Nathaniel Lichfield and Partners

Planning Design Economics

WINCHESTER CITY COUNCIL

RETAIL AND TOWN CENTRE USES STUDY

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GLOSSARY OF TERMS

BISL	Business in Sport and Leisure is a major leisure industry association with over 100 members including leisure operators and consultants.
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 a 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 tend 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 *'chain store'* 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 & Partners (NLP) were commissioned by Winchester City Council to prepare a town centre, retail and leisure study, including an assessment of Winchester town centre and other main centres within the authority area, namely Bishop's Waltham, Denmead, New Alresford, Wickham and Whiteley Village Outlet Shopping Centre to provide:

- an assessment of the future needs for additional retail and commercial leisure facilities within the authority area up to 2026;
- an analysis of the role and function of existing centres in Winchester;
- an assessment of the capacity of Winchester's centres to accommodate growth, and the identification of potential development 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 the national, regional and local planning policy context. Section 3.0 provides a description of the shopping hierarchy in Winchester Local Authority Area.

1.3 Section 4.0 summarises the results of a household shopper survey. Sections 5.0 to 10.0 sets out centre health checks for Winchester town centre, Bishop's Waltham, Denmead, New Alresford, Wickham and Whiteley Village Outlet Shopping Centre. Section 11.0 provides an audit of the local centres.

1.4 Sections 12.0 and 13.0 set out an analysis of shopping and commercial leisure needs within Winchester and assess the ability of existing facilities to meet the needs of the community. Section 14.0 assesses the opportunities to accommodate the future need for new retail and leisure development, including an initial appraisal of potential development sites. Section 15.0 examines Winchester's network of centres. Section 16.0 assesses the strategic objectives and sets out recommendations and conclusions.

2.0 PLANNING POLICY CONTEXT

National Policy

2.1 PPS6: Planning for Town Centres (March 2005) sets out the Government's policies on town centres, retail, commercial leisure and other town centre uses.

2.2 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.

2.3 Other Government objectives that need to be taken account of in the context of the key objective are set out in paragraph 1.4:

- 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.

2.4 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.

2.5 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.

2.6 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).

2.7 PPS6, paragraph 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 changes need to be made;
- identify centres within their area where development will be focused, as well as the need for any new centres of local importance, and development strategies for developing and strengthening centres within their area;
- define the extent of the primary shopping area and the town centre, for the centre in their area on their proposal map;
- review all existing allocations and reallocate sites which do not comply with this policy statement;
- 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;
- 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 this policy statement, for assessing and locating new development proposals, including development on sites not allocated in development plan documents.

2.8 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. Primary frontages should contain a high proportion of retail uses, while secondary frontages provide opportunities for flexibility and diversity of uses. Policy should make clear which uses will be permitted in such locations.

Demonstrating Need for development

2.9 PPS6 requires Councils to undertake assessments of need for other non-retail town centre uses, i.e. commercial leisure and office development. This study assesses the retail needs of Winchester's Local Authority Area.

2.10 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 needs'.*

2.11 In assessing quantitative need for additional development, local planning authorities should assess the likely future demand for additional retail 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 forecast improvements in productivity in the use of floorspace.

2.12 With regards to assessing the qualitative need for additional development, paragraph 2.35 states that a key consideration will be to provide for consumer choice, 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.

2.13 Other local issues, although not necessarily elements of *'need'*, can be important material considerations.

Appropriate Scale of Development

2.14 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'.*

2.15 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.

2.16 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

2.17 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.

2.18 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 period and which allow for the accommodation of the identified need, including sites capable of accommodating a range of business models'.*

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

2.20 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.

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

2.22 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.

2.23 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).

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

2.24 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."*

2.25 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

2.26 The regional planning framework for the South East is currently provided by RPG9, which was approved in 2001. However, it is soon to be replaced by the forthcoming Regional Spatial Strategy (RSS), also know as the 'South East Plan', which has recently undergone an Examination in Public and is due for government approval and subsequent adoption in 2008.

RPG9

2.27 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.*

2.28 Advice is also given regarding setting up town and district centre improvement strategies and management schemes.

The RSS (South East Plan)

2.29 This draft RSS identifies a hierarchy of primary and secondary regional centres where major retail, leisure and office development will be focused, i.e. development 10,000 sq m gross or more. Winchester town centre is defined as one of 26 Secondary Regional Centres, along with Andover, Eastleigh, Fareham and Newbury. The RSS identifies 24 Primary Regional Centres including Southampton, Portsmouth and Basingstoke.

2.30 The RSS also identifies six Sub-Regional Strategy Areas. The South Hampshire Sub-Regional Strategy Area covers Eastleigh, Fareham, Gosport, Havant, Portsmouth and Southampton and parts of East Hampshire along with parts of New Forest, Test Valley and Winchester Districts. Within this sub-regional area, Southampton and Portsmouth are primary regional centres.

2.31 The Western Corridor and Blackwater Valley is also identified as a sub-regional strategy area, and encompasses High Wycombe, Reading, Newbury, Basingstoke, Aldershot, Windsor and Slough. Although this area does not include Winchester, a strong link is identified between Winchester and Basingstoke in this sub-region in terms of comparison goods shopping patterns.

2.32 The RSS advocates distributing growth to middle and lower order centres so as to support a balanced network of centres rather than one that is dwarfed by the largest centres. It asserts that Local Centres are likely to be a focal point for some development and policy BE5 states that

Local Planning Authorities (LPAs) should encourage and initiate schemes and proposals that help strengthen the viability of small rural towns, recognising that their social, economic and cultural importance to wider rural areas and the region as a whole. LPAs, through their Local Development Documents should...support and reinforce the role of small rural towns as local hubs for employment, retailing and community facility and services.

Hampshire Structure Plan 1996-2011 Review (December 2000)

2.33 The Hampshire Structure Plan was adopted in January 2000. Policy S1 relates to town centres and shopping, and in line with PPG6, suggests that planning permission will be granted for development which maintains and/or enhances the vitality and viability of town centres, which includes Winchester. The priorities are to support the primary shopping function of the centre, diversify land uses in the centre in particular employment and educational opportunities, leisure, entertainment and cultural facilities and residential accommodation. Other priorities are to maintain or improve the amenity and environment including the enhancement of the provision of open space and improve access, safety and security for public transport, pedestrians, cyclists and people with special needs.

2.34 Policy S2 indicates that Local Plans should seek to maintain and enhance the vitality and viability of district, local and village centres. The policy also suggests the boundaries of these centres will be defined in local plans.

2.35 The structure plan emphasises the need for local plans to promote policies to maintain and/or enhance the vitality and viability of district, local and village centres, and which ensure that where possible adequate provision is made for local shops to meet day-to-day shopping requirements.

2.36 Supplementary Planning Guidance on Town Centre and Out of Centre Development (Hampshire Planning Authorities 1998) identifies Winchester as Historic Market Town in Hampshire along with Andover, Romsey, Lymington, Ringwood, Hythe, Alton and Petersfield. Within Historic Market Towns, the centres are compact and attractive with a good mix of shops and services available. The main policy objectives in the Historic Market Towns are to continue to reconcile the conservation of the historic environment with the need to accommodate transport and development requirements and to re-evaluate the role of these established centres. It also states that the towns should resist pressure for out of centre development where town centre vitality and viability is threatened and to consider such proposals using the sequential approach.

2.37 The Hampshire Structure Plan (2000) outlines four 'Major Development Areas' in order to accommodate the long term development needs of Hampshire through large-scale development. Land west of Waterlooville is identified as one of these four areas by policy MDA5 which states that it 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.*

2.38 The Structure Plan goes on to assert that although these Major Development Areas will be planned as new communities, they will also provide opportunities to contribute towards improving the vitality and viability of the wider urban area of which they form a part. In some instances, the development will provide opportunities to enhance the choice of facilities on offer to existing residents either by new provision within the development area or by triggering the expansion of existing facilities.

Local Planning Context

2.39 The Winchester District Local Plan Review was adopted in July 2006. With regards to Town Centres, Shopping and Facilities the Adopted Local Plan states that the Council's aim is to continue to support Winchester town centre's role as an important historic and market town and visitor destination serving central Hampshire, particularly in respect of comparison and specialist goods. The main town and village centres are the favoured location for the development of new facilities. The plan encourages the development and improvement of local and district centre facilities serving the residential suburbs of Winchester and rural settlements.

2.40 The Local Plan defines Winchester as the "Main Town Centre". Bishop's Waltham, Denmead, New Alresford, Whiteley and Wickham are listed as "Other Town/Village Centres". Policy SF.1 indicates development of retail, leisure and other developments that attract large numbers of people will be permitted in town and villages centres, as listed above. Development outside the main centres will be subject to the main PPS6 tests, i.e. need, impact and the sequential approach.

2.41 Policy SF.2 seeks to protect against the loss of commercial and leisure floorspace within the main centres. Policy SF.3 seeks to control Class A3. A4 and A5 uses. Policy SF.4 encourages residential uses within centres on upper floors. Policy SF.5 seeks to protect retail floorspace within the Primary Shopping Areas.

2.42 Policy SF.6 encourages the development of facilities within settlements, including shops where they are intended to serve a local function.

3.0 THE SHOPPING HIERARCHY AND CATCHMENT AREA

Major Shopping Centres in Winchester and the Surrounding Area

3.1 Winchester local authority area is served by a number of shopping centres. Winchester town centre primarily serves the northern half of the local authority area, and competes with Salisbury to the west, Andover to the north west, Basingstoke to the north east and Eastleigh to the south. Southampton's regional catchment area extends across Winchester local authority area. Residents in the southern half of the local authority area (including Bishop's Waltham, Wickham and Denmead) have a choice of centres to visit including Southampton, Portsmouth, Fareham, Waterlooville, Havant and Petersfield. Shopping patterns within Winchester local authority area's small market town/village centres are influenced by major shopping destinations surrounding the District. Southampton, Basingstoke and Portsmouth are Primary Regional Centres as defined in the Draft South East Plan. Residents in the District have relatively good access to these larger centres by road and rail.

3.2 Javelin's UK Shopping Index 2006 provides an index of retail centres on the basis of a weighted score for multiple retailers represented in each centre. Javelin's rank for centres in the sub-region is shown in Table 3.1.

Table 3.1 Javelin's Venuescore Shopping Index (2006)

Venue	MHE Index Score	Rank
Southampton	299	9
Salisbury	203	41
Basingstoke	185	58
Portsmouth	163	83
Winchester	**139**	**116**
Chichester	135	130
Andover	105	201
Fareham	112	177
Eastleigh	88	248
Waterlooville	74	306
Petersfield	57	417
Hedge End	50	473
Havant	49	483
Alton	39	618
Romsey	35	679
Whiteley Outlet Centre	**31**	**764**
Porchester	26	906
Cowplain	12	1,818
Burlesdon	10	2,071

Source: Javelin 2006

3.3 Southampton is ranked 9th and the second highest in the South East region as a whole. Winchester town centre is ranked below Salisbury, Basingstoke and Portsmouth, and is comparable in terms of multiple representation with Chichester. Winchester has a marginally better multiple representation when compared with Andover, Fareham and Eastleigh, and a much better provision than Waterlooville, Petersfield, Hedge End, Havant and Alton. This analysis suggests Winchester town centre is a middle tier centre, falling within the regional catchment area of Southampton.

3.4 Whiteley Outlet Village has a reasonably high score and rank due to the presence of multiple outlets selling factory second goods. The other small towns in Winchester local authority will have a Venuescore of less than 10 and are therefore not listed in the top 2,200 centres across the county.

3.5 The relative performance and importance of town centres can be demonstrated by commercial yields and Zone A rental levels achieved for retail property. Retail yields for the established centres in the sub-region are shown in Table 3.2 and a comparison of Zone A rental levels is shown in Table 3.3.

3.6 Retail yields are a measure of property values, which enables the values of properties of different size, location and characteristic to be compared. The level of yield broadly represents the market's evaluation of risk and return attached to the income stream of shop rents. Broadly speaking low yields indicate that a centre is considered to be attractive and, as a result, more likely to attract investment and rental growth than a centre with high yields.

Table 3.2: Retail Yields in the Sub-Region

Centre	**Yield %**											
	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007
Southampton	5.0	5.0	5.0	6.0	6.0	4.5	5.0	5.0	5.0	5.0	4.0	4.5
Basingstoke	5.75	5.75	5.75	5.75	7.0	7.0	6.5	6.5	6.5	5.5	5.5	5.0
Winchester	***5.0***	***5.0***	***5.0***	***5.0***	***7.5***	***7.5***	***6.75***	***6.75***	***6.75***	***6.0***	***6.0***	***5.0***
Chichester	6.75	5.75	5.25	5.0	4.75	5.25	5.25	5.25	5.25	5.25	5.25	5.25
Portsmouth	6.5	6.5	6.5	6.5	6.5	7.25	6.5	6.5	6.5	6.5	6.0	6.0
Andover	7.5	7.5	7.5	7.5	7.5	7.5	7.5	7.5	7.5	7.25	6.25	6.25
Eastleigh	7.5	7.5	7.5	7.5	7.5	7.5	7.5	7.5	7.5	7.25	7.25	7.25
Fareham	7.5	8.0	8.0	8.0	8.0	8.0	8.0	8.0	8.0	7.5	7.5	7.5
Petersfield	7.0	7.0	7.0	7.0	8.5	8.5	8.5	8.5	8.5	8.0	8.0	7.5
Alton	7.0	7.0	7.0	7.0	8.5	8.5	8.5	8.5	8.5	8.0	8.0	7.5

Source: Valuation Office (June 2007)

3.7 Retail yields in Winchester town centre, were one of the lowest (best) in the sub-region during the mid-1990's. However, in recent years Basingstoke and Chichester have superior yields and Portsmouth has caught up. However, yields remain better than in other slightly smaller centres in Andover, Eastleigh and Fareham.

3.8 Prime Zone A retail rents are only widely available for Winchester town centre in the district. In 2006, Zone A retail rents in Winchester were £1,615 per sq m (£150 per sq ft). This rental level is significantly below Southampton and slightly below Portsmouth, Chichester and Basingstoke. Again, Winchester has remained above Fareham, Andover and other smaller centres.

Table 3.3: Retail Rents in the Sub-Region

Centre	**Annual Zone A Retail Rents £ per Sq M**									
	1987	**1997**	**1998**	**1999**	**2000**	**2001**	**2002**	**2003**	**2004**	**2006**
Southampton	1,076	1,991	1,991	2,045	2,529	2,422	2,422	2,691	2,960	3,444
Portsmouth	915	1,184	1,507	1,722	1,722	1,615	1,668	1,722	1,884	1,938
Chichester	861	1,130	1,184	1,184	1,184	1,184	1,238	1507	1,507	1,884
Basingstoke	807	1,346	1,346	1,453	1,453	1,453	1,453	1,668	1,668	1,776
Winchester	**969**	**1,076**	**1,292**	**1,292**	**1,292**	**1,292**	**1,399**	**1,453**	**1,453**	**1,615**
Fareham	807	915	1,076	1,130	1,130	1,130	1,184	1,238	1,238	1,346
Andover	538	592	592	592	592	592	592	646	753	861
Petersfield	-	-	-	-	-	538	538	592	592	700
Eastleigh	377	463	463	484	484	484	538	538	592	646
Waterlooville			323	377	431	484	484	484	484	484

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

Summary and Conclusions

3.9 The analysis of the shopping hierarchy and commercial property indicators demonstrate that Winchester is the main commercial and shopping centre within the District. The town centre primarily competes with other large centres outside the District. The Local Plan designated town/village centres within the District are small centres with limited catchment areas. However, Whiteley which is also designated as a town centre has a unique role as a predominately fashion based outlet village serving a wide catchment area. An analysis of the centres in the District is set out in Sections 5 to 11 of this report, and recommendations on the designation of centres is set out in Section 15.

4.0 HOUSEHOLD SURVEY

Survey Structure

4.1 NEMS Market Research carried out a telephone survey of 1,002 households in the Winchester study area in June 2007. 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 9 sectors or zones based on postcode boundaries, as follows:

- Zone 1: Winchester – West
- Zone 2: Winchester – East
- Zone 3: Inner Rural Areas
- Zone 4: Outer Rural Area: North East
- Zone 5: Outer Rural Area: South East
- Zone 6: Denmead
- Zone 7: Wickham & Whiteley
- Zone 8: Outer Rural Area: West
- Zone 9: Eastleigh

4.2 The study area includes all parts of Winchester District and a number of surrounding areas within adjoining authorities. A list of the postcodes contained in each zone is shown in Appendix A. The zones were chosen based on postcode boundaries which best fit the likely primary catchment areas of the main centres in the District.

4.3 The number of interviews undertaken in each zone reflects the population in each respective zone in order to provide statistically reliable sub-samples. 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/garden items and hardware;
  - health, beauty and chemist goods; and
  - Other non-food items; and
- Leisure activities, including:
  - cinema;
  - theatre;

- pub/bar;
- restaurant;
- nightclub;
- bingo;
- health club; and
- ten-pin bowling.

Food and Grocery Shopping

Main Food Shopping

4.4 Large food stores are the main destination for respondents' most recent main food shopping trip across the study area. Overall, the Tesco on Easton Lane in Winnall was the most popular shopping destination for the study area as a whole. The highest proportion of respondents shopping at the store were in zone 2 (Winchester East), attracting 50.0% of respondents. Sainsbury's on Badger Farm Road in Winchester was the second most popular destination (19.8%) for respondents in zone 2. Sainsbury's on Badger Farm Road in Winchester was the most popular Winchester West (zone 1) shopping destination, attracting 63.5% of respondents, second in zone 1 was Tesco (17.5%) in Winnall. The majority of respondents (30.9%) in the Inner Rural Area (zone 3) cited the Sainsbury Badger Farm as their most recent shopping destination, with the Tesco in Winnall the second most popular destination. The Tesco in Winnall was the main shopping destination for respondents in zone 4 (Outer Rural Area: North East), attracting 63.1% of respondents.

4.5 Sainsbury's in Hedge End was the main food shopping destination for respondents in zone 5 (Outer Rural Area: South East) with 22.4% of respondents citing it as their last shopping destination, this was followed by Sainsbury's in Fareham which attracted 14.9% of respondents. Asda in Waterlooville was the most popular last main shopping destination (48.1%) for respondents in Denmead (zone 6), while Asda in Bedhampton was the second most popular (16.7%). Sainsbury's in Fareham attracted the most respondents (35.7%) in zone 7 (Wickham and Whiteley) while Tesco in Whiteley was the second most popular choice, with 16.3% of respondents citing it as their last shopping destination. Waitrose in Romsey was the last main food shopping destination for respondents in zone 8 (Outer Rural Area: West) with 35.9% citing it as their last shopping destination.

Mode of Travel for Main Food Shopping

4.6 Over 88% of respondents indicated that they travel to do their main food shopping by car, which is higher than NLP's average derived from similar surveys across the Country (80.8%). A low proportion of households travel by bus (3.8%) or walk (5.4%), which is lower than NLP averages derived from other surveys of 7.3% and 8.4% respectively. Only 0.4% of respondents used taxis to travel to their main food shopping location which is much lower than NLP's average of 6.8%.

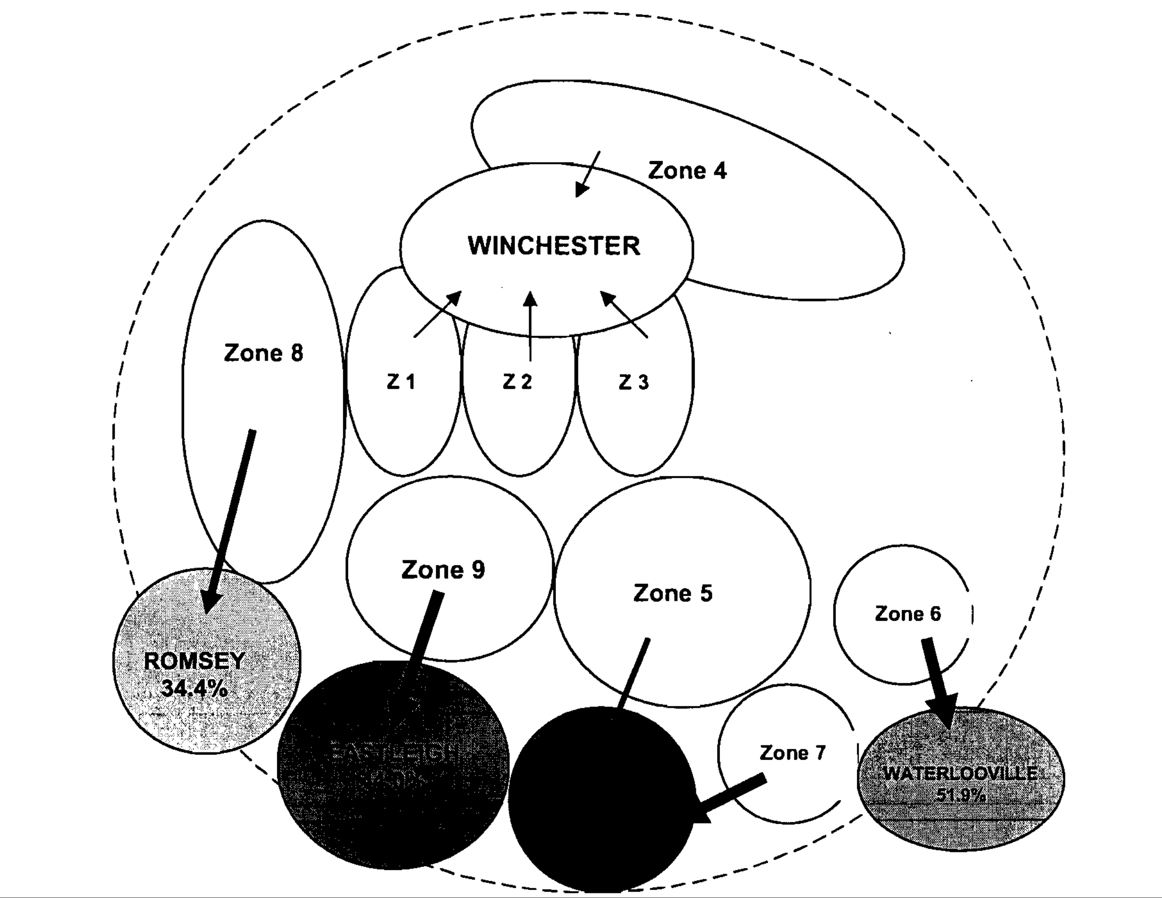
Top-Up Food Shopping

4.7 Top-up food shopping trips are usually made in addition to main weekly (or less frequent) shopping trips. Over 80% 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 (82.8%). The overall results showed that a high proportion of the respondents' top-up shopping trips were undertaken in local shops within each zone. A list of all the top up shopping destinations can be found in Appendix F.

Non-Food Shopping

4.8 Households were asked in which location they buy most of their household's non-food shopping. For the study area as a whole Winchester captures the greatest level of expenditure, with a market share of 29.6%. However, Winchester is only the most popular location for non-food shopping in Zone 1 (Winchester West), Zone 2 (Winchester East), Zone 3 (Inner Rural Areas) and Zone 4 (Outer Rural Area: North East). Respondents in the zone 5 (Outer Rural Areas: South East) primarily do their non-food shopping in Fareham (26.9%). In zone 6 (Denmead) 51.9% of respondents do most of their non-food shopping in Waterlooville, while in zone 7 (Wickham and Whiteley) most respondents do their non-food shopping in Fareham (57.1%). In zone 8 (Outer Rural Area: West) Romsey is the most popular location for non-food shopping with 34.4% of respondents citing it as their preferred choice. In zone 9 (Eastleigh) most respondents did their non-food shopping in Eastleigh (44.0%). Figure 4.1 below identifies the main outflow destinations for non-food shopping for each zone.

Figure 4.1: Main Non-Food Shopping Destinations outside the Study Area



Mode of Travel for Non-Food Shopping

4.9 The vast majority of respondents (76.8%) indicated that they use the car to travel to their non-food shopping destination. The second most popular mode of transport for travelling to non-food shopping destinations was walking (8.8%), and travelling by bus was the third most common (7.6%) mode of travel.

Non Food Shopping Destinations

4.10 Households were also asked where they normally go to shop for different types of non-food goods. Households were questioned about the following categories of non-food goods:

- Clothes and Shoes
- Domestic Electrical Appliances
- Electrical Goods
- Furniture/soft furnishings/floor coverings,
- DIY/hardware
- Garden Items

- Health/beauty and chemist
- Books/CD's/toys and gifts

4.11 In Winchester West (zone 1) the main destination for buying all types of non food goods was Winchester. The preferred location for all the different types of non-food goods in zone 2 (Winchester East) was also Winchester.

4.12 In the Inner Rural Area zone (zone 3), Winchester was the most popular location for clothes and shoes (29.4%), garden items (17.6%), health/beauty (54.4%) and book/CD's (51.5%). Southampton was the preferred choice for domestic electrical appliances (26.5%), electric goods (26.5%) and furniture (23.5%). Eastleigh was the preferred destination for DIY/hardware (30.9%)

4.13 In the Outer Rural Area: North East (zone 4), Winchester was the most popular location for clothes and shoes (44%), domestic appliances (27.4%), furniture (29.8%), health/beauty (56%) and books/CD's (54.8%). Winchester town centre and Curry's, Easton Lane in Winchester are joint preferred locations for electrical goods (16.7%). Homebase, Easton Lane in Winchester is the preferred location for DIY/Hardware (33.3%) and garden items (35.7%).

4.14 In the Outer Rural Area: South East (zone 5), Southampton was the most popular location for clothes and shoes (26.1%). Bishop's Waltham is the preferred location for domestic electrical appliances (33.6%) and health/beauty (22.4%). Hedge End is the preferred location for electrical goods (26.1%), furniture (33.6%), DIY/Hardware (59%), garden items (38.8%). The preferred method of shopping for books/CDS is via the internet/catalogues/mail order (20.1%).

4.15 In Denmead (zone 6), Waterlooville was the most popular location for buying all categories of non-food shopping.

4.16 In the Wickham and Whiteley zone (zone 7), Fareham was the most popular location for buying all categories of non-food shopping.

4.17 In the Outer Rural Area: West (zone 8), Southampton was the preferred destination for the majority of non-food shopping. Romsey, however, was the most popular destination for garden items (38.2%), health/beauty (59.5%) and books/CDs (25.2%).

4.18 In the Eastleigh zone (Zone 9), Eastleigh was the most popular destination for the majority of non-food shopping. Southampton, however, was the most popular destination for clothes/shoes (29%) and Hedge End the preferred location for furniture (20.5%).

Internet Purchases

4.19 Just over 52.2% of respondents said that they don't buy anything on the internet, but of those that do, the most frequently bought type of goods are 'books, CD's, toys etc.', which 29.6% of respondents said that they regularly bought on the internet. The Outer Rural Area: North East zone (zone 4) had the highest proportion of respondents that do use the internet for shopping; with only 36.9% answering that they bought 'nothing' on the internet. Conversely the Inner Rural Area zone had the highest proportion (60.3%) of respondents that do not use the internet for shopping.

Frequency of Visit

4.20 Respondents were asked if they regularly visit the shops and services in Winchester, Bishop's Waltham, Denmead, New Alresford, Wickham and Whiteley. Visiting the centre 'regularly' constituted visiting once a month or more often.

4.21 Within the study area as a whole, the following percentage of respondents said that they visit each centre 'regularly':

- Winchester - 54.5% (Zones 1 & 2 - 94.8%)
- Bishop's Waltham - 13.1% (Zone 5 - 70.9%)
- Denmead - 5.0% (Zone 6 - 68.5%)
- New Alresford - 9.6% (Zone 4 – 63.1%)
- Wickham - 13.3% (Zone 7 – 56.1%)
- Whiteley - 13.7% (Zone 6 – 46.9%)

4.22 The figures in brackets are the proportion of respondents within each centre respective local zone regularly visiting the centre. The above results show that Winchester is the main centre that is visited regularly by respondents across all parts of the study area. All other centres attract a reasonable proportion of regular visitors from households within their respective local zone.

Improvements to Town Centres

4.23 Respondents who answered that they did visit the centres and in some cases where located in the relevant zones (Winchester, Bishop's Waltham, Denmead, New

Alresford, Wickham and Whiteley) were asked what if anything would make them shop more often in those centres.

4.24 In respect of Winchester, 45.8% in the study area as a whole suggested that 'nothing' would make them visit the centre more often. However, 15.1% mentioned more car parking, 9.2% wanted a better choice of shops in general, 6.8% wanted to see a better range of clothing shops and 5.4% said cheaper car parking.

4.25 In respect of Bishop's Waltham, 76.7% of respondents in zones 5 and 7 mentioned that 'nothing' would make them visit the centre more often. The other most popular responses were; better choice of shops in general (6.5%), better choice of clothing shops (3.4%) and more car parking (3.4%).

4.26 In respect of Denmead, 80.9% of respondents in zones 6 and 7 mentioned that 'nothing' would make them visit the centre more often. The other most popular responses were; better choice of shops in general (5.3%), better choice of clothing shops (2.6%) and more car parking (2.0%).

4.27 In respect of New Alresford, 77.0% of respondents in zones 3 and 4 mentioned that 'nothing' would make them visit the centre more often. The other most popular responses were; better choice of shops in general (3.9%), better choice of clothing shops (2.0%) and more car parking (13.8%).

4.28 In respect of Whiteley, 75.0% of respondents in zones 5 and 7 mentioned that 'nothing' would make them visit the centre more often. The other most popular responses were; better choice of shops in general (9.1%), better choice of clothing shops (6.0%) and improved bus services (2.2%).

4.29 In respect of Wickham, 80.1% of respondents in zones 5, 6 and 7 mentioned that 'nothing' would make them visit the centre more often. The other most popular responses were; better choice of shops in general (3.8%), more car parking (5.6%), improved bus services (2.1%) and better choice of clothing shops (2.1%).

4.30 The results suggest that those who already shop in these centres are generally satisfied with the centres, but that the key to attracting them more often is to provide a better range of shops in general, particularly clothes shops and more car parking.

Leisure Activities

Cinemas

4.31 Respondents were asked if they went to the cinema and if so which cinema they had most recently visited. 57.4% of respondents indicated they visit the cinema, which was the second most popular leisure activity together with visiting pubs/bars. This is higher than NLP's average derived from similar surveys across the Country (48.6%). The main cinema destination is Winchester (The Screen) which accounts for just below a third of respondents (31.1%). A reasonable proportion of respondents visit cinemas in Southampton and Fareham.

Theatre

4.32 In the study area, 56.1% of respondents indicated they visit theatres, compared with NLP's average for other surveys of only 38.3%. This was the third most popular leisure activity behind visiting restaurants, the cinema and pubs/bars. When asked where they visit the theatre, Southampton was the most popular location, accounting for 45% of the respondents in the catchment area. Within the District the main theatre destination is the Theatre Royal Theatre in Winchester which attracted 18.3% of respondents on their last visit. This was the second most popular destination behind Southampton.

Pubs/Bars

4.33 The household survey asked respondents if and where they or their family had most recently visited a pub/bar. Over 57% of respondents indicated that they visit pubs/bars, which is significantly higher than the NLP's average from other surveys (46.9%). The main destinations for respondents who visit pubs and bars vary significantly. In zone 1 (Winchester West), Zone 2 (Winchester East) and Zone 3 (Inner Rural Areas), 65.2%, 73% and 28.9% of respondents respectively cited Winchester as the location of their last pub / bar visit. In the other 6 zones the most popular destinations were as follows;

- Zone 4 (Outer Rural Area: North East) – New Alresford (27.9%)
- Zone 5 (Outer Rural Area: South East) – Bishop's Waltham (16.7%)
- Zone 6 (Denmead) – Denmead (44.8%)
- Zone 7 (Wickham and Whiteley) – Fareham (38.6%)
- Zone 8 (Outer Rural Area: West) – Romsey (50%)

- Zone 9 (Eastleigh) – Chandlers Ford (25.0%)

Restaurants

4.34 Over 74% of respondents indicated they visit restaurants, which was the most popular leisure activity, and is again much higher than NLP's average for other surveys (63.3%). Again there was significant variation in where respondents visited restaurants. The most popular destinations for restaurants directly correlated with the most popular destination for pubs/bars in most zones. However, in Zone 4 (Outer Rural Area: North East) the most popular restaurant destination was Winchester (24.2%) and not New Alresford and in zone 9 (Eastleigh) the most popular restaurant destination was Southampton (20.1%) instead of Chandlers Ford.

Nightclubs / Live Music

4.35 Only 9.4% of respondents indicated that they had visited nightclub/live music venues, and this activity is the second least popular leisure activity after 'bingo'. Therefore, the sample for nightclub visitors within each zone is very small. However, NLP's average derived from other similar surveys suggests the same participation rate of 9.4%. The most popular destination for the majority of the zones Southampton (Zone 1; 30%, 2; 80%, 3; 25%, 5; 41.5%, 8; 53.8% and 9; 88.9%).

4.36 The most popular destination for Zone 1 (Winchester West) was split between Southampton, Winchester (The Original Porterhouse) and Winchester (other venues) which all received 30% of responses. In respect of Zone 3 (Inner Rural Areas) the most popular destinations were Southampton, Winchester (The Original Porterhouse), Fareham and Portsmouth (all 25%). In Zone 4(Outer Rural Area: North East) 60% of respondents stated Winchester (The Original Porterhouse). In Zones 6 (Denmead) and 7 (Wickham and Whiteley) Portsmouth was the most popular destination for visiting a nightclub / live music venue.

Bingo

4.37 Bingo proved the least popular leisure activity after the 'don't know' category with only 3.8% of respondents indicating that they partake in it, this is slightly lower than NLP's average participation rate of 4.9% as derived from other similar surveys. The sample for bingo visitors within each zone is again very small. Eastleigh was the most popular location for the survey group as a whole, with 23.7% of bingo players visiting Eastleigh.

Health and Fitness Clubs

4.38 Over 29% of respondents indicated their household visit health clubs/gyms, which is slightly higher than the NLP average participation rate from other surveys (24%). Respondents tend to use health club facilities within their local area.

Tenpin Bowling

4.39 19.5% of respondents indicated their household visit tenpin bowling facilities, which is higher than the NLP average for other surveys (17.6%). The main tenpin bowling destinations are Southampton, Basingstoke and Fareham. In Zone 3 (Inner Rural Area). However, 14.3% visited Portsmouth and in zone 6 (Denmead) 62.5% visited Havant.

Key Messages from the Household Survey Results

4.40 Key findings of the household survey are summarised below:

- Large food stores are the primary destinations for main food shopping and the preferred location of these food stores varies significantly throughout the study area.
- Over 80% of respondents indicated that they undertook small scale shopping or top-up shopping trips in addition to their main food shopping trips. The location for the majority of the top-up shopping trips varied with the majority of these being carried out in local shops.
- Winchester was the most popular location for non-food shopping in four out of the nine zones, but other significant locations were Fareham, Waterlooville, Romsey and Eastleigh. In general, non food shopping was undertaken in the most convenient larger centre to that zone.
- A high proportion of respondents use the car as their main mode of travel for their food and non-food shopping, while quite a low proportion use the bus or walk.
- For each centre the majority of respondents did not identify any potential improvements that would make them shop more often in their respective centre. Where a suggestion was made, improving the choice of shops in general was the most often cited response, followed by a better variety of clothing shops and more car parking.
- A reasonably high proportion (47.8%) of respondents buy items regularly on the internet. Of those respondents who do, books/CD's/toys etc are their main purchases.

- When using leisure facilities, the distance travelled by respondents varies according to the activity and the facilities available in the zone. Popular locations for leisure activities were found to be Portsmouth, Southampton, Basingstoke and Fareham.

5.0 WINCHESTER TOWN CENTRE

Introduction

5.1 Winchester is an historic cathedral city and the town centre is one of the main shopping/commercial destinations in Winchester District. It is designated as the Main Town Centre in the Local Plan Review (Adopted July 2006). It is a relatively large shopping centre and provides a high number of retail, service and other town centre uses. The centre serves shoppers predominantly in the north of the District.

5.2 The town centre is predominantly a linear centre concentrated along the High Street, with a number of side streets branching off from the main shopping parade. There is also a relatively small covered, two-storey shopping centre, The Brooks, which contains BHS and Beales. The Primary Shopping Area within the centre extends along the majority of the High Street, and includes the Brooks Shopping Centre and all/part of a number of side streets (Cross Keys Passage, Middle Brook Street, Market Street, Upper Brook Street, The Square, Parchment Street, St. Thomas Street, Royal Oak Passage, Jewry Street and Southgate Street).

Mix of Uses and Occupier Representation

5.3 Winchester town centre's key roles include:

- *convenience shopping* – including four bakeries, two confectioners, a fishmonger, two health food shops, three sandwich bars, four off licences, several newsagents, a Food Hall within Marks & Spencer and two supermarkets – Sainsbury's and Iceland. These facilities primarily serve basket and top up food shopping trips;

- *comparison shopping* - a good range of multiple and independent shops selling a range of high and lower order comparison goods. There is a good selection of multiples, mainly located along the High Street;

- *services* – including a good range of high street national banks/building societies, cafés, restaurants, takeaways, travel agents and hairdressers/beauty parlours;

- *entertainment* – including several pubs, bars, hotels and a cinema;

- *Tourism* – a number of tourist attractions including the Cathedral, museums and galleries; and

- *community facilities* –a number of places of worship, public gardens, a few galleries and two public libraries on the outskirts of the centre. In addition, the Winchester Discovery Centre will replace the existing libraries and is currently under construction, which is due to open late 2007 and will include a Library, art gallery, performance hall and a 'City Space' which will celebrate Winchester's culture and history.

5.4 Winchester town centre has 344 retail/service units (excluding non Class A uses). Table 5.1 sets out the mix of uses in Winchester town centre, compared with the Goad national average. The proportions of comparison retail and A1 and A2 service uses are higher than the national average and the proportions of convenience retail, A3 and A5 uses are lower than the national average. There are 29 vacant shop units in the town centre, a vacancy rate of 9.0% which is lower than the national average. Ten of the vacant units are located in Kings Walk which will be demolished for the Silver Hill development. The vacancy rate excluding Kings Walk is only 6.1%. Vacant floorspace within the town centre (excluding Kings Walk) is approximately 5,600 sq m gross.

Table 5.1: Winchester Town Centre Use Class Mix by Unit

Type of Unit	Number of Units	Proportion of Total Number of Units (%)		
		Winchester town centre	Index (National = 100)	National Average*
Comparison Retail	165	51.2	110.3	46.4
Convenience Retail	25	7.8	85.7	9.1
A1 Services	31	9.6	120.0	8.0
A2 Services	42	13.0	121.5	10.7
A3 and A5	30	9.3	66.9	13.9
A4	22	n/a	n/a	n/a
Miscellaneous	n/a	n/a	n/a	1.4
Vacant	29	9.0	85.7	10.5
Total	**344**	**100.0**		**100.0**

Sources: NLP Site visit (May 2007)
** UK average relates to all town centres surveyed by Goad Plans (November 2006)*

Retailer Representation

5.5 Winchester town centre has a good selection of comparison shops (165) reflecting the centre's role as the main town centre within the district. Table 5.2 provides a breakdown of comparison shop uses by goods categories.

5.6 All categories are represented in the centre. The proportion of units in a number of the categories is lower than the national average, including electrical/gas/music/ photography, DIY/hardware/homewares and cars/motorcycles/motor accessories. The proportion of variety/department/catalogue, jewellers, toys/hobby/craft/sport and other comparison retailers units is higher than the national average. Major national multiple comparison retailers present in the town centre include:

- Waterstones;
- WH Smiths;
- Specsavers;
- Jessops;

- Boots;
- Argos;
- Debenhams;
- Marks & Spencer;
- BHS;
- Clarks;
- MFI;
- H Samuel;
- HMV;
- Blacks;
- Phones 4 U;
- Game;
- Superdrug;
- Clinton Cards;
- Curry's Digital; and
- Clothing retailers including: Monsoon, Jaegar, Next, Fat Face, River Island and New Look.

Table 5.2: Winchester Town Centre Breakdown of Comparison Units

Type of Unit	Winchester town centre		Index	UK Average*
	Units	%	National = 100	%
Clothing and Footwear	40	24.2	89.6	27.0
Furniture, carpets and textiles	10	6.1	68.5	8.9
Booksellers, arts, crafts and stationers	13	7.9	83.2	9.5
Electrical, gas, music and photography	8	4.8	46.6	10.3
DIY, hardware & homewares	4	2.4	38.1	6.3
China, glass, gifts & fancy goods	6	3.6	94.7	3.8
Cars, motorcycles & motor access.	1	0.6	20.7	2.9
Chemists, drug stores & opticians	12	7.3	86.9	8.4
Variety, department & catalogue	7	4.2	200.0	2.1
Florists, nurserymen & seedsmen	2	1.2	54.5	2.2
Toys, hobby, cycle & sport	12	7.3	137.7	5.3
Jewellers	17	10.3	202.0	5.1
Other comparison retailers	33	20.0	250.0	8.0
Total	**165**	**99.9**		**100.0**

Sources: NLP Site Survey (May 2007)
** UK average relates to all town centres surveyed by Goad Plans (November 2006)*

5.7 A general market operates in the centre on Wednesdays, Fridays and Saturdays.

Service Uses

5.8 Winchester town centre has a wide range of service uses, with all categories represented, as shown in Table 5.3. The centre has a relatively low proportion of restaurants/cafés/takeaways and laundries/dry cleaners compared with the national average. The proportions of estate agents/valuers and travel agents are significantly higher than the national average.

5.9 Most of the main high street banks/building societies are represented within Winchester town centre including Britannia, Alliance and Leicester, Cheltenham and Gloucester, Halifax, The Royal Bank of Scotland, HSBC, Natwest, Lloyds TSB, Barclays, Nationwide, Abbey National and Bradford and Bingley. In addition to Class A service uses Winchester town centre has several other non-retail uses including hotels, dental and doctors surgeries, a theatre, a cinema and a number of office buildings.

Table 5.3: Winchester Town Centre Analysis of Selected Service Uses

Type of Use	Winchester town centre		Index	UK Average*
	Units	%	National = 100	%
Restaurants, cafes & takeaways	30	31.6	74.0	42.7
Banks/other financial services	15	15.8	99.4	15.9
Estate agents and valuers	21	22.1	192.2	11.5
Travel agents	6	6.3	116.7	5.4
Hairdressers & beauty parlours	21	22.1	102.8	21.5
Laundries and dry cleaners	2	2.1	70.0	3.0
Total	**95**	**100.0**		**100.0**

Sources: NLP Site Survey (May 2007)
**UK average relates to all town centres surveyed by Goad Plans (November 2006)*
N.B. 'Restaurants, cafés and takeaways' does not include the 22 pubs/wine bars in the centre

The Supply of Commercial Premises and Property Indicators

5.10 There were 29 vacant units in Winchester town centre, these were fairly well scattered throughout the centre, however, included a cluster along Kings Walk. The vacancy rate (9%) is below the national average (10.5%).

Property Indicators

5.11 Retail yield data for Winchester and other main centres was shown in Table 3.2 in Section 2 and retail rents data was shown in Table 3.1. This data is shown on the graphs in Figure 5.1 and 5.2 overleaf.

5.12 Commercial yields are a measure of property values, which enables the values of properties of different size, location and characteristic to be compared. The level of yield broadly represents the market's evaluation of risk and return attached to the income stream of shop rents. Broadly speaking low yields indicate that a centre is considered to be attractive, and as a result, more likely to attract investment and rental growth than a centre with high yields.

5.13 Prime retail yields within Winchester town centre rose (got worse) significantly in 2000, in line with a trend in some other centres in the region, including Basingstoke, Petersfield and Alton. They then fell steadily (improved) from 2000 to 2007 from 7.5% to 5.0%. Prime retail yields in Winchester town centre are comparable with those achieved in Basingstoke and better than those achieved in Eastleigh (7.0), Andover (7.0), Petersfield (7.5) and Alton (7.5). Yields broadly reflect Winchester town centre's position in the shopping hierarchy.

Figure 5.1: Retail Yields in Winchester and Other Centres

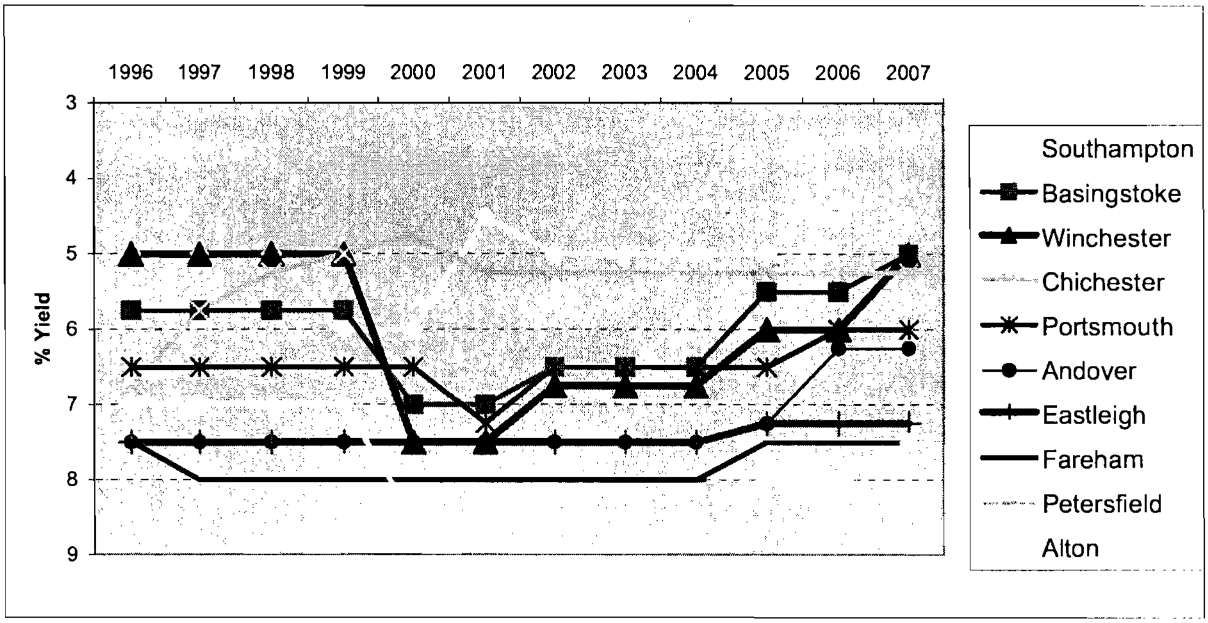
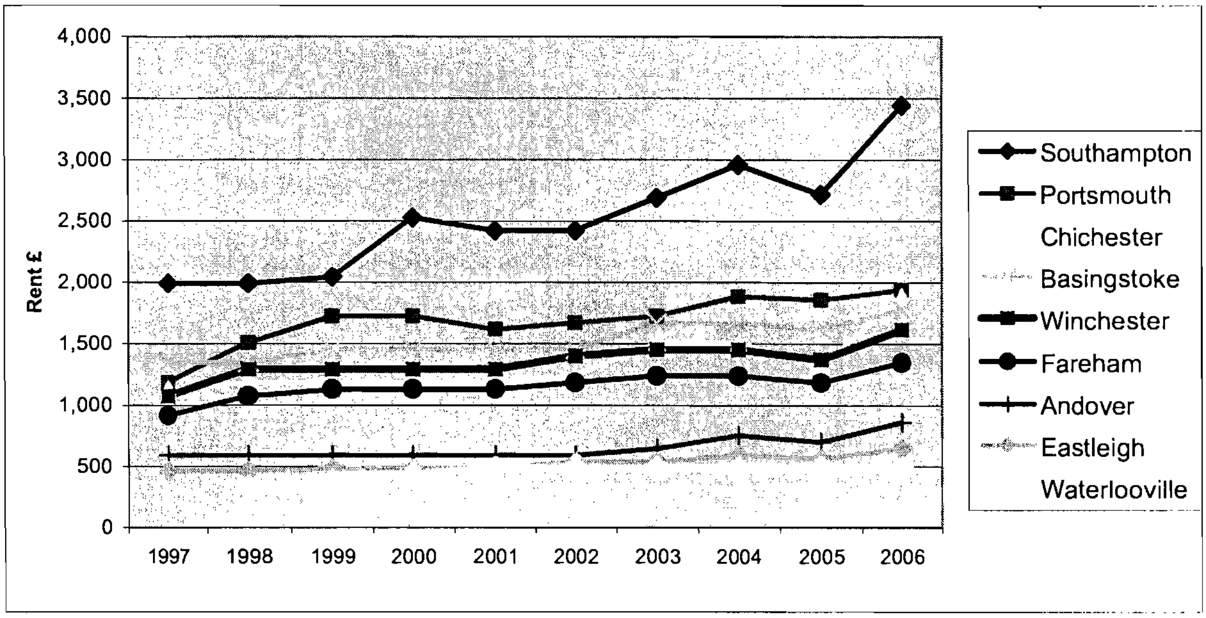


Figure 5.2: Retail Rents in Winchester and Other Centres



5.14 Retail rents in Winchester have been recorded by Colliers CRE. Annual Zone A retail rents (£ per sq m) remained constant at £1,292 from 1998 to 2001. This rose to £1,399 in 2002 and to £1,453 in 2003 and 2004 and has since peaked to a level of

£1,615 in 2006. These retail rents are slightly lower than those in Basingstoke and significantly higher than those in Andover. Retail rents in Southampton are considerably higher than in any other centre in the area around Winchester.

Accessibility and Movement

Public Car Parking

5.15 Good accessibility to convenient car parks is important to the vitality and viability of the town centre. There are several car parks within and on the periphery of the town centre. There are also two 'Park & Ride' car parks within close proximity of the town centre. The public car parks include:

Long Stay:

- Barfield Park & Ride (Barfield Close);
- St Catherines Park & Ride (Garnier Road/Bar End Road);
- Cattle Market (Worthy Lane);
- Chesil Street Surface (Barfield Close);
- Coach Park (Worthy Lane);
- Durngate Place;
- Gladstone Street (or Station Road);
- River Park Leisure Centre (Gordon Road);
- Worthy Lane;
- Chesil Multi-Storey (Barfield Close);
- Tower Street (or Sussex Street);

Short Stay:

- Cossack Lane;
- Friarsgate (Tanner Street);
- Jewry Street;
- St Peter's (Gordon Road);
- Upper Brook Street;
- Colebrook Street;
- Middle Brook Street (Lower Brook Street);
- The Brooks (Friarsgate);

Season Ticket Only:

- Barfield Close (Season ticket only);
- Crowder Terrace (Season ticket only); and
- The Lido (Worthy Lane) (Season ticket Sun-Fri, Pay and Display Sat).

5.16 These car parks are well distributed around the centre, with some close to the primary shopping areas. Car parking charges are largely comparable across all car parks, however, there is some variation, at the following rates; up to 1 hour: 70-90p, 2 hours: £1.40-£1.70, 3 hours: £2-£2.40, 4 hours: £2.60-£3.40, all day: £5-£15. The Park & Ride car parks are £2.70 for the whole day. Many of the car parks offer season tickets of either 3 or 12 months for either £215 and £790 respectively or £325 and £1190 respectively. The car park at the River Park Leisure Centre is considerably cheaper than many of the other car parks with rates as follows; up to 1 hour – 30p, 2 hours – 50p, 3 hours – 70p, 5 hours – £3.20, all day – £6.00.

5.17 In total there are 4,008 public car park spaces in Winchester, of which 51 are season ticket only and 53 are disabled spaces. This does not include on-street parking spaces.

Public Transport

5.18 Many Stagecoach bus routes stop at the bus station in Winchester town centre. Several bus stops are located throughout and around the town centre. There are a number of bus routes providing access to both the local and wider area. Destinations in the Local area served by bus routes include Harestock (no. 1), Stanmore (no. 1), Oliver's Battery (no. 2), Badger Farm (no.s 2, 5 and 49), Teg Down (no. 4), Winnall (no. 5), Kings Worthy (no.s 6 and 64), Springvale (no. 6), Sparsholt (no. 7), Littleton (no. 7), Highcliffe (no. 11), Boyatt Wood (no. 49), St. Cross (no. B1 – Solent Bus Company), Knightwood (no. 46) and Itchen Abbas (no. 64). Destinations in the wider area served by bus routes include Eastleigh (no. 49), Chandlers Ford (no. B1 – Solent Bus company), Southampton (no.s B1 – Solent Bus Company, 46 - Stagecoach), Alresford (no.s 64 and 67), Alton (no. X64), Guildford (no. X64), Romsey (no. 66), West Meon (no. 67), Petersfield (no. 67), Fair Oak (no. 69), Fareham (no. 69), Whitchurch (no. 86) and Basingstoke (no. 86).

5.19 Winchester train station is located within the wider town centre boundary, and is within walking distance of the primary shopping area. South West trains run daily services from this station which connects Winchester with London Waterloo to the north and Southampton, Bournemouth and Weymouth to the south. The train station is located in the north west of the town centre.

Pedestrian Access and Movement

5.20 The High Street in Winchester town centre is the main shopping thoroughfare and provides a natural route for pedestrians through the centre. Jewry Street, The Square, Parchment Street and Market Street have a range of shops and services, but do not provide a natural circuit for pedestrians.

5.21 Pedestrian movement throughout Winchester town centre is reasonably good within the majority of the High Street which is pedestrianised and has moderately heavy pedestrian flows. There is heavy traffic around the periphery of the centre, particularly along the High Street (west) and Southgate Street, and around the Brooks Shopping Centre, which hinders pedestrian movement.

5.22 Pedestrian flows tend to be heaviest along the central section of the High Street and around the Cathedral. Pedestrian flows are lower on the periphery of the centre where there are more independent smaller retail and service units.

Environmental Quality

5.23 The quality of buildings within Winchester town centre is generally very good. The historic buildings are a special feature of the centre and enhance the attraction of the town. Individual units in the centre are in good condition, with generally well kept facades. Buildings along the High Street are primarily period buildings with an element of modern infill. Units within the periphery of the town are varied in style, with most in good condition; however, some units require new fascias and refurbishment to further enhance the environmental quality and appearance of the centre.

5.24 The buildings in the centre generally appear to be well maintained and clean, with very limited signs of graffiti. The mix of buildings is interesting, adding to the overall environmental quality and ambience of the centre.

5.25 Throughout the centre the paving varies in quality. In some areas the paving, street furniture and street lighting is looking tired and poorly maintained. The quality of the streetscape does not match the historic character of some of the buildings in the centre.

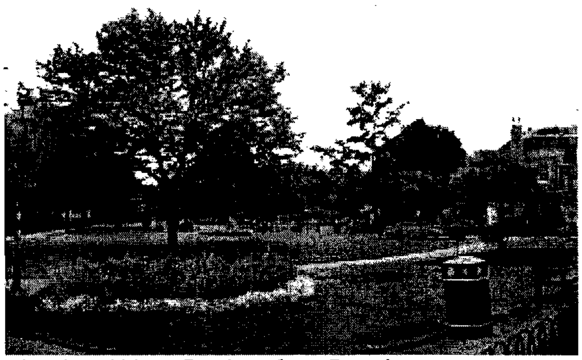
5.26 Winchester town centre has a generally good physical fabric with a number of historic and characteristic buildings, especially along the High Street and The Square. The Square is part pedestrianised and contains a mix of uses (bar, café/restaurant, pub, retail units, etc) which adds to the interest and vibrancy created in this area of the centre. Outdoor seating in front of The Slug and Lettuce, the Gourmet Pizza Co. and Café Monde allows activity to spill out into the square adding to the visual interest of the centre and enhancing the physical activity evident within the centre.

5.27 The majority of Winchester town centre is located within a Conservation Area. Only a small area to the north west of the High Street, between Tower Street and Upper High Street/St. Paul's Hill is not located within the Conservation Area. This area, whilst within the Town Centre Boundary (as defined in the Local Plan), is a fair distance from the primary shopping area. This designation upon the town centre requires special attention be paid to the desirability of preserving or enhancing the character or appearance of the conservation area. Any proposed new development or alterations to buildings in the conservation area will therefore be subject to restrictive Local Plan policies. There are two Important Open Amenity/ Recreation Areas within the centre; one to the west of the Cathedral, and one to the south of The Broadway (Abbey Gardens). The eastern end of the town centre is within a 1 in 100 year Floodplain. Both these specifications may have a bearing on the success of future development proposals.

5.28 The overall environmental quality within Winchester town centre is generally very high. Winchester is an attractive town with a wide range of shops and services. The pedestrianised area of the High Street makes for a relatively safe environment where intrusiveness of traffic is not a significant issue.


View east along High Street.


Entrance to The Square.


View into Abbey Gardens from Broadway.


Congested traffic along Friarsgate and Upper Brook Street.

Summary of Winchester Town Centre's Strengths and Weaknesses

Strengths

- Winchester town centre has a good selection of shops, both in terms of its range of national and independent shops, reflecting the centre's role as the main town centre within the District. The centre has a slightly higher proportion of comparison retail uses compared with the national average.

- The centre has two supermarkets (Sainsbury's and Iceland). There is also convenience offer available in the Marks & Spencer store. Food and grocery provision in the town centre is suitable for basket and top up food shopping.

- The market (and the farmers' market) which operates on Wednesdays, Fridays and Saturdays is well used.

- The centre provides a focus for community and civic uses, and is the commercial centre of the District.

- The town centre provides a good range of service facilities including banks and building societies, estate agents, travel agents and hairdressers/beauty parlours. The provision of estate agents is significantly higher than the national average.

- The vacancy rate is relatively low (9.0%). This is lower than the national average which suggests demand for premises is reasonably strong.

- Prime rental yield levels remained stable from 2002 to 2004 at 6.75%, but dropped (improved) between 2005-2006 (6.0%), and have fallen again to 5.0% in 2007. Accordingly retail rents were steady between 2003-2004 (£1453 per sq m), and rose in 2006 to £1615 suggesting strong retail performance in the town.

- The architectural quality of buildings is generally good. The historic buildings are a special feature of the centre and enhance the attraction of the town. Buildings along the High Street are primarily period buildings with an element of modern infill.

- The centre provides a reasonably pleasant shopping environment for customers. Most areas within the centre are well lit, lean and tidy. The overall environmental quality within Winchester town centre is good. The part pedestrianisation of the High Street makes for a relatively safe and traffic free environment. The majority of the centre is located within a designated Conservation Area.

- The City centre benefits from commuter visitors during week days (working in offices in the centre) and tourist visitors at the weekend, visiting the cathedral and other tourist attractions.

- Public transport links to and from the centre are good, both in terms of train and bus services.

Weaknesses

- There is a relatively poor range of leisure and entertainment facilities for a town of its size. The centre's evening economy is based primarily on restaurant/bars and pubs, although there is one cinema. The evening economy could be improved through diversification. This issue is explored in more detail in Section 13.

- There is a reasonably low supply of modern premises available to accommodate new operators in the primary area in Winchester. The proposed Silver Hill development should help to address this issue.

- The quality of the paving and street furniture in parts of the centre is in need of upgrading and improvement.

- The linear structure of the centre does not encourage shoppers to visit all parts of the town centre during their shopping trip, and pedestrian flows within peripheral areas are comparatively low.

- The City centre has a general lack of landscaped/open space areas, apart from the area around the Cathedral.

- There are limited pedestrianised sections of the centre and high volumes of traffic in peripheral areas can make it difficult for pedestrians to cross the road.

Opportunities

- Winchester has a reasonably large and affluent catchment population. A high proportion of the expenditure generated by this catchment population leaks from the area. Expenditure is expected to grow in the future. If Winchester can improve or just maintain its current share of expenditure there is potential to improve and expand retail, leisure and service uses.

- There are a number of opportunity sites within the town centre, including the Silver Hill development site, which could accommodate new retail/leisure uses, which could help to retain more expenditure and customers in the area and possibly generate more trade for existing occupiers in Winchester town centre.

Threats

- Other shopping centres, such as Southampton, Eastleigh and Andover are likely to continue to improve their environment and retail offer, therefore competition will increase and the amount of expenditure leakage from the Winchester area could increase. If Winchester does not improve its range and choice of facilities the towns role in the hierarchy is likely to diminish.

- If suitable, available and viable development opportunities are not brought forward in Winchester town centre to meet projected growth in demand, then pressure for out-of-centre retail development is likely to increase and it may be more difficult to resist these proposals.

6.0 BISHOP'S WALTHAM

Introduction

6.1 Bishop's Waltham is designated a Town/Village Centre in the Local Plan Review (July 2006) along with Denmead, New Alresford, Whiteley and Wickham. Bishop's Waltham is located to the south of the district.

6.2 The Primary Shopping Frontages are located on the High Street and part of Brook Street. There are no Secondary Shopping Frontages identified.

Mix of Uses and Occupier Representation

6.3 Bishop's Waltham has a reasonable number of retail units, the majority of which are independent shops. The centre is fairly small (54 units) and has a Budgens, a Spar and a Co-op amongst its convenience retailers. Bishop's Waltham town centres key roles include:

- *convenience shopping* – including a butchers, delicatessen, newsagents and the Budgens, Spar and the Co-Op stores;
- *comparison shopping* - a reasonable range of independent shops such as Mad Max (Ladies Clothing), Hazels Florist, Ron Upfield (Electronics), Home Style (general Hardware), Simon Lawson Jewellers and Lloyds Pharmacy;
- *services* - including a large Barclays Bank (and other banks), Stainers Tea Room and other restaurants/café, Paul's Plaice (Fish and Chips takeaway), a number of estate agents, Bath Travel (travel agent) and a Post Office;
- *entertainment* – two pubs; and
- *community facilities* – a social club and public toilets.

Retailer Representation

6.4 The centre provides a reasonable range of local facilities primarily serving the day to day needs of residents in Bishop's Waltham and the immediate surrounding area. However, there are no large food stores or multiple comparison retailers.

6.5 Bishop's Waltham town centre has 54 retail/service units (excluding non Class A units). Table 6.1 sets out the mix of uses in Bishop's Waltham town centre, compared with the national average.

Table 6.1: Bishop's Waltham Town Centre Use Class Mix by Unit

Type of Unit	Number of Units	Proportion of Total Number of Units (%)		
		Bishop's Waltham	Index National = 100	National Average*
Comparison Retail	22	42.3	91.2	46.4
Convenience Retail	8	15.4	169.2	9.1
A1 Services	9	17.3	216.3	8.0
A2 Services	8	15.4	143.9	10.7
A3 and A5	4	7.7	55.4	13.9
A4	2	n/a	n/a	n/a
Miscellaneous	n/a	n/a	n/a	1.4
Vacant	1	1.9	19.0	10.5
Total	**54**	**100.0**		**100.0**

Sources: NLP Site Survey (June 2007)
** UK average relates to all town centres surveyed by Goad Plans (November 2006)*

6.6 The proportion of convenience retailers in the centre is higher than the national average, and conversely the proportion of comparison retailers is lower. There are higher proportions of A1 and A2 service uses compared with the national average. There was only one vacant unit (1.9%) in the centre at the time of our survey.

6.7 For a centre of its size, Bishop's Waltham offers a reasonable range of comparison goods retailers including a number of clothes shops, a pharmacy, a florist, an electronics shops, a video rental shop, a hardware shop and a jewellers.

Service Uses

6.8 Bishop's Waltham town centre has a reasonable range of service uses. There are a small number of restaurants/cafes, one takeaway, a few hairdressers/beauty parlours, a reasonably high number of estate agents, one travel agent and a small number of banks/building societies (Lloyds TSB, Barclays and Halifax).

6.9 On the surface there appears to be a lack of community services although these may be located away from the primary shopping area.

The Supply of Commercial Premises and Property Indicators

6.10 Due to the size of Bishop's Waltham centre there is no data available regarding property indicators such retail rents and yields. There was only 1 vacant unit in the town centre, which equates to a vacancy rate of 1.9% which is significantly lower than the national average (10.5%) and suggests that the town centre is performing well and that the demand for premises is high.

Accessibility and Movement

Car Parking

6.11 There are two Council car parks serving Bishop's Waltham town centre; Basingwell Street Car Park, and Lower Lane Car Park. These car parks are reasonably well placed throughout the centre, close to the primary shopping area, and both appeared close to capacity during our site visit (11am, Friday 1st June). The Basingwell Street Car Park is a short stay car park (up to 3 hours) and the Lower Lane Car Park is a long stay car park (all day parking available). There is also limited on-street parking.

6.12 Both the car parks are operated on a 'pay and display' basis and the following charge tariffs apply:

- Up to 1 hour: 30p
- 2 hours: 60p
- 3 hours: 80p
- 4 hours: £1.20 (Lower Lane Car Park only)
- All day: £1.50 (Lower Lane Car Park only)

6.13 In total there are 162 car park spaces in Bishop's Waltham. This does not include on-street parking spaces. Bishop's Waltham appears to have a good provision of car parking spaces. However, during our site visit, both car parks appeared close to capacity and there were a number of illegally parked cars on the High Street, which suggests that parking is a problem in the centre. It also implies that there is a lack of implementation of parking laws.

Public Transport

6.14 There is no train station at Bishop's Waltham. There is one request bus stop located on The Square, close to the southern end of the High Street. The town centre is served by three bus companies; Stagecoach, Solent Blue Line and Brijan. Between them these bus companies supply a range of bus services providing links to a number of surrounding areas including Durley, Horton heath, Swanmore, Hedge End, Colden Common, Eastleigh, Droxford, Botley, Corhampton, Warnford, West Meon, East Meon, Owslebury, Wickham, Shedfield, Fair Oak and Twyford. These bus routes also allow local residents to shop outside Bishop's Waltham town centre, particularly in bigger centres such as Southampton, Winchester, Eastleigh, Petersfield and Fareham.

