	2.1%	1	2.8%	2
Weighted base:		369		106		24		43		46		63		88
Sample:		351		60		52		53		61		56		69

Q18 Where do you normally do most of your household's shopping for books, stationary, sheet music, and drawing materials?
Those who said 'Books, etc' at Q16A

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
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	1.1%	5	0.0%	0	0.0%	0	1.3%	1	0.0%	0	5.1%	4	0.0%	0
(Don't know / varies)	2.8%	13	4.0%	5	4.4%	1	1.4%	1	1.9%	1	2.6%	2	2.3%	3
Weighted base:		456		120		34		65		50		79		109
Sample:		445		70		77		77		69		73		79

Column %ges.

	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)?
Those who said 'Audio visual items, etc' at Q16A

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
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.

	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

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?
Those who said 'Games & toys, etc' at Q16A

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

Column %ges.

	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	0.1%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	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

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)?
Those who said 'Personal care goods, etc' at Q16A

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
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.

	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

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)?
Those who said 'Furniture, etc' at Q16A

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
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, Casscades 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.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
Road, Gosport														
Alton Town Centre	0.4%	2	0.0%	0	5.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	0.1%	0	0.0%	0	1.8%	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	1.0%	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	0.9%	1	0.0%	0
Stubbington Village Centre	1.0%	4	0.0%	0	0.0%	0	0.0%	0	1.1%	0	4.3%	3	0.0%	0
Warsash Village Centre	0.2%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	12.1%	46	14.8%	16	5.7%	1	15.6%	7	20.0%	8	8.0%	6	8.7%	7
Weighted base:		379		110		26		45		41		76		81
Sample:		369		60		63		58		57		69		62

Q23 Where do you normally do most of your household's shopping for DIY goods, decorating supplies and garden products?
Those who said 'DIY goods, etc' at Q16A

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

	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%	0	0.0%	0	4.1%	3	0.0%	0
Tesco Superstore, Quay Street, Fareham	1.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	5
Titchfield Village Centre	0.2%	1	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.8%	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	1.7%	1	0.0%	0
(Don’t know / varies)	4.7%	21	4.2%	6	2.8%	1	8.9%	5	12.2%	6	0.8%	1	2.6%	3
Weighted base:		446		133		27		57		51		80		100
Sample:		423		73		65		67		68		79		71

Column %ges.

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)?
Those who said 'Large domestic electrical appliances, etc' at Q16A

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
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	3.0%	13	0.8%	1	0.9%	0	1.8%	1	0.9%	0	3.6%	3	8.3%	7
Forton Road, Gosport	0.1%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0
Gosport Town Centre	5.1%	21	10.0%	12	7.7%	2	1.9%	1	9.3%	5	0.0%	0	1.0%	1
Lee-on-the-Solent District Centre	0.1%	0	0.0%	0	0.0%	0	0.9%	0	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	1.0%	1	0.0%	0
Portsmouth City Centre	0.2%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Southampton City Centre	1.3%	5	0.7%	1	0.9%	0	0.0%	0	0.9%	0	2.7%	2	2.0%	2
Stoke Road, Gosport	1.4%	6	2.3%	3	7.1%	2	1.9%	1	0.0%	0	0.0%	0	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	3.1%	3
Collingwood Retail Park, Newgate Lane, Fareham (Homebase, Matalan, Pets at Home)	1.2%	5	1.6%	2	1.6%	0	2.0%	1	0.0%	0	0.0%	0	1.8%	2
Hedge End Retail Park, Charles Watts Way, Hedge End, Southampton (B&Q, Oak Furnitureland, ScS)	3.8%	16	4.9%	6	2.7%	1	0.9%	0	1.7%	1	0.9%	1	7.8%	7
Southampton Road, Park Gate, Southampton (Currys PC World, Home Bargains, Smyths Toys)	29.0%	119	19.0%	23	38.4%	11	26.6%	12	41.7%	22	53.0%	39	13.5%	12
Speedfields Retail Park, Newgate Lane, Fareham (Asda, B&Q, Lidl)	1.2%	5	0.8%	1	0.9%	0	0.0%	0	0.0%	0	2.6%	2	2.0%	2
The Junction / Ocean Retail Park, Burrfields Road, Portsmouth (Currys PC World, Marks & Spencer, TK Maxx)	1.7%	7	0.0%	0	0.0%	0	0.9%	0	1.0%	0	0.0%	0	6.9%	6
West Quay Retail Park, Pirelli Street, Southampton (Argos, Furniture Village, Matalan)	0.1%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whiteley Shopping Centre, Whiteley, Fareham (JD Sports, Next, WH Smith)	0.8%	3	0.0%	0	0.0%	0	5.8%	3	0.0%	0	0.9%	1	0.0%	0
Abroad	0.2%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Internet / catalogue / TV shopping	38.0%	156	48.8%	60	21.5%	6	43.6%	20	34.3%	18	20.6%	15	41.7%	37
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
Bishop's Waltham Town Centre	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2
Costco, Regents Park Road, Southampton	0.4%	2	0.0%	0	5.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston-upon-Thames Town Centre	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Magnet Kitchens, Gosport Road, Fareham	0.3%	1	0.0%	0	1.6%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Ocean Retail Park, Burrfields Road, Portsmouth	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
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.

	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

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)?
Those who said 'All other goods, etc' at Q16A

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
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	0.7%	2	0.0%	0	6.1%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	9.9%	32	8.3%	8	10.1%	2	12.0%	5	7.5%	2	10.2%	7	11.5%	9
Weighted base:		323		92		22		39		30		64		77
Sample:		281		49		41		42		48		53		48

Column %ges.

Q26 Do you use Gosport Town Centre for most of your shopping and town centre uses?

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

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
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:		*1.45*		*1.98*		*1.84*		*0.73*		*0.98*		*0.38*		*0.48*
Weighted base:		137		66		16		21		17		13		4
Sample:		164		49		49		25		24		12		5

Q28 What do you like about Gosport Town Centre? [MR]

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

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
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	0.0%	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

Column %ges.

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

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

Column %ges.

	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%	0	0.0%	0	0.0%	0	0.0%	0
Open a Primark store	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Reduce business rents / rates	0.4%	2	1.2%	2	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Remove undesirables (homeless, drug-users, etc.)	0.3%	2	0.6%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know)	8.0%	48	4.2%	7	2.4%	1	12.7%	10	6.1%	4	12.5%	13	9.0%	13
(Nothing)	21.4%	129	12.7%	21	17.2%	7	9.6%	8	8.3%	6	27.8%	29	41.4%	58
Weighted base:		600		164		42		80		70		104		141
Sample:		600		100		100		100		100		100		100

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]

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
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.

Q31 Why don't you visit Gosport Town Centre for most or any of your shopping and town centre uses? [MR]
Those who don't use Gosport Town Centre for most of their shopping and town centre uses Q26

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

Q32 Do you or your household visit the following leisure attractions? [MR/PR]

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

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

Q34 Where do you or members of your household normally go to the cinema?
Those who said 'Cinema' at Q16A

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
Big Screen, Guildhall Square, Portsmouth	0.4%	1	0.9%	1	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0
Cineworld, Whiteley Shopping Centre, Whiteley Way, Fareham	19.3%	72	10.5%	12	7.7%	2	19.8%	11	13.1%	5	32.4%	21	26.6%	22
No6 Cinema, Boathouse 6, Portsmouth	0.5%	2	0.9%	1	1.9%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Odeon, Port Way, Port Solent	17.8%	66	9.0%	10	7.1%	2	14.3%	8	13.8%	5	18.0%	12	36.8%	30
Odeon, Southampton Leisure World, West Quay Road, Southampton	0.9%	3	0.9%	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	24.1%	89	16.7%	18	15.3%	4	29.5%	16	43.5%	15	26.9%	18	22.2%	18
Showcase de Lux, West Quay, Southampton	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.1%	1
Vue Cinema, Gunwharf Quays, Portsmouth	32.1%	119	56.5%	62	55.8%	14	34.0%	19	21.6%	8	19.5%	13	5.3%	4
Harbour Lights Picturehouse, Maritime Walk, Southampton	0.4%	2	0.0%	0	6.2%	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	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Stag, London Road, Sevenoaks	0.1%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	2.5%	9	4.6%	5	1.9%	0	0.8%	0	7.9%	3	1.0%	1	0.0%	0
Weighted base:		371		110		24		55		35		66		81
Sample:		332		61		50		63		46		57		55

Column %ges.

Q35 Where do you or members of your household normally go to use a gym / healthclub / sports facility?
Those who said 'Gym / health club / sports facility' at Q16A

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
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%	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%	1
PureGym, Arundel Street, Portsmouth	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	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	25.3%	34	0.0%	0	21.3%	2	3.2%	1	0.0%	0	37.1%	7	65.2%	25
Gosport Town Centre	8.2%	11	14.4%	5	16.1%	1	12.1%	3	8.3%	1	0.0%	0	2.4%	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	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1
Waterlooville Town Centre	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	1	0.0%	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%	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%	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%	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%	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%	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	2.4%	1
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%	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%	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	3.6%	1	2.2%	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
(Don't know / varies)	2.4%	3	2.8%	1	0.0%	0	0.0%	0	0.0%	0	3.6%	1	4.2%	2
Weighted base:		135		33		8		28		10		18		38
Sample:		114		16		17		26		13		20		22

Column %ges.

Q36 Where do you or members of your household normally go to visit the theatre, watch a concert or watch live music?
Those who said 'Theatre / concert / music venue' at Q16A

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

Q37 Which museum, gallery, or other place of historical / cultural interest do you or household visit most often?
Those who said 'Museum / gallery or place of historical / cultural interest' at Q16A

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
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 Navel Firepower, Priddys 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

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?
Those who said 'Pub / bar / nightclub' at Q16A

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

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

Q40 Where do you or members of your household normally go for family entertainment? (e.g. ice rink, ten pin bowling, soft play, etc.)
Those who said 'Family entertainment' at Q16A

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

Q41 Where do you or members of your household normally go for water-based activities?
Those who said 'Water-based activities with equipment' at Q16A

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
Boat cruise - tour originatin outside Gosport Borough	10.0%	7	0.0%	0	0.0%	0	5.1%	0	0.0%	0	0.0%	0	32.2%	6
Boat cruise - tour originating from within Gosport Borough	8.7%	6	0.0%	0	0.0%	0	43.9%	4	0.0%	0	21.6%	2	0.0%	0
Fishing - self guided - outside Gosport Borough	1.3%	1	0.0%	0	0.0%	0	0.0%	0	11.1%	1	0.0%	0	0.0%	0
Sailing - lesson(s) - originating outside Gosport Borough	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	1	0.0%	0
(Don't know / varies)	12.5%	8	8.0%	1	5.6%	0	0.0%	0	5.9%	0	8.1%	1	29.3%	6
Canoeing / kayaking - Stoke Lake (Alver Lake), Gosport	18.0%	12	23.2%	3	38.3%	3	0.0%	0	53.4%	4	15.6%	1	0.0%	0
Gosport Model Yacht & Boat Club, Walpole Lakes, South Street, Gosport	0.7%	0	0.0%	0	5.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hornet Services Sailing Club, Haslar Road, Gosport	1.0%	1	0.0%	0	2.8%	0	5.1%	0	0.0%	0	0.0%	0	0.0%	0
Joint Services Adventurous Sail Training Centre, Haslar Road, Gosport	0.7%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	0	0.0%	0	0.0%	0
Kayaking - Hill Head beach, Fareham	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.1%	1	0.0%	0
Kayaking - Portchester beach	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1
Lee-on-the-Solent Sailing Club, Marine Parade East, Lee-on-the-Solent	0.4%	0	0.0%	0	2.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portchester Sailing Club, Waterside Lane, Castle Street, Portchester	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1
Romsey Rapids Sports Complex, Southampton Road, Romsey	3.3%	2	8.0%	1	0.0%	0	0.0%	0	5.9%	0	8.1%	1	0.0%	0
Southsea beach (various activities)	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1
Swimming - Fareham Leisure Centre, Park Lane, Fareham	1.8%	1	0.0%	0	0.0%	0	5.5%	0	0.0%	0	8.1%	1	0.0%	0
Swimming - Gosport beach	12.8%	8	52.9%	7	2.8%	0	0.0%	0	11.1%	1	7.5%	1	0.0%	0
Swimming - Gosport Leisure Centre, Forest Way, Gosport	4.1%	3	0.0%	0	19.9%	2	5.1%	0	6.4%	0	0.0%	0	0.0%	0
Swimming - Hill Head beach, Fareham	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.1%	1	0.0%	0
Swimming - Lee-on-the-Solent beach	3.9%	3	0.0%	0	0.0%	0	29.9%	3	0.0%	0	0.0%	0	0.0%	0
Swimming - Portsmouth beach	10.1%	7	0.0%	0	22.4%	2	0.0%	0	0.0%	0	0.0%	0	24.4%	5
Swimming - Southampton beach	1.5%	1	8.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Universal Marina, Crableck Lane, Sarisbury Green	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	1	0.0%	0
Yachting - Civil Service Sailing Centre, Weevil Lane, Gosport	0.7%	0	0.0%	0	0.0%	0	5.5%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		66		13		9		9		8		9		19
Sample:		68		8		18		13		9		12		8

Q42 Where do you or members of your household normally go for (OTHER ACTIVITY AT Q32)?
Those who said 'Other activity' at Q16A

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
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
Weighted base:		0		0		0		0		0		0		0
Sample:		0		0		0		0		0		0		0

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]

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

GEN Gender of respondent:

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
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?

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

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

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

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

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

	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

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

Q03 What do you like about (STORE / LOCATION MENTIONED AT Q01)? [MR]
Excluding those who do their main food shopping via the internet at Q01

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

Q04 How do you normally travel to (LOCATION MENTIONED AT Q01)?
Excluding those who do their main food shopping via the internet at Q01

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

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

Column %ges.

Q06 When you combine your trip with other activities, where do you normally go?
Those who combine their shopping with other activities at Q05 AND Excl. Nulls & SFT

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

Column %ges.

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

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
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, Bridgemary, 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

Column %ges.

	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%	0	1.4%	1	0.0%	0	0.0%	0
Co-op, West Street, Portchester	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Lidl, Castle Trading Estate, Portchester	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	3
Lidl, East Street, Farnham	0.3%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Waitrose, Locks Heath, Southampton	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Waitrose, North Street, Havant	0.5%	2	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
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

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

MeanScore: £

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

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

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)?
Excl. Nulls & SFT

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

Column %ges.

	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

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

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?

Those who do top-up shopping at Q10 AND Excl. Nulls & SFT

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

Column %ges.

	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

Column %ges.

MeanScore: £

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

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
£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
Mean:		*16.86*		*17.24*		*16.27*		*15.74*		*13.50*		*17.50*		*20.46*
Base:		424		77		65		79		65		71		67

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
Excl. Nulls & SFT

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

Column %ges.

Q16 How do you normally travel to (LOCATION MENTIONED AT Q15)?
Excluding those who said 'Internet / catalogue / TV shopping' at Q15

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

Q16AExcluding Christmas shopping, have you bought any of these goods in the last 10 years? [MR/PR]

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
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 pharmaceutica	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

Column %ges.

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?
Those who said 'Recording media, etc' at Q16A AND Excl. Nulls & SFT

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

Q18 Where do you normally do most of your household's shopping for books, stationary, sheet music, and drawing materials?
Those who said 'Books, etc' at Q16A AND Excl. Nulls & SFT

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
Bridgemary Local Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0
Chichester City Centre	0.4%	1	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fareham Town Centre	37.8%	95	34.1%	15	20.0%	8	31.3%	15	28.9%	13	42.4%	14	73.2%	30
Gosport Town Centre	19.9%	50	31.8%	14	42.5%	17	10.4%	5	28.9%	13	3.0%	1	0.0%	0
Lee-on-the-Solent District Centre	7.2%	18	2.3%	1	5.0%	2	25.0%	12	2.2%	1	6.1%	2	0.0%	0
Portchester Local Centre	0.8%	2	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1
Portsmouth City Centre	2.4%	6	0.0%	0	7.5%	3	4.2%	2	0.0%	0	0.0%	0	2.4%	1
Southampton City Centre	1.2%	3	4.5%	2	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0
Southsea Local Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1
Fareham Market	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	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	7.3%	3
Brockhurst Gate Retail Park, Heritage Way, Gosport (Home Bargains, Jolleys Pet Superstore)	0.4%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Collingwood Retail Park, Newgate Lane, Fareham (Homebase, Matalan, Pets at Home)	0.4%	1	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0
Fareham Shopping Centre, Thackeray Mall, Fareham (B&M, Bon Marché, New Look)	3.6%	9	2.3%	1	0.0%	0	4.2%	2	6.7%	3	0.0%	0	7.3%	3
Gunwharf Quays, Portsmouth (Marks & Spencer, Nike, Pandora)	0.8%	2	2.3%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	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%	0	2.2%	1	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%	3	13.3%	6	18.2%	6	4.9%	2
West Quay Retail Park, Pirelli Street, Southampton (Argos, Furniture Village, Matalan)	0.4%	1	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0
Whiteley Shopping Centre, Whiteley, Fareham (JD Sports, Next, WH Smith)	0.8%	2	2.3%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.8%	2	0.0%	0	0.0%	0	2.1%	1	0.0%	0	3.0%	1	0.0%	0
Asda, Cranbourne Industrial Estate, Dock Road, Gosport	4.8%	12	9.1%	4	7.5%	3	6.3%	3	4.4%	2	0.0%	0	0.0%	0
Tesco Superstore, Alver Village Square, Grange Road, Gosport	0.8%	2	0.0%	0	0.0%	0	0.0%	0	4.4%	2	0.0%	0	0.0%	0
Morrisons, Walpole Road, Gosport	1.2%	3	2.3%	1	5.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Speedfields Park, Newgate Lane, Fareham	0.4%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0
Exeter City Centre	0.4%	1	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0
Gatwick Airport	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0
Heathrow Airport	0.8%	2	0.0%	0	2.5%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0
Sevenoaks Town Centre	0.4%	1	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stubbington Village Centre	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	3	0.0%	0
Sunderland City Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0
Tesco Extra, Green Park, Llantrisant, Pontyclun	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0
Tesco Superstore, Quay Street, Fareham	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0
Winchester City Centre	0.8%	2	0.0%	0	0.0%	0	2.1%	1	0.0%	0	3.0%	1	0.0%	0
Base:		251		44		40		48		45		33		41

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)?
Those who said 'Audio visual items, etc' at Q16A AND Excl. Nulls & SFT

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

	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

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?
Those who said 'Games & toys, etc' at Q16A AND Excl. Nulls & SFT

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

	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

Column %ges.

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)?
Those who said 'Personal care goods, etc' at Q16A AND Excl. Nulls & SFT

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
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	0.7%	3	0.0%	0	0.0%	0	0.0%	0	3.9%	3	0.0%	0	0.0%	0
Fareham Town Centre	25.7%	117	9.0%	7	10.4%	8	17.8%	13	26.0%	20	39.5%	30	52.0%	39
Forton Road, Gosport	0.2%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Gosport Town Centre	28.7%	131	61.5%	48	70.1%	54	16.4%	12	22.1%	17	0.0%	0	0.0%	0
Lee-on-the-Solent District Centre	5.0%	23	0.0%	0	0.0%	0	31.5%	23	0.0%	0	0.0%	0	0.0%	0
Portchester Local Centre	2.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.3%	10
Portsmouth City Centre	0.4%	2	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Rowner Local Centre	0.7%	3	0.0%	0	0.0%	0	2.7%	2	1.3%	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	1.3%	1
Stoke Road, Gosport	1.5%	7	3.8%	3	5.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broadcut Retail Park, Broadcut, Fareham (Argos, Dreams, Sainsbury's)	3.1%	14	1.3%	1	0.0%	0	2.7%	2	0.0%	0	3.9%	3	10.7%	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	1.3%	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	1.3%	1
Fareham Shopping Centre, Thackeray Mall, Fareham (B&M, Bon Marché, New Look)	1.1%	5	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.3%	1	4.0%	3
Gunwharf Quays, Portsmouth (Marks & Spencer, Nike, Pandora)	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.3%	1
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

Column %ges.

	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%	0	0.0%	0	1.3%	1	0.0%	0
Waitrose, Stoke Road, Gosport	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Base:		456		78		77		73		77		76		75

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)?
Those who said 'Furniture, etc' at Q16A AND Excl. Nulls & SFT

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
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, Casscades 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

Column %ges.

	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

Column %ges.

Q23 Where do you normally do most of your household's shopping for DIY goods, decorating supplies and garden products?
Those who said 'DIY goods, etc' at Q16A AND Excl. Nulls & SFT

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

	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

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)?
Those who said 'Large domestic electrical appliances, etc' at Q16A AND Excl. Nulls & SFT

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
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	4.7%	12	2.7%	1	2.0%	1	2.8%	1	2.2%	1	8.9%	4	10.0%	4
Forton Road, Gosport	0.4%	1	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0
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

Column %ges.

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)?
Those who said 'All other goods, etc' at Q16A AND Excl. Nulls & SFT

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
IKEA, Mountbatten Retail Park, Southampton	4.4%	9	6.9%	2	9.7%	3	3.2%	1	2.9%	1	2.5%	1	2.6%	1
John Lewis, WestQuay Southampton	3.4%	7	0.0%	0	6.5%	2	6.5%	2	0.0%	0	2.5%	1	5.3%	2
Marks & Spencer, Hedge End Retail Park, Southampton	1.0%	2	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	2.6%	1
The Range, Gunners Way, Gosport	1.0%	2	0.0%	0	3.2%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0
Bournemouth Town Centre	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0
Chichester City Centre	2.5%	5	0.0%	0	3.2%	1	3.2%	1	2.9%	1	0.0%	0	5.3%	2
Fareham Town Centre	27.5%	56	17.2%	5	3.2%	1	25.8%	8	28.6%	10	32.5%	13	50.0%	19
Gosport Town Centre	11.3%	23	34.5%	10	22.6%	7	0.0%	0	17.1%	6	0.0%	0	0.0%	0
Lee-on-the-Solent District Centre	2.0%	4	3.4%	1	0.0%	0	9.7%	3	0.0%	0	0.0%	0	0.0%	0
Portsmouth City Centre	5.9%	12	6.9%	2	3.2%	1	0.0%	0	8.6%	3	7.5%	3	7.9%	3
Southampton City Centre	4.9%	10	6.9%	2	6.5%	2	0.0%	0	5.7%	2	5.0%	2	5.3%	2
Southsea Local Centre	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1
Broadcut Retail Park, Broadcut, Fareham (Argos, Dreams, Sainsbury's)	1.5%	3	0.0%	0	6.5%	2	0.0%	0	0.0%	0	2.5%	1	0.0%	0
Fareham Shopping Centre, Thackeray Mall, Fareham (B&M, Bon Marché, New Look)	2.9%	6	0.0%	0	3.2%	1	3.2%	1	11.4%	4	0.0%	0	0.0%	0
Gunwharf Quays, Portsmouth (Marks & Spencer, Nike, Pandora)	2.9%	6	0.0%	0	3.2%	1	6.5%	2	0.0%	0	2.5%	1	5.3%	2
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%	0	0.0%	0	0.0%	0	2.6%	1
Southampton Road, Park Gate, Southampton (Currys PC World, Home Bargains, Smyths Toys)	1.5%	3	0.0%	0	3.2%	1	3.2%	1	0.0%	0	2.5%	1	0.0%	0
Speedfields Retail Park, Newgate Lane, Fareham (Asda, B&Q, Lidl)	2.5%	5	0.0%	0	0.0%	0	0.0%	0	2.9%	1	7.5%	3	2.6%	1
West Quay Retail Park, Pirelli Street, Southampton (Argos, Furniture Village, Matalan)	2.0%	4	6.9%	2	3.2%	1	0.0%	0	0.0%	0	2.5%	1	0.0%	0
Whiteley Shopping Centre, Whiteley, Fareham (JD Sports, Next, WH Smith)	8.3%	17	3.4%	1	6.5%	2	12.9%	4	8.6%	3	17.5%	7	0.0%	0
Abroad	4.4%	9	6.9%	2	0.0%	0	9.7%	3	5.7%	2	5.0%	2	0.0%	0
Asda, Cranbourne Industrial Estate, Dock Road, Gosport	1.5%	3	3.4%	1	3.2%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0
Morrisons, Walpole Road, Gosport	0.5%	1	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Larchwood Avenue, Havant	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1
Brighton City Centre	0.5%	1	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0
Central London	1.0%	2	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1
Exeter City Centre	0.5%	1	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0
Guildford Town Centre	0.5%	1	0.0%	0	0.0%	0	3.2%	1	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	2.5%	1	0.0%	0
Tesco Extra, Clement Attlee Way, Portsmouth	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1
Titchfield Village Centre	1.5%	3	3.4%	1	0.0%	0	0.0%	0	0.0%	0	5.0%	2	0.0%	0
Winchester City Centre	1.0%	2	0.0%	0	3.2%	1	3.2%	1	0.0%	0	0.0%	0	0.0%	0
Base:		204		29		31		31		35		40		38

Column %ges.

Q26 Do you use Gosport Town Centre for most of your shopping and town centre uses?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
Yes	27.3%	164	49.0%	49	49.0%	49	25.0%	25	24.0%	24	12.0%	12	5.0%	5
No	72.7%	436	51.0%	51	51.0%	51	75.0%	75	76.0%	76	88.0%	88	95.0%	95
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

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
Daily	3.7%	6	10.2%	5	2.0%	1	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
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
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
Every two weeks	13.4%	22	14.3%	7	8.2%	4	20.0%	5	8.3%	2	33.3%	4	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
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
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
Twice a year	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	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	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	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:		*1.59*		*2.29*		*1.90*		*0.93*		*1.05*		*0.37*		*0.48*
Base:		164		49		49		25		24		12		5

Q28 What do you like about Gosport Town Centre? [MR]
Those who use Gosport Town Centre for most of their shopping and town centre uses at Q26

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

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

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

Column %ges.

	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

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]

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

Column %ges.

