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Planning Design Economics

HAVANT BOROUGH COUNCIL

**TOWN CENTRES, RETAIL AND
LEISURE STUDY**

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GLOSSARY OF TERMS

Class A1	Commercial units classed as retail or shop uses within the Use Classes Order.
Class A1 Services	Non-retail uses classed as A1 within the Use Classes Order, such as hairdressers, travel agents and dry cleaners.
Class A2	Commercial units classed as financial or professional services, for example banks and building societies, within the Use Classes Order.
Class A3/A4/A5	Commercial units classed as food or drink outlets, for example pubs, restaurants and takeaways, within the Use Classes Order.
Convenience Goods	Consumer goods purchased on a regular basis, including food and groceries and cleaning materials.
Comparison Goods	Durable goods such as clothing, household goods, furniture, DIY and electrical goods.
Experian	A data consultancy who are widely used for retail planning information.
EGi	A published source of information providing known retail and leisure operators' space requirements in towns across the country.
Goad Plans	Town centre plans prepared by Experian, which are based on occupier surveys of over 1,200 town centres across the country.
Gross floorspace	Total external floorspace including exterior walls.
Higher order comparison goods	Durable goods which tend to be high value, bought on an occasional basis and/or where customers are most likely to shop around and compare products in different shops e.g. adult fashion items, high value electrical goods, jewellery, furniture etc. Customers are usually prepared to travel further to purchase these items.
Lower order comparison goods	Durable goods which tend to be lower value, bought on a regular basis and/or where customers are less likely to shop around e.g. small household goods, books, pharmaceutical and toiletries. Customers are less likely to travel long distances to purchase these items.
Market share Penetration rate	The proportion of total consumer expenditure within a given area taken by a particular town centre or shopping facility.
Multiple traders	National or regional ' <i>chain store</i> ' retailers.
Net floorspace	Retail floorspace devoted to the sale of goods, excluding storage space.
Zone A Rent	The annual rental charge per square foot for the first 20 foot depth of a shop unit, which is the most suitable measure for standardising and comparing rental levels.

1.0 INTRODUCTION

The Study

1.1 Nathaniel Lichfield and Partners (NLP) was commissioned by Havant Borough Council to prepare a town centres, retail and leisure study, including an assessment of the main town centres and district centres within the authority area, namely Havant and Waterlooville town centres and Leigh Park, Emsworth, Cowplain and Mengham/Gable Head district centres to satisfy the requirements of PPS6: Planning for Town Centres (March 2005). The objectives of the study are to provide:

- a qualitative assessment of existing retail, leisure and entertainment facilities in the Borough, building on existing health check data;
- an assessment of the future needs for additional retail, commercial leisure and office facilities;
- an assessment of the capacity of Havant Borough's town and district centres to meet demand through identification of sites; and
- a policy review and proposed issues and options for the Local Development Framework (LDF).

Content of the Report

1.2 Section 2.0 provides an overview of retail and commercial leisure trends. Section 3.0 provides an overview of the national, regional and local planning policy context. Section 4.0 provides a description of the shopping hierarchy in Havant and the surrounding area.

1.3 Sections 5.0 summarise the results of a household survey. Sections 6.0 and 7.0 provide town centre audits for Havant and Waterlooville. Section 8.0 provides an audit of the district centres.

1.4 Sections 9.0 and 10.0 set out an analysis of shopping and commercial leisure needs within Havant and assess the ability of existing facilities to meet the needs of the community. Section 11.0 assesses the opportunities to accommodate the future need for new retail and leisure development, including an initial appraisal of potential development sites. Section 12.0 examines the Boroughs network of centres and Section 13.0 assesses the town/district centres and strategic objectives and sets out recommendations and conclusions.

2.0 OVERVIEW OF RETAIL AND COMMERCIAL LEISURE TRENDS

2.1 An assessment of the need for retail and leisure facilities Havant is set out in Sections 9 and 10 of this report. In the section below, we provide an overview of recent trends within the retail and leisure sectors.

Retail Trends

2.2 Past retail trends indicate that expenditure has consistently grown in real terms in the past, generally following a cyclical growth trend. The underlying trend shows consistent growth and this trend is expected to continue in the future, particularly for comparison goods. In the past expenditure growth has fuelled the growth in retail floorspace, including major out-of-centre development particularly in the 1980's and 1990. The economic downturn suggests that past rates of growth during the past few years are unlikely to be achieved in the short term. However, the underlying trend over the medium and long terms is expected to lead to a need for further retail floorspace.

2.3 New forms of retailing have emerged in recent years as an alternative to more traditional shopping facilities. Home/electronic shopping has also emerged with the increasing growth in the use of personal computers and the Internet. Trends within this sector may well have implications for retailing within Havant. The growth in home computing, Internet connections and interactive TV may lead to a growth in home shopping and may have effects on retailing in the high street.

2.4 On-line shopping has experienced rapid growth since the late 1990s but in proportional terms the latest available data suggests it remains an insignificant percentage of total retail expenditure. Recent trends suggest continued strong growth in this sector. However, there is still uncertainty about its longer-term prospects and the potential effects on the high street.

2.5 In addition to new forms of retailing, retail operators have responded to changes in customers' requirements. For example, extended opening hours and Sunday trading increased significantly in the 1990s. Retailers also responded to stricter planning controls by changing their trading formats. For example, some major food operators have introduced smaller store formats capable of being accommodated within town centres, such as the Tesco *Metro*, Sainsbury *Central/Local* store and Marks and

Spencer's *Simply Foods* formats. Food operators have also entered the local convenience store market, for example *Tesco Express* store and convenience stores linked with petrol filling stations. The entrance of European discount food operators such as Aldi, Lidl and Netto has also been rapid during the last decade.

- 2.6 Food store operators have also commenced a programme of store extensions, particularly Tesco, Sainsbury and Asda. These operators, faced with limited growth in food expenditure, have attempted to increase the sale of non-food products within their food stores, including clothing and electrical goods.
- 2.7 Comparison retailers have also responded to recent market conditions. The bulky goods retail warehouse sector has rationalised and there have been a number of mergers. For example there are fewer DIY operators, following the acquisition of Do It All, Great Mills and Wickes by Focus DIY. B&Q and Homebase developed very large '*category killer*' retail warehouses (some exceeding 10,000 sq m gross), but more recently have scaled down their stores. Other traditional high street retailers have sought large out-of-centre stores, for example Boots, TK Maxx and Poundstretcher. Matalan has also opened numerous discount clothing stores across the country. Sports clothing retail warehouses including JJB Sports and Decathlon have also expanded out-of-centre. These trends have already been evident across the Country.
- 2.8 The economic downturn has had, and is likely to continue to have, an impact on the retail sector, e.g. Woolworth, Borders and MFI are notable victims. The demand for premises within the bulky goods sector, particularly furniture, electrical and DIY, is particularly weak at present.
- 2.9 Within town centres, some high street multiple comparison retailers changed their format. High street national multiples have increasingly sought larger modern shop units (over 200 sq m - 2,150 sq ft) with an increasing polarisation of activity into the larger regional and sub-regional centres. The continuation of these trends may also influence future operator requirements in Havant.
- 2.10 For example, factory outlet centres have been developed across the country as an alternative to fashion shops within town centres. These developments are usually large and can provide over 10,000 sq m of comparison retailing, focusing primarily on fashion items and clothing, offering designer clothing at discounted prices.

Leisure Trends

- 2.11 The demand for commercial leisure facilities has increased significantly during the last 20 years. The growth in the commercial leisure sector was particularly strong during the late 1980s and again in the mid 1990s. Average household expenditure on leisure services increased in real terms by 93% between 1984 and 1995 (source: Family Expenditure Survey). Average household expenditure on leisure services increased by a further 53% between 1995 and 2005. The latest (2006) average household expenditure on leisure services is nearly £3,500 per annum. However, many analysts consider that the commercial leisure market has now reached saturation in some sub-sectors.
- 2.12 The mid-1990s saw the expansion of major *leisure parks*. These leisure parks are generally anchored by a large multiplex cinema and offer other facilities such as ten-pin bowling, bingo, nightclubs, health/fitness clubs, themed destination restaurants, pub/restaurants, children's nurseries and budget hotels. Commercial leisure facilities have typically been located on the edge of town centres or out-of-centre, with good road access. Many leisure uses have also emerged on retail warehouse parks. Examples of major leisure parks are available in Portsmouth, Guildford, and Southampton.
- 2.13 The cinema market remains an important sector because cinemas often anchor leisure developments, providing footfall for other uses. However, growth in this sector has slowed significantly in recent years with many areas reaching saturation levels. Many cinema operators have suspended or curtailed their expansion plans. Some cinema operators such as City Screen, Mainline Pictures and Reeltime Cinemas have opened new or taken over small cinemas in recent years. The expansion of other sectors has slowed, including ten-pin bowling and bingo. However, other sub-sectors have remained strong in recent years, in particular the private health and fitness market, with a number of multiple operators seeking premises across the UK, e.g. LA Fitness, Fitness First and Esporta. Nevertheless, the health and fitness sector is also reaching saturation point in some areas and is likely to be affected by the current down turn in the economy.

3.0 PLANNING POLICY CONTEXT

National Policy

- 3.1 PPS6: Planning for Town Centres (March 2005) sets out the Government's policies on town centres, retail, commercial leisure and other town centre uses.
- 3.2 The Government's key objective for town centres (this covers city, town, district and local centres) is to promote their vitality and viability by planning for growth and development of existing centres and promoting and enhancing existing centres, by focusing development in such centres and encouraging a wide range of services in a good environment, accessible to all.
- 3.3 Other Government objectives that need to be taken account of in the context of the key objective are set out in paragraph 1.4 of PPS6:
- Enhancing consumer choice by making provision for a range of shopping, leisure and local services, which allow genuine choice to meet the needs of the entire community and particularly socially excluded groups;
 - Supporting efficient, competitive and innovative retail, leisure, tourism and other sectors, with improving productivity; and
 - Improving accessibility, ensuring that existing or new development is, or will be, accessible and well served by a choice of means of transport.
- 3.4 Regional planning bodies (RPB's) and local planning authorities (LPAs) are advised in paragraph 1.6 to implement the Government's objectives for town centres, by planning positively for their growth and development. They should therefore:
- develop a hierarchy and network of centres;
 - assess the need for further main town centre uses and ensure there is capacity to accommodate them;
 - focus development in, and plan for the expansion of, existing centres as appropriate, and at the local level identify appropriate sites in development plan documents;
 - promote town centre management, creating partnerships to develop, improve and maintain the town centre and manage the evening and night-time economy; and
 - regularly monitor and review the impact and effectiveness of their policies for promoting vital and viable town centres.

- 3.5 Paragraph 2.1 states that in order to deliver the Government's key objective, RPB's and LPA's should actively promote growth and manage change in town centres, define the network and a hierarchy of centres, each performing their appropriate role to meet the needs of their catchment, and adopt a pro-active, plan-led approach to planning for town centres, through regional and local planning.
- 3.6 The main town centre uses to which PPS6 applies are outlined in paragraph 1.8:
- retail (including warehouse clubs and factory outlet centres);
 - leisure, entertainment facilities and the more intensive sport and recreation uses (including cinemas, restaurants, drive-through restaurants, bars and pubs, night-clubs, casinos, health and fitness centres, indoor bowling centres and bingo halls);
 - offices, both commercial and those of public bodies; and
 - arts, culture and tourism (theatres, museums, galleries and concert halls, hotels and conference facilities).
- 3.7 Paragraph 1.9 of PPS6 also acknowledges that housing will be an important element in most mixed-use, multi-storey developments.
- 3.8 PPS6, paragraphs 2.15 to 2.17 offers specific guidance to LPA's on the role of plans at local level, including the need to work in conjunction with stakeholders and the community to:
- assess the need for new floorspace for retail, leisure and other main town centre uses, taking account of both quantitative and qualitative considerations;
 - identify deficiencies in provision, assess the capacity of existing centres to accommodate new development, including, where appropriate, the scope for extending the primary shopping area and/or town centre, and identify centres in decline where change needs to be managed;
 - identify the centres within their area where development will be focused, as well as the need for any new centres of local importance, and develop strategies for developing and strengthening centres within their area;
 - define the extent of the primary shopping area and the town centre, for the centres in their area on their Proposal Map;
 - identify and allocate sites in accordance with the considerations on site selection and land assembly e.g. assessment of need, appropriate scale of development, sequential approach, impact and accessibility (set out in para. 2.28-2.51 of PPS6);

- review all existing allocations and reallocate sites which do not comply with PPS6;
- develop spatial policies and proposals to promote and secure investment in deprived areas by strengthening and/or identifying opportunities for growth of existing centres, and to seek to improve access to local facilities; and
- set out criteria based policies, in accordance with PPS6, for assessing and locating new development proposals, including development on sites not allocated in development plan documents.

3.9 PPS6 also indicates that:

“In addition to defining the extent of the primary shopping area for their local centres, LPA’s may distinguish between primary and secondary frontages. These frontages should be realistically defined. Having regard to the need to encourage diversification of uses in town centres as a whole, primary frontages should contain a high proportion of retail uses, while secondary frontages provide greater opportunities for flexibility and diversity of uses. Where frontages are identified the appropriate local development documents should include policies that make clear which uses will be permitted in such locations.”

(Para.2.17, PPS6)

Demonstrating Need for development

3.10 PPS6 require Council’s to undertake assessments of need for other non-retail town centre uses, i.e. commercial leisure and office development. This study assesses the retail and commercial leisure needs of Havant Borough.

3.11 PPS6 states in paragraph 2.33 that:

‘In assessing the need and capacity for additional retail and leisure development, local planning authorities should place greater weight on quantitative need for additional floorspace for the specific types of retail and leisure developments. However local planning authorities should also take account of qualitative considerations. In deprived areas which lack access to a range of services and facilities, and there will be clear and demonstrable benefits in identifying sites for appropriate development to serve the communities in these areas, additional weight should be given to meeting these qualitative considerations’.

3.12 In assessing quantitative need for additional development, local planning authorities should assess the likely future demand for additional retail and leisure floorspace, having regard to a realistic assessment of the existing forecast population levels, forecast expenditure for specific classes of goods to be sold, within the broad categories of comparison and convenience goods and for main leisure sectors and forecast improvements in productivity in the use of floorspace.

3.13 With regards to assessing the qualitative need for additional development, paragraph 2.35 states:

“In assessing the qualitative need for additional development when preparing its development plan documents, a key consideration for a LPA will be to provide for consumer choice, by ensuring that:

- *an appropriate distribution of locations is achieved, subject to the key objective of promoting the vitality and viability of town centres and the application of the sequential approach, to improve accessibility for the whole community; and*
- *provision is made for a range of sites for shopping, leisure and local services, which allow genuine choice to meet the needs of the whole community, particularly the needs of those living in deprived areas.”*

3.14 Other local issues, although not necessarily elements of ‘need’, can be important material considerations.

Appropriate Scale of Development

3.15 PPS6 also requires that local planning authorities ensure that the scale of opportunities identified is directly related to the role and function of the centre and its catchment. Paragraph 2.41 states:

“The aim should be to locate the appropriate type and scale of development in the right type of centre, to ensure that it fits into that centre and that it complements its role and function.”

3.16 For city and town centres, PPS6, paragraph 2.43 states that where a need has been identified, LPA’s should seek to identify sites in the centre, or failing that on the edge of the centre, capable of accommodating larger format developments. Paragraph 2.42 indicates that in most cases it is likely to be inappropriate to include local centres within the search area to be applied under the sequential approach for large scale developments.

3.17 The guidance places greater emphasis on the regeneration of town centres, particularly smaller centres and the need to define a network of centres, and where appropriate to plan for the decline of some centres. Local authorities are expected to set indicative upper limits on the scale of new floorspace appropriate in different types of centres.

The Sequential Approach

3.18 PPS6 sets out the sequential approach to site selection for new retail development (paragraph 2.44), namely that first preference should be existing centres where suitable sites or buildings for conversion are, or are likely to become available, taking account of an appropriate scale of development in relation to the role and function of the centre, followed by edge-of-centre locations, with preference given to sites that are or will be well-connected to the centre and only then out-of-centre sites, with preference given to sites which are or will be well served by a choice of means of transport and which are close to the centre and have a high likelihood of forming links with the centre.

3.19 Further to this LPA's should, in consultation with stakeholders (including the development industry) and the community, identify an appropriate range of sites to allow for accommodation of the identified need. Paragraph 2.45 emphasises the need for flexibility and realism from both LPA's and developers and operators in discussing the identification of sites,

“LPA's should be sensitive to the needs of the community and stakeholders, including developers and operators and identify sites that are, or are likely to become available for development during the development plan document period and which allow for the accommodation of the identified need, including sites capable of accommodating a range of business model.”

3.20 The factors that should be taken into account in considering business models are scale, format, car park provision and the scope for disaggregation.

3.21 In selecting sites for allocation, the LPA should also consider the degree to which other considerations, including specific local circumstances, may be material to the choice of appropriate locations for development, and these include physical regeneration, employment, economic growth and social inclusion.

3.22 The guidance clearly states that local planning authorities should plan positively for growth by making provision for a range and choice of shopping and services. If a 'need' for new development is established, it will be necessary to identify opportunities to meet that need. PPS6 indicates that local authorities should allocate sufficient sites to meet anticipated demand for the next five years. PPS6 also suggests that an apparent lack of sites of the right size and in the right location should not be construed as an obstacle to site allocation and development to meet this need.

Local planning authorities should consider the scope for effective site assembly using

their compulsory purchase order (CPO) powers, to ensure that suitable sites within or on the edge of centres are brought forward for development.

- 3.23 This suggests the onus is placed on the Council to identify sites to accommodate the 5-year demand for development. This study provides floorspace projections up to 2026. Therefore, it may not be appropriate for the Council to seek to identify opportunities to accommodate projections up to 2026 at this stage.
- 3.24 PPS6 also suggests that where growth cannot be accommodated in identified existing centres, local planning authorities should plan for the extension of the primary shopping area if there is a need for additional retail provision or, where appropriate, plan for the extension of the town centre to accommodate other main town centre uses. Extension of the primary shopping area or town centre may also be appropriate where a need for large developments has been identified and this cannot be accommodated within the centre. Larger stores may deliver benefits for consumers and local planning authorities should seek to make provision for them in this context. In such cases, local planning authorities should seek to identify, designate and assemble larger sites adjoining the primary shopping area (i.e. in edge-of-centre locations).

Proposed Changes to PPS6 (10th July 2008)

- 3.25 On 10 July 2008, the Department of Communities and Local Government published a Consultation Document on proposed changes to PPS6 Planning for Town Centres. The Consultation Paper proposes replacing the current 'need' and 'impact' tests set out in PPS6 with a new 'impact test'.
- 3.26 The aim of the document is to address the unintended effects of the current guidance. The key Government objective to promote the vitality and viability of town centres remains, as does much of the Government's guidance on Positive planning and the Plan-led approach.
- 3.27 However, other objectives which should be taken into account, or wider Government objectives that may be relevant include:
- Promotion of competition between retailers;
 - Raising the productivity growth rate of the UK economy;
 - Encouraging investment in deprived areas;
 - Building prosperous communities by improving economic performance;
 - Helping to tackle climate change; and
 - Consideration of terrorism as well as crime

- 3.28 The need for local authorities to consider quantitative and qualitative need remains. However, Councils are also expected to have regard to the strategic objectives set out in the Regional Economic Strategy and use relevant market information and economic data.
- 3.29 The importance of seeking a good mix of shops and services in a centre is also referred to, with the role of smaller shops specifically noted. Authorities are encouraged to seek to promote competitive town centre environments.
- 3.30 Suggested changes to Chapter 4 of PPS6 includes a list of key indicators that LPAs should collect and use to monitor the health of their town centres, including:
- The proportion of vacant street level property and the length of time properties have been vacant;
 - Land values and the length of time key sites have remained undeveloped; and
 - Perception of crime and occurrence of crime including safety and security issues relating to the threat of terrorism.
- 3.31 The Proposed Changes to PPS6 were the subject of consultation until 3 October 2008 and the summary of public consultation responses was published on 4 February 2009. A final version of the statement is due to be published this year. The requirement for LPA's to consider quantitative and qualitative need remains. However, LPA's are also expected to have regard to the strategic objectives set out in the Regional Economic Strategy and use relevant market information and economic data.

Planning Policy Guidance Note 13: Transport (PPG 13, March 2001)

- 3.32 The key objectives, set out at paragraph 4 of PPG13 are to integrate planning and transport, in order to:
- *promote more sustainable transport choices for both people and for moving freight;*
 - *promote accessibility to jobs, shopping, leisure facilities and services by public transport; and*
 - *reduce the need to travel, especially by car."*
- 3.33 The Guidance advises that planning policies should seek to promote the vitality and viability of existing town centres, which should be the preferred locations for new retail and leisure developments. When this development cannot be accommodated in or

on the edge of existing centres, it may be appropriate to combine the proposal with existing out-of-centre developments.

Regional Planning Guidance

Regional Planning Guidance for the South East (RPG9)

3.34 The regional planning framework for the South East is provided by RPG9, approved in 2001. Policy Q5 states that the Region's network of larger town centres should be the focus for major retail, leisure and office developments, to support an urban renaissance, promote social inclusion and encourage more sustainable patterns of development. The supporting text to the policy at paragraph C advises local authorities to:

- *assess the need for retail, leisure and office development in their area;*
- *identify which town and district centres should be the preferred locations for growth;*
- *apply the sequential approach in identifying retail development sites;*
- *avoid extending existing edge-of-centre and out-of-centre development while more central options exist.*

3.35 Advice is also given regarding setting up town and district centre improvement strategies and management schemes. RPG9 is set to be superseded once the South East Plan (Regional Spatial Strategy) is adopted.

RSS (South East Plan)

3.36 The Secretary of State's Proposed Changes to the South East Plan (Regional Spatial Strategy) were published for consultation between 17 July 2008 and 24 October 2008. Once approved by Government the South East Plan will be adopted.

3.37 The SoS's proposed changes identifies a hierarchy of centres for the South East. These are split into three tiers; centres for significant change, primary regional centres and secondary regional centres. These centres are where major retail, leisure and office development will be focused, i.e. development 10,000 sq m gross or more. The Centres for significant change include Southampton and Portsmouth while the secondary regional centres include Chichester, Bognor Regis, Eastleigh, Fareham and Winchester. These regionally significant centres are likely to undergo

the most significant change across the range of town centre uses and are where proactive strategies for town centre development will be particularly important.

- 3.38 The draft RSS identifies South Hampshire as a sub-regional strategy area which covers the whole of Eastleigh, Fareham, Gosport, Havant, Portsmouth and Southampton and parts of East Hampshire, New Forest, Test Valley and Winchester Districts. Within this sub-regional area, Southampton and Portsmouth, as the centres for significant change, will be the focuses for investment and development as employment, retail, entertainment and cultural centres. The other towns will play a complementary role serving more local areas.
- 3.39 The draft RSS identifies that the strategy for the main centres in South Hampshire is to develop their individual character and complementary roles through a range of measures including a proactive programme of high quality mixed-use development; public realm improvements and access to open space. It states for the main centres in Havant that:

“For each main centre, the relevant Development Plan Document will define the future identity and growth of the centre, as follows:

v. In Havant and Gosport, developing opportunity sites to provide for appropriate retail and leisure growth and more substantial growth in office employment.”

- 3.40 The RSS identifies robust mid-range floorspace estimates for long term, sub-regional planning purposes, although highlights that more detailed assessments should be carried out at local authority level. Specifically for Havant town centre the RSS identifies that there are additional opportunities for leisure development as part of mixed-use schemes.

Hampshire Structure Plan 1996-2011 Review

- 3.41 The Hampshire Structure Plan was adopted in 2000. In September 2007 all except 24 policies contained within the Structure Plan expired. The expired policies included policies on shopping and town centres. Once adopted the RSS will supersede the Structure Plan.
- 3.42 Saved Policy G2 seeks to maintain a number of strategic gaps ensuring breaks of open and undeveloped land between built-up areas. The identified strategic gaps

include the areas between: Waterlooville and Havant; Havant and Rowlands Castle; and Emsworth and Havant.

3.43 The Hampshire Structure Plan (2000) outlined four 'Major Development Areas' in order to accommodate the long term development needs of Hampshire through large-scale development. Saved Policy MDA2 identifies the land west of Waterlooville as the only saved Major Development Area within the Structure Plan. It states the area will:

- *provide for at least 2,000 dwellings in the period 2001 to 2011; and*
- *provide land for industrial, business and commercial purposes of 30 hectares;*
- *focus on, and be integrated with, Waterlooville town centre as a district centre.*

3.44 The Structure Plan goes on to assert that although the new community to the west of Waterlooville will help to meet the development needs in the south-east part of Hampshire and support the continued economic regeneration and associated environmental improvements in Havant Borough. The development will make provision for public transport and pedestrian and cycle routes. The MDA will also provide new employment opportunities, with the Structure Plan stating the focus on Waterlooville will provide sufficient justification and impetus for further improvements to the town centre.

South Hampshire Town Centres: Sub Regional Study

3.45 DTZ was commissioned by Southampton City Council in July 2005 to develop a strategy for town centre uses in South Hampshire on behalf of the Partnership for Urban South Hampshire (PUSH). South Hampshire covers the whole districts of Southampton, Eastleigh, Fareham, Gosport, Portsmouth and Havant and parts of New Forest, Test Valley, Winchester and East Hampshire District. The study provided a strategic assessment looking at the main town centres in the sub-region, therefore a more detailed assessment of the Borough of Havant is necessary.

Local Planning Context

Havant Borough District Wide Local Plan

- 3.46 The Havant Borough District Wide Local Plan was adopted on 30 September 2005. From the 1 October 2008 only the saved policies from the Local Plan will apply. Saved Policy TC1 defines the following hierarchy of centres:
- **Town Centres:** Havant and Waterlooville;
 - **District Centres:** Emsworth, Leigh Park, Cowplain and Mengham/Gable Head; and
 - **Local Centres:** Milton Road, Hambledon Road, Grassmere Way, Purbrook, Widley, Crookhorn, Middle Park Way, Bedhampton, West Town, Rails Lane and Creek Road.
- 3.47 With regards to Town, District and Local Centres, the Adopted Local Plan states that the main aim is to maintain a balance between centres which recognises the different roles they perform. It identifies that Havant and Waterlooville provide both a convenience day-to-day role as well as a comparison role. Leigh Park is highlighted as the principle district centre with a greater number of multiple retailers than the other district centres. The local centres are identified as performing a day-to-day shopping role for the needs of local residents, with some local centres also containing important community facilities that maintain the centre's vitality.
- 3.48 Saved Policies TC6 to TC8 seek to control the concentration of uses within centres to maintain respective shopping functions for each centre and also to ensure vitality and viability. These policies include definition of primary, secondary and tertiary frontages on the proposals maps. In the primary and secondary frontages the policies seek to only permit changes of use where they would not lead to concentrations of non-retail uses at ground floor and where they would maintain active frontages open to the public. These are set on a baseline target of 60% Class A1 in Primary frontages and 40% Class A1 in secondary frontages. In the tertiary frontages the policy seeks to permit town centre uses where they are appropriate in scale and contribute to the vitality and viability of the centre as a whole.
- 3.49 Saved Policy TC12 relates to maintenance of shops in local shopping facilities. It states that planning permission will be granted for development provided it would not

result in the loss of a viable Class A1 shop, in current use, which is capable of continuing to serve day-to-day local needs.

- 3.50 Saved Policies MDA1 to MDA4 identify the Major Development Area to the West of Waterlooville Town Centre. The supporting text states that the location of a new community immediately adjacent to Waterlooville town centre offers substantial opportunities to encourage walking, cycling and public transport. In accordance with the Structure Plan the development of this area may also have positive impacts on vitality and viability of Waterlooville town centre.

Havant LDF Core Strategy Preferred Options

- 3.51 The Havant Local Development Framework Core Strategy Preferred Options was published for consultation in March 2008. This document set out the Council's preferred options for development and includes proposed policies for inclusion in the Core Strategy.
- 3.52 The Council's preferred option for shopping is to concentrate most of all new retail development in Havant and Waterlooville town centres, while maintaining and enhancing existing provision in the district and local centres. Proposed Policy CS12 relates to the location of shopping development. It states:

“Accessible, attractive and vibrant centres are fundamental to the sustainable development of the borough. The existing town centres will be the focal point for the development of a mixture of uses including Class A1 retail, retail services (Classes A2 – A5), leisure, residential and commercial offices. The existing network of district centres will be maintained in order to retain a distribution of facilities throughout the borough. In appropriate cases an area action plan will be prepared for those centres where regeneration is required and where it is important to improve accessibility by public transport, walking and cycling.”

- 3.53 The preferred option for the hierarchy of centres is to maintain the existing hierarchy as the only reasonable option. The preferred options document highlights that planning permission is unlikely to be granted for development which would change the existing hierarchy. Therefore, Proposed Policy CS13 on the hierarchy of centres reflects Saved Policy TC1 in the adopted Havant Borough District Wide Local Plan.

4.0 THE SHOPPING HIERARCHY AND CATCHMENT AREA

Major Shopping Centres in Havant Borough and the Surrounding Area

- 4.1 Havant and Waterlooville are the two main shopping centres within Havant Borough. These centres are influenced by major shopping destinations surrounding the Borough, including Southampton, Portsmouth, Chichester, and Fareham.
- 4.2 Management Horizons Europe's UK Shopping Index 2008 provides an index of retail centres on the basis of a weighted score for multiple retailers represented in each centre. Management Horizon's rank for centres in the Borough, catchment area and other shopping centres in the sub-region is shown in Table 4.1.

Table 4.1 Management Horizons Europe Shopping Index (2008)

Venue	MHE Index Score	UK Rank
Southampton	350	19
Portsmouth	241	66
Winchester	171	154
Chichester	149	173
Fareham	140	201
Eastleigh	117	253
Gosport	93	343
Hedge End	90	361
Petersfield	82	405
Waterlooville	76	446
Havant	75	451
Cosham	73	468
Alton	62	553
Leigh Park	39	914
Portchester	35	1018
Farlington	22	1590
Cowplain	17	1950
Hayling Island (Mengham/Gable Head)	16	2046
Horndean	14	2247
Emsworth	9	2988
Clanfield	6	3575
Denmead	5	3870
Southbourne	5	3870
Drayton	5	3870
Port Solent	5	3870
Wickham	4	4266
Rowlands Castle	1	5720

- 4.3 Southampton and Portsmouth are 'Centres for Significant Change' as defined in the Secretary of State's proposed changes to the Draft South East Plan. This is reflected

in their position at the top of the shopping index ranked 19th and 66th respectively. Chichester, Fareham and Winchester are defined as Secondary Regional Centres in the Secretary of State's proposed changes to the Draft South East Plan. Residents in the Borough have relatively good access to these centres by road and rail. There are a large number of centres surrounding the Borough that are ranked above the main centres in Havant, which influences shopping patterns in the Borough.

- 4.4 As this index is based on multiple retailer representation both Waterlooville and Havant have relatively low rankings in comparison with competing centres. Both are ranked similarly, with Waterlooville ranked 446th out of 6721 centres across the UK, and Havant is ranked 451st. Leigh Park is the highest ranked District Centre ranked 914th, a ranking shared with Cowplain. Mengham/Gable Head and Emsworth are ranked significantly lower.
- 4.5 The catchment areas of the centres listed in Table 4.1 overlap to large extent. Havant Borough falls within the catchment areas of centres outside the Borough, in particular Portsmouth, Fareham and Chichester. A significant proportion of residents travel to these towns, particularly for higher order comparison shopping, such as clothing and footwear.
- 4.6 The relative performance and importance of town centres can be demonstrated by Zone A rental levels achieved for retail property.
- 4.7 Prime Zone A retail rents are available for Havant and Waterlooville. In 2007, Zone A retail rents in Waterlooville were £538 per sq m (£50 per sq ft). Waterlooville has seen steady growth in retail rents since the late 1990s and despite static retail rents from 2001 to 2006 there has been recent increases. Havant has also seen reasonable growth in retail rents in recent years rising from £323 per sq m in 2002 to £484 per sq m (£45 per sq ft) in 2007. The rental levels within Havant and Waterlooville are lower than in nearby centres such as Petersfield and Fareham, but are comparable with Gosport. Rental levels are much higher in larger competing centres i.e. Winchester, Chichester, Portsmouth and Southampton.
- 4.8 The Zone A prime retail rents achieved in Havant and Waterlooville reflect their position in the shopping hierarchy.

Table 4.2: Retail Rents in Havant, Waterlooville and Other Centres

Centre	Annual Zone A Retail Rents £ per Sq M										
	1987	1997	1998	1999	2000	2001	2002	2003	2004	2006	2007
Southampton	1,076	1,991	1,991	2,045	2,529	2,422	2,422	2,691	2,960	3,444	3,444
Portsmouth	915	1,184	1,507	1,722	1,722	1,615	1,668	1,722	1,884	1,938	2,045
Chichester	861	1,130	1,184	1,184	1,184	1,184	1,238	1507	1,507	1,884	1,938
Winchester	969	1,076	1,292	1,292	1,292	1,292	1,399	1,453	1,453	1,615	1,668
Fareham	807	915	1,076	1,130	1,130	1,130	1,184	1,238	1,238	1,346	1,346
Petersfield	-	-	-	-	-	538	538	592	592	700	753
Eastleigh	377	463	463	484	484	484	538	538	592	646	700
Waterlooville	323	323	323	377	431	484	484	484	484	484	538
Gosport	377	323	323	323	323	323	323	377	377	431	538
Havant	377	323	323	323	323	323	323	431	431	484	484

Source: 1987-2004 figures - Colliers CRE 2005 In-Town Retail Rents. 2006-2007 figures – Colliers CRE 2007 In-Town Retail Rents Research.

Socio-Economic Characteristics within Havant Borough

- 4.9 Shopping needs may vary considerably, often related to socio-economic characteristics. For example, residents without access to a car or those on low incomes will have different needs to those who are mobile by car or who enjoy higher income. Lower income groups without access to a car may be less able to travel to shopping facilities and may also be socially excluded from high priced shops, therefore, the availability of discount or value retail facilities may be important for these groups. The socio-economic characteristics of Havant Borough have been examined and compared with the county and national averages.
- 4.10 Car ownership in Havant Borough (78.6% of households) is below the Hampshire county average (84.3%), but is significantly above the UK average (72.6%), as shown in Table 4.3. A lower proportion of households have two or more cars in Havant Borough compared with the County although this is higher than the UK average. This may be an indication of lower levels of affluence and mobility than for other areas in Hampshire, however, it is still higher than the UK average.

Table 4.3: Car Ownership 2001

Characteristic	% Households 2001		
	Havant Borough	Hampshire	UK Average
Car Ownership			
Two or more	34.1	42.3	28.8
One	44.5	42.0	43.8
None	21.4	15.7	27.4

Sources: 2001 Census of Population

4.11 Havant Borough has a reasonable proportion of economically active adults in employment as shown in Table 4.4. The proportion is comparable slightly higher than the national average, although is significantly lower than the County average. The unemployment rate is higher than the County average but lower than the national average. The proportion of retired residents is notably higher than both the County average and the national average. The proportion of residents looking after home/family is slightly higher than both the national and county averages.

Table 4.4: Economic Activity 2001

Status	% People aged 16-74		
	Havant Borough	Hampshire	UK Average
Employed	61.1	67.5	59.6
Unemployed	2.7	1.9	4.4
Looking after home/family	6.8	6.2	6.4
Students	5.3	5.4	7.2
Retired	16.9	13.9	13.4
Other inactive	7.2	5.1	8.9

Sources: 2001 Census of Population

4.12 The age structure in Havant Borough varies slightly from the County average and more so from the national average. Havant Borough has an older age structure than the national average with higher proportions of adults aged 60-74 and 75+. This older age structure is also reflected in the structure of Hampshire as a county, but is more pronounced in Havant Borough. The proportions of children aged 0 to 14 and adults aged 30 to 44 are comparable with the national and County averages, as shown in Table 4.5.

Table 4.5: Age Structure 2001

Status	% of Population 2001		
	Havant Borough	Hampshire	UK Average
Children 0-14	18.6	18.9	18.9
Adults 15 to 29	15.9	17.0	18.8
Adults 30 to 44	21.0	22.8	22.6
Adults 45 to 59	20.0	20.2	19.0
Adults 60 to 74	16.0	13.5	13.0
Adults 75 +	8.5	7.7	7.4

Sources: 2001 Census of Population

4.13 Havant Borough has a similar ethnic mix when compared with the County average, both of which have a much lower proportion of ethnic minorities than the average for England, as shown in Table 4.6.

Table 4.6: Ethnic Groups 2001

Status	% of Population 2001		
	Havant Borough	Hampshire	UK Average
White	98.5	97.8	90.9
Mixed	0.6	0.7	1.3
Asian	0.4	0.7	4.6
Black/Black British	0.2	0.3	2.3
Other	0.3	0.5	0.9

Sources: 2001 Census of Population

4.14 This socio-economic analysis indicates that the profile of residents is somewhere between the profile of residents in the County and the profile of residents in the UK as a whole. Havant Borough has higher levels of car ownership than the national average and lower unemployment, but not to the extent that the County as a whole does. These characteristics suggest that many households in Havant Borough are not as mobile as households in the rest of Hampshire and may not have the ability to travel for shopping and leisure purposes. However, this may be more indicative of Havant Borough as a built up area with public transport links, in comparison to the rest of Hampshire which has many rural areas.

4.15 Local residents will generally want access to all forms of shopping, although more affluent households may be more selective and may be prepared to travel further for certain types of shopping.

4.16 The level of accessibility to shopping centres/stores, in terms of the convenience to the home or work, is an important consideration for customers. The distance (or time) customers are prepared to travel for each type of shopping will vary. For example, residents in the main towns might reasonably expect to have easy walking access to local shops (for daily top up purchases). Employees working within or near the town centres may also expect to find shopping facilities within easy walking distance to meet their lunchtime needs.

4.17 For bulk or main food shopping, residents should be able to visit a supermarket that provides a reasonable range of goods by car or public transport within the wider locality. Residents may be prepared to travel further for higher order comparison

goods purchased on an occasional basis, such as Christmas gifts, fashion, furniture or electrical goods. For example, customers will be prepared to travel to larger centres for these occasional shopping trips.

- 4.18 The household shopper survey results demonstrate that residents tend to visit a diverse selection of shopping centres and leisure destinations. A high proportion of residents in the study area regularly shop in Chichester and Portsmouth. These shopping patterns are likely to continue in the future. Proposed major development within Portsmouth i.e. Northern Quarter, Southampton i.e. West Quay Phase 3 and Silver Hill in Winchester may ensure that competing towns continue to attract customers from Havant Borough.

Summary and Conclusions

- 4.19 The analysis of the shopping hierarchy and Zone A rents demonstrate that Havant and Waterlooville are the main centres within the Borough. These centres compete with other similar centres outside the Borough. However, they are ranked significantly lower in the shopping hierarchy than the main nearby centres such as Chichester, Fareham and Portsmouth. Other centres within the Borough are small local centres with limited catchment areas.
- 4.20 The socio-economic analysis indicates that the profile of residents in the Borough is slightly different to those in the County, although in general it indicates that there are no specific problems. However, there are higher levels of mobility within the Borough than the national average, allowing residents to travel outside the Borough for shopping and leisure uses. These patterns are likely to continue in the future.

5.0 HOUSEHOLD SURVEY

Survey Structure

5.1 NEMS Market Research carried out a telephone survey of 1,002 households in the Havant study area in September 2008. The survey results are shown in Appendix F and summarised in this section. The study area, shown in Plan 1A in Appendix A, was split into twenty-two zones based on postcode sectors. These zones were grouped into East Havant Borough Council, West Havant Borough Council, Hayling Island and Other. These comprise:

Zones within the East of the Borough

- Zone 1: PO9 1
- Zone 2: PO9 2
- Zone 3: PO9 5
- Zone 4: PO9 4
- Zone 5: P09 3

Zones within the West of the Borough

- Zone 7: PO7 5
- Zone 8: PO7 8
- Zone 9: PO7 7
- Zone 10: PO8 8

Hayling Island

- Zone 22: PO11 0, PO11 9

Zones Elsewhere in the Borough

- Zone 6: P09 1
- Zone 11: PO7 6
- Zone 12: PO8 9
- Zone 13: PO8 0
- Zone 14: PO7 4
- Zone 15: PO10 7
- Zone 16: PO9 6
- Zone 17: PO10 8
- Zone 18: PO17 6
- Zone 19: PO6 3
- Zone 20: PO6 2
- Zone 21: PO6 4

5.2 The study area includes all parts of Havant Borough and extends to include parts of Chichester, East Hampshire, Fareham, Portsmouth and Winchester local authority

areas. This reflects the assumed catchment area of retail centres in Havant from which they are likely to draw the majority of their trade.

5.3 The number of interviews undertaken in each zone reflects the population in each in order to provide statistically reliable samples. As sample sizes within each sector were not in proportion to population, the final tabulated data was weighted to make the overall results representative of the total population within the defined study area.

5.4 The main aims of the survey were to establish patterns for the following:

- Main food and grocery shopping;
- Top-up food and grocery shopping;
- Non-food shopping, including:
 - clothing and footwear;
 - domestic electrical appliances;
 - other electrical goods (TV, Hi-Fi and computers);
 - furniture, soft furnishing or carpets;
 - DIY and hardware items;
 - garden items;
 - chemist, health and beauty items; and
 - Other non-food items (e.g. books, CDs, DVDs, toys and gifts).
- Leisure activities, including:
 - cinema;
 - theatre;
 - pub/bar;
 - restaurant;
 - nightclub;
 - bingo;
 - health club; and
 - ten-pin bowling.

Food and Grocery Shopping

Main Food Shopping

5.5 Across the study area as a whole, large foodstores were the most popular locations for residents to undertake their main food shopping trip. Asda, Bedhampton was the most popular destination overall, with 20% of respondents citing the store as their last destination for main food shopping. This was followed by Tesco, Havant (13%), Morrison's, Horndean (11%) and Asda, Waterlooville (9%).

- 5.6 As would be expected, there are spatial variations in the location residents last undertook their main food shop across different parts of the study area. Within the East of the Borough (Zones 1-5) the single destination that achieved the highest market share was Asda, Bedhampton with a combined figure of 37%. Tesco, Havant also attained a market share of 27% and Waitrose, Havant achieved a figure of 15%.
- 5.7 Asda, Bedhampton was the most popular store at which residents last undertook their main food shop in the West of the Borough (Zones 7-10) with a market share of 29%. Asda, Waterlooville achieved the second highest market share of 22% in the West of the Borough.
- 5.8 On Hayling Island (Zone 22) Tesco, Havant received the highest number of responses with 38% of residents citing this destination as the location for their main food shop.
- 5.9 In the 'Other' part of the Borough (Zones 6, and Zones 11-21) Morrison's in Horndean achieved the highest market share with a 15%. A significant proportion of respondents in these zones used Tesco Extra in Portsmouth (11%), Sainsbury's in Farlington (11%) and Tesco in Havant (11%) for their main food shop.

Mode of Travel for Main Food Shopping

- 5.10 In the whole study area, 84.6% of respondents indicated that they normally travelled by car to their main food shopping destination (both driver and passenger) which is much higher than NLP's average derived from similar surveys across the Country (74.6%). A significantly lower proportion of households travel by bus (3.8%) compared to the NLP averages derived from other surveys of 8.6% and a slightly lower proportion walk to their main food shopping destination (7.3%) compared to the NLP average of 11.7%. Less than 1% of respondents normally travelled to their main food shopping destination by bicycle or train.

Top-Up Food Shopping

- 5.11 Top-up food shopping trips are normally made to supplement main food shopping trips and are undertaken on a more frequent basis for staples such as bread and milk. Overall 86.4% of households across the catchment area indicated that they undertake small-scale or top-up shopping trips in addition to their main food shopping trips. The overall results show that a relatively high proportion of the respondents' last top-up

shopping trip was undertaken in local shops (12%). Other popular destinations for top-up shopping included Asda in Bedhampton, Morrison's in Horndean and Tesco in Havant.

Non-Food Shopping

- 5.12 Households were asked in which location they buy most of their household's non-food shopping. For the study area as a whole, Havant Town Centre and Waterlooville Town Centre were the most popular destinations, with a combined total of 31% of all respondents shopping there. Portsmouth (Commercial Road/Cascades) was also a popular non-food shopping destination (13%) followed by the Asda in Bedhampton (8%).
- 5.13 In the East of the Borough (Zones 1 to 5), Havant Town Centre was the most popular destination (42%) followed by Asda, Bedhampton (12%). In the West of the Borough (Zones 7 to 10), Waterlooville Town Centre was the most popular destination (41%) followed by Portsmouth (Commercial Road/Cascades) with 13%. Havant Town Centre is the most popular non-food destination for residents on Hayling Island (25 %) followed by Mengham/Gable Head (Hayling Island) Shopping Centre (19%). Elsewhere in the Borough (Zones 6 and 11-21), Portsmouth (Commercial Road/Cascades) and Waterlooville Town Centre (12%) were the most popular non-food destination (12%) closely followed by Chichester (11%).
- 5.14 Overall 2.8% of respondents buy their non-food shopping on the internet or have it delivered. The West of the Borough (Zones 7 to 10) has the highest proportion of respondents who buy most of their non-food shopping on the internet/have it delivered (3.4%).

Mode of Travel for Non-Food Shopping

- 5.15 The majority of respondents (73.8%) indicated that they normally travel by car to do their non-food shopping. The second most popular mode of transport for travelling to non-food shopping destinations was walking (8.2%), and travelling by bus/ coach was the third most popular mode of travel (8.0%).

Non Food Shopping Destinations

- 5.16 The household survey asked specific questions to probe which destinations respondents visited to undertake particular types of non-food shopping.

- 5.17 The most popular destination overall for buying clothes and footwear was Portsmouth (Commercial Road/Cascades) with 22%; however in the East of the Borough (Zones 1 to 5) and Hayling Island, Havant Town Centre was the most popular destination and in the West of the Borough (Zones 7 to 10) Waterlooville Town Centre was the most popular destination. Elsewhere in the study area (Zones 6 and 11-21) Portsmouth (Commercial Road/Cascades) was the most popular destination followed by Waterlooville Town Centre and Chichester City Centre).
- 5.18 Overall the internet or delivery style retailers were the most popular way of buying domestic electrical appliances such as fridges or kitchen items with 13.9% of all respondents. The internet accounted for the majority of respondents last destinations in the West of the Borough (Zones 7 to 10), Hayling Island and Elsewhere in the Borough (Zones 6 and 11-21). In the East of the Borough (Zones 1 to 5) Havant Town Centre was the most popular destination for domestic electrical appliances.
- 5.19 The internet or delivery was also the main location respondents last bought other kinds of electrical goods, such as TVs, Hi-Fi and computer, with 15.1% of all respondents using the internet or getting goods delivered. This was followed by Ocean Retail Park, Burrfields Road, Portsmouth (10.6%). The internet/delivery was the most popular location for purchasing these goods in the East of the Borough, West of the Borough and Elsewhere in the Borough. On Hayling Island, Ocean Retail Park, Burrfields Road, Portsmouth was the most popular destination.
- 5.20 In the whole study area, Waterlooville Town Centre was the most popular last destination for purchasing furniture, soft furnishings or floor coverings (10.7%). Waterlooville Town Centre was the most popular last destination in the West of the Borough and Elsewhere in the Borough. In the East of the Borough, Havant Town Centre was the most popular last destination and on Hayling Island, Mengham/Gable Head was the most popular last destination.
- 5.21 For DIY and hardware items the most popular destination in the study area respondents last shopped at was B&Q , Purbrook Way, Havant (over 51%). On Hayling Island, B&Q in Havant was the most popular (36%), but a significant proportion of respondents indicated that they last shopped at Hayling Hardware on Hayling Island (27%).
- 5.22 For Garden items the most popular destination in the study area respondents last shopped at was the same as for DIY and hardware, B&Q, Purbrook Way, Havant

(29.2%). This was followed by Wyevale Garden Centre in Havant (7.7%) and Horndean Village Centre (6.0%). B&Q was the most popular last destination for respondents in the East of the Borough, West of the Borough and Elsewhere in the Borough, however on Hayling Island, Mengham/Gable Head was the most popular last destination for purchasing garden items.

- 5.23 Within the study area as a whole, Waterlooville and Havant Town Centres were the most popular destinations respondents last used to purchase chemist, health and beauty items (18% and 17.7% respectively). Waterlooville Town Centre was the most popular last destination for residents in the West of the Borough and Elsewhere in the Borough. In the East of the Borough, Havant Town Centre was the most popular last destination and on Hayling Island, Mengham/Gable Head was the most popular last destination.
- 5.24 Of all respondents in the study area, 18.4% last bought items such as books, CD's, toys and gifts on the internet, meaning overall the internet was the preferred method of purchasing these types of goods. Despite this, Havant Town Centre was the most popular last destination for respondents in the East of the Borough and on Hayling Island.
- 5.25 Table 5.1 shows the shopping destination with the highest proportion of respondents for each comparison goods category in each zone. This indicates broadly where people prefer to shop for each type of goods and allows comparison between each zone.

Table 5.1: Destinations with High Proportions of Respondents

Comparison Goods	East of the Borough (Zones 1 to 5)	West of the Borough (Zones 6 to 10)	Hayling Island (Zone 22)	Elsewhere in the Borough (Zones 6 and 11-21)
Clothing & Footwear	Havant Town Centre	Waterlooville Town Centre	Havant Town Centre	Portsmouth (Commercial Road/Cascades)
Domestic Appliances	Havant Town Centre	Internet/Delivered	Internet/Delivered	Internet/Delivered
Electrical Goods	Internet/Delivered	Internet/Delivered	Ocean Retail Park, Burrfields Road, Portsmouth	Internet/Delivered
Furnishings	Havant Town Centre	Waterlooville Town Centre	Mengham/Gable Head	Waterlooville Town Centre
DIY and Hardware	B&Q , Purbrook Way, Havant	B&Q , Purbrook Way, Havant	B&Q , Purbrook Way, Havant	B&Q , Purbrook Way, Havant
Garden Items	B&Q , Purbrook Way, Havant	B&Q , Purbrook Way, Havant	Mengham/Gable Head	B&Q , Purbrook Way, Havant
Health and Beauty	Havant Town Centre	Waterlooville Town Centre	Mengham/Gable Head	Waterlooville Town Centre
Books/CDs/Toys/Gifts	Havant Town Centre	Internet/Delivered	Havant Town Centre	Internet/Delivered

Internet Purchases

- 5.26 The household survey asked respondents whether they conducted shopping over the internet, and if so what items were purchased. A little over half of respondents (50.5%) indicated that they did not regularly buy goods over the internet. Of those who did use the internet to purchase goods, the most popular items were books, CD's, toys etc (30.5%). Other popular items to buy over the internet include electrical items such as TV, Hi-Fi and computers (14.4%), followed by clothes and shoes (13.4%) and domestic electrical appliances (7.1%).
- 5.27 Across the study area, there was some differentiation in usage of the internet between different zones. For example, 80% of respondents within Zones 14 and 16 indicated that they used the internet to undertake shopping. Conversely, just 32% of respondents in Zone 5 and 35.6% of respondents in Zone 3 purchased goods over the internet.

Town/ District Centre Performance

- 5.28 The household survey asked respondents which of the defined town and district centres in Havant Borough were closest to them. Depending on their response, residents were then asked to rate the quality of that centre in relation to a number of different aspects as to whether they were 'good', 'average' or 'poor'. 'Good'

responses achieved a score of 1, 'average' responses a score of 0 and 'poor' responses a score of -1. The overall score achieved was then divided by the total number of respondents to give a mean score. Any score above zero implies that the centre was seen as being above average and was rated as being 'good' by most respondents, whilst a negative score implies that the centre was rated as being below average by most respondents. A score of zero or close to zero means that the centre was generally viewed as being 'average'.

5.29 The results achieved in this question are set out in Table 5.2 below.

Table 5.2: Ratings

	Total	Havant	W'looville	Leigh Park	Emsworth	Mengham/ Gable Head	Cowplain
Range of Food Shops	0.23	0.16	0.27	0.09	0.67	0.00	0.03
Range of Non-Food Shops	0.02	-0.02	0.13	-0.52	0.20	0.00	-0.38
Quality of Goods	0.38	0.37	0.35	0.18	0.86	0.58	0.22
Price of Goods	0.21	0.19	0.25	0.26	0.18	0.11	0.19
Access by Car	0.50	0.48	0.49	0.57	0.46	0.74	0.55
Car Parking	0.29	0.28	0.32	0.28	0.08	0.11	0.56
Access by bus or train	0.54	0.67	0.39	0.54	0.62	0.73	0.35
Access by cycle	0.63	0.63	0.56	0.79	0.81	0.73	0.64
Access by foot	0.67	0.58	0.67	0.84	0.90	0.83	0.63
Recreational Facilities	-0.16	0.03	-0.32	-0.56	-0.05	-0.29	-0.21
Restaurant/ Fast Food Facilities	0.15	0.18	-0.02	-0.16	0.89	0.00	0.48
Moving around on Foot	0.77	0.74	0.78	0.71	0.93	0.84	0.79
Appearance and Character	0.18	0.16	0.13	-0.42	0.95	0.37	0.24
Freedom from Noise and Traffic Fumes	0.25	0.07	0.50	0.19	0.07	0.21	-0.24
Personal Safety	0.58	0.46	0.67	0.42	0.70	0.74	0.58
Public Toilet Facilities	-0.25	-0.33	-0.34	0.07	0.37	0.33	-0.26
Opening Hours	0.46	0.43	0.50	0.36	0.50	0.53	0.26
Disabled Facilities for Parents	0.25	0.20	0.26	0.45	0.16	0.43	0.24
Facilities for Parents	0.16	0.11	0.20	0.31	0.14	0.09	0.01
Banks and Building Societies	0.77	0.77	0.83	0.28	0.89	0.63	0.45
Estate Agents and Other Office Uses	0.71	0.69	0.78	-0.44	0.93	0.72	0.62
Overall average	0.35	0.33	0.35	0.20	0.54	0.40	0.27

- 5.30 It is evident from examination of Table 5.2 that on average the majority of aspects were considered to be 'average' or 'good' by most respondents, with all except for 'recreational facilities' and 'public toilet facilities' achieving a positive score.
- 5.31 The household survey indicated that the aspects of Cowplain rated as being above average by the greatest proportion of residents who lived closest to Cowplain were 'banks and building societies' (0.77), 'moving around on foot' (0.77), 'estate agents and other office uses' (0.71) and 'access by foot' (0.67). Conversely, 'public toilet facilities' (-0.25) and 'recreational facilities' (-0.16) were rating as being below average whilst the 'range of non-food shops' was recorded as being 'average' (0.02).
- 5.32 Overall, Emsworth was viewed as being an attractive centre with the best average score (0.54). Aspects rated as being above average in Emsworth included 'appearance and character' (0.95), 'estate agents and other office uses' (0.93) and 'moving around on foot' (0.93). Only 'recreational facilities' (-0.05) were deemed to be below average.
- 5.33 Within Havant town centre, 'banks and building societies' (0.77), 'moving around on foot' (0.74) and 'estate agents and other office uses' (0.69) were rated the highest followed by 'access by bus or train' (0.67), 'access by cycle' (0.63) and 'access by foot' (0.58). Clearly this implies that residents perceive the town centre to be accessible by a range of transport facilities. 'Public toilet facilities' were noted as being below average, achieving a score of -0.33.
- 5.34 Leigh Park achieved an overall score of 0.20, achieving the lowest rating of all six centres. The best performing aspects of the centre were identified as being 'access by foot' (0.84), 'access by cycle' (0.79) and 'moving around on foot' (0.71). Conversely, a majority of respondents who lived closest to Leigh Park rated 'recreational facilities' (-0.56), 'range of non-food shops' (-0.52), 'estate agents and other office uses' (-0.44), 'appearance and character' (-0.42) and 'restaurant/ fast food facilities' (-0.16) as being below average.
- 5.35 Aspects that were rated as being above average by residents living nearest to Mengham/Gable Head were 'moving around on foot' (0.84), 'access by foot' (0.83), 'personal safety' (0.74) and 'access by car' (0.74). Only one aspect, 'recreational facilities', was rated as being below average, achieving a score of -0.29. The 'range of

food shops', 'range of non-food shops' and 'restaurant/fast food facilities' were deemed to be average.

- 5.36 Waterlooville achieved an overall score of 0.35. The aspects viewed most positively by residents living closest to the centre were 'banks and building societies' (0.83), 'estate agents and other office uses' (0.78) and 'moving around on foot' (0.78). However 'public toilet facilities' (-0.34), 'recreational facilities' (-0.32) and 'restaurant/fast food facilities' (-0.02) were all recorded by a majority of residents as being below average.

Leisure Activities

Cinemas

- 5.37 Within the study area, 55% of respondents stated that either they or their family visit the cinema. This is slightly higher than NLP's average derived from similar surveys across the Country (51.0%). The most popular destinations were cinemas in Portsmouth (80.5%), followed by Chichester (13.4%). The lack of cinema provision in Havant Borough is reflected in the poor retention rate of cinema trips, with only a small proportion of respondents indicating that they visit Havant Arts Centre (0.7%).

Theatre

- 5.38 Within the study area, 46.8% of respondents indicated that they or their family visit the theatre, compared with NLP's average for other surveys of only 42.5%. Of those residents who did visit the theatre, the most popular destination was Chichester (31.6%), followed by the West End, London (21.8%), Portsmouth (15.4%) and Southampton (15.5%). A small proportion of respondents visited destinations within the Borough, Havant Arts Centre, Havant (2.2%) and Station Theatre (HIADS), Hayling Island (1.7%).

Pubs/Bars

- 5.39 Approximately 49% of respondents stated that they visit pubs/bars facilities, which is slightly higher than the NLP average from other surveys (47.5%). Of those residents who did visit pubs/bars, a wide range of local destinations were cited as their last destination. The most popular last destinations for such purposes were Portsmouth (22.5%), Havant (10%), Hayling Island (7.5%) and Waterlooville (7.1%).

Restaurants

- 5.40 Over 75% of respondents indicated that they or their family visit restaurants, which was the most popular leisure activity, and is above the NLP average for other surveys (67.9%). As with pubs/ bars, residents stated a range of destinations when asked where they last visited a restaurant. Portsmouth was the most popular last destination (29%) followed by Emsworth (7.4%), Havant Town (5.5%) and Hayling Island (5.3%).

Nightclubs / Live Music

- 5.41 Just over 8% of respondents indicated that they or their family visit nightclubs/ live music venues compared to NLP's average from other similar surveys of 9.9%. The most popular last destination for visiting a nightclub/music venue was Portsmouth (79.3%). A small proportion of respondents indicated that their last visit was to Southsea (6.2%). No destinations within the Borough were identified by residents as their last destination for visiting a nightclub/music venue.

Bingo

- 5.42 Bingo proved the least popular leisure activity for residents in the study area with only 7.4% of respondents indicating that they or their family visit bingo facilities, however, this is higher than NLP's average participation rate of 5.1% as derived from other similar surveys. The most popular destination for those residents who did play bingo was the Crown Bingo Club at Leigh Park (41.4%) followed by facilities in Portsmouth (29.5%) and Crown Bingo Club in Cosham (13.1%).

Health and Fitness Clubs

- 5.43 The household survey revealed that 27% of respondents visit health and fitness clubs which is slightly higher than the NLP average participation rate from other surveys (25.6%). A relatively high proportion of respondents last visit was to facilities within the Borough with Horizon Leisure Centres in Havant (17.4%), Horizon Centre in Waterlooville (13.4%) and Fitness First in Waterlooville (7.7%) being the most popular destinations within the Borough. A relatively high proportion of respondents last visit was to facilities in Portsmouth (14.6%).

Tenpin Bowling

- 5.44 Nearly a quarter of respondents (24.9%) indicated that either they or members of their family visit tenpin bowling facilities which is higher than NLP's average derived from other surveys (18.1%). Of those respondents who do visit tenpin bowling facilities, AMF Bowling at Havant Retail Park was the most popular last destination (73.7%). This was followed by Portsmouth (17.6%) and Chichester (4.4%).

Key Messages from the Household Survey Results

5.45 The key findings of the household survey are summarised below:

- Large food stores are the most popular destinations for main food shopping and the preferred location of these food stores varies across the study area, albeit Asda, Bedhampton was the most popular destination overall.
- Overall 86.4% of households indicated that they undertook small scale shopping or top-up shopping trips in addition to their main food shopping trips.
- A high proportion of respondents use the car as their main mode of travel for their food and non-food shopping, the proportion is higher than NLP's national average derived from other surveys.
- Many respondents use their closest town centre for comparison shopping with Havant Town Centre the most popular destination in the East of the Borough and Waterlooville Town Centre the most popular destination in the West of the Borough.
- With regards to specific items, the internet was the most popular choice for electrical goods apart from Hayling Island where Ocean Retail Park was the most popular destination. For domestic appliances the internet was also the most popular destination, apart from those living in the East of the Borough where Havant Town Centre was the most popular destination. For DIY and hardware items, B&Q in Havant was the most popular destination.
- Just over half of the respondents regularly buy goods over the internet, with the most popular goods purchased being books, CDs, toys etc.
- When assessing the town/district centres performance, the majority of aspects were considered to be 'average' or 'good' apart from recreational facilities and public toilet facilities which had a negative score overall.
- A range of different leisure activities were undertaken by residents within the study area. Overall, visiting restaurants was the most popular activity (over 75% of respondents indicated that they or their family visit restaurants). Where facilities were available within Havant Borough, residents tended to frequent these although leakage to destinations outside of the Borough was high for theatre, cinema and health and fitness activities.

6.0 HAVANT TOWN CENTRE

Introduction

6.1 Havant Town Centre is a former market town that has built up around the crossroads formed by North Street, East Street, South Street and West Street. The centre is reasonably compact with the main shopping areas located along the pedestrianised section of West Street and within the Meridian Shopping Centre. The centre is defined as a Town Centre in the Havant Borough District Wide Local Plan (2005) and is identified as serving the eastern area of the borough. The Havant town centre inset map identifies the majority of Havant town centre as within a conservation area. Havant Town Centre is bounded predominantly by residential areas with some employment areas to the West, the railway line to the North and the A27 dual carriageway to the South.

Mix of Uses and Occupier Representation

6.2 Havant Town Centre's key roles include:

- *convenience shopping* – including bakers, a newsagent, an off licence, a butchers and health food shops. There are also several supermarkets including an Iceland, Tesco and Waitrose;
- *comparison shopping* - a small proportion of national multiple retailing shops alongside a selection of independent retailers selling a range of low and medium order goods.
- *services* – including a reasonable range of cafés, restaurants and takeaways, a good range of high street national banks/building societies, a good range of hairdressers and beauty parlours, a launderette and dry cleaners and an undertakers;
- *entertainment* – including several pubs/bars and two amusement arcades; and
- *community uses* – including library, advice services, social clubs, place of worship and health services.

6.3 Havant Town Centre has 181 retail/service units (excluding non-retail Class A uses). Table 6.1 sets out the mix of uses in Havant Town, compared with the Goad national average. The centre has a reasonably different mix of uses compared with the national average. The proportion of comparison retail units is lower than the national average as is the proportion of convenience units, which are the shops that provide

the centre its main shopping function. The proportions of A1 and A2 service units are above the national average. There is a smaller proportion of A3 and A5 units than the national average. The proportion of vacant units is above the national average. The vacant units appear well dispersed throughout the centre, although there are several vacancies evident on Market Parade.

Table 6.1: Havant Town Centre Use Class Mix by Unit

Type of Unit	Number of Units	Proportion of Total Number of Units (%)	
		Havant	National Average*
Comparison Retail	65	37.6	45.0
Convenience Retail	13	7.5	9.1
A1 Services	28	16.2	10.6
A2 Services	23	13.3	9.6
A3 and A5	17	9.8	14.4
A4	8	N/A	N/A
Vacant	27	15.6	11.3
Total	181	100.0	100.0

Source: Goad Plans (March 2008)

* UK average relates to all town centres surveyed by Goad Plans (Jan 2008)

N.B. Class A4 Uses (Pubs/Bars) not included in GOAD Plans Average

Retailer Representation

- 6.4 Havant Town Centre has a reasonable selection of comparison shops (65) reflecting the centre's role as one of the two main town centres within the Borough, as identified in the adopted Local Plan. Table 6.2 provides a breakdown of comparison shop uses by goods categories.

Table 6.2: Havant Town Centre Breakdown of Comparison Units

Type of Unit	Havant		UK Average*
	Units	%	%
Clothing and Footwear	15	23.1	27.5
Furniture, carpets and textiles	3	4.6	8.7
Booksellers, arts, crafts and stationers	4	6.2	9.2
Electrical, gas, music and photography	6	9.2	10.0
DIY, hardware & homewares	5	7.7	6.3
China, glass, gifts & fancy goods	2	3.1	3.7
Cars, motorcycles & motor access.	0	0	2.9
Chemists, drug stores & opticians	8	12.3	8.8
Variety, department & catalogue	2	3.1	2.0
Florists, nurserymen & seedsmen	3	4.6	2.2
Toys, hobby, cycle & sport	4	6.2	5.2
Jewellers	2	3.1	5.2
Other comparison retailers	11	16.8	8.3
Total	65	100.0	100.0

Source: Goad Plans (March 2008)

* UK average relates to all town centres surveyed by Goad Plans (Jan 2008)

6.5 All categories of comparison goods identified are represented within the centre, except 'cars, motorcycles and motor accessories', with a broadly similar profile of uses to the national average. The proportions of 'clothing/footwear' and 'furniture carpets and textiles' retail units are both below the national average. The proportion of 'chemists, drug stores and opticians' is above the national average. The proportion of 'other comparison retailers' is significantly higher than the national average, reflecting the number of charity shops and pet shops. The representation of other goods categories vary slightly from the national average, but with the broad profile generally similar. Major national multiple comparison retailers present in the centre include:

- Boots the Chemist;
- Argos;
- QS;
- Superdrug;
- Savers;
- Robert Dyas;
- Clinton Cards;
- WH Smith;
- Specsavers;
- New Look;
- Shoefayre;
- Clarks;
- F Hinds;
- O2; and
- Wilkinson

Service Uses

6.6 Havant Town Centre has a good range of service uses, with a reasonable choice of service provider in most of the categories, as shown in Table 6.3. The centre has a relatively low proportion of 'restaurant, cafes and takeaways' compared with the national average. The proportions of 'estate agents and valuers', 'hairdressers and beauty parlours' and 'travel agents' are all above the national averages. The proportion of 'banks and other financial services' is similar to the national average as is the proportion of 'laundrettes and dry cleaners'.

Table 6.3: Havant Town Centre Analysis of Selected Service Uses

Type of Use	Havant		UK Average*
	Units	%	%
Restaurants, cafes & takeaways	17	29.8	43.3
Banks/other financial services	8	14.0	15.1
Estate agents and valuers	10	17.6	11.8
Travel agents	4	7.0	4.7
Hairdressers & beauty parlours	16	28.1	22.2
Laundrettes and dry cleaners	2	3.5	2.9
Total	57	100.0	100.0

Source: Goad Plans (March 2008)

* UK average relates to all town centres surveyed by Goad Plans (Jan 2008)

N.B. 'Restaurants, cafés and takeaways' does not include the 8 pubs in the centre

- 6.7 Seven high street banks/building societies are represented within Havant Town Centre, namely HSBC, Natwest, Barclays, Lloyds TSB, Alliance and Leicester, Halifax and Nationwide. Other service uses in Havant Town Centre include bookmakers, clothing alterations, photographers and cobblers. In addition to Class A service uses Havant Town Centre has several other non-retail uses including several places of worship, doctor's surgeries, dental surgeries, employment agencies and social clubs.
- 6.8 Overall Havant Town Centre offers a limited mix of independent and national multiple retailers selling a range of categories of goods and services. The centre has a reasonably good localised shopping function with good provision of convenience shops, including a choice of supermarkets. The comparison retail offer in the town centre caters for a wide range of high and low order goods. However, the national multiple comparison retailers either serve a more localised function or are at the discount end of the market. This may be caused by the close proximity of the Central and Solent Retail Parks just beyond the town centre boundary, which provide further national multiple comparison retailer presence.

Health Check Summary

- 6.9 Havant Borough Council produced a vitality and viability assessment for Havant town centre in November 2005. This assessment examined the health of the town centres against six performance indicators; non-food market share rates; public perceptions ratings; pedestrian footfall; vacancy rates; Class A1 retail representation; and rental levels. The health check identified that four of the six principle indicators of economic health indicated that Havant Town is an under-performing centre. The main conclusions of this health check were:
- Non-food market share rates from 1999 to 2003 declined from 16.3% to 13.2%. This was greater than the retail impact assessment carried out in 2000 anticipated, due to the impacts of Gunwharf Quays in Portsmouth and West Quay in Southampton.
 - Retailer representation within the primary shopping frontages declined between 2001 and 2005 from 77% of all units in Class A1 use to 74%.
 - The vacancy rate in 2005 was 11%, above the 10% national average at that time. This was a significant fall from the 17% vacancy rate recorded in 2001.
 - The public perception ratings of Havant town centre fell significantly between 2001 and 2003. There was a decline of 36% in the proportion of respondents rating the range of non-food shops in the town centre as 'good' between 2001

and 2003. There was also a decline of 10.5% in the proportion of respondents rating the range of food shops as 'good'. Overall public perceptions of Havant Town were low for, the price and quality of goods, the range of restaurant and fast-food facilities and the centres appearance and character. It rated well on transport and recreational facilities.

- Overall pedestrian flows in Havant town centre fell 5.5% between surveys undertaken in 2002 and 2004.
- Zone A rental levels between 1999 and 2004 increased by 50% in the prime retail areas.

6.10 Our updated audit assessments indicate that since this 2005 health check the vacancy rate appears to have increased. However, Zone A rents have remained at the same level. This suggests that the overall health of Havant Town Centre has potentially deteriorated since the 2005 health check assessment, although further monitoring of all six factors by the Council should be continued, in order to ensure a standard approach to monitoring trends in the health of Havant Town Centre.

7.0 WATERLOOVILLE TOWN CENTRE

Introduction

7.1 Waterloooville Town Centre and its residential surrounds are attributable to the considerable increase in development post-war. Although originally an 18th century settlement the town centre developed to support the expanding residential neighbourhoods. In 1980 the A3 (M) motorway opened, diverting through-traffic allowing the northern end of London to be pedestrianised. Waterloooville contains two small 1970s pedestrian precincts, The Precinct and Wellington Way, as well as the new Dukes Walk Shopping Centre. Waterloooville Town Centre has two major supermarkets, the Asda off Maurepas Way and the Waitrose on Dukes Walk. Waterloooville Town Centre is bounded predominantly by residential areas although to the north, adjacent to the town centre boundary, is the Wellington/Hambleton Road Retail Park.

Mix of Uses and Occupier Representation

7.2 Waterloooville Town Centre's key roles include:

- *convenience shopping* – including a grocer's, newsagent's, health food shops, bakers, a butcher's and a sandwich shop. There are also several supermarkets including an Iceland, a Waitrose and an Asda;
- *comparison shopping* - a small proportion of national multiple retailing shops alongside a selection of independent retailers selling a range of low and high order goods.
- *services* – including a small range of cafés, restaurants and takeaways, a good range of high street national banks/building societies, a good range of hairdressers and beauty parlours, travel agents, a dry cleaners and an undertakers;
- *entertainment and leisure* – including two public houses, several amusement centres and a fitness first gym; and
- *community uses* – including a library, a place of worship and public advice centres.

7.3 Waterloooville Town Centre has 163 retail/service units (excluding non-retail Class A uses). Table 7.1 sets out the mix of uses in Waterloooville, compared with the Goad national average. The centre has a slightly different mix of uses compared with the

national average. The proportion of comparison retail units and A2 service units are both higher than the national averages. Conversely, the proportion of A3/A5 units is lower than the national average. Waterlooville has similar proportions of convenience retail units and A1 service retail units to the national averages. The proportion of vacant units is significantly below the national average, suggesting a reasonable demand for premises. The vacant units appear well dispersed throughout the centre, with no clusters evident.

Table 7.1: Waterlooville Town Centre Use Class Mix by Unit

Type of Unit	Number of Units	Proportion of Total Number of Units (%)	
		Waterlooville	National Average*
Comparison Retail	81	50.3	45.0
Convenience Retail	13	8.1	9.1
A1 Services	19	11.8	10.6
A2 Services	24	14.9	9.6
A3 and A5	15	9.3	14.4
A4	2	N/A	N/A
Vacant	9	5.6	11.3
Total	163	100.0	100.0

Source: Goad Plans (Feb 2008)

* UK average relates to all town centres surveyed by Goad Plans (Jan 2008)

N.B. Class A4 Uses (Pubs/Bars) not included in GOAD Plans Average

Retailer Representation

7.4 Waterlooville Town Centre has a reasonable selection of comparison shops (81) reflecting the centre's role as one of the two main town centres within the Borough, as identified in the adopted Local Plan. Table 7.2 provides a breakdown of comparison shop uses by goods categories.

7.5 Table 7.2: Waterlooville Town Centre Breakdown of Comparison Units

Type of Unit	Waterlooville		UK Average*
	Units	%	%
Clothing and Footwear	14	17.3	27.5
Furniture, carpets and textiles	9	11.1	8.7
Booksellers, arts, crafts and stationers	5	6.2	9.2
Electrical, gas, music and photography	9	11.1	10.0
DIY, hardware & homewares	4	4.9	6.3
China, glass, gifts & fancy goods	5	6.2	3.7
Cars, motorcycles & motor access.	2	2.5	2.9
Chemists, drug stores & opticians	10	12.3	8.8
Variety, department & catalogue	2	2.5	2.0
Florists, nurserymen & seedsmen	2	2.5	2.2
Toys, hobby, cycle & sport	6	7.4	5.2
Jewellers	3	3.7	5.2
Other comparison retailers	10	12.3	8.3
Total	81	100.0	100.0

Source: Goad Plans (Feb 2008)

* UK average relates to all town centres surveyed by Goad Plans (Jan 2008)

7.6 All categories of comparison goods identified are represented within the centre with a broadly similar profile of uses to the national average, though with some notable differences. The proportion of 'clothing and footwear' retail units is significantly below the national average, with the proportion of 'booksellers, arts, craft and stationary' units also below the national average. The proportions of 'furniture, carpets and textiles', 'china, glass, gifts and fancy goods', 'chemists, drug stores & opticians' and 'other comparison retailers' are all notably above the national averages. The proportions of the other comparison goods classes are comparable with the national averages. Major national multiple comparison retailers present in the centre include:

- Boots the Chemist;
- Birthdays;
- Superdrug;
- QS;
- Dorothy Perkins;
- Wilkinson;
- Gamestation;
- Savers;
- Cardfair;
- Robert Dyas;
- Wickes;
- Ethel Austin;
- Specsavers;
- Bon Marche
- New Look;
- La Senza;
- Bathstore.com;
- Clarks;
- Shoe Zone;
- Peacocks;
- The Edinburgh Woollen Mill
- O2; and
- The Carphone Warehouse

Service Uses

7.7 Waterlooville Town Centre has a reasonable range of service uses, with all of the selected key service uses represented, as shown in Table 7.3. The centre has a relatively low proportion of 'restaurant, cafes and takeaways' compared with the national average. The proportion of 'estate agents and valuers' and 'travel agents' is significantly higher than the national average. The centre has a good representation of 'hairdressers and beauty parlours' and 'banks and other financial services', although these uses have similar proportions of units to the national average.

Table 7.3: Waterlooville Town Centre Analysis of Selected Service Uses

Type of Use	Waterlooville		UK Average*
	Units	%	%
Restaurants, cafes & takeaways	15	28.2	43.3
Banks/other financial services	8	15.1	15.1
Estate agents and valuers	14	26.4	11.8
Travel agents	4	7.6	4.7
Hairdressers & beauty parlours	11	20.8	22.2
Launderettes and dry cleaners	1	1.9	2.9
Total	53	100.0	100.0

Source: Goad Plans (Feb 2008)

* UK average relates to all town centres surveyed by Goad Plans (Jan 2008)

N.B. 'Restaurants, cafés and takeaways' does not include the 2 pubs in the centre

7.8 Seven high street banks/building societies are represented within Waterlooville, namely HSBC, Natwest, Barclays, Lloyds TSB, Abbey, Halifax and Nationwide. In addition to Class A service uses Waterlooville Town Centre has several other non-retail uses including a fitness first gym, amusement centres and a library,

7.9 Overall Waterlooville town centre offers a limited mix of independent and national multiple retailers selling a range of categories of goods and services. The centre has a good localised shopping function with good provision of convenience shops, including a choice of supermarkets. The comparison retail offer in the town centre caters for a range of high and low order goods with a reasonable number of national comparison retailers. The close proximity of Wellington Retail Park, adjoining the town centre boundary, provides further national multiple comparison retailer presence.

Health Check Summary

7.10 Havant Borough Council produced a vitality and viability assessment for Waterlooville Town Centre in November 2005. This assessment examined the health of the town centre against six performance indicators; non-food market share rates; public perceptions ratings; pedestrian footfall; vacancy rates; Class A1 retail representation; and rental levels. The health check identified that four of the six principle indicators of economic health indicated that Waterlooville is performing well. The main conclusions of this health check were:

- Non-food market share rates from 2001 to 2003 increased from 16.5% to 19.8%. This was attributed to clawback from Portsmouth following new retail floorspace in Waterlooville.

- Retailer representation within the primary shopping frontages declined only very slightly from 84% of all units in Class A1 use in 2001 to 83% in December 2004.
- The vacancy rate in 2005 was 6%, significantly below the 10% national average at that time. However, this was the highest vacancy rate since the marketing of the new units in Dukes Walk Shopping Centre in 2001 and a slight increase from the 4% vacancy rate in 2004.
- The public perception ratings of Waterloooville Town Centre improved slightly between 2001 and 2003. There was a decline of 14% in the proportion of respondents rating the range of food shops in the town centre as 'good' between 2001 and 2003. However, this was countered by the rise of 48% in the proportion of respondents rating the range of non-food shops as 'good'. Overall public perceptions of Waterloooville were low for the centre's appearance and character. It scored well on public perceptions of movement on foot and freedom from traffic.
- Overall pedestrian flows in the town centre fell 9.9% between surveys undertaken in 2002 and 2004.
- Zone A rental levels between 1999 and 2004 increased by 33% in the prime retail areas.

7.11 Our updated audit assessments show that since this 2005 health check the vacancy rate appears to have remained reasonably constant. Zone A rents have risen from £484 per sq m to £538 per sq m. This suggests that the overall health of Waterloooville Town Centre has potentially improved since the 2005 health check assessment, although further monitoring of all six factors by the Council should be continued, in order to ensure a standard approach to monitoring trends in the health of Waterloooville Town Centre.

8.0 OTHER CENTRES

Leigh Park District Centre

- 8.1 Leigh Park district centre is a purpose built 1950's shopping precinct that was built to serve the suburb during the post-war expansion of Havant for Portsmouth over-spill housing. The centre is fully pedestrianised with large surface level public car parks surrounding the centre. Overall provision of facilities in Leigh Park district centre is reasonable, with a range of unit types as shown in Table 8.1.

Table 8.1: Leigh Park Use Class Mix by Unit

Type of Unit	Number of Units	Proportion of Total Number of Units (%)	
		Leigh Park	National Average*
Comparison Retail	31	41.3	45.0
Convenience Retail	10	13.3	9.1
A1 Services	7	9.3	10.6
A2 Services	4	5.4	9.6
A3 and A5	8	10.7	14.4
A4	0	N/A	N/A
Vacant	15	20.0	11.3
Total	75	100.0	100.0

Source: Goad Plans (Jan 2007)

* UK average relates to all town centres surveyed by Goad Plans (Jan 2008)

N.B. Class A4 Uses (Pubs/Bars) not included in GOAD Plans Average

- 8.2 The centre's retail offer is orientated towards meeting the day-to-day shopping needs of the centre's immediate catchment population for convenience and lower order comparison goods. This is highlighted by the range of supermarkets including Tesco Metro, Netto and Iceland, and the provision of a butchers, bakers and greengrocers. A Lidl foodstore was under construction at the time of the household survey and opened in December 2008.
- 8.3 The range of national multiple retailers present also highlights Leigh Park's local role with Superdrug and Boots the Chemist two of the major retailers present. The centre also provides other important local service functions including provision of a bank, hairdressers and take-away food businesses. The vacancy rate was 20% in January 2007, which is significantly above the national average.
- 8.4 A vitality and viability assessment of Leigh Park district centre was carried out by Havant Borough Council in July/August 2006. It concluded that the main weakness of the centre is that vitality and viability of the centre is constrained by the extensive

inactive frontages. The assessment also identified a resistance to take-up of empty units and a lack of representation by some service categories such as travel agents, estate agents, laundrettes and dry cleaners, as well as some comparison categories such as florists, men's clothing and jewellers, which are not represented in the centre.

8.5 The vitality and viability assessment identified that most of the key performance indicators showed downward trends. The main indicators show:

- Retailer representation within the primary shopping frontages declined from 83% of all units in Class A1 use in 2003 to 71% in 2007. The secondary frontages saw a slight rise in Class A1 use over the same period.
- The vacancy rate identified in the assessment was 17.5%, significantly higher than the UK average.
- The public perception ratings of Leigh Park fell significantly between 2001 and 2003. There was a decline of 41% in the public's perception of the centre's food shopping facilities. However, this was slightly mitigated by a rise of 12% in the public's perception of the centre's non-food shopping facilities.
- Overall pedestrian flows in the town centre fell 27% between surveys undertaken in 2000 and 2006. However, footfall increased by 18% between 2004 and 2006 at the primary pitch outside Tesco.
- Zone A rental levels between 2004 and 2006 fell by 25% in the prime retail areas.

8.6 Overall the assessment identifies that Leigh Park district centre continues to decline and is in a poor state of economic health. Although the centre appears to serve an important local function, there are significant gaps in the representation of retailers and the high vacancy rate suggests low demand for premises.

Emsworth District Centre

8.7 Emsworth District Centre is an historic village built up following the establishment of the town as a fishing port, although today the harbour is predominantly used for recreational purposes. The centre's main shopping area is situated south of the A259 with the majority of frontages located in High Street and stretching away south from St. Peter's Square. Overall provision of facilities in Emsworth District Centre is good, with a range of unit types as shown in Table 8.2.

Table 8.2: Emsworth District Centre Use Class Mix by Unit

Type of Unit	Number of Units	Proportion of Total Number of Units (%)	
		Emsworth	National Average*
Comparison Retail	28	31.8	45.0
Convenience Retail	14	15.9	9.1
A1 Services	16	18.2	10.6
A2 Services	16	18.2	9.6
A3 and A5	12	13.6	14.4
A4	4	N/A	N/A
Vacant	2	2.3	11.3
Total	90	100.0	100.0

Source: Goad Plans (Aug 2007)

* UK average relates to all town centres surveyed by Goad Plans (Jan 2008)

N.B. Class A4 Uses (Pubs/Bars) not included in GOAD Plans Average

- 8.8 The centre's retail offer is dominated by local independent businesses providing comparison and convenience goods as well as important local services. This is highlighted by the range of independent comparison retailers, with none of the major brand national comparison retailers present. The main supermarkets, Co-op and Tesco Express, are complemented by a range of independent greengrocers, butchers, newsagents as well as a bakery and a delicatessen. The centre also provides other important local service functions including provision of three high street banks as well as independent businesses including hairdressers, a travel agent, a cobbler's, a watch repairs shop and a dry cleaners. The centre also has a good provision of restaurants and public houses, ensuring a vibrant evening economy. The vacancy rate was 2.3% in August 2007, which is significantly below the national average.
- 8.9 A vitality and viability assessment of Emsworth District Centre was carried out by Havant Borough Council in July/August 2006. It concluded that Emsworth maintains its role as a small shopping centre in a pleasant village atmosphere, with shops well supported by the local community and additional trade from tourists. The assessment also highlights that Emsworth was rated highly in the 'Clone Town Britain' survey in 2005, reflecting that Emsworth has retained its local identity better than most small towns.
- 8.10 The vitality and viability assessment identified that the key performance indicators showed were broadly positive. The main indicators show:
- Retailer representation within the primary shopping frontages declined slightly from 64% of all units in Class A1 use in 2003 to 60% in 2006. The centre particularly has a relatively limited representation of comparison retailers.

- The vacancy rate identified in the assessment was 5%, significantly lower than the UK average.
- The public perception ratings of Emsworth rose significantly between 2001 and 2003. There was an overall increase of 46% in the public's perception of the centre's food and non-food shopping facilities. The centre was also rated as the best in the Borough for its general shopping environment, character and appearance.
- Overall pedestrian flows in the town centre marginally increase by 0.8% between surveys undertaken in 2003 and 2006. However, footfall decreased 16% between 2003 and 2006 at the primary pitch outside NatWest Bank.
- Zone A rental levels between 2003 and 2006 rose by 14% in the prime retail areas.

8.11 Overall the assessment identifies that Emsworth District Centre continues to be a vital and viable District Centre providing an important local function whilst retaining a distinctive character and its largely independent nature. There appears to be some scope to improve Class A1 representation in the primary frontages, with gaps in the retail offer for comparison goods including 'clothing and footwear', 'toys, hobby, cycle and sport' and 'jewellery'.

Cowplain District Centre

8.12 Cowplain District Centre is a shopping parade located on the west side of London Road to the north of Waterlooville Town Centre. It developed to serve the post-war residential areas in the locality and also serves parts of nearby parishes of Winchester and East Hampshire. The centre is the smallest of the four district centres with only 39 retail/service units. Overall provision of facilities in Cowplain District Centre is good for a centre of its size, with a range of unit types as shown in Table 8.3.

Table 8.3: Cowplain District Centre Use Class Mix by Unit

Type of Unit	Number of Units	Proportion of Total Number of Units (%)	
		Cowplain	National Average*
Comparison Retail	12	30.8	45.0
Convenience Retail	5	12.8	9.1
A1 Services	6	15.4	10.6
A2 Services	10	25.6	9.6
A4	1	N/A	N/A
A3 and A5	6	15.4	14.4
Vacant	0	0.0	11.3
Total	39	100.0	100.0

Source: *Goald Plans (July 2006) and Havant Borough Council (Mar 2008)*

* UK average relates to all town centres surveyed by *Goald Plans (Jan 2008)*

N.B. Class A4 Uses (Pubs/Bars) not included in *GOAD Plans Average*

- 8.13 The centre caters for a day-to-day top-up shopping function with a small selection of convenience retailers including Lidl and Co-op supermarkets. The centre does not realistically fulfil a comparison shopping role with relatively few comparison retail units and limited representation across all comparison goods trade categories. The small retail units in the centre are predominantly occupied by independent businesses. There were no vacant units at the time of the survey in July 2006. This suggests a strong demand for premises in the district centre and is significantly different to most town and district centres which usually experience at least some vacancies as a natural turnover of occupiers occurs.
- 8.14 A vitality and viability assessment of Cowplain District Centre was carried out by Havant Borough Council in July/August 2006. It concluded that the centre continues to improve its vitality and viability. In particular the zero vacancy rate highlights good general economic health, although this has been at the expense of Class A1 retail units with a significant number of service uses occupying units in the centre. The assessment identifies that the centre suffers from heavy traffic flows along London Road and therefore the general environment of the centre is relatively poor. The low number of comparison retailers means that many of the goods categories are under represented, most notably clothing retailers, highlighting Cowplain's local shopping function. Whilst the convenience offer is reasonable there are gaps in the provision of newsagents and bakeries.
- 8.15 The vitality and viability assessment identified that the key performance indicators showed varied trends. The main indicators show:
- Retailer representation within the primary shopping frontages declined slightly from 61% of all units in Class A1 use in 2003 to 58% in 2007. The secondary

frontages saw a slight decline in Class A1 use over the same period, meaning the centre as a whole has only a limited goods retailing function.

- The vacancy rate identified in the assessment was 0%, which is reasonably uncommon and highlights good demand for premises.
- The public perception ratings of Cowplain fell slightly between 2001 and 2003. There was a decline of 18% in the public's perception of the centre's food shopping facilities. The rating for non-food shopping continued to be rated very poorly, with no respondents rating the centre as 'good', instead preferring to shop in Waterlooville and Portsmouth for these goods.
- Overall pedestrian flows in the town centre fell 15% between surveys undertaken in 2003 and 2006 representing continued steady decline since 1999. There was also a 10% decline in footfall at the prime pitch of the centre.
- Zone A rental levels between 2003 and 2006 increased by 33% in the prime retail areas, reflecting the zero vacancy rate and limited supply of floorspace.

8.16 Overall the assessment identifies that Cowplain District Centre is performing a practical day-to-day shopping function for the local area. Although the centre does not fulfil a comparison shopping role and suffers from some environmental problems associated with the high levels of traffic, it provides an important top-up shopping function and has a reasonable evening economy with several restaurants.

Mengham/Gable Head District Centre

8.17 Mengham and Gable Head are two centres located in the southern area of Hayling Island. They are linked by Elm Grove, a C classified road, and are twinned to form the Mengham and Gable Head District Centre. Mengham is the principle shopping area on Hayling Island with 63 units and Gable Head is smaller with 32 units. Both were developed in the 1960s and 70s to meet the needs of the residential areas they are respectively located in and also to accommodate tourist trade in the peak holiday season. Overall provision of facilities in Mengham and Gable Head District Centre is good, with a range of unit types comparable with the national average, as shown in Table 8.4.