Pedestrian Access and Movement

6.15 There are no pedestrianised areas or pedestrian crossing facilities around The Square or along the High Street or Brook Street. Although the historic street pattern of the centre generally gives the feeling of safe and free movement, traffic flowing through the centre impedes pedestrian movements and crossing points could assist ease of pedestrian movement. The Budgens Store is located within close proximity to the primary shopping area, however poor pedestrian links mean that it is easier to get to by car than on foot.

6.16 The majority of the retail offer and facilities are located along the High Street and on Brook Street. The heaviest pedestrian flows were observed to be along the High Street, over which they were fairly evenly distributed.

Environmental Quality

6.17 Bishop's Waltham town centre displays a mix of building styles with the majority of the built form comprising historic buildings. The majority of the retail facades within the centre are in good condition, as are the upper parts of most buildings.

6.18 Throughout the centre the paving is generally of good quality. The paving areas within and surrounding the centre are generally reasonably wide which facilitates pedestrian flow in these areas, however there are some narrow sections where pedestrian flow is more limited. Street lighting is provided sparsely throughout the centre, however, where it is present the lighting is of a good quality and is in line with the historic character of the centre. CCTV cameras are not prominent in the centre, although there are some by the Co-Op. The absence of CCTV throughout the rest of the centre, however, does not make it feel unsafe to visit.

6.19 The street furniture in the centre in the form of bollards, litter bins, planting/landscape features and lighting are uniform in colour and character, and are in-keeping with the style of the centre. There is a lack of outdoor seating provided within the centre, although there is some on-street seating outside The Wine Bar & Bistro on the High Street. The street furniture does not appear to be very well maintained and is in need of smartening up in order to improve the aesthetic and environmental quality of the centre. There is minimal litter throughout the centre and a good provision of litter bins. Hanging baskets are well maintained and plentiful throughout the centre.

6.20 The High Street is the main traffic route through the centre and is moderately busy at times. Pedestrian movement along the High Street is impeded not only because of the volume of traffic using the road but also because of the cars parked along the High Street. At the time of the NLP site visit, there was a large delivery van parked outside the Co-Op on the High Street.

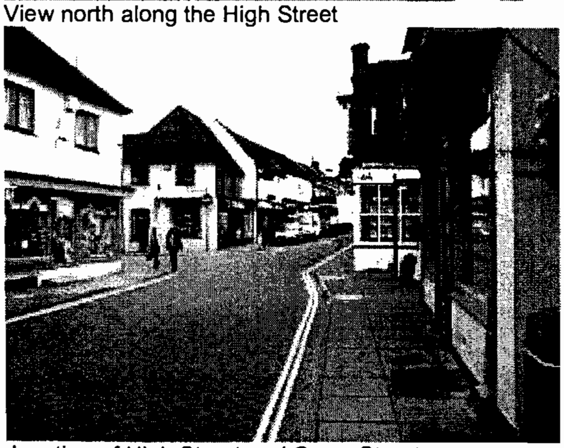
6.21 Bishop's Waltham has a good quality physical fabric with many well maintained historical buildings. The environmental quality throughout the centre is generally very good, with high quality architecture and well maintained and defined shop fronts evident. All of Bishop's Waltham town centre is located within a Conservation Area. This designation upon the town centre requires special attention be paid to the desirability of preserving or enhancing the character or appearance of the conservation area. Any proposed new development or alterations to buildings in the conservation area will therefore be subject to restrictive Local Plan policies.

6.22 The overall environmental quality within Bishop's Waltham town centre is fairly good. Bishop's Waltham is an attractive historic town with a reasonably good range of shops and services for a centre of its size and character.

Narrow pavements along the High Street.

View north along the High Street

Illegally parked cars along the High Street.



Junction of High Street and Cross Street.

Summary of Bishop's Waltham Town Centre's Strengths and Weaknesses

Strengths

- Bishop's Waltham Town Centre has a reasonable range and choice of shops and services for a centre of its size, reflecting the centre's role as a town centre within the District. The centre has a higher proportion of convenience retail uses compared with the national average.
- The centre has three general food stores (Co-Op, Budgens and Spar), a butchers and a delicatessen. Food and grocery provision in the town centre is suitable for top up food shopping.
- The town centre provides a reasonable range of service facilities including three banks and building societies. The proportion of restaurants/cafes/takeaways is slightly below the national average but the choice of facilities is reasonable considering the size of the town.
- The vacancy rate (1.9%) is significantly lower than the national average, which suggests demand for premises is relatively strong.
- The architectural quality of buildings in Bishop's Waltham town centre is predominantly good. The majority of the built form comprises historic buildings. The majority of Bishop's Waltham is located within a designated Conservation Area.
- The centre has reasonably pleasant shopping environment for customers, due to the low presence of litter, and well maintained hanging baskets and pot plants.
- The centre has reasonably good public transport access.

Weaknesses

- The centre has a lower than average proportion of comparison retailers and does not offer as wide a range and choice of facilities as for example New Alresford.
- There is a poor range of leisure and entertainment facilities. The centre's evening economy is based primarily on restaurant/bars and pubs, of which there are few.
- There is a limited supply of premises available to accommodate new operators looking to trade in Bishop's Waltham, given the low vacancy rate.
- The movement of pedestrians is limited due to traffic flowing throughout the centre, a lack of pedestrian crossing places and on-street parking, albeit illegal.
- There is a lack of public seating and lighting, and the street furniture has not been well maintained.
- The pavements are narrow in places, although fairly even throughout.

Opportunities

- Bishop's Waltham town centre benefits from a loyal local customer base, and local residents need to travel large distances to reach alternative facilities. Expenditure generated by this customer base is expected to grow in the future, which should provide opportunities to improve the range and choice of shops and services in the town.

Threats

- Bishop's Waltham is an historic town centre with many listed buildings and an extensive conservation area and development opportunities are limited. Therefore the existing urban form provides limited opportunities to expand facilities within the town centre. If the town centre does not improve its range and choice of facilities the town's role in the hierarchy could diminish.

- The demand for premises within Bishop's Waltham from national and regional retail and leisure operators is relatively poor. The town centre is dominated by independent traders. If independent traders close in the future the availability of new occupiers is uncertain and the number of vacant units could increase, which may undermine the vitality and viability of the town centre.

7.0 DENMEAD

Introduction

7.1 Denmead is designated a Village Centre in the Local Plan Review (July 2006) along with Bishop's Waltham, New Alresford, Whiteley and Wickham. Denmead is located in the south west of the district, to the west of Waterlooville and to the west of the A3.

7.2 The Primary Shopping Frontages are located on Hambledon Road. There are no Secondary Shopping Frontages identified.

Mix of Uses and Occupier Representation

7.3 The Town/Village Centre is anchored by a Co-Op food store. The centre's key roles include:

- *convenience shopping* – including the Co-Op store, a greengrocer, a bakery and a newsagent.
- *lower order comparison shopping* – a small range of comparison shops primarily serving lower order shopping needs, comprising a florist, a pharmacy, an optometrist and a DIY/Machinery shop. There are no multiples.
- *services* - including two banks/building societies, a physiotherapist and a few hairdressers.
- *community facilities* – includes a health centre, a church and public toilets
- *entertainment* – there are two restaurants within the town/village centre.

Retailer Representation

7.4 The centre has 17 retail and service units (excluding non Class A uses), as detailed in Table 7.1.

Table 7.1: Denmead Town/Village Centre Use Class Mix by Unit

Type of Unit	Number of Units	Proportion of Total Number of Units (%)		
		Denmead Town/ Village Centre	Index National =100	National Average*
Comparison Retail	4	23.5	50.6	46.4
Convenience Retail	4	23.5	258.2	9.1
A1 Services	3	17.6	220.0	8.0
A2 Services	2	11.8	110.3	10.7
A3 and A5 (excl. pubs/bars)	2	11.8	84.9	13.9
A4	0	0.0	N/A	N/A
Miscellaneous	n/a	n/a	n/a	1.4
Vacant	2	11.8	112.4	10.5
Total	**17**	**100.0**		**100.0**

Sources: NLP Site Survey (May 2007)
** UK average relates to all town centres surveyed by Goad Plans (November 2006).*

7.5 The centre has a low proportion of comparison retailers compared with the national average. Conversely, the proportion of convenience retailers and A1 and A2 services is higher than the national average. The vacancy rate is higher than the national average. The proportion of A3 and A5 uses is lower than the national average. The centre does not have any multiple comparison retailers.

Service Uses

7.6 Denmead town/village centre has a small selection of service uses and not all GOAD categories are represented, as shown in Table 7.2. The centre has a higher proportion of banks/other financial services and hairdressers/beauty parlours compared to the national average, and a lower proportion or restaurants/cafes/ takeaways.

Table 7.2: Denmead Town/Village Centre Analysis of Selected Service Uses

Type of Use	Denmead Town/Village Centre		Index	UK Average*
	Units	%	National=100	%
Restaurants, cafes & takeaways	3	37.5	87.8	42.7
Banks/other financial services	2	25.0	157.2	15.9
Estate agents and valuers	0	0.0	0.0	11.5
Travel agents	0	0.0	0.0	5.4
Hairdressers & beauty parlours	3	37.5	174.4	21.5
Laundries/dry cleaners/shoe repairs	0	0.0	0.0	3.0
Total	**8**	**100.0**		**100.0**

Sources: NLP Site Survey (May 2007)
**UK average relates to all town centres surveyed by Goad Plans (November 2006)*
N.B. 'Restaurants, cafés and takeaways' does not include public houses.

7.7 Two of the main high street banks/building societies are represented within the district centre (Lloyds TSB and Natwest). In addition to Class A service uses Denmead village centre has a number of non-retail uses, and these include a health centre, a physiotherapist, a yoga centre, a beauty therapy school, a car showroom and a church.

The Supply of Commercial Premises and Property Indicators

7.8 There were 2 vacant units in Denmead village centre. The vacancy rate (11.8%) is above the national average (10.5%). The vacant retail units were previously 'Ashlands Garden and Conservatory Furniture' store and a restaurant.

7.9 Published Prime Retail Rent and Yields data was not available for Denmead town/village centre.

Accessibility and Movement

Car Parking

7.10 There is one Council-owned car park located at Kidmore Lane to the west of the centre, within a few minutes walk. This car park is free to use and contains 78 spaces, and was fairly empty during the NLP site visit (Thursday 31st May, 11.00 am). There are plenty of other car parking facilities at Denmead town/village centre; there is ample parking in front of the main parade of shops on Hambledon Road, there is space to park next to the Vacant Ashlands site, there is also a car park for the Health Centre and another for the church. There is a considerable amount of parking in Denmead for a centre of its size.

Public Transport

7.11 There is one request bus stop in Denmead centre, and one bus shelter opposite the main parade of shops. Bus routes operated by First serve Hambledon Road and provide links to Portsmouth, Copnor, Cosham, Waterlooville, Hambledon, Fareham, Wickham, Southwick, Waterlooville, Emsworth and Havant. The bus shelter was of poor quality. There is no train station in Denmead.

Traffic and Pedestrian Access and Movement

7.12 At Denmead town/village centre the impact of traffic is significant as the centre is divided by Hambledon Road which is a main road with medium traffic flows (at the time of the NLP site visit), although there is a pedestrian crossing which enables further ease of pedestrian movement. The main parade of shops is on the south side of Hambledon Road; pedestrian movement along this parade is hindered by the car parking in front of the shops and a tall hedge which separates the western end of the parade. The heaviest pedestrian flows at the time of visit were within the vicinity of the Co-Op store, but flows were fairly even throughout the centre.

Environmental Quality

7.13 The environmental quality within Denmead town/village centre was reasonable for a centre of its size. The uncovered centre felt reasonably safe, although some of its buildings were rather worn which gave the centre a slightly tired feel. CCTV was evident outside the Co-Op within the centre.

7.14 The provision of street furniture was adequate and functional for the size of the centre; there were ample bins and street lighting which were of an adequate quality. There was some seating outside the health centre, and there were potted plants positioned throughout the centre, however, these were generally not very well maintained. The majority of the paving throughout the centre was in a reasonably good condition, although it was narrow and uneven in places. There was little evidence of litter, chewing gum, graffiti or vandalism.

7.15 The health centre is slightly tired looking, but the building appeared in good repair, the church is an historic building of character which, along with the small green to the north of the primary shopping area, adds to the attractiveness of the centre. The centre appears reasonably well maintained and clean, however its appearance is generally uninspiring.

The Co-Op store at Denmead.

View East along Hambledon Road.

Barnard's Restaurant at eastern end of parade.

Cars parked in front of shops.

Summary of Denmead's Strengths and Weaknesses

Strengths

- The centre has a good provision of convenience shops including a greengrocer, a bakery and a Co-Op store; the proportion of convenience retailers is significantly higher than the national average.
- The centre has a good provision of some services, particularly of banks and hairdressers/ beauty parlours, both of which are represented by a greater proportion than the national average.
- The centre has considerable car parking availability.
- Public transport links to and from the centre are reasonably good for a centre of its size, and run to a range of other centres.
- The environmental quality of the centre is reasonable for a centre of its size, there is adequate provision of street furniture, and there is little evidence of litter, graffiti or vandalism.

Weaknesses

- Denmead town/village centre has a relatively poor provision of comparison shops; the proportion of comparison retailers is lower than the national average.
- Denmead town/village centre lacks any estate agents, travel agents or laundrettes/ dry cleaners/shoe repairs, but it is questionable whether such services would be expected in a centre of Denmead's size.
- The vacancy rate (11.8%) is slightly higher than the national average (10.5%), however as there are only two vacant units, it is difficult to draw any concrete conclusions regarding the level of demand for property.
- Pedestrian movement in the centre is hindered by Hambledon Road, the cars parked in front of the main shopping parade and the hedge separating the western end of the centre.

Opportunities

- Denmead benefits from a loyal local customer base and passing trade. Expenditure generated by this customer base is expected to grow in the future, which could provide opportunities to improve the range and choice of shops and services in the centre.
- The potential development of 3,000 residential at West Waterlooville could generate some additional trade.

Threats

- The demand for premises within Denmead is likely to be limited. The centre is dominated by independent traders. If independent traders close in the future the availability of new occupiers is uncertain and the number of vacant units could increase, which may undermine the vitality and viability of the centre.
- Denmead is located reasonably close to larger shopping centres in Havant including Waterlooville. The strength and proximity of these centres will limit the potential to maintain and enhance the vitality and viability of Denmead.

8.0 NEW ALRESFORD

Introduction

8.1 New Alresford is designated a Town/Village Centre in the Local Plan Review (July 2006) along with Bishop's Waltham, Denmead, Whiteley and Wickham. New Alresford is located in the north east of the district, and is located to the north east of Winchester, just north of the A31.

8.2 The Primary Shopping Frontages are located on West Street and the south west area of Broad Street. There are no Secondary Shopping Frontages identified.

Mix of Uses and Occupier Representation

8.3 New Alresford centre is anchored by a Co-Op store, a Tesco Express and a number of high quality independent comparison retailers. New Alresford town centre's key roles include:

- *convenience shopping* – including a butcher, bakers, delicatessens, off licences, and newsagents, supporting the Tesco Express and Co-Op stores.
- *comparison shopping* - a wide range of comparison shops including a number of clothing shops, a pet shop, two pharmacies, a few opticians, a general hardware shop, a carpet shop, an electrical shop, a jewellers and a florist.
- *services* - including a number of banks/building societies, estate agents, takeaways and hairdressers;
- *community facilities* – including a library and public toilets.
- *entertainment* – including three pubs and a number of restaurants.

Retailer Representation

8.4 The centre has 60 retail and service units, as detailed in Table 8.1. The majority of retail units are situated along West Street and at the southern end of Broad Street.

8.5 The centre has a high proportion of comparison and convenience retailers compared with the national average, its proportion of A1 service units is also higher than the national average. Conversely, the proportion of A2 services units and A3/A5 units are lower than the national average. The vacancy rate, at zero, is lower than the national average.

Table 8.1: New Alresford Local Centre Use Class Mix by Unit

Type of Unit	Number of Units	Proportion of Total Number of Units (%)		
		New Alresford	Index National=100	National Average*
Comparison Retail	29	50.9	109.7	46.4
Convenience Retail	10	17.5	192.3	9.1
A1 Services	7	12.3	153.8	8.0
A2 Services	4	7.0	65.4	10.7
A3 and A5 (excl. pubs/bars)	7	12.3	88.5	13.9
A4	3	n/a	n/a	n/a
Miscellaneous	n/a	n/a	n/a	1.4
Vacant	0	0.0	0.0	10.5
Total	**60**	**100.0**		**100.0**

Sources: NLP Site Survey (June 2007)
** UK average relates to all town centres surveyed by Goad Plans (November 2006)*

8.6 The centre includes a reasonably large selection of independent retailers. There is a limited number of national multiple retailers in the centre, including Co-op, Tesco and Wine Rack. There are two takeaways, five restaurants and three pubs.

Service Uses

8.7 New Alresford town centre has a reasonable range of service uses, with all GOAD categories represented, except travel agents, as shown in Table 8.2. The centre's mix of service uses is similar to the national average, however, it has a higher proportion of banks/other financial services, estate agents/valuers and laundries/dry cleaners compared to the national average. The proportion of all the other service uses is lower than the national average.

Table 8.2: New Alresford Town Centre Analysis of Selected Service Uses

Type of Use	New Alresford Town Centre		Index	UK Average*
	Units	%	National=100	%
Restaurants, cafes & takeaways	7	41.2	96.5	42.7
Banks/other financial services	4	23.5	147.8	15.9
Estate agents and valuers	2	11.8	102.6	11.5
Travel agents	0	0.0	0.0	5.4
Hairdressers & beauty parlours	3	17.6	81.9	21.5
Laundries and dry cleaners	1	5.9	196.7	3.0
Total	**17**	**100.0**		**100.0**

Sources: NLP Site Survey (June 2007)
**UK average relates to all town centres surveyed by Goad Plans (November 2006)*
N.B. 'Restaurants, cafés and takeaways' does not include public houses

8.8 Four of the main high street banks/building societies are represented within New Alresford local centre including Nat West, Barclays, Lloyds TSB and Portman.

8.9 In addition to Class A service uses, New Alresford town centre has several other non-retail uses, including a library, three art galleries and two hotels. The Alresford Town Council headquarters building is also located within New Alresford town centre.

The Supply of Commercial Premises and Property Indicators

8.10 There were no vacant units in New Alresford town centre. The vacancy rate (0.0%) is significantly below the national average (10.5%).

8.11 Published Prime Retail Rent and Yields data was not available for New Alresford.

Accessibility and Movement

Car Parking

8.12 Council car parking facilities are provided at Alresford Station, located approximately 180m south of the centre. The Station car park is a long stay pay and display car park, which contains 125 parking bays and charges the following rates: up to 1 hour – 30p, 2 hours – 60p, 3 hours – 80p, 4 hours – £1.20, all day – £1.50. In addition to this car park there is a reasonable amount of on-street parking available, which is free for 2 hours.

8.13 In total there are 125 car parking spaces in New Alresford. This does not include on-street parking spaces. New Alresford appears to have an adequate provision of car parking spaces. However, during the NLP site visit, the Station car park appeared close to capacity, as did the majority of on-street parking.

Public Transport

8.14 Although there is a station in Alresford, it is primarily a tourist attraction, and not used by commuters, as it part of the Watercress Line which is a heritage steam railway line. There is one covered bus stop in New Alresford town centre which is located on West Street, Stagecoach runs two bus services from New Alresford town centre to surrounding areas including Winchester, Alton, Farnham, Guildford, West Meon and Petersfield.

Traffic and Pedestrian Access and Movement

8.15 New Alresford is an L-shaped centre, none of which is pedestrianised, and which lacks adequate pedestrian crossings. West Street and Broad Street which comprise the primary shopping area are reasonably busy roads, which act as a barrier to the movement of pedestrians. The problem is exacerbated by on-street parking throughout much of the centre; during NLP's site visit a large Co-Op delivery van was parked on the roadside further inhibiting movement. Another constraint on pedestrian movement was the presence of signs outside many of the shops on the pavement.

8.16 Pedestrian flows at the time of the visit were fairly high throughout the centre, but they were heaviest around the junction of West Street and Broad Street.

Environmental Quality

8.17 New Alresford town centre is an L-shaped centre, and the primary shopping area runs along both sides of West Street and along the western side of the southern end of Broad Street, as shown on the New Alresford map in the Local Plan. Generally the environmental quality of the centre is very good as the centre is clean, tidy, well maintained and picturesque, well kept hanging baskets add to the charm of the centre. There is an ample provision of bins, and little evidence of litter or graffiti in the centre. The street lighting is of good quality, but it is positioned sparsely throughout the centre.

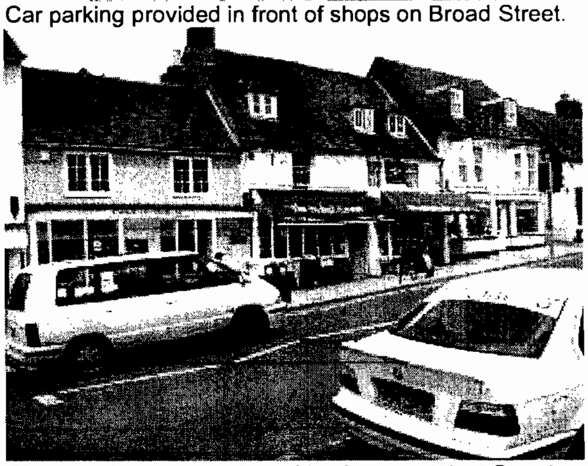
8.18 The buildings in New Alresford town are generally two-three storey historic buildings, many of which are painted in different colours which add to the centre's attractiveness. The buildings, including the upper parts, and the shop facades are generally well maintained. The pavements appear to be fairly wide, generally even, well maintained and tidy, although there are limited areas of uneven/cracked paving. There is an overall lack of public seating, although there are a few benches throughout the centre and there is seating outside Tiffin Tea Rooms and Caracoli.

8.19 The whole of New Alresford town centre is located within a designated conservation area. This designation upon the town centre requires special attention be paid to the desirability of preserving or enhancing the character or appearance of the conservation area. Any proposed new development or alterations to buildings in the conservation area will therefore be subject to restrictive Local Plan policies.

View west along West Street.

Car parking provided in front of shops on Broad Street.

View east along west Street.



Signs on the pavement outside shops on West Street.

Summary of New Alresford Town Centre's Strengths and Weaknesses

Strengths

- The proportion of convenience retailers is higher the national average. The centre has two national food stores (Tesco Express and Co-Op) suitable for top up food shopping. In addition there are a number of independent, specialist convenience retailers such as a butcher, delicatessens, off licences and a newsagent.

- New Alresford Town Centre has a reasonably wide range of specialist independent comparison shops, with a higher proportion than average provision of comparison retail units. However, there are no national multiple comparison retailers.

- There is a reasonable provision of entertainment facilities in New Alresford Town Centre, with three pubs and five restaurants.

- Other than retail facilities there is a library, three art galleries and two hotels.

- There are no vacant units within the town centre suggesting there is a healthy demand for premises and that the centre is performing well.

- The environmental quality within New Alresford is reasonably high in terms of cleanliness, charm and general condition. The historic buildings are well maintained and hanging baskets are positioned throughout the centre. The entire centre is located within a designated conservation area.

- The paving throughout the centre was of reasonably good condition. No graffiti or vandalism was evident within the centre.

- There is ample car parking for the size of the centre.

Weaknesses

- New Alresford has a lower proportion of financial and professional service (Class A2) units than the national average, however, there are four national banks/building societies represented in the centre.

- The proportion of A3 and A5 units is lower than the national average, and the centre's evening entertainment provision is limited to pubs and restaurants.

- Pedestrian flow through the centre is restricted by moderately busy roads, a lack of adequate pedestrian crossings, on-street parking and signs on the pavements outside shops.

- The street lighting is positioned sparsely through the centre, and there is also a lack of public seating and a public space.

Opportunities

- New Alresford town centre benefits from a loyal local customer base, and local residents need to travel large distances to reach alternative facilities. Expenditure generated by this customer base is expected to grow in the future, which should provide opportunities to improve the range and choice of shops and services in the town.

Threats

- New Alresford is an historic town centre with many listed buildings and an extensive conservation area and development opportunities are limited. Therefore the existing urban form provides limited opportunities to expand facilities within the town centre. If the town centre does not improve its range and choice of facilities the town's role in the hierarchy could diminish.

- The demand for premises within New Alresford from national and regional retail and leisure operators is relatively poor. The town centre is dominated by independent traders. If independent traders close in the future the availability of new occupiers is uncertain and the number of vacant units could increase, which may undermine the vitality and viability of the town centre.

9.0 WHITELEY OUTLET SHOPPING CENTRE

Introduction

9.1 Whiteley is designated a Town/Village Centre in the Local Plan Review (July 2006) along with Bishop's Waltham, Denmead, New Alresford and Wickham. Whiteley is located in the south of the district, to the north of the M27, junction 9. Whiteley consists of a privately owned and run outlet shopping centre and a Tesco store.

9.2 The Primary Shopping Frontages are located along the eastern frontage of the northern half of the centre and the northern frontage of the north east frontages of the centre (i.e. Tesco). There are no Secondary Shopping Frontages identified. The reason for having a relatively small section of the centre defined as primary shopping area may be related to policy SF.5 in the local plan which protects retail use on the ground floor in primary shopping areas.

9.3 We understand there are emerging proposals to redevelop the centre. These proposals and their implications have not been assessed as part of this study.

Mix of Uses and Occupier Representation

9.4 Whiteley centre is anchored by a Tesco food store. There are also a number of national comparison shops which draw people to the centre from a relatively wide catchment area. Whiteley Centre's key roles include:

- *convenience shopping* – including a health food store (Julian Graves) supporting the Tesco's store.
- *comparison shopping* - good choice of national multiple clothing and fashion shops. However the range of comparison shopping is limited.
- *services* – there are no A1 or A2 service units.
- *community facilities* – there are no community facilities located within the centre, but the Meadowside Leisure Centre is located adjacent to the centre, which provides sports, health and fitness and rooms for hire.
- *entertainment* – comprises two restaurants and a Starbucks coffee shop.

Retailer Representation

9.5 The centre has 53 retail and service units, as detailed in Table 9.1. The centre has a higher proportion of comparison retailers compared with the national average, due to the limited number of convenience and service outlets. The proportions of all other uses are lower than the national average. The vacancy rate is (15.1%) higher than the national average.

Table 9.1: Whiteley Centre Use Class Mix by Unit

Type of Unit	Number of Units	Proportion of Total Number of Units (%)		
		Whiteley	Index National=100	National Average*
Comparison Retail	40	75.5	162.7	46.4
Convenience Retail	2	3.8	41.8	9.1
A1 Services	0	0.0	0.0	8.0
A2 Services	0	0.0	0.0	10.7
A3 and A5 (excl. pubs/bars)	3	5.7	41.0	13.9
A4	0	n/a	n/a	n/a
Miscellaneous	n/a	n/a	n/a	1.4
Vacant	8	15.1	143.8	10.5
Total	**53**	**100.0**		**100.0**

Sources: NLP Site Survey (June 2007)
** UK average relates to all town centres surveyed by Goad Plans (November 2006)*

9.6 All the retailers in Whiteley outlet centre are national multiple retailers and include:

Baggage Factory
Banana Books
Camille Lingerie
Chapelle Jewellery
Chilli Pepper
Coloroll
D2
Designer Room
Furniture Guru
High and Mighty
Jaegar
Lillywhites
Madhouse
Outdoor Direct
Paper Mill
Petroleum
Price's Candles
Samsonite
Select
Toyzone
Trespass
Whittard of Chelsea

9.7 There are three restaurants/cafes within the centre; Starbucks, Boswells and Frankie & Benny's. Comparison outlets in the centre are predominantly clothing/fashion outlets selling discounted goods. Several of comparison goods categories identified by Goad are not represented within Whiteley outlet centre, as shown in Table 9.2; these categories are electrical/gas/music/photography, cars/motorcycles/motor accessories, chemists/drug stores/opticians, variety/department/catalogue and florists/nurserymen/ seedsmen. Conversely there are higher proportions than the national average of clothing/footwear, DIY/hardware/homewares and toys/hobby/ cycle/sport retailers.

Table 9.2: Whiteley Centre Breakdown of Comparison Units

Type of Unit	Whiteley Town Centre		Index	UK Average*
	Units	%	National =100	%
Clothing and Footwear	20	50.0	185.2	27.0
Furniture, carpets and textiles	3	7.5	84.3	8.9
Booksellers, arts, crafts and stationers	2	5.0	52.6	9.5
Electrical, gas, music and photography	0	0.0	0.0	10.3
DIY, hardware & homewares	4	10.0	158.7	6.3
China, glass, gifts & fancy goods	1	2.5	65.8	3.8
Cars, motorcycles & motor access.	0	0.0	0.0	2.9
Chemists, drug stores & opticians	0	0.0	0.0	8.4
Variety, department & catalogue	0	0.0	0.0	2.1
Florists, nurserymen & seedsmen	0	0.0	0.0	2.2
Toys, hobby, cycle & sport	5	12.5	235.8	5.3
Jewellers	1	2.5	49.0	5.1
Other comparison retailers	4	10.0	125.0	8.0
Total	**40**	**100.0**		**100.0%**

Sources: NLP Site Survey (June 2007)
** UK average relates to all town centres surveyed by Goad Plans (November 2006)*

Service Uses

9.8 Whiteley outlet centre has a very limited range of service uses with only one of the Goad categories represented, i.e. restaurants/cafes/takeaways, as shown in Table 9.3.

Table 9.3: Whiteley Centre Analysis of Selected Service Uses

Type of Use	Whiteley Town Centre		Index	UK Average*
	Units	%	National=100	%
Restaurants, cafes & takeaways	3	100.0	234.2	42.7
Banks/other financial services	0	0.0	0.0	15.9
Estate agents and valuers	0	0.0	0.0	11.5
Travel agents	0	0.0	0.0	5.4
Hairdressers & beauty parlours	0	0.0	0.0	21.5
Laundries and dry cleaners	0	0.0	0.0	3.0
Total	**3**	**100.0**		**100.0**

Sources: NLP Site Survey (June 2007)
**UK average relates to all town centres surveyed by Goad Plans (November 2006)*
N.B. 'Restaurants, cafés and takeaways' does not include public houses

9.9 Whiteley outlet centre does not have any non-retail uses apart from the three restaurant/cafes/takeaway.

The Supply of Commercial Premises and Property Indicators

9.10 There were 8 vacant units in Whiteley centre. The vacancy rate (15.1%) is significantly above the national average (10.5%).

9.11 Published Prime Retail Rent and Yields data was not available for Whiteley.

Accessibility and Movement

Car Parking

9.12 Ample car parking facilities are provided by the Whiteley outlet centre, which are all free to use. In total there are 1,347 parking spaces provided, of which 49 are disabled bays and 22 are mother and baby bays, this includes the parking provided at the Tesco store.

Public Transport

9.13 There is no train station at Whiteley, the closest is Swanwick train station which is approximately 1.4 km from the town centre. However, there are no bus services connecting the train station to the town and the M27 acts as a barrier between the two. First run two bus services to and from the centre to surrounding areas including Segensworth, Fareham, Park Gate, Locks Heath and Titchfield.

Traffic and Pedestrian Access and Movement

9.14 The whole centre is pedestrianised, and is approximately t-shaped which means that pedestrian movement is largely unimpeded. The layout of the centre is such that pedestrians are encourage to visit all parts of the centre, and maps provided throughout the centre aid visitors' exploration of the centre.

Environmental Quality

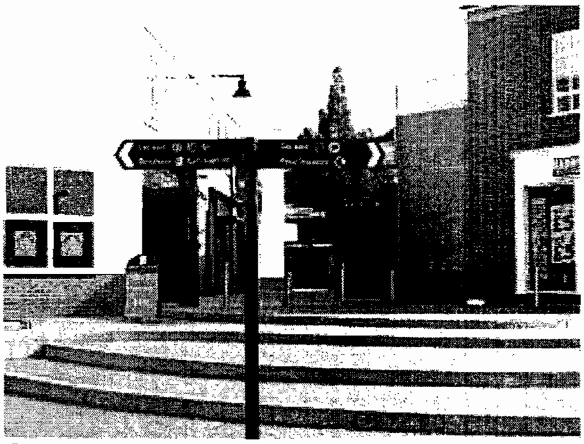
9.15 Whiteley centre has one area of primary shopping frontage, stretching along the eastern frontage of the northern half of the centre and along the northern frontage of the north east frontages of the centre (i.e. from Joseph to Julian Graves and Tesco). It is not evident when in the centre that this area is distinct from the rest of the centre in anyway.

9.16 The overall environmental quality of Whiteley centre is very high; there are plenty of bins and public seating, the centre is very clean and well maintained and the paving is very wide and even. The centre is very amenable to disabled visitors with ramps and wide access throughout, there is also very clear directional signage in the centre. The street furniture is uniform, well maintained and in-keeping with the character of the centre and the landscaping of the centre is well thought out with trees and plant pots throughout. There is music playing outside the shops which enhances the ambiance of the centre. The lighting in the centre is ample and of a good quality, there is also prominent CCTV in the centre and security guards on site which gives the centre a very safe feeling.

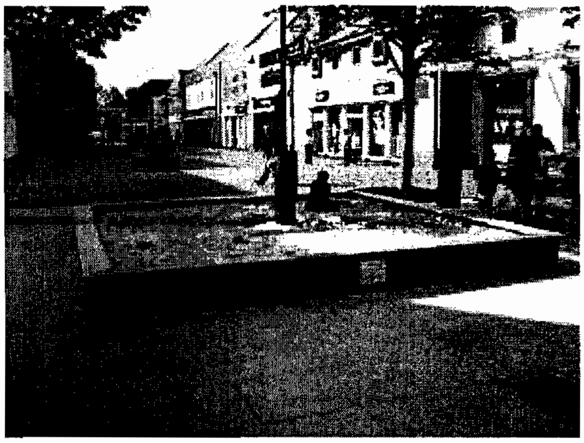
9.17 The centre is well designed; the shops are slightly off-set from each other and asymmetrical which removes some of the sterility that naturally comes from modern purpose built shopping centres such as Whiteley. The down side of having a centre specifically designed as an outlet centre is that there is an intrinsic feeling of anonymity about the centre as it is very obviously purpose built and functional. There are only a few non-retail uses in the centre which are A3 uses and are ancillary to the retail, these are unlikely to attract much trade outside of shop opening hours, with the possible exception of Frankie and Benny's. The centre closes outside normal shopping hours.

9.18 The buildings in Whiteley centre are modern buildings, built in a uniform pseudo-vernacular style. The majority of the buildings are two storey, with the upper floors appearing to be used largely for storage.

Attractive landscaping in the centre.



Clear directional signage.



Play area and public seating provided.

View along main thoroughfare.

Summary of Whiteley Outlet Centre's Strengths and Weaknesses

Strengths

- The proportion of clothing and fashion outlets is significantly higher than the national average.
- The Tesco store provides main and bulk food shopping facilities.
- Pedestrian movement in the centre is uninhibited throughout the pedestrianised centre and the layout is well designed. The paving is of a good quality and directional signage is clear. Access for disabled visitors is particularly good as the paving and access points are wide and there are ramps throughout.
- The environmental quality of the centre is high. Street furniture and lighting is of good high quality and there is an abundant provision of bins, open space and landscaping. There is very little evidence of litter of graffiti, and music playing in the centre creates a pleasant atmosphere.
- Free and plentiful surface car parking is provided immediately adjacent to the centre.

Weaknesses

- Although the proportion of comparison retailers is high compared to the national average, the range is narrow and is focussed mainly on clothing, footwear, sporting goods and homewares.
- The centre does not have independent specialist retailers/services.
- The centre has a limited range of specialist convenience shops e.g. butchers, bakers, newsagents or greengrocers. However, these types of goods can be purchased within the Tesco store. Nevertheless the choice of shops is poor with only one health food shop and one supermarket.
- Whiteley outlet centre does not have any Class A1 non-retail services or Class A2 services, which one would expect to find in a traditional centre e.g. banks, post

office, hairdressers, estate agents, dry cleaners, travel agents, bookmakers etc. The nearby Meadowside Leisure Centre is the only community facility available.

- There are limited evening entertainment facilities or takeaways. There are no bars/pubs (Class A4), and of the three A3 use units only Frankie & Benny's is likely to attract evening customers.

- There is a high proportion of vacant units compared to the national average, which may suggests that demand for premises is low.

- There is a feeling of anonymity that is intrinsic to a purpose built shopping outlet centre such as Whiteley, however, significant efforts have been made to minimise this feeling.

Opportunities

- Whiteley Village is not a traditional centre. It serves a niche market as an outlet village with an extensive catchment area. There is potential to broaden the range and nature of facilities within the centre.

- The centre has large areas of surface car parking. There is potential to expand the centre.-

- The potential development of 3000 residential at Whiteley Village will generate additional trade within the local catchment area.

Threats

- Any proposals to attract more traditional town centre uses are likely to compete more directly with other centres in the locality, and development proposals may have an impact on other competing centres.

10.0 WICKHAM

Introduction

10.1 Wickham is designated a Town/Village Centre in the Local Plan Review (July 2006) along with Bishop's Waltham, Denmead, New Alresford and Whiteley. Wickham is located in the far south of the district, and is located to the north of Fareham and Whiteley.

10.2 The Primary Shopping Frontages are located along the south western frontage and the southern half of the north eastern frontage of The Square. There are no Secondary Shopping Frontages identified.

Mix of Uses and Occupier Representation

10.3 Wickham town centre has a One-Stop and a Co-Op food store. Wickham Town/Village Centre's key roles include:

- *convenience shopping* – including a butcher and the Co-Op and One-Stop stores.
- *lower order comparison shopping* - a range of comparison shops primarily serving lower order shopping needs.
- *services* - including a bank, estate agents and hairdressers.
- *community facilities* – there are no community facilities located within the town centre.
- *entertainment* – includes pubs and restaurants.

Retailer Representation

10.4 The centre has 31 retail and service units, as detailed in Table 10.1. The majority of retail units are situated along either side of The Square.

10.5 The centre has a low proportion of comparison retailers compared with the national average. Conversely, the proportion of convenience retailers and A1 service units is higher than the national average. There is an average number of A2 service units and as there are no vacant units the vacancy rate is lower than the national average.

Table 10.1: Wickham Town/Village Centre Use Class Mix by Unit

Type of Unit	Number of Units	Proportion of Total Number of Units (%)		
		Wickham	Index National=100	National Average*
Comparison Retail	8	28.6	61.6	46.4
Convenience Retail	5	17.9	196.7	9.1
A1 Services	7	25.0	312.5	8.0
A2 Services	3	10.7	100.0	10.7
A3 and A5 (excl. pubs/bars)	5	17.9	128.8	13.9
A4	3	n/a	n/a	n/a
Miscellaneous	n/a	n/a	n/a	1.4
Vacant	0	0.0	0.0	10.5
Total	**31**	**100.0**		**100.0**

Sources: NLP Site Survey (June 2007)
** UK average relates to all town centres surveyed by Goad Plans (November 2006)*

10.6 The centre includes a small selection of independent retailers. There are no national multiple comparison retailers. There are two takeaways, three restaurants/cafe and three pubs.

Service Uses

10.7 Wickham town/village centre has a reasonable range of service uses for a centre of its size, with all GOAD categories represented, except travel agents, as shown in Table 10.2. The centre has a higher proportion of hairdressers/beauty parlours, estate agents/valuers and laundries/dry cleaners compared to the national average. The proportion of all the other service uses is lower than the national average.

Table 10.2: Wickham Town/Village Centre Analysis of Selected Service Uses

Type of Use	Wickham Town/Village Centre		Index	UK Average*
	Units	%	National=100	%
Restaurants, cafes & takeaways	5	41.7	97.7	42.7
Banks/other financial services	1	8.3	52.2	15.9
Estate agents and valuers	2	16.7	145.2	11.5
Travel agents	0	0.0	0.0	5.4
Hairdressers & beauty parlours	3	25.0	116.3	21.5
Laundries and dry cleaners	1	8.3	276.7	3.0
Total	**12**	**100.0**		**100.0**

Sources: NLP Site Survey (June 2007)
**UK average relates to all town centres surveyed by Goad Plans (November 2006)*
N.B. 'Restaurants, cafés and takeaways' does not include public houses

10.8 One of the main high street banks/building societies is represented within Wickham town/village centre (Lloyds TSB).

10.9 In addition to Class A service uses Wickham town/village centre has limited other non-retail uses including a dental surgery.

The Supply of Commercial Premises and Property Indicators

10.10 There were no vacant units in Wickham town/village centre.

10.11 Published Prime Retail Rent and Yields data was not available for Wickham.

Accessibility and Movement

Car Parking

10.12 Council car parking facilities are provided at two locations in the centre; The Square and Mill Lane. The Mill Lane car park is free to use, the car park at The Square is a short stay pay and display car park which is free for the first half hour is charged at the following rates thereafter: up to 1 hour – 20p, up to 2 hours – 60p, up to 3 hours (maximum stay) – 80p.

10.13 In total there are 175 car parking spaces in Wickham, 5 of which are disabled bays. During the NLP site visit the car park at The Square was almost at full capacity.

Public Transport

10.14 There is no train station in Wickham. There is one covered bus stop at The Square from which First and Stagecoach run a number of bus services to and from surrounding areas including Fareham, Southwick, Portsmouth, Shedfield, Swanmore, Bishop's Waltham, Fair Oak, Colden Common, Twyford, Winchester, Funtley and Waterlooville.

Traffic and Pedestrian Access and Movement

10.15 The primary retail frontages within the centre are located on The Square, which is a fairly busy road with parking and shops located on either side. At the time of the NLP site visit, the traffic was quite congested in and around the centre, which acts as a barrier to pedestrian movement. The centre is surrounded by residential areas and therefore free accessibility and movement by foot is essential.

10.16 The heaviest pedestrian flows at the time of the visit were around the south east part of The Square.

Environmental Quality

10.17 The overall environmental quality in Wickham town/village centre is high; the majority of the centre is well maintained and clean. There is an ample bin and street lighting provision, both of which are generally of a high quality. The general levels of litter and graffiti throughout the centre are low and the pavements appear to be well maintained and tidy. The paving in the centre is generally of a good quality, however, tends to be narrow in places. There is a general lack of public seating in the centre, although there is one bench and outdoor seating outside the Wickham Wine Bar and Restaurant. The buildings in Wickham town/village centre are generally small historic two-three storey buildings which are mostly well maintained.

10.18 Wickham town/village centre has two parades of primary shopping frontages; one on either side of The Square. The relatively high levels of traffic within the centre, and the lack of a pedestrian crossing, are not conducive to pedestrian movement and this part of the centre could be improved by providing improved traffic calming measures and additional pedestrian crossings.

10.19 The whole of Wickham town/village centre is located within a designated conservation area. This designation upon the town centre requires special attention be paid to the desirability of preserving or enhancing the character or appearance of the conservation area. Any proposed new development or alterations to buildings in the conservation area will therefore be subject to restrictive Local Plan policies.

Pharmacy on the south east side of The Square.

Traffic congestion at junction of The Square and Winchester Road.

Covered bus stop in The Square.


Good bin and street lighting provision at The Square.

Summary of Wickham Town/Village Centre's Strengths and Weaknesses

Strengths

- The proportion of convenience retailers is higher than the national average; the centre has an independent butcher as well as a Co-Op and a One-Stop store.
- The town centre provides a reasonable range of A1 service facilities including three hairdressers and a number of estate agents.
- There are no vacant units within Wickham town/village centre, which suggests demand for premises is strong and the centre is performing well.
- The environmental quality within Wickham is high in terms of cleanliness and general condition. There is a good provision of bins and street lighting, the quality of the paving is high, and the buildings and facades are well maintained. All of the centre is located within a designated conservation area.
- The centre can be accessed by bus and has two Council car parks.
- The centre has a reasonable range of pubs and restaurants, but there is little else in terms of evening entertainment.

Weaknesses

- Wickham Town/Village Centre has a limited number of comparison shops and financial/professional services. There are no national multiple comparison retailers, only one bank and no travel agents.
- There is a limited supply of premises available to accommodate new operators looking to trade in Wickham, given the low vacancy rates experienced in the centre.

- The centre experiences moderately heavy traffic flows, which causes conflict between pedestrian and traffic movement. There are no pedestrian crossings which furthers the problem.

- There are no community facilities located within the centre.

Opportunities

- Wickham town centre benefits from a loyal local customer base, and local residents need to travel large distances to reach alternative facilities. Expenditure generated by this customer base is expected to grow in the future, which should provide opportunities to improve the range and choice of shops and services in the town.

Threats

- Wickham is an historic town centre with many listed buildings and an extensive conservation area and development opportunities are limited. Therefore the existing urban form provides limited opportunities to expand facilities within the town centre. If the town centre does not improve its range and choice of facilities the town's role in the hierarchy could diminish.

- The demand for premises within Wickham from national and regional retail and leisure operators is relatively poor. The town centre is dominated by independent traders. If independent traders close in the future the availability of new occupiers is uncertain and the number of vacant units could increase, which may undermine the vitality and viability of the town centre.

11.0 OTHER LOCAL CENTRES/PARADES

Local Parades in Winchester Urban Area

11.1 Within the Winchester urban area there a number of local parades of shops. These parades are dispersed throughout the urban area. These centres vary in size and quality, but tend to serve a small local catchment area.

11.2 These parades along with the town/village centres help to ensure that many residents have a basic range of shops and services within walking distance from their home.

Cromwell Road

11.3 Cromwell Road is located to the south of Winchester town centre. The parade provides a limited range of facilities serving day to day needs of local residential. There is no main anchor store within Cromwell road. The parade has the following 6 units currently in use; a post-office, a general convenience store, a hair salon, a tattoo parlour, a soft furnishings shop and a windows, doors and conservatory shop.

11.4 One vacant unit was recorded when the parade was surveyed by NLP in June 2007.

11.5 The parade at Cromwell Road does not have a car park, but there is on-street car parking. Links to the area are reasonable; the centre is served by buses to/from Winchester, Oliver's Battery and Badger Farm. In addition the parade of shops is easily accessible via local roads. The retail units are located along the northern side of Cromwell Road, on a semi-circular road which leaves and re-joins Cromwell Road.

Harestock

11.6 Harestock is located to the north west of Winchester town centre. The parade of shops has 5 units located predominantly along Priors Dean Road.

11.7 There were no vacant units at the time of the NLP visit (June 2007) and the parade appeared relatively buoyant. The parade of shops comprises a Tesco Express store, a bakery and three takeaways; there are no comparison units. There is also a pub located at the southern end of the parade. There is no main anchor store within the Harestock parade.

11.8 There are good road links via the B3420 (Andover Road). There is one bus-stop in Harestock which is served by a route which runs to and from Stanmore via Winchester.

11.9 There is a Council car park at Harestock which is free of use and contains 45 spaces, two of which are disabled bays.

Oliver's Battery

11.10 Oliver's Battery is located to the south-west of Winchester town centre. The parade of shops has 10 units located along Oliver's battery Road South.

11.11 There were no vacant units at the time of the NLP visit (June 2007) and the centre appears relatively buoyant, however, it has since come to light that Sparkes, the hardware shop, is due to close at the end of June 2007. The parade of shops comprises a general convenience store which includes a post-office, a butcher, a children's clothing/toy shop, a hardware shop, a pet shop, a baby care shop and a glazing shop. There is also a hairdresser and two takeaways.

11.12 There are good road links via Badger Farm Road. There is one covered bus-stop in Oliver's Battery which is served by a Stagecoach bus route which runs to and from Winchester.

11.13 There is limited car parking at Oliver's Battery which is free to use.

Stanmore – Battery Hill

11.14 Stanmore Battery Hill is located to the south-west of Winchester town centre, north of Oliver's Battery. The parade of shops has 5 units located on Battery Hill, close to the junction with Romsey Road. The parade consists of a One-stop store and another convenience store, and three takeaways. There were no vacant units at the time of the NLP site visit (June 2007).

11.15 There are good road links via the A3090 and Romsey Road. There are no bus-stops at the parade of shops in Stanmore, however, there is one located on Stanmore Lane, to the south of the parade, from which buses run to Winchester and Harestock.

Stanmore – Wavell Way

11.16 Stanmore Wavell Way is located to the south east of Stanmore Battery Hill. The parade consists of a convenience store, a takeaway, fish and chip shop and video store.

11.17 There are good road links via Stanmore Lane and Romsey Road. There are bus-stops located on Stanmore Lane, to the north of the parade, from which buses run to Winchester and Harestock.

Stockbridge Road/Andover Road

11.18 A cluster of local shops and services are located on the Stockbridge Road/Andover Road Junction near Winchester Railway Station. These shops are within the town centre boundary as defined in the local plan but are separate from the main town centre shopping areas. The shops function as a local centre serving passing trade, employees within nearby employment and residential uses. There are 21 commercial premises, only one of which was vacant at the time of survey. The centre is dominated by non-retail services, including five takeaways, two restaurant/café, a pub, dry cleaners and hair salon. Convenience shopping is limited to a newsagents and sandwich bar. There is a small selection of specialist comparison retailers including a musical instrument shop, locksmiths and fancy dress shop.

Weeke

11.19 Weeke is located to the north-east of Winchester town centre. The parade of shops has 13 units located along Stoney lane, near to the junction with Stockbridge Road.

11.20 The parade of shops comprises a chemist, a video rental shop, a pet shop, a Co-Op with a post-office inside, an off licence and a newsagent. There is also a hairdresser, a dry-cleaner, a Barclays bank, and Indian restaurant and two takeaways. There was one vacant unit which housed a cash point at the time of the NLP visit (June 2007), and other than that the centre appears relatively buoyant.

11.21 There are good road links via Stockbridge Road and Andover Road. There is one bus-stop in Weeke, close to the parade of shops which is served by a Stagecoach bus route which runs from Winchester to Teg Down.

11.22 There is no car parking provided at Weeke, however there is on-street parking.

Winnall

11.23 Winnall is located to the east of Winchester town centre, west of the M3. The parade of shops has 5 units located along Garbett Road, near to Winnall Primary School.

11.24 The parade of shops comprises a One-Stop shop and a hairdresser. There are also two takeaways and a laundrette. There were no vacant units at the time of the NLP visit (June 2007), and the centre appeared relatively buoyant.

11.25 There are good road links via Alresford Road and Winnall Manor Road. There is one bus-stop in Winnall, on Winnall Manor Road, fairly close to the parade of shops which is served by a Stagecoach bus route which runs from Winnall to Sainsbury at Badger Farm, via Winchester town centre.

11.26 There is no car parking provided at Winnall, however there is on-street parking.

Outside Winchester Urban Area

Colden Common

11.27 Colden Common is located to the south of Winchester and east of Eastleigh. The centre has a general store/post office, three other general stores, three pubs, restaurant and three other retail outlets. Non-retail facilities include a community hall, dentist and doctors surgeries.

Hursley

11.28 Hursley is an historic settlement located to the south west of Winchester town centre. There are only 3 shops in Hursley; a post-office, a butcher and a fabric shop. The shops are not situated in a parade; the fabric shop is toward the southern end of Hursley on the Western side of the main road (A3090), the post-office is approximately 200m further north on the main road, also on the western side, and the butcher's shop is located on Collin's Lane near the junction with the main road.

11.29 There is no parking provision made at Hursley. There is a bus stop opposite the post-office from which a few bus routes run to Winchester, Southampton and Romsey.

Kings Worthy

11.30 Kings Worthy is located to the north-east of Winchester town centre, just north of the junction between the London Road and A33. Kings Worthy has a number of shops dispersed throughout, and there is one parade of shops on London Road, near its junction with the A34. There is also a Tesco Express and hairdresser located on Springvale Road.

11.31 The parade located at London Road comprises of a post-office, a fishing shop, a Volvo car dealership, a hardwood flooring outlet, a windows, doors and conservatory shop, a garage, and a garden machinery shop.

11.32 There are good road links via the A33 and A34. There is one bus-stop in Kings Worthy by the Cart and Horses pub, which is further east along London Road than the parade of shops. A second bus stop is located on Church Lane to the north east of the parade of shops on London Road. A third bus stop is located on Springvale road, close to the shops. The no. 6 bus, run by Stagecoach, runs from Winchester to Springvale and stops at the Church Lane and the Springvale bus stops. The no. 64 bus, run by Stagecoach, runs from Winchester to Alresford and stops at the bus stop by the Cart and Horses pub.

11.33 Parking is provided both at the parade of shops on London Road, and at the Tesco Express on Springvale Road.

Twyford

11.34 Twyford is located to the south east of Winchester to the east of the M3. The centre has a general store/post office, chemist, pub, café and four other retail outlets. Non-retail facilities include a village community hall, dentist and doctors surgeries.

Others

11.35 In addition to the village centres listed above there are also shopping facilities in other settlements as shown in Table 11.1 overleaf.

Table 11.1 - Village Shopping Provision

Name	General Stores and PO	Other Retail Shops	Pubs/Café Restaurants	Community Hall	Health Surgeries
Cheriton	1	1	1	1	0
Corhampton	1	0	0	0	0
Droxford	1	3	3	1	1
Durley Street	0	1	1	0	0
Hambledon	2	0	2	0	1
Headbourne Worthy	0	3	0	1	0
Itchen Stoke	0	1	0	0	0
Kilmeston	0	1	0	1	0
Knowle Village	1	0	0	0	0
Littleton	0	0	1	1	0
Lower Upham	1	0	2	1	0
Micheldever	1	0	2	1	1
Micheldever Station	0	1	1	1	0
New Cheriton	0	1	0	0	0
North Boarhunt	1	0	0	0	0
Otterbourne	1	0	2	1	0
Shawford	0	3	0	1	1
Shedfield	0	1	2	1	0
South Wonston	1	0	0	1	1
Southdown	0	1	1	0	0
Southwick	1	0	2	0	0
Sparsholt	1	0	0	1	1
Sutton Scotney	0	1	1	1	1
Swanmore	0	3	3	1	0
Waltham Chase	0	2	1	1	0
Warnford	0	1	1	1	0
West Meon	1	1	2	1	0

Source: Winchester City Council

12.0 THE NEED FOR NEW RETAIL DEVELOPMENT

Introduction

12.1 This section assesses the quantitative and qualitative scope for new retail floorspace in Winchester local authority area in the period from 2007 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. All monetary values expressed in this analysis are at 2005 prices, consistent with Experian's base year expenditure figures for 2005. Expenditure data for 2007 is not currently available and 2005 is the most up to date information.

National Retail Trends

12.2 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. Continuation of these past trends is likely to lead to a need for further retail floorspace.

12.3 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 Winchester. 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.

12.4 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.

12.5 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. 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.

12.6 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.

12.7 Within town centres, some high street multiple comparison retailers have also 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 Winchester.

12.8 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, for example Whiteley Village Outlet Centre. A number of large factory outlet developments have emerged across Great Britain and draw from a wide catchment area.

Methodology and Data

12.9 The quantitative analysis is based on a study area defined for Winchester's main centres. The study area has been divided into nine zones or sectors for more detailed analysis. The study area is shown in Appendix A. 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.

12.10 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 2005 have been obtained.

12.11 Experian's latest national expenditure projections between 2005 and 2015 have been used to forecast 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.

12.12 Experian provides recommended growth rates for the period 2005 to 2010, and 2005 to 2015. The recommended growth rates for the period 2005 and 2010 are 0.5% per annum for convenience goods and 4.3% per annum for comparison goods. These growth rates have been used in this study to forecast expenditure per capita up to 2010. Adjusted growth rates (0.9% and 3.3% per annum for convenience and comparison goods respectively) have been adopted to project expenditure between 2010 and 2015, consistent with Experian's overall growth forecasts for 2005 to 2015. Growth in expenditure beyond 2015 is based on 0.7% and 3.8% per annum for convenience and comparison goods respectively, in line with Experian's growth forecast for 2005 to 2015.

12.13 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 including:

- information from household and street surveys;
- the level and quality of retail facilities; and
- the relative distance between shopping centres and study area zones.

12.14 The total turnover of shops within the study area is estimated based on expected penetration rates and the expected level of expenditure inflow. These turnover estimates are converted into average turnover to sales floorspace densities. Turnover densities are compared with company average turnover to sales floorspace densities and benchmark turnover levels in order to identify potential surplus capacity or deficit.

Population and Spending

12.15 The study area population for 2001 to 2026 is set out in Table 1B in Appendix B, based on the 2001 Census and Hampshire County projections up to 2026. Population within the study area is expected to increase between 2001 and 2026 by about 22%. The last three rows of Table 1B also assume separate scenarios for additional major residential development in Whiteley Village, Barton Farm or West Waterlooville. 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. The levels of available spending are derived by combining the population in Table 1B and 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.

12.16 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. 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 has attempted to provide projections for special forms of trading and E-tailing (Retail Planner Briefing Note 2.3D – December 2005).

12.17 This latest Experian information (2005 figure) suggests that non-store retail sales is:

- 2.9% of convenience goods expenditure; and
- 6.3% of comparison goods expenditure.

12.18 For convenience expenditure 2.1% of the 2.9% is estimated to be E-tailing, and the rest (0.8%) is other forms of SFT e.g. mail order. E-tailing in 2004 can be broken down into E-tailing through retail businesses (e.g. Tesco and Sainsbury) at 1.1% and non-retail businesses (0.5%). Therefore the E-tailing split for retail and non-retail businesses is approximately 70:30.

12.19 For comparison expenditure in 2005, 4% of the 6.3% is estimated to be E-tailing, and the rest 2.3% is other forms of SFT e.g. mail order. E-tailing through retail businesses (e.g. Next and Argos) is 1.3% and for non-retail businesses 1.8% (e.g. Amazon) in 2004. Therefore the E-tailing split for retail and non-retail businesses is approximately 40:60.

12.20 Experian provide projections for E-tailing and other SFT. These 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. Experian estimate that SFT (including non-retail e-tailing) was 1.6% and 5.4% of total convenience and comparison goods expenditure respectively. The mid-point of the range of projections provided by Experian suggests that these percentages could increase to 2.3% and 7.8% by 2011 respectively. Therefore the amount of e-tail expenditure through non-retail businesses is expected to increase significantly in proportional terms, but as a proportion of total expenditure this sector is expected to remain relatively insignificant for the foreseeable future. NLP estimate that SFT is 1.8% and 6.0% of total convenience and comparison goods expenditure respectively in 2006, rising to 2.3% for convenience goods expenditure and 7.8% for comparison goods expenditure in 2011 and beyond.

12.21 The levels of available spending are derived by combining the population in Table 1B and per capita spending figures in Tables 2B and 1C (See Appendix A, B and C). For both comparison and convenience spending, a reduction has been made for special forms of trading such as mail order and vending machines. As a consequence of growth in population and per capita spending, convenience goods spending within the study area is forecast to increase by 32% from £341.32 million in 2007 to £450.15 million in 2026, as shown in Table 3B.

12.22 Comparison goods spending is forecast to increase by 129% from £655.91 million in 2007 to £1,503.18 million in 2026, as shown in Table 2C. These figures relate to real growth and exclude inflation.

Impact of Tourism

12.23 Shops (comparison and convenience) within Winchester District are expected to attract a significant majority of their trade from the defined study area. However, some trade will also be drawn from beyond the study area, for example expenditure from tourists as well as residents leaving outside the study area.

12.24 Expenditure flows in and out of the study area has also been estimated. Expenditure inflow will include occasional shoppers who live outside the study area, including tourist visitors, day visitors and commuters.

12.25 The household survey covers the study area only. However, a City Centre visitor survey undertaken in 2004 was previously used to estimate expenditure inflow from beyond the study area to Winchester. However, a much larger study area has been adopted for this study.

12.26 An economic impact assessment of tourism in Winchester District in 2003 estimated that tourist visitors to Winchester District generated around £52 million within retail goods during their visit. The District attracted 355,000 over night trips (1.16 million nights in total), and a further 4.15 million day trips. In terms of population this implies an average additional 14,500 people within the District across the year. These figures suggest each tourist visitor spent on average £9.80 on retail goods per day in 2003. A further £51 million was spent on catering and £16 million on attractions and entertainment.

Existing Retail Floorspace

12.27 Existing convenience goods retail sales floorspace within Winchester local authority area is 17,829 sq m net as set out in Table 1A, Appendix A. Most of this floorspace is concentrated in Winchester urban area (This floorspace figures excludes comparison sales floorspace within food stores (1,828 sq m net). Comparison goods retail floorspace within Winchester local authority area, including retail warehouses is 52,809 sq m net as shown in Tables 3A to 5A, Appendix A.

Existing Spending Patterns 2007

Convenience Shopping

12.28 The results of the household shopper questionnaire survey undertaken by NEMS in June 2007 have been used to estimate existing shopping patterns within the study area. The estimates of market share or penetration within each study area zone are shown in Table 4B, Appendix B.

12.29 The level of convenience goods expenditure attracted to shops/stores in Winchester local authority area in 2007 is estimated to be £175.36 million as shown in Table 5B, Appendix B. Convenience stores/shops are estimated to attract £22.40 million from beyond the study area, a significant element of which (£15.15 million) relates to the Tesco store at Whiteley Village Outlet Shopping Centre, which we estimate (based on household survey data available for the Fareham areas) comes from beyond the study area. A significant element of this remaining inflow will come from tourist visitors as described earlier.

12.30 Winchester local authority area's share of convenience expenditure within the study area as a whole is estimated to be about 45%. Therefore, around 55% of convenience goods expenditure is estimated to be spent elsewhere. However, expenditure attracted to Winchester varies within different parts of the study area. Expenditure leakage is estimated to be highest in the peripheral zones (5, 6, 7, 8 and 9) ranging from 68% to 88%. However expenditure retention is highest within the core Winchester area (Zones 1, 2, 3 and 4) ranging from 67% to 94%.

12.31 Company average turnover to sales floorspace densities are available for major food store operators. 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 helpful benchmark for assessing existing shopping patterns and the adequacy of current floorspace in quantitative terms. 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.

12.32 Average sales densities are not widely available for small convenience shops, particularly independent retailers. We have assumed an average sales density for small convenience shops of £4,000 per sq m net. The total benchmark turnover of existing convenience sales floorspace within Winchester local authority area is £150.98 million, as shown in Table 1A in Appendix A.

12.33 The assessment of shopping patterns in 2007 suggests convenience goods expenditure attracted to Winchester local authority area in 2007 is £175.36 million, which suggests that convenience sales floorspace is collectively trading about 16% above the benchmark turnover, +£24.38 million. The estimates of available expenditure are summarised and compared with the benchmark turnover in Table 12.1.

Table 12.1: Convenience Trading Levels in 2007 (£ millions)

Centres	Available Expenditure	Benchmark Turnover	Difference
Winchester urban area	127.70	103.35	+24.35
Winchester rural area	26.02	23.71	+2.31
Whiteley Village	21.64	23.92	-2.28
TOTAL	**175.36**	**150.98**	**+24.38**

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

Comparison Shopping

12.34 The estimated comparison goods expenditure currently attracted by shopping facilities within the District is £251.11 million in 2007, as shown in Table 3C, Appendix C. Winchester local authority area's share of comparison expenditure within the study area as a whole is estimated to be about 30%. Therefore 70% of comparison expenditure is spent elsewhere, in particular in Andover, Eastleigh, Fareham, Waterlooville and larger shopping centres including Southampton, Portsmouth and Basingstoke. However, the retention rate within the core Winchester (Zones 1 to 4) is much higher at about 64%.

12.35 Over £50 million of this available comparison expenditure is expected to come from beyond the study area, and will include a significant element of tourist expenditure.

12.36 Company average sales densities are only available for a selection of multiple retailers. Available information indicates that sales densities amongst comparison retailers vary significantly. Within Winchester urban area available company average sales densities (per sq m or per unit) from Mintel's Retail Rankings 2007 have been used to calculate an expected turnover for existing facilities, as shown in Tables 3A and 5A.

12.37 Based on our recent experience across the country average sales densities for comparison floorspace within town centres can range from £3,000 to £7,000 per sq m net, and the implied Mintel average is broadly in the middle of this range. The higher end of this range is usually only achieved by very successful regional shopping centres, which reflects the higher proportion of quality multiple retailers. The appropriate average for a centre is also affected by the amount of primary and secondary floorspace and the balance between multiple retailers and small independent traders. For other shopping centres (Table 4A) outside Winchester urban area, we have adopted an average sales density of £4,000 per sq m net.

12.38 The assessment of shopping patterns in 2007 suggests comparison goods expenditure attracted to Winchester local authority area is £251.11 million. Facilities within Winchester urban area are estimated to be trading about 8% above benchmark, whilst comparison shops within the rural parts of Winchester are estimated to be trading about 34% above benchmark levels. This implies shops in the rural areas are achieving a sales density of much higher than £4,000 per sq m net. The Whiteley Village Outlet Shopping Centre is estimated to be trading £9.19 million below the benchmark turnover (£35.20 million based on an average sales density of £4,000 per sq m net). The estimates of available expenditure are summarised and compared with the benchmark turnover in Table 12.2.