Q31 Why don't you visit Gosport Town Centre for most or any of your shopping and town centre uses? [MR]
Those who don't use Gosport Town Centre for most of their shopping and town centre uses Q26

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

Q32 Do you or your household visit the following leisure attractions? [MR/PR]

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

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
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 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	8.8%	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

Q34 Where do you or members of your household normally go to the cinema?
Those who said 'Cinema' at Q16A AND Excl. Nulls & SFT

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
Big Screen, Guildhall Square, Portsmouth	0.6%	2	1.7%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Cineworld, Whiteley Shopping Centre, Whiteley Way, Fareham	20.2%	66	10.0%	6	6.1%	3	21.0%	13	17.8%	8	39.3%	22	25.5%	14
No6 Cinema, Boathouse 6, Portsmouth	0.9%	3	1.7%	1	2.0%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Odeon, Port Way, Port Solent	16.5%	54	10.0%	6	12.2%	6	19.4%	12	15.6%	7	14.3%	8	27.3%	15
Odeon, Southampton Leisure World, West Quay Road, Southampton	1.2%	4	1.7%	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	28.1%	92	15.0%	9	18.4%	9	29.0%	18	48.9%	22	28.6%	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	30.3%	99	60.0%	36	53.1%	26	27.4%	17	17.8%	8	14.3%	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	4.1%	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
Base:		327		60		49		62		45		56		55

Q35 Where do you or members of your household normally go to use a gym / healthclub / sports facility?
Those who said 'Gym / health club / sports facility' at Q16A AND Excl. Nulls & SFT

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

Q36 Where do you or members of your household normally go to visit the theatre, watch a concert or watch live music?
Those who said 'Theatre / concert / music venue' at Q16A AND Excl. Nulls & SFT

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

Q37 Which museum, gallery, or other place of historical / cultural interest do you or household visit most often?
Those who said 'Museum / gallery or place of historical / cultural interest' at Q16A AND Excl. Nulls & SFT

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
Diving Museum, Stokes Bay Road, Gosport	1.6%	2	0.0%	0	5.6%	1	3.6%	1	0.0%	0	0.0%	0	0.0%	0
Explosion! Museum of Navel Firepower, Priddys Hard, Gosport	6.6%	8	4.5%	1	5.6%	1	7.1%	2	14.3%	3	5.6%	1	0.0%	0
Gosport Discovery Centre, High Street, Gosport	11.5%	14	13.6%	3	16.7%	3	10.7%	3	23.8%	5	0.0%	0	0.0%	0
HMS Alliance, The Solent, Haslar Road, Gosport	1.6%	2	0.0%	0	5.6%	1	0.0%	0	0.0%	0	0.0%	0	6.7%	1
Portsmouth Historic Dockyard, Victory Gate, HM Naval Base, Portsmouth	9.8%	12	22.7%	5	0.0%	0	10.7%	3	0.0%	0	11.1%	2	13.3%	2
Royal Navy Submarine Museum, Haslar, Jetty Road, Gosport	4.9%	6	9.1%	2	5.6%	1	7.1%	2	4.8%	1	0.0%	0	0.0%	0
SeaCity Museum, Havelock Road, Southampton	3.3%	4	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0	20.0%	3
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%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	1.6%	2	4.5%	1	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0
Bournemouth Town Centre	0.8%	1	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0
Central London	44.3%	54	40.9%	9	50.0%	9	46.4%	13	28.6%	6	72.2%	13	26.7%	4
Chichester Cathedral, The Royal Chantry, Cathedral Cloisters, Chichester	0.8%	1	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0
Chichester City Centre	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	1	0.0%	0
Cumberland House Natural History Museum, Cumberland House, Eastern Parade, Southsea	0.8%	1	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0
Fareham Town Centre	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.3%	2
Gosport Town Centre	2.5%	3	0.0%	0	5.6%	1	3.6%	1	4.8%	1	0.0%	0	0.0%	0
HMS Victory, Main Road, Portsmouth	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1
Portsmouth City Museum, Museum Road, Portsmouth	2.5%	3	4.5%	1	0.0%	0	3.6%	1	0.0%	0	0.0%	0	6.7%	1
The D Day Story, Clarence Esplanade, Portsmouth	0.8%	1	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0
Warwick Castle, Warwick	0.8%	1	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0
Winchester City Centre	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1
Winchester Science Centre & Planetarium, Telegraph Way, Winchester	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	1	0.0%	0
Base:		122		22		18		28		21		18		15

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?
Those who said 'Pub / bar / nightclub' at Q16A AND Excl. Nulls & SFT

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

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

Q40 Where do you or members of your household normally go for family entertainment? (e.g. ice rink, ten pin bowling, soft play, etc.)
Those who said 'Family entertainment' at Q16A AND Excl. Nulls & SFT

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

Q41 Where do you or members of your household normally go for water-based activities?
Those who said 'Water-based activities with equipment' at Q16A

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
Boat cruise - tour originatin outside Gosport Borough	4.4%	3	0.0%	0	0.0%	0	7.7%	1	0.0%	0	0.0%	0	25.0%	2
Boat cruise - tour originating from within Gosport Borough	8.8%	6	0.0%	0	0.0%	0	30.8%	4	0.0%	0	16.7%	2	0.0%	0
Fishing - self guided - outside Gosport Borough	1.5%	1	0.0%	0	0.0%	0	0.0%	0	11.1%	1	0.0%	0	0.0%	0
Sailing - lesson(s) - originating outside Gosport Borough	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	1	0.0%	0
(Don't know / varies)	10.3%	7	12.5%	1	11.1%	2	0.0%	0	11.1%	1	8.3%	1	25.0%	2
Canoeing / kayaking - Stoke Lake (Alver Lake), Gosport	23.5%	16	37.5%	3	44.4%	8	0.0%	0	33.3%	3	16.7%	2	0.0%	0
Gosport Model Yacht & Boat Club, Walpole Lakes, South Street, Gosport	1.5%	1	0.0%	0	5.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hornet Services Sailing Club, Haslar Road, Gosport	2.9%	2	0.0%	0	5.6%	1	7.7%	1	0.0%	0	0.0%	0	0.0%	0
Joint Services Adventurous Sail Training Centre, Haslar Road, Gosport	1.5%	1	0.0%	0	0.0%	0	0.0%	0	11.1%	1	0.0%	0	0.0%	0
Kayaking - Hill Head beach, Fareham	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	1	0.0%	0
Kayaking - Portchester beach	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.5%	1
Lee-on-the-Solent Sailing Club, Marine Parade East, Lee-on-the-Solent	1.5%	1	0.0%	0	5.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portchester Sailing Club, Waterside Lane, Castle Street, Portchester	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.5%	1
Romsey Rapids Sports Complex, Southampton Road, Romsey	4.4%	3	12.5%	1	0.0%	0	0.0%	0	11.1%	1	8.3%	1	0.0%	0
Southsea beach (various activities)	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.5%	1
Swimming - Fareham Leisure Centre, Park Lane, Fareham	2.9%	2	0.0%	0	0.0%	0	7.7%	1	0.0%	0	8.3%	1	0.0%	0
Swimming - Gosport beach	7.4%	5	25.0%	2	5.6%	1	0.0%	0	11.1%	1	8.3%	1	0.0%	0
Swimming - Gosport Leisure Centre, Forest Way, Gosport	5.9%	4	0.0%	0	11.1%	2	7.7%	1	11.1%	1	0.0%	0	0.0%	0
Swimming - Hill Head beach, Fareham	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	1	0.0%	0
Swimming - Lee-on-the-Solent beach	5.9%	4	0.0%	0	0.0%	0	30.8%	4	0.0%	0	0.0%	0	0.0%	0
Swimming - Portsmouth beach	4.4%	3	0.0%	0	11.1%	2	0.0%	0	0.0%	0	0.0%	0	12.5%	1
Swimming - Southampton beach	1.5%	1	12.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Universal Marina, Crableck Lane, Sarisbury Green	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	1	0.0%	0
Yachting - Civil Service Sailing Centre, Weevil Lane, Gosport	1.5%	1	0.0%	0	0.0%	0	7.7%	1	0.0%	0	0.0%	0	0.0%	0
Base:		68		8		18		13		9		12		8

Q42 Where do you or members of your household normally go for (OTHER ACTIVITY AT Q32)?
Those who said 'Other activity' at Q16A

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

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]

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

Column %ges.

GEN Gender of respondent:

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
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?

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

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

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
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)

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

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
Aldi, Mumby Road, Gosport	4.5%	25	8.5%	14	4.4%	2	8.3%	6	4.0%	2	1.3%	1	0.0%	0
Aldi, West Street, Fareham	2.8%	16	0.0%	0	0.0%	0	0.6%	0	0.0%	0	2.3%	2	10.0%	14
Asda, Dock Road, Gosport	15.9%	90	41.9%	68	28.7%	12	4.1%	3	13.0%	7	0.0%	0	0.0%	0
Asda, Speedfields Park, Newgate Lane, Fareham	15.2%	86	0.0%	0	0.0%	0	17.9%	14	27.9%	16	46.0%	44	9.3%	13
Co-op, Gregson Avenue, Bridgemary	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Co-op, High Street, Lee-on-Solent	0.7%	4	0.0%	0	0.0%	0	5.1%	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	0.8%	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	2.1%	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	2.5%	3
Lidl, Brockhurst Gate, Gosport	4.9%	28	7.7%	12	3.6%	2	11.7%	9	8.5%	5	0.0%	0	0.0%	0
Lidl, Forton Road, Gosport	0.8%	4	1.8%	3	0.6%	0	0.6%	0	1.6%	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	0.8%	1	0.0%	0
M&S Foodhall Brockhurst Gate, Heritage Way, Gosport	0.2%	1	0.0%	0	1.1%	0	0.6%	0	0.8%	0	0.0%	0	0.0%	0
M&S Foodhall, Tollbar Way, hedge End, Southampton	1.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	3.4%	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	9.0%	51	16.2%	26	26.8%	11	5.7%	4	11.6%	7	1.4%	1	1.2%	2
Sainsbury's Superstore, Broadcut, Wallington, Fareham	12.9%	74	4.7%	8	0.0%	0	4.1%	3	3.0%	2	24.5%	23	27.7%	38
Sainsbury's Superstore, Tollbar Way, Hedge End, Southampton	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	3	0.6%	1
Tesco Express, Carless Close, Rowner	0.9%	5	0.0%	0	0.0%	0	5.8%	4	0.0%	0	0.7%	1	0.0%	0
Tesco Express, Forton Road, Gosport	0.9%	5	0.6%	1	0.0%	0	4.7%	4	0.0%	0	0.0%	0	0.6%	1
Tesco Extra, North Harbour, Clement Atlee Way, Portsmouth	6.6%	38	3.1%	5	1.1%	0	0.6%	0	0.8%	0	0.0%	0	23.0%	31
Tesco Superstore, Alver Village Square, Grange Road, Gosport	9.4%	53	9.2%	15	13.3%	6	23.9%	18	23.3%	13	1.4%	1	0.0%	0
Tesco Superstore, Quay Street, Fareham	4.5%	25	0.0%	0	0.0%	0	0.6%	0	0.8%	0	7.7%	7	12.6%	17
Tesco Superstore, Whiteley Way, Whiteley, Fareham	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	2.0%	3
Waitrose, Stoke Road, Gosport	3.5%	20	6.4%	10	16.6%	7	2.3%	2	0.8%	0	0.7%	1	0.0%	0
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	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	3	0.0%	0
Lidl, Newgate Lane, Fareham	1.2%	7	0.0%	0	0.0%	0	1.1%	1	0.8%	0	2.1%	2	2.5%	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	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	3
Lidl, Fareham Road, Gosport	0.2%	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	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Waitrose, Locks Heath,	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.7%	1

Column %ges.

	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

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

Q03 What do you like about (STORE / LOCATION MENTIONED AT Q01)? [MR]
Excluding those who do their main food shopping via the internet at Q01

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
Clean store	0.9%	5	1.7%	3	0.0%	0	0.0%	0	1.6%	1	0.7%	1	0.6%	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	33.3%	190	32.6%	53	26.3%	11	30.3%	23	46.1%	27	32.0%	31	33.5%	46
Convenient to work	1.4%	8	1.1%	2	0.0%	0	0.6%	0	1.5%	1	0.8%	1	3.2%	4
Delivery service	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.6%	1
Easy to get to by car	1.2%	7	2.9%	5	1.1%	0	0.6%	0	2.3%	1	0.0%	0	0.0%	0
Easy to get to by foot	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	1.2%	2
Easy to get to by public transport	0.9%	5	0.6%	1	4.8%	2	0.0%	0	2.3%	1	0.0%	0	0.6%	1
Ethical policy	0.1%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Friendly / helpful staff	3.2%	18	2.3%	4	4.7%	2	4.7%	4	6.2%	4	4.8%	5	0.6%	1
Good layout / easy to get around	5.2%	29	4.1%	7	10.5%	4	1.8%	1	8.4%	5	3.4%	3	6.5%	9
Good offers	2.7%	15	2.3%	4	4.2%	2	0.6%	0	0.8%	0	2.7%	3	4.6%	6
Habit / always used it / familiarity	8.1%	46	10.6%	17	10.7%	4	8.7%	7	5.4%	3	8.3%	8	5.0%	7
Has a café	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0
Has a petrol station	0.1%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Large store	2.9%	16	0.0%	0	0.0%	0	5.3%	4	1.6%	1	2.8%	3	6.3%	9
Long opening hours	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Low prices / value for money	22.2%	126	35.0%	57	22.8%	10	25.7%	20	17.9%	10	14.6%	14	12.0%	16
Loyalty scheme / reward points	1.4%	8	0.6%	1	2.2%	1	0.0%	0	2.3%	1	0.0%	0	3.4%	5
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	0.5%	3	0.6%	1	1.2%	0	0.6%	0	0.0%	0	0.0%	0	0.6%	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	5.6%	32	3.7%	6	6.1%	3	4.4%	3	5.2%	3	6.6%	6	7.9%	11
Pleasant shopping environment	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.8%	1	0.0%	0
Preference for retailer	1.0%	6	0.6%	1	0.6%	0	1.2%	1	4.0%	2	1.4%	1	0.0%	0
Quality of food goods available	11.1%	63	10.6%	17	26.5%	11	12.1%	9	7.2%	4	12.0%	11	7.4%	10
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	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Range of food goods available	21.6%	123	25.1%	41	19.4%	8	15.2%	12	20.9%	12	25.8%	25	19.0%	26
Range of non-food goods available	3.6%	21	5.4%	9	1.1%	0	3.5%	3	1.6%	1	2.8%	3	3.8%	5
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	3.2%	18	0.6%	1	3.0%	1	6.1%	5	2.3%	1	2.1%	2	6.0%	8
Staff discount / work there	1.7%	10	2.4%	4	0.0%	0	1.2%	1	2.3%	1	1.3%	1	1.9%	3
Supporting local business	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	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
Better clientele	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better labelling	0.1%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Close to other shops / services	1.1%	6	0.0%	0	0.6%	0	5.6%	4	0.0%	0	0.7%	1	0.6%	1
Everything	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Has an in-store pharmacy	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Has scan-as-you-shop facility	1.1%	6	3.7%	6	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
It's not in Gosport	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Parking for the disabled	0.7%	4	0.0%	0	0.6%	0	0.0%	0	0.0%	0	3.8%	4	0.0%	0
Provides free fruit for children	0.5%	3	0.0%	0	0.0%	0	3.5%	3	0.0%	0	0.0%	0	0.0%	0
Provides mobility scooters for customers	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Sells clothing	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / nothing)	6.1%	35	2.4%	4	3.5%	1	10.3%	8	3.9%	2	7.0%	7	9.1%	12
Weighted base:		569		161		42		76		58		95		136
Sample:		572		98		100		96		90		92		96

Q04 How do you normally travel to (LOCATION MENTIONED AT Q01)?
Excluding those who do their main food shopping via the internet at Q01

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

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

Column %ges.

Q06 When you combine your trip with other activities, where do you normally go?
Those who combine their shopping with other activities at Q05 AND Excl. Nulls & SFT

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
Alverstoke Local Centre	2.8%	5	9.5%	5	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fareham Town Centre	24.0%	46	3.6%	2	0.0%	0	11.6%	4	7.0%	1	40.0%	12	61.1%	27
Gosport Town Centre	35.0%	66	52.8%	28	76.6%	11	39.6%	12	60.0%	12	6.6%	2	5.5%	2
Havant Town Centre	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1
Lee-on-the-Solent District Centre	3.1%	6	0.0%	0	0.0%	0	17.3%	5	0.0%	0	2.3%	1	0.0%	0
Portchester Local Centre	2.1%	4	0.0%	0	0.0%	0	0.0%	0	2.4%	0	0.0%	0	7.8%	3
Portsmouth City Centre	6.6%	12	21.0%	11	0.0%	0	1.6%	0	0.0%	0	0.0%	0	2.1%	1
Rowner Local Centre	1.4%	3	0.0%	0	0.0%	0	8.8%	3	0.0%	0	0.0%	0	0.0%	0
Southampton City Centre	0.2%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0
Stoke Road, Gosport	1.9%	4	1.7%	1	16.3%	2	1.4%	0	0.0%	0	0.0%	0	0.0%	0
Waterlooville Town Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0
Broadcut Retail Park, Broadcut, Fareham	1.1%	2	0.0%	0	0.0%	0	2.7%	1	0.0%	0	4.3%	1	0.0%	0
Brockhurst Gate Retail Park, Heritage Way, Gosport	5.5%	10	11.3%	6	3.4%	0	4.6%	1	13.8%	3	0.0%	0	0.0%	0
Hedge End Retail Park, Charles Watts Way, Hedge End, Southampton	1.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	2	1.9%	1
Southampton Road, Park Gate, Southampton	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0
Speedfields Retail Park, Newgate Lane, Fareham	5.3%	10	0.0%	0	0.0%	0	3.0%	1	0.0%	0	25.7%	7	3.8%	2
Titchfield Retail Park, Southampton Road, Titchfield	0.1%	0	0.0%	0	1.8%	0	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	2.1%	1
Cosham Local Centre	2.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.7%	5
Gosport Leisure Centre, Forest Way, Gosport	1.3%	2	0.0%	0	0.0%	0	7.9%	2	0.0%	0	0.0%	0	0.0%	0
Household Waste Recycling Centre, Grange Road, Gosport	1.7%	3	0.0%	0	0.0%	0	0.0%	0	16.8%	3	0.0%	0	0.0%	0
Port Solent Local Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Stubbington Village Centre	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	2	0.0%	0
Wallington Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0
Weighted base:		190		53		14		31		19		29		45
Sample:		194		32		35		39		27		30		31

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

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
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, Bridgemary, 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

	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%	0	0.9%	0	0.0%	0	0.0%	0
Co-op, West Street, Portchester	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Lidl, Castle Trading Estate, Portchester	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	3
Lidl, East Street, Farnham	0.2%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Waitrose, Locks Heath, Southampton	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0
Waitrose, North Street, Havant	1.7%	7	5.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
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

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

MeanScore: £

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

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

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)?
Excl. Nulls & SFT

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
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.

	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

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

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?
Those who do top-up shopping at Q10 AND Excl. Nulls & SFT

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
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.

	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

MeanScore: £

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

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
£1 - £5	11.9%	53	15.2%	20	15.1%	4	9.8%	6	16.9%	8	16.6%	13	1.8%	2
£6 - £10	19.8%	88	14.8%	19	11.1%	3	22.7%	14	20.7%	10	15.2%	11	30.0%	30
£11 - £15	13.8%	62	15.9%	21	9.4%	3	4.9%	3	9.1%	5	18.6%	14	16.7%	16
£16 - £20	14.0%	62	8.9%	12	21.5%	6	17.1%	11	15.7%	8	17.9%	14	12.9%	13
£21 - £25	8.2%	36	7.3%	10	9.0%	2	15.8%	10	8.0%	4	7.0%	5	5.1%	5
£26 - £30	5.8%	26	6.8%	9	14.9%	4	3.8%	2	1.7%	1	3.8%	3	7.1%	7
£31 - £35	1.1%	5	2.0%	3	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.9%	1
£36 - £40	2.8%	13	5.9%	8	1.8%	0	1.3%	1	1.0%	0	2.7%	2	0.9%	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	0.9%	4	1.5%	2	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.9%	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	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	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	0.9%	1	0.0%	0
£76 - £80	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
£81 - £85	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	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)	16.6%	74	20.2%	26	16.3%	4	18.3%	12	26.1%	13	6.3%	5	13.9%	14
(Refused)	4.4%	20	1.5%	2	1.0%	0	2.1%	1	0.9%	0	10.1%	8	7.9%	8
Mean:		*17.09*		*17.51*		*17.64*		*17.75*		*13.76*		*16.43*		*18.03*
Weighted base:		446		131		27		64		49		76		99
Sample:		424		77		65		79		65		71		67

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
Excl. Nulls & SFT

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
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.

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

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

Q16AExcluding Christmas shopping, have you bought any of these goods in the last 10 years? [MR/PR]

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
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 pharmaceutica	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

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?
Those who said 'Recording media, etc' at Q16A AND Excl. Nulls & SFT

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
Alverstoke Local Centre	0.2%	0	0.0%	0	2.2%	0	0.0%	0	0.0%	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	2.3%	1	0.0%	0
Fareham Town Centre	16.4%	24	5.3%	2	2.4%	0	7.3%	1	9.0%	2	14.5%	4	40.5%	15
Gosport Town Centre	20.0%	30	57.3%	19	35.3%	4	21.4%	3	15.3%	4	0.0%	0	0.0%	0
Lee-on-the-Solent District Centre	1.0%	2	0.0%	0	0.0%	0	7.3%	1	0.0%	0	2.3%	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	2.3%	1
Portsmouth City Centre	4.1%	6	6.0%	2	13.6%	2	0.0%	0	0.0%	0	0.0%	0	6.9%	3
Southampton City Centre	0.8%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	0	2.5%	1	0.0%	0
Broadcut Retail Park, Broadcut, Fareham (Argos, Dreams, Sainsbury's)	5.5%	8	0.0%	0	0.0%	0	0.0%	0	1.7%	0	14.3%	4	9.9%	4
Gunwharf Quays, Portsmouth (Marks & Spencer, Nike, Pandora)	7.6%	11	5.5%	2	6.6%	1	11.2%	1	4.9%	1	15.3%	4	4.4%	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%	0	0.0%	0	0.0%	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	0.0%	0	1.7%	0	0.0%	0	0.0%	0
Speedfields Retail Park, Newgate Lane, Fareham (Asda, B&Q, Lidl)	17.0%	25	2.8%	1	2.4%	0	34.7%	4	37.5%	10	25.4%	7	7.2%	3
West Quay Retail Park, Pirelli Street, Southampton (Argos, Furniture Village, Matalan)	0.2%	0	0.0%	0	2.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whiteley Shopping Centre, Whiteley, Fareham (JD Sports, Next, WH Smith)	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0
Asda, Cranbourne Industrial Estate, Dock Road, Gosport	8.6%	13	14.1%	5	28.9%	3	3.9%	0	16.7%	4	0.0%	0	0.0%	0
Tesco Superstore, Alver Village Square, Grange Road, Gosport	2.0%	3	6.0%	2	0.0%	0	3.6%	0	1.7%	0	0.0%	0	0.0%	0
Morrisons, Walpole Road, Gosport	1.4%	2	0.0%	0	2.2%	0	3.6%	0	4.9%	1	0.0%	0	0.0%	0
Asda, Speedfields Park, Newgate Lane, Fareham	0.3%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0
Exeter City Centre	0.6%	1	0.0%	0	0.0%	0	6.9%	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	3.2%	1	0.0%	0	0.0%	0
Tesco Extra, Clement Attlee Way, Portsmouth	1.5%	2	0.0%	0	4.2%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	2
Tesco Extra, Green Park, Llantrisant, Pontyclun	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	1	0.0%	0
Tesco Superstore, Quay Street, Fareham	6.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	24.2%	9
Winchester City Centre	2.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.3%	4	0.0%	0
Weighted base:		148		33		11		12		27		28		37
Sample:		163		22		26		21		37		24		33

Q18 Where do you normally do most of your household's shopping for books, stationary, sheet music, and drawing materials?
Those who said 'Books, etc' at Q16A AND Excl. Nulls & SFT

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
Bridgemary Local Centre	0.2%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0
Chichester City Centre	0.1%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fareham Town Centre	41.7%	100	33.8%	23	14.4%	2	32.5%	13	35.1%	11	43.8%	14	71.0%	36
Gosport Town Centre	16.6%	40	29.2%	20	42.4%	7	5.5%	2	32.8%	11	2.0%	1	0.0%	0
Lee-on-the-Solent District Centre	5.2%	13	1.5%	1	11.3%	2	19.3%	8	1.5%	0	4.0%	1	0.0%	0
Portchester Local Centre	1.1%	3	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Portsmouth City Centre	1.6%	4	0.0%	0	12.9%	2	2.2%	1	0.0%	0	0.0%	0	1.8%	1
Southampton City Centre	1.1%	3	2.7%	2	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Southsea Local Centre	2.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.2%	5
Fareham Market	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Broadcut Retail Park, Broadcut, Fareham (Argos, Dreams, Sainsbury's)	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	3
Brockhurst Gate Retail Park, Heritage Way, Gosport (Home Bargains, Jolleys Pet Superstore)	2.1%	5	7.5%	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)	1.1%	3	0.0%	0	0.0%	0	6.6%	3	0.0%	0	0.0%	0	0.0%	0
Fareham Shopping Centre, Thackeray Mall, Fareham (B&M, Bon Marché, New Look)	3.1%	7	1.5%	1	0.0%	0	2.1%	1	6.8%	2	0.0%	0	6.5%	3
Gunwharf Quays, Portsmouth (Marks & Spencer, Nike, Pandora)	0.6%	1	1.5%	1	0.0%	0	0.0%	0	1.4%	0	0.0%	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%	0	1.4%	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%	4	11.1%	4	15.8%	5	3.6%	2
West Quay Retail Park, Pirelli Street, Southampton (Argos, Furniture Village, Matalan)	0.3%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Whiteley Shopping Centre, Whiteley, Fareham (JD Sports, Next, WH Smith)	0.5%	1	1.5%	1	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.6%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	2.0%	1	0.0%	0
Asda, Cranbourne Industrial Estate, Dock Road, Gosport	6.0%	14	13.0%	9	6.2%	1	8.9%	4	2.8%	1	0.0%	0	0.0%	0
Tesco Superstore, Alver Village Square, Grange Road, Gosport	0.4%	1	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0
Morrisons, Walpole Road, Gosport	0.6%	1	1.4%	1	3.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Speedfields Park, Newgate Lane, Fareham	0.2%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0
Exeter City Centre	0.3%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Gatwick Airport	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0
Heathrow Airport	1.1%	3	0.0%	0	1.6%	0	5.9%	2	0.0%	0	0.0%	0	0.0%	0
Sevenoaks Town Centre	0.2%	0	0.0%	0	3.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stubbington Village Centre	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	2	0.0%	0
Sunderland City Centre	0.2%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0
Tesco Extra, Green Park, Llantrisant, Pontyclun	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0
Tesco Superstore, Quay Street, Fareham	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Winchester City Centre	2.0%	5	0.0%	0	0.0%	0	2.0%	1	0.0%	0	12.3%	4	0.0%	0
Weighted base:		240		68		16		41		33		33		51
Sample:		251		44		40		48		45		33		41

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)?
Those who said 'Audio visual items, etc' at Q16A AND Excl. Nulls & SFT

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
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.