Table 8.4: Mengham/Gable Head District Centre Use Class Mix by Unit

Type of Unit	Number of Units	Proportion of Total Number of Units (%)	
		Leigh Park	National Average*
Comparison Retail	43	45.2	45.0
Convenience Retail	9	9.5	9.1
A1 Services	13	13.7	10.6
A2 Services	14	14.7	9.6
A3 and A5	9	9.5	14.4
A4	1	N/A	N/A
Vacant	7	7.4	11.3
Total	95	100.0	100.0

Source: Goad Plans (July 2006) and Havant Borough Council (Mar 2008)

* UK average relates to all town centres surveyed by Goad Plans (Jan 2008)

N.B. Class A4 Uses (Pubs/Bars) not included in GOAD Plans Average

- 8.18 The centre's retail outlets are predominantly independent traders offering a range of convenience and comparison shopping to the local population of south Hayling. The centres particularly provide a main convenience shopping function with a Somerfield supermarket in Mengham and a Co-op supermarket in Gable Head as well as a Tesco Express. The district centre maintains a reasonable proportion of captive shoppers, with many residents either unable shop off of the island due to travel constraints on themselves or preferring to shop on the island. The vacancy rate was 7.4% in July 2006, which is below the national average.
- 8.19 A vitality and viability assessment of Mengham and Gable Head District Centre was carried out by Havant Borough Council in July/August 2006. It concluded that Class A1 retail representation was good, reflecting the centres important local role on the Island. The assessment also identified that there is limited opportunities to accommodate significant retail development in the centre due to physical constraints imposed by the close proximity of the surrounding residential properties. However, the assessment did highlight that environmental improvements to the public realm, as previously successfully implemented along Mengham Road, could enhance the shopping experience.
- 8.20 The vitality and viability assessment identified that most of the key performance indicators showed upward trends. The main indicators show:
- Retailer representation within the primary shopping frontages declined slightly from 77% of all units in Class A1 use in 2003 to 73% in 2007. However this was countered by a rise of Class A retail units from 73% to 89% in secondary frontages over the same period, maintaining a similar level of representation.
 - The vacancy rate identified in the 2006 survey was 7%, a reduction in the number of units vacant in 2003 and below the national average.

- The public perception ratings of Mengham and Gable Head rose by 45% overall between 2001 and 2003. This represented a 52% rise in perceptions of the range of food shops and a 35% rise in perceptions of the range of non-food shops.
- Overall pedestrian flows in the town centre fell 22.5% between surveys undertaken in 2003 and 2006 including a 28% fall in footfall at the primary retail pitch outside Lloyds Pharmacy.
- Zone A rental levels between 2003 and 2006 fell by 25% in the prime retail areas.

8.21 Overall the assessment identifies that Mengham and Gable Head District Centre continues to provide an important local shopping function to the residents of south Hayling. The centre has a broad range of retail and service traders with most categories represented. However, there are gaps in the retail offer with no off licences or travel agents within the centre. There is also scope for physical improvements.

Local Shopping Facilities

8.22 A survey of out-of-centre small shops was carried out by Havant Borough Council in July and August 2006 to inform the Out of Centre Local Shopping Provision report published in January 2007.

8.23 The report states that in total there were 308 out-of-centre small shops within the Borough in 2006. The four wards with very poor provision were Battins, Emsworth, Stakes and St Faiths and the three wards with above average provision were Hayling East, Hayling West and Purbrook.

9.0 THE NEED FOR NEW RETAIL DEVELOPMENT

Introduction

- 9.1 This section assesses the quantitative and qualitative scope for new retail floorspace in Havant Borough in the period from 2008 to 2026. It sets out the methodology adopted for this analysis and provides a quantitative capacity analysis in terms of levels of spending for convenience and comparison shopping. A qualitative assessment of the range and scale of existing shopping facilities has been undertaken.
- 9.2 All monetary values expressed in this analysis are at 2007 prices, consistent with Experian's base year expenditure figures for 2007. Expenditure data for 2008 is not currently available and 2007 is the most up to date information.

Methodology and Data

- 9.3 The quantitative analysis is based on a defined study area that covers Havant Borough together with the neighbouring authorities of Chichester, East Hampshire, Fareham, Portsmouth and Winchester. The study area is sub-divided into 22 survey zones as explained in Section 5. In approximate terms, Havant Borough is covered by 10 of the study area zones, as follows:
- Havant Borough East – Zones 1 to 5, plus Zone 22 (Hayling Island);
 - Havant Borough West – Zones 7 to 10.
- 9.4 The extent of the study area is based on postcode area boundaries and the proximity of competing shopping destinations, i.e. shopping facilities within the study area are expected to attract a significant proportion of their trade from residents within the study area, although there will be an element of trade drawn from beyond the study area.
- 9.5 The level of available expenditure to support retailers is based on first establishing per capita levels of spending for the study area population. Experian's local consumer expenditure estimates for comparison and convenience goods for each of the study area zones for the year 2007 have been obtained.

- 9.6 Experian's latest national expenditure forecasts have been used to project expenditure within the study area. Unlike previous expenditure growth rates provided by The Data Consultancy (formerly URPI), which were based on past trends, Experian's projections are based on an econometric model of disaggregated consumer spending. This model takes a number of macro-economic forecasts (chiefly consumer spending, incomes and inflation) and uses them to produce forecasts of disaggregated consumer spending volumes, prices and value. The model incorporates assumptions about income and price elasticities.
- 9.7 The adopted growth rate for convenience goods is 0.3% per annum and 3.7% per annum for comparison goods. These growth rates have been used in this study to forecast expenditure per capita from 2007 to 2026.
- 9.8 To assess the capacity for new retail floorspace, penetration rates are estimated for shopping facilities within the study area. The assessment of penetration rates are based on a range of factors but primarily information gathered through the household survey. The total turnover of shops within the study area is estimated based on penetration rates and the expected level of expenditure inflow.

Population and Spending

- 9.9 The study area population for 2008 to 2026 is set out in Tables 1B in Appendix B. Experian provides population estimates for each of the survey zones at 2001 based on Census data. These have been projected forward between 2001 and 2008 based on Hampshire County Council District-wide figures for all zones except those falling within Chichester which are derived from ward-level West Sussex County projections.
- 9.10 Population projections between 2008 and 2011 are based on ward-level data for all zones derived from either Hampshire County Council or West Sussex County Council. Population projections for the remainder of the study period between 2011 and 2026 are based on Hampshire County Council District-wide figures except for those zones falling within Chichester which are derived from ward-level West Sussex County projections. The population projections take into account the proposed Major Development Areas.
- 9.11 On this basis, the population within the study area is expected to increase between 2001 and 2026 by 7.1%. Table 2B in the Appendix B sets out the forecast growth in

spending per head for convenience goods within each zone in the study area. Comparison forecasts of per capita spending are shown in Table 1C in Appendix C.

- 9.12 The Experian expenditure growth forecasts (0.3% and 3.7% for convenience and comparison goods) are much lower than the trend line growth rates, which range from 0.7% to 1.1% for convenience goods and 4.8% to 6.1% for comparison goods. We believe Experian's lower growth forecasts better reflect the likely impact of the current economic downturn, and represent a more reliable framework for planning purposes. It should also be noted that the growth rates adopted are average growth rates over future years. It is possible that actual growth rates of the next few years will be lower than this average, but higher growth should be achieved during the economic recovery.
- 9.13 The levels of available spending are derived by combining the population in Table 1B per capita spending figures in Tables 2B and 1C. For both comparison and convenience spending, a reduction has been made for special forms of trading such as mail order, e-tail (non-retail businesses) and vending machines.

Special Forms of Trading

- 9.14 Special Forms of Trading (SFT) and non-store activity is included within Experian's goods based expenditure estimates. "*Special forms of trading*" includes other forms of retail expenditure not spent in shops e.g. mail order sales, some internet sales, vending machines, party plan selling, market stalls and door to door selling. SFT needs to be excluded from retail assessments because it relates to expenditure not spent in shops and does not have a direct relationship to the demand for retail floorspace.
- 9.15 The growth in home computing, Internet connections and interactive TV may lead to a growth in home shopping and may have effects on retailing in the high street. Experian provides projections for special forms of trading and E-tailing (Retail Planner Briefing Note 6.0 – October 2008).
- 9.16 This Experian information suggests that non-store retail sales in 2008 is:
- 5.9% of convenience goods expenditure; and
 - 11.3% of comparison goods expenditure.

- 9.17 Experian predicts that these figures will increase to 8.1% and 13.9% by 2016. For convenience expenditure 5.8% of the 5.9% is estimated to be E-tailing, and the rest 0.1% is other forms of SFT e.g. mail order. E-tailing in 2004 was broken down into E-tailing through retail businesses (e.g. Tesco and Sainsbury) at 1.1% and non-retail businesses (0.5%). The E-tailing split for retail and non-retail businesses was approximately 70:30 in 2004.
- 9.18 For comparison expenditure in 2008, 9.1% of the 11.3% is estimated to be E-tailing, and the rest 2.2% is other forms of SFT e.g. mail order. E-tailing through retail businesses (e.g. Next and Argos) was 1.3% and for non-retail businesses 1.8% (e.g. Amazon) in 2004. The E-tailing split for retail and non-retail businesses was approximately 40:60 in 2004. Experian projections have been used to exclude expenditure attributed to e-tailing through non-retail businesses, which will not directly impact on the demand for retail floorspace. Based on Experian data SFT (including non-retail e-tailing but excluding e-tail through retail businesses) is 1.8% and 7.7% of total convenience and comparison goods expenditure respectively in 2008. The projections provided by Experian suggest that these percentages could increase to 2.8% and 8.9% by 2016 and have been taken into account in the forecast growths of expenditure set out in Table 2B.
- 9.19 As a consequence of growth in population and per capita spending, convenience goods spending within the study area is forecast to increase by 9.2% from £336.7 million in 2008 to £367.55 million in 2026, as shown in Table 3B.
- 9.20 Comparison goods spending is forecast to increase by 98% from £574.58 million in 2008 to £1,140.28 million in 2026, as shown in Table 2C. These figures relate to real growth and exclude inflation.

Existing Retail Floorspace

- 9.21 Existing convenience goods retail sales floorspace within Havant Borough is estimated to comprise 26,464 sq m net as set out in Table 1A, Appendix A. These floorspace figures excludes comparison sales floorspace within food stores.
- 9.22 Comparison goods retail floorspace within Havant, including retail warehouses, is estimated as 71,633 sq m net as shown in Tables 2A and 3A, Appendix A.

Existing Spending Patterns 2008

Convenience Shopping

- 9.23 The results of the household shopper questionnaire survey undertaken by NEMS in September 2008 have been used to assess existing shopping patterns within the study area. The market shares or penetration rates within each study area zone are shown in Table 4B, Appendix B.
- 9.24 The level of convenience goods expenditure attracted to shops/stores in Havant Borough in 2008 is estimated to be £238 million as shown in Table 5B, Appendix B. Havant Borough's market share of total convenience expenditure in the study area as a whole is estimated to be approximately 63% (££210.85 million out of the total expenditure of £336.7 million – see Table 5B), and therefore around 37% of convenience goods expenditure generated within the study area is estimated to be spent outside of the Borough, primarily at food stores in Portsmouth and East Hampshire (e.g. Morrisons at Horndean and Sainsbury and Farlington). However, expenditure retention varies within different parts of the study area. For example, over 90% of convenience goods expenditure generated in the Havant town area (zones 1 to 4) is retained within the Borough. Expenditure retention is slightly lower in the Waterlooville area (about 70% to 80%), primarily due to trade drawn to the Morrison's store in Horndean (within East Hampshire) and Sainsbury store at Farlington. In the more peripheral parts of the study area Havant Borough's market share is much lower, e.g. between 11% to 19% in the zones in the south west of the study area (nearest to Portsmouth).
- 9.25 In shopping terms the household survey results indicate that the Borough can be divided into two halves. The A3(M) acts as a barrier dividing the Borough, with Havant town, Emsworth, Leigh Park, Bedhampton and Hayling Island to the east of the A3(M). Designated centres within this eastern half of the Borough attract a limited amount of their convenience goods trade from zones to the west of the A3(M), although the freestanding Asda store at Bedhampton does attract more of its trade from across the Borough and beyond. To the west of the A3(M), Waterlooville and Cowplain attract a limited amount of their convenience goods trade from zones to the east of the A3(M). Given this divide, we have assessed retail capacity separately for Havant Borough East and Havant Borough West.

- 9.26 Company average turnover to sales floorspace densities are available for major food store operators and are compiled by Verdict. Company average sales densities (adjusted to exclude petrol and comparison sales and include VAT) have been applied to the sales area of the large food stores listed in Table 1A, Appendix A, and a benchmark turnover for each store has been calculated. This benchmark turnover is not necessarily the actual turnover of the food store, but it does provide a useful benchmark for assessing existing shopping patterns and the adequacy of current floorspace in quantitative terms.
- 9.27 The estimated convenience goods sales areas have been derived from a combination of Experian Goad data, the Council's own floorspace surveys, IGD and NLP estimates based on site visits. Estimates for comparison sales floorspace within large food stores has been deducted from the figures in Table 1A, for consistency with the use of goods based expenditure figures. Average sales densities are not widely available for small convenience shops, particularly independent retailers. An average sales density for small shops/local stores in Havant and Waterlooville town centres of £4,000 per sq m net has been adopted. For other small convenience shops/stores elsewhere in the Borough a sales density of £3,000 per sq m net has been adopted. The total benchmark turnover of existing convenience sales floorspace within the Borough is £235.29 million at 2008, this is split £155.12 million for Havant Borough East and £80.17 million for Havant Borough West.
- 9.28 The assessment of shopping patterns, based on the household survey results, suggests that convenience goods expenditure attracted to the Borough in 2008 is £238 million. This available expenditure is split £171.2 million for Havant Borough East and £66.8 million for Havant Borough West. These figures suggest that convenience retail facilities in the east of the Borough are collectively trading 10% (or +£16.08 million) above benchmark levels. However in the western half of the Borough, convenience retail facilities are collectively trading 16.7% (or -13.37 million) below benchmark levels. The results are summarised in Table 9.1 below.

Table 9.1: Convenience Trading Levels in 2008 (£ millions)

Centres	Actual Turnover (£ m)	Benchmark Turnover (£ m)	Difference (£ m)
Havant East	171.20	155.12	+16.08
Havant West	66.80	80.17	-13.37
TOTAL	238.00	235.29	+2.71

Source: Table 1A (Appendix A) and Table 5B and 10B (Appendix B)

Comparison Shopping

- 9.29 The estimated comparison goods expenditure currently attracted by shopping facilities within the Borough is £309 million in 2008, as shown in Table 4C, Appendix C.
- 9.30 Havant Borough's market share of total comparison goods expenditure generated within the study area is 47% (£270.92 million out of the total expenditure of £574.58 million – see Table 4C), and 53% is attracted to destinations outside of the Borough, predominantly to facilities in Portsmouth (32%). Similarly to convenience goods shopping, the retention rates of comparison goods expenditure varies across the study area.
- 9.31 Again the household survey results indicate that the Borough can be divided into two halves for comparison shopping purposes. The current level of comparison expenditure retention available in Havant Borough East is £204.08 million and within Havant Borough West available expenditure is £104.92 million.
- 9.32 Based on these expenditure estimates, the average sales density for existing comparison sales floorspace (71,633 sq m net), including that provided within food stores is £4,314 per sq m net, see Table 9.2 below.

Table 9.2: Defined Centres Average Sales Densities

Centre	Average Sales Density 2008 £ per sq m net
Havant	£4,265
Waterlooville	£4,064
Emsworth	£3,987
Cowplain	£2,907
Leigh Park	£2,251
Mengham/Gable Head	£3,316
Asda, Bedhampton	£9,380
Borough Average	£4,314

- 9.33 Mintel's Retail Rankings 2008 provides company average sales density information for a selection of national retailers. This data suggests a notional average sales density for national comparison retailers (£5,220 per sq m). Based on our recent experience across the country average sales densities for comparison floorspace can range from £2,000 to £7,000 per sq m net. The higher end of this range is usually only achieved by very successful shopping centres, which reflects the higher proportion of quality multiple retailers. Lower order centres, such as Havant and

Waterlooville, are likely to achieve a lower sales density than higher order centres, and the appropriate average for a centre is affected by the amount of primary and secondary floorspace and the balance between multiple retailers and small independent traders. More local centres usually have the lowest sales density. The analysis of existing comparison shopping patterns in 2008 suggest the following average sales density figures:

- 9.34 On the basis of the above, comparison facilities in Havant are trading towards the middle and the lower end of the range of sales densities, but this reflects the relative position of centres in the shopping hierarchy. On balance shopping facilities within the Borough appear to be trading satisfactorily, with the exception of Leigh Park. However, there is scope for existing facilities to increase their turnover efficiency in the future. A turnover efficiency growth rate of 1.5% per annum has been adopted for existing comparison facilities, as explained later in this section. A growth rate of 2% per annum has been adopted for Leigh Park, reflecting the centres relatively low trading performance in 2008. This higher growth is adopted in order for Leigh Park to enhance its vitality and viability in the future.

Quantitative Capacity for Additional Convenience Floorspace

- 9.35 The household survey suggests that Havant Borough's retention of convenience expenditure is relatively high, i.e. between 85% to 97% in zones in the east of the Borough and between 72% and 82% in the west of the Borough (these retention rates exclude the Morrison's store in Horndean, close to the Borough boundary). The potential to claw back expenditure leakage from the Borough is relatively limited.
- 9.36 The level of available convenience goods expenditure in 2011, 2016, 2021 and 2026 is shown at Tables 5B to 9B. These tables assume existing 2008 market shares will be maintained in the future. The total level of convenience goods expenditure available for shops in Havant between 2008 and 2026 is summarised in Table 10B. This table takes into account the population and expenditure projections shown in Table 1B to 3B in Appendix B. The benchmark turnover of existing convenience floorspace has been subtracted from the estimates of available expenditure to provide surplus expenditure estimates, as shown in Table 10B, Appendix B. The variation in proportional expenditure growth across the postcode sectors is a result of the distribution of future housing development e.g. the MDA to the west of Waterlooville.

- 9.37 Convenience expenditure available to shopping facilities in Havant Borough is expected to increase from £238 million in 2008 to £258.51 million in 2026.
- 9.38 Table 10B indicates that the existing convenience expenditure deficit in Havant Borough West (Waterlooville/Cowplain) will not be offset by future population/expenditure growth. However, the existing deficit (-£13.37 million in 2008) will reduce to -£7.03 million in 2026.
- 9.39 The following two convenience goods commitments in Havant Borough East have been taken into account :
- A Lidl food store of 1,286 sq m (net) was permitted on 21/03/08 at Somborne Drive, Havant (LPA ref: 06/71971/001).
 - An expansion of the existing Tesco food store at Solent Road, Havant, was approved in 06/10/08 (LPA ref: 06/58840/014). The extension is expected to be completed in 2010 with the enlarged store totalling 9,328 sq m (gross), which represents a 5,349 sq m (gross) increase on the size of the previously permitted store. The net sales area of the new store will comprise 3,802 sq m net convenience floorspace (+1,786 sq m net on existing) and 2,211 sq m net comparison floorspace (+1,855 sq m).
- 9.40 The expected turnover of these convenience floorspace commitments is set out in Table 4A at Appendix A. These commitments are expected to absorb the existing convenience expenditure surplus expenditure in Havant Borough East (+£13.62 million) and future expenditure growth up to and beyond 2021. Continued long term expenditure growth will generate a small expenditure surplus at 2026 in Havant Borough East (+£1.55 million).
- 9.41 Surplus/deficit expenditure projections have been converted into floorspace estimates at the foot of Table 10B, based on the current average benchmark sales density for existing convenience sales floorspace in the Borough (£8,891 per sq m net). Based on this assumption surplus expenditure at 2026 in Havant Borough East could support 1,743 sq m net of new floorspace in 2026. These floorspace projections relate only to convenience sales floorspace and exclude any comparison sales within food stores.
- 9.42 The estimated benchmark turnovers have been increased by 0.25% per annum to reflect floorspace efficiency increases. PPS6 indicates that retail studies should assess the potential for existing floorspace to increase its productivity in the future. Historically limited or no growth in turnover density has been assumed by most retail

planners for convenience floorspace. However, recent information published by Experian recommends a growth rate of 0.8% per annum (Source: Experian Retail Planner Briefing Note 6.0) for convenience goods. There are a number of reasons why we consider this figure is too high to be applied in studies of local catchment areas:

- Experian's growth rate is based on past trends during the period 1986 to 2005. During this period convenience expenditure grew rapidly (about 1.1% per annum based on Experian's medium term trend). However, Experian's recommended expenditure growth rate from 2007 is much lower than this past average growth rate (0.3% per annum). Growth in turnover efficiencies and expenditure growth are likely to have been linked in the past and therefore it is unlikely that historic rate of growth in turnover efficiencies will be experienced;
- As Experian recognise, past growth in sales density will have been influenced by one-off changes such as the introduction of Sunday trading and significant increases in trading hours which are unlikely to be repeated to the same extent in the future;
- Experian's historic analysis includes the effect of old floorspace being replaced and added to by more modern and efficient floorspace potentially with higher sales densities. The growth rate measured therefore is not simply an increase in sales density on a static stock of floorspace. At the local level our figures make specific allowance for changes in sales density that will arise from new commitments and proposals trading at modern sales density and a separate assumption is needed for the change in sales density on the stock of existing floorspace.

9.43 For these reasons, we consider a sales density increase rate significantly lower than Experian's recommended rate of 0.6% is appropriate and we adopt a growth rate of 0.25% for convenience goods floorspace. We believe the reduction from 0.6% to 0.25% is robust and is if anything a conservative reduction given the factors listed above.

Quantitative Capacity for Additional Comparison Floorspace

9.44 The household survey suggests that Havant Borough's retention of comparison expenditure is lower than for convenience goods, i.e. ranging from between 54% to 76% in zones in the Borough. The lower level of comparison expenditure retention is due to the strength of competing comparison goods facilities in neighbouring authorities, particularly those in Portsmouth which attract 32% of the comparison expenditure generated by residents of the study area.

9.45 Major retail development in the Borough could change existing shopping patterns and could reduce comparison expenditure leakage. In this regard, Havant has recently

seen the development of the Central Retail Park, which has strengthened the retail offer within the Borough. Conversely improvements to comparison retailing in competing centres may reduce Havant's market share of comparison expenditure. Development in competing towns, for example the Northern Quarter Redevelopment Site (City Centre North) redevelopment scheme in Portsmouth, will limit the ability of shopping facilities in Havant to increase their market share of expenditure. The strategy for Havant Borough should seek to maintain existing market share in the face of future increasing competition.

- 9.46 The retail capacity projections in this report assume Havant Borough can maintain its market share of comparison expenditure in the future. Available comparison goods expenditure has been projected forward to 2011, 2016, 2021 and 2026 based on 2008 penetration rates (i.e. assuming that comparison retail facilities will maintain their current market share) in Tables 4C to 8C in Appendix C, and summarised in Table 9C. Available comparison expenditure is expected to increase from £309 million in 2008 to £609.58 million in 2026.
- 9.47 Available expenditure is compared within the estimated turnover of existing facilities, factoring in growth in floorspace efficiency.
- 9.48 Allowance is made for the turnover of existing comparison floorspace to increase in real terms in the future. Historically a growth rate of between 1% to 1.5% per annum has been widely adopted by retail planners. Trends indicate that comparison retailers historically will achieve some growth in trading efficiency. This is a function of spending growing at faster rates than new floorspace provision and retailers' ability to absorb real increases in their costs by increasing their turnover to floorspace ratio. Allowing for this growth to be absorbed by existing retailers represents a cautious approach to forecasting future needs, and this allowance may help existing centres maintain their vitality and viability in the future. It effectively allows for existing retail outlets to increase their turnover to help them to compete with new provision.
- 9.49 Recent information provided by Experian recommends a higher growth rate of 2.8% per annum based on historic trends. However, we believe this recommended range of rates is too high for application to this study, primarily for the following reasons:
- Experian's growth rate is based on past trends during the period 1986 to 2005. During this period comparison expenditure grew rapidly (6.1% per annum based on Experian's medium trend). It is uncertain whether there is scope for this change to continue at this rate and the forecast rate of growth in comparison

expenditure. Growth in turnover efficiencies and expenditure growth are likely to have been linked in the past and therefore it is unlikely that historic rate of growth in turnover efficiencies will be experienced.

- Experian's historic analysis includes the effect of old floorspace being replaced and added to by more modern and efficient floorspace potentially with higher sales densities. The growth rate measured therefore is not simply an increase in sales density on a static stock of floorspace. At the local level our figures make specific allowance for changes in sales density that will arise from new commitments and proposals trading at modern sales density and a separate assumption is needed for the change in sales density on the stock of existing floorspace.

9.50 For these reasons we adopt a turnover efficiency of 1.5% per annum, slightly lower than the range recommended by Experian, and consistent with the top end of the range historically adopted by retail planners. For Leigh Park we have adopted a higher growth rate of 2% per annum, because this centre appears to be under-performing at present.

9.51 An allowance for the following commitments and their estimated turnover (shown in Table 4A at Appendix A) has been made:

- The former Curzon Rooms, London Road, Waterlooville. Planning permission was granted on 10/06/08 for a development incorporating retail uses at ground level and 14 residential flats above (LPA ref: 08/71767/002). The retail element comprises three retail units totalling 954 sq m (gross).
- Former Texaco Petrol Filling Station, Park Road South, Havant. A mixed-use development of retail and residents uses was granted on this site on 21/02/08 (LPA ref: 07/51270/013). A total of 608 sq m of retail floorspace was permitted.
- An allowance for the estimate proportion of comparison floorspace that will be provided within the Tesco and the Lidl commitments above.

9.52 The post commitments surplus expenditure projections have been converted into potential new floorspace estimates at the foot of Table 9C, based on an average sales density of £5,000 per sq m net for new modern floorspace, inflated by 1.5% per annum up to 2026.

9.53 Commitments in Havant Borough East are expected to absorb expenditure growth up to and beyond 2011. Expenditure capacity within Havant Borough West is also relatively limited up to 2011 following the implementation of commitments, with a small surplus of £2.94 million.

9.54 Continued growth after 2011 could support the following new comparison sales floorspace.

Havant Borough West

- 2008 to 2016 - 3,932 sq m net (5,243 sq m gross);
- 2016 to 2021 - 2,953 sq m net (3,937 sq m gross);
- 2021 to 2026 - 3,392 sq m net (4,522 sq m gross);
- **2008 to 2026 - 10,277 sq m net (13,702 sq m gross).**

Havant Borough East

- 2008 to 2016 - 9,356 sq m net (12,474 sq m gross);
- 2016 to 2021 - 8,266 sq m net (11,022 sq m gross);
- 2021 to 2026 - 9,577 sq m net (12,770 sq m gross);
- **2008 to 2026 - 27,199 sq m net (36,266 sq m gross).**

The Qualitative Need for Retail Development

Food and Grocery Shopping

- 9.55 Most households tend to undertake two kinds of food and grocery shopping trips, i.e. a *main* shopping trip generally made once a week or less often and *top-up* shopping trips made more frequently. Many households will also undertake bulk food shopping trips, particularly households who have access to a car for shopping. The availability of a wide range of products and free surface level car parking are important requirements for bulk food shopping trips. Large supermarkets or superstores, defined as over 2,323 sq m net or more (25,000 sq ft) in PPS6, are the usual destination for these types of shopping trip.
- 9.56 There are four reasonably large food stores with a net sales floorspace of over 1,500 sq m net within Havant, comprising Asda in Bedhampton Way (9,178 sq m net), Asda in Waterlooville (3,285 sq m net), Tesco at Solent Road (2,447 sq m net) and Waitrose in Dukes Walk (2,289 sq m net). A redevelopment and expansion has also been approved for the Tesco store, Solent Road. There is also a large Morrison's store (2,508 sq m net) in Horndean in East Hampshire, which also serves the northern part of Havant Borough. There is also a large Sainsbury superstore (4,149 sq m net) in Farlington in Portsmouth, which serves the south west of the Borough.
- 9.57 In addition to these superstores, there are medium-sized food stores in the Borough (i.e. between 1,000 and 1,500 sq m net) comprising the Waitrose in North Street, Havant (1,362 sq m net), and a Lidl store of 1,029 sq m net has extant permission as outlined above (now built).

- 9.58 These larger food stores are supported by a good range of smaller supermarkets and convenience stores, as shown in Tables 1A. The Borough also provides a range of convenience goods, including discount food retailers such as Aldi at Central Retail Park, Netto at Leigh Park and Lidl at Cowplain.
- 9.59 The Borough offers both national multiple and independent food retailers, and weekly street markets in Havant Town Centre and Waterlooville Town Centre supplement this provision.
- 9.60 The largest food stores are the dominant shopping destinations used by residents in the Borough for main/bulk food shopping. Given the geographical spread of such facilities, most of the Borough's residents are located within close proximity to a large food store. Both Havant Town Centre and Waterlooville Town Centre have supermarkets and a range of smaller convenience stores, and consequently provide a good convenience goods offer. There is also reasonable food store provision in all four of the Borough's district centres (Emsworth, Cowplain, Leigh Park and Mengham/ Gable Head), which is of a smaller, more local scale reflecting their location in the shopping hierarchy.

High Street Comparison Shopping

- 9.61 Havant and Waterlooville Town Centres are the main high street comparison shopping destination in the Borough, containing the greatest amount of retail floorspace (14,580 and 15,060 sq m gross of comparison retail floorspace respectively). These two centres have a reasonable range of comparison shops including a selection of national multiples and independent specialists. Both of these town centres offer additional comparison retail provision on nearby retail parks, specifically Central and Solent Retail Parks near Havant Town Centre and Wellington Retail Parks adjoining Waterlooville Town Centre.
- 9.62 Section 4.0 demonstrates the position of different centres in the Borough as recorded by MHE, which ranks each on the basis of the national multiples that it contains and the anchor store strength. On this basis Havant and Waterlooville Town Centres achieved the greatest score, followed by Leigh Park. Ranked below Leigh Park are Cowplain, Hayling Island (Mengham/ Gable Head) and Emsworth. These are lower order centres which have a more limited provision of comparison shops, and these centres fall within the local catchment areas of Havant and Waterlooville and also the wider catchment area of Portsmouth.

- 9.63 Residents within Havant Borough have easy access to a range of high street comparison shopping destinations in neighbouring authorities, particularly Portsmouth. This is evident by the household survey results which show that a significant proportion of residents in the study area undertake shopping trips in Portsmouth, which attracted a notable proportion of shopping trips from almost all of the survey zones. Chichester is also used by residents in the east of the Borough for comparison goods shopping.
- 9.64 The results of the household survey indicate that a high proportion of shopping trips from across the study area for clothing and footwear items are directed towards facilities outside of the Borough. However, retention of shopping trips for health and beauty items and other household goods by destinations in the Borough is high.
- 9.65 The identified district centres are supported by eleven local centres distributed across the Borough. As would be expected, these centres contain a more limited range of multiple retailers and are dominated by independents.

Large Format Stores/Retail Warehouses

- 9.66 The Borough is well provided for by retail warehouse facilities which are located outside of the defined centres on retail parks and provide over 33,000 sq m (net) of comparison goods floorspace, and account for about 47% of all comparison sales floorspace within the Borough. These retail warehouse facilities offer a good range of comparison goods and are occupied almost exclusively by national multiples.
- 9.67 The DIY sector is well with a large B&Q store at Purbrook Way (7,528 sq m net), Wickes Extra at Central Retail Park (3,561 sq m net), Wickes at Waterlooville (1,870 sq m net) and Homebase at Havant Retail Park (2,335 sq m net).
- 9.68 The furniture and carpets sector is represented at Gallagher Retail Park, i.e. DFS, ScS, Carpetright and Dreams.
- 9.69 There are two vacant retail warehouse units (650 sq m gross each) available at Central Retail Park, which can be amalgamated to provide a single unit of 1,300 sq m gross.
- 9.70 The household survey results as highlighted in Section 5.0 indicate that retention of shopping trips for retail warehouse type goods such as DIY, electrical and other bulky goods items is variable. Most trips for domestic electrical and audiovisual electrical

items that are generated by residents in the study area are not attracted to the Borough. Leakage from the Borough is predominately to facilities in Portsmouth.

- 9.71 The Borough performs well with regard to shopping trips made for DIY and garden items, retaining the majority of shopping trips. Retention of shopping trips for furniture items is also reasonable, suggesting that the Borough is well provided for in terms of these types of goods

Local Shops and Services

- 9.72 The existing provision of local shopping centres within the Borough offers a balanced distribution of local facilities serving local communities. These facilities complement centres higher up the defined shopping hierarchy and have an important role in serving the day-to-day needs in their local areas.
- 9.73 There are a total of eleven local centres within the Borough, namely Milton Road, Hambledon Road, Grassmere Way, Purbrook, Widley, Crookhorn, Middle Park Way, Bedhampton, West Town, Rails Lane and Creek Road. We have not undertaken a detailed health-check of these centres in this study. The local centres are adequately distributed around the Borough, enabling all residents to be within easy reach of essential shopping facilities. However, the Council's report on Local Shopping Provision (January 2007) indicates that provision is not evenly distributed within Hayling Island, with little or no provision in the northern part, but there is less residential development in this area. The report also identified a lack of provision in the Emsworth area and Wecock.

Occupier Demand

- 9.74 The floorspace projections set out in this section provide an indication of the theoretical scope for new retail development based on expenditure projections. It is also necessary to consider the potential level of demand from operators for new floorspace within the Borough.
- 9.75 Estates Gazette Interactive (EGi) compiles details of the number and type of national multiple retailers seeking representation in different centres across the UK. In terms of Havant Town Centre at February 2009, EGi records a total of five retailers with live retail requirements seeking retail floorspace in the town centre or in edge-of-centre locations as shown in Table 9.3.

Table 9.3: Retailer Requirements- Havant Town Centre (February 2009)

Retailer	Activity	Location	Sales Area
Card Factory	Cards & Stationary	In town/shopping centre	79-139 sq m
Phones 4U	Electrical & Computer Goods	Factory Outlet/In town/Out of town/Shopping Centre	28-139 sq m
Pizza Hut	Restaurant, Bars & Cafes	Edge of town/Out of town	296 sq m
SPAR	Food	In town	139-557 sq m
Subway	Restaurant, Bars & Cafes	In town/Shopping Centre/Edge of town/Out of town	46-1,619 sq m

9.76 Table 9.4 below shows the identified six live retail requirements for Waterlooville Town Centre at February 2009.

Table 9.4: Retailer Requirements- Waterlooville Town Centre (February 2009)

Retailer	Activity	Location	Sales Area
Argos	Department Store & Variety Store	Edge of town/In town/Out of town	465-1,486 sq m
Pets at Home	Pets & Accessories	Edge of town/Out of town	279-1,115 sq m
Phones 4U	Electrical & Computer Goods	Factory Outlet/In town/Out of town/Shopping Centre	28-139 sq m
Pizza Hut	Restaurant, Bars & Cafes	Edge of town/Out of town	296 sq m
SPAR	Food	In town	139-557 sq m
Subway	Restaurant, Bars & Cafes	In town/Shopping Centre/Edge of town/Out of town	46-1,619 sq m

9.77 Two retail requirements are identified for Hayling Island on EGi, as follows:

Table 9.5: Retailer Requirements- Hayling Island (Mengham and Gable Head District Centre) (February 2009)

Retailer	Activity	Location	Sales Area
Pizza Hut	Restaurant, Bars & Cafes	Edge of town/Out of town	296 sq m
SPAR	Food	In town	139-557 sq m

9.78 No requirements are listed by EGi for Emsworth, Leigh Park and Cowplain. This does not mean that there is no demand for representation in such centres and simply indicates that retailers will first seek to locate in higher order centres such as Waterlooville and Havant which draw from a larger catchment over district centres. In

any case, demand from independents is likely to be a strong component of demand for representation in district centres, and such requirements are not listed by EGi.

Conclusions

- 9.79 The retail capacity assessment in this section suggests there is limited capacity for additional convenience facilities in Havant Borough for the foreseeable future, taking into account the Tesco commitment in Havant. The Borough appears to be well served by a choice of food stores at the current time.
- 9.80 In terms of comparison goods, the assessment indicates that commitments should absorb short term capacity up to 2011. In the longer term continued growth should generate capacity for new development provided that Havant Borough can maintain its current market share of expenditure. By 2016 there is capacity to support up to 13,288 sq m net (17,717 sq m gross) additional comparison goods floorspace in the Borough as a whole.

10.0 THE NEED FOR COMMERCIAL LEISURE / OTHER TOWN CENTRE USES

Introduction

- 10.1 This section assesses the need and potential for commercial leisure development and other main town centre uses in Havant. We have considered the potential for improving the provision of a range of commercial leisure uses including cinema/multiplex, ten pin bowling, bingo, nightclubs, private health and fitness clubs and catering, pubs and bars. We have also summarised the findings of Havant Employment Land Review and the implications of office need and how it could be accommodated in the town centres.

The Potential for Leisure and Entertainment Uses

Catchment Potential

- 10.2 In general, commercial leisure facilities will draw the main part of their trade from residents up to a 20 minutes travel time. Major leisure facilities such as multiplex cinemas, ten-pin bowling centres, ice rinks and family entertainment centres require a large catchment population, and often benefit from locating together.
- 10.3 Havant Borough has a reasonable catchment population. There are approximately 200,000 people within the defined study area, of which approximately 117,000 are within the Borough. This catchment population has good access to major leisure facilities in Portsmouth, Fareham and Chichester. The proximity of major leisure facilities in these surrounding local authorities will limit the potential for major commercial leisure facilities within Havant Borough.
- 10.4 The choice of leisure facilities in surrounding areas and the relatively limited provision of some leisure activities in Havant means that the Borough's potential leisure related catchment population is likely to be less than the population of the study area as a whole.

The Cinema Market

- 10.5 Cinema admissions in the UK declined steadily during the 1950's, 1960's and 1970's, a period when the ownership of televisions increased significantly. Cinema admissions continued to decline in the early 1980's, but increased steadily after 1984

up to 2002. There was a peak in cinema admissions in 2002 at 175.9 million. The cinema industry reached a plateau in 2005 following a slight recovery in 2004 with a net gain of 24 operating screens (still a virtual standstill compared to the 100-200 screens added at the turn of the decade). Total admissions in 2007 were 162.4 million, slightly higher than in 2005 (157 million) and significantly lower than in 2004 (164.6 million).

- 10.6 Cinemagoing 17 published in April 2008 by Dodona Research reported that 2007 was a fairly flat year for the cinema business in the United Kingdom and that 2008 would also be another fairly flat year but it anticipated that 2009 would be a better year. As the industry is now dominated by three main operators (Odeon, Cineworld and Vue), the emphasis is shifting from consolidation to modest physical expansion. This is the same for their two smaller rivals, The Showcase owned by National Amusements and the Ward Anderson group of companies which own Empire. Multiplex cinemas now dominate the market with over 70% of available screens in 2007.
- 10.7 Cinemagoing 17 forecast that total admissions would increase by about 5% between 2007 and 2012, peaking in 2009 at 175 million admissions and then levelling out to 170 million admissions in 2010. Forecasts anticipated a net addition of 136 screens in 2007, 180 in 2008, 70 in 2009 and 50 in 2010. Compared to the last decade these figures represent a considerable slowing of growth, just over 2% compared to past growth of 5.5%.
- 10.8 Further to this, Cinemagoing 17 forecast that by 2012 more than 386 screens will be added to the 3,514 operating in 2007. According to predictions in Cinemagoing 17, British cinema-goers will pay nearly £1.1 billion for cinema tickets in 2011, this is due to a strong upcoming film product, benefits from digital projection and a turn in the investment cycle to new cinemas.
- 10.9 Apart from the one weekly showing of specialist films at the Havant Art Centre, there are currently no commercial cinemas within Havant Borough. However, there is a good provision of cinemas in Portsmouth and other surrounding boroughs, including:
- Havant Art Centre (1 screen, 130 seats).
 - Odeon, Port Solent (6 screens, 1,409 seats);
 - No. 6 Cinema, Portsmouth Historic Dockyard (1 screen, 275 seats);
 - No. 3 Cinema, Central Library, Portsmouth (1 screen, 120 seats);
 - Vue, Gunwharf Quays, Portsmouth (14 screens, 3,203 seats);
 - Apollo Cinema, Market Quay, Fareham (5 screens. 780 seats);
 - Cineworld, Chichester (10 screens, 1,900 seats);

- Chichester Cinema at New Park (1 screen, 125 seats); and

10.10 The catchment area of any potential cinema facility in the Borough will be restricted by the proximity of these facilities.

10.11 The household survey results indicate that 56% of respondents in the study area visit cinemas, of which the vast majority (81%) indicated that they visited facilities in Portsmouth.

10.12 As there is not currently a cinema within the Borough, to assess the demand for cinema admissions within the study area, we have assumed that a multiplex cinema development in the Borough could retain as a maximum 35% of cinema trips from the catchment population, bearing in mind the proximity of large scale multiplex cinemas in surrounding towns such as Port Solent, Portsmouth and Chichester. The catchment population has been converted into a total number of cinema admissions per annum based on the national visitation rate (2.67 per person in 2007). Visitation rates have been projected based on a 0.5% growth rate per annum. The total number of cinema admissions has been converted into an optimum number of cinema seats, based on Dodona figures (300 visits per annum per seat). The results are shown in Tables 10.1 below.

Table 10.1 Cinema Potential in Havant Borough

	2008	2011	2016	2021	2026
Catchment Population	199,372	202,735	207,585	207,719	208,644
Market Retention	35%	35%	35%	35%	35%
Visits Per Annum	2.66	2.75	2.80	2.87	2.94
Total Visits Per Annum	185,615	195,132	203,434	208,654	214,694
Optimum Visits Per Screen	75,000	75,000	75,000	75,000	75,000
Optimum Visits Per Seat	300	300	300	300	300
Screen Potential	2.5	2.6	2.7	2.8	2.9
Seat Potential	619	650	678	696	716

10.13 The analysis suggests there is some potential for cinema facilities in the Borough, based on our assumed maximum retention rates of 35%. There is theoretical potential for 619 seats, or 3 screens in 2008. This suggests there could be scope for a small cinema in one of the main centres i.e. Havant or Waterlooville rather than a large multiplex facility. Over a longer period up to 2026 there is theoretical potential for 716 seats with 3 screens.

10.14 The market share of cinema trips that could be retained within Havant Borough will also be constrained by the type of cinema facility that would be viable within the Borough, including potential sites. Havant Borough's town centres are unlikely to be of sufficient size to support a large multiplex cinema. Small cinema facilities like the Havant Art Centre (with 0.7% market share) are unlikely to retain a high proportion of cinema trips in the Borough because some residents will prefer to visit larger multiplex facilities which have a better choice of films. Furthermore, cinema visits will also be linked with other trips to larger competing centres, e.g. shopping, leisure or work related trips.

Private Health and Fitness Clubs

10.15 The UK health club market expanded rapidly as public awareness about personal fitness has increased. Business in Sport and Leisure (BISL) 2008 indicates healthy growth across the industry with the Fitness Industry Report stating that by the end of March 2007, there were 5,714 combined public and private sector fitness sites across the UK, 3,117 private clubs and 2,597 gyms within public sports centres. Since 2006, 232 new facilities had opened. The total number of UK health and fitness members at public gyms and private health clubs is now over 7 million.

10.16 Nearly 12% of the population are now members of a private health club or registered users of a leisure centre gym in the UK, compared with just 8.9% in 2002 and this growth looks set to continue. An estimated 7.3% of the population being members of private clubs at March 2007 up from 7.2% since January 2006. However, the UK is still below the USA where the fitness membership rate is 15.6%.

10.17 Private health clubs in the UK range from small independent clubs to large operators such as Cannons, David Lloyd, Esporta, Fitness First, Virgin Active, Bannatyne and LA Fitness.

10.18 Private health clubs had 4.2 million members in 2007 (1,375 members per club). The largest health clubs can have memberships of approximately 4,000 people. However, independent clubs remain a strong presence in the private sector market running 55% of all private clubs. Of the 126 new private health clubs that have opened since January 2006, 58% were independent clubs and 42% were owned by multiple operators. Public sector sports centres are also important, and the market increased significantly between January 2006 and March 2007, with 106 new facilities opened

and in terms of like-for-like membership growth rates, the sector saw an impressive 4.6% growth.

10.19 There are a number of private health and fitness clubs in the Borough, as follows:

- Fitness First, Dukes Walk, Waterlooville;
- Lifestyle Health & Leisure Club, Northney Road, Hayling Island;
- Powerhouse Health & Fitness Centre, Hayward Business Centre, New Lane, Havant; and
- Seacourt Tennis Club gymnasium, Victoria Avenue, Hayling Island.

10.20 Only one of the large national operators is represented in the Borough, i.e. Fitness First. In addition to the private leisure facilities there are several local authority owned/subsidised sports facilities:

- Horizon Leisure Centre, Havant;
- Horizon Leisure Centre, Waterlooville;
- Park Active Lifestyle Centre, Park Community School, Middlepark Way, Havant.

10.21 The Borough population is approximately 117,000 in 2008, which could generate demand for about 14,040 public and private membership places, based on the national average membership rate (12%) or 18,252 based on the US rate (15.6%). The household survey indicates that 27% of respondents or their families did visit a health/fitness club. Of these, the majority (63%) did so at destinations within the Borough. It should be noted that not all members of the household will participate and not all households will be members of clubs.

10.22 The seven private/public gyms in the Borough, assuming an average membership of 1,375 per club, could accommodate about 9,625 members, which implies there could be scope for further facilities within the Borough if national membership were achieved (12% generating 14,040 members in the Borough).

10.23 A future increase in membership rates and population growth could generate additional demand. By way of an example, an increase in membership rates from 12% to 15.6% (the US rate) along with projected population change in the borough could increase demand by about 5,800 places by 2016 in the Borough as a whole.

10.24 These figures suggest there could be scope for further health and fitness facilities within the Borough particularly in the future in line with the increase in population and possible growth in membership rates, however, no operator requirements were identified by EGi.

Tenpin Bowling

- 10.25 Tenpin bowling grew rapidly in the UK in the 1960's. However, the complex scoring system, lack of investment and the deterioration exacerbated a significant decline in the 1970's. However, a resurgence of interest in tenpin bowling during the late 1980's and computer scoring led to a second boom. There were 280 tenpin bowling centres (5,600 lanes) in the UK in 2004, approximately one lane per 10,000 people. The tenpin bowling sector experienced steady growth in the late 1990's, with a 27% growth in spending during the last 10 years, although any real growth was mostly in the past four years. Mintel predicted the value of the tenpin bowling market would increase from £245 million in 2002 to £324 million by 2007.
- 10.26 Bowling centres now tend to be part of major leisure developments that include multiplex cinemas, restaurants and nightclubs offering a choice of leisure and entertainment activities.
- 10.27 Tenpin bowling centres require large buildings of between 2,300 to 4,200 sq m (25,000 to 45,000 sq ft) and are generally located in towns with a population of over 150,000 people.
- 10.28 Havant Borough has one tenpin bowling facility, the AMF at Havant Retail Park, Bedhampton, which has 26 lanes. There are further tenpin bowling centres outside the Borough including Bowlplex at Gunwharf Quays, Portsmouth and Lakeside Superbowl in Chichester. The household survey indicates that residents who visit bowling facilities in the Borough mainly go to the AMF facility in Havant. In light of the above, residents in the Borough have good access to the range of tenpin bowling facilities both within and outside Havant.
- 10.29 The household survey results suggest that about 25% of households in the study area visit tenpin bowling facilities. The study area population (approximately 200,000) is in theory capable of supporting 20 lanes, based on one lane per 10,000 people. The location of the AMF tenpin bowling facility at Havant Retail Park exceeds this theoretical capacity suggesting there is limited potential for further tenpin bowling facilities in the Borough. The EGi search did not record any requirements from ten-pin bowling operators seeking to locate in the Borough.
- 10.30 There does not appear to be a need for provide additional ten-pin bowling facilities in the Borough at the current time.

Bingo

- 10.31 The bingo market peaked in the mid-1970s, with almost 2,000 clubs nationwide. Since then the sector has struggled to compete with other leisure activities, including the impact of the National Lottery. However, the decline has bottomed out and attendance figures have remained steady since the late 1990's, and revenues and profits have started to increase.
- 10.32 Great Britain had 676 commercial bingo clubs in 2005, but in March 2007 this had decreased to 643 commercial bingo clubs, approximately one club per 90,000 people. The amount staked on bingo had continued to rise in previous years but peaked in 2006 at £1,826 million and fell slightly in 2007 to £1,820 million.
- 10.33 Bingo clubs attracted 79 million admissions in 2005 (source: Mintel), about 1.75 admissions per adult each year. On average each club attracted 117,000 admissions in 2005 (about 2,250 admissions per week). The average participation rate (adults) was 6.9% in 2004 (source: Mintel), split 2.8% regular players and 4.1% occasional players. Mintel forecasts that admissions will decline from 79 million in 2005 to 68 million in 2010, although the average spend per head will increase from £26.90 to £38.40.
- 10.34 Mecca and Gala are the main bingo operators, controlling over half of the UK market. Marketing of the bingo sector has been more proactive in recent years and Gala and Mecca have invested in premises, moving out of dated premises (i.e. converted cinemas), into purpose built units. Bingo clubs have become increasingly sophisticated, and have actively sought to attract all age groups.
- 10.35 The bingo sector usually prefers central locations that are accessible by public transport and by foot. Major bingo operators, such as Mecca and Gala, require buildings of between 2,000 to 3,000 sq m, capable of seating up to 2,000 people, with a catchment population of 50,000 to 70,000 people within freestanding towns (source: BISL).
- 10.36 The Borough population (about 95,000 adults) could generate about 166,250 admissions based on the national participation rate (1.75 per adult), compared with the average of 113,000 admissions per club. These figures suggest that the Borough could accommodate 1-2 bingo clubs. There is currently one bingo facility in the Borough, Crown Bingo in Leigh Park.

10.37 The household survey results indicated that only 7% of households in the study area visit bingo facilities, of which 45% visited the Crown Bingo Club, Leigh Park, 32% visited bingo facilities in Portsmouth and 14% visited Crown Bingo, Cosham. There may be potential for additional bingo facilities in the Borough.

Nightclubs

10.38 The value of the nightclub market (permanent venue offering dancing in return for an admission fee) declined from £2.16 billion in 1998 to £1.77 billion in 2002 (source: Mintel - Nightclubs). There are approximately 1,700 nightclubs in the UK, approximately one per 30,000 people.

10.39 The sector has faced increasing competition from late night pubs and bars, with no admission fees. The BISL envisages a continued period of rationalisation and price competition with new challenges in the form of the smoking ban. However, the forecast trend of significant growth in the 18-24 year old age group is expected to provide a growing market.

10.40 Large nightclubs (capacity up to 2,000 people) are generally located in large towns with a population of over 100,000 people. The provision of nightclubs and live music venues in Havant Borough is limited. There are no major nightclubs or live music venues and the only provision of this sort is such themed nights in existing Public Houses.

10.41 The household survey results indicated that only 8% of households in the study area visit nightclubs or late night music venues of which 81% of these households last visit to a nightclub/live music venue was in Portsmouth. Indeed, no destinations in the Borough were identified by respondents as being their last destination for nightclubs/ live music. In light of these, there does appear to be scope to improve the Borough's leisure offer in this regard.

Casinos

10.42 Due to the changing nature of the casino market, with its proposed deregulation across the county, there is uncertainty to where casinos will be located in the future. Prior to deregulation operators could only obtain licences for casinos in specifically defined areas.

- 10.43 Operators now have to think in more detail about the catchment area of their casinos and the level of existing or future competition in a given area. From our knowledge of the casino market, key catchment areas will have to be within or in vicinity of a large centre such as a major town or city, with a drive time of approximately 30-40 minutes and as close to the centre of the catchment area as possible, with good transport links. The proximity of other established commercial uses will also be a key factor for operators when looking at locations for casinos.
- 10.44 There were 138 licensed casinos operating in Britain at 31 March 2007 with a further 40 casinos licensed, although some of these will be replacements for existing establishments. Attendance at casinos by members and guests increased by 8% from the previous year to over 15 million.
- 10.45 There are currently no commercial casinos in Havant Borough. No specific catchment area population has been identified by casino operators. The main centres within the Borough may have a catchment population large enough to support a casino, but it is likely that casino operators would prefer to locate in Portsmouth. As the market adjusts to deregulation, the locational requirements of casinos may evolve and become more clearly defined.

Bars and Restaurants

- 10.46 On average households in the UK spent over £1,100 per annum eating and drinking away from the home in 2006 (source: Family Spending 2007).
- 10.47 Food and drink establishments (Class A3/A4/A5) including restaurants, bars and pubs have supported other major leisure uses on leisure and retail parks. Within town centres the demand for A3/A4/A5 uses has increased including a significant expansion in the number of coffee shops, such as Starbucks, Costa Coffee and Coffee Republic.
- 10.48 PPS6 (paragraph 2.22) indicates that:

“a diversity of uses in centres makes an important contribution to their vitality and viability. Different but complementary uses, during the day and in the evening, can reinforce each other, making town centres more attractive to local residents, shoppers and visitors. Local planning authorities should encourage diversification of uses in the town centre as a whole, and ensure that tourism, leisure and cultural activities, which appeal to a wide range of age and social groups, are dispersed throughout the centre”.

10.49 Paragraph 2.23 also indicates that planning policies should:

“encourage a range of complementary evening and night-time economy uses which appeal to a wide range of age and social groups, ensuring that provision is made where appropriate for a range of leisure, cultural and tourism activities such as cinemas, theatres, restaurants, public houses, bars, nightclubs and cafes”.

10.50 National branded pub/restaurant chains have been investing heavily, although not exclusively in larger centres. Many chains such as All Bar One, JD Wetherspoons and Yates Wine Bars have sought representation in smaller centres close to residential communities.

10.51 National information available from Goad Plans indicates that the proportion of non-retail uses within town centres across the country has increased over the last decade as shown in Table 10.2. The proportion of Class A1 retail uses in Goad town centres has decreased by 12% between 1994 to 2008 (7.2 percentage points), whilst non-retail uses including Class A2, A3 and non-retail (service) A1 uses have all increased.

Table 10.2: GB Goad Plan Town Centres Use Class Mix

Type of Unit	% Change 1994 to 2008	Proportion of Total Number of Units (%)			
		1994	2000	2005	2008
Class A1 (Retail)	- 13.3	61.2	59.1	56.4	54.0
Class A1 (Services)	+ 42.0	6.9	8.2	9.6	9.8
Class A2	+ 5.9	8.5	8.9	8.9	9.0
Class A3/A5*	+ 57.6	9.2	11.2	13.7	14.5
Miscellaneous	+ 30	1.0	1.4	1.4	1.3
Vacant & Under Const.	- 20	13.2	11.2	10.1	11.4
Total	-	100.0	100.0	100.0	100.0

Source: Goad Centre Reports

*excludes Bars/Public houses (A4)

10.52 The number of bars and pubs continued to decline in 2006 according to figures produced by the Department of Culture, Media and Sport and this was prior to the smoking ban. In 2006 there were 51,479 pubs and bars in England and Wales.

10.53 The Beer Orders were acts passed by the government in the early 1990's which saw a massive expansion of themed bar operators and pub restaurants, such as JD Wetherspoons. These outlets generally require a minimum 50,000 population and are usually located on main streets or secondary positions close to prime retail, commercial and other leisure users. The borough's centres have a limited provision

of themed bar operators. Operators usually require large premises of 250 - 1,500 sq m, in close proximity to public car parks and good transport links. The EGi retail requirements identified five requirements by themed bar operators/pub restaurants in the Borough. JD Wetherspoons, The Barracuda Bar, Juniper Inns, Lloyds No1 Bar and The Mint Group require premises in Havant or Waterlooville.

10.54 Themed restaurants also expanded rapidly in the 1990's. These operators have located in out of centre retail/leisure parks as well as good secondary/primary high street locations. Fast food operators such as McDonalds and Burger King have expanded the number of drive through outlets, and town centre outlets. Outlets have been developed within retail/leisure parks or on busy roads. Outlets require sites of approximately 0.2 hectares. The EGi published requirements suggest that there is currently strong demand from Class A3 and A5 retailers looking to locate premises within the Borough, with listed requirements including the following national traders:

- Coffee Republic;
- Crepes & Co;
- JD Wetherspoons;
- KFC;
- Lloyd's No1;
- McDonald's; and
- Subway.

10.55 As indicated in earlier sections of this report, the proportion of Class A3/A5 uses in the main centres in the Borough is below the national average; 9.8% for Havant and 9.3% for Waterlooville compared with 14.4% nationally.

10.56 Growth in Class A3 to A5 uses within town centres may continue in the future, and will compete for shop premises with other town centre uses. A balance between Class A1 and Class A3 to A5 uses needs to be maintained.

10.57 Future town centre development should provide additional space for these uses as well as Class A1 retail. An additional allowance of 10% to 15% of new floorspace for Class A3 to A5 uses may be appropriate.

Theatres

10.58 The household survey indicated that 46.8% of respondents in the study area visit theatres, which is comparable with NLP's average for other surveys. Chichester was the main theatre destination last visited for households within the study area (31.6%) followed by London – West End (21.8%). In terms of theatres in Havant, only 2.2%

visited Havant Art Centre on East Street and 1.7% visited The Station Theatre on Hayling Island.

- 10.59 Taking account of the current provision of theatres in the Borough there may be limited scope for new privately operated theatres in Havant, particularly due to the accessibility and quality of theatres in Chichester and London's West End.

Conclusions on Commercial Leisure

- 10.60 The Borough of Havant has a limited range of commercial leisure, entertainment and cultural facilities, however, residents also have good access to facilities outside the Borough particularly in Portsmouth and Chichester. The Borough's location within the catchment area of these larger centres will limit the potential for further commercial leisure and entertainment facilities.
- 10.61 There may be potential for a small cinema facility in the Borough, however the provision in neighbouring boroughs will limit the size of the cinema. There may be scope for more private health club facilities and this may increase in the future if membership rates increase. There is also theoretical scope for an additional bingo facility and potential to improve the late night entertainment provision i.e. nightclubs/music venues. There appears to be limited scope for theatre or casino uses due to the existing provision within and/or near the Borough.
- 10.62 The main centres within the Borough have a lower than average provision of Class A3 to A5 uses. Future town centre development should provide additional space for bar and restaurant uses (Class A3 to A5) as well as Class A1 retail, these uses may represent 10%-15% of the Class A uses within the development.

The Potential for Other Town Centre Uses

- 10.63 Other commercial uses, including offices, are specified as town centre uses within PPS6. Office uses encompasses both B1a office units and A2 financial and professional service units. PPS6 states that an assessment of the need for new office floorspace over the development plan document period should be carried out. B1a office use in Havant Borough has been the subject of separate assessments carried out in relation to the Employment Land Review and the Havant Civic Campus Site. This section draws on and summarises the findings of the Employment Land Review (March 2008). Within our evaluation of potential development sites we have

assessed the quality of opportunities within Havant and Waterlooville Town Centres and overviewed the potential scope to improve the office provision within the town, district and local centres, in accordance with the findings of the Employment Land Review.

Employment Land Review

- 10.64 The Employment Land Review (ELR) identifies that Havant Borough has a rich heritage of built and natural environments, making the Borough an attractive place to live, and the Borough has several key knowledge-based industries. Despite this the ELR highlights that the skills levels available in the Borough are quite low, there is considerable out-commuting and that the potential of town centres has not been maximised, with an unappealing retail offer and absence of an evening economy.
- 10.65 The ELR, using the 2007 Property market Review states that there is a limited amount of new office space and there is a poor choice of mid-sized and large office premises. It does identify that premises with small floorspaces are popular, but that there is not currently the market profile for an office park, suggesting that potential office development would be best suited as part of town centre mixed-use schemes.
- 10.66 The 2008 Employment Land Review (ELR) is currently being reviewed and updated as it now needs to take into account the employment floorspace apportioned to the Borough in the Partnership for South Hampshire (PUSH) Employment Floorspace Policy Framework adopted in December 2008. This includes 75,000 square metres of new B1 floorspace, which will also include an element of B1a town centre uses. The 2009 draft Havant Core Strategy favours town centre locations for the provision of B1a offices in line with PPS6.
- 10.67 The findings of the ELR suggests that there is considerable scope for including office uses as part of mixed-use town centre schemes. There is an identified demand for small offices which would suit small scale town centre developments, with active frontages at ground floor and office uses above. There is also an identified gap in the supply of new medium and large sized units. Over the medium to long term periods new office floorspace will need to be identified. In this context we consider there is scope for town centre office floorspace and in our assessment of town centre sites we have considered the feasibility of developing office floorspace.

11.0 SCOPE FOR ACCOMMODATING GROWTH

Floorspace Projections

11.1 The floorspace projections set out in the previous sections assume that new shopping facilities within Havant can maintain their current market share of expenditure within the study area. There are a number of issues that may influence the scope for new floorspace and the appropriate location for this development, as follows:

- major retail developments in competing centres, such as Portsmouth, Chichester and Winchester;
- the re-occupation of vacant town centre floorspace;
- the reliability of long term expenditure projections, particularly after 2016;
- the effect of Internet/home shopping on the demand for retail property;
- the acceptability of higher than average trading levels;
- the level of operator demand for floorspace in Havant, bearing in mind the proximity of larger centres and current economic downturn;
- the likelihood that Havant's existing market share of expenditure will change in the future;
- the potential impact new development may have on existing centres.

11.2 The long term floorspace projections shown in the previous sections should be treated with caution and should only be used as a broad guide, particularly when translated into the development plan allocations or when used to guide development control decisions. Long term forecasts beyond 2016 may be subject to change due to unforeseen circumstances. Projected surplus expenditure is primarily attributable to projected growth in spending per capita. If the growth in expenditure is lower than that forecast then the scope for additional space will reduce. Long term projections beyond 2016 should be monitored and kept under-review.

11.3 The expenditure projections in this study take into account home shopping, because *special forms of trading* have been excluded. The study assumes that special forms of trading will increase in the future, including the growth of internet shopping. However, the impact of Internet growth on the demand for retail floorspace is unclear. Some retailers' home delivery and Internet services utilise existing stores rather than

warehouses, for example *Tesco Direct*. Therefore, Internet sales will not always significantly reduce the demand for shop floorspace. In addition, some of the growth in Internet sales may divert trade away from mail order companies rather than retail operators. Overall the impact of home shopping on expenditure projections is uncertain.

- 11.4 The quantitative and qualitative assessment of the potential capacity for new retail floorspace within the previous sections suggests that there is scope for new retail development within Havant, over and above existing commitments. This section examines the opportunities for accommodating this projected growth and assesses potential opportunities to accommodate this floorspace.

Accommodating Future Growth

- 11.5 The sequential approach suggests that town and district centre sites should be the first choice for retail and leisure development, which is supported by policies within the emerging South East Plan. In Havant the preferred location for retail and leisure development needs to be carefully considered, particularly for major development which may have an extensive catchment area, i.e. should the proposed use be located within the two town centres or district centres or other local centres. In considering this important issue the following factors should be assessed.

- What is the locational area of need the development seeks to serve and what existing centre could potentially fulfil the identified area of need?
- Is the nature and scale of development likely to serve a wide catchment area e.g. a large part of the Borough and beyond?
- If the development has an extensive catchment area is a site available in one of the six main centres, including vacant premises and will this site meet the identified need?
- If the development has a more localised catchment area, is a site available in a district centre or local centre and will this site meet the identified need?

- 11.6 Some forms of retail or leisure facilities which serve more localised catchment areas may be more appropriate within local centres, rather than one of the six main centres. However, all development should be appropriate in terms of scale and nature to the centre in which it is located.

- 11.7 The existing stock of premises may have a role to play in accommodating projected growth. The retail capacity analysis in this report assumes that existing retail

floorspace can, on average, increase its turnover to sales floorspace densities. A growth rate of 1.5% per annum is assumed for comparison floorspace and 0.25% for convenience floorspace. The adoption of these growth rates represents a balanced approach. The floorspace projections reflect these assumptions. In addition to the growth in sales densities, vacant shops could help to accommodate future growth.

- 11.8 The existing 2008 shop vacancy rate is relatively low in most centres in the Borough, with the exception of Havant town centre (27 vacant units – 15.6% vacancy rate) and Leigh Park (15 vacant units – 20% vacancy rate). The Experian Goad national average vacancy rate is about 11%.
- 11.9 Based on Goad information there is about 3,100 sq m gross of vacant shop floorspace in Havant Town Centre, plus 1,300 sq m gross vacant at Central Retail Park, and at least 2,000 sq m gross in Leigh Park. Goad information does not identify any vacant shop floorspace in Waterlooville Town Centre. If half of this vacant floorspace can be occupied then about 3,200 sq m gross of the comparison floorspace projection for Havant Borough east could be accommodated. The strategy should seek to reduce the vacancy rate across the Borough by, where possible, directing new retail uses into suitable vacant premises.
- 11.10 Growth in sales densities and vacant shops will not be able to accommodate all the future growth in comparison expenditure, therefore potential development sites need to be identified through the Local Development Framework process to accommodate longer term growth.

Convenience Retail Development

- 11.11 On the basis of the assumption that existing convenience retailers trade at national average turnover levels, the quantitative capacity analysis indicates there is limited potential for further convenience goods floorspace within the Borough, allowing for existing commitments.
- 11.12 Nevertheless, local convenience shopping facilities will need to be provided within major new residential development areas, but these facilities are likely to be of a local scale.

Comparison Retail Development

- 11.13 The strategy should seek to promote further comparison retail development within Havant and Waterlooville Town Centres, as the main comparison shopping destinations in the Borough. The strategy should seek to maintain their current position in the shopping hierarchy and, as a minimum seek to maintain the centre's existing market share of expenditure. In order to maintain their existing position it will be necessary to continue to improve comparison shopping facilities in the longer term. Comparison retail development within other smaller centres in the Borough should be consistent in terms of scale and nature with the nearest centre and should not serve a Borough wide catchment area.
- 11.14 The quantitative capacity analysis indicates that in the short to medium term up to 2016 there could be scope for about 13,300 sq m net (17,700 sq m gross) of comparison floorspace in the Borough as a whole, and this could increase to 24,500 sq m net (32,700 sq m gross) by 2021.
- 11.15 The Council should seek to identify sites within the designated centres to meet at least the floorspace projections up to 2016. Sites identified in the LDF should continue to be explored with the landowner/developers, recognising it may take a number of years to complete complex developments.
- 11.16 Any major comparison retail proposals outside the designated centres will be required to demonstrate there is a need for the development proposed (subject to proposed draft changes to PPS6), comply with the sequential approach to site selection, and the applicant will also need to demonstrate the proposal will not have an unacceptable impact on existing centres. Development within centres will also need to be consistent in terms of scale and nature to the role of that centre and the catchment area the centre serves.

Potential Development Opportunities

- 11.17 A review of potential development sites has been undertaken in the two town centres and four district centres in the Borough. Sites in each centre have been evaluated, in terms of their implications on the scope and need for additional retail and leisure facilities in the Borough, and have been assessed against the following factors:
- existing land uses and availability, categorised as follows:

- short to medium term – up to 2016;
- long term - likely to be completed after 2016;
- commercial potential for retail/leisure development and the most likely form of development, categorised as follows:
 - prime site - likely to attract a developer and occupiers;
 - secondary site – which may generate limited demand or only demand for a specific kind of use.
- potential scope to accommodate additional retail/leisure floorspace (net increase), categorised as follows:
 - small scale - under 1,000 sq m gross floorspace;
 - medium scale – 1,000 to 2,500 sq m gross floorspace;
 - large scale - over 2,500 sq m gross floorspace;
- potential development constraints; and
- possible alternative uses.

11.18 The overall development prospects of each opportunity, taking on board all of the factors listed above, has been categorised as follows:

- *Good* - development sites that have good prospects for providing additional retail/leisure floorspace, and should be considered for implementation in the short to medium term;
- *Reasonable* - development sites which are well located and may provide potential for additional floorspace, although obstacles to development will need to be overcome, but implementation may only be achieved in the long term; and
- *Poor* - development sites that may be unattractive or unsuitable for retail or leisure development where their delivery is very uncertain.

11.19 This overall rating is based on an initial evaluation for each site. The level of analysis undertaken at this stage is limited, i.e. detailed appraisals of development constraints, land ownership and potential development costs have not been undertaken. More detailed examinations of each site will need to be undertaken before sites can be brought forward for development or ruled out as viable options. The evaluations undertaken for each opportunity are not detailed planning appraisals and they do not imply that planning permission should be granted or refused for retail/leisure development on any site. However, the evaluation is expected to identify potentially

suitable development opportunities that may be worthy of further consideration by the Council. This evaluation provides a framework within which the Council can consider the implementation of a development strategy for Havant's centres.

Evaluation of Potential Development Sites

11.20 Each opportunity site identified has been evaluated based on the factors listed earlier in this section. An assessment of each site is provided in Appendix E, and is summarised in Table 11.1

Table 11.1: Site Evaluation Summary

Site	Potential Availability	Potential Scale Retail/Leisure Development	Overall Development Potential
Havant			
HAV 1 – Former Texaco Garage and Car Park, Park Road South	Short	Large	Good
HAV 2 - 42-54 West Street	Short	Small	Good
HAV 3 - Car Park, North Street	Short	Small	Good
HAV 4 - 1-13 North Street Arcade	Medium to Long	Small	Reasonable
HAV 5 - Land between Market Parade and the Railway Station	Long	Small	Reasonable
HAV 6 – Land at junction of Solent Road and Brockhampton Lane	Medium	Medium	Reasonable
Waterlooville			
WAT 1: 308-312, London Road	Short	Medium	Good
WAT 2: Former Allotments, Maurepas Way	Short to Medium	Large	Reasonable
WAT 3: Asda and adjoining car parking, Maurepas Way	Medium	Large	Reasonable
WAT 4: Caetano, Hambledon Road	Medium to Long	Large	Reasonable
WAT 5: Household Waste Recycling Centre, Hambledon Road	Medium to Long	Small	Reasonable
Emsworth			
EMS 1 - North Street Car Park	Medium	Small	Reasonable
Mengham/Gable Head			
GAB 1 - Hayling Billy PH, Elm Grove, Gable End	Medium to Long	Small	Reasonable
GAB 2 – Health Centre Car Park and land to the rear of 24-36 Elm Grove	Medium	Medium	Reasonable
MEN 1 - Mengham Lane Car Park	Medium	Small	Reasonable
Leigh Park			
LEI 1 - Crown Bingo Club and car parking, Somborne Drive	Medium	Medium	Reasonable

11.21 Within the Borough 16 opportunities have been identified, 6 in Havant, 5 in Waterlooville, 1 in Emsworth, 3 in Mengham/Gable Head and 1 in Leigh Park.

11.22 We consider that all seventeen sites have reasonable or above potential to deliver additional retail/leisure floorspace, as follows:

- Former Texaco Garage and Car Park, Park Road South, Havant – up to 1,000 sq m (gross)
- 42-54 West Street, Havant – up to 1,000 sq m (gross)
- Car Park, North Street, Havant – up to 600 sq m (gross)
- 1-13 North Street Arcade, Havant – up to 1,000 sq m (gross)
- Land between Market Parade and the Railway Station, Havant – up to 1,000 sq m (gross)
- Land at junction of Solent Road and Brockhampton Lane, Havant – up to 4,000 sq m (gross)
- 308-312, London Road, Waterlooville – up to 1,000 sq m (gross)
- Former Allotments, Maurepas Way, Waterlooville – up to 10,000 sq m (gross)
- Asda and adjoining car parking, Maurepas Way, Waterlooville – up to 5,000 sq m (gross)
- Caetano, Hambledon Road, Waterlooville – up to 5,000 sqm (gross)
- Household Waste Recycling Centre, Hambledon Road, Waterlooville – up to 1,000 sq m (gross)
- North Street Car Park, Emsworth – up to 400 sq m (gross)
- Hayling Billy PH Car Park, Elm Grove, Gable Head – up to 500 sq m (gross)
- Health Centre Car Park and land rear of 24-36 Elm Grove, Gable Head – up to 2,000 sq m (gross)
- Mengham Lane car park, Mengham – up to 1,000 sq m (gross)
- Crown Bing Club and car parking, Somborne Drive, Leigh Park – up to 2,500 sq m (gross).

Summary and Conclusions

11.23 A number of potential development sites have been identified. Together these sites could accommodate additional retail/leisure floorspace of about 37,400 sq m gross, as follows:

Centre	Sites	Floorspace (Sq m)
HAVANT EAST		
Havant	Former Texaco Garage and Car Park, Park Road South	1,000 sq m (gross)
Havant	42-54 West Street	1,000 sq m (gross)
Havant	Car Park, North Street	600 sq m (gross)
Havant	1-13 North Street Arcade	1,000 sq m (gross)
Havant	Land between Market Parade and the Railway Station	1,000 sq m (gross)
Havant	Land at junction of Solent Road and Brockhampton Lane	4,000 sq m (gross)
Emsworth	North Street Car Park	400 sq m (gross)
Leigh Park	Crown Bing Club and car parking, Somborne Drive	2,500 sq m (gross)
Hayling Island	Hayling Billy PH Car Park, Elm Grove, Gable Head	500 sq m (gross)
Hayling Island	Health Centre Car Park and land rear of 24-36 Elm Grove, Gable Head	2,000 sq m (gross)
Hayling Island	Mengham Lane car park, Mengham	1,000 sq m (gross)
HAVANT EAST TOTAL		15,000 sq m (gross)
HAVANT WEST		
Waterlooville	308-312, London Road	1,000 sq m (gross)
Waterlooville	Former Allotments, Maurepas Way	10,000 sq m (gross)
Waterlooville	Asda and adjoining car parking, Maurepas Way	5,000 sq m (gross)
Waterlooville	Caetano, Hambledon Road	5,000 sq m (gross)
Waterlooville	Household Waste Recycling Centre, Hambledon Road	1,000 sq m (gross)
HAVANT WEST TOTAL		22,000 sq m (gross)

11.24 Opportunities in the Borough as a whole are more than capable of accommodating the retail floorspace projection up to 2016 (23,032 sq m gross). This includes a comparison floorspace projection of 17,717 sq m (gross) and an allowance of 30% for other non-retail commercial uses A2/A3/A4/A5 and B1a (15% A3-A5 and 15% A2 and B1a) of 5,315 sq m (gross).

11.25 In the period up to 2016 there could be a need to accommodate about 6,800 sq m gross of mixed use development in the west of the Borough (i.e. Waterlooville and Cowplain), approx. 5,250 sq m gross of comparison and 1,550 sq m gross of other

service sector commercial uses. There are a number of potential sites in the west of the Borough that could accommodate this amount of development.

11.26 In the east of the Borough (i.e. Havant, Emsworth, Leigh Park and Hayling Island) in the period up to 2016 there could be a need to accommodate about 16,200 sq m gross of mixed use development. Approximately 12,500 sq m gross of comparison uses and 3,700 sq m gross of other commercial uses. There are a number of potential sites in the east of the Borough that could accommodate this amount of development, albeit that some of the identified sites may not be available in the short to medium term.

12.0 DEFINING THE BOROUGH'S NETWORK OF CENTRES

The Designation of Shopping Centres

- 12.1 PPS6 indicates that local planning authorities should adopt a positive and proactive approach to planning for the future of the centres within their areas, whether planning for growth, consolidation or decline. Local planning authorities are expected to set out a vision and strategy for the pattern and hierarchy of centres, including local centres, within their area. This strategy should set out how the role of different centres will contribute to the overall vision for their area.
- 12.2 The sequential approach indicates that town, district and local centres are the preferred location for the main town centre uses including retail and leisure development. Some forms of development may be more appropriate in smaller centres, if there are localised areas of deficiency. The key issues are the nature and scale of retail/leisure development proposed and the catchment area the development seeks to serve. Development should normally be consistent in terms of scale and nature with the character and role of the nearest centre. Therefore, development plan policies should provide clear advice in this respect.
- 12.3 PPS6 suggests that local authorities should adopt policies that enable town, district and local centres to meet the needs of residents in their area. The sequential approach indicates that the first preference for new developments should be within centres followed by edge-of-centre sites in town and district centre locations. Out of centre sites are last in the order of preference.
- 12.4 The distinction between town, district and local centres is important when applying the sequential approach. The nature, role and location of proposed retail/leisure schemes need to be considered when applying the sequential approach. Future development plan policies in Havant must clearly define which centres are town, district or local centres within the context of PPS6, in order to avoid confusion when applying the sequential approach. The current Local Plan defines two towns (Havant and Waterlooville), four district centres (Emsworth, Leigh Park, Cowplain and Mengham/Gable Head) and eleven local centres (Milton Road, Hambledon Road, Grassmere Way, Purbrook, Widley, Crookhorn, Middle Park Way, Bedhampton, West Town, Rails Lane and Creek Road.) and this is carried through into the Core Strategy: Preferred Options (March 2008).

- 12.5 Annex A of PPS6 provides guidance on the definition of centres. The hierarchy of centres in the current Local Plan are broadly consistent with the definitions in PPS6. With ‘*Town Centres*’ in the Local Plan reflecting the ‘*Town*’ definition in PPS6 and ‘*District centres*’ reflecting the ‘*District*’ definition in PPS6.
- 12.6 PPS6 also provides some clarification on the designation and role of centres. Table 1 of PPS6 describes the characteristics of different centres. It suggests that city centres are the highest level of centre and will often be a regional centre and will serve a wide catchment. Town centres are usually the second level of centres after city centres and, in many cases, they will be the principal centre or centres in a local authority’s area. In rural areas they are likely to be market towns or other centres of similar size and role which function as important service centres, providing a range of facilities and services for extensive rural catchment areas. In planning the futures of town centres, local planning authorities should consider the function of different parts of the centre and how these contribute to its overall vitality and viability. Town Centres are not defined within the Draft South East Plan (RSS).
- 12.7 PPS6 also suggests that district centres will usually comprise groups of shops often containing at least one supermarket or superstore, and a range of non-retail services, such as banks, building societies and restaurants, as well as local public facilities such as a library. District Centres are not defined within the Draft South East Plan (RSS).
- 12.8 Below district centres, PPS6 does not provide sub-divisions for local centres. However, the footnotes indicate that small parades of shops of purely neighbourhood significance are not regarded as centres for purposes of the policy statement. PPS6 states that local centres include a range of small shops of a local nature, serving a small catchment. Typically, local centres might include, amongst other shops, a small supermarket, a newsagent, a sub-post office and a pharmacy. Other facilities could include a hot-food takeaway and launderette.
- 12.9 Based on the hierarchy of centres in the Local Plan and PPS6, a summary of recommended definitions is set out in Table 12.1.

Table 12.1: Hierarchy of Centres

Centre Classification	Definition/Comment
Town Centres	Their attractiveness for retailing is derived from a mix of comparison and convenience shopping. As described in Annex A of PPS6, in many cases they will be the principal centre or centres in a local authority's area.
District Centres	As described in Annex A of PPS6. The primary role of these centres will be the provision of convenience shopping, services but with some comparison shopping serving a relatively localised catchment area or shopping of a specialist nature.
Local Centres	As described in Annex A of PPS6 reasonably large centres of more than purely neighbourhood significance should be designated local centres.

12.10 Small parades of shops of purely neighbourhood significance are not regarded as centres for the purposes of the policy statement.

12.11 The hierarchy in Havant categorises its centres as Town Centres, District Centres and Local Centres. Havant and Waterlooville are categorised as '*Town Centres*' and they fulfil the role of providing a mix of comparison and convenience shopping and are the principal centres within the Borough.

12.12 Emsworth, Leigh Park, Mengham/Gable Head and Cowplain are categorised as '*District Centres*'. We consider that Emsworth, Leigh Park and Mengham/Gable Head fulfil the role of providing convenience shopping with some comparison shopping serving a relatively localised catchment. Emsworth is correctly defined as a district centre within the local retail hierarchy.

12.13 A key issue is whether Cowplain and Emsworth District Centres should continue to be categorised as a '*District Centres*'.

12.14 Cowplain has a relatively small number of retail units (39 units) and does not realistically fulfil a comparison shopping role with relatively few comparison retail units and limited representation across all comparison goods trade categories. We therefore consider that Cowplain has the characteristics of a Local Centre as defined in PPS6 and therefore Cowplain could be re-categorised as a '*Local Centre*'.

12.15 With regards to Emsworth, consideration has been given as to whether it should be re-categorised as a '*Town Centre*'. It has a relatively large number of units (90 units) and a good range of comparison and convenience retailers as well as important local services. However, it does not have the range of facilities and provision of national retailers that can be found in Havant and Waterlooville town centres and we therefore

consider that it is not a 'principal' centre within the Borough and should continue to be categorised as a 'District Centre'.

12.16 No other changes are considered necessary to the current town, district and local centre hierarchy.

Table 12.2: Recommended Havant Borough Hierarchy of Centres

Status	Centre
Town Centre	Havant Waterlooville
District Centre	Emsworth Leigh Park Mengham/Gable Head
Local Centre	Cowplain Milton Road Hambledon Road Grassmere Way Purbrook Widley Crookhorn Middle Park Way Bedhampton West Town Rails Lane Creek Road

12.17 The Council published its Preferred Options Core Strategy in March 2008. Two retail policies were included dealing with the location of shopping and other commercial development (Policy CS15) and the hierarchy of centres (Policy CS13). These policies are in accordance with the requirements of PPS6 and should be carried forward into the final Core Strategy document. These two strategic policies will need to be underpinned by the 'saved' development control policies aimed at controlling changes of use of Class A1 premises. These 'saved' policies have served the Council well and subject to a review of existing primary, secondary and tertiary designations should be carried forward into the Core Strategy, due to be published in June 2009.

13.0 CONCLUSIONS AND RECOMMENDATIONS

- 13.1 This report provides a borough wide needs assessment for retail in the Havant. It provides a guide to the shopping needs of the Borough up to 2011, 2016, 2021 and 2026. The principal conclusions of the analysis contained within this study are summarised below.

Meeting Shopping Needs in Havant Borough

- 13.2 Overall, in order to meet projected growth in expenditure, there is a need for additional shopping and service facilities. Future planning policy and site allocations should seek, in line with PPS6, to identify opportunities to accommodate growth.
- 13.3 The floorspace projections shown in this report provide broad guidance. Meeting the projections between 2008 and 2016 remains the priority. The projections should not be considered to be maximum or minimum limits or targets, particularly when translated into the development plan allocations or when used to guide development control decisions. For instance if a major scheme comes forward within a designated centre in the period to 2016, although the implementation of this proposal may possibly result in an over-supply of comparison retail floorspace, it may be acceptable to permit such a scheme if it is of an appropriate scale in terms of the role and function of that centre. Such floorspace limits should not inhibit competition between retailers when located within centres, subject to the consideration of scale and impact. However, if an out-of-centre proposal exceeds the floorspace projections then the need for the proposal and impact will need to be carefully considered.
- 13.4 Long term forecasts (beyond 2016) may be more susceptible to change, due to unforeseen circumstances. Projected surplus expenditure beyond 2016 is attributable to projected growth in spending per capita, extrapolated from short to medium term growth projections. If the growth in expenditure is lower than that forecast then the scope for additional space will reduce. Long term projections should be monitored and kept under review. The implications of major retail development within and surrounding the Borough should also be monitored and the affects proposals may have on the demand for additional development in Havant Borough should be considered carefully.

Accommodating Future Growth

- 13.5 The sequential approach suggests that town and centres should be the first choice for retail development. In Havant Borough the preferred location for retail development needs to be carefully considered, particularly for major development which may have an extensive catchment area. Major development should be located within the two town centres.
- 13.6 Some forms of retail facilities which serve more localised catchment areas may be more appropriate within local centres, rather than the main centres. However, all development should be appropriate in terms of scale and nature to the centre in which it is located. Development may be required to serve new residential development area, but these facilities are likely to be of a scale to serve local shopping needs only.
- 13.7 The existing stock of premises may have a role to play in accommodating projected growth. The retail capacity analysis in this report assumes that existing retail floorspace can, on average, increase its turnover to sales floorspace densities. The floorspace projections reflect these assumptions. In addition to the growth in sales densities, vacant shops could help to accommodate future growth.
- 13.8 The existing 2008 shop vacancy rate is relatively low in most centres in the Borough, with the exception of Havant town centre (27 vacant units – 15.6% vacancy rate) and Leigh Park (15 vacant units – 20% vacancy rate). The Goad national average vacancy rate is about 11%.
- 13.9 Based on Goad information there is about 3,100 sq m gross of vacant shop floorspace in Havant town centre, plus 1,300 sq m gross vacant at Central Retail Park, and at least 2,000 sq m gross in Leigh Park. If half of this vacant floorspace can be occupied then about 3,200 sq m gross of the comparison floorspace projection for Havant Borough east could be accommodated which would account for 25% of the requirement at 2016. The strategy should seek to reduce the vacancy rate across the Borough by, where possible, directing new retail uses into vacant premises.
- 13.10 Growth in sales densities and vacant shops will not be able to accommodate all the future growth in comparison expenditure, therefore potential development sites need to be identified through the Local Development Framework process to accommodate longer term growth.

Convenience Goods Development

- 13.11 On the basis of the assumption that existing convenience retailers trade at national average turnover levels, the quantitative capacity analysis indicates there is limited potential for further convenience goods floorspace within the Borough, allowing for existing commitments.
- 13.12 Nevertheless, local convenience shopping facilities will need to be provided within major new residential development areas, but these facilities are likely to be of a local scale.

Comparison Goods Development

- 13.13 The strategy should seek to promote further comparison retail development within Havant and Waterlooville town centres, as the main comparison shopping destinations in the Borough. The strategy should seek to maintain their current position in the shopping hierarchy and, as a minimum seek to maintain the centre's existing market share of expenditure. In order to maintain their existing position it will be necessary to continue to improve comparison shopping facilities in the longer term. Comparison retail development within other smaller centres in the Borough should be consistent in terms of scale and nature with the nearest centre and should not serve a Borough wide catchment area.
- 13.14 The quantitative capacity analysis indicates that in the short to medium term up to 2016 there could be scope for about 13,200 sq m net (17,500 sq m gross) of comparison floorspace in the Borough as a whole, and this could increase to 24,400 sq m net (32,500 sq m gross) by 2021.
- 13.15 The Council should seek to identify sites within the designated centres to meet at least the floorspace projections up to 2016. Sites identified in the LDF should continue to be explored with the landowner/developers, recognising it may take a number of years to complete complex developments.
- 13.16 Any major comparison retail proposals outside the designated centres will be required to demonstrate there is a need for the development proposed (subject to proposed draft changes to PPS6), comply with the sequential approach to site selection, and the applicant will also need to demonstrate the proposal will not have an unacceptable impact on existing centres. Development within centres will also need

to be consistent in terms of scale and nature to the role of that centre and the catchment area the centre serves.

Commercial Leisure Development

- 13.17 The provision of leisure, entertainment and cultural facilities within the Borough is limited but reflects the size of its catchment and the fact that residents also have good access to facilities in neighbouring authorities such as Portsmouth and Chichester.
- 13.18 Based on our assessment, there could be potential for a small cinema and bingo club. However, the catchment population is too small for a multiplex cinema, bowling or casino facility. There is potential scope for further health and fitness facilities.

The Role of Shopping Centres

- 13.19 PPS6 indicates that local planning authorities should adopt a positive and proactive approach to planning for the future of the centres within their areas, whether planning for growth, consolidation or decline. Local planning authorities are expected to set out a vision and strategy for the pattern and hierarchy of centres, including town, district and local centres within their area. This strategy should set out how the role of different centres will contribute to the overall vision for their area.
- 13.20 The current Local Plan clearly defines the current hierarchy with two towns (Havant and Waterlooville), four district centres (Emsworth, Leigh Park, Cowplain and Mengham/Gable Head) and eleven local centres (Milton Road, Hambledon Road, Grassmere Way, Purbrook, Widley, Crookhorn, Middle Park Way, Bedhampton, West Town, Rails Lane and Creek Road.). Havant and Waterlooville should continue to act as the principal centres within the Borough.
- 13.21 Emsworth, Leigh Park and Mengham/Gable Head should complement Havant and Waterlooville town centres by providing for main and bulk convenience food shopping and a reasonable range of comparison shopping facilities and other services. The local centres (potentially including the re-categorised Cowplain) are also expected to cater for top-up and basket convenience shopping and services, but are likely to provide a more limited range of comparison shopping.
- 13.22 The sequential approach indicates that town, district and local centres are the preferred location for new retail/leisure/cultural development. Development should be appropriate in terms of scale and the catchment area the centre serves. Therefore,

large-scale development should be concentrated within the larger centres, i.e. in Havant and Waterlooville Town Centres, or failing that, district centres. However, when the MDA is implemented then there may be scope for some retail development within the enlarged settlement.