Table 12.2: Comparison Trading Levels in 2007 (£ millions)

Centres	Available Expenditure	Benchmark Turnover	Difference
Winchester urban area	204.20	189.86	+14.34
Winchester rural area	20.89	15.60	+ 5.29
Whiteley Village	26.01	35.20	-9.19
TOTAL	**251.11**	**240.66**	**+10.45**

Source: Tables 3A to 5A (Appendix A) and Table 3C (Appendix C)

12.39 Overall comparison retail sales floorspace within the Winchester local authority area appears to be trading healthily.

The Potential Impact of the Growth in Home Shopping

12.40 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 Winchester local authority area. Therefore, it will be necessary to carefully monitor the growth within this sector particularly in the long term and the effect that it may have on diverting expenditure that might otherwise be spent in shops.

12.41 In broad terms, home/electronic shopping from non-retail businesses is classified by Experian as *"special forms of trading"*, as mentioned previously, this includes other forms of retail expenditure not spent in shops e.g. mail order. Special forms of trading have been excluded from the quantitative capacity analysis within this study because this expenditure does not affect the need for retail floorspace. 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. This study makes an allowance for future growth in e-tailing based on Experian projections. It will be necessary to monitor the amount of sales attributed to home shopping in the future in order to review future policies and development allocations.

12.42 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. Verdict Research suggests that online retail sales could account for about 6.8% of total retail sales by 2010, which is consistent with Experian's projections. However, if this growth is achieved it may (to a large extent) be at the expense of other forms of home shopping such as catalogue and mail order shopping. In addition the implications on the demand for retail space are unclear. For example, some retailers operate on-line sales from their traditional retail premises e.g. food store operators. Therefore, growth in on-line sales may not always mean there is a reduction in the need for retail floorspace. Given the uncertainties relating to internet shopping and the likelihood that it will increase in proportional terms, this assessment has adopted relatively cautious growth projections for retail expenditure.

Quantitative Capacity for Additional Convenience Floorspace

12.43 The level of available convenience goods expenditure in 2011, 2016, 2021 and 2026 is shown at Tables 6B to 9B in Appendix B, and summarised in Table 10B.

12.44 The total level of convenience goods expenditure available for shops in Winchester local authority area between 2007 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 at the bottom of Table 10B, Appendix B.

12.45 The estimates of surplus expenditure in Table 10B are converted into floorspace projections in Table 11B, Appendix B. These floorspace projections relate only to convenience sales floorspace and exclude any comparison sales within food stores. Table 11B assumes different benchmark turnover densities for Winchester urban and rural areas and Whiteley Village based on the existing benchmark sales densities shown in Table 1A. The projections assume that a mix of different types of floorspace would be provided i.e. large food superstores, smaller supermarkets and small shops.

12.46 The projections assume that existing convenience floorspace will increase its turnover in real terms in the future, an increase of 0.3% per annum. PPS6 indicates that retail studies should assess the potential for existing floorspace to increase its productivity in the future.

12.47 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 0.75% per annum for convenience businesses. This growth rate is a combined figure for both food and non-food floorspace within food stores. Experian's recommended growth rate for comparison floorspace (non-food) is much higher than for convenience floorspace, i.e. between 2% to 2.5%. If Experian's higher growth rate for comparison floorspace (2% to 2.5%) is adopted for comparison floorspace within food stores then it follows that the appropriate growth rate for convenience sales floorspace only will be much lower than 0.75%. On this basis, we believe that a growth rate of 0.3% is appropriate for convenience sales floorspace only.

12.48 The floorspace projections in Table 11B suggest that existing commitments in Winchester urban area will absorb the majority of expenditure growth up to 2011, i.e. Waitrose at Weeke and Sainsbury's proposals in the town centre and at Badger Farm.

12.49 In the District as a whole by 2016, estimated convenience expenditure is projected to exceed the benchmark turnover in the local authority area as a whole by £20.68 million. This surplus expenditure estimate could in theory be available to support new food store sales floorspace (2,569 sq m net).

Quantitative Capacity for Additional Comparison Floorspace

12.50 The assessment of existing shopping patterns in 2007 indicates that there is a high level of comparison expenditure leakage from the southern half of the study area. One would expect comparison expenditure outflow to continue to large centres including Basingstoke, Portsmouth and Southampton. Eastleigh, Fareham and Waterlooville will also attract trade from the study area.

12.51 Major retail development in Winchester could change existing shopping patterns and could reduce comparison expenditure leakage, particularly from the core catchment area (zones 1 to 3). Conversely improvements to comparison retailing in competing centres may increase expenditure leakage from the study area. Development in competing towns, for example emerging proposals in Portsmouth for the City Centre North redevelopment by Centros Miller and development proposals in Southampton and Andover, will limit the ability of shopping facilities in Winchester local authority area to increase their market share of expenditure.

12.52 We have projected the level of comparison goods expenditure available to shops in Winchester local authority area at 2011, 2016, 2021 and 2026 as shown in Tables 4C to 7C in Appendix C, based on 2007 penetration rates. Winchester town centre's market share in Zones 1, 2 and 3 has been increase to take into account the Silver Hill development proposals.

12.53 The growth in comparison goods expenditure available for shops in Winchester local authority area between 2007 and 2026 is summarised in Table 8C, in Appendix C. Future available expenditure is compared with the turnover of existing retail facilities and commitments in order to provide estimates of surplus expenditure, at the bottom of Table 8C. This table takes into account the population and expenditure projections shown in Table 1B, 1C and 3C in Appendix B and C.

12.54 Surplus expenditure projections in Table 8C are converted into new comparison goods floorspace requirements in Table 9C, Appendix C.

12.55 Tables 8C and 9C assumes that the benchmark turnover of existing and new comparison floorspace within the District will increase in real terms in the future, an increase of 1.5% per annum. 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. Recent information provided by Experian recommends a slightly higher growth rate of between 2% to 2.5%. However, we believe this recommended range of rates is too high, primarily for the following reasons:

- Experian's growth rate is based on past trends during the period 1986 to 1999. During this period comparison expenditure grew rapidly (5.8% per annum). The forecast rate of growth in comparison expenditure adopted in this study is much lower (about 3.8%). Growth in turnover efficiencies and expenditure growth are inextricably linked, therefore it is unlikely that the Experian recommended growth in turnover efficiencies (2% and 2.5%) will be experienced if future growth in expenditure is only 3.8% per annum.

- an element of the past growth in turnover efficiency between 1986 and 1999 will have related to a qualitative improvement in the overall stock of retail floorspace, i.e. the development of modern shopping centres and out-of-centre stores. As a result it would wrong to assume that existing retail floorspace in Winchester local authority area can increase its turnover efficiency at the same rate as suggested by national figures.

- Experian's growth rate is based on gross floorspace rather than net sales. Therefore, an element of the past growth in turnover density will relate to improvements in net to gross ratios e.g. reductions in storage. It does not follow that improvements to net to gross ratio will continue at the same rate in the future.

12.56 Furthermore existing comparison sales floorspace in the Winchester appears to be trading healthily with a relatively high turnover density. For these reasons we have adopted 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.

12.57 The floorspace projections in Table 9C suggest that existing commitments in Winchester urban area will absorb the majority of expenditure growth up to 2011, i.e. the Silver Hill Development and other developments in Winchester. By 2016, estimated comparison goods expenditure is projected to exceed the benchmark turnover in the local authority area as a whole by £61.13 million. This surplus expenditure estimate could in theory be available to support new comparison sales floorspace (11,268 sq m net).

Major Residential Development - Sensitivity Analysis

12.58 The retail floorspace projections above are based on Hampshire County Council's population figures. These population projections do not take into account proposals for major additional residential development. Three development scenarios have been tested, as follows:

- 3,000 dwellings at Whiteley;
- 2,000 dwellings at Barton Farm; and
- 1,000 dwellings West of Waterlooville reserve site.

12.59 The implications of these potential development scenarios have been tested, and we have assumed the proposed residential units will be completed during the period 2011 to 2021.

12.60 As a sensitivity analysis, the convenience and comparison floorspace projections for each of these development scenarios are shown in Table 12B Appendix B for convenience floorspace and Table 10C Appendix C for comparison sales floorspace.

12.61 Overall the differences between the baseline projections and the three development scenarios are relatively insignificant bearing in mind the long term nature of the projections. Other unknown factors may have a greater influence on floorspace projections, such as growth in expenditure per capita or home shopping growth. Therefore the long term projections will need to be monitored and reviewed as necessary. The key issues arising from these options are as follows:

- the Barton Farm development in Winchester could increase the scope for convenience from 1,400 sq m net to 1,800 sq m net by 2016 and could generate additional demand for a new food superstore (at least 2,500 sq m net) in Winchester during the period 2016 to 2021;
- the Barton Farm development in Winchester could increase the scope for comparison sales floorspace at 2016 from about 8,400 sq m net to 9,800 sq m net, or from 16,100 sq m net to 19,200 sq m net in 2021.
- the Whiteley Village development could generate demand for about 900 sq m net of convenience sales floorspace by 2021 or 1,200 sq m net by 2026;

- the Whiteley Village development would have a limited impact on comparison floorspace projections within the District based on current market shares;
- the West Waterlooville development would have a limited impact on both comparison and convenience floorspace projections within the District based on current market shares.

The Qualitative Need for Retail Development

12.62 The analysis of defined centres in the District in Sections 5.0 to 11.0 provides an analysis of the range and choice of shopping facilities across the District. Further analysis of the qualitative need for further retail facilities is set out below.

Food and Grocery Shopping

12.63 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. This pattern of food shopping is evident in the study, as shown by the household survey results.

12.64 For main and bulk food shopping the availability of a wide range of products and free surface level car parking are important requirements. Large supermarkets or superstores, defined as over 2,500 sq m net or more in PPS6, are the usual destination for these types of shopping trip.

12.65 There are two food superstores within Winchester, both with a net sales floorspace of over 3,600 sq m net. A reconfiguration of the Sainsbury store at Badger Farm will further improve this store. These two stores are the primary shopping destination for main food shopping in the Winchester area. Tesco is located in the east of the urban area and attracts a high market share from the eastern half of Winchester (zone 2). Sainsbury is located in the south west Winchester and attracts a high market share from the western half of the town (zone 1). A Waitrose store has been granted planning permission in the north west of Winchester at Weeke, and this will significantly improve access to bulk food shopping provision in the north and west of the town.

12.66 The two existing superstores are supported by a number a smaller food stores, as listed in Table 1A. The town centre has three small food stores (Sainsbury, Iceland

and Marks & Spencer, which are predominantly used for basket and top-up shopping trips. The Silver Hill development proposals will replace the Iceland and Sainsbury stores with a larger Sainsbury store (1,579 sq m net) which will be more suited to main as well as top up food shopping trips.

12.67 Once in place existing food stores and commitments will provide an excellent provision/distribution of main and bulk food shopping facilities in Winchester urban area, and there will be no obvious area of deficiency.

12.68 In the rural towns in the District (Bishop's Waltham, Denmead, New Alresford and Wickham) bulk food shopping provision is more limited, due to the dispersed population, i.e. each of these town's has a small catchment area population. Furthermore, residents in these towns and the surrounding villages have good access to large food superstores along the M27 corridor and stores in Eastleigh, East Hampshire and Havant. These factors will limit the potential for food store development within these small towns in the future.

12.69 Each town has a small supermarket or convenience store and a small selection of convenience shops serving primarily basket and top-up shopping trips. Most main and bulk food shopping trips from these towns are attracted to large food stores elsewhere. There could be potential to improve food store provision in some of these towns, particularly given that population growth within the south east of the District is expected to be reasonably high.

12.70 Whiteley Village Outlet Shopping Centre includes a reasonably large Tesco store (1,887 sq m net). This store attracts most of its trade from Fareham urban area and Whiteley itself (population approximately 3,100). In shopping terms this store functions as part of the Fareham shopping hierarchy rather than part of Winchester. Residents in the Whiteley area also have good access to food superstores east of Southampton e.g. Hedge End and Burlesdon and also stores in Fareham (Asda, Sainsbury and Co-op Pioneer) and a new Tesco store is proposed within Fareham town centre.

12.71 The qualitative need for new food store development can also be assessed in terms of the proportion of shopping trips retained within the local area. For example, if an area deficient in terms of convenience shopping provision may have a low retention of shopping trips in that area, and the leakage of shopping trips to other destinations can be high. Within the Core Winchester area (Zones 1 to 4) the retention of main food shopping trips is 84% based on the household survey shopping results. The level of retention of main food shopping trips is much lower in the south east parts of the District (Zones 5, 6 and 7) due to the proximity of large food superstores in Eastleigh, Hedge End, Fareham and Waterlooville.

High Street Comparison Shopping

12.72 Winchester town centre and Whiteley Outlet Centre are the only main concentrations of clothing and fashion comparison shopping in the District. The other small towns and village centres have a very small selection of comparison shops. New Alresford has the largest selection (29 shops with a sales floorspace of about 1,000 sq m net).

12.73 Winchester town centre has 165 comparison units (50% of all commercial units in the town centre). The centre has a mix of both national multiples and independent specialists. However, as indicated in Section 5.0, Winchester is positioned below other centres in the shopping hierarchy in terms of multiple retailer representation. Winchester does not offer the same range of comparison compared with Southampton, Salisbury, Basingstoke and Portsmouth, and there is scope for improvement if development opportunities can be identified in Winchester town centre and new operators attracted to the town.

12.74 Whiteley Outlet Centre has approximately 50 outlets of which about 40 are currently occupied by comparison retailers, many of which are national high street retailers e.g. Joseph, Jaeger, Select, Pilot and Madhouse. The household survey results suggest that the centre attracts only a small proportion of its comparison trade from Winchester local authority area. The centre also serves the wider sub-region.

12.75 Overall residents within the District have a good choice of high street comparison shopping destinations. Residents in the north east of the District have good access to Basingstoke and residents in the north and west of the District also have good access to Andover and Salisbury. Residents to the south east of the District have good access to Portsmouth and Waterlooville, and to the south of the District residents have relatively good access to Eastleigh and Southampton.

12.76 Winchester is likely to remain the main high street comparison shopping destinations within the District in the future.

Large Format Stores/Retail Warehouses

12.77 There are currently eleven retail warehouse stores in Winchester urban area, as shown in Table 5A. There is only one large DIY store (Homebase) and a tile outlet, and the choice between operators is limited. There are B&Q stores in Eastleigh, Hedge End, Southampton. Basingstoke and Fareham; Wickes stores in Fareham, Southampton and Salisbury; and there are Focus stores in Andover, Fareham and Waterlooville. The household survey suggests Winchester retains a relatively high proportion of DIY trips within its immediate catchment area (zones 1 to 4). Most residents in the south east of the District do their DIY shopping at Hedge End, Southampton or Waterlooville, and these destinations are more accessible than Winchester.

12.78 Winchester has two carpet stores but has a limit provision of furniture retail warehouses. A significant number of furniture shopping trips leak from the Winchester area to Southampton, Hedge End and Eastleigh, based on the household survey results.

12.79 Winchester has a limit provision of electrical retail warehouses (Currys) and a significant number of electrical shopping trips leak from the Winchester area to Southampton and Eastleigh, based on the household survey results.

12.80 There is one pet store and a Halfords. Most of these retail warehouse units are relatively small (less than 1,000 sq m net).

12.81 In qualitative terms the choice and range of retail warehousing could be improved in Winchester, in particular furniture and electrical stores, and perhaps DIY stores.

12.82 In the south east of the District the provision of retail warehousing is more limited. However, large retail parks at Hedge End/Eastleigh (accessible to Bishop's Waltham and Wickham), Waterlooville (accessible to Denmead), and Fareham (accessible to Whiteley provide residents in this area with a good choice of retail warehouses in a relatively accessible location.

Occupier Demand

12.83 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 District.

12.84 A postal questionnaire was sent to over 300 national/regional multiple retailers and leisure operators, in order to ascertain their potential space requirements in Winchester local authority area. The results from 26 responses are summarised in Appendix D. This canvas of operators identified only 9 operators with space requirements in Winchester local authority area. A further 17 operators suggested that did not have a requirement for space in Winchester local authority area.

12.85 Multiple retail operators' space requirements across the country are often publicised. At present there are the following published requirements registered by Estates Gazette (EGI) for floorspace in the Districts centres, as shown in Appendix D:

- Winchester - 126

12.86 EGI published requirements have not been confirmed by the canvas of retailers. Many of these published may not actually exist in Winchester and may have already been satisfied.

12.87 Therefore in total, the canvas of operators and published requirements suggests there are 135 space requirements in Winchester local authority area. The majority of operators wanted representation only in Winchester town centre. Requirements for comparison retail floorspace totalled approximately 70 operators. The main requirements were:

- Dunelm Mill - 2,323 sq m (Winchester)
- Cargo Homeshop - 279-465 sq m (Winchester)
- LK Bennett - 75-230 sq m (Winchester)
- Peacocks - 418-697 sq m (Winchester)
- Poundland - 325-650 sq m (Winchester)
- Land of Leather - 743-1,394 sq m (Winchester)
- Space.NK - 65-111 sq m (Winchester)
- TK Maxx - 2,323-3,716 sq m (Winchester)
- TJ Hughes - 2,323 -,9,290 sq m (Winchester)

12.88 There is also demand from major food store operators, i.e.

- Coop - 232+ sq m (Winchester, Bishop's Waltham, Denmead, New Alresford, Whiteley, Wickham, Local Centres and Out of Centre)
- Lidl UK – 1384 sq m (Winchester, Bishop's Waltham, Whiteley, Wickham, Local Centre, Out of Centre)
- Anonymous Supermarket – 743-1,848 sq m (Winchester)
- Budgens – 186-372 sq m (Winchester)
- Farm Foods – 465-650 sq m (Winchester)

- Waitrose – 2,323-3,902 sq m (Winchester)
- Waitrose Food & Home – 7,432-8,361 sq m (Winchester)

12.89 There is significant demand from pub/restaurant/café chains within the District as listed at Appendix D. These include; Wagamama, Strada, McDonalds, The Lounge, Café Rouge, Giraffe, Frankie & Benny's and Tuscany Pizza.

12.90 In terms of other town centre uses there is demand for space from;

- Estate Agents (Bairstow Eves)
- Nursery Operators (Dolphin Nurseries)
- Health and Fitness (Fitness First for Women, Greens Health & Fitness)
- Banks (HSBC, Portman Building Society)

Conclusions

12.91 The retail capacity assessment in this section suggests there is limited scope for convenience retail floorspace in Winchester District the short term up to 2011. Existing commitments are expected to absorb most of the capacity up to 2011. In the longer term there could be scope for 2,600 sq m net of convenience sales floorspace (3,700 sq m gross based on a 70% net to gross ratio) in the District as a whole by 2016, over and above existing commitments. However, it is unlikely that a large superstore (2,500 sq m net) will be required in any of the Districts towns by 2016. Continued population and expenditure growth up to 2021 and 2026 may provide opportunities for large food store developments.

12.92 If 2,000 additional dwellings are completed in at Barton Farm Winchester by 2021, then there could be additional scope for a food superstore (about 2,500 sq m net) during the period 2016 to 2021. This could be accommodated in a new district/neighbourhood centre to serve the proposed development.

12.93 If 3,000 additional dwellings are completed in at Whiteley Village there could be scope to extend the existing Tesco store's convenience sales floorspace at Whiteley Village, by about 900 sq m net by 2011, or improve the choice of convenience shops.

12.94 Additional dwellings at West Waterlooville are unlikely to increase the scope for convenience sales floorspace in Winchester District's main centres, including

Denmead, but there could be scope to provide a small local centre to serve the new development.

12.95 Comparison development commitments in Winchester District are also likely to absorb most of the expenditure growth in the short term up to 2011. By 2016 there could be scope for about 8,400 sq m net (11,200 sq m gross based on a net to gross of 75%) in Winchester and 2,900 sq m (3,900 sq m gross) in other main centres, excluding Whiteley Village which raises different issues. If growth trends continue into the longer term there could be considerable scope for development up to 2021 and 2026, particularly in Winchester urban area (24,700 sq m net by 2026).

12.96 If 2,000 additional dwellings are completed in at Barton Farm Winchester, then the projection for Winchester could increase from 8,400 sq m net (11,200 sq m gross) to 9,800 sq m net (13,100 sq m gross) by 2016.

12.97 If 3,000 additional dwellings are completed in at Whiteley Village there could be some additional scope to extend Whiteley Village, by about 600 sq m net by 2016, based on existing market shares.

12.98 Additional dwellings at West Waterlooville are unlikely to increase the scope for comparison sales floorspace in Winchester District's main centres, including Denmead.

13.0 THE NEED FOR COMMERCIAL LEISURE /OTHER TOWN CENTRE USES

Introduction

13.1 This section assesses the need and potential for commercial leisure development and other main town centre uses in the Winchester local authority area. 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.

Leisure Trends

13.2 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 45% between 1995 and 2005. The latest (2004-2005) average household expenditure on leisure services is over £3,000 per annum. However, many analysts consider that the commercial leisure market has now reached saturation in some sub-sectors.

13.3 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, Basingstoke, Andover and Southampton.

13.4 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.

The Potential for Leisure and Entertainment Uses

Catchment Potential

13.5 In general, commercial leisure facilities will draw the main part of their trade from residents up to a 20 minutes drive 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 on large out-of-centre leisure parks.

13.6 Winchester local authority area has a relatively dispersed catchment population. There are around 207,000 people within the defined study area, of which about only about 60,000 in located in the core Winchester area (Zone 1, 2 and 3). Residents in the study area have good access to major leisure facilities in Basingstoke, Andover, Eastleigh, Portsmouth, Fareham and Southampton. The proximity of major leisure facilities in these surrounding Districts will limit the catchment area and potential for major leisure facilities within the towns in Winchester local authority area.

13.7 To the east of the study area, residents in the Outer Rural Area – North East of the study area (Zone 4) have the choice of visiting leisure facilities in Winchester, Basingstoke and Alton. To the south of the study area approximately 27,000 residents live in Zone 5 (Outer Rural Area – South East), 11,000 live in Zone 6 (Denmead) and 25,000 live in Zone 7 (Wickham & Whiteley) all of which are within close proximity to Fareham, Portsmouth and Southampton. Therefore residents within these areas are more accessible to other centres rather than Winchester. Approximately 27,000 residents live in Zone 8 (Outer Rural Area – West) and 41,000 in Zone 9 (Eastleigh). These residents live within close proximity to Eastleigh, Romsey and Andover.

13.8 The choice of leisure facilities in surrounding areas means that the District's potential leisure related catchment population will be significantly less than the population of the study area as a whole (207,000). Our assessment of comparison shopping patterns, although not directly comparable for leisure and entertainment uses, suggests that stores/shops in the District attract only about 31% of total expenditure within the study area, which implies the shopping catchment population of Winchester is only around 64,000, which is lower than the District population of around 113,000 (ONS 2006) people.

The Cinema Market

13.9 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). The BISL suggests that the cinema industry is now entering a period of change, signified by consolidation. Total admissions in 2005 were 164.6 million, slightly lower than in 2004 (171.3 million, 2.86 visits per person) and significantly lower than the figure for 2002 (176 million).

13.10 The number of cinemas has decreased from 737 in 1990 to 678 sites in 2003, but the number of screens has increased from 1,685 to 3,318, a growth rate of 5.4% per annum. Multiplex cinemas now dominate the market with over 72% of available screens in 2005. The number of annual admissions was 50,400 visits per screen in 2003.

13.11 Since the beginning of 2003 there has been considerable consolidation in the cinema market in the UK with significant merger and acquisition activity. The sector is now dominated by four companies:

- Terra Firma Capital Partners;
- Cine UK;
- Vue Cinemas; and
- National Amusements.

13.12 Total admissions are expected to increase by about 10% between 2005 and 2009, (Cinemagoing 14), an average growth rate of 2.5% per annum. Forecasts anticipate a net addition of 110 screens in 2006, 120 in 2007, 60 in 2008 and 60 in 2009. Compared to the last decade these figures represent a considerable slowing of growth, 2% compared to past growth of 5.5%.

13.13 There is only one cinema in the Winchester local authority area, i.e. the Screen Cinema on Southgate Street in Winchester which has two screens and 384 seats. Table 13.1 below shows the market share of the Screen Cinema in Winchester within each study area zone. The percentage market shares for the central zones immediately surrounding Winchester (Zone 1-3) are reasonably high and are comparable with the market share for comparison shopping expenditure.

Table 13.1 Cinema Market Share – Winchester Town Centre

Screen Cinema, Winchester	Current 2007 % Market Share of Trips	Future % Market Share of Trips*
TOTAL – All Study Area	***31.0***	***24.2%***
Zone 1 – Winchester West	72.8	70%
Zone 2 – Winchester East	64.2	60%
Zone 3 – Inner Rural Area	57.5	35%
Zone 4 – Outer Rural Area: North East	31.5	30%
Zone 5 – Outer Rural Area: South East	13.4	5%
Zone 6 – Denmead	4.3	2%
Zone 7 – Wickham and Whiteley	0.0	0%
Zone 8 – Outer Rural Area: West	24.6	15%
Zone 9 – Eastleigh	20.2	5%

* NLP estimate base don impact of 9-screen Vue cinema at Eastleigh

13.14 There is a good provision of multiplex cinemas further a field in Basingstoke, Southampton, Fareham and Portsmouth which will continue to draw residents of the District. Details of cinema provision can be found in Appendix E. A large 9-screen multiplex cinema is under-construction in Eastleigh town centre, to be operated by Vue. This facility when completed is likely to reduce Winchester's market share of cinema trips, particularly in zones 3, 5 and 9.

13.15 The catchment area of Winchester District for cinema facilities will be restricted by the proximity of existing and proposed cinemas/multiplexes. The household survey results indicate that 57.4% of respondents in the study area visit cinemas, of which only 31% indicated their most recent trip was to the Screen Cinema in Winchester. The other main cinema destinations were 32.6% visiting Southampton (Odeon, Leisure World), 9.4% visiting Fareham and 6.8% visiting Basingstoke.

13.16 To assess the demand for cinema admissions within the study area, we have estimate the impact of the proposed 9-screen multiplex cinema in Eastleigh on Winchester's market share of cinema trips within each study area zone as shown in Table 13.1 above. We estimate Winchester's market share will fall from 31% to

24.2%. The proposed Vue cinema in Eastleigh will provide 1,530 seats, which can accommodate 459,000 cinema trips per annum (based on 300 trips per seat).

13.17 Dodona's national forecasts for visits per person from 2001 to 2007 have been adopted. Growth in visits per person beyond 2007 have been assumed to grow at 2.6% per annum, based on a continuation of Dodona's annual growth rate between 2005 and 2007 up to 2008, 2012 and 2016.

13.18 The catchment population has been converted into a total number of cinema admissions per annum based on the national visitation rate (2.8 per person in 2003). Visitation rates have been projected based on a 2% 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). In total the study area population would generate 607,700 trips per annum based on national visitation rates. As indicated above the proposed cinema in Eastleigh could be expected to attract a large share of these trips, but not all of these trips will be diverted from Winchester. Cinema trips will also be diverted from Southampton and Fareham.

13.19 Based on Winchester's existing and future share of cinema trips, the projected need for cinema seats in Winchester is shown in Tables 13.2 below.

Table 13.2 Cinema Potential in Winchester

Centre	2007	2011	2016	2021	2026
Catchment Population	207,407	212,639	223,668	231,266	240,127
Market Retention	31%	23.2%	23.2%	23.2%	23.2%
Visits Per Annum	2.96	3.10	3.35	3.78	4.25
Total Visits Per Annum	**190,313**	**152,930**	**173,834**	**202,811**	**236,765**
Optimum Visits Per Seat	300	300	300	300	300
Seat Potential	**634**	**510**	**579**	**705**	**789**

13.20 The analysis suggests the existing cinema in Winchester is performing well (190,000 trips per annum) in 2007. However, the proposed cinema in Eastleigh will reduce the number of trips to Winchester by 20% between 2007 and 2011. Future population growth and growth in visitation rates will restore existing (2007) trips numbers in Winchester in the period 2016 to 2021.

13.21 Notwithstanding the impact of the Eastleigh proposal, there is theoretical potential for 579 seats by 2016, compared with the existing provision of 384 seats. This suggests there could be scope for about 200 extra seats in Winchester by 2016, rising to 321 seats by 2021. There could be scope for a small cinema in Winchester in the future.

13.22 Elsewhere in the District, the relatively small towns and limited catchment population indicate that a cinema is unlikely to be viable. Small cinema facilities (1-2 screens) are unlikely to retain a high proportion of cinema trips in the District 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 centres, e.g. shopping, leisure or work related trips.

13.23 The canvas of leisure operators undertaken during the study did not identify a demand for cinema development in Winchester. Therefore the commercial viability of cinema development in the District is questionable despite the long term theoretical capacity identified above.

Private Health and Fitness Clubs

13.24 The UK health club market expanded rapidly as public awareness about personal fitness has increased. Business in Sport and Leisure (BISL) indicates that membership growth levels have continued to rise and that data from The Leisure Database Company at 1st January 2005, shows that membership has grown by 25% since 2002, with an 8% increase in 2004 to over 7 million members across both the public and private sector. Over 11% 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. However, the UK is still chasing the US where the fitness membership rate is 15.6%.

13.25 There were 90 new private health and fitness clubs opened in 2004 compared to 88 in 2003 and the figure increases to 113 new private clubs opened in 2004 if you take into account the smaller clubs not previously incorporated. The BISL indicates that despite business difficulties for individual operators the overall market shows positive progression towards Government targets. At the beginning of 2005 there were at least 724 more clubs under development or with planning applications lodged, 76 of which were scheduled to open in 2005.

13.26 There are over 3,738 public sports centres and 1,982 large (over 500 members) private health clubs in the UK ranging from small independent clubs to large operators such as Cannons, David Lloyd, Esporta, Fitness First, Holmes Place, Livingwell and LA Fitness.

13.27 Private health clubs had 3.5 million members in 2003 (1,801 members per club). The average membership for large private clubs rose from 1,740 in 2002 to 1,801 in 2003. The largest health clubs can have memberships of approximately 4,000 people. However, the UK market is still dominated by independent clubs. Public sector sports centres are also important, with 64% having fitness facilities. Membership of public sector fitness facilities rose by 2.9% in 2003 to just over 2.5 million.

13.28 The Mintel Health and Fitness Clubs Report (April 2005) indicates that there are now more than 4 million members of private health and fitness clubs in the UK, equating to around 9% of the adult population, whilst the average club has more than 1,500 members and gross annual sales in excess of £750,000. The Mintel Survey indicated that the vast majority of clubs anticipated growth in membership numbers over the next 12 months. The Mintel Report indicates that in the first three months of 2005 consumer confidence appeared to be experiencing something of a revival when compared with previous years and this should result in consumers being more disposed to making discretionary purchases such as health club memberships.

13.29 The Mintel Report (April 2005), states that in 2004 the value of the market for private health and fitness clubs grew by 5.7%, compared with an increase of 7.5% in 2003 and 7.9% in 2002. Forecasts for 2005 suggested a slight improvement, with a projected increase of 5.9%. Nonetheless this still means that market value has increased by 43% between 2000 and 2004 and by the end of 2005 it was expected to have increased by 51%.

13.30 There are a relatively small number of private health and fitness clubs in the District, including: Evolution at Perins, New Alresford and Winchester Tennis Club.

13.31 There are no large national operators in the District. In addition to the independent private leisure/entertainment facilities there are a number sports centres operated by Winchester District Council. These include the River Park Leisure Centre on Gordon Road in Winchester which has a pool complex with a 25 metre (6 lanes) pool, junior fun pool along with a Kinetika gym, health suite, sports hall, squash courts and adventure play area. Meadowside Leisure Centre, located adjacent to the Whiteley Shopping Village, has a three badminton court sized multi purpose hall, a fitness suite, football, cricket pitch and tennis courts. The Winchester Outdoor Sports Centre is a project involving The University of Winchester, Winchester City Council and local sports clubs to provide an 8 lane athletics track, all weather turf pitch and extended pavilion.

13.32 The study area population is approximately 207,407 in 2007, which could generate demand for about 22,800 public and private membership places, based on the national average membership rate (11%) or 32,300 based on the US rate (15.6%). Many study area residents will use health and fitness clubs in other centres. The nearest national operator health club include Livingwell Health Club and David Lloyd in Portsmouth and Fitness First and LA Fitness in Southampton. The household survey indicates that over 29% of households in the study area had visited a health/fitness club. Therefore, health club membership could be higher than 11% in the study area. It should be noted that not all members of the household will participate and not all households will be members of clubs.

13.33 Based on the household survey results, Winchester's share of members within the study area appear to be approximately 28% (perhaps 6,400 based on the national membership rate or 9,000 based on the US rate).

13.34 Winchester's two main private clubs and two public sports halls, assuming an average membership of at least 500, could accommodate 2,000 members, which would imply an under-provision. A future increase in membership rates and population growth could also generate additional demand. By way of an example, an increase in membership rates from 11% to 15.6% (the US rate) along with population change could increase demand by about 12,100 places by 2016 in the study area as a whole, or about 3,400 in Winchester (28% share).

13.35 These figures suggest there could be scope to improve health and fitness facilities within the District. EGI and our canvas of operators identified requirements by various health and fitness clubs for space in Winchester, including; Fitness First for Women, Greens Health and Fitness, Esporta and Champneys Day Spa.

Tenpin Bowling

13.36 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.

13.37 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.

13.38 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.

13.39 Winchester District has no tenpin bowling facility. The household survey indicates that residents who visit bowling facilities in the study area mainly go to Southampton, Basingstoke and Fareham. Residents to the south of the study area have good access to AMF Bowling Inc in Southampton and Bowlplex in Portsmouth. A new 20-lane tenpin bowling facility is under-construction in Eastleigh's Swan Centre to be operated by AMF Bowling. Residents to the north of the study area have good access to Bowlplex on Basingstoke Leisure Park.

13.40 The household survey results suggest that about 19.5% of households in the study area visit tenpin bowling facilities. The study area population (207,407) is in theory capable of supporting 20 lanes based on one lane per 10,000 people. If Winchester attracted 50% of tenpin bowling trips in the study area then around 10 lanes would be required. However most modern facilities tend to have at least 20 lanes, and the proposed AMF bowling facility in Eastleigh will attract a significant proportion of trips within the study area.

13.41 Based on study area population, there appears to be no potential for a ten pin bowling facility within the District. However, the EGI retailer requirements identified an anonymous ten-pin bowling operator who expressed an interest in locating in Winchester (1,486 – 2,323 sq m). It is unclear whether this EGI published requirement is accurate, and the degree to which the requirement would be affected by the Eastleigh proposal is unknown. We believe there is no over-riding need for a new tenpin bowling facility in the short term within the District.

Bingo

13.42 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.

13.43 Great Britain had 700 commercial bingo clubs in 2005, approximately one club per 80,000 people. Bingo clubs attracted 79 million admissions in 2005 (source: Mintel), about 1.75 admissions per adult per annum. On average each club attracted 113,000 admissions in 2005 (about 2,175 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. The participation rate in the South East/East Anglia region was marginally below the national average (5.1%). Mintel forecasts that admissions will decline between from 79 million in 2005 to 68 million in 2010, although the average spend per head will increase from £26.90 to £38.40.

13.44 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.

13.45 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) .

13.46 The study area population (about 160,000 adults) could generate over 280,000 admissions based on the national participation rate (1.75 per adult), compared with the average of 113,000 admission per club. These figures suggest that the study area as a whole could accommodate 2-3 bingo clubs. However, the provision of bingo facilities in other towns will limit potential in Winchester.

13.47 There are no national bingo operators in Winchester. The household survey results indicated that only 3.8% of households in the study area visit bingo facilities, of which 23.7% visited bingo facilities in Eastleigh (Leo Leisure Bingo and Angel Leisure and

Bingo) and 18.7% facilities in Southampton (New Century Bingo, Gala Bingo and Mecca). If Winchester can retain about 40% of bingo trips in the study area then there may be scope for a bingo facility in Winchester.

Nightclubs

13.48 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 1,750 nightclubs in the UK, approximately one per 30,000 people.

13.49 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. However, the forecast trend of significant growth in the 18-24 year old age group is expected to provide a growing market.

13.50 Large nightclubs (capacity up to 2,000 people) are generally located in large towns with a population of over 100,000 people. There is only one nightclub in the District, The Original Porterhouse in Winchester. The household survey results indicated that only 9.4% of households in the study area visit nightclubs or late night music venues and that 18% of these households last visit to a nightclub/live music venue was in the District, with 8% visiting The Original Porterhouse in Winchester. About 40% last visited a nightclub or live music venue in Southampton and 22.3% visited Portsmouth. The provision of nightclubs in Southampton and Portsmouth will limit the potential for major new nightclubs in the District.

Casinos

13.51 Due to the changing nature of the casino market and the uncertainties relating to deregulation across the county, it is unclear where new casinos will be located in the future. Prior to deregulation operators could only obtain licences for casinos in specifically defined areas.

13.52 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 within the near 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.

13.53 There were 131 casinos in Britain in 2004. Approximately 12 million separate visits were made in Britain by members and their guests.

13.54 There are currently no commercial casinos in Winchester. No specific catchment area population has been identified by casino operators. However, it is unlikely that any of the centres in the Winchester District will have a catchment population large enough to support a casino. Larger centres such as London, Portsmouth and Southampton are likely to be more attractive locations. However, as the market adjusts to deregulation, the locational requirements of casinos may evolve and become more clearly defined. Our canvas of retail and leisure operators included several major casino operators. However a requirement for a casino in the Winchester area was not identified.

Bars and Restaurants

13.55 On average households in the UK spent over £1,000 per annum eating and drinking away from the home in 2004-05 (source: Family Expenditure Survey).

13.56 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 coffees shops, such as Starbucks, Costa Coffee and Coffee Republic.

13.57 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".*' 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".*

13.58 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.

13.59 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 13.3. The proportion of Class A1 retail uses in Goad town centres has decreased by 11% between 1991 to 2006 (over 7 percentage points), whilst non-retail uses including Class A2, A3/A5 and non-retail (services) A1 uses have all increased.

13.60 As indicated earlier in this report an economic impact assessment of tourism in Winchester District in 2003 estimated that tourist visitors to Winchester District generated around £51 million for catering businesses.

13.61 The proportion of Class A3/A5 uses in Winchester town centre (9.3%), Bishop's Waltham town centre (7.7%), Denmead town/village centre (11.8%), New Alresford town/village centre (12.3%), Whiteley town/village centre (5.7%), Wickham town/village centre (17.9%) are predominantly lower than the national average (10%), except Wickham.

Table 13.3: GB Goad Plan Town Centres Use Class Mix

Type of Unit	% Change	Proportion of Total Number of Units (%)			
	1991 to 2006	1991	1994	2000	2006
Class A1 (Retail)	-11	62.7	61.2	59.1	55.5
Class A1 (Services)	+21	6.6	6.9	8.2	8.0
Class A2	+30	8.2	8.5	8.9	10.7
Class A3/A5*	+62	8.6	9.2	11.2	13.9
Miscellaneous	+75	0.8	1.0	1.4	1.4
Vacant & U/Const.	- 20	13.1	13.2	11.2	10.5
Total	-	100.0	100.0	100.0	100.0

Source: Goad Centre Reports **excludes Bars/Public houses (A4)*

13.62 This national Goad data provides an average for over 1,200 town centres across the country, and relates to a wide range of centres in terms of size and type. In general, larger city and town centres will have a higher proportion of retail units than smaller town and district centres, which have a mix of shops and services. Therefore, one may expect Winchester and Bishop's Waltham town centres to have a lower proportion of Class A3/A5 uses than the national average, because the national average is skewed by smaller centres with a lower proportion of Class A1 use and higher proportion of non-retail use.

13.63 Themed bar operators and pub restaurants have grown significantly over the last ten years, 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. Winchester has a few themed bar operators, including O'Neill's, but may offer potential for themed bar operators and pub restaurants. 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 the following requirement by themed bar operators/pub restaurants in the District; Liquid, The Lounge and Chicago Rock Café.

13.64 Themed restaurants have also expanded rapidly in recent years. 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. Our published requirements suggest a number of bars, restaurant and café operators are looking for opportunities within Winchester, including: KFC, Burger King, Frankie and Benny's, Giraffe, Wagamama, Subway, Starbucks and Pizza Hut.

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

Theatres

13.66 The household survey indicated that over half of respondents in the study area visit theatres (56.1%), which is comparable with the NLP's average for other surveys. Southampton was the main theatre destination last visited for households within the study area (45%) followed by the Theatre Royal in Winchester (18%). There are two theatres in the District, the Theatre Royal on Jewry Street and the Chesil Theatre on Chesil Street, both in Winchester. However no respondents indicated that they visited the Chesil Theatre on their last trip. Taking account of the amount of respondents in the study area who indicated they visit theatres there may be a requirement for a further small theatre in the District, however, current provision in the surrounding authorities means that there is not a requirement for a larger theatre.

Other Leisure, Entertainment and Cultural Facilities

13.67 The impact assessment of tourism in Winchester District in 2003 estimated that tourist visitors to Winchester District generated around £16 million for attractions and entertainment facilities in the District.

13.68 Winchester District has an excellent range of other leisure, entertainment and tourist attractions, including:

- Winchester Cathedral, Winchester;
- The Great Hall and King Arthur's Round Table;
- Discovery Centre, Winchester;
- Winchester Guildhall Gallery;
- The Kings Hussars Museum;
- Winchester City Museum;
- The Jaze Gallery of Contemporary Art;
- The Pilgrims' Hall;
- The Westgate;
- The Royal Hampshire Regiment Museum;
- Light Infantry Museum;
- The Gurkha Museum;
- Queen Eleanor's Garden;
- Twyford waterworks;
- Winchester Castle, Castle Avenue;
- Winchester City Mill and Shop;
- Hinton Ampner Garden National Trust, Nr Alresford; and
- Mid Hants Railway – Watercress Line.

13.69 There is an extensive provision of attractions in the sub-region, e.g. the New Forest, Marwell Zoo, Beaulieu and destinations in Portsmouth.

Demand for Office Space in Winchester

13.70 Office uses are specified as main town centre uses within PPS6. This section does not provide a detailed economic capacity analysis for forecasts for office floorspace within the District. This section provides an overview of the potential scope to improve the office provision within the District's town centre. The existing provision of offices (Class B1 and A2) within the town centres has been considered based on Valuation Office land use information. The assessment in this section seeks to identify the contribution town centres could play in terms of accommodating new business/office development.

13.71 The District provides employment for about 54,867 people (ONS, 2001), including those employed in industrial premises, offices and shops. Commuting is a major feature of the Hampshire economy affecting every district. Winchester is a net importer of labour with approximately 32,200 daily in commuters compared to 21,600 out commuters (Profile of Hampshire 2005, Hantsweb). Economic activity is concentrated in the main town centre of Winchester. There are numerous business estates across the District, e.g. Bar End, Denmead Business Park, Claylands Road (Bishop's Waltham), New Farm (Alresford) and Winnall. Growth has been strong in the small and medium sized business sector.

13.72 Hampshire has 11.2 million sq m of commercial floorspace (ODPM -2004), of which 21.4% is office floorspace (2.4 million sq m). Winchester has approximately 962,000 sq m of commercial floorspace of which a reasonable proportion is office floorspace (about 33.3%). In the three year period between 2002 and 2004 industrial and office completions in the County as a whole totalled 176,000 sq m per annum, and the proportional increase in floorspace stock was 2% per annum. In Winchester the completion rate was 16,256 sq m per annum (2.3% of total stock). These figures do not separate industrial and office completions.

13.73 Job density is a new labour demand indicator for local area. In areas with high jobs densities demand exceeds supply leading to inward commuting. Conversely, in areas with low job densities supply exceeds demand, leading to outward commuting, unemployment or economic inactivity. The job density ratio for Winchester is 1.16 (ONS, 2002). Winchester has the highest jobs density within Hampshire, showing that large numbers of workers commute into the district, as discussed above. The job densities for Hampshire, the South East Region and the United Kingdom are stated as 0.84, 0.88 and 0.83 respectively.

13.74 Business density statistics detail the number of business per thousand population, which is a good indicator of enterprise activity in an economy. Winchester has 4,845 businesses registered for VAT and 44.2 businesses per 1000 population.

13.75 As indicated above, Winchester District has 962,000 sq m of commercial floorspace (Profile of Hampshire 2005, Hantsweb), of which 20.8% (200,096 sq m) is retail floorspace, 45.9% (441,558 sq m) is industrial floorspace and 33.3% (320,346 sq m) is office floorspace. Winchester's amount of office floorspace is higher that both the South East Region (22.1%) and Hampshire (21.4%) office floorspace.

13.76 The ODPM's analysis of floorspace in town centres in 2002, suggested that Winchester town centre had about 96,300 sq m gross of B1 office floorspace and 9,100 sq m gross of Class A2 floorspace. These figures relate to the town centre boundary as defined by the ODPM rather than the centre as defined in the Winchester Local Plan. The figures imply that the town centre (as defined by ODPM) accounts for about 30% of all office floorspace in the District. Other Class A uses (A1, A3, A4 and A5) in the town centre occupied a floor area of 73,000 sq m gross. These figures suggest that office uses (Class A2 and B1) in Winchester town centre accounted for about 60% of commercial floorspace within the town centre. In New Alresford office and A2 use accounted for about 10% of commercial floorspace.

13.77 These figures indicate that the main focus for the office market in Winchester District is Winchester town centre. It is not the role of study to accurately project the likely requirement for additional office floorspace within each of the District's town centres. A separate economic study is being prepared. As indicated in the centre appraisals in this report, between 10% and 15% of the ground floor commercial units within Winchester town centre (12.2%), Bishop's Waltham (14.8%), Denmead (11.8%) are currently devoted to Class A2 use.

13.78 It might be reasonable to expect commercial town centre developments, on average, to include up to about 30% office floorspace (Class B1 and A2). However, within Winchester town centre the figure could be much higher (up to 60%) depending on the suitability of development opportunities. In practice Class A uses will be located on ground (and possibly first) floors, whilst office uses will be on upper floors.

Conclusions on Leisure and Other Town Centre Uses

13.79 The Winchester District has limited selection of commercial leisure, entertainment and cultural facilities, but this reflects the relatively small catchment population of Winchester (about 60,000). Residents in the District have relatively good access to leisure and entertainment facilities outside the District particularly in and around Portsmouth, Southampton, Basingstoke and Eastleigh. The District's location within the catchment area of larger centres will limit the potential for commercial leisure and entertainment facilities.

13.80 There appears to be scope for additional health and fitness facilities. Published space requirements and our canvas of operators suggest there is demand from leisure and entertainment operators. There could be theoretical scope for a small (1-2-screen) cinema in Winchester in the long term (2016 or later). There could also be scope for a bingo club if the District can retain a higher share of admissions.

13.81 Future town centre development should provide additional space for these uses as well as Class A1 retail. As an average mixed use town centre development schemes could include 40% non-Class A1 commercial space, e.g. at least 10% for Class A3 to A5 uses and 30% for B1/A2 offices. However, the B1 office content in Winchester town centre could be higher.

14.0 SCOPE FOR ACCOMMODATING GROWTH

Floorspace Projections

14.1 The floorspace projections set out in the previous sections assume that new shopping facilities within Winchester District can maintain and improve their current market share of expenditure within the study area, following the implementation of proposed commitments. 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 Southampton, Andover and Portsmouth;
- 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 Winchester District, bearing in mind the proximity of larger centres (e.g. Southampton);
- the likelihood that Winchester's existing market share of expenditure will change in the future;
- the potential impact new development may have on existing centres.

14.2 The long term floorspace projections shown in the previous sections (i.e. 2021 and 2026) 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 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 should be monitored and kept under-review.

14.3 The expenditure projections in this study take into account home shopping, because special forms of trading has 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.

14.4 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 Winchester District, over and above existing commitments in the period 2011 to 2016. This section examines the opportunities for accommodating this projected growth and assesses potential opportunities to accommodate this floorspace.

Accommodating Future Growth

14.5 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 Winchester District the preferred location for retail and leisure development needs to be carefully considered, particularly for major development which may have an extensive catchment area. Major development should be located within Winchester, as suggested in the draft Regional Spatial Strategy. Winchester is a secondary regional centre, where developments of 10,000 sq m gross or more can be accommodated. 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 in the District 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 District and beyond, if so it should be located in Winchester rather than other smaller settlement?
- If the development has an extensive catchment area is a site available in Winchester town centre, 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 town or local centres and will this site meet the identified need?

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

14.7 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 0.3% 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.

14.8 There were 29 vacant shop units within Winchester town centres, a vacancy rate of about 9%, which is below the Goad national average (10%). These vacant premises could also help to accommodate growth, e.g. if the current vacancy rate fell from 9% to 5% (i.e. the reoccupation of 13 vacant properties) could accommodate at least 1,000 sq m gross of retail space (about 80 sq m gross per unit).

14.9 Within the other three main centres (Bishop's Waltham, Denmead and New Alresford) there were only three vacant units, and the contribution vacant units can play in accommodating future growth is limited.

Potential Development Opportunities

14.10 A review of potential development sites has been undertaken in the four main centres in the District. 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 District, and have been assessed against the following factors:

- existing land uses and availability, categorised as follows:
  - short term – up to 2011;
  - 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.

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

- *Good* – potential opportunity sites that have good prospects for providing additional retail/leisure floorspace, and should be considered for implementation in the short to medium term;
- *Reasonable* - potential opportunity 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* - potential opportunity sites that may be unattractive or unsuitable for retail or leisure development where their delivery is very uncertain.

14.12 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 Winchester District's centres.

Evaluation of Potential Opportunity Sites – Winchester Town Centre

14.13 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 G, and is summarised in Table 14.1

Table 14.1: Winchester Town Centre Site Evaluation Summary

Site	Potential Scale Retail/Leisure Development	Potential Availability	Overall Development Potential
WIN1 – Adj. Andover Retail Park	Medium	Short/Medium	Reasonable
WIN2 - Worthy Lane Car Park	Large	Medium/Long	Reasonable
WIN3 – Garage, City Road	Small	Short	Reasonable
WIN4 – Wessex Hotel	Medium	Medium/Long	Poor
WIN5 – Middle Brook Centre	Large	Medium/Long	Reasonable/Good
WIN6 – Cossack Lane Car Park	Large	Medium/Long	Good
WIN7 – St. Peter's Car Park	Medium	Short/Medium	Reasonable/Poor
WIN8 – Stalbridge Laundry	Medium	Short/Medium	Poor
WIN9 – Police Station	Small	Short/Medium	Reasonable/Poor
WIN10 – Fire Station	Small	Medium/Long	Reasonable/Poor
WIN11 – Infill Plot, Southgate St.	Small	Short	Good
WIN12 – Peugeot car sales	Small	Medium	Reasonable
WIN13 – National Tyres	Small	Medium	Reasonable
WIN14 – Railway Station	Medium	Medium/Long	Reasonable

14.14 Within and around Winchester town centre 14 potential development opportunities have been identified. Of which 9 sites have reasonable to good potential to deliver additional retail/leisure floorspace. Some of these sites are outside the town centre boundary and could be considered to be edge or out-of-centre sites in sequential terms for retail development, e.g. WIN1, WIN2, WIN7 to WIN10. The nearest sites to the Primary Shopping Area are WIN4, WIN5 and WIN6.

14.15 The Silver Hill development and other commitments (e.g. Waitrose at Weeke) are expected to accommodate growth in the short term (up to 2011). The next priority should be to accommodate the need for new development in the medium term (2011 to 2016). As indicated in Section 12, the projection for retail floorspace in Winchester urban area is about 9,800 sq m net up to 2016 (split 1,400 sq m net for convenience retail and 8,400 sq m net for comparison retail), or 14,000 sq m gross based on a 70% net to gross ratio. It may also be reasonable to expect a further 15% floorspace to be devoted to other non-retail Class A uses (Classes A2 to A5), which would produce total Class A floorspace projection of about 16,000 sq m gross by 2016.

14.16 Medium term opportunities within the Winchester town centre boundary, with an overall development rating of "reasonable" to "good" (seven sites – WIN3, WIN5, WIN6, WIN11 to WIN14), are in theory capable of accommodating around 16,000 sq m gross of Class A1 to A5 floorspace, and could meet the Winchester urban area projection up to 2016. However, it is unlikely that all these opportunities will be delivered by 2016, because the availability of some sites is uncertain. The main opportunities, closest to the Primary Shopping Area, are the Cossack Lane Car Park (up to 10,000 sq m gross) and the Middle Brook Centre/Upper Brook Street Car park (3,000 sq m gross).

14.17 If insufficient opportunities can be brought forward within the town centre boundary between 2011 and 2016, then it may be necessary to consider sites just outside the centre boundary. In additional, if certain formats of retail use, where there is a demonstrable need, cannot be accommodated within the town centre boundary then less central sites could be considered, for example retail warehouse type uses.

14.18 Three opportunities just outside the town centre boundary have been identified with reasonable development potential (WIN1, WIN2 and WIN14), which could accommodate about 9,000 sq m gross of large format type retail use, and retail uses (1,500 sq m gross) associated with the railway station.

Evaluation of Potential Opportunity Sites in the Rest of the District

14.19 Again 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 G, and is summarised in Table 14.2.

Table 14.2: Rest of District Site Evaluation Summary

Site	Potential Scale Retail/Leisure Development	Potential Availability	Overall Development Potential
New Alresford			
NA1 – Employment Land, The Dean	Large	Medium/Long	Reasonable
NA2 – Post Office	Small	Medium/Long	Reasonable
NA3 – Fire Station	Small	Medium/Long	Reasonable
Bishop's Waltham			
BW1 – Malt Lane	Small	Short/Medium	Good
BW2 – Land Adj. Budgens	Small	Short/Medium	Reasonable
BW3 – Social Club	Small	Short/Medium	Reasonable
Wickham			
WIC1 – The Forge Garage	Small	Medium/Long	Reasonable
WIC2 – Oakes Landpower	Medium	Medium/Long	Reasonable
Whiteley Village			
WHITE1 – Whiteley Outlet Village	Large	Short	Good
Denmead			
DEN1 – Vacant premises north side	Small	Short	Good
DEN2 – Kidmore Lane Car Park	Small	Short	Good

14.20 Within the five centres (New Alresford, Bishop's Waltham, Wickham, Whiteley and Denmead) 11 potential development opportunities have been identified, 3 in New

Alresford, 3 in Bishop's Waltham 2 in Wickham, 2 in Denmead and one at Whiteley, all of which have "reasonable" to "good" potential to deliver additional retail/leisure floorspace in the short to medium term.

14.21 The priority should be to seek to accommodate the short to medium term need for new development (between 2011 and 2016). As indicated in Section 12, the projection for retail floorspace in Winchester rural area (excluding Winchester urban area and Whiteley Outlet Village) as a whole is about 4,150 sq m net up to 2016 (split 1,000 sq m net for convenience retail and 2,900 sq m net for comparison retail), or 5,600 sq m gross assuming a 70% net to gross ratio. It may also be reasonable to expect a further 15% floorspace to be devoted to other non-retail Class A uses (Classes A2 to A5), which would produce total floorspace projection of 6,400 sq m gross by 2016.

14.22 Short to medium term opportunities within or near the four centres are capable of accommodating up to 7,500 sq m gross of Class A1 to A5 floorspace, and could meet the 2016 projection (6,400 sq m gross). The theoretical floorspace capacity of opportunities in each town is relatively evenly spread as follows; 2,200 sq m gross in New Alresford, 2,000 sq m gross in Bishop's Waltham, 2,000 sq m gross in Wickham and 1,300 sq m gross in Denmead.

15.0 DEFINING THE DISTRICT'S NETWORK OF CENTRES

The Designation of Shopping Centres

15.1 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.

15.2 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.

15.3 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.

15.4 The distinction between town, district and local/village 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 Winchester 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.

15.5 The current Local Plan defines Winchester as the "Main Town Centre". However the definition for other centres is vague. Bishop's Waltham, Denmead, New Alresford, Whiteley and Wickham are listed as "Other Town/Village Centres". However, it is not clear which are town or village centres. In policy terms no distinction is made between other town and village centres. Policy SF.1 also refers to district and local centres, but these centres are not identified within the plan and are presumably smaller centres located throughout the District. In our view the shopping hierarchy as outlined in the Local Plan is confusing and needs to be reviewed.

15.6 Annex A of PPS6 provides guidance on the definition of centres. The hierarchy of centres in the Supplementary Planning Guidance published by Hampshire County Council in 1998 and the current Local Plan are broadly consistent with the definitions in PPS6. With '*Market Towns*' in the Hampshire County Council Supplementary Planning Guidance and the Local Plan reflecting the '*Town*' definition in PPS6 and '*District centres*' reflecting the '*District*' definition in PPS6.

15.7 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).

15.8 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) or the Hampshire Structure Plan.

15.9 Below district centres, PPS6 identifies local centres. 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.

15.10 The Urban Task Force's Urban Renaissance Paper 1999, chaired by Lord Rogers, set out principles for sustainable settlements. It provides guidance adapted from the

University of the West of England's Sustainable Settlements Guide. It sets out catchment population estimates required to support different facilities, and the types of centres these facilities might be located. The extent of the catchment area of each type of centre is also provided, as shown in Table 15.1.

Table 15.1: Urban Task Force Centre Criteria

Type of centre	Extent of Catchment Area (radius)	Possible Facilities	Catchment Population
City	4-10 km	Stadium Cathedral City hall Theatre	City City City City
Town or District	2-6 km	Sports centre District centre Library Health centre	25,000 - 40,000 25,000 - 40,000 12,000 - 30,000 9,000 - 12,000
Neighbourhood	400-600m	Community offices Community centre Pub Post office	7,500 7,000 - 15,000 5,000 - 7,000 5,000 - 10,000
Local hubs	150-250m	Primary School Doctor Corner shop	2,500 - 4,000 2,500 - 3,000 2,000 - 5,000

15.11 The paper suggests that *District Centres* should typically have a catchment area of 2 kilometres in radius (population 25,000 to 40,000), and should have larger shops/superstores, a health centre, church, meeting facility and library. Neighbourhood centres are expected to have a smaller catchment area, i.e. 400 to 600 metres radius (about 10 minutes walk) and a catchment population of 5,000 to 15,000. As minimum they will include a primary school, post office, pub, community centre and possibly a health centre and secondary school. Small local hubs have a smaller catchment area (150 to 250 metres – population 2,000 to 4,000) which represents a short walking distance (not more than 5 minutes) and may include a primary school.

15.12 Based on the hierarchy of centres in the Draft South East Plan and the Hampshire Supplementary Planning Guidance (1998) and PPS6, a summary of recommended definitions is set out in Table 15.2.

Table 15.2: Hierarchy of Centres

Centre Classification	Definition/Comment
Town Centres	Their attractiveness for retailing is derived from a mix of comparison and convenience shopping. Will include the principal centres within a local authorities 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.
Local Parades	All other small local shopping parades should be designated as neighbourhood parades.

15.13 A key issue is whether the current "Town/Village" centres should be defined as town, district or local centres. In our view Bishop's Waltham, New Alresford and Wickham best fit the PPS6 description for district centres. These centres have a reasonable number of commercial units but have a limited amount of comparison shopping facilities. If there are opportunities to significantly expand any of these centres there may be potential to upgrade the status to town centre level.

15.14 Denmead is a much smaller centre, with about 20 commercial units and has less than half the amount of retail sales floorspace when compared with Bishop's Waltham, New Alresford and Wickham. Denmead could be designated as a Local Centre, or alternatively it could be designated as a District Centre if the centre can be significantly expanded.

15.15 Whiteley Outlet Village is an anomaly. In terms of the amount of retail floorspace it could be designated as a town centre, but it does not have a broad mix of uses (i.e. non-retail services) usually found within town centres, nor does it have the same level of public transport accessibility found in town centres. It currently functions as an outlet village shopping destination with a wide catchment area, with an adjacent food superstore (Tesco). The Tesco store attracts main food shopping trips. Based on its current format we do not believe that Whiteley should be designated as a town centre, but it has the potential to function as a district centre serving the Whiteley area, if the range of facilities (particularly non-retail) is improved. Improvements to public transport linkages should also be considered. There are emerging proposals to redevelop Whiteley Outlet Village. The degree to which these redevelopment proposals can help the centre fulfil a more traditional town/district centre function will be dependent on the specific nature and scale of development proposed. When submitted the development proposals will need to be carefully considered by the Council.

15.16 In addition to Denmead, there are other reasonably large clusters of local shops that could be designated as Local Centres. Weeke has a small Co-op store supported by other shops and services. Planning permission has been granted for a Waitrose food store and four unit shops. Oliver's Battery is also a reasonably large cluster of shops and services and could be designated as a Local Centre. Other small clusters of local shops/services (about 3-10 units) could be identified as Local Parades.

Table 15.3: Recommended Hierarchy of Centres

Status	Centre
Sub-Regional Town Centre	Winchester town centre
District Centres	Bishop's Waltham New Alresford Whiteley Wickham
Local/Village Centres	Denmead Kings Worthy Oliver's Battery Stockbridge Road/Andover Road Weeke
Local parades	All other small clusters of local shops (less than 10 units – 3 or more shop units) Cheriton Colden Common Cromwell Road Droxford Hambledon Harestock Headbourne Worthy Hursley Shawford Shedfield Southwick Stanmore – Battery Hill Stanmore – Wavell Way Sutton Scotney Swanmore Twyford Waltham Chase West Meon Winnall

15.17 The policy approach and strategic objectives for the centres within the hierarchy are set out in the recommendations at the end of this report.

Defining Centre Boundaries and Retail Frontages

15.18 PPS6 indicates that local authorities should define the boundary of town and district centres. It states that for purposes of this policy statement, the "centre" for a retail development constitutes the Primary Shopping Area. For all other main town centre uses the "centre" should be regarded as the area embraced by the town centre boundary. The extent of the town centre should be defined on the proposals map.

15.19 PPS6 states that the Primary Shopping Area should be the defined area where retail development is concentrated (generally comprising the primary frontages and those secondary frontages which are contiguous and closely related to the primary shopping frontage). The extent of the Primary Shopping Area should be defined on the proposals map. Smaller centres may not have areas of predominantly leisure, business and other main town centre uses adjacent to the Primary Shopping Area, and therefore the town centre may not extend beyond the Primary Shopping Area. Primary frontages are likely to include a high proportion of retail uses. Secondary frontages provide greater opportunities for a diversity of uses.

15.20 The adopted Winchester District Local Plan sets out where new retail and leisure should be located. Policy SF.1 states that retail and leisure development will be permitted within town and village centres (namely Winchester, Bishop's Waltham, Denmead, New Alresford, Whiteley and Wickham) as defined on the proposals map. This policy implies that any retail/leisure development within the centre boundaries will not be required to demonstrate need and the sequential approach.

15.21 The Local Plan defines Primary Shopping Areas (PSA) in each centre. The PSAs do not include all of the retail frontages within the centres and represent a small part of the overall centre boundary. The PSA are not linked to Policy SF.1, and their purpose is set out in Policy SF.5, which seeks to protect against the loss of Class A1 retail floorspace, but SF.2 protects ground floor commercial uses (e.g. Use Class A and B) to non-commercial uses such as residential. The Local Plan appears to offer no other protection against the loss of Class A uses within centres, outside the PSA.

15.22 In our view the PSA as defined in the Local Plan is inconsistent with the definition of PSAs within PPS6. The Local Plan PSAs are consistent with PPS6's definition of Primary Shopping Frontages. It should be noted that PPS6 suggests the Primary Shopping Area should include the Primary Shopping Frontages <u>and</u> Secondary Shopping Frontages that are contiguous with the Primary Shopping Frontages. Therefore Winchester's PSA's are too small to be consistent with the PPS6 definition, and this inconsistency could cause confusion in terms of interpretation of the sequential approach.

15.23 PPS6 suggests that the PSA and Town Centre boundary may cover the same area, particularly within small centres. This would not be appropriate in Winchester town centre. In addition, in some of the smaller centres the centre boundary has been cast relatively widely to include non-commercial uses and/or car parks (i.e. Bishop's Waltham, Denmead, New Alresford and Whiteley.

15.24 Recommendations relating to centre boundaries, the PSA and frontage policies are set out in Section 16 of this report.

16.0 CONCLUSIONS AND RECOMMENDATIONS

16.1 This report provides a district wide needs assessment for retail and commercial leisure uses in Winchester District. It provides a guide to the shopping and leisure needs of the District up to 2011, 2016, 2021 and 2026. The principal conclusions of the analysis contained within this study are summarised below.

Meeting Shopping Needs in Winchester District

16.2 Growth in expenditure should provide opportunities to improve the range and quality of shopping and leisure facilities within the District. Taking account of existing commitments there is limited potential for additional convenience and comparison shopping facilities in Winchester up to 2011. However, there could be scope for smaller scale development in the other centres in the District. Future planning policy and site allocations should seek in line with PPS6, to identify opportunities to accommodate growth at least up to 2016. Longer term growth up to 2021 and 2026 should be monitored and updated as necessary.

16.3 The floorspace projections shown in this report provide broad guidance. Meeting the projections between 2007 and 2016 remains the priority, and longer term objectives need to be monitored. All the projections should not be considered to be maximum/minimum limits or targets, particularly when translated into the development plan allocations or when used to guide development control decisions. 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.

16.4 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.