	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

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?
Those who said 'Games & toys, etc' at Q16A AND Excl. Nulls & SFT

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
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.

	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%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		200		49		10		31		26		37		46
Sample:		193		28		25		31		40		34		35

Column %ges.

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)?
Those who said 'Personal care goods, etc' at Q16A AND Excl. Nulls & SFT

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
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	0.5%	2	0.0%	0	0.0%	0	0.0%	0	4.5%	2	0.0%	0	0.0%	0
Fareham Town Centre	27.1%	124	11.0%	15	13.7%	4	17.7%	11	24.0%	12	45.9%	36	46.6%	46
Forton Road, Gosport	0.1%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Gosport Town Centre	27.3%	125	59.9%	84	71.8%	23	13.5%	8	20.9%	10	0.0%	0	0.0%	0
Lee-on-the-Solent District Centre	4.4%	20	0.0%	0	0.0%	0	33.7%	20	0.0%	0	0.0%	0	0.0%	0
Portchester Local Centre	2.1%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.9%	10
Portsmouth City Centre	2.0%	9	4.0%	6	0.0%	0	0.0%	0	0.0%	0	4.6%	4	0.0%	0
Rowner Local Centre	0.3%	1	0.0%	0	0.0%	0	1.5%	1	1.0%	0	0.0%	0	0.0%	0
Southampton City Centre	1.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	5
Stoke Road, Gosport	0.9%	4	2.0%	3	4.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broadcut Retail Park, Broadcut, Fareham (Argos, Dreams, Sainsbury's)	3.3%	15	0.7%	1	0.0%	0	1.5%	1	0.0%	0	2.6%	2	11.2%	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	1.8%	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	0.9%	1
Fareham Shopping Centre, Thackeray Mall, Fareham (B&M, Bon Marché, New Look)	1.6%	8	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.8%	1	6.5%	6
Gunwharf Quays, Portsmouth (Marks & Spencer, Nike, Pandora)	1.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	4	0.9%	1
Southampton Road, Park Gate, Southampton (Currys PC World, Home Bargains, Smyths Toys)	0.3%	1	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0
Speedfields Retail Park, Newgate Lane, Fareham (Asda, B&Q, Lidl)	5.0%	23	2.6%	4	0.0%	0	9.9%	6	13.6%	7	5.9%	5	1.8%	2
The Junction / Ocean Retail Park, Burrfields Road, Portsmouth (Currys PC World, Marks & Spencer, TK Maxx)	0.3%	1	0.0%	0	0.8%	0	0.0%	0	0.9%	0	0.8%	1	0.0%	0
Whiteley Shopping Centre, Whiteley, Fareham (JD Sports, Next, WH Smith)	1.7%	8	0.0%	0	0.8%	0	1.5%	1	1.8%	1	6.0%	5	0.9%	1
Abroad	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Asda, Cranbourne Industrial Estate, Dock Road, Gosport	4.4%	20	6.1%	9	6.9%	2	4.5%	3	11.0%	5	1.7%	1	0.0%	0
Tesco Superstore, Alver Village Square, Grange Road, Gosport	4.7%	22	7.2%	10	0.0%	0	7.5%	5	13.2%	6	0.8%	1	0.0%	0
Morrisons, Walpole Road, Gosport	0.5%	2	0.7%	1	0.8%	0	0.7%	0	1.8%	1	0.0%	0	0.0%	0
Asda, Speedfields Park, Newgate Lane, Fareham	0.1%	0	0.0%	0	0.0%	0	0.8%	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	2.7%	1	0.0%	0	0.0%	0
Lidl, Forton Road, Gosport	0.7%	3	0.7%	1	0.0%	0	4.0%	2	0.0%	0	0.0%	0	0.0%	0
Stubbington Village Centre	3.9%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.3%	18	0.0%	0
Tesco Extra, Clement Attlee Way, Portsmouth	2.1%	10	3.6%	5	0.0%	0	0.0%	0	0.9%	0	0.0%	0	4.3%	4
Tesco Superstore, Quay	2.8%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	12.3%	12

Column %ges.

	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%	0	0.0%	0	0.9%	1	0.0%	0
Waitrose, Stoke Road, Gosport	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Weighted base:		457		140		32		60		49		79		98
Sample:		456		78		77		73		77		76		75

Column %ges.

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)?
Those who said 'Furniture, etc' at Q16A AND Excl. Nulls & SFT

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
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, Casscades 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.

	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

Q23 Where do you normally do most of your household's shopping for DIY goods, decorating supplies and garden products?
Those who said 'DIY goods, etc' at Q16A AND Excl. Nulls & SFT

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

	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

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)?
Those who said 'Large domestic electrical appliances, etc' at Q16A AND Excl. Nulls & SFT

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
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	5.3%	13	1.7%	1	1.1%	0	3.4%	1	1.5%	0	5.1%	3	14.5%	7
Forton Road, Gosport	0.2%	0	0.0%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0
Gosport Town Centre	8.9%	21	21.2%	12	10.1%	2	3.6%	1	15.5%	5	0.0%	0	1.7%	1
Lee-on-the-Solent District Centre	0.2%	0	0.0%	0	0.0%	0	1.8%	0	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	1.4%	1	0.0%	0
Portsmouth City Centre	0.4%	1	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0
Southampton City Centre	2.3%	5	1.6%	1	1.2%	0	0.0%	0	1.5%	0	3.8%	2	3.5%	2
Stoke Road, Gosport	2.4%	6	4.9%	3	9.2%	2	3.6%	1	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	5.5%	3
Collingwood Retail Park, Newgate Lane, Fareham (Homebase, Matalan, Pets at Home)	2.1%	5	3.3%	2	2.1%	0	3.7%	1	0.0%	0	0.0%	0	3.2%	2
Hedge End Retail Park, Charles Watts Way, Hedge End, Southampton (B&Q, Oak Furnitureland, ScS)	6.6%	16	10.4%	6	3.5%	1	1.8%	0	2.8%	1	1.3%	1	13.7%	7
Southampton Road, Park Gate, Southampton (Currys PC World, Home Bargains, Smyths Toys)	50.1%	119	40.2%	23	50.0%	11	50.5%	12	69.8%	22	75.5%	39	23.5%	12
Speedfields Retail Park, Newgate Lane, Fareham (Asda, B&Q, Lidl)	2.1%	5	1.7%	1	1.1%	0	0.0%	0	0.0%	0	3.7%	2	3.5%	2
The Junction / Ocean Retail Park, Burrfields Road, Portsmouth (Currys PC World, Marks & Spencer, TK Maxx)	2.9%	7	0.0%	0	0.0%	0	1.8%	0	1.6%	0	0.0%	0	12.0%	6
West Quay Retail Park, Pirelli Street, Southampton (Argos, Furniture Village, Matalan)	0.2%	0	0.0%	0	2.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whiteley Shopping Centre, Whiteley, Fareham (JD Sports, Next, WH Smith)	1.4%	3	0.0%	0	0.0%	0	11.0%	3	0.0%	0	1.3%	1	0.0%	0
Abroad	0.4%	1	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0
Asda, Cranbourne Industrial Estate, Dock Road, Gosport	0.4%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bishop's Waltham Town Centre	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	2
Costco, Regents Park Road, Southampton	0.6%	2	0.0%	0	6.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston-upon-Thames Town Centre	0.4%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Magnet Kitchens, Gosport Road, Fareham	0.6%	1	0.0%	0	2.1%	0	0.0%	0	2.8%	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	1.8%	1
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	0.0%	0
Stubbington Village Centre	0.2%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0
Wickham Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Weighted base:		238		58		22		25		31		52		51
Sample:		253		37		49		36		46		45		40

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)?
Those who said 'All other goods, etc' at Q16A AND Excl. Nulls & SFT

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

Q26 Do you use Gosport Town Centre for most of your shopping and town centre uses?

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

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
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:		*1.45*		*1.98*		*1.84*		*0.73*		*0.98*		*0.38*		*0.48*
Weighted base:		137		66		16		21		17		13		4
Sample:		164		49		49		25		24		12		5

Q28 What do you like about Gosport Town Centre? [MR]
Those who use Gosport Town Centre for most of their shopping and town centre uses at Q26

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
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	0.0%	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

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

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

Column %ges.

	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%	0	0.0%	0	0.0%	0	0.0%	0
Open a Primark store	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Reduce business rents / rates	0.4%	2	1.2%	2	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Remove undesirables (homeless, drug-users, etc.)	0.3%	2	0.6%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
(Don’t know)	8.0%	48	4.2%	7	2.4%	1	12.7%	10	6.1%	4	12.5%	13	9.0%	13
(Nothing)	21.4%	129	12.7%	21	17.2%	7	9.6%	8	8.3%	6	27.8%	29	41.4%	58
Weighted base:		600		164		42		80		70		104		141
Sample:		600		100		100		100		100		100		100

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]

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
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.

Q31 Why don't you visit Gosport Town Centre for most or any of your shopping and town centre uses? [MR]
Those who don't use Gosport Town Centre for most of their shopping and town centre uses Q26

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

Q32 Do you or your household visit the following leisure attractions? [MR/PR]

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

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

Q34 Where do you or members of your household normally go to the cinema?
Those who said 'Cinema' at Q16A AND Excl. Nulls & SFT

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

Q35 Where do you or members of your household normally go to use a gym / healthclub / sports facility?
Those who said 'Gym / health club / sports facility' at Q16A AND Excl. Nulls & SFT

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

Q36 Where do you or members of your household normally go to visit the theatre, watch a concert or watch live music?
Those who said 'Theatre / concert / music venue' at Q16A AND Excl. Nulls & SFT

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

Q37 Which museum, gallery, or other place of historical / cultural interest do you or household visit most often?
Those who said 'Museum / gallery or place of historical / cultural interest' at Q16A AND Excl. Nulls & SFT

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
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 Navel 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
Sample:		122		22		18		28		21		18		15

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?
Those who said 'Pub / bar / nightclub' at Q16A AND Excl. Nulls & SFT

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

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

Q40 Where do you or members of your household normally go for family entertainment? (e.g. ice rink, ten pin bowling, soft play, etc.)
Those who said 'Family entertainment' at Q16A AND Excl. Nulls & SFT

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

Q41 Where do you or members of your household normally go for water-based activities?
Those who said 'Water-based activities with equipment' at Q16A

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
Boat cruise - tour originatin outside Gosport Borough	10.0%	7	0.0%	0	0.0%	0	5.1%	0	0.0%	0	0.0%	0	32.2%	6
Boat cruise - tour originating from within Gosport Borough	8.7%	6	0.0%	0	0.0%	0	43.9%	4	0.0%	0	21.6%	2	0.0%	0
Fishing - self guided - outside Gosport Borough	1.3%	1	0.0%	0	0.0%	0	0.0%	0	11.1%	1	0.0%	0	0.0%	0
Sailing - lesson(s) - originating outside Gosport Borough	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	1	0.0%	0
(Don't know / varies)	12.5%	8	8.0%	1	5.6%	0	0.0%	0	5.9%	0	8.1%	1	29.3%	6
Canoeing / kayaking - Stoke Lake (Alver Lake), Gosport	18.0%	12	23.2%	3	38.3%	3	0.0%	0	53.4%	4	15.6%	1	0.0%	0
Gosport Model Yacht & Boat Club, Walpole Lakes, South Street, Gosport	0.7%	0	0.0%	0	5.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hornet Services Sailing Club, Haslar Road, Gosport	1.0%	1	0.0%	0	2.8%	0	5.1%	0	0.0%	0	0.0%	0	0.0%	0
Joint Services Adventurous Sail Training Centre, Haslar Road, Gosport	0.7%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	0	0.0%	0	0.0%	0
Kayaking - Hill Head beach, Fareham	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.1%	1	0.0%	0
Kayaking - Portchester beach	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1
Lee-on-the-Solent Sailing Club, Marine Parade East, Lee-on-the-Solent	0.4%	0	0.0%	0	2.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portchester Sailing Club, Waterside Lane, Castle Street, Portchester	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1
Romsey Rapids Sports Complex, Southampton Road, Romsey	3.3%	2	8.0%	1	0.0%	0	0.0%	0	5.9%	0	8.1%	1	0.0%	0
Southsea beach (various activities)	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1
Swimming - Fareham Leisure Centre, Park Lane, Fareham	1.8%	1	0.0%	0	0.0%	0	5.5%	0	0.0%	0	8.1%	1	0.0%	0
Swimming - Gosport beach	12.8%	8	52.9%	7	2.8%	0	0.0%	0	11.1%	1	7.5%	1	0.0%	0
Swimming - Gosport Leisure Centre, Forest Way, Gosport	4.1%	3	0.0%	0	19.9%	2	5.1%	0	6.4%	0	0.0%	0	0.0%	0
Swimming - Hill Head beach, Fareham	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.1%	1	0.0%	0
Swimming - Lee-on-the-Solent beach	3.9%	3	0.0%	0	0.0%	0	29.9%	3	0.0%	0	0.0%	0	0.0%	0
Swimming - Portsmouth beach	10.1%	7	0.0%	0	22.4%	2	0.0%	0	0.0%	0	0.0%	0	24.4%	5
Swimming - Southampton beach	1.5%	1	8.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Universal Marina, Crableck Lane, Sarisbury Green	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	1	0.0%	0
Yachting - Civil Service Sailing Centre, Weevil Lane, Gosport	0.7%	0	0.0%	0	0.0%	0	5.5%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		66		13		9		9		8		9		19
Sample:		68		8		18		13		9		12		8

Q42 Where do you or members of your household normally go for (OTHER ACTIVITY AT Q32)?
Those who said 'Other activity' at Q16A

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
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
Weighted base:		0		0		0		0		0		0		0
Sample:		0		0		0		0		0		0		0

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]

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

Column %ges.

GEN Gender of respondent:

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
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?

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

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

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
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)	**GO TO CLOSE**
504	(Don't do main food shopping)	**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.

#Linkec 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.

#NonF(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.

#NonF(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.

#NonF(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.

#NonF(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.

#NonF(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.

#NonF(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.

#NonF(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.

#NonF(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.

#NonF(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.

#NonF(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	GO TO Q27
2	No	**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 (Dont 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. Anthing 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. Anthing 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. Anthing 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

#Cinem 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.

#Theat 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.

#Museu 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

#Family 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

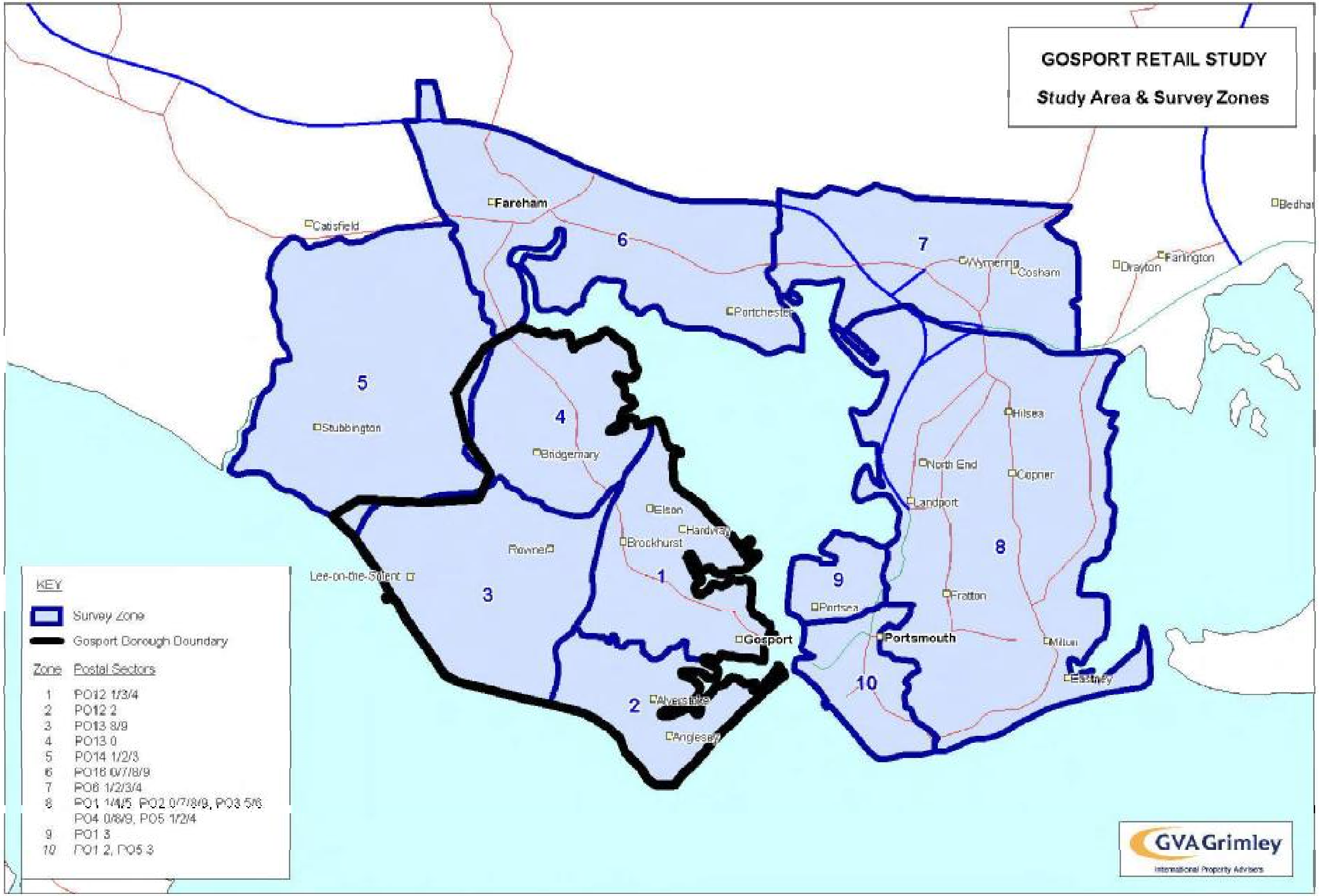
AGE **Can I ask how old you are please?**
DO NOT READ OUT. ONE ANSWER ONLY.

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

Thank & Close

Appendix 6:

Map



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Appendix 13

Town Centre and Marina User Survey

Gosport Town Centre Survey
for Lambert Smith Hampton

Q01 Are you a resident of Gosport Borough?

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Eastern end	Central area	Western end
Yes	85.7% 54	89.7% 26	82.4% 28	94.7% 18	94.1% 16	74.1% 20	84.4% 27	87.1% 27	91.3% 21	77.4% 24	100.0% 9
No	14.3% 9	10.3% 3	17.6% 6	5.3% 1	5.9% 1	25.9% 7	15.6% 5	12.9% 4	8.7% 2	22.6% 7	0.0% 0
Base:	63	29	34	19	17	27	32	31	23	31	9

Q02 Where do you reside?
Those who said no at Q01

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Eastern end	Central area	Western end
Fareham	33.3% 3	33.3% 1	33.3% 2	0.0% 0	100.0% 1	28.6% 2	20.0% 1	50.0% 2	50.0% 1	28.6% 2	0.0% 0
Hill Head	11.1% 1	33.3% 1	0.0% 0	0.0% 0	0.0% 0	14.3% 1	20.0% 1	0.0% 0	50.0% 1	0.0% 0	0.0% 0
Lee on Solent	11.1% 1	0.0% 0	16.7% 1	0.0% 0	0.0% 0	14.3% 1	0.0% 0	25.0% 1	0.0% 0	14.3% 1	0.0% 0
Portsmouth	11.1% 1	0.0% 0	16.7% 1	100.0% 1	0.0% 0	0.0% 0	0.0% 0	25.0% 1	0.0% 0	14.3% 1	0.0% 0
Ryde, Isle of Wight	11.1% 1	0.0% 0	16.7% 1	0.0% 0	0.0% 0	14.3% 1	20.0% 1	0.0% 0	0.0% 0	14.3% 1	0.0% 0
Stubbington	11.1% 1	0.0% 0	16.7% 1	0.0% 0	0.0% 0	14.3% 1	20.0% 1	0.0% 0	0.0% 0	14.3% 1	0.0% 0
Waterlooville	11.1% 1	33.3% 1	0.0% 0	0.0% 0	0.0% 0	14.3% 1	20.0% 1	0.0% 0	0.0% 0	14.3% 1	0.0% 0
Base:	9	3	6	1	1	7	5	4	2	7	0

Q03 What is the main purpose of your visit to Gosport Town Centre today?

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Eastern end		Central area		Western end	
For food shopping (not take-away, café, restaurant)	7.9%	5	10.3%	3	5.9%	2	10.5%	2	17.6%	3	0.0%	0	6.3%	2	9.7%	3	17.4%	4	3.2%	1	0.0%	0
For non-food shopping (e.g. electrical, household goods, clothes & shoes)	11.1%	7	10.3%	3	11.8%	4	21.1%	4	5.9%	1	7.4%	2	9.4%	3	12.9%	4	8.7%	2	6.5%	2	33.3%	3
For shopping in general	19.0%	12	17.2%	5	20.6%	7	10.5%	2	17.6%	3	25.9%	7	25.0%	8	12.9%	4	17.4%	4	22.6%	7	11.1%	1
For window shopping/ browsing	3.2%	2	3.4%	1	2.9%	1	0.0%	0	5.9%	1	3.7%	1	3.1%	1	3.2%	1	4.3%	1	0.0%	0	11.1%	1
To visit cafes/ restaurants/ takeaways	4.8%	3	6.9%	2	2.9%	1	5.3%	1	0.0%	0	7.4%	2	6.3%	2	3.2%	1	0.0%	0	3.2%	1	22.2%	2
To visit the street market	6.3%	4	3.4%	1	8.8%	3	0.0%	0	5.9%	1	11.1%	3	0.0%	0	12.9%	4	4.3%	1	9.7%	3	0.0%	0
To visit the bank and other financial services	11.1%	7	10.3%	3	11.8%	4	15.8%	3	11.8%	2	7.4%	2	6.3%	2	16.1%	5	13.0%	3	12.9%	4	0.0%	0
To visit health facilities (e.g. GP, dentist, etc)	3.2%	2	3.4%	1	2.9%	1	0.0%	0	11.8%	2	0.0%	0	3.1%	1	3.2%	1	4.3%	1	0.0%	0	11.1%	1
To visit visitor/tourist attractions	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit other services (e.g. travel agent, estate agent etc.)	1.6%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0	3.7%	1	0.0%	0	3.2%	1	4.3%	1	0.0%	0	0.0%	0
To visit personal services (e.g. hair salon, beauty salon, barber, etc)	1.6%	1	3.4%	1	0.0%	0	5.3%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	3.2%	1	0.0%	0
For business purposes	3.2%	2	6.9%	2	0.0%	0	5.3%	1	0.0%	0	3.7%	1	6.3%	2	0.0%	0	0.0%	0	3.2%	1	11.1%	1
Employment	3.2%	2	3.4%	1	2.9%	1	10.5%	2	0.0%	0	0.0%	0	6.3%	2	0.0%	0	0.0%	0	6.5%	2	0.0%	0
Education	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Betting shop/ amusements	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit museums / art gallery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To meet family	4.8%	3	0.0%	0	8.8%	3	5.3%	1	5.9%	1	3.7%	1	3.1%	1	6.5%	2	4.3%	1	6.5%	2	0.0%	0
To meet friends	6.3%	4	6.9%	2	5.9%	2	10.5%	2	0.0%	0	7.4%	2	6.3%	2	6.5%	2	13.0%	3	3.2%	1	0.0%	0
To get ferry to Portsmouth	1.6%	1	3.4%	1	0.0%	0	0.0%	0	5.9%	1	0.0%	0	3.1%	1	0.0%	0	0.0%	0	3.2%	1	0.0%	0
Window shopping	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the market	1.6%	1	0.0%	0	2.9%	1	0.0%	0	5.9%	1	0.0%	0	3.1%	1	0.0%	0	4.3%	1	0.0%	0	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To watch the Forces parade	9.5%	6	10.3%	3	8.8%	3	0.0%	0	5.9%	1	18.5%	5	12.5%	4	6.5%	2	4.3%	1	16.1%	5	0.0%	0
Base:		63		29		34		19		17		27		32		31		23		31		9

Q04 What else if anything will you be doing here today?