- 13.23 Some forms of development may be more appropriate in smaller centres, if there are localised areas of deficiency. The key issues are the nature and scale of retail/leisure development proposed and the catchment area the development seeks to serve. Development should normally be consistent in terms of scale and nature with the character and role of the nearest centre. Therefore, development plan policies should provide clear advice in this respect. In general development within local centres should primarily serve the village/settlement within which it is located, and perhaps smaller nearby settlements which do not have a local centre. Local centres/parades within the main towns, i.e. in the urban area but outside the town/district centre serving that town, should primarily serve walk-in catchment areas, approximately 500 metres from the centre and local area needs assessment should be based on that parameter.
- 13.24 PPS6 suggests that local authorities should adopt policies that enable town, district and local centres to meet the needs of residents of their area. The sequential approach indicates that the first preference for new developments should be within centres followed by edge-of-centre sites in town and district centre locations. Out of centre sites are last in the order of preference.
- 13.25 As indicated, development within all centres should be appropriate in terms of nature and scale to the role of the centre. Developments which are likely to attract customers from a significantly wider area than the centre's intended catchment area may be considered to be out-of-scale with the role of the centre, and may be better located within a larger centre, if alternative sites are available, which would meet the identified need. Again, each proposal would need to be considered on its individual merits. The recommended hierarchy of centres for the Borough is shown below. This hierarchy will help to inform what scale of development may be appropriate in each centre.

Table 13.1 Recommended Havant Borough Hierarchy of Centres

Status	Centre
Town Centre	Havant Waterlooville
District Centre	Emsworth Leigh Park Mengham/Gable Head
Local Centre	Cowplain Milton Road Hambledon Road Grassmere Way Purbrook Widley Crookhorn Middle Park Way Bedhampton West Town Rails Lane Creek Road

13.26 The distinction between town, district and local centres is important when applying the sequential approach, which will assist the consideration of scale when determining proposed retail/leisure schemes. As a rule of thumb development in Havant and Waterlooville should primarily serve the catchment areas shown in Plan 2A in Appendix A, although it is unlikely the two town centres will retain all, or even most, of the expenditure generated within their catchment areas.

13.27 Development plan policies should continue to seek to concentrate shopping development within defined centres and the clear guidance in relation to what type of development will be appropriate in each type of centre should be maintained. The primary and secondary shopping frontage designations currently defined in the 'saved' policies of the Havant Borough District Wide Local Plan should be retained. However, the Council should consider whether the defined tertiary locations provide any useful function.

13.28 Havant and Waterlooville Town Centres should be maintained and enhanced as Town Centres. As the main centre's in the Borough the town centres should serve the Borough as a whole, and should embrace a wide range of activities. The centres should function as the main comparison shopping destinations in the Borough and also the main destinations for leisure, entertainment and cultural activities that serve the Borough's residents.

13.29 In order to maintain and enhance this role, the town centres should be the focus for major comparison retail developments. To meet the Borough's need for retail and

other town centre uses major development is required in the town centre's in the medium to long term. An appropriate balance of uses needs to be maintained and existing town centre uses should be protected. The study has identified a need for new comparison retail development and Class A uses in general, over and above the existing commitments. It will also be necessary to retain where appropriate existing retail uses within the centres. Therefore, there is a continuing need to monitor the designated shopping frontages within the town centres, and continue to protect Class A uses. Changes of use or redevelopment which involve the net loss of Class A use should be carefully considered and only permitted in exceptional circumstances, i.e. where retention of Class A use is unviable. This will need to be determined on a case by case basis.

- 13.30 Opportunities in the Borough as a whole are more than capable of accommodating the retail floorspace projection up to 2016 (23,032 sq m gross). This includes a comparison floorspace projection of 17,717 sq m (gross) and an allowance of 30% for other non-retail commercial uses A2/A3/A4/A5 and B1a (15% A3-A5 and 15% A2 and B1a) of 5,315 sq m (gross).
- 13.31 In the period up to 2016 there could be a need to accommodate about 6,800 sq m gross of mixed use development in the west of the Borough (i.e. Waterlooville and Cowplain) approx. 5,250 sq m gross of comparison and 1,550 sq m gross of other commercial uses. There are a number of potential sites in the west of the Borough that could accommodate this amount of development.
- 13.32 In the east of the Borough (i.e. Havant, Emsworth, Leigh Park and Hayling Island) in the period up to 2016 there could be a need to accommodate about 16,200 sq m gross of mixed use development. Approximately 12,500 sq m gross of comparison uses and 3,700 sq m gross of other commercial uses. There are a number of potential sites in the east of the Borough that could accommodate this amount of development, albeit some of the identified sites may not be available in the short to medium term.

Future Strategy Implementation and Monitoring

- 13.33 There are a number of broad areas of possible action the Council could pursue in order to maintain and enhance the role of shopping centres within the Borough and to address the weaknesses highlighted in the centre health checks, as follows:

- application of guidance within PPS6, particularly relating to need and the sequential approach in determining out-of-centre retail and other development proposals that generate significant numbers of trips;
- improving the range and choice of shops and services in all centres (where appropriate in terms of scale) by encouraging intensification, development and the re-occupation of vacant premises, and continuing to promote the centres through town centre management initiatives.
- maintaining the generally high quality environment within each centre;
- measures to improve accessibility and public transport to the town, district and local centres in order to encourage more residents to shop in their nearest centre, which may involve maintaining an appropriate level of car parking at a competitive cost and safeguarding and improving public transport services;
- measures to bring forward development opportunities to improve the availability of modern premises suitable for new occupiers.
- pro-active approach to site assembly which may require the use of compulsory purchase powers.

13.34 The recommendations and projections within this study are expected to assist the Council in preparing development plan policies over the coming years and to assist development control decisions during this period. The study provides a broad overview of the potential need for further retail and leisure development up to 2016, with longer term forecast up to 2021 and 2026. However, projections are subject to uncertainty and forecasts may need to be amended to reflect emerging changes as and when new information becomes available. In particular long-term projections up to 2026 should be treated with caution.

13.35 Therefore, we would recommend that this retail/leisure capacity study should be updated in 4-5 years time and the floorspace projections rolled forward. The following key assumptions should be updated as necessary:

- population projections;
- local expenditure estimates (information from Experian or other recognised data providers);
- growth rate assumptions for expenditure per capita (information from Experian or other recognised data providers);
- the impact of potential increases in home and internet shopping;
- existing retail floorspace and average turnover to floorspace densities (floorspace surveys and turnover data from Management Horizons, Retail Ranking); and

- implemented development within and around the study area.

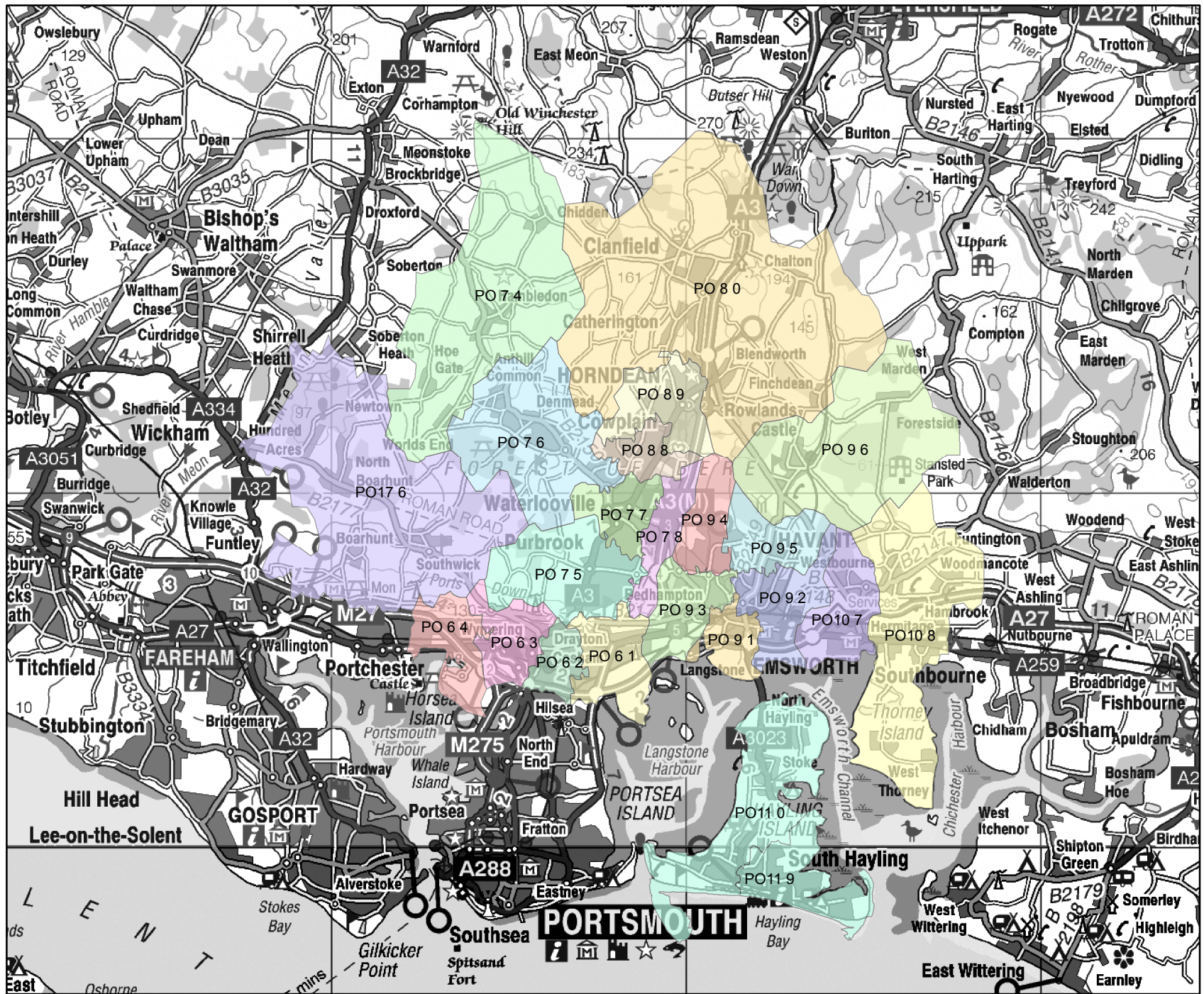
13.36 These key inputs into the retail/leisure capacity assessment can be amended to provide revised capacity projections. We do not envisage that the structure of the capacity assessment set out in this report will need to be amended. It may be necessary to undertake an updated household survey to address the implementation of major developments that will significantly alter shopping/leisure patterns in the Borough.

13.37 The Council should continue monitoring and updating the centre health checks provided in this study on a regular basis to accord with the provisions of the Planning and Compulsory Purchase Act 2004 with regard to the submission of annual monitoring reports. In particular changes in Class A1 representations and vacancy rates should be monitored. Property market data should also be monitored i.e. rents. The visitor survey and pedestrian flow counts could be updated less frequently e.g. bi-annually.

13.38 Many of the recommendations contained in this study have been formulated having regard to the guidance set out in PPS6. As explained in Para 3.25 to 3.31, this guidance is currently under review by the Government and the final version of PPS6 is due to be published later this year and the Council may need to review our recommendations in the light of changes made. This will be particularly relevant to new guidance covering the need and sequential test and implications for the annual monitoring of policies.

Appendix A

Study Area and Existing Retail Facilities



Havant Borough Council: Catchment Area



Havant Borough Council Study Area Zones

Zone	Postal Sectors
1	PO 9 1
2	PO 9 2
3	PO 9 5
4	PO 9 4
5	PO 9 3
6	PO 6 1
7	PO 7 5
8	PO 7 8
9	PO 7 7
10	PO 8 8
11	PO 7 6
12	PO 8 9
13	PO 8 0
14	PO 7 4
15	PO10 7
16	PO 9 6
17	PO10 8
18	PO17 6
19	PO 6 3
20	PO 6 2
21	PO 6 4
22	PO11 0, PO11 9

Table 1A - Convenience Floorspace and Benchmark Turnover (2007 prices)

Centres	Store	Net Sales Floorspace Sq M*	Convenience % Sales Floorspace	Convenience Floorspace Sq M Net	Turnover Density £ per Sq M	Total Convenience Turnover £M	
Havant Town Centre (including retail parks)	Iceland, Market Parade, Havant	383	95%	364	£5,505	£2.00	
	Waitrose, 12 North Street, Havant	1,362	90%	1,226	£11,142	£13.66	
	Aldi, Central Retail Park, Havant	910	75%	683	£3,677	£2.51	
	Tesco, Solent Road	2,372	85%	2,016	£13,203	£26.62	
	Other local stores- Havant	693	100%	693	£4,000	£2.77	
	Havant Total	5,720	-	4,982	-	£47.56	
Waterlooville Town Centre (including retail parks)	Asda, Portland Road, Waterlooville	3,285	70%	2,299	£14,422	£33.16	
	Iceland, Wellington Way Precinct, Waterlooville	465	95%	442	£5,505	£2.43	
	Waitrose, Dukes Walk, Waterlooville	2,289	90%	2,060	£11,142	£22.95	
	Other local stores- Waterlooville	602	100%	602	£4,000	£2.41	
	Waterlooville Total	6,640	-	5,403	-	£60.95	
Emsworth District Centre	Co-op, High St, Emsworth	337	95%	320	£5,882	£1.88	
	Tesco Express, 17 North St, Emsworth	134	95%	127	£13,203	£1.68	
	Other local stores- Emsworth	539	100%	539	£3,000	£1.62	
	Emsworth Total	1,010	-	986	-	£5.18	
Cowplain District Centre	Co-op, 83 London Road, Cowplain	278	95%	264	£5,882	£1.55	
	Lidl, London Road, Cowplain	892	80%	714	£2,679	£1.91	
	Other local stores- Cowplain	700	100%	700	£3,000	£2.10	
	Cowplain Total	1,870	-	1,678	-	£5.57	
Leigh Park District Centre	Iceland, Greywell, Leigh Park	422	95%	399	£5,505	£2.20	
	Netto, 37 Park Parade, Leigh Park, Havant	429	90%	386	£5,763	£2.23	
	Tesco Metro, Greywell Road, Leigh Park	579	95%	550	£13,203	£7.27	
	Other local stores- Leigh Park	700	100%	700	£3,000	£2.10	
	Leigh Park Total	2,130	-	2,035	-	£13.79	
Mengham/Gable Head District Centres	Co-op, 140 Elm Grove, Hayling Island	862	95%	819	£5,885	£4.82	
	Somerfield, Mengham, Hayling Island	357	90%	321	£6,636	£2.13	
	Tesco Express, Hayling Island	158	95%	150	£13,203	£1.98	
	Other local stores- Mengham/ Gable Head	100	100%	100	£3,000	£0.30	
	Mengham/ Gable Head Total	1,477	-	1,391	-	£9.23	
Freestanding Stores	Asda, Larchwood Ave, Bedhampton, Havant	9,178	50%	4,589	£14,422	£66.19	
	Co-op, London Road, Widley, Waterlooville	119	95%	113	£5,882	£0.67	
	Co-op, 55 St Albans Road, West Leigh, Havant	187	95%	178	£5,882	£1.04	
	Co-op, 62 Stakes Road, Purbrook, Waterlooville	121	95%	115	£5,882	£0.68	
	Co-op, 158a Stakes Hill Road	144	95%	137	£5,882	£0.80	
	Co-op, 71 Forestside Ave, Leigh Park, Havant	170	95%	162	£5,882	£0.95	
	Co-op, Milton Road, Cowplain	155	95%	147	£5,882	£0.87	
	Somerfield, Hayling Island	300	90%	270	£6,636	£1.79	
	Tesco Express, 1 Lavender Road, Waterlooville	226	95%	214	£13,203	£2.83	
	Local Shops- Other	1,500	100%	1,500	£3,000	£4.50	
	Freestanding Stores Total	12,101	-	7,425	-	£80.32	
	Local Centres	Co-op, Middle Park Way Local Centre	273	95%	259	£5,882	£1.52
		Co-op, Crookhorn Local Centre	128	95%	122	£5,882	£0.72
Tesco Express, Grassmere Local Centre		171	95%	162	£13,203	£2.14	
Tesco Express, West Town Local Centre		232	95%	221	£13,203	£2.91	
Local Shops - Other		1,800	100%	1,800	£3,000	£5.40	
Local Centres Total		2,604	-	2,564	-	£12.69	
Sub-Total Havant East (Havant)	22,328	-	16,722	£9,277	£155.13		
Sub-Total Havant West (Waterlooville)	11,225	-	9,742	£8,229	£80.17		
TOTAL	33,553	-	26,464	£8,891	£235.29		

Sources

*Institute of Grocery Distribution
Experian Goad for Havant, Waterlooville and Emsworth
Out of Centre Local Shopping Provision Report (January 2007)
Borough of Havant - Retail Floorspace Data 2007
Planning application information for Tesco Solent Road
NLP site survey 2009*

Table 2A - Comparison Floorspace in Havant Borough East

Centre	Gross Floorspace Sq M	Net Sales Floorspace Sq M
Havant Town Centre (including retail parks)		
Havant town centre comparison shops	14,580	10,206
Iceland, Market Parade, Havant	n/a	19
Waitrose, 12 North Street, Havant	n/a	136
Central/Solent/Havant Retail Parks		
Homebase	2,747	2335
B&Q	8,856	7528
Wickes Extra	4,542	3561
Carpetright	n/a	300
Sports Direct	890	1210
Peacocks	750	638
Halfords	680	867
Next	850	1301
Laura Ashley	740	629
Hobbycraft	880	1122
Pets at Home	710	604
Carphone Warehouse	110	94
Aldi, Unit 4/5 Central Retail Park, Havant	n/a	228
Tesco, Solent Road, Havant	n/a	356
Sub-Total	n/a	31,131
Emsworth District Centre		
Town centre comparison shops	2,640	1,848
Co-op, High St, Emsworth	n/a	17
Tesco Express, 17 North St, Emsworth	n/a	7
Sub-Total	n/a	1,872
Leigh Park District Centre		
Town centre comparison shops	6,791	4,754
Iceland, Greywell, Leigh Park	n/a	23
Netto, 37 Park Parade, Leigh Park, Havant ¹	n/a	43
Tesco Metro, Greywell Road, Leigh Park	n/a	29
Sub-Total	6,791	4,848
Mengham/ Gable Head District Centre		
Town centre comparison shops	4,130	2,891
Co-op, 140 Elm Grove, Hayling Island	n/a	43
Somerfield, Mengham, Hayling Island	n/a	36
Tesco Express 104-106 Elm Grove, Hayling Island	n/a	8
Somerfield, Hayling Island	n/a	6
Sub-Total	n/a	2,984
Other		
Asda, Larchwood Ave, Bedhampton, Havant	n/a	4,589
Sub-Total	n/a	4,589
GRAND TOTAL	n/a	45,424

Sources

Floorspace for town/district centres taken from Experian Goad for Havant, Emsworth and Leigh Park Borough of Havant - Retail Floorspace Data

Table 3A - Comparison Floorspace in Havant Borough West

Centre	Gross Floorspace Sq M	Net Sales Floorspace Sq M
Waterlooville Town Centre (including retail parks)		
Waterlooville town centre comparison shops	15,060	10,542
Asda, Portland Road, Waterlooville	n/a	985
Iceland, Wellington Way Precinct, Waterlooville	n/a	23
Waitrose, Dukes Walk, Stakes Hill Road, Waterlooville	n/a	229
Gallagher Retail Park		
DFS Furniture	2,459	2,090
SCS Sofas	966	821
Carpetright	875	744
Wickes (Rockville Drive)	2,200	1,870
Brantano	734	624
Dreams	618	1,051
Argos	1,034	879
JJB Sports	965	820
TK Maxx	1,836	1,561
Jollye's	662	225
Halfords	618	525
Sofas and Rooms	2,842	604
Matalan	2,068	1,230
Sub-Total	-	24,824
Cowplain District Centre		
Town centre comparison shops	1,705	1,194
Co-op, 83 London Road, Cowplain	n/a	14
Lidl, London Road, Cowplain	n/a	178
Sub-Total	-	1,386
GRAND TOTAL	-	26,209

Sources

*Floorspace for Waterlooville from Experian Goad
Borough of Havant - Retail Floorspace Data 2007*

Table 4A - Estimated Turnover of Committed Retail Development (2007 prices)

Convenience (2008)

Store	Net Sales Floorspace Sq M	Convenience % Sales Floorspace	Convenience Floorspace Sq M Net	Turnover Density £ per Sq M	Total Convenience Turnover £M
Lidl, Somborne Drive, Leigh Park	1,286	80%	1,029	£2,679	£2.76
Tesco, Solent Road (additional floorspace)	3,641	49%	1,786	£13,203	£23.58
Havant East Total	n/a	n/a	2,815	n/a	£26.34

Comparison (2008)

Store	Gross Sales Floorspace Sq M	Net Sales Floorspace Sq M	Turnover Density £ per Sq M	Total Comparison Turnover £M
Former Curzon Rooms	954	763	£5,000	£3.82
Former Texaco Petrol Filling Station	608	486	£5,000	£2.43
Lidl, Somborne Drive, Leigh Park	n/a	257	£4,158	£1.07
Tesco, Solent Road (additional floorspace)	n/a	1,855	£9,042	£16.77
Havant East Total	n/a	2,599	n/a	£20.27
Havant West Total	n/a	763	n/a	£3.82
Havant Total	n/a	3,362	n/a	£24.09

**Company Average Sales Density Estimates for
High Street Comparison Retailers**

Operator	Turnover Density £ Sq M Net
Allied Carpets	£1,265
Carpetright	£1,341
DFS	£9,182
Dunhelm	£2,504
Homestyle (incl Harveys and Benson Beds)	£2,820
Habitat (2005/06)	£2,947
Ikea	£5,312
Joysleep	£2,062
Magnet (2004/05 figure)	£2,226
MFI (2004/05 figure)	£3,554
ScS Upholstery	£3,301
Sofa Workshop	£4,983
Apollo 2000	£5,729
Bennetts	£8,158
Comet	£7,677
Currys	£7,234
Dixons (2005/2006)	£13,609
PC World	£7,412
The Link (2005/2006)	£14,823
B&Q	£1,986
Focus	£1,113
Glyn Webb	£1.13
Homebase	£1,429
Topps Tiles (2004/05)	£1,404
Wickes	£2,403
Beale	£1,948
Harvey Nichols	£2,567
Debenhams	£2,251
Fenwicks	£4,756
House of Fraser	£1,771
John Lewis	£7,083
TJ Hughes	£1,885
All Sports (John David Group)	£5,388
Argos	£20,561
Bhs	£2,352
Boots Chemists	£8,442
Blacks Leisure (2004/05)	£3,971
C&J Clark	£9,928
Clinton Cards	£2,782
Esprit	£3,352
French Connection	£5,767
Game	£14,570
Gap	£3,392
Goldsmith Jewellers (2005/2006)	£18,428
HMV	£9,536
JJB Sports	£2,277
JD Sports	£5,388
LK Bennett Shoes	£5,137
Marks & Spencer (non-food)	£5,335
Matalan	£2,228
Mothercare	£2,664
New Look	£4,939
Next	£6,115
Ottakars	£4,060
Poundland	£7,019
River Island	£11,908
Ryman (2005/2006)	£5,173
Sports Direct (Giles/ Hargreaves/Lillywhites)	£4,009
Stead & Simpson	£3,788
Superdrug	£5,034
TK Maxx	£2,835
Toys R Us	£2,618
Waterstones	£3,933
WH Smith	£5,261
Woolworth	£4,394
Average	£5,220

Appendix B

Convenience Retail Assessment

Table 1B : Population Projections

Zone	Postcode	2001	2008	2011	2016	2021	2026
1	PO9 1	4,224	4,224	4,337	4,473	4,433	4,417
2	PO9 2	10,474	10,475	10,639	10,972	10,874	10,836
3	PO9 5	9,052	9,111	9,098	9,274	9,195	9,168
4	PO9 4	9,669	9,670	9,985	10,298	10,206	10,170
5	PO9 3	10,212	10,213	10,168	10,487	10,393	10,357
6	PO6 1	7,714	8,112	8,262	8,286	8,407	8,572
7	PO7 5	11,369	11,651	11,995	12,628	12,763	12,905
8	PO7 8	8,430	8,865	8,982	9,264	9,181	9,149
9	PO7 7	8,700	8,787	8,942	9,299	9,289	9,311
10	PO8 8	9,698	10,199	10,166	10,485	10,391	10,355
11	PO7 6	9,281	9,694	9,797	10,481	10,758	11,003
12	PO8 9	13,983	14,165	14,095	14,199	14,084	14,053
13	PO8 0	9,264	9,474	9,436	9,467	9,432	9,444
14	PO7 4	1,190	1,249	1,276	1,370	1,412	1,448
15	PO10 7	9,340	9,341	9,467	9,764	9,676	9,643
16	PO9 6	2,782	2,800	3,075	3,047	3,023	3,014
17	PO10 8	8,253	8,477	8,489	8,381	8,306	8,258
18	PO17 6	2,509	2,625	3,729	3,977	4,125	4,151
19	PO6 3	9,717	10,219	10,472	10,504	10,657	10,866
20	PO6 2	11,382	11,970	12,290	12,327	12,507	12,753
21	PO6 4	10,613	11,161	11,154	11,188	11,351	11,574
22	PO11 0/ PO11 9	16,889	16,891	16,883	17,413	17,256	17,196
		194,745	199,372	202,735	207,585	207,719	208,644

Sources: *2001 Census of Population
Hampshire and West Sussex County Council Projections*

Table 2B: Convenience Goods Expenditure Per Capita (2007 Prices)

Expenditure Per Capita	2007	2008	2011	2016	2021	2026	Growth 2008-2011	Growth 2008-2016	Growth 2008-2021	Growth 2008-2026
1 - PO9 1	£1,805	£1,806	£1,813	£1,831	£1,859	£1,887	0.4%	1.4%	2.9%	4.5%
2 - PO9 2	£1,705	£1,707	£1,714	£1,731	£1,757	£1,783	0.4%	1.4%	2.9%	4.5%
3 - PO9 5	£1,519	£1,521	£1,527	£1,542	£1,565	£1,589	0.4%	1.4%	2.9%	4.5%
4 - PO9 4	£1,448	£1,450	£1,455	£1,470	£1,492	£1,515	0.4%	1.4%	2.9%	4.5%
5 - PO9 3	£1,654	£1,656	£1,662	£1,679	£1,704	£1,730	0.4%	1.4%	2.9%	4.5%
6 - PO6 1	£1,752	£1,753	£1,760	£1,777	£1,804	£1,831	0.4%	1.4%	2.9%	4.5%
7 - PO7 5	£1,732	£1,734	£1,740	£1,757	£1,784	£1,811	0.4%	1.4%	2.9%	4.5%
8 - PO7 8	£1,676	£1,677	£1,684	£1,701	£1,726	£1,752	0.4%	1.4%	2.9%	4.5%
9 - PO7 7	£1,697	£1,699	£1,706	£1,723	£1,749	£1,775	0.4%	1.4%	2.9%	4.5%
10 - PO8 8	£1,741	£1,742	£1,749	£1,766	£1,793	£1,820	0.4%	1.4%	2.9%	4.5%
11 - PO7 6	£1,774	£1,776	£1,783	£1,800	£1,828	£1,855	0.4%	1.4%	2.9%	4.5%
12 - PO8 9	£1,689	£1,690	£1,697	£1,714	£1,739	£1,766	0.4%	1.4%	2.9%	4.5%
13 - PO8 0	£1,829	£1,831	£1,838	£1,856	£1,884	£1,913	0.4%	1.4%	2.9%	4.5%
14 - PO7 4	£2,019	£2,021	£2,029	£2,049	£2,080	£2,111	0.4%	1.4%	2.9%	4.5%
15 - PO10 7	£1,836	£1,838	£1,845	£1,863	£1,891	£1,920	0.4%	1.4%	2.9%	4.5%
16 - PO9 6	£1,937	£1,938	£1,946	£1,965	£1,995	£2,025	0.4%	1.4%	2.9%	4.5%
17 - PO10 8	£1,676	£1,677	£1,684	£1,701	£1,726	£1,752	0.4%	1.4%	2.9%	4.5%
18 - PO17 6	£1,253	£1,254	£1,259	£1,271	£1,290	£1,310	0.4%	1.4%	2.9%	4.5%
19 - PO6 3	£1,502	£1,503	£1,509	£1,524	£1,547	£1,570	0.4%	1.4%	2.9%	4.5%
20 - PO6 2	£1,713	£1,715	£1,721	£1,738	£1,765	£1,791	0.4%	1.4%	2.9%	4.5%
21 - PO6 4	£1,592	£1,594	£1,600	£1,616	£1,640	£1,665	0.4%	1.4%	2.9%	4.5%
22 - PO11 0/PO11 9	£1,752	£1,753	£1,760	£1,777	£1,804	£1,831	0.4%	1.4%	2.9%	4.5%

Sources: *Experian local estimates of 2007 convenience goods expenditure per capita
Excluding special forms of trading - 1.6% in 2007, 1.8% in 2008, 2.3% in 2011 and 2.8% in 2016 and beyond
Experian Business Strategies forecast growth rate 0.3% per annum*

Table 3B: Total Available Convenience Goods Expenditure (£M - 2007 Prices)

Zone	2008	2011	2016	2021	2026	Growth 2008-2011	Growth 2008-2016	Growth 2008-2021	Growth 2008-2026
1 - PO9 1	£7.63	£7.86	£8.19	£8.24	£8.34	3.1%	7.3%	8.0%	9.2%
2 - PO9 2	£17.88	£18.23	£18.99	£19.10	£19.32	2.0%	6.2%	6.8%	8.1%
3 - PO9 5	£13.86	£13.89	£14.30	£14.39	£14.56	0.2%	3.2%	3.9%	5.1%
4 - PO9 4	£14.02	£14.53	£15.14	£15.23	£15.40	3.7%	8.0%	8.6%	9.9%
5 - PO9 3	£16.91	£16.90	£17.60	£17.71	£17.91	-0.1%	4.1%	4.7%	5.9%
6 - PO6 1	£14.22	£14.54	£14.73	£15.17	£15.70	2.2%	3.6%	6.7%	10.4%
7 - PO7 5	£20.20	£20.88	£22.19	£22.77	£23.37	3.4%	9.9%	12.7%	15.7%
8 - PO7 8	£14.87	£15.12	£15.75	£15.85	£16.03	1.7%	5.9%	6.6%	7.8%
9 - PO7 7	£14.93	£15.25	£16.02	£16.24	£16.53	2.2%	7.3%	8.8%	10.7%
10 - PO8 8	£17.77	£17.78	£18.52	£18.63	£18.85	0.1%	4.2%	4.9%	6.1%
11 - PO7 6	£17.22	£17.46	£18.87	£19.66	£20.41	1.4%	9.6%	14.2%	18.6%
12 - PO8 9	£23.94	£23.92	£24.33	£24.50	£24.81	-0.1%	1.6%	2.3%	3.6%
13 - PO8 0	£17.35	£17.34	£17.57	£17.77	£18.06	0.0%	1.3%	2.5%	4.1%
14 - PO7 4	£2.52	£2.59	£2.81	£2.94	£3.06	2.6%	11.2%	16.4%	21.2%
15 - PO10 7	£17.17	£17.47	£18.19	£18.30	£18.51	1.7%	6.0%	6.6%	7.8%
16 - PO9 6	£5.43	£5.98	£5.99	£6.03	£6.10	10.2%	10.3%	11.1%	12.5%
17 - PO10 8	£14.22	£14.29	£14.25	£14.34	£14.47	0.5%	0.2%	0.8%	1.8%
18 - PO17 6	£3.29	£4.69	£5.06	£5.32	£5.44	42.6%	53.6%	61.8%	65.2%
19 - PO6 3	£15.36	£15.80	£16.01	£16.48	£17.06	2.9%	4.2%	7.3%	11.1%
20 - PO6 2	£20.53	£21.16	£21.43	£22.07	£22.84	3.1%	4.4%	7.5%	11.3%
21 - PO6 4	£17.79	£17.84	£18.08	£18.62	£19.27	0.3%	1.6%	4.7%	8.3%
22 - PO11 0/PO11 9	£29.61	£29.71	£30.95	£31.14	£31.49	0.3%	4.5%	5.1%	6.4%
Total	£336.70	£343.26	£354.97	£360.50	£367.55	1.9%	5.4%	7.1%	9.2%

Sources:

Table 1B and Table 2B

Table 4B: Convenience Shopping Penetration Rates 2008

Centre/Facilities	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
HAVANT BOROUGH EAST																						
Havant Town Centre	81%	52%	32%	9%	35%	2%	8%	6%	3%	1%	0%	1%	13%	0%	26%	21%	37%	0%	1%	2%	0%	40%
Emsworth District Centre	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	18%	0%	6%	0%	0%	0%	0%	0%
Leigh Park District Centre	0%	5%	31%	10%	5%	0%	1%	2%	0%	1%	0%	0%	0%	0%	6%	4%	1%	0%	0%	0%	0%	0%
Mengham/Gable Head	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	27%
Asda, Bedhampton	14%	20%	21%	59%	37%	13%	35%	27%	17%	14%	6%	6%	10%	0%	10%	29%	9%	0%	7%	10%	7%	3%
Other Havant Borough East	2%	12%	8%	13%	6%	0%	2%	2%	4%	1%	1%	2%	9%	5%	11%	8%	6%	1%	1%	2%	0%	13%
Havant East Sub-total	97%	90%	92%	91%	83%	15%	46%	37%	24%	17%	7%	9%	32%	5%	71%	62%	59%	1%	9%	14%	7%	83%
HAVANT BOROUGH WEST																						
Waterlooville Town Centre	0%	1%	0%	2%	0%	2%	25%	24%	45%	30%	48%	24%	11%	28%	1%	0%	2%	16%	5%	1%	0%	3%
Cowplain District Centre	0%	0%	0%	0%	0%	1%	3%	2%	2%	19%	1%	7%	3%	0%	0%	0%	0%	0%	0%	0%	0%	2%
Other Havant Borough West	0%	0%	0%	3%	2%	1%	8%	18%	6%	6%	2%	6%	2%	15%	2%	1%	0%	7%	2%	5%	4%	1%
Havant West Sub-total	0%	1%	0%	5%	2%	4%	36%	44%	53%	55%	51%	37%	16%	43%	3%	1%	2%	23%	7%	6%	4%	6%
HAVANT BOROUGH TOTAL	97%	91%	92%	96%	85%	19%	82%	81%	77%	72%	58%	46%	48%	48%	74%	63%	61%	24%	16%	20%	11%	89%
Other Destinations																						
Chichester	3%	1%	0%	0%	0%	0%	0%	0%	2%	1%	0%	0%	1%	0%	12%	0%	29%	0%	0%	0%	0%	3%
East Hampshire	0%	3%	4%	1%	4%	0%	2%	9%	17%	22%	22%	51%	41%	28%	6%	32%	7%	0%	2%	1%	1%	0%
Portsmouth	0%	3%	4%	3%	11%	81%	14%	10%	4%	4%	8%	2%	4%	14%	8%	5%	3%	25%	82%	79%	78%	7%
Other	0%	2%	0%	0%	0%	0%	2%	0%	0%	1%	12%	1%	6%	10%	0%	0%	0%	51%	0%	0%	10%	1%
Other Sub-Total	3%	9%	8%	4%	15%	81%	18%	19%	23%	28%	42%	54%	52%	52%	26%	37%	39%	76%	84%	80%	89%	11%
Market Share Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Source: *Market shares based on NEMS Household Survey 2008*

Table 5B: Convenience Expenditure 2008 £Million

Centre/Facilities	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Havant Expend	Inflow Expend	Total Expend	
Expenditure 2008	£7.63	£17.88	£13.86	£14.02	£16.91	£14.22	£20.20	£14.87	£14.93	£17.77	£17.22	£23.94	£17.35	£2.52	£17.17	£5.43	£14.22	£3.29	£15.36	£20.53	£17.79	£29.61	£336.70	-		
HAVANT BOROUGH EAST																										
Havant Town Centre	£6.18	£9.30	£4.43	£1.26	£5.92	£0.28	£1.62	£0.89	£0.45	£0.18	£0.00	£0.24	£2.26	£0.00	£4.46	£1.14	£5.26	£0.00	£0.15	£0.41	£0.00	£11.85	£56.28	15%	£66.21	
Emsworth District Centre	£0.00	£0.18	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£3.09	£0.00	£0.85	£0.00	£0.00	£0.00	£0.00	£0.00	£4.12	5%	£4.34	
Leigh Park District Centre	£0.00	£0.89	£4.30	£1.40	£0.85	£0.00	£0.20	£0.30	£0.00	£0.18	£0.00	£0.00	£0.00	£0.00	£1.03	£0.22	£0.14	£0.00	£0.00	£0.00	£0.00	£0.00	£9.50	5%	£10.00	
Mengham/Gable Head District Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£8.00	£8.00	5%	£8.42	
Asda, Larchwood Ave, Bedhampton	£1.07	£3.58	£2.91	£8.27	£6.26	£1.85	£7.07	£4.02	£2.54	£2.49	£1.03	£1.44	£1.73	£0.00	£1.72	£1.57	£1.28	£0.00	£1.08	£2.05	£1.25	£0.89	£54.08	15%	£63.62	
Other Havant Borough East	£0.15	£2.15	£1.11	£1.82	£1.01	£0.00	£0.40	£0.30	£0.60	£0.18	£0.17	£0.48	£1.56	£0.13	£1.89	£0.43	£0.85	£0.03	£0.15	£0.41	£0.00	£3.85	£17.68	5%	£18.61	
Havant East Sub-total	£7.40	£16.09	£12.75	£12.76	£14.03	£2.13	£9.29	£5.50	£3.58	£3.02	£1.21	£2.15	£5.55	£0.13	£12.19	£3.36	£8.39	£0.03	£1.38	£2.87	£1.25	£24.58	£149.66	-	£171.20	
HAVANT BOROUGH WEST																										
Waterlooville Town Centre	£0.00	£0.18	£0.00	£0.28	£0.00	£0.28	£5.05	£3.57	£6.72	£5.33	£8.26	£5.75	£1.91	£0.71	£0.17	£0.00	£0.28	£0.53	£0.77	£0.21	£0.00	£0.89	£40.88	10%	£45.42	
Cowplain District Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.14	£0.61	£0.30	£0.30	£3.38	£0.17	£1.68	£0.52	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.59	£7.68	5%	£8.09	
Other Havant Borough West	£0.00	£0.00	£0.00	£0.42	£0.34	£0.14	£1.62	£2.68	£0.90	£1.07	£0.34	£1.44	£0.35	£0.38	£0.34	£0.05	£0.00	£0.23	£0.31	£1.03	£0.71	£1.30	£12.63	5%	£13.30	
Havant West Sub-total	£0.00	£0.18	£0.00	£0.70	£0.34	£0.57	£7.27	£6.54	£7.91	£9.77	£8.78	£8.86	£2.78	£1.09	£0.52	£0.05	£0.28	£0.76	£1.08	£1.23	£0.71	£1.78	£61.19	-	£66.80	
HAVANT BOROUGH TOTAL	£7.40	£16.27	£12.75	£13.46	£14.37	£2.70	£16.56	£12.05	£11.50	£12.79	£9.99	£11.01	£8.33	£1.21	£12.70	£3.42	£8.67	£0.79	£2.46	£4.11	£1.96	£26.36	£210.85	-	£238.00	
Other outside Havant Borough	£0.23	£1.61	£1.11	£0.56	£2.54	£11.52	£3.64	£2.83	£3.43	£4.98	£7.23	£12.93	£9.02	£1.31	£4.46	£2.01	£5.55	£2.50	£12.90	£16.42	£15.83	£3.26	£125.85	-		
Other Sub-Total	£7.63	£17.88	£13.86	£14.02	£16.91	£14.22	£20.20	£14.87	£14.93	£17.77	£17.22	£23.94	£17.35	£2.52	£17.17	£5.43	£14.22	£3.29	£15.36	£20.53	£17.79	£29.61	£336.70	-		

Source: Table 3B and 4B

Table 6B: Convenience Expenditure 2011 £Million

Centre/Facilities	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Havant Expend	Inflow Expend	Total Expend	
Expenditure 2011	£7.86	£18.23	£13.89	£14.53	£16.90	£14.54	£20.88	£15.12	£15.25	£17.78	£17.46	£23.92	£17.34	£2.59	£17.47	£5.98	£14.29	£4.69	£15.80	£21.16	£17.84	£29.71	£343.26	-		
HAVANT BOROUGH EAST																										
Havant Town Centre	£6.37	£9.48	£4.44	£1.31	£5.92	£0.29	£1.67	£0.91	£0.46	£0.18	£0.00	£0.24	£2.25	£0.00	£4.54	£1.26	£5.29	£0.00	£0.16	£0.42	£0.00	£11.89	£57.07	15%	£67.14	
Emsworth District Centre	£0.00	£0.18	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£3.14	£0.00	£0.86	£0.00	£0.00	£0.00	£0.00	£0.00	£4.18	5%	£4.40	
Leigh Park District Centre	£0.00	£0.91	£4.31	£1.45	£0.85	£0.00	£0.21	£0.30	£0.00	£0.18	£0.00	£0.00	£0.00	£0.00	£1.05	£0.24	£0.14	£0.00	£0.00	£0.00	£0.00	£0.00	£9.64	5%	£10.14	
Mengham/Gable Head District Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£8.02	£8.02	5%	£8.44	
Asda, Larchwood Ave, Bedhampton	£1.10	£3.65	£2.92	£8.57	£6.25	£1.89	£7.31	£4.08	£2.59	£2.49	£1.05	£1.43	£1.73	£0.00	£1.75	£1.74	£1.29	£0.00	£1.11	£2.12	£1.25	£0.89	£55.20	15%	£64.94	
Other Havant Borough East	£0.16	£2.19	£1.11	£1.89	£1.01	£0.00	£0.42	£0.30	£0.61	£0.18	£0.17	£0.48	£1.56	£0.13	£1.92	£0.48	£0.86	£0.05	£0.16	£0.42	£0.00	£3.86	£17.96	5%	£18.90	
Havant East Sub-total	£7.63	£16.41	£12.78	£13.22	£14.03	£2.18	£9.60	£5.80	£3.66	£3.02	£1.22	£2.15	£5.55	£0.13	£12.40	£3.71	£8.43	£0.05	£1.42	£2.96	£1.25	£24.66	£152.07	-	£173.98	
HAVANT BOROUGH WEST																										
Waterlooville Town Centre	£0.00	£0.18	£0.00	£0.29	£0.00	£0.29	£5.22	£3.63	£6.86	£5.33	£8.38	£5.74	£1.91	£0.72	£0.17	£0.00	£0.29	£0.75	£0.79	£0.21	£0.00	£0.89	£41.67	10%	£46.30	
Cowplain District Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.15	£0.63	£0.30	£0.31	£3.38	£0.17	£1.67	£0.52	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.59	£7.72	5%	£8.13	
Other Havant Borough West	£0.00	£0.00	£0.00	£0.44	£0.34	£0.15	£1.67	£2.72	£0.92	£1.07	£0.35	£1.43	£0.35	£0.39	£0.35	£0.06	£0.00	£0.33	£0.32	£1.06	£0.71	£1.30	£12.94	5%	£13.62	
Havant West Sub-total	£0.00	£0.18	£0.00	£0.73	£0.34	£0.58	£7.52	£6.65	£8.08	£9.78	£8.91	£8.85	£2.78	£1.11	£0.52	£0.06	£0.29	£1.08	£1.11	£1.27	£0.71	£1.78	£62.33	-	£68.04	
HAVANT BOROUGH TOTAL	£7.63	£16.59	£12.78	£13.95	£14.37	£2.76	£17.12	£12.25	£11.74	£12.80	£10.13	£11.00	£8.33	£1.24	£12.93	£3.77	£8.72	£1.13	£2.53	£4.23	£1.96	£26.45	£214.40	-	£242.02	
Other outside Havant Borough	£0.24	£1.64	£1.11	£0.58	£2.54	£11.78	£3.76	£2.87	£3.51	£4.98	£7.34	£12.91	£9.02	£1.35	£4.54	£2.21	£5.57	£3.57	£13.27	£16.93	£15.88	£3.27	£128.86	-		
Other Sub-Total	£7.86	£18.23	£13.89	£14.53	£16.90	£14.54	£20.88	£15.12	£15.25	£17.78	£17.46	£23.92	£17.34	£2.59	£17.47	£5.98	£14.29	£4.69	£15.80	£21.16	£17.84	£29.71	£343.26	-		

Source: Table 3B and 4B

Table 7B: Convenience Expenditure 2016 £Million

Centre/Facilities	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Havant Expend	Inflow Expend	Total Expend	
Expenditure 2016	£8.19	£18.99	£14.30	£15.14	£17.60	£14.73	£22.19	£15.75	£16.02	£18.52	£18.87	£24.33	£17.57	£2.81	£18.19	£5.99	£14.25	£5.06	£16.01	£21.43	£18.08	£30.95	£354.97	-		
HAVANT BOROUGH EAST																										
Havant Town Centre	£6.64	£9.87	£4.58	£1.36	£6.16	£0.29	£1.78	£0.95	£0.48	£0.19	£0.00	£0.24	£2.28	£0.00	£4.73	£1.26	£5.27	£0.00	£0.16	£0.43	£0.00	£12.38	£59.05	15%	£69.47	
Emsworth District Centre	£0.00	£0.19	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£3.27	£0.00	£0.86	£0.00	£0.00	£0.00	£0.00	£0.00	£4.32	5%	£4.55	
Leigh Park District Centre	£0.00	£0.95	£4.43	£1.51	£0.88	£0.00	£0.22	£0.32	£0.00	£0.19	£0.00	£0.00	£0.00	£0.00	£1.09	£0.24	£0.14	£0.00	£0.00	£0.00	£0.00	£0.00	£9.97	5%	£10.50	
Mengham/Gable Head District Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£8.36	£8.36	5%	£8.80	
Asda, Larchwood Ave, Bedhampton	£1.15	£3.80	£3.00	£8.93	£6.51	£1.91	£7.77	£4.25	£2.72	£2.59	£1.13	£1.46	£1.76	£0.00	£1.82	£1.74	£1.28	£0.00	£1.12	£2.14	£1.27	£0.93	£57.29	15%	£67.40	
Other Havant Borough East	£0.16	£2.28	£1.14	£1.97	£1.06	£0.00	£0.44	£0.32	£0.64	£0.19	£0.19	£0.49	£1.58	£0.14	£2.00	£0.48	£0.86	£0.05	£0.16	£0.43	£0.00	£4.02	£18.59	5%	£19.57	
Havant East Sub-total	£7.95	£17.09	£13.15	£13.77	£14.61	£2.21	£10.21	£5.83	£3.84	£3.15	£1.32	£2.19	£5.62	£0.14	£12.92	£3.71	£8.41	£0.05	£1.44	£3.00	£1.27	£25.69	£157.57	-	£180.27	
HAVANT BOROUGH WEST																										
Waterlooville Town Centre	£0.00	£0.19	£0.00	£0.30	£0.00	£0.29	£5.55	£3.78	£7.21	£5.56	£9.06	£5.84	£1.93	£0.79	£0.18	£0.00	£0.29	£0.81	£0.80	£0.21	£0.00	£0.93	£43.72	10%	£48.57	
Cowplain District Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.15	£0.67	£0.32	£0.32	£3.52	£0.19	£1.70	£0.53	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.62	£8.01	5%	£8.43	
Other Havant Borough West	£0.00	£0.00	£0.00	£0.45	£0.35	£0.15	£1.78	£2.84	£0.96	£1.11	£0.38	£1.46	£0.35	£0.42	£0.36	£0.06	£0.00	£0.35	£0.32	£1.07	£0.72	£0.31	£13.45	5%	£14.16	
Havant West Sub-total	£0.00	£0.19	£0.00	£0.76	£0.35	£0.59	£7.99	£6.93	£8.49	£10.19	£9.62	£9.00	£2.81	£1.21	£0.55	£0.06	£0.29	£1.16	£1.12	£1.29	£0.72	£1.86	£65.17	-	£71.16	
HAVANT BOROUGH TOTAL	£7.95	£17.28	£13.15	£14.53	£14.96	£2.80	£18.20	£12.76	£12.33	£13.34	£10.94	£11.19	£8.44	£1.35	£13.46	£3.77	£8.69	£1.21	£2.56	£4.29	£1.99	£27.55	£222.74	-	£251.43	
Other outside Havant Borough	£0.25	£1.71	£1.14	£0.61	£2.64	£11.93	£3.99	£2.99	£3.68	£5.19	£7.93	£13.14	£9.14	£1.46	£4.73	£2.22	£5.56	£3.84	£13.44	£17.14	£16.09	£3.40	£132.22	-		
Other Sub-Total	£8.19	£18.99	£14.30	£15.14	£17.60	£14.73	£22.19	£15.75	£16.02	£18.52	£18.87	£24.33	£17.57	£2.81	£18.19	£5.99	£14.25	£5.06	£16.01	£21.43	£18.08	£30.95	£354.97	-		

Source: Table 3B and 4B

Table 8B: Convenience Expenditure 2021 £Million

Centre/Facilities	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Havant Expend	Inflow Expend	Total Expend	
Expenditure 2021	£8.24	£19.10	£14.39	£15.23	£17.71	£15.17	£22.77	£15.85	£16.24	£18.63	£19.66	£24.50	£17.77	£2.94	£18.30	£6.03	£14.34	£5.32	£16.48	£22.07	£18.62	£31.14	£360.50	-		
HAVANT BOROUGH EAST																										
Havant Town Centre	£6.67	£9.93	£4.60	£1.37	£6.20	£0.30	£1.82	£0.95	£0.49	£0.19	£0.00	£0.24	£2.31	£0.00	£4.76	£1.27	£5.30	£0.00	£0.16	£0.44	£0.00	£12.45	£59.48	15%	£69.97	
Emsworth District Centre	£0.00	£0.19	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£3.29	£0.00	£0.86	£0.00	£0.00	£0.00	£0.00	£0.00	£4.35	5%	£4.57	
Leigh Park District Centre	£0.00	£0.96	£4.46	£1.52	£0.89	£0.00	£0.23	£0.32	£0.00	£0.19	£0.00	£0.00	£0.00	£0.00	£1.10	£0.24	£0.14	£0.00	£0.00	£0.00	£0.00	£0.00	£10.04	5%	£10.57	
Mengham/Gable Head District Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£8.41	£8.41	5%	£8.85	
Asda, Larchwood Ave, Bedhampton	£1.15	£3.82	£3.02	£8.98	£6.55	£1.97	£7.97	£4.28	£2.76	£2.61	£1.18	£1.47	£1.78	£0.00	£1.83	£1.75	£1.29	£0.00	£1.15	£2.21	£1.30	£0.93	£58.02	15%	£68.26	
Other Havant Borough East	£0.16	£2.29	£1.15	£1.98	£1.06	£0.00	£0.46	£0.32	£0.65	£0.19	£0.20	£0.49	£1.60	£0.15	£2.01	£0.48	£0.86	£0.05	£0.16	£0.44	£0.00	£4.05	£18.75	5%	£19.74	
Havant East Sub-total	£7.99	£17.19	£13.24	£13.86	£14.70	£2.28	£10.47	£5.86	£3.90	£3.17	£1.38	£2.20	£5.69	£0.15	£12.99	£3.74	£8.46	£0.05	£1.48	£3.09	£1.30	£25.84	£159.04	-	£181.96	
HAVANT BOROUGH WEST																										
Waterlooville Town Centre	£0.00	£0.19	£0.00	£0.30	£0.00	£0.30	£5.69	£3.80	£7.31	£5.59	£9.44	£5.88	£1.96	£0.82	£0.18	£0.00	£0.29	£0.85	£0.82	£0.22	£0.00	£0.93	£44.59	10%	£49.54	
Cowplain District Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.15	£0.68	£0.32	£0.32	£3.54	£0.20	£1.71	£0.53	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.62	£8.08	5%	£8.51	
Other Havant Borough West	£0.00	£0.00	£0.00	£0.46	£0.35	£0.15	£1.82	£2.85	£0.97	£1.12	£0.39	£1.47	£0.36	£0.44	£0.37	£0.06	£0.00	£0.37	£0.33	£1.10	£0.74	£0.31	£13.68	5%	£14.40	
Havant West Sub-total	£0.00	£0.19	£0.00	£0.76	£0.35	£0.61	£8.20	£6.97	£8.61	£10.25	£10.03	£9.06	£2.84	£1.26	£0.55	£0.06	£0.29	£1.22	£1.15	£1.32	£0.74	£1.87	£66.35	-	£72.45	
HAVANT BOROUGH TOTAL	£7.99	£17.38	£13.24	£14.62	£15.05	£2.88	£18.67	£12.84	£12.51	£13.42	£11.40	£11.27	£8.53	£1.41	£13.54	£3.80	£8.75	£1.28	£2.64	£4.41	£2.05	£27.71	£225.39	-	£254.41	
Other outside Havant Borough	£0.25	£1.72	£1.15	£0.61	£2.66	£12.29	£4.10	£3.01	£3.74	£5.22	£8.26	£13.23	£9.24	£1.53	£4.76	£2.23	£5.59	£4.05	£13.85	£17.66	£16.57	£3.42	£135.11	-		
Other Sub-Total	£8.24	£19.10	£14.39	£15.23	£17.71	£15.17	£22.77	£15.85	£16.24	£18.63	£19.66	£24.50	£17.77	£2.94	£18.30	£6.03	£14.34	£5.32	£16.48	£22.07	£18.62	£31.14	£360.50	-		

Source: Table 3B and 4B

Table 9B: Convenience Expenditure 2026 £Million

Centre/Facilities	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Havant Expend	Inflow Expend	Total Expend	
Expenditure 2026	£8.34	£19.32	£14.56	£15.40	£17.91	£15.70	£23.37	£16.03	£16.53	£18.85	£20.41	£24.81	£18.06	£3.06	£18.51	£6.10	£14.47	£5.44	£17.06	£22.84	£19.27	£31.49	£367.55	-		
HAVANT BOROUGH EAST																										
Havant Town Centre	£6.75	£10.05	£4.66	£1.39	£6.27	£0.31	£1.87	£0.96	£0.50	£0.19	£0.00	£0.25	£2.35	£0.00	£4.81	£1.28	£5.35	£0.00	£0.17	£0.46	£0.00	£12.60	£60.22	15%	£70.84	
Emsworth District Centre	£0.00	£0.19	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£3.33	£0.00	£0.87	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£4.39	5%	£4.63
Leigh Park District Centre	£0.00	£0.97	£4.51	£1.54	£0.90	£0.00	£0.23	£0.32	£0.00	£0.19	£0.00	£0.00	£0.00	£0.00	£1.11	£0.24	£0.14	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£10.16	5%	£10.69
Mengham/Gable Head District Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£8.50	£8.50	5%	£8.95
Asda, Larchwood Ave, Bedhampton	£1.17	£3.86	£3.06	£9.09	£6.63	£2.04	£8.18	£4.33	£2.81	£2.64	£1.22	£1.49	£1.81	£0.00	£1.85	£1.77	£1.30	£0.00	£1.19	£2.28	£1.35	£0.94	£59.02	15%	£69.43	
Other Havant Borough East	£0.17	£2.32	£1.17	£2.00	£1.07	£0.00	£0.47	£0.32	£0.66	£0.19	£0.20	£0.50	£1.63	£0.15	£2.04	£0.49	£0.87	£0.05	£0.17	£0.46	£0.00	£4.09	£19.01	5%	£20.01	
Havant East Sub-total	£8.09	£17.39	£13.40	£14.02	£14.87	£2.36	£10.75	£5.93	£3.97	£3.20	£1.43	£2.23	£5.78	£0.15	£13.14	£3.78	£8.54	£0.05	£1.54	£3.20	£1.35	£26.14	£161.31	-	£184.56	
HAVANT BOROUGH WEST																										
Waterlooville Town Centre	£0.00	£0.19	£0.00	£0.31	£0.00	£0.31	£5.84	£3.85	£7.44	£5.65	£9.80	£5.95	£1.99	£0.86	£0.19	£0.00	£0.29	£0.87	£0.85	£0.23	£0.00	£0.94	£45.56	10%	£50.63	
Cowplain District Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.16	£0.70	£0.32	£0.33	£3.58	£0.20	£1.74	£0.54	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.63	£8.20	5%	£8.63	
Other Havant Borough West	£0.00	£0.00	£0.00	£0.46	£0.36	£0.16	£1.87	£2.89	£0.99	£1.13	£0.41	£1.49	£0.36	£0.46	£0.37	£0.06	£0.00	£0.38	£0.34	£1.14	£0.77	£0.31	£13.95	5%	£14.69	
Havant West Sub-total	£0.00	£0.19	£0.00	£0.77	£0.36	£0.63	£8.41	£7.05	£8.76	£10.37	£10.41	£9.18	£2.89	£1.31	£0.56	£0.06	£0.29	£1.25	£1.19	£1.37	£0.77	£1.89	£67.72	-	£73.95	
HAVANT BOROUGH TOTAL	£8.09	£17.58	£13.40	£14.79	£15.23	£2.98	£19.16	£12.98	£12.72	£13.57	£11.84	£11.41	£8.67	£1.47	£13.70	£3.85	£8.83	£1.30	£2.73	£4.57	£2.12	£28.03	£229.03	-	£258.51	
Other outside Havant Borough	£0.25	£1.74	£1.17	£0.62	£2.69	£12.72	£4.21	£3.05	£3.80	£5.28	£8.57	£13.40	£9.39	£1.59	£4.81	£2.26	£5.64	£4.13	£14.33	£18.28	£17.15	£3.46	£138.53	-		
Other Sub-Total	£8.34	£19.32	£14.56	£15.40	£17.91	£15.70	£23.37	£16.03	£16.53	£18.85	£20.41	£24.81	£18.06	£3.06	£18.51	£6.10	£14.47	£5.44	£17.06	£22.84	£19.27	£31.49	£367.55	-		

Source: Table 3B and 4B

Table 10B: Summary of Convenience Turnover/Floorspace Projections 2008 to 2026 (£Million)

	2008	2011	2016	2021	2026
Available Expenditure in Borough					
HAVANT BOROUGH EAST					
Havant Town Centre	£66.21	£67.14	£69.47	£69.97	£70.84
Emsworth District Centre	£4.34	£4.40	£4.55	£4.57	£4.63
Leigh Park District Centre	£10.00	£10.14	£10.50	£10.57	£10.69
Mengham/Gable Head District Centre	£8.42	£8.44	£8.80	£8.85	£8.95
Asda, Larchwood Ave, Bedhampton	£63.62	£64.94	£67.40	£68.26	£69.43
Other Havant Borough East	£18.61	£18.90	£19.57	£19.74	£20.01
Havant East Sub-total	£171.20	£173.98	£180.27	£181.96	£184.56
HAVANT BOROUGH WEST					
Waterlooville Town Centre	£45.42	£46.30	£48.57	£49.54	£50.63
Cowplain District Centre	£8.09	£8.13	£8.43	£8.51	£8.63
Other Havant Borough West	£13.30	£13.62	£14.16	£14.40	£14.69
Havant West Sub-total	£66.80	£68.04	£71.16	£72.45	£73.95
HAVANT BOROUGH TOTAL	£238.00	£242.02	£251.43	£254.41	£258.51
Benchmark Turnover of Existing Facilities					
HAVANT BOROUGH EAST					
Havant Town Centre	£47.56	£47.68	£47.80	£47.92	£48.04
Emsworth District Centre	£5.18	£5.19	£5.21	£5.22	£5.23
Leigh Park District Centre	£13.79	£13.82	£13.86	£13.89	£13.93
Mengham/Gable Head District Centre	£9.23	£9.25	£9.28	£9.30	£9.32
Asda, Larchwood Ave, Bedhampton	£66.19	£66.36	£66.52	£66.69	£66.85
Other Havant Borough East	£13.17	£13.20	£13.24	£13.27	£13.30
Havant East Sub-total	£155.12	£155.51	£155.90	£156.29	£156.68
HAVANT BOROUGH WEST					
Waterlooville Town Centre	£60.95	£61.10	£61.26	£61.41	£61.56
Cowplain District Centre	£5.57	£5.58	£5.60	£5.61	£5.63
Other Havant Borough West	£13.65	£13.68	£13.72	£13.75	£13.79
Havant West Sub-total	£80.17	£80.37	£80.57	£80.77	£80.97
HAVANT BOROUGH TOTAL	£235.29	£235.88	£236.47	£237.06	£237.65
Committed/ Proposed Convenience Facilities					
Lidl, Somborne Drive, Leigh Park	£2.76	£2.76	£2.76	£2.76	£2.76
Tesco, Solent Road	£23.58	£23.58	£23.58	£23.58	£23.58
LB Havant Commitments Total	£26.34	£26.34	£26.34	£26.34	£26.34
Surplus Expenditure					
Havant Borough East	-£10.26	-£7.87	-£1.96	-£0.67	£1.55
Havant Borough West	-£13.37	-£12.33	-£9.41	-£8.32	-£7.03
HAVANT BOROUGH TOTAL	-£23.63	-£20.20	-£11.38	-£8.99	-£5.48
Turnover Density for New Floorspace £ per Sq M	£8,891	£8,891	£8,891	£8,891	£8,891
Sales Floorspace (Sq m Net)					
Havant Borough East	-1,154	-885	-221	-75	174
Havant Borough West	-1,503	-1,386	-1,059	-936	-790
HAVANT BOROUGH TOTAL	-2,658	-2,272	-1,280	-1,011	-617

Sources: Tables 1A, 4A, 5B to 9B

*Based on constant market share and constant inflow

Appendix C

Comparison Retail Assessment

Table 1C: Comparison Goods Expenditure Per Capita (2007 Prices)

Zone	2007	2008	2011	2016	2021	2026	Growth 2008-2011	Growth 2008-2016	Growth 2008-2021	Growth 2008-2026
1 - PO9 1	£3,153	£3,249	£3,576	£4,288	£5,142	£6,166	10.1%	32.0%	58.3%	89.8%
2 - PO9 2	£2,788	£2,872	£3,162	£3,791	£4,547	£5,452	10.1%	32.0%	58.3%	89.8%
3 - PO9 5	£2,181	£2,247	£2,474	£2,966	£3,557	£4,266	10.1%	32.0%	58.3%	89.8%
4 - PO9 4	£2,002	£2,063	£2,270	£2,723	£3,265	£3,915	10.1%	32.0%	58.3%	89.8%
5 - PO9 3	£2,667	£2,748	£3,025	£3,627	£4,350	£5,216	10.1%	32.0%	58.3%	89.8%
6 - PO6 1	£3,031	£3,123	£3,438	£4,122	£4,944	£5,928	10.1%	32.0%	58.3%	89.8%
7 - PO7 5	£2,967	£3,057	£3,365	£4,035	£4,839	£5,803	10.1%	32.0%	58.3%	89.8%
8 - PO7 8	£2,840	£2,926	£3,221	£3,862	£4,631	£5,554	10.1%	32.0%	58.3%	89.8%
9 - PO7 7	£2,815	£2,900	£3,192	£3,828	£4,591	£5,505	10.1%	32.0%	58.3%	89.8%
10 - PO8 8	£2,973	£3,063	£3,371	£4,043	£4,848	£5,814	10.1%	32.0%	58.3%	89.8%
11 - PO7 6	£3,048	£3,140	£3,457	£4,145	£4,971	£5,961	10.1%	32.0%	58.3%	89.8%
12 - PO8 9	£2,836	£2,922	£3,216	£3,857	£4,625	£5,547	10.1%	32.0%	58.3%	89.8%
13 - PO8 0	£3,298	£3,398	£3,740	£4,485	£5,378	£6,450	10.1%	32.0%	58.3%	89.8%
14 - PO7 4	£3,663	£3,774	£4,154	£4,981	£5,974	£7,164	10.1%	32.0%	58.3%	89.8%
15 - PO10 7	£3,147	£3,243	£3,569	£4,280	£5,133	£6,155	10.1%	32.0%	58.3%	89.8%
16 - PO9 6	£3,500	£3,606	£3,969	£4,759	£5,707	£6,844	10.1%	32.0%	58.3%	89.8%
17 - PO10 8	£2,863	£2,950	£3,247	£3,894	£4,669	£5,599	10.1%	32.0%	58.3%	89.8%
18 - PO17 6	£2,249	£2,317	£2,551	£3,059	£3,668	£4,399	10.1%	32.0%	58.3%	89.8%
19 - PO6 3	£2,176	£2,242	£2,467	£2,959	£3,548	£4,255	10.1%	32.0%	58.3%	89.8%
20 - PO6 2	£2,894	£2,982	£3,282	£3,935	£4,719	£5,659	10.1%	32.0%	58.3%	89.8%
21 - PO6 4	£2,403	£2,476	£2,725	£3,268	£3,919	£4,700	10.1%	32.0%	58.3%	89.8%
22 - PO11 0/PO11 9	£3,001	£3,092	£3,403	£4,081	£4,894	£5,868	10.1%	32.0%	58.3%	89.8%

Sources:

Experian local estimates for 2007 comparison goods expenditure per capita
(Excluding special forms of trading - 7.1% in 2008, 7.7% in 2008, 8.9% in 2011 and beyond)
Experian Business Strategies - forecast growth rate 3.7% per annum

Table 2C: Total Available Comparison Goods Expenditure (£M - 2007 Prices)

Zone	2008	2011	2016	2021	2026	Growth 2008-2011	Growth 2008-2016	Growth 2008-2021	Growth 2008-2026
1 - PO9 1	£13.72	£15.51	£19.18	£22.79	£27.24	13.0%	39.8%	66.1%	98.5%
2 - PO9 2	£30.09	£33.63	£41.60	£49.44	£59.08	11.8%	38.3%	64.3%	96.4%
3 - PO9 5	£20.48	£22.51	£27.51	£32.71	£39.11	9.9%	34.4%	59.7%	91.0%
4 - PO9 4	£19.95	£22.67	£28.04	£33.32	£39.82	13.7%	40.6%	67.1%	99.6%
5 - PO9 3	£28.07	£30.75	£38.04	£45.21	£54.02	9.6%	35.5%	61.1%	92.5%
6 - PO6 1	£25.34	£28.40	£34.16	£41.56	£50.82	12.1%	34.8%	64.0%	100.6%
7 - PO7 5	£35.62	£40.36	£50.96	£61.76	£74.89	13.3%	43.1%	73.4%	110.3%
8 - PO7 8	£25.94	£28.93	£35.78	£42.52	£50.81	11.5%	37.9%	63.9%	95.9%
9 - PO7 7	£25.48	£28.54	£35.60	£42.64	£51.25	12.0%	39.7%	67.3%	101.1%
10 - PO8 8	£31.24	£34.27	£42.39	£50.38	£60.20	9.7%	35.7%	61.3%	92.7%
11 - PO7 6	£30.44	£33.86	£43.44	£53.47	£65.59	11.2%	42.7%	75.6%	115.4%
12 - PO8 9	£41.39	£45.33	£54.77	£65.15	£77.95	9.5%	32.3%	57.4%	88.3%
13 - PO8 0	£32.19	£35.29	£42.46	£50.73	£60.91	9.6%	31.9%	57.6%	89.2%
14 - PO7 4	£4.71	£5.30	£6.83	£8.44	£10.38	12.4%	44.8%	79.0%	120.1%
15 - PO10 7	£30.29	£33.79	£41.79	£49.67	£59.35	11.6%	38.0%	64.0%	95.9%
16 - PO9 6	£10.09	£12.20	£14.50	£17.25	£20.63	20.9%	43.7%	70.9%	104.4%
17 - PO10 8	£25.01	£27.56	£32.63	£38.78	£46.24	10.2%	30.5%	55.1%	84.9%
18 - PO17 6	£6.08	£9.51	£12.16	£15.13	£18.26	56.4%	100.0%	148.8%	200.2%
19 - PO6 3	£22.91	£25.84	£31.08	£37.81	£46.24	12.8%	35.7%	65.1%	101.8%
20 - PO6 2	£35.69	£40.33	£48.51	£59.02	£72.17	13.0%	35.9%	65.4%	102.2%
21 - PO6 4	£27.64	£30.40	£36.56	£44.49	£54.40	10.0%	32.3%	61.0%	96.8%
22 - PO11 0/PO11 9	£52.22	£57.45	£71.05	£84.44	£100.91	10.0%	36.1%	61.7%	93.2%
Total	£574.58	£642.44	£789.04	£946.72	£1,140.28	11.8%	37.3%	64.8%	98.5%

Sources:

Table 1B and Table 2B

Table 3C: Comparison Shopping Penetration Rates 2008

Centre/Facilities	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Inflow	
Havant Borough East																								
Havant (incl. retail parks)	45%	36%	42%	31%	44%	9%	14%	14%	11%	10%	6%	12%	13%	5%	25%	35%	26%	4%	9%	8%	10%	29%	15%	
Emsworth DC	0%	1%	0%	0%	1%	2%	0%	0%	0%	1%	0%	0%	0%	0%	11%	0%	8%	0%	0%	1%	0%	0%	5%	
Leigh Park DC	4%	5%	20%	9%	1%	0%	1%	0%	0%	0%	0%	2%	0%	0%	2%	1%	1%	0%	0%	0%	0%	0%	5%	
Mengham/Gable Head DC	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	18%	5%	
Asda, Bedhampton	8%	12%	7%	19%	12%	6%	12%	11%	5%	3%	3%	3%	6%	14%	4%	9%	4%	0%	6%	3%	2%	3%	15%	
Sub-Total Havant East	57%	54%	69%	59%	58%	17%	27%	25%	16%	14%	9%	17%	19%	19%	42%	45%	39%	4%	15%	12%	12%	50%	n/a	
Havant Borough West																								
Waterlooville (incl. retail parks)	4%	5%	7%	7%	7%	2%	31%	28%	40%	38%	40%	37%	20%	50%	3%	2%	1%	5%	2%	5%	1%	5%	10%	
Cowplain District Centre	0%	0%	0%	2%	0%	0%	0%	1%	1%	6%	1%	1%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	5%	
Sub-Total Havant West	4%	5%	7%	9%	7%	2%	31%	29%	41%	44%	41%	38%	21%	50%	3%	2%	1%	5%	2%	5%	1%	5%	n/a	
Havant Borough Total	61%	59%	76%	68%	65%	19%	58%	54%	57%	58%	50%	55%	40%	69%	45%	47%	40%	9%	17%	17%	13%	55%	n/a	
Chichester	8%	11%	2%	2%	1%	3%	1%	2%	7%	6%	3%	3%	5%	0%	37%	6%	37%	3%	4%	3%	1%	12%	n/a	
East Hampshire	0%	0%	0%	0%	0%	1%	2%	2%	0%	1%	1%	5%	23%	3%	0%	16%	2%	0%	0%	0%	0%	0%	n/a	
Portsmouth	21%	23%	16%	25%	28%	62%	27%	33%	28%	23%	28%	21%	0%	11%	23%	15%	31%	72%	68%	64%	25%	25%	n/a	
Other	10%	7%	6%	5%	6%	15%	12%	9%	8%	12%	18%	9%	11%	28%	7%	8%	6%	57%	7%	12%	22%	8%	n/a	
Other Sub-Total	39%	41%	24%	32%	35%	81%	42%	46%	43%	42%	50%	45%	60%	31%	55%	53%	60%	91%	83%	83%	87%	45%	n/a	
TOTAL MARKET SHARE	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	n/a

Sources: NEMS Household and Street Surveys 2008

Table 4C: Comparison Shopping Available Expenditure 2008

Centre/Facilities	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Inflow	Total Expend
Expenditure 2008	£13.72	£30.09	£20.48	£19.95	£28.07	£25.34	£35.62	£25.94	£25.48	£31.24	£30.44	£41.39	£32.19	£4.71	£30.29	£10.09	£25.01	£6.08	£22.91	£35.69	£27.64	£52.22		£574.58
Havant Borough East																								
Havant (incl. retail parks)	£6.18	£10.83	£8.60	£6.18	£12.35	£2.28	£4.99	£3.63	£2.80	£3.12	£1.83	£4.97	£4.18	£0.24	£7.57	£3.53	£6.50	£0.24	£2.06	£2.86	£2.76	£15.14	£19.92	£132.77
Emsworth DC	£0.00	£0.30	£0.00	£0.00	£0.28	£0.51	£0.00	£0.00	£0.00	£0.31	£0.00	£0.00	£0.00	£0.00	£3.33	£0.00	£2.00	£0.00	£0.00	£0.36	£0.00	£0.00	£0.37	£7.46
Leigh Park DC	£0.55	£1.50	£4.10	£1.80	£0.28	£0.00	£0.36	£0.00	£0.00	£0.00	£0.00	£0.83	£0.00	£0.00	£0.61	£0.10	£0.25	£0.00	£0.00	£0.00	£0.00	£0.00	£0.55	£10.91
Mengham/Gable Head DC	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£9.40	£0.49	£9.89
Asda, Bedhampton	£1.10	£3.61	£1.43	£3.79	£3.37	£1.52	£4.27	£2.85	£1.27	£0.94	£0.91	£1.24	£1.93	£0.66	£1.21	£0.91	£1.00	£0.00	£1.37	£1.07	£0.55	£1.57	£6.46	£43.04
Sub-Total Havant East	£7.82	£16.25	£14.13	£11.77	£16.28	£4.31	£9.62	£6.49	£4.08	£4.37	£2.74	£7.04	£6.12	£0.89	£12.72	£4.54	£9.75	£0.24	£3.44	£4.28	£3.32	£26.11	£27.79	£204.08
Havant Borough West																								
Waterlooville (incl. retail parks)	£0.55	£1.50	£1.43	£1.40	£1.96	£0.51	£11.04	£7.26	£10.19	£11.87	£12.18	£15.32	£6.44	£2.36	£0.91	£0.20	£0.25	£0.30	£0.46	£1.78	£0.28	£2.61	£10.09	£100.89
Cowplain DC	£0.00	£0.00	£0.00	£0.40	£0.00	£0.00	£0.00	£0.26	£0.25	£1.87	£0.30	£0.41	£0.32	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£4.03
Sub-Total Havant West	£0.55	£1.50	£1.43	£1.80	£1.96	£0.51	£11.04	£7.52	£10.45	£13.74	£12.48	£15.73	£6.76	£2.36	£0.91	£0.20	£0.25	£0.30	£0.46	£1.78	£0.28	£2.61	£10.29	£104.92
Havant Borough Total	£8.37	£17.75	£15.56	£13.56	£18.24	£4.81	£20.66	£14.01	£14.53	£18.12	£15.22	£22.77	£12.88	£3.25	£13.63	£4.74	£10.00	£0.55	£3.89	£6.07	£3.59	£28.72	£38.08	£309.00
Chichester	£1.10	£3.31	£0.41	£0.40	£0.28	£0.76	£0.36	£0.52	£1.78	£1.87	£0.91	£1.24	£1.61	£0.00	£11.21	£0.61	£9.25	£0.18	£0.28	£6.27	n/a	£44.33		
East Hampshire	£0.00	£0.00	£0.00	£0.00	£0.00	£0.25	£0.71	£0.52	£0.00	£0.31	£0.30	£2.07	£7.40	£0.14	£0.00	£1.62	£0.50	£0.00	£0.00	£0.00	£0.00	n/a	£13.83	
Portsmouth	£2.88	£6.92	£3.28	£4.99	£7.86	£15.71	£9.62	£8.56	£7.14	£7.18	£8.52	£11.59	£6.76	£0.00	£3.33	£2.32	£3.75	£1.89	£16.49	£24.27	£17.69	£13.05	n/a	£183.80
Other	£1.37	£2.11	£1.23	£1.00	£1.68	£3.80	£4.27	£2.33	£2.04	£3.75	£5.48	£3.73	£3.54	£1.32	£2.12	£0.81	£1.50	£3.47	£1.60	£4.28	£6.08	£4.18	n/a	£61.69
Other Sub-Total	£5.35	£12.34	£4.91	£6.38	£9.82	£20.52	£14.96	£11.93	£10.96	£13.12	£15.22	£18.63	£19.31	£1.46	£16.66	£5.35	£15.00	£5.53	£19.01	£29.62	£24.04	£23.50	n/a	£303.65
Total Expenditure	£13.72	£30.09	£20.48	£19.95	£28.07	£25.34	£35.62	£25.94	£25.48	£31.24	£30.44	£41.39	£32.19	£4.71	£30.29	£10.09	£25.01	£6.08	£22.91	£35.69	£27.64	£52.22	n/a	n/a

Sources: Tables 2C and 3C

Table 5C: Comparison Shopping Available Expenditure 2011

Centre/Facilities	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Inflow	Total Expend
Expenditure 2011	£15.51	£33.63	£22.51	£22.67	£30.75	£28.40	£40.36	£28.93	£28.54	£34.27	£33.86	£45.33	£35.29	£5.30	£33.79	£12.20	£27.56	£9.51	£25.84	£40.33	£30.40	£57.45		£642.44
Havant Borough East																								
Havant (incl. retail parks)	£6.98	£12.11	£9.45	£7.03	£13.53	£2.56	£5.65	£4.05	£3.14	£3.43	£2.03	£5.44	£4.59	£0.26	£8.45	£4.27	£7.17	£0.38	£2.33	£3.23	£3.04	£16.66	£22.19	£147.95
Emsworth DC	£0.00	£0.34	£0.00	£0.00	£0.31	£0.57	£0.00	£0.00	£0.00	£0.34	£0.00	£0.00	£0.00	£0.00	£3.72	£0.00	£2.20	£0.00	£0.00	£0.40	£0.00	£0.00	£0.41	£8.29
Leigh Park DC	£0.62	£1.68	£4.50	£2.04	£0.31	£0.00	£0.40	£0.00	£0.00	£0.00	£0.00	£0.91	£0.00	£0.00	£0.68	£0.12	£0.28	£0.00	£0.00	£0.00	£0.00	£0.00	£0.61	£12.14
Mengham/Gable Head DC	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£10.34	£0.54	£10.88
Asda, Bedhampton	£1.24	£4.04	£1.58	£4.31	£3.69	£1.70	£4.84	£3.18	£1.43	£1.03	£1.02	£1.36	£2.12	£0.74	£1.35	£1.10	£1.10	£0.00	£1.55	£1.21	£0.61	£1.72	£7.22	£48.13
Sub-Total Havant East	£8.84	£18.16	£15.53	£13.37	£17.84	£4.83	£10.90	£7.23	£4.57	£4.80	£3.05	£7.71	£6.70	£1.00	£14.19	£5.49	£10.75	£0.38	£3.88	£4.84	£3.65	£28.72	£30.98	£227.41
Havant Borough West																								
Waterlooville (incl. retail parks)	£0.62	£1.68	£1.58	£1.59	£2.15	£0.57	£12.51	£8.10	£11.42	£13.02	£13.54	£16.77	£7.06	£2.65	£1.01	£0.24	£0.28	£0.48	£0.52	£2.02	£0.30	£2.87	£11.22	£112.20
Cowplain DC	£0.00	£0.00	£0.00	£0.45	£0.00	£0.00	£0.00	£0.29	£2.06	£0.34	£0.45	£0.35	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.22	£4.45
Sub-Total Havant West	£0.62	£1.68	£1.58	£2.04	£2.15	£0.57	£12.51	£8.39	£11.70	£15.08	£13.88	£17.23	£7.41	£2.65	£1.01	£0.24	£0.28	£0.48	£0.52	£2.02	£0.30	£2.87	£11.44	£116.65
Havant Borough Total	£9.46	£19.84	£17.10	£15.41	£19.99	£5.40	£23.41	£15.62	£16.27	£19.88	£16.93	£24.93	£14.12	£3.65	£15.21	£5.73	£11.02	£0.86	£4.39	£6.86	£3.95	£31.60	£42.42	£344.06
Chichester	£1.24	£3.70	£0.45	£0.45	£0.31	£0.85	£0.40	£0.58	£2.00	£2.06	£1.02	£1.36	£1.76	£0.00	£12.50	£0.73	£10.20	£0.29	£1.03	£1.21	£0.30	£6.89	n/a	£49.34
East Hampshire	£0.00	£0.00	£0.00	£0.00	£0.00	£0.28	£0.81	£0.58	£0.00	£0.34	£2.27	£8.12	£0.16	£0.00	£1.95	£0.55	£0.00	£0.00	£0.00	£0.00	£0.00	n/a	n/a	£15.40
Portsmouth	£3.26	£7.74	£3.60	£5.67	£8.61	£17.61	£10.90	£9.55	£7.99	£7.88	£9.48	£12.69	£7.41	£0.00	£3.72	£2.81	£4.13	£2.95	£18.60	£27.43	£19.46	£14.36	n/a	£205.84
Other	£1.55	£2.35	£1.35	£1.13	£1.85	£4.26	£4.84	£2.60	£2.28	£4.11	£6.10	£4.08	£3.88	£1.48	£2.37	£0.98	£1.65	£5.42	£1.81	£4.84	£6.69	£4.60	n/a	£70.23
Other Sub-Total	£6.05	£13.79	£5.40	£7.25	£10.76	£23.00	£16.95	£13.31	£12.27	£14.39	£16.93	£20.40	£21.17	£1.64	£18.58	£6.47	£16.54	£8.66	£21.45	£33.48	£26.45	£25.85	n/a	£340.80
Total Expenditure	£15.51	£33.63	£22.51	£22.67	£30.75	£28.40	£40.36	£28.93	£28.54	£34.27	£33.86	£45.33	£35.29	£5.30	£33.79	£12.20	£27.56	£9.51	£25.84	£40.33	£30.40	£57.45	n/a	n/a

Sources: Tables 2C and 3C

Table 6C: Comparison Shopping Available Expenditure 2016

Centre/Facilities	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Inflow	Total Expend
Expenditure 2016	£19.18	£41.60	£27.51	£28.04	£38.04	£34.16	£50.96	£35.78	£35.60	£42.39	£43.44	£54.77	£42.46	£6.83	£41.79	£14.50	£32.63	£12.16	£31.08	£48.51	£36.56	£71.05		£789.04
Havant Borough East																								
Havant (incl. retail parks)	£8.63	£14.98	£11.55	£8.69	£16.74	£3.07	£7.13	£5.01	£3.92	£4.24	£2.61	£6.57	£5.52	£0.34	£10.45	£5.08	£8.48	£0.49	£2.80	£3.88	£3.66	£20.61	£27.25	£181.69
Emsworth DC	£0.00	£0.42	£0.00	£0.00	£0.38	£0.68	£0.00	£0.00	£0.00	£0.42	£0.00	£0.00	£0.00	£0.00	£4.60	£0.00	£2.61	£0.00	£0.00	£0.49	£0.00	£0.00	£0.51	£10.10
Leigh Park DC	£0.77	£2.08	£5.50	£2.52	£0.38	£0.00	£0.51	£0.00	£0.00	£0.00	£0.00	£1.10	£0.00	£0.00	£0.84	£0.15	£0.33	£0.00	£0.00	£0.00	£0.00	£0.00	£0.75	£14.91
Mengham/Gable Head DC	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£12.79	£0.67	£13.46
Asda, Bedhampton	£1.53	£4.99	£1.93	£5.33	£4.56	£2.05	£6.11	£3.94	£1.78	£1.27	£1.30	£1.64	£2.55	£0.95	£1.67	£1.31	£1.31	£0.00	£1.86	£1.46	£0.73	£2.13	£8.90	£59.30
Sub-Total Havant East	£10.93	£22.46	£18.98	£16.54	£22.06	£5.81	£13.76	£8.94	£5.70	£5.93	£3.91	£9.31	£8.07	£1.29	£17.55	£6.53	£12.73	£0.49	£4.66	£5.82	£4.39	£35.53	£38.07	£279.47
Havant Borough West																								
Waterlooville (incl. retail parks)	£0.77	£2.08	£1.93	£1.96	£2.66	£0.68	£15.80	£10.02	£14.24	£16.11	£17.38	£20.26	£8.49	£3.41	£1.25	£0.29	£0.33	£0.61	£0.62	£2.43	£0.37	£3.55	£13.91	£139.15
Cowplain DC	£0.00	£0.00	£0.00	£0.56	£0.00	£0.00	£0.00	£0.36	£0.36	£2.54	£0.43	£0.55	£0.42	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.27	£5.50
Sub-Total Havant West	£0.77	£2.08	£1.93	£2.52	£2.66	£0.68	£15.80	£10.38	£14.59	£18.65	£17.81	£20.81	£8.92	£3.41	£1.25	£0.29	£0.33	£0.61	£0.62	£2.43	£0.37	£3.55	£14.19	£144.65
Havant Borough Total	£11.70	£24.54	£20.91	£19.07	£24.72	£6.49	£29.55	£19.32	£20.29	£24.59	£21.72	£30.12	£16.98	£4.71	£18.81	£6.82	£13.05	£1.09	£5.28	£8.25	£4.75	£39.08	£52.26	£424.11
Chichester	£1.53	£4.58	£0.55	£0.56	£0.38	£1.02	£0.51	£0.72	£2.49	£2.54	£1.30	£1.64	£2.12	£0.00	£15.46	£0.87	£12.07	£0.36	£1.24	£1.46	£0.37	£8.53	n/a	£60.32
East Hampshire	£0.00	£0.00	£0.00	£0.00	£0.34	£1.02	£0.72	£0.00	£0.00	£0.42	£0.43	£2.74	£9.77	£0.20	£0.00	£2.32	£0.65	£0.00	£0.00	£0.00	£0.00	£0.00	n/a	£18.62
Portsmouth	£4.03	£9.57	£4.40	£7.01	£10.65	£21.18	£13.76	£11.81	£9.97	£9.75	£12.16	£15.33	£8.92	£0.00	£4.60	£3.34	£4.90	£3.77	£22.38	£32.99	£23.40	£17.76	n/a	£251.66
Other	£1.92	£2.91	£1.65	£1.40	£2.28	£5.12	£6.11	£3.22	£2.85	£5.09	£7.82	£4.93	£4.67	£1.91	£2.93	£1.16	£1.96	£6.93	£2.18	£5.82	£8.04	£5.68	n/a	£86.59
Other Sub-Total	£7.48	£17.06	£6.60	£8.97	£13.31	£27.67	£21.40	£16.46	£15.31	£17.80	£21.72	£24.64	£25.48	£2.12	£22.99	£7.69	£19.58	£11.07	£25.80	£40.26	£31.81	£31.97	n/a	£417.19
Total Expenditure	£19.18	£41.60	£27.51	£28.04	£38.04	£34.16	£50.96	£35.78	£35.60	£42.39	£43.44	£54.77	£42.46	£6.82	£41.79	£14.50	£32.63	£12.16	£31.08	£48.51	£36.56	£71.05	n/a	n/a

Sources: Tables 2C and 3C

Table 7C: Comparison Shopping Available Expenditure 2021

Centre/Facilities	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Inflow	Total Expend	
Expenditure 2021	£22.79	£49.44	£32.71	£33.32	£45.21	£41.56	£61.76	£42.52	£42.64	£50.38	£53.47	£65.15	£50.73	£8.44	£49.67	£17.25	£38.78	£15.13	£37.81	£59.02	£44.49	£84.44		£946.72	
Havant Borough East																									
Havant (incl. retail parks)	£10.26	£17.80	£13.74	£10.33	£19.89	£3.74	£8.65	£5.95	£4.69	£5.04	£3.21	£7.82	£6.59	£0.42	£12.42	£6.04	£10.08	£0.61	£3.40	£4.72	£4.45	£24.49	£32.53	£216.86	
Emsworth DC	£0.00	£0.49	£0.00	£0.00	£0.45	£0.83	£0.00	£0.00	£0.00	£0.50	£0.00	£0.00	£0.00	£0.00	£5.46	£0.00	£3.10	£0.00	£0.00	£0.59	£0.00	£0.00	£0.60	£12.04	
Leigh Park DC	£0.91	£2.47	£6.54	£3.00	£0.45	£0.00	£0.62	£0.00	£0.00	£0.00	£0.00	£1.30	£0.00	£0.00	£0.99	£0.17	£0.39	£0.00	£0.00	£0.00	£0.00	£0.00	£0.89	£17.74	
Mengham/Gable Head DC	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£15.20	£0.80	
Asda, Bedhampton	£1.82	£5.93	£2.29	£6.33	£5.42	£2.49	£7.41	£4.68	£2.13	£1.51	£1.60	£1.95	£3.04	£1.18	£1.99	£1.55	£1.55	£0.00	£2.27	£1.77	£0.89	£2.53	£10.65	£71.01	
Sub-Total Havant East	£12.99	£26.70	£22.57	£19.66	£26.22	£7.07	£16.68	£10.63	£6.82	£7.05	£4.81	£11.07	£9.64	£1.60	£20.86	£7.76	£15.12	£0.61	£5.67	£7.08	£5.34	£42.22	£45.47	£333.65	
Havant Borough West																									
Waterlooville (incl. retail parks)	£0.91	£2.47	£2.29	£2.33	£3.16	£0.83	£19.15	£11.91	£17.06	£19.14	£21.39	£24.10	£10.15	£4.22	£1.49	£0.35	£0.39	£0.76	£0.76	£2.95	£0.44	£4.22	£16.72	£167.18	
Cowplain DC	£0.00	£0.00	£0.00	£0.67	£0.00	£0.00	£0.00	£0.43	£0.43	£3.02	£0.53	£0.65	£0.51	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.33	£6.56
Sub-Total Havant West	£0.91	£2.47	£2.29	£3.00	£3.16	£0.83	£19.15	£12.33	£17.48	£22.17	£21.92	£24.76	£10.65	£4.22	£1.49	£0.35	£0.39	£0.76	£0.76	£2.95	£0.44	£4.22	£17.05	£173.74	
Havant Borough Total	£13.90	£29.17	£24.86	£22.66	£29.38	£7.90	£35.82	£22.96	£24.30	£29.22	£26.74	£35.83	£20.29	£5.81	£22.35	£8.11	£15.51	£1.36	£6.43	£10.03	£5.78	£46.44	£62.52	£507.39	
Chichester	£1.82	£5.44	£0.65	£0.67	£0.45	£1.25	£0.62	£0.85	£2.98	£3.02	£1.60	£1.95	£2.54	£0.00	£18.38	£1.04	£14.35	£0.45	£1.51	£1.77	£0.44	£10.13	n/a	£71.93	
East Hampshire	£0.00	£0.00	£0.00	£0.00	£0.00	£0.42	£1.24	£0.85	£0.00	£0.50	£0.53	£3.26	£11.67	£0.25	£0.00	£2.76	£0.78	£0.00	£0.00	£0.00	£0.00	£0.00	n/a	£22.25	
Portsmouth	£4.79	£11.37	£5.23	£8.33	£12.66	£25.77	£16.68	£14.03	£11.94	£11.59	£14.97	£18.24	£10.65	£0.00	£5.46	£3.97	£5.82	£4.69	£27.23	£40.14	£28.47	£21.11	n/a	£303.13	
Other	£2.28	£3.46	£1.96	£1.67	£2.71	£6.23	£7.41	£3.83	£3.41	£6.05	£9.63	£5.86	£5.58	£2.36	£3.48	£1.38	£2.33	£8.62	£2.65	£7.08	£9.79	£6.76	n/a	£104.52	
Other Sub-Total	£8.89	£20.27	£7.85	£10.66	£15.82	£33.66	£25.94	£19.56	£18.34	£21.16	£26.74	£29.32	£30.44	£2.61	£27.32	£9.14	£23.27	£13.77	£31.38	£48.99	£38.70	£38.00	n/a	£501.84	
Total Expenditure	£22.79	£49.44	£32.71	£33.32	£45.21	£41.56	£61.76	£42.52	£42.64	£50.38	£53.47	£65.15	£50.73	£8.44	£49.67	£17.25	£38.78	£15.13	£37.81	£59.02	£44.49	£84.44	n/a	n/a	