Convenience Development

16.5 On the basis of the assumption that existing convenience retailers trade at reasonable average turnover levels, the quantitative capacity analysis indicates there is potential for further convenience goods sales floorspace within the District in the period up to 2016. There is limited scope to accommodate additional convenience goods floorspace up to 2011 in Winchester urban area, due to existing commitments.

16.6 In the period up to 2016 there may be scope for further food store development in Winchester District, e.g. extensions to existing store or a new small to medium space stores. However, it is unlikely that a new large scale superstore will be required in the District in the period up to 2016. In the longer term (up to 2021 and 2026) there could be scope for a superstore but the need for this store would need to be monitored. There is no need to allocate a site for a new superstore at this stage.

16.7 The strategic options for meeting the need for convenience retail development in Winchester urban area are as follows:

- Short Term (up to 2011) - limited potential only small scale development (subject to PPS6 tests)
- Medium Term (2011 to 2016) - small to medium scale development i.e. extensions to existing stores or medium sized new store;
- Long Term (2016 to 2026) - possible new food superstore located within a new district centre serving major new residential or a new out-of-centre store, particularly if 2,000 additional dwellings are implemented at Barton Farm.

16.8 Elsewhere in the District there is scope to improve food store provision in the other main towns subject to the availability of town centre/edge-of-centre sites. The need for new floorspace could be distributed amongst each of the four main centres. This may be determined by the availability of suitable sites. The potential development of 3,000 dwellings at Whiteley Village should provide opportunities for a small expansion of convenience shopping provision at Whiteley. However, the development of 1,000 additional dwellings (to the 2,000 dwellings permitted) at West Waterlooville reserve site will not significantly affect the scope for convenience floorspace in Denmead, or any other centre in the District.

Comparison Development

16.9 In the short-term the development strategy should encourage the implementation and occupation of the Silver Hill development in Winchester. In the longer term (after 2011) further opportunities for significant development need to be identified if Winchester is to maintain its position in the comparison shopping hierarchy.

16.10 The strategic options for meeting the need for comparison retail development in Winchester are as follows:

- Short Term (up to 2011) - implementation of the Silver Hill development and possibly other small scale development (subject to PPS6 tests)

- Medium/Long Term (2011 to 2026) - identify opportunities for further major expansion in the town centre, and/or an out-of-centre retail park development or accept Winchester position in the hierarchy may decline.

16.11 The potential development of 2,000 additional dwellings at Baron Farm will only marginally affect comparison floorspace projections in the medium to long term, and should not affect the overall development strategy.

16.12 Elsewhere in the District there is also scope to improve comparison shopping provision. Development should normally be appropriate to the scale and function of existing centres unless the potential to enhance the role of a centre is identified i.e. development sites are available. Again the need for new floorspace could be distributed amongst each of the centres. The development of 3,000 additional dwellings at Whiteley Village may provide opportunities to expand comparison shopping facilities in Whiteley. However the centre already has a good critical mass of comparison floorspace, and an additional 3,000 dwellings will not on its own support a major expansion of the centre in terms of comparison shopping. However, the development of an additional 1,000 dwellings at West Waterlooville reserve site will not significantly affect the scope for comparison floorspace in Denmead, or any other centre in the District.

Commercial Leisure Development

16.13 The provision of leisure, entertainment and cultural facilities within the District is limited but reflects the size of its catchment and the fact that residents also have good access to facilities in neighbouring towns.

16.14 There is some potential to improve facilities in Winchester. The other towns in the District may only be capable of accommodating small scale commercial leisure facilities. In Winchester, commercial leisure could be accommodated within town centre development if sites are available.

The Role of Shopping Centres

16.15 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.

16.16 The current Local Plan does not adequately define the hierarchy in the District. Winchester town centre should continue to act as the principle centre within the District for shopping, leisure and entertainment activities. Bishop's Waltham, Wickham, New Alresford and Whiteley should complement Winchester town centre by providing for convenience food shopping and a reasonable range of comparison shopping facilities and other services. The local centres 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.

16.17 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 Winchester.

16.18 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 Winchester Urban Area, should primarily serve walk-in catchment areas, approximately 500 metres from the centre, based on the Urban Task Forces catchment area for neighbourhood centres.

16.19 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.

16.20 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.

16.21 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 Winchester should serve a relatively wide area including most parts of the district.

16.22 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.

16.23 The recommended hierarchy of centres for the District is shown overleaf. This hierarchy will help to inform what scale of development may be appropriate in each centre.

Table 16.1 Recommended Hierarchy of Centres

Status	Centre
Sub-Regional Town Centre	Winchester town centre
District Centres	Bishop's Waltham New Alresford Whiteley Wickham
Local/Village Centres	Denmead Kings Worthy Oliver's Battery Stockbridge Road/Andover Road Weeke
Local parades	All other small clusters of local shops (less than 10 units – 3 or more shop units) Cheriton Colden Common Cromwell Road Droxford Hambledon Harestock Headbourne Worthy Hursley Shawford Shedfield Southwick Stanmore – Battery Hill Stanmore – Wavell Way Sutton Scotney Swanmore Twyford Waltham Chase West Meon Winnall

Winchester Town Centre – Strategic Objectives

16.24 Winchester town centre should be maintained as a sub-regional centre. As the main centre in the District it should serve the District as a whole, and should embrace a wide range of activities. The centre should function as the main comparison shopping destinations in the District and also the main destinations for leisure, entertainment and cultural activities that serve the District's residents.

16.25 In order to maintain and enhance this role, the town centre should be the focus for major comparison retail developments. To meet the District's need for retail and other town centre uses major development is required in the town centre 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 retail development and Class A uses in general, over and above the existing commitments in the medium to long term 2011 to 2026.

16.26 Medium term development opportunities within the Winchester town centre boundary are in theory capable of accommodating around 16,000 sq m gross of Class A1 to A5 floorspace, and could meet the Winchester urban area projection up to 2016. These opportunities should be investigated further to assess their potential deliverability in the period 2011 to 2016. The sequentially preferable sites for investigation are the Cossack's Lane Car Park (capacity of up to 10,000 sq m gross) and the Middle Brook Centre/Upper Brook Street Car Park (3,000 sq m gross).

16.27 If insufficient opportunities can be brought forward within the town centre boundary between 2011 and 2016, then it may be necessary to consider sites just outside the centre boundary. In additional, if certain formats of retail use, where there is a demonstrable need, cannot be accommodated within the town centre boundary then less central sites could be considered, for example retail warehouse type uses.

16.28 Three opportunities just outside the town centre boundary should be investigated if insufficient development sites can be brought forward in the town centre. These sites could accommodate about 9,000 sq m gross of large format type retail use, and retail uses (1,500 sq m gross) associated with the railway station.

Winchester Town Centre Boundary and Frontage Policy

16.29 The Winchester Town Centre boundary appears to be consistent with PPS6 guidance, and includes all primary and secondary shopping frontages and other main town centre uses, i.e. offices, civic buildings and car parks. In our view this boundary does not need to be changes.

16.30 However, this town centre boundary is not an appropriate tool for assessing the sequential approach (Policy SF.1), because it is cast too widely in respect of retail development. Conversely, the Primary Shopping Area is drawn too tightly to provide an appropriate area to focus retail development. Therefore we recommend the following:

- The Town Centre Boundary should remain unchanged and a future replacement Policy SF.1 should indicate that leisure and main town centre uses (excluding retail) will not be required to comply with the need or sequential approach in this area;

- The Primary Shopping Area should be renamed the Primary Shopping Frontage (PSF) to avoid confusion with the PPS6 definition. Within the PSF Policy SF.5 should continue to protect Class A1 uses.
- The Council should consider defining Secondary Shopping Frontages, where more flexibility will be permitted but where Class A (1 to 5) will be protected, perhaps including part of Southgate Street, The Broadway and Jewry Street.
- Future policy should indicate that the Primary and Secondary Frontages represent the Primary Shopping Area, where retail development will be focused. A future replacement Policy SF.1 indicates that retail uses will not be required to comply with the need or sequential approach in this area.

District Centres – Strategic Objectives

16.31 Bishop's Waltham, Wickham and New Alresford and possibly Whiteley could be designated as District Centres, which would complement Winchester town centre by providing for convenience food shopping (i.e. anchored by small/medium sized food stores) and a small range of comparison shopping facilities and other services to serve their respective parts of the District. These are important shopping/service centres and their roles should be maintained to ensure they provide an appropriate range of facilities and services.

16.32 Development plan policies should indicate that new shopping and leisure development will not be permitted within these centres where the development would serve a district wide catchment area. Development should also not be permitted where it will have an unacceptable impact on the shopping hierarchy.

16.33 The priority in District Centres should be to seek to accommodate the short to medium term need for new development (between 2011 and 2016). Short to medium term opportunities within or near Bishop's Waltham, Wickham and New Alresford are capable of accommodating Class A1 to A5 floorspace, and could meet most of the 2016 projection for the District (outside Winchester urban area and Whiteley). The theoretical floorspace capacity of opportunities sites in each town is relatively evenly spread as follows; 2,200 sq m gross in New Alresford, 2,000 sq m gross in Bishop's Waltham and 2,000 sq m gross in Wickham. However, a different strategy could be to promote a different distribution of development. The deliverability of these opportunities should be investigated further.

Centre Boundaries and Frontage Policy

16.34 In our view it may be unnecessary to change the Local Plan centre boundaries. However, the centre boundaries may again not be appropriate tools for assessing the sequential approach (Policy SF.1), because are cast too widely in respect of retail development, and the Primary Shopping Areas are drawn too tightly to provide an appropriate area to focus retail development. Therefore we recommend the following:

- The Centre Boundaries should remain unchanged and a future replacement Policy SF.1 should indicate that leisure and main town centre uses (excluding retail) will not be required to comply with the need or sequential approach in this area;
- The Primary Shopping Areas should be renamed the Primary Shopping Frontages (PSF). Within the PSF Policy SF.5 should continue to protect Class A1 uses.
- The Council should consider defining Secondary Shopping Frontages, where more flexibility will be permitted but where Class A (1 to 5) will be protected.
- Future policy should indicate that the Primary and Secondary Frontages represent the Primary Shopping Areas, where retail development will be focused. A future replacement Policy SF.1 indicates that retail uses will not be required to comply with the need or sequential approach in this area.

Local Centres – Strategic Objectives

16.35 Local centres should be designated, including Denmead. These centres have a more limited range and choice of comparison shopping than district centres. The future priority for the local centres should be to consolidate and maintain their roles as important local centres providing basic food and grocery shopping facilities, supported by a limited choice and range of comparison shops selling lower order comparison goods (bought on a regular basis) and a range of non-retail services and community uses. Core facilities should include convenience stores, post office, newsagents and pharmacy.

16.36 Development within these centres should be commensurate with this role and limited catchment area. Opportunities for small scale development to provide additional shop premises should be encouraged, as should the reoccupation of any vacant premises.

16.37 The key facilities that should be encouraged protected in local centres include:

- food supermarket or convenience store;
- Post Office counter;
- newsagents; and
- chemist.

16.38 Other desirable facilities include:

- banks (or ATMs);
- off license;
- takeaways/cafés;
- public house;
- optician;
- hairdressers/barbers;
- bookmakers;
- dry cleaners;
- DVD/video hire shop;
- shoe repair;
- health centre, dentist etc.;
- library;
- schools; and
- community hall.

16.39 The ability to protect these uses will be constrained by permitted development rights and the Use Class Order. However, where a change of use or redevelopment would result in the loss of a key facility or Use Class A or community facilities then the applicant should demonstrate that the proposal will not harm the vitality and viability of the centre.

Criteria for Assessing Development Proposals

16.40 Any future replacement Policy SF.1 should set out the out the criteria for assessing all proposals for retail, leisure and mina town centre uses. These policies include the main tests set out in PPS6, i.e. need, scale, the sequential approach, impact and accessibility by a choice of means of transport. Policy SF.6 encourages new improved facilities within all settlements to meet local needs. However, in settlements with existing designated district or local centres it may be appropriate to concentrate new facilities within these centres rather than anywhere else in the built up area, provided the centre can serve the same catchment area as the proposed development.

16.41 We believe any replacement Policy SF.6 should be amended to refer only to settlements that are not currently served by designated town, district or local centres, or where the applicant can identify a localised area of deficiency in shopping provision within the built up area of settlements served by town, district or local centres. The supporting text could also indicate that retail development outside designated centres will not generally exceed 500 sq m gross. Development under 500 sq m gross proposed outside centres may presumably be covered by Policy S5, which encourages development catering for the daily shopping needs of a local community.

16.42 PPS6 sets out guidance for main town centre uses but does not refer only to large scale developments, and this is an important change from the previous PPG6. The tests of need and the sequential approach are not required for proposals within centres, as currently suggested in the wording of Policy SF.1 and PPS6. As indicated above, we believe this policy should be amended to refer to re-defined Primary Shopping Areas for retail development, and the town/district centre boundaries for leisure and other main town centre uses.

16.43 Development within centres should not have an adverse impact on other centres and development should be appropriate in terms of scale in relation to the centre's role and catchment area. The wording of a replacement Policy SF.1 should be amended to reflect this.

16.44 PPS6 also suggests that local authorities may set limits on the scale of development that may be appropriate within centres. The draft RSS suggest only Winchester town centre is appropriate for development of 10,000 sq m gross or more. The retail capacity projections in this report suggests that development of 2,000 to 3,000 sq m gross, is unlikely to be necessary in any of the other centres in the District. However, we don not recommend that rigid limit area set for centres in the District, because each centre's role and catchment area varies. Furthermore the appropriate scale of development will vary by type and nature of use.

16.45 The supporting text to Policy SF.1 should also indicate that the relevant centres in which to search for sites will depend on the nature and scale of the development and the catchment that the development seeks to serve.

16.46 Based on the above recommendations, the issues for assessing retail and leisure development proposals that may emerge within the District should be as follows:

- What is the locational area of need the development seeks to serve and what designated town, district or local shopping 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 District or a smaller area?

- If the development has an extensive catchment area is a site available in the Primary Shopping Area (redefined) in Winchester town centre for retail development or the Town centre boundary for other main town centre use, including vacant premises and will this site meet the identified need?

- If there is no town centre site is an edge-of-centre site acceptable and available with good links to Winchester town centre and accessible by a choice of means of transport;

- If the development has a more localised catchment area, is a site available in a district or local shopping centre and will this site meet the identified need?

- If so, is the site/unit acceptable in terms of site specific/land use policy, design and highway terms?

- Is the likely development of an appropriate size to meet the identified need without harming the centre or another centre in the hierarchy?

- If there is no town, district or local shopping centre site suitable, available and viable to meet the identified need, is there an out-of-centre site, which meets the above criteria and is genuinely accessible by means of transport other than the car.

16.47 If edge-of-centre or out-of-centre sites are the only opportunities to meet identified needs, consideration must be given to the potential impact effects on the vitality and viability of existing centres, as should transport issues including accessibility and the effect on the use of the car.

Future Strategy Implementation and Monitoring

16.48 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 District 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.

- 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;

- the implementation of shop frontage policies within the development plan to protect retail and other desirable town centre uses; and
- measures to bring forward development opportunities to improve the availability of modern premises suitable for new occupiers.

16.49 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 2011, with longer term forecast up to 2016, 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.

16.50 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 (i.e. uncertainties relating to draft RSS housing 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); and
- implemented development within and around the study area.

16.51 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 District.

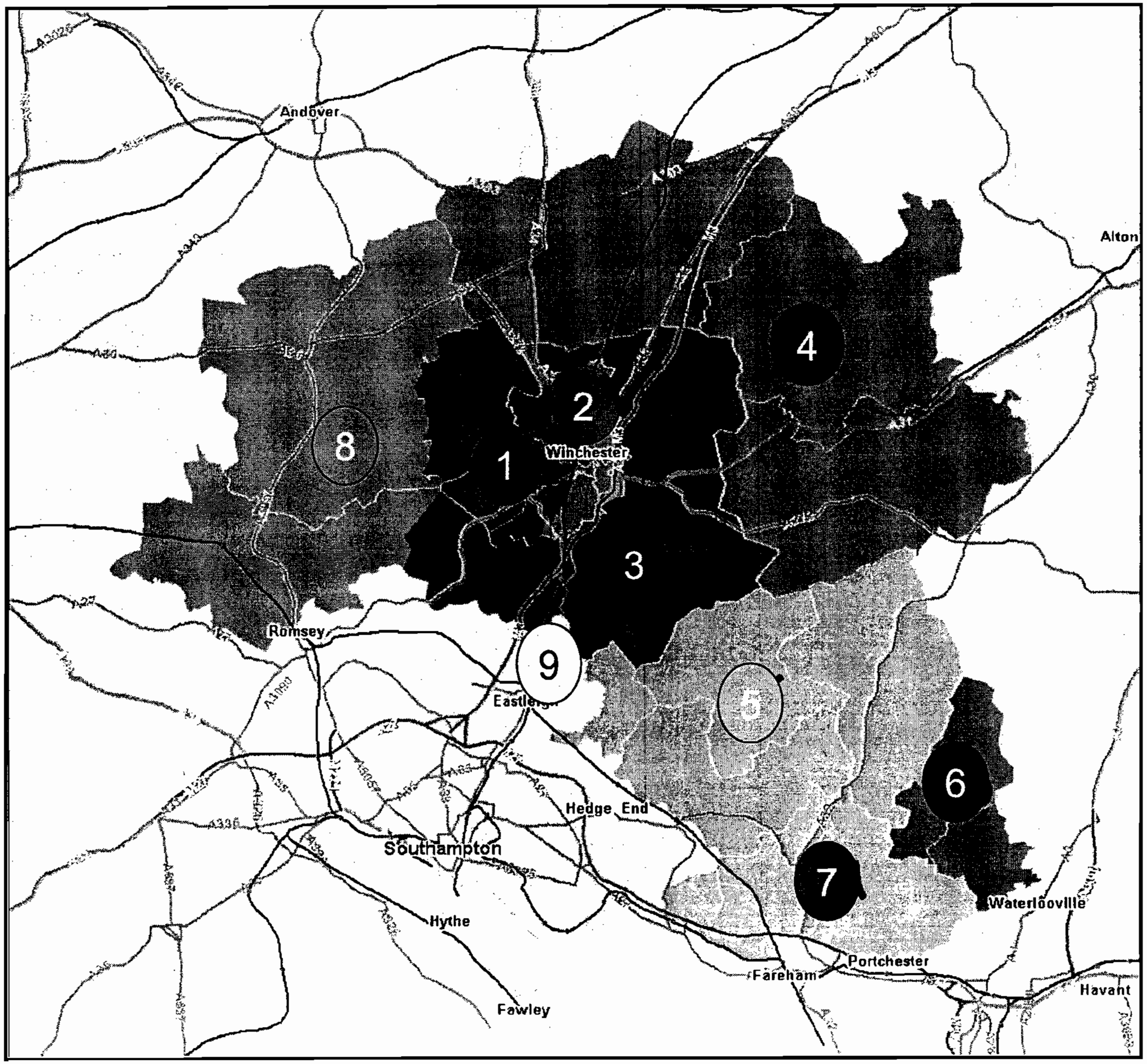
16.52 The Council should consider monitoring and updating the centre health checks provided in this study on a regular basis, perhaps 2-3 years in order to assess changes in the vitality and viability of the centres. In particular changes in the land use survey and vacancy rates should be monitored. Property market data should also be monitored i.e. rents and yields. The visitor survey and pedestrian flow counts could be updated less frequently.

Appendix A

Study Area and Existing Retail Facilities

WINCHESTER STUDY AREA ZONES

Zone	Postcode Sector	2001 Census Population	No. of Interviews
1 – Winchester West	SO22 4 SO22 5 SO22 6	26,987	137
2 – Winchester East	SO23 0 SO23 7 SO23 8 SO23 9	18,975	96
3 – Inner Rural Area	SO21 1 SO21 2	13,481	68
4 – Outer Rural Area: North East	SO21 3 SO24 0 SO24 9	16,505	84
5 – Outer Rural Area: South East	SO32 1 SO32 2 SO32 3 SO50 7	26,506	134
6 - Denmead	PO7 4 PO7 6	10,407	53
7 – Wickham and Whiteley	PO15 6 PO15 7 PO17 5 PO17 6	19,226	97
8 – Outer Rural Area: West	SO20 6 SO51 0 SO51 5 SO51 7 SO51 8 SO51 9	25,875	131
9 - Eastleigh	SO50 4 SO50 6 SO50 8 SO53 1 SO53 2 SO53 5	39,416	200
TOTAL		197,378	1,000


Andover
Alton
Winchester
Romsey
Eastleigh
Southampton
Hedge End
Hythe
Fawley
Fareham
Portchester
Waterlooville
Havant
1
2
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9

Table 1A : Convenience Shops in Winchester

Centre/Stores	Gross Floorspace Sq M	Net Sales Floorspace Sq M	% Conv. Floorspace	Conv. Sales Floorspace Sq M	Company * Average Per Sq M	Benchmark Total £M Turnover
Winchester City Centre						
Sainsbury	1,929	623	95%	592	£9,221	£5.46
Marks & Spencer (food hall)	n/a	700	100%	700	£11,077	£7.75
Iceland	470	372	98%	365	£4,864	£1.77
Other small convenience shops (23)	2,130	1,400	70%	980	£4,000	£3.92
City Centre Sub-Total	**n/a**	**3,095**		**2,636**		**£18.90**
Winchester Urban Area						
Co-Op, 61-65 Stoney Lane, Weeke	428	212	98%	208	£5,343	£1.11
One Stop, Stanmore	n/a	134	99%	133	£4,000	£0.53
Sainsbury, Badgers Farm	7,923	4,327	80%	3,462	£9,221	£31.92
Tesco Express, Harestock	n/a	171	99%	169	£13,145	£2.23
Tesco Express, Kings Worthy	204	135	99%	134	£13,145	£1.76
Tesco, Winnall	5,760	3,648	90%	3,283	£13,145	£43.16
Majestic Wine	n/a	270	100%	270	£5,000	£1.35
Other small convenience shops	n/a	600	100%	600	£4,000	£2.40
Urban Area Sub-Total	**n/a**	**9,497**		**8,258**		**£84.45**
Winchester Urban Area Total	**n/a**	**12,592**		**10,895**	**£9,487**	**£103.35**
Bishops Waltham						
Budgens	929	539	98%	528	£4,000	£2.11
Co-Op	453	186	98%	182	£5,343	£0.97
Local Shops	n/a	329	100%	329	£4,000	£1.32
Bishops Waltham Total		**1,054**		**1,040**		**£4.40**
Denmead						
Co-Op	578	379	98%	371	£5,343	£1.98
Local Shops	n/a	92	100%	92	£4,000	£0.37
Denmead Total		**471**		**463**		**£2.35**
New Alresford						
Tesco Express, 12-14 Broad Street	362	228	97%	221	£13,145	£2.91
Co-Op	n/a	100	100%	100	£5,343	£0.53
Local Shops	n/a	271	100%	271	£4,000	£1.08
New Alresford Total		**599**		**592**		**£4.53**
Wickham						
Co-Op	466	346	98%	339	£5,343	£1.81
Local Shops	n/a	205	100%	205	£4,000	£0.82
Wickham Total		**551**		**544**		**£2.63**
Other Rural Local Shops	**3,500**	**2,450**	**100%**	**2,450**	**£4,000**	**£9.80**
Winchester Rural Area Total	**n/a**	**5,125**		**5,089**	**£4,659**	**£23.71**
Whiteley Village Outlet Shopping						
Tesco	n/a	1,887	95%	1,793	£13,145	£23.56
Whiteley Other	n/a	90	100%	90	£4,000	£0.36
Whiteley Total		**1,977**		**1,883**	**£12,708**	**£23.92**
Winchester LA Total	**n/a**	**19,694**		**17,866**	**£8,451**	**£150.99**
	Comparison Floorspace in Food stores					1,828

* Turnover densities exclude an allowance for petrol sales in large food stores and include an allowance for VAT.

Sources: *Retail Rankings 2007 and Verdict*
Institute of Grocery Distribution
Tesco Stores
J Sainsbury
Goad Plans

Table 2A: Convenience Retail Commitments

	Gross Floorspace Sq M	Net Sales Floorspace Sq M	% Conv. Floorspace	Conv. Sales Floorspace SqM	Company * Average Per Sq M	Benchmark Total £M Turnover
Gains						
Sainsbury City Centre - New Store*	2,429	1,579	90%	1,421	£9,221	£13.10
Sainsbury Badger Farm - reconfiguration	n/a	771	50%	386	£9,221	£3.55
Waitrose, Weeke	n/a	1,764	90%	1,588	£10,659	£16.92
Co-op Alresford	436	300	95%	285	£5,343	£1.52
Total Gains		**4,414**		**3,679**		**£35.10**
Losses						
Sainsbury, City Centre	1,929	623	95%	592	£9,221	£5.46
Iceland, City Centre	n/a	372	98%	365	£4,864	£1.77
Co-op Alresford	n/a	100	100%	100	£5,343	£0.53
Total Losses		**1,095**		**1,056**		**£7.76**

Table 3A: Comparison Shops within Winchester Town Centre 2007

Location	Gross Floorspace Sq M	Net Sales Floorspace Sq M	Average Turnover Per Sq M	Benchmark Turnover £M
Comparison Shops in Winchester Town Centre				
Argos (£M per outlet)	300	100	n/a	£7.31
Beales	2,970	2,200	£2,011	£4.42
BHS (2003/04)	3,190	2,400	£2,315	£5.56
Blacks (2004/05)	180	130	£3,971	£0.52
Bon Marche (2003/04)	200	150	£2,674	£0.40
Boots The Chemist	1,010	750	£8,021	£6.02
Clarks	330	250	£10,076	£2.52
Clinton Cards (2003/04) (x2)	580	430	£3,010	£1.29
Currys Digital	230	170	£5,755	£0.98
Debenhams	4,170	3,100	£2,390	£7.41
Dolland & Aitcheson (£M per outlet)	90	50	n/a	£0.42
Early Learning Centre (2004/05)	240	180	£4,914	£0.88
Ernest Jones (2003/04)	120	90	£1,093	£0.10
Fat Face (£M per outlet)	620	460	n/a	£0.78
Game	240	180	£12,332	£2.22
H Samuel (£M per outlet)	100	70	n/a	£0.65
HMV	310	230	£10,080	£2.32
Jaeger (£M per outlet)	180	130	n/a	£0.67
Jessops (£M per outlet)	80	60	n/a	£1.21
JJB Sports	390	290	£2,188	£0.63
Lloyds Phramacy (£M per outlet)	160	120	n/a	£0.86
London Camera Exchange (£M per outlet)	50	40	n/a	£0.40
Long Tall Sally (£M per outlet)	110	80	n/a	£0.53
Marks & Spencer	1,620	1,200	£6,631	£7.96
MFI (2004/05)	210	150	£2,403	£0.36
Monsoon (£M per outlet)	320	240	n/a	£0.76
Moss Bros (£M per outlet)	240	180	n/a	£0.98
Mulityork (£M per outlet)	340	250	n/a	£0.81
New Look	640	480	£4,766	£2.29
Next	340	250	£7,192	£1.80
O2 (£M per outlet)	120	90	n/a	£0.54
Orange (£M per outlet)	60	40	n/a	£1.29
Paperchase (£M per outlet)	140	100	n/a	£1.69
Phones 4 U (£M per outlet)	240	180	n/a	£1.79
River Island	420	310	£11,624	£3.60
Robert Dyas (2003/04)	300	220	£3,706	£0.82
Russell & Bromley (£M per outlet)	460	340	n/a	£1.78
Specsavers (£M per outlet)	150	100	n/a	£1.14
Stead & Simpson	120	90	£3,974	£0.36
Superdrug (x2)	800	600	£5,603	£3.36
The Body Shop (£M per outlet)	180	130	n/a	£0.55
The Carphone Warehouse (£M per outlet)	110	80	n/a	£2.06
The Edinburgh Woollen Mill (£M per outlet)	220	160	n/a	£0.50
The Works (£M per outlet)	150	110	n/a	£0.41
Timpson (£M per outlet)	90	70	n/a	£0.15
Vision Express (£M per outlet)	200	150	n/a	£0.72
Vodafone(£M per outlet)	100	80	n/a	£2.36
Waterstones (x2)	930	700	£3,908	£2.74
WH Smith	1,360	1,000	£5,552	£5.55
Other Comparison shops	15,310	11,400	£5,294	£60.35
Food stores (comparison space only)	n/a	459	£5,000	£2.29
Winchester Town Centre Total	**41,020**	**30,819**	**£5,098**	**£157.10**
Winchester Urban Area - Local Centres	**n/a**	**700**	**£4,000**	**£2.80**

Sources: Goad
NLP Site Visit 2007

Table 4A: Comparison Shops within Other Main and Local Centres 2007

Location	Net Sales Floorspace Sq M	Average Turnover Per Sq M	Benchmark Turnover £M
Bishops Waltham	800	£4,000	£3.20
Denmead	200	£4,000	£0.80
New Alresford	1,000	£4,000	£4.00
Wickham	600	£4,000	£2.40
Other Rural Local Centres	1,300	£4,000	£5.20
Rural Centres Sub-Total	**3,900**		**£15.60**
Whiteley Village (incl Tesco)	**8,800**	**£4,000**	**£35.20**

Sources: Goad
NLP Site Visit 2007

Table 5A: Comparison Floorspace within Retail Warehouses/Out of Centre Food Stores

Retail Warehouses in Winchester	Net Sales Floorspace Sq M	Average Turnover Per Sq M	Benchmark Turnover £M
Easton Lane Retail Park			
Homebase (includes Moben, Sharps and Dolphin)	4,880	£1,568	£7.65
Downs Carpets	1,050	£1,000	£1.05
Currys	700	£4,898	£3.43
Halfords	1,200	£1,981	£2.38
Scats	600	£2,909	£1.75
Pets At Home	700	£2,000	£1.40
Fabric Warehouse	600	£2,000	£1.20
Sub-Total	**9,730**		**£18.85**
Winchester Trade Park			
Topps Tiles	180	£1,758	£0.32
Carpetright	900	£1,315	£1.18
Sub-Total	**1,080**		**£1.50**
Andover Road Retail Park			
Brewers	225	£1,500	£0.34
Pets Corner	225	£2,000	£0.45
Sub-Total	**450**		**£0.79**
Out-of-Centre Food Stores			
Tesco, Winnall (non-food sales only)	365	£7,821	£2.85
Sainsbury Badger Farm (non-food sales only)	865	£6,896	£5.97
Sub-Total	**1,230**		**£8.82**
Out-of-Centre Total	**12,490**	**£2,399**	**£29.96**

Sources: NLP Site Visit 2007
VOA 2005 ratings list

Table 6A: Comparison Floorspace in Commitments

Location	Net Sales Floorspace Sq M	Average Turnover Per Sq M	Benchmark Turnover £M
Commitments - Gains			
Sainsbury Badger Farm (non-food sales only) - Reconfigur	385	£6,896	£2.65
Next reoccupation of former Somerfield	700	£7,192	£5.03
Thornfield Silver Hill Development (1)	5,864	£6,000	£35.18
Sainsbury town centre (non-food sales only) (2)	158	£6,896	£1.09
Waitrose (non-food sales only), Weeke	176	£11,066	£1.95
Unit shops, Weeke (3)	250	£4,000	£1.00
Andover Road Retail Park	300	£2,500	£0.75
Total - Gains	**7,833**	**£6,085**	**£47.66**
Commitments - Losses			
Thornfield Silver Hill Development (1)	1,250	£4,000	£5.00
Sainsbury (non-food sales only)	31	£6,896	£0.21
Iceland (non-food sales only)	7	£4,000	£0.03
Total - Losses	**1,288**	**£4,070**	**£5.24**
Total Net Increase	**6,545**		**£42.42**

(1) Assumes up to 7,818 sq m gross - 75% net to gross ratio
(2) Net gain allowing for loss of existing store
(3) Assumes 50% is comparison floorspace

Appendix B

Convenience Retail Assessment

Table 1B: Population Projections

Zone	2001	2007	2011	2016	2021	2026
Zone 1: Winchester - West	26,987	27,240	27,071	29,073	29,583	30,035
Zone 2: Winchester - East	18,975	19,662	20,095	21,581	21,959	22,295
Zone 3: Inner Rural Area	13,481	13,805	13,829	14,852	15,112	15,343
Zone 4: Outer Rural Area - North East	16,505	16,823	16,991	18,248	18,567	18,851
Zone 5: Outer Rural Area - South East	26,506	26,907	26,819	28,803	31,068	33,079
Zone 6: Denmead	10,407	10,756	10,725	11,518	11,720	11,899
Zone 7: Wickham & Whiteleys	19,226	24,733	27,578	28,958	30,975	34,741
Zone 8: Outer Rural Area - West	25,875	26,628	27,196	27,708	28,261	28,457
Zone 9: Eastleigh	39,416	40,852	42,336	42,926	44,021	45,426
Total	**197,378**	**207,407**	**212,639**	**223,668**	**231,266**	**240,127**
Alternative Development Scenarios						
(1) Whiteley Village (Zone 7)	n/a	n/a	n/a	3,390	6,660	6,660
(2) Barton Farm (Zone 2)	n/a	n/a	n/a	2,260	4,440	4,440
(3) West Waterlooville (Zone 6)	n/a	n/a	n/a	1,130	2,220	2,220

Sources:

2001 Population Census
Hampshire County Council's Ward based population projections 2005 to 2011
Hampshire County Council's District wide projections for Winchester, Test Valley, Fareham and Eastleigh 2001 to 2026

(1) Whiteley Village - assuming 3,000 additional dwellings (1,500 by 2016 and 3,000 by 2021)
(2) Barton Farm - assuming 2,000 additional dwellings (1,000 by 2016 and 2,000 by 2021)
(3) West Waterlooville - assuming 1,000 additional dwellings (500 by 2016 and 1,000 by 2021)
Additional dwellings generate population at 2.26 per dwg in 2016 and 2.22 in 2021/2026

Table 2B: Convenience Retail Expenditure Per Capita (2005 Prices)

Expenditure Per Capita	2007	2011	2016	2021	2026	Growth 2007-2011	Growth 2007-2016	Growth 2007-2021	Growth 2007-2026
Zone 1: Winchester - West	£1,515	£1,545	£1,613	£1,670	£1,729	2.0%	6.5%	10.2%	14.1%
Zone 2: Winchester - East	£1,676	£1,710	£1,785	£1,848	£1,914	2.0%	6.5%	10.3%	14.2%
Zone 3: Inner Rural Area	£1,676	£1,709	£1,784	£1,847	£1,913	2.0%	6.4%	10.2%	14.1%
Zone 4: Outer Rural Area - North East	£1,763	£1,798	£1,877	£1,943	£2,012	2.0%	6.5%	10.2%	14.1%
Zone 5: Outer Rural Area - South East	£1,673	£1,706	£1,781	£1,844	£1,909	2.0%	6.5%	10.2%	14.1%
Zone 6: Denmead	£1,631	£1,664	£1,736	£1,798	£1,862	2.0%	6.4%	10.2%	14.2%
Zone 7: Wickham & Whiteleys	£1,544	£1,575	£1,644	£1,702	£1,762	2.0%	6.5%	10.2%	14.1%
Zone 8: Outer Rural Area - West	£1,825	£1,862	£1,943	£2,012	£2,084	2.0%	6.5%	10.2%	14.2%
Zone 9: Eastleigh	£1,590	£1,622	£1,693	£1,753	£1,815	2.0%	6.5%	10.3%	14.2%

Sources:
Experian local estimates of 2005 convenience goods expenditure per capita
Excluding special forms of trading - 1.9% in 2007, 2.0% in 2008, 2.1% in 2009, 2.2% in 2010 and 2.3% in 2011 and beyond
Experian Business Strategies - recommended forecast growth rates
(0.5% per annum between 2005 to 2010, 0.9% between 2011 and 2015 and 0.7% per annum between 2016 and 2026)

Table 3B: Total Convenience Retail Expenditure (2005 Prices)

Expenditure	**2007**	**2011**	**2016**	**2021**	**2026**	**Growth 2007-2011**	**Growth 2007-2016**	**Growth 2007-2021**	**Growth 2007-2026**
Zone 1: Winchester - West	£41.27	£41.82	£46.90	£49.40	£51.93	1.3%	13.6%	19.7%	25.8%
Zone 2: Winchester - East	£32.95	£34.36	£38.52	£40.58	£42.67	4.3%	16.9%	23.1%	29.5%
Zone 3: Inner Rural Area	£23.14	£23.63	£26.50	£27.91	£29.35	2.1%	14.5%	20.6%	26.9%
Zone 4: Outer Rural Area - North East	£29.66	£30.55	£34.25	£36.08	£37.93	3.0%	15.5%	21.6%	27.9%
Zone 5: Outer Rural Area - South East	£45.02	£45.75	£51.30	£57.29	£63.15	1.6%	14.0%	27.3%	40.3%
Zone 6: Denmead	£17.54	£17.85	£20.00	£21.07	£22.16	1.7%	14.0%	20.1%	26.3%
Zone 7: Wickham & Whiteleys	£38.19	£43.44	£47.61	£52.72	£61.21	13.7%	24.7%	38.1%	60.3%
Zone 8: Outer Rural Area - West	£48.60	£50.64	£53.84	£56.86	£59.30	4.2%	10.8%	17.0%	22.0%
Zone 9: Eastleigh	£64.96	£68.67	£72.67	£77.17	£82.45	5.7%	11.9%	18.8%	26.9%
Catchment Area Total	**£341.32**	**£356.71**	**£391.58**	**£419.08**	**£450.15**	**4.5%**	**14.7%**	**22.8%**	**31.9%**
Alternative Development Scenarios									
(1) Whiteley Village (Zone 7)	n/a	n/a	£5.57	£11.34	£11.73				
(2) Barton Farm (Zone 2)	n/a	n/a	£4.03	£8.21	£8.50				
(3) West Waterlooville (Zone 6)	n/a	n/a	£1.96	£3.99	£4.13				

Sources: *Table 1B and Table 3B*

Table 4B: Estimated Convenience Shopping Penetration Rates

Store/Destination	**Zone 1**	**Zone 2**	**Zone 3**	**Zone 4**	**Zone 5**	**Zone 6**	**Zone 7**	**Zone 8**	**Zone 9**	**Inflow Beyond Study Area**
Tesco, Winnall	14%	47%	24%	55%	3%	0%	0%	8%	6%	5%
Sainsbury, Badger Farm	59%	18%	28%	11%	1%	0%	0%	8%	6%	2%
Winchester town centre	11%	24%	3%	2%	0%	0%	1%	0%	0%	15%
Winchester local centres	10%	5%	3%	1%	0%	0%	0%	0%	0%	1%
Bishops Waltham	0%	0%	0%	0%	20%	0%	0%	0%	0%	1%
Denmead	0%	0%	0%	0%	0%	12%	0%	0%	0%	15%
New Alresford	0%	0%	1%	11%	0%	0%	0%	0%	0%	5%
Wickham	0%	0%	0%	0%	3%	0%	9%	0%	0%	5%
Rural Local Shops	0%	0%	8%	4%	5%	0%	1%	0%	0%	1%
Whiteley Village Outlet Shopping	0%	0%	0%	0%	0%	0%	17%	0%	0%	70%
Other Outside Winchester District	***6%***	***6%***	***33%***	***16%***	***68%***	***88%***	***72%***	***84%***	***88%***	***n/a***
Total	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	***n/a***

Source: NEMS Household Survey June 2007

Table 5B: Convenience Turnover in Winchester 2007

	Zone 1	**Zone 2**	**Zone 3**	**Zone 4**	**Zone 5**	**Zone 6**	**Zone 7**	**Zone 8**	**Zone 9**	**Inflow £ m**	**Total Turnover £ m**
Available Expenditure 2007 £M	***£41.27***	***£32.95***	***£23.14***	***£29.66***	***£45.02***	***£17.54***	***£38.19***	***£48.60***	***£64.96***		
Tesco, Winnall	£5.78	£15.49	£5.55	£16.31	£1.35	£0.00	£0.00	£3.89	£3.90	£2.75	£55.02
Sainsbury, Badger Farm	£24.35	£5.93	£6.48	£3.26	£0.45	£0.00	£0.00	£3.89	£3.90	£0.98	£49.24
Winchester town centre	£4.54	£7.91	£0.69	£0.59	£0.00	£0.00	£0.38	£0.00	£0.00	£2.49	£16.61
Winchester local centres	£4.13	£1.65	£0.69	£0.30	£0.00	£0.00	£0.00	£0.00	£0.00	£0.07	£6.83
Winchester Urban Area Sub Total	**£38.79**	**£30.98**	**£13.42**	**£20.46**	**£1.80**	**£0.00**	**£0.38**	**£7.78**	**£7.79**	**£6.30**	**£127.70**
Bishops Waltham	£0.00	£0.00	£0.00	£0.00	£9.00	£0.00	£0.00	£0.00	£0.00	£0.09	£9.09
Denmead	£0.00	£0.00	£0.00	£0.00	£0.00	£2.11	£0.00	£0.00	£0.00	£0.37	£2.48
New Alresford	£0.00	£0.00	£0.23	£3.26	£0.00	£0.00	£0.00	£0.00	£0.00	£0.18	£3.68
Wickham	£0.00	£0.00	£0.00	£0.00	£1.35	£0.00	£3.44	£0.00	£0.00	£0.25	£5.04
Rural Local Shops	£0.00	£0.00	£1.85	£1.19	£2.25	£0.00	£0.38	£0.00	£0.00	£0.06	£5.73
Winchester Rural Area Sub Total	**£0.00**	**£0.00**	**£2.08**	**£4.45**	**£12.60**	**£2.11**	**£3.82**	**£0.00**	**£0.00**	**£0.96**	**£26.02**
Whiteley Village Outlet Shopping	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£6.49	£0.00	£0.00	£15.15	£21.64
Winchester LA Total	**£38.79**	**£30.98**	**£15.50**	**£24.91**	**£14.40**	**£2.11**	**£10.69**	**£7.78**	**£7.79**	**£22.40**	**£175.36**
Outflow from Winchester District	**£2.48**	**£1.98**	**£7.64**	**£4.75**	**£30.61**	**£15.44**	**£27.50**	**£40.82**	**£57.16**	n/a	n/a
Total	**£41.27**	**£32.95**	**£23.14**	**£29.66**	**£45.02**	**£17.54**	**£38.19**	**£48.60**	**£64.96**	**n/a**	**n/a**

Source: Tables 3B and 4B

Table 6B: **Convenience Turnover in Winchester 2011**

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Inflow	Total Turnover
Available Expenditure 2011 £M	***£41.82***	***£34.36***	***£23.63***	***£30.55***	***£45.75***	***£17.85***	***£43.44***	***£50.64***	***£68.67***	**£ m**	**£ m**
Tesco, Winnall	£5.86	£16.15	£5.67	£16.80	£1.37	£0.00	£0.00	£4.05	£4.12	£2.84	£56.87
Sainsbury, Badger Farm	£24.68	£6.19	£6.62	£3.36	£0.46	£0.00	£0.00	£4.05	£4.12	£1.01	£50.48
Winchester town centre	£4.60	£8.25	£0.71	£0.61	£0.00	£0.00	£0.43	£0.00	£0.00	£2.58	£17.18
Winchester local centres	£4.18	£1.72	£0.71	£0.31	£0.00	£0.00	£0.00	£0.00	£0.00	£0.07	£6.98
Winchester Urban Area Sub Total	**£39.32**	**£32.30**	**£13.71**	**£21.08**	**£1.83**	**£0.00**	**£0.43**	**£8.10**	**£8.24**	**£6.50**	**£131.51**
Bishops Waltham	£0.00	£0.00	£0.00	£0.00	£9.15	£0.00	£0.00	£0.00	£0.00	£0.09	£9.24
Denmead	£0.00	£0.00	£0.00	£0.00	£0.00	£2.14	£0.00	£0.00	£0.00	£0.38	£2.52
New Alresford	£0.00	£0.00	£0.24	£3.36	£0.00	£0.00	£0.00	£0.00	£0.00	£0.19	£3.79
Wickham	£0.00	£0.00	£0.00	£0.00	£1.37	£0.00	£3.91	£0.00	£0.00	£0.28	£5.56
Rural Local Shops	£0.00	£0.00	£1.89	£1.22	£2.29	£0.00	£0.43	£0.00	£0.00	£0.06	£5.89
Winchester Rural Area Sub Total	**£0.00**	**£0.00**	**£2.13**	**£4.58**	**£12.81**	**£2.14**	**£4.34**	**£0.00**	**£0.00**	**£1.00**	**£27.00**
Whiteley Village Outlet Shopping	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£7.38	£0.00	£0.00	£17.23	£24.61
Winchester LA Total	**£39.32**	**£32.30**	**£15.83**	**£25.66**	**£14.64**	**£2.14**	**£12.16**	**£8.10**	**£8.24**	**£24.73**	**£183.12**
Outflow from Winchester District	**£2.51**	**£2.06**	**£7.80**	**£4.89**	**£31.11**	**£15.70**	**£31.27**	**£42.54**	**£60.43**	**n/a**	**n/a**
Total	**£41.82**	**£34.36**	**£23.63**	**£30.55**	**£45.75**	**£17.85**	**£43.44**	**£50.64**	**£68.67**	**n/a**	**n/a**

Source: Tables 3B and 4B

Table 7B: **Convenience Turnover in Winchester 2016**

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Inflow	Total Turnover
Available Expenditure 2016 £M	***£46.90***	***£38.52***	***£26.50***	***£34.25***	***£51.30***	***£20.00***	***£47.61***	***£53.84***	***£72.67***	**£ m**	**£ m**
Tesco, Winnall	£6.57	£18.11	£6.36	£18.84	£1.54	£0.00	£0.00	£4.31	£4.36	£3.16	£63.24
Sainsbury, Badger Farm	£27.67	£6.93	£7.42	£3.77	£0.51	£0.00	£0.00	£4.31	£4.36	£1.12	£56.09
Winchester town centre	£5.16	£9.25	£0.79	£0.69	£0.00	£0.00	£0.48	£0.00	£0.00	£2.89	£19.25
Winchester local centres	£4.69	£1.93	£0.79	£0.34	£0.00	£0.00	£0.00	£0.00	£0.00	£0.08	£7.83
Winchester Urban Area Sub Total	**£44.08**	**£36.21**	**£15.37**	**£23.63**	**£2.05**	**£0.00**	**£0.48**	**£8.61**	**£8.72**	**£7.25**	**£146.41**
Bishops Waltham	£0.00	£0.00	£0.00	£0.00	£10.26	£0.00	£0.00	£0.00	£0.00	£0.10	£10.36
Denmead	£0.00	£0.00	£0.00	£0.00	£0.00	£2.40	£0.00	£0.00	£0.00	£0.42	£2.82
New Alresford	£0.00	£0.00	£0.26	£3.77	£0.00	£0.00	£0.00	£0.00	£0.00	£0.21	£4.24
Wickham	£0.00	£0.00	£0.00	£0.00	£1.54	£0.00	£4.28	£0.00	£0.00	£0.31	£6.13
Rural Local Shops	£0.00	£0.00	£2.12	£1.37	£2.56	£0.00	£0.48	£0.00	£0.00	£0.07	£6.60
Winchester Rural Area Sub Total	**£0.00**	**£0.00**	**£2.38**	**£5.14**	**£14.36**	**£2.40**	**£4.76**	**£0.00**	**£0.00**	**£1.11**	**£30.16**
Whiteley Village Outlet Shopping	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£8.09	£0.00	£0.00	£18.88	£26.98
Winchester LA Total	**£44.08**	**£36.21**	**£17.75**	**£28.77**	**£16.42**	**£2.40**	**£13.33**	**£8.61**	**£8.72**	**£27.24**	**£203.54**
Outflow from Winchester District	**£2.81**	**£2.31**	**£8.74**	**£5.48**	**£34.88**	**£17.60**	**£34.28**	**£45.22**	**£63.95**	**n/a**	**n/a**
Total	**£46.90**	**£38.52**	**£26.50**	**£34.25**	**£51.30**	**£20.00**	**£47.61**	**£53.84**	**£72.67**	**n/a**	**n/a**

Source: Tables 3B and 4B

Table 8B: **Convenience Turnover in Winchester 2021**

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Inflow	Total Turnover
Available Expenditure 2021 £M	***£49.40***	***£40.58***	***£27.91***	***£36.08***	***£57.29***	***£21.07***	***£52.72***	***£56.86***	***£77.17***	**£ m**	**£ m**
Tesco, Winnall	£6.92	£19.07	£6.70	£19.84	£1.72	£0.00	£0.00	£4.55	£4.63	£3.34	£66.77
Sainsbury, Badger Farm	£29.15	£7.30	£7.82	£3.97	£0.57	£0.00	£0.00	£4.55	£4.63	£1.18	£59.17
Winchester town centre	£5.43	£9.74	£0.84	£0.72	£0.00	£0.00	£0.53	£0.00	£0.00	£3.05	£20.31
Winchester local centres	£4.94	£2.03	£0.84	£0.36	£0.00	£0.00	£0.00	£0.00	£0.00	£0.08	£8.25
Winchester Urban Area Sub Total	**£46.44**	**£38.15**	**£16.19**	**£24.89**	**£2.29**	**£0.00**	**£0.53**	**£9.10**	**£9.26**	**£7.65**	**£154.49**
Bishops Waltham	£0.00	£0.00	£0.00	£0.00	£11.46	£0.00	£0.00	£0.00	£0.00	£0.12	£11.57
Denmead	£0.00	£0.00	£0.00	£0.00	£0.00	£2.53	£0.00	£0.00	£0.00	£0.45	£2.97
New Alresford	£0.00	£0.00	£0.28	£3.97	£0.00	£0.00	£0.00	£0.00	£0.00	£0.22	£4.47
Wickham	£0.00	£0.00	£0.00	£0.00	£1.72	£0.00	£4.74	£0.00	£0.00	£0.34	£6.80
Rural Local Shops	£0.00	£0.00	£2.23	£1.44	£2.86	£0.00	£0.53	£0.00	£0.00	£0.07	£7.14
Winchester Rural Area Sub Total	**£0.00**	**£0.00**	**£2.51**	**£5.41**	**£16.04**	**£2.53**	**£5.27**	**£0.00**	**£0.00**	**£1.20**	**£32.96**
Whiteley Village Outlet Shopping	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£8.96	£0.00	£0.00	£20.91	£29.87
Winchester LA Total	**£46.44**	**£38.15**	**£18.70**	**£30.30**	**£18.33**	**£2.53**	**£14.76**	**£9.10**	**£9.26**	**£29.76**	**£217.33**
Outflow from Winchester District	**£2.96**	**£2.43**	**£9.21**	**£5.77**	**£38.96**	**£18.54**	**£37.96**	**£47.76**	**£67.91**	**n/a**	**n/a**
Total	**£49.40**	**£40.58**	**£27.91**	**£36.08**	**£57.29**	**£21.07**	**£52.72**	**£56.86**	**£77.17**	**n/a**	**n/a**

Source: Tables 3B and 4B

Table 9B: **Convenience Turnover In Winchester 2026**

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Inflow	Total Turnover
Available Expenditure 2026 £M	***£51.93***	***£42.67***	***£29.35***	***£37.93***	***£63.15***	***£22.16***	***£61.21***	***£59.30***	***£82.45***	**£ m**	**£ m**
Tesco, Winnall	£7.27	£20.06	£7.04	£20.86	£1.89	£0.00	£0.00	£4.74	£4.95	£3.52	£70.33
Sainsbury, Badger Farm	£30.64	£7.68	£8.22	£4.17	£0.63	£0.00	£0.00	£4.74	£4.95	£1.25	£62.28
Winchester town centre	£5.71	£10.24	£0.88	£0.76	£0.00	£0.00	£0.61	£0.00	£0.00	£3.21	£21.42
Winchester local centres	£5.19	£2.13	£0.88	£0.38	£0.00	£0.00	£0.00	£0.00	£0.00	£0.09	£8.67
Winchester Urban Area Sub Total	**£48.81**	**£40.11**	**£17.02**	**£26.17**	**£2.53**	**£0.00**	**£0.61**	**£9.49**	**£9.89**	**£8.06**	**£162.70**
Bishops Waltham	£0.00	£0.00	£0.00	£0.00	£12.63	£0.00	£0.00	£0.00	£0.00	£0.13	£12.76
Denmead	£0.00	£0.00	£0.00	£0.00	£0.00	£2.66	£0.00	£0.00	£0.00	£0.47	£3.13
New Alresford	£0.00	£0.00	£0.29	£4.17	£0.00	£0.00	£0.00	£0.00	£0.00	£0.24	£4.70
Wickham	£0.00	£0.00	£0.00	£0.00	£1.89	£0.00	£5.51	£0.00	£0.00	£0.39	£7.79
Rural Local Shops	£0.00	£0.00	£2.35	£1.52	£3.16	£0.00	£0.61	£0.00	£0.00	£0.08	£7.71
Winchester Rural Area Sub Total	**£0.00**	**£0.00**	**£2.64**	**£5.69**	**£17.68**	**£2.66**	**£6.12**	**£0.00**	**£0.00**	**£1.30**	**£36.09**
Whiteley Village Outlet Shopping	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£10.41	£0.00	£0.00	£24.28	£34.69
Winchester LA Total	**£48.81**	**£40.11**	**£19.67**	**£31.86**	**£20.21**	**£2.66**	**£17.14**	**£9.49**	**£9.89**	**£33.64**	**£233.48**
Outflow from Winchester District	**£3.12**	**£2.56**	**£9.69**	**£6.07**	**£42.94**	**£19.50**	**£44.07**	**£49.81**	**£72.56**	n/a	n/a
Total	**£51.93**	**£42.67**	**£29.35**	**£37.93**	**£63.15**	**£22.16**	**£61.21**	**£59.30**	**£82.45**	**n/a**	**n/a**

Source: Tables 3B and 4B

Table 10B: Summary of Convenience Turnover 2007 to 2026 (£Millions)

	2007	2011	2016	2021	2026
Tesco, Winnall	£55.02	£56.87	£63.24	£66.77	£70.33
Sainsbury, Badger Farm	£49.24	£50.48	£56.09	£59.17	£62.28
Winchester town centre	£16.61	£17.18	£19.25	£20.31	£21.42
Winchester local centres	£6.83	£6.98	£7.83	£8.25	£8.67
Winchester Urban Area Sub Total	**£127.70**	**£131.51**	**£146.41**	**£154.49**	**£162.70**
Bishops Waltham	£9.09	£9.24	£10.36	£11.57	£12.76
Denmead	£2.48	£2.52	£2.82	£2.97	£3.13
New Alresford	£3.68	£3.79	£4.24	£4.47	£4.70
Wickham	£5.04	£5.56	£6.13	£6.80	£7.79
Rural Local Shops	£5.73	£5.89	£6.60	£7.14	£7.71
Winchester Rural Area Sub Total	**£26.02**	**£27.00**	**£30.16**	**£32.96**	**£36.09**
Whiteley Village Outlet Shopping	£21.64	£24.61	£26.98	£29.87	£34.69
Total	**£175.36**	**£183.12**	**£203.54**	**£217.33**	**£233.48**
Benchmark Turnover Existing Floorspace					
Winchester urban area	£103.35	£104.60	£106.17	£107.78	£109.40
Winchester rural area	£23.71	£24.00	£24.36	£24.73	£25.10
Whiteley Village Outlet Centre	£23.92	£24.21	£24.57	£24.94	£25.32
Benchmark Turnover Sub-Total	**£150.98**	**£152.80**	**£155.11**	**£157.45**	**£159.82**
Benchmark Turnover Commitments					
Winchester urban area	£0.00	£26.35	£26.75	£27.15	£27.56
Winchester rural area	£0.00	£0.99	£1.00	£1.02	£1.04
Whiteley Village Outlet Centre	£0.00	£0.00	£0.00	£0.00	£0.00
Benchmark Turnover Sub-Total	**£0.00**	**£27.34**	**£27.75**	**£28.17**	**£28.60**
Surplus/Deficit Expenditure					
Winchester urban area	£24.35	£0.56	£13.48	£19.57	£25.74
Winchester rural area	£2.31	£2.02	£4.79	£7.22	£9.96
Whiteley Village Outlet Centre	-£2.28	£0.41	£2.40	£4.93	£9.37
Surplus/Deficit Total	**£24.38**	**£2.98**	**£20.68**	**£31.71**	**£45.06**

Source: *Tables 5B to 9B*

Table 11B: Convenience Floorspace Projections 2007 to 2026

	2007	2011	2016	2021	2026
Availbale Expenditure (£ Millions)					
Winchester urban area	£127.70	£131.51	£146.41	£154.49	£162.70
Winchester rural area	£26.02	£27.00	£30.16	£32.96	£36.09
Whiteley Village Outlet Centre	£21.64	£24.61	£26.98	£29.87	£34.69
Total Expenditure	**£175.36**	**£183.12**	**£203.54**	**£217.33**	**£233.48**
Existing Benchmark Turnover (£Millions)					
Winchester urban area	£103.35	£104.60	£106.17	£107.78	£109.40
Winchester rural area	£23.71	£24.00	£24.36	£24.73	£25.10
Whiteley Village Outlet Centre	£23.92	£24.21	£24.57	£24.94	£25.32
Benchmark Turnover Sub-Total	**£150.98**	**£152.80**	**£155.11**	**£157.45**	**£159.82**
Commitments Benchmark Turnover (£Millions)					
Winchester urban area	£0.00	£26.35	£26.75	£27.15	£27.56
Winchester rural area	£0.00	£0.99	£1.00	£1.02	£1.04
Whiteley Village Outlet Centre	£0.00	£0.00	£0.00	£0.00	£0.00
Benchmark Turnover Sub-Total	**£0.00**	**£27.34**	**£27.75**	**£28.17**	**£28.60**
Surplus/Deficit Expenditure (£Millions)					
Winchester urban area	£24.35	£0.56	£13.48	£19.57	£25.74
Winchester rural area	£2.31	£2.02	£4.79	£7.22	£9.96
Whiteley Village Outlet Centre	-£2.28	£0.41	£2.40	£4.93	£9.37
Surplus/Deficit Total	**£24.38**	**£2.98**	**£20.68**	**£31.71**	**£45.06**
Average Sales Density (£ per Sq M Net)					
Winchester urban area	£9,487	£9,601	£9,746	£9,893	£10,043
Winchester rural area	£4,659	£4,715	£4,786	£4,859	£4,932
Whiteley Village Outlet Centre	£12,708	£12,861	£13,055	£13,252	£13,452
Sales Floorspace Projection (Sq M Net)					
Winchester urban area	2,567	59	1,384	1,978	2,563
Winchester rural area	495	428	1,002	1,485	2,019
Whiteley Village Outlet Centre	-179	31	184	372	696
Surplus/Deficit Total	**2,882**	**518**	**2,569**	**3,835**	**5,278**

Table 12B: Convenience Floorspace Projections 2016 to 2026 - Development Scenarios

	Winchester Urban Area	Winchester Rural Area	Whiteley Village	Total
Baseline - No additional growth				
Net Sales Floorspace at:				
2016	1,384	1,002	184	**2,569**
2021	1,978	1,485	372	**3,835**
2026	2,563	2,019	696	**5,278**
1 - With 3,000 dwellings at Whiteley				
Net Sales Floorspace at:				
2016	1,390	1,124	426	**2,940**
2021	1,991	1,730	857	**4,578**
2026	2,577	2,268	1,191	**6,036**
2 - With 2,000 dwellings at Barton Farm				
Net Sales Floorspace at:				
2016	1,802	1,002	184	**2,988**
2021	2,816	1,485	372	**4,674**
2026	3,419	2,019	696	**6,134**
3 - With 1,000 dwellings at West Waterlooville				
Net Sales Floorspace at:				
2016	1,384	1,060	184	**2,627**
2021	1,978	1,601	372	**3,951**
2026	2,563	2,137	696	**5,397**

Appendix C

Comparison Retail Assessment

Table 1C: Comparison Goods Retail Expenditure Per Capita (2005 Prices)

Expenditure Per Capita	2007	2011	2016	2021	2026	Growth 2007-2011	Growth 2007-2016	Growth 2007-2021	Growth 2007-2026
Zone 1: Winchester - West	£2,969	£3,432	£4,051	£4,882	£5,883	15.6%	36.4%	64.4%	98.1%
Zone 2: Winchester - East	£3,229	£3,732	£4,407	£5,310	£6,399	15.6%	36.5%	64.4%	98.2%
Zone 3: Inner Rural Area	£3,235	£3,738	£4,414	£5,319	£6,409	15.5%	36.4%	64.4%	98.1%
Zone 4: Outer Rural Area - North East	£3,236	£3,740	£4,415	£5,320	£6,411	15.6%	36.4%	64.4%	98.1%
Zone 5: Outer Rural Area - South East	£3,227	£3,730	£4,404	£5,307	£6,395	15.6%	36.5%	64.5%	98.2%
Zone 6: Denmead	£3,103	£3,587	£4,235	£5,103	£6,149	15.6%	36.5%	64.5%	98.2%
Zone 7: Wickham & Whiteleys	£3,037	£3,510	£4,144	£4,994	£6,018	15.6%	36.5%	64.4%	98.2%
Zone 8: Outer Rural Area - West	£3,306	£3,821	£4,511	£5,436	£6,550	15.6%	36.4%	64.4%	98.1%
Zone 9: Eastleigh	£3,160	£3,653	£4,312	£5,196	£6,262	15.6%	36.5%	64.4%	98.2%

Sources:
Experian local estimates of 2005 comparison goods expenditure per capita
Excluding special froms of trading - 6.5% in 2007, 7.0% in 2008, 7.4% in 2009, 7.7% in 2010, 7.8% in 2011 and 7.9% in 2012 and beyond
Experian Business Strategies - recommended forecast growth rates
(4.3% per annum between 2005 to 2010, 3.3% between 2011 to 2015 and 3.8% between 2016 and 2026)

Table 2C: Total Available Comparison Goods Expenditure (£M - 2005 Prices)

Expenditure	2007	2011	2016	2021	2026	Growth 2007-2011	Growth 2007-2016	Growth 2007-2021	Growth 2007-2026
Zone 1: Winchester - West	£80.88	£92.91	£117.77	£144.42	£176.70	15%	46%	79%	118%
Zone 2: Winchester - East	£63.49	£74.99	£95.11	£116.60	£142.67	18%	50%	84%	125%
Zone 3: Inner Rural Area	£44.66	£51.69	£65.56	£80.38	£98.33	16%	47%	80%	120%
Zone 4: Outer Rural Area - North East	£54.44	£63.55	£80.56	£98.78	£120.85	17%	48%	81%	122%
Zone 5: Outer Rural Area - South East	£86.83	£100.03	£126.85	£164.88	£211.54	15%	46%	90%	144%
Zone 6: Denmead	£33.38	£38.47	£48.78	£59.81	£73.17	15%	46%	79%	119%
Zone 7: Wickham & Whiteleys	£75.11	£96.80	£120.00	£154.69	£209.07	29%	60%	106%	178%
Zone 8: Outer Rural Area - West	£88.03	£103.92	£124.99	£153.63	£186.39	18%	42%	75%	112%
Zone 9: Eastleigh	£129.09	£154.65	£185.10	£228.73	£284.46	20%	43%	77%	120%
Catchment Area Total	**£655.91**	**£777.01**	**£964.72**	**£1,201.92**	**£1,503.18**	**18%**	**47%**	**83%**	**129%**
Alternative Development Scenarios									
(1) Whiteley Village (Zone 7)	n/a	n/a	£14.05	£33.26	£40.08				
(2) Barton Farm (Zone 2)	n/a	n/a	£9.96	£23.58	£28.41				
(3) West Waterlooville	n/a	n/a	£4.79	£11.33	£13.65				

Sources: *Table 2B and 1C*

Table 3C: **Comparison Expenditure Penetration Rates and Turnover 2007**

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Inflow Expenditure	Total £M
Available Expenditure 2007	£80.88	£63.49	£44.68	£54.44	£86.83	£33.38	£75.11	£88.03	£129.09	n/a	£655.91
Market Share											
Winchester town centre	56%	57%	36%	49%	7%	0%	1%	10%	8%	15%	
Winchester local shops	2%	2%	1%	1%	0%	0%	0%	0%	0%	1%	
Winchester out-of-centre	9%	10%	6%	8%	1%	0%	0%	1%	0%	5%	
Winchester urban area sub-total	**67%**	**69%**	**43%**	**58%**	**8%**	**0%**	**1%**	**11%**	**8%**	**14%**	
Bishops Waltham	0%	0%	0%	0%	8%	0%	1%	0%	0%	1%	
Denmead	0%	0%	0%	0%	0%	2%	0%	0%	0%	15%	
New Alresford	0%	0%	1%	7%	0%	0%	0%	0%	0%	5%	
Wickham	0%	0%	0%	0%	1%	0%	3%	0%	0%	5%	
Rural Local Shops	0%	0%	2%	2%	2%	0%	1%	0%	0%	2%	
Winchester rural sub-total	**0%**	**0%**	**3%**	**9%**	**11%**	**2%**	**5%**	**0%**	**0%**	**3%**	
Whiteley Village	0%	0%	1%	0%	1%	1%	3%	0%	0%	85%	
Winchester LA Total	**67%**	**69%**	**47%**	**67%**	**20%**	**3%**	**9%**	**11%**	**8%**	**n/a**	
Other outside Winchester District	**33%**	**31%**	**53%**	**33%**	**80%**	**97%**	**91%**	**89%**	**92%**	**n/a**	
Market Share Total	***100%***	***100%***	***100%***	***100%***	***100%***	***100%***	***100%***	***100%***	***100%***	***n/a***	