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Eastern end		Central area		Western end	
For food shopping (not take-away, café, restaurant)	9.5%	6	3.4%	1	14.7%	5	5.3%	1	11.8%	2	11.1%	3	6.3%	2	12.9%	4	4.3%	1	16.1%	5	0.0%	0
For non-food shopping (e.g. electrical, household goods, clothes & shoes)	1.6%	1	0.0%	0	2.9%	1	0.0%	0	5.9%	1	0.0%	0	0.0%	0	3.2%	1	4.3%	1	0.0%	0	0.0%	0
For shopping in general	19.0%	12	20.7%	6	17.6%	6	15.8%	3	17.6%	3	22.2%	6	15.6%	5	22.6%	7	26.1%	6	19.4%	6	0.0%	0
For window shopping/ browsing	3.2%	2	0.0%	0	5.9%	2	5.3%	1	0.0%	0	3.7%	1	3.1%	1	3.2%	1	4.3%	1	3.2%	1	0.0%	0
To visit cafes/ restaurants/ takeaways	22.2%	14	24.1%	7	20.6%	7	26.3%	5	17.6%	3	22.2%	6	31.3%	10	12.9%	4	17.4%	4	25.8%	8	22.2%	2
To visit the street market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the bank and other financial services	6.3%	4	13.8%	4	0.0%	0	10.5%	2	5.9%	1	3.7%	1	3.1%	1	9.7%	3	4.3%	1	3.2%	1	22.2%	2
To visit health facilities (e.g. GP, dentist, etc)	3.2%	2	0.0%	0	5.9%	2	5.3%	1	0.0%	0	3.7%	1	3.1%	1	3.2%	1	0.0%	0	6.5%	2	0.0%	0
To visit visitor/tourist attractions	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit other services (e.g. travel agent, estate agent etc.)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit personal services (e.g. hair salon, beauty salon, barber, etc)	4.8%	3	3.4%	1	5.9%	2	5.3%	1	11.8%	2	0.0%	0	6.3%	2	3.2%	1	8.7%	2	0.0%	0	11.1%	1
For business purposes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Employment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Education	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Betting shop/ amusements	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit museums / art gallery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To meet family	4.8%	3	6.9%	2	2.9%	1	5.3%	1	5.9%	1	3.7%	1	3.1%	1	6.5%	2	0.0%	0	6.5%	2	11.1%	1
To meet friends	4.8%	3	3.4%	1	5.9%	2	0.0%	0	5.9%	1	7.4%	2	3.1%	1	6.5%	2	13.0%	3	0.0%	0	0.0%	0
To get ferry to Portsmouth	4.8%	3	3.4%	1	5.9%	2	5.3%	1	5.9%	1	3.7%	1	0.0%	0	9.7%	3	4.3%	1	6.5%	2	0.0%	0
Window shopping	1.6%	1	3.4%	1	0.0%	0	5.3%	1	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	11.1%	1
To visit the market	1.6%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0	3.7%	1	0.0%	0	3.2%	1	0.0%	0	3.2%	1	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don’t know / unsure)	11.1%	7	17.2%	5	5.9%	2	10.5%	2	5.9%	1	14.8%	4	18.8%	6	3.2%	1	13.0%	3	9.7%	3	11.1%	1
(Nothing else)	1.6%	1	0.0%	0	2.9%	1	0.0%	0	5.9%	1	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	11.1%	1
Base:		63		29		34		19		17		27		32		31		23		31		9

Q04X Any mention at Q03 & Q04 [MR]

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Eastern end		Central area		Western end	
For food shopping (not take-away, café, restaurant)	17.5%	11	13.8%	4	20.6%	7	15.8%	3	29.4%	5	11.1%	3	12.5%	4	22.6%	7	21.7%	5	19.4%	6	0.0%	0
For non-food shopping (e.g. electrical, household goods, clothes & shoes)	12.7%	8	10.3%	3	14.7%	5	21.1%	4	11.8%	2	7.4%	2	9.4%	3	16.1%	5	13.0%	3	6.5%	2	33.3%	3
For shopping in general	38.1%	24	37.9%	11	38.2%	13	26.3%	5	35.3%	6	48.1%	13	40.6%	13	35.5%	11	43.5%	10	41.9%	13	11.1%	1
For window shopping/ browsing	6.3%	4	3.4%	1	8.8%	3	5.3%	1	5.9%	1	7.4%	2	6.3%	2	6.5%	2	8.7%	2	3.2%	1	11.1%	1
To visit cafes/ restaurants/ takeaways	27.0%	17	31.0%	9	23.5%	8	31.6%	6	17.6%	3	29.6%	8	37.5%	12	16.1%	5	17.4%	4	29.0%	9	44.4%	4
To visit the street market	6.3%	4	3.4%	1	8.8%	3	0.0%	0	5.9%	1	11.1%	3	0.0%	0	12.9%	4	4.3%	1	9.7%	3	0.0%	0
To visit the bank and other financial services	17.5%	11	24.1%	7	11.8%	4	26.3%	5	17.6%	3	11.1%	3	9.4%	3	25.8%	8	17.4%	4	16.1%	5	22.2%	2
To visit health facilities (e.g. GP, dentist, etc)	6.3%	4	3.4%	1	8.8%	3	5.3%	1	11.8%	2	3.7%	1	6.3%	2	6.5%	2	4.3%	1	6.5%	2	11.1%	1
To visit visitor/tourist attractions	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit other services (e.g. travel agent, estate agent etc.)	1.6%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0	3.7%	1	0.0%	0	3.2%	1	4.3%	1	0.0%	0	0.0%	0
To visit personal services (e.g. hair salon, beauty salon, barber, etc)	6.3%	4	6.9%	2	5.9%	2	10.5%	2	11.8%	2	0.0%	0	6.3%	2	6.5%	2	8.7%	2	3.2%	1	11.1%	1
For business purposes	3.2%	2	6.9%	2	0.0%	0	5.3%	1	0.0%	0	3.7%	1	6.3%	2	0.0%	0	0.0%	0	3.2%	1	11.1%	1
Employment	3.2%	2	3.4%	1	2.9%	1	10.5%	2	0.0%	0	0.0%	0	6.3%	2	0.0%	0	0.0%	0	6.5%	2	0.0%	0
Education	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Betting shop/ amusements	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit museums / art gallery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To meet family	9.5%	6	6.9%	2	11.8%	4	10.5%	2	11.8%	2	7.4%	2	6.3%	2	12.9%	4	4.3%	1	12.9%	4	11.1%	1
To meet friends	11.1%	7	10.3%	3	11.8%	4	10.5%	2	5.9%	1	14.8%	4	9.4%	3	12.9%	4	26.1%	6	3.2%	1	0.0%	0
To get ferry to Portsmouth	6.3%	4	6.9%	2	5.9%	2	5.3%	1	11.8%	2	3.7%	1	3.1%	1	9.7%	3	4.3%	1	9.7%	3	0.0%	0
Window shopping	1.6%	1	3.4%	1	0.0%	0	5.3%	1	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	11.1%	1
To visit the market	3.2%	2	0.0%	0	5.9%	2	0.0%	0	5.9%	1	3.7%	1	3.1%	1	3.2%	1	4.3%	1	3.2%	1	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To watch the Forces parade	9.5%	6	10.3%	3	8.8%	3	0.0%	0	5.9%	1	18.5%	5	12.5%	4	6.5%	2	4.3%	1	16.1%	5	0.0%	0
Base:		63		29		34		19		17		27		32		31		23		31		9

Mean score [times per year, those who do visit]

Q05 How often do you visit Gosport Town Centre?

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Eastern end		Central area		Western end	
Daily	19.0%	12	20.7%	6	17.6%	6	21.1%	4	11.8%	2	22.2%	6	28.1%	9	9.7%	3	17.4%	4	22.6%	7	11.1%	1
Two to three times a week	28.6%	18	31.0%	9	26.5%	9	26.3%	5	29.4%	5	29.6%	8	21.9%	7	35.5%	11	34.8%	8	25.8%	8	22.2%	2
Weekly	31.7%	20	34.5%	10	29.4%	10	36.8%	7	41.2%	7	22.2%	6	28.1%	9	35.5%	11	34.8%	8	25.8%	8	44.4%	4
Every two weeks	4.8%	3	3.4%	1	5.9%	2	10.5%	2	0.0%	0	3.7%	1	6.3%	2	3.2%	1	4.3%	1	3.2%	1	11.1%	1
Once a month	9.5%	6	6.9%	2	11.8%	4	5.3%	1	17.6%	3	7.4%	2	6.3%	2	12.9%	4	4.3%	1	12.9%	4	11.1%	1
Once every 3-6 months	3.2%	2	0.0%	0	5.9%	2	0.0%	0	0.0%	0	7.4%	2	3.1%	1	3.2%	1	4.3%	1	3.2%	1	0.0%	0
Once a year	1.6%	1	3.4%	1	0.0%	0	0.0%	0	0.0%	0	3.7%	1	3.1%	1	0.0%	0	0.0%	0	3.2%	1	0.0%	0
Rarely	1.6%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0	3.7%	1	3.1%	1	0.0%	0	0.0%	0	3.2%	1	0.0%	0
Mean:		*147.96*		*159.76*		*137.90*		*154.11*		*127.65*		*156.43*		*165.30*		*130.06*		*155.70*		*152.05*		*114.11*
Base:		63		29		34		19		17		27		32		31		23		31		9

Mean score [minutes]

Q06 How long do you intend to stay in Gosport Town Centre today?

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Eastern end		Central area		Western end	
10 - 20 mins	6.3%	4	10.3%	3	2.9%	1	5.3%	1	5.9%	1	7.4%	2	0.0%	0	12.9%	4	17.4%	4	0.0%	0	0.0%	0
21 - 40 mins	6.3%	4	0.0%	0	11.8%	4	10.5%	2	11.8%	2	0.0%	0	9.4%	3	3.2%	1	8.7%	2	0.0%	0	22.2%	2
41 - 60 mins	19.0%	12	24.1%	7	14.7%	5	26.3%	5	17.6%	3	14.8%	4	25.0%	8	12.9%	4	21.7%	5	16.1%	5	22.2%	2
Over 1 - 2 hours	30.2%	19	34.5%	10	26.5%	9	26.3%	5	29.4%	5	33.3%	9	25.0%	8	35.5%	11	13.0%	3	41.9%	13	33.3%	3
Over 2 - 3 hours	27.0%	17	27.6%	8	26.5%	9	21.1%	4	23.5%	4	33.3%	9	25.0%	8	29.0%	9	26.1%	6	29.0%	9	22.2%	2
Over 3 hours	11.1%	7	3.4%	1	17.6%	6	10.5%	2	11.8%	2	11.1%	3	15.6%	5	6.5%	2	13.0%	3	12.9%	4	0.0%	0
Mean:		*103.33*		*93.28*		*111.91*		*94.47*		*99.71*		*111.85*		*108.13*		*98.39*		*94.35*		*116.45*		*81.11*
Base:		63		29		34		19		17		27		32		31		23		31		9

Q07 Apart from Gosport, what OTHER main centre / retail park or shopping centre do you use MOST OFTEN for shopping?

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Eastern end		Central area		Western end	
Alverstoke	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Axminster	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basildon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bournemouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridgemary	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chichester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elson	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fareham	38.1%	24	37.9%	11	38.2%	13	26.3%	5	29.4%	5	51.9%	14	46.9%	15	29.0%	9	39.1%	9	41.9%	13	22.2%	2
Forton Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Havant	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lee-on-the-Solent	1.6%	1	3.4%	1	0.0%	0	0.0%	0	0.0%	0	3.7%	1	3.1%	1	0.0%	0	0.0%	0	3.2%	1	0.0%	0
Lincoln	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Locks Heath	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Porchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portsmouth City Centre	22.2%	14	20.7%	6	23.5%	8	42.1%	8	29.4%	5	3.7%	1	12.5%	4	32.3%	10	26.1%	6	22.6%	7	11.1%	1
Rowner	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Segensworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southampton	1.6%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0	3.7%	1	0.0%	0	3.2%	1	0.0%	0	3.2%	1	0.0%	0
Southsea	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stoke Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waterlooville	1.6%	1	3.4%	1	0.0%	0	0.0%	0	0.0%	0	3.7%	1	3.1%	1	0.0%	0	0.0%	0	3.2%	1	0.0%	0
Brockhurst Gate Retail Park, Gosport	7.9%	5	10.3%	3	5.9%	2	10.5%	2	5.9%	1	7.4%	2	9.4%	3	6.5%	2	8.7%	2	0.0%	0	33.3%	3
Fareham Shopping Centre, Thackery Mall, Fareham	1.6%	1	0.0%	0	2.9%	1	5.3%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	11.1%	1
Collingwood Retail Park, Newgate Lane, Fareham	1.6%	1	3.4%	1	0.0%	0	5.3%	1	0.0%	0	0.0%	0	3.1%	1	0.0%	0	4.3%	1	0.0%	0	0.0%	0
Gunwharf Quays, Portsmouth	3.2%	2	3.4%	1	2.9%	1	0.0%	0	5.9%	1	3.7%	1	3.1%	1	3.2%	1	0.0%	0	6.5%	2	0.0%	0
Hedge End Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Speedfields Retail Park, Newgate Lane, Fareham	1.6%	1	3.4%	1	0.0%	0	0.0%	0	0.0%	0	3.7%	1	3.1%	1	0.0%	0	4.3%	1	0.0%	0	0.0%	0
Victory Retail Park, Flathouse Rd, Portsmouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whiteley Shopping Centre, Whiteley, Fareham	7.9%	5	3.4%	1	11.8%	4	5.3%	1	17.6%	3	3.7%	1	12.5%	4	3.2%	1	4.3%	1	6.5%	2	22.2%	2
Park Gate, Southampton Rd, Southampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Quay Retail Park, Pirelli Street, Southampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broadcut Retail Park, Broadcut, Fareham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central Park, Park Way, Havant	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Junction/ Ocean Retail	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Eastern end		Central area		Western end	
Park, Burrfields Rd, Portsmouth																						
Titchfield Retail Park, Southampton Road, Titchfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cascades Shopping Centre, Portsmourth	4.8%	3	6.9%	2	2.9%	1	5.3%	1	11.8%	2	0.0%	0	0.0%	0	9.7%	3	8.7%	2	3.2%	1	0.0%	0
Pompey Centre, Fratton Way, Portsmouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burrfields Retail Park, Burrfields Road, Portsmouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don’t know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nowhere else)	4.8%	3	3.4%	1	5.9%	2	0.0%	0	0.0%	0	11.1%	3	0.0%	0	9.7%	3	4.3%	1	6.5%	2	0.0%	0
Ryde, Isle of Wight	1.6%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0	3.7%	1	3.1%	1	0.0%	0	0.0%	0	3.2%	1	0.0%	0
Base:		63		29		34		19		17		27		32		31		23		31		9

Mean score [times per year, those who do visit]

Q08 How often do you visit Gosport Town Centre for DAY TIME eating / drinking ?

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Eastern end		Central area		Western end	
Everyday/ most days	1.6%	1	3.4%	1	0.0%	0	0.0%	0	0.0%	0	3.7%	1	3.1%	1	0.0%	0	0.0%	0	3.2%	1	0.0%	0
2-3 times a week	14.3%	9	17.2%	5	11.8%	4	10.5%	2	11.8%	2	18.5%	5	6.3%	2	22.6%	7	21.7%	5	12.9%	4	0.0%	0
Once a week	25.4%	16	24.1%	7	26.5%	9	26.3%	5	35.3%	6	18.5%	5	25.0%	8	25.8%	8	26.1%	6	16.1%	5	55.6%	5
Once a fortnight	4.8%	3	6.9%	2	2.9%	1	10.5%	2	5.9%	1	0.0%	0	6.3%	2	3.2%	1	8.7%	2	0.0%	0	11.1%	1
Once a month	15.9%	10	13.8%	4	17.6%	6	15.8%	3	23.5%	4	11.1%	3	9.4%	3	22.6%	7	8.7%	2	25.8%	8	0.0%	0
Once every 3 months	6.3%	4	6.9%	2	5.9%	2	10.5%	2	0.0%	0	7.4%	2	3.1%	1	9.7%	3	8.7%	2	6.5%	2	0.0%	0
Once every 6 months	3.2%	2	3.4%	1	2.9%	1	5.3%	1	0.0%	0	3.7%	1	3.1%	1	3.2%	1	4.3%	1	3.2%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less often	1.6%	1	0.0%	0	2.9%	1	0.0%	0	5.9%	1	0.0%	0	3.1%	1	0.0%	0	4.3%	1	0.0%	0	0.0%	0
Never	27.0%	17	24.1%	7	29.4%	10	21.1%	4	17.6%	3	37.0%	10	40.6%	13	12.9%	4	17.4%	4	32.3%	10	33.3%	3
Tourist / visitor (not applicable)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		*71.47*		*85.41*		*58.69*		*51.60*		*57.32*		*100.65*		*67.97*		*73.93*		*75.71*		*74.43*		*47.67*
Base:		63		29		34		19		17		27		32		31		23		31		9

Mean score [times per year, those who do visit]

Q09 How often do you visit Gosport Town Centre for EVENING TIME eating / drinking ?

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Eastern end		Central area		Western end	
Everyday/ most days	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
2-3 times a week	1.6%	1	3.4%	1	0.0%	0	5.3%	1	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	11.1%	1
Once a week	9.5%	6	6.9%	2	11.8%	4	5.3%	1	29.4%	5	0.0%	0	9.4%	3	9.7%	3	17.4%	4	0.0%	0	22.2%	2
Once a fortnight	6.3%	4	6.9%	2	5.9%	2	5.3%	1	11.8%	2	3.7%	1	6.3%	2	6.5%	2	13.0%	3	0.0%	0	11.1%	1
Once a month	3.2%	2	6.9%	2	0.0%	0	10.5%	2	0.0%	0	0.0%	0	6.3%	2	0.0%	0	4.3%	1	3.2%	1	0.0%	0
Once every 3 months	1.6%	1	3.4%	1	0.0%	0	5.3%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	1	4.3%	1	0.0%	0	0.0%	0
Once every 6 months	1.6%	1	3.4%	1	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	3.2%	1	0.0%	0	0.0%	0	11.1%	1
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%	0	0.0%	0	0.0%	0	0.0%	0
Less often	3.2%	2	0.0%	0	5.9%	2	5.3%	1	0.0%	0	3.7%	1	6.3%	2	0.0%	0	0.0%	0	6.5%	2	0.0%	0
Never	71.4%	45	65.5%	19	76.5%	26	63.2%	12	58.8%	10	85.2%	23	68.8%	22	74.2%	23	60.9%	14	87.1%	27	44.4%	4
Tourist / visitor (not applicable)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don’t know)	1.6%	1	3.4%	1	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	3.2%	1	0.0%	0	3.2%	1	0.0%	0
Mean:		*38.53*		*43.78*		*32.63*		*44.93*		*44.57*		*9.50*		*44.10*		*30.57*		*33.56*		*4.33*		*68.00*
Base:		63		29		34		19		17		27		32		31		23		31		9

Mean score [Nothing=0,£5 or Less=2.5,£5.01 To £15=10,£15.01 To £30=22.5,£30.01 To £50=40,£50.01 Plus=60,(Don’t know)^-99]

Q10 How much do you expect to spend during a visit to Gosport Town Centre today on the following? [MR]

Convenience, food and drink purchases e.g. from supermarket, newsagent, bakery, butcher, etc

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Eastern end		Central area		Western end	
Nothing	39.7%	25	37.9%	11	41.2%	14	42.1%	8	47.1%	8	33.3%	9	50.0%	16	29.0%	9	43.5%	10	38.7%	12	33.3%	3
£5 or Less	19.0%	12	17.2%	5	20.6%	7	10.5%	2	17.6%	3	25.9%	7	25.0%	8	12.9%	4	17.4%	4	22.6%	7	11.1%	1
£5.01 To £15	25.4%	16	24.1%	7	26.5%	9	26.3%	5	23.5%	4	25.9%	7	6.3%	2	45.2%	14	21.7%	5	22.6%	7	44.4%	4
£15.01 To £30	7.9%	5	10.3%	3	5.9%	2	15.8%	3	0.0%	0	7.4%	2	12.5%	4	3.2%	1	8.7%	2	6.5%	2	11.1%	1
£30.01 To £50	4.8%	3	6.9%	2	2.9%	1	0.0%	0	11.8%	2	3.7%	1	0.0%	0	9.7%	3	4.3%	1	6.5%	2	0.0%	0
£50.01 Plus	3.2%	2	3.4%	1	2.9%	1	5.3%	1	0.0%	0	3.7%	1	6.3%	2	0.0%	0	4.3%	1	3.2%	1	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		*8.61*		*10.00*		*7.43*		*9.61*		*7.50*		*8.61*		*7.81*		*9.44*		*8.91*		*8.79*		*7.22*
Base:		63		29		34		19		17		27		32		31		23		31		9

Non-food purchases e.g. clothing, footwear, gifts, souvenirs, medicines, personal goods, etc

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Eastern end		Central area		Western end	
Nothing	38.1%	24	34.5%	10	41.2%	14	36.8%	7	23.5%	4	48.1%	13	46.9%	15	29.0%	9	13.0%	3	58.1%	18	33.3%	3
£5 or Less	17.5%	11	13.8%	4	20.6%	7	10.5%	2	29.4%	5	14.8%	4	15.6%	5	19.4%	6	39.1%	9	6.5%	2	0.0%	0
£5.01 To £15	15.9%	10	20.7%	6	11.8%	4	10.5%	2	23.5%	4	14.8%	4	15.6%	5	16.1%	5	4.3%	1	16.1%	5	44.4%	4
£15.01 To £30	17.5%	11	13.8%	4	20.6%	7	21.1%	4	17.6%	3	14.8%	4	15.6%	5	19.4%	6	21.7%	5	12.9%	4	22.2%	2
£30.01 To £50	9.5%	6	17.2%	5	2.9%	1	21.1%	4	5.9%	1	3.7%	1	6.3%	2	12.9%	4	21.7%	5	3.2%	1	0.0%	0
£50.01 Plus	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	1.6%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0	3.7%	1	0.0%	0	3.2%	1	0.0%	0	3.2%	1	0.0%	0
Mean:		*9.92*		*12.41*		*7.73*		*14.47*		*9.41*		*6.92*		*7.97*		*12.00*		*15.00*		*6.17*		*9.44*
Base:		63		29		34		19		17		27		32		31		23		31		9

Dining and drinking out e.g. cafes, restaurants, bars

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Eastern end		Central area		Western end	
Nothing	41.3%	26	41.4%	12	41.2%	14	36.8%	7	47.1%	8	40.7%	11	43.8%	14	38.7%	12	43.5%	10	38.7%	12	44.4%	4
£5 or Less	20.6%	13	20.7%	6	20.6%	7	10.5%	2	17.6%	3	29.6%	8	18.8%	6	22.6%	7	17.4%	4	25.8%	8	11.1%	1
£5.01 To £15	28.6%	18	20.7%	6	35.3%	12	42.1%	8	23.5%	4	22.2%	6	34.4%	11	22.6%	7	34.8%	8	22.6%	7	33.3%	3
£15.01 To £30	7.9%	5	13.8%	4	2.9%	1	10.5%	2	5.9%	1	7.4%	2	3.1%	1	12.9%	4	4.3%	1	9.7%	3	11.1%	1
£30.01 To £50	1.6%	1	3.4%	1	0.0%	0	0.0%	0	5.9%	1	0.0%	0	0.0%	0	3.2%	1	0.0%	0	3.2%	1	0.0%	0
£50.01 Plus	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		*5.79*		*7.07*		*4.71*		*6.84*		*6.47*		*4.63*		*4.61*		*7.02*		*4.89*		*6.37*		*6.11*
Base:		63		29		34		19		17		27		32		31		23		31		9

Leisure and tourist attractions

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Eastern end		Central area		Western end	
Nothing	98.4%	62	96.6%	28	100.0%	34	100.0%	19	100.0%	17	96.3%	26	96.9%	31	100.0%	31	95.7%	22	100.0%	31	100.0%	9
£5 or Less	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£5.01 To £15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£15.01 To £30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£30.01 To £50	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£50.01 Plus	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	1.6%	1	3.4%	1	0.0%	0	0.0%	0	0.0%	0	3.7%	1	3.1%	1	0.0%	0	4.3%	1	0.0%	0	0.0%	0
Mean:		*0.00*		*0.00*		*0.00*		*0.00*		*0.00*		*0.00*		*0.00*		*0.00*		*0.00*		*0.00*		*0.00*
Base:		63		29		34		19		17		27		32		31		23		31		9

Other services e.g. hair / beauty salon, barber, dry cleaning

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Eastern end		Central area		Western end	
Nothing	85.7%	54	75.9%	22	94.1%	32	73.7%	14	82.4%	14	96.3%	26	84.4%	27	87.1%	27	78.3%	18	93.5%	29	77.8%	7
£5 or Less	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£5.01 To £15	7.9%	5	17.2%	5	0.0%	0	15.8%	3	5.9%	1	3.7%	1	6.3%	2	9.7%	3	13.0%	3	3.2%	1	11.1%	1
£15.01 To £30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£30.01 To £50	4.8%	3	3.4%	1	5.9%	2	5.3%	1	11.8%	2	0.0%	0	9.4%	3	0.0%	0	8.7%	2	0.0%	0	11.1%	1
£50.01 Plus	1.6%	1	3.4%	1	0.0%	0	5.3%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	3.2%	1	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		*3.65*		*5.17*		*2.35*		*6.84*		*5.29*		*0.37*		*4.38*		*2.90*		*4.78*		*2.26*		*5.56*
Base:		63		29		34		19		17		27		32		31		23		31		9

Q11 What do you like about Gosport Town Centre ? [MR]