Sources: Tables 2C and 3C

Table 8C: Comparison Shopping Available Expenditure 2026

Centre/Facilities	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Inflow	Total Expend	
Expenditure 2026	£27.24	£59.08	£39.11	£39.82	£54.02	£50.82	£74.89	£50.81	£51.25	£60.20	£65.59	£77.95	£60.91	£10.38	£59.35	£20.63	£46.24	£18.26	£46.24	£72.17	£54.40	£100.91		£1,140.28	
Havant Borough East																									
Havant (incl. retail parks)	£12.26	£21.27	£16.43	£12.34	£23.77	£4.57	£10.48	£7.11	£5.64	£6.02	£3.94	£9.35	£7.92	£0.52	£14.84	£7.22	£12.02	£0.73	£4.16	£5.77	£5.44	£29.26	£39.01	£260.09	
Emsworth DC	£0.00	£0.59	£0.00	£0.00	£0.54	£1.02	£0.00	£0.00	£0.00	£0.60	£0.00	£0.00	£0.00	£0.00	£6.53	£0.00	£3.70	£0.00	£0.00	£0.72	£0.00	£0.00	£0.72	£14.42	
Leigh Park DC	£1.09	£2.95	£7.82	£3.58	£0.54	£0.00	£0.75	£0.00	£0.00	£0.00	£0.00	£1.56	£0.00	£0.00	£1.19	£0.21	£0.46	£0.00	£0.00	£0.00	£0.00	£0.00	£1.06	£21.21	
Mengham/Gable Head DC	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£18.16	£0.96	
Asda, Bedhampton	£2.18	£7.09	£2.74	£7.57	£6.48	£3.05	£8.99	£5.59	£2.56	£1.81	£1.97	£2.34	£3.65	£1.45	£2.37	£1.86	£1.85	£0.00	£2.77	£2.17	£1.09	£3.03	£12.81	£85.40	
Sub-Total Havant East	£15.53	£31.90	£26.98	£23.49	£31.33	£8.64	£20.22	£12.70	£8.20	£8.43	£5.90	£13.25	£11.57	£1.96	£24.93	£9.28	£18.03	£0.73	£6.94	£8.66	£6.53	£50.46	£54.56	£400.24	
Havant Borough West																									
Waterlooville (incl. retail parks)	£1.09	£2.95	£2.74	£2.79	£3.78	£1.02	£23.22	£14.23	£20.50	£22.88	£26.24	£28.84	£12.18	£5.19	£1.78	£0.41	£0.46	£0.91	£0.92	£3.61	£0.54	£5.05	£20.15	£201.47	
Cowplain DC	£0.00	£0.00	£0.00	£0.80	£0.00	£0.00	£0.00	£0.51	£0.51	£3.61	£0.66	£0.78	£0.61	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.39	£7.87
Sub-Total Havant West	£1.09	£2.95	£2.74	£3.58	£3.78	£1.02	£23.22	£14.74	£21.01	£26.49	£26.89	£29.62	£12.79	£5.19	£1.78	£0.41	£0.46	£0.91	£0.92	£3.61	£0.54	£5.05	£20.54	£209.34	
Havant Borough Total	£16.62	£34.86	£29.72	£27.08	£35.11	£9.66	£43.44	£27.44	£29.22	£34.92	£32.80	£42.87	£24.36	£7.15	£26.71	£9.70	£18.50	£1.64	£7.86	£12.27	£7.07	£55.50	£75.10	£609.58	
Chichester	£2.18	£6.50	£0.78	£0.80	£0.54	£1.52	£0.75	£1.02	£3.59	£3.61	£1.97	£2.34	£3.05	£0.00	£21.96	£1.24	£17.11	£0.55	£1.85	£2.17	£0.54	£12.11	n/a	£86.16	
East Hampshire	£0.00	£0.00	£0.00	£0.00	£0.00	£0.51	£1.50	£1.02	£0.00	£0.60	£0.66	£3.90	£14.01	£0.31	£0.00	£3.30	£0.92	£0.00	£0.00	£0.00	£0.00	£0.00	n/a	£26.72	
Portsmouth	£5.72	£13.59	£6.26	£9.95	£15.13	£31.51	£20.22	£16.77	£14.35	£13.85	£18.37	£21.83	£12.79	£0.00	£6.53	£4.74	£6.94	£5.66	£33.29	£49.08	£34.82	£25.23	n/a	£366.61	
Other	£2.72	£4.14	£2.35	£1.99	£3.24	£7.62	£8.99	£4.57	£4.10	£7.22	£11.81	£7.02	£6.70	£2.91	£4.15	£1.65	£2.77	£10.41	£3.24	£8.66	£11.97	£8.07	n/a	£126.30	
Other Sub-Total	£10.62	£24.22	£9.39	£12.74	£18.91	£41.16	£31.45	£23.37	£22.04	£25.28	£32.80	£35.08	£36.55	£3.22	£32.65	£10.93	£27.75	£16.62	£38.38	£59.90	£47.33	£45.41	n/a	£605.79	
Total Expenditure	£27.24	£59.08	£39.11	£39.82	£54.02	£50.82	£74.89	£50.81	£51.25	£60.20	£65.59	£77.95	£60.91	£10.37	£59.35	£20.63	£46.24	£18.26	£46.24	£72.17	£54.40	£100.91	n/a	n/a	

Sources: Tables 2C and 3C

Table 9C: Summary of Comparison Expenditure/Floorspace Projections 2008 to 2026

Centre	2008	2011	2016	2021	2026
Available Expenditure					
Havant Borough East					
Havant (incl. retail parks)	£132.77	£147.95	£181.69	£216.86	£260.09
Emsworth DC	£7.46	£8.29	£10.10	£12.04	£14.42
Leigh Park DC	£10.91	£12.14	£14.91	£17.74	£21.21
Mengham/Gable Head DC	£9.89	£10.88	£13.46	£16.00	£19.12
Asda, Bedhampton	£43.04	£48.13	£59.30	£71.01	£85.40
Sub-Total Havant East	£204.08	£227.41	£279.47	£333.65	£400.24
Havant Borough West					
Waterlooville	£100.89	£112.20	£139.15	£167.18	£201.47
Cowplain DC	£4.03	£4.45	£5.50	£6.56	£7.87
Sub-Total Havant West	£104.92	£116.65	£144.65	£173.74	£209.34
LB of Havant Total	£309.00	£344.06	£424.11	£507.39	£609.58
Turnover of Existing Floorspace					
Havant Borough East					
Havant (incl. retail parks)	£132.77	£138.83	£149.56	£161.12	£173.57
Emsworth DC	£7.46	£7.80	£8.41	£9.06	£9.76
Leigh Park DC	£10.91	£11.58	£12.78	£14.11	£15.58
Mengham/Gable Head DC	£9.89	£10.35	£11.15	£12.01	£12.94
Asda, Bedhampton	£43.04	£45.01	£48.49	£52.24	£56.27
Sub-Total Havant East	£204.08	£213.57	£230.39	£248.53	£268.12
Havant Borough West					
Waterlooville	£100.89	£105.50	£113.66	£122.44	£131.90
Cowplain DC	£4.03	£4.21	£4.54	£4.89	£5.27
Sub-Total Havant West	£104.92	£109.72	£118.20	£127.33	£137.17
Havant Borough Total	£309.00	£323.29	£348.58	£375.87	£405.29
Turnover of Commitments					
Havant Borough West	£3.82	£3.99	£4.30	£4.64	£4.99
Havant Borough East	£20.27	£21.20	£22.83	£24.60	£26.50
Total	£24.09	£25.19	£27.14	£29.23	£31.49
Surplus Expenditure					
Havant Borough West	-£3.82	£2.94	£22.15	£41.78	£67.18
Havant Borough East	-£20.27	-£0.42	£52.70	£106.93	£177.79
Total	-£24.09	£2.52	£74.84	£148.71	£244.97
Sales Density for New Floorspace	£5,000	£5,228	£5,632	£6,068	£6,537
Sales Floorspace (Sq M Net)					
Havant Borough West	-764	563	3,932	6,885	10,277
Havant Borough East	-4,054	-81	9,356	17,622	27,199
Total	-4,818	482	13,288	24,507	37,476
Gross Floorspace (Sq M Gross)					
Havant Borough West	-1,019	751	5,243	9,180	13,702
Havant Borough East	-5,405	-108	12,474	23,496	36,266
Total	-6,424	643	17,717	32,677	49,968

Sources:

Tables 4A, 3C to 8C

Appendix D

Household Survey Results

Weighted:

September 2008

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold									
Q01 Which store or shop did you do your household's last main food and grocery shopping ?																		
Asda, Larchwood Ave, Bedhampton, Havant (Walmart Asda)	20.3%	204	20.2%	58	20.4%	146	23.7%	19	24.1%	116	15.9%	69	19.3%	91	21.9%	91	20.0%	176
Tesco, Solent Road, Havant	13.4%	135	14.8%	43	12.9%	92	16.6%	13	11.7%	56	14.8%	64	13.0%	62	14.1%	59	13.8%	122
Morrison's, Lakesmere Road, Horndean	11.3%	113	11.2%	32	11.3%	81	10.0%	8	8.8%	42	14.5%	63	11.3%	54	10.2%	42	12.6%	111
Asda, Portland Road, Waterlooville	8.8%	88	8.2%	24	9.0%	64	2.5%	2	10.5%	50	7.9%	34	7.5%	35	9.1%	38	8.9%	79
Sainsbury's, Fitzherbert Road, Farlington, Portsmouth	8.3%	83	9.1%	26	8.0%	57	12.4%	10	8.0%	39	7.8%	34	11.1%	52	6.5%	27	9.2%	81
Tesco Extra, North Harbour, Portsmouth	7.6%	76	6.9%	20	7.9%	56	11.2%	9	9.3%	44	5.1%	22	7.1%	34	8.9%	37	7.7%	68
Waitrose, 12 North Street, Havant	4.4%	44	4.3%	12	4.4%	32	0.0%	0	3.6%	17	5.9%	26	5.2%	25	3.0%	12	4.1%	36
Waitrose, Dukes Walk, Stakes Hill Road, Waterlooville	3.3%	33	4.5%	13	2.9%	20	0.0%	0	1.9%	9	5.3%	23	3.6%	17	2.7%	11	3.4%	30
Tesco Metro, High Street, Cosham	3.2%	33	4.1%	12	2.9%	21	3.7%	3	3.9%	19	2.5%	11	3.1%	15	3.8%	16	2.4%	22
Internet / delivered	3.0%	30	2.4%	7	3.2%	23	8.7%	7	4.6%	22	0.2%	1	3.4%	16	3.4%	14	3.0%	27
Tesco Extra, Chichester	1.4%	14	1.1%	3	1.6%	11	0.0%	0	1.9%	9	1.2%	5	1.1%	5	1.5%	6	1.5%	13
Aldi, Unit 4/5 Central Retail Park, 12 Park Way, Havant	1.2%	12	0.0%	0	1.7%	12	1.3%	1	1.3%	6	1.2%	5	1.1%	5	1.5%	6	1.4%	12
Lidl, London Road, Cowplain	1.0%	10	1.0%	3	1.0%	7	0.0%	0	0.2%	1	2.1%	9	1.3%	6	0.5%	2	0.9%	8
Netto, 37 Park Parade, Leigh Park, Havant	0.9%	9	1.4%	4	0.7%	5	0.0%	0	0.6%	3	1.4%	6	0.4%	2	1.2%	5	0.6%	5
Co-op, 140 Elm Grove, Hayling Island	0.9%	9	0.0%	0	1.3%	9	0.0%	0	0.2%	1	1.9%	8	1.3%	6	0.5%	2	0.8%	7
Tesco Metro, Greywell Road, Leigh Park	0.8%	8	0.3%	1	1.0%	7	0.0%	0	1.1%	5	0.7%	3	0.0%	0	1.7%	7	0.3%	3
Sainsburys, Wallington Way, Broadcut, Fareham	0.7%	7	0.0%	0	1.0%	7	0.0%	0	1.3%	6	0.2%	1	0.9%	4	0.7%	3	0.8%	7
Tesco, Clement Attlee Way, Port Solent	0.7%	7	0.3%	1	0.8%	6	0.0%	0	0.6%	3	0.9%	4	0.6%	3	0.7%	3	0.6%	6
Somerfield, Mengham, Hayling Island	0.6%	6	1.1%	3	0.4%	3	1.3%	1	0.2%	1	0.9%	4	0.2%	1	0.7%	3	0.5%	4
Morrisons, Eastern Road, Portsmouth	0.6%	6	0.7%	2	0.5%	4	1.1%	1	0.8%	4	0.2%	1	0.6%	3	0.7%	3	0.5%	5
Waitrose, Rams Walk, Petersfield	0.5%	5	0.4%	1	0.6%	4	0.0%	0	0.4%	2	0.5%	2	0.4%	2	0.8%	3	0.6%	5
Tesco, The Causeway, Petersfield	0.5%	5	0.0%	0	0.7%	5	0.0%	0	0.2%	1	1.0%	4	0.7%	3	0.3%	1	0.5%	4
Iceland, Market Parade, Havant	0.4%	4	0.7%	2	0.3%	2	1.3%	1	0.6%	3	0.0%	0	0.0%	0	1.0%	4	0.3%	3
Sainsbury's, Commercial Road, Portsmouth	0.4%	4	0.4%	1	0.4%	3	0.0%	0	0.4%	2	0.5%	2	0.9%	4	0.0%	0	0.5%	4
Sainsburys, Westhampnett Road, Chichester	0.4%	4	0.3%	1	0.4%	3	0.0%	0	0.4%	2	0.5%	2	0.4%	2	0.5%	2	0.5%	4
Co-op, High St, Emsworth	0.3%	3	0.3%	1	0.3%	2	0.0%	0	0.4%	2	0.2%	1	0.4%	2	0.2%	1	0.2%	2
Waitrose, Via Ravenna, Chichester	0.3%	3	0.0%	0	0.4%	3	0.0%	0	0.4%	2	0.2%	1	0.4%	2	0.0%	0	0.3%	3
Asda, The Bridge Shopping Centre, Somers Road North, Portsmouth	0.3%	3	0.0%	0	0.4%	3	2.5%	2	0.0%	0	0.2%	1	0.4%	2	0.2%	1	0.3%	3
Tesco Express, 1 The Westbrook Centre, Waterlooville	0.3%	3	1.0%	3	0.0%	0	0.0%	0	0.2%	1	0.5%	2	0.0%	0	0.5%	2	0.2%	2
Co-op, 14 White Dirt Lane, Clanfield	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.2%	1	0.2%	1	0.2%	1	0.3%	1	0.1%	1
Co-op, 71 Forestside Ave, Leigh Park, Havant	0.2%	2	0.4%	1	0.1%	1	0.0%	0	0.0%	0	0.5%	2	0.4%	2	0.0%	0	0.1%	1
Somerfield, West Street, Porchester	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.4%	2	0.0%	0	0.0%	0	0.5%	2	0.1%	1
Co-op, Leith Avenue, Paulsgrove, Portsmouth	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.0%	0	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Waitrose, Marmion Road, Southsea	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.2%	1	0.2%	1	0.2%	1	0.2%	1	0.2%	2
Iceland, High Street, Cosham	0.2%	2	0.3%	1	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1
Tesco, Crasswell St,	0.2%	2	0.7%	2	0.0%	0	1.2%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.1%	1

Column %ges.

Weighted:

September 2008

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold									
Portsmouth																		
Morrisons, Lakesmere Road, Hordean, Waterlooville	0.2%	2	0.3%	1	0.1%	1	1.2%	1	0.2%	1	0.0%	1	0.4%	2	0.0%	0	0.2%	2
Local Shops	0.2%	2	0.3%	1	0.1%	1	0.0%	0	0.4%	2	0.0%	0	0.4%	2	0.0%	0	0.2%	2
Co-op, The Square, Wickham	0.2%	2	0.4%	1	0.1%	1	0.0%	0	0.0%	0	0.4%	2	0.2%	1	0.2%	1	0.2%	2
Co-op, The Square, Westbourne	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.0%	0
Lidl, Portfield Way, Chichester	0.1%	1	0.0%	0	0.1%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.1%	1
Tesco Express, 424-426 Havant Road, Farlington	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.3%	1	0.1%	1
Tesco Express 104-106 Elm Grove, Hayling Island	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1
Co-op, Upper Northam Road, Hedge End, Southampton	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1
Morrisons, Cowplain	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.1%	1
Co-op, 83 London Road, Cowplain	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Tesco, Fareham Whiteley, Fareham	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Sainsburys, Tollbar Way, Hedge End, Southampton	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Morrisons, Walpole Road, Gosport	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Co-op, 135-137 Havant Road, Drayton	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Marks & Spencer, 163 Commercial Road, Portsmouth	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.0%	0
Tesco Express, 17 North St, Emsworth	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1
Co-op, 13 Middle Park Way, Leigh Park, Havant	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.1%	1
Iceland, Wellington Way Precinct, Waterlooville	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0
Marks and Spencers, Tollbar Way, Hedge End, Southampton	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1
(Don't know / can't remember)	0.5%	5	0.4%	1	0.6%	4	0.0%	0	0.0%	0	1.2%	5	0.4%	2	0.5%	2	0.6%	5
Weighted base:	1002	287		715		80	480	432		474	415	883						
Sample:	1002	287		715		80	483	429		475	414	884						

Q02 How do you normally travel to do your main food shopping?

Those who said 'Internet/Delivered' at Q01

Car-driver	69.5%	675	73.5%	206	67.8%	469	78.0%	57	74.3%	341	63.0%	272	78.5%	359	65.0%	261	76.8%	658
Car-passenger	15.1%	147	5.7%	16	18.9%	131	9.7%	7	11.2%	52	20.5%	88	9.8%	45	17.5%	70	15.1%	129
Bus/Coach	3.8%	37	4.6%	13	3.5%	24	1.3%	1	2.4%	11	5.8%	25	1.5%	7	4.5%	18	1.2%	10
Train	0.2%	2	0.7%	2	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.2%	1	0.3%	1	0.0%	0
Taxi	1.3%	13	0.7%	2	1.6%	11	1.4%	1	1.1%	5	1.4%	6	1.1%	5	1.0%	4	0.2%	2
Walk	7.3%	71	9.3%	26	6.5%	45	4.1%	3	7.3%	33	7.6%	33	6.1%	28	8.3%	33	5.0%	43
Bicycle	0.8%	8	1.4%	4	0.6%	4	0.0%	0	1.1%	5	0.7%	3	0.7%	3	1.2%	5	0.3%	3
Other	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Mobility scooter	0.6%	6	0.7%	2	0.6%	4	0.0%	0	0.6%	3	0.5%	2	0.6%	3	0.7%	3	0.5%	4
(Don't know / varies)	1.2%	12	3.2%	9	0.4%	3	2.7%	2	1.8%	8	0.5%	2	1.3%	6	1.5%	6	0.8%	7
Weighted base:	972	280		692		73	458	431		458	401	856						
Sample:	972	280		692		73	461	428		459	400	857						

Column %ges.

Weighted:

September 2008

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold									
Q03 In addition to your main food shopping at which store or shop did you last visit for small scale/top up shopping for items such as bread, milk or newspapers?																		
Local Shops	12.2%	122	11.2%	32	12.6%	90	9.8%	8	11.7%	56	13.2%	57	11.9%	56	11.6%	48	11.8%	104
Asda, Larchwood Ave, Bedhampton, Havant (Walmart Asda)	5.4%	54	5.6%	16	5.3%	38	7.4%	6	6.8%	33	3.5%	15	4.8%	23	7.0%	29	5.2%	46
Morrison's, Lakesmere Road, Horndean	5.0%	50	3.5%	10	5.6%	40	2.5%	2	4.6%	22	5.9%	26	5.2%	24	4.4%	18	5.5%	49
Tesco, Solent Road, Havant	4.9%	49	5.0%	14	4.8%	35	6.3%	5	4.4%	21	5.3%	23	4.9%	23	4.9%	21	5.0%	44
Asda, Portland Road, Waterlooville	4.5%	45	5.4%	16	4.1%	29	1.2%	1	4.6%	22	5.0%	22	4.3%	20	4.3%	18	4.7%	42
Tesco Metro, High Street, Cosham	4.4%	45	4.1%	12	4.6%	33	7.5%	6	5.6%	27	2.5%	11	4.2%	20	5.5%	23	3.7%	33
Waitrose, 12 North Street, Havant	3.4%	35	3.5%	10	3.4%	24	2.4%	2	3.8%	18	2.8%	12	4.7%	22	2.9%	12	3.4%	30
Sainsbury's, Fitzherbert Road, Farlington, Portsmouth	2.3%	23	1.7%	5	2.5%	18	3.7%	3	1.9%	9	2.6%	11	3.4%	16	1.5%	6	2.6%	23
Tesco Metro, Greywell Road, Leigh Park	2.0%	21	1.1%	3	2.4%	17	3.8%	3	1.9%	9	1.9%	8	1.3%	6	2.5%	10	1.7%	15
Co-op, 83 London Road, Cowplain	2.0%	20	3.1%	9	1.5%	11	1.3%	1	1.4%	7	2.8%	12	2.1%	10	1.4%	6	1.9%	17
Co-op, Hambledon Road, Denmead	1.9%	19	2.0%	6	1.9%	14	0.0%	0	2.6%	13	1.5%	7	2.2%	11	1.2%	5	2.1%	18
Lidl, London Road, Cowplain	1.6%	16	1.1%	3	1.8%	13	0.0%	0	1.2%	6	2.4%	10	1.3%	6	1.7%	7	1.8%	16
Waitrose, Dukes Walk, Stakes Hill Road, Waterlooville	1.6%	16	1.7%	5	1.5%	11	0.0%	0	0.8%	4	2.7%	12	2.3%	11	0.5%	2	1.7%	15
Co-op, High St, Emsworth	1.6%	16	1.3%	4	1.7%	12	0.0%	0	2.0%	10	1.4%	6	2.5%	12	0.5%	2	1.8%	16
Co-op, 140 Elm Grove, Hayling Island	1.5%	15	0.4%	1	2.0%	14	0.0%	0	0.8%	4	2.6%	11	1.9%	9	1.2%	5	1.7%	15
Tesco Extra, North Harbour, Portsmouth	1.5%	15	1.0%	3	1.7%	12	1.2%	1	2.1%	10	0.9%	4	2.1%	10	1.2%	5	1.7%	15
Tesco Express, 1 Lavender Road, Waterlooville	1.5%	15	0.7%	2	1.8%	13	3.6%	3	1.8%	9	0.7%	3	1.2%	6	2.1%	9	1.6%	15
Co-op, 13 Middle Park Way, Leigh Park, Havant	1.3%	13	1.0%	3	1.4%	10	0.0%	0	1.0%	5	1.7%	7	0.2%	1	2.4%	10	1.1%	10
Co-op, 14 White Dirt Lane, Clanfield	1.3%	13	0.7%	2	1.5%	11	5.2%	4	1.1%	5	0.5%	2	1.8%	8	1.0%	4	1.3%	12
Somerfield, Mengham, Hayling Island	1.2%	12	1.4%	4	1.1%	8	1.3%	1	0.4%	2	2.1%	9	1.5%	7	1.2%	5	1.3%	11
Co-op, 55 St Albans Road, West Leigh, Havant	1.2%	12	1.0%	3	1.2%	9	0.0%	0	1.4%	7	1.2%	5	1.3%	6	1.2%	5	0.9%	8
Co-op, Allaway Avenue, Paulsgrove, Portsmouth	1.1%	11	0.7%	2	1.3%	9	0.0%	0	1.7%	8	0.7%	3	0.6%	3	1.7%	7	1.0%	9
Co-op, Leith Avenue, Paulsgrove, Portsmouth	1.1%	11	1.0%	3	1.1%	8	3.7%	3	0.6%	3	1.2%	5	0.8%	4	1.2%	5	1.2%	11
Tesco Express, 1 The Westbrook Centre, Waterlooville	1.1%	11	1.7%	5	0.8%	6	1.2%	1	1.2%	6	0.9%	4	1.2%	6	1.2%	5	1.2%	11
Tesco Express, 17 North St, Emsworth	1.1%	11	0.7%	2	1.2%	9	0.0%	0	0.8%	4	1.6%	7	1.5%	7	0.7%	3	1.0%	9
Costcutter, Milton Road, Cowplain	0.9%	9	1.8%	5	0.6%	4	2.5%	2	0.4%	2	1.2%	5	0.2%	1	2.0%	8	0.9%	8
Co-op, The Square, Westbourne	0.8%	8	0.3%	1	1.0%	7	0.0%	0	0.4%	2	1.5%	6	0.4%	2	1.2%	5	0.7%	6
Co-op, 71 Forestside Ave, Leigh Park, Havant	0.8%	8	0.7%	2	0.9%	6	3.8%	3	0.4%	2	0.7%	3	0.6%	3	1.0%	4	0.9%	8
Co-op, 135-137 Havant Road, Drayton	0.8%	8	1.7%	5	0.4%	3	0.0%	0	1.2%	6	0.5%	2	1.0%	5	0.7%	3	0.9%	8
Co-op, 8 The Precinct, Crookhorn Lane, Purbrook	0.8%	8	1.0%	3	0.7%	5	0.0%	0	1.2%	6	0.4%	2	1.2%	6	0.5%	2	0.8%	7
Tesco Express, 83 Stein Road, Southbourne	0.7%	7	0.4%	1	0.9%	6	1.3%	1	0.9%	4	0.5%	2	0.2%	1	1.0%	4	0.7%	6
Co-op, 27 Catherington Lane, Horndean	0.7%	7	0.7%	2	0.7%	5	0.0%	0	0.2%	1	1.4%	6	0.4%	2	1.0%	4	0.8%	7
Tesco Express, 28 Station Road, Hayling Island	0.7%	7	0.4%	1	0.8%	6	1.3%	1	0.8%	4	0.5%	2	1.3%	6	0.2%	1	0.7%	6
Aldi, Unit 4/5 Central Retail Park, 12 Park Way, Havant	0.6%	6	0.3%	1	0.7%	5	1.2%	1	0.6%	3	0.5%	2	0.6%	3	0.7%	3	0.7%	6
Tesco Express, 424-426	0.6%	6	0.3%	1	0.7%	5	1.2%	1	0.4%	2	0.7%	3	0.8%	4	0.2%	1	0.7%	6

Column %ges.

By Demographics - Weighted **Havant Borough Council Telephone Household Survey**
for Nathaniel Lichfield & Partners

Weighted:

September 2008

	Total	Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold		
Havant Road, Farlington																		
Internet / delivered	0.6%	6	1.0%	3	0.4%	3	1.2%	1	0.4%	2	0.7%	3	0.8%	4	0.5%	2	0.6%	5
Co-op, The Square, Wickham	0.6%	6	0.4%	1	0.6%	4	0.0%	0	1.0%	5	0.2%	1	1.0%	5	0.2%	1	0.6%	6
Londis, Worldham Road, Havant	0.5%	5	0.7%	2	0.4%	3	2.6%	2	0.6%	3	0.0%	0	0.4%	2	0.7%	3	0.6%	5
Somerfield, West Street, Portchester	0.5%	5	0.7%	2	0.4%	3	1.2%	1	0.6%	3	0.2%	1	0.2%	1	0.7%	3	0.5%	4
Netto, 37 Park Parade, Leigh Park, Havant	0.5%	5	1.0%	3	0.3%	2	0.0%	0	0.0%	0	1.1%	5	0.0%	0	0.7%	3	0.4%	4
Iceland, Market Parade, Havant	0.4%	4	0.7%	2	0.3%	2	0.0%	0	0.0%	0	1.0%	4	0.0%	0	0.8%	3	0.4%	3
Iceland, Greywell, Leigh Park	0.4%	4	0.0%	0	0.6%	4	0.0%	0	0.4%	2	0.5%	2	0.2%	1	0.5%	2	0.5%	4
Somerfield, Langstone Bridge Forecourt, Havant Road, Hayling Island	0.4%	4	0.4%	1	0.4%	3	0.0%	0	0.2%	1	0.7%	3	0.4%	2	0.2%	1	0.3%	3
Tesco Express 104-106 Elm Grove, Hayling Island	0.4%	4	0.4%	1	0.4%	3	2.5%	2	0.0%	0	0.5%	2	0.6%	3	0.2%	1	0.5%	4
Tesco, Crasswell St, Portsmouth	0.4%	4	0.7%	2	0.3%	2	0.0%	0	0.4%	2	0.4%	2	0.2%	1	0.5%	2	0.3%	3
Co-op, Milton Road, Cowplain	0.4%	4	0.7%	2	0.3%	2	0.0%	0	0.6%	3	0.2%	1	0.2%	1	0.7%	3	0.4%	4
Co-op, 1 Cornwall Bdgs, 76 London Road, Widley, Waterlooille	0.4%	4	1.0%	3	0.1%	1	0.0%	0	0.4%	2	0.4%	2	0.2%	1	0.5%	2	0.4%	4
Tesco Extra, Chichester	0.3%	3	0.7%	2	0.1%	1	0.0%	0	0.2%	1	0.5%	2	0.2%	1	0.2%	1	0.2%	2
Iceland, Wellington Way Precinct, Waterlooille	0.3%	3	0.0%	0	0.4%	3	1.2%	1	0.0%	0	0.2%	1	0.0%	0	0.7%	3	0.1%	1
Iceland, High Street, Cosham	0.3%	3	0.0%	0	0.4%	3	0.0%	0	0.4%	2	0.2%	1	0.0%	0	0.7%	3	0.3%	3
Nisa, Snowberry Crescent, Havant	0.3%	3	0.7%	2	0.1%	1	1.2%	1	0.2%	1	0.2%	1	0.4%	2	0.2%	1	0.3%	3
Morrisons, Eastern Road, Portsmouth	0.3%	3	0.3%	1	0.3%	2	1.2%	1	0.4%	2	0.0%	0	0.4%	2	0.2%	1	0.2%	2
Sainsburys, Wallington Way, Broadcut, Fareham	0.3%	3	0.3%	1	0.3%	2	1.2%	1	0.4%	2	0.0%	0	0.0%	0	0.4%	2	0.3%	3
Spar, London Road, Horndean	0.2%	2	0.4%	1	0.1%	1	0.0%	0	0.0%	0	0.5%	2	0.4%	2	0.0%	0	0.1%	1
Somerfield, London Road, Portsmouth	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.4%	2	0.0%	0	0.2%	1	0.2%	1	0.2%	2
Co-op, High Street, Cosham	0.2%	2	0.3%	1	0.1%	1	0.0%	0	0.2%	1	0.2%	1	0.4%	2	0.0%	0	0.2%	2
Spar, Southlea Road, Emsworth	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.4%	2	0.0%	0	0.2%	1	0.2%	1	0.1%	1
Sainsbury's, Commercial Road, Portsmouth	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1
Waitrose, Rams Walk, Petersfield	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1
Asda, The Bridge Shopping Centre, Somers Rd North, Portsmouth	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Tesco, Clement Attlee Way, Port Solent	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1
Marks and Spencer, East Street, Chichester	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1
One Stop, Mill Road, Waterlooille	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1
One Stop, Middle Park Way Leigh Park Havant	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0
Co-op, Whitehart Lane, Portchester	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1
McColls, West Street, Portchester	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1
Marks & Spencer, 163 Commercial Road, Portsmouth	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1
Co-op, Tregaron Avenue, Cosham	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Co-op, Forton Road, Gosport	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Best One, Stone Square, Havant	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0
Tesco, 301-303 London Road, Portsmouth	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
BP Garage, Bridge Road, Park Gate, Southampton	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1

Column %ges.

By Demographics - Weighted **Havant Borough Council Telephone Household Survey**
for Nathaniel Lichfield & Partners

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold	
Aldi, West Street, Fareham	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1
(Don't do top-up food shopping)	13.6%	137	18.1%	52	11.8%	85	7.4%	6	13.2%	64	15.1%	65	12.8%	61	12.0%	50	12.7%	113
(Don't know / can't remember)	2.7%	27	2.1%	6	2.9%	21	6.3%	5	3.7%	18	0.9%	4	2.9%	14	2.9%	12	3.1%	27
Weighted base:		1002		287		715		80		480		432		474		415		883
Sample:		1002		287		715		80		483		429		475		414		884

Weighted:

September 2008

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold									
Q04 In which location do you buy most of your household's non-food shopping?																		
Havant Town Centre	15.6%	157	17.9%	51	14.7%	105	16.5%	13	14.8%	71	16.3%	70	12.4%	59	19.4%	80	14.3%	126
Waterlooville Town Centre	15.6%	157	16.6%	48	15.2%	109	8.7%	7	14.2%	68	18.8%	81	15.3%	73	15.2%	63	16.4%	145
Portsmouth, Commercial Road/Cascades	12.7%	127	16.3%	47	11.2%	80	24.9%	20	13.6%	65	9.6%	41	15.7%	74	11.2%	47	13.0%	115
Asda, Larchwood Ave, Bedhampton, Havant (Walmart Asda)	7.8%	78	4.9%	14	9.0%	64	6.3%	5	7.5%	36	8.4%	36	6.8%	32	8.5%	35	7.5%	66
Chichester City Centre	7.1%	71	4.5%	13	8.1%	58	1.2%	1	7.2%	35	7.7%	33	8.4%	40	5.8%	24	7.8%	69
Portsmouth, Cosham	3.7%	38	3.4%	10	3.9%	28	2.5%	2	5.0%	24	2.5%	11	3.1%	15	4.3%	18	2.9%	26
Internet / delivered	2.8%	28	3.4%	10	2.5%	18	1.3%	1	4.5%	21	1.2%	5	3.5%	17	2.6%	11	3.1%	28
Farlington town centre	2.4%	24	2.1%	6	2.5%	18	2.5%	2	2.7%	13	2.1%	9	3.4%	16	1.2%	5	2.7%	24
Fareham Town Centre	2.2%	23	1.4%	4	2.6%	19	3.6%	3	1.6%	8	2.8%	12	1.9%	9	2.6%	11	2.2%	20
Leigh Park Shopping Centre	2.2%	22	1.4%	4	2.5%	18	5.1%	4	1.9%	9	2.1%	9	0.4%	2	3.6%	15	1.8%	16
Hordean Village Centre	1.9%	19	1.4%	4	2.1%	15	1.3%	1	1.3%	6	2.8%	12	2.1%	10	0.5%	2	2.2%	19
Mengham/Gable Head (Hayling Island) Shopping Centre	1.6%	16	0.7%	2	2.0%	14	1.3%	1	0.4%	2	3.0%	13	2.8%	13	0.2%	1	1.7%	15
Southsea Shopping Centre	1.2%	12	1.0%	3	1.3%	9	0.0%	0	1.0%	5	1.6%	7	1.7%	8	1.0%	4	1.4%	12
Petersfield Town Centre	1.2%	12	0.4%	1	1.5%	11	1.3%	1	0.7%	3	1.5%	6	1.1%	5	1.3%	5	1.1%	9
Cowplain Shopping Centre	0.9%	9	1.4%	4	0.7%	5	0.0%	0	0.6%	3	1.4%	6	0.6%	3	1.0%	4	0.8%	7
Portsmouth, Anchorage Park Lodge, Sywell Crescent	0.9%	9	1.0%	3	0.8%	6	1.2%	1	1.7%	8	0.0%	0	0.2%	1	1.9%	8	1.0%	9
Southampton City Centre	0.7%	7	0.6%	2	0.7%	5	0.0%	0	1.1%	5	0.2%	1	0.6%	3	0.5%	2	0.8%	7
Portsmouth, Gun Wharf Quays	0.6%	6	0.7%	2	0.6%	4	2.4%	2	0.6%	3	0.2%	1	0.6%	3	0.7%	3	0.6%	5
Hedge End Retail Park	0.6%	6	1.1%	3	0.4%	3	0.0%	0	0.2%	1	1.1%	5	1.0%	5	0.2%	1	0.7%	6
Tesco, Crasswell St, Portsmouth	0.5%	5	0.0%	0	0.7%	5	1.3%	1	0.8%	4	0.0%	0	0.4%	2	0.7%	3	0.5%	4
Emsworth Village Centre	0.4%	4	1.1%	3	0.1%	1	1.3%	1	0.4%	2	0.2%	1	0.4%	2	0.5%	2	0.3%	3
Portsmouth, North End	0.4%	4	0.3%	1	0.4%	3	0.0%	0	0.8%	4	0.0%	0	0.4%	2	0.5%	2	0.4%	4
Whiteley Village	0.4%	4	0.7%	2	0.3%	2	0.0%	0	0.4%	2	0.5%	2	0.2%	1	0.7%	3	0.4%	4
Portsmouth, Port Solent	0.4%	4	0.0%	0	0.5%	4	0.0%	0	0.4%	2	0.5%	2	0.4%	2	0.5%	2	0.3%	3
Portchester Shopping Centre	0.3%	3	0.3%	1	0.3%	2	0.0%	0	0.2%	1	0.5%	2	0.4%	2	0.0%	0	0.3%	3
Sainsburys, Fitzherbert Road, Farlington	0.3%	3	0.3%	1	0.3%	2	0.0%	0	0.4%	2	0.2%	1	0.6%	3	0.0%	0	0.3%	3
Comet, Eastern Road Industrial Estate, Farlington	0.2%	2	0.4%	1	0.1%	1	0.0%	0	0.3%	1	0.2%	1	0.3%	1	0.2%	1	0.2%	2
Portsmouth, Ocean Village Retail Park	0.2%	2	0.3%	1	0.1%	1	1.2%	1	0.2%	1	0.0%	0	0.2%	1	0.2%	1	0.2%	2
Guildford town centre	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.1%	1
Clanfield, Waterlooville	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.3%	1	0.1%	1
Hayling Island town centre	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1
Tesco, Langstone Harbour, Solent Road, Havant	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0
Upfields, Bishops Waltham, Southampton	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1
Basingstoke town centre	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Portsmouth, Fratton	0.1%	1	0.0%	0	0.1%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.1%	1
Stratford upon Avon town centre	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Tesco, Clement Attlee Way, Port Solent	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.1%	1
Asda, Portland Road, Waterlooville	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1
Sainsburys, Wallington Way, Broadcut, Fareham	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1
Winchester City Centre	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1
(Don't know / can't remember)	12.0%	120	13.5%	39	11.4%	82	13.6%	11	12.6%	61	11.3%	49	12.8%	61	11.0%	46	12.3%	108
(Don't regularly buy these kind of goods)	2.0%	20	2.4%	7	1.8%	13	1.2%	1	1.4%	7	2.8%	12	1.2%	6	1.9%	8	1.5%	13
Weighted base:	1002		287		715		80		480		432		474		415		883	
Sample:	1002		287		715		80		483		429		475		414		884	

Column %ges.

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold									
Q05 How do you normally travel to do your non-food shopping ?																		
Car-driver	63.5%	636	67.2%	193	62.0%	443	72.4%	58	67.3%	323	57.7%	249	72.4%	343	59.4%	247	70.0%	618
Car-passenger	10.3%	103	3.2%	9	13.1%	94	4.9%	4	6.6%	32	15.6%	67	6.1%	29	11.1%	46	9.8%	86
Bus / coach	8.0%	81	6.9%	20	8.5%	61	7.6%	6	4.3%	21	12.4%	54	4.2%	20	9.5%	39	4.7%	41
Train	1.1%	11	1.4%	4	1.0%	7	1.3%	1	1.3%	6	0.7%	3	1.1%	5	1.2%	5	0.8%	7
Taxi	0.7%	7	0.7%	2	0.7%	5	0.0%	0	0.6%	3	0.7%	3	0.8%	4	0.7%	3	0.2%	2
Walk	8.2%	83	10.2%	29	7.4%	53	8.9%	7	10.1%	48	6.1%	26	7.7%	36	10.0%	41	7.1%	62
Bicycle	1.1%	11	1.4%	4	1.0%	7	0.0%	0	1.2%	6	1.2%	5	1.1%	5	1.0%	4	0.7%	6
Other	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Mobility scooter	0.6%	6	0.7%	2	0.6%	4	0.0%	0	0.4%	2	0.7%	3	0.2%	1	1.0%	4	0.3%	3
Goods delivered	1.1%	11	1.7%	5	0.8%	6	1.3%	1	1.4%	7	0.7%	3	1.4%	7	1.0%	4	1.2%	11
(Don't know / varies)	5.2%	53	6.5%	19	4.7%	34	3.7%	3	6.6%	32	4.2%	18	4.8%	23	5.3%	22	5.2%	46
Weighted base:		1002		287		715		80		480		432		474		415		883
Sample:		1002		287		715		80		483		429		475		414		884

Weighted:

September 2008

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold									
Q06 At which location did your household last buy clothes and shoes ?																		
Portsmouth, Commercial Road/Cascades	22.3%	223	23.6%	68	21.8%	156	34.9%	28	24.4%	117	18.2%	79	21.7%	103	24.7%	102	22.7%	200
Waterlooville Town Centre	12.6%	126	10.1%	29	13.5%	97	10.0%	8	13.2%	64	12.1%	52	12.2%	58	12.4%	51	13.1%	116
Havant Town Centre	10.7%	107	8.2%	23	11.7%	84	7.6%	6	11.3%	54	10.8%	47	10.0%	47	11.9%	50	10.6%	94
Chichester City Centre	9.6%	96	5.3%	15	11.3%	81	3.8%	3	9.9%	48	10.0%	43	10.9%	52	7.3%	30	9.4%	83
Internet / delivered	6.8%	68	8.3%	24	6.2%	44	7.7%	6	4.7%	23	8.8%	38	7.6%	36	5.7%	24	6.7%	59
Portsmouth, Gun Wharf Quays	4.9%	49	8.1%	23	3.6%	26	11.2%	9	5.9%	28	2.8%	12	5.1%	24	6.0%	25	5.2%	46
Hedge End Retail Park	3.7%	37	5.6%	16	3.0%	21	1.3%	1	2.7%	13	5.1%	22	5.0%	24	3.0%	12	4.2%	37
Fareham Town Centre	3.6%	36	2.8%	8	4.0%	28	4.8%	4	2.2%	11	5.1%	22	2.9%	14	4.5%	19	3.8%	33
Asda, Larchwood Ave, Bedhampton, Havant (Walmart Asda)	3.5%	35	2.4%	7	3.9%	28	3.8%	3	4.0%	19	3.0%	13	3.5%	17	3.2%	13	3.2%	28
Portsmouth, Cosham	2.9%	29	2.4%	7	3.0%	22	1.2%	1	3.3%	16	2.5%	11	2.1%	10	2.9%	12	2.2%	20
Southampton City Centre	2.5%	25	3.1%	9	2.2%	16	3.6%	3	2.5%	12	2.1%	9	3.1%	15	2.0%	8	2.8%	25
Southsea Shopping Centre	1.7%	17	0.7%	2	2.1%	15	0.0%	0	1.8%	9	1.9%	8	2.3%	11	1.2%	5	1.8%	16
Leigh Park Shopping Centre	1.4%	14	0.7%	2	1.7%	12	3.8%	3	0.8%	4	1.6%	7	0.4%	2	2.0%	8	1.3%	11
Petersfield Town Centre	0.7%	7	0.0%	0	1.0%	7	1.3%	1	0.9%	4	0.5%	2	1.3%	6	0.3%	1	0.8%	7
Whiteley Village	0.7%	7	1.7%	5	0.3%	2	0.0%	0	0.8%	4	0.7%	3	0.8%	4	0.7%	3	0.8%	7
Abroad	0.7%	7	1.4%	4	0.4%	3	0.0%	0	0.8%	4	0.7%	3	1.0%	5	0.5%	2	0.8%	7
Emsworth Village Centre	0.6%	6	1.4%	4	0.3%	2	0.0%	0	0.6%	3	0.7%	3	0.4%	2	1.0%	4	0.5%	4
Weymouth town centre	0.6%	6	0.4%	1	0.7%	5	0.0%	0	0.8%	4	0.5%	2	0.8%	4	0.2%	1	0.7%	6
Mengham/Gable Head (Hayling Island) Shopping Centre	0.5%	5	0.4%	1	0.6%	4	0.0%	0	0.0%	0	1.2%	5	0.6%	3	0.5%	2	0.5%	4
Winchester City Centre	0.5%	5	1.1%	3	0.3%	2	0.0%	0	0.2%	1	0.9%	4	0.6%	3	0.2%	1	0.3%	3
Cheltenham town centre	0.4%	4	0.0%	0	0.6%	4	0.0%	0	0.4%	2	0.2%	1	0.6%	3	0.3%	1	0.5%	4
Portsmouth, North End	0.4%	4	1.1%	3	0.1%	1	1.3%	1	0.4%	2	0.2%	1	0.4%	2	0.3%	1	0.3%	3
Farlington town centre	0.4%	4	0.0%	0	0.6%	4	0.0%	0	0.4%	2	0.5%	2	0.6%	3	0.3%	1	0.5%	4
Portsmouth, Port Solent	0.3%	3	0.7%	2	0.1%	1	0.0%	0	0.4%	2	0.2%	1	0.4%	2	0.3%	1	0.3%	3
Solent Retail Park, Havant	0.3%	3	0.0%	0	0.4%	3	0.0%	0	0.6%	3	0.0%	0	0.2%	1	0.5%	2	0.3%	3
Horsham town centre	0.2%	2	0.7%	2	0.0%	0	1.3%	1	0.0%	0	0.2%	1	0.2%	1	0.2%	1	0.1%	1
Bournemouth town centre	0.2%	2	0.0%	0	0.3%	2	1.2%	1	0.0%	0	0.2%	1	0.2%	1	0.2%	1	0.2%	2
Asda, Portland Road, Waterlooville	0.2%	2	0.4%	1	0.1%	1	0.0%	0	0.4%	2	0.0%	0	0.0%	0	0.5%	2	0.1%	1
Salisbury city centre	0.2%	2	0.3%	1	0.1%	1	0.0%	0	0.0%	0	0.5%	2	0.2%	1	0.0%	0	0.2%	2
Clitheroe, Lancashire	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.0%	0
Lincoln city centre	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.3%	1	0.1%	1
Crawley town centre	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1
Barnham town centre	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1
Derby city centre	0.1%	1	0.4%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Farnborough town centre	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.1%	1
Portsmouth, Fratton	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0
Blackpool town centre	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1
Dorchester town centre	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Portchester Shopping Centre	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1
Tesco, Crasswell St, Portsmouth	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1
Penzance town centre, Cornwall	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1
Drayton town centre	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.1%	1
Basingstoke town centre	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Isle of Wight	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bude town centre	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0
High Wycombe town centre	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1
Sidmouth town centre, Devon	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1
Tesco, Clement Attlee Way, Port Solent	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.1%	1
Worthing town centre	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.1%	1
(Don't regularly buy these kind of goods)	2.6%	26	3.1%	9	2.4%	17	0.0%	0	1.6%	8	4.2%	18	1.5%	7	2.2%	9	2.0%	18
(Don't know / can't remember)	2.4%	24	3.2%	9	2.1%	15	0.0%	0	2.5%	12	2.8%	12	1.5%	7	3.2%	13	2.3%	20
Weighted base:	1002		287		715		80		480		432		474		415		883	
Sample:	1002		287		715		80		483		429		475		414		884	

Column %ges.

Weighted:

September 2008

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold									
Q07 At which location did your household last buy domestic electric appliances (e.g. fridges and kitchen items) ?																		
Internet / delivered	13.9%	139	17.4%	50	12.5%	89	17.6%	14	18.5%	89	8.0%	34	14.4%	68	15.4%	64	14.3%	126
Ocean Retail Park, Dundas Lane, Burrfields Road, Portsmouth	12.5%	125	11.4%	33	12.9%	92	16.1%	13	15.1%	72	9.0%	39	14.8%	70	12.2%	51	13.3%	117
Havant Town Centre	9.2%	92	10.2%	29	8.8%	63	11.2%	9	6.3%	30	11.9%	52	6.8%	32	10.7%	44	8.5%	75
Portsmouth, Commercial Road/Cascades	7.5%	75	6.7%	19	7.8%	56	2.5%	2	8.5%	41	7.3%	31	7.9%	37	6.5%	27	7.4%	65
Waterlooville Town Centre	6.0%	60	7.7%	22	5.3%	38	3.7%	3	3.9%	19	8.8%	38	3.4%	16	7.5%	31	6.3%	56
Currys, Ocean Retail Park, Dundas Lane, Burrfields Road, Portsmouth	4.1%	41	3.4%	10	4.3%	31	3.7%	3	4.1%	20	4.2%	18	4.2%	20	4.3%	18	4.5%	40
Asda, Larchwood Ave, Bedhampton, Havant (Walmart Asda)	2.5%	25	1.4%	4	2.9%	21	1.3%	1	2.1%	10	3.2%	14	2.3%	11	2.2%	9	2.5%	22
Southsea Shopping Centre	2.5%	25	2.8%	8	2.4%	17	0.0%	0	2.0%	10	3.5%	15	3.3%	16	2.2%	9	2.6%	23
Southampton City Centre	2.1%	21	1.7%	5	2.2%	16	0.0%	0	2.1%	10	2.5%	11	2.1%	10	2.4%	10	2.2%	20
Chichester City Centre	2.1%	21	1.4%	4	2.3%	16	0.0%	0	2.6%	12	1.9%	8	2.4%	11	1.5%	6	2.1%	19
Portsmouth, North End	2.0%	20	2.4%	7	1.8%	13	0.0%	0	2.1%	10	1.9%	8	2.1%	10	1.6%	7	1.8%	16
Anchorage Park, Portsmouth	1.6%	16	1.1%	3	1.8%	13	2.5%	2	0.8%	4	2.1%	9	1.5%	7	1.7%	7	1.6%	14
Mengham/Gable Head (Hayling Island) Shopping Centre	1.3%	13	1.1%	3	1.4%	10	0.0%	0	0.0%	0	3.1%	13	1.9%	9	0.2%	1	1.3%	11
Comet, Ocean Retail Park, Dundas Lane, Burrfields Road, Portsmouth	1.0%	10	1.0%	3	1.0%	7	1.2%	1	1.2%	6	0.7%	3	1.2%	6	0.8%	3	1.0%	9
Portsmouth, Cosham	1.0%	10	1.4%	4	0.8%	6	0.0%	0	1.4%	7	0.7%	3	0.6%	3	1.7%	7	0.9%	8
Fareham Town Centre	0.9%	9	0.0%	0	1.2%	9	0.0%	0	1.3%	6	0.7%	3	1.2%	6	0.5%	2	0.9%	8
Hedge End Retail Park	0.8%	8	0.0%	0	1.1%	8	0.0%	0	0.8%	4	0.7%	3	0.4%	2	1.0%	4	0.9%	8
Tesco, Clement Attlee Way, Port Solent	0.7%	7	0.0%	0	1.0%	7	0.0%	0	1.4%	7	0.0%	0	0.8%	4	0.7%	3	0.7%	6
Portsmouth, Gun Wharf Quays	0.6%	6	1.1%	3	0.4%	3	1.2%	1	0.6%	3	0.5%	2	0.4%	2	1.0%	4	0.7%	6
Portsmouth, Copnor	0.6%	6	0.3%	1	0.7%	5	0.0%	0	0.4%	2	0.9%	4	0.8%	4	0.5%	2	0.7%	6
Portsmouth, Port Solent	0.6%	6	1.4%	4	0.3%	2	0.0%	0	0.8%	4	0.5%	2	0.8%	4	0.3%	1	0.6%	5
Portsmouth, Fratton	0.6%	6	1.0%	3	0.4%	3	0.0%	0	0.8%	4	0.5%	2	0.6%	3	0.7%	3	0.4%	4
B&Q, Purbrook Way, Havant	0.6%	6	0.7%	2	0.5%	4	0.0%	0	0.8%	4	0.5%	2	0.4%	2	0.9%	4	0.7%	6
Leigh Park Shopping Centre	0.5%	5	0.3%	1	0.6%	4	2.5%	2	0.2%	1	0.5%	2	0.0%	0	1.2%	5	0.2%	2
Portchester Shopping Centre	0.5%	5	0.7%	2	0.4%	3	0.0%	0	1.0%	5	0.0%	0	0.2%	1	1.0%	4	0.6%	5
Farlington town centre	0.4%	4	1.0%	3	0.1%	1	0.0%	0	0.4%	2	0.5%	2	0.8%	4	0.0%	0	0.4%	4
Emsworth Village Centre	0.4%	4	0.7%	2	0.3%	2	0.0%	0	0.2%	1	0.7%	3	0.4%	2	0.5%	2	0.3%	3
Portsmouth, North Harbour	0.3%	3	0.7%	2	0.1%	1	0.0%	0	0.6%	3	0.0%	0	0.4%	2	0.3%	1	0.2%	2
Currys, West Street, Havant	0.3%	3	0.7%	2	0.1%	1	0.0%	0	0.4%	2	0.2%	1	0.4%	2	0.0%	0	0.3%	3
Portsmouth, Hilsea	0.3%	3	0.3%	1	0.3%	2	0.0%	0	0.4%	2	0.2%	1	0.4%	2	0.0%	0	0.3%	3
Comet, Eastern Road Industrial Estate, Farlington	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.0%	0	0.5%	2	0.0%	0	0.2%	1	0.2%	2
Petersfield Town Centre	0.2%	2	0.3%	1	0.1%	1	0.0%	0	0.2%	1	0.2%	1	0.4%	2	0.0%	0	0.2%	2
Southbourne town centre	0.2%	2	0.3%	1	0.1%	1	0.0%	0	0.2%	1	0.2%	1	0.2%	1	0.2%	1	0.2%	2
Currys, Anchorage Park, Portsmouth	0.2%	2	0.0%	0	0.3%	2	1.3%	1	0.2%	1	0.0%	0	0.4%	2	0.0%	0	0.2%	2
Sainsburys, Fitzherbert Road, Farlington	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.0%	0	0.5%	2	0.0%	0	0.2%	1	0.2%	2
Comet, Anchorage Park, Portsmouth	0.2%	2	0.3%	1	0.1%	1	1.2%	1	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	2
Segensworth Retail Park, Titchfield	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.4%	2	0.0%	0	0.2%	1	0.2%	1	0.2%	2
Eastleigh Town Centre	0.1%	1	0.0%	0	0.1%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.1%	1
Iceland, Market Parade, Havant	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.1%	1
Macro, Limberline Spur, Portsmouth	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.1%	1
Homebase, Collingwood Retail Park, Newgate Lane, Fareham	0.1%	1	0.0%	0	0.1%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.1%	1
Swansea city centre	0.1%	1	0.4%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Guildford town centre	0.1%	1	0.4%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0
Central London	0.1%	1	0.0%	0	0.1%	1	1.3%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Magnet, Fitzherbert Rd, Portsmouth	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1
Maidenhead town centre	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Aldi, Unit 4/5 Central Retail	0.1%	1	0.3%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.1%	1

Column %ges.

By Demographics - Weighted **Havant Borough Council Telephone Household Survey**
for Nathaniel Lichfield & Partners

Weighted:

September 2008

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold									
Park, 12 Park Way, Havant																		
Argos, Commercial Road, Portsmouth	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1
Gosport Town Centre	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Kenwood Factory Shop, New Lane, Havant	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Comet, St. Georges Industrial Estate, Goodwood Rd, Eastleigh	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1
Currys, Eastern Road Industrial Estate, Farlington	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.0%	0
West Bromwich town centre	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1
Cowplain Shopping Centre	0.1%	1	0.0%	0	0.1%	1	1.2%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Denmead, Waterlooville	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1
Sheffield city centre	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Upfields, Bishops Waltham, Southampton	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1
Collingwood Retail Park, Newgate Lane, Fareham	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
(Don't regularly buy these kind of goods)	10.5%	106	10.2%	29	10.7%	76	6.4%	5	8.0%	38	14.4%	62	10.1%	48	8.4%	35	9.1%	80
(Don't know / can't remember)	8.9%	89	6.3%	18	10.0%	71	18.6%	15	7.8%	37	8.3%	36	8.7%	41	9.4%	39	9.1%	80
Weighted base:	1002	287	715	80	480	432	474	415	883									
Sample:	1002	287	715	80	483	429	475	414	884									

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold									
Q08 At which location did your household last buy other kinds of electric goods such as TV / Hi-Fi and computers ?																		
Internet / delivered	15.1%	151	16.1%	46	14.7%	105	15.1%	12	20.4%	98	9.3%	40	19.2%	91	12.3%	51	15.7%	139
Ocean Retail Park, Dundas Lane, Burrfields Road, Portsmouth	10.6%	106	9.3%	27	11.1%	79	14.9%	12	12.2%	58	8.3%	36	12.7%	60	9.6%	40	11.1%	98
Portsmouth, Commercial Road/Cascades	8.7%	87	12.5%	36	7.2%	51	10.0%	8	10.8%	52	6.2%	27	8.7%	41	9.4%	39	9.1%	80
Waterlooville Town Centre	5.3%	53	5.9%	17	5.0%	36	2.4%	2	4.3%	21	7.0%	30	5.0%	24	5.1%	21	5.8%	52
Havant Town Centre	4.6%	46	5.3%	15	4.4%	31	1.3%	1	4.2%	20	5.8%	25	3.4%	16	6.1%	25	4.2%	37
Asda, Larchwood Ave, Bedhampton, Havant (Walmart Asda)	3.6%	37	2.5%	7	4.1%	29	5.1%	4	2.9%	14	4.3%	18	3.2%	15	3.7%	15	3.8%	33
Currys, Ocean Retail Park, Dundas Lane, Burrfields Road, Portsmouth	3.4%	34	2.4%	7	3.8%	27	5.0%	4	3.1%	15	3.5%	15	3.5%	17	3.6%	15	3.7%	33
Portchester Shopping Centre	2.9%	29	5.2%	15	2.0%	14	1.3%	1	2.9%	14	2.8%	12	3.4%	16	2.7%	11	3.1%	27
Chichester City Centre	2.1%	21	1.4%	4	2.4%	17	1.2%	1	1.9%	9	2.6%	11	1.8%	9	2.0%	8	2.3%	20
Southampton City Centre	1.9%	19	1.4%	4	2.1%	15	0.0%	0	1.7%	8	2.3%	10	1.3%	6	2.7%	11	1.8%	16
Anchorage Park, Portsmouth	1.5%	15	1.4%	4	1.5%	11	2.5%	2	1.2%	6	1.4%	6	1.0%	5	2.2%	9	1.5%	13
Portsmouth, North End	1.5%	15	1.0%	3	1.7%	12	3.7%	3	1.0%	5	1.6%	7	1.7%	8	1.4%	6	1.7%	15
Portsmouth, Cosham	1.4%	14	2.1%	6	1.1%	8	2.6%	2	1.2%	6	1.4%	6	0.6%	3	2.6%	11	1.5%	13
Mengham/Gable Head (Hayling Island) Shopping Centre	1.3%	13	1.4%	4	1.3%	9	0.0%	0	0.0%	0	3.0%	13	1.9%	9	0.0%	0	1.3%	11
Southsea Shopping Centre	1.3%	13	1.0%	3	1.4%	10	0.0%	0	0.6%	3	2.1%	9	1.5%	7	1.2%	5	1.4%	12
Fareham Town Centre	1.3%	13	1.4%	4	1.3%	9	2.3%	2	0.8%	4	1.6%	7	1.5%	7	0.7%	3	1.0%	9
Portsmouth, Port Solent	1.2%	12	1.4%	4	1.1%	8	1.2%	1	1.7%	8	0.7%	3	1.3%	6	1.2%	5	1.4%	12
Hedge End Retail Park	1.1%	11	0.7%	2	1.2%	9	1.2%	1	0.8%	4	1.4%	6	0.6%	3	1.5%	6	1.2%	11
PC World, Ocean Retail Park, Dundas Lane, Burrfields Road, Portsmouth	1.0%	10	2.8%	8	0.3%	2	2.4%	2	1.0%	5	0.7%	3	1.3%	6	0.9%	4	1.0%	9
Comet, Ocean Retail Park, Dundas Lane, Burrfields Road, Portsmouth	1.0%	10	1.3%	4	0.8%	6	3.8%	3	1.2%	6	0.2%	1	1.0%	5	1.0%	4	1.0%	9
Portsmouth, Copnor	0.9%	9	0.7%	2	1.0%	7	0.0%	0	1.2%	6	0.7%	3	1.1%	5	0.9%	4	0.9%	8
Eastern Road Industrial Estate, Farlington	0.9%	9	0.3%	1	1.1%	8	1.2%	1	0.4%	2	1.4%	6	1.0%	5	0.2%	1	0.8%	7
Portsmouth, Gun Wharf Quays	0.8%	8	1.4%	4	0.6%	4	0.0%	0	0.6%	3	1.2%	5	0.6%	3	1.2%	5	0.9%	8
Leigh Park Shopping Centre	0.7%	7	0.7%	2	0.7%	5	1.2%	1	0.4%	2	0.9%	4	0.4%	2	0.7%	3	0.6%	5
Portsmouth, Fratton	0.7%	7	1.4%	4	0.4%	3	0.0%	0	1.2%	6	0.2%	1	0.4%	2	1.2%	5	0.5%	5
Tesco, Clement Attlee Way, Port Solent	0.6%	6	0.0%	0	0.8%	6	1.2%	1	0.8%	4	0.2%	1	0.6%	3	0.5%	2	0.6%	5
Petersfield Town Centre	0.3%	3	0.0%	0	0.4%	3	0.0%	0	0.2%	1	0.2%	1	0.4%	2	0.3%	1	0.2%	2
Currys, West Street, Havant	0.3%	3	0.4%	1	0.3%	2	0.0%	0	0.4%	2	0.2%	1	0.2%	1	0.2%	1	0.2%	2
Drayton town centre	0.3%	3	0.7%	2	0.1%	1	0.0%	0	0.6%	3	0.0%	0	0.4%	2	0.2%	1	0.3%	3
Southsea Shopping Centre	0.2%	2	0.4%	1	0.1%	1	0.0%	0	0.2%	1	0.2%	1	0.2%	1	0.2%	1	0.2%	2
Abroad	0.2%	2	0.4%	1	0.1%	1	1.2%	1	0.0%	0	0.2%	1	0.4%	2	0.0%	0	0.2%	2
PC World, Anchorage Park, Portsmouth	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.2%	1	0.2%	1	0.4%	2	0.0%	0	0.2%	2
Currys, Eastern Road Industrial Estate, Farlington	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.0%	0	0.5%	2	0.2%	1	0.2%	1	0.1%	1
Portsmouth, North Harbour	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.4%	2	0.0%	0	0.2%	1	0.2%	1	0.2%	2
Upfields, Bishops Waltham, Southampton	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.2%	1	0.2%	1	0.2%	1	0.2%	1	0.2%	2
Hordean Village Centre	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.0%	0	0.4%	2	0.0%	0	0.2%	1	0.2%	2
Macro, Limberline Spur, Portsmouth	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.2%	1	0.2%	1	0.2%	1	0.2%	1	0.2%	2
Castle Trading Estate, Fareham	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.4%	2	0.0%	0	0.2%	1	0.2%	1	0.2%	2
Tesco, South Street, Chichester	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.1%	1
Eastleigh Town Centre	0.1%	1	0.0%	0	0.1%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.1%	1
B&Q, Purbrook Way, Havant	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.1%	1
Winchester City Centre	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.1%	1
Ascot, Berkshire	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.1%	1
Guildford town centre	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.1%	1
Romford town centre, Essex	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1
Ipswich town centre	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1
Newcastle city centre	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1

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Weighted:

September 2008

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold									
Portsmouth, Hilsea	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Argos, Commercial Road, Portsmouth	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1
Gosport Town Centre	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Central London	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Brighton city centre	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1
Emsworth Village Centre	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.1%	1
Segensworth Retail Park, Titchfield	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1
(Don't regularly buy these kind of goods)	14.0%	140	10.9%	31	15.2%	109	8.8%	7	9.8%	47	19.9%	86	11.5%	54	12.9%	54	11.0%	97
(Don't know / can't remember)	6.5%	65	4.3%	12	7.4%	53	8.8%	7	7.2%	35	4.9%	21	5.2%	25	8.0%	33	6.7%	59
Weighted base:		1002		287		715		80		480		432		474		415		883
Sample:		1002		287		715		80		483		429		475		414		884

Weighted:

September 2008

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold									
Q09 At which location did your household last buy furniture, soft furnishings and floor-coverings ?																		
Waterlooville Town Centre	10.7%	107	13.6%	39	9.5%	68	8.8%	7	11.1%	53	10.8%	46	10.6%	50	12.3%	51	11.5%	102
Portsmouth, Commercial Road/Cascades	7.0%	70	9.0%	26	6.2%	44	8.7%	7	7.3%	35	6.0%	26	4.8%	23	9.6%	40	6.7%	59
Havant Town Centre	6.7%	67	4.9%	14	7.4%	53	6.2%	5	8.0%	38	5.4%	24	5.1%	24	8.3%	34	6.3%	56
Internet / delivered	5.8%	58	6.9%	20	5.3%	38	7.4%	6	8.1%	39	3.0%	13	6.7%	32	5.3%	22	5.4%	48
Chichester City Centre	4.8%	48	2.9%	8	5.5%	39	1.2%	1	5.9%	28	4.3%	18	5.8%	27	3.4%	14	5.1%	45
Southampton City Centre	4.6%	46	3.2%	9	5.1%	37	2.4%	2	4.3%	21	5.4%	23	4.8%	23	4.4%	18	5.1%	45
DFS Furniture, Wellington Retail Park, Hambledon Road, Waterlooville	4.2%	42	3.1%	9	4.6%	33	6.3%	5	4.7%	23	3.1%	13	3.2%	15	5.5%	23	4.1%	36
Hedge End Retail Park	3.7%	37	5.5%	16	3.0%	21	2.5%	2	5.0%	24	2.5%	11	5.2%	25	2.7%	11	4.2%	37
Carpetright, Wellington Retail Park, Hambledon Road, Waterlooville	2.4%	24	1.4%	4	2.8%	20	2.5%	2	1.7%	8	3.0%	13	2.1%	10	2.4%	10	2.6%	23
Mengham/Gable Head (Hayling Island) Shopping Centre	1.8%	18	1.4%	4	2.0%	14	1.3%	1	0.8%	4	2.8%	12	2.4%	11	1.2%	5	1.9%	17
Portsmouth, North End	1.7%	17	1.0%	3	1.9%	14	2.5%	2	1.2%	6	2.0%	9	2.1%	10	1.4%	6	1.8%	16
Southsea Shopping Centre	1.5%	15	2.1%	6	1.3%	9	0.0%	0	0.8%	4	2.5%	11	1.9%	9	1.0%	4	1.2%	11
Portsmouth, Cosham	1.5%	15	1.4%	4	1.5%	11	0.0%	0	2.0%	10	1.2%	5	1.9%	9	1.0%	4	1.5%	13
B&Q, Purbrook Way, Havant	1.4%	14	0.7%	2	1.6%	12	2.3%	2	2.3%	11	0.2%	1	0.8%	4	2.1%	9	1.5%	14
Ocean Retail Park, Dundas Lane, Burrfields Road, Portsmouth	1.1%	11	1.0%	3	1.1%	8	1.2%	1	1.2%	6	0.9%	4	1.3%	6	1.2%	5	1.2%	11
Petersfield Town Centre	0.9%	9	0.7%	2	1.0%	7	1.3%	1	0.8%	4	0.7%	3	1.0%	5	0.8%	3	0.9%	8
Fareham Town Centre	0.9%	9	1.1%	3	0.8%	6	0.0%	0	0.8%	4	1.2%	5	1.1%	5	0.7%	3	0.9%	8
Portchester Shopping Centre	0.9%	9	1.7%	5	0.5%	4	1.3%	1	0.8%	4	0.9%	4	1.4%	7	0.5%	2	0.9%	8
Emsworth Village Centre	0.8%	8	0.7%	2	0.8%	6	0.0%	0	1.0%	5	0.7%	3	0.8%	4	0.7%	3	0.8%	7
Portsmouth, Fratton	0.7%	7	0.7%	2	0.7%	5	1.3%	1	0.6%	3	0.7%	3	0.4%	2	1.0%	4	0.7%	6
Pullingers Interiors, Elm Grove, Hayling Island	0.6%	6	1.4%	4	0.3%	2	0.0%	0	0.2%	1	1.2%	5	1.1%	5	0.0%	0	0.6%	5
Asda, Larchwood Ave, Bedhampton, Havant (Walmart Asda)	0.6%	6	0.0%	0	0.8%	6	1.2%	1	0.8%	4	0.2%	1	0.6%	3	0.5%	2	0.6%	5
SCS Sofas, Wellington Retail Park, Hambledon Road, Waterlooville	0.6%	6	0.3%	1	0.7%	5	3.7%	3	0.2%	1	0.5%	2	0.4%	2	1.0%	4	0.7%	6
Portsmouth, Port Solent	0.5%	5	0.7%	2	0.4%	3	0.0%	0	0.6%	3	0.5%	2	0.6%	3	0.5%	2	0.6%	5
Winchester City Centre	0.5%	5	0.3%	1	0.5%	4	0.0%	0	0.4%	2	0.4%	2	1.0%	5	0.0%	0	0.5%	5
Homebase, Ocean Retail Park, Dundas Lane, Burrfields Road, Portsmouth	0.4%	4	0.0%	0	0.6%	4	1.3%	1	0.4%	2	0.2%	1	0.2%	1	0.8%	3	0.5%	4
Leigh Park Shopping Centre	0.4%	4	0.7%	2	0.3%	2	1.2%	1	0.4%	2	0.2%	1	0.7%	3	0.2%	1	0.2%	2
Hayling Island shopping centre	0.4%	4	0.3%	1	0.4%	3	0.0%	0	0.6%	3	0.2%	1	0.6%	3	0.2%	1	0.3%	3
Farlington town centre	0.4%	4	0.0%	0	0.5%	4	0.0%	0	0.4%	2	0.5%	2	0.8%	4	0.0%	0	0.4%	4
Gosport Town Centre	0.4%	4	0.0%	0	0.5%	4	0.0%	0	0.4%	2	0.4%	2	0.2%	1	0.7%	3	0.4%	4
Cowplain Shopping Centre	0.3%	3	0.0%	0	0.4%	3	0.0%	0	0.6%	3	0.0%	0	0.4%	2	0.2%	1	0.3%	3
Portsmouth, New Road	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.0%	0	0.5%	2	0.0%	0	0.0%	0	0.2%	2
Homdean Village Centre	0.2%	2	0.3%	1	0.1%	1	0.0%	0	0.2%	1	0.2%	1	0.2%	1	0.2%	1	0.2%	2
Titchfield town centre	0.2%	2	0.3%	1	0.1%	1	0.0%	0	0.4%	2	0.0%	0	0.4%	2	0.0%	0	0.2%	2
Central London	0.2%	2	0.3%	1	0.1%	1	0.0%	0	0.4%	2	0.0%	0	0.2%	1	0.2%	1	0.2%	2
Drayton town centre	0.2%	2	0.3%	1	0.1%	1	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.5%	2	0.2%	2
Ikea, The Old Power Station, Volta Way, Croydon	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.4%	2	0.0%	0	0.4%	2	0.0%	0	0.2%	2
Portsmouth, Hilsea	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.3%	1	0.1%	1
Bournemouth town centre	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Shoreham town centre	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.3%	1	0.1%	1
Marriotts House Furnishers, New Road, Portsmouth	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1
MFI, Quatremaire Road, Portsmouth	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.1%	1
Harveys, Victory Retail Park, Flathouse Road, Portsmouth	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.1%	1
Anchorage Park, Portsmouth	0.1%	1	0.0%	0	0.1%	1	1.3%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Asda, Bedhampton	0.1%	1	0.0%	0	0.1%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.1%	1
Parkgate Retail Park, Southampton	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1
Bristol city centre	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1

Column %ges.

By Demographics - Weighted **Havant Borough Council Telephone Household Survey**
for Nathaniel Lichfield & Partners

Weighted:

September 2008

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold									
Currys, Ocean Retail Park, Dundas Lane, Burrfields Road, Portsmouth	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1
Airport Industrial Estate, Quartermaine Road, Portsmouth	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1
Wickes, Potash Terrace, Havant	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1
Portsmouth, Paulsgrove	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0
Wilton Shopping Village, Wilton, Salisbury, Wiltshire	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1
Birmingham city centre	0.1%	1	0.0%	0	0.1%	1	1.3%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Portsmouth, Copnor	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1
Argos, Commercial Road, Portsmouth	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1
Newcastle city centre	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
MFI, Ocean Retail Park, Dundas Lane, Burrfields Road, Portsmouth	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.1%	1
Whiteley Village	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1
Tesco, Clement Attlee Way, Port Solent	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1
Local newspaper	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1
Harveys, Main Road, Totton, Southampton	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1
Lakeside shopping centre, Essex	0.1%	1	0.0%	0	0.1%	1	1.2%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Carpetright, Ocean Retail Park, Dundas Lane, Burrfields Road, Portsmouth	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Peter Green, School Lane, Chandler's Ford, Eastleigh	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
DFS, Hedge End Retail Park, Hedge End, Southampton	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1
Chester town centre	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Dreams, Gallagher Retail Park, Hambledon Road, Waterlooville	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1
Wellington Retail Park, Hambledon Road, Waterlooville	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.1%	1
Ikea, Straiton Road, Straiton, Loanhead, Edinburgh	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Land of Leather, Hedge End Retail Park, Hedge End, Southampton	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.1%	1
(Don't regularly buy these kind of goods)	19.0%	190	20.3%	58	18.5%	132	12.7%	10	14.1%	67	26.1%	113	16.7%	79	17.9%	74	16.5%	146
(Don't know / can't remember)	8.7%	87	9.1%	26	8.5%	61	17.5%	14	6.6%	32	8.9%	38	8.6%	41	8.2%	34	9.1%	80
Weighted base:	1002	287	715	80	480	432	474	415	883									
Sample:	1002	287	715	80	483	429	475	414	884									

Weighted:

September 2008

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold									
Q10 At which location did your household last buy DIY / hardware items ?																		
B&Q, Purbrook Way, Havant	51.1%	512	49.5%	142	51.7%	370	53.6%	43	58.2%	279	43.2%	187	51.3%	243	53.1%	221	54.4%	481
Homebase, Havant Retail Park, Portsdown Hill Road, Havant	5.0%	50	5.6%	16	4.8%	34	7.5%	6	6.5%	31	3.1%	13	6.8%	32	3.6%	15	5.0%	44
Havant Town Centre	5.0%	50	6.4%	18	4.4%	31	3.8%	3	5.1%	24	5.2%	22	3.6%	17	6.6%	27	4.5%	40
Homebase, Fitzherbert Road, Farlington	2.4%	25	2.7%	8	2.3%	17	0.0%	0	2.2%	11	3.0%	13	2.9%	14	2.1%	9	2.6%	23
Hayling Hardware, Elm Grove, Hayling Island	2.3%	23	1.4%	4	2.7%	19	1.3%	1	0.8%	4	4.2%	18	3.4%	16	1.2%	5	2.4%	21
Wickes, Rockville Drive, Waterlooville	1.9%	19	3.7%	11	1.1%	8	2.6%	2	1.8%	9	1.6%	7	1.7%	8	2.1%	9	2.1%	19
Wickes Extra, Central Retail Park, 12 Park Way, Havant	1.6%	16	2.5%	7	1.3%	9	1.2%	1	1.0%	5	2.4%	10	1.9%	9	1.2%	5	1.7%	15
Emsworth Village Centre	1.6%	16	1.3%	4	1.7%	12	0.0%	0	1.4%	7	1.9%	8	1.7%	8	1.2%	5	1.6%	14
Portsmouth, Commercial Road/Cascades	1.4%	14	1.4%	4	1.4%	10	3.8%	3	1.7%	8	0.7%	3	1.1%	5	2.2%	9	1.0%	9
Leigh Park Shopping Centre	1.2%	12	0.7%	2	1.4%	10	6.4%	5	1.1%	5	0.5%	2	0.9%	4	2.0%	8	1.0%	9
Farlington town centre	1.2%	12	1.7%	5	1.0%	7	0.0%	0	1.0%	5	1.6%	7	1.9%	9	0.7%	3	1.2%	11
Ocean Retail Park, Dundas Lane, Burrfields Road, Portsmouth	0.9%	9	1.0%	3	0.8%	6	2.5%	2	0.8%	4	0.5%	2	1.0%	5	0.7%	3	0.9%	8
Mengham/Gable Head (Hayling Island) Shopping Centre	0.7%	7	0.4%	1	0.8%	6	0.0%	0	0.8%	4	0.7%	3	0.6%	3	0.7%	3	0.8%	7
Asda, Larchwood Ave, Bedhampton, Havant (Walmart Asda)	0.7%	7	1.0%	3	0.6%	4	0.0%	0	0.6%	3	0.9%	4	0.8%	4	0.0%	0	0.7%	6
Portsmouth, Cosham	0.7%	7	1.0%	3	0.6%	4	0.0%	0	1.2%	6	0.2%	1	0.6%	3	1.0%	4	0.8%	7
Internet / delivered	0.6%	6	0.4%	1	0.7%	5	0.0%	0	0.8%	4	0.5%	2	0.6%	3	0.5%	2	0.7%	6
Southsea Shopping Centre	0.6%	6	0.7%	2	0.6%	4	0.0%	0	0.6%	3	0.7%	3	1.0%	5	0.3%	1	0.5%	5
B&Q, Southampton Road, Titchfield, Fareham	0.6%	6	0.3%	1	0.6%	5	1.2%	1	0.6%	3	0.4%	2	0.8%	4	0.2%	1	0.6%	6
Petersfield Town Centre	0.5%	5	0.7%	2	0.5%	3	0.0%	0	0.5%	2	0.7%	3	0.4%	2	0.8%	3	0.6%	5
Portsmouth, Fratton	0.5%	5	0.7%	2	0.4%	3	1.2%	1	0.6%	3	0.2%	1	1.0%	5	0.0%	0	0.5%	4
Fareham Town Centre	0.4%	4	0.0%	0	0.5%	4	0.0%	0	0.2%	1	0.7%	3	0.4%	2	0.4%	2	0.3%	3
Rowlands Castle, Havant	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.5%	2	0.1%	1
Portchester Shopping Centre	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.2%	1	0.2%	1	0.2%	1	0.2%	1	0.1%	1
Chichester City Centre	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.4%	2	0.0%	0	0.2%	1	0.2%	1	0.2%	2
Hedge End Retail Park	0.2%	2	0.3%	1	0.1%	1	0.0%	0	0.2%	1	0.2%	1	0.4%	2	0.0%	0	0.2%	2
Cowplain Shopping Centre	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1
Newcastle city centre	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Southampton City Centre	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Portsmouth, Hilsea	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Southsea Shopping Centre	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1
Anchorage Park, Portsmouth	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1
Homebase, Chestnut Avenue, Chandler's Ford, Eastleigh	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0
Denmead, Waterlooville	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1
Winchester City Centre	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1
B&Q, Charles Watts Way, Hedgend	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1
(Don't regularly buy these kind of goods)	9.8%	98	7.0%	20	10.9%	78	7.5%	6	5.4%	26	15.1%	65	6.5%	31	9.5%	39	7.7%	68
(Don't know / can't remember)	7.6%	76	8.4%	24	7.3%	52	7.5%	6	4.8%	23	10.8%	46	6.4%	30	8.5%	35	6.7%	59
Weighted base:	1002	287	715	80	480	432	474	415	883									
Sample:	1002	287	715	80	483	429	475	414	884									

Column %ges.

Weighted:

September 2008

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold									
Q11 At which location did your household last buy garden items ?																		
B&Q, Purbrook Way, Havant	29.2%	292	31.2%	90	28.3%	203	39.9%	32	33.3%	160	23.1%	100	28.2%	133	32.1%	133	31.3%	276
Wyevale Garden Centre, Bartons Road, Havant	7.7%	77	6.7%	19	8.1%	58	3.7%	3	5.7%	28	10.8%	47	7.8%	37	6.0%	25	8.1%	72
Hordean Village Centre	6.0%	60	5.9%	17	6.0%	43	2.5%	2	3.7%	18	9.4%	40	6.1%	29	6.8%	28	6.3%	56
Havant Town Centre	5.8%	58	6.3%	18	5.5%	40	8.8%	7	6.4%	31	4.6%	20	5.0%	23	7.1%	29	5.1%	45
Waterlooville Town Centre	4.1%	41	5.6%	16	3.5%	25	2.5%	2	3.5%	17	4.9%	21	4.7%	22	3.6%	15	3.8%	33
Homebase, Havant Retail Park, Portsdown Hill Road, Havant	3.8%	38	4.7%	13	3.5%	25	2.5%	2	4.8%	23	3.1%	13	5.1%	24	3.1%	13	3.9%	34
Keydell Garden Centre, Hordean	3.0%	31	3.4%	10	2.9%	21	2.6%	2	3.4%	17	2.5%	11	3.5%	17	2.6%	11	3.2%	29
Mengham/Gable Head (Hayling Island) Shopping Centre	2.8%	28	2.1%	6	3.1%	22	1.3%	1	1.7%	8	4.5%	19	4.0%	19	1.7%	7	3.0%	26
Rowlands Castle, Havant	1.5%	15	1.4%	4	1.5%	11	1.3%	1	1.6%	8	1.4%	6	1.7%	8	1.4%	6	1.7%	15
Asda, Larchwood Ave, Bedhampton, Havant (Walmart Asda)	1.4%	14	1.0%	3	1.5%	11	0.0%	0	1.4%	7	1.4%	6	1.9%	9	0.9%	4	1.2%	11
Internet / delivered	1.3%	13	2.1%	6	1.0%	7	1.2%	1	1.5%	7	1.2%	5	1.3%	6	1.2%	5	1.4%	12
Leigh Park Shopping Centre	1.2%	12	1.4%	4	1.1%	8	3.7%	3	1.1%	5	0.9%	4	0.4%	2	2.2%	9	1.3%	11
Emsworth Village Centre	1.2%	12	1.4%	4	1.1%	8	0.0%	0	1.0%	5	1.5%	6	1.1%	5	1.2%	5	1.0%	9
Wickes Extra, Central Retail Park, 12 Park Way, Havant	1.0%	10	1.7%	5	0.7%	5	5.0%	4	1.0%	5	0.2%	1	0.4%	2	1.9%	8	0.9%	8
Wickham village, Fareham	1.0%	10	0.7%	2	1.1%	8	0.0%	0	1.6%	8	0.5%	2	1.5%	7	0.5%	2	1.1%	10
Drayton town centre	0.7%	7	0.7%	2	0.7%	5	0.0%	0	0.8%	4	0.7%	3	1.3%	6	0.2%	1	0.7%	6
Portsmouth, Cosham	0.7%	7	0.7%	2	0.7%	5	0.0%	0	1.1%	5	0.2%	1	0.9%	4	0.2%	1	0.3%	3
Chichester City Centre	0.7%	7	0.3%	1	0.8%	6	0.0%	0	0.6%	3	0.9%	4	1.3%	6	0.2%	1	0.8%	7
Mud Island Nurseries, Southwick Road, Wickham	0.6%	6	0.3%	1	0.7%	5	0.0%	0	0.6%	3	0.7%	3	1.3%	6	0.0%	0	0.7%	6
Wilkinsons, The Meridian Centre, Havant	0.5%	5	0.4%	1	0.6%	4	0.0%	0	0.6%	3	0.5%	2	0.4%	2	0.5%	2	0.5%	4
Fareham Town Centre	0.5%	5	0.0%	0	0.7%	5	0.0%	0	0.4%	2	0.7%	3	0.6%	3	0.0%	0	0.6%	5
Titchfield town centre	0.5%	5	0.0%	0	0.6%	5	1.1%	1	0.4%	2	0.4%	2	0.6%	3	0.4%	2	0.5%	5
Petersfield Town Centre	0.4%	4	0.7%	2	0.3%	2	0.0%	0	0.2%	1	0.5%	2	0.4%	2	0.6%	2	0.5%	4
Portsmouth, Fratton	0.4%	4	0.7%	2	0.3%	2	0.0%	0	0.6%	3	0.2%	1	0.6%	3	0.2%	1	0.2%	2
Portsmouth, Commercial Road/Cascades	0.4%	4	0.3%	1	0.4%	3	0.0%	0	0.8%	4	0.0%	0	0.4%	2	0.5%	2	0.4%	4
Tesco, High Street, Cosham	0.4%	4	0.7%	2	0.3%	2	1.2%	1	0.4%	2	0.2%	1	0.6%	3	0.2%	1	0.4%	4
Golby's Garden Centre, Tollgate Way, Northampton	0.4%	4	0.4%	1	0.4%	3	0.0%	0	0.4%	2	0.5%	2	0.2%	1	0.5%	2	0.4%	4
Waterlooville Town Centre	0.3%	3	0.3%	1	0.3%	2	0.0%	0	0.0%	0	0.7%	3	0.2%	1	0.2%	1	0.3%	3
Clanfield, Waterlooville	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.2%	1	0.2%	1	0.2%	1	0.0%	0	0.2%	2
Westbourne village, Portsmouth	0.2%	2	0.3%	1	0.1%	1	0.0%	0	0.0%	0	0.5%	2	0.2%	1	0.3%	1	0.2%	2
Homebase, Ocean Retail Park, Dundas Lane, Burrfields Road, Portsmouth	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.0%	0	0.5%	2	0.2%	1	0.2%	1	0.2%	2
Portchester Shopping Centre	0.2%	2	0.3%	1	0.1%	1	1.2%	1	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1
Southsea Shopping Centre	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.4%	2	0.0%	0	0.4%	2	0.0%	0	0.2%	2
Abbey Garden Centre, Mill Lane, Titchfield	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.2%	1	0.2%	2
Southampton City Centre	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.3%	1	0.1%	1
Bosham Garden Centre, Main Road, Fishbourne	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Farlington town centre	0.1%	1	0.0%	0	0.1%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.1%	1
Portsmouth, Port Solent	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.3%	1	0.1%	1
Ocean Retail Park, Dundas Lane, Burrfields Road, Portsmouth	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.1%	1
Homebase, Fitzherbert Road, Farlington	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1
Hayling Island town centre	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Aldi, Unit 4/5 Central Retail Park, 12 Park Way, Havant	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0
Tesco, Clement Attlee Way, Port Solent	0.1%	1	0.0%	0	0.1%	1	1.2%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.1%	1

Column %ges.