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Inflow Expenditure	Total £M
Turnover £M											
Winchester town centre	£45.29	£36.19	£16.08	£26.68	£6.08	£0.00	£0.75	£8.80	£10.33	£26.50	£176.70
Winchester local shops	£1.62	£1.27	£0.45	£0.54	£0.00	£0.00	£0.00	£0.00	£0.00	£0.04	£3.92
Winchester out-of-centre	£7.28	£6.35	£2.68	£4.36	£0.87	£0.00	£0.00	£0.88	£0.00	£1.18	£23.59
Winchester urban area sub-total	**£54.19**	**£43.81**	**£19.20**	**£31.57**	**£6.95**	**£0.00**	**£0.75**	**£9.68**	**£10.33**	**£27.72**	**£204.20**
Bishops Waltham	£0.00	£0.00	£0.00	£0.00	£6.95	£0.00	£0.75	£0.00	£0.00	£0.08	£7.78
Denmead	£0.00	£0.00	£0.00	£0.00	£0.00	£0.67	£0.00	£0.00	£0.00	£0.12	£0.79
New Alresford	£0.00	£0.00	£0.45	£3.81	£0.00	£0.00	£0.00	£0.00	£0.00	£0.22	£4.48
Wickham	£0.00	£0.00	£0.00	£0.00	£0.87	£0.00	£2.25	£0.00	£0.00	£0.16	£3.29
Rural Local Shops	£0.00	£0.00	£0.89	£1.09	£1.74	£0.00	£0.75	£0.00	£0.00	£0.09	£4.56
Winchester rural sub-total	**£0.00**	**£0.00**	**£1.34**	**£4.90**	**£9.55**	**£0.67**	**£3.76**	**£0.00**	**£0.00**	**£0.68**	**£20.89**
Whiteleys	£0.00	£0.00	£0.45	£0.00	£0.87	£0.33	£2.25	£0.00	£0.00	£22.11	£26.01
Winchester LA Total	**£54.19**	**£43.81**	**£20.99**	**£36.47**	**£17.37**	**£1.00**	**£6.76**	**£9.68**	**£10.33**	**£50.51**	**£251.11**
Other outside Winchester District	**£26.69**	**£19.68**	**£23.67**	**£17.96**	**£69.46**	**£32.37**	**£68.35**	**£78.35**	**£118.77**	**n/a**	**n/a**
Total	**£80.88**	**£63.49**	**£44.66**	**£54.44**	**£86.83**	**£33.38**	**£75.11**	**£88.03**	**£129.09**	**n/a**	**n/a**

Sources: NEMS Household Survey June 2007
Tables 2C

Table 4C: Comparison Expenditure Penetration Rates and Turnover 2011

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Inflow Expenditure	Total £M
Available Expenditure 2011	**£92.91**	**£74.99**	**£51.69**	**£63.55**	**£100.03**	**£38.47**	**£96.80**	**£103.92**	**£154.65**	**n/a**	**£777.01**
Market Share											
Winchester town centre	59%	58%	43%	49%	7%	0%	1%	10%	8%	15%	
Winchester local shops	2%	2%	1%	1%	0%	0%	0%	0%	0%	1%	
Winchester out-of-centre	9%	10%	6%	8%	1%	0%	0%	1%	0%	5%	
Winchester urban area sub-total	**70%**	**70%**	**50%**	**58%**	**8%**	**0%**	**1%**	**11%**	**8%**	**14%**	
Bishops Waltham	0%	0%	0%	0%	8%	0%	1%	0%	0%	1%	
Denmead	0%	0%	0%	0%	0%	2%	0%	0%	0%	15%	
New Alresford	0%	0%	1%	7%	0%	0%	0%	0%	0%	5%	
Wickham	0%	0%	0%	0%	1%	0%	3%	0%	0%	5%	
Rural Local Shops	0%	0%	2%	2%	2%	0%	1%	0%	0%	2%	
Winchester rural sub-total	**0%**	**0%**	**3%**	**9%**	**11%**	**2%**	**5%**	**0%**	**0%**	**3%**	
Whiteley Village	0%	0%	1%	0%	1%	1%	3%	0%	0%	85%	
Winchester LA Total	**70%**	**70%**	**54%**	**67%**	**20%**	**3%**	**9%**	**11%**	**8%**	n/a	
Other outside Winchester District	**30%**	**30%**	**46%**	**33%**	**80%**	**97%**	**91%**	**89%**	**92%**	n/a	
Market Share Total	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*n/a*	

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Inflow Expenditure	Total £M
Turnover £M											
Winchester town centre	£54.82	£43.50	£22.23	£31.14	£7.00	£0.00	£0.97	£10.39	£12.37	£32.19	£214.60
Winchester local shops	£1.86	£1.50	£0.52	£0.64	£0.00	£0.00	£0.00	£0.00	£0.00	£0.05	£4.56
Winchester out-of-centre	£8.36	£7.50	£3.10	£5.08	£1.00	£0.00	£0.00	£1.04	£0.00	£1.37	£27.46
Winchester urban area sub-total	**£65.04**	**£52.50**	**£25.85**	**£36.86**	**£8.00**	**£0.00**	**£0.97**	**£11.43**	**£12.37**	**£33.61**	**£246.62**
Bishops Waltham	£0.00	£0.00	£0.00	£0.00	£8.00	£0.00	£0.97	£0.00	£0.00	£0.09	£9.06
Denmead	£0.00	£0.00	£0.00	£0.00	£0.00	£0.77	£0.00	£0.00	£0.00	£0.14	£0.91
New Alresford	£0.00	£0.00	£0.52	£4.45	£0.00	£0.00	£0.00	£0.00	£0.00	£0.26	£5.23
Wickham	£0.00	£0.00	£0.00	£0.00	£1.00	£0.00	£2.90	£0.00	£0.00	£0.21	£4.11
Rural Local Shops	£0.00	£0.00	£1.03	£1.27	£2.00	£0.00	£0.97	£0.00	£0.00	£0.11	£5.38
Winchester rural sub-total	**£0.00**	**£0.00**	**£1.55**	**£5.72**	**£11.00**	**£0.77**	**£4.84**	**£0.00**	**£0.00**	**£0.80**	**£24.68**
Whiteleys	£0.00	£0.00	£0.52	£0.00	£1.00	£0.38	£2.90	£0.00	£0.00	£27.23	£32.04
Winchester LA Total	**£65.04**	**£52.50**	**£27.91**	**£42.58**	**£20.01**	**£1.15**	**£8.71**	**£11.43**	**£12.37**	**£61.64**	**£303.34**
Other outside Winchester District	**£27.87**	**£22.50**	**£23.78**	**£20.97**	**£80.03**	**£37.32**	**£88.09**	**£92.48**	**£142.28**	**n/a**	**n/a**
Total	**£92.91**	**£74.99**	**£51.69**	**£63.55**	**£100.03**	**£38.47**	**£96.80**	**£103.92**	**£154.65**	**n/a**	**n/a**

Sources: NEMS Household Survey June 2007
Tables 2C

Table 5C: **Comparison Expenditure Penetration Rates and Turnover 2016**

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Inflow Expenditure	Total £M
Available Expenditure 2016	**£117.77**	**£95.11**	**£65.56**	**£80.56**	**£126.85**	**£48.78**	**£120.00**	**£124.99**	**£185.10**	**n/a**	**£964.72**
Market Share											
Winchester town centre	59%	58%	43%	49%	7%	0%	1%	10%	8%	15%	
Winchester local shops	2%	2%	1%	1%	0%	0%	0%	0%	0%	1%	
Winchester out-of-centre	9%	10%	6%	8%	1%	0%	0%	1%	0%	5%	
Winchester urban area sub-total	**70%**	**70%**	**50%**	**58%**	**8%**	**0%**	**1%**	**11%**	**8%**	**14%**	
Bishops Waltham	0%	0%	0%	0%	8%	0%	1%	0%	0%	1%	
Denmead	0%	0%	0%	0%	0%	2%	0%	0%	0%	15%	
New Alresford	0%	0%	1%	7%	0%	0%	0%	0%	0%	5%	
Wickham	0%	0%	0%	0%	1%	0%	3%	0%	0%	5%	
Rural Local Shops	0%	0%	2%	2%	2%	0%	1%	0%	0%	2%	
Winchester rural sub-total	**0%**	**0%**	**3%**	**9%**	**11%**	**2%**	**5%**	**0%**	**0%**	**3%**	
Whiteley Village	0%	0%	1%	0%	1%	1%	3%	0%	0%	85%	
Winchester LA Total	**70%**	**70%**	**54%**	**67%**	**20%**	**3%**	**9%**	**11%**	**8%**	**n/a**	
Other outside Winchester District	**30%**	**30%**	**46%**	**33%**	**80%**	**97%**	**91%**	**89%**	**92%**	**n/a**	
Market Share Total	***100%***	***100%***	***100%***	***100%***	***100%***	***100%***	***100%***	***100%***	***100%***	***n/a***	
	Zone 1	**Zone 2**	**Zone 3**	**Zone 4**	**Zone 5**	**Zone 6**	**Zone 7**	**Zone 8**	**Zone 9**	**Inflow Expenditure**	**Total £M**
Turnover £M											
Winchester town centre	£69.49	£55.16	£28.19	£39.48	£8.88	£0.00	£1.20	£12.50	£14.81	£40.54	£270.24
Winchester local shops	£2.36	£1.90	£0.66	£0.81	£0.00	£0.00	£0.00	£0.00	£0.00	£0.06	£5.78
Winchester out-of-centre	£10.60	£9.51	£3.93	£6.45	£1.27	£0.00	£0.00	£1.25	£0.00	£1.74	£34.74
Winchester urban area sub-total	**£82.44**	**£66.58**	**£32.78**	**£46.73**	**£10.15**	**£0.00**	**£1.20**	**£13.75**	**£14.81**	**£42.33**	**£310.76**
Bishops Waltham	£0.00	£0.00	£0.00	£0.00	£10.15	£0.00	£1.20	£0.00	£0.00	£0.11	£11.46
Denmead	£0.00	£0.00	£0.00	£0.00	£0.00	£0.98	£0.00	£0.00	£0.00	£0.17	£1.15
New Alresford	£0.00	£0.00	£0.66	£5.64	£0.00	£0.00	£0.00	£0.00	£0.00	£0.33	£6.63
Wickham	£0.00	£0.00	£0.00	£0.00	£1.27	£0.00	£3.60	£0.00	£0.00	£0.26	£5.12
Rural Local Shops	£0.00	£0.00	£1.31	£1.61	£2.54	£0.00	£1.20	£0.00	£0.00	£0.14	£6.80
Winchester rural sub-total	**£0.00**	**£0.00**	**£1.97**	**£7.25**	**£13.95**	**£0.98**	**£6.00**	**£0.00**	**£0.00**	**£1.01**	**£31.16**
Whiteleys	£0.00	£0.00	£0.66	£0.00	£1.27	£0.49	£3.60	£0.00	£0.00	£34.07	£40.08
Winchester LA Total	**£82.44**	**£66.58**	**£35.40**	**£53.98**	**£25.37**	**£1.46**	**£10.80**	**£13.75**	**£14.81**	**£77.41**	**£381.99**
Other outside Winchester District	**£35.33**	**£28.53**	**£30.16**	**£26.59**	**£101.48**	**£47.32**	**£109.20**	**£111.24**	**£170.29**	**n/a**	**n/a**
Total	**£117.77**	**£95.11**	**£65.56**	**£80.56**	**£126.85**	**£48.78**	**£120.00**	**£124.99**	**£185.10**	**n/a**	**n/a**

Sources: NEMS Household Survey June 2007
Tables 2C

Table 6C: **Comparison Expenditure Penetration Rates and Turnover 2021**

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Inflow Expenditure	Total £M
Available Expenditure 2021	**£144.42**	**£116.60**	**£80.38**	**£98.78**	**£164.88**	**£59.81**	**£154.69**	**£153.63**	**£228.73**	**n/a**	**£1,201.92**
Market Share											
Winchester town centre	59%	58%	43%	49%	7%	0%	1%	10%	8%	15%	
Winchester local shops	2%	2%	1%	1%	0%	0%	0%	0%	0%	1%	
Winchester out-of-centre	9%	10%	6%	8%	1%	0%	0%	1%	0%	5%	
Winchester urban area sub-total	**70%**	**70%**	**50%**	**58%**	**8%**	**0%**	**1%**	**11%**	**8%**	**14%**	
Bishops Waltham	0%	0%	0%	0%	8%	0%	1%	0%	0%	1%	
Denmead	0%	0%	0%	0%	0%	2%	0%	0%	0%	15%	
New Alresford	0%	0%	1%	7%	0%	0%	0%	0%	0%	5%	
Wickham	0%	0%	0%	0%	1%	0%	3%	0%	0%	5%	
Rural Local Shops	0%	0%	2%	2%	2%	0%	1%	0%	0%	2%	
Winchester rural sub-total	**0%**	**0%**	**3%**	**9%**	**11%**	**2%**	**5%**	**0%**	**0%**	**3%**	
Whiteley Village	0%	0%	1%	0%	1%	1%	3%	0%	0%	85%	
Winchester LA Total	**70%**	**70%**	**54%**	**67%**	**20%**	**3%**	**9%**	**11%**	**8%**	**n/a**	
Other outside Winchester District	**30%**	**30%**	**46%**	**33%**	**80%**	**97%**	**91%**	**89%**	**92%**	**n/a**	
Market Share Total	***100%***	***100%***	***100%***	***100%***	***100%***	***100%***	***100%***	***100%***	***100%***	***n/a***	

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Inflow Expenditure	Total £M
Turnover £M											
Winchester town centre	£85.21	£67.63	£34.56	£48.40	£11.54	£0.00	£1.55	£15.36	£18.30	£49.86	£332.42
Winchester local shops	£2.89	£2.33	£0.80	£0.99	£0.00	£0.00	£0.00	£0.00	£0.00	£0.07	£7.08
Winchester out-of-centre	£13.00	£11.66	£4.82	£7.90	£1.65	£0.00	£0.00	£1.54	£0.00	£2.14	£42.70
Winchester urban area sub-total	**£101.10**	**£81.62**	**£40.19**	**£57.29**	**£13.19**	**£0.00**	**£1.55**	**£16.90**	**£18.30**	**£52.07**	**£382.20**
Bishops Waltham	£0.00	£0.00	£0.00	£0.00	£13.19	£0.00	£1.55	£0.00	£0.00	£0.15	£14.89
Denmead	£0.00	£0.00	£0.00	£0.00	£0.00	£1.20	£0.00	£0.00	£0.00	£0.21	£1.41
New Alresford	£0.00	£0.00	£0.80	£6.91	£0.00	£0.00	£0.00	£0.00	£0.00	£0.41	£8.12
Wickham	£0.00	£0.00	£0.00	£0.00	£1.65	£0.00	£4.64	£0.00	£0.00	£0.33	£6.62
Rural Local Shops	£0.00	£0.00	£1.61	£1.98	£3.30	£0.00	£1.55	£0.00	£0.00	£0.17	£8.60
Winchester rural sub-total	**£0.00**	**£0.00**	**£2.41**	**£8.89**	**£18.14**	**£1.20**	**£7.73**	**£0.00**	**£0.00**	**£1.27**	**£39.64**
Whiteleys	£0.00	£0.00	£0.80	£0.00	£1.65	£0.60	£4.64	£0.00	£0.00	£43.58	£51.28
Winchester LA Total	**£101.10**	**£81.62**	**£43.41**	**£66.18**	**£32.98**	**£1.79**	**£13.92**	**£16.90**	**£18.30**	**£96.92**	**£473.12**
Other outside Winchester District	**£43.33**	**£34.98**	**£36.98**	**£32.60**	**£131.90**	**£58.01**	**£140.77**	**£136.73**	**£210.43**	**n/a**	**n/a**
Total	**£144.42**	**£116.60**	**£80.38**	**£98.78**	**£164.88**	**£59.81**	**£154.69**	**£153.63**	**£228.73**	**n/a**	**n/a**

Sources: NEMS Household Survey June 2007
Tables 2C

Table 7C: **Comparison Expenditure Penetration Rates and Turnover 2026**

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Inflow Expenditure	Total £M
Available Expenditure 2026	£176.70	£142.67	£98.33	£120.85	£211.54	£73.17	£209.07	£186.39	£284.46	n/a	£1,503.18
Market Share											
Winchester town centre	59%	58%	43%	49%	7%	0%	1%	10%	8%	15%	
Winchester local shops	2%	2%	1%	1%	0%	0%	0%	0%	0%	1%	
Winchester out-of-centre	9%	10%	6%	8%	1%	0%	0%	1%	0%	5%	
Winchester urban area sub-total	**70%**	**70%**	**50%**	**58%**	**8%**	**0%**	**1%**	**11%**	**8%**	**14%**	
Bishops Waltham	0%	0%	0%	0%	8%	0%	1%	0%	0%	1%	
Denmead	0%	0%	0%	0%	0%	2%	0%	0%	0%	15%	
New Alresford	0%	0%	1%	7%	0%	0%	0%	0%	0%	5%	
Wickham	0%	0%	0%	0%	1%	0%	3%	0%	0%	5%	
Rural Local Shops	0%	0%	2%	2%	2%	0%	1%	0%	0%	2%	
Winchester rural sub-total	**0%**	**0%**	**3%**	**9%**	**11%**	**2%**	**5%**	**0%**	**0%**	**3%**	
Whiteley Village	0%	0%	1%	0%	1%	1%	3%	0%	0%	85%	
Winchester LA Total	**70%**	**70%**	**54%**	**67%**	**20%**	**3%**	**9%**	**11%**	**8%**	**n/a**	
Other outside Winchester District	**30%**	**30%**	**46%**	**33%**	**80%**	**97%**	**91%**	**89%**	**92%**	**n/a**	
Market Share Total	***100%***	***100%***	***100%***	***100%***	***100%***	***100%***	***100%***	***100%***	***100%***	***n/a***	

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Inflow Expenditure	Total £M
Turnover £M											
Winchester town centre	£104.25	£82.75	£42.28	£59.22	£14.81	£0.00	£2.09	£18.64	£22.76	£61.20	£407.99
Winchester local shops	£3.53	£2.85	£0.98	£1.21	£0.00	£0.00	£0.00	£0.00	£0.00	£0.09	£8.67
Winchester out-of-centre	£15.90	£14.27	£5.90	£9.67	£2.12	£0.00	£0.00	£1.86	£0.00	£2.62	£52.33
Winchester urban area sub-total	**£123.69**	**£99.87**	**£49.17**	**£70.10**	**£16.92**	**£0.00**	**£2.09**	**£20.50**	**£22.76**	**£63.90**	**£468.99**
Bishops Waltham	£0.00	£0.00	£0.00	£0.00	£16.92	£0.00	£2.09	£0.00	£0.00	£0.19	£19.21
Denmead	£0.00	£0.00	£0.00	£0.00	£0.00	£1.46	£0.00	£0.00	£0.00	£0.26	£1.72
New Alresford	£0.00	£0.00	£0.98	£8.46	£0.00	£0.00	£0.00	£0.00	£0.00	£0.50	£9.94
Wickham	£0.00	£0.00	£0.00	£0.00	£2.12	£0.00	£6.27	£0.00	£0.00	£0.44	£8.83
Rural Local Shops	£0.00	£0.00	£1.97	£2.42	£4.23	£0.00	£2.09	£0.00	£0.00	£0.22	£10.92
Winchester rural sub-total	**£0.00**	**£0.00**	**£2.95**	**£10.88**	**£23.27**	**£1.46**	**£10.45**	**£0.00**	**£0.00**	**£1.61**	**£50.62**
Whiteleys	£0.00	£0.00	£0.98	£0.00	£2.12	£0.73	£6.27	£0.00	£0.00	£57.25	£67.35
Winchester LA Total	**£123.69**	**£99.87**	**£53.10**	**£80.97**	**£42.31**	**£2.20**	**£18.82**	**£20.50**	**£22.76**	**£122.76**	**£586.96**
Other outside Winchester District	**£53.01**	**£42.80**	**£45.23**	**£39.88**	**£169.23**	**£70.97**	**£190.25**	**£165.89**	**£261.70**	**n/a**	**n/a**
Total	**£176.70**	**£142.67**	**£98.33**	**£120.85**	**£211.54**	**£73.17**	**£209.07**	**£186.39**	**£284.46**	**n/a**	**n/a**

Sources: NEMS Household Survey June 2007
Tables 2C

Table 8C: Summary of Comparison Turnover 2007 to 2026 (£Millions)

	2007	2011	2016	2021	2026
Available Expenditure					
Winchester town centre	£176.70	£214.60	£270.24	£332.42	£407.99
Winchester local shops	£3.92	£4.56	£5.78	£7.08	£8.67
Winchester out-of-centre	£23.59	£27.46	£34.74	£42.70	£52.33
Winchester urban area sub-total	**£204.20**	**£246.62**	**£310.76**	**£382.20**	**£468.99**
Bishops Waltham	£7.78	£9.06	£11.46	£14.89	£19.21
Denmead	£0.79	£0.91	£1.15	£1.41	£1.72
New Alresford	£4.48	£5.23	£6.63	£8.12	£9.94
Wickham	£3.29	£4.11	£5.12	£6.62	£8.83
Rural Local Shops	£4.56	£5.38	£6.80	£8.60	£10.92
Winchester rural centres sub-total	**£20.89**	**£24.68**	**£31.16**	**£39.64**	**£50.62**
Whiteley Village	£26.01	£32.04	£40.08	£51.28	£67.35
Winchester LA Total	**£251.11**	**£303.34**	**£381.99**	**£473.12**	**£586.96**
Benchmark Turnover - Existing Floorspace					
Winchester urban area	£189.86	£201.51	£217.08	£233.86	£251.93
Winchester rural centres	£15.60	£16.56	£17.84	£19.22	£20.70
Whiteleys	£35.20	£37.36	£40.25	£43.36	£46.71
Total	**£240.66**	**£255.43**	**£275.17**	**£296.43**	**£319.34**
Benchmark Turnover - Commitments					
Winchester urban area	£0.00	£42.42	£45.70	£49.23	£53.03
Winchester rural centres	£0.00	£0.00	£0.00	£0.00	£0.00
Whiteleys	£0.00	£0.00	£0.00	£0.00	£0.00
Total	**£0.00**	**£42.42**	**£45.70**	**£49.23**	**£53.03**
Surplus/Deficit Expenditure					
Winchester urban area	£14.34	£2.69	£47.98	£99.11	£164.02
Winchester rural centres	£5.29	£8.13	£13.32	£20.42	£29.92
Whiteleys	-£9.19	-£5.32	-£0.17	£7.92	£20.64
Total	**£10.45**	**£5.49**	**£61.13**	**£127.45**	**£214.58**

Sources: Tables 3C to 7C

Table 9C: Comparison Floorspace Projections 2007 to 2026

	2007	2011	2016	2021	2026
Availbale Expenditure (£ Millions)					
Winchester urban area	£204.20	£246.62	£310.76	£382.20	£468.99
Winchester rural area	£20.89	£24.68	£31.16	£39.64	£50.62
Whiteley Village Outlet Shopping	£26.01	£32.04	£40.08	£51.28	£67.35
Total Expenditure	**£251.11**	**£303.34**	**£381.99**	**£473.12**	**£586.96**
Benchmark Turnover (£Millions)					
Winchester urban area	£189.86	£243.93	£262.78	£283.09	£304.97
Winchester rural area	£15.60	£16.56	£17.84	£19.22	£20.70
Whiteley Village Outlet Shopping	£35.20	£37.36	£40.25	£43.36	£46.71
Benchmark Turnover Sub-Total	**£240.66**	**£297.85**	**£320.87**	**£345.66**	**£372.38**
Surplus/Deficit Expenditure (£Millions)					
Winchester urban area	£14.34	£2.69	£47.98	£99.11	£164.02
Winchester rural area	£5.29	£8.13	£13.32	£20.42	£29.92
Whiteley Village Outlet Shopping	-£9.19	-£5.32	-£0.17	£7.92	£20.64
Surplus/Deficit Total	**£10.45**	**£5.49**	**£61.13**	**£127.45**	**£214.58**
Average Sales Denisty (£ per Sq M Net)					
Winchester urban area	£5,000	£5,307	£5,717	£6,159	£6,635
Winchester rural area	£4,000	£4,245	£4,574	£4,927	£5,308
Whiteley Village Outlet Shopping	£4,000	£4,245	£4,574	£4,927	£5,308
Sales Floorspace Projection (Sq M Net)					
Winchester urban area	2,869	506	8,392	16,093	24,722
Winchester rural area	1,322	1,914	2,912	4,145	5,637
Whiteley Village Outlet Shopping	-2,297	-1,253	-37	1,607	3,889
Surplus/Deficit Total	**1,894**	**1,167**	**11,268**	**21,845**	**34,247**

Table 10C: Comparison Floorspace Projections 2021 and 2026 - Development Scenarios

	Winchester Urban Area	Winchester Rural Area	Whiteley Village	Total
Baseline - No additional growth				
Net Sales Floorspace at:				
2016	8,392	2,912	-37	**11,268**
2021	16,093	4,145	1,607	**21,845**
2026	24,722	5,637	3,889	**34,247**
1 - With 3,000 dwellings at Whiteley				
Net Sales Floorspace at:				
2016	8,421	3,072	578	**12,070**
2021	16,156	4,495	2,957	**23,608**
2026	24,793	6,029	5,399	**36,220**
2 - With 2,000 dwellings at Barton Farm				
Net Sales Floorspace at:				
2016	9,799	2,912	-37	**12,675**
2021	19,185	4,145	1,607	**24,937**
2026	28,181	5,637	3,889	**37,707**
3 - With 1,000 dwellings at West Waterlooville				
Net Sales Floorspace at:				
2016	8,392	2,937	33	**11,362**
2021	16,093	4,199	1,760	**22,052**
2026	24,722	5,697	4,060	**34,479**

Appendix D

Operators' Requirements

WINCHESTER OPERATOR REQUIREMENTS SURVEY

- Over 300 questionnaires were sent to a range of national/regional retail and leisure companies.

- 26 responses were received (8.7 % response rate) from the following companies:

Companies with a requirement

Operator	Space required Sq Ft	Locations
Poundland Ltd	5,000	Winchester
Strada	3,500 – 4,000	Winchester
Ha Ha Bar and Kitchen	5,000	Winchester
Coop	2,500 + (sales)	Winchester, Bishop's Waltham, Denmead, New Alresford, Whiteley, Wickham, Local Centre, Out of Centre
Lidl UK	15,000	Winchester, Bishop's Waltham, Whiteley, Wickham, Local Centre, Out of Centre
Cargo Homestore	5,000	Winchester
Brantano Footwear	7,500	Out of Centre
Dunelm Mill	25,000	Winchester
Claires Accessories UK Ltd	1,000	Winchester

Companies with no requirement

WH Smith Ltd
Early Learning Centre
BHS Ltd
British Heart Foundation
HMV / Waterstones
Halfords
Toys R Us Ltd
Showcase Cinema
Matalan

House of Fraser
MFI Retail Ltd
Vodafone
Mosaic Fashions
SCS Upholstery Plc
USC Group Ltd
Currys / PC World
Millets, Blacks, Freespirit

Questionnaire Results

Does your company have a requirement for new or expanded premises in Winchester?

Yes	9 (34.6%)
No	17 (60.7%)
Total	26

What are the main reasons why you are not looking for premises?

Reasons cited:

'Catchment population too small'	6
'Adequate existing provision in area'	6
'Rental Cost'	1
'Not Suitable'	1
No reason given	3

What has prevented you from securing this requirement to date?

Reasons cited:

'Lack of available/suitable premises/sites'	8
'Rental cost'	1
'Lack of Stock/Opportunity'	2

ESTATES GAZETTE (EGI) – RETAILER AND LEISURE REQUIREMENTS

WINCHESTER

COMPANY NAME	SECTOR	REQUIREMENT (MIN – MAX SQ M)
!Gambado!	Services - Leisure	1,347
3 Store	Electrical & Computer Goods	93
99p Store	Department Store & Variety Store	279-557
Ann Summers	Clothing	111-158
Anonymous Supermarket	Food	743-1,848
Anonymous Ten Pin Bowling Alley	Services – Leisure	1,486-2,323
Anonymous Upmarket Retailer	N/A	111-149
Autoplanet	Services – Motor	4,047-16,187
Bairstow Eaves	Services – Professional	N/A
Blubeckers	Restaurants, Bars and Cafes	N/A
Boden	Clothing	186-372
Budgens	Food	186-372
Burger King	Restaurants, Bars and Cafes	46-321
Café Rouge	Restaurants, Bars and Cafes	232
Card Factory	Cards and Stationers	93-139
Cargo Homeshop	Household Goods	279-465
Carphone Warehouse	Electrical & Computer Goods	46-139
Champneys Day Spa	Pharmacy Health and Beauty	74-93
Charlies Juice Bar	Restaurants, Bars and Cafes	14-60
Chicago Rock Café	Restaurants, Bars and Cafes	465-929
Claire's	**Accessories & Jewellery**	**93-111**
Comptoir des Cotonniers	Clothing	40-80
Culpeper	Pharmacy Health and Beauty	28-93
David Clulow	Pharmacy Health and Beauty	70-93
Dolphin Nurseries	Services – Professional	1,214-2,428
East	Clothing	93-186
Emporio	Household Goods	650-929
Esporta	Services – Leisure	8,094-24,281
Farmers City Market	Food	557-1,858
Farmfoods	Food	465-650
Fenn Wright Manson	Clothing	37-111
Fitness First for Women	Services – Leisure	743-1,394
Fopp	Books, Video and Music	186-929
Frankie & Benny's	Restaurants, Bars and Cafes	4,047
Futon Company	Household Goods	84-139
Giraffe	Restaurants, Bars and Cafes	139-279
Go Outdoors	Sports	2,787
Greens Health and Fitness	Services – Leisure	6,070
Happit	Clothing	279
Harriet's Café Tearooms	Restaurants, Bars and Cafes	186-372
Harvester	Restaurants, Bars and Cafes	4,047
Harvey Jones Kitchens	Household Goods	56-88
Herbagreen	Pharmacy, Health and Beauty	33-111

Hi Ho Silver	Accessories & Jewellery	37-74
Hotel Chocolat	Food	74-111
HSBC	Services – Financial	232-1,115
Instore	Department, Store and Variety Store	465-929
Jane Shilton	Accessories & Jewellery, Clothing	56-93
JoJo Maman Bebe	Clothing	93-232
Julian Graves	Food	46-186
KFC	Restaurants, Bars and Cafes	70-809
Kidspace	Services – Leisure	1,394-2,787
Klick Photopoint	Services – Retailing	37-74
La Tasca	Restaurants, Bars and Cafes	325-465
Laithwaites	CTN	186-465
Land of Leather	Household Goods	743-1,394
Liquid	Services – Leisure	1,394-1,858
LK Bennett	Clothing	75-230
Lounge (The)	Restaurants, Bars and Cafes	325-418
Lush	Pharmacy Health & Beauty	46-139
McDonalds	Restaurants, Bars and Cafes	2,023
Merchant Tea and Coffee Co (The)	Restaurants, Bars and Cafes	56-186
Mint Group	Restaurants, Bars and Cafes	325-929
Mobie	Electrical & Computer Goods	46-139
Moda In Pelle	Clothing	28-130
Morris Pasties	Restaurants, Bars and Cafes	28-70
Mountain Warehouse	Clothing	167-232
Movenpick	Restaurants, Bars and Cafes	10
Murphy & Nye	Sports	55-300
Natural Café	Restaurants, Bars and Cafes	84-139
New Heights	Household Goods	279-743
Nuggs	Food	111-149
O'Briens Irish Sandwich Bar	Restaurants, Bars and Cafes	28
Oil & Vinegar	Food	70-100
OKA	Household Goods	232-372
Oliver Bonas	Gifts & Speciality, Household Goods	46-116
Orange	Electrical & Computer Goods	37-111
Pablo's Restaurants	Restaurants, Bars and Cafes	372
Panbet	Services – Retailing	70
Papa John's	Restaurants, Bars and Cafes	74-139
Pathfinder Pubs	Restaurants, Bars and Cafes	2,023 – 5,058
Paul Costelloe	Clothing	46
PC World	Electrical & Computer Goods	929-1,115
Peacocks	Clothing	418-697
Pets at Home	Pets & Accessories	372-1,115
Pier (The)	Household Goods	139-650
Pizza Hut	Restaurants, Bars and Cafes	79-296
Ponden Mill	Household Goods	139-465
Ponti's	Restaurants, Bars and Cafes	232-372
Portman Building Society	Services – Financial	163
Poundland	Department Store & Variety Store	325-650
PriceLess Shoes	Clothing	139-186

Quba Sails	Clothing, Sports	37-93
Right Price	Department Store & Variety Store	163-279
Rileys	Services – Leisure	743-1,394
Ringtons	Food	33-70
River Island	Accessories & Jewellery, Clothing	650-1,394
RSVP Greetings	Cards & Stationery	84-130
Screwfix Direct	Hardware & DIY	465-1,115
Sevenoaks Sound & Vision	Electrical & Computer Goods	93-279
Smile Local	Food	33-325
Smyths Toys	Crafts, Hobbies & Toys	1,394-2,323
Sofa Workshop	Household Goods	279-743
Space.NK	Pharmacy Health and Beauty	65-111
SPAR	Food	139-465
Starbucks Coffee	Restaurants, Bars and Cafes	65-167
Steads Baggage	Accessories & Jewellery	139-186
Steamer Trading Company	Household Goods	139-186
Strada	**Restaurants, Bars and Cafes**	**225-465**
Subway	Restaurants, Bars and Cafes	46-204
Sue Ryder Care	Charity Shop	65-232
SumoSalad	Restaurants, Bars and Cafes	93
Supercuts	Pharmacy, Health & Beauty	60-74
Sweaty Betty	Clothing, Sports	56-93
Tile Depot	Hardware & DIY	232-557
Tileflair	Hardware & DIY	372-557
TJ Hughes	Department Store & Variety Store	2,323-9,290
TK Maxx	Clothing	2,323-3,716
Trailfinders	Services – Retailing	74-139
tReds	Clothing	74-93
Trespass	Clothing	93-139
Tuscany Pizza	Restaurants, Bars and Cafes	232
Vans	Clothing	93-139
Varsity	Restaurants, Bars and Cafes	372
Vena	Restaurants, Bars and Cafes	279-557
Vets4Pets	Pets & Accessories	158-186
Vidal Sassoon	Pharmacy, Health and Beauty	139-325
Vinegar Hill	Household Goods	93-186
Wagamama	Restaurants, Bars and Cafes	232-465
Waitrose	Food	2,323-3,902
Waitrose Food and Home	Food	7,432-8,361
White Company (The)	Household Goods	N/A
Whittard of Chelsea	Restaurants, Bars and Cafes	N/A
Zest	Restaurants, Bars and Cafes	14-42
Zigzag Jewels	Accessories & Jewellery	19-37
Zoom the Loom	Household Goods	111-1,115

**Entries in bold are those also identified in NLP's requirement survey*

Appendix E

Major Leisure Provision

MAJOR LEISURE PARKS/FACILITIES IN THE SUB-REGION

Location	Name	Uses
Andover	Churchill Retail Park	Harveys, Carpetright, Currys
Andover	Enham Arch Retail Park	Halfords, Homebase, Homestyle by Fads, Pets at Home, Next
Basingstoke	Basingstoke Leisure Park	Beefeater, Bowlplex, Club 2000 Bingo, Deep Pan Pizza, KFC, Lodden Vale Indoor Bowls Club, McDonalds, Planet Ice, Travel Inn, Transport Museum, Warner Village
Basingstoke	Churchill House	Invicta Health and Fitness Centre
Eastleigh	Swan Centre (proposed)	Under construction – Vue Cinema, AMF Bowling, Gambado's childs' play and restaurants.
Havant	Havant Retail Park	Bowlplex
Portsmouth	The Waterfront – Gunwharf Quays	Auberge, Azzurro, Bar 38, Bar Risa, Bowlplex, Burger King, Café Giardino, Casino, Ha! Ha! Bar, Health and Fitness Centre, Hotel, Jongluers Comedy Club, La Tasca, Madisons, Pizza Express, Santa Fe, Tallulah's, The Admiral Vernon, Tiger Tiger, Tootsies, Warner Village, Yello River Café.
Portsmouth – Port Solent	The Boardwalk	Alldays, Bookends, Caffe Uno, Char Bar & Quinns, Chiquito, David Lloyd Leisure Club, Fenwicks, Inciwinci, Indian Palace, Joey Loons, La Cuisine, Metamorphic, Pasta Factory, Slackwater Jacques, Snow + Rock, Sorrento, Temptation, The Broadwalk, The Chicken Shack, The Mermaid, UCI, Wanamimgos, Watermark
Southampton	Leisure World	ASK Pizza, Diva, Frankie & Bannys, Grosvenor Casino, Hot Shots, Ikon, Jumpin Jaks, Odeon
Southampton	Bargate Centre	Alternative Option, Asgard Body Piercing, Bar Risa, Essential, Fat Face, Fitstop, FM Music, Footwork Shoe Co, Freetalk, Game, Gateway 2000, Gosh!, Internet Café, Jongluers Comedy Club, Just Add Water, Miss Selfridge, Moist, Movement, Nature Reserve, Passion Fish, Sega Park., Shakeaway, Smells Bells and Do-Dahs, Taboo, The Nail Bar, Tiny Computers, Tombas Bar, Vullo's Deli.
Southampton	Ocean Village	Angelos, Deep Pan Pizza, Dillons, Harry Ramsdens, Los Marinos, Mustang Sally, Nat West, The Beach, UGC

CINEMAS IN AND AROUND THE STUDY AREA

Location	Name	Number of Screens	Seats
Normandy Street, Alton	Palace	2	173
Festival Place, Basingstoke	Star Century	10	2,251
Basingstoke Leisure Park, Basingstoke	Vue	10	2,244
London Road, Portsmouth	Odeon	4	1,292
Market Quay, Fareham	Apollo	6	1,600
Port Way, Port Solent	UCI	6	1,540
Gunwharf Quays, Portsmouth	Vue	14	3,215
Southgate Street, Winchester	The Screen	2	384
Leigh Road, Eastleigh	The Point Dance/Arts Centre	1	264
Swan Centre, Eastleigh (under construction)	Vue	9	1,530
New Canal, Salisbury	Odeon	5	1,055

Appendix F

Household Survey Results

Q01 Which store or shop did you do your household's last main food and grocery shopping ?

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE	
Tesco, Easton Lane, Winnal, Winchester	17.4%	174	18.3%	58	16.9%	116	16.5%	13	18.9%	81	16.1%	78	17.3%	106	15.7%	47
Sainsbury's, Badger Farm Road, Winchester	16.1%	161	18.3%	58	15.0%	103	11.4%	9	16.4%	70	16.7%	81	17.2%	105	12.7%	38
Asda, Bournemouth Road, Chandlers Ford, Eastleigh	7.9%	79	7.3%	23	8.2%	56	17.7%	14	8.6%	37	5.8%	28	7.5%	46	8.7%	26
Sainsbury's, Tollbar way, Hedge End	5.6%	56	4.4%	14	6.1%	42	5.1%	4	6.3%	27	5.2%	25	7.0%	43	3.3%	10
Sainsbury's, Wallington Way, Fareham	5.5%	55	6.0%	19	5.3%	36	5.1%	4	3.7%	16	7.2%	35	6.2%	38	4.0%	12
Waitrose, Oakmount Road, Chandlers Ford, Eastleigh	5.4%	54	6.9%	22	4.7%	32	3.8%	3	4.2%	18	6.6%	32	6.5%	40	3.3%	10
Waitrose, Alma Road, Romsey	5.0%	50	3.2%	10	5.8%	40	5.1%	4	3.3%	14	6.6%	32	5.2%	32	5.4%	16
Internet	3.1%	31	2.5%	8	3.4%	23	2.5%	2	4.7%	20	1.9%	9	3.6%	22	2.7%	8
Asda, Portland Road, Waterlooville	2.9%	29	0.9%	3	3.8%	26	1.3%	1	2.6%	11	3.3%	16	2.0%	12	4.3%	13
Tesco Metro, The Swan Centre, Wells Place, Eastleigh	2.8%	28	3.8%	12	2.3%	16	2.5%	2	3.3%	14	2.3%	11	2.0%	12	4.7%	14
Budgens, Winchester Road, Bishops Waltham	1.7%	17	0.9%	3	2.0%	14	0.0%	0	0.7%	3	2.7%	13	1.1%	7	2.3%	7
Tesco, Whiteley Way, Whiteley	1.6%	16	1.6%	5	1.6%	11	3.8%	3	2.8%	12	0.2%	1	2.3%	14	0.7%	2
Asda, Speedfields Park, Fareham	1.5%	15	1.3%	4	1.6%	11	3.8%	3	1.2%	5	1.4%	7	0.5%	3	4.0%	12
Sainsbury's, Middlebrook St., Winchester	1.5%	15	2.5%	8	1.0%	7	2.5%	2	1.2%	5	1.6%	8	1.1%	7	2.0%	6
Sainsburys, Leigh Road, Eastleigh	1.4%	14	0.9%	3	1.6%	11	1.3%	1	1.6%	7	1.2%	6	1.8%	11	1.0%	3
Tesco, North Harbour	1.2%	12	1.3%	4	1.2%	8	0.0%	0	2.3%	10	0.4%	2	1.6%	10	0.7%	2
Lidl, Twyford Road, Eastleigh	1.1%	11	1.3%	4	1.0%	7	0.0%	0	0.7%	3	1.6%	8	0.8%	5	1.7%	5
Asda Walmart, Larchwood Avenue, Bedhampton	1.0%	10	1.3%	4	0.9%	6	0.0%	0	2.1%	9	0.0%	0	0.8%	5	1.3%	4
Morrisons, Spruce Drive, Totton	0.7%	7	0.6%	2	0.7%	5	1.3%	1	0.9%	4	0.4%	2	0.5%	3	1.0%	3
Asda, Maynard Road, Totton	0.7%	7	0.9%	3	0.6%	4	0.0%	0	0.9%	4	0.6%	3	0.5%	3	1.3%	4
Tesco, Twyford Road, Eastleigh	0.7%	7	1.9%	6	0.1%	1	0.0%	0	0.9%	4	0.6%	3	0.8%	5	0.3%	1
Waitrose, Dukes Walk, Waterlooville	0.6%	6	0.3%	1	0.7%	5	1.3%	1	0.2%	1	0.8%	4	0.7%	4	0.7%	2
Marks & Spencer, High Street, Winchester	0.6%	6	0.6%	2	0.6%	4	0.0%	0	0.5%	2	0.8%	4	0.7%	4	0.3%	1
Iceland, Middlebrook St., Winchester	0.6%	6	0.3%	1	0.7%	5	3.8%	3	0.2%	1	0.4%	2	0.2%	1	1.7%	5
Co-Op, The Square, Wickham	0.6%	6	0.6%	2	0.6%	4	0.0%	0	0.0%	0	1.2%	6	0.5%	3	1.0%	3
Somerfield, Highlands Road, Fareham	0.5%	5	0.0%	0	0.7%	5	0.0%	0	0.7%	3	0.4%	2	0.3%	2	0.7%	2
Sainsburys, Draymans Way, Alton	0.5%	5	0.3%	1	0.6%	4	0.0%	0	0.7%	3	0.4%	2	0.5%	3	0.7%	2
Morrisons, Lakesmere Road, Horndean	0.5%	5	1.3%	4	0.1%	1	0.0%	0	0.0%	0	1.0%	5	0.2%	1	1.0%	3
Tesco Extra, Hamble Lane, Bursledon	0.5%	5	0.6%	2	0.4%	3	0.0%	0	0.9%	4	0.2%	1	0.8%	5	0.0%	0
Tesco, Andover	0.5%	5	0.3%	1	0.6%	4	0.0%	0	0.7%	3	0.4%	2	0.5%	3	0.7%	2
Sainsburys, District Centre, Lordshill	0.4%	4	0.3%	1	0.4%	3	0.0%	0	0.5%	2	0.4%	2	0.5%	3	0.3%	1
Somerfield, Winchester Road, Eastleigh	0.4%	4	0.6%	2	0.3%	2	0.0%	0	0.0%	0	0.8%	4	0.7%	4	0.0%	0
Aldi, The Hundred, Romsey	0.3%	3	0.0%	0	0.4%	3	1.3%	1	0.2%	1	0.2%	1	0.3%	2	0.3%	1
Tesco Express, Winchester Road, Fair Oak, Eastleigh	0.3%	3	0.3%	1	0.3%	2	0.0%	0	0.5%	2	0.2%	1	0.5%	3	0.0%	0
Safeway, Leigh Road, Eastleigh	0.3%	3	0.6%	2	0.1%	1	0.0%	0	0.0%	0	0.6%	3	0.3%	2	0.3%	1
Tesco, Millbrook	0.3%	3	0.6%	2	0.1%	1	0.0%	0	0.2%	1	0.4%	2	0.2%	1	0.3%	1
Netto, High Street, West End, Southampton	0.2%	2	0.3%	1	0.1%	1	0.0%	0	0.2%	1	0.2%	1	0.2%	1	0.3%	1
Co-Op, Fair Oak	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.2%	1	0.2%	1	0.2%	1	0.3%	1
Waitrose, Rams Walk,	0.2%	2	0.3%	1	0.1%	1	0.0%	0	0.0%	0	0.4%	2	0.3%	2	0.0%	0

Column %ges.

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE	
Petersfield																
Tesco Express, Ashdown Road, Chandlers Ford, Eastleigh	0.2%	2	0.3%	1	0.1%	1	0.0%	0	0.0%	0	0.4%	2	0.0%	0	0.3%	1
Sainsbury's, Basingstoke	0.2%	2	0.3%	1	0.1%	1	0.0%	0	0.0%	0	0.4%	2	0.2%	1	0.3%	1
Sainsbury's, Wallington Way, Broadcut, Fareham	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.7%	2
Co-Op, High Street, Stockbridge	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.0%	0	0.4%	2	0.2%	1	0.3%	1
Sainsbury's, Oliver's Battery	0.2%	2	0.3%	1	0.1%	1	0.0%	0	0.0%	0	0.4%	2	0.2%	1	0.3%	1
Marks & Spencer, Tollbar Way, Hedge End Park	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.2%	1	0.2%	1	0.3%	2	0.0%	0
Lidl, London Road, Waterlooville	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.3%	1
Tesco One Stop, Battery Hill, Winchester	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0
Co-Op Alldays, Stoney Lane, Weeke, Winchester	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.3%	1
Co-Op, Stoney Lane, Weeke, Winchester	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.3%	1
Aldi, Eastleigh	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0
Asda, Preston Candover Road, Basingstoke	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.3%	1
Asda, Purbrook Way, Havant	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.3%	1
Asda, The Marlands - Western Esplanade, Southampton	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0
Budgens, Bishops Waltham	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.3%	1
Co-Op, Alresford	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0
Co-Op, Bishops Waltham	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, Colden Common	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0
Co-Op, Locks Heath, Titchfield	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0
Co-Op, Romsey	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0
Local shops, Botley Road, Southampton	0.1%	1	0.0%	0	0.1%	1	1.3%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0
Local shops, High Street, Romsey	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0
Marks & Spencer, Alton	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.3%	1
Morrison's, Bridport	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0
Morrison's, Preston	0.1%	1	0.3%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0
Morrison's, Worting Road, Basingstoke	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0
Netto, High Street, West End Southampton	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0
Peoples Market, Hambleton	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.3%	1
Sainsbury's, Fitzherbert Road, Farlington	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0
Sainsbury's, Hatch Warren, Basingstoke	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0
Sainsbury's, Redcar Street, Shirley	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.3%	1
Somerfield, Winchester Road, Chandlers Ford	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0
Tesco Metro, High Street, Cosham	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.3%	1
Tesco, Hook	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0
Tesco, Newbury Road, Andover	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.3%	1
Tesco, Penny Walks, Ferndown	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0
Tesco, Portchester	0.1%	1	0.3%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1
Tesco, Salisbury	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.3%	1
Tesco, Shirley	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0
Tesco, The Causeway, Petersfield	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.3%	1
Tesco, Thinkley Road, Andover	0.1%	1	0.0%	0	0.1%	1	1.3%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0
Waitrose, Churchill West Way, Salisbury	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0
Waitrose, Havant	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Waitrose, Portswood Road, 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
(Don't know / can't	2.9%	29	1.9%	6	3.4%	23	5.1%	4	2.8%	12	2.5%	12	2.3%	14	3.3%	10

Column %ges.

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE	
remember)																
Base:		1002		317		685		79		428		485		612		299

Q02 While you were on your last main shop did you, (or anyone else with you) carry out any of the following activities?
Those who do not shop on the internet at Q01

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE	
Go shopping for non food items	32.6%	327	26.2%	83	35.6%	244	39.2%	31	33.9%	145	30.9%	150	32.8%	201	33.1%	99
No other activities	31.2%	313	32.8%	104	30.5%	209	24.1%	19	32.5%	139	30.5%	148	32.0%	196	28.8%	86
Go to Bank, Post Office, Building Society or Cash Point	26.7%	268	29.3%	93	25.5%	175	36.7%	29	22.9%	98	28.9%	140	25.5%	156	29.4%	88
Go shopping for other food items	24.4%	244	24.6%	78	24.2%	166	26.6%	21	20.8%	89	26.8%	130	23.4%	143	25.4%	76
Get Petrol	24.2%	242	24.6%	78	23.9%	164	25.3%	20	25.2%	108	23.5%	114	23.9%	146	25.8%	77
Go window shopping / browsing	15.0%	150	10.7%	34	16.9%	116	16.5%	13	14.3%	61	15.5%	75	14.2%	87	16.4%	49
Use sports / leisure or entertainment facilities (including library, cafe etc)	7.3%	73	4.7%	15	8.5%	58	10.1%	8	4.7%	20	9.1%	44	6.9%	42	7.7%	23
Go to hairdressers, dry cleaners, or other service	3.6%	36	2.2%	7	4.2%	29	1.3%	1	2.8%	12	4.5%	22	4.1%	25	3.0%	9
Park	0.1%	1	0.0%	0	0.1%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1
(Don't know / cant remember)	3.7%	37	3.2%	10	3.9%	27	3.8%	3	4.9%	21	2.7%	13	4.2%	26	3.3%	10
Base:		1002		317		685		79		428		485		612		299

Q03 How do you normally travel to do your main food shopping?
Those who do not shop on the internet at Q01

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE	
Car-driver	76.1%	763	82.0%	260	73.4%	503	75.9%	60	83.6%	358	70.1%	340	80.9%	495	68.2%	204
Car-passenger	12.0%	120	7.6%	24	14.0%	96	10.1%	8	9.1%	39	14.8%	72	8.5%	52	18.4%	55
Bus / Coach	3.8%	38	2.5%	8	4.4%	30	5.1%	4	1.2%	5	6.0%	29	2.1%	13	7.7%	23
Taxi	0.4%	4	0.0%	0	0.6%	4	0.0%	0	0.2%	1	0.6%	3	0.2%	1	0.3%	1
Walk	5.4%	54	6.3%	20	5.0%	34	7.6%	6	4.4%	19	5.4%	26	6.0%	37	3.0%	9
Bicycle	0.5%	5	0.0%	0	0.7%	5	0.0%	0	0.0%	0	0.8%	4	0.3%	2	0.7%	2
Mobility scooter	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.3%	1
(Don't know / varies)	0.8%	8	0.9%	3	0.7%	5	1.3%	1	0.5%	2	1.0%	5	0.8%	5	1.0%	3
(Don not travel - goods delivered)	0.9%	9	0.6%	2	1.0%	7	0.0%	0	0.9%	4	1.0%	5	1.1%	7	0.3%	1
Base:		1002		317		685		79		428		485		612		299

Q04 In addition to your main food shopping at which location did you last visit for small scale / top up shopping for things like bread, milk or newspapers?

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE	
Sainsbury's, Badger Farm Road, Winchester	3.9%	39	3.2%	10	4.2%	29	5.1%	4	4.4%	19	3.3%	16	4.4%	27	1.7%	5
Waitrose, Oakmount Road, Chandlers Ford, Eastleigh	3.9%	39	3.8%	12	3.9%	27	1.3%	1	3.7%	16	4.5%	22	5.4%	33	1.7%	5
Waitrose, Alma Road, Romsey	2.7%	27	1.3%	4	3.4%	23	1.3%	1	1.4%	6	4.1%	20	2.6%	16	2.3%	7
Sainsbury's, Middlebrook St., Winchester	2.6%	26	2.8%	9	2.5%	17	3.8%	3	2.8%	12	2.3%	11	2.5%	15	3.0%	9
Co-Op, The Square, Wickham	2.5%	25	3.2%	10	2.2%	15	5.1%	4	1.4%	6	3.1%	15	2.8%	17	1.7%	5
Marks & Spencer, High Street, Winchester	2.5%	25	1.9%	6	2.8%	19	1.3%	1	2.6%	11	2.7%	13	3.3%	20	1.0%	3
Budgens, Winchester Road, Bishops Waltham	2.4%	24	2.2%	7	2.5%	17	2.5%	2	3.0%	13	1.9%	9	2.9%	18	2.0%	6
Co-Op, Hambledon Road, Denmead	2.1%	21	0.6%	2	2.8%	19	1.3%	1	1.9%	8	2.5%	12	1.8%	11	3.0%	9
Tesco, Easton Lane, Winnal, Winchester	1.9%	19	1.6%	5	2.0%	14	1.3%	1	2.6%	11	1.4%	7	2.1%	13	1.7%	5
Tesco Express, Broad Street, Alresford	1.9%	19	2.2%	7	1.8%	12	2.5%	2	3.0%	13	0.8%	4	1.5%	9	2.7%	8
Co-Op, High Street, Stockbridge	1.7%	17	1.6%	5	1.8%	12	3.8%	3	1.6%	7	1.4%	7	1.8%	11	2.0%	6
Tesco Express, Winchester Road, Fair Oak, Eastleigh	1.5%	15	1.6%	5	1.5%	10	2.5%	2	2.6%	11	0.4%	2	2.3%	14	0.3%	1
Somerfield, Highland Road, Fareham	1.5%	15	0.6%	2	1.9%	13	0.0%	0	0.9%	4	2.3%	11	0.8%	5	3.0%	9
Tesco Express, Ashdown Road, Chandlers Ford, Eastleigh	1.4%	14	1.6%	5	1.3%	9	1.3%	1	1.4%	6	1.4%	7	1.5%	9	1.3%	4
Tesco, Whiteley Way, Whiteley	1.3%	13	0.9%	3	1.5%	10	3.8%	3	2.3%	10	0.0%	0	1.8%	11	0.3%	1
Tesco Express, Priors Dean Road, Harestock, Winchester	1.2%	12	0.6%	2	1.5%	10	0.0%	0	1.4%	6	1.2%	6	0.8%	5	1.3%	4
Tesco Metro, The Swan Centre, Wells Place, Eastleigh	1.1%	11	1.3%	4	1.0%	7	0.0%	0	0.7%	3	1.6%	8	1.0%	6	1.7%	5
Sainsbury's, Wallington Way, Fareham	1.0%	10	0.6%	2	1.2%	8	1.3%	1	0.7%	3	1.0%	5	0.7%	4	1.7%	5
Asda, Bournemouth Road, Chandlers Ford, Eastleigh	0.9%	9	1.6%	5	0.6%	4	1.3%	1	0.7%	3	1.0%	5	1.0%	6	1.0%	3
Somerfield, Winchester Road, Eastleigh	0.9%	9	1.6%	5	0.6%	4	0.0%	0	0.9%	4	1.0%	5	1.3%	8	0.3%	1
Co-Op, High Street, Bishops Waltham	0.8%	8	0.0%	0	1.2%	8	1.3%	1	1.2%	5	0.2%	1	0.3%	2	1.3%	4
Tesco, Twyford Road, Eastleigh	0.8%	8	1.3%	4	0.6%	4	1.3%	1	0.9%	4	0.6%	3	0.2%	1	1.7%	5
Co-Op, Romsey	0.7%	7	0.3%	1	0.9%	6	2.5%	2	0.7%	3	0.4%	2	0.5%	3	1.0%	3
Local shops, Bishops Waltham	0.7%	7	0.6%	2	0.7%	5	1.3%	1	1.4%	6	0.0%	0	1.0%	6	0.0%	0
Co-Op, Stoney Lane, Weeke, Winchester	0.7%	7	0.9%	3	0.6%	4	0.0%	0	0.0%	0	1.4%	7	0.8%	5	0.3%	1
Co-Op, Fair Oak	0.7%	7	0.9%	3	0.6%	4	1.3%	1	0.5%	2	0.8%	4	0.8%	5	0.7%	2
Co-Op, Spring Lane, Bishopstoke	0.7%	7	0.9%	3	0.6%	4	1.3%	1	1.2%	5	0.2%	1	0.3%	2	1.0%	3
Co-Op, Sandy Lane, Fair Oak	0.6%	6	0.3%	1	0.7%	5	1.3%	1	0.2%	1	0.8%	4	0.8%	5	0.3%	1
Tesco One Stop, Battery Hill, Winchester	0.6%	6	0.3%	1	0.7%	5	1.3%	1	0.9%	4	0.2%	1	0.5%	3	0.3%	1
Local shops, Alresford	0.6%	6	0.6%	2	0.6%	4	0.0%	0	0.5%	2	0.8%	4	0.3%	2	0.7%	2
Co-Op, Woodley	0.6%	6	0.9%	3	0.4%	3	2.5%	2	0.7%	3	0.2%	1	0.5%	3	1.0%	3
Tesco Express, Springvale Road, Kingsworthy, Winchester	0.6%	6	0.6%	2	0.6%	4	0.0%	0	0.9%	4	0.2%	1	0.3%	2	1.0%	3
Co-Op, Alresford	0.6%	6	0.3%	1	0.7%	5	0.0%	0	0.9%	4	0.4%	2	0.7%	4	0.3%	1
Co-Op, Winchester Hill, Romsey	0.5%	5	0.6%	2	0.4%	3	2.5%	2	0.7%	3	0.0%	0	0.7%	4	0.3%	1
Asda, Portland Road, Waterlooville	0.5%	5	0.6%	2	0.4%	3	1.3%	1	0.7%	3	0.2%	1	0.5%	3	0.3%	1
Lidl, Twyford Road, Eastleigh	0.5%	5	0.3%	1	0.6%	4	0.0%	0	0.0%	0	1.0%	5	0.5%	3	0.7%	2

Column %ges.

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE	
Sainsbury's, Tollbar way, Hedge End	0.5%	5	0.3%	1	0.6%	4	2.5%	2	0.2%	1	0.4%	2	0.3%	2	1.0%	3
Local shops, Fair Oaks	0.5%	5	0.9%	3	0.3%	2	0.0%	0	0.7%	3	0.4%	2	0.7%	4	0.3%	1
Local shops, Romsey	0.5%	5	0.0%	0	0.7%	5	0.0%	0	0.7%	3	0.4%	2	0.7%	4	0.3%	1
Local shops, High Street, Bishops Waltham	0.5%	5	0.3%	1	0.6%	4	0.0%	0	0.2%	1	0.8%	4	0.5%	3	0.7%	2
Local shops, Swanmore	0.5%	5	0.9%	3	0.3%	2	0.0%	0	0.7%	3	0.4%	2	0.3%	2	0.7%	2
Local shops, Downs Road, South Swanson	0.5%	5	0.9%	3	0.3%	2	0.0%	0	1.2%	5	0.0%	0	0.5%	3	0.0%	0
Co-Op, Milton Road, Waterlooville	0.4%	4	0.3%	1	0.4%	3	1.3%	1	0.5%	2	0.2%	1	0.2%	1	1.0%	3
Co-Op Alldays, Stoney Lane, Weeke, Winchester	0.4%	4	0.3%	1	0.4%	3	0.0%	0	0.5%	2	0.4%	2	0.7%	4	0.0%	0
Co-Op, St. Vigor Way, Colden Common	0.4%	4	0.3%	1	0.4%	3	1.3%	1	0.5%	2	0.2%	1	0.2%	1	1.0%	3
Co-Op, Saxon Way, Halterworth, Romsey	0.4%	4	0.3%	1	0.4%	3	0.0%	0	0.5%	2	0.4%	2	0.5%	3	0.3%	1
Local shops, Harestock	0.3%	3	0.3%	1	0.3%	2	0.0%	0	0.2%	1	0.4%	2	0.3%	2	0.3%	1
Local shops, Colden Common	0.3%	3	0.6%	2	0.1%	1	0.0%	0	0.7%	3	0.0%	0	0.3%	2	0.3%	1
Aldi, The Hundred, Romsey	0.3%	3	0.0%	0	0.4%	3	0.0%	0	0.5%	2	0.2%	1	0.3%	2	0.3%	1
Sainsburys, Leigh Road, Eastleigh	0.3%	3	0.0%	0	0.4%	3	0.0%	0	0.7%	3	0.0%	0	0.3%	2	0.3%	1
Internet	0.3%	3	0.3%	1	0.3%	2	0.0%	0	0.5%	2	0.2%	1	0.3%	2	0.3%	1
Cross Stores, Kings Sombome	0.3%	3	0.3%	1	0.3%	2	0.0%	0	0.2%	1	0.2%	1	0.3%	2	0.3%	1
Andersons, Hiltenbury, Chandlers Ford	0.3%	3	0.3%	1	0.3%	2	0.0%	0	0.0%	0	0.6%	3	0.3%	2	0.3%	1
Local shops, Hiltenbury Road, Chandlers Ford, Eastleigh	0.3%	3	0.3%	1	0.3%	2	0.0%	0	0.2%	1	0.4%	2	0.5%	3	0.0%	0
Local shops, Eastleigh	0.3%	3	0.3%	1	0.3%	2	0.0%	0	0.5%	2	0.2%	1	0.5%	3	0.0%	0
Iceland, Middlebrook St., Winchester	0.2%	2	0.3%	1	0.1%	1	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.7%	2
Safeway, Leigh Road, Eastleigh	0.2%	2	0.3%	1	0.1%	1	0.0%	0	0.0%	0	0.4%	2	0.2%	1	0.3%	1
Local shops, Otterbourne, Winchester	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.0%	0	0.4%	2	0.3%	2	0.0%	0
Netto, High Street, West End, Southampton	0.2%	2	0.3%	1	0.1%	1	0.0%	0	0.0%	0	0.4%	2	0.2%	1	0.3%	1
Local shops, Sutton Scotney	0.2%	2	0.3%	1	0.1%	1	0.0%	0	0.2%	1	0.2%	1	0.2%	1	0.3%	1
Co-Op, Latham Road, Fair Oak	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.5%	2	0.0%	0	0.3%	2	0.0%	0
Co-Op, Riverside, Bishopstoke	0.2%	2	0.3%	1	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.3%	2	0.0%	0
Local shops, Oxford Road, Sutton Scotney, Winchester	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.5%	2	0.0%	0	0.3%	2	0.0%	0
Local farmers market, Winchester	0.2%	2	0.3%	1	0.1%	1	0.0%	0	0.5%	2	0.0%	0	0.3%	2	0.0%	0
Local market, Winchester	0.2%	2	0.3%	1	0.1%	1	1.3%	1	0.2%	1	0.0%	0	0.2%	1	0.3%	1
Local Post Office, Kings Worthy	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.2%	1	0.2%	1	0.2%	1	0.3%	1
Local shops, Boyatt Wood, Eastleigh	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.2%	1	0.2%	1	0.3%	2	0.0%	0
Local shops, Cheriton	0.2%	2	0.3%	1	0.1%	1	0.0%	0	0.2%	1	0.2%	1	0.3%	2	0.0%	0
Local shops, Denmead	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.7%	2
Local shops, Stockbridge Road, Winchester	0.2%	2	0.3%	1	0.1%	1	0.0%	0	0.2%	1	0.2%	1	0.3%	2	0.0%	0
Local shops, Hambledon Road, Denmead	0.2%	2	0.6%	2	0.0%	0	0.0%	0	0.5%	2	0.0%	0	0.2%	1	0.3%	1
One Stop, Winnall, Winchester	0.2%	2	0.3%	1	0.1%	1	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.7%	2
Local shops, Oliver's Battery	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.0%	0	0.4%	2	0.3%	2	0.0%	0
Tesco, River Way, Andover	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.2%	1	0.2%	1	0.3%	2	0.0%	0
Sainsbury's, Wellington Way, Fareham	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.5%	2	0.0%	0	0.2%	1	0.3%	1
Local shops, Sandy Lane, Fair Oak	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.2%	1	0.2%	1	0.2%	1	0.3%	1
Newtown Newsagents, Winchester Road, Bishops Waltham	0.2%	2	0.3%	1	0.1%	1	0.0%	0	0.0%	0	0.4%	2	0.3%	2	0.0%	0
Local shops, Corhampton	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.2%	1	0.2%	1	0.3%	2	0.0%	0
Local shops, Waltham Chase	0.2%	2	0.3%	1	0.1%	1	0.0%	0	0.2%	1	0.2%	1	0.2%	1	0.3%	1

Column %ges.