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Eastern end		Central area		Western end	
Close to the marina/mooring	1.6%	1	0.0%	0	2.9%	1	0.0%	0	5.9%	1	0.0%	0	3.1%	1	0.0%	0	4.3%	1	0.0%	0	0.0%	0
Close to Portsmouth	17.5%	11	20.7%	6	14.7%	5	21.1%	4	29.4%	5	7.4%	2	9.4%	3	25.8%	8	21.7%	5	9.7%	3	33.3%	3
Attractive environment / nice place	1.6%	1	3.4%	1	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	3.2%	1	0.0%	0	0.0%	0	11.1%	1
Close to friends or relatives	6.3%	4	10.3%	3	2.9%	1	0.0%	0	0.0%	0	14.8%	4	3.1%	1	9.7%	3	8.7%	2	6.5%	2	0.0%	0
Close to home	28.6%	18	27.6%	8	29.4%	10	26.3%	5	35.3%	6	25.9%	7	37.5%	12	19.4%	6	30.4%	7	22.6%	7	44.4%	4
Compact	3.2%	2	3.4%	1	2.9%	1	0.0%	0	11.8%	2	0.0%	0	3.1%	1	3.2%	1	8.7%	2	0.0%	0	0.0%	0
Easy to get to by bike	4.8%	3	10.3%	3	0.0%	0	5.3%	1	5.9%	1	3.7%	1	6.3%	2	3.2%	1	8.7%	2	3.2%	1	0.0%	0
Easy to get to by bus	9.5%	6	6.9%	2	11.8%	4	5.3%	1	17.6%	3	7.4%	2	3.1%	1	16.1%	5	4.3%	1	12.9%	4	11.1%	1
Easy to get to by car	11.1%	7	10.3%	3	11.8%	4	5.3%	1	17.6%	3	11.1%	3	9.4%	3	12.9%	4	17.4%	4	6.5%	2	11.1%	1
Easy to get to by ferry	11.1%	7	6.9%	2	14.7%	5	21.1%	4	11.8%	2	3.7%	1	18.8%	6	3.2%	1	8.7%	2	9.7%	3	22.2%	2
Easy to park	1.6%	1	3.4%	1	0.0%	0	5.3%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	1	4.3%	1	0.0%	0	0.0%	0
Good facilities in general	1.6%	1	3.4%	1	0.0%	0	0.0%	0	5.9%	1	0.0%	0	0.0%	0	3.2%	1	4.3%	1	0.0%	0	0.0%	0
Good food stores	4.8%	3	3.4%	1	5.9%	2	15.8%	3	0.0%	0	0.0%	0	6.3%	2	3.2%	1	13.0%	3	0.0%	0	0.0%	0
Good pubs, cafés or restaurants	4.8%	3	10.3%	3	0.0%	0	10.5%	2	0.0%	0	3.7%	1	3.1%	1	6.5%	2	0.0%	0	6.5%	2	11.1%	1
Good range of non-food shops	6.3%	4	6.9%	2	5.9%	2	15.8%	3	0.0%	0	3.7%	1	3.1%	1	9.7%	3	8.7%	2	3.2%	1	11.1%	1
Good range of independent shops	12.7%	8	6.9%	2	17.6%	6	10.5%	2	29.4%	5	3.7%	1	15.6%	5	9.7%	3	17.4%	4	6.5%	2	22.2%	2
Good range of 'high street' retailers/ multiples	1.6%	1	0.0%	0	2.9%	1	0.0%	0	5.9%	1	0.0%	0	3.1%	1	0.0%	0	4.3%	1	0.0%	0	0.0%	0
Good range of leisure and visitor attractions	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Affordable shops	6.3%	4	3.4%	1	8.8%	3	15.8%	3	5.9%	1	0.0%	0	3.1%	1	9.7%	3	13.0%	3	0.0%	0	11.1%	1
High quality shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The street market	17.5%	11	17.2%	5	17.6%	6	5.3%	1	11.8%	2	29.6%	8	15.6%	5	19.4%	6	17.4%	4	22.6%	7	0.0%	0
Makes a change from other places	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quiet	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Traditional	3.2%	2	3.4%	1	2.9%	1	0.0%	0	0.0%	0	7.4%	2	0.0%	0	6.5%	2	0.0%	0	6.5%	2	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	6.3%	4	6.9%	2	5.9%	2	10.5%	2	0.0%	0	7.4%	2	9.4%	3	3.2%	1	4.3%	1	9.7%	3	0.0%	0
(Nothing / very little)	7.9%	5	6.9%	2	8.8%	3	5.3%	1	5.9%	1	11.1%	3	6.3%	2	9.7%	3	4.3%	1	9.7%	3	11.1%	1
Base:		63		29		34		19		17		27		32		31		23		31		9

Q12 What improvements could be made to Gosport Town Centre that would encourage you to visit the centre more frequently? [MR]

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Eastern end		Central area		Western end	
Better access by road	1.6%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0	3.7%	1	0.0%	0	3.2%	1	0.0%	0	3.2%	1	0.0%	0
Better public transport	4.8%	3	3.4%	1	5.9%	2	0.0%	0	0.0%	0	11.1%	3	3.1%	1	6.5%	2	8.7%	2	3.2%	1	0.0%	0
Improved ferry service	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better signposting	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cleaner streets	1.6%	1	3.4%	1	0.0%	0	5.3%	1	0.0%	0	0.0%	0	3.1%	1	0.0%	0	4.3%	1	0.0%	0	0.0%	0
Facilities which would assist you if shopping with children	1.6%	1	0.0%	0	2.9%	1	0.0%	0	5.9%	1	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	11.1%	1
Free car parking	23.8%	15	24.1%	7	23.5%	8	21.1%	4	29.4%	5	22.2%	6	25.0%	8	22.6%	7	30.4%	7	22.6%	7	11.1%	1
More / better town centre events	7.9%	5	3.4%	1	11.8%	4	5.3%	1	11.8%	2	7.4%	2	3.1%	1	12.9%	4	4.3%	1	6.5%	2	22.2%	2
More / better comparison retailers (i.e. non-food shops)	6.3%	4	3.4%	1	8.8%	3	5.3%	1	5.9%	1	7.4%	2	6.3%	2	6.5%	2	13.0%	3	3.2%	1	0.0%	0
More / better specialist shops and services for boat users	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better value or affordable shops	11.1%	7	6.9%	2	14.7%	5	5.3%	1	29.4%	5	3.7%	1	12.5%	4	9.7%	3	13.0%	3	6.5%	2	22.2%	2
More / better entertainment	1.6%	1	3.4%	1	0.0%	0	0.0%	0	5.9%	1	0.0%	0	0.0%	0	3.2%	1	4.3%	1	0.0%	0	0.0%	0
More / better places for eating out (e.g. cafes and restaurants)	15.9%	10	31.0%	9	2.9%	1	21.1%	4	17.6%	3	11.1%	3	18.8%	6	12.9%	4	17.4%	4	16.1%	5	11.1%	1
More / better food shops	1.6%	1	3.4%	1	0.0%	0	5.3%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	3.2%	1	0.0%	0
More / better parking	1.6%	1	0.0%	0	2.9%	1	5.3%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	3.2%	1	0.0%	0
More / better pedestrianised streets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better public conveniences	1.6%	1	3.4%	1	0.0%	0	0.0%	0	0.0%	0	3.7%	1	3.1%	1	0.0%	0	4.3%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better services	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More advertising	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More national multiple shops / High Street shops	23.8%	15	17.2%	5	29.4%	10	21.1%	4	29.4%	5	22.2%	6	18.8%	6	29.0%	9	26.1%	6	29.0%	9	0.0%	0
More independent shops	33.3%	21	44.8%	13	23.5%	8	31.6%	6	35.3%	6	33.3%	9	34.4%	11	32.3%	10	26.1%	6	38.7%	12	33.3%	3
Supermarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Street markets - physical improvements	4.8%	3	3.4%	1	5.9%	2	5.3%	1	0.0%	0	7.4%	2	3.1%	1	6.5%	2	0.0%	0	9.7%	3	0.0%	0
Street markets - better range and quality of offer	15.9%	10	10.3%	3	20.6%	7	21.1%	4	0.0%	0	22.2%	6	12.5%	4	19.4%	6	8.7%	2	19.4%	6	22.2%	2
More / better visitor attractions	6.3%	4	6.9%	2	5.9%	2	5.3%	1	11.8%	2	3.7%	1	9.4%	3	3.2%	1	4.3%	1	9.7%	3	0.0%	0
More / better visitor accommodation	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Protection from the weather	3.2%	2	3.4%	1	2.9%	1	0.0%	0	5.9%	1	3.7%	1	3.1%	1	3.2%	1	0.0%	0	3.2%	1	11.1%	1

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Eastern end		Central area		Western end	
(e.g. covered shopping mall)																						
Shops / services open on Sundays	4.8%	3	3.4%	1	5.9%	2	10.5%	2	0.0%	0	3.7%	1	3.1%	1	6.5%	2	4.3%	1	6.5%	2	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fill the empty shops	6.3%	4	0.0%	0	11.8%	4	5.3%	1	0.0%	0	11.1%	3	9.4%	3	3.2%	1	0.0%	0	9.7%	3	11.1%	1
Undesireable clientele	4.8%	3	6.9%	2	2.9%	1	0.0%	0	5.9%	1	7.4%	2	3.1%	1	6.5%	2	4.3%	1	6.5%	2	0.0%	0
(Don’t know)	7.9%	5	6.9%	2	8.8%	3	10.5%	2	5.9%	1	7.4%	2	9.4%	3	6.5%	2	4.3%	1	6.5%	2	22.2%	2
Base:		63		29		34		19		17		27		32		31		23		31		9

Q13 What improvements could be made that would encourage you to visit the town centre more often during the evening time? [MR]

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Eastern end		Central area		Western end	
No improvements need	17.5%	11	10.3%	3	23.5%	8	10.5%	2	11.8%	2	25.9%	7	15.6%	5	19.4%	6	4.3%	1	29.0%	9	11.1%	1
More/ better shops	7.9%	5	10.3%	3	5.9%	2	15.8%	3	5.9%	1	3.7%	1	6.3%	2	9.7%	3	13.0%	3	3.2%	1	11.1%	1
More/ better cafes/ restaurants/ bars	20.6%	13	31.0%	9	11.8%	4	31.6%	6	23.5%	4	11.1%	3	25.0%	8	16.1%	5	17.4%	4	19.4%	6	33.3%	3
More/ better communal facilities (e.g. toilets)	1.6%	1	0.0%	0	2.9%	1	0.0%	0	5.9%	1	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	11.1%	1
More/ better moorings	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More/ better car parking	3.2%	2	3.4%	1	2.9%	1	5.3%	1	0.0%	0	3.7%	1	6.3%	2	0.0%	0	4.3%	1	3.2%	1	0.0%	0
Late opening shops	25.4%	16	24.1%	7	26.5%	9	36.8%	7	41.2%	7	7.4%	2	28.1%	9	22.6%	7	43.5%	10	9.7%	3	33.3%	3
Late opening services	3.2%	2	3.4%	1	2.9%	1	5.3%	1	5.9%	1	0.0%	0	3.1%	1	3.2%	1	0.0%	0	3.2%	1	11.1%	1
Evening time market	9.5%	6	6.9%	2	11.8%	4	15.8%	3	17.6%	3	0.0%	0	6.3%	2	12.9%	4	17.4%	4	6.5%	2	0.0%	0
Free or cheaper car parking	22.2%	14	13.8%	4	29.4%	10	36.8%	7	23.5%	4	11.1%	3	28.1%	9	16.1%	5	26.1%	6	12.9%	4	44.4%	4
Improved access by car to Gosport Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved safety measures/ more police presence	1.6%	1	3.4%	1	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	3.2%	1	0.0%	0	3.2%	1	0.0%	0
Later running public transport	1.6%	1	3.4%	1	0.0%	0	0.0%	0	5.9%	1	0.0%	0	3.1%	1	0.0%	0	0.0%	0	3.2%	1	0.0%	0
More frequent ferry service	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don’t know / unsure)	30.2%	19	27.6%	8	32.4%	11	5.3%	1	29.4%	5	48.1%	13	31.3%	10	29.0%	9	30.4%	7	35.5%	11	11.1%	1
Base:		63		29		34		19		17		27		32		31		23		31		9

Q14 What improvements could be made to Gosport's leisure and visitor attractions? [MR]

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Eastern end		Central area		Western end	
A casino	3.2%	2	3.4%	1	2.9%	1	10.5%	2	0.0%	0	0.0%	0	0.0%	0	6.5%	2	4.3%	1	3.2%	1	0.0%	0
A swimming pool	6.3%	4	3.4%	1	8.8%	3	5.3%	1	17.6%	3	0.0%	0	9.4%	3	3.2%	1	13.0%	3	0.0%	0	11.1%	1
A theatre	9.5%	6	6.9%	2	11.8%	4	0.0%	0	17.6%	3	11.1%	3	12.5%	4	6.5%	2	13.0%	3	6.5%	2	11.1%	1
A multi-screen cinema	42.9%	27	55.2%	16	32.4%	11	68.4%	13	47.1%	8	22.2%	6	40.6%	13	45.2%	14	47.8%	11	32.3%	10	66.7%	6
A boutique cinema	4.8%	3	3.4%	1	5.9%	2	0.0%	0	17.6%	3	0.0%	0	6.3%	2	3.2%	1	8.7%	2	3.2%	1	0.0%	0
An art house cinema	1.6%	1	3.4%	1	0.0%	0	0.0%	0	0.0%	0	3.7%	1	3.1%	1	0.0%	0	4.3%	1	0.0%	0	0.0%	0
Bingo	1.6%	1	0.0%	0	2.9%	1	0.0%	0	5.9%	1	0.0%	0	0.0%	0	3.2%	1	4.3%	1	0.0%	0	0.0%	0
Cheaper prices	1.6%	1	0.0%	0	2.9%	1	0.0%	0	5.9%	1	0.0%	0	3.1%	1	0.0%	0	4.3%	1	0.0%	0	0.0%	0
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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved public transport	1.6%	1	0.0%	0	2.9%	1	5.3%	1	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	3.2%	1	0.0%	0
Improved security / CCTV	3.2%	2	6.9%	2	0.0%	0	5.3%	1	5.9%	1	0.0%	0	0.0%	0	6.5%	2	8.7%	2	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improvements in the built environment	1.6%	1	3.4%	1	0.0%	0	5.3%	1	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	11.1%	1
More / better car parking	1.6%	1	0.0%	0	2.9%	1	0.0%	0	5.9%	1	0.0%	0	3.1%	1	0.0%	0	4.3%	1	0.0%	0	0.0%	0
More / better cultural facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better disabled access	1.6%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0	3.7%	1	3.1%	1	0.0%	0	0.0%	0	3.2%	1	0.0%	0
More / better health clubs / gyms	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More/ better family activities	7.9%	5	3.4%	1	11.8%	4	5.3%	1	5.9%	1	11.1%	3	12.5%	4	3.2%	1	4.3%	1	6.5%	2	22.2%	2
More/ better range of water based activities (PROVIDE ONE EXAMPLE)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better policing	4.8%	3	6.9%	2	2.9%	1	5.3%	1	5.9%	1	3.7%	1	6.3%	2	3.2%	1	4.3%	1	3.2%	1	11.1%	1
More / better public houses	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better seats	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better signposting and information	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More better parks / green spaces	3.2%	2	0.0%	0	5.9%	2	0.0%	0	5.9%	1	3.7%	1	0.0%	0	6.5%	2	4.3%	1	3.2%	1	0.0%	0
More for young children e.g 0 to 11 years	9.5%	6	3.4%	1	14.7%	5	15.8%	3	17.6%	3	0.0%	0	9.4%	3	9.7%	3	13.0%	3	6.5%	2	11.1%	1
More for older children e.g. 12 to 15 years	1.6%	1	0.0%	0	2.9%	1	0.0%	0	5.9%	1	0.0%	0	0.0%	0	3.2%	1	4.3%	1	0.0%	0	0.0%	0
More for teenagers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More local sports & recreation facilities	1.6%	1	3.4%	1	0.0%	0	5.3%	1	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	3.2%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More pavement cafes	1.6%	1	0.0%	0	2.9%	1	5.3%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	1	4.3%	1	0.0%	0	0.0%	0
More quality restaurants	6.3%	4	3.4%	1	8.8%	3	15.8%	3	0.0%	0	3.7%	1	6.3%	2	6.5%	2	0.0%	0	6.5%	2	22.2%	2
More street cleaning	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Provision of public toilets	4.8%	3	6.9%	2	2.9%	1	0.0%	0	5.9%	1	7.4%	2	6.3%	2	3.2%	1	8.7%	2	0.0%	0	11.1%	1

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Eastern end		Central area		Western end	
Ten-pin bowling	6.3%	4	6.9%	2	5.9%	2	15.8%	3	5.9%	1	0.0%	0	6.3%	2	6.5%	2	13.0%	3	0.0%	0	11.1%	1
More/ better quality visitor accommodation e.g. hotels, b&bs, guest houses	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More affordable visitor attractions	3.2%	2	3.4%	1	2.9%	1	0.0%	0	11.8%	2	0.0%	0	3.1%	1	3.2%	1	4.3%	1	0.0%	0	11.1%	1
More affordable leisure attractions	4.8%	3	6.9%	2	2.9%	1	5.3%	1	5.9%	1	3.7%	1	3.1%	1	6.5%	2	8.7%	2	3.2%	1	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don’t do leisure activities or visitor attractions)	14.3%	9	3.4%	1	23.5%	8	5.3%	1	5.9%	1	25.9%	7	9.4%	3	19.4%	6	0.0%	0	29.0%	9	0.0%	0
(Don’t know)	11.1%	7	10.3%	3	11.8%	4	5.3%	1	0.0%	0	22.2%	6	12.5%	4	9.7%	3	8.7%	2	16.1%	5	0.0%	0
(Nothing)	7.9%	5	17.2%	5	0.0%	0	10.5%	2	5.9%	1	7.4%	2	9.4%	3	6.5%	2	17.4%	4	3.2%	1	0.0%	0
Base:		63		29		34		19		17		27		32		31		23		31		9

Q15 What visitor attractions and activities in the Gosport area (excluding Portsmouth) do you intend to visit during your stay? [MR]

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Eastern end		Central area		Western end	
Alver Valley Country Park	11.1%	7	13.8%	4	8.8%	3	5.3%	1	23.5%	4	7.4%	2	9.4%	3	12.9%	4	8.7%	2	6.5%	2	33.3%	3
Boat cruise – tour	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Children's indoor play (e.g. Money Bizness Activity Centre)	11.1%	7	3.4%	1	17.6%	6	15.8%	3	17.6%	3	3.7%	1	15.6%	5	6.5%	2	13.0%	3	0.0%	0	44.4%	4
Children's outdoor play area	3.2%	2	6.9%	2	0.0%	0	10.5%	2	0.0%	0	0.0%	0	3.1%	1	3.2%	1	0.0%	0	3.2%	1	11.1%	1
D Day Trail	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Diving Museum	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Explosion! Museum of Navel Firepower	12.7%	8	10.3%	3	14.7%	5	15.8%	3	23.5%	4	3.7%	1	12.5%	4	12.9%	4	13.0%	3	3.2%	1	44.4%	4
Fallen Acorn Brewing Company	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fishing - lesson(S)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fishing - self guided	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fort Brockhurst	3.2%	2	3.4%	1	2.9%	1	0.0%	0	11.8%	2	0.0%	0	0.0%	0	6.5%	2	4.3%	1	3.2%	1	0.0%	0
Gosport BMX track	1.6%	1	3.4%	1	0.0%	0	5.3%	1	0.0%	0	0.0%	0	3.1%	1	0.0%	0	4.3%	1	0.0%	0	0.0%	0
Gosport Discovery Centre	4.8%	3	0.0%	0	8.8%	3	0.0%	0	17.6%	3	0.0%	0	9.4%	3	0.0%	0	4.3%	1	0.0%	0	22.2%	2
Gosport Gallery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gosport Leisure Park (swimming pool, gym, football, etc)	6.3%	4	3.4%	1	8.8%	3	10.5%	2	5.9%	1	3.7%	1	3.1%	1	9.7%	3	4.3%	1	6.5%	2	11.1%	1
Helicopter tour	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HMS Alliance	1.6%	1	3.4%	1	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	3.2%	1	4.3%	1	0.0%	0	0.0%	0
Kitesurfing - lesson(S)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kitesurfing - self guided	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lee-on-the-Solent Beach	11.1%	7	13.8%	4	8.8%	3	15.8%	3	23.5%	4	0.0%	0	6.3%	2	16.1%	5	17.4%	4	6.5%	2	11.1%	1
Little Woodham Living History Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Planet Ice rink	7.9%	5	6.9%	2	8.8%	3	21.1%	4	5.9%	1	0.0%	0	3.1%	1	12.9%	4	21.7%	5	0.0%	0	0.0%	0
Royal Navy Submarine Museum	4.8%	3	10.3%	3	0.0%	0	5.3%	1	5.9%	1	3.7%	1	3.1%	1	6.5%	2	8.7%	2	0.0%	0	11.1%	1
Sailing - lesson(s)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sailing - self guided	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solent Springs Adventure Golf	1.6%	1	0.0%	0	2.9%	1	0.0%	0	5.9%	1	0.0%	0	3.1%	1	0.0%	0	4.3%	1	0.0%	0	0.0%	0
Stokes Bay Beach	6.3%	4	6.9%	2	5.9%	2	15.8%	3	5.9%	1	0.0%	0	0.0%	0	12.9%	4	8.7%	2	3.2%	1	11.1%	1
Swimming pool	4.8%	3	6.9%	2	2.9%	1	15.8%	3	0.0%	0	0.0%	0	3.1%	1	6.5%	2	13.0%	3	0.0%	0	0.0%	0
Team Sport Karting track	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Hovercraft Museum	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Titchfield Haven National Nature Reserve	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wildgrounds Nature Reserve	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wind surfing - lesson(s)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wind surfing - self guided	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other (PLEASE STATE)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Eastern end		Central area		Western end	
I don't intend to visit any visitor attractions	57.1%	36	55.2%	16	58.8%	20	42.1%	8	35.3%	6	81.5%	22	68.8%	22	45.2%	14	34.8%	8	87.1%	27	11.1%	1
(Don't know)	3.2%	2	3.4%	1	2.9%	1	0.0%	0	5.9%	1	3.7%	1	3.1%	1	3.2%	1	4.3%	1	0.0%	0	11.1%	1
Base:		63		29		34		19		17		27		32		31		23		31		9
GEN GENDER:																						
Male	46.0%	29	100.0%	29	0.0%	0	57.9%	11	35.3%	6	44.4%	12	40.6%	13	51.6%	16	52.2%	12	45.2%	14	33.3%	3
Female	54.0%	34	0.0%	0	100.0%	34	42.1%	8	64.7%	11	55.6%	15	59.4%	19	48.4%	15	47.8%	11	54.8%	17	66.7%	6
Base:		63		29		34		19		17		27		32		31		23		31		9
AGE AGE GROUP:																						
18 - 24 years	7.9%	5	13.8%	4	2.9%	1	26.3%	5	0.0%	0	0.0%	0	9.4%	3	6.5%	2	8.7%	2	3.2%	1	22.2%	2
25 - 34 years	22.2%	14	24.1%	7	20.6%	7	73.7%	14	0.0%	0	0.0%	0	21.9%	7	22.6%	7	17.4%	4	25.8%	8	22.2%	2
35 - 44 years	11.1%	7	3.4%	1	17.6%	6	0.0%	0	41.2%	7	0.0%	0	15.6%	5	6.5%	2	13.0%	3	3.2%	1	33.3%	3
45 - 54 years	15.9%	10	17.2%	5	14.7%	5	0.0%	0	58.8%	10	0.0%	0	12.5%	4	19.4%	6	30.4%	7	9.7%	3	0.0%	0
55 - 64 years	19.0%	12	13.8%	4	23.5%	8	0.0%	0	0.0%	0	44.4%	12	12.5%	4	25.8%	8	13.0%	3	29.0%	9	0.0%	0
65+ years	23.8%	15	27.6%	8	20.6%	7	0.0%	0	0.0%	0	55.6%	15	28.1%	9	19.4%	6	17.4%	4	29.0%	9	22.2%	2
Base:		63		29		34		19		17		27		32		31		23		31		9
SEG SEG:																						
AB	9.5%	6	10.3%	3	8.8%	3	15.8%	3	5.9%	1	7.4%	2	18.8%	6	0.0%	0	13.0%	3	3.2%	1	22.2%	2
C1	41.3%	26	34.5%	10	47.1%	16	36.8%	7	47.1%	8	40.7%	11	81.3%	26	0.0%	0	26.1%	6	48.4%	15	55.6%	5
C2	19.0%	12	27.6%	8	11.8%	4	15.8%	3	29.4%	5	14.8%	4	0.0%	0	38.7%	12	30.4%	7	16.1%	5	0.0%	0
DE	30.2%	19	27.6%	8	32.4%	11	31.6%	6	17.6%	3	37.0%	10	0.0%	0	61.3%	19	30.4%	7	32.3%	10	22.2%	2
Base:		63		29		34		19		17		27		32		31		23		31		9
ADU No. of adults (incl Resp)																						
1 adult in hhold	33.3%	21	27.6%	8	38.2%	13	21.1%	4	29.4%	5	44.4%	12	28.1%	9	38.7%	12	34.8%	8	38.7%	12	11.1%	1
2 adults in hhold	46.0%	29	37.9%	11	52.9%	18	42.1%	8	52.9%	9	44.4%	12	46.9%	15	45.2%	14	43.5%	10	45.2%	14	55.6%	5
3 adults in hhold	12.7%	8	20.7%	6	5.9%	2	21.1%	4	11.8%	2	7.4%	2	15.6%	5	9.7%	3	13.0%	3	9.7%	3	22.2%	2
4 or more adults in hhold	7.9%	5	13.8%	4	2.9%	1	15.8%	3	5.9%	1	3.7%	1	9.4%	3	6.5%	2	8.7%	2	6.5%	2	11.1%	1
Base:		63		29		34		19		17		27		32		31		23		31		9