By Demographics - Weighted **Havant Borough Council Telephone Household Survey**
for Nathaniel Lichfield & Partners

Weighted:

September 2008

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold									
Linconshire	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.1%	1
Argos, Gallagher Retail Park, Waterlooville	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
B&Q, Southampton Road, Titchfield, Fareham	0.1%	1	0.0%	0	0.1%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.1%	1
Cowplain Shopping Centre	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1
Denmead, Waterlooville	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.1%	1
Hayling Hardware, Elm Grove, Hayling Island	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.1%	1
Forest Lodge Garden Centre, Holt Pound, Farnham	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Focus Do It All, Waterlooville	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Bordon village, Hampshire	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.1%	1
Stansted Park Garden Centre, Rowland's Castle	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.1%	1
Winchester City Centre	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1
(Don't regularly buy these kind of goods)	14.9%	150	13.6%	39	15.5%	111	16.4%	13	14.6%	70	14.9%	65	12.0%	57	15.6%	65	12.4%	109
(Don't know / can't remember)	4.5%	45	3.5%	10	4.9%	35	1.2%	1	4.1%	20	5.3%	23	4.0%	19	4.8%	20	4.6%	41
Weighted base:	1002	287	715	80	480	432	474	415	883									
Sample:	1002	287	715	80	483	429	475	414	884									

Weighted:

September 2008

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold									
Q12 Which location did your household last buy chemist, health and beauty items ?																		
Waterlooville Town Centre	18.0%	180	20.0%	58	17.1%	123	17.5%	14	15.6%	75	20.6%	89	17.9%	85	17.3%	72	18.8%	166
Havant Town Centre	17.7%	177	18.0%	52	17.5%	125	11.4%	9	19.4%	93	17.2%	74	17.3%	82	18.6%	77	17.2%	152
Asda, Larchwood Ave, Bedhampton, Havant (Walmart Asda)	7.3%	73	5.5%	16	8.0%	57	12.5%	10	9.7%	47	3.7%	16	7.5%	36	7.7%	32	7.7%	68
Portsmouth, Cosham	6.6%	66	5.8%	17	6.9%	50	10.0%	8	9.1%	44	3.2%	14	6.3%	30	8.4%	35	6.0%	53
Leigh Park Shopping Centre	4.2%	43	3.6%	10	4.5%	32	6.3%	5	3.1%	15	5.0%	21	1.7%	8	5.8%	24	3.3%	29
Mengham/Gable Head (Hayling Island) Shopping Centre	4.2%	42	4.2%	12	4.2%	30	2.5%	2	2.1%	10	6.8%	29	5.8%	27	2.7%	11	4.5%	39
Portsmouth, Commercial Road/Cascades	3.9%	39	3.5%	10	4.0%	29	4.9%	4	5.2%	25	2.1%	9	5.0%	24	2.6%	11	3.9%	35
Emsworth Village Centre	3.7%	37	2.7%	8	4.0%	29	2.6%	2	3.4%	17	3.9%	17	4.0%	19	2.8%	12	3.8%	34
Cowplain Shopping Centre	3.0%	30	3.5%	10	2.8%	20	0.0%	0	1.4%	7	5.4%	23	2.3%	11	2.7%	11	2.8%	25
Horndean Village Centre	2.9%	29	2.5%	7	3.0%	21	2.5%	2	2.1%	10	3.8%	16	2.6%	12	3.7%	15	3.1%	28
Chichester City Centre	2.6%	26	1.8%	5	2.9%	21	0.0%	0	3.7%	18	1.9%	8	3.1%	15	1.9%	8	2.4%	21
Internet / delivered	2.0%	20	1.7%	5	2.1%	15	1.2%	1	2.3%	11	1.9%	8	1.9%	9	2.4%	10	2.2%	19
Farlington town centre	1.6%	16	1.7%	5	1.5%	11	1.2%	1	1.9%	9	1.4%	6	1.9%	9	1.7%	7	1.8%	16
Drayton town centre	1.5%	15	2.8%	8	1.0%	7	2.5%	2	1.2%	6	1.6%	7	2.3%	11	1.0%	4	1.7%	15
Tesco, Clement Attlee Way, Port Solent	1.5%	15	1.0%	3	1.7%	12	1.2%	1	2.2%	11	0.7%	3	1.7%	8	1.4%	6	1.7%	15
Sainsburys, Broadcut, Fareham	1.1%	11	1.3%	4	1.1%	8	0.0%	0	1.8%	9	0.7%	3	1.4%	7	0.9%	4	1.2%	10
Sainsburys, Fitzherbert Road, Farlington	1.0%	10	1.0%	3	1.0%	7	0.0%	0	0.6%	3	1.6%	7	1.3%	6	1.0%	4	1.1%	10
Portchester Shopping Centre	1.0%	10	1.0%	3	1.0%	7	4.8%	4	0.6%	3	0.7%	3	1.0%	5	1.2%	5	1.1%	10
Portsmouth, Bedhampton	0.9%	9	1.1%	3	0.9%	6	1.3%	1	0.4%	2	1.5%	6	0.9%	4	1.3%	5	0.8%	7
Paulsgrove Shopping Centre	0.9%	9	1.0%	3	0.8%	6	0.0%	0	0.8%	4	1.2%	5	0.4%	2	1.2%	5	0.8%	7
Fareham Town Centre	0.9%	9	0.8%	2	0.9%	6	1.2%	1	0.8%	4	0.8%	4	1.2%	6	0.7%	3	1.0%	9
Petersfield Town Centre	0.8%	8	0.4%	1	1.0%	7	0.0%	0	0.2%	1	1.4%	6	0.6%	3	0.8%	3	0.8%	7
Portsmouth, Port Solent	0.7%	7	0.7%	2	0.7%	5	0.0%	0	1.2%	6	0.2%	1	0.6%	3	1.0%	4	0.7%	6
Clanfield, Waterlooville	0.5%	5	0.7%	2	0.4%	3	1.3%	1	0.4%	2	0.5%	2	0.4%	2	0.5%	2	0.6%	5
Southsea Shopping Centre	0.5%	5	0.0%	0	0.7%	5	1.2%	1	0.6%	3	0.2%	1	0.8%	4	0.2%	1	0.6%	5
Portsmouth, North End	0.4%	4	0.7%	2	0.3%	2	2.5%	2	0.4%	2	0.0%	0	0.6%	3	0.2%	1	0.5%	4
Southampton City Centre	0.4%	4	0.0%	0	0.6%	4	1.2%	1	0.2%	1	0.5%	2	0.4%	2	0.3%	1	0.5%	4
Tesco, Langstone Harbour, Solent Road, Havant	0.4%	4	0.0%	0	0.6%	4	0.0%	0	0.8%	4	0.0%	0	0.2%	1	0.7%	3	0.4%	4
Asda, Portland Road, Waterlooville	0.4%	4	0.3%	1	0.4%	3	0.0%	0	0.4%	2	0.4%	2	0.4%	2	0.2%	1	0.3%	3
Wickham village, Fareham	0.4%	4	0.3%	1	0.4%	3	0.0%	0	0.5%	3	0.2%	1	0.6%	3	0.2%	1	0.4%	4
Westbourne village, Portsmouth	0.3%	3	0.0%	0	0.4%	3	0.0%	0	0.0%	0	0.7%	3	0.2%	1	0.5%	2	0.2%	2
Rowlands Pharmacy, Clanfield village, Waterlooville	0.3%	3	0.4%	1	0.3%	2	0.0%	0	0.2%	1	0.5%	2	0.7%	3	0.0%	0	0.4%	3
Portsmouth, Gun Wharf Quays	0.3%	3	0.3%	1	0.3%	2	2.5%	2	0.2%	1	0.0%	0	0.2%	1	0.5%	2	0.2%	2
Hayling Island town centre	0.2%	2	0.4%	1	0.1%	1	0.0%	0	0.4%	2	0.0%	0	0.2%	1	0.2%	1	0.2%	2
Tesco, High Street, Cosham	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.0%	0	0.5%	2	0.0%	0	0.2%	1	0.2%	2
Crookhorn village, Waterlooville	0.2%	2	0.3%	1	0.1%	1	0.0%	0	0.4%	2	0.0%	0	0.2%	1	0.2%	1	0.2%	2
Portsmouth, Fratton	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.0%	0	0.4%	2	0.2%	1	0.2%	1	0.2%	2
Winchester City Centre	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0
Southbourne village centre	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.1%	1
Alliance Pharmacy, Church Corner House, Main Road, Southbourne	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1
Harrods, Central London	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.3%	1	0.1%	1
Tesco Extra, Fishbourne Road East, Chichester	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1
Lloyds Pharmacy, High St, Cosham	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1
Newcastle city centre	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Gosport Town Centre	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Boots, High Street, Petersfield	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Morrisons, Lakesmere Road, Horndean, Waterlooville	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Hedge End Retail Park	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.1%	1
Purbrook village centre	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.0%	0
(Don't regularly buy these kind of goods)	4.3%	43	7.7%	22	3.0%	21	6.3%	5	3.3%	16	4.9%	21	3.2%	15	3.9%	16	3.6%	32

Column %ges.

By Demographics - Weighted **Havant Borough Council Telephone Household Survey**
for Nathaniel Lichfield & Partners

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold	
(Don't know / can't remember)	2.0%	20	2.5%	7	1.8%	13	1.3%	1	1.5%	7	2.7%	12	1.4%	7	2.5%	10	1.9%	17
Weighted base:		1002		287		715		80		480		432		474		415		883
Sample:		1002		287		715		80		483		429		475		414		884

Weighted:

September 2008

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold									
Q13 Which location did your household last buy other non-food items such as books, CD's, toys and gifts ?																		
Internet / delivered	18.4%	185	23.0%	66	16.6%	119	21.5%	17	23.8%	114	12.1%	52	24.0%	114	15.0%	62	19.3%	171
Havant Town Centre	11.6%	117	12.5%	36	11.3%	81	15.2%	12	11.0%	53	11.8%	51	10.9%	51	12.7%	53	11.3%	99
Portsmouth, Commercial Road/Cascades	11.1%	112	13.6%	39	10.1%	72	18.6%	15	11.0%	53	9.8%	42	10.5%	50	13.5%	56	11.2%	99
Waterlooville Town Centre	10.3%	104	9.0%	26	10.9%	78	6.1%	5	10.1%	49	11.6%	50	10.4%	49	9.7%	40	10.7%	95
Asda, Larchwood Ave, Bedhampton, Havant (Walmart Asda)	7.7%	77	4.2%	12	9.1%	65	11.3%	9	10.4%	50	4.2%	18	7.8%	37	8.6%	36	8.1%	72
Chichester City Centre	5.0%	50	4.2%	12	5.3%	38	1.3%	1	4.1%	20	6.1%	26	6.8%	32	2.6%	11	5.3%	47
Portsmouth, Cosham	2.3%	23	2.7%	8	2.1%	15	2.5%	2	3.3%	16	1.1%	5	2.5%	12	2.4%	10	2.1%	19
Fareham Town Centre	2.1%	21	2.0%	6	2.1%	15	1.2%	1	1.7%	8	2.7%	12	2.4%	11	1.4%	6	2.3%	20
Leigh Park Shopping Centre	1.3%	13	0.7%	2	1.6%	11	2.5%	2	1.1%	5	1.4%	6	0.9%	4	1.2%	5	1.1%	10
Mengham/Gable Head (Hayling Island) Shopping Centre	1.2%	12	1.8%	5	1.0%	7	1.3%	1	0.8%	4	1.6%	7	2.3%	11	0.2%	1	1.1%	10
Tesco, Clement Attlee Way, Port Solent	1.2%	12	1.0%	3	1.2%	9	1.2%	1	2.0%	10	0.2%	1	1.0%	5	1.4%	6	1.3%	12
Petersfield Town Centre	1.1%	11	0.7%	2	1.3%	9	0.0%	0	0.7%	3	1.7%	7	1.6%	7	0.8%	3	1.2%	10
Portsmouth, Port Solent	1.1%	11	0.7%	2	1.3%	9	2.5%	2	1.4%	7	0.5%	2	1.1%	5	1.2%	5	1.0%	9
Southsea Shopping Centre	1.1%	11	0.7%	2	1.2%	9	0.0%	0	1.4%	7	0.9%	4	0.8%	4	1.2%	5	1.1%	10
Portsmouth, Gun Wharf Quays	0.8%	8	0.7%	2	0.8%	6	1.3%	1	0.6%	3	0.9%	4	0.6%	3	1.2%	5	0.8%	7
Southampton City Centre	0.7%	7	1.0%	3	0.6%	4	0.0%	0	1.2%	6	0.2%	1	1.3%	6	0.2%	1	0.8%	7
Emsworth Village Centre	0.6%	6	0.7%	2	0.6%	4	0.0%	0	0.4%	2	0.9%	4	0.4%	2	0.5%	2	0.7%	6
Ocean Retail Park, Dundas Lane, Burrfields Road, Portsmouth	0.5%	5	0.3%	1	0.6%	4	1.3%	1	0.4%	2	0.5%	2	0.9%	4	0.2%	1	0.6%	5
Horndean Village Centre	0.5%	5	0.7%	2	0.4%	3	1.2%	1	0.2%	1	0.7%	3	0.0%	0	1.0%	4	0.6%	5
Farlington town centre	0.5%	5	0.0%	0	0.7%	5	0.0%	0	0.6%	3	0.5%	2	0.8%	4	0.0%	0	0.6%	5
Cowplain Shopping Centre	0.4%	4	0.3%	1	0.4%	3	0.0%	0	0.2%	1	0.7%	3	0.0%	0	0.5%	2	0.2%	2
Sainsburys, Fitzherbert Road, Farlington	0.4%	4	0.7%	2	0.3%	2	0.0%	0	0.2%	1	0.7%	3	0.4%	2	0.2%	1	0.4%	4
Gloucestershire	0.3%	3	0.0%	0	0.4%	3	0.0%	0	0.2%	1	0.5%	2	0.4%	2	0.2%	1	0.3%	3
Central London	0.2%	2	0.7%	2	0.0%	0	1.3%	1	0.0%	0	0.2%	1	0.2%	1	0.2%	1	0.2%	2
Portsmouth, Fratton	0.2%	2	0.3%	1	0.1%	1	0.0%	0	0.4%	2	0.0%	0	0.0%	0	0.5%	2	0.0%	0
Portchester Shopping Centre	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.2%	1	0.2%	1	0.2%	1	0.2%	1	0.2%	2
Toys R Us, Ocean Retail Park, Dundas Lane, Burrfields Road, Portsmouth	0.2%	2	0.0%	0	0.3%	2	1.2%	1	0.0%	0	0.2%	1	0.2%	1	0.2%	1	0.2%	2
Winchester City Centre	0.2%	2	0.4%	1	0.1%	1	0.0%	0	0.2%	1	0.2%	1	0.4%	2	0.0%	0	0.1%	1
Tesco, Langstone Harbour, Solent Road, Havant	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.4%	2	0.0%	0	0.4%	2	0.0%	0	0.2%	2
Morrisons, Lakesmere Road, Horndean, Waterlooville	0.2%	2	0.7%	2	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.2%	1	0.2%	1	0.2%	2
Stansted Park Garden Centre, Rowland's Castle	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1
Southbourne shopping centre	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.3%	1	0.1%	1
Gatwick Airport	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1
Lyndhurst, New Forest	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.1%	1
Whiteley Village	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Tesco, Leigh Park, Havant	0.1%	1	0.0%	0	0.1%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.1%	1
Hedge End Retail Park	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1
Blackwells, Cambridge Road, Portsmouth	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.1%	1
Gosport Town Centre	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1
Portsmouth, North End	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Tesco, Crasswell St, Portsmouth	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0
Tesco, High Street, Cosham	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.1%	1
Stratford upon Avon town centre	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Abroad	0.1%	1	0.3%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.1%	1
Morrisons, Eastern Road, Portsmouth	0.1%	1	0.3%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.1%	1
Asda, Portland Road, Waterlooville	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Sidmouth town centre, Devon	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1
Tesco, Whiteley Way, Fareham	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1
(Don't regularly buy these	13.4%	134	12.2%	35	13.9%	99	3.7%	3	7.0%	34	22.3%	96	7.8%	37	16.2%	67	11.6%	102

Column %ges.

Weighted:

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	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold									
kind of goods) (Don't know / can't remember)	3.0%	30	3.1%	9	3.0%	21	1.2%	1	2.7%	13	3.5%	15	1.5%	7	3.7%	15	3.1%	27
Weighted base:	1002	287	715	80	480	432	474	415	883									
Sample:	1002	287	715	80	483	429	475	414	884									

Q14 Where is your nearest centre?

Cowplain District Centre	2.9%	29	3.5%	10	2.7%	19	1.3%	1	1.3%	6	5.2%	22	1.5%	7	4.2%	17	3.0%	26
Emsworth District Centre	4.6%	46	3.1%	9	5.2%	37	4.0%	3	3.7%	18	5.6%	24	4.8%	23	3.9%	16	4.7%	41
Havant Town Centre	28.9%	289	29.1%	83	28.8%	206	28.8%	23	27.7%	133	30.4%	131	28.5%	135	28.8%	120	28.0%	248
Leigh Park District Centre	3.5%	35	4.2%	12	3.1%	22	3.9%	3	3.0%	14	4.0%	17	1.5%	7	5.2%	21	3.0%	27
Mengham/Gable Head District Centre	1.9%	19	2.5%	7	1.7%	12	1.3%	1	1.5%	7	2.6%	11	2.3%	11	1.2%	5	1.8%	16
Waterlooville Town Centre	29.7%	297	30.6%	88	29.3%	209	24.7%	20	28.8%	138	31.4%	136	32.3%	153	26.2%	109	31.2%	275
Other	28.6%	286	27.0%	78	29.2%	209	35.9%	29	34.1%	164	20.8%	90	29.0%	137	30.5%	127	28.3%	250
Weighted base:	1002	287	715	80	480	432	474	415	883									
Sample:	1002	287	715	80	483	429	475	414	884									

mean score: (Good=1,Average=0,Poor=-1)

Q15 How would you rate the following aspects in relation to (THE CENTRE MENTIONED IN Q14)?

Those who did not say 'other' at Q14

Range of Food Shops

Good	37.8%	270	37.2%	78	38.0%	192	29.6%	15	36.8%	116	40.0%	137	39.0%	131	33.3%	96	37.8%	239
Average	43.4%	310	42.2%	88	43.8%	222	42.9%	22	43.7%	138	43.0%	147	42.9%	144	45.8%	132	43.0%	272
Poor	15.9%	114	15.4%	32	16.1%	82	19.7%	10	18.0%	57	13.7%	47	14.6%	49	18.3%	53	16.7%	106
(Don't Know)	3.0%	21	5.3%	11	2.0%	10	7.8%	4	1.5%	5	3.3%	11	3.5%	12	2.5%	7	2.5%	16
Mean:	0.23	0.23	0.22	0.11	0.19	0.27	0.25	0.15	0.22									
Weighted base:	716	210	506	51	316	342	336	288	633									
Sample:	713	209	504	51	317	339	336	286	631									

Range of Non-Food Shops

Good	26.9%	192	21.9%	46	28.9%	146	25.4%	13	27.0%	86	26.8%	92	24.9%	84	26.2%	76	27.2%	172
Average	45.0%	322	43.1%	90	45.8%	232	43.1%	22	44.8%	142	46.0%	157	46.6%	157	46.7%	135	45.4%	287
Poor	24.8%	177	30.2%	63	22.5%	114	25.6%	13	26.6%	84	22.5%	77	25.9%	87	24.7%	71	24.8%	157
(Don't Know)	3.3%	24	4.8%	10	2.8%	14	5.9%	3	1.5%	5	4.7%	16	2.7%	9	2.4%	7	2.7%	17
Mean:	0.02	-0.09	0.07	0.00	0.01	0.05	-0.01	0.02	0.03									
Weighted base:	716	210	506	51	316	342	336	288	633									
Sample:	713	209	504	51	317	339	336	286	631									

Quality of Goods

Good	44.2%	316	38.0%	80	46.8%	237	51.1%	26	41.9%	132	45.2%	154	40.8%	137	44.4%	128	44.9%	284
Average	45.0%	322	48.2%	101	43.7%	221	35.1%	18	46.1%	146	45.8%	157	45.6%	153	46.8%	135	44.4%	281
Poor	7.3%	52	6.6%	14	7.6%	38	8.0%	4	9.5%	30	5.0%	17	10.0%	34	5.7%	16	7.6%	48
(Don't Know)	3.5%	25	7.2%	15	2.0%	10	5.9%	3	2.5%	8	4.1%	14	3.6%	12	3.1%	9	3.1%	20
Mean:	0.38	0.34	0.40	0.46	0.33	0.42	0.32	0.40	0.39									
Weighted base:	716	210	506	51	316	342	336	288	633									
Sample:	713	209	504	51	317	339	336	286	631									

Price of Goods

Good	26.4%	189	17.8%	37	29.9%	151	37.2%	19	28.2%	89	23.2%	79	25.5%	86	25.7%	74	27.5%	174
Average	62.9%	450	67.8%	142	60.9%	308	44.7%	23	63.2%	200	65.6%	224	63.7%	214	63.0%	182	63.0%	399
Poor	6.0%	43	6.3%	13	5.8%	30	12.2%	6	5.5%	17	5.0%	17	6.3%	21	6.4%	18	5.4%	34
(Don't Know)	4.8%	34	8.1%	17	3.4%	17	5.9%	3	3.1%	10	6.2%	21	4.4%	15	4.9%	14	4.1%	26
Mean:	0.21	0.13	0.25	0.27	0.24	0.19	0.20	0.20	0.23									
Weighted base:	716	210	506	51	316	342	336	288	633									
Sample:	713	209	504	51	317	339	336	286	631									

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold									
Access by Car																		
Good	57.4%	411	49.2%	103	60.8%	308	56.5%	29	61.5%	194	54.3%	186	57.7%	194	57.3%	165	59.8%	379
Average	21.7%	155	20.2%	42	22.3%	113	23.8%	12	17.1%	54	25.1%	86	21.8%	73	22.1%	64	23.2%	147
Poor	12.2%	87	18.6%	39	9.5%	48	11.7%	6	16.5%	52	8.2%	28	14.8%	50	11.2%	32	12.8%	81
(Don't Know)	8.7%	62	12.0%	25	7.4%	37	8.0%	4	5.0%	16	12.4%	42	5.7%	19	9.5%	27	4.2%	26
Mean:		0.50	0.35	0.55	0.49	0.47	0.53	0.45	0.51	0.49								
Weighted base:		716	210	506	51	316	342	336	288	633								
Sample:		713	209	504	51	317	339	336	286	631								
Car Parking																		
Good	49.2%	352	41.6%	87	52.3%	265	41.0%	21	50.8%	161	48.9%	167	49.0%	165	48.0%	138	51.1%	324
Average	19.0%	136	18.1%	38	19.4%	98	23.4%	12	19.3%	61	18.3%	62	19.3%	65	19.1%	55	20.1%	127
Poor	22.7%	163	27.8%	58	20.7%	105	27.6%	14	24.6%	78	20.1%	69	26.3%	88	22.0%	63	24.0%	152
(Don't Know)	9.0%	65	12.5%	26	7.6%	38	8.0%	4	5.4%	17	12.8%	44	5.5%	18	10.9%	31	4.8%	31
Mean:		0.29	0.16	0.34	0.15	0.28	0.33	0.24	0.29	0.29								
Weighted base:		716	210	506	51	316	342	336	288	633								
Sample:		713	209	504	51	317	339	336	286	631								
Access by bus or train																		
Good	44.8%	321	37.0%	78	48.0%	243	41.8%	21	42.8%	135	47.9%	164	41.3%	139	44.9%	130	42.6%	270
Average	13.3%	95	17.8%	37	11.4%	58	17.4%	9	10.7%	34	15.0%	51	12.4%	42	14.6%	42	13.4%	85
Poor	8.8%	63	11.8%	25	7.5%	38	9.7%	5	11.0%	35	6.5%	22	10.1%	34	8.3%	24	9.1%	58
(Don't Know)	33.2%	237	33.3%	70	33.1%	168	31.0%	16	35.5%	112	30.7%	105	36.2%	122	32.1%	93	34.8%	220
Mean:		0.54	0.38	0.61	0.47	0.49	0.60	0.49	0.54	0.51								
Weighted base:		716	210	506	51	316	342	336	288	633								
Sample:		713	209	504	51	317	339	336	286	631								
Access by cycle																		
Good	44.6%	319	44.6%	93	44.5%	225	53.1%	27	55.8%	176	33.1%	113	45.5%	153	47.2%	136	45.0%	285
Average	10.0%	72	12.9%	27	8.9%	45	13.8%	7	8.5%	27	10.8%	37	10.1%	34	8.9%	26	9.9%	63
Poor	6.3%	45	5.7%	12	6.5%	33	5.8%	3	5.9%	19	6.4%	22	6.8%	23	6.6%	19	6.9%	44
(Don't Know)	39.2%	280	36.9%	77	40.1%	203	27.2%	14	29.8%	94	49.6%	170	37.6%	126	37.3%	107	38.2%	242
Mean:		0.63	0.62	0.64	0.65	0.71	0.53	0.62	0.65	0.62								
Weighted base:		716	210	506	51	316	342	336	288	633								
Sample:		713	209	504	51	317	339	336	286	631								
Access by foot																		
Good	54.8%	392	57.5%	121	53.7%	272	59.0%	30	66.4%	210	43.9%	150	53.9%	181	59.4%	171	55.1%	349
Average	12.9%	92	13.9%	29	12.4%	63	9.8%	5	10.9%	34	15.1%	52	11.5%	39	12.5%	36	11.8%	75
Poor	5.7%	41	4.3%	9	6.3%	32	7.8%	4	6.3%	20	4.7%	16	6.6%	22	5.9%	17	6.2%	39
(Don't Know)	26.6%	190	24.3%	51	27.6%	140	23.4%	12	16.4%	52	36.3%	124	28.0%	94	22.2%	64	26.9%	170
Mean:		0.67	0.70	0.65	0.67	0.72	0.62	0.66	0.69	0.67								
Weighted base:		716	210	506	51	316	342	336	288	633								
Sample:		713	209	504	51	317	339	336	286	631								
Recreational Facilities																		
Good	19.7%	141	24.4%	51	17.8%	90	16.0%	8	19.2%	61	20.6%	70	19.3%	65	18.2%	52	19.9%	126
Average	25.7%	184	25.9%	54	25.5%	129	40.9%	21	29.1%	92	19.7%	68	25.5%	86	29.4%	85	25.9%	164
Poor	32.4%	232	29.1%	61	33.8%	171	31.3%	16	39.7%	125	26.2%	90	34.8%	117	33.7%	97	33.5%	212
(Don't Know)	22.2%	159	20.5%	43	22.8%	116	11.7%	6	12.1%	38	33.4%	114	20.4%	68	18.7%	54	20.7%	131
Mean:		-0.16	-0.06	-0.21	-0.17	-0.23	-0.09	-0.20	-0.19	-0.17								
Weighted base:		716	210	506	51	316	342	336	288	633								
Sample:		713	209	504	51	317	339	336	286	631								

Weighted:

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	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold									
Restaurants/Fast Food Facilities																		
Good	33.5%	240	29.7%	62	35.1%	177	31.5%	16	30.9%	98	36.3%	124	27.3%	92	38.1%	110	33.3%	211
Average	27.0%	193	27.7%	58	26.7%	135	31.2%	16	31.6%	100	22.1%	75	29.2%	98	26.3%	76	27.5%	174
Poor	21.6%	154	23.0%	48	21.0%	106	23.6%	12	26.7%	85	16.6%	57	27.4%	92	18.2%	52	22.6%	143
(Don't Know)	17.9%	128	19.6%	41	17.2%	87	13.8%	7	10.8%	34	25.1%	86	16.1%	54	17.4%	50	16.6%	105
Mean:		0.15	0.08	0.17	0.09	0.05	0.26	0.00	0.24	0.13								
Weighted base:		716	210	506	51	316	342	336	288	633								
Sample:		713	209	504	51	317	339	336	286	631								
Moving around on Foot																		
Good	76.1%	545	77.0%	161	75.8%	384	74.6%	38	78.7%	249	74.2%	254	76.4%	257	78.1%	225	77.2%	488
Average	17.0%	122	13.9%	29	18.3%	92	17.5%	9	15.6%	49	17.9%	61	17.4%	58	16.3%	47	16.4%	104
Poor	2.4%	17	3.4%	7	2.0%	10	2.0%	1	3.8%	12	1.2%	4	2.4%	8	2.8%	8	2.6%	16
(Don't Know)	4.5%	32	5.7%	12	3.9%	20	5.9%	3	1.9%	6	6.7%	23	3.8%	13	2.8%	8	3.9%	25
Mean:		0.77	0.78	0.77	0.77	0.76	0.78	0.77	0.77	0.78								
Weighted base:		716	210	506	51	316	342	336	288	633								
Sample:		713	209	504	51	317	339	336	286	631								
Appearance and Character																		
Good	38.6%	276	34.5%	72	40.2%	204	31.6%	16	34.0%	108	44.2%	151	32.8%	110	39.4%	114	37.7%	239
Average	38.0%	272	41.6%	87	36.5%	185	39.2%	20	38.4%	121	37.1%	127	37.1%	125	42.7%	123	38.8%	245
Poor	20.9%	149	20.6%	43	21.0%	106	21.3%	11	26.1%	82	15.8%	54	27.5%	92	15.9%	46	21.0%	133
(Don't Know)	2.6%	19	3.3%	7	2.3%	12	7.8%	4	1.5%	5	2.9%	10	2.6%	9	2.1%	6	2.5%	16
Mean:		0.18	0.14	0.20	0.11	0.08	0.29	0.06	0.24	0.17								
Weighted base:		716	210	506	51	316	342	336	288	633								
Sample:		713	209	504	51	317	339	336	286	631								
Freedom from Noise and Traffic Fumes																		
Good	43.3%	310	41.7%	87	44.0%	223	37.5%	19	39.5%	125	47.3%	162	40.9%	138	43.2%	125	43.4%	275
Average	33.4%	239	35.6%	75	32.5%	164	23.5%	12	37.9%	120	31.4%	107	33.4%	112	33.1%	95	34.1%	216
Poor	19.4%	139	17.9%	37	20.1%	102	31.2%	16	21.6%	68	15.7%	54	23.0%	77	19.4%	56	18.9%	120
(Don't Know)	3.9%	28	4.9%	10	3.4%	17	7.8%	4	0.9%	3	5.7%	19	2.7%	9	4.4%	13	3.5%	22
Mean:		0.25	0.25	0.25	0.07	0.18	0.34	0.19	0.25	0.25								
Weighted base:		716	210	506	51	316	342	336	288	633								
Sample:		713	209	504	51	317	339	336	286	631								
Personal Safety																		
Good	60.8%	435	61.9%	130	60.3%	305	49.2%	25	58.8%	186	64.2%	220	60.7%	204	59.0%	170	61.3%	388
Average	30.4%	217	29.9%	63	30.5%	155	35.0%	18	33.3%	105	27.2%	93	29.6%	99	34.2%	99	30.5%	193
Poor	5.3%	38	3.9%	8	6.0%	30	9.9%	5	6.7%	21	3.3%	11	7.1%	24	3.2%	9	4.9%	31
(Don't Know)	3.5%	25	4.3%	9	3.2%	16	5.9%	3	1.2%	4	5.3%	18	2.7%	9	3.5%	10	3.3%	21
Mean:		0.58	0.61	0.56	0.42	0.53	0.64	0.55	0.58	0.58								
Weighted base:		716	210	506	51	316	342	336	288	633								
Sample:		713	209	504	51	317	339	336	286	631								
Public Toilet Facilities																		
Good	18.4%	132	17.3%	36	18.9%	96	17.6%	9	16.5%	52	19.7%	68	16.3%	55	20.2%	58	17.0%	108
Average	22.1%	159	24.9%	52	21.0%	106	10.0%	5	23.0%	73	23.3%	80	22.8%	77	22.1%	64	21.5%	136
Poor	38.1%	273	36.3%	76	38.9%	197	50.7%	26	44.0%	139	31.5%	108	40.1%	135	37.5%	108	39.0%	247
(Don't Know)	21.3%	152	21.5%	45	21.2%	107	21.7%	11	16.4%	52	25.5%	87	20.8%	70	20.2%	58	22.5%	142
Mean:		-0.25	-0.24	-0.25	-0.42	-0.33	-0.16	-0.30	-0.22	-0.28								
Weighted base:		716	210	506	51	316	342	336	288	633								
Sample:		713	209	504	51	317	339	336	286	631								

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold									
Opening Hours																		
Good	48.1%	345	42.1%	88	50.6%	256	48.9%	25	51.3%	162	44.5%	152	42.3%	142	52.6%	152	46.9%	297
Average	42.8%	306	45.5%	95	41.7%	211	35.4%	18	40.0%	126	46.9%	161	45.8%	154	41.4%	119	43.9%	278
Poor	4.6%	33	6.7%	14	3.8%	19	7.9%	4	6.6%	21	2.4%	8	8.1%	27	2.1%	6	5.2%	33
(Don't Know)	4.4%	32	5.7%	12	3.9%	20	7.8%	4	2.1%	7	6.2%	21	3.8%	13	3.8%	11	3.9%	25
Mean:		0.46	0.38		0.49		0.44		0.46		0.45		0.36		0.53		0.43	
Weighted base:		716	210		506		51		316		342		336		288		633	
Sample:		713	209		504		51		317		339		336		286		631	
Disabled Facilities																		
Good	20.5%	147	21.2%	44	20.3%	103	16.3%	8	17.7%	56	23.6%	81	16.1%	54	22.5%	65	18.9%	120
Average	20.6%	147	16.3%	34	22.3%	113	5.8%	3	20.6%	65	22.9%	78	20.5%	69	19.2%	55	20.2%	128
Poor	8.4%	60	6.2%	13	9.3%	47	11.7%	6	9.4%	30	7.0%	24	7.4%	25	8.7%	25	8.3%	53
(Don't Know)	50.5%	362	56.3%	118	48.1%	244	66.3%	34	52.3%	166	46.5%	159	56.0%	188	49.7%	143	52.5%	332
Mean:		0.25	0.34		0.21		0.14		0.17		0.31		0.20		0.27		0.22	
Weighted base:		716	210		506		51		316		342		336		288		633	
Sample:		713	209		504		51		317		339		336		286		631	
Facilities for Parents																		
Good	16.7%	120	14.9%	31	17.5%	88	17.9%	9	18.7%	59	14.4%	49	13.7%	46	17.8%	51	15.7%	99
Average	20.3%	145	21.5%	45	19.8%	100	15.5%	8	24.9%	79	17.1%	58	21.9%	74	19.4%	56	21.0%	133
Poor	9.3%	66	4.8%	10	11.1%	56	23.3%	12	13.0%	41	3.8%	13	10.2%	34	10.4%	30	10.1%	64
(Don't Know)	53.8%	385	58.9%	123	51.7%	262	43.2%	22	43.4%	137	64.7%	221	54.2%	182	52.3%	151	53.1%	336
Mean:		0.16	0.25		0.13		-0.10		0.10		0.30		0.08		0.16		0.12	
Weighted base:		716	210		506		51		316		342		336		288		633	
Sample:		713	209		504		51		317		339		336		286		631	
Banks and Building Societies																		
Good	76.4%	547	74.1%	155	77.3%	391	70.4%	36	77.0%	243	76.3%	261	75.1%	252	79.5%	229	75.7%	479
Average	17.3%	124	18.7%	39	16.7%	84	19.8%	10	17.9%	57	16.6%	57	18.0%	61	15.9%	46	18.1%	115
Poor	2.7%	19	2.8%	6	2.7%	13	2.0%	1	3.2%	10	2.4%	8	3.6%	12	2.1%	6	2.6%	16
(Don't Know)	3.7%	26	4.4%	9	3.4%	17	7.8%	4	1.9%	6	4.7%	16	3.3%	11	2.5%	7	3.6%	23
Mean:		0.77	0.75		0.77		0.74		0.75		0.78		0.74		0.79		0.76	
Weighted base:		716	210		506		51		316		342		336		288		633	
Sample:		713	209		504		51		317		339		336		286		631	
Estate Agents and Other Office Uses																		
Good	63.4%	454	60.3%	126	64.7%	328	54.5%	28	64.1%	203	63.8%	218	62.7%	211	63.1%	182	63.6%	403
Average	16.2%	116	17.3%	36	15.8%	80	19.8%	10	17.9%	57	14.5%	50	18.8%	63	15.7%	45	16.6%	105
Poor	4.3%	31	3.9%	8	4.4%	22	4.0%	2	4.8%	15	3.9%	13	3.9%	13	4.9%	14	4.2%	26
(Don't Know)	16.1%	115	18.6%	39	15.0%	76	21.7%	11	13.2%	42	17.9%	61	14.6%	49	16.2%	47	15.6%	99
Mean:		0.71	0.69		0.71		0.65		0.68		0.73		0.69		0.70		0.70	
Weighted base:		716	210		506		51		316		342		336		288		633	
Sample:		713	209		504		51		317		339		336		286		631	

Weighted:

for Nathaniel Lichfield & Partners

September 2008

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold									
Q16 What items, if any, do you regularly buy on the internet?																		
Nothing	49.5%	496	41.6%	119	52.7%	377	31.2%	25	36.3%	174	67.9%	293	39.1%	185	53.2%	221	45.4%	401
Groceries	5.6%	56	4.4%	13	6.1%	44	11.1%	9	8.8%	42	1.2%	5	7.3%	35	5.2%	22	6.1%	53
Clothes and Shoes	13.4%	135	12.5%	36	13.8%	99	30.3%	24	17.1%	82	6.3%	27	14.6%	69	15.0%	62	15.0%	133
Domestic Electrical Appliances	7.1%	72	9.4%	27	6.3%	45	11.2%	9	9.0%	43	4.2%	18	9.0%	43	6.4%	27	7.8%	69
Electrical TV, Hi-Fi and Computers	14.4%	144	24.3%	70	10.4%	74	17.6%	14	17.5%	84	9.7%	42	19.1%	91	11.5%	48	15.8%	139
Furniture, Soft Furnishings and Floor Coverings	2.2%	22	2.8%	8	1.9%	14	2.4%	2	3.1%	15	1.2%	5	2.7%	13	1.9%	8	2.3%	20
DIY, Hardware and Homewares	3.1%	31	3.9%	11	2.8%	20	7.6%	6	3.3%	16	2.2%	9	3.4%	16	3.7%	15	3.5%	31
Health and Beauty, Chemist Items	3.0%	30	2.1%	6	3.4%	24	2.4%	2	3.3%	16	2.5%	11	3.8%	18	2.9%	12	3.4%	30
Books, CD's, Toys etc.	30.5%	305	35.6%	102	28.4%	203	41.2%	33	41.7%	200	16.7%	72	39.8%	188	25.8%	107	33.1%	292
Other	1.1%	11	0.3%	1	1.4%	10	0.0%	0	1.6%	8	0.5%	2	1.0%	5	1.5%	6	1.3%	11
Holidays	2.2%	22	1.7%	5	2.4%	17	0.0%	0	3.1%	15	1.6%	7	2.3%	11	2.2%	9	2.5%	22
Travel tickets	1.3%	13	2.4%	7	0.8%	6	0.0%	0	1.2%	6	1.6%	7	2.1%	10	0.5%	2	1.5%	13
Event tickets	0.4%	4	0.3%	1	0.4%	3	0.0%	0	0.6%	3	0.2%	1	0.2%	1	0.5%	2	0.5%	4
Wine	0.4%	4	1.0%	3	0.1%	1	0.0%	0	0.6%	3	0.2%	1	0.8%	4	0.0%	0	0.4%	4
Sports Goods	0.7%	7	1.7%	5	0.3%	2	0.0%	0	1.0%	5	0.5%	2	0.8%	4	0.7%	3	0.8%	7
Arts, Hobby & Crafts	0.7%	7	0.7%	2	0.7%	5	0.0%	0	0.6%	3	0.9%	4	0.2%	1	1.2%	5	0.8%	7
Cars/Motor parts	0.5%	5	0.3%	1	0.6%	4	0.0%	0	0.6%	3	0.5%	2	0.4%	2	0.7%	3	0.6%	5
Jewellery & Watches	0.3%	3	0.0%	0	0.4%	3	2.3%	2	0.2%	1	0.0%	0	0.4%	2	0.2%	1	0.3%	3
(Don't know)	3.2%	32	3.4%	10	3.1%	22	2.6%	2	3.1%	15	3.2%	14	2.1%	10	4.4%	18	2.8%	25
Weighted base:		1002		287		715		80		480		432		474		415		883
Sample:		1002		287		715		80		483		429		475		414		884

Q17 Do you or your family do any of the following leisure activities?

Cinema	55.3%	554	52.3%	150	56.5%	404	67.1%	54	65.3%	314	42.6%	184	65.3%	309	51.3%	213	58.3%	515
Theatre	46.8%	469	40.1%	115	49.5%	354	33.8%	27	50.4%	242	45.2%	195	55.6%	263	41.4%	172	49.6%	438
Pub/bar	48.5%	486	52.3%	150	46.9%	336	69.8%	56	56.1%	270	35.9%	155	54.7%	259	46.0%	191	50.6%	447
Restaurant	75.6%	757	74.5%	214	76.0%	544	82.5%	66	80.5%	387	69.2%	299	82.2%	389	74.2%	308	78.6%	694
Nightclub	8.1%	81	9.7%	28	7.5%	53	39.7%	32	9.7%	47	0.5%	2	8.5%	40	9.6%	40	8.5%	75
Bingo	7.4%	74	4.8%	14	8.5%	61	8.8%	7	8.6%	41	5.8%	25	5.7%	27	8.4%	35	7.0%	61
Health & Fitness club	27.0%	271	27.8%	80	26.7%	191	37.3%	30	33.4%	161	17.7%	76	34.4%	163	23.6%	98	29.6%	261
Tenpin bowling	24.9%	249	21.5%	62	26.2%	187	43.4%	35	36.3%	174	9.1%	39	30.3%	144	24.0%	100	26.6%	235
(None of these)	12.2%	122	11.2%	32	12.6%	90	3.7%	3	8.1%	39	18.7%	81	8.6%	41	11.2%	47	10.1%	89
(Don't know)	0.6%	6	1.0%	3	0.4%	3	1.3%	1	0.2%	1	0.2%	1	0.2%	1	1.2%	5	0.2%	2
Weighted base:		1002		287		715		80		480		432		474		415		883
Sample:		1002		287		715		80		483		429		475		414		884

Q18 Where did you or your family last visit the cinema?

Those who said 'cinema' at Q17

Alton	0.0%	0	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	13.4%	74	14.1%	21	13.2%	53	5.7%	3	11.4%	36	18.9%	35	13.0%	40	12.3%	26	13.7%	70
Fareham	2.7%	15	2.7%	4	2.6%	11	1.9%	1	2.5%	8	3.2%	6	1.9%	6	4.2%	9	2.9%	15
Gun Wharf Quays, Portsmouth	29.4%	163	29.2%	44	29.4%	119	37.0%	20	31.7%	99	23.1%	42	29.4%	91	29.5%	63	28.7%	148
Portsmouth	5.8%	32	9.4%	14	4.5%	18	7.4%	4	6.7%	21	3.9%	7	6.6%	20	5.6%	12	5.3%	27
Port Solent	45.3%	251	41.1%	62	46.8%	189	44.3%	24	45.8%	144	44.9%	82	46.0%	142	44.5%	95	46.2%	238
Southampton	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.4%	1	0.2%	1
Winchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	1.1%	6	0.7%	1	1.2%	5	1.9%	1	0.9%	3	1.1%	2	1.0%	3	1.4%	3	1.0%	5
Abroad	0.7%	4	1.3%	2	0.5%	2	1.9%	1	0.3%	1	1.1%	2	1.0%	3	0.5%	1	0.8%	4
Havant Arts Centre, East Street, Havant	0.7%	4	0.7%	1	0.8%	3	0.0%	0	0.0%	0	2.2%	4	0.7%	2	0.5%	1	0.8%	4
(Don't know / can't remember)	0.7%	4	0.7%	1	0.7%	3	0.0%	0	0.3%	1	1.6%	3	0.7%	2	0.9%	2	0.6%	3
Weighted base:		554		150		404		54		314		184		309		213		515
Sample:		555		150		405		54		316		182		310		213		516

Weighted:

September 2008

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold									
Q19 Where did you or your family last visit the Theatre?																		
<i>Those who said 'theatre' at Q17</i>																		
Havant Arts Centre, East Street, Havant	2.2%	10	1.8%	2	2.3%	8	0.0%	0	2.1%	5	2.6%	5	1.6%	4	3.0%	5	2.1%	9
Station Theatre HIADS, Station Road, Hayling Island	1.7%	8	2.6%	3	1.4%	5	0.0%	0	1.2%	3	2.6%	5	3.0%	8	0.0%	0	1.8%	8
Chichester	31.6%	148	34.3%	39	30.7%	109	7.5%	2	23.8%	58	43.2%	84	34.7%	91	24.7%	42	31.5%	138
Fareham	2.1%	10	3.4%	4	1.7%	6	0.0%	0	2.0%	5	2.6%	5	2.3%	6	2.3%	4	2.0%	9
London - West End	21.8%	102	23.4%	27	21.3%	75	33.4%	9	27.0%	65	13.9%	27	21.9%	58	24.8%	43	22.9%	100
Petersfield	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.4%	1	0.0%	0	0.4%	1	0.0%	0	0.2%	1
Portsmouth	15.4%	72	17.0%	20	14.8%	52	18.7%	5	15.0%	36	15.7%	31	10.4%	27	21.4%	37	15.1%	66
Southampton	15.5%	73	9.6%	11	17.5%	62	22.3%	6	18.1%	44	11.8%	23	15.5%	41	16.9%	29	15.7%	69
Winchester	0.2%	1	0.9%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Other	3.4%	16	4.3%	5	3.1%	11	3.6%	1	3.3%	8	3.5%	7	4.2%	11	1.7%	3	2.9%	13
Bournemouth	0.9%	4	0.9%	1	0.8%	3	0.0%	0	0.4%	1	1.5%	3	0.4%	1	1.2%	2	0.9%	4
Southsea	4.0%	19	0.9%	1	5.0%	18	14.5%	4	5.3%	13	1.1%	2	4.5%	12	3.4%	6	3.8%	17
(Don't know / can't remember)	1.1%	5	0.9%	1	1.1%	4	0.0%	0	0.8%	2	1.5%	3	0.7%	2	0.6%	1	0.9%	4
Weighted base:		469		115		354		27		242		195		263		172		438
Sample:		470		115		355		27		244		194		264		172		439

Q20 Where did you or your family last visit a pub / bar?

Those who said 'Pub/bar' at Q17

Portsmouth	22.5%	109	20.5%	31	23.4%	79	32.2%	18	25.4%	68	14.8%	23	19.5%	51	29.2%	56	21.5%	96
Havant Town	10.0%	49	11.1%	17	9.5%	32	14.6%	8	9.4%	25	9.9%	15	8.7%	22	12.2%	23	9.5%	42
Other	10.0%	48	10.2%	15	9.9%	33	8.9%	5	8.2%	22	13.0%	20	10.9%	28	7.4%	14	10.1%	45
Hayling Island	7.5%	37	6.7%	10	7.9%	26	5.4%	3	6.4%	17	10.4%	16	9.0%	23	5.8%	11	7.5%	33
Waterlooville Town	7.1%	34	5.9%	9	7.6%	25	5.2%	3	7.9%	21	6.5%	10	5.6%	15	9.4%	18	7.2%	32
Emsworth	5.9%	29	4.7%	7	6.5%	22	1.9%	1	6.9%	19	5.8%	9	6.9%	18	4.1%	8	6.2%	28
Horndean	3.8%	18	4.7%	7	3.3%	11	5.3%	3	2.6%	7	5.4%	8	2.8%	7	4.7%	9	4.1%	18
Denmead	2.8%	13	4.4%	7	2.0%	7	1.8%	1	3.2%	9	2.5%	4	3.3%	9	1.5%	3	3.0%	13
Chichester	2.7%	13	1.9%	3	3.0%	10	1.8%	1	1.9%	5	3.8%	6	2.7%	7	2.1%	4	2.5%	11
Port Solent	2.4%	12	1.3%	2	2.9%	10	3.5%	2	2.5%	7	1.3%	2	3.4%	9	1.1%	2	2.6%	12
Rowlands Castle	2.2%	11	1.3%	2	2.7%	9	0.0%	0	2.6%	7	2.6%	4	2.3%	6	2.6%	5	2.2%	10
Southsea	1.7%	8	1.4%	2	1.8%	6	7.2%	4	0.8%	2	1.3%	2	1.5%	4	1.6%	3	1.8%	8
Clanfield Village	1.4%	7	2.0%	3	1.2%	4	0.0%	0	1.1%	3	2.6%	4	1.5%	4	0.5%	1	1.3%	6
Fareham	1.4%	7	2.7%	4	0.9%	3	1.8%	1	1.5%	4	1.2%	2	1.5%	4	1.6%	3	1.6%	7
Petersfield	1.3%	6	0.7%	1	1.5%	5	1.8%	1	0.4%	1	2.6%	4	1.2%	3	1.0%	2	1.1%	5
Cowplain	1.2%	6	1.3%	2	1.2%	4	0.0%	0	1.5%	4	1.3%	2	0.4%	1	2.6%	5	1.3%	6
London - West End	1.0%	5	1.4%	2	0.9%	3	3.6%	2	1.1%	3	0.0%	0	1.6%	4	0.5%	1	1.1%	5
Charlton Village	1.0%	5	2.0%	3	0.6%	2	0.0%	0	1.1%	3	1.3%	2	1.5%	4	0.5%	1	0.9%	4
Langstone Village	1.0%	5	2.0%	3	0.6%	2	0.0%	0	1.1%	3	0.7%	1	1.9%	5	0.0%	0	1.1%	5
Cosham	1.0%	5	2.0%	3	0.6%	2	0.0%	0	1.1%	3	1.3%	2	1.1%	3	0.5%	1	1.1%	5
Wickham	1.0%	5	1.4%	2	0.8%	3	1.5%	1	0.7%	2	1.3%	2	0.4%	1	1.4%	3	1.1%	5
Portchester	0.8%	4	0.0%	0	1.2%	4	1.8%	1	0.4%	1	1.3%	2	0.4%	1	1.0%	2	0.7%	3
Southampton	0.8%	4	0.0%	0	1.2%	4	0.0%	0	0.7%	2	1.3%	2	1.5%	4	0.0%	0	0.9%	4
Gunwharf Quays, Portsmouth	0.8%	4	0.6%	1	0.9%	3	0.0%	0	1.5%	4	0.0%	0	1.1%	3	0.5%	1	0.9%	4
Leigh Park	0.6%	3	1.4%	2	0.3%	1	0.0%	0	0.8%	2	0.7%	1	0.8%	2	0.5%	1	0.7%	3
Bedhampton	0.6%	3	0.6%	1	0.6%	2	0.0%	0	0.7%	2	0.7%	1	0.8%	2	0.6%	1	0.7%	3
Hilsea	0.6%	3	0.7%	1	0.6%	2	0.0%	0	0.7%	2	0.7%	1	0.0%	0	1.0%	2	0.5%	2
Abroad	0.6%	3	1.3%	2	0.3%	1	1.7%	1	0.4%	1	0.6%	1	0.4%	1	1.0%	2	0.6%	3
Purbrook village	0.6%	3	0.6%	1	0.6%	2	0.0%	0	1.1%	3	0.0%	0	1.1%	3	0.0%	0	0.6%	3
Hambledon	0.6%	3	0.6%	1	0.6%	2	0.0%	0	0.7%	2	0.7%	1	0.7%	2	0.0%	0	0.6%	3
Winchester	0.4%	2	0.6%	1	0.3%	1	0.0%	0	0.4%	1	0.6%	1	0.4%	1	0.5%	1	0.4%	2
(Don't know / can't remember)	4.6%	22	4.0%	6	4.8%	16	0.0%	0	5.5%	15	3.9%	6	5.1%	13	4.2%	8	4.5%	20
Weighted base:		486		150		336		56		270		155		259		191		447
Sample:		487		150		337		56		272		154		260		191		449

Column %ges.

Weighted:

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Total Male Female 18 to 34 35 to 54 55+ ABC1 C2DE Car in hhold

Q21 Where did you or your family last visit a restaurant?

Those who said 'Restaurant' at Q17

Portsmouth	29.0%	219	30.3%	65	28.4%	155	44.1%	29	33.8%	131	19.9%	59	27.8%	108	31.9%	98	27.7%	192
Emsworth	7.4%	56	6.6%	14	7.7%	42	3.1%	2	8.4%	33	6.8%	20	9.5%	37	5.1%	16	7.7%	54
Other	6.8%	52	7.4%	16	6.6%	36	3.0%	2	5.6%	22	9.3%	28	7.7%	30	5.5%	17	7.0%	49
Havant Town	5.5%	41	4.7%	10	5.8%	31	4.6%	3	4.9%	19	6.5%	19	4.1%	16	6.6%	20	5.1%	35
Hayling Island	5.3%	40	6.2%	13	5.0%	27	6.2%	4	2.6%	10	8.8%	26	6.5%	25	4.3%	13	5.5%	38
Chichester	4.8%	36	4.7%	10	4.8%	26	1.5%	1	3.8%	15	6.4%	19	4.8%	19	3.6%	11	4.9%	34
Rowlands Castle	3.9%	29	3.3%	7	4.1%	22	3.1%	2	5.0%	19	2.7%	8	3.4%	13	4.3%	13	3.6%	25
Waterlooville Town	3.1%	24	3.7%	8	2.9%	16	0.0%	0	4.3%	17	2.4%	7	3.3%	13	3.2%	10	3.4%	24
Port Solent	3.0%	22	2.7%	6	3.0%	16	12.0%	8	3.0%	12	0.6%	2	4.0%	16	1.9%	6	3.2%	22
Hordean	2.8%	21	3.3%	7	2.6%	14	2.9%	2	2.3%	9	3.4%	10	2.3%	9	3.8%	12	2.9%	20
Fareham	2.4%	18	2.3%	5	2.4%	13	0.0%	0	2.5%	10	2.7%	8	1.8%	7	2.9%	9	2.4%	17
Southsea	2.1%	16	0.5%	1	2.7%	15	4.5%	3	1.0%	4	3.0%	9	2.0%	8	1.6%	5	2.3%	16
Clanfield Village	1.9%	15	1.4%	3	2.1%	11	1.6%	1	1.9%	7	2.0%	6	2.1%	8	2.0%	6	2.1%	15
Denmead	1.8%	14	2.8%	6	1.4%	8	0.0%	0	1.8%	7	2.3%	7	1.8%	7	1.9%	6	1.7%	12
Cowplain	1.7%	13	0.5%	1	2.2%	12	0.0%	0	1.5%	6	2.3%	7	2.0%	8	1.3%	4	1.7%	12
Gunwharf Quays, Portsmouth	1.7%	13	0.9%	2	2.0%	11	3.1%	2	2.3%	9	0.7%	2	1.5%	6	2.3%	7	1.7%	12
Central London	1.6%	12	2.9%	6	1.1%	6	3.1%	2	2.4%	9	0.3%	1	2.1%	8	1.3%	4	1.6%	11
Bosham	1.5%	11	0.5%	1	1.8%	10	0.0%	0	0.5%	2	3.0%	9	1.3%	5	0.9%	3	1.6%	11
Petersfield	1.4%	11	1.9%	4	1.3%	7	0.0%	0	1.8%	7	1.3%	4	1.8%	7	1.3%	4	1.6%	11
Wickham	1.4%	10	1.4%	3	1.3%	7	2.8%	2	1.2%	5	1.3%	4	1.2%	5	1.8%	6	1.5%	10
Portchester	0.9%	7	0.5%	1	1.1%	6	0.0%	0	0.5%	2	1.7%	5	1.3%	5	0.7%	2	1.0%	7
Hilsea	0.8%	6	0.0%	0	1.1%	6	0.0%	0	0.3%	1	1.7%	5	0.3%	1	1.0%	3	0.7%	5
Droxford Village	0.6%	4	0.0%	0	0.8%	4	0.0%	0	0.3%	1	0.7%	2	0.0%	0	1.0%	3	0.6%	4
Southampton	0.4%	3	0.0%	0	0.6%	3	0.0%	0	0.3%	1	0.7%	2	0.3%	1	0.7%	2	0.4%	3
Langstone Village	0.4%	3	0.9%	2	0.2%	1	0.0%	0	0.8%	3	0.0%	0	0.3%	1	0.6%	2	0.3%	2
Bedhampton	0.4%	3	0.9%	2	0.2%	1	1.5%	1	0.2%	1	0.3%	1	0.3%	1	0.6%	2	0.4%	3
Hambleton	0.4%	3	0.4%	1	0.4%	2	0.0%	0	0.5%	2	0.4%	1	0.5%	2	0.3%	1	0.4%	3
Abroad	0.3%	2	0.5%	1	0.2%	1	0.0%	0	0.3%	1	0.3%	1	0.3%	1	0.3%	1	0.3%	2
Winchester	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	1
Gosport	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.3%	1	0.1%	1
Leigh Park	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.3%	1	0.1%	1
(Don't know / can't remember)	6.6%	50	8.8%	19	5.7%	31	2.9%	2	5.4%	21	8.5%	25	5.6%	22	6.5%	20	6.0%	42
Weighted base:		757		214		544		66		387		299		389		308		694
Sample:		758		214		544		66		389		297		390		308		695

Q22 Where did you or your family last visit a nightclub/ live music venue?

Those who said 'Nightclub' at Q17

Portsmouth	79.3%	64	71.9%	20	83.2%	44	80.9%	26	81.1%	38	50.9%	1	78.1%	32	82.5%	33	80.4%	60
Southsea	6.2%	5	7.0%	2	5.7%	3	9.7%	3	4.2%	2	0.0%	0	5.0%	2	7.6%	3	6.7%	5
Other	4.8%	4	10.5%	3	1.9%	1	3.2%	1	6.3%	3	0.0%	0	7.3%	3	2.5%	1	2.6%	2
Chichester	2.4%	2	3.4%	1	1.8%	1	0.0%	0	2.1%	1	0.0%	0	2.4%	1	2.4%	1	2.6%	2
Southampton	2.4%	2	3.5%	1	1.8%	1	3.0%	1	0.0%	0	49.0%	1	2.4%	1	2.4%	1	2.6%	2
Fareham	1.3%	1	0.0%	0	1.9%	1	0.0%	0	2.2%	1	0.0%	0	2.6%	1	0.0%	0	1.4%	1
Winchester	1.2%	1	3.6%	1	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	2.5%	1	1.3%	1
(Don't know / can't remember)	2.4%	2	0.0%	0	3.6%	2	0.0%	0	4.2%	2	0.0%	0	2.4%	1	0.0%	0	2.6%	2
Weighted base:		81		28		53		32		47		2		40		40		75
Sample:		82		28		54		32		47		2		41		40		76

Q23 Where did you or your family last go to play bingo?

Those who said 'Bingo' at Q17

Crown Bingo Club, Sombourne Drive, Leigh Park	41.4%	31	29.4%	4	44.1%	27	57.0%	4	38.0%	16	44.1%	11	48.1%	13	37.1%	13	42.0%	26
Portsmouth	29.5%	22	28.7%	4	29.7%	18	14.0%	1	40.9%	17	16.0%	4	33.5%	9	31.4%	11	25.9%	16
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
Other	9.3%	7	14.1%	2	8.2%	5	0.0%	0	2.4%	1	23.7%	6	7.2%	2	5.7%	2	9.7%	6
Crown Bingo, High Street, Cosham	13.1%	10	13.3%	2	13.1%	8	29.0%	2	13.9%	6	7.9%	2	7.2%	2	17.2%	6	15.9%	10
(Don't know / can't remember)	6.8%	5	14.6%	2	5.0%	3	0.0%	0	4.9%	2	8.2%	2	4.0%	1	8.6%	3	6.6%	4
Weighted base:		74		14		61		7		41		25		27		35		61
Sample:		75		14		61		7		42		25		27		35		62

Weighted:

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	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold									
Q24 Where did you or your family last go to a healthclub / gym?																		
<i>Those who said 'Health and fitness club' at Q17</i>																		
Fitness First, Dukes Walk, Waterlooville	7.7%	21	7.4%	6	7.8%	15	13.4%	4	9.2%	15	2.5%	2	9.1%	15	5.1%	5	7.9%	21
Horizon Leisure Centre, Havant	17.4%	47	16.3%	13	17.8%	34	20.0%	6	16.1%	26	19.9%	15	14.1%	23	21.5%	21	17.6%	46
Horizon Leisure Centre, Waterlooville	13.4%	36	14.8%	12	12.9%	25	13.3%	4	13.4%	21	14.4%	11	11.9%	19	16.3%	16	13.5%	35
Lifestyle Health & Leisure Club, Langstone Hotel, Northney Road, Hayling Island	1.9%	5	1.3%	1	2.1%	4	0.0%	0	0.6%	1	5.4%	4	1.2%	2	3.2%	3	2.0%	5
Powerhouse Health & Fitness Centre, Hayward Business Centre, New Lane, Havant	2.9%	8	2.5%	2	3.1%	6	0.0%	0	3.7%	6	2.5%	2	4.1%	7	1.1%	1	3.0%	8
Chichester	3.3%	9	1.2%	1	4.1%	8	3.3%	1	3.1%	5	2.7%	2	4.3%	7	2.0%	2	3.4%	9
Denmead	0.7%	2	1.2%	1	0.5%	1	0.0%	0	0.0%	0	2.6%	2	1.2%	2	0.0%	0	0.7%	2
Eastleigh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Emsworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fareham	1.1%	3	2.4%	2	0.5%	1	3.3%	1	0.6%	1	1.3%	1	1.2%	2	1.0%	1	1.1%	3
Gosport	0.4%	1	0.0%	0	0.5%	1	0.0%	0	0.6%	1	0.0%	0	0.6%	1	0.0%	0	0.4%	1
Havant	6.4%	17	11.9%	9	4.2%	8	10.1%	3	6.5%	10	5.3%	4	7.1%	12	6.1%	6	5.9%	15
Hayling Island	5.6%	15	7.6%	6	4.8%	9	3.4%	1	5.1%	8	7.9%	6	8.1%	13	2.1%	2	5.4%	14
Hedge End	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hordean	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leigh 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
Mengham/Gable Head	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Petersfield	1.9%	5	1.3%	1	2.1%	4	6.7%	2	0.7%	1	2.7%	2	2.5%	4	0.0%	0	1.9%	5
Portchester	0.4%	1	0.0%	0	0.5%	1	0.0%	0	0.6%	1	0.0%	0	0.6%	1	0.0%	0	0.4%	1
Portsmouth	14.6%	39	17.3%	14	13.4%	26	9.9%	3	19.0%	31	7.9%	6	13.4%	22	17.1%	17	14.7%	38
Rowlands Castle	0.4%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	1.4%	1	0.7%	1	0.0%	0	0.4%	1
Southampton	0.4%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.4%	1
Southsea	0.4%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.1%	1	0.4%	1
Waterlooville	3.3%	9	2.5%	2	3.6%	7	3.2%	1	4.3%	7	1.4%	1	3.1%	5	4.0%	4	3.4%	9
Winchester	0.4%	1	1.2%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.6%	1	0.0%	0	0.4%	1
Other	3.0%	8	0.0%	0	4.2%	8	0.0%	0	2.6%	4	5.0%	4	2.4%	4	3.2%	3	3.1%	8
Cowplain	0.4%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	1.3%	1	0.6%	1	0.0%	0	0.4%	1
Cosham	5.9%	16	2.5%	2	7.4%	14	0.0%	0	5.5%	9	9.4%	7	4.9%	8	7.1%	7	5.7%	15
Port Solent	1.8%	5	1.2%	1	2.1%	4	3.4%	1	1.8%	3	0.0%	0	2.4%	4	1.0%	1	1.9%	5
(Don't know / can't remember)	6.6%	18	7.4%	6	6.2%	12	10.0%	3	6.1%	10	4.0%	3	5.9%	10	8.3%	8	6.0%	16
Weighted base:		271		80		191		30		161		76		163		98		261
Sample:		272		80		192		30		162		76		164		98		263

Q25 Where did you or your family last go for tenpin bowling?

Those who said 'Tenpin Bowling' at Q17

AMF Bowling, Havant Retail Park, Portsdown Hill Road, Bedhampton	73.7%	184	74.3%	46	73.5%	138	80.3%	28	72.6%	127	74.3%	29	74.5%	107	70.9%	71	74.2%	174
Chichester	4.4%	11	3.2%	2	4.8%	9	2.8%	1	4.0%	7	5.1%	2	4.9%	7	4.0%	4	4.7%	11
Fareham	1.2%	3	0.0%	0	1.6%	3	0.0%	0	1.7%	3	0.0%	0	1.4%	2	1.0%	1	1.3%	3
Portsmouth	15.2%	38	14.4%	9	15.4%	29	8.3%	3	16.5%	29	15.5%	6	14.4%	21	17.1%	17	14.8%	35
Southampton	1.2%	3	1.7%	1	1.1%	2	0.0%	0	1.2%	2	2.5%	1	0.0%	0	3.0%	3	1.3%	3
Other	1.2%	3	0.0%	0	1.6%	3	0.0%	0	1.2%	2	2.6%	1	1.4%	2	1.0%	1	0.9%	2
Gunwharf Quays, Portsmouth	2.4%	6	6.4%	4	1.1%	2	8.5%	3	1.7%	3	0.0%	0	2.1%	3	3.0%	3	2.1%	5
(Don't know / can't remember)	0.8%	2	0.0%	0	1.0%	2	0.0%	0	1.1%	2	0.0%	0	1.4%	2	0.0%	0	0.8%	2
Weighted base:		249		62		187		35		174		39		144		100		235
Sample:		251		62		189		35		176		39		145		100		237

GEN Gender:

Male	28.7%	287	100.0%	287	0.0%	0	35.2%	28	26.3%	126	29.6%	128	32.4%	153	28.7%	119	28.1%	248
Female	71.3%	715	0.0%	0	100.0%	715	64.8%	52	73.7%	354	70.4%	304	67.6%	320	71.3%	296	71.9%	635
Weighted base:		1002		287		715		80		480		432		474		415		883
Sample:		1002		287		715		80		483		429		475		414		884

Column %ges.

Weighted:

September 2008

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold									
AGE In order to gain a representative sample for the survey, could I please ask your age?																		
18-24	1.5%	15	2.4%	7	1.1%	8	18.8%	15	0.0%	0	0.0%	0	1.5%	7	1.9%	8	1.6%	14
25-34	6.5%	65	7.4%	21	6.1%	44	81.2%	65	0.0%	0	0.0%	0	7.4%	35	7.2%	30	6.7%	59
35-44	18.1%	181	16.3%	47	18.8%	134	0.0%	0	37.7%	181	0.0%	0	22.4%	106	17.8%	74	19.9%	176
45-54	29.9%	299	27.7%	80	30.7%	220	0.0%	0	62.3%	299	0.0%	0	31.3%	148	34.7%	144	30.2%	266
55-64	20.7%	207	17.2%	49	22.1%	158	0.0%	0	0.0%	0	48.0%	207	19.9%	94	19.9%	83	20.5%	181
65+	22.4%	225	27.3%	78	20.5%	146	0.0%	0	0.0%	0	52.0%	225	17.2%	81	16.6%	69	20.7%	183
(Refused)	1.0%	10	1.7%	5	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.4%	2	1.7%	7	0.5%	4
Weighted base:	1002	287	715	80	480	432	474	415	883									
Sample:	1002	287	715	80	483	429	475	414	884									

SEG Socio-Economic Grouping

A	3.3%	33	4.2%	12	2.9%	21	2.4%	2	2.6%	13	4.2%	18	6.9%	33	0.0%	0	3.3%	30
B	20.9%	209	24.0%	69	19.6%	140	22.5%	18	22.5%	108	19.0%	82	44.2%	209	0.0%	0	22.4%	198
C1	23.1%	232	25.1%	72	22.3%	159	27.5%	22	27.7%	133	17.5%	75	48.9%	232	0.0%	0	24.6%	218
C2	17.5%	175	19.2%	55	16.8%	120	27.4%	22	20.1%	97	12.9%	56	0.0%	0	42.2%	175	18.5%	163
D	16.1%	162	15.0%	43	16.6%	118	11.3%	9	19.8%	95	13.4%	58	0.0%	0	38.9%	162	15.6%	138
E	7.8%	78	7.2%	21	8.0%	57	8.9%	7	5.5%	27	8.9%	38	0.0%	0	18.8%	78	6.3%	56
(Refused)	11.3%	113	5.2%	15	13.8%	98	0.0%	0	1.6%	8	24.2%	104	0.0%	0	0.0%	0	9.2%	81
Weighted base:	1002	287	715	80	480	432	474	415	883									
Sample:	1002	287	715	80	483	429	475	414	884									

CAR How many cars are there normally available for use in the household ?

None	9.6%	96	11.2%	32	9.0%	64	6.3%	5	6.5%	31	13.7%	59	4.7%	22	10.1%	42	0.0%	0
One	44.7%	448	45.2%	130	44.5%	318	36.1%	29	36.0%	173	56.6%	244	37.2%	176	49.0%	203	50.7%	448
Two	33.6%	337	33.5%	96	33.6%	240	45.0%	36	41.7%	200	23.0%	100	43.6%	206	28.9%	120	38.1%	337
Three or more	9.9%	99	7.7%	22	10.7%	77	10.1%	8	14.5%	69	4.7%	20	13.2%	62	8.0%	33	11.2%	99
(Refused)	2.2%	22	2.4%	7	2.1%	15	2.5%	2	1.4%	7	1.9%	8	1.3%	6	3.9%	16	0.0%	0
Weighted base:	1002	287	715	80	480	432	474	415	883									
Sample:	1002	287	715	80	483	429	475	414	884									

ETH Finally, just for the purposes of the survey and to make sure we speak to a representative cross section of the community, please could you tell me which of the following best describes your ethnic origin ?

British	96.5%	967	97.6%	280	96.1%	687	89.9%	72	98.2%	472	96.9%	419	97.3%	461	95.3%	396	97.1%	858
Irish	0.4%	4	0.7%	2	0.3%	2	0.0%	0	0.0%	0	0.9%	4	0.0%	0	0.5%	2	0.5%	4
Other	0.5%	5	0.0%	0	0.7%	5	2.5%	2	0.4%	2	0.2%	1	0.8%	4	0.2%	1	0.6%	5
White & Black Caribbean	0.1%	1	0.0%	0	0.1%	1	1.2%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.1%	1
White & Black African	0.1%	1	0.0%	0	0.1%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.1%	1
White & Asian	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Any other mixed background	0.3%	3	0.0%	0	0.4%	3	1.3%	1	0.4%	2	0.0%	0	0.6%	3	0.0%	0	0.3%	3
Indian	0.2%	2	0.0%	0	0.3%	2	1.3%	1	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.2%	2
Pakistani	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bangladeshi	0.1%	1	0.3%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Any other Asian or Asian	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
British																		
Caribbean	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
African	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Any other Black background	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Chinese	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other ethnic group	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.5%	2	0.2%	2
(Refused)	1.5%	15	1.4%	4	1.6%	11	1.2%	1	0.6%	3	1.4%	6	0.4%	2	3.2%	13	0.7%	6
Weighted base:	1002	287	715	80	480	432	474	415	883									
Sample:	1002	287	715	80	483	429	475	414	884									

Weighted:

September 2008

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold									
ZON Zone																		
Zone 1	2.2%	22	2.6%	8	2.0%	14	0.0%	0	3.4%	16	1.3%	5	2.5%	12	2.4%	10	1.8%	16
Zone 2	5.4%	54	5.1%	15	5.5%	39	7.4%	6	7.1%	34	3.0%	13	5.8%	27	5.9%	24	5.1%	45
Zone 3	4.6%	47	5.8%	17	4.2%	30	6.5%	5	3.9%	19	5.3%	23	3.9%	19	5.5%	23	4.1%	36
Zone 4	5.0%	50	4.5%	13	5.2%	37	5.0%	4	6.8%	33	3.0%	13	2.1%	10	7.4%	31	4.5%	40
Zone 5	5.2%	53	6.6%	19	4.7%	34	2.6%	2	2.6%	13	8.5%	37	3.8%	18	6.1%	25	5.0%	44
Zone 6	4.0%	40	3.1%	9	4.3%	31	6.2%	5	2.7%	13	5.1%	22	5.2%	25	2.9%	12	4.3%	38
Zone 7	5.8%	58	5.3%	15	6.0%	43	6.0%	5	6.4%	31	5.3%	23	5.9%	28	6.2%	26	6.2%	55
Zone 8	4.3%	43	4.4%	13	4.3%	31	8.5%	7	7.4%	36	0.2%	1	5.3%	25	4.4%	18	4.6%	40
Zone 9	4.5%	45	5.9%	17	3.9%	28	3.7%	3	6.0%	29	2.8%	12	5.3%	25	4.8%	20	4.5%	40
Zone 10	5.0%	50	5.2%	15	4.9%	35	1.3%	1	2.1%	10	9.0%	39	3.8%	18	4.3%	18	5.1%	45
Zone 11	4.8%	48	5.3%	15	4.5%	32	1.2%	1	4.2%	20	6.2%	27	5.4%	26	2.5%	11	5.1%	45
Zone 12	7.2%	72	9.7%	28	6.2%	44	3.9%	3	4.1%	20	11.4%	49	6.1%	29	7.7%	32	7.7%	68
Zone 13	4.8%	48	2.2%	6	5.8%	41	4.0%	3	4.0%	19	5.6%	24	5.6%	26	4.6%	19	4.9%	43
Zone 14	0.6%	6	0.4%	1	0.7%	5	0.0%	0	1.0%	5	0.0%	0	0.5%	2	0.9%	4	0.7%	6
Zone 15	4.8%	48	3.3%	10	5.4%	38	0.0%	0	6.2%	30	4.0%	17	5.3%	25	3.9%	16	4.7%	41
Zone 16	1.4%	14	1.3%	4	1.5%	10	1.2%	1	1.4%	7	1.5%	7	1.8%	9	1.4%	6	1.6%	14
Zone 17	4.2%	42	2.2%	6	5.0%	36	5.3%	4	2.2%	11	6.4%	28	2.5%	12	4.6%	19	4.2%	37
Zone 18	1.3%	13	0.6%	2	1.6%	11	1.1%	1	1.8%	9	0.8%	3	1.5%	7	1.0%	4	1.5%	13
Zone 19	5.0%	50	3.8%	11	5.5%	39	7.5%	6	8.1%	39	1.2%	5	4.2%	20	6.3%	26	4.5%	40
Zone 20	5.8%	59	7.8%	22	5.1%	36	4.9%	4	7.5%	36	3.8%	17	7.2%	34	4.7%	20	5.7%	51
Zone 21	5.5%	55	5.5%	16	5.4%	39	13.7%	11	5.2%	25	4.1%	18	4.4%	21	7.2%	30	5.2%	46
Zone 22	8.7%	87	9.1%	26	8.5%	61	10.1%	8	5.9%	28	11.5%	50	11.9%	57	5.4%	22	9.0%	80
Weighted base:	1002	287	715	80	480	432	474	415	883									
Sample:	1002	287	715	80	483	429	475	414	884									

PC Can I record your postcode please?

PO107	4.8%	48	3.3%	10	5.4%	38	0.0%	0	6.2%	30	4.0%	17	5.3%	25	3.9%	16	4.7%	41
PO108	4.2%	42	2.2%	6	5.0%	36	5.3%	4	2.2%	11	6.4%	28	2.5%	12	4.6%	19	4.2%	37
PO110	4.3%	43	4.6%	13	4.2%	30	5.1%	4	2.5%	12	6.1%	26	6.2%	29	2.7%	11	4.7%	41
PO119	4.3%	43	4.6%	13	4.2%	30	5.1%	4	3.4%	16	5.4%	23	5.8%	27	2.7%	11	4.3%	38
PO176	1.3%	13	0.6%	2	1.6%	11	1.1%	1	1.8%	9	0.8%	3	1.5%	7	1.0%	4	1.5%	13
PO6 1	4.0%	40	3.1%	9	4.3%	31	6.2%	5	2.7%	13	5.1%	22	5.2%	25	2.9%	12	4.3%	38
PO6 2	5.8%	59	7.8%	22	5.1%	36	4.9%	4	7.5%	36	3.8%	17	7.2%	34	4.7%	20	5.7%	51
PO6 3	5.0%	50	3.8%	11	5.5%	39	7.5%	6	8.1%	39	1.2%	5	4.2%	20	6.3%	26	4.5%	40
PO6 4	5.5%	55	5.5%	16	5.4%	39	13.7%	11	5.2%	25	4.1%	18	4.4%	21	7.2%	30	5.2%	46
PO7 4	0.6%	6	0.4%	1	0.7%	5	0.0%	0	1.0%	5	0.0%	0	0.5%	2	0.9%	4	0.7%	6
PO7 5	5.8%	58	5.3%	15	6.0%	43	6.0%	5	6.4%	31	5.3%	23	5.9%	28	6.2%	26	6.2%	55
PO7 6	4.8%	48	5.3%	15	4.5%	32	1.2%	1	4.2%	20	6.2%	27	5.4%	26	2.5%	11	5.1%	45
PO7 7	4.5%	45	5.9%	17	3.9%	28	3.7%	3	6.0%	29	2.8%	12	5.3%	25	4.8%	20	4.5%	40
PO7 8	4.3%	43	4.4%	13	4.3%	31	8.5%	7	7.4%	36	0.2%	1	5.3%	25	4.4%	18	4.6%	40
PO8 0	4.8%	48	2.2%	6	5.8%	41	4.0%	3	4.0%	19	5.6%	24	5.6%	26	4.6%	19	4.9%	43
PO8 8	5.0%	50	5.2%	15	4.9%	35	1.3%	1	2.1%	10	9.0%	39	3.8%	18	4.3%	18	5.1%	45
PO8 9	7.2%	72	9.7%	28	6.2%	44	3.9%	3	4.1%	20	11.4%	49	6.1%	29	7.7%	32	7.7%	68
PO9 1	2.2%	22	2.6%	8	2.0%	14	0.0%	0	3.4%	16	1.3%	5	2.5%	12	2.4%	10	1.8%	16
PO9 2	5.4%	54	5.1%	15	5.5%	39	7.4%	6	7.1%	34	3.0%	13	5.8%	27	5.9%	24	5.1%	45
PO9 3	5.2%	53	6.6%	19	4.7%	34	2.6%	2	2.6%	13	8.5%	37	3.8%	18	6.1%	25	5.0%	44
PO9 4	5.0%	50	4.5%	13	5.2%	37	5.0%	4	6.8%	33	3.0%	13	2.1%	10	7.4%	31	4.5%	40
PO9 5	4.6%	47	5.8%	17	4.2%	30	6.5%	5	3.9%	19	5.3%	23	3.9%	19	5.5%	23	4.1%	36
PO9 6	1.4%	14	1.3%	4	1.5%	10	1.2%	1	1.4%	7	1.5%	7	1.8%	9	1.4%	6	1.6%	14
Weighted base:	1002	287	715	80	480	432	474	415	883									
Sample:	1002	287	715	80	483	429	475	414	884									

Havant Borough Council Telephone Household Survey for Nathaniel Lichfield & Partners

Weighted:

September 2008

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
Q01 Which store or shop did you do your household's last main food and grocery shopping ?																								
Asda, Larchwood Ave, Bedhampton, Havant (Walmart Asda)	20.3%	204	20.0%	4	27.3%	15	26.7%	12	66.0%	33	44.0%	23	17.5%	7	39.3%	23	35.6%	15	20.0%	9	20.0%	10	8.0%	4
Tesco, Solent Road, Havant	13.4%	135	35.0%	8	43.6%	24	33.3%	16	6.0%	3	18.0%	9	2.5%	1	11.5%	7	6.7%	3	2.2%	1	2.0%	1	0.0%	0
Morrison's, Lakesmere Road, Horndean	11.3%	113	0.0%	0	3.6%	2	6.7%	3	2.0%	1	4.0%	2	0.0%	0	3.3%	2	6.7%	3	22.2%	10	26.0%	13	28.0%	13
Asda, Portland Road, Waterlooville	8.8%	88	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.8%	9	24.4%	11	33.3%	15	16.0%	8	42.0%	20
Sainsbury's, Fitzherbert Road, Farlington, Portsmouth	8.3%	83	0.0%	0	3.6%	2	2.2%	1	4.0%	2	10.0%	5	50.0%	20	13.1%	8	6.7%	3	2.2%	1	2.0%	1	4.0%	2
Tesco Extra, North Harbour, Portsmouth	7.6%	76	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	7.5%	3	1.6%	1	4.4%	2	2.2%	1	4.0%	2	4.0%	2
Waitrose, 12 North Street, Havant	4.4%	44	35.0%	8	14.5%	8	4.4%	2	4.0%	2	16.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Dukes Walk, Stakes Hill Road, Waterlooville	3.3%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	3	0.0%	0	13.3%	6	14.0%	7	8.0%	4
Tesco Metro, High Street, Cosham	3.2%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	3.0%	30	0.0%	0	0.0%	0	0.0%	0	6.0%	3	2.0%	1	5.0%	2	1.6%	1	2.2%	1	2.2%	1	0.0%	0	2.0%	1
Tesco Extra, Chichester	1.4%	14	5.0%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Aldi, Unit 4/5 Central Retail Park, 12 Park Way, Havant	1.2%	12	0.0%	0	1.8%	1	0.0%	0	4.0%	2	0.0%	0	0.0%	0	0.0%	0	2.2%	1	2.2%	1	0.0%	0	0.0%	0
Lidl, London Road, Cowplain	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	8.0%	4	2.0%	1
Netto, 37 Park Parade, Leigh Park, Havant	0.9%	9	0.0%	0	1.8%	1	11.1%	5	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 140 Elm Grove, Hayling Island	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Greywell Road, Leigh Park	0.8%	8	0.0%	0	0.0%	0	8.9%	4	6.0%	3	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Wallington Way, Broadcut, Fareham	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Clement Attlee Way, Port Solent	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	2.2%	1	0.0%	0	0.0%	0	2.0%	1
Somerfield, Mengham, Hayling Island	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Eastern Road, Portsmouth	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Rams Walk, Petersfield	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, The Causeway, Petersfield	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Havant Borough Council Telephone Household Survey for Nathaniel Lichfield & Partners

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Iceland, Market Parade, Havant	0.4%	4	5.0%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0
Sainsbury's, Commercial Road, Portsmouth	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Westhampnett Road, Chichester	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High St, Emsworth	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Via Ravenna, Chichester	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, The Bridge Shopping Centre, Somers Road North, Portsmouth	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, 1 The Westbrook Centre, Waterlooille	0.3%	3	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Co-op, 14 White Dirt Lane, Clanfield	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 71 Forestside Ave, Leigh Park, Havant	0.2%	2	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0
Somerfield, West Street, Porchester	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Leith Avenue, Paulsgrove, Portsmouth	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Marmion Road, Southsea	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Cosham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Crasswell St, Portsmouth	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Lakesmere Road, Horndean, Waterlooille	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	2
Local Shops	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, The Square, Wickham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, The Square, Westbourne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Portfield Way, Chichester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, 424-426 Havant Road, Farlington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Tesco Express 104-106 Elm Grove, Hayling Island	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Upper Northam Road, Hedge End, Southampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Cowplain	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 83 London Road, Cowplain	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1

Havant Borough Council Telephone Household Survey for Nathaniel Lichfield & Partners

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Tesco, Fareham Whiteley, Fareham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Tollbar Way, Hedge End, Southampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Walpole Road, Gosport	0.1%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, 135-137 Havant Road, Drayton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, 163 Commercial Road, Portsmouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, 17 North St, Emsworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 13 Middle Park Way, Leigh Park, Havant	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Wellington Way Precinct, Waterlooville	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Marks and Spencers, Tollbar Way, Hedge End, Southampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	0.5%	5	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Weighted base:	1002	22	54	47	50	53	40	58	43	45	50	48
Sample:	1002	20	55	45	50	50	40	61	45	45	50	50

Q02 How do you normally travel to do your main food shopping?*Those who said 'Internet/Delivered' at Q01*

Car-driver	69.5%	675	45.0%	10	63.6%	34	51.1%	24	53.2%	25	53.1%	27	73.7%	28	78.3%	45	86.4%	37	68.2%	30	72.0%	36	75.5%	35
Car-passenger	15.1%	147	5.0%	1	16.4%	9	26.7%	12	27.7%	13	24.5%	13	7.9%	3	15.0%	9	9.1%	4	11.4%	5	16.0%	8	14.3%	7
Bus/Coach	3.8%	37	5.0%	1	3.6%	2	4.4%	2	4.3%	2	6.1%	3	7.9%	3	1.7%	1	0.0%	0	2.3%	1	4.0%	2	6.1%	3
Train	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Taxi	1.3%	13	0.0%	0	3.6%	2	0.0%	0	4.3%	2	2.0%	1	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0
Walk	7.3%	71	45.0%	10	5.5%	3	13.3%	6	6.4%	3	10.2%	5	10.5%	4	3.3%	2	2.3%	1	15.9%	7	6.0%	3	0.0%	0
Bicycle	0.8%	8	0.0%	0	3.6%	2	0.0%	0	2.1%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Other	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mobility scooter	0.6%	6	0.0%	0	1.8%	1	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	2.0%	1
(Don't know / varies)	1.2%	12	0.0%	0	1.8%	1	4.4%	2	0.0%	0	2.0%	1	0.0%	0	1.7%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0
Weighted base:	972	22	54	47	47	51	38	58	42	44	50	47												
Sample:	972	20	55	45	47	49	38	60	44	44	50	49												

Havant Borough Council Telephone Household Survey for Nathaniel Lichfield & Partners

Weighted:

September 2008

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
Q03 In addition to your main food shopping at which store or shop did you last visit for small scale/top up shopping for items such as bread, milk or newspapers?																								
Local Shops	12.2%	122	5.0%	1	9.1%	5	8.9%	4	24.0%	12	14.0%	7	2.5%	1	4.9%	3	8.9%	4	13.3%	6	10.0%	5	6.0%	3
Asda, Larchwood Ave, Bedhampton, Havant (Walmart Asda)	5.4%	54	5.0%	1	3.6%	2	8.9%	4	28.0%	14	12.0%	6	0.0%	0	18.0%	11	13.3%	6	6.7%	3	0.0%	0	0.0%	0
Morrison's, Lakesmere Road, Horndean	5.0%	50	0.0%	0	1.8%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	4.4%	2	4.4%	2	16.0%	8	6.0%	3
Tesco, Solent Road, Havant	4.9%	49	35.0%	8	20.0%	11	8.9%	4	2.0%	1	16.0%	8	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Asda, Portland Road, Waterlooville	4.5%	45	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.2%	5	11.1%	5	17.8%	8	12.0%	6	28.0%	13
Tesco Metro, High Street, Cosham	4.4%	45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	4	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, 12 North Street, Havant	3.4%	35	35.0%	8	14.5%	8	0.0%	0	2.0%	1	10.0%	5	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0
Sainsbury's, Fitzherbert Road, Farlington, Portsmouth	2.3%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	3	32.5%	13	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Tesco Metro, Greywell Road, Leigh Park	2.0%	21	0.0%	0	1.8%	1	26.7%	12	8.0%	4	6.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 83 London Road, Cowplain	2.0%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	3	0.0%	0	2.2%	1	26.0%	13	0.0%	0
Co-op, Hambledon Road, Denmead	1.9%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	36.0%	17
Lidl, London Road, Cowplain	1.6%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	1.6%	1	2.2%	1	2.2%	1	10.0%	5	0.0%	0
Waitrose, Dukes Walk, Stakes Hill Road, Waterlooville	1.6%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	3	0.0%	0	8.9%	4	8.0%	4	2.0%	1
Co-op, High St, Emsworth	1.6%	16	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 140 Elm Grove, Hayling Island	1.5%	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
Tesco Extra, North Harbour, Portsmouth	1.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, 1 Lavender Road, Waterlooville	1.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.7%	12	0.0%	0	2.0%	1	0.0%	0
Co-op, 13 Middle Park Way, Leigh Park, Havant	1.3%	13	0.0%	0	0.0%	0	0.0%	0	14.0%	7	8.0%	4	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 14 White Dirt Lane, Clanfield	1.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Mengham, Hayling Island	1.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 55 St Albans Road, West Leigh, Havant	1.2%	12	0.0%	0	18.2%	10	4.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Allaway Avenue, Paulsgrove, Portsmouth	1.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Leith Avenue,	1.1%	11	0.0%	0	0.0%	0	0.0%	0	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 Borough Council Telephone Household Survey for Nathaniel Lichfield & Partners

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Paulsgrove , Portsmouth												
Tesco Express, 1 The Westbrook Centre, Waterlooville	1.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, 17 North St, Emsworth	1.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Milton Road, Cowplain	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, The Square, Westbourne	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 71 Forestside Ave, Leigh Park, Havant	0.8%	8	0.0%	0	1.8%	1	11.1%	5	2.0%	1	0.0%	0
Co-op, 135-137 Havant Road, Drayton	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	3
Co-op, 8 The Precinct, Crookhorn Lane, Purbrook	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, 83 Stein Road, Southbourne	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 27 Catherington Lane, Horndean	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, 28 Station Road, Hayling Island	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Unit 4/5 Central Retail Park, 12 Park Way, Havant	0.6%	6	0.0%	0	3.6%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Express, 424-426 Havant Road, Farlington	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.0%	6
Internet / delivered	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, The Square, Wickham	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Londis, Worldham Road, Havant	0.5%	5	0.0%	0	0.0%	0	8.9%	4	0.0%	0	0.0%	0
Somerfield, West Street, Porchester	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netto, 37 Park Parade, Leigh Park, Havant	0.5%	5	0.0%	0	3.6%	2	2.2%	1	0.0%	0	0.0%	0
Iceland, Market Parade, Havant	0.4%	4	5.0%	1	1.8%	1	0.0%	0	0.0%	0	2.0%	1
Iceland, Greywell, Leigh Park	0.4%	4	0.0%	0	0.0%	0	6.7%	3	0.0%	0	0.0%	0
Somerfield, Langstone Bridge Forecourt, Havant Road, Hayling Island	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express 104-106 Elm Grove, Hayling Island	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Crasswell St, Portsmouth	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1

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September 2008

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11											
Co-op, Milton Road, Cowplain	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	4.0%	2	2.0%	1							
Co-op, 1 Cornwall Bdgs, 76 London Road, Widley, Waterlooille	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Extra, Chichester	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%
Iceland, Wellington Way Precinct, Waterlooille	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	3	0.0%	0	0.0%	0	0.0%
Iceland, High Street, Cosham	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Nisa, Snowberry Crescent, Havant	0.3%	3	0.0%	0	5.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Eastern Road, Portsmouth	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	
Sainsburys, Wallington Way, Broadcut, Fareham	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Spar, London Road, Horndean	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Somerfield, London Road, Portsmouth	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, High Street, Cosham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Spar, Southlea Road, Emsworth	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Commercial Road, Portsmouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waitrose, Rams Walk, Petersfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, The Bridge Shopping Centre, Somers Rd North, Portsmouth	0.1%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Clement Attlee Way, Port Solent	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks and Spencer, East Street, Chichester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%
One Stop, Mill Road, Waterlooille	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%
One Stop, Middle Park Way Leigh Park Havant	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Whitehart Lane, Portchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
McColls, West Street, Portchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks & Spencer, 163 Commercial Road, Portsmouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Tregaron Avenue, Cosham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Forton Road, Gosport	0.1%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Havant Borough Council Telephone Household Survey for Nathaniel Lichfield & Partners

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Best One, Stone Square, Havant	0.1%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Tesco, 301-303 London Road, Portsmouth	0.1%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
BP Garage, Bridge Road, Park Gate, Southampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, West Street, Fareham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
(Don't do top-up food shopping)	13.6%	137	10.0%	2	3.6%	2	8.9%	4	18.0%	9	20.0%	11
(Don't know / can't remember)	2.7%	27	5.0%	1	1.8%	1	2.2%	1	0.0%	0	2.0%	1
Weighted base:	1002	22	54	47	50	53	40	58	43	45	50	48
Sample:	1002	20	55	45	50	50	40	61	45	45	50	50

Havant Borough Council Telephone Household Survey for Nathaniel Lichfield & Partners

Weighted:

September 2008

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
Q04 In which location do you buy most of your household's non-food shopping?																								
Havant Town Centre	15.6%	157	70.0%	15	23.6%	13	51.1%	24	26.0%	13	40.0%	21	5.0%	2	8.2%	5	4.4%	2	4.4%	2	0.0%	0	2.0%	1
Waterlooville Town Centre	15.6%	157	0.0%	0	0.0%	0	0.0%	3	6.0%	3	4.0%	2	0.0%	0	36.1%	21	31.1%	13	57.8%	26	38.0%	19	34.0%	16
Portsmouth, Commercial Road/Cascades	12.7%	127	5.0%	1	12.7%	7	11.1%	5	8.0%	4	8.0%	4	20.0%	8	16.4%	10	22.2%	10	6.7%	3	8.0%	4	16.0%	8
Asda, Larchwood Ave, Bedhampton, Havant (Walmart Asda)	7.8%	78	5.0%	1	10.9%	6	8.9%	4	22.0%	11	14.0%	7	10.0%	4	6.6%	4	2.2%	1	17.8%	8	12.0%	6	2.0%	1
Chichester City Centre	7.1%	71	5.0%	1	10.9%	6	0.0%	0	0.0%	0	4.0%	2	0.0%	0	1.6%	1	6.7%	3	6.7%	3	6.0%	3	4.0%	2
Portsmouth, Cosham	3.7%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Internet / delivered	2.8%	28	5.0%	1	3.6%	2	0.0%	0	2.0%	1	0.0%	0	0.0%	0	4.9%	3	4.4%	2	2.2%	1	2.0%	1	4.0%	2
Farlington town centre	2.4%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	2	27.5%	11	0.0%	0	0.0%	0	0.0%	0	2.0%	1	2.0%	1
Fareham Town Centre	2.2%	23	0.0%	0	0.0%	0	2.2%	1	0.0%	0	6.0%	3	2.5%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	8.0%	4
Leigh Park Shopping Centre	2.2%	22	0.0%	0	3.6%	2	15.6%	7	22.0%	11	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hordean Village Centre	1.9%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	2	8.0%	4	0.0%	0
Mengham/Gable Head (Hayling Island) Shopping Centre	1.6%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southsea Shopping Centre	1.2%	12	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	1	2.0%	1
Petersfield Town Centre	1.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cowplain Shopping Centre	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	8.0%	4	2.0%	1
Portsmouth, Anchorage Park Lodge, Sywell Crescent	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southampton City Centre	0.7%	7	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portsmouth, Gun Wharf Quays	0.6%	6	0.0%	0	1.8%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Hedge End Retail Park	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Tesco, Crasswell St, Portsmouth	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Emsworth Village Centre	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portsmouth, North End	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whiteley Village	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	2.0%	1	0.0%	0
Portsmouth, Port Solent	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	2.0%	1
Portchester Shopping Centre	0.3%	3	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Fitzherbert Road, Farlington	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Comet, Eastern Road Industrial Estate, Farlington	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portsmouth, Ocean Village Retail Park	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Guildford town centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clanfield, Waterlooville	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hayling Island town centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Langstone Harbour, Solent Road, Havant	0.1%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Havant Borough Council Telephone Household Survey for Nathaniel Lichfield & Partners

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Upfields, Bishops Waltham, Southampton	0.1%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Basingstoke town centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portsmouth, Fratton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stratford upon Avon town centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Clement Attlee Way, Port Solent	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Portland Road, Waterlooville	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1
Sainsburys, Wallington Way, Broadcut, Fareham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winchester City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	12.0%	120	5.0%	1	27.3%	15	2.2%	1	12.0%	6	12.0%	6
(Don't regularly buy these kind of goods)	2.0%	20	0.0%	0	0.0%	0	0.0%	0	2.0%	1	4.0%	2
Weighted base:	1002	22	54	47	50	53	40	58	43	45	50	48
Sample:	1002	20	55	45	50	50	40	61	45	45	50	50

Q05 How do you normally travel to do your non-food shopping ?