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE	
Local shops, Winnall	0.2%	2	0.3%	1	0.1%	1	0.0%	0	0.0%	0	0.4%	2	0.2%	1	0.3%	1
McCarthy's, Winchester Road, Wickham	0.2%	2	0.0%	0	0.3%	2	1.3%	1	0.0%	0	0.2%	1	0.3%	2	0.0%	0
Local Post Office, Twyford	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.2%	1	0.2%	1	0.2%	1	0.3%	1
Local shops, Fair Oak Road, Bishopstoke	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.0%	0	0.4%	2	0.3%	2	0.0%	0
Spar, Yuetree Drive, Whiteley	0.2%	2	0.3%	1	0.1%	1	1.3%	1	0.2%	1	0.0%	0	0.3%	2	0.0%	0
Local shops, Southwick	0.2%	2	0.6%	2	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.3%	2	0.0%	0
Walesmead Stores, Fair Oak Road, Bishopstoke	0.2%	2	0.3%	1	0.1%	1	0.0%	0	0.2%	1	0.2%	1	0.3%	2	0.0%	0
Abroad	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.3%	1
Local shops, Stanmore	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0
Morrisons, Lakesmere Road, Horndean	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.3%	1
Waitrose, Dukes Walk, Waterlooville	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.3%	1
Brambridge Stores, Church Lane, Colden Common	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0
Budgens, Bishops Waltham	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0
Alldays, Chambers Avenue, Romsey	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0
Local shops, Highlands, Fareham	0.1%	1	0.0%	0	0.1%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1
BP Garage, St. Cross	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0
Co-Op, Warren Gardens, Romsey	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.3%	1
Country Market, Fair Oak	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0
Lidl, Newgate Lane, Fareham	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.3%	1
JD News, Highlands Road, Fareham	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0
Lidl, Ferndown Road, Bournemouth	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.3%	1
Lidl, Newbury	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0
Lidl, Southampton Road, Totton	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0
Local Post Office, Church Road, Kings Somborne	0.1%	1	0.3%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0
Local Post Office, Longmead Road, Bishopstoke	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0
Co-Op, Shakespeare Road, Boyatt Wood	0.1%	1	0.0%	0	0.1%	1	1.3%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0
Co-Op, The Green, Romsey	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.3%	1
Local Post Office, Upham	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0
Local shops, Allington Lane, Fair Oak	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.3%	1
Local shops, Anstey Road, Romsey	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.3%	1
Local shops, Botley Road, Horton Heath	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0
Local shops, Botley Road, Romsey	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.3%	1
Asda, Brighton Way - Brighton Hill, Basingstoke	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.3%	1
Local shops, Droxford	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.3%	1
Local shops, Dury Street, Winchester	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0
Local shops, East Dean Road, Lockerley	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0
Local Post Office, Meonstoke	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0
Local shops, Four Marks	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.3%	1
Local shops, Hambledon	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.3%	1
Local shops, Hambledon Parade	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0
Local shops, High Street, Droxford	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0
Iceland, Waterlooville	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.3%	1
Local shops, Knowle Avenue, 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
Local shops, Latham Road, Fair Oak	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.3%	1
Local shops, Lockerley	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.3%	1

Column %ges.

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE	
Green, Lockerley																
Local shops, Lower Upham	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.3%	1
Local shops, Main Road, Otterbourne	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0
Local shops, Meonstoke	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0
Local shops, Mercer Way, Romsey	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0
Local shops, Milton Road, Waterlooville	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.3%	1
Local shops, New Road, Swanmore	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0
Local shops, Newtown, Bishops Waltham	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.3%	1
Local shops, Northland Road, Romsey	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.3%	1
Local shops, Park Gate	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.3%	1
Local shops, Portham Heath	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0
Local shops, 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
Local shops, School Road, Charlton	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0
Local shops, South Leytonstone	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0
Co-Op, Seymour Parade, North Baddesley	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0
Local shops, Spring Lane, Colden Common	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0
Local shops, Twyford	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0
Local shops, Upper High Street, Winchester	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0
Local shops, Viney Avenue, Romsey	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.3%	1
Local shops, Wickam Square, Wickam	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.3%	1
Local shops, Winchester Road, Bishops Waltham	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.3%	1
Local shops, Winchester Road, Kings Somborne	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0
Local shops, Woodley, Romsey	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0
Local shops, Woodman Lane, Sparsholt	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0
Marks & Spencer, Harbour Parade, Southampton	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.3%	1
Marks & Spencer, Tollbar Way, Hedge End Park	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0
Marshall's, Winchester Road, Romsey	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.3%	1
Martin's, Hambledon Parade, Hambledon	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.3%	1
McColl's, Kiln Road, 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
Meringtons, A32 Garrison Hill, Droxford	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0
Morrison's, Spruce Drive, Totton	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0
One Stop, Battery Hill, Winchester	0.1%	1	0.0%	0	0.1%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1
One Stop, The Square, Wickham	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0
One Stop, West End, Southampton	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.3%	1
One Stop, Winchester Road, Waltham Chase	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0
One Stop, Yuetree Drive, Whiteley	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.3%	1
Oven Door, Fair Oak	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.3%	1
Page's, The Square, Wickham	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.3%	1
Robinson's, High Street, Stockbridge	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.3%	1
Sainsbury's, Botley Road, West End, Southampton	0.1%	1	0.0%	0	0.1%	1	1.3%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0
Sainsbury's, Drayman Way, Alton	0.1%	1	0.0%	0	0.1%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE	
Sainsbury's, Wallop Drive, Hatch Warren, Basingstoke	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Hursley, Winchester	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0
Somerfield, Chandlers Ford	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0
Somerfield, Hedge End	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0
Somerfield, Upper Northern Road, Hedge End	0.1%	1	0.0%	0	0.1%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1
Somerfield, Winchester Road, Chandlers Ford	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.3%	1
Spar, Whiteley	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0
Stanwell Convenience Store, Stanwell, Winchester	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.3%	1
Tesco Express, Romsey	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.3%	1
Tesco, Airstock, Winchester	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0
Tesco, Botley Road, Fair Oak	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0
Tesco, High Street, Bordon	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.3%	1
Tesco, Solent Road, 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
The Courtyard, Ropley, Alresford	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.3%	1
Twyford Stores, Hazeley Road, Twyford	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0
Waitrose, Southampton Road, Salisbury	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0
Williams Garage, Main Road, Otterbourne	0.1%	1	0.0%	0	0.1%	1	1.3%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0
(Don't do top-up shopping)	17.2%	172	18.6%	59	16.5%	113	16.5%	13	15.2%	65	18.6%	90	16.3%	100	15.4%	46
(Don't know / varies / cant remember)	10.9%	109	14.5%	46	9.2%	63	7.6%	6	10.5%	45	11.8%	57	9.6%	59	12.4%	37
Base:		1002		317		685		79		428		485		612		299

Q05 In which location do you buy most of your household's non-food shopping ?

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE	
Winchester	29.6%	297	30.9%	98	29.1%	199	31.6%	25	32.7%	140	26.2%	127	32.0%	196	22.7%	68
Southampton	14.5%	145	15.8%	50	13.9%	95	24.1%	19	15.9%	68	12.0%	58	16.8%	103	12.7%	38
Eastleigh	12.3%	123	12.6%	40	12.1%	83	11.4%	9	11.2%	48	13.2%	64	10.1%	62	17.7%	53
Fareham	9.4%	94	7.3%	23	10.4%	71	8.9%	7	8.9%	38	9.9%	48	9.2%	56	11.0%	33
Romsey	4.7%	47	2.8%	9	5.5%	38	5.1%	4	2.6%	11	6.6%	32	4.4%	27	5.7%	17
Hedge End	3.3%	33	3.8%	12	3.1%	21	2.5%	2	3.0%	13	3.5%	17	2.8%	17	4.3%	13
Waterlooville	3.1%	31	2.5%	8	3.4%	23	2.5%	2	2.6%	11	3.7%	18	2.0%	12	5.7%	17
Chandlers Ford	2.9%	29	2.5%	8	3.1%	21	2.5%	2	3.0%	13	2.9%	14	3.1%	19	2.0%	6
Portsmouth	1.9%	19	0.9%	3	2.3%	16	2.5%	2	3.3%	14	0.6%	3	1.6%	10	2.7%	8
Andover	1.6%	16	1.6%	5	1.6%	11	2.5%	2	1.9%	8	1.2%	6	1.8%	11	1.3%	4
Internet / mail order / catalogue	1.6%	16	1.9%	6	1.5%	10	1.3%	1	0.9%	4	2.3%	11	2.0%	12	1.3%	4
Bishops Waltham	1.3%	13	0.9%	3	1.5%	10	0.0%	0	0.2%	1	2.5%	12	1.5%	9	1.0%	3
Badger Farm	1.1%	11	0.9%	3	1.2%	8	1.3%	1	0.9%	4	1.2%	6	0.8%	5	1.0%	3
Winnal	0.7%	7	0.6%	2	0.7%	5	0.0%	0	1.2%	5	0.4%	2	0.8%	5	0.3%	1
Basingstoke	0.7%	7	1.3%	4	0.4%	3	0.0%	0	1.2%	5	0.4%	2	1.0%	6	0.3%	1
Havant	0.5%	5	0.6%	2	0.4%	3	0.0%	0	0.9%	4	0.2%	1	0.5%	3	0.7%	2
New Alresford	0.5%	5	0.9%	3	0.3%	2	0.0%	0	0.5%	2	0.6%	3	0.7%	4	0.3%	1
Wickham	0.5%	5	0.3%	1	0.6%	4	0.0%	0	0.0%	0	1.0%	5	0.3%	2	0.7%	2
Whiteley	0.4%	4	0.3%	1	0.4%	3	1.3%	1	0.7%	3	0.0%	0	0.5%	3	0.0%	0
Alton	0.3%	3	0.0%	0	0.4%	3	0.0%	0	0.2%	1	0.4%	2	0.3%	2	0.0%	0
Totton	0.3%	3	0.0%	0	0.4%	3	0.0%	0	0.5%	2	0.2%	1	0.3%	2	0.3%	1
Fair Oak	0.2%	2	0.3%	1	0.1%	1	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.3%	1
Tesco, North Harbour	0.2%	2	0.6%	2	0.0%	0	0.0%	0	0.5%	2	0.0%	0	0.3%	2	0.0%	0
Salisbury	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.0%	0	0.4%	2	0.2%	1	0.0%	0
Portchester	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0
London	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0
Boscombe, Bournemouth	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0
Colden Common	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0
Lordshill	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.3%	1
Otterbourne	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0
Alresford	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0
Southsea	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.3%	1
St. Cross	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.3%	1
(Don't know / varies)	7.4%	74	9.8%	31	6.3%	43	2.5%	2	6.5%	28	8.9%	43	6.2%	38	6.7%	20
Base:		1002		317		685		79		428		485		612		299

Q06 How do you normally travel to do your non-food shopping ?

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE	
Car-driver	68.6%	687	76.7%	243	64.8%	444	70.9%	56	78.7%	337	59.6%	289	71.7%	439	62.2%	186
Car-passenger	8.2%	82	4.1%	13	10.1%	69	6.3%	5	5.6%	24	10.9%	53	5.1%	31	15.1%	45
Bus / coach	7.6%	76	4.4%	14	9.1%	62	6.3%	5	1.6%	7	12.8%	62	5.6%	34	11.4%	34
Train	0.5%	5	0.3%	1	0.6%	4	1.3%	1	0.7%	3	0.2%	1	0.5%	3	0.7%	2
Taxi	0.4%	4	0.0%	0	0.6%	4	0.0%	0	0.2%	1	0.6%	3	0.2%	1	0.3%	1
Walk	8.8%	88	9.5%	30	8.5%	58	11.4%	9	8.9%	38	8.0%	39	10.8%	66	5.7%	17
Bicycle	1.1%	11	0.6%	2	1.3%	9	1.3%	1	0.5%	2	1.4%	7	1.0%	6	1.7%	5
Scooter	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0
Park and ride	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.3%	1
(Don't know / varies)	2.9%	29	2.2%	7	3.2%	22	1.3%	1	2.6%	11	3.5%	17	3.3%	20	0.7%	2
(Do not travel - goods delivered)	1.8%	18	2.2%	7	1.6%	11	1.3%	1	1.2%	5	2.5%	12	1.8%	11	2.0%	6
Base:		1002		317		685		79		428		485		612		299

Q07 At which location did your household last buy clothes or shoes ?

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE	
Winchester Town Centre	22.0%	220	18.9%	60	23.4%	160	19.0%	15	22.7%	97	21.9%	106	24.7%	151	16.7%	50
Southampton	21.9%	219	21.8%	69	21.9%	150	38.0%	30	26.2%	112	15.7%	76	25.0%	153	17.7%	53
Eastleigh	9.9%	99	9.1%	29	10.2%	70	15.2%	12	10.3%	44	8.7%	42	7.4%	45	14.7%	44
Hedge End	8.1%	81	11.7%	37	6.4%	44	2.5%	2	6.5%	28	10.1%	49	9.2%	56	6.4%	19
Fareham	7.7%	77	6.3%	20	8.3%	57	3.8%	3	7.5%	32	8.5%	41	6.5%	40	11.0%	33
Internet / mail order / catalogue	4.8%	48	5.0%	16	4.7%	32	2.5%	2	3.3%	14	6.6%	32	3.1%	19	8.0%	24
Portsmouth	3.7%	37	4.4%	14	3.4%	23	8.9%	7	4.9%	21	1.9%	9	3.9%	24	2.7%	8
Waterlooville	2.3%	23	1.9%	6	2.5%	17	0.0%	0	2.3%	10	2.7%	13	1.0%	6	5.0%	15
Romsey	2.2%	22	0.9%	3	2.8%	19	0.0%	0	1.2%	5	3.3%	16	1.8%	11	2.7%	8
Basingstoke	1.4%	14	1.6%	5	1.3%	9	2.5%	2	2.3%	10	0.4%	2	1.8%	11	0.7%	2
Whiteley	1.2%	12	0.6%	2	1.5%	10	0.0%	0	0.7%	3	1.9%	9	1.1%	7	1.7%	5
Abroad	1.0%	10	1.6%	5	0.7%	5	0.0%	0	0.7%	3	1.4%	7	1.1%	7	1.0%	3
Chandlers Ford	0.8%	8	0.9%	3	0.7%	5	0.0%	0	1.6%	7	0.2%	1	0.5%	3	0.7%	2
London	0.7%	7	1.3%	4	0.4%	3	0.0%	0	0.7%	3	0.6%	3	1.0%	6	0.0%	0
Andover	0.6%	6	0.6%	2	0.6%	4	2.5%	2	0.2%	1	0.6%	3	0.5%	3	1.0%	3
Alton	0.5%	5	0.3%	1	0.6%	4	0.0%	0	0.5%	2	0.6%	3	0.5%	3	0.3%	1
Salisbury	0.5%	5	0.3%	1	0.6%	4	0.0%	0	0.5%	2	0.6%	3	0.3%	2	0.7%	2
New Alresford	0.4%	4	0.0%	0	0.6%	4	0.0%	0	0.5%	2	0.4%	2	0.5%	3	0.3%	1
Bournemouth	0.3%	3	0.3%	1	0.3%	2	0.0%	0	0.5%	2	0.2%	1	0.5%	3	0.0%	0
Guildford	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.0%	0	0.4%	2	0.3%	2	0.0%	0
Havant	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.5%	2	0.0%	0	0.3%	2	0.0%	0
Oxford	0.2%	2	0.3%	1	0.1%	1	0.0%	0	0.2%	1	0.2%	1	0.3%	2	0.0%	0
Southsea	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.0%	0	0.4%	2	0.2%	1	0.3%	1
Bishops Waltham	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.0%	0	0.4%	2	0.2%	1	0.0%	0
Chichester	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.0%	0	0.4%	2	0.2%	1	0.3%	1
Stockbridge	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.0%	0	0.4%	2	0.2%	1	0.0%	0
Totton	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.5%	2	0.0%	0	0.2%	1	0.3%	1
Portchester	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.3%	1
Denmead	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.3%	1
Petersfield	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0
Bridgnorth	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0
Brighton	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0
Bromley	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.3%	1
Bursledon	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0
Co-Op, Locks Road, Locks Heath	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0
Corby, Northampton	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0
Derby	0.1%	1	0.3%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0
Eastbourne	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.3%	1
Folkestone	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.3%	1
Grantham	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.3%	1
Otterbourne	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.3%	1
Ricoh Arena Retail Park, Coventry	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0
Staines	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0
Totnes	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0
Wilton Factory Outlet Stores, Salisbury	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0
(Don't know / can't remember)	4.6%	46	7.3%	23	3.4%	23	2.5%	2	3.3%	14	6.0%	29	4.2%	26	4.0%	12
(Don't regularly buy these goods)	2.2%	22	2.8%	9	1.9%	13	1.3%	1	0.7%	3	3.7%	18	2.0%	12	1.3%	4
Base:		1002		317		685		79		428		485		612		299

Q08 At which location did your household last buy domestic electric appliances (e.g. fridges and kitchen items) ?

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE	
Southampton	17.4%	174	15.8%	50	18.1%	124	24.1%	19	16.8%	72	16.9%	82	19.9%	122	12.7%	38
Eastleigh	12.9%	129	14.5%	46	12.1%	83	7.6%	6	11.2%	48	15.3%	74	12.1%	74	14.7%	44
Winchester	10.1%	101	10.7%	34	9.8%	67	10.1%	8	9.6%	41	10.7%	52	9.6%	59	10.4%	31
Internet / mail order / catalogue	9.6%	96	10.1%	32	9.3%	64	10.1%	8	13.6%	58	6.2%	30	10.6%	65	8.4%	25
Hedge End	5.9%	59	6.9%	22	5.4%	37	12.7%	10	6.8%	29	3.9%	19	5.6%	34	6.7%	20
Bishops Waltham	5.5%	55	4.7%	15	5.8%	40	2.5%	2	5.4%	23	5.8%	28	5.1%	31	6.0%	18
Currys, Easton Lane, Moorside Road, Winchester	5.3%	53	6.3%	20	4.8%	33	2.5%	2	5.8%	25	5.4%	26	4.4%	27	6.4%	19
Fareham	4.9%	49	4.1%	13	5.3%	36	5.1%	4	5.6%	24	4.3%	21	4.6%	28	6.0%	18
Portsmouth	1.6%	16	1.3%	4	1.8%	12	1.3%	1	1.6%	7	1.6%	8	2.0%	12	1.3%	4
Waterlooville	1.5%	15	0.6%	2	1.9%	13	0.0%	0	0.9%	4	2.3%	11	0.8%	5	2.7%	8
Chandlers Ford	1.2%	12	1.6%	5	1.0%	7	1.3%	1	0.7%	3	1.6%	8	1.5%	9	1.0%	3
Winnal	1.1%	11	0.9%	3	1.2%	8	1.3%	1	1.2%	5	1.0%	5	1.1%	7	0.3%	1
Basingstoke	1.1%	11	0.9%	3	1.2%	8	2.5%	2	1.4%	6	0.6%	3	0.8%	5	1.3%	4
Romsey	0.7%	7	0.9%	3	0.6%	4	0.0%	0	0.2%	1	1.2%	6	0.8%	5	0.7%	2
Andover	0.6%	6	0.6%	2	0.6%	4	1.3%	1	0.7%	3	0.4%	2	0.8%	5	0.3%	1
Havant	0.4%	4	0.0%	0	0.6%	4	0.0%	0	0.7%	3	0.2%	1	0.3%	2	0.7%	2
London	0.4%	4	0.6%	2	0.3%	2	0.0%	0	0.5%	2	0.4%	2	0.7%	4	0.0%	0
Wickham	0.3%	3	0.6%	2	0.1%	1	0.0%	0	0.5%	2	0.2%	1	0.5%	3	0.0%	0
Currys Digital, Winchester High Street	0.2%	2	0.3%	1	0.1%	1	0.0%	0	0.2%	1	0.2%	1	0.2%	1	0.3%	1
Locks Heath	0.2%	2	0.3%	1	0.1%	1	0.0%	0	0.0%	0	0.4%	2	0.2%	1	0.3%	1
Salisbury	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.7%	2
Totton	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.2%	1	0.2%	1	0.3%	2	0.0%	0
Reading	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0
New Alresford	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0
Whiteley	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0
Argos, Titchfield	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.3%	1
B&Q, Nursling	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0
Bursledon	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.3%	1
Cork, Ireland	0.1%	1	0.3%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0
Cowplain	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0
Currys, Boyatt Wood, 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
Currys, Ocean Park, 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
Currys, Southampton Road, Park Gate, Fareham	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.3%	1
Currys, Winchester Road, Shirley, Southampton	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.3%	1
Manchester 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
Millbrook	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.3%	1
Nursling	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0
Park Gate	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0
Park Gate Retail Park, Southampton	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0
Southsea	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.3%	1
Tesco, Chichester	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0
Tesco, North Harbour	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0
Titchfield Common	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0
(Don't regularly buy these goods)	9.8%	98	9.5%	30	9.9%	68	3.8%	3	8.2%	35	11.8%	57	9.8%	60	9.4%	28
(Don't know / can't remember)	7.0%	70	5.7%	18	7.6%	52	12.7%	10	5.6%	24	7.0%	34	5.9%	36	7.7%	23
Base:		1002		317		685		79		428		485		612		299

Q09 At which location did your household last buy other kinds of electric goods such as TV / Hi-Fi and computers ?

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE	
Southampton	15.6%	156	14.5%	46	16.1%	110	22.8%	18	15.0%	64	15.1%	73	17.2%	105	12.7%	38
Internet / mail order / catalogue	13.5%	135	17.0%	54	11.8%	81	11.4%	9	19.9%	85	8.0%	39	17.5%	107	7.0%	21
Hedge End	8.3%	83	9.1%	29	7.9%	54	16.5%	13	9.3%	40	6.2%	30	8.2%	50	9.0%	27
Winchester	8.1%	81	10.1%	32	7.2%	49	8.9%	7	7.9%	34	8.2%	40	7.8%	48	8.0%	24
Eastleigh	8.0%	80	7.3%	23	8.3%	57	7.6%	6	7.7%	33	8.2%	40	7.7%	47	9.7%	29
Bishops Waltham	4.3%	43	2.5%	8	5.1%	35	0.0%	0	3.3%	14	5.6%	27	3.9%	24	5.0%	15
Fareham	3.8%	38	3.2%	10	4.1%	28	5.1%	4	4.2%	18	3.3%	16	3.4%	21	5.0%	15
Currys, Easton Lane, Moorside Road, Winchester	3.7%	37	3.5%	11	3.8%	26	3.8%	3	4.4%	19	2.9%	14	2.6%	16	5.4%	16
Portsmouth	2.1%	21	1.9%	6	2.2%	15	1.3%	1	3.0%	13	1.4%	7	1.5%	9	3.0%	9
Chandlers Ford	1.7%	17	2.8%	9	1.2%	8	1.3%	1	1.4%	6	2.1%	10	1.3%	8	2.0%	6
Waterlooville	1.7%	17	1.3%	4	1.9%	13	1.3%	1	1.2%	5	2.3%	11	1.1%	7	3.3%	10
Winnal	1.1%	11	1.3%	4	1.0%	7	1.3%	1	0.5%	2	1.6%	8	1.3%	8	0.0%	0
Basingstoke	0.9%	9	1.3%	4	0.7%	5	1.3%	1	1.2%	5	0.6%	3	1.0%	6	0.7%	2
Portchester	0.7%	7	0.9%	3	0.6%	4	2.5%	2	0.0%	0	1.0%	5	0.7%	4	0.7%	2
Romsey	0.7%	7	0.3%	1	0.9%	6	0.0%	0	0.2%	1	1.2%	6	0.7%	4	1.0%	3
Andover	0.6%	6	0.3%	1	0.7%	5	1.3%	1	0.9%	4	0.2%	1	1.0%	6	0.0%	0
New Alresford	0.5%	5	0.6%	2	0.4%	3	0.0%	0	0.0%	0	1.0%	5	0.7%	4	0.0%	0
Comet, Titchfield	0.3%	3	0.6%	2	0.1%	1	0.0%	0	0.0%	0	0.6%	3	0.3%	2	0.3%	1
Salisbury	0.2%	2	0.3%	1	0.1%	1	0.0%	0	0.2%	1	0.2%	1	0.2%	1	0.3%	1
London	0.2%	2	0.3%	1	0.1%	1	0.0%	0	0.5%	2	0.0%	0	0.2%	1	0.3%	1
Guildford	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0
Wickham	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0
Gosport	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.3%	1
Currys Digital, Winchester High Street	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0
Whiteley	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0
Locksheath	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.3%	1
Reading	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0
Abroad	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.3%	1
Alton	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0
Asda, Maynard Road, Totton	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0
Bedford	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0
Bursledon	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0
Comet, Eastleigh	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.3%	1
Currys, Locks Heath	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0
Currys, Park Gate, Fareham	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.3%	1
Edwards & Knock, Fair Oak Road, Fair Oak	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0
John Lewis, West Quay, Southampton	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.3%	1
Local shops, Fair Oak	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.3%	1
Logan, Edinburgh	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Park Gate Retail Park, Southampton	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0
Park Gate, Fareham	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.3%	1
PC World, Old Shoreham Road, Hove	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0
PC World, Bourne Retail Park, Salisbury	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0
Segensworth	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.3%	1
Tesco, Bursledon	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0
Tesco, Winnall, Winchester	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0
Titchfield	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0
(Don't regularly buy these goods)	15.0%	150	13.2%	42	15.8%	108	8.9%	7	12.2%	52	18.4%	89	14.7%	90	14.7%	44
(Don't know / can't remember)	6.5%	65	5.0%	16	7.2%	49	5.1%	4	4.2%	18	8.7%	42	4.4%	27	8.7%	26
Base:		1002		317		685		79		428		485		612		299

Q10 Which location did your household last buy furniture, soft furnishings or floor-coverings ?

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE	
Southampton	14.5%	145	11.4%	36	15.9%	109	22.8%	18	17.8%	76	10.3%	50	17.0%	104	11.7%	35
Hedge End	12.7%	127	16.7%	53	10.8%	74	17.7%	14	13.8%	59	11.1%	54	12.4%	76	13.7%	41
Winchester	9.6%	96	9.1%	29	9.8%	67	10.1%	8	12.6%	54	7.0%	34	9.8%	60	9.4%	28
Eastleigh	4.2%	42	4.1%	13	4.2%	29	5.1%	4	3.0%	13	5.2%	25	3.3%	20	6.0%	18
Internet / mail order / catalogue	4.0%	40	3.2%	10	4.4%	30	3.8%	3	6.5%	28	1.9%	9	4.6%	28	2.7%	8
Peter Green, School Lane, Chandlers Ford	3.7%	37	3.8%	12	3.7%	25	2.5%	2	2.3%	10	5.2%	25	4.2%	26	3.0%	9
Fareham	3.3%	33	2.8%	9	3.5%	24	2.5%	2	3.3%	14	3.5%	17	2.8%	17	4.7%	14
Chandlers Ford	2.9%	29	3.5%	11	2.6%	18	1.3%	1	2.3%	10	3.7%	18	3.4%	21	2.0%	6
Romsey	2.4%	24	1.3%	4	2.9%	20	0.0%	0	1.2%	5	3.9%	19	2.5%	15	2.7%	8
Waterlooville	1.9%	19	1.6%	5	2.0%	14	0.0%	0	1.2%	5	2.9%	14	1.3%	8	3.7%	11
Portsmouth	1.2%	12	0.9%	3	1.3%	9	3.8%	3	2.1%	9	0.0%	0	1.1%	7	1.7%	5
Bishops Waltham	0.8%	8	0.6%	2	0.9%	6	0.0%	0	0.2%	1	1.4%	7	1.3%	8	0.0%	0
Andover	0.6%	6	0.6%	2	0.6%	4	1.3%	1	0.7%	3	0.4%	2	0.8%	5	0.0%	0
London	0.5%	5	0.6%	2	0.4%	3	1.3%	1	0.2%	1	0.6%	3	0.8%	5	0.0%	0
New Alresford	0.5%	5	0.6%	2	0.4%	3	0.0%	0	0.7%	3	0.4%	2	0.3%	2	0.7%	2
Gosport	0.4%	4	0.0%	0	0.6%	4	0.0%	0	0.7%	3	0.2%	1	0.3%	2	0.7%	2
Guildford	0.4%	4	0.9%	3	0.1%	1	1.3%	1	0.7%	3	0.0%	0	0.7%	4	0.0%	0
Basingstoke	0.3%	3	0.3%	1	0.3%	2	0.0%	0	0.7%	3	0.0%	0	0.2%	1	0.7%	2
Whiteley	0.3%	3	0.6%	2	0.1%	1	0.0%	0	0.5%	2	0.2%	1	0.2%	1	0.7%	2
Petersfield	0.3%	3	0.6%	2	0.1%	1	0.0%	0	0.2%	1	0.4%	2	0.3%	2	0.3%	1
Salisbury	0.3%	3	0.3%	1	0.3%	2	0.0%	0	0.5%	2	0.2%	1	0.3%	2	0.0%	0
Bristol	0.3%	3	0.6%	2	0.1%	1	0.0%	0	0.2%	1	0.4%	2	0.5%	3	0.0%	0
Havant	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.7%	2
Ikea, Bristol	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.5%	2	0.0%	0	0.2%	1	0.3%	1
Ikea, Wembley	0.2%	2	0.3%	1	0.1%	1	1.3%	1	0.2%	1	0.0%	0	0.3%	2	0.0%	0
Titchfield	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.0%	0	0.4%	2	0.2%	1	0.3%	1
Reading	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.5%	2	0.0%	0	0.3%	2	0.0%	0
Winnall	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.0%	0	0.4%	2	0.3%	2	0.0%	0
Chichester	0.2%	2	0.3%	1	0.1%	1	0.0%	0	0.5%	2	0.0%	0	0.2%	1	0.3%	1
Wickham	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0
Portchester	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0
Allied Carpets, Titchfield	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0
Camberley	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0
Botley Park, Hedge End	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.3%	1
Bournemouth	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0
Croydon	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.0%	0
DC, West End, Southampton	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.3%	1
Edinburgh	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Newbury	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0
Alresford	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.3%	1
Hayling Island	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.3%	1
Hursley	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0
Ikea, Nottingham	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0
Kings Worthy	0.1%	1	0.0%	0	0.1%	1	1.3%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0
Ringwood	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Roehampton	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.3%	1
Swanmore, Southampton	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0
Titchfield Common	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0
Totton	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0
Wembley, London	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0
Winnall Business Centre, Winnall	0.1%	1	0.0%	0	0.1%	1	1.3%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0
Ferndown	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0
Harveys, Witney	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0
(Don't regularly buy these goods)	21.4%	214	21.8%	69	21.2%	145	11.4%	9	15.4%	66	27.4%	133	19.6%	120	22.4%	67
(Don't know / can't remember)	9.9%	99	11.0%	35	9.3%	64	11.4%	9	8.6%	37	10.3%	50	8.2%	50	10.0%	30
Base:		1002		317		685		79		428		485		612		299

Column %ges.

Q11 Which location did your household last buy DIY / hardware items ?

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE	
Eastleigh	16.6%	166	16.4%	52	16.6%	114	13.9%	11	14.0%	60	19.4%	94	16.8%	103	17.4%	52
Hedge End	13.1%	131	14.8%	47	12.3%	84	20.3%	16	17.3%	74	8.5%	41	14.4%	88	12.7%	38
Homebase, Easton Lane, Winnal, Winchester	11.5%	115	11.4%	36	11.5%	79	7.6%	6	13.3%	57	10.5%	51	13.9%	85	7.7%	23
Winchester	11.5%	115	12.9%	41	10.8%	74	8.9%	7	12.9%	55	10.5%	51	10.8%	66	10.4%	31
Southampton	5.9%	59	5.4%	17	6.1%	42	12.7%	10	6.5%	28	4.3%	21	5.7%	35	7.0%	21
Fareham	4.3%	43	3.8%	12	4.5%	31	8.9%	7	4.7%	20	3.3%	16	4.7%	29	4.0%	12
Waterlooville	2.8%	28	1.9%	6	3.2%	22	1.3%	1	1.9%	8	3.9%	19	1.8%	11	4.3%	13
Chandlers Ford	2.3%	23	3.5%	11	1.8%	12	6.3%	5	1.6%	7	2.3%	11	2.9%	18	1.3%	4
Romsey	2.1%	21	1.9%	6	2.2%	15	1.3%	1	1.4%	6	2.9%	14	2.9%	18	0.7%	2
Wickham	2.0%	20	2.8%	9	1.6%	11	0.0%	0	1.9%	8	2.5%	12	2.1%	13	1.3%	4
Bishops Waltham	1.5%	15	1.3%	4	1.6%	11	0.0%	0	1.2%	5	1.9%	9	1.0%	6	2.3%	7
Andover	1.5%	15	0.3%	1	2.0%	14	2.5%	2	2.1%	9	0.6%	3	1.8%	11	1.0%	3
Winnal	1.5%	15	2.8%	9	0.9%	6	1.3%	1	1.4%	6	1.6%	8	1.6%	10	1.0%	3
Nursling	1.4%	14	1.3%	4	1.5%	10	1.3%	1	2.3%	10	0.6%	3	1.1%	7	2.3%	7
Havant	1.3%	13	1.3%	4	1.3%	9	1.3%	1	2.1%	9	0.6%	3	1.1%	7	2.0%	6
Portsmouth	0.8%	8	1.6%	5	0.4%	3	1.3%	1	0.9%	4	0.4%	2	1.1%	7	0.0%	0
Denmead	0.4%	4	0.3%	1	0.4%	3	0.0%	0	0.7%	3	0.2%	1	0.2%	1	1.0%	3
Internet / mail order / catalogue	0.4%	4	0.6%	2	0.3%	2	0.0%	0	0.5%	2	0.4%	2	0.5%	3	0.3%	1
Basingstoke	0.4%	4	0.6%	2	0.3%	2	0.0%	0	0.2%	1	0.6%	3	0.2%	1	0.3%	1
New Alresford	0.4%	4	0.6%	2	0.3%	2	0.0%	0	0.5%	2	0.4%	2	0.5%	3	0.3%	1
B&Q, The Depot, Nursling	0.4%	4	0.0%	0	0.6%	4	0.0%	0	0.5%	2	0.4%	2	0.2%	1	1.0%	3
Whiteley	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.2%	1	0.2%	1	0.3%	2	0.0%	0
B&Q, Southampton Road, Titchfield	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.2%	1	0.2%	1	0.2%	1	0.3%	1
Reading	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0
Portchester	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.3%	1
Guildford	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0
Alton	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.3%	1
B&Q, Boyatt Wood	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.3%	1
B&Q, Cardiff	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.3%	1
B&Q, Newhaven	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0
B&Q, Purbrook Way, Havant	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.3%	1
Bedhamtpon	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.3%	1
Brambridge Park Garden Centre, 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
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
Cork, Ireland	0.1%	1	0.3%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0
High Street, Shirley	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.3%	1
Millbrook	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.3%	1
North Baddesley	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.3%	1
Nursling Industrial Estate, Southampton	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0
Park Gate, Fareham	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.3%	1
Sainsbury's, Badger Farm, Winchester	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0
Salisbury	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0
Totton	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.3%	1
Winnall Business Centre, Winnall	0.1%	1	0.0%	0	0.1%	1	1.3%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0
(Don't regularly buy these goods)	12.6%	126	10.4%	33	13.6%	93	5.1%	4	7.5%	32	18.1%	88	10.3%	63	12.7%	38
(Don't know / can't remember)	3.0%	30	1.3%	4	3.8%	26	3.8%	3	2.1%	9	3.5%	17	2.1%	13	4.7%	14
Base:		1002		317		685		79		428		485		612		299

Q12 Which location did your household last buy garden items ?

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE	
Eastleigh	10.7%	107	11.4%	36	10.4%	71	11.4%	9	10.3%	44	10.9%	53	9.6%	59	12.4%	37
Winchester	9.8%	98	9.5%	30	9.9%	68	11.4%	9	11.7%	50	7.8%	38	9.5%	58	8.7%	26
Homebase, Easton Lane, Winchester	8.7%	87	8.5%	27	8.8%	60	7.6%	6	11.7%	50	6.4%	31	9.3%	57	7.7%	23
Hedge End	7.4%	74	10.4%	33	6.0%	41	8.9%	7	10.0%	43	4.9%	24	8.0%	49	7.4%	22
Romsey	6.0%	60	5.4%	17	6.3%	43	5.1%	4	4.2%	18	7.6%	37	6.0%	37	5.0%	15
Hillier, Romsey Road, Winchester	5.4%	54	4.4%	14	5.8%	40	2.5%	2	4.2%	18	7.0%	34	6.9%	42	2.7%	8
Fareham	3.7%	37	2.8%	9	4.1%	28	10.1%	8	3.7%	16	2.7%	13	3.9%	24	3.0%	9
Southampton	3.0%	30	3.2%	10	2.9%	20	7.6%	6	3.0%	13	2.3%	11	3.4%	21	2.7%	8
Wickham	2.4%	24	2.8%	9	2.2%	15	0.0%	0	1.4%	6	3.7%	18	2.0%	12	3.3%	10
Brambridge Park Garden Centre, Eastleigh	2.3%	23	2.8%	9	2.0%	14	1.3%	1	2.6%	11	2.3%	11	2.5%	15	2.3%	7
Wyevale, Winchester Road, Fair Oak, Eastleigh	2.0%	20	1.9%	6	2.0%	14	1.3%	1	1.6%	7	2.5%	12	2.6%	16	1.0%	3
Chandlers Ford	1.8%	18	1.3%	4	2.0%	14	0.0%	0	1.9%	8	2.1%	10	1.8%	11	1.7%	5
Waterlooville	1.8%	18	1.6%	5	1.9%	13	1.3%	1	1.9%	8	1.6%	8	1.1%	7	3.0%	9
Andover	1.5%	15	1.3%	4	1.6%	11	2.5%	2	1.9%	8	1.0%	5	1.6%	10	1.7%	5
Local shops, Fair Oak	1.5%	15	0.3%	1	2.0%	14	1.3%	1	1.2%	5	1.9%	9	1.6%	10	1.7%	5
Garsons, Fontley Road, Titchfield, Fareham	1.2%	12	1.6%	5	1.0%	7	1.3%	1	1.2%	5	1.2%	6	1.1%	7	1.7%	5
Winnal	1.1%	11	1.3%	4	1.0%	7	1.3%	1	0.9%	4	1.2%	6	1.0%	6	0.7%	2
Havant	1.0%	10	0.9%	3	1.0%	7	1.3%	1	1.6%	7	0.4%	2	0.8%	5	1.3%	4
Portsmouth	0.9%	9	0.9%	3	0.9%	6	2.5%	2	0.9%	4	0.4%	2	1.3%	8	0.3%	1
Bishops Waltham	0.8%	8	0.0%	0	1.2%	8	0.0%	0	0.0%	0	1.4%	7	0.7%	4	0.7%	2
Internet / mail order / catalogue	0.6%	6	0.3%	1	0.7%	5	0.0%	0	0.5%	2	0.8%	4	1.0%	6	0.0%	0
Nursling	0.5%	5	0.3%	1	0.6%	4	0.0%	0	1.2%	5	0.0%	0	0.3%	2	1.0%	3
Otterbourne	0.5%	5	0.3%	1	0.6%	4	0.0%	0	0.5%	2	0.6%	3	0.8%	5	0.0%	0
Sir Harold Hillier Gardens, Jermyns Lane, Ampfield, Romsey	0.4%	4	0.0%	0	0.6%	4	0.0%	0	0.2%	1	0.6%	3	0.3%	2	0.3%	1
Basingstoke	0.4%	4	0.6%	2	0.3%	2	0.0%	0	0.7%	3	0.2%	1	0.3%	2	0.3%	1
Horndean	0.3%	3	0.3%	1	0.3%	2	0.0%	0	0.2%	1	0.4%	2	0.5%	3	0.0%	0
Haskins Garden Centre, Mansbridge Road, West End, Southampton	0.3%	3	0.3%	1	0.3%	2	1.3%	1	0.2%	1	0.2%	1	0.3%	2	0.3%	1
New Alresford	0.3%	3	0.6%	2	0.1%	1	0.0%	0	0.2%	1	0.4%	2	0.3%	2	0.3%	1
Denmead	0.3%	3	0.0%	0	0.4%	3	0.0%	0	0.2%	1	0.4%	2	0.2%	1	0.7%	2
Titchfield	0.3%	3	0.3%	1	0.3%	2	0.0%	0	0.7%	3	0.0%	0	0.3%	2	0.3%	1
Alton	0.3%	3	0.3%	1	0.3%	2	0.0%	0	0.7%	3	0.0%	0	0.2%	1	0.7%	2
Durley	0.3%	3	0.0%	0	0.4%	3	0.0%	0	0.5%	2	0.2%	1	0.2%	1	0.7%	2
Keydell, Horndean	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.0%	0	0.4%	2	0.3%	2	0.0%	0
Botley	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0
Bramdean	0.2%	2	0.3%	1	0.1%	1	0.0%	0	0.2%	1	0.2%	1	0.2%	1	0.3%	1
Colden Common	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.2%	1	0.2%	1	0.2%	1	0.3%	1
George Beckett Nurseries, Otterbourne Road, Compton	0.2%	2	0.3%	1	0.1%	1	0.0%	0	0.0%	0	0.4%	2	0.3%	2	0.0%	0
Ampfield	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.0%	0	0.4%	2	0.3%	2	0.0%	0
Bordon	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0
Whiteley	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0
Allington Lane	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0
Jobs Nursery, Durley	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0
B&Q, Newhaven	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0
B&Q, Purbrook Way, Havant	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.3%	1
B&Q, The Depot, Nursling	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.3%	1
B&Q, Titchfield Retail Park	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.3%	1
Bedhampton	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.3%	1
Belmont Nursery, Sheffield	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0
Cork, Ireland	0.1%	1	0.3%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0
Crays Hill, Nursling	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.3%	1
Dunmead	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0
Fishers Pond	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0
Fontley	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0
Garfield Nursery, Titchfield Lane, Winchester	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0
Horndean	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.3%	1
Hythe	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0
Kings Worthy	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0
Lady Bird Nurseries,	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0

Column %ges.

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE	
Gromford Lane, Snape Landford	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.3%	1
Local garden centre, Four Marks	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.3%	1
Local nursery, Fair Oak	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0
Local nursery, Ropley	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.3%	1
Local shops, Kiln Lane, Colden Common	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0
Local shops, Titchfield	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0
Longstock Nursery, Longstock	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0
Marwell	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0
McCarthy's, Shedfield	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0
Millbrook	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.3%	1
National Trust, Mottisfont Abbey	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0
Netley Abbey	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0
North Boarhunt, Wickham	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.3%	1
Ropley	0.1%	1	0.0%	0	0.1%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1
Salisbury	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.3%	1
Scats, Easton Lane, Winnal, Winchester	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0
Segenworth	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0
Shedfield	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0
Sherfield English	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0
Stockbridge	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0
Totton	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0
(Don't regularly buy these goods)	11.9%	119	14.5%	46	10.7%	73	12.7%	10	9.6%	41	13.6%	66	9.6%	59	14.7%	44
(Don't know / can't remember)	5.5%	55	5.4%	17	5.5%	38	5.1%	4	4.7%	20	6.2%	30	5.1%	31	6.7%	20
Base:		1002		317		685		79		428		485		612		299

Q13 Which location did your household last buy health, beauty and chemist items ?

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE	
Winchester	30.0%	301	28.7%	91	30.7%	210	31.6%	25	33.9%	145	26.4%	128	32.2%	197	23.1%	69
Eastleigh	9.8%	98	8.2%	26	10.5%	72	8.9%	7	9.8%	42	9.7%	47	7.5%	46	14.7%	44
Romsey	8.1%	81	6.3%	20	8.9%	61	8.9%	7	6.5%	28	9.3%	45	8.0%	49	8.7%	26
Fareham	7.9%	79	5.0%	16	9.2%	63	8.9%	7	8.2%	35	7.6%	37	8.5%	52	8.7%	26
Chandlers Ford	7.2%	72	8.5%	27	6.6%	45	8.9%	7	6.3%	27	7.8%	38	9.0%	55	4.7%	14
Southampton	3.7%	37	2.2%	7	4.4%	30	7.6%	6	5.1%	22	1.9%	9	4.2%	26	2.7%	8
Waterlooville	3.2%	32	2.2%	7	3.7%	25	2.5%	2	3.0%	13	3.5%	17	2.6%	16	4.3%	13
Bishops Waltham	3.0%	30	1.9%	6	3.5%	24	0.0%	0	2.8%	12	3.5%	17	2.8%	17	3.3%	10
Internet / mail order / catalogue	2.3%	23	1.9%	6	2.5%	17	0.0%	0	3.0%	13	2.1%	10	2.5%	15	2.7%	8
Hedge End	1.6%	16	2.8%	9	1.0%	7	3.8%	3	1.6%	7	1.2%	6	1.6%	10	1.7%	5
New Alresford	1.3%	13	1.6%	5	1.2%	8	1.3%	1	0.9%	4	1.6%	8	1.1%	7	1.3%	4
Wickham	1.2%	12	1.3%	4	1.2%	8	2.5%	2	0.5%	2	1.6%	8	1.0%	6	1.3%	4
Denmead	0.9%	9	1.3%	4	0.7%	5	0.0%	0	0.9%	4	1.0%	5	0.2%	1	2.3%	7
Stock Bridge	0.8%	8	0.9%	3	0.7%	5	0.0%	0	0.9%	4	0.8%	4	0.7%	4	1.3%	4
Andover	0.8%	8	0.6%	2	0.9%	6	1.3%	1	0.7%	3	0.8%	4	1.0%	6	0.7%	2
Whiteley	0.7%	7	0.6%	2	0.7%	5	1.3%	1	0.9%	4	0.4%	2	0.8%	5	0.3%	1
Havant	0.6%	6	0.3%	1	0.7%	5	1.3%	1	1.2%	5	0.0%	0	0.3%	2	1.0%	3
Portsmouth	0.5%	5	0.3%	1	0.6%	4	0.0%	0	0.7%	3	0.4%	2	0.5%	3	0.7%	2
Winnal	0.4%	4	0.3%	1	0.4%	3	1.3%	1	0.2%	1	0.4%	2	0.5%	3	0.3%	1
Badger Farm	0.4%	4	0.0%	0	0.6%	4	0.0%	0	0.5%	2	0.4%	2	0.5%	3	0.0%	0
Sainsburys, Hedge End	0.3%	3	0.6%	2	0.1%	1	0.0%	0	0.5%	2	0.2%	1	0.5%	3	0.0%	0
Basingstoke	0.3%	3	0.3%	1	0.3%	2	0.0%	0	0.2%	1	0.4%	2	0.3%	2	0.3%	1
Local chemist, Fair Oak	0.3%	3	0.9%	3	0.0%	0	1.3%	1	0.2%	1	0.2%	1	0.3%	2	0.3%	1
Sainsburys, Badger Farm, Winchester	0.3%	3	0.3%	1	0.3%	2	0.0%	0	0.0%	0	0.6%	3	0.3%	2	0.3%	1
Petersfield	0.3%	3	0.0%	0	0.4%	3	0.0%	0	0.0%	0	0.6%	3	0.3%	2	0.3%	1
Alresford	0.3%	3	0.3%	1	0.3%	2	0.0%	0	0.7%	3	0.0%	0	0.3%	2	0.3%	1
Local shops, Week	0.2%	2	0.3%	1	0.1%	1	0.0%	0	0.2%	1	0.2%	1	0.2%	1	0.0%	0
Totton	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.5%	2	0.0%	0	0.2%	1	0.3%	1
Bishopstoke	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.2%	1	0.2%	1	0.3%	2	0.0%	0
Stoney Lane	0.2%	2	0.3%	1	0.1%	1	0.0%	0	0.0%	0	0.4%	2	0.2%	1	0.0%	0
Twyford	0.2%	2	0.3%	1	0.1%	1	0.0%	0	0.0%	0	0.4%	2	0.2%	1	0.3%	1
Local chemist, Church Road, Bishopstoke	0.2%	2	0.6%	2	0.0%	0	0.0%	0	0.5%	2	0.0%	0	0.2%	1	0.3%	1
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
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
Alton	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.3%	1
Beales, Bournemouth	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0
Boots, Worthing	0.1%	1	0.0%	0	0.1%	1	1.3%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0
Bournemouth	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0
Boots, Bournemouth	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0
Broadcut	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0
Fair Oak	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0
Healthspan, St. Peter Port, Guernsey	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0
Horsforth	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0
Lloyds Pharmacy, Eastleigh Road, Fair Oak	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0
Lloyds Pharmacy, Fair Oak Road, Fair Oak	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0
Boyatt Wood	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.3%	1
Local chemist, High Street, Stockbridge	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.3%	1
Local chemist, Shakespeare Road, Boyatt Wood	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.3%	1
Local shops, Orams Mount, Winchester	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0
Lordshill	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.3%	1
Peter Jones, Sloane Square, London	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0
Sainsburys, 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
Sainsburys, Warrington Way, Fareham	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0
Salisbury	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0
Stockwood	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0
Stockwood Pharmacy, Fair Oak	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0
Tesco, Burlesden	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0
Tesco, North Harbour	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0
Tesco, The Swan Centre, Eastleigh	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0

Column %ges.

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE	
(Don't regularly buy these goods)	7.3%	73	12.3%	39	5.0%	34	3.8%	3	5.4%	23	9.3%	45	5.7%	35	7.7%	23
(Don't know / can't remember)	2.7%	27	5.4%	17	1.5%	10	3.8%	3	1.4%	6	3.5%	17	2.0%	12	4.0%	12
Base:		1002		317		685		79		428		485		612		299

Q14 Which location did your household last buy other non-food items such as books, CD's, toys and gifts ?

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE	
Winchester	26.9%	270	27.4%	87	26.7%	183	30.4%	24	29.2%	125	24.3%	118	29.6%	181	19.4%	58
Internet / mail order / catalogue	15.2%	152	21.8%	69	12.1%	83	15.2%	12	20.6%	88	10.5%	51	18.0%	110	11.0%	33
Southampton	9.3%	93	8.8%	28	9.5%	65	15.2%	12	9.8%	42	8.0%	39	10.6%	65	9.0%	27
Eastleigh	9.2%	92	8.2%	26	9.6%	66	10.1%	8	8.4%	36	9.5%	46	7.4%	45	13.4%	40
Fareham	8.1%	81	5.7%	18	9.2%	63	11.4%	9	6.5%	28	8.9%	43	8.0%	49	8.7%	26
Romsey	3.4%	34	2.2%	7	3.9%	27	2.5%	2	2.8%	12	4.1%	20	3.6%	22	3.7%	11
Waterlooville	2.6%	26	2.2%	7	2.8%	19	0.0%	0	2.3%	10	3.3%	16	1.0%	6	5.7%	17
Chandlers Ford	2.4%	24	1.9%	6	2.6%	18	1.3%	1	2.6%	11	2.5%	12	2.5%	15	2.3%	7
Portsmouth	1.1%	11	0.6%	2	1.3%	9	1.3%	1	1.6%	7	0.6%	3	1.0%	6	1.0%	3
Bishops Waltham	0.8%	8	0.0%	0	1.2%	8	0.0%	0	0.7%	3	1.0%	5	0.8%	5	0.7%	2
Hedge End	0.7%	7	0.9%	3	0.6%	4	1.3%	1	0.9%	4	0.4%	2	0.8%	5	0.7%	2
New Alresford	0.5%	5	0.6%	2	0.4%	3	0.0%	0	0.7%	3	0.4%	2	0.3%	2	1.0%	3
Andover	0.5%	5	0.6%	2	0.4%	3	1.3%	1	0.5%	2	0.4%	2	0.3%	2	0.7%	2
Salisbury	0.4%	4	0.6%	2	0.3%	2	0.0%	0	0.2%	1	0.6%	3	0.3%	2	0.7%	2
Basingstoke	0.4%	4	0.9%	3	0.1%	1	1.3%	1	0.5%	2	0.2%	1	0.2%	1	1.0%	3
Havant	0.3%	3	0.0%	0	0.4%	3	0.0%	0	0.5%	2	0.2%	1	0.3%	2	0.3%	1
Wickham	0.2%	2	0.3%	1	0.1%	1	0.0%	0	0.2%	1	0.2%	1	0.3%	2	0.0%	0
Whiteley	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.5%	2	0.0%	0	0.3%	2	0.0%	0
Petersfield	0.2%	2	0.3%	1	0.1%	1	0.0%	0	0.2%	1	0.2%	1	0.2%	1	0.3%	1
Alton	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.0%	0	0.4%	2	0.2%	1	0.3%	1
Fair Oak	0.2%	2	0.0%	0	0.3%	2	1.3%	1	0.0%	0	0.2%	1	0.2%	1	0.3%	1
Gatwick Airport	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.5%	2	0.0%	0	0.3%	2	0.0%	0
Totton	0.2%	2	0.3%	1	0.1%	1	0.0%	0	0.0%	0	0.4%	2	0.2%	1	0.3%	1
Alresford	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0
Asda, Totton	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.3%	1
Crantock	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.3%	1
CWR, Waverley Abbey House, 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
East Kilbride	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.0%	0
France	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.3%	1
Hay-on-Wye	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0
Kingston	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.3%	1
Poole	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0
Ringwood	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0
Sainsbury, Badger Farm, Winchester	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.3%	1
Sainsbury, Hedge 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
Tesco, North Harbour	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0
Tesco, Whitely	0.1%	1	0.0%	0	0.1%	1	1.3%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0
Windsor	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0
Woolworths, Totton	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0
(Don't regularly buy these goods)	11.5%	115	9.8%	31	12.3%	84	3.8%	3	6.3%	27	17.1%	83	8.3%	51	14.7%	44
(Don't know / can't remember)	3.8%	38	4.1%	13	3.7%	25	2.5%	2	2.8%	12	4.7%	23	3.8%	23	3.0%	9
Base:		1002		317		685		79		428		485		612		299

Q15 At which of the following centres do you visit the shops and services regularly, once a month or more often?

Winchester

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE	
Yes	54.5%	546	56.8%	180	53.4%	366	53.2%	42	56.5%	242	52.6%	255	58.8%	360	45.2%	135
No	45.5%	456	43.2%	137	46.6%	319	46.8%	37	43.5%	186	47.4%	230	41.2%	252	54.8%	164
Base:		1002		317		685		79		428		485		612		299

Bishops Waltham

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE	
Yes	13.1%	131	11.7%	37	13.7%	94	6.3%	5	13.6%	58	13.4%	65	13.2%	81	14.0%	42
No	86.9%	871	88.3%	280	86.3%	591	93.7%	74	86.4%	370	86.6%	420	86.8%	531	86.0%	257
Base:		1002		317		685		79		428		485		612		299

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE	
Denmead																
Yes	5.0%	50	3.8%	12	5.5%	38	3.8%	3	4.9%	21	5.2%	25	3.9%	24	7.7%	23
No	95.0%	952	96.2%	305	94.5%	647	96.2%	76	95.1%	407	94.8%	460	96.1%	588	92.3%	276
Base:		1002		317		685		79		428		485		612		299
New Alresford																
Yes	9.6%	96	9.8%	31	9.5%	65	3.8%	3	10.0%	43	10.3%	50	8.2%	50	11.0%	33
No	90.4%	906	90.2%	286	90.5%	620	96.2%	76	90.0%	385	89.7%	435	91.8%	562	89.0%	266
Base:		1002		317		685		79		428		485		612		299
Wickham																
Yes	13.3%	133	14.2%	45	12.8%	88	13.9%	11	11.7%	50	14.4%	70	13.2%	81	15.4%	46
No	86.7%	869	85.8%	272	87.2%	597	86.1%	68	88.3%	378	85.6%	415	86.8%	531	84.6%	253
Base:		1002		317		685		79		428		485		612		299
Whiteley																
Yes	13.7%	137	13.6%	43	13.7%	94	16.5%	13	16.8%	72	10.5%	51	15.0%	92	12.4%	37
No	86.3%	865	86.4%	274	86.3%	591	83.5%	66	83.2%	356	89.5%	434	85.0%	520	87.6%	262
Base:		1002		317		685		79		428		485		612		299

Q16 What if anything would make you visit Winchester Town Centre more often?