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Eastern end		Central area		Western end	
CHI No. of children (Under 16)																						
No children in hhold	73.0%	46	82.8%	24	64.7%	22	52.6%	10	52.9%	9	100.0%	27	75.0%	24	71.0%	22	78.3%	18	77.4%	24	44.4%	4
1 child in hhold	9.5%	6	6.9%	2	11.8%	4	21.1%	4	11.8%	2	0.0%	0	6.3%	2	12.9%	4	4.3%	1	16.1%	5	0.0%	0
2 children in hhold	6.3%	4	3.4%	1	8.8%	3	10.5%	2	11.8%	2	0.0%	0	9.4%	3	3.2%	1	8.7%	2	3.2%	1	11.1%	1
4 children in hoold	7.9%	5	6.9%	2	8.8%	3	10.5%	2	17.6%	3	0.0%	0	6.3%	2	9.7%	3	8.7%	2	3.2%	1	22.2%	2
4 or more children in hhold	3.2%	2	0.0%	0	5.9%	2	5.3%	1	5.9%	1	0.0%	0	3.1%	1	3.2%	1	0.0%	0	0.0%	0	22.2%	2
Base:		63		29		34		19		17		27		32		31		23		31		9
CAR No. of cars in household																						
No cars in hhold	31.7%	20	31.0%	9	32.4%	11	21.1%	4	17.6%	3	48.1%	13	21.9%	7	41.9%	13	26.1%	6	35.5%	11	33.3%	3
1 car in hhold	34.9%	22	41.4%	12	29.4%	10	36.8%	7	29.4%	5	37.0%	10	37.5%	12	32.3%	10	39.1%	9	41.9%	13	0.0%	0
2 cars in hhold	27.0%	17	20.7%	6	32.4%	11	31.6%	6	41.2%	7	14.8%	4	31.3%	10	22.6%	7	21.7%	5	22.6%	7	55.6%	5
3 cars in hhold	4.8%	3	3.4%	1	5.9%	2	5.3%	1	11.8%	2	0.0%	0	9.4%	3	0.0%	0	8.7%	2	0.0%	0	11.1%	1
4 or more cars in hhold	1.6%	1	3.4%	1	0.0%	0	5.3%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	1	4.3%	1	0.0%	0	0.0%	0
Base:		63		29		34		19		17		27		32		31		23		31		9
DAY DAY OF INTERVIEW:																						
Monday	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tuesday	19.0%	12	10.3%	3	26.5%	9	15.8%	3	5.9%	1	29.6%	8	12.5%	4	25.8%	8	0.0%	0	38.7%	12	0.0%	0
Wednesday	41.3%	26	44.8%	13	38.2%	13	68.4%	13	58.8%	10	11.1%	3	34.4%	11	48.4%	15	52.2%	12	19.4%	6	88.9%	8
Thursday	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Friday	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Saturday	39.7%	25	44.8%	13	35.3%	12	15.8%	3	35.3%	6	59.3%	16	53.1%	17	25.8%	8	47.8%	11	41.9%	13	11.1%	1
Sunday	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		63		29		34		19		17		27		32		31		23		31		9
LOC LOCATION:																						
Eastern end (vicinity of Coffee#1/ Subway/ New Look)	36.5%	23	41.4%	12	32.4%	11	31.6%	6	58.8%	10	25.9%	7	28.1%	9	45.2%	14	100.0%	23	0.0%	0	0.0%	0
Central area (vicinity of Lloyds Bank/Gosport Pool Arena)	49.2%	31	48.3%	14	50.0%	17	47.4%	9	23.5%	4	66.7%	18	50.0%	16	48.4%	15	0.0%	0	100.0%	31	0.0%	0
Western end (vicinity of Iceland)	14.3%	9	10.3%	3	17.6%	6	21.1%	4	17.6%	3	7.4%	2	21.9%	7	6.5%	2	0.0%	0	0.0%	0	100.0%	9
Base:		63		29		34		19		17		27		32		31		23		31		9

PC

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Eastern end		Central area		Western end	
PO1 3	1.6%	1	0.0%	0	2.9%	1	5.3%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	3.2%	1	0.0%	0
PO12 1	15.9%	10	13.8%	4	17.6%	6	10.5%	2	11.8%	2	22.2%	6	15.6%	5	16.1%	5	8.7%	2	22.6%	7	11.1%	1
PO12 2	3.2%	2	3.4%	1	2.9%	1	5.3%	1	5.9%	1	0.0%	0	3.1%	1	3.2%	1	8.7%	2	0.0%	0	0.0%	0
PO12 3	6.3%	4	6.9%	2	5.9%	2	5.3%	1	5.9%	1	7.4%	2	0.0%	0	12.9%	4	4.3%	1	9.7%	3	0.0%	0
PO12 4	28.6%	18	31.0%	9	26.5%	9	36.8%	7	35.3%	6	18.5%	5	28.1%	9	29.0%	9	34.8%	8	22.6%	7	33.3%	3
PO13 0	4.8%	3	6.9%	2	2.9%	1	15.8%	3	0.0%	0	0.0%	0	9.4%	3	0.0%	0	0.0%	0	3.2%	1	22.2%	2
PO13 1	1.6%	1	3.4%	1	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	3.2%	1	0.0%	0	0.0%	0	11.1%	1
PO13 2	1.6%	1	0.0%	0	2.9%	1	5.3%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	3.2%	1	0.0%	0
PO13 6	1.6%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0	3.7%	1	3.1%	1	0.0%	0	0.0%	0	3.2%	1	0.0%	0
PO13 8	3.2%	2	3.4%	1	2.9%	1	0.0%	0	5.9%	1	3.7%	1	6.3%	2	0.0%	0	4.3%	1	3.2%	1	0.0%	0
PO13 9	7.9%	5	10.3%	3	5.9%	2	10.5%	2	0.0%	0	11.1%	3	6.3%	2	9.7%	3	4.3%	1	12.9%	4	0.0%	0
PO14 1	1.6%	1	3.4%	1	0.0%	0	0.0%	0	5.9%	1	0.0%	0	3.1%	1	0.0%	0	0.0%	0	3.2%	1	0.0%	0
PO14 2	1.6%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0	3.7%	1	3.1%	1	0.0%	0	0.0%	0	3.2%	1	0.0%	0
PO14 3	1.6%	1	3.4%	1	0.0%	0	0.0%	0	0.0%	0	3.7%	1	3.1%	1	0.0%	0	4.3%	1	0.0%	0	0.0%	0
PO16 7	1.6%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0	3.7%	1	0.0%	0	3.2%	1	0.0%	0	3.2%	1	0.0%	0
PO33 1	1.6%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0	3.7%	1	3.1%	1	0.0%	0	0.0%	0	3.2%	1	0.0%	0
PO33 2	1.6%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0	3.7%	1	0.0%	0	3.2%	1	4.3%	1	0.0%	0	0.0%	0
PO7 6	1.6%	1	3.4%	1	0.0%	0	0.0%	0	0.0%	0	3.7%	1	3.1%	1	0.0%	0	0.0%	0	3.2%	1	0.0%	0
Refused	12.7%	8	10.3%	3	14.7%	5	5.3%	1	29.4%	5	7.4%	2	12.5%	4	12.9%	4	26.1%	6	0.0%	0	22.2%	2
Base:		63		29		34		19		17		27		32		31		23		31		9

Q01 Are you a resident of Gosport Borough?

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Gosport Marina		Haslar Marina		Royal Clarence Marina		Yes at Q06		No at Q06	
Yes	38.1%	51	30.8%	24	48.2%	27	73.3%	11	48.6%	18	26.8%	22	32.0%	33	58.1%	18	39.3%	24	3.8%	1	55.3%	26	38.5%	30	38.5%	20
No	61.9%	83	69.2%	54	51.8%	29	26.7%	4	51.4%	19	73.2%	60	68.0%	70	41.9%	13	60.7%	37	96.2%	25	44.7%	21	61.5%	48	61.5%	32
Base:		134		78		56		15		37		82		103		31		61		26		47		78		52

Q02 What is the main purpose of your visit to (STUDY CENTRE) today?

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Gosport Marina		Haslar Marina		Royal Clarence Marina		Yes at Q06		No at Q06	
Sailing / yachting/ boating - day trip	14.2%	19	14.1%	11	14.3%	8	0.0%	0	10.8%	4	18.3%	15	15.5%	16	9.7%	3	9.8%	6	26.9%	7	12.8%	6	10.3%	8	19.2%	10
Sailing / yachting/ boating - longer stay (+1 nights)	23.9%	32	26.9%	21	19.6%	11	20.0%	3	10.8%	4	30.5%	25	27.2%	28	12.9%	4	24.6%	15	34.6%	9	17.0%	8	28.2%	22	17.3%	9
To access other water based activities (e.g. kayaking)	0.7%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	1.3%	1	0.0%	0
Other marine related (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boat servicing / boat chandlery	15.7%	21	21.8%	17	7.1%	4	0.0%	0	29.7%	11	12.2%	10	13.6%	14	22.6%	7	16.4%	10	26.9%	7	8.5%	4	16.7%	13	15.4%	8
Pick up sailing supplies	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visiting for the day - not marine related	11.9%	16	7.7%	6	17.9%	10	20.0%	3	18.9%	7	7.3%	6	11.7%	12	12.9%	4	16.4%	10	0.0%	0	12.8%	6	9.0%	7	15.4%	8
Business / employment related	3.7%	5	3.8%	3	3.6%	2	6.7%	1	2.7%	1	3.7%	3	2.9%	3	6.5%	2	3.3%	2	3.8%	1	4.3%	2	3.8%	3	3.8%	2
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Having lunch	8.2%	11	5.1%	4	12.5%	7	13.3%	2	10.8%	4	6.1%	5	7.8%	8	9.7%	3	4.9%	3	0.0%	0	17.0%	8	7.7%	6	9.6%	5
Holiday apartment	0.7%	1	0.0%	0	1.8%	1	0.0%	0	2.7%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	1.9%	1
Just out for a walk	7.5%	10	7.7%	6	7.1%	4	13.3%	2	2.7%	1	8.5%	7	5.8%	6	12.9%	4	9.8%	6	0.0%	0	8.5%	4	7.7%	6	5.8%	3
Just passing through	8.2%	11	7.7%	6	8.9%	5	6.7%	1	10.8%	4	7.3%	6	8.7%	9	6.5%	2	13.1%	8	3.8%	1	4.3%	2	10.3%	8	5.8%	3
Meeting friends	3.0%	4	1.3%	1	5.4%	3	13.3%	2	0.0%	0	2.4%	2	3.9%	4	0.0%	0	0.0%	0	0.0%	0	8.5%	4	1.3%	1	5.8%	3
Old Gaffers Rally	0.7%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	3.2%	1	0.0%	0	3.8%	1	0.0%	0	1.3%	1	0.0%	0
(Don't know)	1.5%	2	1.3%	1	1.8%	1	6.7%	1	0.0%	0	1.2%	1	1.0%	1	3.2%	1	1.6%	1	0.0%	0	2.1%	1	2.6%	2	0.0%	0
Base:		134		78		56		15		37		82		103		31		61		26		47		78		52

Q03 How long do you intend to stay at (STUDY CENTRE) today?

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Gosport Marina		Haslar Marina		Royal Clarence Marina		Yes at Q06		No at Q06	
Up to one day	50.0%	67	46.2%	36	55.4%	31	66.7%	10	64.9%	24	40.2%	33	46.6%	48	61.3%	19	57.4%	35	38.5%	10	46.8%	22	39.7%	31	65.4%	34
2-3 days	23.9%	32	24.4%	19	23.2%	13	6.7%	1	18.9%	7	29.3%	24	25.2%	26	19.4%	6	14.8%	9	42.3%	11	25.5%	12	28.2%	22	15.4%	8
4-7 days	8.2%	11	10.3%	8	5.4%	3	0.0%	0	5.4%	2	11.0%	9	7.8%	8	9.7%	3	9.8%	6	11.5%	3	4.3%	2	9.0%	7	7.7%	4
2 weeks	1.5%	2	0.0%	0	3.6%	2	6.7%	1	0.0%	0	1.2%	1	1.9%	2	0.0%	0	3.3%	2	0.0%	0	0.0%	0	1.3%	1	1.9%	1
+2 weeks	14.9%	20	19.2%	15	8.9%	5	20.0%	3	8.1%	3	17.1%	14	16.5%	17	9.7%	3	13.1%	8	7.7%	2	21.3%	10	20.5%	16	7.7%	4
(Don't know / unsure)	1.5%	2	0.0%	0	3.6%	2	0.0%	0	2.7%	1	1.2%	1	1.9%	2	0.0%	0	1.6%	1	0.0%	0	2.1%	1	1.3%	1	1.9%	1
Base:		134		78		56		15		37		82		103		31		61		26		47		78		52

Q04 Which other marinas/moorings in Gosport have you visited or intend to visit? [MR]

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Gosport Marina		Haslar Marina		Royal Clarence Marina		Yes at Q06		No at Q06	
Gosport Marina	3.0%	4	5.1%	4	0.0%	0	6.7%	1	0.0%	0	3.7%	3	2.9%	3	3.2%	1	0.0%	0	3.8%	1	6.4%	3	3.8%	3	1.9%	1
Haslar Marina	12.7%	17	14.1%	11	10.7%	6	6.7%	1	16.2%	6	12.2%	10	12.6%	13	12.9%	4	21.3%	13	0.0%	0	8.5%	4	17.9%	14	5.8%	3
Royal Clarence Marina	4.5%	6	5.1%	4	3.6%	2	0.0%	0	5.4%	2	4.9%	4	4.9%	5	3.2%	1	8.2%	5	3.8%	1	0.0%	0	6.4%	5	1.9%	1
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Do not intend to visit any other marinas / moorings in Gosport	85.1%	114	83.3%	65	87.5%	49	93.3%	14	81.1%	30	85.4%	70	84.5%	87	87.1%	27	75.4%	46	96.2%	25	91.5%	43	78.2%	61	94.2%	49
Base:		134		78		56		15		37		82		103		31		61		26		47		78		52

Q05 What improvements could be made to facilities at (STUDY CENTRE) that would encourage you to stay longer or visit the marina more frequently? [MR]

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Gosport Marina		Haslar Marina		Royal Clarence Marina		Yes at Q06		No at Q06	
No improvements needed	35.1%	47	43.6%	34	23.2%	13	20.0%	3	16.2%	6	46.3%	38	34.0%	35	38.7%	12	36.1%	22	61.5%	16	19.1%	9	38.5%	30	30.8%	16
More / better shops	23.9%	32	14.1%	11	37.5%	21	80.0%	12	21.6%	8	14.6%	12	23.3%	24	25.8%	8	6.6%	4	0.0%	0	59.6%	28	12.8%	10	38.5%	20
More / better cafes / restaurants/ bars	17.2%	23	10.3%	8	26.8%	15	53.3%	8	16.2%	6	11.0%	9	16.5%	17	19.4%	6	11.5%	7	0.0%	0	34.0%	16	10.3%	8	26.9%	14
More / better communal facilities (e.g. toilets)	14.9%	20	14.1%	11	16.1%	9	26.7%	4	16.2%	6	12.2%	10	13.6%	14	19.4%	6	16.4%	10	7.7%	2	17.0%	8	12.8%	10	19.2%	10
More / better moorings	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better car parking	8.2%	11	9.0%	7	7.1%	4	20.0%	3	10.8%	4	4.9%	4	8.7%	9	6.5%	2	11.5%	7	0.0%	0	8.5%	4	10.3%	8	5.8%	3
Free or cheaper car parking	3.0%	4	2.6%	2	3.6%	2	0.0%	0	5.4%	2	2.4%	2	2.9%	3	3.2%	1	4.9%	3	3.8%	1	0.0%	0	2.6%	2	3.8%	2
Improved access to Gosport Town Centre	4.5%	6	3.8%	3	5.4%	3	13.3%	2	2.7%	1	3.7%	3	4.9%	5	3.2%	1	0.0%	0	0.0%	0	12.8%	6	2.6%	2	7.7%	4
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Approach could be prettier	1.5%	2	2.6%	2	0.0%	0	0.0%	0	2.7%	1	1.2%	1	1.0%	1	3.2%	1	0.0%	0	0.0%	0	4.3%	2	2.6%	2	0.0%	0
Cleaner	0.7%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	1.9%	1
Concrete pontoons so more stable	0.7%	1	0.0%	0	1.8%	1	6.7%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	3.8%	1	0.0%	0	1.3%	1	0.0%	0
Disabled facilities	0.7%	1	1.3%	1	0.0%	0	0.0%	0	2.7%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	1.9%	1
Improved road access	1.5%	2	2.6%	2	0.0%	0	0.0%	0	0.0%	0	2.4%	2	1.9%	2	0.0%	0	3.3%	2	0.0%	0	0.0%	0	1.3%	1	1.9%	1
Improved signage / information	2.2%	3	1.3%	1	3.6%	2	6.7%	1	2.7%	1	1.2%	1	2.9%	3	0.0%	0	0.0%	0	3.8%	1	4.3%	2	1.3%	1	3.8%	2
Live music	0.7%	1	0.0%	0	1.8%	1	0.0%	0	2.7%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	1.3%	1	0.0%	0
More lighting	0.7%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	1.2%	1	1.0%	1	0.0%	0	0.0%	0	3.8%	1	0.0%	0	1.3%	1	0.0%	0
(Don't know / unsure)	14.9%	20	12.8%	10	17.9%	10	0.0%	0	24.3%	9	13.4%	11	15.5%	16	12.9%	4	21.3%	13	11.5%	3	8.5%	4	17.9%	14	9.6%	5
Base:		134		78		56		15		37		82		103		31		61		26		47		78		52

Q06 Do you intend to visit Gosport Town Centre today?

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Gosport Marina		Haslar Marina		Royal Clarence Marina		Yes at Q06		No at Q06	
Yes	58.2%	78	62.8%	49	51.8%	29	46.7%	7	51.4%	19	63.4%	52	59.2%	61	54.8%	17	63.9%	39	73.1%	19	42.6%	20	100.0%	78	0.0%	0
No	38.8%	52	35.9%	28	42.9%	24	53.3%	8	43.2%	16	34.1%	28	39.8%	41	35.5%	11	36.1%	22	23.1%	6	51.1%	24	0.0%	0	100.0%	52
(Don’t know / unsure)	3.0%	4	1.3%	1	5.4%	3	0.0%	0	5.4%	2	2.4%	2	1.0%	1	9.7%	3	0.0%	0	3.8%	1	6.4%	3	0.0%	0	0.0%	0
Base:		134		78		56		15		37		82		103		31		61		26		47		78		52

Q07 How often do you combine a trip to Gosport Town Centre with your visit to (STUDY CENTRE)?

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Gosport Marina		Haslar Marina		Royal Clarence Marina		Yes at Q06		No at Q06	
Everyday	23.1%	31	24.4%	19	21.4%	12	20.0%	3	13.5%	5	28.0%	23	23.3%	24	22.6%	7	34.4%	21	11.5%	3	14.9%	7	38.5%	30	0.0%	0
Every second day	7.5%	10	9.0%	7	5.4%	3	13.3%	2	2.7%	1	8.5%	7	8.7%	9	3.2%	1	8.2%	5	0.0%	0	10.6%	5	11.5%	9	1.9%	1
Once during visit	25.4%	34	28.2%	22	21.4%	12	20.0%	3	24.3%	9	26.8%	22	23.3%	24	32.3%	10	13.1%	8	69.2%	18	17.0%	8	32.1%	25	15.4%	8
Rarely	29.9%	40	29.5%	23	30.4%	17	40.0%	6	37.8%	14	24.4%	20	32.0%	33	22.6%	7	27.9%	17	15.4%	4	40.4%	19	12.8%	10	57.7%	30
Never	13.4%	18	7.7%	6	21.4%	12	6.7%	1	21.6%	8	11.0%	9	12.6%	13	16.1%	5	14.8%	9	3.8%	1	17.0%	8	3.8%	3	25.0%	13
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / unsure)	0.7%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	3.2%	1	1.6%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Base:		134		78		56		15		37		82		103		31		61		26		47		78		52

Q08 What is the reason why you rarely or never combine a trip to Gosport Town Centre with your visit to (STUDY CENTRE)? [MR]
Those who said Rarely or Never at Q07

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Gosport Marina		Haslar Marina		Royal Clarence Marina		Yes at Q06		No at Q06	
Generally prefer to stay within the marina complex	12.1%	7	13.8%	4	10.3%	3	0.0%	0	9.1%	2	17.2%	5	13.0%	6	8.3%	1	7.7%	2	20.0%	1	14.8%	4	0.0%	0	16.3%	7
Everything provided for within the marina complex	1.7%	1	3.4%	1	0.0%	0	0.0%	0	4.5%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	20.0%	1	0.0%	0	0.0%	0	2.3%	1
Do not have time to visit the town centre	12.1%	7	10.3%	3	13.8%	4	28.6%	2	4.5%	1	13.8%	4	13.0%	6	8.3%	1	11.5%	3	0.0%	0	14.8%	4	7.7%	1	14.0%	6
Too far a walk to the town centre	6.9%	4	0.0%	0	13.8%	4	0.0%	0	13.6%	3	3.4%	1	4.3%	2	16.7%	2	0.0%	0	0.0%	0	14.8%	4	0.0%	0	7.0%	3
Does not feel welcoming	24.1%	14	13.8%	4	34.5%	10	57.1%	4	22.7%	5	17.2%	5	17.4%	8	50.0%	6	11.5%	3	0.0%	0	40.7%	11	7.7%	1	27.9%	12
Does not feel safe	17.2%	10	6.9%	2	27.6%	8	28.6%	2	18.2%	4	13.8%	4	13.0%	6	33.3%	4	0.0%	0	0.0%	0	37.0%	10	7.7%	1	18.6%	8
Unattractive town centre	39.7%	23	34.5%	10	44.8%	13	71.4%	5	40.9%	9	31.0%	9	34.8%	16	58.3%	7	19.2%	5	40.0%	2	59.3%	16	23.1%	3	44.2%	19
Poor range / quality of shops	36.2%	21	24.1%	7	48.3%	14	57.1%	4	40.9%	9	27.6%	8	30.4%	14	58.3%	7	26.9%	7	40.0%	2	44.4%	12	30.8%	4	37.2%	16
Poor range / quality of cafes / restaurants	20.7%	12	10.3%	3	31.0%	9	42.9%	3	18.2%	4	17.2%	5	15.2%	7	41.7%	5	11.5%	3	0.0%	0	33.3%	9	7.7%	1	23.3%	10
Poor range / quality of bars / pubs	8.6%	5	6.9%	2	10.3%	3	42.9%	3	9.1%	2	0.0%	0	6.5%	3	16.7%	2	0.0%	0	0.0%	0	18.5%	5	7.7%	1	9.3%	4
Poor range / quality of financial services (e.g. banks)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor range / quality of personal services (e.g. beauty / hair salons, dry cleaners, laundrettes, etc)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor range / quality of leisure offer (e.g. cinema, health / fitness, etc)	3.4%	2	3.4%	1	3.4%	1	14.3%	1	0.0%	0	3.4%	1	2.2%	1	8.3%	1	0.0%	0	0.0%	0	7.4%	2	7.7%	1	2.3%	1
Poor range / quality of visitor attractions	3.4%	2	3.4%	1	3.4%	1	28.6%	2	0.0%	0	0.0%	0	0.0%	0	16.7%	2	0.0%	0	0.0%	0	7.4%	2	7.7%	1	2.3%	1
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No reason to visit town, just here to visit the Marina	17.2%	10	17.2%	5	17.2%	5	0.0%	0	18.2%	4	20.7%	6	17.4%	8	16.7%	2	26.9%	7	0.0%	0	11.1%	3	30.8%	4	11.6%	5
(Don't know / unsure)	5.2%	3	6.9%	2	3.4%	1	0.0%	0	9.1%	2	3.4%	1	6.5%	3	0.0%	0	11.5%	3	0.0%	0	0.0%	0	23.1%	3	0.0%	0
Base:		58		29		29		7		22		29		46		12		26		5		27		13		43

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Gosport Marina		Haslar Marina		Royal Clarence Marina		Yes at Q06		No at Q06	

Q09 What is the main reason for visiting Gosport Town Centre today? [MR]
Those who said Yes or Don't know at Q06

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Gosport Marina		Haslar Marina		Royal Clarence Marina		Yes at Q06		No at Q06	
For food shopping	61.0%	50	58.0%	29	65.6%	21	85.7%	6	47.6%	10	63.0%	34	62.9%	39	55.0%	11	51.3%	20	85.0%	17	56.5%	13	62.8%	49	0.0%	0
For non-food shopping	15.9%	13	18.0%	9	12.5%	4	0.0%	0	14.3%	3	18.5%	10	17.7%	11	10.0%	2	23.1%	9	10.0%	2	8.7%	2	16.7%	13	0.0%	0
For shopping in general	14.6%	12	12.0%	6	18.8%	6	42.9%	3	19.0%	4	9.3%	5	11.3%	7	25.0%	5	15.4%	6	0.0%	0	26.1%	6	14.1%	11	0.0%	0
For window shopping / browsing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit cafes / restaurants / takeaways	18.3%	15	24.0%	12	9.4%	3	0.0%	0	28.6%	6	16.7%	9	22.6%	14	5.0%	1	15.4%	6	35.0%	7	8.7%	2	19.2%	15	0.0%	0
To visit the street market	6.1%	5	8.0%	4	3.1%	1	14.3%	1	4.8%	1	5.6%	3	3.2%	2	15.0%	3	5.1%	2	15.0%	3	0.0%	0	6.4%	5	0.0%	0
To visit the bank and other financial services	13.4%	11	12.0%	6	15.6%	5	42.9%	3	14.3%	3	9.3%	5	12.9%	8	15.0%	3	12.8%	5	0.0%	0	26.1%	6	14.1%	11	0.0%	0
To visit health facilities (e.g. GP, dentist, etc)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit visitor attractions	1.2%	1	0.0%	0	3.1%	1	0.0%	0	4.8%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	4.3%	1	1.3%	1	0.0%	0
For business purposes	1.2%	1	0.0%	0	3.1%	1	0.0%	0	0.0%	0	1.9%	1	1.6%	1	0.0%	0	0.0%	0	5.0%	1	0.0%	0	1.3%	1	0.0%	0
To visit personal services (e.g. hair salon, beauty salon, barber, etc)	2.4%	2	4.0%	2	0.0%	0	0.0%	0	0.0%	0	3.7%	2	3.2%	2	0.0%	0	5.1%	2	0.0%	0	0.0%	0	2.6%	2	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	8.5%	7	6.0%	3	12.5%	4	0.0%	0	9.5%	2	9.3%	5	4.8%	3	20.0%	4	7.7%	3	0.0%	0	17.4%	4	6.4%	5	0.0%	0
Base:		82		50		32		7		21		54		62		20		39		20		23		78		0

Mean score [Nothing=0,£5 or Less=2.5,£5.01 To £15=10,£15.01 To £30=22.5,£30.01 To £50=40,£50.01 Plus=60,(Don't know)^-99]