Car-driver	63.5%	636	40.0%	9	52.7%	28	51.1%	24	52.0%	26	48.0%	25	72.5%	29	67.2%	39	82.2%	36	53.3%	24	62.0%	31	72.0%	34
Car-passenger	10.3%	103	0.0%	0	9.1%	5	17.8%	8	14.0%	7	16.0%	8	7.5%	3	9.8%	6	2.2%	1	4.4%	2	16.0%	8	12.0%	6
Bus / coach	8.0%	81	5.0%	1	5.5%	3	17.8%	8	14.0%	7	18.0%	9	10.0%	4	6.6%	4	2.2%	1	0.0%	0	8.0%	4	6.0%	3
Train	1.1%	11	5.0%	1	1.8%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Taxi	0.7%	7	0.0%	0	3.6%	2	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0
Walk	8.2%	83	45.0%	10	9.1%	5	8.9%	4	12.0%	6	6.0%	3	7.5%	3	3.3%	2	2.2%	1	35.6%	16	4.0%	2	0.0%	0
Bicycle	1.1%	11	0.0%	0	3.6%	2	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Other	0.1%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mobility scooter	0.6%	6	0.0%	0	1.8%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Goods delivered (Don't know / varies)	1.1%	11	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	2	0.0%	0	2.0%	1	4.0%	2
	5.2%	53	5.0%	1	9.1%	5	2.2%	1	6.0%	3	8.0%	4	2.5%	1	13.1%	8	6.7%	3	4.4%	2	6.0%	3	2.0%	1
Weighted base:	1002	22	54	47	50	53	40	58	43	45	50	48												
Sample:	1002	20	55	45	50	50	40	61	45	45	50	50												

Havant Borough Council Telephone Household Survey for Nathaniel Lichfield & Partners

Weighted:

September 2008

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
Q06 At which location did your household last buy clothes and shoes ?																								
Portsmouth, Commercial Road/Cascades	22.3%	223	10.0%	2	23.6%	13	13.3%	6	32.0%	16	30.0%	16	27.5%	11	19.7%	12	35.6%	15	24.4%	11	16.0%	8	18.0%	9
Waterlooville Town Centre	12.6%	126	5.0%	1	3.6%	2	13.3%	6	8.0%	4	6.0%	3	2.5%	1	29.5%	17	20.0%	9	31.1%	14	28.0%	14	24.0%	11
Havant Town Centre	10.7%	107	25.0%	5	20.0%	11	33.3%	16	16.0%	8	18.0%	9	2.5%	1	3.3%	2	6.7%	3	0.0%	0	4.0%	2	0.0%	0
Chichester City Centre	9.6%	96	20.0%	4	12.7%	7	4.4%	2	4.0%	2	0.0%	0	5.0%	2	1.6%	1	4.4%	2	8.9%	4	6.0%	3	4.0%	2
Internet / delivered	6.8%	68	0.0%	0	5.5%	3	4.4%	2	8.0%	4	2.0%	1	10.0%	4	3.3%	2	6.7%	3	2.2%	1	14.0%	7	14.0%	7
Portsmouth, Gun Wharf Quays	4.9%	49	15.0%	3	7.3%	4	2.2%	1	0.0%	0	16.0%	8	5.0%	2	6.6%	4	11.1%	5	6.7%	3	0.0%	0	2.0%	1
Hedge End Retail Park	3.7%	37	15.0%	3	3.6%	2	0.0%	0	2.0%	1	2.0%	1	2.5%	1	4.9%	3	0.0%	0	4.4%	2	6.0%	3	4.0%	2
Fareham Town Centre	3.6%	36	0.0%	0	0.0%	0	2.2%	1	4.0%	2	4.0%	2	2.5%	1	8.2%	5	0.0%	0	2.2%	1	2.0%	1	4.0%	2
Asda, Larchwood Ave, Bedhampton, Havant (Walmart Asda)	3.5%	35	0.0%	0	7.3%	4	0.0%	0	8.0%	4	8.0%	4	10.0%	4	4.9%	3	0.0%	0	6.7%	3	2.0%	1	4.0%	2
Portsmouth, Cosham	2.9%	29	0.0%	0	0.0%	0	0.0%	0	4.0%	2	2.0%	1	10.0%	4	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Southampton City Centre	2.5%	25	0.0%	0	5.5%	3	2.2%	1	0.0%	0	0.0%	0	5.0%	2	4.9%	3	6.7%	3	2.2%	1	2.0%	1	4.0%	2
Southsea Shopping Centre	1.7%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	1.6%	1	4.4%	2	2.2%	1	2.0%	1	4.0%	2
Leigh Park Shopping Centre	1.4%	14	0.0%	0	3.6%	2	15.6%	7	8.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Petersfield Town Centre	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whiteley Village	0.7%	7	0.0%	0	1.8%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0	2.0%	1	0.0%	0
Abroad	0.7%	7	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	2.0%	1	2.0%	1
Emsworth Village Centre	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Weymouth town centre	0.6%	6	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Mengham/Gable Head (Hayling Island) Shopping Centre	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winchester City Centre	0.5%	5	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0
Cheltenham town centre	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Portsmouth, North End	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farlington town centre	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	5.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portsmouth, Port Solent	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solent Retail Park, Havant	0.3%	3	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Horsham town centre	0.2%	2	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bournemouth town centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Portland Road, Waterlooville	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Salisbury city centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Clitheroe, Lancashire	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lincoln city centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crawley town centre	0.1%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barnham town centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derby city centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnborough town centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portsmouth, Fratton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackpool town centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dorchester town centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Havant Borough Council Telephone Household Survey for Nathaniel Lichfield & Partners

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Portchester Shopping Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Crasswell St, Portsmouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penzance town centre, Cornwall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Drayton town centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke town centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Isle of Wight	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bude town centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1
High Wycombe town centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1
Sidmouth town centre, Devon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1
Tesco, Clement Attlee Way, Port Solent	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Worthing town centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't regularly buy these kind of goods)	2.6%	26	5.0%	1	0.0%	0	0.0%	0	4.0%	2	2.5%	1
(Don't know / can't remember)	2.4%	24	0.0%	0	1.8%	1	4.4%	2	4.0%	2	2.0%	1
Weighted base:	1002	22	54	47	50	53	40	58	43	45	50	48
Sample:	1002	20	55	45	50	50	40	61	45	45	50	50

Havant Borough Council Telephone Household Survey for Nathaniel Lichfield & Partners

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
Q07 At which location did your household last buy domestic electric appliances (e.g. fridges and kitchen items) ?																								
Internet / delivered	13.9%	139	5.0%	1	14.5%	8	6.7%	3	6.0%	3	8.0%	4	10.0%	4	14.8%	9	22.2%	10	31.1%	14	12.0%	6	8.0%	4
Ocean Retail Park, Dundas Lane, Burrfields Road, Portsmouth	12.5%	125	0.0%	0	12.7%	7	8.9%	4	26.0%	13	8.0%	4	27.5%	11	23.0%	13	17.8%	8	2.2%	1	10.0%	5	18.0%	9
Havant Town Centre	9.2%	92	15.0%	3	18.2%	10	20.0%	9	12.0%	6	20.0%	11	7.5%	3	4.9%	3	0.0%	0	4.4%	2	8.0%	4	0.0%	0
Portsmouth, Commercial Road/Cascades	7.5%	75	5.0%	1	0.0%	0	2.2%	1	12.0%	6	14.0%	7	5.0%	2	4.9%	3	0.0%	0	24.4%	11	12.0%	6	2.0%	1
Waterloooville Town Centre	6.0%	60	0.0%	0	1.8%	1	2.2%	1	12.0%	6	2.0%	1	0.0%	0	6.6%	4	8.9%	4	15.6%	7	12.0%	6	18.0%	9
Currys, Ocean Retail Park, Dundas Lane, Burrfields Road, Portsmouth	4.1%	41	5.0%	1	5.5%	3	4.4%	2	6.0%	3	2.0%	1	2.5%	1	0.0%	0	17.8%	8	0.0%	0	2.0%	1	4.0%	2
Asda, Larchwood Ave, Bedhampton, Havant (Walmart Asda)	2.5%	25	5.0%	1	3.6%	2	6.7%	3	4.0%	2	6.0%	3	5.0%	2	0.0%	0	2.2%	1	0.0%	0	2.0%	1	4.0%	2
Southsea Shopping Centre	2.5%	25	0.0%	0	0.0%	0	2.2%	1	2.0%	1	0.0%	0	5.0%	2	1.6%	1	0.0%	0	4.4%	2	8.0%	4	6.0%	3
Southampton City Centre	2.1%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	6.0%	3	2.0%	1
Chichester City Centre	2.1%	21	10.0%	2	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0
Portsmouth, North End	2.0%	20	0.0%	0	5.5%	3	2.2%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	5
Anchorage Park, Portsmouth	1.6%	16	0.0%	0	1.8%	1	2.2%	1	4.0%	2	0.0%	0	2.5%	1	4.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mengham/Gable Head (Hayling Island) Shopping Centre	1.3%	13	0.0%	0	1.8%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Comet, Ocean Retail Park, Dundas Lane, Burrfields Road, Portsmouth	1.0%	10	5.0%	1	3.6%	2	0.0%	0	0.0%	0	2.0%	1	2.5%	1	0.0%	0	2.2%	1	0.0%	0	2.0%	1	0.0%	0
Portsmouth, Cosham	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fareham Town Centre	0.9%	9	0.0%	0	0.0%	0	2.2%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hedge End Retail Park	0.8%	8	0.0%	0	1.8%	1	0.0%	0	0.0%	0	4.0%	2	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Tesco, Clement Attlee Way, Port Solent	0.7%	7	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Portsmouth, Gun Wharf Quays	0.6%	6	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Portsmouth, Copnor	0.6%	6	0.0%	0	0.0%	0	2.2%	1	0.0%	0	2.0%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portsmouth, Port Solent	0.6%	6	0.0%	0	0.0%	0	2.2%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0
Portsmouth, Fratton	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	2.5%	1	4.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Purbrook Way, Havant	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	4.4%	2	2.2%	1	0.0%	0	0.0%	0
Leigh Park Shopping Centre	0.5%	5	0.0%	0	0.0%	0	2.2%	1	4.0%	2	0.0%	0	0.0%	0	3.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portchester Shopping Centre	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farlington town centre	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Emsworth Village Centre	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portsmouth, North Harbour	0.3%	3	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys, West Street, Havant	0.3%	3	0.0%	0	3.6%	2	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portsmouth, Hilsea	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Comet, Eastern Road	0.2%	2	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Havant Borough Council Telephone Household Survey for Nathaniel Lichfield & Partners

Weighted:

September 2008

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Industrial Estate, Farlington												
Petersfield Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southbourne town centre	0.2%	2	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Currys, Anchorage Park, Portsmouth	0.2%	2	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Fitzherbert Road, Farlington	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Comet, Anchorage Park, Portsmouth	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0
Segensworth Retail Park, Titchfield	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastleigh Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Market Parade, Havant	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Macro, Limberline Spur, Portsmouth	0.1%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0
Homebase, Collingwood Retail Park, Newgate Lane, Fareham	0.1%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0
Swansea city centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Guildford town centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Magnet, Fitzherbert Rd, Portsmouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Maidenhead town centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1
Aldi, Unit 4/5 Central Retail Park, 12 Park Way, Havant	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Argos, Commercial Road, Portsmouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gosport Town Centre	0.1%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Kenwood Factory Shop, New Lane, Havant	0.1%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Comet, St. Georges Industrial Estate, Goodwood Rd, Eastleigh	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1
Currys, Eastern Road Industrial Estate, Farlington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Bromwich town centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cowplain Shopping Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Denmead, Waterlooville	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sheffield city centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Upfields, Bishops Waltham, Southampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Collingwood Retail Park,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Newgate Lane, Fareham (Don't regularly buy these kind of goods)	10.5% 106	30.0% 7	7.3% 4	6.7% 3	2.0% 1	14.0% 7	15.0% 6	16.4% 10	2.2% 1	0.0% 0	18.0% 9	14.0% 7
(Don't know / can't remember)	8.9% 89	10.0% 2	7.3% 4	15.6% 7	8.0% 4	8.0% 4	0.0% 0	8.2% 5	15.6% 7	6.7% 3	4.0% 2	6.0% 3
Weighted base:	1002	22	54	47	50	53	40	58	43	45	50	48
Sample:	1002	20	55	45	50	50	40	61	45	45	50	50

Havant Borough Council Telephone Household Survey for Nathaniel Lichfield & Partners

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
Q08 At which location did your household last buy other kinds of electric goods such as TV / Hi-Fi and computers ?																								
Internet / delivered	15.1%	151	10.0%	2	20.0%	11	11.1%	5	16.0%	8	12.0%	6	15.0%	6	16.4%	10	17.8%	8	31.1%	14	12.0%	6	12.0%	6
Ocean Retail Park, Dundas Lane, Burrfields Road, Portsmouth	10.6%	106	0.0%	0	12.7%	7	6.7%	3	12.0%	6	6.0%	3	17.5%	7	21.3%	12	20.0%	9	2.2%	1	4.0%	2	14.0%	7
Portsmouth, Commercial Road/Cascades	8.7%	87	15.0%	3	0.0%	0	4.4%	2	14.0%	7	10.0%	5	7.5%	3	1.6%	1	8.9%	4	24.4%	11	10.0%	5	8.0%	4
Waterlooville Town Centre	5.3%	53	0.0%	0	0.0%	0	0.0%	0	6.0%	3	2.0%	1	2.5%	1	11.5%	7	6.7%	3	11.1%	5	16.0%	8	16.0%	8
Havant Town Centre	4.6%	46	15.0%	3	14.5%	8	11.1%	5	4.0%	2	8.0%	4	0.0%	0	4.9%	3	0.0%	0	2.2%	1	2.0%	1	2.0%	1
Asda, Larchwood Ave, Bedhampton, Havant (Walmart Asda)	3.6%	37	5.0%	1	1.8%	1	4.4%	2	10.0%	5	12.0%	6	7.5%	3	1.6%	1	2.2%	1	2.2%	1	4.0%	2	2.0%	1
Currys, Ocean Retail Park, Dundas Lane, Burrfields Road, Portsmouth	3.4%	34	0.0%	0	5.5%	3	4.4%	2	2.0%	1	0.0%	0	2.5%	1	0.0%	0	11.1%	5	0.0%	0	4.0%	2	6.0%	3
Portchester Shopping Centre	2.9%	29	10.0%	2	1.8%	1	4.4%	2	0.0%	0	2.0%	1	7.5%	3	0.0%	0	0.0%	0	4.4%	2	2.0%	1	4.0%	2
Chichester City Centre	2.1%	21	0.0%	0	1.8%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	4.4%	2	0.0%	0	0.0%	0	0.0%	0
Southampton City Centre	1.9%	19	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	2	0.0%	0	0.0%	0	2.2%	1	2.0%	1	4.0%	2
Anchorage Park, Portsmouth	1.5%	15	0.0%	0	1.8%	1	2.2%	1	4.0%	2	0.0%	0	2.5%	1	4.9%	3	0.0%	0	2.2%	1	0.0%	0	2.0%	1
Portsmouth, North End	1.5%	15	0.0%	0	5.5%	3	0.0%	0	0.0%	0	4.0%	2	5.0%	2	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portsmouth, Cosham	1.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	1	2.0%	1
Mengham/Gable Head (Hayling Island) Shopping Centre	1.3%	13	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southsea Shopping Centre	1.3%	13	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	1.6%	1	0.0%	0	2.2%	1	4.0%	2	2.0%	1
Fareham Town Centre	1.3%	13	0.0%	0	0.0%	0	2.2%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0	2.0%	1	0.0%	0
Portsmouth, Port Solent	1.2%	12	5.0%	1	1.8%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	1	2.0%	1	4.0%	2
Hedge End Retail Park	1.1%	11	0.0%	0	3.6%	2	2.2%	1	0.0%	0	4.0%	2	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	4.0%	2
PC World, Ocean Retail Park, Dundas Lane, Burrfields Road, Portsmouth	1.0%	10	0.0%	0	1.8%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.9%	4	0.0%	0	0.0%	0	0.0%	0
Comet, Ocean Retail Park, Dundas Lane, Burrfields Road, Portsmouth	1.0%	10	0.0%	0	1.8%	1	6.7%	3	0.0%	0	0.0%	0	0.0%	0	1.6%	1	4.4%	2	0.0%	0	0.0%	0	0.0%	0
Portsmouth, Copnor	0.9%	9	0.0%	0	0.0%	0	2.2%	1	0.0%	0	2.0%	1	0.0%	0	3.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastern Road Industrial Estate, Farlington	0.9%	9	0.0%	0	0.0%	0	2.2%	1	4.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	2.0%	1	0.0%	0
Portsmouth, Gun Wharf Quays	0.8%	8	0.0%	0	1.8%	1	0.0%	0	0.0%	0	4.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Leigh Park Shopping Centre	0.7%	7	0.0%	0	1.8%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portsmouth, Fratton	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	4.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Clement Attlee Way, Port Solent	0.6%	6	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Petersfield Town Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys, West Street, Havant	0.3%	3	0.0%	0	1.8%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0

Havant Borough Council Telephone Household Survey for Nathaniel Lichfield & Partners

Weighted:

September 2008

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
Q09 At which location did your household last buy furniture, soft furnishings and floor-coverings ?																								
Waterlooville Town Centre	10.7%	107	5.0%	1	3.6%	2	8.9%	4	16.0%	8	26.0%	14	7.5%	3	18.0%	11	13.3%	6	20.0%	9	6.0%	3	20.0%	10
Portsmouth, Commercial Road/Cascades	7.0%	70	0.0%	0	3.6%	2	8.9%	4	6.0%	3	2.0%	1	7.5%	3	4.9%	3	0.0%	0	8.9%	4	8.0%	4	2.0%	1
Havant Town Centre	6.7%	67	5.0%	1	14.5%	8	22.2%	10	18.0%	9	16.0%	8	5.0%	2	1.6%	1	0.0%	0	4.4%	2	0.0%	0	2.0%	1
Internet / delivered	5.8%	58	0.0%	0	7.3%	4	2.2%	1	6.0%	3	0.0%	0	5.0%	2	4.9%	3	11.1%	5	4.4%	2	4.0%	2	4.0%	2
Chichester City Centre	4.8%	48	15.0%	3	10.9%	6	0.0%	0	4.0%	2	0.0%	0	2.5%	1	3.3%	2	0.0%	0	6.7%	3	2.0%	1	0.0%	0
Southampton City Centre	4.6%	46	0.0%	0	5.5%	3	0.0%	0	2.0%	1	6.0%	3	5.0%	2	8.2%	5	2.2%	1	2.2%	1	4.0%	2	2.0%	1
DFS Furniture, Wellington Retail Park, Hambledon Road, Waterlooville	4.2%	42	0.0%	0	5.5%	3	4.4%	2	6.0%	3	8.0%	4	0.0%	0	3.3%	2	20.0%	9	4.4%	2	2.0%	1	4.0%	2
Hedge End Retail Park	3.7%	37	0.0%	0	1.8%	1	0.0%	0	4.0%	2	6.0%	3	2.5%	1	6.6%	4	4.4%	2	6.7%	3	2.0%	1	8.0%	4
Carpetright, Wellington Retail Park, Hambledon Road, Waterlooville	2.4%	24	10.0%	2	7.3%	4	2.2%	1	2.0%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	8.0%	4	14.0%	7
Mengham/Gable Head (Hayling Island) Shopping Centre	1.8%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	2	0.0%	0
Portsmouth, North End	1.7%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	7.5%	3	1.6%	1	0.0%	0	2.2%	1	2.0%	1	2.0%	1
Southsea Shopping Centre	1.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	4	0.0%	0	0.0%	0	2.2%	1	2.0%	1	2.0%	1
Portsmouth, Cosham	1.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
B&Q, Purbrook Way, Havant	1.4%	14	0.0%	0	3.6%	2	2.2%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	11.1%	5	0.0%	0	2.0%	1	0.0%	0
Ocean Retail Park, Dundas Lane, Burrfields Road, Portsmouth	1.1%	11	0.0%	0	0.0%	0	2.2%	1	2.0%	1	0.0%	0	5.0%	2	1.6%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Petersfield Town Centre	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	2.0%	1	2.0%	1
Fareham Town Centre	0.9%	9	0.0%	0	0.0%	0	2.2%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	2	2.0%	1
Portchester Shopping Centre	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	1.6%	1	0.0%	0	2.2%	1	2.0%	1	0.0%	0
Emsworth Village Centre	0.8%	8	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portsmouth, Fratton	0.7%	7	0.0%	0	0.0%	0	4.4%	2	2.0%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pullingers Interiors, Elm Grove, Hayling Island	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Asda, Larchwood Ave, Bedhampton, Havant (Walmart Asda)	0.6%	6	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	2.2%	1	0.0%	0	2.0%	1
SCS Sofas, Wellington Retail Park, Hambledon Road, Waterlooville	0.6%	6	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	1	4.4%	2	0.0%	0	0.0%	0
Portsmouth, Port Solent	0.5%	5	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	4.0%	2
Winchester City Centre	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	2.0%	1
Homebase, Ocean Retail Park, Dundas Lane, Burrfields Road, Portsmouth	0.4%	4	0.0%	0	0.0%	0	2.2%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leigh Park Shopping Centre	0.4%	4	5.0%	1	1.8%	1	2.2%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Havant Borough Council Telephone Household Survey for Nathaniel Lichfield & Partners

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
Hayling Island shopping centre	0.4%	4	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Farlington town centre	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0
Gosport Town Centre	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Cowplain Shopping Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	2.0%	1	0.0%	0
Portsmouth, New Road	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hordean Village Centre	0.2%	2	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Titchfield town centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Central London	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	2	0.0%	0	0.0%	0
Drayton town centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ikea, The Old Power Station, Volta Way, Croydon	0.2%	2	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portsmouth, Hilsea	0.1%	1	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bournemouth town centre	0.1%	1	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shoreham town centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marriotts House Furnishers, New Road, Portsmouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
MFI, Quartremaine Road, Portsmouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harveys, Victory Retail Park, Flathouse Road, Portsmouth	0.1%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Anchorage Park, Portsmouth	0.1%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Bedhampton	0.1%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parkgate Retail Park, Southampton	0.1%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bristol city centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys, Ocean Retail Park, Dundas Lane, Burrfields Road, Portsmouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Airport Industrial Estate, Quartremaine Road, Portsmouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Potash Terrace, Havant	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portsmouth, Paulsgrove	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wilton Shopping Village, Wilton, Salisbury, Wiltshire	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham city centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portsmouth, Copnor	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Argos, Commercial Road, Portsmouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle city centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0
MFI, Ocean Retail Park, Dundas Lane, Burrfields Road, Portsmouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Havant Borough Council Telephone Household Survey for Nathaniel Lichfield & Partners

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
Whiteley Village	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Clement Attlee Way, Port Solent	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local newspaper	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harveys, Main Road, Totton, Southampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside shopping centre, Essex	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carpetright, Ocean Retail Park, Dundas Lane, Burrfields Road, Portsmouth	0.1%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Peter Green, School Lane, Chandler's Ford, Eastleigh	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DFS, Hedge End Retail Park, Hedge End, Southampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Chester town centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Dreams, Gallagher Retail Park, Hambledon Road, Waterlooville	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Wellington Retail Park, Hambledon Road, Waterlooville	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ikea, Straiton Road, Straiton, Loanhead, Edinburgh	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Land of Leather, Hedge End Retail Park, Hedge End, Southampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't regularly buy these kind of goods)	19.0%	190	35.0%	8	12.7%	7	20.0%	9	18.0%	9	16.0%	8	22.5%	9	21.3%	12	15.6%	7	13.3%	6	32.0%	16	10.0%	5
(Don't know / can't remember)	8.7%	87	0.0%	0	14.5%	8	6.7%	3	4.0%	2	12.0%	6	7.5%	3	11.5%	7	11.1%	5	2.2%	1	4.0%	2	14.0%	7
Weighted base:	1002		22		54		47		50		53		40		58		43		45		50		48	
Sample:	1002		20		55		45		50		50		40		61		45		45		50		50	

Havant Borough Council Telephone Household Survey for Nathaniel Lichfield & Partners

Weighted:

September 2008

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
Q10 At which location did your household last buy DIY / hardware Items ?																								
B&Q, Purbrook Way, Havant	51.1%	512	40.0%	9	56.4%	30	48.9%	23	66.0%	33	64.0%	34	32.5%	13	59.0%	35	75.6%	33	66.7%	30	54.0%	27	50.0%	24
Homebase, Havant Retail Park, Portsdown Hill Road, Havant	5.0%	50	10.0%	2	9.1%	5	4.4%	2	2.0%	1	10.0%	5	10.0%	4	4.9%	3	6.7%	3	0.0%	0	4.0%	2	2.0%	1
Havant Town Centre	5.0%	50	15.0%	3	7.3%	4	20.0%	9	12.0%	6	4.0%	2	2.5%	1	6.6%	4	0.0%	0	2.2%	1	0.0%	0	0.0%	0
Homebase, Fitzherbert Road, Farlington	2.4%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	20.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Hayling Hardware, Elm Grove, Hayling Island	2.3%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Rockville Drive, Waterlooville	1.9%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	3	2.2%	1	2.2%	1	2.0%	1	18.0%	9
Wickes Extra, Central Retail Park, 12 Park Way, Havant	1.6%	16	5.0%	1	3.6%	2	6.7%	3	2.0%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Emsworth Village Centre	1.6%	16	0.0%	0	3.6%	2	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portsmouth, Commercial Road/Cascades	1.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leigh Park Shopping Centre	1.2%	12	5.0%	1	0.0%	0	4.4%	2	4.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farlington town centre	1.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	12.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ocean Retail Park, Dundas Lane, Burrfields Road, Portsmouth	0.9%	9	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mengham/Gable Head (Hayling Island) Shopping Centre	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Larchwood Ave, Bedhampton, Havant (Walmart Asda)	0.7%	7	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0
Portsmouth, Cosham	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	0.6%	6	0.0%	0	3.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southsea Shopping Centre	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0
B&Q, Southampton Road, Titchfield, Fareham	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	4.0%	2
Petersfield Town Centre	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portsmouth, Fratton	0.5%	5	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Fareham Town Centre	0.4%	4	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rowlands Castle, Havant	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Portchester Shopping Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chichester City Centre	0.2%	2	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hedge End Retail Park	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0
Cowplain Shopping Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle city centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0
Southampton City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portsmouth, Hilsea	0.1%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Havant Borough Council Telephone Household Survey for Nathaniel Lichfield & Partners

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Southsea Shopping Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Anchorage Park, Portsmouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Chestnut Avenue, Chandler's Ford, Eastleigh	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Denmead, Waterloooville	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winchester City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Charles Watts Way, Hedgend	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't regularly buy these kind of goods)	9.8%	98	15.0%	3	7.3%	4	4.4%	2	8.0%	4	10.0%	5
(Don't know / can't remember)	7.6%	76	10.0%	2	1.8%	1	8.9%	4	4.0%	2	2.0%	1
Weighted base:	1002	22	54	47	50	53	40	58	43	45	50	48
Sample:	1002	20	55	45	50	50	40	61	45	45	50	50

Havant Borough Council Telephone Household Survey for Nathaniel Lichfield & Partners

Weighted:

September 2008

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
Q11 At which location did your household last buy garden items ?																								
B&Q, Purbrook Way, Havant	29.2%	292	15.0%	3	21.8%	12	28.9%	13	34.0%	17	36.0%	19	20.0%	8	52.5%	31	44.4%	19	33.3%	15	22.0%	11	28.0%	13
Wyevale Garden Centre, Bartons Road, Havant	7.7%	77	5.0%	1	14.5%	8	4.4%	2	14.0%	7	8.0%	4	2.5%	1	0.0%	0	0.0%	0	8.9%	4	14.0%	7	12.0%	6
Hordean Village Centre	6.0%	60	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	4	4.9%	3	4.4%	2	8.9%	4	22.0%	11	8.0%	4
Havant Town Centre	5.8%	58	25.0%	5	18.2%	10	26.7%	12	12.0%	6	4.0%	2	0.0%	0	4.9%	3	0.0%	0	2.2%	1	4.0%	2	0.0%	0
Waterlooville Town Centre	4.1%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	1.6%	1	0.0%	0	26.7%	12	4.0%	2	12.0%	6
Homebase, Havant Retail Park, Portsdown Hill Road, Havant	3.8%	38	5.0%	1	3.6%	2	4.4%	2	0.0%	0	12.0%	6	5.0%	2	3.3%	2	0.0%	0	0.0%	0	0.0%	0	4.0%	2
Keydell Garden Centre, Horndean	3.0%	31	0.0%	0	5.5%	3	4.4%	2	2.0%	1	2.0%	1	22.5%	9	0.0%	0	6.7%	3	0.0%	0	0.0%	0	2.0%	1
Mengham/Gable Head (Hayling Island) Shopping Centre	2.8%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rowlands Castle, Havant	1.5%	15	0.0%	0	1.8%	1	0.0%	0	4.0%	2	0.0%	0	0.0%	0	3.3%	2	4.4%	2	0.0%	0	0.0%	0	6.0%	3
Asda, Larchwood Ave, Bedhampton, Havant (Walmart Asda)	1.4%	14	0.0%	0	7.3%	4	0.0%	0	2.0%	1	4.0%	2	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	1.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	2	3.3%	2	2.2%	1	2.2%	1	0.0%	0	0.0%	0
Leigh Park Shopping Centre	1.2%	12	10.0%	2	1.8%	1	4.4%	2	8.0%	4	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Emsworth Village Centre	1.2%	12	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes Extra, Central Retail Park, 12 Park Way, Havant	1.0%	10	0.0%	0	1.8%	1	2.2%	1	2.0%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickham village, Fareham	1.0%	10	0.0%	0	1.8%	1	2.2%	1	2.0%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	2
Drayton town centre	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portsmouth, Cosham	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chichester City Centre	0.7%	7	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Mud Island Nurseries, Southwick Road, Wickham	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wilkinsons, The Meridian Centre, Havant	0.5%	5	0.0%	0	3.6%	2	4.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fareham Town Centre	0.5%	5	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Titchfield town centre	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Petersfield Town Centre	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portsmouth, Fratton	0.4%	4	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Portsmouth, Commercial Road/Cascades	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, High Street, Cosham	0.4%	4	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Golby's Garden Centre, Tollgate Way, Northampton	0.4%	4	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Waterlooville Town Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	4.0%	2		2

Havant Borough Council Telephone Household Survey for Nathaniel Lichfield & Partners

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Clanfield, Waterlooville	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westbourne village, Portsmouth	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Ocean Retail Park, Dundas Lane, Burrfields Road, Portsmouth	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0
Portchester Shopping Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southsea Shopping Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	1	2.2%	1
Abbey Garden Centre, Mill Lane, Titchfield	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Southampton City Centre	0.1%	1	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bosham Garden Centre, Main Road, Fishbourne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farlington town centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portsmouth, Port Solent	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ocean Retail Park, Dundas Lane, Burrfields Road, Portsmouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Homebase, Fitzherbert Road, Farlington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hayling Island town centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Unit 4/5 Central Retail Park, 12 Park Way, Havant	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Clement Attlee Way, Port Solent	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Linconshire	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0
Argos, Gallagher Retail Park, Waterlooville	0.1%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
B&Q, Southampton Road, Titchfield, Fareham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1
Cowplain Shopping Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1
Denmead, Waterlooville	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hayling Hardware, Elm Grove, Hayling Island	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Forest Lodge Garden Centre, Holt Pound, Farnham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Focus Do It All, Waterlooville	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bordon village, Hampshire	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stansted Park Garden Centre, Rowland's Castle	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winchester City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't regularly buy these kind of goods)	14.9%	150	25.0%	5	9.1%	5	11.1%	5	18.0%	9	16.0%	8
(Don't know / can't)	4.5%	45	10.0%	2	0.0%	0	2.2%	1	2.0%	1	4.0%	2

Havant Borough Council Telephone Household Survey for Nathaniel Lichfield & Partners

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
remember)												
Weighted base:	1002	22	54	47	50	53	40	58	43	45	50	48
Sample:	1002	20	55	45	50	50	40	61	45	45	50	50

Havant Borough Council Telephone Household Survey for Nathaniel Lichfield & Partners

Weighted:

September 2008

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
Q12 Which location did your household last buy chemist, health and beauty items ?																								
Waterlooville Town Centre	18.0%	180	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	2.5%	1	44.3%	26	44.4%	19	73.3%	33	44.0%	22	46.0%	22
Havant Town Centre	17.7%	177	85.0%	18	69.1%	37	40.0%	19	26.0%	13	48.0%	25	0.0%	0	6.6%	4	4.4%	2	6.7%	3	2.0%	1	2.0%	1
Asda, Larchwood Ave, Bedhampton, Havant (Walmart Asda)	7.3%	73	5.0%	1	5.5%	3	4.4%	2	24.0%	12	12.0%	6	7.5%	3	21.3%	12	15.6%	7	2.2%	1	8.0%	4	2.0%	1
Portsmouth, Cosham	6.6%	66	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.0%	6	3.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leigh Park Shopping Centre	4.2%	43	0.0%	0	5.5%	3	37.8%	18	34.0%	17	6.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mengham/Gable Head (Hayling Island) Shopping Centre	4.2%	42	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portsmouth, Commercial Road/Cascades	3.9%	39	0.0%	0	3.6%	2	4.4%	2	2.0%	1	0.0%	0	15.0%	6	3.3%	2	4.4%	2	2.2%	1	2.0%	1	4.0%	2
Emsworth Village Centre	3.7%	37	0.0%	0	3.6%	2	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	4.4%	2	0.0%	0	0.0%	0	0.0%	0
Cowplain Shopping Centre	3.0%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	2	4.4%	2	30.0%	15	2.0%	1
Hordean Village Centre	2.9%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	2	6.0%	3
Chichester City Centre	2.6%	26	0.0%	0	3.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	4.4%	2	2.2%	1	2.0%	1	0.0%	0
Internet / delivered	2.0%	20	0.0%	0	0.0%	0	0.0%	0	4.0%	2	0.0%	0	7.5%	3	0.0%	0	2.2%	1	0.0%	0	2.0%	1	2.0%	1
Farlington town centre	1.6%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	12.5%	5	3.3%	2	0.0%	0	2.2%	1	0.0%	0	0.0%	0
Drayton town centre	1.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Clement Attlee Way, Port Solent	1.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	2.0%	1
Sainsburys, Broadcut, Fareham	1.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.0%	8
Sainsburys, Fitzherbert Road, Farlington	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	5.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portchester Shopping Centre	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portsmouth, Bedhampton	0.9%	9	0.0%	0	0.0%	0	2.2%	1	0.0%	0	16.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Paulsgrove Shopping Centre	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fareham Town Centre	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Petersfield Town Centre	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	2.0%	1
Portsmouth, Port Solent	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clanfield, Waterlooville	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southsea Shopping Centre	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1
Portsmouth, North End	0.4%	4	0.0%	0	0.0%	0	4.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southampton City Centre	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Langstone Harbour, Solent Road, Havant	0.4%	4	0.0%	0	3.6%	2	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Asda, Portland Road, Waterlooville	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	2.2%	1	0.0%	0	0.0%	0	2.0%	1
Wickham village, Fareham	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westbourne village, Portsmouth	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rowlands Pharmacy, Clanfield village, Waterlooville	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Havant Borough Council Telephone Household Survey for Nathaniel Lichfield & Partners

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Portsmouth, Gun Wharf Quays	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hayling Island town centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, High Street, Cosham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crookhorn village, Waterlooville	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portsmouth, Fratton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0
Winchester City Centre	0.1%	1	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southbourne village centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alliance Pharmacy, Church Corner House, Main Road, Southbourne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harrods, Central London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Fishbourne Road East, Chichester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lloyds Pharmacy, High St, Cosham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle city centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1
Gosport Town Centre	0.1%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Boots, High Street, Petersfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1
Morrisons, Lakesmere Road, Horndean, Waterlooville	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1
Hedge End Retail Park	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Purbrook village centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
(Don't regularly buy these kind of goods)	4.3%	43	5.0%	1	1.8%	1	4.4%	2	6.0%	3	10.0%	5
(Don't know / can't remember)	2.0%	20	0.0%	0	0.0%	0	0.0%	0	2.0%	1	2.0%	1
Weighted base:	1002	22	54	47	50	53	40	58	43	45	50	48
Sample:	1002	20	55	45	50	50	40	61	45	45	50	50

Havant Borough Council Telephone Household Survey for Nathaniel Lichfield & Partners

Weighted:

September 2008

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
Q13 Which location did your household last buy other non-food items such as books, CD's, toys and gifts ?																								
Internet / delivered	18.4%	185	15.0%	3	5.5%	3	13.3%	6	6.0%	3	18.0%	9	22.5%	9	18.0%	11	26.7%	12	15.6%	7	16.0%	8	24.0%	11
Havant Town Centre	11.6%	117	35.0%	8	30.9%	17	33.3%	16	24.0%	12	34.0%	18	2.5%	1	4.9%	3	2.2%	1	4.4%	2	0.0%	0	0.0%	0
Portsmouth, Commercial Road/Cascades	11.1%	112	10.0%	2	12.7%	7	2.2%	1	6.0%	3	8.0%	4	22.5%	9	6.6%	4	6.7%	3	13.3%	6	8.0%	4	10.0%	5
Waterlooville Town Centre	10.3%	104	0.0%	0	1.8%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0	24.6%	14	20.0%	9	42.2%	19	26.0%	13	32.0%	15
Asda, Larchwood Ave, Bedhampton, Havant (Walmart Asda)	7.7%	77	10.0%	2	20.0%	11	11.1%	5	26.0%	13	10.0%	5	2.5%	1	14.8%	9	15.6%	7	4.4%	2	2.0%	1	2.0%	1
Chichester City Centre	5.0%	50	0.0%	0	10.9%	6	2.2%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	6.7%	3	4.0%	2	2.0%	1
Portsmouth, Cosham	2.3%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fareham Town Centre	2.1%	21	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	2.5%	1	4.9%	3	0.0%	0	2.2%	1	2.0%	1	4.0%	2
Leigh Park Shopping Centre	1.3%	13	0.0%	0	1.8%	1	15.6%	7	8.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mengham/Gable Head (Hayling Island) Shopping Centre	1.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Clement Attlee Way, Port Solent	1.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Petersfield Town Centre	1.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portsmouth, Port Solent	1.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southsea Shopping Centre	1.1%	11	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	2.5%	1	1.6%	1	0.0%	0	2.2%	1	0.0%	0	6.0%	3
Portsmouth, Gun Wharf Quays	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	4.4%	2	0.0%	0	2.0%	1	0.0%	0
Southampton City Centre	0.7%	7	0.0%	0	1.8%	1	2.2%	1	0.0%	0	0.0%	0	5.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Emsworth Village Centre	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ocean Retail Park, Dundas Lane, Burrfields Road, Portsmouth	0.5%	5	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hordean Village Centre	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farlington town centre	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	5.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cowplain Shopping Centre	0.4%	4	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	2	0.0%	0
Sainsburys, Fitzherbert Road, Farlington	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Gloucestershire	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Central London	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Portsmouth, Fratton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portchester Shopping Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toys R Us, Ocean Retail Park, Dundas Lane, Burrfields Road, Portsmouth	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Winchester City Centre	0.2%	2	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Langstone Harbour, Solent Road, Havant	0.2%	2	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons, Lakesmere Road, Hordean, Waterlooville	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0

Havant Borough Council Telephone Household Survey for Nathaniel Lichfield & Partners

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Stansted Park Garden Centre, Rowland's Castle	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southbourne shopping centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gatwick Airport	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lyndhurst, New Forest	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Whiteley Village	0.1%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0
Tesco, Leigh Park, Havant	0.1%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0
Hedge End Retail Park	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackwells, Cambridge Road, Portsmouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gosport Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Portsmouth, North End	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Crasswell St, Portsmouth	0.1%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Tesco, High Street, Cosham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stratford upon Avon town centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1
Morrisons, Eastern Road, Portsmouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Asda, Portland Road, Waterlooville	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Sidmouth town centre, Devon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Whiteley Way, Fareham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't regularly buy these kind of goods)	13.4%	134	20.0%	4	9.1%	5	6.7%	3	16.0%	8	22.0%	12
(Don't know / can't remember)	3.0%	30	5.0%	1	1.8%	1	6.7%	3	4.0%	2	2.0%	1
Weighted base:	1002		22		54		47		50		53	
Sample:	1002		20		55		45		50		50	

Q14 Where is your nearest centre?

Cowplain District Centre	2.9%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	32.0%	16	0.0%	0
Emsworth District Centre	4.6%	46	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Havant Town Centre	28.9%	289	100.0%	22	85.5%	46	60.0%	28	64.0%	32	84.0%	44	32.5%	13	3.3%	2	0.0%	0	0.0%	0	0.0%	0
Leigh Park District Centre	3.5%	35	0.0%	0	3.6%	2	31.1%	14	22.0%	11	10.0%	5	5.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mengham/Gable Head District Centre	1.9%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waterlooville Town Centre	29.7%	297	0.0%	0	0.0%	0	0.0%	0	4.0%	2	0.0%	0	5.0%	2	67.2%	39	86.7%	38	97.8%	44	66.0%	33
Other	28.6%	286	0.0%	0	10.9%	6	8.9%	4	10.0%	5	2.0%	1	57.5%	23	29.5%	17	11.1%	5	2.2%	1	2.0%	1
Weighted base:	1002		22		54		47		50		53		40		58		43		45		50	
Sample:	1002		20		55		45		50		50		40		61		45		45		50	

Havant Borough Council Telephone Household Survey for Nathaniel Lichfield & Partners

Weighted:

September 2008

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
mean score: (Good=1,Average=0,Poor=-1)																								
Q15 How would you rate the following aspects in relation to (THE CENTRE MENTIONED IN Q14)?																								
<i>Those who did not say 'other' at Q14</i>																								
Range of Food Shops																								
Good	37.8%	270	40.0%	9	42.9%	21	36.6%	16	35.6%	16	20.4%	11	23.5%	4	44.2%	18	30.0%	12	36.4%	16	36.7%	18	36.2%	16
Average	43.4%	310	45.0%	10	46.9%	23	34.1%	14	33.3%	15	53.1%	27	29.4%	5	39.5%	16	50.0%	19	47.7%	21	59.2%	29	48.9%	22
Poor	15.9%	114	10.0%	2	10.2%	5	26.8%	11	28.9%	13	24.5%	13	17.6%	3	14.0%	6	17.5%	7	15.9%	7	4.1%	2	12.8%	6
(Don't Know)	3.0%	21	5.0%	1	0.0%	0	2.4%	1	2.2%	1	2.0%	1	29.4%	5	2.3%	1	2.5%	1	0.0%	0	0.0%	0	2.1%	1
Mean:		0.23	0.32	0.33	0.10	0.07	-0.04	0.08	0.31	0.13	0.21	0.33	0.24											
Weighted base:		716	22	48	42	45	51	17	41	39	44	49	45											
Sample:		713	20	49	41	45	49	17	43	40	44	49	47											
Range of Non-Food Shops																								
Good	26.9%	192	15.0%	3	24.5%	12	17.1%	7	28.9%	13	14.3%	7	35.3%	6	44.2%	18	37.5%	14	29.5%	13	12.2%	6	25.5%	11
Average	45.0%	322	45.0%	10	44.9%	22	41.5%	18	44.4%	20	55.1%	28	29.4%	5	41.9%	17	32.5%	13	45.5%	20	55.1%	27	51.1%	23
Poor	24.8%	177	35.0%	8	28.6%	14	39.0%	17	24.4%	11	28.6%	15	11.8%	2	11.6%	5	30.0%	12	25.0%	11	30.6%	15	21.3%	10
(Don't Know)	3.3%	24	5.0%	1	2.0%	1	2.4%	1	2.2%	1	2.0%	1	23.5%	4	2.3%	1	0.0%	0	0.0%	0	2.0%	1	2.1%	1
Mean:		0.02	-0.21	-0.04	-0.23	0.05	-0.15	0.31	0.33	0.08	0.05	-0.19	0.04											
Weighted base:		716	22	48	42	45	51	17	41	39	44	49	45											
Sample:		713	20	49	41	45	49	17	43	40	44	49	47											
Quality of Goods																								
Good	44.2%	316	25.0%	5	42.9%	21	31.7%	13	62.2%	28	40.8%	21	29.4%	5	58.1%	24	42.5%	16	29.5%	13	38.8%	19	34.0%	15
Average	45.0%	322	65.0%	14	51.0%	24	53.7%	23	35.6%	16	49.0%	25	41.2%	7	34.9%	14	47.5%	18	56.8%	25	61.2%	30	44.7%	20
Poor	7.3%	52	5.0%	1	4.1%	2	12.2%	5	2.2%	1	8.2%	4	5.9%	1	2.3%	1	10.0%	4	11.4%	5	0.0%	0	17.0%	8
(Don't Know)	3.5%	25	5.0%	1	2.0%	1	2.4%	1	0.0%	0	2.0%	1	23.5%	4	4.7%	2	0.0%	0	2.3%	1	0.0%	0	4.3%	2
Mean:		0.38	0.21	0.40	0.20	0.60	0.33	0.31	0.59	0.33	0.19	0.39	0.18											
Weighted base:		716	22	48	42	45	51	17	41	39	44	49	45											
Sample:		713	20	49	41	45	49	17	43	40	44	49	47											

Havant Borough Council Telephone Household Survey for Nathaniel Lichfield & Partners

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
Price of Goods																								
Good	26.4%	189	15.0%	3	34.7%	17	19.5%	8	31.1%	14	18.4%	9	17.6%	3	48.8%	20	27.5%	11	15.9%	7	24.5%	12	29.8%	13
Average	62.9%	450	75.0%	16	63.3%	30	70.7%	30	60.0%	27	69.4%	36	52.9%	9	41.9%	17	65.0%	25	79.5%	35	71.4%	35	61.7%	28
Poor	6.0%	43	5.0%	1	2.0%	1	7.3%	3	6.7%	3	8.2%	4	5.9%	1	4.7%	2	7.5%	3	2.3%	1	4.1%	2	4.3%	2
(Don't Know)	4.8%	34	5.0%	1	0.0%	0	2.4%	1	2.2%	1	4.1%	2	23.5%	4	4.7%	2	0.0%	0	2.3%	1	0.0%	0	4.3%	2
Mean:		0.21		0.11		0.33		0.13		0.25		0.11		0.15		0.46		0.20		0.14		0.20		0.27
Weighted base:		716		22		48		42		45		51		17		41		39		44		49		45
Sample:		713		20		49		41		45		49		17		43		40		44		49		47
Access by Car																								
Good	57.4%	411	50.0%	11	59.2%	28	56.1%	24	66.7%	30	44.9%	23	52.9%	9	67.4%	28	75.0%	29	50.0%	22	49.0%	24	53.2%	24
Average	21.7%	155	15.0%	3	14.3%	7	29.3%	12	15.6%	7	22.4%	12	17.6%	3	11.6%	5	17.5%	7	15.9%	7	32.7%	16	25.5%	11
Poor	12.2%	87	20.0%	4	16.3%	8	9.8%	4	6.7%	3	10.2%	5	0.0%	0	18.6%	8	7.5%	3	31.8%	14	12.2%	6	12.8%	6
(Don't Know)	8.7%	62	15.0%	3	10.2%	5	4.9%	2	11.1%	5	22.4%	12	29.4%	5	2.3%	1	0.0%	0	2.3%	1	6.1%	3	8.5%	4
Mean:		0.50		0.35		0.48		0.49		0.68		0.45		0.75		0.50		0.68		0.19		0.39		0.44
Weighted base:		716		22		48		42		45		51		17		41		39		44		49		45
Sample:		713		20		49		41		45		49		17		43		40		44		49		47
Car Parking																								
Good	49.2%	352	30.0%	7	49.0%	24	39.0%	17	48.9%	22	44.9%	23	52.9%	9	58.1%	24	50.0%	19	45.5%	20	51.0%	25	51.1%	23
Average	19.0%	136	5.0%	1	22.4%	11	14.6%	6	24.4%	11	14.3%	7	5.9%	1	14.0%	6	30.0%	12	13.6%	6	28.6%	14	19.1%	9
Poor	22.7%	163	45.0%	10	20.4%	10	39.0%	17	15.6%	7	16.3%	8	5.9%	1	25.6%	11	20.0%	8	38.6%	17	12.2%	6	21.3%	10
(Don't Know)	9.0%	65	20.0%	4	8.2%	4	7.3%	3	11.1%	5	24.5%	13	35.3%	6	2.3%	1	0.0%	0	2.3%	1	8.2%	4	8.5%	4
Mean:		0.29		-0.19		0.31		0.00		0.38		0.38		0.73		0.33		0.30		0.07		0.42		0.33
Weighted base:		716		22		48		42		45		51		17		41		39		44		49		45
Sample:		713		20		49		41		45		49		17		43		40		44		49		47
Access by bus or train																								
Good	44.8%	321	80.0%	17	44.9%	22	53.7%	23	71.1%	32	55.1%	28	47.1%	8	51.2%	21	12.5%	5	22.7%	10	32.7%	16	48.9%	22
Average	13.3%	95	0.0%	0	8.2%	4	17.1%	7	4.4%	2	12.2%	6	0.0%	0	11.6%	5	17.5%	7	15.9%	7	26.5%	13	12.8%	6
Poor	8.8%	63	0.0%	0	6.1%	3	7.3%	3	4.4%	2	8.2%	4	0.0%	0	4.7%	2	22.5%	9	9.1%	4	14.3%	7	17.0%	8
(Don't Know)	33.2%	237	20.0%	4	40.8%	20	22.0%	9	20.0%	9	24.5%	13	52.9%	9	32.6%	13	47.5%	18	52.3%	23	26.5%	13	21.3%	10
Mean:		0.54		1.00		0.66		0.59		0.83		0.62		1.00		0.69		-0.19		0.29		0.25		0.41
Weighted base:		716		22		48		42		45		51		17		41		39		44		49		45
Sample:		713		20		49		41		45		49		17		43		40		44		49		47

Havant Borough Council Telephone Household Survey for Nathaniel Lichfield & Partners

Weighted:

September 2008

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
Access by cycle																								
Good	44.6%	319	75.0%	16	53.1%	25	51.2%	22	44.4%	20	34.7%	18	23.5%	4	62.8%	26	52.5%	20	56.8%	25	28.6%	14	31.9%	14
Average	10.0%	72	0.0%	0	10.2%	5	14.6%	6	8.9%	4	10.2%	5	5.9%	1	9.3%	4	15.0%	6	6.8%	3	14.3%	7	14.9%	7
Poor	6.3%	45	0.0%	0	4.1%	2	0.0%	0	11.1%	5	4.1%	2	0.0%	0	0.0%	0	5.0%	2	4.5%	2	10.2%	5	17.0%	8
(Don't Know)	39.2%	280	25.0%	5	32.7%	16	34.1%	14	35.6%	16	51.0%	26	70.6%	12	27.9%	12	27.5%	11	31.8%	14	46.9%	23	36.2%	16
Mean:		0.63	1.00		0.73		0.78		0.52		0.63		0.80		0.87		0.66		0.77		0.35		0.23	
Weighted base:		716		22		48		42		45		51		17		41		39		44		49		45
Sample:		713		20		49		41		45		49		17		43		40		44		49		47
Access by foot																								
Good	54.8%	392	95.0%	21	61.2%	29	70.7%	30	57.8%	26	59.2%	30	11.8%	2	74.4%	31	80.0%	31	79.5%	35	49.0%	24	38.3%	17
Average	12.9%	92	0.0%	0	12.2%	6	17.1%	7	17.8%	8	16.3%	8	5.9%	1	7.0%	3	15.0%	6	6.8%	3	26.5%	13	19.1%	9
Poor	5.7%	41	0.0%	0	0.0%	0	0.0%	0	6.7%	3	4.1%	2	11.8%	2	4.7%	2	0.0%	0	2.3%	1	6.1%	3	6.4%	3
(Don't Know)	26.6%	190	5.0%	1	26.5%	13	12.2%	5	17.8%	8	20.4%	11	70.6%	12	14.0%	6	5.0%	2	11.4%	5	18.4%	9	36.2%	16
Mean:		0.67	1.00		0.83		0.81		0.62		0.69		0.00		0.81		0.84		0.87		0.53		0.50	
Weighted base:		716		22		48		42		45		51		17		41		39		44		49		45
Sample:		713		20		49		41		45		49		17		43		40		44		49		47
Recreational Facilities																								
Good	19.7%	141	10.0%	2	20.4%	10	31.7%	13	22.2%	10	30.6%	16	11.8%	2	14.0%	6	7.5%	3	15.9%	7	8.2%	4	31.9%	14
Average	25.7%	184	45.0%	10	32.7%	16	19.5%	8	28.9%	13	24.5%	13	17.6%	3	23.3%	10	32.5%	13	38.6%	17	24.5%	12	23.4%	11
Poor	32.4%	232	30.0%	7	36.7%	18	34.1%	14	33.3%	15	26.5%	14	11.8%	2	44.2%	18	42.5%	16	40.9%	18	38.8%	19	23.4%	11
(Don't Know)	22.2%	159	15.0%	3	10.2%	5	14.6%	6	15.6%	7	18.4%	9	58.8%	10	18.6%	8	17.5%	7	4.5%	2	28.6%	14	21.3%	10
Mean:		-0.16	-0.24		-0.18		-0.03		-0.13		0.05		0.00		-0.37		-0.42		-0.26		-0.43		0.11	
Weighted base:		716		22		48		42		45		51		17		41		39		44		49		45
Sample:		713		20		49		41		45		49		17		43		40		44		49		47
Restaurants/Fast Food Facilities																								
Good	33.5%	240	30.0%	7	40.8%	20	39.0%	17	40.0%	18	30.6%	16	11.8%	2	34.9%	14	22.5%	9	18.2%	8	30.6%	15	34.0%	15
Average	27.0%	193	35.0%	8	24.5%	12	19.5%	8	20.0%	9	28.6%	15	29.4%	5	20.9%	9	37.5%	14	34.1%	15	34.7%	17	34.0%	15
Poor	21.6%	154	20.0%	4	16.3%	8	26.8%	11	26.7%	12	26.5%	14	5.9%	1	32.6%	13	30.0%	12	40.9%	18	6.1%	3	19.1%	9
(Don't Know)	17.9%	128	15.0%	3	18.4%	9	14.6%	6	13.3%	6	14.3%	7	52.9%	9	11.6%	5	10.0%	4	6.8%	3	28.6%	14	12.8%	6
Mean:		0.15	0.12		0.30		0.14		0.15		0.05		0.13		0.03		-0.08		-0.24		0.34		0.17	
Weighted base:		716		22		48		42		45		51		17		41		39		44		49		45
Sample:		713		20		49		41		45		49		17		43		40		44		49		47

Havant Borough Council Telephone Household Survey for Nathaniel Lichfield & Partners

Weighted:

September 2008

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Moving around on Foot																								
Good	76.1%	545	85.0%	18	69.4%	33	78.0%	33	84.4%	38	65.3%	34	58.8%	10	88.4%	36	72.5%	28	77.3%	34	71.4%	35	78.7%	35
Average	17.0%	122	5.0%	1	26.5%	13	19.5%	8	11.1%	5	26.5%	14	11.8%	2	9.3%	4	20.0%	8	18.2%	8	22.4%	11	14.9%	7
Poor	2.4%	17	5.0%	1	2.0%	1	2.4%	1	2.2%	1	4.1%	2	5.9%	1	0.0%	0	2.5%	1	0.0%	0	2.0%	1	4.3%	2
(Don't Know)	4.5%	32	5.0%	1	2.0%	1	0.0%	0	2.2%	1	4.1%	2	23.5%	4	2.3%	1	5.0%	2	4.5%	2	4.1%	2	2.1%	1
Mean:		0.77		0.84		0.69		0.76		0.84		0.64		0.69		0.91		0.74		0.81		0.72		0.76
Weighted base:		716		22		48		42		45		51		17		41		39		44		49		45
Sample:		713		20		49		41		45		49		17		43		40		44		49		47
Appearance and Character																								
Good	38.6%	276	20.0%	4	36.7%	18	29.3%	12	33.3%	15	42.9%	22	5.9%	1	41.9%	17	42.5%	16	22.7%	10	36.7%	18	36.2%	16
Average	38.0%	272	40.0%	9	40.8%	20	34.1%	14	53.3%	24	34.7%	18	52.9%	9	39.5%	16	35.0%	13	38.6%	17	53.1%	26	34.0%	15
Poor	20.9%	149	35.0%	8	20.4%	10	36.6%	16	13.3%	6	20.4%	11	11.8%	2	16.3%	7	22.5%	9	38.6%	17	10.2%	5	23.4%	11
(Don't Know)	2.6%	19	5.0%	1	2.0%	1	0.0%	0	0.0%	0	2.0%	1	29.4%	5	2.3%	1	0.0%	0	0.0%	0	0.0%	0	6.4%	3
Mean:		0.18		-0.16		0.17		-0.07		0.20		0.23		-0.08		0.26		0.20		-0.16		0.27		0.14
Weighted base:		716		22		48		42		45		51		17		41		39		44		49		45
Sample:		713		20		49		41		45		49		17		43		40		44		49		47
Freedom from Noise and Traffic Fumes																								
Good	43.3%	310	5.0%	1	32.7%	16	31.7%	13	35.6%	16	40.8%	21	35.3%	6	60.5%	25	65.0%	25	43.2%	19	36.7%	18	78.7%	35
Average	33.4%	239	60.0%	13	44.9%	22	39.0%	17	33.3%	15	26.5%	14	23.5%	4	30.2%	12	25.0%	10	34.1%	15	44.9%	22	10.6%	5
Poor	19.4%	139	20.0%	4	20.4%	10	26.8%	11	31.1%	14	28.6%	15	11.8%	2	7.0%	3	10.0%	4	22.7%	10	18.4%	9	8.5%	4
(Don't Know)	3.9%	28	15.0%	3	2.0%	1	2.4%	1	0.0%	0	4.1%	2	29.4%	5	2.3%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1
Mean:		0.25		-0.18		0.13		0.05		0.04		0.13		0.33		0.55		0.55		0.21		0.18		0.72
Weighted base:		716		22		48		42		45		51		17		41		39		44		49		45
Sample:		713		20		49		41		45		49		17		43		40		44		49		47
Personal Safety																								
Good	60.8%	435	35.0%	8	53.1%	25	43.9%	19	55.6%	25	53.1%	27	52.9%	9	65.1%	27	80.0%	31	45.5%	20	69.4%	34	72.3%	32
Average	30.4%	217	55.0%	12	36.7%	18	43.9%	19	37.8%	17	36.7%	19	23.5%	4	30.2%	12	15.0%	6	45.5%	20	28.6%	14	21.3%	10
Poor	5.3%	38	5.0%	1	10.2%	5	12.2%	5	4.4%	2	6.1%	3	0.0%	0	2.3%	1	5.0%	2	9.1%	4	2.0%	1	2.1%	1
(Don't Know)	3.5%	25	5.0%	1	0.0%	0	0.0%	0	2.2%	1	4.1%	2	23.5%	4	2.3%	1	0.0%	0	0.0%	0	0.0%	0	4.3%	2
Mean:		0.58		0.32		0.43		0.32		0.52		0.49		0.69		0.64		0.75		0.36		0.67		0.73
Weighted base:		716		22		48		42		45		51		17		41		39		44		49		45
Sample:		713		20		49		41		45		49		17		43		40		44		49		47

Havant Borough Council Telephone Household Survey for Nathaniel Lichfield & Partners

Weighted:

September 2008

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
Public Toilet Facilities																								
Good	18.4%	132	0.0%	0	10.2%	5	26.8%	11	33.3%	15	14.3%	7	0.0%	0	18.6%	8	15.0%	6	15.9%	7	12.2%	6	17.0%	8
Average	22.1%	159	20.0%	4	22.4%	11	29.3%	12	22.2%	10	32.7%	17	5.9%	1	20.9%	9	10.0%	4	31.8%	14	28.6%	14	21.3%	10
Poor	38.1%	273	60.0%	13	51.0%	24	31.7%	13	33.3%	15	30.6%	16	29.4%	5	46.5%	19	55.0%	21	40.9%	18	38.8%	19	46.8%	21
(Don't Know)	21.3%	152	20.0%	4	16.3%	8	12.2%	5	11.1%	5	22.4%	12	64.7%	11	14.0%	6	20.0%	8	11.4%	5	20.4%	10	14.9%	7
Mean:		-0.25		-0.75		-0.49		-0.06		0.00		-0.21		-0.83		-0.32		-0.50		-0.28		-0.33		-0.35
Weighted base:		716		22		48		42		45		51		17		41		39		44		49		45
Sample:		713		20		49		41		45		49		17		43		40		44		49		47
Opening Hours																								
Good	48.1%	345	40.0%	9	38.8%	19	39.0%	17	57.8%	26	44.9%	23	23.5%	4	58.1%	24	45.0%	17	47.7%	21	44.9%	22	59.6%	27
Average	42.8%	306	50.0%	11	49.0%	24	53.7%	23	37.8%	17	44.9%	23	41.2%	7	32.6%	13	42.5%	16	43.2%	19	51.0%	25	36.2%	16
Poor	4.6%	33	5.0%	1	8.2%	4	2.4%	1	4.4%	2	8.2%	4	5.9%	1	4.7%	2	10.0%	4	9.1%	4	0.0%	0	0.0%	0
(Don't Know)	4.4%	32	5.0%	1	4.1%	2	4.9%	2	0.0%	0	2.0%	1	29.4%	5	4.7%	2	2.5%	1	0.0%	0	4.1%	2	4.3%	2
Mean:		0.46		0.37		0.32		0.39		0.53		0.38		0.25		0.56		0.36		0.39		0.47		0.62
Weighted base:		716		22		48		42		45		51		17		41		39		44		49		45
Sample:		713		20		49		41		45		49		17		43		40		44		49		47
Disabled Facilities																								
Good	20.5%	147	10.0%	2	10.2%	5	29.3%	12	33.3%	15	8.2%	4	5.9%	1	30.2%	12	5.0%	2	20.5%	9	16.3%	8	23.4%	11
Average	20.6%	147	25.0%	5	32.7%	16	17.1%	7	13.3%	6	26.5%	14	11.8%	2	14.0%	6	15.0%	6	29.5%	13	24.5%	12	25.5%	11
Poor	8.4%	60	10.0%	2	10.2%	5	9.8%	4	13.3%	6	6.1%	3	5.9%	1	4.7%	2	2.5%	1	6.8%	3	10.2%	5	21.3%	10
(Don't Know)	50.5%	362	55.0%	12	46.9%	23	43.9%	19	40.0%	18	59.2%	30	76.5%	13	51.2%	21	77.5%	30	43.2%	19	49.0%	24	29.8%	13
Mean:		0.25		0.00		0.00		0.35		0.33		0.05		0.00		0.52		0.11		0.24		0.12		0.03
Weighted base:		716		22		48		42		45		51		17		41		39		44		49		45
Sample:		713		20		49		41		45		49		17		43		40		44		49		47
Facilities for Parents																								
Good	16.7%	120	5.0%	1	10.2%	5	22.0%	9	26.7%	12	14.3%	7	23.5%	4	18.6%	8	12.5%	5	15.9%	7	8.2%	4	19.1%	9
Average	20.3%	145	25.0%	5	28.6%	14	17.1%	7	22.2%	10	14.3%	7	5.9%	1	20.9%	9	17.5%	7	36.4%	16	18.4%	9	21.3%	10
Poor	9.3%	66	10.0%	2	16.3%	8	12.2%	5	13.3%	6	8.2%	4	0.0%	0	11.6%	5	5.0%	2	13.6%	6	4.1%	2	8.5%	4
(Don't Know)	53.8%	385	60.0%	13	44.9%	22	48.8%	21	37.8%	17	63.3%	33	70.6%	12	48.8%	20	65.0%	25	34.1%	15	69.4%	34	51.1%	23
Mean:		0.16		-0.13		-0.11		0.19		0.21		0.17		0.80		0.14		0.21		0.03		0.13		0.22
Weighted base:		716		22		48		42		45		51		17		41		39		44		49		45
Sample:		713		20		49		41		45		49		17		43		40		44		49		47

Havant Borough Council Telephone Household Survey for Nathaniel Lichfield & Partners

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
Banks and Building Societies																								
Good	76.4%	547	85.0%	18	79.6%	38	63.4%	27	75.6%	34	69.4%	36	58.8%	10	88.4%	36	82.5%	32	77.3%	34	63.3%	31	91.5%	41
Average	17.3%	124	10.0%	2	20.4%	10	26.8%	11	22.2%	10	20.4%	11	11.8%	2	9.3%	4	12.5%	5	18.2%	8	34.7%	17	6.4%	3
Poor	2.7%	19	0.0%	0	0.0%	0	9.8%	4	2.2%	1	6.1%	3	0.0%	0	0.0%	0	5.0%	2	4.5%	2	0.0%	0	0.0%	0
(Don't Know)	3.7%	26	5.0%	1	0.0%	0	0.0%	0	0.0%	0	4.1%	2	29.4%	5	2.3%	1	0.0%	0	0.0%	0	2.0%	1	2.1%	1
Mean:		0.77	0.90	0.80	0.54	0.73	0.66	0.83	0.91	0.78	0.73	0.65	0.94											
Weighted base:		716	22	48	42	45	51	17	41	39	44	49	45											
Sample:		713	20	49	41	45	49	17	43	40	44	49	47											
Estate Agents and Other Office Uses																								
Good	63.4%	454	75.0%	16	53.1%	25	41.5%	18	55.6%	25	46.9%	24	41.2%	7	88.4%	36	62.5%	24	65.9%	29	65.3%	32	80.9%	36
Average	16.2%	116	15.0%	3	28.6%	14	17.1%	7	20.0%	9	16.3%	8	0.0%	0	7.0%	3	25.0%	10	15.9%	7	24.5%	12	8.5%	4
Poor	4.3%	31	5.0%	1	0.0%	0	12.2%	5	15.6%	7	8.2%	4	0.0%	0	0.0%	0	0.0%	0	4.5%	2	2.0%	1	0.0%	0
(Don't Know)	16.1%	115	5.0%	1	18.4%	9	29.3%	12	8.9%	4	28.6%	15	58.8%	10	4.7%	2	12.5%	5	13.6%	6	8.2%	4	10.6%	5
Mean:		0.71	0.74	0.65	0.41	0.44	0.54	1.00	0.93	0.71	0.71	0.69	0.91											
Weighted base:		716	22	48	42	45	51	17	41	39	44	49	45											
Sample:		713	20	49	41	45	49	17	43	40	44	49	47											

Havant Borough Council Telephone Household Survey for Nathaniel Lichfield & Partners

Weighted:

September 2008

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
Q16 What items, if any, do you regularly buy on the internet?																								
Nothing	49.5%	496	60.0%	13	47.3%	25	64.4%	30	52.0%	26	68.0%	36	47.5%	19	62.3%	36	28.9%	13	42.2%	19	62.0%	31	58.0%	28
Groceries	5.6%	56	0.0%	0	3.6%	2	2.2%	1	6.0%	3	6.0%	3	5.0%	2	8.2%	5	6.7%	3	8.9%	4	2.0%	1	4.0%	2
Clothes and Shoes	13.4%	135	10.0%	2	7.3%	4	2.2%	1	24.0%	12	4.0%	2	17.5%	7	11.5%	7	11.1%	5	17.8%	8	4.0%	2	14.0%	7
Domestic Electrical Appliances	7.1%	72	5.0%	1	16.4%	9	2.2%	1	4.0%	2	0.0%	0	12.5%	5	9.8%	6	15.6%	7	8.9%	4	4.0%	2	4.0%	2
Electrical TV, Hi-Fi and Computers	14.4%	144	10.0%	2	21.8%	12	6.7%	3	12.0%	6	10.0%	5	7.5%	3	8.2%	5	13.3%	6	28.9%	13	20.0%	10	8.0%	4
Furniture, Soft Furnishings and Floor Coverings	2.2%	22	0.0%	0	0.0%	0	0.0%	0	4.0%	2	2.0%	1	2.5%	1	9.8%	6	2.2%	1	0.0%	0	0.0%	0	0.0%	0
DIY, Hardware and Homewares	3.1%	31	0.0%	0	5.5%	3	4.4%	2	4.0%	2	0.0%	0	0.0%	0	4.9%	3	0.0%	0	2.2%	1	2.0%	1	0.0%	0
Health and Beauty, Chemist Items	3.0%	30	5.0%	1	1.8%	1	2.2%	1	2.0%	1	0.0%	0	7.5%	3	8.2%	5	2.2%	1	0.0%	0	2.0%	1	0.0%	0
Books, CD's, Toys etc.	30.5%	305	30.0%	7	23.6%	13	13.3%	6	24.0%	12	20.0%	11	35.0%	14	19.7%	12	40.0%	17	40.0%	18	32.0%	16	32.0%	15
Other	1.1%	11	0.0%	0	3.6%	2	0.0%	0	0.0%	0	2.0%	1	2.5%	1	0.0%	0	2.2%	1	0.0%	0	2.0%	1	0.0%	0
Holidays	2.2%	22	0.0%	0	1.8%	1	0.0%	0	0.0%	0	4.0%	2	0.0%	0	0.0%	0	4.4%	2	2.2%	1	0.0%	0	2.0%	1
Travel tickets	1.3%	13	0.0%	0	3.6%	2	2.2%	1	2.0%	1	2.0%	1	0.0%	0	0.0%	0	4.4%	2	0.0%	0	0.0%	0	2.0%	1
Event tickets	0.4%	4	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wine	0.4%	4	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	2.5%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sports Goods	0.7%	7	0.0%	0	3.6%	2	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Arts, Hobby & Crafts	0.7%	7	0.0%	0	0.0%	0	0.0%	0	2.0%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	2.0%	1
Cars/Motor parts	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Jewellery & Watches	0.3%	3	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know)	3.2%	32	0.0%	0	3.6%	2	6.7%	3	0.0%	0	0.0%	0	2.5%	1	0.0%	0	8.9%	4	2.2%	1	2.0%	1	0.0%	0
Weighted base:		1002		22		54		47		50		53		40		58		43		45		50		48
Sample:		1002		20		55		45		50		50		40		61		45		45		50		50
Q17 Do you or your family do any of the following leisure activities?																								
Cinema	55.3%	554	45.0%	10	60.0%	32	37.8%	18	36.0%	18	60.0%	32	57.5%	23	50.8%	30	68.9%	30	73.3%	33	36.0%	18	52.0%	25
Theatre	46.8%	469	30.0%	7	58.2%	31	33.3%	16	34.0%	17	50.0%	26	52.5%	21	44.3%	26	44.4%	19	62.2%	28	30.0%	15	50.0%	24
Pub/bar	48.5%	486	55.0%	12	56.4%	30	57.8%	27	34.0%	17	50.0%	26	40.0%	16	47.5%	28	68.9%	30	42.2%	19	34.0%	17	58.0%	28
Restaurant	75.6%	757	65.0%	14	81.8%	44	66.7%	31	66.0%	33	64.0%	34	85.0%	34	70.5%	41	75.6%	33	84.4%	38	56.0%	28	76.0%	36
Nightclub	8.1%	81	5.0%	1	9.1%	5	8.9%	4	14.0%	7	8.0%	4	15.0%	6	8.2%	5	22.2%	10	4.4%	2	4.0%	2	4.0%	2
Bingo	7.4%	74	0.0%	0	7.3%	4	13.3%	6	18.0%	9	6.0%	3	7.5%	3	6.6%	4	8.9%	4	4.4%	2	4.0%	2	4.0%	2
Health & Fitness club	27.0%	271	30.0%	7	36.4%	20	13.3%	6	14.0%	7	20.0%	11	25.0%	10	34.4%	20	35.6%	15	35.6%	16	18.0%	9	38.0%	18
Tenpin bowling	24.9%	249	15.0%	3	36.4%	20	22.2%	10	22.0%	11	18.0%	9	30.0%	12	36.1%	21	60.0%	26	24.4%	11	10.0%	5	18.0%	9
(None of these)	12.2%	122	15.0%	3	9.1%	5	13.3%	6	16.0%	8	26.0%	14	10.0%	4	16.4%	10	8.9%	4	4.4%	2	26.0%	13	6.0%	3
(Don't know)	0.6%	6	0.0%	0	1.8%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1002		22		54		47		50		53		40		58		43		45		50		48
Sample:		1002		20		55		45		50		50		40		61		45		45		50		50

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Q18 Where did you or your family last visit the cinema?												
<i>Those who said 'cinema' at Q17</i>												
Alton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chichester	13.4%	74	22.2%	2	21.2%	7	5.9%	1	11.1%	2	13.3%	4
Fareham	2.7%	15	0.0%	0	0.0%	0	0.0%	0	6.7%	2	0.0%	0
Gun Wharf Quays, Portsmouth	29.4%	163	22.2%	2	51.5%	17	23.5%	4	27.8%	5	43.3%	14
Portsmouth	5.8%	32	11.1%	1	3.0%	1	23.5%	4	5.6%	1	6.7%	2
Port Solent	45.3%	251	44.4%	4	21.2%	7	47.1%	8	55.6%	10	26.7%	8
Southampton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	1.1%	6	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0
Abroad	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.7%	2
Havant Arts Centre, East Street, Havant	0.7%	4	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0
(Don't know / can't remember)	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	554	10	32	18	18	32	23	30	30	33	18	25
Sample:	555	9	33	17	18	30	23	31	31	33	18	26
Q19 Where did you or your family last visit the Theatre?												
<i>Those who said 'theatre' at Q17</i>												
Havant Arts Centre, East Street, Havant	2.2%	10	16.7%	1	0.0%	0	0.0%	0	8.0%	2	0.0%	0
Station Theatre HIADS, Station Road, Hayling Island	1.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1
Chichester	31.6%	148	50.0%	3	31.3%	10	40.0%	6	23.5%	4	24.0%	6
Fareham	2.1%	10	0.0%	0	3.1%	1	0.0%	0	5.9%	1	4.0%	1
London - West End	21.8%	102	0.0%	0	25.0%	8	20.0%	3	23.5%	4	28.0%	7
Petersfield	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portsmouth	15.4%	72	16.7%	1	6.3%	2	20.0%	3	35.3%	6	8.0%	2
Southampton	15.5%	73	0.0%	0	21.9%	7	13.3%	2	0.0%	0	24.0%	6
Winchester	0.2%	1	16.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	3.4%	16	0.0%	0	6.3%	2	6.7%	1	5.9%	1	0.0%	0
Bournemouth	0.9%	4	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0
Southsea	4.0%	19	0.0%	0	3.1%	1	0.0%	0	0.0%	0	9.5%	2
(Don't know / can't remember)	1.1%	5	0.0%	0	3.1%	1	0.0%	0	4.0%	1	0.0%	0
Weighted base:	469	7	31	16	17	26	21	26	19	28	15	24
Sample:	470	6	32	15	17	25	21	27	20	28	15	25

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Q20 Where did you or your family last visit a pub / bar?																								
<i>Those who said 'Pub/bar' at Q17</i>																								
Portsmouth	22.5%	109	9.1%	1	16.1%	5	19.2%	5	23.5%	4	16.0%	4	37.5%	6	10.3%	3	12.9%	4	36.8%	7	29.4%	5	24.1%	7
Havant Town	10.0%	49	36.4%	4	32.3%	10	15.4%	4	41.2%	7	40.0%	11	0.0%	0	10.3%	3	0.0%	0	0.0%	0	5.9%	1	3.4%	1
Other	10.0%	48	9.1%	1	9.7%	3	7.7%	2	0.0%	0	4.0%	1	25.0%	4	10.3%	3	3.2%	1	10.5%	2	29.4%	5	3.4%	1
Hayling Island	7.5%	37	9.1%	1	0.0%	0	7.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waterlooville Town	7.1%	34	0.0%	0	0.0%	0	0.0%	0	5.9%	1	4.0%	1	0.0%	0	31.0%	9	32.3%	10	26.3%	5	0.0%	0	6.9%	2
Emsworth	5.9%	29	9.1%	1	3.2%	1	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	1	0.0%	0	0.0%	0
Hordean	3.8%	18	0.0%	0	0.0%	0	3.8%	1	0.0%	0	8.0%	2	0.0%	0	10.3%	3	6.5%	2	5.3%	1	0.0%	0	0.0%	0
Denmead	2.8%	13	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	3.2%	1	0.0%	0	0.0%	0	31.0%	9
Chichester	2.7%	13	9.1%	1	9.7%	3	0.0%	0	0.0%	0	0.0%	0	6.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Port Solent	2.4%	12	0.0%	0	3.2%	1	0.0%	0	5.9%	1	0.0%	0	0.0%	0	3.4%	1	12.9%	4	0.0%	0	5.9%	1	0.0%	0
Rowlands Castle	2.2%	11	0.0%	0	0.0%	0	7.7%	2	0.0%	0	8.0%	2	0.0%	0	0.0%	0	6.5%	2	0.0%	0	0.0%	0	0.0%	0
Southsea	1.7%	8	0.0%	0	3.2%	1	7.7%	2	0.0%	0	0.0%	0	6.2%	1	3.4%	1	3.2%	1	0.0%	0	0.0%	0	0.0%	0
Clanfield Village	1.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	1	0.0%	0	10.3%	3
Fareham	1.4%	7	9.1%	1	0.0%	0	3.8%	1	5.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Petersfield	1.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	5.9%	1	0.0%	0
Cowplain	1.2%	6	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	2	0.0%	0	11.8%	2	3.4%	1
London - West End	1.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Charlton Village	1.0%	5	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Langstone Village	1.0%	5	0.0%	0	6.5%	2	0.0%	0	0.0%	0	0.0%	0	6.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cosham	1.0%	5	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	6.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickham	1.0%	5	0.0%	0	0.0%	0	3.8%	1	5.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portchester	0.8%	4	9.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southampton	0.8%	4	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	2
Gunwharf Quays, Portsmouth	0.8%	4	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	5.9%	1	0.0%	0
Leigh Park	0.6%	3	0.0%	0	0.0%	0	11.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bedhampton	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	2	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0
Hilsea	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	2	0.0%	0	0.0%	0	0.0%	0
Purbrook village	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hambledon	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1
Winchester	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1
(Don't know / can't remember)	4.6%	22	0.0%	0	3.2%	1	0.0%	0	11.8%	2	8.0%	2	6.2%	1	3.4%	1	0.0%	0	10.5%	2	5.9%	1	3.4%	1
Weighted base:	486			12		30		27		17		26		16		28		30		19		17		28
Sample:	487			11		31		26		17		25		16		29		31		19		17		29

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Q21 Where did you or your family last visit a restaurant?																								
<i>Those who said 'Restaurant' at Q17</i>																								
Portsmouth	29.0%	219	30.8%	4	22.2%	10	20.0%	6	36.4%	12	46.9%	16	41.2%	14	20.9%	9	20.6%	7	47.4%	18	3.6%	1	26.3%	10
Emsworth	7.4%	56	15.4%	2	8.9%	4	10.0%	3	0.0%	0	3.1%	1	2.9%	1	2.3%	1	0.0%	0	5.3%	2	3.6%	1	0.0%	0
Other	6.8%	52	0.0%	0	0.0%	0	0.0%	0	6.1%	2	9.4%	3	11.8%	4	7.0%	3	2.9%	1	10.5%	4	25.0%	7	15.8%	6
Havant Town	5.5%	41	0.0%	0	24.4%	11	13.3%	4	12.1%	4	9.4%	3	0.0%	0	2.3%	1	0.0%	0	0.0%	0	7.1%	2	2.6%	1
Hayling Island	5.3%	40	0.0%	0	0.0%	0	3.3%	1	6.1%	2	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chichester	4.8%	36	23.1%	3	15.6%	7	3.3%	1	3.0%	1	6.3%	2	2.9%	1	2.3%	1	0.0%	0	0.0%	0	3.6%	1	0.0%	0
Rowlands Castle	3.9%	29	7.7%	1	2.2%	1	20.0%	6	18.2%	6	6.3%	2	0.0%	0	0.0%	0	2.9%	1	2.6%	1	0.0%	0	5.3%	2
Waterlooville Town	3.1%	24	0.0%	0	2.2%	1	0.0%	0	6.1%	2	0.0%	0	0.0%	0	9.3%	4	17.6%	6	7.9%	3	0.0%	0	2.6%	1
Port Solent	3.0%	22	0.0%	0	4.4%	2	3.3%	1	3.0%	1	0.0%	0	8.8%	3	9.3%	4	11.8%	4	0.0%	0	0.0%	0	0.0%	0
Horndean	2.8%	21	0.0%	0	0.0%	0	6.7%	2	0.0%	0	3.1%	1	0.0%	0	11.6%	5	8.8%	3	2.6%	1	3.6%	1	2.6%	1
Fareham	2.4%	18	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	2.6%	1	7.1%	2	2.6%	1
Southsea	2.1%	16	7.7%	1	2.2%	1	0.0%	0	3.0%	1	3.1%	1	5.9%	2	2.3%	1	2.9%	1	0.0%	0	0.0%	0	2.6%	1
Clanfield Village	1.9%	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	2.6%	1
Denmead	1.8%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	5.3%	2	7.1%	2	15.8%	6
Cowplain	1.7%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	3	0.0%	0	17.9%	5	2.6%	1
Gunwharf Quays, Portsmouth	1.7%	13	0.0%	0	4.4%	2	10.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.8%	4	0.0%	0	7.1%	2	0.0%	0
Central London	1.6%	12	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	2.6%	1
Bosham	1.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	2.9%	1	4.7%	2	2.9%	1	0.0%	0	3.6%	1	0.0%	0
Petersfield	1.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	3	0.0%	0	0.0%	0	3.6%	1	5.3%	2
Wickham	1.4%	10	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	2	0.0%	0	0.0%	0	0.0%	0	2.6%	1
Portchester	0.9%	7	7.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0
Hilsea	0.8%	6	0.0%	0	0.0%	0	6.7%	2	0.0%	0	3.1%	1	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Droxford Village	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	2.6%	1
Southampton	0.4%	3	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Langstone Village	0.4%	3	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bedhampton	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	2	0.0%	0	0.0%	0	0.0%	0
Hambleton	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gosport	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leigh Park	0.1%	1	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	6.6%	50	7.7%	1	4.4%	2	0.0%	0	3.0%	1	3.1%	1	14.7%	5	14.0%	6	2.9%	1	10.5%	4	3.6%	1	5.3%	2
Weighted base:		757		14		44		31		33		34		34		41		33		38		28		36
Sample:		758		13		45		30		33		32		34		43		34		38		28		38

Havant Borough Council Telephone Household Survey for Nathaniel Lichfield & Partners

Weighted:

September 2008

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
Q22 Where did you or your family last visit a nightclub/ live music venue?																								
<i>Those who said 'Nightclub' at Q17</i>																								
Portsmouth	79.3%	64	100.0%	1	100.0%	5	75.0%	3	100.0%	7	100.0%	4	83.3%	5	60.0%	3	70.0%	7	100.0%	2	100.0%	2	50.0%	1
Southsea	6.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.7%	1	20.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	4.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	2	0.0%	0	0.0%	0	0.0%	0
Chichester	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southampton	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	1	0.0%	0	0.0%	0	50.0%	1
Fareham	1.3%	1	0.0%	0	0.0%	0	25.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winchester	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		81		1		5		4		7		4		6		5		10		2		2		2
Sample:		82		1		5		4		7		4		6		5		10		2		2		2
Q23 Where did you or your family last go to play bingo?																								
<i>Those who said 'Bingo' at Q17</i>																								
Crown Bingo Club, Sombourne Drive, Leigh Park	41.4%	31	0.0%	0	75.0%	3	66.7%	4	77.8%	7	66.7%	2	0.0%	0	75.0%	3	50.0%	2	50.0%	1	50.0%	1	50.0%	1
Portsmouth	29.5%	22	0.0%	0	0.0%	0	16.7%	1	11.1%	1	0.0%	0	66.7%	2	25.0%	1	0.0%	0	50.0%	1	50.0%	1	0.0%	0
Southampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	9.3%	7	0.0%	0	25.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.0%	1
Crown Bingo, High Street, Cosham	13.1%	10	0.0%	0	0.0%	0	16.7%	1	11.1%	1	0.0%	0	33.3%	1	0.0%	0	50.0%	2	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	6.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		74		0		4		6		9		3		3		4		4		2		2		2
Sample:		75		0		4		6		9		3		3		4		4		2		2		2