1st Mention

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE	
Nothing	45.8%	459	48.6%	154	44.5%	305	44.3%	35	41.6%	178	49.7%	241	41.7%	255	50.8%	152
More car parking	15.1%	151	15.8%	50	14.7%	101	8.9%	7	15.2%	65	16.3%	79	16.5%	101	14.4%	43
Better choice of shops in general	9.2%	92	8.2%	26	9.6%	66	12.7%	10	10.7%	46	7.4%	36	10.6%	65	7.0%	21
Better choice of clothing shops	6.8%	68	4.1%	13	8.0%	55	10.1%	8	8.9%	38	4.3%	21	7.5%	46	5.4%	16
Cheaper car parking	5.4%	54	6.3%	20	5.0%	34	5.1%	4	5.6%	24	4.9%	24	5.9%	36	4.3%	13
Improved bus services	3.0%	30	1.9%	6	3.5%	24	3.8%	3	1.6%	7	3.9%	19	2.6%	16	3.7%	11
More large shops	2.6%	26	0.9%	3	3.4%	23	2.5%	2	3.7%	16	1.6%	8	3.3%	20	1.7%	5
Less traffic	1.3%	13	1.3%	4	1.3%	9	1.3%	1	0.9%	4	1.6%	8	1.6%	10	1.0%	3
Better quality shops	1.1%	11	0.9%	3	1.2%	8	0.0%	0	1.6%	7	0.8%	4	1.0%	6	1.0%	3
New department store	0.9%	9	0.6%	2	1.0%	7	0.0%	0	1.6%	7	0.4%	2	1.0%	6	0.7%	2
More food supermarkets	0.8%	8	1.6%	5	0.4%	3	0.0%	0	1.4%	6	0.4%	2	1.0%	6	0.3%	1
More independent shops	0.7%	7	0.9%	3	0.6%	4	0.0%	0	0.7%	3	0.8%	4	0.8%	5	0.3%	1
Improved paving and pathways	0.7%	7	0.6%	2	0.7%	5	0.0%	0	0.9%	4	0.6%	3	0.8%	5	0.0%	0
Cheaper shops	0.6%	6	0.0%	0	0.9%	6	0.0%	0	0.7%	3	0.6%	3	0.3%	2	1.0%	3
Improvements to the one-way system	0.6%	6	0.9%	3	0.4%	3	2.5%	2	0.2%	1	0.6%	3	0.3%	2	1.3%	4
More traffic free areas / pedestrianisation	0.5%	5	0.9%	3	0.3%	2	0.0%	0	0.7%	3	0.4%	2	0.5%	3	0.7%	2
Improved access	0.5%	5	0.9%	3	0.3%	2	0.0%	0	0.2%	1	0.8%	4	0.2%	1	1.0%	3
Modernisation	0.5%	5	0.6%	2	0.4%	3	2.5%	2	0.2%	1	0.4%	2	0.3%	2	0.7%	2
More cafés and restaurants	0.3%	3	0.0%	0	0.4%	3	0.0%	0	0.2%	1	0.4%	2	0.5%	3	0.0%	0
More leisure facilities	0.3%	3	0.0%	0	0.4%	3	0.0%	0	0.5%	2	0.2%	1	0.3%	2	0.3%	1
More information on whats there	0.3%	3	0.3%	1	0.3%	2	1.3%	1	0.2%	1	0.2%	1	0.3%	2	0.3%	1
More evening entertainment	0.2%	2	0.3%	1	0.1%	1	2.5%	2	0.0%	0	0.0%	0	0.2%	1	0.3%	1
More farmers markets	0.2%	2	0.6%	2	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.2%	1	0.3%	1
Better maintenance/cleanliness	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.3%	1
(Don't know)	2.6%	26	3.5%	11	2.2%	15	2.5%	2	2.1%	9	2.9%	14	2.6%	16	3.0%	9
Base:		1002		317		685		79		428		485		612		299

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE	
2nd Mention																
Better choice of shops in general	5.6%	56	3.8%	12	6.4%	44	6.3%	5	6.1%	26	4.9%	24	6.4%	39	4.3%	13
More car parking	4.6%	46	5.4%	17	4.2%	29	7.6%	6	4.2%	18	4.5%	22	5.1%	31	4.3%	13
Cheaper car parking	4.5%	45	6.0%	19	3.8%	26	1.3%	1	5.1%	22	4.3%	21	4.9%	30	3.3%	10
Better choice of clothing shops	3.0%	30	1.9%	6	3.5%	24	10.1%	8	3.7%	16	1.2%	6	3.6%	22	1.3%	4
More large shops	1.4%	14	0.9%	3	1.6%	11	3.8%	3	2.3%	10	0.2%	1	1.5%	9	1.3%	4
Better quality shops	1.2%	12	0.9%	3	1.3%	9	0.0%	0	0.7%	3	1.9%	9	1.1%	7	1.7%	5
Less traffic	0.6%	6	1.3%	4	0.3%	2	0.0%	0	0.9%	4	0.4%	2	0.5%	3	1.0%	3
More traffic free areas / pedestrianisation	0.6%	6	0.0%	0	0.9%	6	0.0%	0	0.7%	3	0.6%	3	0.8%	5	0.3%	1
More food supermarkets	0.6%	6	0.3%	1	0.7%	5	0.0%	0	0.5%	2	0.8%	4	1.0%	6	0.0%	0
Improved access	0.6%	6	0.3%	1	0.7%	5	2.5%	2	0.7%	3	0.2%	1	0.7%	4	0.3%	1
Improvements to the one-way system	0.4%	4	0.9%	3	0.1%	1	0.0%	0	0.7%	3	0.2%	1	0.5%	3	0.3%	1
More cafés and restaurants	0.4%	4	0.0%	0	0.6%	4	0.0%	0	0.7%	3	0.2%	1	0.3%	2	0.7%	2
Improved bus services	0.4%	4	0.0%	0	0.6%	4	0.0%	0	0.5%	2	0.4%	2	0.0%	0	1.3%	4
More organisation	0.3%	3	0.9%	3	0.0%	0	0.0%	0	0.5%	2	0.2%	1	0.3%	2	0.0%	0
More independent shops	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.5%	2	0.0%	0	0.2%	1	0.0%	0
More farmers markets	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0
More leisure facilities	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.3%	1
More information on whats there	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0
Cheaper shops	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0
Improved disabled facilities	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0
Better level of staff service	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0
Less traffic wardens	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.3%	1
Later opening times	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Better security	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0
(None mentioned)	74.8%	749	75.7%	240	74.3%	509	68.4%	54	71.0%	304	79.0%	383	72.2%	442	78.9%	236
Base:		1002		317		685		79		428		485		612		299
3rd Mention																
Better choice of shops in general	1.4%	14	1.6%	5	1.3%	9	0.0%	0	1.4%	6	1.6%	8	1.1%	7	1.3%	4
Better choice of clothing shops	0.9%	9	0.6%	2	1.0%	7	1.3%	1	1.4%	6	0.4%	2	0.8%	5	1.3%	4
More large shops	0.8%	8	1.3%	4	0.6%	4	0.0%	0	1.4%	6	0.4%	2	0.8%	5	1.0%	3
More car parking	0.8%	8	0.3%	1	1.0%	7	2.5%	2	0.9%	4	0.4%	2	0.8%	5	0.7%	2
Cheaper car parking	0.6%	6	0.3%	1	0.7%	5	0.0%	0	0.5%	2	0.8%	4	0.5%	3	0.3%	1
More food supermarkets	0.4%	4	0.3%	1	0.4%	3	1.3%	1	0.2%	1	0.4%	2	0.7%	4	0.0%	0
Improved bus services	0.3%	3	0.0%	0	0.4%	3	0.0%	0	0.2%	1	0.4%	2	0.3%	2	0.3%	1
More traffic free areas / pedestrianisation	0.3%	3	0.6%	2	0.1%	1	0.0%	0	0.2%	1	0.4%	2	0.5%	3	0.0%	0
Better quality shops	0.2%	2	0.3%	1	0.1%	1	0.0%	0	0.5%	2	0.0%	0	0.3%	2	0.0%	0
Improved access	0.2%	2	0.3%	1	0.1%	1	1.3%	1	0.0%	0	0.2%	1	0.2%	1	0.0%	0
Cheaper shops	0.2%	2	0.0%	0	0.3%	2	1.3%	1	0.0%	0	0.2%	1	0.0%	0	0.7%	2
Less traffic	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.0%	0	0.4%	2	0.3%	2	0.0%	0
More independent shops	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.2%	1	0.2%	1	0.2%	1	0.0%	0
More cafés and restaurants	0.2%	2	0.0%	0	0.3%	2	1.3%	1	0.0%	0	0.2%	1	0.2%	1	0.0%	0
Improvements to the one-way system	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0
Better maintenance/cleanliness	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0
Better road conditions	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.3%	1
(None mentioned)	92.9%	931	93.4%	296	92.7%	635	91.1%	72	92.8%	397	93.2%	452	92.8%	568	94.0%	281
(Don't know)	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0
Base:		1002		317		685		79		428		485		612		299

Q17 What if anything would make you visit Bishops Waltham centre more often?
Those in Zones 5 and 7

1st Mention

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE	
Nothing	76.7%	178	72.5%	50	78.5%	128	72.7%	16	73.8%	76	80.0%	84	75.3%	113	77.9%	53
Better choice of shops in general	6.5%	15	8.7%	6	5.5%	9	0.0%	0	9.7%	10	4.8%	5	6.0%	9	8.8%	6
Better choice of clothing shops	3.4%	8	4.3%	3	3.1%	5	4.5%	1	5.8%	6	1.0%	1	4.7%	7	1.5%	1
More car parking	3.4%	8	5.8%	4	2.5%	4	4.5%	1	1.9%	2	4.8%	5	4.7%	7	1.5%	1
Improved bus services	2.2%	5	0.0%	0	3.1%	5	0.0%	0	1.0%	1	3.8%	4	2.0%	3	2.9%	2
More food supermarkets	1.3%	3	1.4%	1	1.2%	2	0.0%	0	0.0%	0	2.9%	3	1.3%	2	1.5%	1
More cafés and restaurants	1.3%	3	1.4%	1	1.2%	2	9.1%	2	0.0%	0	1.0%	1	2.0%	3	0.0%	0
Less services	0.9%	2	1.4%	1	0.6%	1	0.0%	0	1.9%	2	0.0%	0	0.7%	1	0.0%	0
More traffic free areas / pedestrianisation	0.4%	1	0.0%	0	0.6%	1	0.0%	0	1.0%	1	0.0%	0	0.7%	1	0.0%	0
Better quality shops	0.4%	1	0.0%	0	0.6%	1	4.5%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Better advertising	0.4%	1	1.4%	1	0.0%	0	4.5%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
More leisure activities	0.4%	1	0.0%	0	0.6%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know)	2.6%	6	2.9%	2	2.5%	4	0.0%	0	3.9%	4	1.9%	2	1.3%	2	5.9%	4
Base:		232		69		163		22		103		105		150		68

2nd Mention

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE	
Better choice of shops in general	3.9%	9	5.8%	4	3.1%	5	4.5%	1	7.8%	8	0.0%	0	4.7%	7	1.5%	1
Better choice of clothing shops	2.2%	5	4.3%	3	1.2%	2	4.5%	1	1.0%	1	2.9%	3	2.0%	3	2.9%	2
More car parking	1.7%	4	1.4%	1	1.8%	3	4.5%	1	1.9%	2	1.0%	1	2.0%	3	1.5%	1
Nothing	0.9%	2	0.0%	0	1.2%	2	0.0%	0	1.9%	2	0.0%	0	1.3%	2	0.0%	0
Better quality shops	0.4%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.5%	1
More food supermarkets	0.4%	1	0.0%	0	0.6%	1	0.0%	0	1.0%	1	0.0%	0	0.7%	1	0.0%	0
More large shops	0.4%	1	0.0%	0	0.6%	1	0.0%	0	1.0%	1	0.0%	0	0.7%	1	0.0%	0
(None mentioned)	90.1%	209	88.4%	61	90.8%	148	86.4%	19	85.4%	88	95.2%	100	88.7%	133	92.6%	63
Base:		232		69		163		22		103		105		150		68

3rd Mention

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE	
Nothing	1.3%	3	1.4%	1	1.2%	2	0.0%	0	1.9%	2	1.0%	1	0.7%	1	2.9%	2
More food supermarkets	1.3%	3	2.9%	2	0.6%	1	0.0%	0	2.9%	3	0.0%	0	2.0%	3	0.0%	0
Better choice of clothing shops	0.4%	1	0.0%	0	0.6%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
More large shops	0.4%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.5%	1
Better quality shops	0.4%	1	1.4%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.7%	1	0.0%	0
(None mentioned)	96.1%	223	94.2%	65	96.9%	158	100.0%	22	93.2%	96	98.1%	103	96.7%	145	95.6%	65
Base:		232		69		163		22		103		105		150		68

Q18 What if anything would make you visit Denmead centre more often?
Those in Zones 6 and 7

1st Mention

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE	
Nothing	80.9%	123	86.4%	38	78.7%	85	100.0%	15	75.0%	45	82.4%	61	80.2%	65	78.9%	45
Better choice of shops in general	5.3%	8	2.3%	1	6.5%	7	0.0%	0	10.0%	6	2.7%	2	4.9%	4	7.0%	4
Better choice of clothing shops	2.6%	4	0.0%	0	3.7%	4	0.0%	0	1.7%	1	4.1%	3	2.5%	2	3.5%	2
More car parking	2.0%	3	4.5%	2	0.9%	1	0.0%	0	3.3%	2	1.4%	1	1.2%	1	1.8%	1
Improved bus services	1.3%	2	0.0%	0	1.9%	2	0.0%	0	0.0%	0	2.7%	2	1.2%	1	1.8%	1
Better maintenance/cleanliness	0.7%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.4%	1	1.2%	1	0.0%	0
More take-aways	0.7%	1	0.0%	0	0.9%	1	0.0%	0	1.7%	1	0.0%	0	1.2%	1	0.0%	0
Improved quality of roads	0.7%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.4%	1	1.2%	1	0.0%	0
Longer opening hours	0.7%	1	0.0%	0	0.9%	1	0.0%	0	1.7%	1	0.0%	0	1.2%	1	0.0%	0
(Don't know)	5.3%	8	6.8%	3	4.6%	5	0.0%	0	6.7%	4	4.1%	3	4.9%	4	7.0%	4
Base:		152		44		108		15		60		74		81		57

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE	
2nd Mention																
Better choice of shops in general	3.3%	5	2.3%	1	3.7%	4	0.0%	0	5.0%	3	2.7%	2	3.7%	3	3.5%	2
Better choice of clothing shops	1.3%	2	0.0%	0	1.9%	2	0.0%	0	1.7%	1	1.4%	1	1.2%	1	1.8%	1
Nothing	0.7%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.2%	1	0.0%	0
More car parking	0.7%	1	0.0%	0	0.9%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	1.8%	1
More food supermarkets	0.7%	1	0.0%	0	0.9%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Better security	0.7%	1	2.3%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	1.8%	1
(None mentioned)	92.8%	141	93.2%	41	92.6%	100	100.0%	15	88.3%	53	94.6%	70	93.8%	76	91.2%	52
Base:		152		44		108		15		60		74		81		57
3rd Mention																
More large shops	1.3%	2	0.0%	0	1.9%	2	0.0%	0	1.7%	1	1.4%	1	0.0%	0	3.5%	2
(None mentioned)	98.7%	150	100.0%	44	98.1%	106	100.0%	15	98.3%	59	98.6%	73	100.0%	81	96.5%	55
Base:		152		44		108		15		60		74		81		57

Q19 What if anything would make you visit New Alresford centre more often?
Those in Zones 3 and 4

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE	
1st Mention																
Nothing	77.0%	117	83.3%	40	74.0%	77	90.9%	10	69.7%	46	81.1%	60	74.5%	70	76.3%	29
More car parking	13.8%	21	14.6%	7	13.5%	14	0.0%	0	16.7%	11	13.5%	10	16.0%	15	13.2%	5
Better choice of shops in general	3.9%	6	0.0%	0	5.8%	6	0.0%	0	6.1%	4	2.7%	2	4.3%	4	2.6%	1
Better choice of clothing shops	2.0%	3	2.1%	1	1.9%	2	9.1%	1	1.5%	1	1.4%	1	2.1%	2	2.6%	1
More large shops	0.7%	1	0.0%	0	1.0%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	2.6%	1
Better quality shops	0.7%	1	0.0%	0	1.0%	1	0.0%	0	1.5%	1	0.0%	0	1.1%	1	0.0%	0
Better advertising	0.7%	1	0.0%	0	1.0%	1	0.0%	0	1.5%	1	0.0%	0	1.1%	1	0.0%	0
(Don't know)	1.3%	2	0.0%	0	1.9%	2	0.0%	0	1.5%	1	1.4%	1	1.1%	1	2.6%	1
Base:		152		48		104		11		66		74		94		38
2nd Mention																
Nothing	5.9%	9	4.2%	2	6.7%	7	0.0%	0	7.6%	5	5.4%	4	7.4%	7	5.3%	2
More food supermarkets	2.0%	3	0.0%	0	2.9%	3	0.0%	0	1.5%	1	2.7%	2	0.0%	0	2.6%	1
Swimming facilities	1.3%	2	0.0%	0	1.9%	2	0.0%	0	1.5%	1	1.4%	1	1.1%	1	2.6%	1
More car parking	1.3%	2	2.1%	1	1.0%	1	0.0%	0	1.5%	1	1.4%	1	1.1%	1	2.6%	1
Better choice of clothing shops	1.3%	2	0.0%	0	1.9%	2	0.0%	0	3.0%	2	0.0%	0	2.1%	2	0.0%	0
More traffic free areas / pedestrianisation	0.7%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	2.6%	1
Better choice of shops in general	0.7%	1	0.0%	0	1.0%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	2.6%	1
(None mentioned)	86.8%	132	93.8%	45	83.7%	87	100.0%	11	83.3%	55	87.8%	65	88.3%	83	81.6%	31
Base:		152		48		104		11		66		74		94		38
3rd Mention																
More food supermarkets	1.3%	2	0.0%	0	1.9%	2	0.0%	0	0.0%	0	2.7%	2	1.1%	1	2.6%	1
Better choice of clothing shops	1.3%	2	0.0%	0	1.9%	2	0.0%	0	1.5%	1	1.4%	1	1.1%	1	0.0%	0
Better choice of shops in general	0.7%	1	0.0%	0	1.0%	1	0.0%	0	1.5%	1	0.0%	0	1.1%	1	0.0%	0
(None mentioned)	96.7%	147	100.0%	48	95.2%	99	100.0%	11	97.0%	64	95.9%	71	96.8%	91	97.4%	37
Base:		152		48		104		11		66		74		94		38

Q20 What if anything would make you visit the Whiteley centre more often?
Those in Zones 5 and 7

1st Mention

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE	
Nothing	75.0%	174	72.5%	50	76.1%	124	59.1%	13	66.0%	68	87.6%	92	71.3%	107	80.9%	55
Better choice of shops in general	9.1%	21	10.1%	7	8.6%	14	27.3%	6	11.7%	12	2.9%	3	12.7%	19	2.9%	2
Better choice of clothing shops	6.0%	14	2.9%	2	7.4%	12	0.0%	0	12.6%	13	1.0%	1	5.3%	8	8.8%	6
Improved bus services	2.2%	5	0.0%	0	3.1%	5	0.0%	0	1.0%	1	2.9%	3	1.3%	2	2.9%	2
Improved access	1.7%	4	5.8%	4	0.0%	0	0.0%	0	1.9%	2	1.9%	2	2.7%	4	0.0%	0
More large shops	0.9%	2	2.9%	2	0.0%	0	9.1%	2	0.0%	0	0.0%	0	0.7%	1	0.0%	0
More food supermarkets	0.9%	2	1.4%	1	0.6%	1	4.5%	1	0.0%	0	1.0%	1	1.3%	2	0.0%	0
Improved traffic system	0.4%	1	1.4%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.7%	1	0.0%	0
More markets	0.4%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	1.0%	1	0.7%	1	0.0%	0
(Don't know)	3.4%	8	2.9%	2	3.7%	6	0.0%	0	5.8%	6	1.9%	2	3.3%	5	4.4%	3
Base:		232		69		163		22		103		105		150		68

2nd Mention

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE	
Better choice of shops in general	3.9%	9	1.4%	1	4.9%	8	9.1%	2	6.8%	7	0.0%	0	3.3%	5	4.4%	3
Better choice of clothing shops	2.2%	5	1.4%	1	2.5%	4	18.2%	4	1.0%	1	0.0%	0	3.3%	5	0.0%	0
Nothing	1.7%	4	2.9%	2	1.2%	2	0.0%	0	2.9%	3	1.0%	1	1.3%	2	2.9%	2
More large shops	1.3%	3	2.9%	2	0.6%	1	0.0%	0	1.9%	2	1.0%	1	2.0%	3	0.0%	0
Better quality shops	0.4%	1	1.4%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.7%	1	0.0%	0
Library	0.4%	1	0.0%	0	0.6%	1	0.0%	0	1.0%	1	0.0%	0	0.7%	1	0.0%	0
(None mentioned)	90.1%	209	89.9%	62	90.2%	147	72.7%	16	85.4%	88	98.1%	103	88.7%	133	92.6%	63
Base:		232		69		163		22		103		105		150		68

3rd Mention

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE	
Nothing	1.7%	4	0.0%	0	2.5%	4	0.0%	0	3.9%	4	0.0%	0	2.0%	3	1.5%	1
Better choice of shops in general	0.4%	1	1.4%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.7%	1	0.0%	0
Better quality shops	0.4%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.7%	1	0.0%	0
Better choice of clothing shops	0.4%	1	1.4%	1	0.0%	0	4.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More cafés and restaurants	0.4%	1	0.0%	0	0.6%	1	4.5%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
(None mentioned)	96.6%	224	95.7%	66	96.9%	158	90.9%	20	95.1%	98	99.0%	104	96.0%	144	98.5%	67
Base:		232		69		163		22		103		105		150		68

Q21 What if anything would make you visit Wickham centre more often?
Those in Zones 5, 6 and 7

1st Mention

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE	
Nothing	80.1%	229	84.5%	71	78.2%	158	80.0%	20	74.2%	92	84.8%	112	80.9%	140	78.5%	73
More car parking	5.6%	16	7.1%	6	5.0%	10	0.0%	0	8.9%	11	3.8%	5	6.9%	12	2.2%	2
Better choice of shops in general	3.8%	11	3.6%	3	4.0%	8	8.0%	2	4.0%	5	3.0%	4	4.0%	7	2.2%	2
Improved bus services	2.1%	6	0.0%	0	3.0%	6	0.0%	0	1.6%	2	3.0%	4	1.7%	3	3.2%	3
Better choice of clothing shops	2.1%	6	1.2%	1	2.5%	5	4.0%	1	2.4%	3	1.5%	2	1.7%	3	3.2%	3
Cheaper parking	1.4%	4	1.2%	1	1.5%	3	0.0%	0	1.6%	2	1.5%	2	0.6%	1	3.2%	3
More food supermarkets	0.7%	2	0.0%	0	1.0%	2	4.0%	1	0.8%	1	0.0%	0	0.6%	1	1.1%	1
More large shops	0.4%	1	0.0%	0	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.1%	1
(Don't know)	3.8%	11	2.4%	2	4.5%	9	4.0%	1	5.6%	7	2.3%	3	3.5%	6	5.4%	5
Base:		286		84		202		25		124		132		173		93

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE	
2nd Mention																
Nothing	1.4%	4	1.2%	1	1.5%	3	0.0%	0	3.2%	4	0.0%	0	0.6%	1	3.2%	3
Better choice of shops in general	1.0%	3	1.2%	1	1.0%	2	4.0%	1	0.8%	1	0.8%	1	1.2%	2	1.1%	1
Better choice of clothing shops	0.7%	2	1.2%	1	0.5%	1	4.0%	1	0.8%	1	0.0%	0	1.2%	2	0.0%	0
More car parking	0.4%	1	1.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.1%	1
More large shops	0.4%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.8%	1	0.6%	1	0.0%	0
Cheaper parking	0.4%	1	0.0%	0	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
(None mentioned)	95.8%	274	95.2%	80	96.0%	194	92.0%	23	93.5%	116	98.5%	130	96.5%	167	94.6%	88
Base:		286		84		202		25		124		132		173		93
3rd Mention																
More food supermarkets	0.4%	1	1.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.6%	1	0.0%	0
(None mentioned)	99.7%	285	98.8%	83	100.0%	202	100.0%	25	99.2%	123	100.0%	132	99.4%	172	100.0%	93
Base:		286		84		202		25		124		132		173		93

Q22 Do you or your family do any of the following leisure activities?

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE	
Cinema	57.4%	575	56.5%	179	57.8%	396	70.9%	56	75.7%	324	39.2%	190	64.9%	397	45.2%	135
Theatre	56.1%	562	48.6%	154	59.6%	408	55.7%	44	63.1%	270	50.3%	244	63.6%	389	43.8%	131
Pub / bar	57.4%	575	61.2%	194	55.6%	381	81.0%	64	69.9%	299	43.1%	209	62.3%	381	51.2%	153
Restaurant	74.5%	746	73.2%	232	75.0%	514	86.1%	68	79.2%	339	68.2%	331	79.7%	488	68.9%	206
Nightclub	9.4%	94	10.7%	34	8.8%	60	40.5%	32	12.4%	53	1.6%	8	9.6%	59	8.4%	25
Bingo	3.8%	38	2.2%	7	4.5%	31	7.6%	6	3.0%	13	3.9%	19	2.3%	14	6.4%	19
Health & Fitness club	29.1%	292	25.9%	82	30.7%	210	43.0%	34	39.5%	169	18.4%	89	33.5%	205	21.7%	65
Tenpin bowling	19.5%	195	19.9%	63	19.3%	132	36.7%	29	32.7%	140	5.4%	26	21.2%	130	17.1%	51
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(None of the above)	10.1%	101	11.4%	36	9.5%	65	5.1%	4	5.1%	22	15.3%	74	7.2%	44	12.7%	38
Base:		1002		317		685		79		428		485		612		299

Q23 Where did you or your family last visit the cinema?
Those who go to the cinema at Q22

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE	
The Screen, Winchester	31.0%	178	29.6%	53	31.6%	125	12.5%	7	28.4%	92	40.5%	77	33.8%	134	20.7%	28
Odeon, Leisure World, West Quay Road, Southampton	27.0%	155	27.9%	50	26.5%	105	48.2%	27	29.0%	94	17.4%	33	25.2%	100	31.1%	42
Fareham	9.2%	53	6.7%	12	10.4%	41	5.4%	3	9.3%	30	10.5%	20	8.1%	32	13.3%	18
Vue, Festival Park, Basingstoke	3.5%	20	3.4%	6	3.5%	14	0.0%	0	4.3%	14	3.2%	6	3.8%	15	3.0%	4
Basingstoke	3.3%	19	2.2%	4	3.8%	15	1.8%	1	4.3%	14	2.1%	4	2.3%	9	5.9%	8
Vue, Portsmouth	3.0%	17	2.8%	5	3.0%	12	7.1%	4	3.4%	11	1.1%	2	2.5%	10	4.4%	6
Harbour Lights Picture House, Southampton	3.0%	17	1.7%	3	3.5%	14	0.0%	0	2.5%	8	4.7%	9	3.5%	14	2.2%	3
UCI, Portsmouth	3.0%	17	2.8%	5	3.0%	12	3.6%	2	3.4%	11	2.1%	4	3.0%	12	3.0%	4
Port Solent	2.6%	15	2.2%	4	2.8%	11	1.8%	1	2.5%	8	3.2%	6	2.5%	10	3.0%	4
Cineworld, Southampton (formerly UCG)	2.1%	12	3.9%	7	1.3%	5	3.6%	2	2.2%	7	1.6%	3	2.3%	9	2.2%	3
Odeon, Portsmouth	1.4%	8	1.1%	2	1.5%	6	5.4%	3	1.2%	4	0.5%	1	1.8%	7	0.7%	1
The Point, Eastleigh	0.9%	5	0.6%	1	1.0%	4	0.0%	0	0.0%	0	2.6%	5	1.0%	4	0.7%	1
London	0.7%	4	1.1%	2	0.5%	2	0.0%	0	0.6%	2	0.5%	1	0.5%	2	0.7%	1
Southampton	0.5%	3	1.1%	2	0.3%	1	0.0%	0	0.6%	2	0.5%	1	0.5%	2	0.7%	1
Salisbury	0.3%	2	0.0%	0	0.5%	2	0.0%	0	0.6%	2	0.0%	0	0.5%	2	0.0%	0
Portchester	0.3%	2	0.6%	1	0.3%	1	0.0%	0	0.3%	1	0.5%	1	0.3%	1	0.7%	1
The Carlton Cinema, Portsmouth	0.3%	2	0.6%	1	0.3%	1	0.0%	0	0.6%	2	0.0%	0	0.0%	0	0.7%	1
Alton	0.2%	1	0.0%	0	0.3%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Andover	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.3%	1	0.0%	0	0.3%	1	0.0%	0
Brighton	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.3%	1	0.0%	0	0.3%	1	0.0%	0
Chichester	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.5%	1	0.3%	1	0.0%	0
Fareham	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.3%	1	0.0%	0
Preston	0.2%	1	0.6%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0
Ropley	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.7%	1
Kings Somborne	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.5%	1	0.3%	1	0.0%	0
Winchester	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.3%	1	0.0%	0	0.3%	1	0.0%	0
(Don't know / can't remember)	6.4%	37	10.6%	19	4.5%	18	7.1%	4	5.6%	18	7.4%	14	6.8%	27	5.2%	7
Base:		575		179		396		56		324		190		397		135

Q24 Where did you or your family last visit the Theatre?
Those who visit the theatre at Q22

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE	
Southampton	45.0%	253	39.6%	61	47.1%	192	56.8%	25	46.3%	125	41.8%	102	41.9%	163	55.0%	72
Theatre Royal, Winchester	18.3%	103	24.0%	37	16.2%	66	15.9%	7	21.5%	58	15.6%	38	20.1%	78	9.9%	13
London	10.9%	61	14.9%	23	9.3%	38	9.1%	4	13.3%	36	7.8%	19	12.9%	50	5.3%	7
Chichester	3.2%	18	1.3%	2	3.9%	16	2.3%	1	2.6%	7	4.1%	10	2.8%	11	3.8%	5
Portsmouth	2.3%	13	3.2%	5	2.0%	8	6.8%	3	0.4%	1	3.7%	9	2.8%	11	1.5%	2
The Point, Eastleigh	1.8%	10	0.0%	0	2.5%	10	0.0%	0	1.9%	5	2.0%	5	2.1%	8	1.5%	2
Romsey	1.6%	9	0.6%	1	2.0%	8	0.0%	0	0.4%	1	3.3%	8	1.5%	6	2.3%	3
Basingstoke	1.4%	8	1.3%	2	1.5%	6	0.0%	0	1.1%	3	2.0%	5	1.0%	4	3.1%	4
Mayflower, Southampton	1.4%	8	0.6%	1	1.7%	7	0.0%	0	2.2%	6	0.8%	2	1.3%	5	1.5%	2
Salisbury	1.2%	7	1.3%	2	1.2%	5	0.0%	0	0.7%	2	2.0%	5	1.3%	5	1.5%	2
Southsea	0.9%	5	1.3%	2	0.7%	3	2.3%	1	0.7%	2	0.8%	2	0.8%	3	1.5%	2
Newbury	0.7%	4	0.6%	1	0.7%	3	0.0%	0	0.4%	1	1.2%	3	0.8%	3	0.0%	0
Fareham	0.7%	4	0.6%	1	0.7%	3	0.0%	0	0.7%	2	0.8%	2	0.5%	2	1.5%	2
Playhouse, Salisbury	0.7%	4	0.6%	1	0.7%	3	0.0%	0	0.4%	1	0.8%	2	0.8%	3	0.8%	1
The Plaza, Romsey	0.5%	3	1.9%	3	0.0%	0	2.3%	1	0.4%	1	0.4%	1	0.8%	3	0.0%	0
Victoria Palace, London	0.5%	3	0.6%	1	0.5%	2	0.0%	0	0.4%	1	0.8%	2	0.3%	1	1.5%	2
Winchester	0.5%	3	0.0%	0	0.7%	3	0.0%	0	0.4%	1	0.8%	2	0.8%	3	0.0%	0
Guildford	0.4%	2	0.0%	0	0.5%	2	0.0%	0	0.4%	1	0.4%	1	0.3%	1	0.8%	1
Bournemouth	0.4%	2	0.6%	1	0.2%	1	0.0%	0	0.0%	0	0.8%	2	0.3%	1	0.8%	1
Watermill, Newbury	0.4%	2	0.6%	1	0.2%	1	0.0%	0	0.0%	0	0.8%	2	0.3%	1	0.8%	1
Woking	0.4%	2	0.6%	1	0.2%	1	0.0%	0	0.0%	0	0.8%	2	0.3%	1	0.8%	1
Richmond	0.4%	2	0.0%	0	0.5%	2	0.0%	0	0.7%	2	0.0%	0	0.5%	2	0.0%	0
Stratford upon Avon	0.4%	2	0.6%	1	0.2%	1	2.3%	1	0.0%	0	0.4%	1	0.5%	2	0.0%	0
Petersfield	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.4%	1	0.3%	1	0.0%	0
Andover	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.8%	1
Havant	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.8%	1
Godalming	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.4%	1	0.3%	1	0.0%	0
Bath	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.4%	1	0.0%	0	0.3%	1	0.0%	0
Brighton	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.4%	1	0.0%	0	0.3%	1	0.0%	0
Gosport	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.4%	1	0.3%	1	0.0%	0
Newcastle	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.4%	1	0.3%	1	0.0%	0
(Don't know / can't remember)	4.6%	26	4.5%	7	4.7%	19	2.3%	1	4.4%	12	5.3%	13	4.1%	16	4.6%	6
Base:		562		154		408		44		270		244		389		131

Q25 Where did you or your family last visit a pub / bar?
Those who visit pubs / bars at Q22

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE	
Winchester	21.4%	123	23.7%	46	20.2%	77	23.4%	15	25.1%	75	15.3%	32	21.8%	83	19.6%	30
Romsey	7.1%	41	5.2%	10	8.1%	31	6.3%	4	6.7%	20	8.1%	17	7.9%	30	6.5%	10
Chandlers Ford	5.6%	32	9.8%	19	3.4%	13	6.3%	4	4.3%	13	7.2%	15	7.1%	27	2.6%	4
Eastleigh	5.4%	31	4.6%	9	5.8%	22	4.7%	3	4.7%	14	6.7%	14	3.4%	13	9.2%	14
Fareham	4.3%	25	3.1%	6	5.0%	19	6.3%	4	5.4%	16	2.4%	5	4.5%	17	4.6%	7
New Alresford	4.0%	23	3.6%	7	4.2%	16	1.6%	1	3.7%	11	5.3%	11	3.4%	13	3.9%	6
Southampton	4.0%	23	4.1%	8	3.9%	15	10.9%	7	3.0%	9	3.3%	7	3.9%	15	5.2%	8
Denmead	2.6%	15	3.6%	7	2.1%	8	1.6%	1	3.0%	9	2.4%	5	2.4%	9	3.9%	6
Bishops Waltham	2.4%	14	2.6%	5	2.4%	9	1.6%	1	3.7%	11	1.0%	2	1.8%	7	4.6%	7
Wickham	2.3%	13	2.1%	4	2.4%	9	3.1%	2	1.3%	4	2.9%	6	1.8%	7	1.3%	2
Otterbourne	2.3%	13	3.6%	7	1.6%	6	6.3%	4	1.7%	5	1.9%	4	2.4%	9	1.3%	2
Portsmouth	1.7%	10	1.5%	3	1.8%	7	3.1%	2	1.7%	5	1.4%	3	1.8%	7	1.3%	2
Fair Oak	1.4%	8	1.5%	3	1.3%	5	0.0%	0	2.0%	6	1.0%	2	1.8%	7	0.7%	1
Hambledon	1.2%	7	0.5%	1	1.6%	6	1.6%	1	0.7%	2	1.4%	3	1.1%	4	1.3%	2
Bishops Stoke	1.0%	6	1.0%	2	1.1%	4	0.0%	0	0.3%	1	2.4%	5	0.3%	1	2.0%	3
Droxford	1.0%	6	1.0%	2	1.1%	4	0.0%	0	0.7%	2	1.9%	4	1.6%	6	0.0%	0
Sutton Scotney	0.9%	5	1.5%	3	0.5%	2	1.6%	1	1.0%	3	0.5%	1	1.1%	4	0.7%	1
Whiteley	0.9%	5	1.0%	2	0.8%	3	3.1%	2	1.0%	3	0.0%	0	1.1%	4	0.0%	0
Cheriton	0.9%	5	1.0%	2	0.8%	3	1.6%	1	1.0%	3	0.5%	1	0.5%	2	2.0%	3
Kings Worthy	0.7%	4	0.5%	1	0.8%	3	0.0%	0	1.0%	3	0.5%	1	0.5%	2	1.3%	2
Alresford	0.7%	4	0.5%	1	0.8%	3	0.0%	0	1.3%	4	0.0%	0	0.5%	2	1.3%	2
Waltham Chase	0.7%	4	1.0%	2	0.5%	2	0.0%	0	0.3%	1	1.4%	3	0.8%	3	0.7%	1
London	0.7%	4	0.5%	1	0.8%	3	3.1%	2	0.0%	0	1.0%	2	0.8%	3	0.7%	1
Sparsholt	0.7%	4	1.5%	3	0.3%	1	0.0%	0	1.0%	3	0.5%	1	0.8%	3	0.0%	0
Stockbridge	0.7%	4	0.5%	1	0.8%	3	0.0%	0	1.0%	3	0.5%	1	0.8%	3	0.7%	1
Andover	0.7%	4	1.0%	2	0.5%	2	1.6%	1	0.7%	2	0.5%	1	0.8%	3	0.7%	1
Kings Somborne	0.7%	4	1.0%	2	0.5%	2	1.6%	1	0.3%	1	1.0%	2	0.3%	1	2.0%	3
Hursley	0.7%	4	0.0%	0	1.1%	4	0.0%	0	0.7%	2	1.0%	2	0.8%	3	0.7%	1
Longstock	0.7%	4	0.5%	1	0.8%	3	0.0%	0	1.3%	4	0.0%	0	1.1%	4	0.0%	0
Shawford	0.7%	4	1.0%	2	0.5%	2	0.0%	0	0.7%	2	1.0%	2	1.1%	4	0.0%	0
Owslebury	0.5%	3	0.5%	1	0.5%	2	0.0%	0	0.3%	1	1.0%	2	0.5%	2	0.7%	1
Swanmore	0.5%	3	0.5%	1	0.5%	2	1.6%	1	0.0%	0	1.0%	2	0.8%	3	0.0%	0
Easton	0.5%	3	0.0%	0	0.8%	3	0.0%	0	0.0%	0	1.4%	3	0.5%	2	0.0%	0
Bramdean	0.3%	2	0.5%	1	0.3%	1	0.0%	0	0.0%	0	1.0%	2	0.3%	1	0.7%	1
Crawley	0.3%	2	0.0%	0	0.5%	2	0.0%	0	0.3%	1	0.5%	1	0.5%	2	0.0%	0
Colden Common	0.3%	2	0.5%	1	0.3%	1	0.0%	0	0.7%	2	0.0%	0	0.3%	1	0.7%	1
Shedfield	0.3%	2	0.5%	1	0.3%	1	0.0%	0	0.0%	0	1.0%	2	0.3%	1	0.7%	1
Braishfield	0.3%	2	0.0%	0	0.5%	2	0.0%	0	0.0%	0	1.0%	2	0.3%	1	0.7%	1
Fishers Pond	0.3%	2	0.5%	1	0.3%	1	0.0%	0	0.3%	1	0.5%	1	0.3%	1	0.7%	1
Dunbridge	0.3%	2	0.5%	1	0.3%	1	0.0%	0	0.3%	1	0.5%	1	0.3%	1	0.7%	1
Durley	0.3%	2	0.5%	1	0.3%	1	1.6%	1	0.3%	1	0.0%	0	0.3%	1	0.7%	1
Mudford	0.3%	2	0.0%	0	0.5%	2	0.0%	0	0.3%	1	0.5%	1	0.3%	1	0.7%	1
Botley	0.3%	2	0.0%	0	0.5%	2	0.0%	0	0.7%	2	0.0%	0	0.5%	2	0.0%	0
New Forest	0.3%	2	0.0%	0	0.5%	2	0.0%	0	0.3%	1	0.5%	1	0.3%	1	0.0%	0
Hayling Island	0.3%	2	0.5%	1	0.3%	1	0.0%	0	0.3%	1	0.5%	1	0.3%	1	0.7%	1
Isle of Wight	0.3%	2	0.5%	1	0.3%	1	0.0%	0	0.7%	2	0.0%	0	0.5%	2	0.0%	0
Horndean	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.7%	1
Basingstoke	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.7%	1
Brockenhurst	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.5%	1	0.3%	1	0.0%	0
Burley	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.3%	1	0.0%	0	0.3%	1	0.0%	0
Boyatt Wood	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.7%	1
Chilworth	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.5%	1	0.3%	1	0.0%	0
Corhampton	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.7%	1
Waterlooville	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Alton	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.5%	1	0.3%	1	0.0%	0
Appledore	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.3%	1	0.0%	0	0.3%	1	0.0%	0
Bishops Frome	0.2%	1	0.5%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0
Leeds	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.3%	1	0.0%	0	0.3%	1	0.0%	0
North Baddesley	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.3%	1	0.0%	0	0.3%	1	0.0%	0
Upham	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.3%	1	0.0%	0	0.3%	1	0.0%	0
Horton Heath	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.3%	1	0.0%	0
Cadenham	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.3%	1	0.0%	0	0.3%	1	0.0%	0
Landsford	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Ampfield	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.5%	1	0.3%	1	0.0%	0
Winnall	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.3%	1	0.0%	0
Littleton	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Funtley	0.2%	1	0.0%	0	0.3%	1	1.6%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0
Bishops Sutton	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.7%	1
Overton	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.3%	1	0.0%	0
Swindon	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.3%	1	0.0%	0	0.3%	1	0.0%	0
St. Cross	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.7%	1

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE	
Stockbridge	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.3%	1	0.0%	0	0.3%	1	0.0%	0
Ovington	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.5%	1	0.3%	1	0.0%	0
Stubbington	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.7%	1
Widecombe	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.5%	1	0.3%	1	0.0%	0
Twyford	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.7%	1
West Meon	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.7%	1
West Mellow	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.7%	1
Soberton	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.3%	1	0.0%	0
(Don't know / can't remember)	10.1%	58	7.2%	14	11.5%	44	4.7%	3	9.7%	29	12.4%	26	11.0%	42	8.5%	13
Base:		575		194		381		64		299		209		381		153

Q26 Where did you or your family last visit a restaurant?
Those who visit restaurants at Q22

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE	
Winchester	23.7%	177	25.4%	59	23.0%	118	27.9%	19	29.5%	100	16.9%	56	25.6%	125	20.4%	42
Romsey	7.9%	59	6.5%	15	8.6%	44	7.4%	5	8.3%	28	7.9%	26	8.0%	39	8.7%	18
Southampton	7.9%	59	7.8%	18	8.0%	41	13.2%	9	7.4%	25	7.6%	25	8.2%	40	6.8%	14
Eastleigh	6.2%	46	5.2%	12	6.6%	34	2.9%	2	4.7%	16	8.2%	27	4.9%	24	8.7%	18
Wickham	4.6%	34	5.2%	12	4.3%	22	5.9%	4	3.2%	11	5.7%	19	4.9%	24	2.4%	5
Fareham	4.2%	31	3.0%	7	4.7%	24	5.9%	4	5.3%	18	2.7%	9	4.3%	21	4.4%	9
Bishops Waltham	3.4%	25	2.6%	6	3.7%	19	1.5%	1	4.1%	14	2.7%	9	2.9%	14	3.9%	8
Portsmouth	2.7%	20	3.9%	9	2.1%	11	10.3%	7	1.8%	6	2.1%	7	2.5%	12	3.4%	7
Chandlers Ford	2.4%	18	3.9%	9	1.8%	9	1.5%	1	1.8%	6	3.3%	11	3.1%	15	1.5%	3
New Alresford	1.3%	10	0.4%	1	1.8%	9	0.0%	0	1.8%	6	1.2%	4	0.8%	4	1.0%	2
London	1.3%	10	0.9%	2	1.6%	8	1.5%	1	1.5%	5	0.9%	3	1.6%	8	0.5%	1
Stockbridge	1.3%	10	1.3%	3	1.4%	7	1.5%	1	0.9%	3	1.8%	6	1.0%	5	2.4%	5
Otterbourne	1.3%	10	0.9%	2	1.6%	8	2.9%	2	0.3%	1	1.8%	6	1.6%	8	0.5%	1
Denmead	1.2%	9	0.9%	2	1.4%	7	1.5%	1	1.5%	5	0.9%	3	1.2%	6	1.5%	3
Bishops Stoke	0.9%	7	0.9%	2	1.0%	5	0.0%	0	0.6%	2	1.5%	5	1.0%	5	0.5%	1
Basingstoke	0.8%	6	0.9%	2	0.8%	4	0.0%	0	1.5%	5	0.3%	1	0.4%	2	1.5%	3
Fair Oak	0.8%	6	0.9%	2	0.8%	4	0.0%	0	0.3%	1	1.5%	5	1.2%	6	0.0%	0
Ampfield	0.7%	5	0.4%	1	0.8%	4	0.0%	0	0.3%	1	1.2%	4	0.4%	2	1.5%	3
Andover	0.7%	5	1.3%	3	0.4%	2	1.5%	1	0.3%	1	0.9%	3	0.4%	2	1.5%	3
Colden Common	0.7%	5	0.9%	2	0.6%	3	0.0%	0	0.9%	3	0.6%	2	0.8%	4	0.5%	1
Botley	0.7%	5	1.7%	4	0.2%	1	0.0%	0	0.9%	3	0.6%	2	0.8%	4	0.5%	1
Shawford	0.7%	5	0.4%	1	0.8%	4	0.0%	0	0.9%	3	0.6%	2	0.6%	3	0.5%	1
New Forest	0.5%	4	0.4%	1	0.6%	3	0.0%	0	0.6%	2	0.6%	2	0.6%	3	0.5%	1
Salisbury	0.5%	4	0.4%	1	0.6%	3	1.5%	1	0.0%	0	0.9%	3	0.4%	2	0.5%	1
Whiteley	0.5%	4	0.9%	2	0.4%	2	0.0%	0	1.2%	4	0.0%	0	0.8%	4	0.0%	0
Waterlooville	0.5%	4	0.4%	1	0.6%	3	0.0%	0	0.6%	2	0.6%	2	0.2%	1	1.5%	3
Brockenhurst	0.5%	4	0.0%	0	0.8%	4	0.0%	0	0.6%	2	0.6%	2	0.4%	2	0.5%	1
Alton	0.4%	3	0.4%	1	0.4%	2	0.0%	0	0.0%	0	0.9%	3	0.6%	3	0.0%	0
Chichester	0.4%	3	0.0%	0	0.6%	3	0.0%	0	0.3%	1	0.6%	2	0.0%	0	1.0%	2
Alresford	0.4%	3	0.0%	0	0.6%	3	0.0%	0	0.9%	3	0.0%	0	0.0%	0	1.5%	3
Longstock	0.4%	3	0.0%	0	0.6%	3	0.0%	0	0.6%	2	0.0%	0	0.6%	3	0.0%	0
Easton	0.4%	3	0.4%	1	0.4%	2	0.0%	0	0.6%	2	0.3%	1	0.4%	2	0.5%	1
Abroad	0.4%	3	0.4%	1	0.4%	2	1.5%	1	0.3%	1	0.3%	1	0.4%	2	0.5%	1
Fishers Pond	0.4%	3	0.9%	2	0.2%	1	0.0%	0	0.6%	2	0.3%	1	0.2%	1	1.0%	2
Guildford	0.3%	2	0.0%	0	0.4%	2	0.0%	0	0.6%	2	0.0%	0	0.0%	0	1.0%	2
Hedge End	0.3%	2	0.4%	1	0.2%	1	1.5%	1	0.3%	1	0.0%	0	0.4%	2	0.0%	0
Isle of Wight	0.3%	2	0.4%	1	0.2%	1	0.0%	0	0.3%	1	0.3%	1	0.4%	2	0.0%	0
Durley	0.3%	2	0.4%	1	0.2%	1	0.0%	0	0.3%	1	0.3%	1	0.2%	1	0.5%	1
West Meon	0.3%	2	0.4%	1	0.2%	1	1.5%	1	0.3%	1	0.0%	0	0.4%	2	0.0%	0
Gosport	0.3%	2	0.0%	0	0.4%	2	0.0%	0	0.0%	0	0.6%	2	0.2%	1	0.5%	1
Crawley	0.3%	2	0.0%	0	0.4%	2	0.0%	0	0.0%	0	0.6%	2	0.4%	2	0.0%	0
Twyford	0.3%	2	0.4%	1	0.2%	1	0.0%	0	0.3%	1	0.3%	1	0.2%	1	0.5%	1
Southbourne	0.3%	2	0.4%	1	0.2%	1	0.0%	0	0.3%	1	0.3%	1	0.2%	1	0.5%	1
Droxford	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.5%	1
Bognor Regis	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0
Bridport	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.3%	1	0.2%	1	0.0%	0
Bentworth	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0
Wareham	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Cadenham	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Braishfield	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.5%	1
Bullington Cross	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0
Chilworth	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.3%	1	0.2%	1	0.0%	0
Chorlton	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.5%	1
Christchurch	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0
Kings Worthy	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.3%	1	0.2%	1	0.0%	0
Emsworth	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.3%	1	0.2%	1	0.0%	0
Hambleton	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.5%	1
Hurstly	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Keswick	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0
Kings Somborne	0.1%	1	0.4%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0
Lees	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0
Lyndhurst	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.3%	1	0.2%	1	0.0%	0
Bath	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.5%	1
Mansbridge	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0
Mawgan Porth	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.5%	1
Meonstoke	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.3%	1	0.2%	1	0.0%	0
Waltham Chase	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.3%	1	0.2%	1	0.0%	0
Ovington	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.5%	1
Padstow	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0
Park Gate	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0
Port Solent	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0

Column %ges.

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE	
Ringwood	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.3%	1	0.2%	1	0.0%	0
Southsea	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.5%	1
Sparsholt	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0
Stoke	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0
Strand	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.5%	1
Upham	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0
Shipton Bellinger	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0
Swansea	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.3%	1	0.2%	1	0.0%	0
Stubbington	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.5%	1
Vale of Glamorgan	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.5%	1
Twickenham	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0
Dundridge	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.2%	1	0.0%	0
Widecombe	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.3%	1	0.2%	1	0.0%	0
Newbury	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.2%	1	0.0%	0
North Baddesley	0.1%	1	0.4%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0
Timbridge	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.5%	1
(Don't know / can't remember)	10.9%	81	13.4%	31	9.7%	50	5.9%	4	8.3%	28	14.5%	48	10.5%	51	11.7%	24
Base:		746		232		514		68		339		331		488		206

Q27 Where did you or your family last visit a nightclub / live music venue?
Those who visit nightclubs at Q22

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE	
Southampton	40.4%	38	35.3%	12	43.3%	26	43.8%	14	34.0%	18	62.5%	5	35.6%	21	52.0%	13
Portsmouth	22.3%	21	23.5%	8	21.7%	13	28.1%	9	20.8%	11	12.5%	1	22.0%	13	24.0%	6
Southampton	9.6%	9	5.9%	2	11.7%	7	6.3%	2	13.2%	7	0.0%	0	13.6%	8	0.0%	0
The Original Porthouse, Winchester	8.5%	8	11.8%	4	6.7%	4	12.5%	4	7.5%	4	0.0%	0	8.5%	5	8.0%	2
Winchester	8.5%	8	8.8%	3	8.3%	5	6.3%	2	9.4%	5	12.5%	1	11.9%	7	0.0%	0
Eastleigh	2.1%	2	5.9%	2	0.0%	0	0.0%	0	3.8%	2	0.0%	0	1.7%	1	4.0%	1
Fareham	1.1%	1	0.0%	0	1.7%	1	0.0%	0	1.9%	1	0.0%	0	1.7%	1	0.0%	0
Bishops Waltham	1.1%	1	0.0%	0	1.7%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	4.0%	1
Basingstoke	1.1%	1	0.0%	0	1.7%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Preston	1.1%	1	2.9%	1	0.0%	0	3.1%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Salisbury	1.1%	1	2.9%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	4.0%	1
(Don't know / can't remember)	3.2%	3	2.9%	1	3.3%	2	0.0%	0	3.8%	2	12.5%	1	3.4%	2	4.0%	1
Base:		94		34		60		32		53		8		59		25

Q28 Where did you or your family last go to play bingo?
Those who play bingo at Q22

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE	
Eastleigh	23.7%	9	42.9%	3	19.4%	6	16.7%	1	15.4%	2	31.6%	6	21.4%	3	15.8%	3
Southampton	18.4%	7	28.6%	2	16.1%	5	66.7%	4	0.0%	0	15.8%	3	14.3%	2	26.3%	5
Lords Hill	15.8%	6	0.0%	0	19.4%	6	0.0%	0	0.0%	0	31.6%	6	7.1%	1	26.3%	5
Basingstoke	7.9%	3	0.0%	0	9.7%	3	0.0%	0	23.1%	3	0.0%	0	14.3%	2	5.3%	1
Portsmouth	7.9%	3	0.0%	0	9.7%	3	16.7%	1	15.4%	2	0.0%	0	21.4%	3	0.0%	0
Winchester	2.6%	1	14.3%	1	0.0%	0	0.0%	0	7.7%	1	0.0%	0	7.1%	1	0.0%	0
Fareham	2.6%	1	0.0%	0	3.2%	1	0.0%	0	7.7%	1	0.0%	0	0.0%	0	5.3%	1
Waterlooville	2.6%	1	0.0%	0	3.2%	1	0.0%	0	0.0%	0	5.3%	1	0.0%	0	0.0%	0
Minehead	2.6%	1	0.0%	0	3.2%	1	0.0%	0	7.7%	1	0.0%	0	7.1%	1	0.0%	0
Lordsfield	2.6%	1	0.0%	0	3.2%	1	0.0%	0	7.7%	1	0.0%	0	0.0%	0	5.3%	1
Stockbridge	2.6%	1	0.0%	0	3.2%	1	0.0%	0	0.0%	0	5.3%	1	0.0%	0	5.3%	1
Cowplain	2.6%	1	14.3%	1	0.0%	0	0.0%	0	0.0%	0	5.3%	1	0.0%	0	5.3%	1
Romsey	2.6%	1	0.0%	0	3.2%	1	0.0%	0	0.0%	0	5.3%	1	7.1%	1	0.0%	0
Internet / online	2.6%	1	0.0%	0	3.2%	1	0.0%	0	7.7%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	2.6%	1	0.0%	0	3.2%	1	0.0%	0	7.7%	1	0.0%	0	0.0%	0	5.3%	1
Base:		38		7		31		6		13		19		14		19

Q29 Where did you or your family last go to a healthclub / gym?
Those who attend a health & fitness club at Q22

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE	
Winchester	28.1%	82	31.7%	26	26.7%	56	23.5%	8	29.6%	50	27.0%	24	29.3%	60	23.1%	15
Eastleigh	15.4%	45	15.9%	13	15.2%	32	14.7%	5	15.4%	26	15.7%	14	14.6%	30	20.0%	13
Fareham	8.9%	26	6.1%	5	10.0%	21	8.8%	3	8.3%	14	10.1%	9	7.8%	16	13.8%	9
Romsey	7.2%	21	8.5%	7	6.7%	14	8.8%	3	5.9%	10	9.0%	8	6.8%	14	7.7%	5
Southampton	5.1%	15	4.9%	4	5.2%	11	8.8%	3	4.1%	7	5.6%	5	5.4%	11	3.1%	2
Waterlooville	3.1%	9	1.2%	1	3.8%	8	2.9%	1	4.1%	7	1.1%	1	2.4%	5	6.2%	4
Whiteley	2.7%	8	4.9%	4	1.9%	4	5.9%	2	3.6%	6	0.0%	0	2.9%	6	1.5%	1
Alresford	2.4%	7	1.2%	1	2.9%	6	0.0%	0	3.6%	6	1.1%	1	2.0%	4	4.6%	3
Shedfield	1.7%	5	2.4%	2	1.4%	3	0.0%	0	0.6%	1	4.5%	4	2.4%	5	0.0%	0
Hedge End	1.7%	5	2.4%	2	1.4%	3	0.0%	0	1.8%	3	2.2%	2	2.4%	5	0.0%	0
Fair Oak	1.7%	5	2.4%	2	1.4%	3	0.0%	0	3.0%	5	0.0%	0	0.5%	1	4.6%	3
Hampshire Tennis Club, West End	1.7%	5	0.0%	0	2.4%	5	2.9%	1	2.4%	4	0.0%	0	2.0%	4	0.0%	0
Basingstoke	1.4%	4	1.2%	1	1.4%	3	2.9%	1	1.8%	3	0.0%	0	0.5%	1	3.1%	2
Alton	1.0%	3	0.0%	0	1.4%	3	0.0%	0	1.2%	2	1.1%	1	1.0%	2	0.0%	0
Chandlers Ford	1.0%	3	2.4%	2	0.5%	1	0.0%	0	1.8%	3	0.0%	0	1.5%	3	0.0%	0
Bodysound, Chandelers Ford	1.0%	3	1.2%	1	1.0%	2	0.0%	0	0.6%	1	2.2%	2	1.0%	2	1.5%	1
Andover	1.0%	3	1.2%	1	1.0%	2	0.0%	0	1.8%	3	0.0%	0	1.0%	2	1.5%	1
Port Solent	1.0%	3	0.0%	0	1.4%	3	2.9%	1	1.2%	2	0.0%	0	1.0%	2	0.0%	0
Wickham	1.0%	3	1.2%	1	1.0%	2	0.0%	0	0.0%	0	3.4%	3	1.5%	3	0.0%	0
Farnham	0.7%	2	0.0%	0	1.0%	2	2.9%	1	0.6%	1	0.0%	0	0.0%	0	1.5%	1
Cowplain	0.7%	2	0.0%	0	1.0%	2	0.0%	0	0.6%	1	1.1%	1	0.5%	1	1.5%	1
Wellow	0.7%	2	1.2%	1	0.5%	1	0.0%	0	0.6%	1	1.1%	1	0.5%	1	1.5%	1
Colden Common	0.7%	2	1.2%	1	0.5%	1	0.0%	0	0.6%	1	1.1%	1	1.0%	2	0.0%	0
Sutton Scotney	0.7%	2	0.0%	0	1.0%	2	0.0%	0	0.6%	1	1.1%	1	1.0%	2	0.0%	0
Havant	0.3%	1	1.2%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Bishops Waltham	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	1.5%	1
Botley	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	1.1%	1	0.5%	1	0.0%	0
Petersfield	0.3%	1	1.2%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Denmead	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	1.1%	1	0.5%	1	0.0%	0
Littleton	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.6%	1	0.0%	0	0.5%	1	0.0%	0
Lords Hill	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	1.1%	1	0.5%	1	0.0%	0
Meon Valley	0.3%	1	1.2%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.5%	1	0.0%	0
Marwell	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.6%	1	0.0%	0	0.5%	1	0.0%	0
Norton	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.6%	1	0.0%	0	0.5%	1	0.0%	0
Nursling	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	1.1%	1	0.5%	1	0.0%	0
Preston	0.3%	1	1.2%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Salisbury	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.6%	1	0.0%	0	0.5%	1	0.0%	0
Totton	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.6%	1	0.0%	0	0.5%	1	0.0%	0
Waltham Chase	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.6%	1	0.0%	0	0.5%	1	0.0%	0
(Don't know / can't remember)	4.1%	12	3.7%	3	4.3%	9	5.9%	2	1.8%	3	7.9%	7	4.4%	9	3.1%	2
Base:		292		82		210		34		169		89		205		65

Q30 Where did you or your family last go for tenpin bowling?
Those who play ten pin bowling at Q22

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE	
Southampton	41.0%	80	41.3%	26	40.9%	54	58.6%	17	40.7%	57	23.1%	6	42.3%	55	37.3%	19
Basingstoke	15.9%	31	15.9%	10	15.9%	21	13.8%	4	18.6%	26	3.8%	1	12.3%	16	23.5%	12
Fareham	11.3%	22	11.1%	7	11.4%	15	3.4%	1	10.7%	15	23.1%	6	10.8%	14	13.7%	7
Portsmouth	5.6%	11	7.9%	5	4.5%	6	6.9%	2	5.7%	8	3.8%	1	5.4%	7	7.8%	4
Millbrook	4.6%	9	4.8%	3	4.5%	6	3.4%	1	4.3%	6	7.7%	2	4.6%	6	5.9%	3
Bitterne	4.6%	9	6.3%	4	3.8%	5	3.4%	1	5.0%	7	3.8%	1	6.2%	8	0.0%	0
Havant	3.1%	6	0.0%	0	4.5%	6	0.0%	0	3.6%	5	3.8%	1	3.8%	5	2.0%	1
Gosport	2.1%	4	1.6%	1	2.3%	3	0.0%	0	0.0%	0	15.4%	4	1.5%	2	3.9%	2
Andover	1.0%	2	1.6%	1	0.8%	1	0.0%	0	1.4%	2	0.0%	0	1.5%	2	0.0%	0
Shirley	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.7%	1	0.0%	0	0.8%	1	0.0%	0
Bedhampton	0.5%	1	1.6%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.8%	1	0.0%	0
Plymouth	0.5%	1	1.6%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	2.0%	1
Preston	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.7%	1	0.0%	0	0.8%	1	0.0%	0
(Don't know / can't remember)	8.7%	17	6.3%	4	9.8%	13	10.3%	3	7.1%	10	15.4%	4	9.2%	12	3.9%	2
Base:		195		63		132		29		140		26		130		51

Q31 What things, if any, do you regularly buy on the internet?

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE	
Nothing	52.2%	523	44.5%	141	55.8%	382	31.6%	25	34.6%	148	70.7%	343	44.4%	272	64.2%	192
Books, CD's, Toys etc.	29.6%	297	35.0%	111	27.2%	186	43.0%	34	42.8%	183	16.3%	79	36.1%	221	18.7%	56
Clothes and Shoes	11.2%	112	10.7%	34	11.4%	78	21.5%	17	15.4%	66	6.0%	29	13.2%	81	9.4%	28
Travel goods (tickets, holidays etc)	8.9%	89	12.0%	38	7.4%	51	6.3%	5	11.7%	50	7.0%	34	11.1%	68	5.4%	16
Electrical TV, Hi-Fi and Computers	7.5%	75	10.4%	33	6.1%	42	8.9%	7	8.4%	36	6.6%	32	9.8%	60	4.3%	13
Groceries	7.0%	70	6.3%	20	7.3%	50	13.9%	11	9.8%	42	3.5%	17	8.3%	51	5.0%	15
Computer software/electronic games	5.3%	53	8.8%	28	3.7%	25	7.6%	6	6.1%	26	4.3%	21	6.0%	37	4.0%	12
Domestic Electrical Appliances	4.2%	42	5.7%	18	3.5%	24	5.1%	4	5.6%	24	2.9%	14	5.2%	32	2.3%	7
DIY, Hardware and Homewares	3.0%	30	3.8%	12	2.6%	18	5.1%	4	3.7%	16	2.1%	10	3.8%	23	2.3%	7
Health and Beauty, Chemist Items	2.5%	25	1.6%	5	2.9%	20	3.8%	3	4.0%	17	1.0%	5	2.8%	17	1.7%	5
Furniture, Soft Furnishings and Floor Coverings	1.9%	19	1.9%	6	1.9%	13	2.5%	2	3.0%	13	0.8%	4	2.1%	13	1.3%	4
Car / motor bike equipment	1.2%	12	1.6%	5	1.0%	7	0.0%	0	2.3%	10	0.4%	2	1.1%	7	1.3%	4
Sports equipment	1.1%	11	0.9%	3	1.2%	8	1.3%	1	1.6%	7	0.6%	3	1.3%	8	1.0%	3
Garden goods	0.5%	5	0.3%	1	0.6%	4	0.0%	0	0.5%	2	0.6%	3	0.8%	5	0.0%	0
Office goods	0.4%	4	0.3%	1	0.4%	3	0.0%	0	0.7%	3	0.2%	1	0.7%	4	0.0%	0
Photographic goods	0.3%	3	0.3%	1	0.3%	2	0.0%	0	0.0%	0	0.6%	3	0.3%	2	0.3%	1
Art & craft goods	0.3%	3	0.0%	0	0.4%	3	0.0%	0	0.5%	2	0.2%	1	0.2%	1	0.7%	2
Jewellery	0.2%	2	0.3%	1	0.1%	1	0.0%	0	0.2%	1	0.2%	1	0.2%	1	0.3%	1
Camping goods	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.5%	2	0.0%	0	0.3%	2	0.0%	0
Pet products	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0
(Don't know / varies)	1.9%	19	1.6%	5	2.0%	14	2.5%	2	2.6%	11	0.8%	4	1.3%	8	2.3%	7
Base:		1002		317		685		79		428		485		612		299

GEN Gender:

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE	
Male	31.6%	317	100.0%	317	0.0%	0	35.4%	28	31.8%	136	30.9%	150	32.8%	201	30.1%	90
Female	68.4%	685	0.0%	0	100.0%	685	64.6%	51	68.2%	292	69.1%	335	67.2%	411	69.9%	209
Base:		1002		317		685		79		428		485		612		299

AGE How old are you ?

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE	
18-24	2.4%	24	2.8%	9	2.2%	15	30.4%	24	0.0%	0	0.0%	0	2.8%	17	2.0%	6
25-34	5.5%	55	6.0%	19	5.3%	36	69.6%	55	0.0%	0	0.0%	0	5.6%	34	6.4%	19
35-44	16.3%	163	16.4%	52	16.2%	111	0.0%	0	38.1%	163	0.0%	0	17.0%	104	15.4%	46
45-54	26.4%	265	26.5%	84	26.4%	181	0.0%	0	61.9%	265	0.0%	0	29.6%	181	20.7%	62
55-64	24.0%	240	20.2%	64	25.7%	176	0.0%	0	0.0%	0	49.5%	240	23.5%	144	25.8%	77
65+	24.5%	245	27.1%	86	23.2%	159	0.0%	0	0.0%	0	50.5%	245	21.1%	129	29.4%	88
(Refused)	1.0%	10	0.9%	3	1.0%	7	0.0%	0	0.0%	0	0.0%	0	0.5%	3	0.3%	1
Base:		1002		317		685		79		428		485		612		299

SEG Socio-economic:

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE	
A	11.7%	117	12.9%	41	11.1%	76	12.7%	10	13.3%	57	10.1%	49	19.1%	117	0.0%	0
B	25.8%	259	31.2%	99	23.4%	160	27.8%	22	30.6%	131	21.4%	104	42.3%	259	0.0%	0
C1	23.6%	236	19.2%	61	25.5%	175	24.1%	19	22.7%	97	24.7%	120	38.6%	236	0.0%	0
C2	21.3%	213	21.1%	67	21.3%	146	22.8%	18	17.5%	75	24.5%	119	0.0%	0	71.2%	213
D	7.2%	72	6.9%	22	7.3%	50	7.6%	6	6.1%	26	8.2%	40	0.0%	0	24.1%	72
E	1.4%	14	0.3%	1	1.9%	13	1.3%	1	1.6%	7	1.2%	6	0.0%	0	4.7%	14
(Refused)	9.1%	91	8.2%	26	9.5%	65	3.8%	3	8.2%	35	9.7%	47	0.0%	0	0.0%	0
Base:		1002		317		685		79		428		485		612		299

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE	
QUOTA Zone																
1 - Winchester West	13.7%	137	14.2%	45	13.4%	92	7.6%	6	13.6%	58	15.1%	73	12.9%	79	11.0%	33
2 - Winchester East	9.6%	96	10.4%	33	9.2%	63	11.4%	9	10.5%	45	8.2%	40	10.3%	63	9.4%	28
3 - Inner Rural Area	6.8%	68	6.3%	20	7.0%	48	7.6%	6	3.7%	16	9.3%	45	7.4%	45	4.7%	14
4 - Outer Rural Area: North East	8.4%	84	8.8%	28	8.2%	56	6.3%	5	11.7%	50	6.0%	29	8.0%	49	8.0%	24
5 - Outer Rural Area: South East	13.4%	134	12.6%	40	13.7%	94	12.7%	10	15.0%	64	12.0%	58	15.0%	92	12.0%	36
6 - Denmead	5.4%	54	4.7%	15	5.7%	39	3.8%	3	4.9%	21	5.6%	27	3.8%	23	8.4%	25
7 - Wickham and Whiteleys	9.8%	98	9.1%	29	10.1%	69	15.2%	12	9.1%	39	9.7%	47	9.5%	58	10.7%	32
8 - Outer Rural Area: West	13.1%	131	11.0%	35	14.0%	96	16.5%	13	12.9%	55	12.8%	62	12.9%	79	15.1%	45
9 - Eastleigh	20.0%	200	22.7%	72	18.7%	128	19.0%	15	18.7%	80	21.4%	104	20.3%	124	20.7%	62
Base:		1002		317		685		79		428		485		612		299

Q01 Which store or shop did you do your household's last main food and grocery shopping ?