Q10 How much do you expect to spend during a visit to Gosport Town Centre today on the following?
Those who said Yes or Don't know at Q06

Convenience, food and drink purchases e.g. from supermarket, newsagent, bakery, butcher, etc

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Gosport Marina		Haslar Marina		Royal Clarence Marina		Yes at Q06		No at Q06	
Nothing	24.4%	20	32.0%	16	12.5%	4	0.0%	0	28.6%	6	25.9%	14	29.0%	18	10.0%	2	35.9%	14	15.0%	3	13.0%	3	25.6%	20	0.0%	0
£5 or Less	7.3%	6	12.0%	6	0.0%	0	0.0%	0	9.5%	2	7.4%	4	4.8%	3	15.0%	3	7.7%	3	15.0%	3	0.0%	0	7.7%	6	0.0%	0
£5.01 To £15	14.6%	12	14.0%	7	15.6%	5	14.3%	1	19.0%	4	13.0%	7	17.7%	11	5.0%	1	10.3%	4	10.0%	2	26.1%	6	14.1%	11	0.0%	0
£15.01 To £30	32.9%	27	24.0%	12	46.9%	15	57.1%	4	19.0%	4	35.2%	19	35.5%	22	25.0%	5	35.9%	14	40.0%	8	21.7%	5	33.3%	26	0.0%	0
£30.01 To £50	8.5%	7	8.0%	4	9.4%	3	14.3%	1	9.5%	2	7.4%	4	8.1%	5	10.0%	2	2.6%	1	15.0%	3	13.0%	3	9.0%	7	0.0%	0
£50.01 Plus	6.1%	5	6.0%	3	6.3%	2	0.0%	0	0.0%	0	9.3%	5	4.8%	3	10.0%	2	5.1%	2	5.0%	1	8.7%	2	6.4%	5	0.0%	0
(Don't know)	6.1%	5	4.0%	2	9.4%	3	14.3%	1	14.3%	3	1.9%	1	0.0%	0	25.0%	5	2.6%	1	0.0%	0	17.4%	4	3.8%	3	0.0%	0
Mean:		*17.18*		*14.48*		*21.64*		*23.33*		*11.94*		*18.25*		*16.01*		*22.00*		*13.75*		*19.38*		*21.71*		*17.20*		*0.00*
Base:		82		50		32		7		21		54		62		20		39		20		23		78		0

Non-food purchases e.g. clothing, footwear, gifts, souvenirs, medicines, personal goods, etc

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Gosport Marina		Haslar Marina		Royal Clarence Marina		Yes at Q06		No at Q06	
Nothing	57.3%	47	62.0%	31	50.0%	16	0.0%	0	61.9%	13	63.0%	34	62.9%	39	40.0%	8	64.1%	25	75.0%	15	30.4%	7	59.0%	46	0.0%	0
£5 or Less	12.2%	10	12.0%	6	12.5%	4	14.3%	1	9.5%	2	13.0%	7	14.5%	9	5.0%	1	10.3%	4	5.0%	1	21.7%	5	12.8%	10	0.0%	0
£5.01 To £15	9.8%	8	12.0%	6	6.3%	2	14.3%	1	4.8%	1	11.1%	6	8.1%	5	15.0%	3	7.7%	3	15.0%	3	8.7%	2	9.0%	7	0.0%	0
£15.01 To £30	3.7%	3	6.0%	3	0.0%	0	0.0%	0	4.8%	1	3.7%	2	4.8%	3	0.0%	0	5.1%	2	5.0%	1	0.0%	0	3.8%	3	0.0%	0
£30.01 To £50	2.4%	2	0.0%	0	6.3%	2	0.0%	0	9.5%	2	0.0%	0	3.2%	2	0.0%	0	0.0%	0	0.0%	0	8.7%	2	2.6%	2	0.0%	0
£50.01 Plus	1.2%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	1.6%	1	0.0%	0	2.6%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0
(Don’t know)	13.4%	11	6.0%	3	25.0%	8	71.4%	5	9.5%	2	7.4%	4	4.8%	3	40.0%	8	10.3%	4	0.0%	0	30.4%	7	11.5%	9	0.0%	0
Mean:		*4.40*		*4.31*		*4.58*		*6.25*		*6.18*		*3.65*		*4.75*		*2.71*		*4.14*		*2.75*		*7.03*		*4.38*		*0.00*
Base:		82		50		32		7		21		54		62		20		39		20		23		78		0

Dining and drinking out e.g. cafes, restaurants, bars

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Gosport Marina		Haslar Marina		Royal Clarence Marina		Yes at Q06		No at Q06	
Nothing	59.8%	49	60.0%	30	59.4%	19	28.6%	2	38.1%	8	72.2%	39	64.5%	40	45.0%	9	69.2%	27	65.0%	13	39.1%	9	61.5%	48	0.0%	0
£5 or Less	9.8%	8	12.0%	6	6.3%	2	0.0%	0	23.8%	5	5.6%	3	8.1%	5	15.0%	3	12.8%	5	10.0%	2	4.3%	1	10.3%	8	0.0%	0
£5.01 To £15	13.4%	11	12.0%	6	15.6%	5	14.3%	1	19.0%	4	11.1%	6	16.1%	10	5.0%	1	12.8%	5	5.0%	1	21.7%	5	12.8%	10	0.0%	0
£15.01 To £30	6.1%	5	8.0%	4	3.1%	1	0.0%	0	9.5%	2	5.6%	3	8.1%	5	0.0%	0	2.6%	1	15.0%	3	4.3%	1	6.4%	5	0.0%	0
£30.01 To £50	1.2%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	5.0%	1	0.0%	0	5.0%	1	0.0%	0	1.3%	1	0.0%	0
£50.01 Plus	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don’t know)	9.8%	8	6.0%	3	15.6%	5	57.1%	4	9.5%	2	3.7%	2	3.2%	2	30.0%	6	2.6%	1	0.0%	0	30.4%	7	7.7%	6	0.0%	0
Mean:		*3.82*		*4.36*		*2.87*		*3.33*		*5.13*		*3.37*		*3.75*		*4.11*		*2.24*		*6.13*		*4.69*		*3.78*		*0.00*
Base:		82		50		32		7		21		54		62		20		39		20		23		78		0

Leisure and tourist attractions

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Gosport Marina		Haslar Marina		Royal Clarence Marina		Yes at Q06		No at Q06	
Nothing	89.0%	73	92.0%	46	84.4%	27	42.9%	3	90.5%	19	94.4%	51	96.8%	60	65.0%	13	94.9%	37	100.0%	20	69.6%	16	91.0%	71	0.0%	0
£5 or Less	1.2%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	5.0%	1	2.6%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0
£5.01 To £15	1.2%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	1.6%	1	0.0%	0	2.6%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0
£15.01 To £30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£30.01 To £50	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£50.01 Plus	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don’t know)	8.5%	7	4.0%	2	15.6%	5	57.1%	4	9.5%	2	1.9%	1	1.6%	1	30.0%	6	0.0%	0	0.0%	0	30.4%	7	6.4%	5	0.0%	0
Mean:		*0.17*		*0.26*		*0.00*		*0.00*		*0.00*		*0.24*		*0.16*		*0.18*		*0.32*		*0.00*		*0.00*		*0.17*		*0.00*
Base:		82		50		32		7		21		54		62		20		39		20		23		78		0

Gosport Marinas Survey
for Lambert Smith Hampton

Other services e.g. hair / beauty salon, barber, dry cleaning

	Total		**Male**		**Female**		**18 - 34**		**35 - 54**		**55 +**		**ABC1**		**C2DE**		**Gosport Marina**		**Haslar Marina**		**Royal Clarence Marina**		**Yes at Q06**		**No at Q06**	
Nothing	82.9%	68	86.0%	43	78.1%	25	42.9%	3	85.7%	18	87.0%	47	90.3%	56	60.0%	12	84.6%	33	100.0%	20	65.2%	15	84.6%	66	0.0%	0
£5 or Less	3.7%	3	4.0%	2	3.1%	1	0.0%	0	0.0%	0	5.6%	3	1.6%	1	10.0%	2	5.1%	2	0.0%	0	4.3%	1	3.8%	3	0.0%	0
£5.01 To £15	1.2%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	1.6%	1	0.0%	0	2.6%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0
£15.01 To £30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£30.01 To £50	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£50.01 Plus	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don’t know)	12.2%	10	8.0%	4	18.8%	6	57.1%	4	14.3%	3	5.6%	3	6.5%	4	30.0%	6	7.7%	3	0.0%	0	30.4%	7	10.3%	8	0.0%	0
Mean:		*0.24*		*0.33*		*0.10*		*0.00*		*0.00*		*0.34*		*0.22*		*0.36*		*0.42*		*0.00*		*0.16*		*0.25*		*0.00*
Base:		82		50		32		7		21		54		62		20		39		20		23		78		0

Q11 What do you like about Gosport Town Centre ? [MR]

Those who said Yes or Don’t know at Q06

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Gosport Marina		Haslar Marina		Royal Clarence Marina		Yes at Q06		No at Q06	
Close to the marina / mooring	34.1%	28	34.0%	17	34.4%	11	28.6%	2	38.1%	8	33.3%	18	37.1%	23	25.0%	5	41.0%	16	5.0%	1	47.8%	11	34.6%	27	0.0%	0
Close to Portsmouth	3.7%	3	0.0%	0	9.4%	3	14.3%	1	0.0%	0	3.7%	2	3.2%	2	5.0%	1	2.6%	1	5.0%	1	4.3%	1	3.8%	3	0.0%	0
Attractive environment / nice place	3.7%	3	4.0%	2	3.1%	1	0.0%	0	0.0%	0	5.6%	3	4.8%	3	0.0%	0	5.1%	2	5.0%	1	0.0%	0	3.8%	3	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to home	13.4%	11	10.0%	5	18.8%	6	42.9%	3	14.3%	3	9.3%	5	9.7%	6	25.0%	5	15.4%	6	5.0%	1	17.4%	4	14.1%	11	0.0%	0
Compact	3.7%	3	4.0%	2	3.1%	1	0.0%	0	9.5%	2	1.9%	1	4.8%	3	0.0%	0	2.6%	1	0.0%	0	8.7%	2	3.8%	3	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by bus	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 car	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 ferry	3.7%	3	2.0%	1	6.3%	2	28.6%	2	0.0%	0	1.9%	1	3.2%	2	5.0%	1	2.6%	1	0.0%	0	8.7%	2	3.8%	3	0.0%	0
Easy to park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good facilities in general	1.2%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	5.0%	1	0.0%	0	5.0%	1	0.0%	0	1.3%	1	0.0%	0
Good food stores	4.9%	4	4.0%	2	6.3%	2	0.0%	0	4.8%	1	5.6%	3	4.8%	3	5.0%	1	0.0%	0	10.0%	2	8.7%	2	3.8%	3	0.0%	0
Good pubs, cafés or restaurants	4.9%	4	4.0%	2	6.3%	2	0.0%	0	9.5%	2	3.7%	2	4.8%	3	5.0%	1	2.6%	1	10.0%	2	4.3%	1	5.1%	4	0.0%	0
Good range of non-food shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good range of independent shops	3.7%	3	4.0%	2	3.1%	1	0.0%	0	0.0%	0	5.6%	3	4.8%	3	0.0%	0	0.0%	0	15.0%	3	0.0%	0	3.8%	3	0.0%	0
Good range of 'high street' retailers / multiples	2.4%	2	2.0%	1	3.1%	1	0.0%	0	4.8%	1	1.9%	1	1.6%	1	5.0%	1	2.6%	1	5.0%	1	0.0%	0	2.6%	2	0.0%	0
Good range of leisure and visitor attractions	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Affordable shops	1.2%	1	0.0%	0	3.1%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	5.0%	1	2.6%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0
High quality shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The street market	6.1%	5	8.0%	4	3.1%	1	0.0%	0	0.0%	0	9.3%	5	4.8%	3	10.0%	2	0.0%	0	20.0%	4	4.3%	1	6.4%	5	0.0%	0
Makes a change from other places	1.2%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	5.0%	1	2.6%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Quiet	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Traditional	14.6%	12	20.0%	10	6.3%	2	14.3%	1	4.8%	1	18.5%	10	14.5%	9	15.0%	3	12.8%	5	15.0%	3	17.4%	4	14.1%	11	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don’t know)	12.2%	10	10.0%	5	15.6%	5	0.0%	0	9.5%	2	14.8%	8	12.9%	8	10.0%	2	15.4%	6	10.0%	2	8.7%	2	11.5%	9	0.0%	0
(Nothing / very little)	14.6%	12	16.0%	8	12.5%	4	28.6%	2	28.6%	6	7.4%	4	11.3%	7	25.0%	5	10.3%	4	20.0%	4	17.4%	4	12.8%	10	0.0%	0
Base:		82		50		32		7		21		54		62		20		39		20		23		78		0

Q12 What improvements could be made to shopping and other town centre uses Gosport Town Centre that would encourage you to visit the centre more frequently? [MR]

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Gosport Marina		Haslar Marina		Royal Clarence Marina		Yes at Q06		No at Q06	
Better access by road	2.2%	3	2.6%	2	1.8%	1	6.7%	1	2.7%	1	1.2%	1	1.9%	2	3.2%	1	3.3%	2	0.0%	0	2.1%	1	1.3%	1	3.8%	2
Better public transport	0.7%	1	0.0%	0	1.8%	1	6.7%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	1.3%	1	0.0%	0
Improved ferry service	0.7%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	1.9%	1
Better signposting	0.7%	1	0.0%	0	1.8%	1	0.0%	0	2.7%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	1.3%	1	0.0%	0
Cleaner streets	5.2%	7	2.6%	2	8.9%	5	6.7%	1	8.1%	3	3.7%	3	6.8%	7	0.0%	0	6.6%	4	0.0%	0	6.4%	3	2.6%	2	9.6%	5
Facilities which would assist you if shopping with children	0.7%	1	1.3%	1	0.0%	0	6.7%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	2.1%	1	1.3%	1	0.0%	0
Free car parking	6.0%	8	6.4%	5	5.4%	3	20.0%	3	5.4%	2	3.7%	3	4.9%	5	9.7%	3	3.3%	2	0.0%	0	12.8%	6	2.6%	2	9.6%	5
More / better town centre events	1.5%	2	0.0%	0	3.6%	2	6.7%	1	2.7%	1	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	4.3%	2	0.0%	0	3.8%	2
More / better comparison retailers (i.e. non-food shops)	6.0%	8	3.8%	3	8.9%	5	20.0%	3	0.0%	0	6.1%	5	4.9%	5	9.7%	3	3.3%	2	0.0%	0	12.8%	6	5.1%	4	7.7%	4
More / better specialist shops and services for boat users	6.0%	8	5.1%	4	7.1%	4	13.3%	2	8.1%	3	3.7%	3	4.9%	5	9.7%	3	1.6%	1	0.0%	0	14.9%	7	3.8%	3	9.6%	5
More / better value or affordable shops	8.2%	11	5.1%	4	12.5%	7	26.7%	4	8.1%	3	4.9%	4	6.8%	7	12.9%	4	8.2%	5	3.8%	1	10.6%	5	7.7%	6	9.6%	5
More / better entertainment	1.5%	2	0.0%	0	3.6%	2	0.0%	0	2.7%	1	1.2%	1	1.9%	2	0.0%	0	0.0%	0	0.0%	0	4.3%	2	0.0%	0	3.8%	2
More / better places for eating out (e.g. cafes and restaurants)	14.2%	19	12.8%	10	16.1%	9	26.7%	4	21.6%	8	8.5%	7	13.6%	14	16.1%	5	11.5%	7	3.8%	1	23.4%	11	12.8%	10	17.3%	9
More / better food shops	5.2%	7	2.6%	2	8.9%	5	13.3%	2	8.1%	3	2.4%	2	5.8%	6	3.2%	1	3.3%	2	0.0%	0	10.6%	5	2.6%	2	9.6%	5
More / better parking	0.7%	1	0.0%	0	1.8%	1	0.0%	0	2.7%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	1.9%	1
More / better pedestrianised streets	0.7%	1	1.3%	1	0.0%	0	6.7%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	1.3%	1	0.0%	0
More / better public conveniences	1.5%	2	1.3%	1	1.8%	1	0.0%	0	2.7%	1	1.2%	1	1.0%	1	3.2%	1	1.6%	1	0.0%	0	2.1%	1	0.0%	0	1.9%	1
More / better seats / flower displays	3.0%	4	3.8%	3	1.8%	1	0.0%	0	5.4%	2	2.4%	2	3.9%	4	0.0%	0	6.6%	4	0.0%	0	0.0%	0	5.1%	4	0.0%	0
More / better services	1.5%	2	2.6%	2	0.0%	0	0.0%	0	2.7%	1	1.2%	1	1.9%	2	0.0%	0	3.3%	2	0.0%	0	0.0%	0	2.6%	2	0.0%	0
More advertising	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More national multiple shops / High Street shops	17.2%	23	12.8%	10	23.2%	13	13.3%	2	18.9%	7	17.1%	14	19.4%	20	9.7%	3	11.5%	7	19.2%	5	23.4%	11	21.8%	17	11.5%	6
More independent shops	22.4%	30	21.8%	17	23.2%	13	13.3%	2	24.3%	9	23.2%	19	26.2%	27	9.7%	3	21.3%	13	34.6%	9	17.0%	8	19.2%	15	26.9%	14
Supermarket	1.5%	2	0.0%	0	3.6%	2	6.7%	1	2.7%	1	0.0%	0	1.0%	1	3.2%	1	1.6%	1	0.0%	0	2.1%	1	0.0%	0	1.9%	1
Street markets - physical improvements	4.5%	6	7.7%	6	0.0%	0	0.0%	0	2.7%	1	6.1%	5	3.9%	4	6.5%	2	4.9%	3	11.5%	3	0.0%	0	7.7%	6	0.0%	0
Street markets - better range and quality of offer	4.5%	6	6.4%	5	1.8%	1	0.0%	0	5.4%	2	4.9%	4	4.9%	5	3.2%	1	4.9%	3	11.5%	3	0.0%	0	6.4%	5	1.9%	1
More / better visitor attractions	1.5%	2	0.0%	0	3.6%	2	13.3%	2	0.0%	0	0.0%	0	0.0%	0	6.5%	2	0.0%	0	0.0%	0	4.3%	2	1.3%	1	1.9%	1
More / better visitor accommodation	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Protection from the weather	0.7%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.0%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Gosport Marina		Haslar Marina		Royal Clarence Marina		Yes at Q06		No at Q06	
(e.g. covered shopping mall)																										
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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A cinema	2.2%	3	1.3%	1	3.6%	2	20.0%	3	0.0%	0	0.0%	0	2.9%	3	0.0%	0	0.0%	0	0.0%	0	6.4%	3	1.3%	1	3.8%	2
Fill the empty shops	5.2%	7	3.8%	3	7.1%	4	0.0%	0	5.4%	2	6.1%	5	3.9%	4	9.7%	3	8.2%	5	3.8%	1	2.1%	1	7.7%	6	1.9%	1
Knock down and rebuild	3.7%	5	3.8%	3	3.6%	2	0.0%	0	5.4%	2	3.7%	3	2.9%	3	6.5%	2	3.3%	2	7.7%	2	2.1%	1	2.6%	2	5.8%	3
(Don't know)	14.9%	20	14.1%	11	16.1%	9	6.7%	1	10.8%	4	18.3%	15	15.5%	16	12.9%	4	23.0%	14	7.7%	2	8.5%	4	15.4%	12	15.4%	8
(Nothing)	11.2%	15	12.8%	10	8.9%	5	0.0%	0	2.7%	1	17.1%	14	9.7%	10	16.1%	5	11.5%	7	11.5%	3	10.6%	5	9.0%	7	11.5%	6
Base:		134		78		56		15		37		82		103		31		61		26		47		78		52

Q13 Specifically focusing on facilities around Royal Clarence Marina, what type of retail, leisure, service, restaurant/café or bars would encourage you to visit the waterfront area? [MR]

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Gosport Marina		Haslar Marina		Royal Clarence Marina		Yes at Q06		No at Q06	
Food / convenience shops	29.9%	40	21.8%	17	41.1%	23	66.7%	10	32.4%	12	22.0%	18	26.2%	27	41.9%	13	6.6%	4	0.0%	0	76.6%	36	20.5%	16	42.3%	22
Non-food shops	10.4%	14	7.7%	6	14.3%	8	33.3%	5	8.1%	3	7.3%	6	10.7%	11	9.7%	3	3.3%	2	3.8%	1	23.4%	11	3.8%	3	21.2%	11
Specialist retailers	8.2%	11	7.7%	6	8.9%	5	20.0%	3	10.8%	4	4.9%	4	7.8%	8	9.7%	3	4.9%	3	11.5%	3	10.6%	5	6.4%	5	11.5%	6
Specific branded shop	2.2%	3	2.6%	2	1.8%	1	0.0%	0	5.4%	2	1.2%	1	1.9%	2	3.2%	1	4.9%	3	0.0%	0	0.0%	0	2.6%	2	1.9%	1
Financial and professional services (e.g. bank, post office)	0.7%	1	0.0%	0	1.8%	1	0.0%	0	2.7%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	1.9%	1
Personal services (e.g. beauty/ hair salon, barber, dry cleaner, laundrette, etc)	0.7%	1	0.0%	0	1.8%	1	6.7%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	1.9%	1
More / better quality cafes	8.2%	11	5.1%	4	12.5%	7	0.0%	0	10.8%	4	8.5%	7	7.8%	8	9.7%	3	8.2%	5	0.0%	0	12.8%	6	6.4%	5	11.5%	6
More / better quality restaurants	9.0%	12	7.7%	6	10.7%	6	0.0%	0	5.4%	2	12.2%	10	9.7%	10	6.5%	2	9.8%	6	3.8%	1	10.6%	5	7.7%	6	11.5%	6
More / better quality bars/pubs	5.2%	7	1.3%	1	10.7%	6	0.0%	0	8.1%	3	4.9%	4	4.9%	5	6.5%	2	8.2%	5	3.8%	1	2.1%	1	6.4%	5	3.8%	2
More / better family restaurants	6.0%	8	5.1%	4	7.1%	4	13.3%	2	5.4%	2	4.9%	4	6.8%	7	3.2%	1	3.3%	2	3.8%	1	10.6%	5	5.1%	4	7.7%	4
More / better fine dining restaurants	3.0%	4	3.8%	3	1.8%	1	0.0%	0	0.0%	0	4.9%	4	2.9%	3	3.2%	1	4.9%	3	0.0%	0	2.1%	1	2.6%	2	3.8%	2
More/ better seafood restaurants	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better branded /chain restaurants	0.7%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.0%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1
More / better independent restaurants	2.2%	3	2.6%	2	1.8%	1	0.0%	0	0.0%	0	3.7%	3	2.9%	3	0.0%	0	3.3%	2	0.0%	0	2.1%	1	2.6%	2	1.9%	1
More / better branded /chain cafes	3.0%	4	5.1%	4	0.0%	0	0.0%	0	5.4%	2	2.4%	2	2.9%	3	3.2%	1	3.3%	2	3.8%	1	2.1%	1	3.8%	3	1.9%	1
More / better independent cafes	2.2%	3	2.6%	2	1.8%	1	13.3%	2	0.0%	0	1.2%	1	2.9%	3	0.0%	0	1.6%	1	0.0%	0	4.3%	2	2.6%	2	1.9%	1
Specific branded restaurant or café (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better outdoor dining	2.2%	3	2.6%	2	1.8%	1	0.0%	0	5.4%	2	1.2%	1	2.9%	3	0.0%	0	1.6%	1	3.8%	1	2.1%	1	1.3%	1	3.8%	2
Later opening bars / pubs	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Earlier opening cafes /	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Gosport Marina		Haslar Marina		Royal Clarence Marina		Yes at Q06		No at Q06	
restaurants (e.g. for breakfast)																										
Other (PLEASE WRITE IN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chandlery	4.5%	6	6.4%	5	1.8%	1	0.0%	0	5.4%	2	4.9%	4	3.9%	4	6.5%	2	3.3%	2	0.0%	0	8.5%	4	5.1%	4	3.8%	2
(Don't know)	37.3%	50	41.0%	32	32.1%	18	13.3%	2	32.4%	12	43.9%	36	38.8%	40	32.3%	10	50.8%	31	57.7%	15	8.5%	4	41.0%	32	30.8%	16
(Nothing)	11.2%	15	12.8%	10	8.9%	5	13.3%	2	16.2%	6	8.5%	7	10.7%	11	12.9%	4	16.4%	10	19.2%	5	0.0%	0	15.4%	12	5.8%	3
Base:		134		78		56		15		37		82		103		31		61		26		47		78		52

Q14 What visitor attractions and activities in the Gosport area (excluding Portsmouth) do you intend to visit during your stay? [MR]