Havant Borough Council Telephone Household Survey for Nathaniel Lichfield & Partners

Weighted:

September 2008

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
Q24 Where did you or your family last go to a healthclub / gym?																								
<i>Those who said 'Health and fitness club' at Q17</i>																								
Fitness First, Dukes Walk, Waterlooville	7.7%	21	0.0%	0	0.0%	0	0.0%	0	14.3%	1	0.0%	0	0.0%	0	19.1%	4	6.3%	1	25.0%	4	22.2%	2	21.1%	4
Horizon Leisure Centre, Havant	17.4%	47	16.7%	1	40.0%	8	50.0%	3	42.9%	3	40.0%	4	20.0%	2	4.8%	1	12.5%	2	0.0%	0	11.1%	1	10.5%	2
Horizon Leisure Centre, Waterlooville	13.4%	36	0.0%	0	5.0%	1	0.0%	0	14.3%	1	0.0%	0	0.0%	0	19.1%	4	25.0%	4	25.0%	4	22.2%	2	47.4%	9
Lifestyle Health & Leisure Club, Langstone Hotel, Northney Road, Hayling Island	1.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Powerhouse Health & Fitness Centre, Hayward Business Centre, New Lane, Havant	2.9%	8	0.0%	0	10.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chichester	3.3%	9	0.0%	0	10.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	1	0.0%	0	0.0%	0	0.0%	0
Denmead	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	1	5.3%	1
Eastleigh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Emsworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fareham	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gosport	0.4%	1	0.0%	0	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Havant	6.4%	17	66.7%	4	5.0%	1	16.7%	1	14.3%	1	50.0%	5	0.0%	0	0.0%	0	0.0%	0	6.3%	1	0.0%	0	0.0%	0
Hayling Island	5.6%	15	16.7%	1	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hedge End	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hordean	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leigh 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
Mengham/Gable Head	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Petersfield	1.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0	6.3%	1	0.0%	0	0.0%	0
Portchester	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	1	0.0%	0	0.0%	0
Portsmouth	14.6%	39	0.0%	0	5.0%	1	16.7%	1	14.3%	1	0.0%	0	20.0%	2	33.3%	7	12.5%	2	0.0%	0	11.1%	1	5.3%	1
Rowlands Castle	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southampton	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southsea	0.4%	1	0.0%	0	0.0%	0	16.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waterlooville	3.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1	25.0%	4	12.5%	2	0.0%	0	0.0%	0
Winchester	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	1
Other	3.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cowplain	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cosham	5.9%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	2	0.0%	0	12.5%	2	6.3%	1	22.2%	2	5.3%	1
Port Solent	1.8%	5	0.0%	0	5.0%	1	0.0%	0	0.0%	0	0.0%	0	10.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	6.6%	18	0.0%	0	10.0%	2	0.0%	0	0.0%	0	10.0%	1	10.0%	1	4.8%	1	0.0%	0	12.5%	2	0.0%	0	0.0%	0
Weighted base:	271		7		20		6		7		11		10		20		15		16		9		18	
Sample:	272		6		20		6		7		10		10		21		16		16		9		19	

Havant Borough Council Telephone Household Survey for Nathaniel Lichfield & Partners

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
Q25 Where did you or your family last go for tenpin bowling?																								
<i>Those who said 'Tenpin Bowling' at Q17</i>																								
AMF Bowling, Havant Retail Park, Portsdown Hill Road, Bedhampton	73.7%	184	100.0%	3	85.0%	17	90.0%	9	90.9%	10	88.9%	8	50.0%	6	77.3%	16	85.2%	22	63.6%	7	80.0%	4	100.0%	9
Chichester	4.4%	11	0.0%	0	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fareham	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portsmouth	15.2%	38	0.0%	0	10.0%	2	0.0%	0	9.1%	1	11.1%	1	33.3%	4	18.2%	4	7.4%	2	27.3%	3	20.0%	1	0.0%	0
Southampton	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	1.2%	3	0.0%	0	0.0%	0	10.0%	1	0.0%	0	0.0%	0	8.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gunwharf Quays, Portsmouth	2.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	2	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	1	0.0%	0	0.0%	0
Weighted base:		249		3		20		10		11		9		12		21		26		11		5		9
Sample:		251		3		20		10		11		9		12		22		27		11		5		9
GEN Gender:																								
Male	28.7%	287	35.0%	8	27.3%	15	35.6%	17	26.0%	13	36.0%	19	22.5%	9	26.2%	15	28.9%	13	37.8%	17	30.0%	15	32.0%	15
Female	71.3%	715	65.0%	14	72.7%	39	64.4%	30	74.0%	37	64.0%	34	77.5%	31	73.8%	43	71.1%	31	62.2%	28	70.0%	35	68.0%	32
Weighted base:		1002		22		54		47		50		53		40		58		43		45		50		48
Sample:		1002		20		55		45		50		50		40		61		45		45		50		50
AGE In order to gain a representative sample for the survey, could I please ask your age?																								
18-24	1.5%	15	0.0%	0	0.0%	0	0.0%	0	2.0%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	2.0%	1
25-34	6.5%	65	0.0%	0	10.9%	6	11.1%	5	6.0%	3	2.0%	1	12.5%	5	8.2%	5	15.6%	7	6.7%	3	0.0%	0	0.0%	0
35-44	18.1%	181	20.0%	4	29.1%	16	15.6%	7	28.0%	14	8.0%	4	10.0%	4	18.0%	11	33.3%	14	26.7%	12	10.0%	5	12.0%	6
45-54	29.9%	299	55.0%	12	34.5%	19	24.4%	11	38.0%	19	16.0%	8	22.5%	9	34.4%	20	48.9%	21	37.8%	17	10.0%	5	30.0%	14
55-64	20.7%	207	5.0%	1	12.7%	7	33.3%	16	8.0%	4	32.0%	17	25.0%	10	24.6%	14	2.2%	1	11.1%	5	32.0%	16	16.0%	8
65+	22.4%	225	20.0%	4	10.9%	6	15.6%	7	18.0%	9	38.0%	20	30.0%	12	14.8%	9	0.0%	0	15.6%	7	46.0%	23	40.0%	19
(Refused)	1.0%	10	0.0%	0	1.8%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0
Weighted base:		1002		22		54		47		50		53		40		58		43		45		50		48
Sample:		1002		20		55		45		50		50		40		61		45		45		50		50

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
SEG Socio-Economic Grouping																								
A	3.3%	33	0.0%	0	5.5%	3	0.0%	0	2.0%	1	2.0%	1	2.5%	1	1.6%	1	2.2%	1	4.4%	2	0.0%	0	4.0%	2
B	20.9%	209	35.0%	8	12.7%	7	13.3%	6	6.0%	3	14.0%	7	32.5%	13	29.5%	17	26.7%	12	24.4%	11	12.0%	6	28.0%	13
C1	23.1%	232	20.0%	4	32.7%	18	26.7%	12	12.0%	6	18.0%	9	27.5%	11	16.4%	10	28.9%	13	26.7%	12	24.0%	12	22.0%	11
C2	17.5%	175	25.0%	5	16.4%	9	17.8%	8	24.0%	12	14.0%	7	10.0%	4	24.6%	14	20.0%	9	20.0%	9	16.0%	8	8.0%	4
D	16.1%	162	10.0%	2	14.5%	8	20.0%	9	34.0%	17	24.0%	13	12.5%	5	14.8%	9	11.1%	5	20.0%	9	16.0%	8	6.0%	3
E	7.8%	78	10.0%	2	14.5%	8	11.1%	5	4.0%	2	10.0%	5	7.5%	3	4.9%	3	11.1%	5	4.4%	2	4.0%	2	8.0%	4
(Refused)	11.3%	113	0.0%	0	3.6%	2	11.1%	5	18.0%	9	18.0%	9	7.5%	3	8.2%	5	0.0%	0	0.0%	0	28.0%	14	24.0%	11
Weighted base:	1002	22	54	47	50	53	40	58	43	45	50	48												
Sample:	1002	20	55	45	50	50	40	61	45	45	50	50												
CAR How many cars are there normally available for use in the household ?																								
None	9.6%	96	20.0%	4	12.7%	7	20.0%	9	18.0%	9	12.0%	6	2.5%	1	4.9%	3	4.4%	2	8.9%	4	10.0%	5	6.0%	3
One	44.7%	448	20.0%	4	40.0%	22	60.0%	28	52.0%	26	46.0%	24	55.0%	22	49.2%	29	33.3%	14	33.3%	15	62.0%	31	52.0%	25
Two	33.6%	337	55.0%	12	38.2%	21	8.9%	4	28.0%	14	26.0%	14	30.0%	12	36.1%	21	53.3%	23	37.8%	17	24.0%	12	28.0%	13
Three or more	9.9%	99	0.0%	0	5.5%	3	8.9%	4	0.0%	0	12.0%	6	10.0%	4	8.2%	5	6.7%	3	17.8%	8	4.0%	2	14.0%	7
(Refused)	2.2%	22	5.0%	1	3.6%	2	2.2%	1	2.0%	1	4.0%	2	2.5%	1	1.6%	1	2.2%	1	2.2%	1	0.0%	0	0.0%	0
Weighted base:	1002	22	54	47	50	53	40	58	43	45	50	48												
Sample:	1002	20	55	45	50	50	40	61	45	45	50	50												
ETH Finally, just for the purposes of the survey and to make sure we speak to a representative cross section of the community, please could you tell me which of the following best describes your ethnic origin ?																								
British	96.5%	967	95.0%	21	98.2%	53	97.8%	46	100.0%	50	92.0%	48	92.5%	37	98.4%	58	95.6%	41	95.6%	43	98.0%	49	98.0%	47
Irish	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	2	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0
Other	0.5%	5	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	2.2%	1	0.0%	0	2.0%	1	0.0%	0
White & Black Caribbean	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
White & Black African	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
White & Asian	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Any other mixed background	0.3%	3	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Indian	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pakistani	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bangladeshi	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Any other Asian or Asian	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
British																								
Caribbean	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
African	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Any other Black background	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chinese	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other ethnic group	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Refused)	1.5%	15	5.0%	1	0.0%	0	0.0%	0	0.0%	0	4.0%	2	2.5%	1	0.0%	0	2.2%	1	2.2%	1	0.0%	0	2.0%	1
Weighted base:	1002	22	54	47	50	53	40	58	43	45	50	48												
Sample:	1002	20	55	45	50	50	40	61	45	45	50	50												

Havant Borough Council Telephone Household Survey for Nathaniel Lichfield & Partners

Weighted:

September 2008

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
ZON Zone												
Zone 1	2.2% 22	100.0% 22	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Zone 2	5.4% 54	0.0% 0	100.0% 54	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Zone 3	4.6% 47	0.0% 0	0.0% 0	100.0% 47	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Zone 4	5.0% 50	0.0% 0	0.0% 0	0.0% 0	100.0% 50	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Zone 5	5.2% 53	0.0% 0	0.0% 0	0.0% 0	0.0% 0	100.0% 53	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Zone 6	4.0% 40	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	100.0% 40	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Zone 7	5.8% 58	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	100.0% 58	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Zone 8	4.3% 43	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	100.0% 43	0.0% 0	0.0% 0	0.0% 0
Zone 9	4.5% 45	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	100.0% 45	0.0% 0	0.0% 0
Zone 10	5.0% 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	100.0% 50	0.0% 0
Zone 11	4.8% 48	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	100.0% 48
Zone 12	7.2% 72	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Zone 13	4.8% 48	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Zone 14	0.6% 6	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Zone 15	4.8% 48	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Zone 16	1.4% 14	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Zone 17	4.2% 42	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Zone 18	1.3% 13	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Zone 19	5.0% 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
Zone 20	5.8% 59	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Zone 21	5.5% 55	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Zone 22	8.7% 87	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Weighted base:	1002	22	54	47	50	53	40	58	43	45	50	48
Sample:	1002	20	55	45	50	50	40	61	45	45	50	50

Havant Borough Council Telephone Household Survey for Nathaniel Lichfield & Partners

Weighted:

September 2008

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
PC Can I record your postcode please?												
PO107	4.8%	48	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PO108	4.2%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PO110	4.3%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PO119	4.3%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PO176	1.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PO6 1	4.0%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PO6 2	5.8%	59	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PO6 3	5.0%	50	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PO6 4	5.5%	55	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PO7 4	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PO7 5	5.8%	58	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PO7 6	4.8%	48	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PO7 7	4.5%	45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PO7 8	4.3%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PO8 0	4.8%	48	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PO8 8	5.0%	50	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PO8 9	7.2%	72	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PO9 1	2.2%	22	100.0%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PO9 2	5.4%	54	0.0%	0	100.0%	54	0.0%	0	0.0%	0	0.0%	0
PO9 3	5.2%	53	0.0%	0	0.0%	0	0.0%	0	100.0%	53	0.0%	0
PO9 4	5.0%	50	0.0%	0	0.0%	0	100.0%	50	0.0%	0	0.0%	0
PO9 5	4.6%	47	0.0%	0	0.0%	0	100.0%	47	0.0%	0	0.0%	0
PO9 6	1.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	1002	22	54	47	50	53	40	58	43	45	50	48
Sample:	1002	20	55	45	50	50	40	61	45	45	50	50

Havant Borough Council Telephone Household Survey for Nathaniel Lichfield & Partners

Weighted:

September 2008

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22												
Q01 Which store or shop did you do your household's last main food and grocery shopping ?																								
Asda, Larchwood Ave, Bedhampton, Havant (Walmart Asda)	20.3%	204	7.1%	5	13.3%	6	0.0%	0	14.0%	7	33.3%	5	10.0%	4	0.0%	0	10.0%	5	11.7%	7	9.1%	5	4.7%	4
Tesco, Solent Road, Havant	13.4%	135	1.4%	1	6.7%	3	0.0%	0	18.0%	9	13.3%	2	30.0%	13	0.0%	0	2.0%	1	1.7%	1	0.0%	0	38.4%	33
Morrison's, Lakesmere Road, Horndean	11.3%	113	52.9%	38	20.0%	10	20.0%	1	8.0%	4	33.3%	5	10.0%	4	0.0%	0	2.0%	1	1.7%	1	0.0%	0	0.0%	0
Asda, Portland Road, Waterlooville	8.8%	88	20.0%	14	6.7%	3	20.0%	1	0.0%	0	0.0%	0	0.0%	0	13.3%	2	6.0%	3	0.0%	0	0.0%	0	2.3%	2
Sainsbury's, Fitzherbert Road, Farlington, Portsmouth	8.3%	83	1.4%	1	0.0%	0	20.0%	1	10.0%	5	6.7%	1	0.0%	0	0.0%	0	10.0%	5	21.7%	13	12.7%	7	7.0%	6
Tesco Extra, North Harbour, Portsmouth	7.6%	76	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1	40.0%	20	18.3%	11	58.2%	32	0.0%	0
Waitrose, 12 North Street, Havant	4.4%	44	0.0%	0	0.0%	0	0.0%	0	10.0%	5	0.0%	0	10.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.1%	7
Waitrose, Dukes Walk, Stakes Hill Road, Waterlooville	3.3%	33	8.6%	6	8.9%	4	20.0%	1	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Tesco Metro, High Street, Cosham	3.2%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1	26.0%	13	21.7%	13	1.8%	1	0.0%	0
Internet / delivered	3.0%	30	0.0%	0	4.4%	2	0.0%	0	6.0%	3	13.3%	2	2.5%	1	0.0%	0	0.0%	0	6.7%	4	3.6%	2	7.0%	6
Tesco Extra, Chichester	1.4%	14	0.0%	0	0.0%	0	0.0%	0	8.0%	4	0.0%	0	17.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Unit 4/5 Central Retail Park, 12 Park Way, Havant	1.2%	12	0.0%	0	6.7%	3	0.0%	0	2.0%	1	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2
Lidl, London Road, Cowplain	1.0%	10	2.9%	2	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Netto, 37 Park Parade, Leigh Park, Havant	0.9%	9	0.0%	0	0.0%	0	0.0%	0	4.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 140 Elm Grove, Hayling Island	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.5%	9
Tesco Metro, Greywell Road, Leigh Park	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Wallington Way, Broadcut, Fareham	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	40.0%	5	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Tesco, Clement Attlee Way, Port Solent	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.3%	2	0.0%	0	1.7%	1	1.8%	1	0.0%	0
Somerfield, Mengham, Hayling Island	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	6
Morrisons, Eastern Road, Portsmouth	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1	0.0%	0	3.3%	2	0.0%	0	1.2%	1
Waitrose, Rams Walk, Petersfield	0.5%	5	2.9%	2	4.4%	2	20.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, The Causeway, Petersfield	0.5%	5	0.0%	0	11.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Havant Borough Council Telephone Household Survey for Nathaniel Lichfield & Partners

Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22												
Iceland, Market Parade, Havant	0.4%	4	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Commercial Road, Portsmouth	0.4%	4	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Sainsburys, Westhampnett Road, Chichester	0.4%	4	0.0%	0	2.2%	1	0.0%	0	4.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Co-op, High St, Emsworth	0.3%	3	0.0%	0	0.0%	0	0.0%	0	4.0%	2	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Via Ravenna, Chichester	0.3%	3	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2
Asda, The Bridge Shopping Centre, Somers Road North, Portsmouth	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	1.7%	1	1.8%	1	0.0%	0
Tesco Express, 1 The Westbrook Centre, Waterlooville	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 14 White Dirt Lane, Clanfield	0.2%	2	0.0%	0	4.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 71 Forestside Ave, Leigh Park, Havant	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Somerfield, West Street, Porchester	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	2	0.0%	0
Co-op, Leith Avenue, Paulsgrove, Portsmouth	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	2	0.0%	0
Waitrose, Marmion Road, Southsea	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	1.7%	1	0.0%	0	0.0%	0
Iceland, High Street, Cosham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Tesco, Crasswell St, Portsmouth	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0	0.0%	0
Morrisons, Lakesmere Road, Horndean, Waterlooville	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops	0.2%	2	0.0%	0	0.0%	0	0.0%	0	4.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, The Square, Wickham	0.2%	2	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, The Square, Westbourne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Portfield Way, Chichester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, 424-426 Havant Road, Farlington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express 104-106 Elm Grove, Hayling Island	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Co-op, Upper Northam Road, Hedge End, Southampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Morrisons, Cowplain	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Co-op, 83 London Road, Cowplain	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Havant Borough Council Telephone Household Survey for Nathaniel Lichfield & Partners

Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
Tesco, Fareham Whiteley, Fareham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Tollbar Way, Hedge End, Southampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Morrisons, Walpole Road, Gosport	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 135-137 Havant Road, Drayton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Marks & Spencer, 163 Commercial Road, Portsmouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Tesco Express, 17 North St, Emsworth	0.1%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Co-op, 13 Middle Park Way, Leigh Park, Havant	0.1%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Iceland, Wellington Way Precinct, Waterlooville	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencers, Tollbar Way, Hedge End, Southampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	6.7%	1	0.0%	0
(Don't know / can't remember)	0.5%	5	1.4%	1	4.4%	2	0.0%	0	0.0%	0	0.0%	0
Weighted base:	1002	72	48	6	48	14	42	13	50	59	55	87
Sample:	1002	70	45	5	50	15	40	15	50	60	55	86

Q02 How do you normally travel to do your main food shopping?

Those who said 'Internet/Delivered' at Q01

Car-driver	69.5%	675	75.7%	54	86.0%	39	100.0%	6	57.4%	26	100.0%	12	82.1%	34	100.0%	13	54.0%	27	64.3%	35	62.3%	33	80.0%	65
Car-passenger	15.1%	147	15.7%	11	4.7%	2	0.0%	0	21.3%	10	0.0%	0	7.7%	3	0.0%	0	24.0%	12	14.3%	8	20.8%	11	8.8%	7
Bus/Coach	3.8%	37	2.9%	2	2.3%	1	0.0%	0	10.6%	5	0.0%	0	2.6%	1	0.0%	0	4.0%	2	3.6%	2	3.8%	2	2.5%	2
Train	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Taxi	1.3%	13	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	8.0%	4	0.0%	0	1.9%	1	1.3%	1
Walk	7.3%	71	1.4%	1	4.7%	2	0.0%	0	4.3%	2	0.0%	0	5.1%	2	0.0%	0	6.0%	3	14.3%	8	7.5%	4	6.3%	5
Bicycle	0.8%	8	1.4%	1	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Other	0.1%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mobility scooter	0.6%	6	1.4%	1	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	1.2%	12	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	2	1.8%	1	3.8%	2	0.0%	0
Weighted base:	972	72	46	6	45	12	41	13	50	55	53	81												
Sample:	972	70	43	5	47	13	39	15	50	56	53	80												

Havant Borough Council Telephone Household Survey for Nathaniel Lichfield & Partners

Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22													
Q03 In addition to your main food shopping at which store or shop did you last visit for small scale/top up shopping for items such as bread, milk or newspapers?																									
Local Shops	12.2%	122	11.4%	8	20.0%	10	60.0%	4	22.0%	11	20.0%	3	10.0%	4	26.7%	3	8.0%	4	13.3%	8	5.5%	3	16.3%	14	
Asda, Larchwood Ave, Bedhampton, Havant (Walmart Asda)	5.4%	54	1.4%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0	6.7%	1	5.0%	2	0.0%	0	0.0%	0	3.3%	2	0.0%	0	0.0%
Morrison's, Lakesmere Road, Horndean	5.0%	50	22.9%	16	26.7%	13	0.0%	0	0.0%	0	13.3%	2	0.0%	0	0.0%	0	2.0%	1	0.0%	0	1.8%	1	0.0%	0	
Tesco, Solent Road, Havant	4.9%	49	0.0%	0	0.0%	0	0.0%	0	4.0%	2	6.7%	1	7.5%	3	0.0%	0	0.0%	0	1.7%	1	0.0%	0	10.5%	9	
Asda, Portland Road, Waterlooville	4.5%	45	5.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.3%	2	0.0%	0	1.7%	1	0.0%	0	0.0%	0	
Tesco Metro, High Street, Cosham	4.4%	45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	42.0%	21	26.7%	16	5.5%	3	0.0%	0	
Waitrose, 12 North Street, Havant	3.4%	35	0.0%	0	0.0%	0	0.0%	0	8.0%	4	20.0%	3	5.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	3	
Sainsbury's, Fitzherbert Road, Farlington, Portsmouth	2.3%	23	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	6.7%	4	0.0%	0	0.0%	0	
Tesco Metro, Greywell Road, Leigh Park	2.0%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Co-op, 83 London Road, Cowplain	2.0%	20	4.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Co-op, Hambledon Road, Denmead	1.9%	19	0.0%	0	0.0%	0	20.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Lidl, London Road, Cowplain	1.6%	16	7.1%	5	4.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Waitrose, Dukes Walk, Stakes Hill Road, Waterlooville	1.6%	16	2.9%	2	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	
Co-op, High St, Emsworth	1.6%	16	0.0%	0	0.0%	0	0.0%	0	22.0%	11	0.0%	0	10.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Co-op, 140 Elm Grove, Hayling Island	1.5%	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	17.4%	15	
Tesco Extra, North Harbour, Portsmouth	1.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	4	3.3%	2	12.7%	7	0.0%	0	
Tesco Express, 1 Lavender Road, Waterlooville	1.5%	15	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	
Co-op, 13 Middle Park Way, Leigh Park, Havant	1.3%	13	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Co-op, 14 White Dirt Lane, Clanfield	1.3%	13	0.0%	0	24.4%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	
Somerfield, Mengham, Hayling Island	1.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.0%	12	
Co-op, 55 St Albans Road, West Leigh, Havant	1.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Co-op, Allaway Avenue, Paulsgrove, Portsmouth	1.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	3	0.0%	0	14.5%	8	0.0%	0	
Co-op, Leith Avenue,	1.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	18.2%	10	0.0%	0	

Havant Borough Council Telephone Household Survey for Nathaniel Lichfield & Partners

Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
Paulsgrove , Portsmouth												
Tesco Express, 1 The Westbrook Centre, Waterlooville	1.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2
Tesco Express, 17 North St, Emsworth	1.1%	11	0.0%	0	0.0%	0	0.0%	0	18.0%	9	0.0%	1
Costcutter, Milton Road, Cowplain	0.9%	9	10.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, The Square, Westbourne	0.8%	8	0.0%	0	0.0%	0	0.0%	0	6.0%	3	0.0%	0
Co-op, 71 Forestside Ave, Leigh Park, Havant	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 135-137 Havant Road, Drayton	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 8 The Precinct, Crookhorn Lane, Purbrook	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, 83 Stein Road, Southbourne	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 27 Catherington Lane, Horndean	0.7%	7	8.6%	6	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Express, 28 Station Road, Hayling Island	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	7
Aldi, Unit 4/5 Central Retail Park, 12 Park Way, Havant	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1
Tesco Express, 424-426 Havant Road, Farlington	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	0.6%	6	1.4%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Co-op, The Square, Wickham	0.6%	6	0.0%	0	0.0%	0	20.0%	1	0.0%	0	0.0%	0
Londis, Worldham Road, Havant	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1
Somerfield, West Street, Porchester	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netto, 37 Park Parade, Leigh Park, Havant	0.5%	5	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Iceland, Market Parade, Havant	0.4%	4	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Iceland, Greywell, Leigh Park	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1
Somerfield, Langstone Bridge Forecourt, Havant Road, Hayling Island	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express 104-106 Elm Grove, Hayling Island	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Crasswell St, Portsmouth	0.4%	4	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Havant Borough Council Telephone Household Survey for Nathaniel Lichfield & Partners

Weighted:

September 2008

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
Co-op, Milton Road, Cowplain	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 1 Cornwall Bdgs, 76 London Road, Widley, Waterlooille	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Chichester	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	2
Iceland, Wellington Way Precinct, Waterlooille	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Cosham	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	2
Nisa, Snowberry Crescent, Havant	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Eastern Road, Portsmouth	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Wallington Way, Broadcut, Fareham	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.3%	2
Spar, London Road, Horndean	0.2%	2	0.0%	0	4.4%	2	0.0%	0	0.0%	0	0.0%	0
Somerfield, London Road, Portsmouth	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Cosham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2
Spar, Southlea Road, Emsworth	0.2%	2	0.0%	0	0.0%	0	0.0%	0	4.0%	2	0.0%	0
Sainsbury's, Commercial Road, Portsmouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1
Waitrose, Rams Walk, Petersfield	0.1%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Asda, The Bridge Shopping Centre, Somers Rd North, Portsmouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Clement Attlee Way, Port Solent	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Marks and Spencer, East Street, Chichester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Mill Road, Waterlooille	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Middle Park Way Leigh Park Havant	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Whitehart Lane, Portchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
McColls, West Street, Portchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, 163 Commercial Road, Portsmouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Tregaron Avenue, Cosham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Forton Road, Gosport	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Havant Borough Council Telephone Household Survey for Nathaniel Lichfield & Partners

Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
Best One, Stone Square, Havant	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, 301-303 London Road, Portsmouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
BP Garage, Bridge Road, Park Gate, Southampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Aldi, West Street, Fareham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't do top-up food shopping)	13.6%	137	20.0%	14	8.9%	4	0.0%	0	8.0%	4	13.3%	2
(Don't know / can't remember)	2.7%	27	1.4%	1	0.0%	0	0.0%	0	6.7%	1	10.0%	4
Weighted base:	1002	72	48	6	48	14	42	13	50	59	55	87
Sample:	1002	70	45	5	50	15	40	15	50	60	55	86

Havant Borough Council Telephone Household Survey for Nathaniel Lichfield & Partners

Weighted:

September 2008

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22												
Q04 In which location do you buy most of your household's non-food shopping?																								
Havant Town Centre	15.6%	157	4.3%	3	2.2%	1	0.0%	0	28.0%	13	33.3%	5	32.5%	14	0.0%	0	0.0%	0	0.0%	0	1.8%	1	25.6%	22
Waterlooville Town Centre	15.6%	157	44.3%	32	26.7%	13	20.0%	1	0.0%	0	0.0%	0	0.0%	0	6.7%	1	6.0%	3	0.0%	0	1.8%	1	2.3%	2
Portsmouth, Commercial Road/Cascades	12.7%	127	11.4%	8	13.3%	6	0.0%	0	4.0%	2	6.7%	1	2.5%	1	6.7%	1	24.0%	12	21.7%	13	14.5%	8	14.0%	12
Asda, Larchwood Ave, Bedhampton, Havant (Walmart Asda)	7.8%	78	5.7%	4	11.1%	5	0.0%	0	8.0%	4	0.0%	0	5.0%	2	0.0%	0	2.0%	1	5.0%	3	5.5%	3	3.5%	3
Chichester City Centre	7.1%	71	1.4%	1	6.7%	3	0.0%	0	30.0%	14	46.7%	7	35.0%	15	6.7%	1	2.0%	1	0.0%	0	1.8%	1	8.1%	7
Portsmouth, Cosham	3.7%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	32.0%	16	25.0%	15	5.5%	3	0.0%	0
Internet / delivered	2.8%	28	1.4%	1	2.2%	1	0.0%	0	6.0%	3	0.0%	0	2.5%	1	6.7%	1	6.0%	3	5.0%	3	1.8%	1	1.2%	1
Farlington town centre	2.4%	24	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	4	3.6%	2	2.3%	2
Fareham Town Centre	2.2%	23	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	2.5%	1	20.0%	3	2.0%	1	0.0%	0	12.7%	7	0.0%	0
Leigh Park Shopping Centre	2.2%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Hordean Village Centre	1.9%	19	15.7%	11	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Mengham/Gable Head (Hayling Island) Shopping Centre	1.6%	16	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.4%	15
Southsea Shopping Centre	1.2%	12	2.9%	2	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	3.3%	2	0.0%	0	1.2%	1
Petersfield Town Centre	1.2%	12	4.3%	3	17.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cowplain Shopping Centre	0.9%	9	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2
Portsmouth, Anchorage Park Lodge, Sywell Crescent	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	3	1.7%	1	9.1%	5	0.0%	0
Southampton City Centre	0.7%	7	0.0%	0	0.0%	0	20.0%	1	0.0%	0	0.0%	0	0.0%	0	6.7%	1	0.0%	0	1.7%	1	1.8%	1	1.2%	1
Portsmouth, Gun Wharf Quays	0.6%	6	0.0%	0	2.2%	1	0.0%	0	0.0%	0	6.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Hedge End Retail Park	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1	0.0%	0	6.7%	1	0.0%	0	0.0%	0	1.8%	1	2.3%	2
Tesco, Crasswell St, Portsmouth	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	2	1.7%	1	1.8%	1	0.0%	0
Emsworth Village Centre	0.4%	4	1.4%	1	0.0%	0	0.0%	0	4.0%	2	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portsmouth, North End	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	3.6%	2	0.0%	0
Whiteley Village	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0	0.0%	0
Portsmouth, Port Solent	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	1.8%	1	0.0%	0
Portchester Shopping Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	2	0.0%	0
Sainsburys, Fitzherbert Road, Farlington	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Comet, Eastern Road Industrial Estate, Farlington	0.2%	2	0.0%	0	0.0%	0	20.0%	1	0.0%	0	0.0%	0	0.0%	0	6.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portsmouth, Ocean Village Retail Park	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	1.8%	1	0.0%	0
Guildford town centre	0.1%	1	0.0%	0	0.0%	0	20.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clanfield, Waterlooville	0.1%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hayling Island town centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Tesco, Langstone Harbour, Solent Road, Havant	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
Upfields, Bishops Waltham, Southampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke town centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Portsmouth, Fratton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Stratford upon Avon town centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Tesco, Clement Attlee Way, Port Solent	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Asda, Portland Road, Waterlooville	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Wallington Way, Broadcut, Fareham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	6.7%	1	0.0%	0
Winchester City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	6.7%	1	0.0%	0
(Don't know / can't remember)	12.0%	120	5.7%	4	11.1%	5	20.0%	1	12.0%	6	0.0%	0
(Don't regularly buy these kind of goods)	2.0%	20	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Weighted base:	1002	72	48	6	48	14	42	13	50	59	55	87
Sample:	1002	70	45	5	50	15	40	15	50	60	55	86

Q05 How do you normally travel to do your non-food shopping ?

Car-driver	63.5%	636	71.4%	51	80.0%	38	100.0%	6	58.0%	28	93.3%	13	77.5%	33	93.3%	12	44.0%	22	60.0%	35	58.2%	32	69.8%	61
Car-passenger	10.3%	103	12.9%	9	6.7%	3	0.0%	0	14.0%	7	6.7%	1	7.5%	3	0.0%	0	16.0%	8	5.0%	3	16.4%	9	7.0%	6
Bus / coach	8.0%	81	7.1%	5	6.7%	3	0.0%	0	12.0%	6	0.0%	0	5.0%	2	0.0%	0	14.0%	7	3.3%	2	10.9%	6	5.8%	5
Train	1.1%	11	0.0%	0	0.0%	0	0.0%	0	4.0%	2	0.0%	0	2.5%	1	0.0%	0	4.0%	2	1.7%	1	0.0%	0	1.2%	1
Taxi	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	1.8%	1	1.2%	1
Walk	8.2%	83	2.9%	2	2.2%	1	0.0%	0	2.0%	1	0.0%	0	5.0%	2	0.0%	0	8.0%	4	20.0%	12	7.3%	4	5.8%	5
Bicycle	1.1%	11	2.9%	2	0.0%	0	0.0%	0	4.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	2.3%	2
Other	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mobility scooter	0.6%	6	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	2	0.0%	0	0.0%	0	0.0%	0
Goods delivered (Don't know / varies)	1.1%	11	1.4%	1	4.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0
	5.2%	53	0.0%	0	0.0%	0	0.0%	0	6.0%	3	0.0%	0	2.5%	1	0.0%	0	6.0%	3	8.3%	5	5.5%	3	7.0%	6
Weighted base:	1002	72	48	6	48	14	42	13	50	59	55	87												
Sample:	1002	70	45	5	50	15	40	15	50	60	55	86												

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September 2008

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22												
Q06 At which location did your household last buy clothes and shoes ?																								
Portsmouth, Commercial Road/Cascades	22.3%	223	22.9%	16	11.1%	5	0.0%	0	6.0%	3	6.7%	1	10.0%	4	6.7%	1	42.0%	21	35.0%	20	30.9%	17	18.6%	16
Waterlooville Town Centre	12.6%	126	30.0%	22	15.6%	7	40.0%	2	4.0%	2	0.0%	0	0.0%	0	6.7%	1	0.0%	0	8.3%	5	1.8%	1	3.5%	3
Havant Town Centre	10.7%	107	5.7%	4	4.4%	2	0.0%	0	20.0%	10	20.0%	3	12.5%	5	0.0%	0	4.0%	2	1.7%	1	5.5%	3	23.3%	20
Chichester City Centre	9.6%	96	4.3%	3	6.7%	3	0.0%	0	50.0%	24	13.3%	2	32.5%	14	6.7%	1	4.0%	2	3.3%	2	1.8%	1	17.4%	15
Internet / delivered	6.8%	68	7.1%	5	4.4%	2	20.0%	1	6.0%	3	6.7%	1	10.0%	4	13.3%	2	4.0%	2	5.0%	3	5.5%	3	9.3%	8
Portsmouth, Gun Wharf Quays	4.9%	49	1.4%	1	8.9%	4	0.0%	0	4.0%	2	26.7%	4	2.5%	1	0.0%	0	2.0%	1	1.7%	1	3.6%	2	2.3%	2
Hedge End Retail Park	3.7%	37	4.3%	3	4.4%	2	0.0%	0	0.0%	0	6.7%	1	5.0%	2	6.7%	1	4.0%	2	5.0%	3	1.8%	1	4.7%	4
Fareham Town Centre	3.6%	36	1.4%	1	2.2%	1	0.0%	0	4.0%	2	6.7%	1	2.5%	1	26.7%	3	4.0%	2	0.0%	0	18.2%	10	0.0%	0
Asda, Larchwood Ave, Bedhampton, Havant (Walmart Asda)	3.5%	35	0.0%	0	6.7%	3	0.0%	0	2.0%	1	0.0%	0	5.0%	2	0.0%	0	0.0%	0	5.0%	3	0.0%	0	1.2%	1
Portsmouth, Cosham	2.9%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1	20.0%	10	8.3%	5	9.1%	5	0.0%	0
Southampton City Centre	2.5%	25	2.9%	2	0.0%	0	20.0%	1	0.0%	0	0.0%	0	2.5%	1	0.0%	0	2.0%	1	1.7%	1	1.8%	1	2.3%	2
Southsea Shopping Centre	1.7%	17	4.3%	3	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1	2.0%	1	3.3%	2	0.0%	0	1.2%	1
Leigh Park Shopping Centre	1.4%	14	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Petersfield Town Centre	0.7%	7	0.0%	0	15.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whiteley Village	0.7%	7	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Abroad	0.7%	7	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.2%	1
Emsworth Village Centre	0.6%	6	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	5.0%	2	0.0%	0	0.0%	0	3.3%	2	0.0%	0	0.0%	0
Weymouth town centre	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	1.8%	1	1.2%	1
Mengham/Gable Head (Hayling Island) Shopping Centre	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	4
Winchester City Centre	0.5%	5	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Cheltenham town centre	0.4%	4	1.4%	1	0.0%	0	20.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Portsmouth, North End	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	2	0.0%	0	0.0%	0	1.7%	1	1.8%	1	0.0%	0
Farlington town centre	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Portsmouth, Port Solent	0.3%	3	0.0%	0	2.2%	1	0.0%	0	0.0%	0	6.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Solent Retail Park, Havant	0.3%	3	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Horsham town centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Bournemouth town centre	0.2%	2	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Portland Road, Waterlooville	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.2%	1
Salisbury city centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clitheroe, Lancashire	0.1%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lincoln city centre	0.1%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crawley town centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barnham town centre	0.1%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derby city centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Farnborough town centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Portsmouth, Fratton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Blackpool town centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Dorchester town centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0

Havant Borough Council Telephone Household Survey for Nathaniel Lichfield & Partners

Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
Portchester Shopping Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Crasswell St, Portsmouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penzance town centre, Cornwall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Drayton town centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke town centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Isle of Wight	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Bude town centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
High Wycombe town centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sidmouth town centre, Devon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Clement Attlee Way, Port Solent	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1
Worthing town centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1
(Don't regularly buy these kind of goods)	2.6%	26	2.9%	2	2.2%	1	0.0%	0	0.0%	0	6.7%	4
(Don't know / can't remember)	2.4%	24	2.9%	2	6.7%	3	0.0%	0	0.0%	0	1.8%	1
Weighted base:	1002	72	48	6	48	14	42	13	50	59	55	87
Sample:	1002	70	45	5	50	15	40	15	50	60	55	86

Havant Borough Council Telephone Household Survey for Nathaniel Lichfield & Partners

Weighted:

September 2008

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22												
Q07 At which location did your household last buy domestic electric appliances (e.g. fridges and kitchen items) ?																								
Internet / delivered	13.9%	139	15.7%	11	13.3%	6	40.0%	2	6.0%	3	6.7%	1	17.5%	7	13.3%	2	14.0%	7	15.0%	9	16.4%	9	18.6%	16
Ocean Retail Park, Dundas Lane, Burrfields Road, Portsmouth	12.5%	125	5.7%	4	22.2%	11	0.0%	0	2.0%	1	0.0%	0	0.0%	0	6.7%	1	18.0%	9	16.7%	10	9.1%	5	11.6%	10
Havant Town Centre	9.2%	92	5.7%	4	0.0%	0	0.0%	0	18.0%	9	6.7%	1	17.5%	7	0.0%	0	2.0%	1	3.3%	2	3.6%	2	17.4%	15
Portsmouth, Commercial Road/Cascades	7.5%	75	11.4%	8	2.2%	1	0.0%	0	6.0%	3	13.3%	2	10.0%	4	0.0%	0	12.0%	6	11.7%	7	7.3%	4	2.3%	2
Waterloooville Town Centre	6.0%	60	24.3%	17	4.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2
Currys, Ocean Retail Park, Dundas Lane, Burrfields Road, Portsmouth	4.1%	41	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	10.0%	5	6.7%	4	7.3%	4	4.7%	4
Asda, Larchwood Ave, Bedhampton, Havant (Walmart Asda)	2.5%	25	0.0%	0	2.2%	1	0.0%	0	0.0%	0	6.7%	1	0.0%	0	6.7%	1	2.0%	1	3.3%	2	3.6%	2	0.0%	0
Southsea Shopping Centre	2.5%	25	5.7%	4	4.4%	2	0.0%	0	6.0%	3	0.0%	0	0.0%	0	6.7%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Southampton City Centre	2.1%	21	0.0%	0	4.4%	2	20.0%	1	6.0%	3	13.3%	2	2.5%	1	13.3%	2	0.0%	0	5.0%	3	1.8%	1	1.2%	1
Chichester City Centre	2.1%	21	0.0%	0	2.2%	1	0.0%	0	6.0%	3	6.7%	1	22.5%	10	0.0%	0	0.0%	0	1.7%	1	0.0%	0	1.2%	1
Portsmouth, North End	2.0%	20	1.4%	1	0.0%	0	0.0%	0	2.0%	1	13.3%	2	5.0%	2	0.0%	0	2.0%	1	1.7%	1	1.8%	1	1.2%	1
Anchorage Park, Portsmouth	1.6%	16	5.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	2	2.3%	2
Mengham/Gable Head (Hayling Island) Shopping Centre	1.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.6%	10
Comet, Ocean Retail Park, Dundas Lane, Burrfields Road, Portsmouth	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	1.7%	1	1.8%	1	0.0%	0
Portsmouth, Cosham	1.0%	10	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	2.5%	1	0.0%	0	4.0%	2	1.7%	1	5.5%	3	0.0%	0
Fareham Town Centre	0.9%	9	0.0%	0	4.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.3%	2	2.0%	1	0.0%	0	3.6%	2	0.0%	0
Hedge End Retail Park	0.8%	8	0.0%	0	0.0%	0	20.0%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	1.8%	1	0.0%	0
Tesco, Clement Attlee Way, Port Solent	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	3	3.3%	2	0.0%	0	0.0%	0
Portsmouth, Gun Wharf Quays	0.6%	6	1.4%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Portsmouth, Copnor	0.6%	6	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	1.7%	1	0.0%	0	0.0%	0
Portsmouth, Port Solent	0.6%	6	0.0%	0	0.0%	0	0.0%	0	4.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Portsmouth, Fratton	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
B&Q, Purbrook Way, Havant	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	1.8%	1	0.0%	0
Leigh Park Shopping Centre	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portchester Shopping Centre	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	3.3%	2	1.8%	1	0.0%	0
Farlington town centre	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Emsworth Village Centre	0.4%	4	0.0%	0	0.0%	0	0.0%	0	6.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Portsmouth, North Harbour	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	1.8%	1	0.0%	0
Currys, West Street, Havant	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portsmouth, Hilsea	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	1.8%	1	0.0%	0
Comet, Eastern Road	0.2%	2	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Havant Borough Council Telephone Household Survey for Nathaniel Lichfield & Partners

Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
Industrial Estate, Farlington												
Petersfield Town Centre	0.2%	2	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southbourne town centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys, Anchorage Park, Portsmouth	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Fitzherbert Road, Farlington	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Comet, Anchorage Park, Portsmouth	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1
Segensworth Retail Park, Titchfield	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1
Eastleigh Town Centre	0.1%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Iceland, Market Parade, Havant	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Macro, Limberline Spur, Portsmouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Collingwood Retail Park, Newgate Lane, Fareham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swansea city centre	0.1%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Guildford town centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Magnet, Fitzherbert Rd, Portsmouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maidenhead town centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Unit 4/5 Central Retail Park, 12 Park Way, Havant	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Argos, Commercial Road, Portsmouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gosport Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kenwood Factory Shop, New Lane, Havant	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Comet, St. Georges Industrial Estate, Goodwood Rd, Eastleigh	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys, Eastern Road Industrial Estate, Farlington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
West Bromwich town centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Cowplain Shopping Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Denmead, Waterlooville	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sheffield city centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1
Upfields, Bishops Waltham, Southampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1
Collingwood Retail Park,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1

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	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
Newgate Lane, Fareham (Don't regularly buy these kind of goods)	10.5% 106	8.6% 6	13.3% 6	20.0% 1	12.0% 6	6.7% 1	7.5% 3	0.0% 0	4.0% 2	13.3% 8	14.5% 8	11.6% 10
(Don't know / can't remember)	8.9% 89	7.1% 5	22.2% 11	0.0% 0	18.0% 9	26.7% 4	10.0% 4	6.7% 1	8.0% 4	1.7% 1	3.6% 2	9.3% 8
Weighted base:	1002	72	48	6	48	14	42	13	50	59	55	87
Sample:	1002	70	45	5	50	15	40	15	50	60	55	86

Havant Borough Council Telephone Household Survey for Nathaniel Lichfield & Partners

Weighted:

September 2008

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22												
Q08 At which location did your household last buy other kinds of electric goods such as TV / Hi-Fi and computers ?																								
Internet / delivered	15.1%	151	11.4%	8	22.2%	11	40.0%	2	14.0%	7	26.7%	4	12.5%	5	13.3%	2	12.0%	6	8.3%	5	16.4%	9	12.8%	11
Ocean Retail Park, Dundas Lane, Burrfields Road, Portsmouth	10.6%	106	10.0%	7	8.9%	4	0.0%	0	2.0%	1	0.0%	0	2.5%	1	0.0%	0	16.0%	8	16.7%	10	9.1%	5	15.1%	13
Portsmouth, Commercial Road/Cascades	8.7%	87	12.9%	9	2.2%	1	0.0%	0	6.0%	3	20.0%	3	12.5%	5	0.0%	0	12.0%	6	16.7%	10	3.6%	2	3.5%	3
Waterlooville Town Centre	5.3%	53	12.9%	9	11.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	2
Havant Town Centre	4.6%	46	4.3%	3	0.0%	0	0.0%	0	8.0%	4	0.0%	0	7.5%	3	0.0%	0	4.0%	2	1.7%	1	1.8%	1	4.7%	4
Asda, Larchwood Ave, Bedhampton, Havant (Walmart Asda)	3.6%	37	1.4%	1	4.4%	2	0.0%	0	0.0%	0	6.7%	1	5.0%	2	0.0%	0	6.0%	3	0.0%	0	0.0%	0	3.5%	3
Currys, Ocean Retail Park, Dundas Lane, Burrfields Road, Portsmouth	3.4%	34	0.0%	0	2.2%	1	0.0%	0	2.0%	1	0.0%	0	2.5%	1	0.0%	0	8.0%	4	3.3%	2	9.1%	5	3.5%	3
Portchester Shopping Centre	2.9%	29	2.9%	2	4.4%	2	0.0%	0	2.0%	1	0.0%	0	2.5%	1	13.3%	2	2.0%	1	1.7%	1	7.3%	4	1.2%	1
Chichester City Centre	2.1%	21	0.0%	0	4.4%	2	0.0%	0	10.0%	5	6.7%	1	15.0%	6	6.7%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	2
Southampton City Centre	1.9%	19	1.4%	1	2.2%	1	20.0%	1	2.0%	1	6.7%	1	5.0%	2	0.0%	0	4.0%	2	1.7%	1	1.8%	1	1.2%	1
Anchorage Park, Portsmouth	1.5%	15	4.3%	3	4.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portsmouth, North End	1.5%	15	1.4%	1	0.0%	0	0.0%	0	0.0%	0	13.3%	2	5.0%	2	0.0%	0	0.0%	0	1.7%	1	1.8%	1	0.0%	0
Portsmouth, Cosham	1.4%	14	2.9%	2	0.0%	0	0.0%	0	0.0%	0	6.7%	1	0.0%	0	0.0%	0	4.0%	2	0.0%	0	7.3%	4	1.2%	1
Mengham/Gable Head (Hayling Island) Shopping Centre	1.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.8%	11
Southsea Shopping Centre	1.3%	13	2.9%	2	2.2%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2
Fareham Town Centre	1.3%	13	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1	2.0%	1	1.7%	1	5.5%	3	2.3%	2
Portsmouth, Port Solent	1.2%	12	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	2	3.3%	2	0.0%	0	0.0%	0
Hedge End Retail Park	1.1%	11	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	1.2%	1
PC World, Ocean Retail Park, Dundas Lane, Burrfields Road, Portsmouth	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	3.5%	3
Comet, Ocean Retail Park, Dundas Lane, Burrfields Road, Portsmouth	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1	0.0%	0	1.7%	1	1.8%	1	0.0%	0
Portsmouth, Copnor	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	3	3.3%	2	0.0%	0	0.0%	0
Eastern Road Industrial Estate, Farlington	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1	0.0%	0	6.7%	1	2.0%	1	0.0%	0	0.0%	0	1.2%	1
Portsmouth, Gun Wharf Quays	0.8%	8	2.9%	2	2.2%	1	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leigh Park Shopping Centre	0.7%	7	2.9%	2	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Portsmouth, Fratton	0.7%	7	0.0%	0	0.0%	0	0.0%	0	4.0%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Tesco, Clement Attlee Way, Port Solent	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	5.0%	3	1.8%	1	0.0%	0
Petersfield Town Centre	0.3%	3	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Currys, West Street, Havant	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Havant Borough Council Telephone Household Survey for Nathaniel Lichfield & Partners

Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
Drayton town centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southsea Shopping Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1
PC World, Anchorage Park, Portsmouth	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0
Currys, Eastern Road Industrial Estate, Farlington	0.2%	2	0.0%	0	0.0%	0	2.0%	1	0.0%	0	1.8%	0
Portsmouth, North Harbour	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	0
Upfields, Bishops Waltham, Southampton	0.2%	2	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Horndean Village Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	6.7%	1	0.0%	0
Macro, Limerline Spur, Portsmouth	0.2%	2	0.0%	0	0.0%	0	0.0%	0	6.7%	1	0.0%	0
Castle Trading Estate, Fareham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	6.7%	1	0.0%	0
Tesco, South Street, Chichester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0
Eastleigh Town Centre	0.1%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0
B&Q, Purbrook Way, Havant	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winchester City Centre	0.1%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ascot, Berkshire	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Guildford town centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Romford town centre, Essex	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich town centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle city centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portsmouth, Hilsea	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0
Argos, Commercial Road, Portsmouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0
Gosport Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0
Brighton city centre	0.1%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Emsworth Village Centre	0.1%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Segensworth Retail Park, Titchfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	6.7%	1	0.0%	0
(Don't regularly buy these kind of goods)	14.0%	140	15.7%	11	11.1%	5	20.0%	1	16.0%	8	0.0%	0
(Don't know / can't remember)	6.5%	65	5.7%	4	8.9%	4	20.0%	1	24.0%	12	0.0%	0
Weighted base:	1002		72	48	6	48	14	42	13	50	59	87
Sample:	1002		70	45	5	50	15	40	15	50	60	86

Havant Borough Council Telephone Household Survey for Nathaniel Lichfield & Partners

Weighted:

September 2008

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22												
Q09 At which location did your household last buy furniture, soft furnishings and floor-coverings ?																								
Waterlooville Town Centre	10.7%	107	22.9%	16	8.9%	4	20.0%	1	14.0%	7	0.0%	0	0.0%	0	13.3%	2	2.0%	1	5.0%	3	0.0%	0	3.5%	3
Portsmouth, Commercial Road/Cascades	7.0%	70	10.0%	7	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	16.0%	8	15.0%	9	20.0%	11	10.5%	9
Havant Town Centre	6.7%	67	4.3%	3	4.4%	2	0.0%	0	6.0%	3	6.7%	1	10.0%	4	0.0%	0	4.0%	2	3.3%	2	5.5%	3	4.7%	4
Internet / delivered	5.8%	58	4.3%	3	8.9%	4	20.0%	1	6.0%	3	6.7%	1	2.5%	1	6.7%	1	12.0%	6	8.3%	5	3.6%	2	8.1%	7
Chichester City Centre	4.8%	48	1.4%	1	6.7%	3	0.0%	0	10.0%	5	6.7%	1	27.5%	12	0.0%	0	2.0%	1	3.3%	2	0.0%	0	5.8%	5
Southampton City Centre	4.6%	46	4.3%	3	13.3%	6	0.0%	0	10.0%	5	6.7%	1	2.5%	1	6.7%	1	0.0%	0	5.0%	3	3.6%	2	5.8%	5
DFS Furniture, Wellington Retail Park, Hambledon Road, Waterlooville	4.2%	42	4.3%	3	4.4%	2	0.0%	0	0.0%	0	6.7%	1	5.0%	2	0.0%	0	6.0%	3	0.0%	0	1.8%	1	2.3%	2
Hedge End Retail Park	3.7%	37	1.4%	1	4.4%	2	20.0%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	6.0%	3	5.0%	3	3.6%	2	3.5%	3
Carpetright, Wellington Retail Park, Hambledon Road, Waterlooville	2.4%	24	1.4%	1	4.4%	2	20.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mengham/Gable Head (Hayling Island) Shopping Centre	1.8%	18	1.4%	1	2.2%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.1%	13
Portsmouth, North End	1.7%	17	0.0%	0	0.0%	0	0.0%	0	2.0%	1	13.3%	2	0.0%	0	6.7%	1	2.0%	1	1.7%	1	5.5%	3	0.0%	0
Southsea Shopping Centre	1.5%	15	1.4%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	5.8%	1	5.8%	5
Portsmouth, Cosham	1.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	4.0%	2	13.3%	8	3.6%	2	0.0%	0
B&Q, Purbrook Way, Havant	1.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1	2.0%	1	0.0%	0	0.0%	0	2.3%	2
Ocean Retail Park, Dundas Lane, Burrfields Road, Portsmouth	1.1%	11	0.0%	0	2.2%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	1.8%	1	1.2%	1
Petersfield Town Centre	0.9%	9	2.9%	2	6.7%	3	0.0%	0	0.0%	0	6.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fareham Town Centre	0.9%	9	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	1.2%	1
Portchester Shopping Centre	0.9%	9	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1	0.0%	0	0.0%	0	5.5%	3	0.0%	0
Emsworth Village Centre	0.8%	8	0.0%	0	0.0%	0	0.0%	0	10.0%	5	0.0%	0	5.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portsmouth, Fratton	0.7%	7	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	6.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pullingers Interiors, Elm Grove, Hayling Island	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1	5.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2
Asda, Larchwood Ave, Bedhampton, Havant (Walmart Asda)	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	1.7%	1	0.0%	0	0.0%	0
SCS Sofas, Wellington Retail Park, Hambledon Road, Waterlooville	0.6%	6	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Portsmouth, Port Solent	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Winchester City Centre	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.3%	2	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Homebase, Ocean Retail Park, Dundas Lane, Burrfields Road, Portsmouth	0.4%	4	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Leigh Park Shopping Centre	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Havant Borough Council Telephone Household Survey for Nathaniel Lichfield & Partners

Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22		
Hayling Island shopping centre	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Farlington town centre	0.4%	4	0.0%	0	0.0%	0	2.0%	1	6.7%	1	0.0%	0	0.0%	0
Gosport Town Centre	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1	0.0%	0
Cowplain Shopping Centre	0.3%	3	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portsmouth, New Road	0.2%	2	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hordean Village Centre	0.2%	2	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Titchfield town centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Central London	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Drayton town centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Ikea, The Old Power Station, Volta Way, Croydon	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1	0.0%	0
Portsmouth, Hilsea	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bournemouth town centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shoreham town centre	0.1%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marriotts House Furnishers, New Road, Portsmouth	0.1%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
MFI, Quartremaine Road, Portsmouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harveys, Victory Retail Park, Flathouse Road, Portsmouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Anchorage Park, Portsmouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Bedhampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parkgate Retail Park, Southampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bristol city centre	0.1%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys, Ocean Retail Park, Dundas Lane, Burrfields Road, Portsmouth	0.1%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Airport Industrial Estate, Quartermaine Road, Portsmouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Wickes, Potash Terrace, Havant	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Portsmouth, Paulsgrove	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Wilton Shopping Village, Wilton, Salisbury, Wiltshire	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Birmingham city centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Portsmouth, Copnor	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Argos, Commercial Road, Portsmouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Newcastle city centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
MFI, Ocean Retail Park, Dundas Lane, Burrfields Road, Portsmouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Weighted:

September 2008

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
Whiteley Village	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Clement Attlee Way, Port Solent	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Local newspaper	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Harveys, Main Road, Totton, Southampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Lakeside shopping centre, Essex	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carpetright, Ocean Retail Park, Dundas Lane, Burrfields Road, Portsmouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Peter Green, School Lane, Chandler's Ford, Eastleigh	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
DFS, Hedge End Retail Park, Hedge End, Southampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chester town centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dreams, Gallagher Retail Park, Hambledon Road, Waterlooville	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wellington Retail Park, Hambledon Road, Waterlooville	0.1%	1	0.0%	0	0.0%	0	0.0%	0	6.7%	1	0.0%	0
Ikea, Straiton Road, Straiton, Loanhead, Edinburgh	0.1%	1	0.0%	0	0.0%	0	0.0%	0	6.7%	1	0.0%	0
Land of Leather, Hedge End Retail Park, Hedge End, Southampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1
(Don't regularly buy these kind of goods)	19.0%	190	21.4%	15	15.6%	7	0.0%	0	24.0%	12	13.3%	2
(Don't know / can't remember)	8.7%	87	5.7%	4	8.9%	4	20.0%	1	6.0%	3	6.7%	1
Weighted base:	1002		72		48		6		48		14	
Sample:	1002		70		45		5		50		15	

Havant Borough Council Telephone Household Survey for Nathaniel Lichfield & Partners

Weighted:

September 2008

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22												
Q10 At which location did your household last buy DIY / hardware Items ?																								
B&Q, Purbrook Way, Havant	51.1%	512	51.4%	37	57.8%	28	20.0%	1	48.0%	23	53.3%	8	52.5%	22	40.0%	5	54.0%	27	28.3%	17	43.6%	24	36.0%	31
Homebase, Havant Retail Park, Portsdown Hill Road, Havant	5.0%	50	1.4%	1	2.2%	1	20.0%	1	4.0%	2	0.0%	0	2.5%	1	0.0%	0	8.0%	4	11.7%	7	1.8%	1	4.7%	4
Havant Town Centre	5.0%	50	2.9%	2	4.4%	2	0.0%	0	8.0%	4	0.0%	0	7.5%	3	0.0%	0	0.0%	0	1.7%	1	1.8%	1	7.0%	6
Homebase, Fitzherbert Road, Farlington	2.4%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1	4.0%	2	20.0%	12	0.0%	0	0.0%	0
Hayling Hardware, Elm Grove, Hayling Island	2.3%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.7%	23
Wickes, Rockville Drive, Waterlooville	1.9%	19	2.9%	2	0.0%	0	20.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Wickes Extra, Central Retail Park, 12 Park Way, Havant	1.6%	16	2.9%	2	0.0%	0	0.0%	0	4.0%	2	13.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2
Emsworth Village Centre	1.6%	16	0.0%	0	0.0%	0	0.0%	0	16.0%	8	0.0%	0	12.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portsmouth, Commercial Road/Cascades	1.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	5	3.3%	2	5.5%	3	2.3%	2
Leigh Park Shopping Centre	1.2%	12	2.9%	2	0.0%	0	0.0%	0	2.0%	1	0.0%	0	7.5%	3	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Farlington town centre	1.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	3	5.0%	3	0.0%	0	0.0%	0
Ocean Retail Park, Dundas Lane, Burrfields Road, Portsmouth	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1	2.0%	1	1.7%	1	5.5%	3	2.3%	2
Mengham/Gable Head (Hayling Island) Shopping Centre	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.1%	7
Asda, Larchwood Ave, Bedhampton, Havant (Walmart Asda)	0.7%	7	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	1.7%	1	3.6%	2	0.0%	0
Portsmouth, Cosham	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	6.7%	4	1.8%	1	0.0%	0
Internet / delivered	0.6%	6	2.9%	2	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Southsea Shopping Centre	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	3	2.5%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
B&Q, Southampton Road, Titchfield, Fareham	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.3%	2	0.0%	0	1.7%	1	0.0%	0
Petersfield Town Centre	0.5%	5	1.4%	1	6.7%	3	20.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portsmouth, Fratton	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	3.6%	2	0.0%	0
Fareham Town Centre	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1	0.0%	0	0.0%	0	3.6%	2	0.0%	0
Rowlands Castle, Havant	0.2%	2	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portchester Shopping Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	2	0.0%	0
Chichester City Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hedge End Retail Park	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cowplain Shopping Centre	0.1%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle city centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southampton City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portsmouth, Hilsea	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Havant Borough Council Telephone Household Survey for Nathaniel Lichfield & Partners

Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
Southsea Shopping Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Anchorage Park, Portsmouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Chestnut Avenue, Chandler's Ford, Eastleigh	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Denmead, Waterloooville	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winchester City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	6.7%	1	0.0%	0
B&Q, Charles Watts Way, Hedgend	0.1%	1	0.0%	0	0.0%	0	0.0%	0	6.7%	1	0.0%	0
(Don't regularly buy these kind of goods)	9.8%	98	7.1%	5	11.1%	5	0.0%	0	12.0%	6	13.3%	2
(Don't know / can't remember)	7.6%	76	22.9%	16	13.3%	6	20.0%	1	2.0%	1	0.0%	0
Weighted base:	1002	72	48	6	48	14	42	13	50	59	55	87
Sample:	1002	70	45	5	50	15	40	15	50	60	55	86

Havant Borough Council Telephone Household Survey for Nathaniel Lichfield & Partners

Weighted:

September 2008

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22												
Q11 At which location did your household last buy garden items ?																								
B&Q, Purbrook Way, Havant	29.2%	292	24.3%	17	28.9%	14	20.0%	1	18.0%	9	20.0%	3	30.0%	13	33.3%	4	38.0%	19	21.7%	13	29.1%	16	25.6%	22
Wyevale Garden Centre, Bartons Road, Havant	7.7%	77	7.1%	5	8.9%	4	0.0%	0	12.0%	6	33.3%	5	15.0%	6	0.0%	0	4.0%	2	3.3%	2	1.8%	1	7.0%	6
Horndean Village Centre	6.0%	60	21.4%	15	15.6%	7	0.0%	0	6.0%	3	20.0%	3	0.0%	0	0.0%	0	2.0%	1	1.7%	1	1.8%	1	1.2%	1
Havant Town Centre	5.8%	58	2.9%	2	6.7%	3	0.0%	0	8.0%	4	0.0%	0	5.0%	2	0.0%	0	4.0%	2	0.0%	0	1.8%	1	2.3%	2
Waterlooville Town Centre	4.1%	41	20.0%	14	4.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	1.7%	1	1.8%	1	0.0%	0
Homebase, Havant Retail Park, Portsdown Hill Road, Havant	3.8%	38	1.4%	1	0.0%	0	20.0%	1	2.0%	1	0.0%	0	2.5%	1	0.0%	0	4.0%	2	15.0%	9	5.5%	3	3.5%	3
Keydell Garden Centre, Horndean	3.0%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1	4.0%	2	11.7%	7	0.0%	0	1.2%	1
Mengham/Gable Head (Hayling Island) Shopping Centre	2.8%	28	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	27.9%	24
Rowlands Castle, Havant	1.5%	15	0.0%	0	4.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	3
Asda, Larchwood Ave, Bedhampton, Havant (Walmart Asda)	1.4%	14	1.4%	1	2.2%	1	0.0%	0	4.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	2	0.0%	0
Internet / delivered	1.3%	13	1.4%	1	2.2%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	1.8%	1	2.3%	2
Leigh Park Shopping Centre	1.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Emsworth Village Centre	1.2%	12	0.0%	0	0.0%	0	0.0%	0	12.0%	6	0.0%	0	12.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes Extra, Central Retail Park, 12 Park Way, Havant	1.0%	10	0.0%	0	0.0%	0	0.0%	0	4.0%	2	6.7%	1	2.5%	1	0.0%	0	0.0%	0	1.7%	1	1.8%	1	0.0%	0
Wickham village, Fareham	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1	2.0%	1	1.7%	1	1.8%	1	0.0%	0
Drayton town centre	0.7%	7	1.4%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	3	1.7%	1	0.0%	0	0.0%	0
Portsmouth, Cosham	0.7%	7	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	2.0%	1	3.3%	2	1.8%	1	0.0%	0
Chichester City Centre	0.7%	7	0.0%	0	0.0%	0	0.0%	0	4.0%	2	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Mud Island Nurseries, Southwick Road, Wickham	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.3%	2	2.5%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	1.2%	1
Wilkinsons, The Meridian Centre, Havant	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fareham Town Centre	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	3	0.0%	0
Titchfield town centre	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	3	0.0%	0	0.0%	0	3.6%	2	0.0%	0
Petersfield Town Centre	0.4%	4	1.4%	1	4.4%	2	20.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portsmouth, Fratton	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	1.8%	1	0.0%	0
Portsmouth, Commercial Road/Cascades	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	2	1.7%	1	1.8%	1	0.0%	0
Tesco, High Street, Cosham	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Golby's Garden Centre, Tollgate Way, Northampton	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Waterlooville Town Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Havant Borough Council Telephone Household Survey for Nathaniel Lichfield & Partners

Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
Clanfield, Waterlooville	0.2%	2	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	1
Westbourne village, Portsmouth	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Homebase, Ocean Retail Park, Dundas Lane, Burrfields Road, Portsmouth	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Portchester Shopping Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southsea Shopping Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abbey Garden Centre, Mill Lane, Titchfield	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1
Southampton City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bosham Garden Centre, Main Road, Fishbourne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1
Farlington town centre	0.1%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Portsmouth, Port Solent	0.1%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Ocean Retail Park, Dundas Lane, Burrfields Road, Portsmouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Fitzherbert Road, Farlington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hayling Island town centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Unit 4/5 Central Retail Park, 12 Park Way, Havant	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Clement Attlee Way, Port Solent	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Linconshire	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Argos, Gallagher Retail Park, Waterlooville	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Southampton Road, Titchfield, Fareham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cowplain Shopping Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Denmead, Waterlooville	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Hayling Hardware, Elm Grove, Hayling Island	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Forest Lodge Garden Centre, Holt Pound, Farnham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Focus Do It All, Waterlooville	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bordon village, Hampshire	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stansted Park Garden Centre, Rowland's Castle	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1
Winchester City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1
(Don't regularly buy these kind of goods)	14.9%	150	10.0%	7	6.7%	3	40.0%	2	14.0%	7	0.0%	0
(Don't know / can't)	4.5%	45	5.7%	4	6.7%	3	0.0%	0	8.0%	4	6.7%	1

Havant Borough Council Telephone Household Survey for Nathaniel Lichfield & Partners

Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
remember)												
Weighted base:	1002	72	48	6	48	14	42	13	50	59	55	87
Sample:	1002	70	45	5	50	15	40	15	50	60	55	86

Havant Borough Council Telephone Household Survey for Nathaniel Lichfield & Partners

Weighted:

September 2008

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22													
Q12 Which location did your household last buy chemist, health and beauty items ?																									
Waterlooville Town Centre	18.0%	180	52.9%	38	26.7%	13	40.0%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	1	1.7%	1	1.8%	1	0.0%	0			
Havant Town Centre	17.7%	177	0.0%	0	0.0%	0	0.0%	0	20.0%	10	46.7%	7	22.5%	10	0.0%	0	0.0%	0	6.7%	4	0.0%	0	27.9%	24	
Asda, Larchwood Ave, Bedhampton, Havant (Walmart Asda)	7.3%	73	2.9%	2	13.3%	6	0.0%	0	4.0%	2	20.0%	3	2.5%	1	0.0%	0	2.0%	1	1.7%	1	1.8%	1	3.5%	3	
Portsmouth, Cosham	6.6%	66	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	56.0%	28	36.7%	21	16.4%	9	0.0%	0	0	0	
Leigh Park Shopping Centre	4.2%	43	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0	0	
Mengham/Gable Head (Hayling Island) Shopping Centre	4.2%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	47.7%	41	0	0	
Portsmouth, Commercial Road/Cascades	3.9%	39	2.9%	2	2.2%	1	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	8.0%	4	13.3%	8	3.6%	2	2.3%	2	
Emsworth Village Centre	3.7%	37	0.0%	0	0.0%	0	0.0%	0	46.0%	22	0.0%	0	22.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0
Cowplain Shopping Centre	3.0%	30	12.9%	9	0.0%	0	0.0%	0	0.0%	0	6.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0
Hordean Village Centre	2.9%	29	14.3%	10	20.0%	10	0.0%	0	2.0%	1	13.3%	2	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0
Chichester City Centre	2.6%	26	1.4%	1	0.0%	0	0.0%	0	12.0%	6	6.7%	1	17.5%	7	0.0%	0	0.0%	0	1.8%	1	3.5%	3	0	0	
Internet / delivered	2.0%	20	1.4%	1	6.7%	3	0.0%	0	2.0%	1	6.7%	1	0.0%	0	0.0%	0	4.0%	2	1.7%	1	1.8%	1	2.3%	2	
Farlington town centre	1.6%	16	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	4	1.8%	1	1.2%	1	
Drayton town centre	1.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	2	8.3%	5	0.0%	0	0.0%	0	
Tesco, Clement Attlee Way, Port Solent	1.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1	2.0%	1	5.0%	3	14.5%	8	0.0%	0	
Sainsburys, Broadcut, Fareham	1.1%	11	0.0%	0	0.0%	0	20.0%	1	0.0%	0	0.0%	0	0.0%	0	20.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Sainsburys, Fitzherbert Road, Farlington	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	2	3.3%	2	3.6%	2	1.2%	1	
Portchester Shopping Centre	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1	0.0%	0	0.0%	0	16.4%	9	0.0%	0	
Portsmouth, Bedhampton	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Paulsgrove Shopping Centre	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	3	0.0%	0	10.9%	6	0.0%	0	
Fareham Town Centre	0.9%	9	0.0%	0	2.2%	1	20.0%	1	0.0%	0	0.0%	0	0.0%	0	26.7%	3	0.0%	0	0.0%	0	1.8%	1	0.0%	0	
Petersfield Town Centre	0.8%	8	2.9%	2	6.7%	3	20.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Portsmouth, Port Solent	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	2	0.0%	0	9.1%	5	0.0%	0	
Clanfield, Waterlooville	0.5%	5	1.4%	1	6.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	
Southsea Shopping Centre	0.5%	5	1.4%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	1.2%	1	
Portsmouth, North End	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	2	0.0%	0	
Southampton City Centre	0.4%	4	0.0%	0	4.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	
Tesco, Langstone Harbour, Solent Road, Havant	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Asda, Portland Road, Waterlooville	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Wickham village, Fareham	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Westbourne village, Portsmouth	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Rowlands Pharmacy, Clanfield village, Waterlooville	0.3%	3	0.0%	0	6.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	

Havant Borough Council Telephone Household Survey for Nathaniel Lichfield & Partners

Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
Portsmouth, Gun Wharf Quays	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hayling Island town centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2.3%
Tesco, High Street, Cosham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Crookhorn village, Waterlooille	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portsmouth, Fratton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1
Winchester City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southbourne village centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1
Alliance Pharmacy, Church Corner House, Main Road, Southbourne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1
Harrods, Central London	0.1%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Fishbourne Road East, Chichester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1.2%
Lloyds Pharmacy, High St, Cosham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Newcastle city centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gosport Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boots, High Street, Petersfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Lakesmere Road, Horndean, Waterlooille	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hedge End Retail Park	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Purbrook village centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't regularly buy these kind of goods)	4.3%	43	4.3%	3	0.0%	0	0.0%	0	6.0%	3	0.0%	0
(Don't know / can't remember)	2.0%	20	0.0%	0	2.2%	1	0.0%	0	2.0%	1	0.0%	0
Weighted base:	1002	72	48	6	48	14	42	13	50	59	55	87
Sample:	1002	70	45	5	50	15	40	15	50	60	55	86

Havant Borough Council Telephone Household Survey for Nathaniel Lichfield & Partners

Weighted:

September 2008

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22												
Q13 Which location did your household last buy other non-food items such as books, CD's, toys and gifts ?																								
Internet / delivered	18.4%	185	20.0%	14	22.2%	11	20.0%	1	18.0%	9	53.3%	8	25.0%	11	20.0%	3	24.0%	12	20.0%	12	14.5%	8	17.4%	15
Havant Town Centre	11.6%	117	1.4%	1	4.4%	2	0.0%	0	12.0%	6	20.0%	3	15.0%	6	0.0%	0	0.0%	0	3.3%	2	0.0%	0	23.3%	20
Portsmouth, Commercial Road/Cascades	11.1%	112	15.7%	11	4.4%	2	0.0%	0	2.0%	1	0.0%	0	7.5%	3	13.3%	2	30.0%	15	23.3%	14	10.9%	6	11.6%	10
Waterlooville Town Centre	10.3%	104	28.6%	21	13.3%	6	40.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	1.2%	1
Asda, Larchwood Ave, Bedhampton, Havant (Walmart Asda)	7.7%	77	4.3%	3	4.4%	2	20.0%	1	4.0%	2	6.7%	1	2.5%	1	0.0%	0	8.0%	4	1.7%	1	1.8%	1	4.7%	4
Chichester City Centre	5.0%	50	2.9%	2	2.2%	1	0.0%	0	24.0%	12	0.0%	0	25.0%	11	0.0%	0	4.0%	2	1.7%	1	0.0%	0	9.3%	8
Portsmouth, Cosham	2.3%	23	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.0%	6	16.7%	10	7.3%	4	0.0%	0
Fareham Town Centre	2.1%	21	1.4%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	33.3%	4	0.0%	0	1.7%	1	9.1%	5	0.0%	0
Leigh Park Shopping Centre	1.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Mengham/Gable Head (Hayling Island) Shopping Centre	1.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.0%	12
Tesco, Clement Attlee Way, Port Solent	1.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1	2.0%	1	5.0%	3	10.9%	6	0.0%	0
Petersfield Town Centre	1.1%	11	2.9%	2	17.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portsmouth, Port Solent	1.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	4	1.7%	1	9.1%	5	0.0%	0
Southsea Shopping Centre	1.1%	11	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	1.7%	1	1.8%	1	0.0%	0
Portsmouth, Gun Wharf Quays	0.8%	8	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0	1.2%	1
Southampton City Centre	0.7%	7	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	1.2%	1
Emsworth Village Centre	0.6%	6	0.0%	0	0.0%	0	0.0%	0	6.0%	3	0.0%	0	5.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ocean Retail Park, Dundas Lane, Burrfields Road, Portsmouth	0.5%	5	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2
Hordean Village Centre	0.5%	5	2.9%	2	2.2%	1	0.0%	0	0.0%	0	13.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farlington town centre	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	1.8%	1	0.0%	0
Cowplain Shopping Centre	0.4%	4	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Fitzherbert Road, Farlington	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0	0.0%	0
Gloucestershire	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Central London	0.2%	2	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portsmouth, Fratton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	1.8%	1	0.0%	0
Portchester Shopping Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	2	0.0%	0
Toys R Us, Ocean Retail Park, Dundas Lane, Burrfields Road, Portsmouth	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Winchester City Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Langstone Harbour, Solent Road, Havant	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Lakesmere Road, Hordean, Waterlooville	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22													
Stansted Park Garden Centre, Rowland's Castle	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Southbourne shopping centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Gatwick Airport	0.1%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lyndhurst, New Forest	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Leigh Park, Havant	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Whiteley Village	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hedge End Retail Park	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	
Blackwells, Cambridge Road, Portsmouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Gosport Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Portsmouth, North End	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%
Tesco, Crasswell St, Portsmouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, High Street, Cosham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%
Stratford upon Avon town centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%
Abroad	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Eastern Road, Portsmouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Portland Road, Waterlooville	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sidmouth town centre, Devon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Whiteley Way, Fareham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Currys, Ocean Retail Park, Dundas Lane, 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	0.0%	0	0.0%
Eastleigh 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	0.0%	0	0.0%
Comet, St. Georges Industrial Estate, Goodwood Rd, Eastleigh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, Market Parade, 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	0.0%	0	0.0%
Comet, Eastern Road Industrial Estate, Farlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Currys, Anchorage Park, 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	0.0%	0	0.0%
Currys, Eastern Road Industrial Estate, Farlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Denmead, Waterlooville	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Segensworth Retail Park, 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	0.0%	0	0.0%
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Havant Borough Council Telephone Household Survey for Nathaniel Lichfield & Partners

Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22										
Homebase, Collingwood Retail Park, Newgate Lane, 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
Collingwood Retail Park, Newgate Lane, 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
Currys, West Street, 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
Macro, Limberline Spur, 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
Magnet, Fitzherbert 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
Maidenhead 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
Barnham 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
Basingstoke 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
Blackpool 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
Bournemouth 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
Bude 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
Guildford 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
Clitheroe, Lancashire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kenwood Factory Shop, New Lane, 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
West Bromwich 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
Dorchester 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
Drayton 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
Farnborough 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
High Wycombe 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
Portsmouth, North Harbour	0.0%	0	0.0%	0	0.0%	0	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, Copnor	0.0%	0	0.0%	0	0.0%	0	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, Hilsea	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southbourne 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
Aldi, Unit 4/5 Central Retail Park, 12 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
Crawley 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
Derby city 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
B&Q, Purbrook 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
Comet, Ocean Retail Park, Dundas Lane, 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
Comet, Anchorage Park, 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
Ascot, Berkshire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Monks Cross Retail Park, North Yorkshire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton city 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
Castle Trading Estate, 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

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Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
Eastern Road Industrial Estate, Farlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle city centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PC World, Anchorage Park, Portsmouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PC World, Ocean Retail Park, Dundas Lane, Burrfields Road, Portsmouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Romford town centre, Essex	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southsea Shopping Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, South Street, Chichester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clanfield, Waterlooville	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hayling Island town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portsmouth, Anchorage Park Lodge, Sywell Crescent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portsmouth, Ocean Village Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Wallington Way, Broadcut, Fareham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sheffield city centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Anchorage Park, Portsmouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Airport Industrial Estate, Quatermaine Road, Portsmouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Upfields, Bishops Waltham, Southampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham city centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Worthing town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carpetright, Ocean Retail Park, Dundas Lane, Burrfields Road, Portsmouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chester town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DFS, Hedge End Retail Park, Hedge End, Southampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dreams, Gallagher Retail Park, Hambledon Road, Waterlooville	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harveys, Main Road, Totton, Southampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harveys, Victory Retail Park, Flathouse Road, Portsmouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hayling Island shopping	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
centre												
Homebase, Ocean Retail Park, Dundas Lane, Burrfields Road, Portsmouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ikea, Straiton Road, Straiton, Loanhead, Edinburgh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ikea, The Old Power Station, Volta Way, Croydon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside shopping centre, Essex	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Land of Leather, Hedge End Retail Park, Hedge End, Southampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local newspaper	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marriotts House Furnishers, New Road, Portsmouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
MFI, Ocean Retail Park, Dundas Lane, Burrfields Road, Portsmouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
MFI, Quartremaine Road, Portsmouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parkgate Retail Park, Southampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Peter Green, School Lane, Chandler's Ford, Eastleigh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portsmouth, New Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portsmouth, Paulsgrove	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Argos, Commercial Road, Portsmouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Titchfield town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bristol city centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Potash Terrace, Havant	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wilton Shopping Village, Wilton, Salisbury, Wiltshire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Charles Watts Way, Hedgend	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Southampton Road, Titchfield, Fareham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Chestnut Avenue, Chandler's Ford, Eastleigh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Fitzherbert Road, Farlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rowlands Castle, Havant	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Weighted:

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Staffordshire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abbey Garden Centre, Mill Lane, Titchfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Argos, Gallagher Retail Park, Waterlooville	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bordon village, Hampshire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bosham Garden Centre, Main Road, Fishbourne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bosham Shopping Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Focus Do It All, Waterlooville	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Forest Lodge Garden Centre, Holt Pound, Farnham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Golby's Garden Centre, Tollgate Way, Northampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hayling Hardware, Elm Grove, Hayling Island	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Keydell Garden Centre, Hordean	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Linconshire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mud Island Nurseries, Southwick Road, Wickham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swansea city centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Bedhampton	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
Westbourne village, Portsmouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickham village, Fareham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wilkinsons, The Meridian Centre, Havant	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alliance Pharmacy, Church Corner House, Main Road, Southbourne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boots, High Street, Petersfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crookhorn village, Waterlooville	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harrods, Central London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lloyds Pharmacy, High St, Cosham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheltenham town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Paulsgrove Shopping Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portsmouth, Bedhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Purbrook village centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rowlands Pharmacy,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Havant Borough Council Telephone Household Survey for Nathaniel Lichfield & Partners

Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22												
Clanfield village, Waterlooville	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Sainsburys, Broadcut, Fareham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Southbourne village centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Tesco Extra, Fishbourne Road East, Chichester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Horsham town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Isle of Wight	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Lincoln city centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Penzance town centre, Cornwall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Salisbury city centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Shoreham town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Solent Retail Park, Havant	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Wellington Retail Park, Hambleton Road, Waterlooville	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Weymouth town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Carpentright, Wellington Retail Park, Hambleton Road, Waterlooville	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
DFS Furniture, Wellington Retail Park, Hambleton Road, Waterlooville	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Pullingers Interiors, Elm Grove, Hayling Island	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
SCS Sofas, Wellington Retail Park, Hambleton Road, Waterlooville	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Homebase, Havant Retail Park, Portsdown Hill Road, Havant	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Wickes Extra, Central Retail Park, 12 Park Way, Havant	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Wickes, Rockville Drive, Waterlooville	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Wyevale Garden Centre, Bartons Road, Havant	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
(Don't regularly buy these kind of goods)	13.4%	134	11.4%	8	15.6%	7	0.0%	0	24.0%	12	6.7%	1	12.5%	5	6.7%	1	6.0%	3	8.3%	5	18.2%	10	10.5%	9
(Don't know / can't remember)	3.0%	30	2.9%	2	4.4%	2	20.0%	1	6.0%	3	0.0%	0	2.5%	1	6.7%	1	0.0%	0	1.7%	1	1.8%	1	1.2%	1
Weighted base:	1002		72	48	6	48	14	42	13	50	59	87												
Sample:	1002		70	45	5	50	15	40	15	50	60	86												

Havant Borough Council Telephone Household Survey for Nathaniel Lichfield & Partners

Weighted:

September 2008

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
Q14 Where is your nearest centre?												
Cowplain District Centre	2.9%	29	14.3%	10	4.4%	2	0.0%	0	0.0%	0	0.0%	0
Emsworth District Centre	4.6%	46	0.0%	0	0.0%	0	0.0%	0	54.0%	26	0.0%	0
Havant Town Centre	28.9%	289	2.9%	2	4.4%	2	0.0%	0	44.0%	21	100.0%	14
Leigh Park District Centre	3.5%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mengham/Gable Head District Centre	1.9%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waterlooville Town Centre	29.7%	297	71.4%	51	66.7%	32	80.0%	5	0.0%	0	0.0%	0
Other	28.6%	286	11.4%	8	24.4%	12	20.0%	1	2.0%	1	0.0%	0
Weighted base:		1002		72		48		6		48		14
Sample:		1002		70		45		5		50		15

mean score: (Good=1,Average=0,Poor=-1)

Q15 How would you rate the following aspects in relation to (THE CENTRE MENTIONED IN Q14)?*Those who did not say 'other' at Q14***Range of Food Shops**

Good	37.8%	270	38.7%	25	44.1%	16	0.0%	0	57.1%	27	40.0%	6	51.6%	17	33.3%	1	0.0%	0	100.0%	1	50.0%	2	31.8%	21
Average	43.4%	310	41.9%	27	32.4%	12	75.0%	4	28.6%	13	33.3%	5	32.3%	11	66.7%	2	0.0%	0	0.0%	0	50.0%	2	51.5%	34
Poor	15.9%	114	14.5%	9	23.5%	8	0.0%	0	8.2%	4	20.0%	3	16.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.2%	10
(Don't Know)	3.0%	21	4.8%	3	0.0%	0	25.0%	1	6.1%	3	6.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Mean:		0.23		0.25		0.21		0.00		0.52		0.21		0.36		0.33		0.00		1.00		0.50		0.17
Weighted base:		716		64		36		5		47		14		33		3		0		1		4		67
Sample:		713		62		34		4		49		15		31		3		0		1		4		66

Range of Non-Food Shops

Good	26.9%	192	32.3%	21	32.4%	12	50.0%	2	26.5%	12	6.7%	1	29.0%	10	33.3%	1	0.0%	0	0.0%	0	50.0%	2	30.3%	20
Average	45.0%	322	40.3%	26	52.9%	19	25.0%	1	44.9%	21	46.7%	7	48.4%	16	66.7%	2	0.0%	0	100.0%	1	25.0%	1	40.9%	27
Poor	24.8%	177	22.6%	14	14.7%	5	25.0%	1	18.4%	9	40.0%	6	22.6%	7	0.0%	0	0.0%	0	0.0%	0	25.0%	1	24.2%	16
(Don't Know)	3.3%	24	4.8%	3	0.0%	0	0.0%	0	10.2%	5	6.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	3
Mean:		0.02		0.10		0.18		0.25		0.09		-0.36		0.07		0.33		0.00		0.00		0.25		0.06
Weighted base:		716		64		36		5		47		14		33		3		0		1		4		67
Sample:		713		62		34		4		49		15		31		3		0		1		4		66

Havant Borough Council Telephone Household Survey for Nathaniel Lichfield & Partners

Weighted:

September 2008

	Total	Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		
Quality of Goods																								
Good	44.2%	316	40.3%	26	44.1%	16	75.0%	4	65.3%	31	20.0%	3	64.5%	21	0.0%	0	0.0%	0	0.0%	0	50.0%	2	50.0%	33
Average	45.0%	322	43.5%	28	44.1%	16	0.0%	0	24.5%	12	53.3%	8	35.5%	12	66.7%	2	0.0%	0	100.0%	1	50.0%	2	39.4%	26
Poor	7.3%	52	8.1%	5	8.8%	3	25.0%	1	2.0%	1	20.0%	3	0.0%	0	33.3%	1	0.0%	0	0.0%	0	0.0%	0	9.1%	6
(Don't Know)	3.5%	25	8.1%	5	2.9%	1	0.0%	0	8.2%	4	6.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Mean:		0.38		0.35		0.36		0.50		0.69		0.00		0.65		-0.33		0.00		0.00		0.50		0.42
Weighted base:		716		64		36		5		47		14		33		3		0		1		4		67
Sample:		713		62		34		4		49		15		31		3		0		1		4		66
Price of Goods																								
Good	26.4%	189	19.4%	12	35.3%	13	25.0%	1	28.6%	13	26.7%	4	25.8%	8	33.3%	1	0.0%	0	0.0%	0	25.0%	1	25.8%	17
Average	62.9%	450	62.9%	40	58.8%	21	50.0%	2	61.2%	29	53.3%	8	61.3%	20	66.7%	2	0.0%	0	0.0%	0	75.0%	3	56.1%	37
Poor	6.0%	43	4.8%	3	2.9%	1	25.0%	1	2.0%	1	0.0%	0	9.7%	3	0.0%	0	0.0%	0	100.0%	1	0.0%	0	13.6%	9
(Don't Know)	4.8%	34	12.9%	8	2.9%	1	0.0%	0	8.2%	4	20.0%	3	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	3
Mean:		0.21		0.17		0.33		0.00		0.29		0.33		0.17		0.33		0.00		-1.00		0.25		0.13
Weighted base:		716		64		36		5		47		14		33		3		0		1		4		67
Sample:		713		62		34		4		49		15		31		3		0		1		4		66
Access by Car																								
Good	57.4%	411	62.9%	40	67.6%	24	25.0%	1	42.9%	20	53.3%	8	61.3%	20	100.0%	3	0.0%	0	100.0%	1	100.0%	4	57.6%	38
Average	21.7%	155	22.6%	14	23.5%	8	50.0%	2	28.6%	13	20.0%	3	22.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.2%	16
Poor	12.2%	87	9.7%	6	5.9%	2	25.0%	1	8.2%	4	20.0%	3	6.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.1%	8
(Don't Know)	8.7%	62	4.8%	3	2.9%	1	0.0%	0	20.4%	10	6.7%	1	9.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	4
Mean:		0.50		0.56		0.64		0.00		0.44		0.36		0.61		1.00		0.00		1.00		1.00		0.48
Weighted base:		716		64		36		5		47		14		33		3		0		1		4		67
Sample:		713		62		34		4		49		15		31		3		0		1		4		66
Car Parking																								
Good	49.2%	352	58.1%	37	52.9%	19	50.0%	2	38.8%	18	53.3%	8	51.6%	17	66.7%	2	0.0%	0	0.0%	0	75.0%	3	51.5%	34
Average	19.0%	136	16.1%	10	26.5%	10	50.0%	2	20.4%	10	26.7%	4	16.1%	5	0.0%	0	0.0%	0	100.0%	1	25.0%	1	15.2%	10
Poor	22.7%	163	19.4%	12	17.6%	6	0.0%	0	24.5%	12	20.0%	3	22.6%	7	33.3%	1	0.0%	0	0.0%	0	0.0%	0	27.3%	18
(Don't Know)	9.0%	65	6.5%	4	2.9%	1	0.0%	0	16.3%	8	0.0%	0	9.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	4
Mean:		0.29		0.41		0.36		0.50		0.17		0.33		0.32		0.33		0.00		0.00		0.75		0.26
Weighted base:		716		64		36		5		47		14		33		3		0		1		4		67
Sample:		713		62		34		4		49		15		31		3		0		1		4		66