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Gosport Marina		Haslar Marina		Royal Clarence Marina		Yes at Q06		No at Q06	
Alver Valley Country Park	1.5%	2	0.0%	0	3.6%	2	6.7%	1	2.7%	1	0.0%	0	1.0%	1	3.2%	1	0.0%	0	0.0%	0	4.3%	2	0.0%	0	1.9%	1
Boat cruise – tour	0.7%	1	0.0%	0	1.8%	1	0.0%	0	2.7%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	1.3%	1	0.0%	0
Children's indoor play (e.g. Money Bizness Activity Centre)	0.7%	1	0.0%	0	1.8%	1	6.7%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	2.1%	1	1.3%	1	0.0%	0
Children's outdoor play area	1.5%	2	2.6%	2	0.0%	0	0.0%	0	0.0%	0	2.4%	2	1.9%	2	0.0%	0	0.0%	0	7.7%	2	0.0%	0	1.3%	1	1.9%	1
D Day Trail	0.7%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.0%	1	0.0%	0	0.0%	0	3.8%	1	0.0%	0	1.3%	1	0.0%	0
Diving Museum	0.7%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.0%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Explosion! Museum of Navel Firepower	4.5%	6	5.1%	4	3.6%	2	6.7%	1	5.4%	2	3.7%	3	5.8%	6	0.0%	0	4.9%	3	3.8%	1	4.3%	2	5.1%	4	3.8%	2
Fallen Acorn Brewing Company	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fishing - lesson(S)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fishing - self guided	0.7%	1	0.0%	0	1.8%	1	0.0%	0	2.7%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	1.3%	1	0.0%	0
Fort Brockhurst	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gosport BMX track	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gosport Discovery Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gosport Gallery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gosport Leisure Park (swimming pool, gym, football, etc)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Helicopter tour	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HMS Alliance	1.5%	2	1.3%	1	1.8%	1	0.0%	0	0.0%	0	2.4%	2	1.9%	2	0.0%	0	3.3%	2	0.0%	0	0.0%	0	2.6%	2	0.0%	0
Kitesurfing - lesson(s)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kitesurfing - self guided	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lee-on-the-Solent Beach	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Little Woodham Living History Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Planet Ice rink	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Royal Navy Submarine Museum	5.2%	7	6.4%	5	3.6%	2	6.7%	1	5.4%	2	4.9%	4	5.8%	6	3.2%	1	4.9%	3	11.5%	3	2.1%	1	5.1%	4	5.8%	3
Sailing - lesson(s)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sailing - self guided	0.7%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.0%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Solent Springs Adventure Golf	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stokes Bay Beach	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swimming pool	0.7%	1	0.0%	0	1.8%	1	6.7%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	1.9%	1
Team Sport Karting track	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Hovercraft Museum	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Titchfield Haven National Nature Reserve	0.7%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	1.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	1.9%	1
Wildgrounds Nature Reserve	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wind surfing - lesson(s)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wind surfing - self guided	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other (PLEASE STATE)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Gosport Marina		Haslar Marina		Royal Clarence Marina		Yes at Q06		No at Q06	
I don't intend to visit any visitor attractions	85.1%	114	88.5%	69	80.4%	45	66.7%	10	86.5%	32	87.8%	72	85.4%	88	83.9%	26	90.2%	55	80.8%	21	80.9%	38	87.2%	68	82.7%	43
(Don’t know)	3.0%	4	0.0%	0	7.1%	4	13.3%	2	2.7%	1	1.2%	1	1.9%	2	6.5%	2	1.6%	1	0.0%	0	6.4%	3	2.6%	2	3.8%	2
Base:		134		78		56		15		37		82		103		31		61		26		47		78		52

Q15 What improvements could be made to Gosport's visitor and tourist attractions? [MR]

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Gosport Marina		Haslar Marina		Royal Clarence Marina		Yes at Q06		No at Q06	
More / better quality visitor accommodation e.g. hotels, b&bs, guest houses	2.2%	3	1.3%	1	3.6%	2	6.7%	1	2.7%	1	1.2%	1	1.9%	2	3.2%	1	1.6%	1	0.0%	0	4.3%	2	3.8%	3	0.0%	0
More / better range of water based activities (PROVIDE ONE EXAMPLE)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better range or non-water based activities (PROVIDE ONE EXAMPLE)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More attractions for young children e.g 0 to 11 years	8.2%	11	2.6%	2	16.1%	9	33.3%	5	10.8%	4	2.4%	2	6.8%	7	12.9%	4	0.0%	0	3.8%	1	21.3%	10	5.1%	4	11.5%	6
More attractions for older children e.g. 0 to 15 years	5.2%	7	1.3%	1	10.7%	6	20.0%	3	5.4%	2	2.4%	2	3.9%	4	9.7%	3	1.6%	1	0.0%	0	12.8%	6	2.6%	2	7.7%	4
More attractions for teenagers	2.2%	3	1.3%	1	3.6%	2	13.3%	2	2.7%	1	0.0%	0	1.0%	1	6.5%	2	0.0%	0	0.0%	0	6.4%	3	2.6%	2	1.9%	1
More/ better leisure facilities	9.7%	13	6.4%	5	14.3%	8	20.0%	3	13.5%	5	6.1%	5	9.7%	10	9.7%	3	4.9%	3	7.7%	2	17.0%	8	2.6%	2	19.2%	10
More / better local breweries	0.7%	1	1.3%	1	0.0%	0	6.7%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	1.9%	1
More / better eating and drinking out options	5.2%	7	3.8%	3	7.1%	4	0.0%	0	5.4%	2	6.1%	5	4.9%	5	6.5%	2	1.6%	1	11.5%	3	6.4%	3	2.6%	2	9.6%	5
More / better historic trails	1.5%	2	1.3%	1	1.8%	1	0.0%	0	0.0%	0	2.4%	2	1.9%	2	0.0%	0	3.3%	2	0.0%	0	0.0%	0	1.3%	1	1.9%	1
More / better nature trails	0.7%	1	1.3%	1	0.0%	0	6.7%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	2.1%	1	1.3%	1	0.0%	0
More / better museums (PROVIDE ONE EXAMPLE)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Water park	1.5%	2	1.3%	1	1.8%	1	0.0%	0	5.4%	2	0.0%	0	0.0%	0	6.5%	2	3.3%	2	0.0%	0	0.0%	0	1.3%	1	1.9%	1
More / better visitor accommodation	0.7%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.0%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Other (PLEASE STATE)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better public transport links	1.5%	2	1.3%	1	1.8%	1	0.0%	0	2.7%	1	1.2%	1	1.0%	1	3.2%	1	0.0%	0	0.0%	0	4.3%	2	0.0%	0	1.9%	1
Cheaper parking	0.7%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.0%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0
More information	2.2%	3	2.6%	2	1.8%	1	0.0%	0	2.7%	1	2.4%	2	2.9%	3	0.0%	0	4.9%	3	0.0%	0	0.0%	0	3.8%	3	0.0%	0
(Don’t know)	39.6%	53	42.3%	33	35.7%	20	40.0%	6	37.8%	14	40.2%	33	41.7%	43	32.3%	10	47.5%	29	38.5%	10	29.8%	14	42.3%	33	38.5%	20
(Nothing)	32.8%	44	37.2%	29	26.8%	15	6.7%	1	29.7%	11	39.0%	32	33.0%	34	32.3%	10	32.8%	20	38.5%	10	29.8%	14	37.2%	29	25.0%	13
Base:		134		78		56		15		37		82		103		31		61		26		47		78		52

Q16 Are there any specialist visitor attractions or activities that you would visit if they were available in Gosport?

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Gosport Marina		Haslar Marina		Royal Clarence Marina		Yes at Q06		No at Q06	
More for childrem	3.0%	4	0.0%	0	7.1%	4	20.0%	3	2.7%	1	0.0%	0	1.9%	2	6.5%	2	0.0%	0	0.0%	0	8.5%	4	1.3%	1	5.8%	3
Internet café	0.7%	1	0.0%	0	1.8%	1	6.7%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	2.1%	1	1.3%	1	0.0%	0
Cinema	4.5%	6	3.8%	3	5.4%	3	6.7%	1	10.8%	4	1.2%	1	3.9%	4	6.5%	2	3.3%	2	0.0%	0	8.5%	4	3.8%	3	1.9%	1
Policing	0.7%	1	0.0%	0	1.8%	1	6.7%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	1.9%	1
Nature walks	0.7%	1	1.3%	1	0.0%	0	0.0%	0	2.7%	1	0.0%	0	1.0%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Historical attractions	1.5%	2	1.3%	1	1.8%	1	0.0%	0	2.7%	1	1.2%	1	1.0%	1	3.2%	1	3.3%	2	0.0%	0	0.0%	0	2.6%	2	0.0%	0
Aquarium	0.7%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	1.2%	1	1.0%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Gym	0.7%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.0%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0
No	88.8%	119	93.6%	73	82.1%	46	66.7%	10	83.8%	31	95.1%	78	91.3%	94	80.6%	25	90.2%	55	100.0%	26	80.9%	38	88.5%	69	92.3%	48
Base:		134		78		56		15		37		82		103		31		61		26		47		78		52

GEN GENDER:

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Gosport Marina		Haslar Marina		Royal Clarence Marina		Yes at Q06		No at Q06	
Male	58.2%	78	100.0%	78	0.0%	0	20.0%	3	54.1%	20	67.1%	55	62.1%	64	45.2%	14	63.9%	39	80.8%	21	38.3%	18	62.8%	49	53.8%	28
Female	41.8%	56	0.0%	0	100.0%	56	80.0%	12	45.9%	17	32.9%	27	37.9%	39	54.8%	17	36.1%	22	19.2%	5	61.7%	29	37.2%	29	46.2%	24
Base:		134		78		56		15		37		82		103		31		61		26		47		78		52

AGE AGE GROUP:

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Gosport Marina		Haslar Marina		Royal Clarence Marina		Yes at Q06		No at Q06	
18 - 24 years	1.5%	2	0.0%	0	3.6%	2	13.3%	2	0.0%	0	0.0%	0	1.0%	1	3.2%	1	0.0%	0	3.8%	1	2.1%	1	2.6%	2	0.0%	0
25 - 34 years	9.7%	13	3.8%	3	17.9%	10	86.7%	13	0.0%	0	0.0%	0	6.8%	7	19.4%	6	4.9%	3	0.0%	0	21.3%	10	6.4%	5	15.4%	8
35 - 44 years	8.2%	11	9.0%	7	7.1%	4	0.0%	0	29.7%	11	0.0%	0	6.8%	7	12.9%	4	9.8%	6	0.0%	0	10.6%	5	9.0%	7	5.8%	3
45 - 54 years	19.4%	26	16.7%	13	23.2%	13	0.0%	0	70.3%	26	0.0%	0	18.4%	19	22.6%	7	21.3%	13	15.4%	4	19.1%	9	15.4%	12	25.0%	13
55 - 64 years	26.1%	35	26.9%	21	25.0%	14	0.0%	0	0.0%	0	42.7%	35	28.2%	29	19.4%	6	24.6%	15	34.6%	9	23.4%	11	24.4%	19	28.8%	15
65+ years	35.1%	47	43.6%	34	23.2%	13	0.0%	0	0.0%	0	57.3%	47	38.8%	40	22.6%	7	39.3%	24	46.2%	12	23.4%	11	42.3%	33	25.0%	13
Base:		134		78		56		15		37		82		103		31		61		26		47		78		52

SEG SEG

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Gosport Marina		Haslar Marina		Royal Clarence Marina		Yes at Q06		No at Q06	
AB	38.1%	51	43.6%	34	30.4%	17	13.3%	2	24.3%	9	48.8%	40	49.5%	51	0.0%	0	37.7%	23	42.3%	11	36.2%	17	34.6%	27	44.2%	23
C1	38.8%	52	38.5%	30	39.3%	22	40.0%	6	45.9%	17	35.4%	29	50.5%	52	0.0%	0	41.0%	25	42.3%	11	34.0%	16	43.6%	34	34.6%	18
C2	15.7%	21	14.1%	11	17.9%	10	13.3%	2	24.3%	9	12.2%	10	0.0%	0	67.7%	21	18.0%	11	11.5%	3	14.9%	7	14.1%	11	15.4%	8
DE	7.5%	10	3.8%	3	12.5%	7	33.3%	5	5.4%	2	3.7%	3	0.0%	0	32.3%	10	3.3%	2	3.8%	1	14.9%	7	7.7%	6	5.8%	3
Base:		134		78		56		15		37		82		103		31		61		26		47		78		52

ADU No. of adults (incl Resp)

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Gosport Marina		Haslar Marina		Royal Clarence Marina		Yes at Q06		No at Q06	
1 adult in hhold	12.7%	17	14.1%	11	10.7%	6	20.0%	3	18.9%	7	8.5%	7	9.7%	10	22.6%	7	14.8%	9	3.8%	1	14.9%	7	12.8%	10	11.5%	6
2 adults in hhold	73.1%	98	71.8%	56	75.0%	42	66.7%	10	56.8%	21	81.7%	67	77.7%	80	58.1%	18	65.6%	40	92.3%	24	72.3%	34	71.8%	56	75.0%	39
3 adults in hhold	9.0%	12	9.0%	7	8.9%	5	13.3%	2	13.5%	5	6.1%	5	8.7%	9	9.7%	3	11.5%	7	3.8%	1	8.5%	4	9.0%	7	9.6%	5
4 or more adults in hhold	5.2%	7	5.1%	4	5.4%	3	0.0%	0	10.8%	4	3.7%	3	3.9%	4	9.7%	3	8.2%	5	0.0%	0	4.3%	2	6.4%	5	3.8%	2
Base:		134		78		56		15		37		82		103		31		61		26		47		78		52

CHI No. of children (Under 16)

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Gosport Marina		Haslar Marina		Royal Clarence Marina		Yes at Q06		No at Q06	
No children in hhold	81.3%	109	87.2%	68	73.2%	41	46.7%	7	56.8%	21	98.8%	81	85.4%	88	67.7%	21	83.6%	51	96.2%	25	70.2%	33	83.3%	65	80.8%	42
1 child in hhold	10.4%	14	7.7%	6	14.3%	8	33.3%	5	21.6%	8	1.2%	1	7.8%	8	19.4%	6	8.2%	5	3.8%	1	17.0%	8	9.0%	7	11.5%	6
2 children in hhold	3.7%	5	1.3%	1	7.1%	4	6.7%	1	10.8%	4	0.0%	0	1.9%	2	9.7%	3	3.3%	2	0.0%	0	6.4%	3	3.8%	3	1.9%	1
4 children in hoold	2.2%	3	2.6%	2	1.8%	1	6.7%	1	5.4%	2	0.0%	0	2.9%	3	0.0%	0	3.3%	2	0.0%	0	2.1%	1	2.6%	2	1.9%	1
4 or more children in hhold	2.2%	3	1.3%	1	3.6%	2	6.7%	1	5.4%	2	0.0%	0	1.9%	2	3.2%	1	1.6%	1	0.0%	0	4.3%	2	1.3%	1	3.8%	2
Base:		134		78		56		15		37		82		103		31		61		26		47		78		52

CAR No. of cars in household

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Gosport Marina		Haslar Marina		Royal Clarence Marina		Yes at Q06		No at Q06	
No cars in hhold	25.4%	34	32.1%	25	16.1%	9	40.0%	6	13.5%	5	28.0%	23	24.3%	25	29.0%	9	3.3%	2	100.0%	26	12.8%	6	30.8%	24	17.3%	9
1 car in hhold	29.1%	39	26.9%	21	32.1%	18	33.3%	5	27.0%	10	29.3%	24	27.2%	28	35.5%	11	37.7%	23	0.0%	0	34.0%	16	30.8%	24	26.9%	14
2 cars in hhold	35.8%	48	33.3%	26	39.3%	22	26.7%	4	45.9%	17	32.9%	27	37.9%	39	29.0%	9	44.3%	27	0.0%	0	44.7%	21	29.5%	23	44.2%	23
3 cars in hhold	4.5%	6	2.6%	2	7.1%	4	0.0%	0	2.7%	1	6.1%	5	4.9%	5	3.2%	1	8.2%	5	0.0%	0	2.1%	1	3.8%	3	5.8%	3
4 or more cars in hhold	5.2%	7	5.1%	4	5.4%	3	0.0%	0	10.8%	4	3.7%	3	5.8%	6	3.2%	1	6.6%	4	0.0%	0	6.4%	3	5.1%	4	5.8%	3
Base:		134		78		56		15		37		82		103		31		61		26		47		78		52

DAY DAY OF INTERVIEW:

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Gosport Marina		Haslar Marina		Royal Clarence Marina		Yes at Q06		No at Q06	
Monday	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tuesday	10.4%	14	16.7%	13	1.8%	1	0.0%	0	8.1%	3	13.4%	11	11.7%	12	6.5%	2	23.0%	14	0.0%	0	0.0%	0	11.5%	9	9.6%	5
Wednesday	12.7%	17	11.5%	9	14.3%	8	6.7%	1	2.7%	1	18.3%	15	15.5%	16	3.2%	1	27.9%	17	0.0%	0	0.0%	0	12.8%	10	13.5%	7
Thursday	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Friday	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Saturday	76.9%	103	71.8%	56	83.9%	47	93.3%	14	89.2%	33	68.3%	56	72.8%	75	90.3%	28	49.2%	30	100.0%	26	100.0%	47	75.6%	59	76.9%	40
Sunday	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		134		78		56		15		37		82		103		31		61		26		47		78		52

LOC LOCATION :

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Gosport Marina		Haslar Marina		Royal Clarence Marina		Yes at Q06		No at Q06	
Gosport Marina	45.5%	61	50.0%	39	39.3%	22	20.0%	3	51.4%	19	47.6%	39	46.6%	48	41.9%	13	100.0%	61	0.0%	0	0.0%	0	50.0%	39	42.3%	22
Haslar Marina	19.4%	26	26.9%	21	8.9%	5	6.7%	1	10.8%	4	25.6%	21	21.4%	22	12.9%	4	0.0%	0	100.0%	26	0.0%	0	24.4%	19	11.5%	6
Royal Clarence Marina	35.1%	47	23.1%	18	51.8%	29	73.3%	11	37.8%	14	26.8%	22	32.0%	33	45.2%	14	0.0%	0	0.0%	0	100.0%	47	25.6%	20	46.2%	24
Base:		134		78		56		15		37		82		103		31		61		26		47		78		52

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Gosport Marina		Haslar Marina		Royal Clarence Marina		Yes at Q06		No at Q06	
PC																										
BA3 5	0.7%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	3.2%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1
BB4 9	0.7%	1	0.0%	0	1.8%	1	6.7%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1
BH16 4	0.7%	1	1.3%	1	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	2.1%	1	1.3%	1	0.0%	0
BH9 3	0.7%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.0%	1	0.0%	0	0.0%	0	3.8%	1	0.0%	0	1.3%	1	0.0%	0
BN14 8	0.7%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	3.2%	1	0.0%	0	3.8%	1	0.0%	0	1.3%	1	0.0%	0
CM3 6	0.7%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	1.3%	1	0.0%	0
CR8 1	0.7%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.0%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1
DE55 7	0.7%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	1.9%	1
DE72 2	0.7%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	1.2%	1	1.0%	1	0.0%	0	0.0%	0	3.8%	1	0.0%	0	1.3%	1	0.0%	0
DT10 1	0.7%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	1.2%	1	1.0%	1	0.0%	0	0.0%	0	3.8%	1	0.0%	0	1.3%	1	0.0%	0
GU12 1	0.7%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	3.2%	1	0.0%	0	0.0%	0	2.1%	1	1.3%	1	0.0%	0
GU27 3	0.7%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.0%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1
GU35 9	0.7%	1	1.3%	1	0.0%	0	0.0%	0	2.7%	1	0.0%	0	1.0%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1
IP2 8	0.7%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	3.2%	1	0.0%	0	0.0%	0	2.1%	1	0.0%	0	1.9%	1
KT10 8	0.7%	1	1.3%	1	0.0%	0	0.0%	0	2.7%	1	0.0%	0	1.0%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0
KT12 1	0.7%	1	0.0%	0	1.8%	1	6.7%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	1.9%	1
KT17 3	1.5%	2	1.3%	1	1.8%	1	0.0%	0	0.0%	0	2.4%	2	1.0%	1	3.2%	1	0.0%	0	3.8%	1	2.1%	1	2.6%	2	0.0%	0
KT17 4	0.7%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	1.2%	1	1.0%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1
KT20 7	0.7%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	1.9%	1
M3 6	0.7%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.0%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0
OX13 5	0.7%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.0%	1	0.0%	0	0.0%	0	3.8%	1	0.0%	0	1.3%	1	0.0%	0
PL9 2	0.7%	1	1.3%	1	0.0%	0	0.0%	0	2.7%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	1.3%	1	0.0%	0
PO1 2	0.7%	1	1.3%	1	0.0%	0	0.0%	0	2.7%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	1.9%	1
PO10 8	0.7%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.0%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0
PO11 0	0.7%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	1.2%	1	1.0%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0
PO12	0.7%	1	0.0%	0	1.8%	1	6.7%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	2.1%	1	1.3%	1	0.0%	0
PO12 1	17.2%	23	20.5%	16	12.5%	7	20.0%	3	13.5%	5	18.3%	15	17.5%	18	16.1%	5	18.0%	11	0.0%	0	25.5%	12	20.5%	16	13.5%	7
PO12 2	4.5%	6	1.3%	1	8.9%	5	6.7%	1	10.8%	4	1.2%	1	1.9%	2	12.9%	4	6.6%	4	3.8%	1	2.1%	1	5.1%	4	3.8%	2
PO12 3	3.0%	4	2.6%	2	3.6%	2	6.7%	1	5.4%	2	1.2%	1	1.9%	2	6.5%	2	4.9%	3	0.0%	0	2.1%	1	3.8%	3	1.9%	1
PO12 4	5.2%	7	3.8%	3	7.1%	4	26.7%	4	5.4%	2	1.2%	1	3.9%	4	9.7%	3	3.3%	2	0.0%	0	10.6%	5	1.3%	1	9.6%	5
PO13 0	1.5%	2	0.0%	0	3.6%	2	6.7%	1	0.0%	0	1.2%	1	0.0%	0	6.5%	2	1.6%	1	0.0%	0	2.1%	1	2.6%	2	0.0%	0
PO13 1	0.7%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	3.2%	1	0.0%	0	0.0%	0	2.1%	1	0.0%	0	1.9%	1
PO13 2	0.7%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	1.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	1.9%	1
PO13 4	0.7%	1	0.0%	0	1.8%	1	0.0%	0	2.7%	1	0.0%	0	1.0%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1
PO13 8	0.7%	1	0.0%	0	1.8%	1	0.0%	0	2.7%	1	0.0%	0	1.0%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0
PO13 9	2.2%	3	1.3%	1	3.6%	2	0.0%	0	2.7%	1	2.4%	2	1.9%	2	3.2%	1	1.6%	1	3.8%	1	2.1%	1	2.6%	2	1.9%	1
PO14 2	0.7%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	1.2%	1	1.0%	1	0.0%	0	0.0%	0	3.8%	1	0.0%	0	1.3%	1	0.0%	0
PO14 3	0.7%	1	0.0%	0	1.8%	1	0.0%	0	2.7%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	1.9%	1
PO16 0	0.7%	1	0.0%	0	1.8%	1	0.0%	0	2.7%	1	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0
PO16 7	0.7%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	1.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	1.9%	1
PO16 8	0.7%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.0%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1
PO30 2	0.7%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.0%	1	0.0%	0	0.0%	0	3.8%	1	0.0%	0	1.3%	1	0.0%	0
PO31 8	0.7%	1	1.3%	1	0.0%	0	0.0%	0	2.7%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	1.9%	1
PO32 6	0.7%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	3.2%	1	0.0%	0	3.8%	1	0.0%	0	1.3%	1	0.0%	0
PO33	0.7%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.0%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Gosport Marina		Haslar Marina		Royal Clarence Marina		Yes at Q06		No at Q06	
PO33 3	0.7%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.0%	1	0.0%	0	0.0%	0	3.8%	1	0.0%	0	1.3%	1	0.0%	0
PO33 4	0.7%	1	1.3%	1	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	3.2%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1
PO5 3	0.7%	1	1.3%	1	0.0%	0	0.0%	0	2.7%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	1.9%	1
PO6 2	1.5%	2	0.0%	0	3.6%	2	0.0%	0	2.7%	1	1.2%	1	1.9%	2	0.0%	0	3.3%	2	0.0%	0	0.0%	0	1.3%	1	1.9%	1
PO6 4	0.7%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	3.2%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1
PO8 0	0.7%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.0%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0
RG12 8	0.7%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	1.9%	1
RG21 5	0.7%	1	0.0%	0	1.8%	1	0.0%	0	2.7%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	1.9%	1
RG26 3	0.7%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.0%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0
RG27 0	0.7%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	1.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0
RG30 4	0.7%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	1.2%	1	1.0%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1
RG4 6	0.7%	1	1.3%	1	0.0%	0	0.0%	0	2.7%	1	0.0%	0	1.0%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0
RG7 3	0.7%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.0%	1	0.0%	0	0.0%	0	3.8%	1	0.0%	0	1.3%	1	0.0%	0
RH10 7	0.7%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	1.2%	1	1.0%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0
RH12 2	0.7%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.0%	1	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	1.9%	1
RH17 6	0.7%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.0%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1
RH19 4	0.7%	1	1.3%	1	0.0%	0	0.0%	0	2.7%	1	0.0%	0	1.0%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0
RN12 0	0.7%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	1.9%	1
SE15 5	0.7%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.0%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1
SG4 8	0.7%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	3.2%	1	1.6%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0
SM5 2	0.7%	1	0.0%	0	1.8%	1	0.0%	0	2.7%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	1.3%	1	0.0%	0
SO16 6	0.7%	1	1.3%	1	0.0%	0	0.0%	0	2.7%	1	0.0%	0	1.0%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0
SO22 5	0.7%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	1.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	1.3%	1	0.0%	0
SO23 9	0.7%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.0%	1	0.0%	0	0.0%	0	3.8%	1	0.0%	0	1.3%	1	0.0%	0
SO31 4	0.7%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.0%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1
SO31 5	1.5%	2	2.6%	2	0.0%	0	0.0%	0	0.0%	0	2.4%	2	1.9%	2	0.0%	0	0.0%	0	7.7%	2	0.0%	0	0.0%	0	3.8%	2
SO31 6	0.7%	1	1.3%	1	0.0%	0	0.0%	0	2.7%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	3.8%	1	0.0%	0	1.3%	1	0.0%	0
SO53 1	0.7%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.0%	1	0.0%	0	0.0%	0	3.8%	1	0.0%	0	1.3%	1	0.0%	0
SP7	0.7%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	1.2%	1	1.0%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0
SS2 6	0.7%	1	1.3%	1	0.0%	0	0.0%	0	2.7%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	1.3%	1	0.0%	0
TQ12 4	0.7%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	1.2%	1	1.0%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0
TW1 2	0.7%	1	0.0%	0	1.8%	1	0.0%	0	2.7%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	1.3%	1	0.0%	0
TW20 8	0.7%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	3.2%	1	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0
Refused	10.4%	14	11.5%	9	8.9%	5	13.3%	2	5.4%	2	12.2%	10	13.6%	14	0.0%	0	13.1%	8	11.5%	3	6.4%	3	12.8%	10	7.7%	4
Base:		134		78		56		15		37		82		103		31		61		26		47		78		52

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