Havant Borough Council Telephone Household Survey for Nathaniel Lichfield & Partners

Weighted:

September 2008

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22												
Access by bus or train																								
Good	44.8%	321	41.9%	27	44.1%	16	25.0%	1	61.2%	29	6.7%	1	54.8%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	37.9%	25
Average	13.3%	95	14.5%	9	2.9%	1	0.0%	0	12.2%	6	20.0%	3	12.9%	4	0.0%	0	0.0%	0	100.0%	1	75.0%	3	16.7%	11
Poor	8.8%	63	6.5%	4	14.7%	5	0.0%	0	0.0%	0	13.3%	2	9.7%	3	33.3%	1	0.0%	0	0.0%	0	0.0%	0	9.1%	6
(Don't Know)	33.2%	237	37.1%	24	38.2%	14	75.0%	4	26.5%	12	60.0%	9	22.6%	7	66.7%	2	0.0%	0	0.0%	0	25.0%	1	36.4%	24
Mean:		0.54	0.56	0.48	1.00	0.83	-0.17	0.58	-1.00	0.00	0.00	0.00	0.45											
Weighted base:	716	64	36	5	47	14	33	3	0	1	4	67												
Sample:	713	62	34	4	49	15	31	3	0	1	4	66												
Access by cycle																								
Good	44.6%	319	32.3%	21	32.4%	12	25.0%	1	65.3%	31	13.3%	2	61.3%	20	33.3%	1	0.0%	0	100.0%	1	0.0%	0	39.4%	26
Average	10.0%	72	11.3%	7	5.9%	2	0.0%	0	10.2%	5	13.3%	2	9.7%	3	0.0%	0	0.0%	0	0.0%	0	25.0%	1	6.1%	4
Poor	6.3%	45	3.2%	2	14.7%	5	0.0%	0	2.0%	1	13.3%	2	0.0%	0	33.3%	1	0.0%	0	0.0%	0	0.0%	0	12.1%	8
(Don't Know)	39.2%	280	53.2%	34	47.1%	17	75.0%	4	22.4%	11	60.0%	9	29.0%	10	33.3%	1	0.0%	0	0.0%	0	75.0%	3	42.4%	28
Mean:		0.63	0.62	0.33	1.00	0.82	0.00	0.86	0.00	0.00	1.00	0.47												
Weighted base:	716	64	36	5	47	14	33	3	0	1	4	67												
Sample:	713	62	34	4	49	15	31	3	0	1	4	66												
Access by foot																								
Good	54.8%	392	41.9%	27	23.5%	8	50.0%	2	73.5%	35	6.7%	1	54.8%	18	0.0%	0	0.0%	0	100.0%	1	0.0%	0	36.4%	24
Average	12.9%	92	11.3%	7	11.8%	4	0.0%	0	10.2%	5	0.0%	0	6.5%	2	33.3%	1	0.0%	0	0.0%	0	25.0%	1	12.1%	8
Poor	5.7%	41	4.8%	3	14.7%	5	0.0%	0	6.1%	3	20.0%	3	9.7%	3	33.3%	1	0.0%	0	0.0%	0	0.0%	0	10.6%	7
(Don't Know)	26.6%	190	41.9%	27	50.0%	18	50.0%	2	10.2%	5	73.3%	10	29.0%	10	33.3%	1	0.0%	0	0.0%	0	75.0%	3	40.9%	27
Mean:		0.67	0.64	0.18	1.00	0.75	-0.50	0.64	-0.50	0.00	1.00	0.44												
Weighted base:	716	64	36	5	47	14	33	3	0	1	4	67												
Sample:	713	62	34	4	49	15	31	3	0	1	4	66												
Recreational Facilities																								
Good	19.7%	141	9.7%	6	11.8%	4	0.0%	0	30.6%	14	13.3%	2	25.8%	8	33.3%	1	0.0%	0	100.0%	1	0.0%	0	25.8%	17
Average	25.7%	184	22.6%	14	26.5%	10	50.0%	2	28.6%	13	33.3%	5	12.9%	4	0.0%	0	0.0%	0	0.0%	0	25.0%	1	15.2%	10
Poor	32.4%	232	37.1%	24	29.4%	11	25.0%	1	28.6%	13	40.0%	6	22.6%	7	33.3%	1	0.0%	0	0.0%	0	50.0%	2	24.2%	16
(Don't Know)	22.2%	159	30.6%	20	32.4%	12	25.0%	1	12.2%	6	13.3%	2	38.7%	13	33.3%	1	0.0%	0	0.0%	0	25.0%	1	34.8%	23
Mean:		-0.16	-0.40	-0.26	-0.33	0.02	-0.31	0.05	0.00	0.00	1.00	-0.67	0.02											
Weighted base:	716	64	36	5	47	14	33	3	0	1	4	67												
Sample:	713	62	34	4	49	15	31	3	0	1	4	66												

Havant Borough Council Telephone Household Survey for Nathaniel Lichfield & Partners

Weighted:

September 2008

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22												
Restaurants/Fast Food Facilities																								
Good	33.5%	240	22.6%	14	29.4%	11	0.0%	0	63.3%	30	20.0%	3	71.0%	23	0.0%	0	0.0%	0	0.0%	0	25.0%	1	27.3%	18
Average	27.0%	193	30.6%	20	20.6%	7	25.0%	1	20.4%	10	26.7%	4	16.1%	5	66.7%	2	0.0%	0	0.0%	0	50.0%	2	24.2%	16
Poor	21.6%	154	27.4%	17	20.6%	7	0.0%	0	4.1%	2	26.7%	4	3.2%	1	0.0%	0	0.0%	0	100.0%	1	25.0%	1	24.2%	16
(Don't Know)	17.9%	128	19.4%	12	29.4%	11	75.0%	4	12.2%	6	26.7%	4	9.7%	3	33.3%	1	0.0%	0	0.0%	0	0.0%	0	24.2%	16
Mean:		0.15	-0.06	0.13	0.00	0.67	-0.09	0.75	0.00	0.00	-1.00	0.00	0.00										0.04	
Weighted base:		716	64	36	5	47	14	33	3	0	1	4	67											
Sample:		713	62	34	4	49	15	31	3	0	1	4	66											
Moving around on Foot																								
Good	76.1%	545	71.0%	45	82.4%	30	100.0%	5	81.6%	38	73.3%	10	80.6%	27	100.0%	3	0.0%	0	100.0%	1	75.0%	3	72.7%	48
Average	17.0%	122	16.1%	10	14.7%	5	0.0%	0	8.2%	4	13.3%	2	16.1%	5	0.0%	0	0.0%	0	0.0%	0	25.0%	1	21.2%	14
Poor	2.4%	17	6.5%	4	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
(Don't Know)	4.5%	32	6.5%	4	0.0%	0	0.0%	0	10.2%	5	13.3%	2	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	3
Mean:		0.77	0.69	0.79	1.00	0.91	0.85	0.83	1.00	0.00	1.00	0.75	0.75											0.75
Weighted base:		716	64	36	5	47	14	33	3	0	1	4	67											
Sample:		713	62	34	4	49	15	31	3	0	1	4	66											
Appearance and Character																								
Good	38.6%	276	38.7%	25	35.3%	13	25.0%	1	65.3%	31	6.7%	1	77.4%	25	66.7%	2	0.0%	0	0.0%	0	25.0%	1	40.9%	27
Average	38.0%	272	37.1%	24	29.4%	11	75.0%	4	22.4%	11	73.3%	10	16.1%	5	33.3%	1	0.0%	0	0.0%	0	50.0%	2	34.8%	23
Poor	20.9%	149	21.0%	13	35.3%	13	0.0%	0	6.1%	3	20.0%	3	6.5%	2	0.0%	0	0.0%	0	0.0%	0	25.0%	1	22.7%	15
(Don't Know)	2.6%	19	3.2%	2	0.0%	0	0.0%	0	6.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	1	0.0%	0	1.5%	1
Mean:		0.18	0.18	0.00	0.25	0.63	-0.13	0.71	0.67	0.00	0.00	0.00	0.19											0.19
Weighted base:		716	64	36	5	47	14	33	3	0	1	4	67											
Sample:		713	62	34	4	49	15	31	3	0	1	4	66											
Freedom from Noise and Traffic Fumes																								
Good	43.3%	310	45.2%	29	58.8%	21	75.0%	4	28.6%	13	26.7%	4	38.7%	13	33.3%	1	0.0%	0	0.0%	0	50.0%	2	42.4%	28
Average	33.4%	239	37.1%	24	29.4%	11	0.0%	0	42.9%	20	53.3%	8	32.3%	11	33.3%	1	0.0%	0	100.0%	1	0.0%	0	25.8%	17
Poor	19.4%	139	9.7%	6	11.8%	4	0.0%	0	20.4%	10	20.0%	3	22.6%	7	33.3%	1	0.0%	0	0.0%	0	50.0%	2	30.3%	20
(Don't Know)	3.9%	28	8.1%	5	0.0%	0	25.0%	1	8.2%	4	0.0%	0	6.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Mean:		0.25	0.39	0.47	1.00	0.09	0.07	0.17	0.00	0.00	0.00	0.00	0.12											0.12
Weighted base:		716	64	36	5	47	14	33	3	0	1	4	67											
Sample:		713	62	34	4	49	15	31	3	0	1	4	66											

Havant Borough Council Telephone Household Survey for Nathaniel Lichfield & Partners

Weighted:

	Total	Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		
Personal Safety																								
Good	60.8%	435	67.7%	43	79.4%	29	100.0%	5	63.3%	30	46.7%	7	61.3%	20	100.0%	3	0.0%	0	0.0%	0	25.0%	1	62.1%	41
Average	30.4%	217	21.0%	13	17.6%	6	0.0%	0	22.4%	11	46.7%	7	29.0%	10	0.0%	0	0.0%	0	100.0%	1	75.0%	3	25.8%	17
Poor	5.3%	38	4.8%	3	2.9%	1	0.0%	0	4.1%	2	6.7%	1	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.6%	5
(Don't Know)	3.5%	25	6.5%	4	0.0%	0	0.0%	0	10.2%	5	0.0%	0	6.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	3
Mean:		0.58		0.67		0.77		1.00		0.66		0.40		0.62		1.00		0.00		0.00		0.25		0.57
Weighted base:		716		64		36		5		47		14		33		3		0		1		4		67
Sample:		713		62		34		4		49		15		31		3		0		1		4		66
Public Toilet Facilities																								
Good	18.4%	132	9.7%	6	23.5%	8	25.0%	1	20.4%	10	6.7%	1	38.7%	13	0.0%	0	0.0%	0	0.0%	0	25.0%	1	28.8%	19
Average	22.1%	159	24.2%	15	17.6%	6	0.0%	0	36.7%	17	20.0%	3	16.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	6
Poor	38.1%	273	41.9%	27	41.2%	15	0.0%	0	22.4%	11	53.3%	8	9.7%	3	33.3%	1	0.0%	0	100.0%	1	75.0%	3	30.3%	20
(Don't Know)	21.3%	152	24.2%	15	17.6%	6	75.0%	4	20.4%	10	20.0%	3	35.5%	12	66.7%	2	0.0%	0	0.0%	0	0.0%	0	31.8%	21
Mean:		-0.25		-0.43		-0.21		1.00		-0.03		-0.58		0.45		-1.00		0.00		-1.00		-0.50		-0.02
Weighted base:		716		64		36		5		47		14		33		3		0		1		4		67
Sample:		713		62		34		4		49		15		31		3		0		1		4		66
Opening Hours																								
Good	48.1%	345	37.1%	24	61.8%	22	75.0%	4	46.9%	22	33.3%	5	51.6%	17	0.0%	0	0.0%	0	0.0%	0	50.0%	2	62.1%	41
Average	42.8%	306	50.0%	32	35.3%	13	25.0%	1	44.9%	21	46.7%	7	45.2%	15	100.0%	3	0.0%	0	100.0%	1	50.0%	2	27.3%	18
Poor	4.6%	33	4.8%	3	2.9%	1	0.0%	0	0.0%	0	6.7%	1	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	4
(Don't Know)	4.4%	32	8.1%	5	0.0%	0	0.0%	0	8.2%	4	13.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	3
Mean:		0.46		0.35		0.59		0.75		0.51		0.31		0.48		0.00		0.00		0.00		0.50		0.59
Weighted base:		716		64		36		5		47		14		33		3		0		1		4		67
Sample:		713		62		34		4		49		15		31		3		0		1		4		66
Disabled Facilities																								
Good	20.5%	147	22.6%	14	35.3%	13	0.0%	0	16.3%	8	6.7%	1	29.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	30.3%	20
Average	20.6%	147	17.7%	11	11.8%	4	25.0%	1	30.6%	14	13.3%	2	22.6%	7	33.3%	1	0.0%	0	0.0%	0	0.0%	0	12.1%	8
Poor	8.4%	60	8.1%	5	5.9%	2	0.0%	0	6.1%	3	6.7%	1	3.2%	1	0.0%	0	0.0%	0	100.0%	1	25.0%	1	6.1%	4
(Don't Know)	50.5%	362	51.6%	33	47.1%	17	75.0%	4	46.9%	22	73.3%	10	45.2%	15	66.7%	2	0.0%	0	0.0%	0	75.0%	3	51.5%	34
Mean:		0.25		0.30		0.56		0.00		0.19		0.00		0.47		0.00		0.00		-1.00		-1.00		0.50
Weighted base:		716		64		36		5		47		14		33		3		0		1		4		67
Sample:		713		62		34		4		49		15		31		3		0		1		4		66

Havant Borough Council Telephone Household Survey for Nathaniel Lichfield & Partners

Weighted:

September 2008

	Total	Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		
Facilities for Parents																								
Good	16.7%	120	16.1%	10	38.2%	14	0.0%	0	20.4%	10	6.7%	1	9.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.7%	11
Average	20.3%	145	19.4%	12	14.7%	5	25.0%	1	22.4%	11	20.0%	3	22.6%	7	66.7%	2	0.0%	0	0.0%	0	25.0%	1	12.1%	8
Poor	9.3%	66	8.1%	5	11.8%	4	0.0%	0	6.1%	3	13.3%	2	9.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.6%	5
(Don't Know)	53.8%	385	56.5%	36	35.3%	13	75.0%	4	51.0%	24	60.0%	9	58.1%	19	33.3%	1	0.0%	0	100.0%	1	75.0%	3	63.6%	42
Mean:		0.16		0.19		0.41		0.00		0.29		-0.17		0.00		0.00		0.00		0.00		0.00		0.25
Weighted base:		716		64		36		5		47		14		33		3		0		1		4		67
Sample:		713		62		34		4		49		15		31		3		0		1		4		66
Banks and Building Societies																								
Good	76.4%	547	75.8%	48	82.4%	30	100.0%	5	77.6%	37	80.0%	11	77.4%	25	66.7%	2	0.0%	0	0.0%	0	50.0%	2	74.2%	50
Average	17.3%	124	11.3%	7	8.8%	3	0.0%	0	14.3%	7	13.3%	2	22.6%	7	33.3%	1	0.0%	0	100.0%	1	50.0%	2	16.7%	11
Poor	2.7%	19	1.6%	1	5.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	4
(Don't Know)	3.7%	26	11.3%	7	2.9%	1	0.0%	0	8.2%	4	6.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2
Mean:		0.77		0.84		0.79		1.00		0.84		0.86		0.77		0.67		0.00		0.00		0.50		0.70
Weighted base:		716		64		36		5		47		14		33		3		0		1		4		67
Sample:		713		62		34		4		49		15		31		3		0		1		4		66
Estate Agents and Other Office Uses																								
Good	63.4%	454	64.5%	41	64.7%	23	100.0%	5	73.5%	35	60.0%	9	67.7%	22	33.3%	1	0.0%	0	0.0%	0	50.0%	2	65.2%	43
Average	16.2%	116	16.1%	10	20.6%	7	0.0%	0	10.2%	5	26.7%	4	9.7%	3	33.3%	1	0.0%	0	100.0%	1	25.0%	1	10.6%	7
Poor	4.3%	31	4.8%	3	2.9%	1	0.0%	0	4.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	1	4.5%	3
(Don't Know)	16.1%	115	14.5%	9	11.8%	4	0.0%	0	12.2%	6	13.3%	2	22.6%	7	33.3%	1	0.0%	0	0.0%	0	0.0%	0	19.7%	13
Mean:		0.71		0.70		0.70		1.00		0.79		0.69		0.88		0.50		0.00		0.00		0.25		0.76
Weighted base:		716		64		36		5		47		14		33		3		0		1		4		67
Sample:		713		62		34		4		49		15		31		3		0		1		4		66

Havant Borough Council Telephone Household Survey for Nathaniel Lichfield & Partners

Weighted:

September 2008

	Total	Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		
Q16 What items, if any, do you regularly buy on the internet?																								
Nothing	49.5%	496	42.9%	31	46.7%	22	20.0%	1	28.0%	13	20.0%	3	57.5%	24	40.0%	5	52.0%	26	41.7%	24	60.0%	33	43.0%	37
Groceries	5.6%	56	1.4%	1	6.7%	3	0.0%	0	14.0%	7	20.0%	3	2.5%	1	0.0%	0	6.0%	3	8.3%	5	5.5%	3	5.8%	5
Clothes and Shoes	13.4%	135	18.6%	13	13.3%	6	20.0%	1	16.0%	8	20.0%	3	12.5%	5	20.0%	3	20.0%	10	13.3%	8	16.4%	9	14.0%	12
Domestic Electrical Appliances	7.1%	72	5.7%	4	8.9%	4	20.0%	1	4.0%	2	20.0%	3	7.5%	3	13.3%	2	2.0%	1	5.0%	3	1.8%	1	10.5%	9
Electrical TV, Hi-Fi and Computers	14.4%	144	18.6%	13	13.3%	6	0.0%	0	20.0%	10	40.0%	6	10.0%	4	26.7%	3	6.0%	3	13.3%	8	12.7%	7	17.4%	15
Furniture, Soft Furnishings and Floor Coverings	2.2%	22	1.4%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	5.0%	2	0.0%	0	0.0%	0	1.7%	1	5.5%	3	3.5%	3
DIY, Hardware and Homewares	3.1%	31	4.3%	3	6.7%	3	0.0%	0	4.0%	2	0.0%	0	7.5%	3	0.0%	0	2.0%	1	1.7%	1	1.8%	1	5.8%	5
Health and Beauty, Chemist Items	3.0%	30	0.0%	0	2.2%	1	0.0%	0	4.0%	2	13.3%	2	7.5%	3	0.0%	0	0.0%	0	3.3%	2	0.0%	0	7.0%	6
Books, CD's, Toys etc.	30.5%	305	32.9%	24	37.8%	18	40.0%	2	36.0%	17	53.3%	8	30.0%	13	40.0%	5	38.0%	19	36.7%	21	23.6%	13	29.1%	25
Other	1.1%	11	0.0%	0	0.0%	0	20.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	3.3%	2	1.8%	1	0.0%	0
Holidays	2.2%	22	4.3%	3	0.0%	0	0.0%	0	6.0%	3	6.7%	1	0.0%	0	0.0%	0	2.0%	1	5.0%	3	1.8%	1	3.5%	3
Travel tickets	1.3%	13	0.0%	0	2.2%	1	0.0%	0	0.0%	0	6.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	2	1.2%	1
Event tickets	0.4%	4	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	1.2%	1
Wine	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Sports Goods	0.7%	7	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Arts, Hobby & Crafts	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1	2.0%	1	0.0%	0	1.8%	1	0.0%	0
Cars/Motor parts	0.5%	5	0.0%	0	0.0%	0	0.0%	0	2.0%	1	6.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Jewellery & Watches	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	3.2%	32	8.6%	6	0.0%	0	20.0%	1	16.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0	3.5%	3
Weighted base:		1002		72		48		6		48		14		42		13		50		59		55		87
Sample:		1002		70		45		5		50		15		40		15		50		60		55		86
Q17 Do you or your family do any of the following leisure activities?																								
Cinema	55.3%	554	57.1%	41	68.9%	33	60.0%	4	62.0%	30	80.0%	11	50.0%	21	80.0%	10	56.0%	28	53.3%	31	58.2%	32	52.3%	45
Theatre	46.8%	469	40.0%	29	64.4%	31	60.0%	4	56.0%	27	86.7%	12	52.5%	22	73.3%	9	38.0%	19	43.3%	25	32.7%	18	50.0%	43
Pub/bar	48.5%	486	32.9%	24	44.4%	21	40.0%	2	56.0%	27	66.7%	10	42.5%	18	53.3%	7	44.0%	22	51.7%	30	50.9%	28	54.7%	47
Restaurant	75.6%	757	71.4%	51	91.1%	43	80.0%	5	84.0%	40	86.7%	12	72.5%	31	86.7%	11	74.0%	37	68.3%	40	78.2%	43	89.5%	78
Nightclub	8.1%	81	2.9%	2	4.4%	2	0.0%	0	8.0%	4	13.3%	2	0.0%	0	13.3%	2	14.0%	7	6.7%	4	10.9%	6	5.8%	5
Bingo	7.4%	74	2.9%	2	2.2%	1	0.0%	0	14.0%	7	6.7%	1	2.5%	1	6.7%	1	20.0%	10	5.0%	3	16.4%	9	1.2%	1
Health & Fitness club	27.0%	271	27.1%	20	26.7%	13	0.0%	0	32.0%	15	60.0%	9	32.5%	14	26.7%	3	20.0%	10	18.3%	11	21.8%	12	30.2%	26
Tenpin bowling	24.9%	249	24.3%	17	31.1%	15	20.0%	1	30.0%	14	46.7%	7	15.0%	6	40.0%	5	30.0%	15	15.0%	9	18.2%	10	14.0%	12
(None of these)	12.2%	122	18.6%	13	4.4%	2	0.0%	0	12.0%	6	0.0%	0	12.5%	5	6.7%	1	12.0%	6	16.7%	10	5.5%	3	5.8%	5
(Don't know)	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	2	1.7%	1	1.8%	1	0.0%	0
Weighted base:		1002		72		48		6		48		14		42		13		50		59		55		87
Sample:		1002		70		45		5		50		15		40		15		50		60		55		86

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	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
Q18 Where did you or your family last visit the cinema?												
<i>Those who said 'cinema' at Q17</i>												
Alton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chichester	13.4%	74	10.0%	4	6.5%	2	0.0%	0	67.7%	20	25.0%	3
Fareham	2.7%	15	2.5%	1	3.2%	1	33.3%	1	0.0%	0	8.3%	1
Gun Wharf Quays, Portsmouth	29.4%	163	42.5%	17	22.6%	7	0.0%	0	12.9%	4	33.3%	4
Portsmouth	5.8%	32	10.0%	4	3.2%	1	0.0%	0	6.5%	2	0.0%	0
Port Solent	45.3%	251	35.0%	14	58.1%	19	66.7%	2	9.7%	3	25.0%	3
Southampton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	1
Winchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	1.1%	6	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0
Abroad	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Havant Arts Centre, East Street, Havant	0.7%	4	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	0.7%	4	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0
Weighted base:	554	41	33	4	30	11	21	10	28	31	32	45
Sample:	555	40	31	3	31	12	20	12	28	32	32	45
Q19 Where did you or your family last visit the Theatre?												
<i>Those who said 'theatre' at Q17</i>												
Havant Arts Centre, East Street, Havant	2.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.5%	2
Station Theatre HIADS, Station Road, Hayling Island	1.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chichester	31.6%	148	50.0%	14	34.5%	11	66.7%	2	46.4%	12	53.8%	7
Fareham	2.1%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London - West End	21.8%	102	32.1%	9	10.3%	3	0.0%	0	21.4%	6	15.4%	2
Petersfield	0.2%	1	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0
Portsmouth	15.4%	72	7.1%	2	13.8%	4	0.0%	0	7.1%	2	23.1%	3
Southampton	15.5%	73	7.1%	2	31.0%	10	33.3%	1	10.7%	3	7.7%	1
Winchester	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	3.4%	16	0.0%	0	3.4%	1	0.0%	0	3.6%	1	0.0%	0
Bournemouth	0.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southsea	4.0%	19	3.6%	1	3.4%	1	0.0%	0	7.1%	2	0.0%	0
(Don't know / can't remember)	1.1%	5	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0
Weighted base:	469	29	31	4	27	12	22	9	19	25	18	43
Sample:	470	28	29	3	28	13	21	11	19	26	18	43

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Q20 Where did you or your family last visit a pub / bar?																								
<i>Those who said 'Pub/bar' at Q17</i>																								
Portsmouth	22.5%	109	21.7%	5	0.0%	0	0.0%	0	0.0%	0	10.0%	1	11.8%	2	0.0%	0	72.7%	16	64.5%	20	42.9%	12	6.4%	3
Havant Town	10.0%	49	0.0%	0	5.0%	1	0.0%	0	3.6%	1	0.0%	0	5.9%	1	0.0%	0	0.0%	0	3.2%	1	3.6%	1	6.4%	3
Other	10.0%	48	4.3%	1	15.0%	3	100.0%	2	7.1%	2	10.0%	1	23.5%	4	12.5%	1	4.5%	1	12.9%	4	14.3%	4	4.3%	2
Hayling Island	7.5%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	70.2%	33
Waterlooville Town	7.1%	34	13.0%	3	15.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Emsworth	5.9%	29	0.0%	0	0.0%	0	0.0%	0	67.9%	18	0.0%	0	35.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hordean	3.8%	18	21.7%	5	20.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Denmead	2.8%	13	4.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chichester	2.7%	13	0.0%	0	0.0%	0	0.0%	0	10.7%	3	20.0%	2	11.8%	2	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0
Port Solent	2.4%	12	4.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0	7.1%	2	0.0%	0
Rowlands Castle	2.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southsea	1.7%	8	0.0%	0	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0
Clanfield Village	1.4%	7	4.3%	1	10.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fareham	1.4%	7	4.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.5%	1	0.0%	0	0.0%	0	7.1%	2	0.0%	0
Petersfield	1.3%	6	8.7%	2	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1
Cowplain	1.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London - West End	1.0%	5	4.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	2	0.0%	0	0.0%	0	4.3%	2
Charlton Village	1.0%	5	4.3%	1	5.0%	1	0.0%	0	3.6%	1	10.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Langstone Village	1.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	2
Cosham	1.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	2	3.6%	1	0.0%	0
Wickham	1.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	2	0.0%	0	0.0%	0	3.6%	1	0.0%	0
Portchester	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0	7.1%	2	0.0%	0
Southampton	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0
Gunwharf Quays, Portsmouth	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0
Leigh Park	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bedhampton	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hilsea	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	2	0.0%	0
Abroad	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0
Purbrook village	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hambledon	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.5%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1
Winchester	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	4.6%	22	4.3%	1	20.0%	4	0.0%	0	7.1%	2	0.0%	0	11.8%	2	12.5%	1	4.5%	1	0.0%	0	0.0%	0	0.0%	0
Weighted base:	486		24		21		2		27		10		18		7		22		30		28		47	
Sample:	487		23		20		2		28		10		17		8		22		31		28		47	

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Q21 Where did you or your family last visit a restaurant?																								
<i>Those who said 'Restaurant' at Q17</i>																								
Portsmouth	29.0%	219	26.0%	13	19.5%	8	25.0%	1	4.8%	2	23.1%	3	17.2%	5	0.0%	0	64.9%	24	53.7%	21	48.8%	21	18.2%	14
Emsworth	7.4%	56	4.0%	2	4.9%	2	0.0%	0	57.1%	23	7.7%	1	24.1%	7	0.0%	0	0.0%	0	2.4%	1	0.0%	0	5.2%	4
Other	6.8%	52	4.0%	2	4.9%	2	0.0%	0	2.4%	1	15.4%	2	6.9%	2	7.7%	1	8.1%	3	9.8%	4	4.7%	2	3.9%	3
Havant Town	5.5%	41	0.0%	0	7.3%	3	0.0%	0	2.4%	1	7.7%	1	17.2%	5	0.0%	0	0.0%	0	2.4%	1	2.3%	1	3.9%	3
Hayling Island	5.3%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	46.8%	36
Chichester	4.8%	36	6.0%	3	2.4%	1	0.0%	0	9.5%	4	23.1%	3	6.9%	2	7.7%	1	2.7%	1	2.4%	1	2.3%	1	2.6%	2
Rowlands Castle	3.9%	29	0.0%	0	9.8%	4	0.0%	0	7.1%	3	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	1.3%	1
Waterlooville Town	3.1%	24	6.0%	3	4.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	1	0.0%	0	2.4%	1	0.0%	0	0.0%	0
Port Solent	3.0%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.4%	2	5.4%	2	0.0%	0	9.3%	4	0.0%	0
Horndean	2.8%	21	10.0%	5	2.4%	1	0.0%	0	0.0%	0	7.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fareham	2.4%	18	6.0%	3	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	1	5.4%	2	2.4%	1	4.7%	2	2.6%	2
Southsea	2.1%	16	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	1	0.0%	0	2.4%	1	9.3%	4	0.0%	0
Clanfield Village	1.9%	15	6.0%	3	22.0%	10	0.0%	0	0.0%	0	7.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Denmead	1.8%	14	6.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cowplain	1.7%	13	6.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Gunwharf Quays, Portsmouth	1.7%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	2	0.0%	0	0.0%	0
Central London	1.6%	12	0.0%	0	2.4%	1	25.0%	1	2.4%	1	0.0%	0	6.9%	2	0.0%	0	2.7%	1	0.0%	0	0.0%	0	3.9%	3
Bosham	1.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	2	0.0%	0	0.0%	0	4.9%	2	0.0%	0	1.3%	1
Petersfield	1.4%	11	4.0%	2	4.9%	2	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickham	1.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	30.8%	3	2.7%	1	2.4%	1	2.3%	1	0.0%	0
Portchester	0.9%	7	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	3	1.3%	1
Hilsea	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	2	0.0%	0
Droxford Village	0.6%	4	2.0%	1	0.0%	0	25.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southampton	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Langstone Village	0.4%	3	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Bedhampton	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0
Hambledon	0.4%	3	0.0%	0	2.4%	1	0.0%	0	0.0%	0	7.7%	1	0.0%	0	7.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.3%	2	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Winchester	0.1%	1	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gosport	0.1%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leigh Park	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	6.6%	50	6.0%	3	7.3%	3	25.0%	1	9.5%	4	0.0%	0	13.8%	4	7.7%	1	5.4%	2	7.3%	3	2.3%	1	5.2%	4
Weighted base:		757		51		43		5		40		12		31		11		37		40		43		78
Sample:		758		50		41		4		42		13		29		13		37		41		43		77

Havant Borough Council Telephone Household Survey for Nathaniel Lichfield & Partners

Weighted:

September 2008

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22												
Q22 Where did you or your family last visit a nightclub/ live music venue?																								
<i>Those who said 'Nightclub' at Q17</i>																								
Portsmouth	79.3%	64	100.0%	2	50.0%	1	0.0%	0	50.0%	2	100.0%	2	0.0%	0	100.0%	2	100.0%	7	75.0%	3	66.7%	4	40.0%	2
Southsea	6.2%	5	0.0%	0	50.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.7%	1	20.0%	1
Other	4.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.7%	1	20.0%	1
Chichester	2.4%	2	0.0%	0	0.0%	0	0.0%	0	50.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southampton	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fareham	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winchester	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	1
(Don't know / can't remember)	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	1	0.0%	0	0.0%	0
Weighted base:		81		2		2		0		4		2		0		2		7		4		6		5
Sample:		82		2		2		0		4		2		0		2		7		4		6		5
Q23 Where did you or your family last go to play bingo?																								
<i>Those who said 'Bingo' at Q17</i>																								
Crown Bingo Club, Sombourne Drive, Leigh Park	41.4%	31	50.0%	1	0.0%	0	0.0%	0	28.6%	2	100.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.3%	3	0.0%	0
Portsmouth	29.5%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	90.0%	9	33.3%	1	44.4%	4	100.0%	4	100.0%	1
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	0.0%	0
Other	9.3%	7	50.0%	1	0.0%	0	0.0%	0	42.9%	3	0.0%	0	100.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crown Bingo, High Street, Cosham	13.1%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	1	10.0%	1	66.7%	2	11.1%	1	0.0%	0
(Don't know / can't remember)	6.8%	5	0.0%	0	100.0%	1	0.0%	0	28.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	1	0.0%	0
Weighted base:		74		2		1		0		7		1		1		1		10		3		9		1
Sample:		75		2		1		0		7		1		1		1		10		3		9		1

Havant Borough Council Telephone Household Survey for Nathaniel Lichfield & Partners

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	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
Q24 Where did you or your family last go to a healthclub / gym?												
<i>Those who said 'Health and fitness club' at Q17</i>												
Fitness First, Dukes Walk, Waterlooville	7.7%	21	15.8%	3	8.3%	1	0.0%	0	0.0%	0	0.0%	1
Horizon Leisure Centre, Havant	17.4%	47	0.0%	0	8.3%	1	0.0%	0	43.8%	7	11.1%	1
Horizon Leisure Centre, Waterlooville	13.4%	36	42.1%	8	8.3%	1	0.0%	0	0.0%	0	0.0%	0
Lifestyle Health & Leisure Club, Langstone Hotel, Northney Road, Hayling Island	1.9%	5	0.0%	0	0.0%	0	0.0%	0	6.2%	1	0.0%	0
Powerhouse Health & Fitness Centre, Hayward Business Centre, New Lane, Havant	2.9%	8	0.0%	0	0.0%	0	0.0%	0	12.5%	2	33.3%	3
Chichester	3.3%	9	0.0%	0	0.0%	0	0.0%	0	18.7%	3	11.1%	1
Denmead	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastleigh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Emsworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fareham	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gosport	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Havant	6.4%	17	0.0%	0	0.0%	0	0.0%	0	12.5%	2	11.1%	1
Hayling Island	5.6%	15	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%	0	0.0%	0	0.0%	0	0.0%	0
Hordean	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leigh Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mengham/Gable Head	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Petersfield	1.9%	5	10.5%	2	8.3%	1	0.0%	0	0.0%	0	0.0%	0
Portchester	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portsmouth	14.6%	39	0.0%	0	8.3%	1	0.0%	0	0.0%	0	11.1%	1
Rowlands Castle	0.4%	1	0.0%	0	8.3%	1	0.0%	0	0.0%	0	0.0%	0
Southampton	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southsea	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waterlooville	3.3%	9	5.3%	1	8.3%	1	0.0%	0	0.0%	0	0.0%	0
Winchester	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	3.0%	8	0.0%	0	8.3%	1	0.0%	0	0.0%	0	15.4%	2
Cowplain	0.4%	1	5.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cosham	5.9%	16	15.8%	3	25.0%	3	0.0%	0	0.0%	0	22.2%	2
Port Solent	1.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	6.6%	18	5.3%	1	8.3%	1	0.0%	0	6.2%	1	0.0%	0
Weighted base:	271		20		13		0		15		9	
Sample:	272		19		12		0		16		9	

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	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22												
Q25 Where did you or your family last go for tenpin bowling?																								
<i>Those who said 'Tenpin Bowling' at Q17</i>																								
AMF Bowling, Havant Retail Park, Portsdown Hill Road, Bedhampton	73.7%	184	64.7%	11	71.4%	11	100.0%	1	66.7%	10	85.7%	6	50.0%	3	66.7%	3	53.3%	8	77.8%	7	20.0%	2	83.3%	10
Chichester	4.4%	11	5.9%	1	0.0%	0	0.0%	0	26.7%	4	14.3%	1	50.0%	3	0.0%	0	0.0%	0	11.1%	1	0.0%	0	0.0%	0
Fareham	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1	0.0%	0	10.0%	1	0.0%	0
Portsmouth	15.2%	38	17.6%	3	28.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.3%	2	26.7%	4	0.0%	0	50.0%	5	16.7%	2
Southampton	1.2%	3	5.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	1	0.0%	0	0.0%	0
Other	1.2%	3	5.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gunwharf Quays, Portsmouth	2.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.3%	2	0.0%	0	20.0%	2	0.0%	0
(Don't know / can't remember)	0.8%	2	0.0%	0	0.0%	0	0.0%	0	6.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		249		17		15		1		14		7		6		5		15		9		10		12
Sample:		251		17		14		1		15		7		6		6		15		9		10		12
GEN Gender:																								
Male	28.7%	287	38.6%	28	13.3%	6	20.0%	1	20.0%	10	26.7%	4	15.0%	6	13.3%	2	22.0%	11	38.3%	22	29.1%	16	30.2%	26
Female	71.3%	715	61.4%	44	86.7%	41	80.0%	5	80.0%	38	73.3%	10	85.0%	36	86.7%	11	78.0%	39	61.7%	36	70.9%	39	69.8%	61
Weighted base:		1002		72		48		6		48		14		42		13		50		59		55		87
Sample:		1002		70		45		5		50		15		40		15		50		60		55		86
AGE In order to gain a representative sample for the survey, could I please ask your age?																								
18-24	1.5%	15	1.4%	1	2.2%	1	0.0%	0	0.0%	0	6.7%	1	0.0%	0	0.0%	0	4.0%	2	3.3%	2	5.5%	3	1.2%	1
25-34	6.5%	65	2.9%	2	4.4%	2	0.0%	0	0.0%	0	0.0%	0	10.0%	4	6.7%	1	8.0%	4	3.3%	2	14.5%	8	8.1%	7
35-44	18.1%	181	11.4%	8	17.8%	8	40.0%	2	26.0%	12	26.7%	4	17.5%	7	40.0%	5	14.0%	7	15.0%	9	10.9%	6	16.3%	14
45-54	29.9%	299	15.7%	11	22.2%	11	40.0%	2	36.0%	17	20.0%	3	7.5%	3	26.7%	3	64.0%	32	46.7%	27	34.5%	19	16.3%	14
55-64	20.7%	207	34.3%	25	33.3%	16	0.0%	0	18.0%	9	40.0%	6	27.5%	12	26.7%	3	10.0%	5	15.0%	9	14.5%	8	19.8%	17
65+	22.4%	225	34.3%	25	17.8%	8	0.0%	0	18.0%	9	6.7%	1	37.5%	16	0.0%	0	0.0%	0	13.3%	8	18.2%	10	37.2%	32
(Refused)	1.0%	10	0.0%	0	2.2%	1	20.0%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	1.8%	1	1.2%	1
Weighted base:		1002		72		48		6		48		14		42		13		50		59		55		87
Sample:		1002		70		45		5		50		15		40		15		50		60		55		86

Havant Borough Council Telephone Household Survey for Nathaniel Lichfield & Partners

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	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22												
SEG Socio-Economic Grouping																								
A	3.3%	33	1.4%	1	4.4%	2	0.0%	0	12.0%	6	20.0%	3	5.0%	2	6.7%	1	0.0%	0	1.7%	1	0.0%	0	5.8%	5
B	20.9%	209	20.0%	14	31.1%	15	0.0%	0	24.0%	12	20.0%	3	7.5%	3	20.0%	3	24.0%	12	23.3%	14	9.1%	5	30.2%	26
C1	23.1%	232	18.6%	13	20.0%	10	40.0%	2	16.0%	8	20.0%	3	15.0%	6	26.7%	3	16.0%	8	33.3%	20	29.1%	16	29.1%	25
C2	17.5%	175	20.0%	14	11.1%	5	40.0%	2	14.0%	7	6.7%	1	25.0%	11	26.7%	3	14.0%	7	11.7%	7	27.3%	15	15.1%	13
D	16.1%	162	18.6%	13	17.8%	8	0.0%	0	12.0%	6	13.3%	2	10.0%	4	0.0%	0	30.0%	15	10.0%	6	25.5%	14	7.0%	6
E	7.8%	78	5.7%	4	11.1%	5	20.0%	1	8.0%	4	20.0%	3	10.0%	4	6.7%	1	8.0%	4	11.7%	7	1.8%	1	3.5%	3
(Refused)	11.3%	113	15.7%	11	4.4%	2	0.0%	0	14.0%	7	0.0%	0	27.5%	12	13.3%	2	8.0%	4	8.3%	5	7.3%	4	9.3%	8
Weighted base:	1002	72	48	6	48	14	42	13	50	59	55	87												
Sample:	1002	70	45	5	50	15	40	15	50	60	55	86												
CAR How many cars are there normally available for use in the household ?																								
None	9.6%	96	5.7%	4	4.4%	2	0.0%	0	14.0%	7	0.0%	0	5.0%	2	0.0%	0	16.0%	8	10.0%	6	14.5%	8	7.0%	6
One	44.7%	448	50.0%	36	31.1%	15	20.0%	1	42.0%	20	6.7%	1	55.0%	23	33.3%	4	44.0%	22	43.3%	25	47.3%	26	39.5%	34
Two	33.6%	337	34.3%	25	46.7%	22	60.0%	4	30.0%	14	66.7%	10	25.0%	11	46.7%	6	26.0%	13	35.0%	20	25.5%	14	40.7%	35
Three or more	9.9%	99	10.0%	7	13.3%	6	20.0%	1	14.0%	7	26.7%	4	7.5%	3	20.0%	3	10.0%	5	8.3%	5	10.9%	6	11.6%	10
(Refused)	2.2%	22	0.0%	0	4.4%	2	0.0%	0	0.0%	0	0.0%	0	7.5%	3	0.0%	0	4.0%	2	3.3%	2	1.8%	1	1.2%	1
Weighted base:	1002	72	48	6	48	14	42	13	50	59	55	87												
Sample:	1002	70	45	5	50	15	40	15	50	60	55	86												
ETH Finally, just for the purposes of the survey and to make sure we speak to a representative cross section of the community, please could you tell me which of the following best describes your ethnic origin ?																								
British	96.5%	967	98.6%	71	97.8%	47	100.0%	6	92.0%	44	100.0%	14	90.0%	38	93.3%	12	98.0%	49	93.3%	55	96.4%	53	100.0%	87
Irish	0.4%	4	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.5%	5	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
White & Black Caribbean	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
White & Black African	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
White & Asian	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Any other mixed background	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Indian	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Pakistani	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bangladeshi	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Any other Asian or Asian	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
British																								
Caribbean	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
African	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Any other Black background	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chinese	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other ethnic group	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
(Refused)	1.5%	15	0.0%	0	2.2%	1	0.0%	0	4.0%	2	0.0%	0	5.0%	2	0.0%	0	0.0%	0	3.3%	2	1.8%	1	0.0%	0
Weighted base:	1002	72	48	6	48	14	42	13	50	59	55	87												
Sample:	1002	70	45	5	50	15	40	15	50	60	55	86												

Havant Borough Council Telephone Household Survey for Nathaniel Lichfield & Partners

Weighted:

September 2008

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
ZON Zone												
Zone 1	2.2% 22	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Zone 2	5.4% 54	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Zone 3	4.6% 47	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Zone 4	5.0% 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
Zone 5	5.2% 53	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Zone 6	4.0% 40	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Zone 7	5.8% 58	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Zone 8	4.3% 43	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Zone 9	4.5% 45	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Zone 10	5.0% 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
Zone 11	4.8% 48	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Zone 12	7.2% 72	100.0% 72	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Zone 13	4.8% 48	0.0% 0	100.0% 48	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Zone 14	0.6% 6	0.0% 0	0.0% 0	100.0% 6	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Zone 15	4.8% 48	0.0% 0	0.0% 0	0.0% 0	100.0% 48	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Zone 16	1.4% 14	0.0% 0	0.0% 0	0.0% 0	0.0% 0	100.0% 14	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Zone 17	4.2% 42	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	100.0% 42	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Zone 18	1.3% 13	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	100.0% 13	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Zone 19	5.0% 50	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	100.0% 50	0.0% 0	0.0% 0	0.0% 0
Zone 20	5.8% 59	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	100.0% 59	0.0% 0	0.0% 0
Zone 21	5.5% 55	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	100.0% 55	0.0% 0
Zone 22	8.7% 87	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	100.0% 87
Weighted base:	1002	72	48	6	48	14	42	13	50	59	55	87
Sample:	1002	70	45	5	50	15	40	15	50	60	55	86

Havant Borough Council Telephone Household Survey for Nathaniel Lichfield & Partners

Weighted:

September 2008

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22											
PC Can I record your postcode please?																							
PO107	4.8%	48	0.0%	0	0.0%	0	0.0%	0	100.0%	48	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
PO108	4.2%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
PO110	4.3%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.0%	43	
PO119	4.3%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.0%	43	
PO176	1.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
PO6 1	4.0%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
PO6 2	5.8%	59	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	59	0.0%	0	0.0%	0	
PO6 3	5.0%	50	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	50	0.0%	0	0.0%	0	0.0%	0	
PO6 4	5.5%	55	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	55	0.0%	0	
PO7 4	0.6%	6	0.0%	0	0.0%	0	100.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
PO7 5	5.8%	58	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
PO7 6	4.8%	48	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
PO7 7	4.5%	45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
PO7 8	4.3%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
PO8 0	4.8%	48	0.0%	0	100.0%	48	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
PO8 8	5.0%	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	
PO8 9	7.2%	72	100.0%	72	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
PO9 1	2.2%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
PO9 2	5.4%	54	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
PO9 3	5.2%	53	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
PO9 4	5.0%	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	
PO9 5	4.6%	47	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
PO9 6	1.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Weighted base:	1002	72		48		6		48		14		42		13		50		59		55		87	
Sample:	1002	70		45		5		50		15		40		15		50		60		55		86	

Weighted:

for Nathaniel Lichfield & Partners

September 2008

Total	Cowplain District Centre (Q14)	Ermsworth District Centre (Q14)	Havant Town Centre (Q14)	Leigh Park District Centre (Q14)	Mengham/Gable Head District Centre (Q14)	Waterlooville Town Centre (Q14)	Other (Q14)
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mean score: (Good=1,Average=0,Poor=-1)

Q15 How would you rate the following aspects in relation to (THE CENTRE MENTIONED IN Q14)?*Those who did not say 'other' at Q14***Range of Food Shops**

Good	37.8%	270	20.7%	6	71.8%	33	33.8%	98	35.2%	12	15.8%	3	39.8%	118	0.0%	0
Average	43.4%	310	61.7%	18	19.4%	9	43.5%	126	32.3%	11	68.3%	13	44.8%	133	0.0%	0
Poor	15.9%	114	17.5%	5	6.7%	3	18.6%	54	26.6%	9	16.0%	3	13.4%	40	0.0%	0
(Don't Know)	3.0%	21	0.0%	0	2.1%	1	4.1%	12	5.9%	2	0.0%	0	2.1%	6	0.0%	0
Mean:			0.23		0.03		0.67		0.16		0.09		0.00		0.27	0.00
Weighted base:		716		29		46		289		35		19		297		0
Sample:		713		29		46		286		34		19		299		0

Range of Non-Food Shops

Good	26.9%	192	3.4%	1	39.0%	18	22.4%	65	8.6%	3	31.5%	6	33.5%	99	0.0%	0
Average	45.0%	322	55.3%	16	39.0%	18	48.7%	141	26.7%	9	36.8%	7	44.1%	131	0.0%	0
Poor	24.8%	177	41.3%	12	19.8%	9	24.1%	70	56.0%	19	31.7%	6	20.4%	61	0.0%	0
(Don't Know)	3.3%	24	0.0%	0	2.1%	1	4.8%	14	8.7%	3	0.0%	0	2.0%	6	0.0%	0
Mean:			0.02		-0.38		0.20		-0.02		-0.52		0.00		0.13	0.00
Weighted base:		716		29		46		289		35		19		297		0
Sample:		713		29		46		286		34		19		299		0

Quality of Goods

Good	44.2%	316	27.5%	8	84.3%	39	42.0%	121	32.2%	11	57.8%	11	42.3%	126	0.0%	0
Average	45.0%	322	58.3%	17	13.6%	6	47.7%	138	46.9%	16	42.2%	8	46.0%	137	0.0%	0
Poor	7.3%	52	7.1%	2	0.0%	0	6.6%	19	15.0%	5	0.0%	0	8.7%	26	0.0%	0
(Don't Know)	3.5%	25	7.0%	2	2.1%	1	3.8%	11	5.9%	2	0.0%	0	3.0%	9	0.0%	0
Mean:			0.38		0.22		0.86		0.37		0.18		0.58		0.35	0.00
Weighted base:		716		29		46		289		35		19		297		0
Sample:		713		29		46		286		34		19		299		0

Price of Goods

Good	26.4%	189	20.5%	6	23.8%	11	25.1%	73	26.2%	9	31.5%	6	28.3%	84	0.0%	0
Average	62.9%	450	65.4%	19	67.4%	31	62.7%	182	62.0%	21	47.5%	9	63.3%	188	0.0%	0
Poor	6.0%	43	3.5%	1	6.7%	3	6.7%	19	3.0%	1	21.0%	4	4.7%	14	0.0%	0
(Don't Know)	4.8%	34	10.6%	3	2.1%	1	5.5%	16	8.8%	3	0.0%	0	3.7%	11	0.0%	0
Mean:			0.21		0.19		0.18		0.19		0.26		0.11		0.25	0.00
Weighted base:		716		29		46		289		35		19		297		0
Sample:		713		29		46		286		34		19		299		0

Access by Car

Good	57.4%	411	51.6%	15	48.9%	23	54.0%	156	55.9%	19	73.7%	14	61.7%	183	0.0%	0
Average	21.7%	155	41.6%	12	30.1%	14	20.7%	60	17.7%	6	26.3%	5	19.6%	58	0.0%	0
Poor	12.2%	87	0.0%	0	8.6%	4	12.3%	36	8.9%	3	0.0%	0	15.0%	45	0.0%	0
(Don't Know)	8.7%	62	6.8%	2	12.5%	6	13.0%	38	17.5%	6	0.0%	0	3.7%	11	0.0%	0
Mean:			0.50		0.55		0.46		0.48		0.57		0.74		0.49	0.00
Weighted base:		716		29		46		289		35		19		297		0
Sample:		713		29		46		286		34		19		299		0

Car Parking

Good	49.2%	352	51.8%	15	37.6%	17	46.0%	133	47.1%	16	47.5%	9	54.2%	161	0.0%	0
Average	19.0%	136	41.4%	12	25.6%	12	17.8%	51	11.6%	4	15.8%	3	18.1%	54	0.0%	0
Poor	22.7%	163	0.0%	0	30.5%	14	21.8%	63	23.8%	8	36.8%	7	23.7%	70	0.0%	0
(Don't Know)	9.0%	65	6.8%	2	6.3%	3	14.5%	42	17.5%	6	0.0%	0	4.0%	12	0.0%	0
Mean:			0.29		0.56		0.08		0.28		0.28		0.11		0.32	0.00
Weighted base:		716		29		46		289		35		19		297		0
Sample:		713		29		46		286		34		19		299		0

Weighted:

for Nathaniel Lichfield & Partners

September 2008

	Total	Cowplain District Centre (Q14)	Ermsworth District Centre (Q14)	Havant Town Centre (Q14)	Leigh Park District Centre (Q14)	Mengham/Ga ble Head District Centre (Q14)	Waterlooville Town Centre (Q14)	Other (Q14)								
Access by bus or train																
Good	44.8%	321	37.9%	11	50.1%	23	54.1%	157	40.8%	14	42.0%	8	36.2%	107	0.0%	0
Average	13.3%	95	17.2%	5	12.7%	6	11.5%	33	9.0%	3	16.0%	3	15.0%	44	0.0%	0
Poor	8.8%	63	13.7%	4	6.9%	3	6.3%	18	9.1%	3	0.0%	0	11.6%	34	0.0%	0
(Don't Know)	33.2%	237	31.1%	9	30.3%	14	28.1%	81	41.2%	14	42.0%	8	37.3%	111	0.0%	0
Mean:		0.54		0.35		0.62		0.67		0.54		0.73		0.39		0.00
Weighted base:		716		29		46		289		35		19		297		0
Sample:		713		29		46		286		34		19		299		0
Access by cycle																
Good	44.6%	319	45.0%	13	65.3%	30	42.1%	122	56.0%	19	63.0%	12	41.2%	122	0.0%	0
Average	10.0%	72	17.1%	5	10.9%	5	8.7%	25	14.8%	5	10.5%	2	10.0%	30	0.0%	0
Poor	6.3%	45	3.4%	1	2.1%	1	6.2%	18	0.0%	0	5.3%	1	8.0%	24	0.0%	0
(Don't Know)	39.2%	280	34.5%	10	21.7%	10	43.0%	125	29.2%	10	21.2%	4	40.9%	121	0.0%	0
Mean:		0.63		0.64		0.81		0.63		0.79		0.73		0.56		0.00
Weighted base:		716		29		46		289		35		19		297		0
Sample:		713		29		46		286		34		19		299		0
Access by foot																
Good	54.8%	392	65.6%	19	80.2%	37	47.9%	139	73.8%	26	79.0%	15	52.8%	157	0.0%	0
Average	12.9%	92	20.6%	6	4.2%	2	12.6%	37	14.5%	5	15.8%	3	13.3%	39	0.0%	0
Poor	5.7%	41	6.8%	2	2.3%	1	7.9%	23	0.0%	0	0.0%	0	5.1%	15	0.0%	0
(Don't Know)	26.6%	190	7.0%	2	13.4%	6	31.6%	91	11.8%	4	5.3%	1	28.9%	86	0.0%	0
Mean:		0.67		0.63		0.90		0.58		0.84		0.83		0.67		0.00
Weighted base:		716		29		46		289		35		19		297		0
Sample:		713		29		46		286		34		19		299		0
Recreational Facilities																
Good	19.7%	141	17.2%	5	30.3%	14	26.6%	77	6.0%	2	26.5%	5	12.8%	38	0.0%	0
Average	25.7%	184	31.1%	9	19.2%	9	26.6%	77	23.2%	8	10.5%	2	26.5%	79	0.0%	0
Poor	32.4%	232	34.2%	10	34.9%	16	24.0%	69	50.2%	17	52.5%	10	36.8%	109	0.0%	0
(Don't Know)	22.2%	159	17.4%	5	15.7%	7	22.8%	66	20.6%	7	10.5%	2	23.9%	71	0.0%	0
Mean:		-0.16		-0.21		-0.05		0.03		-0.56		-0.29		-0.32		0.00
Weighted base:		716		29		46		289		35		19		297		0
Sample:		713		29		46		286		34		19		299		0
Restaurants/Fast Food Facilities																
Good	33.5%	240	41.3%	12	86.8%	40	34.3%	99	26.5%	9	31.7%	6	24.6%	73	0.0%	0
Average	27.0%	193	44.8%	13	11.1%	5	27.0%	78	11.6%	4	26.3%	5	29.6%	88	0.0%	0
Poor	21.6%	154	0.0%	0	0.0%	0	19.6%	57	38.5%	13	31.5%	6	26.4%	78	0.0%	0
(Don't Know)	17.9%	128	13.8%	4	2.1%	1	19.1%	55	23.4%	8	10.5%	2	19.4%	58	0.0%	0
Mean:		0.15		0.48		0.89		0.18		-0.16		0.00		-0.02		0.00
Weighted base:		716		29		46		289		35		19		297		0
Sample:		713		29		46		286		34		19		299		0
Moving around on Foot																
Good	76.1%	545	79.4%	23	89.1%	41	72.5%	210	70.4%	24	84.2%	16	77.5%	230	0.0%	0
Average	17.0%	122	13.7%	4	6.5%	3	20.3%	59	14.9%	5	15.8%	3	16.1%	48	0.0%	0
Poor	2.4%	17	3.5%	1	0.0%	0	2.1%	6	6.0%	2	0.0%	0	2.7%	8	0.0%	0
(Don't Know)	4.5%	32	3.4%	1	4.4%	2	5.1%	15	8.7%	3	0.0%	0	3.7%	11	0.0%	0
Mean:		0.77		0.79		0.93		0.74		0.71		0.84		0.78		0.00
Weighted base:		716		29		46		289		35		19		297		0
Sample:		713		29		46		286		34		19		299		0

Weighted:

for Nathaniel Lichfield & Partners

September 2008

	Total	Cowplain District Centre (Q14)	Ermsworth District Centre (Q14)	Havant Town Centre (Q14)	Leigh Park District Centre (Q14)	Mengham/Ga ble Head District Centre (Q14)	Waterlooville Town Centre (Q14)	Other (Q14)								
Appearance and Character																
Good	38.6%	276	34.6%	10	95.6%	44	35.8%	104	6.0%	2	47.5%	9	36.0%	107	0.0%	0
Average	38.0%	272	54.9%	16	0.0%	0	41.1%	119	40.8%	14	42.0%	8	38.5%	115	0.0%	0
Poor	20.9%	149	10.4%	3	2.3%	1	20.0%	58	44.5%	15	10.5%	2	23.5%	70	0.0%	0
(Don't Know)	2.6%	19	0.0%	0	2.1%	1	3.1%	9	8.7%	3	0.0%	0	2.0%	6	0.0%	0
Mean:		0.18		0.24		0.95		0.16		-0.42		0.37		0.13		0.00
Weighted base:		716		29		46		289		35		19		297		0
Sample:		713		29		46		286		34		19		299		0
Freedom from Noise and Traffic Fumes																
Good	43.3%	310	6.9%	2	30.5%	14	33.2%	96	35.5%	12	42.0%	8	59.8%	178	0.0%	0
Average	33.4%	239	62.2%	18	41.1%	19	35.3%	102	37.9%	13	37.0%	7	26.8%	80	0.0%	0
Poor	19.4%	139	30.9%	9	24.0%	11	26.2%	76	17.9%	6	21.0%	4	11.0%	33	0.0%	0
(Don't Know)	3.9%	28	0.0%	0	4.4%	2	5.3%	15	8.7%	3	0.0%	0	2.5%	7	0.0%	0
Mean:		0.25		-0.24		0.07		0.07		0.19		0.21		0.50		0.00
Weighted base:		716		29		46		289		35		19		297		0
Sample:		713		29		46		286		34		19		299		0
Personal Safety																
Good	60.8%	435	68.9%	20	67.0%	31	50.7%	147	49.8%	17	78.8%	15	69.0%	205	0.0%	0
Average	30.4%	217	20.6%	6	24.2%	11	38.6%	112	29.3%	10	16.0%	3	25.3%	75	0.0%	0
Poor	5.3%	38	10.5%	3	2.1%	1	6.6%	19	12.0%	4	5.3%	1	3.3%	10	0.0%	0
(Don't Know)	3.5%	25	0.0%	0	6.7%	3	4.1%	12	8.9%	3	0.0%	0	2.4%	7	0.0%	0
Mean:		0.58		0.58		0.70		0.46		0.42		0.74		0.67		0.00
Weighted base:		716		29		46		289		35		19		297		0
Sample:		713		29		46		286		34		19		299		0
Public Toilet Facilities																
Good	18.4%	132	3.5%	1	37.6%	17	15.4%	44	29.4%	10	42.0%	8	17.1%	51	0.0%	0
Average	22.1%	159	51.7%	15	31.5%	15	20.1%	58	29.6%	10	21.0%	4	19.0%	56	0.0%	0
Poor	38.1%	273	24.3%	7	8.6%	4	40.8%	118	23.5%	8	16.0%	3	44.6%	132	0.0%	0
(Don't Know)	21.3%	152	20.5%	6	22.4%	10	23.8%	69	17.5%	6	21.0%	4	19.3%	57	0.0%	0
Mean:		-0.25		-0.26		0.37		-0.33		0.07		0.33		-0.34		0.00
Weighted base:		716		29		46		289		35		19		297		0
Sample:		713		29		46		286		34		19		299		0
Opening Hours																
Good	48.1%	345	24.4%	7	49.9%	23	45.5%	132	38.4%	13	63.0%	12	52.9%	157	0.0%	0
Average	42.8%	306	68.9%	20	43.7%	20	44.5%	129	47.0%	16	26.5%	5	39.0%	116	0.0%	0
Poor	4.6%	33	0.0%	0	2.3%	1	4.9%	14	5.9%	2	10.5%	2	4.7%	14	0.0%	0
(Don't Know)	4.4%	32	6.7%	2	4.2%	2	5.2%	15	8.7%	3	0.0%	0	3.4%	10	0.0%	0
Mean:		0.46		0.26		0.50		0.43		0.36		0.53		0.50		0.00
Weighted base:		716		29		46		289		35		19		297		0
Sample:		713		29		46		286		34		19		299		0
Disabled Facilities																
Good	20.5%	147	17.5%	5	13.2%	6	18.2%	53	32.3%	11	42.0%	8	21.5%	64	0.0%	0
Average	20.6%	147	20.6%	6	38.8%	18	19.3%	56	20.3%	7	21.0%	4	19.0%	56	0.0%	0
Poor	8.4%	60	6.8%	2	4.4%	2	9.0%	26	5.9%	2	10.5%	2	8.6%	26	0.0%	0
(Don't Know)	50.5%	362	55.0%	16	43.7%	20	53.4%	155	41.5%	14	26.5%	5	50.9%	151	0.0%	0
Mean:		0.25		0.24		0.16		0.20		0.45		0.43		0.26		0.00
Weighted base:		716		29		46		289		35		19		297		0
Sample:		713		29		46		286		34		19		299		0

Weighted:

for Nathaniel Lichfield & Partners

September 2008

	Total	Cowplain District Centre (Q14)	Ermsworth District Centre (Q14)	Havant Town Centre (Q14)	Leigh Park District Centre (Q14)	Mengham/Ga ble Head District Centre (Q14)	Waterlooville Town Centre (Q14)	Other (Q14)								
Facilities for Parents																
Good	16.7%	120	3.6%	1	14.6%	7	15.4%	45	23.6%	8	15.8%	3	18.9%	56	0.0%	0
Average	20.3%	145	13.8%	4	17.3%	8	19.6%	57	14.5%	5	31.7%	6	22.0%	65	0.0%	0
Poor	9.3%	66	3.4%	1	9.0%	4	10.4%	30	8.9%	3	10.5%	2	8.7%	26	0.0%	0
(Don't Know)	53.8%	385	79.2%	23	59.1%	27	54.7%	158	53.0%	18	42.0%	8	50.4%	150	0.0%	0
Mean:		0.16		0.01		0.14		0.11		0.31		0.09		0.20		0.00
Weighted base:		716		29		46		289		35		19		297		0
Sample:		713		29		46		286		34		19		299		0
Banks and Building Societies																
Good	76.4%	547	45.3%	13	87.1%	40	75.2%	218	44.1%	15	68.3%	13	83.2%	247	0.0%	0
Average	17.3%	124	44.4%	13	10.9%	5	18.6%	54	32.0%	11	26.5%	5	12.0%	36	0.0%	0
Poor	2.7%	19	3.3%	1	0.0%	0	1.8%	5	18.0%	6	5.3%	1	2.1%	6	0.0%	0
(Don't Know)	3.7%	26	7.0%	2	2.1%	1	4.5%	13	5.9%	2	0.0%	0	2.7%	8	0.0%	0
Mean:		0.77		0.45		0.89		0.77		0.28		0.63		0.83		0.00
Weighted base:		716		29		46		289		35		19		297		0
Sample:		713		29		46		286		34		19		299		0
Estate Agents and Other Office Uses																
Good	63.4%	454	58.9%	17	88.9%	41	56.7%	164	14.4%	5	73.5%	14	71.5%	212	0.0%	0
Average	16.2%	116	27.4%	8	2.3%	1	19.5%	56	5.9%	2	16.0%	3	15.4%	46	0.0%	0
Poor	4.3%	31	3.5%	1	2.1%	1	2.5%	7	41.3%	14	5.3%	1	2.1%	6	0.0%	0
(Don't Know)	16.1%	115	10.2%	3	6.7%	3	21.3%	62	38.4%	13	5.3%	1	11.1%	33	0.0%	0
Mean:		0.71		0.62		0.93		0.69		-0.44		0.72		0.78		0.00
Weighted base:		716		29		46		289		35		19		297		0
Sample:		713		29		46		286		34		19		299		0
Q14 Where is your nearest centre?																
Cowplain District Centre	2.9%	29	100.0%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Emsworth District Centre	4.6%	46	0.0%	0	100.0%	46	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Havant Town Centre	28.9%	289	0.0%	0	0.0%	0	100.0%	289	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leigh Park District Centre	3.5%	35	0.0%	0	0.0%	0	0.0%	0	100.0%	35	0.0%	0	0.0%	0	0.0%	0
Mengham/Gable Head District Centre	1.9%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	19	0.0%	0	0.0%	0
Waterlooville Town Centre	29.7%	297	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	297	0.0%	0
Other	28.6%	286	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	286
Weighted base:		1002		29		46		289		35		19		297		286
Sample:		1002		29		46		286		34		19		299		289

Appendix E

Potential Sites


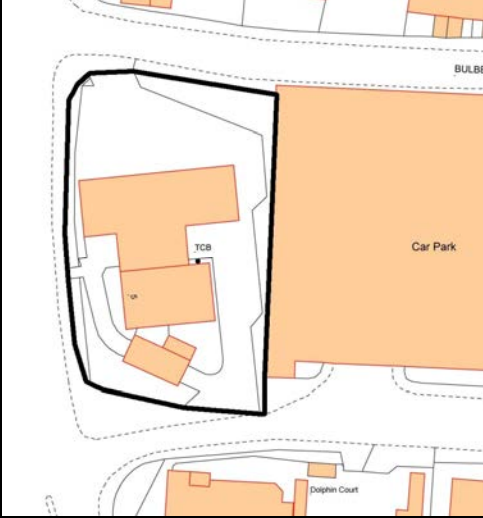
SITE HAV 1: Former Texaco Garage and Car Park, Park Road South, Havant

This former Texaco garage site (currently vacant) and adjoining three storey car park occupies a site of approximately 0.15 ha.

The site is located within the designated Town Centre, just to the south of the Primary Frontage. The site is central and may be more appropriate for retail development than other more peripheral sites.

The site could potentially be extended to include the multi storey car park to the east of the site.



Planning permission was granted in February 2008 for a mixed use development comprising retail (Class A1) floorspace (608 sq m) and 26 one and two bedroom flats, associated car parking and servicing following demolition of the former petrol station subject to a S106 Agreement (Ref: 07/51270/013).

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<p><i>Evaluation Criteria</i></p>	<p><i>Comment</i></p>
<p>Availability</p>	<p>Short term</p>
<p>Scale of Development (retail/leisure)</p>	<p>Large scale (up to 1,000 sq m gross at ground floor level)</p>
<p>Commercial Potential</p>	<p>The site is in a central location in relation to the main town centre commercial area and Primary Frontage and has a good road frontage on Park Road South.</p>
<p>Likely type of development</p>	<p>Parade of small commercial retail units with residential/office above or large format retail use such as a retail warehouse unit or a discount food store. Alternatively a commercial leisure use could be provided such as a health and fitness facility.</p>
<p>Development Constraints</p>	<p>Loss of car parking may be undesirable. Availability of the site is uncertain.</p>
<p>Possible Alternative uses</p>	<p>Redevelopment for high density residential.</p>
<p>Access</p>	<p>Existing access from Park Road South and Bulbeck Road.</p>
<p>Overall Development Prospects</p>	<p>Good</p>

SITE HAV 2: 42-54 West Street, Havant

This site includes 6 vacant single storey units on the north side of West Street and occupies a site of approximately 0.1 ha. The site is located within the Primary Frontage within the designated Town Centre.


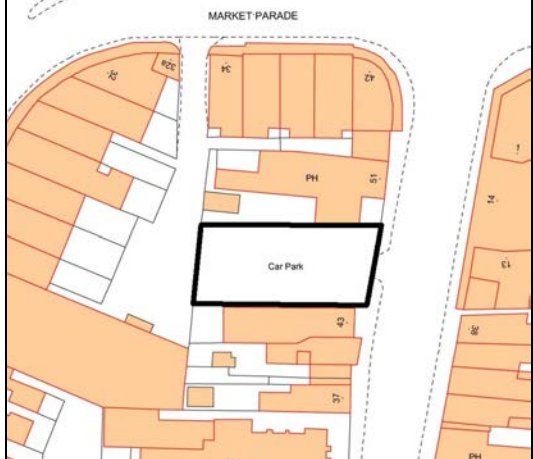
Planning permission was granted in October 2005 for the demolition of existing shops and flats and construction of a four storey mixed use building providing 1,025 sq m of retail (Class A1) and 14 apartments (12 x two bedroom and 2 x one bedroom) with associated car parking (7 cars), cycle and bin stores subject to a S106 Agreement (Ref: 05/53643/007).

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Evaluation Criteria	Comment
Availability	Short term
Scale of Development (retail/leisure)	Small scale (up to 1,000 sq m at ground floor)
Commercial Potential	The site is in a central location in the heart of the town centre and forms part of the Primary Frontage on the pedestrianised West Street.
Likely type of development	The site could be re-developed to form a higher density parade of small retail units with residential or office uses above or one or two larger single retailers.
Development Constraints	Availability of the site and ownership is uncertain. The lawful use of the site would need to be established and applications for A2-A5 uses may need to satisfy Policy TC6.
Possible Alternative uses	Potential for residential or other town centre uses on the upper floors in line with Policy TC11.
Access	Pedestrian access via West Street. The back of the units can be accessed via the rear of the bus station off Elm Lane.
Overall Development Prospects	Good

SITE HAV 3: Car Park, North Street, Havant



This car park occupies a narrow site of approximately 0.05 ha. The site is located within the Secondary Frontage at the northern end of North Street and within the Town Centre boundary.

The site is allocated within the Local Plan (HTC5) as a development site. The Council promote appropriate uses for the site as ground floor shopping with offices at first floor level provided it complements the scale and design of adjoining properties and maintains the building line.

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<p><i>Evaluation Criteria</i></p>	<p><i>Comment</i></p>
<p>Availability</p>	<p>Short term</p>
<p>Scale of Development (retail/leisure)</p>	<p>Small scale (up to 600 sq m gross on two floors).</p>
<p>Commercial Potential</p>	<p>The site fronts North Street and is located within the Tertiary Frontage and is allocated at HTC5 within the Local Plan.</p>
<p>Likely type of development</p>	<p>Within Policy HTC5 the Council promote appropriate retail uses at ground floor level with office at first floor level.</p>
<p>Development Constraints</p>	<p>The northern part of North Street is not in the main retail frontage (located 60m from the Primary Frontage). Currently in use as a car park.</p>
<p>Possible Alternative uses</p>	<p>Two/three storey residential development or other service sector uses.</p>
<p>Access</p>	<p>Existing access from North Street.</p>
<p>Overall Development Prospects</p>	<p>Good</p>

SITE HAV 4: 1-13 North Street Arcade, Havant



This single and two storey arcade of shops occupies a site of approximately 0.1 ha at the northern end of North Street, adjacent to the Secondary Frontage and within the Town Centre boundary. The site is designated (H3.13) as a baseline housing site.

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<i>Evaluation Criteria</i>	<i>Comment</i>
Availability	Medium to long term
Scale of Development (retail/leisure)	Small scale (up to 1,000 sq m additional floorspace on upper floors)
Commercial Potential	The site fronts onto North Street and is located within the secondary frontage (and located over 70m from the Primary Frontage). The site is allocated as a baseline housing site (H3.13). The site is within close proximity to Havant Railway Station.
Likely type of development	A mixed use scheme to include residential and retail development or a large format retail use such as a retail warehouse or food retailer.
Development Constraints	The majority of the retail units are currently occupied. Parking may be required.
Possible Alternative uses	High density housing development as encouraged within Policy H3.13.
Access	Existing accesses from North Street and Prince George's Street.
Overall Development Prospects	Reasonable

SITE HAV 5: Land between Market Parade and the Railway Station, Havant

This site includes the three storey buildings of the pedestrianised area to the north of Market Parade including The Star PH. The site is located immediately south of the railway line and occupies a total site of approximately 0.5 ha. The site is located within the secondary frontage of Market Place and North Street and within the Town Centre boundary.



This site is identified within the Havant Town Centre Urban Design Framework SPD (May 2006) as a Key Development Area within a development capacity of up to 1,600 sq m retail floorspace and approximately 63 flats

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<i>Evaluation Criteria</i>	<i>Comment</i>
Availability	Long term
Scale of Development (retail/leisure)	Small scale (up to 1,000 sq m gross additional floorspace).
Commercial Potential	<p>The site fronts onto Market Place and is located within the Secondary Frontage, 150m to the north of the main commercial area of West Street and directly south of Havant Railway Station.</p> <p>The site could be redeveloped to provide a comprehensive mixed use scheme with new retail uses at ground floor and residential/office/leisure uses above. This site has the potential to be incorporated into a larger scale scheme to enhance the railway station and its environs.</p>
Likely type of development	The site could be comprehensively redeveloped to a higher density with retail and leisure uses at ground floor and residential/offices above.
Development Constraints	The majority of units are currently in use. Parking may be required to accommodate the new residential/office uses.
Possible Alternative uses	Remain as existing.
Access	Existing access from Market Parade and North Street.
Overall Development Prospects	Reasonable

SITE HAV 6: Land at junction of Solent Road and Brockhampton Lane, Havant

This site includes several industrial buildings located to the north of Solent Road and occupies a total site of approximately 0.65 ha. The site is located outside the town centre boundary, to the west of Havant town, adjacent to Solent Retail Park and opposite the Tesco superstore.

The site is designated as an Industrial Improvement Area (EMP 4.3). Planning permission will be granted for development which would support and not prejudice regeneration, environmental improvement and property development.

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<i>Evaluation Criteria</i>	<i>Comment</i>
Availability	Medium term
Scale of Development (retail/leisure)	Medium Scale (up to 4,000 sq m gross additional floorspace at ground floor level).
Commercial Potential	The site is located outside the town centre boundary; however, it is located opposite the Tesco superstore and adjacent to Solent Retail Park.
Likely type of development	The site could be redeveloped to provide further retail warehouse units or a comprehensive mixed use scheme with new retail uses at ground floor and residential/office/leisure uses above.
Development Constraints	The site is a peripheral location in relation to the main commercial area. The surrounding buildings are single or two storey in height which may prohibit higher density development.
Possible Alternative uses	Retention for industrial purposes.
Access	Existing access from Solent Road.
Overall Development Prospects	Reasonable

SITE WAT 1: 308-312, London Road, Waterlooville



This three storey vacant unit and access road occupies a site of approximately 0.2 ha. The site is located within the designated Town Centre Boundary and is located on the Primary Frontage. Part of the site is designated (WTC3) within the Local Plan which states that development of the private access road between 310-312 London Road will be permitted provided provision is made for retail at ground floor level and provision for on-site parking and servicing from Curzon Road.

Planning permission was granted on 3rd June 2008 for the demolition of existing structures and construction of a 4 storey building comprising 3 retail units (954 sq m in total) and 14 two bed flats, including an associated loading area, car parking, bicycle and bin stores and new access to Curzon Road (Ref: 08/71767/002).

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Evaluation Criteria	Comment
Availability	Short term
Scale of Development (retail/leisure)	Medium scale (up to 1,000 sq m at ground floor level).
Commercial Potential	The site is in a central location in relation to the main town centre commercial area and fronts the pedestrianised London Road and is therefore sequentially preferable for retail development.
Likely type of development	The site and adjoining access road could be re-developed to form several retail units at ground floor with 2/3 storeys of residential and office uses above or for a single retailer such as a discount food retailers with residential/offices uses above.
Development Constraints	Availability and ownership of the site is unknown.
Possible Alternative uses	Remain as existing or redevelop for office use.
Access	Existing pedestrian access from London Road. The rear of the site can be accessed via Curzon Road.
Overall Development Prospects	Good

SITE WAT 2: Former Allotments, Maurepas Way, Waterlooville

The former allotments and fire station occupy a site of 2 ha just outside the town centre boundary and is located approximately 300m from the Primary Frontage of London Road. In terms of guidance in PPS6 this could represent an edge-of-centre site if appropriate linkages are provided across Maurepas Way. The site is designated in the Local Plan as a Development Site (WTC7).

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<i>Evaluation Criteria</i>	<i>Comment</i>
Availability	Short to Medium Term
Scale of Development (retail/leisure/community/cultural)	Large scale (up to 10,000 sq m gross)
Commercial Potential	The site is in a peripheral location in relation to the main town centre commercial area and would be classified an edge of centre site (adjacent to, but outside the Town Centre boundary). However, the site is located on to the west of Maurepas Way close to Wellington Retail Park and the Asda food store.
Likely type of development	The site is designated within the Local Plan (WTC7) for recreation and leisure facilities. Non recreational uses, excluding retail uses, may be permitted. However, in physical terms the site could be developed for a large mixed use scheme to include large format retail units and leisure facilities.
Development Constraints	Development on this site would need to satisfy impact and the sequential approach and provide better linkages to the centre. Relocation of fire station. Land Ownership. Provision of access across the A3 to Waterlooville Town Centre. Recreation/leisure is the preferred use.
Possible Alternative uses	Non recreational uses.
Access	Access via Maurepas Way
Overall Development Prospects	Reasonable (Subject to the preference for recreation and leisure uses)

SITE WAT 3: Asda and adjoining car parking, Maurepas Way, Waterlooville

This site includes the existing Asda store, associated car parking and the Community Centre occupying a site of approx. 2 ha. The site is located within the Town Centre boundary, but is over 100m from the Primary Frontage. The configuration of the Asda store is relatively poor and an expanded modern store could be provided.


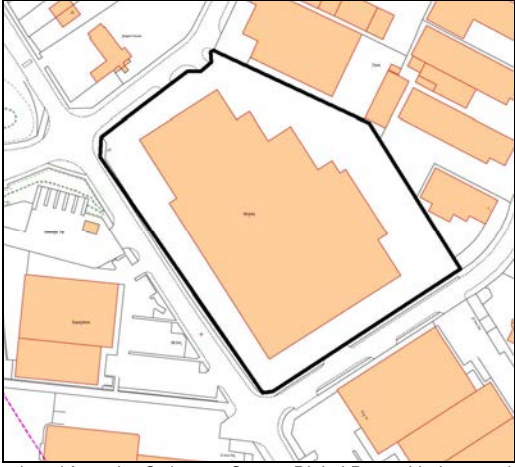


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<i>Evaluation Criteria</i>	<i>Comment</i>
Availability	Medium term
Scale of Development (retail/leisure)	Large scale (up 5,000 sq m gross additional floorspace)
Commercial Potential	The site is located close to the main commercial area and fronts on to Maurepas Way with pedestrian access on to Portland Road.
Likely type of development	Comprehensive redevelopment of the site to provide a new larger foodstore with decked car parking. In addition a parade of small retail units could be provided located adjacent to the entrance of the new store to increase the retail frontage. New community facility provided above the store.
Development Constraints	Site availability. Development costs may be prohibitive. Site may be considered edge-of-centre and would therefore need to satisfy the sequential approach.
Possible Alternative uses	Remain as existing.
Access	Existing access from Maurepas Way/off Portland Road.
Overall Development Prospects	Reasonable.


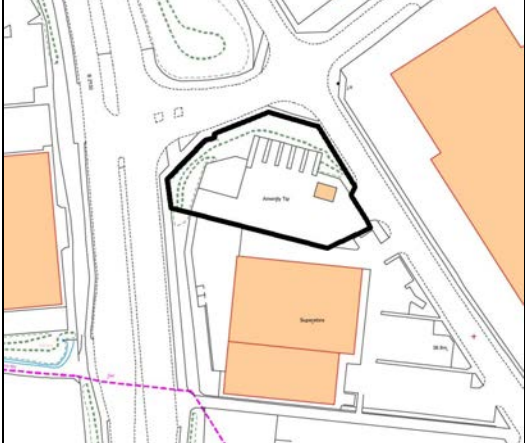
SITE WAT 4: Caetano, Hambledon Road, Waterlooville

The Caetano unit occupies a site of approximately 1 ha. The site is located approx. 200m from the town centre boundary and 300m from the Primary Frontage. In terms of guidance in PPS6 this site may represent an out-of-centre site.

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<i>Evaluation Criteria</i>	<i>Comment</i>
Availability	Medium to long term
Scale of Development (retail/leisure)	Large scale (about 5,000 sq m gross at ground floor level)
Commercial Potential	The site is adjacent to the existing Wellington Retail Park which has good pedestrian links with the town centre.
Likely type of development	The site could be redeveloped to provide a large format retail store such as a retail warehouse or supermarket particularly due to its location adjacent to the existing Wellington retail park. The site also has the potential to be redeveloped for mixed use development including retail and leisure uses.
Development Constraints	The unit was in use for the manufacture of buses and coaches. The site is a peripheral location in relation to the main commercial area and is not well linked. The surrounding buildings are single or two storey in height which may prohibit higher density development.
Possible Alternative uses	Retention of unit for industrial purposes.
Access	Existing access from Hambledon Road
Overall Development Prospects	Reasonable

SITE WAT 5: Household Waste Recycling Centre, Hambledon Road, Waterlooville

The Household Waste Recycling Centre occupies a site of approximately 0.2 ha. The site is located approximately 200m from the town centre boundary. In terms of guidance in PPS6 this site may represent an out-of-centre site.

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<i>Evaluation Criteria</i>	<i>Comment</i>
Availability	Medium to long term
Scale of Development (retail/leisure)	Small scale (about 1,000 sq m gross at ground floor level)
Commercial Potential	The site is adjacent to the existing Wellington Retail Park which has good pedestrian links with the town centre.
Likely type of development	The site could be redeveloped to provide a retail warehouse due to its location adjacent to the existing Wellington retail park.
Development Constraints	The site is in use as a household waste recycling centre. The site is a peripheral location in relation to the main commercial area and is not well linked. The surrounding buildings are single or two storey in height which may prohibit higher density development.
Possible Alternative uses	Retention of site as a recycling plant.
Access	Existing access from Hambledon Road.
Overall Development Prospects	Reasonable

SITE EMS 1: North Street Car Park, Emsworth

This small surface public car park occupies site of 0.1 ha on North Street. The site is located within the designated District Centre Boundary adjacent to the Secondary Frontage of North Street.


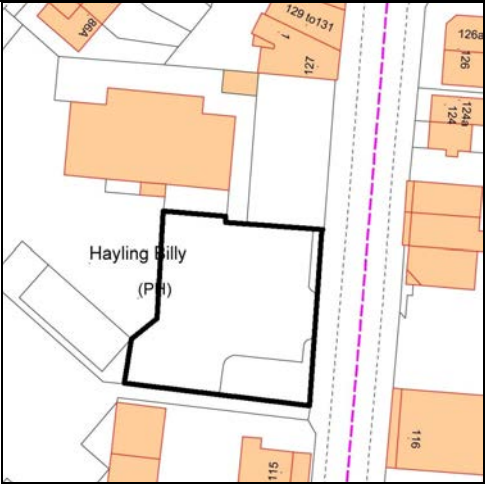


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<i>Evaluation Criteria</i>	<i>Comment</i>
Availability	Medium term.
Scale of Development (retail/leisure)	Small scale (up to about 400 sq m gross at ground floor level)
Commercial Potential	The site is a peripheral location from the main commercial area of the High Street, Emsworth (over 100m away).
Likely type of development	The site could accommodate a small parade of retail units with residential and office uses above.
Development Constraints	Loss of car parking. Proximity of surrounding uses.
Possible Alternative uses	Retention of existing public car park. Residential or office development.
Access	Existing access from North Street.
Overall Development Prospects	Reasonable



SITE GAB 1: Hayling Billy PH Car Park, Elm Grove, Gable Head, Hayling Island

Hayling Billy PH occupies a site of approximately 0.1 ha inside the District Centre boundary.

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<i>Evaluation Criteria</i>	<i>Comment</i>
Availability	Medium to long term
Scale of Development (retail/leisure)	Small scale (up to 500 sq m gross at ground floor)
Commercial Potential	Within the District Centre boundary and adjacent to the secondary frontage.
Likely type of development	The site offers potential for comprehensive redevelopment to provide a mixed use scheme with retail units at ground floor and residential/offices above or a large format retail unit such as a food store with associated car parking.
Development Constraints	Multiple ownerships. Loss of pay and display car park may be undesirable. Proximity to residential development.
Possible Alternative uses	Retention of existing public car park and public house. Residential or office development.
Access	Existing access from Elm Grove
Overall Development Prospects	Reasonable


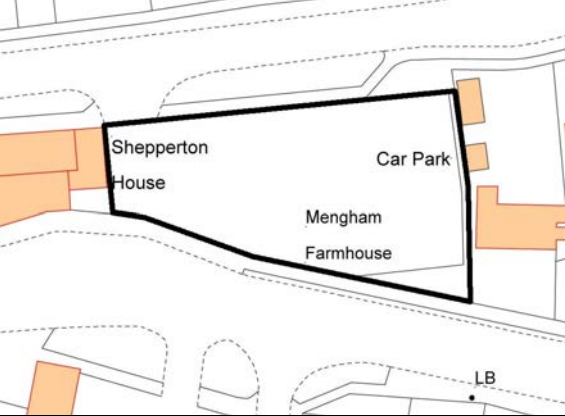
SITE GAB 2: Health Centre Car Park and land rear of 24-36 Elm Grove, Gable Head, Hayling Island

The Health Centre car park is to the north and east of Elm Grove and occupies a site of approximately 0.5 ha.

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<i>Evaluation Criteria</i>	<i>Comment</i>
Availability	Medium term
Scale of Development (retail/leisure)	Medium scale (up to 2,000 sq m gross at ground floor)
Commercial Potential	Within the District Centre boundary and adjacent to the primary frontage.
Likely type of development	The site offers potential for comprehensive redevelopment to provide a mixed use scheme with retail units at ground floor and residential/offices above or a large format retail unit such as a food store with associated car parking.
Development Constraints	Loss of pay and display car park may be undesirable. Proximity to residential development.
Possible Alternative uses	Retention of existing public car park. Residential or office development.
Access	Existing access from Elm Grove
Overall Development Prospects	Reasonable


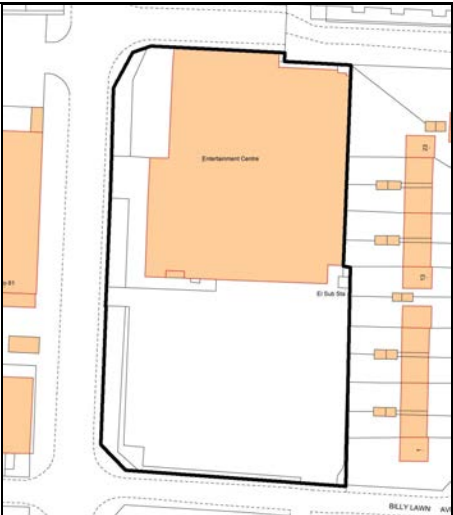
SITE MEN 1: Mengham Lane Car Park, Mengham, Hayling Island

The site located just outside the District Centre boundary and occupies an area of approximately 0.15 ha. In terms of guidance in PPS6 this would represent an edge-of-centre site.

	
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<p><i>Evaluation Criteria</i></p>	<p><i>Comment</i></p>
<p>Availability</p>	<p>Medium term</p>
<p>Scale of Development (retail/leisure)</p>	<p>Small scale (less than 1,000 sq m gross at ground floor level)</p>
<p>Commercial Potential</p>	<p>The site is located outside the District Centre boundary and adjacent to the secondary boundary.</p>
<p>Likely type of development</p>	<p>Redevelopment to provide a parade of retail units with residential or office use above or a large format retail unit such as a discount foodstore or retail warehouse unit.</p>
<p>Development Constraints</p>	<p>Loss of pay and display car park may be undesirable. Development on this edge-of-centre site would need to satisfy the sequential approach. Proximity to residential development.</p>
<p>Possible Alternative uses</p>	<p>Retention of existing public car park. Residential or office development.</p>
<p>Access</p>	<p>Existing access from Mengham Lane</p>
<p>Overall Development Prospects</p>	<p>Reasonable</p>

SITE LEI 1: Crown Bingo Club and car parking, Somborne Drive, Leigh Park

This site occupies an area of approximately 0.6 ha. The site is located within the designated District Centre Boundary, and adjacent to the Primary Frontage.

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<i>Evaluation Criteria</i>	<i>Comment</i>
Availability	Medium term
Scale of Development (retail/leisure/community/cultural)	Medium scale (up to 2,500 sq m gross at ground floor level with associated car parking)
Commercial Potential	The site is within the District Centre boundary and adjacent to the primary frontage of Greywell Square. It has a good road frontage on to Somborne Drive.
Likely type of development	Potential for redevelopment of site for a large format retail use such as a foodstore or retail warehouse. Alternatively the site could be redeveloped for a mixed use scheme to include retail and leisure uses retaining the Bingo Hall.
Development Constraints	Availability of site is uncertain and is currently in use. Existing Bingo Club may need to be relocated or included in the development.
Possible Alternative uses	Retention and refurbishment of existing entertainment centre. Redevelopment for residential use.
Access	Existing access from Somborne Drive.
Overall Development Prospects	Reasonable.