	Total		1 - Winchester West		2 - Winchester East		3 - Inner Rural Area		4 - Outer Rural Area: North East		5 - Outer Rural Area: South East		6 - Denmead		7 - Wickham and Whiteleys		8 - Outer Rural Area: West		9 - Eastleigh	
Tesco, Easton Lane, Winnal, Winchester	17.4%	174	17.5%	24	50.0%	48	27.9%	19	63.1%	53	3.0%	4	0.0%	0	0.0%	0	9.2%	12	7.0%	14
Sainsbury's, Badger Farm Road, Winchester	16.1%	161	63.5%	87	19.8%	19	30.9%	21	13.1%	11	0.7%	1	0.0%	0	0.0%	0	8.4%	11	5.5%	11
Asda, Bournemouth Road, Chandlers Ford, Eastleigh	7.9%	79	1.5%	2	0.0%	0	7.4%	5	0.0%	0	3.7%	5	0.0%	0	0.0%	0	12.2%	16	25.5%	51
Sainsbury's, Tollbar way, Hedge End	5.6%	56	0.7%	1	0.0%	0	5.9%	4	1.2%	1	22.4%	30	0.0%	0	2.0%	2	0.8%	1	8.5%	17
Sainsbury's, Wallington Way, Fareham	5.5%	55	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.9%	20	0.0%	0	35.7%	35	0.0%	0	0.0%	0
Waitrose, Oakmount Road, Chandlers Ford, Eastleigh	5.4%	54	2.2%	3	2.1%	2	13.2%	9	1.2%	1	1.5%	2	0.0%	0	1.0%	1	0.8%	1	17.5%	35
Waitrose, Alma Road, Romsey	5.0%	50	0.0%	0	1.0%	1	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	35.9%	47	0.0%	0
Internet	3.1%	31	0.7%	1	4.2%	4	2.9%	2	2.4%	2	11.2%	15	0.0%	0	0.0%	0	1.5%	2	2.5%	5
Asda, Portland Road, Waterlooville	2.9%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	48.1%	26	2.0%	2	0.0%	0	0.0%	0
Tesco Metro, The Swan Centre, Wells Place, Eastleigh	2.8%	28	0.0%	0	0.0%	0	1.5%	1	0.0%	0	4.5%	6	1.9%	1	0.0%	0	0.0%	0	10.0%	20
Budgens, Winchester Road, Bishops Waltham	1.7%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.7%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Whiteley Way, Whiteley	1.6%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.3%	16	0.0%	0	0.0%	0
Asda, Speedfields Park, Fareham	1.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.3%	15	0.0%	0	0.0%	0
Sainsbury's, Middlebrook St., Winchester	1.5%	15	3.7%	5	9.4%	9	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Leigh Road, Eastleigh	1.4%	14	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	13
Tesco, North Harbour	1.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	4	5.6%	3	5.1%	5	0.0%	0	0.0%	0
Lidl, Twyford Road, Eastleigh	1.1%	11	0.7%	1	2.1%	2	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0	3.0%	6
Asda Walmart, Larchwood Avenue, Bedhampton	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.7%	9	1.0%	1	0.0%	0	0.0%	0
Morrisons, Spruce Drive, Totton	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	7	0.0%	0
Asda, Maynard Road, Totton	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	7	0.0%	0
Tesco, Twyford Road, Eastleigh	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.8%	1	2.5%	5
Waitrose, Dukes Walk, Waterlooville	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	9.3%	5	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, High Street, Winchester	0.6%	6	2.2%	3	3.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Winchester Telephone Survey
for Nathaniel Lichfield & Partners

	Total		1 - Winchester West		2 - Winchester East		3 - Inner Rural Area		4 - Outer Rural Area: North East		5 - Outer Rural Area: South East		6 - Denmead		7 - Wickham and Whiteleys		8 - Outer Rural Area: West		9 - Eastleigh	
Iceland, Middlebrook St., Winchester	0.6%	6	2.2%	3	2.1%	2	0.0%	0	1.2%	1	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	1.5%	2	0.0%	0	4.1%	4	0.0%	0	0.0%	0
Somerfield, Highlands Road, Fareham	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	5	0.0%	0	0.0%	0
Sainsburys, Draymans Way, Alton	0.5%	5	0.0%	0	0.0%	0	0.0%	0	6.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Lakesmere Road, Horndean	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	3	1.0%	1	0.8%	1	0.0%	0
Tesco Extra, Hamble Lane, Bursledon	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	4	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Tesco, Andover	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	5	0.0%	0
Sainsburys, District Centre, Lordshill	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	4	0.0%	0
Somerfield, Winchester Road, Eastleigh	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	2.0%	4
Aldi, The Hundred, Romsey	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.5%	1
Tesco Express, Winchester Road, Fair Oak, Eastleigh	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Safeway, Leigh Road, Eastleigh	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	1.5%	3
Tesco, Millbrook	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	3	0.0%	0
Netto, High Street, West End, Southampton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, Fair Oak	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Rams Walk, Petersfield	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Ashdown Road, Chandlers Ford, Eastleigh	0.2%	2	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Sainsbury's, Basingstoke	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Wallington Way, Broadcut, Fareham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Co-Op, High Street, Stockbridge	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0
Sainsbury's, Oliver's Battery	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.5%	1
Marks & Spencer, Tollbar Way, Hedge End Park	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.5%	1
Lidl, London Road, Waterlooville	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Tesco One Stop, Battery Hill, Winchester	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Alldays, Stoney Lane, Weeke, Winchester	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, Stoney Lane, Weeke, Winchester	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		1 - Winchester West		2 - Winchester East		3 - Inner Rural Area		4 - Outer Rural Area: North East		5 - Outer Rural Area: South East		6 - Denmead		7 - Wickham and Whiteleys		8 - Outer Rural Area: West		9 - Eastleigh	
Aldi, Eastleigh	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Preston Candover Road, Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Purbrook Way, Havant	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Asda, The Marlands - Western Esplanade, Southampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, Bishops Waltham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, Alresford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, Bishops Waltham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, Colden Common	0.1%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, Locks Heath, Titchfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Co-Op, Romsey	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Local shops, Botley Road, 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	0.5%	1
Local shops, High Street, Romsey	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Marks & Spencer, Alton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrison's, Bridport	0.1%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrison's, Preston	0.1%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrison's, Worting Road, Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netto, High Street, West End Southampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Peoples Market, Hambleton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Fitzherbert Road, Farlington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Hatch Warren, Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Redcar Street, Shirley	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	0.5%	1
Somerfield, Winchester Road, Chandlers Ford	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	0.5%	1
Tesco Metro, High Street, Cosham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Tesco, Hook	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Tesco, Newbury Road, Andover	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Tesco, Penny Walks, Ferndown	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Portchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Tesco, Salisbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Tesco, Shirley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Tesco, The Causeway, Petersfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Thinkley Road,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0

	Total		1 - Winchester West		2 - Winchester East		3 - Inner Rural Area		4 - Outer Rural Area: North East		5 - Outer Rural Area: South East		6 - Denmead		7 - Wickham and Whiteleys		8 - Outer Rural Area: West		9 - Eastleigh	
Andover																				
Waitrose, Churchill West Way, Salisbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Waitrose, Havant	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Waitrose, Portswood Road, Southampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	2.9%	29	2.2%	3	5.2%	5	0.0%	0	2.4%	2	3.0%	4	1.9%	1	6.1%	6	0.0%	0	4.0%	8
Base:		1002		137		96		68		84		134		54		98		131		200

Q02 While you were on your last main shop did you, (or anyone else with you) carry out any of the following activities?
Those who do not shop on the internet at Q01

	Total		1 - Winchester West		2 - Winchester East		3 - Inner Rural Area		4 - Outer Rural Area: North East		5 - Outer Rural Area: South East		6 - Denmead		7 - Wickham and Whiteleys		8 - Outer Rural Area: West		9 - Eastleigh	
Go shopping for non food items	32.6%	327	40.9%	56	21.9%	21	29.4%	20	28.6%	24	32.1%	43	48.1%	26	32.7%	32	26.0%	34	35.5%	71
No other activities	31.2%	313	29.2%	40	41.7%	40	35.3%	24	33.3%	28	19.4%	26	25.9%	14	31.6%	31	40.5%	53	28.5%	57
Go to Bank, Post Office, Building Society or Cash Point	26.7%	268	25.5%	35	20.8%	20	33.8%	23	20.2%	17	26.9%	36	40.7%	22	32.7%	32	24.4%	32	25.5%	51
Go shopping for other food items	24.4%	244	26.3%	36	18.8%	18	23.5%	16	22.6%	19	22.4%	30	37.0%	20	29.6%	29	24.4%	32	22.0%	44
Get Petrol	24.2%	242	26.3%	36	14.6%	14	22.1%	15	34.5%	29	25.4%	34	16.7%	9	34.7%	34	21.4%	28	21.5%	43
Go window shopping / browsing	15.0%	150	13.9%	19	7.3%	7	11.8%	8	9.5%	8	16.4%	22	25.9%	14	16.3%	16	14.5%	19	18.5%	37
Use sports / leisure or entertainment facilities (including library, cafe etc)	7.3%	73	7.3%	10	5.2%	5	5.9%	4	4.8%	4	9.0%	12	9.3%	5	10.2%	10	9.9%	13	5.0%	10
Go to hairdressers, dry cleaners, or other service	3.6%	36	2.9%	4	4.2%	4	5.9%	4	2.4%	2	1.5%	2	3.7%	2	5.1%	5	3.8%	5	4.0%	8
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	0.8%	1	0.0%	0
(Don't know / cant remember)	3.7%	37	1.5%	2	5.2%	5	4.4%	3	2.4%	2	11.9%	16	1.9%	1	0.0%	0	1.5%	2	3.0%	6
Base:		1002		137		96		68		84		134		54		98		131		200

Winchester Telephone Survey
for Nathaniel Lichfield & Partners

Q03 How do you normally travel to do your main food shopping?
Those who do not shop on the internet at Q01

	Total		1 - Winchester West		2 - Winchester East		3 - Inner Rural Area		4 - Outer Rural Area: North East		5 - Outer Rural Area: South East		6 - Denmead		7 - Wickham and Whiteleys		8 - Outer Rural Area: West		9 - Eastleigh	
Car-driver	76.1%	763	70.1%	96	62.5%	60	80.9%	55	84.5%	71	80.6%	108	77.8%	42	83.7%	82	71.8%	94	77.5%	155
Car-passenger	12.0%	120	14.6%	20	14.6%	14	14.7%	10	11.9%	10	8.2%	11	9.3%	5	10.2%	10	15.3%	20	10.0%	20
Bus / Coach	3.8%	38	5.1%	7	3.1%	3	1.5%	1	0.0%	0	3.7%	5	11.1%	6	1.0%	1	0.8%	1	7.0%	14
Taxi	0.4%	4	0.7%	1	0.0%	0	1.5%	1	0.0%	0	0.7%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Walk	5.4%	54	7.3%	10	14.6%	14	0.0%	0	1.2%	1	5.2%	7	1.9%	1	3.1%	3	9.2%	12	3.0%	6
Bicycle	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	1.0%	1	1.5%	2	0.5%	1
Mobility scooter	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
(Don't know / varies)	0.8%	8	0.7%	1	4.2%	4	1.5%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
(Don not travel - goods delivered)	0.9%	9	1.5%	2	1.0%	1	0.0%	0	1.2%	1	0.7%	1	0.0%	0	0.0%	0	0.8%	1	1.5%	3
Base:		1002		137		96		68		84		134		54		98		131		200

Q04 In addition to your main food shopping at which location did you last visit for small scale / top up shopping for things like bread, milk or newspapers?

	Total		1 - Winchester West		2 - Winchester East		3 - Inner Rural Area		4 - Outer Rural Area: North East		5 - Outer Rural Area: South East		6 - Denmead		7 - Wickham and Whiteleys		8 - Outer Rural Area: West		9 - Eastleigh	
Sainsbury's, Badger Farm Road, Winchester	3.9%	39	19.7%	27	1.0%	1	7.4%	5	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	1	1.5%	3
Waitrose, Oakmount Road, Chandlers Ford, Eastleigh	3.9%	39	0.7%	1	0.0%	0	7.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	15.5%	31
Waitrose, Alma Road, Romsey	2.7%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.6%	27	0.0%	0
Sainsbury's, Middlebrook St., Winchester	2.6%	26	3.7%	5	19.8%	19	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, The Square, Wickham	2.5%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	5	0.0%	0	20.4%	20	0.0%	0	0.0%	0
Marks & Spencer, High Street, Winchester	2.5%	25	7.3%	10	8.3%	8	2.9%	2	2.4%	2	0.0%	0	0.0%	0	2.0%	2	0.8%	1	0.0%	0
Budgens, Winchester Road, Bishops Waltham	2.4%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.9%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, Hambledon Road, Denmead	2.1%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	38.9%	21	0.0%	0	0.0%	0	0.0%	0
Tesco, Easton Lane, Winnal, Winchester	1.9%	19	0.0%	0	9.4%	9	4.4%	3	7.1%	6	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Tesco Express, Broad Street, Alresford	1.9%	19	0.0%	0	0.0%	0	0.0%	0	22.6%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, High Street, Stockbridge	1.7%	17	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.2%	16	0.0%	0
Tesco Express, Winchester Road, Fair Oak, Eastleigh	1.5%	15	0.0%	0	0.0%	0	1.5%	1	0.0%	0	8.2%	11	0.0%	0	0.0%	0	0.0%	0	1.5%	3
Somerfield, Highland Road, Fareham	1.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.3%	15	0.0%	0	0.0%	0
Tesco Express, Ashdown Road, Chandlers Ford, Eastleigh	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	7.0%	14
Tesco, Whiteley Way, Whiteley	1.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	12.2%	12	0.0%	0	0.0%	0
Tesco Express, Priors Dean Road, Harestock, Winchester	1.2%	12	7.3%	10	0.0%	0	1.5%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, The Swan Centre, Wells Place, Eastleigh	1.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	5.0%	10
Sainsbury's, Wallington Way, Fareham	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	1.9%	1	7.1%	7	0.0%	0	0.5%	1
Asda, Bournemouth Road, Chandlers Ford, Eastleigh	0.9%	9	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	8
Somerfield, Winchester Road, Eastleigh	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	3	0.0%	0	3.0%	6
Co-Op, High Street, Bishops Waltham	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		1 - Winchester West		2 - Winchester East		3 - Inner Rural Area		4 - Outer Rural Area: North East		5 - Outer Rural Area: South East		6 - Denmead		7 - Wickham and Whiteleys		8 - Outer Rural Area: West		9 - Eastleigh	
Tesco, Twyford Road, Eastleigh	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	4.0%	8
Co-Op, Romsey	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	7	0.0%	0
Local shops, Bishops Waltham	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, Stoney Lane, Weeke, Winchester	0.7%	7	4.4%	6	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, Fair Oak	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	4	0.0%	0	0.0%	0	0.0%	0	1.5%	3
Co-Op, Spring Lane, Bishopstoke	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	3.5%	7
Co-Op, Sandy Lane, Fair Oak	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	2.5%	5
Tesco One Stop, Battery Hill, Winchester	0.6%	6	3.7%	5	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Alresford	0.6%	6	0.0%	0	0.0%	0	1.5%	1	6.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, Woodley	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	6	0.0%	0
Tesco Express, Springvale Road, Kingsworthy, Winchester	0.6%	6	0.0%	0	6.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, Alresford	0.6%	6	0.0%	0	0.0%	0	1.5%	1	6.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, Winchester Hill, Romsey	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	5	0.0%	0
Asda, Portland Road, Waterlooville	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	4	1.0%	1	0.0%	0	0.0%	0
Lidl, Twyford Road, Eastleigh	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	4
Sainsbury's, Tollbar way, Hedge End	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Fair Oaks	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	3
Local shops, Romsey	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	5	0.0%	0
Local shops, High Street, Bishops Waltham	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Swanmore	0.5%	5	0.7%	1	1.0%	1	0.0%	0	0.0%	0	2.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Downs Road, South Swanson	0.5%	5	0.0%	0	0.0%	0	0.0%	0	6.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, Milton Road, Waterlooville	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	4	0.0%	0	0.0%	0	0.0%	0
Co-Op Alldays, Stoney Lane, Weeke, Winchester	0.4%	4	2.9%	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
Co-Op, St. Vigor Way, Colden Common	0.4%	4	0.0%	0	0.0%	0	5.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, Saxon Way, Halterworth, Romsey	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	4	0.0%	0
Local shops, Harestock	0.3%	3	0.7%	1	1.0%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Colden Common	0.3%	3	0.0%	0	0.0%	0	4.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, The Hundred, Romsey	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	3	0.0%	0

Winchester Telephone Survey
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	Total		1 - Winchester West		2 - Winchester East		3 - Inner Rural Area		4 - Outer Rural Area: North East		5 - Outer Rural Area: South East		6 - Denmead		7 - Wickham and Whiteleys		8 - Outer Rural Area: West		9 - Eastleigh	
Sainsburys, Leigh Road, Eastleigh	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	1.5%	3
Internet	0.3%	3	0.7%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Cross Stores, Kings Somborne	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	3	0.0%	0
Andersons, Hiltenbury, Chandlers Ford	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	1.5%	3
Local shops, Hiltenbury Road, Chandlers Ford, Eastleigh	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	1.5%	3
Local shops, Eastleigh	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	2
Iceland, Middlebrook St., Winchester	0.2%	2	0.7%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Safeway, Leigh Road, Eastleigh	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	1.0%	2
Local shops, Otterbourne, Winchester	0.2%	2	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netto, High Street, West End, Southampton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Sutton Scotney	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, Latham Road, Fair Oak	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Co-Op, Riverside, Bishopstoke	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.5%	1
Local shops, Oxford Road, Sutton Scotney, Winchester	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local farmers market, Winchester	0.2%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Local market, Winchester	0.2%	2	0.0%	0	1.0%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Post Office, Kings Worthy	0.2%	2	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Boyatt Wood, Eastleigh	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	1.0%	2
Local shops, Cheriton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Denmead	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	2	0.0%	0	0.0%	0	0.0%	0
Local shops, Stockbridge Road, Winchester	0.2%	2	1.5%	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
Local shops, Hambledon Road, Denmead	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	2	0.0%	0	0.0%	0	0.0%	0
One Stop, Winnall, Winchester	0.2%	2	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Oliver's Battery	0.2%	2	1.5%	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
Tesco, River Way, Andover	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0
Sainsbury's, Wellington Way, Fareham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Local shops, Sandy Lane,	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	1.0%	2

	Total		1 - Winchester West		2 - Winchester East		3 - Inner Rural Area		4 - Outer Rural Area: North East		5 - Outer Rural Area: South East		6 - Denmead		7 - Wickham and Whiteleys		8 - Outer Rural Area: West		9 - Eastleigh	
Fair Oak Newtown Newsagents, Winchester Road, Bishops Waltham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Corhampton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Waltham Chase	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Winnall	0.2%	2	0.0%	0	1.0%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
McCarthy's, Winchester Road, Wickham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Local Post Office, Twyford	0.2%	2	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Fair Oak Road, Bishopstoke	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	1.0%	2
Spar, Yuetree Drive, Whiteley	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Local shops, Southwick	0.2%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Walesmead Stores, Fair Oak Road, Bishopstoke	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	1.0%	2
Abroad	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Stanmore	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Lakesmere Road, Horndean	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Waitrose, Dukes Walk, Waterlooville	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Brambridge Stores, Church Lane, Colden Common	0.1%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, Bishops Waltham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alldays, Chambers Avenue, Romsey	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Local shops, Highlands, Fareham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
BP Garage, St. Cross	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, Warren Gardens, Romsey	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Country Market, Fair Oak	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Newgate Lane, Fareham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
JD News, Highlands Road, Fareham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Lidl, Ferndown Road, Bournemouth	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Newbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Southampton Road, Totton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Post Office, Church Road, Kings Somborne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Local Post Office, Longmead Road, Bishopstoke	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	0.5%	1

	Total		1 - Winchester West		2 - Winchester East		3 - Inner Rural Area		4 - Outer Rural Area: North East		5 - Outer Rural Area: South East		6 - Denmead		7 - Wickham and Whiteleys		8 - Outer Rural Area: West		9 - Eastleigh	
Co-Op, Shakespeare Road, Boyatt Wood	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	0.5%	1
Co-Op, The Green, Romsey	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Local Post Office, Upham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Allington Lane, Fair Oak	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	0.5%	1
Local shops, Anstey Road, Romsey	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Local shops, Botley Road, Horton Heath	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Botley Road, Romsey	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Asda, Brighton Way - Brighton Hill, Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Droxford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Dury Street, Winchester	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, East Dean Road, Lockerley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Local Post Office, Meonstoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Four Marks	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Hambledon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Hambledon Parade	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, High Street, Droxford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Waterlooville	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Knowle Avenue, Fareham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Local shops, Latham Road, Fair Oak	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	0.5%	1
Local shops, Lockerley Green, Lockerley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Local shops, Lower Upham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Main Road, Otterbourne	0.1%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Meonstoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Mercer Way, Romsey	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Local shops, Milton Road, Waterlooville	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, New Road, Swanmore	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Newtown, Bishops Waltham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Northland	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0

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Road, Romsey																				
Local shops, Park Gate	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Local shops, Portham Heath	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Portsmouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Local shops, School Road, Chariton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, South Leytonstone	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, Seymour Parade, North Baddesley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Local shops, Spring Lane, Colden Common	0.1%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Twyford	0.1%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Upper High Street, Winchester	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Vincy Avenue, Romsey	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Local shops, Wickam Square, Wickam	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Winchester Road, Bishops Waltham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Winchester Road, Kings Somborne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Local shops, Woodley, Romsey	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Local shops, Woodman Lane, Sparsholt	0.1%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Harbour Parade, 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	0.8%	1	0.0%	0
Marks & Spencer, Tollbar Way, Hedge End Park	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marshall's, Winchester Road, Romsey	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Martin's, Hambledon Parade, Hambledon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
McColl's, Kiln Road, Fareham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Meringtons, A32 Garrison Hill, Droxford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrison's, Spruce Drive, Totton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
One Stop, Battery Hill, Winchester	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, The Square, Wickham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, West End, Southampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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One Stop, Winchester Road, Waltham Chase	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Yuetree Drive, Whiteley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Oven Door, Fair Oak	0.1%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Page's, The Square, Wickham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Robinson's, High Street, Stockbridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Sainsbury's, Botley Road, West 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	0.5%	1
Sainsbury's, Drayman Way, Alton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Wallop Drive, Hatch Warren, Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Hursley, Winchester	0.1%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Chandlers Ford	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	0.5%	1
Somerfield, Hedge End	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Upper Northern Road, Hedge 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	0.5%	1
Somerfield, Winchester Road, Chandlers Ford	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	0.5%	1
Spar, Whiteley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Stanwell Convenience Store, Stanwell, Winchester	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Romsey	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Tesco, Airstock, Winchester	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Botley Road, Fair Oak	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	0.5%	1
Tesco, High Street, Bordon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Solent Road, Havant	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
The Courtyard, Ropley, Alresford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Twyford Stores, Hazeley Road, Twyford	0.1%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Southampton Road, Salisbury	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	0.5%	1
Williams Garage, Main Road, Otterbourne	0.1%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't do top-up shopping)	17.2%	172	16.8%	23	25.0%	24	23.5%	16	19.0%	16	11.9%	16	9.3%	5	14.3%	14	19.1%	25	16.5%	33
(Don't know / varies / cant remember)	10.9%	109	23.4%	32	14.6%	14	10.3%	7	4.8%	4	6.0%	8	11.1%	6	8.2%	8	2.3%	3	13.5%	27
Base:		1002		137		96		68		84		134		54		98		131		200

Winchester Telephone Survey
for Nathaniel Lichfield & Partners

Q05 In which location do you buy most of your household's non-food shopping ?

	Total		1 - Winchester West		2 - Winchester East		3 - Inner Rural Area		4 - Outer Rural Area: North East		5 - Outer Rural Area: South East		6 - Denmead		7 - Wickham and Whiteleys		8 - Outer Rural Area: West		9 - Eastleigh	
Winchester	29.6%	297	60.6%	83	72.9%	70	55.9%	38	69.0%	58	11.2%	15	0.0%	0	1.0%	1	10.7%	14	9.0%	18
Southampton	14.5%	145	6.6%	9	8.3%	8	17.6%	12	4.8%	4	20.1%	27	0.0%	0	12.2%	12	26.7%	35	19.0%	38
Eastleigh	12.3%	123	3.7%	5	4.2%	4	8.8%	6	3.6%	3	9.7%	13	3.7%	2	0.0%	0	1.5%	2	44.0%	88
Fareham	9.4%	94	0.7%	1	0.0%	0	0.0%	0	0.0%	0	26.9%	36	1.9%	1	57.1%	56	0.0%	0	0.0%	0
Romsey	4.7%	47	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	34.4%	45	1.0%	2
Hedge End	3.3%	33	0.7%	1	0.0%	0	0.0%	0	2.4%	2	10.4%	14	3.7%	2	2.0%	2	0.0%	0	6.0%	12
Waterlooville	3.1%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	51.9%	28	1.0%	1	0.0%	0	0.0%	0
Chandlers Ford	2.9%	29	1.5%	2	1.0%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	4	10.5%	21
Portsmouth	1.9%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	3	13.0%	7	8.2%	8	0.0%	0	0.5%	1
Andover	1.6%	16	0.7%	1	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	9.9%	13	0.0%	0
Internet / mail order / catalogue	1.6%	16	0.7%	1	2.1%	2	0.0%	0	0.0%	0	0.7%	1	1.9%	1	3.1%	3	3.1%	4	2.0%	4
Bishops Waltham	1.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.7%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Badger Farm	1.1%	11	8.0%	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
Winnal	0.7%	7	2.9%	4	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Basingstoke	0.7%	7	0.0%	0	1.0%	1	0.0%	0	6.0%	5	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Havant	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	4	1.0%	1	0.0%	0	0.0%	0
New Alresford	0.5%	5	0.0%	0	0.0%	0	0.0%	0	6.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickham	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	4.1%	4	0.0%	0	0.0%	0
Whiteley	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	3	0.0%	0	0.5%	1
Alton	0.3%	3	0.0%	0	1.0%	1	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Totton	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	3	0.0%	0
Fair Oak	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	1.0%	2
Tesco, North Harbour	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	1.0%	1	0.0%	0	0.0%	0
Salisbury	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.5%	1
Portchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
London	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	0.5%	1
Boscombe, Bournemouth	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colden Common	0.1%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lordshill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Otterbourne	0.1%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alresford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southsea	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
St. Cross	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	7.4%	74	12.4%	17	7.3%	7	13.2%	9	2.4%	2	6.7%	9	11.1%	6	6.1%	6	5.3%	7	5.5%	11
Base:		1002		137		96		68		84		134		54		98		131		200

Q06 How do you normally travel to do your non-food shopping ?

	Total		1 - Winchester West		2 - Winchester East		3 - Inner Rural Area		4 - Outer Rural Area: North East		5 - Outer Rural Area: South East		6 - Denmead		7 - Wickham and Whiteleys		8 - Outer Rural Area: West		9 - Eastleigh	
Car-driver	68.6%	687	53.3%	73	34.4%	33	77.9%	53	83.3%	70	75.4%	101	79.6%	43	78.6%	77	65.6%	86	75.5%	151
Car-passenger	8.2%	82	6.6%	9	8.3%	8	10.3%	7	11.9%	10	8.2%	11	1.9%	1	8.2%	8	5.3%	7	10.5%	21
Bus / coach	7.6%	76	16.1%	22	7.3%	7	5.9%	4	0.0%	0	9.7%	13	9.3%	5	2.0%	2	6.1%	8	7.5%	15
Train	0.5%	5	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.8%	1	0.5%	1
Taxi	0.4%	4	0.7%	1	0.0%	0	1.5%	1	0.0%	0	0.7%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Walk	8.8%	88	13.9%	19	37.5%	36	1.5%	1	3.6%	3	3.0%	4	3.7%	2	3.1%	3	12.2%	16	2.0%	4
Bicycle	1.1%	11	1.5%	2	1.0%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	1.0%	1	3.1%	4	1.0%	2
Scooter	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park and ride	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
(Don't know / varies)	2.9%	29	7.3%	10	5.2%	5	2.9%	2	1.2%	1	0.0%	0	3.7%	2	2.0%	2	3.8%	5	1.0%	2
(Do not travel - goods delivered)	1.8%	18	0.7%	1	4.2%	4	0.0%	0	0.0%	0	1.5%	2	1.9%	1	3.1%	3	2.3%	3	2.0%	4
Base:		1002		137		96		68		84		134		54		98		131		200

Q07 At which location did your household last buy clothes or shoes ?

	Total		1 - Winchester West		2 - Winchester East		3 - Inner Rural Area		4 - Outer Rural Area: North East		5 - Outer Rural Area: South East		6 - Denmead		7 - Wickham and Whiteleys		8 - Outer Rural Area: West		9 - Eastleigh	
Winchester Town Centre	22.0%	220	48.9%	67	42.7%	41	29.4%	20	44.0%	37	10.4%	14	0.0%	0	3.1%	3	14.5%	19	9.5%	19
Southampton	21.9%	219	11.7%	16	16.7%	16	23.5%	16	11.9%	10	26.1%	35	0.0%	0	17.3%	17	38.9%	51	29.0%	58
Eastleigh	9.9%	99	9.5%	13	7.3%	7	10.3%	7	6.0%	5	11.9%	16	1.9%	1	0.0%	0	0.8%	1	24.5%	49
Hedge End	8.1%	81	5.8%	8	5.2%	5	2.9%	2	6.0%	5	10.4%	14	13.0%	7	6.1%	6	6.1%	8	13.0%	26
Fareham	7.7%	77	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.1%	31	5.6%	3	42.9%	42	0.0%	0	0.5%	1
Internet / mail order / catalogue	4.8%	48	8.0%	11	4.2%	4	8.8%	6	7.1%	6	3.7%	5	5.6%	3	0.0%	0	1.5%	2	5.5%	11
Portsmouth	3.7%	37	2.9%	4	1.0%	1	2.9%	2	1.2%	1	3.7%	5	11.1%	6	11.2%	11	0.0%	0	3.5%	7
Waterlooville	2.3%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	40.7%	22	1.0%	1	0.0%	0	0.0%	0
Romsey	2.2%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.0%	21	0.5%	1
Basingstoke	1.4%	14	0.7%	1	3.1%	3	2.9%	2	8.3%	7	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whiteley	1.2%	12	0.0%	0	1.0%	1	1.5%	1	0.0%	0	1.5%	2	1.9%	1	3.1%	3	1.5%	2	1.0%	2
Abroad	1.0%	10	0.0%	0	2.1%	2	2.9%	2	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	2.0%	4
Chandlers Ford	0.8%	8	2.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	3	1.0%	2
London	0.7%	7	1.5%	2	1.0%	1	1.5%	1	0.0%	0	0.7%	1	0.0%	0	1.0%	1	0.0%	0	0.5%	1
Andover	0.6%	6	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	3.8%	5	0.0%	0
Alton	0.5%	5	0.0%	0	1.0%	1	0.0%	0	4.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Salisbury	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	5	0.0%	0
New Alresford	0.4%	4	0.0%	0	1.0%	1	1.5%	1	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bournemouth	0.3%	3	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.5%	1
Guildford	0.2%	2	0.7%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Havant	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	2	0.0%	0	0.0%	0	0.0%	0
Oxford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.5%	1
Southsea	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	2	0.0%	0	0.0%	0	0.0%	0
Bishops Waltham	0.2%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chichester	0.2%	2	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Stockbridge	0.2%	2	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Totton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0
Portchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Denmead	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Petersfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Bridgnorth	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	0.5%	1
Brighton	0.1%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bromley	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bursledon	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	0.5%	1
Co-Op, Locks Road, Locks Heath	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Corby, Northampton	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Eastbourne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Folkestone	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Grantham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Otterbourne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Ricoh Arena Retail Park, Coventry	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		1 - Winchester West		2 - Winchester East		3 - Inner Rural Area		4 - Outer Rural Area: North East		5 - Outer Rural Area: South East		6 - Denmead		7 - Wickham and Whiteleys		8 - Outer Rural Area: West		9 - Eastleigh	
Staines	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Totnes	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Wilton Factory Outlet Stores, Salisbury	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	0.5%	1
(Don't know / can't remember)	4.6%	46	5.1%	7	7.3%	7	2.9%	2	2.4%	2	4.5%	6	9.3%	5	8.2%	8	0.8%	1	4.0%	8
(Don't regularly buy these goods)	2.2%	22	0.7%	1	4.2%	4	4.4%	3	0.0%	0	1.5%	2	0.0%	0	2.0%	2	3.1%	4	3.0%	6
Base:		1002		137		96		68		84		134		54		98		131		200

Q08 At which location did your household last buy domestic electric appliances (e.g. fridges and kitchen items) ?

	Total		1 - Winchester West		2 - Winchester East		3 - Inner Rural Area		4 - Outer Rural Area: North East		5 - Outer Rural Area: South East		6 - Denmead		7 - Wickham and Whiteleys		8 - Outer Rural Area: West		9 - Eastleigh	
Southampton	17.4%	174	16.8%	23	17.7%	17	26.5%	18	6.0%	5	13.4%	18	1.9%	1	6.1%	6	39.7%	52	17.0%	34
Eastleigh	12.9%	129	6.6%	9	3.1%	3	10.3%	7	2.4%	2	6.7%	9	1.9%	1	0.0%	0	4.6%	6	46.0%	92
Winchester	10.1%	101	25.5%	35	28.1%	27	11.8%	8	27.4%	23	1.5%	2	0.0%	0	0.0%	0	3.1%	4	1.0%	2
Internet / mail order / catalogue	9.6%	96	9.5%	13	4.2%	4	7.4%	5	13.1%	11	5.2%	7	14.8%	8	12.2%	12	13.0%	17	9.5%	19
Hedge End	5.9%	59	2.9%	4	0.0%	0	2.9%	2	1.2%	1	18.7%	25	0.0%	0	4.1%	4	0.8%	1	11.0%	22
Bishops Waltham	5.5%	55	0.0%	0	0.0%	0	0.0%	0	2.4%	2	33.6%	45	1.9%	1	7.1%	7	0.0%	0	0.0%	0
Currys, Easton Lane, Moorside Road, Winchester	5.3%	53	7.3%	10	16.7%	16	10.3%	7	21.4%	18	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.5%	1
Fareham	4.9%	49	0.7%	1	0.0%	0	0.0%	0	0.0%	0	6.7%	9	0.0%	0	37.8%	37	0.0%	0	1.0%	2
Portsmouth	1.6%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	16.7%	9	5.1%	5	0.0%	0	0.0%	0
Waterlooville	1.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.9%	14	1.0%	1	0.0%	0	0.0%	0
Chandlers Ford	1.2%	12	0.0%	0	1.0%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	4.0%	8
Winnal	1.1%	11	6.6%	9	1.0%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke	1.1%	11	0.7%	1	1.0%	1	0.0%	0	10.7%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Romsey	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	5	1.0%	2
Andover	0.6%	6	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	3.1%	4	0.0%	0
Havant	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	4	0.0%	0	0.0%	0	0.0%	0
London	0.4%	4	0.7%	1	1.0%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Wickham	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	1.9%	1	1.0%	1	0.0%	0	0.0%	0
Currys Digital, Winchester High Street	0.2%	2	0.7%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Locks Heath	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Salisbury	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0
Totton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0
Reading	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Alresford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whiteley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Argos, Titchfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
B&Q, Nursling	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Bursledon	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	0.5%	1
Cork, Ireland	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Cowplain	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Currys, Boyatt Wood, Eastleigh	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys, Ocean Park, Portsmouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Currys, Southampton Road, Park Gate, Fareham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Currys, Winchester Road, Shirley, 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	0.8%	1	0.0%	0
Manchester City Centre	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Millbrook	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Nursling	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0

	Total		1 - Winchester West		2 - Winchester East		3 - Inner Rural Area		4 - Outer Rural Area: North East		5 - Outer Rural Area: South East		6 - Denmead		7 - Wickham and Whiteleys		8 - Outer Rural Area: West		9 - Eastleigh	
Park Gate	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park Gate Retail Park, Southampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Southsea	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Tesco, 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	0.8%	1	0.0%	0
Tesco, North Harbour	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Titchfield Common	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
(Don't regularly buy these goods)	9.8%	98	15.3%	21	18.8%	18	20.6%	14	3.6%	3	4.5%	6	9.3%	5	4.1%	4	11.5%	15	6.0%	12
(Don't know / can't remember)	7.0%	70	6.6%	9	5.2%	5	8.8%	6	4.8%	4	5.2%	7	14.8%	8	12.2%	12	10.7%	14	2.5%	5
Base:		1002		137		96		68		84		134		54		98		131		200

Winchester Telephone Survey
for Nathaniel Lichfield & Partners

Q09 At which location did your household last buy other kinds of electric goods such as TV / Hi-Fi and computers ?

	Total		1 - Winchester West		2 - Winchester East		3 - Inner Rural Area		4 - Outer Rural Area: North East		5 - Outer Rural Area: South East		6 - Denmead		7 - Wickham and Whiteleys		8 - Outer Rural Area: West		9 - Eastleigh	
Southampton	15.6%	156	13.9%	19	14.6%	14	26.5%	18	9.5%	8	8.2%	11	0.0%	0	4.1%	4	34.4%	45	18.5%	37
Internet / mail order / catalogue	13.5%	135	11.7%	16	13.5%	13	11.8%	8	15.5%	13	14.9%	20	14.8%	8	16.3%	16	13.0%	17	12.0%	24
Hedge End	8.3%	83	3.7%	5	2.1%	2	5.9%	4	2.4%	2	26.1%	35	0.0%	0	5.1%	5	4.6%	6	12.0%	24
Winchester	8.1%	81	21.2%	29	19.8%	19	14.7%	10	16.7%	14	0.7%	1	0.0%	0	0.0%	0	2.3%	3	2.5%	5
Eastleigh	8.0%	80	3.7%	5	2.1%	2	10.3%	7	1.2%	1	4.5%	6	0.0%	0	0.0%	0	8.4%	11	24.0%	48
Bishops Waltham	4.3%	43	0.7%	1	1.0%	1	1.5%	1	1.2%	1	23.9%	32	0.0%	0	6.1%	6	0.0%	0	0.5%	1
Fareham	3.8%	38	0.7%	1	0.0%	0	1.5%	1	0.0%	0	4.5%	6	0.0%	0	29.6%	29	0.0%	0	0.5%	1
Currys, Easton Lane, Moorside Road, Winchester	3.7%	37	6.6%	9	12.5%	12	2.9%	2	16.7%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portsmouth	2.1%	21	0.7%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	2	22.2%	12	5.1%	5	0.0%	0	0.5%	1
Chandlers Ford	1.7%	17	0.7%	1	1.0%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	3.1%	4	4.5%	9
Waterlooville	1.7%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	27.8%	15	1.0%	1	0.0%	0	0.0%	0
Winnal	1.1%	11	7.3%	10	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke	0.9%	9	0.7%	1	1.0%	1	1.5%	1	7.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portchester	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	5.1%	5	0.8%	1	0.0%	0
Romsey	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	7	0.0%	0
Andover	0.6%	6	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	3.8%	5	0.0%	0
New Alresford	0.5%	5	0.0%	0	0.0%	0	0.0%	0	6.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Comet, Titchfield	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.5%	1
Salisbury	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0
London	0.2%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Guildford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	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	1.0%	1	0.0%	0	0.0%	0
Currys Digital, Winchester High Street	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whiteley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Locksheath	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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	0.5%	1
Alton	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Maynard Road, Totton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Bedford	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bursledon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Comet, 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	0.8%	1	0.0%	0
Currys, Locks Heath	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	0.5%	1
Currys, Park Gate, Fareham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Edwards & Knock, Fair Oak Road, Fair Oak	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, West Quay, Southampton	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Fair Oak	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	0.5%	1
Logan, Edinburgh	0.1%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		1 - Winchester West		2 - Winchester East		3 - Inner Rural Area		4 - Outer Rural Area: North East		5 - Outer Rural Area: South East		6 - Denmead		7 - Wickham and Whiteleys		8 - Outer Rural Area: West		9 - Eastleigh	
Park Gate Retail Park, Southampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Park Gate, Fareham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
PC World, Old Shoreham Road, Hove	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	0.5%	1
PC World, Bourne Retail Park, Salisbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Segensworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Bursledon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Winnall, 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	0.8%	1	0.0%	0
Titchfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't regularly buy these goods)	15.0%	150	21.9%	30	20.8%	20	17.6%	12	14.3%	12	7.5%	10	16.7%	9	9.2%	9	11.5%	15	16.5%	33
(Don't know / can't remember)	6.5%	65	5.1%	7	8.3%	8	2.9%	2	3.6%	3	4.5%	6	14.8%	8	8.2%	8	8.4%	11	6.0%	12
Base:		1002		137		96		68		84		134		54		98		131		200

Q10 Which location did your household last buy furniture, soft furnishings or floor-coverings ?

	Total		1 - Winchester West		2 - Winchester East		3 - Inner Rural Area		4 - Outer Rural Area: North East		5 - Outer Rural Area: South East		6 - Denmead		7 - Wickham and Whiteleys		8 - Outer Rural Area: West		9 - Eastleigh	
Southampton	14.5%	145	15.3%	21	10.4%	10	23.5%	16	9.5%	8	10.4%	14	5.6%	3	10.2%	10	29.8%	39	12.0%	24
Hedge End	12.7%	127	6.6%	9	5.2%	5	7.4%	5	6.0%	5	33.6%	45	3.7%	2	10.2%	10	3.8%	5	20.5%	41
Winchester	9.6%	96	19.0%	26	26.0%	25	10.3%	7	29.8%	25	0.7%	1	0.0%	0	0.0%	0	4.6%	6	3.0%	6
Eastleigh	4.2%	42	2.9%	4	4.2%	4	4.4%	3	2.4%	2	2.2%	3	0.0%	0	2.0%	2	3.1%	4	10.0%	20
Internet / mail order / catalogue	4.0%	40	2.9%	4	4.2%	4	2.9%	2	3.6%	3	4.5%	6	3.7%	2	5.1%	5	3.8%	5	4.5%	9
Peter Green, School Lane, Chandlers Ford	3.7%	37	3.7%	5	1.0%	1	4.4%	3	1.2%	1	3.0%	4	1.9%	1	0.0%	0	2.3%	3	9.5%	19
Fareham	3.3%	33	0.0%	0	0.0%	0	0.0%	0	1.2%	1	6.7%	9	1.9%	1	19.4%	19	1.5%	2	0.5%	1
Chandlers Ford	2.9%	29	2.2%	3	1.0%	1	1.5%	1	1.2%	1	3.7%	5	0.0%	0	0.0%	0	3.1%	4	7.0%	14
Romsey	2.4%	24	0.0%	0	1.0%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.5%	19	1.5%	3
Waterlooville	1.9%	19	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	27.8%	15	3.1%	3	0.0%	0	0.0%	0
Portsmouth	1.2%	12	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.0%	7	4.1%	4	0.0%	0	0.0%	0
Bishops Waltham	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Andover	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	6	0.0%	0
London	0.5%	5	0.0%	0	2.1%	2	0.0%	0	1.2%	1	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
New Alresford	0.5%	5	0.0%	0	0.0%	0	0.0%	0	6.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gosport	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	1.5%	2	0.0%	0
Guildford	0.4%	4	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Basingstoke	0.3%	3	0.0%	0	1.0%	1	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whiteley	0.3%	3	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.5%	1
Petersfield	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.7%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Salisbury	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.5%	1
Bristol	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Havant	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	2	0.0%	0	0.0%	0	0.0%	0
Ikea, Bristol	0.2%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ikea, Wembley	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Titchfield	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Reading	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Winnall	0.2%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chichester	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	2	0.0%	0	0.0%	0	0.0%	0
Wickham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Portchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Allied Carpets, Titchfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Camberley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Botley Park, Hedge End	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Bournemouth	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	0.5%	1
Croydon	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	0.5%	1
DC, West 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	0.5%	1
Edinburgh	0.1%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alresford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hayling Island	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Hursley	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ikea, Nottingham	0.1%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		1 - Winchester West		2 - Winchester East		3 - Inner Rural Area		4 - Outer Rural Area: North East		5 - Outer Rural Area: South East		6 - Denmead		7 - Wickham and Whiteleys		8 - Outer Rural Area: West		9 - Eastleigh	
Kings Worthy	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ringwood	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Roehampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Swanmore, Southampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Titchfield Common	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Totton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Wembley, London	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winnall Business Centre, Winnall	0.1%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ferndown	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harveys, Witney	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	0.5%	1
(Don't regularly buy these goods)	21.4%	214	36.5%	50	30.2%	29	32.4%	22	14.3%	12	10.4%	14	13.0%	7	18.4%	18	13.7%	18	22.0%	44
(Don't know / can't remember)	9.9%	99	8.8%	12	10.4%	10	5.9%	4	11.9%	10	11.2%	15	13.0%	7	16.3%	16	9.9%	13	6.0%	12
Base:		1002		137		96		68		84		134		54		98		131		200

Q11 Which location did your household last buy DIY / hardware items ?

	Total		1 - Winchester West		2 - Winchester East		3 - Inner Rural Area		4 - Outer Rural Area: North East		5 - Outer Rural Area: South East		6 - Denmead		7 - Wickham and Whiteleys		8 - Outer Rural Area: West		9 - Eastleigh	
Eastleigh	16.6%	166	9.5%	13	1.0%	1	30.9%	21	1.2%	1	5.2%	7	1.9%	1	0.0%	0	5.3%	7	57.5%	115
Hedge End	13.1%	131	1.5%	2	2.1%	2	1.5%	1	7.1%	6	59.0%	79	0.0%	0	12.2%	12	0.8%	1	14.0%	28
Homebase, Easton Lane, Winnal, Winchester	11.5%	115	21.9%	30	38.5%	37	23.5%	16	33.3%	28	0.0%	0	0.0%	0	0.0%	0	2.3%	3	0.5%	1
Winchester	11.5%	115	28.5%	39	32.3%	31	14.7%	10	29.8%	25	2.2%	3	0.0%	0	0.0%	0	3.1%	4	1.5%	3
Southampton	5.9%	59	2.2%	3	3.1%	3	2.9%	2	1.2%	1	1.5%	2	0.0%	0	2.0%	2	30.5%	40	3.0%	6
Fareham	4.3%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	4	0.0%	0	39.8%	39	0.0%	0	0.0%	0
Waterlooville	2.8%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.0%	27	1.0%	1	0.0%	0	0.0%	0
Chandlers Ford	2.3%	23	0.7%	1	0.0%	0	4.4%	3	0.0%	0	0.7%	1	0.0%	0	0.0%	0	2.3%	3	7.5%	15
Romsey	2.1%	21	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	13.0%	17	1.0%	2
Wickham	2.0%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	7	0.0%	0	13.3%	13	0.0%	0	0.0%	0
Bishops Waltham	1.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.2%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Andover	1.5%	15	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	9.9%	13	0.0%	0
Winnal	1.5%	15	9.5%	13	1.0%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nursling	1.4%	14	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	9.9%	13	0.0%	0
Havant	1.3%	13	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	20.4%	11	1.0%	1	0.0%	0	0.0%	0
Portsmouth	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	1.9%	1	5.1%	5	0.0%	0	0.5%	1
Denmead	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	4	0.0%	0	0.0%	0	0.0%	0
Internet / mail order / catalogue	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	3	0.0%	0	0.5%	1
Basingstoke	0.4%	4	0.0%	0	0.0%	0	0.0%	0	4.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Alresford	0.4%	4	0.0%	0	0.0%	0	0.0%	0	4.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, The Depot, Nursling	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	4	0.0%	0
Whiteley	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
B&Q, Southampton Road, Titchfield	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Reading	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Guildford	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Boyatt Wood	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	0.5%	1
B&Q, Cardiff	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Newhaven	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Purbrook Way, Havant	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Bedhamtpon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Brambridge Park Garden Centre, 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	0.5%	1
Chichester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Cork, Ireland	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
High Street, Shirley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Millbrook	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
North Baddesley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Nursling Industrial Estate, 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	0.8%	1	0.0%	0

	Total		1 - Winchester West		2 - Winchester East		3 - Inner Rural Area		4 - Outer Rural Area: North East		5 - Outer Rural Area: South East		6 - Denmead		7 - Wickham and Whiteleys		8 - Outer Rural Area: West		9 - Eastleigh	
Park Gate, Fareham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Sainsbury's, Badger Farm, 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	0.5%	1
Salisbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Totton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Winnall Business Centre, Winnall	0.1%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't regularly buy these goods)	12.6%	126	23.4%	32	19.8%	19	16.2%	11	4.8%	4	9.0%	12	7.4%	4	11.2%	11	9.9%	13	10.0%	20
(Don't know / can't remember)	3.0%	30	2.2%	3	2.1%	2	2.9%	2	2.4%	2	0.7%	1	3.7%	2	7.1%	7	4.6%	6	2.5%	5
Base:		1002		137		96		68		84		134		54		98		131		200

Q12 Which location did your household last buy garden items ?

	Total		1 - Winchester West		2 - Winchester East		3 - Inner Rural Area		4 - Outer Rural Area: North East		5 - Outer Rural Area: South East		6 - Denmead		7 - Wickham and Whiteleys		8 - Outer Rural Area: West		9 - Eastleigh	
Eastleigh	10.7%	107	2.9%	4	4.2%	4	14.7%	10	2.4%	2	5.2%	7	1.9%	1	0.0%	0	2.3%	3	38.0%	76
Winchester	9.8%	98	28.5%	39	16.7%	16	17.6%	12	20.2%	17	3.0%	4	1.9%	1	0.0%	0	3.1%	4	2.5%	5
Homebase, Easton Lane, Winchester	8.7%	87	13.1%	18	28.1%	27	14.7%	10	35.7%	30	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.5%	1
Hedge End	7.4%	74	0.0%	0	0.0%	0	0.0%	0	2.4%	2	38.8%	52	0.0%	0	7.1%	7	0.8%	1	6.0%	12
Romsey	6.0%	60	2.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	38.2%	50	3.5%	7
Hillier, Romsey Road, Winchester	5.4%	54	13.9%	19	11.5%	11	10.3%	7	2.4%	2	0.0%	0	0.0%	0	1.0%	1	6.9%	9	2.5%	5
Fareham	3.7%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	4	0.0%	0	33.7%	33	0.0%	0	0.0%	0
Southampton	3.0%	30	0.0%	0	2.1%	2	0.0%	0	1.2%	1	4.5%	6	0.0%	0	1.0%	1	9.2%	12	4.0%	8
Wickham	2.4%	24	0.0%	0	1.0%	1	0.0%	0	0.0%	0	4.5%	6	3.7%	2	15.3%	15	0.0%	0	0.0%	0
Brambridge Park Garden Centre, Eastleigh	2.3%	23	0.0%	0	0.0%	0	8.8%	6	1.2%	1	1.5%	2	0.0%	0	0.0%	0	0.0%	0	7.0%	14
Wyevale, Winchester Road, Fair Oak, Eastleigh	2.0%	20	1.5%	2	1.0%	1	0.0%	0	1.2%	1	5.2%	7	0.0%	0	0.0%	0	0.8%	1	4.0%	8
Chandlers Ford	1.8%	18	2.2%	3	1.0%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	3	5.0%	10
Waterlooville	1.8%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	31.5%	17	0.0%	0	0.8%	1	0.0%	0
Andover	1.5%	15	0.7%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	9.9%	13	0.0%	0
Local shops, Fair Oak	1.5%	15	0.7%	1	0.0%	0	0.0%	0	0.0%	0	5.2%	7	0.0%	0	0.0%	0	0.0%	0	3.5%	7
Garsons, Fontley Road, Titchfield, Fareham	1.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	11.2%	11	0.0%	0	0.0%	0
Winnal	1.1%	11	7.3%	10	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Havant	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.7%	9	1.0%	1	0.0%	0	0.0%	0
Portsmouth	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	2	6.1%	6	0.0%	0	0.5%	1
Bishops Waltham	0.8%	8	0.0%	0	0.0%	0	1.5%	1	0.0%	0	4.5%	6	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Internet / mail order / catalogue	0.6%	6	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.5%	2	1.9%	1	0.0%	0	0.8%	1	0.5%	1
Nursling	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	5	0.0%	0
Otterbourne	0.5%	5	0.0%	0	1.0%	1	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2
Sir Harold Hillier Gardens, Jermyns Lane, Ampfield, Romsey	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	3	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Basingstoke	0.4%	4	0.0%	0	0.0%	0	0.0%	0	4.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Horndean	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	3.7%	2	0.0%	0	0.0%	0	0.0%	0
Haskins Garden Centre, Mansbridge Road, West End, Southampton	0.3%	3	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
New Alresford	0.3%	3	0.0%	0	0.0%	0	0.0%	0	3.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Denmead	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	3	0.0%	0	0.0%	0	0.0%	0
Titchfield	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Alton	0.3%	3	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Durley	0.3%	3	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Keydell, Horndean	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	2	0.0%	0	0.0%	0	0.0%	0
Botley	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bramdean	0.2%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		1 - Winchester West		2 - Winchester East		3 - Inner Rural Area		4 - Outer Rural Area: North East		5 - Outer Rural Area: South East		6 - Denmead		7 - Wickham and Whiteleys		8 - Outer Rural Area: West		9 - Eastleigh	
Colden Common	0.2%	2	0.7%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
George Beckett Nurseries, Otterbourne Road, Compton	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	1.0%	2
Ampfield	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.5%	1
Bordon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whiteley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Allington Lane	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jobs Nursery, Durley	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	0.5%	1
B&Q, Newhaven	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Purbrook Way, Havant	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
B&Q, The Depot, Nursling	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
B&Q, Titchfield Retail Park	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Bedhampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Belmont Nursery, Sheffield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cork, Ireland	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Crays Hill, Nursling	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunmead	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Fishers Pond	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fontley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Garfield Nursery, Titchfield Lane, Winchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Horndean	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Hythe	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Kings Worthy	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lady Bird Nurseries, Gromford Lane, Snape	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	0.5%	1
Landford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Local garden centre, Four Marks	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local nursery, Fair Oak	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	0.5%	1
Local nursery, Ropley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Kiln Lane, Colden Common	0.1%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Titchfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longstock Nursery, Longstock	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Marwell	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
McCarthy's, Shedfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Millbrook	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	0.5%	1
National Trust, Mottisfont Abbey	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Netley Abbey	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North Boarhunt, Wickham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Ropley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Salisbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0

	Total		1 - Winchester West		2 - Winchester East		3 - Inner Rural Area		4 - Outer Rural Area: North East		5 - Outer Rural Area: South East		6 - Denmead		7 - Wickham and Whiteleys		8 - Outer Rural Area: West		9 - Eastleigh	
Scats, Easton Lane, Winnal, Winchester	0.1%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Segenworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shedfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sherfield English	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Stockbridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Totton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't regularly buy these goods)	11.9%	119	19.0%	26	24.0%	23	16.2%	11	8.3%	7	3.7%	5	5.6%	3	11.2%	11	9.2%	12	10.5%	21
(Don't know / can't remember)	5.5%	55	5.1%	7	6.3%	6	5.9%	4	2.4%	2	6.0%	8	13.0%	7	6.1%	6	3.8%	5	5.0%	10
Base:		1002		137		96		68		84		134		54		98		131		200

Q13 Which location did your household last buy health, beauty and chemist items ?

	Total		1 - Winchester West		2 - Winchester East		3 - Inner Rural Area		4 - Outer Rural Area: North East		5 - Outer Rural Area: South East		6 - Denmead		7 - Wickham and Whiteleys		8 - Outer Rural Area: West		9 - Eastleigh	
Winchester	30.0%	301	70.8%	97	87.5%	84	54.4%	37	56.0%	47	9.0%	12	0.0%	0	0.0%	0	8.4%	11	6.5%	13
Eastleigh	9.8%	98	1.5%	2	2.1%	2	8.8%	6	1.2%	1	13.4%	18	0.0%	0	0.0%	0	0.0%	0	34.5%	69
Romsey	8.1%	81	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	59.5%	78	0.5%	1
Fareham	7.9%	79	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.1%	27	0.0%	0	53.1%	52	0.0%	0	0.0%	0
Chandlers Ford	7.2%	72	0.7%	1	0.0%	0	4.4%	3	0.0%	0	1.5%	2	0.0%	0	0.0%	0	3.1%	4	31.0%	62
Southampton	3.7%	37	2.2%	3	1.0%	1	2.9%	2	0.0%	0	6.7%	9	0.0%	0	4.1%	4	5.3%	7	5.5%	11
Waterlooville	3.2%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	50.0%	27	3.1%	3	0.0%	0	0.0%	0
Bishops Waltham	3.0%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.4%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / mail order / catalogue	2.3%	23	1.5%	2	0.0%	0	2.9%	2	4.8%	4	3.7%	5	5.6%	3	2.0%	2	1.5%	2	1.5%	3
Hedge End	1.6%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	9	0.0%	0	2.0%	2	0.0%	0	2.5%	5
New Alresford	1.3%	13	0.0%	0	0.0%	0	2.9%	2	13.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickham	1.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	5	0.0%	0	7.1%	7	0.0%	0	0.0%	0
Denmead	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.7%	9	0.0%	0	0.0%	0	0.0%	0
Stock Bridge	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	7	0.5%	1
Andover	0.8%	8	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	4.6%	6	0.0%	0
Whiteley	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	7	0.0%	0	0.0%	0
Havant	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.3%	5	1.0%	1	0.0%	0	0.0%	0
Portsmouth	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	2	3.1%	3	0.0%	0	0.0%	0
Winnal	0.4%	4	1.5%	2	0.0%	0	0.0%	0	1.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Badger Farm	0.4%	4	2.9%	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
Sainsburys, Hedge End	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Basingstoke	0.3%	3	0.0%	0	0.0%	0	0.0%	0	3.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local chemist, Fair Oak	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	1.5%	3
Sainsburys, Badger Farm, Winchester	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	1.0%	2
Petersfield	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alresford	0.3%	3	0.0%	0	0.0%	0	0.0%	0	3.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Week	0.2%	2	0.7%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Totton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0
Bishopstoke	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Stoney Lane	0.2%	2	1.5%	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
Twyford	0.2%	2	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local chemist, Church Road, Bishopstoke	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	1.0%	2
Gosport	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beales, Bournemouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Boots, Worthing	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Bournemouth	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boots, Bournemouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Broadcut	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Fair Oak	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	0.5%	1
Healthspan, St. Peter Port,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0

	Total		1 - Winchester West		2 - Winchester East		3 - Inner Rural Area		4 - Outer Rural Area: North East		5 - Outer Rural Area: South East		6 - Denmead		7 - Wickham and Whiteleys		8 - Outer Rural Area: West		9 - Eastleigh	
Guernsey																				
Horsforth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lloyds Pharmacy, Eastleigh Road, Fair Oak	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	0.5%	1
Lloyds Pharmacy, Fair Oak Road, Fair Oak	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	0.5%	1
Boyatt Wood	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	0.5%	1
Local chemist, High Street, Stockbridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Local chemist, Shakespeare Road, Boyatt Wood	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	0.5%	1
Local shops, Orams Mount, Winchester	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lordshill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Peter Jones, Sloane Square, London	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, 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	0.5%	1
Sainsburys, Warrington Way, Fareham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Salisbury	0.1%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stockwood	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	0.5%	1
Stockwood Pharmacy, Fair Oak	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	0.5%	1
Tesco, Burlesden	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, North Harbour	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Tesco, The Swan Centre, 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	0.5%	1
(Don't regularly buy these goods)	7.3%	73	13.9%	19	7.3%	7	8.8%	6	7.1%	6	2.2%	3	9.3%	5	9.2%	9	4.6%	6	6.0%	12
(Don't know / can't remember)	2.7%	27	1.5%	2	1.0%	1	7.4%	5	2.4%	2	2.2%	3	3.7%	2	3.1%	3	3.1%	4	2.5%	5
Base:		1002		137		96		68		84		134		54		98		131		200

Q14 Which location did your household last buy other non-food items such as books, CD's, toys and gifts ?

	Total		1 - Winchester West		2 - Winchester East		3 - Inner Rural Area		4 - Outer Rural Area: North East		5 - Outer Rural Area: South East		6 - Denmead		7 - Wickham and Whiteleys		8 - Outer Rural Area: West		9 - Eastleigh	
Winchester	26.9%	270	56.2%	77	68.8%	66	51.5%	35	54.8%	46	9.7%	13	0.0%	0	1.0%	1	9.9%	13	9.5%	19
Internet / mail order / catalogue	15.2%	152	15.3%	21	7.3%	7	11.8%	8	17.9%	15	20.1%	27	18.5%	10	18.4%	18	15.3%	20	13.0%	26
Southampton	9.3%	93	2.2%	3	3.1%	3	10.3%	7	1.2%	1	8.2%	11	0.0%	0	6.1%	6	23.7%	31	15.5%	31
Eastleigh	9.2%	92	2.2%	3	1.0%	1	7.4%	5	1.2%	1	9.0%	12	0.0%	0	0.0%	0	0.0%	0	35.0%	70
Fareham	8.1%	81	0.0%	0	0.0%	0	0.0%	0	1.2%	1	17.9%	24	5.6%	3	53.1%	52	0.0%	0	0.5%	1
Romsey	3.4%	34	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.2%	33	0.0%	0
Waterlooville	2.6%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	44.4%	24	1.0%	1	0.0%	0	0.0%	0
Chandlers Ford	2.4%	24	0.0%	0	0.0%	0	1.5%	1	0.0%	0	1.5%	2	0.0%	0	0.0%	0	3.8%	5	8.0%	16
Portsmouth	1.1%	11	0.0%	0	0.0%	0	0.0%	0	1.2%	1	3.7%	5	3.7%	2	2.0%	2	0.0%	0	0.5%	1
Bishops Waltham	0.8%	8	0.0%	0	0.0%	0	0.0%	0	1.2%	1	5.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hedge End	0.7%	7	0.0%	0	0.0%	0	1.5%	1	0.0%	0	2.2%	3	0.0%	0	1.0%	1	0.0%	0	1.0%	2
New Alresford	0.5%	5	0.0%	0	0.0%	0	1.5%	1	4.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Andover	0.5%	5	0.7%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	3	0.0%	0
Salisbury	0.4%	4	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.5%	1
Basingstoke	0.4%	4	0.0%	0	1.0%	1	0.0%	0	3.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Havant	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	3	0.0%	0	0.0%	0	0.0%	0
Wickham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whiteley	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Petersfield	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Alton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fair Oak	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	1.0%	2
Gatwick Airport	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.5%	1
Totton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0
Alresford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Totton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Crantock	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CWR, Waverley Abbey House, Farnham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
East Kilbride	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
France	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Hay-on-Wye	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Kingston	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poole	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ringwood	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury, Badger Farm, Winchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury, Hedge End	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, North Harbour	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Tesco, Whitely	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Windsor	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woolworths, Totton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
(Don't regularly buy these goods)	11.5%	115	16.8%	23	9.4%	9	10.3%	7	6.0%	5	11.9%	16	16.7%	9	7.1%	7	11.5%	15	12.0%	24
(Don't know / can't	3.8%	38	5.8%	8	8.3%	8	1.5%	1	2.4%	2	4.5%	6	1.9%	1	4.1%	4	1.5%	2	3.0%	6

	Total		1 - Winchester West		2 - Winchester East		3 - Inner Rural Area		4 - Outer Rural Area: North East		5 - Outer Rural Area: South East		6 - Denmead		7 - Wickham and Whiteleys		8 - Outer Rural Area: West		9 - Eastleigh	
remember)																				
Base:		1002		137		96		68		84		134		54		98		131		200
Q15 At which of the following centres do you visit the shops and services regularly, once a month or more often?																				
Winchester																				
Yes	54.5%	546	94.9%	130	94.8%	91	80.9%	55	86.9%	73	39.6%	53	9.3%	5	11.2%	11	36.6%	48	40.0%	80
No	45.5%	456	5.1%	7	5.2%	5	19.1%	13	13.1%	11	60.4%	81	90.7%	49	88.8%	87	63.4%	83	60.0%	120
Base:		1002		137		96		68		84		134		54		98		131		200
Bishops Waltham																				
Yes	13.1%	131	1.5%	2	3.1%	3	0.0%	0	4.8%	4	70.9%	95	7.4%	4	14.3%	14	0.8%	1	4.0%	8
No	86.9%	871	98.5%	135	96.9%	93	100.0%	68	95.2%	80	29.1%	39	92.6%	50	85.7%	84	99.2%	130	96.0%	192
Base:		1002		137		96		68		84		134		54		98		131		200
Denmead																				
Yes	5.0%	50	0.0%	0	0.0%	0	0.0%	0	1.2%	1	4.5%	6	68.5%	37	4.1%	4	0.0%	0	1.0%	2
No	95.0%	952	100.0%	137	100.0%	96	100.0%	68	98.8%	83	95.5%	128	31.5%	17	95.9%	94	100.0%	131	99.0%	198
Base:		1002		137		96		68		84		134		54		98		131		200
New Alresford																				
Yes	9.6%	96	8.0%	11	13.5%	13	14.7%	10	63.1%	53	1.5%	2	0.0%	0	2.0%	2	0.8%	1	2.0%	4
No	90.4%	906	92.0%	126	86.5%	83	85.3%	58	36.9%	31	98.5%	132	100.0%	54	98.0%	96	99.2%	130	98.0%	196
Base:		1002		137		96		68		84		134		54		98		131		200
Wickham																				
Yes	13.3%	133	0.7%	1	1.0%	1	2.9%	2	0.0%	0	41.0%	55	16.7%	9	56.1%	55	0.0%	0	5.0%	10
No	86.7%	869	99.3%	136	99.0%	95	97.1%	66	100.0%	84	59.0%	79	83.3%	45	43.9%	43	100.0%	131	95.0%	190
Base:		1002		137		96		68		84		134		54		98		131		200
Whiteley																				
Yes	13.7%	137	8.8%	12	1.0%	1	7.4%	5	2.4%	2	19.4%	26	16.7%	9	46.9%	46	3.8%	5	15.5%	31
No	86.3%	865	91.2%	125	99.0%	95	92.6%	63	97.6%	82	80.6%	108	83.3%	45	53.1%	52	96.2%	126	84.5%	169
Base:		1002		137		96		68		84		134		54		98		131		200

Winchester Telephone Survey
for Nathaniel Lichfield & Partners

Q16 What if anything would make you visit Winchester Town Centre more often?

1st Mention

	Total		1 - Winchester West		2 - Winchester East		3 - Inner Rural Area		4 - Outer Rural Area: North East		5 - Outer Rural Area: South East		6 - Denmead		7 - Wickham and Whiteleys		8 - Outer Rural Area: West		9 - Eastleigh	
Nothing	45.8%	459	46.0%	63	38.5%	37	36.8%	25	38.1%	32	47.0%	63	57.4%	31	65.3%	64	41.2%	54	45.0%	90
More car parking	15.1%	151	3.7%	5	5.2%	5	11.8%	8	16.7%	14	11.2%	15	11.1%	6	14.3%	14	26.7%	35	24.5%	49
Better choice of shops in general	9.2%	92	13.1%	18	19.8%	19	16.2%	11	9.5%	8	6.7%	9	3.7%	2	4.1%	4	5.3%	7	7.0%	14
Better choice of clothing shops	6.8%	68	14.6%	20	12.5%	12	5.9%	4	11.9%	10	6.7%	9	0.0%	0	0.0%	0	0.8%	1	6.0%	12
Cheaper car parking	5.4%	54	6.6%	9	3.1%	3	8.8%	6	6.0%	5	7.5%	10	1.9%	1	5.1%	5	7.6%	10	2.5%	5
Improved bus services	3.0%	30	1.5%	2	1.0%	1	1.5%	1	0.0%	0	8.2%	11	9.3%	5	3.1%	3	3.1%	4	1.5%	3
More large shops	2.6%	26	2.9%	4	2.1%	2	2.9%	2	1.2%	1	2.2%	3	1.9%	1	0.0%	0	5.3%	7	3.0%	6
Less traffic	1.3%	13	0.0%	0	2.1%	2	2.9%	2	2.4%	2	1.5%	2	0.0%	0	0.0%	0	2.3%	3	1.0%	2
Better quality shops	1.1%	11	1.5%	2	2.1%	2	2.9%	2	3.6%	3	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.5%	1
New department store	0.9%	9	1.5%	2	1.0%	1	0.0%	0	2.4%	2	0.0%	0	1.9%	1	2.0%	2	0.0%	0	0.5%	1
More food supermarkets	0.8%	8	0.7%	1	4.2%	4	0.0%	0	0.0%	0	2.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent shops	0.7%	7	0.0%	0	1.0%	1	1.5%	1	2.4%	2	0.7%	1	0.0%	0	0.0%	0	0.8%	1	0.5%	1
Improved paving and pathways	0.7%	7	2.9%	4	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Cheaper shops	0.6%	6	0.0%	0	1.0%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	1.5%	3
Improvements to the one-way system	0.6%	6	0.0%	0	1.0%	1	2.9%	2	0.0%	0	0.7%	1	0.0%	0	1.0%	1	0.0%	0	0.5%	1
More traffic free areas / pedestrianisation	0.5%	5	1.5%	2	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.5%	1
Improved access	0.5%	5	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	2	0.0%	0	0.0%	0	1.0%	2
Modernisation	0.5%	5	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	2
More cafés and restaurants	0.3%	3	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2
More leisure facilities	0.3%	3	1.5%	2	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More information on whats there	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.8%	1	0.5%	1
More evening entertainment	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
More farmers markets	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.5%	1
Better maintenance/cleanliness	0.1%	1	0.0%	0	1.0%	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)	2.6%	26	0.7%	1	3.1%	3	4.4%	3	0.0%	0	3.0%	4	5.6%	3	5.1%	5	3.1%	4	1.5%	3
Base:		1002		137		96		68		84		134		54		98		131		200

	Total		1 - Winchester West		2 - Winchester East		3 - Inner Rural Area		4 - Outer Rural Area: North East		5 - Outer Rural Area: South East		6 - Denmead		7 - Wickham and Whiteleys		8 - Outer Rural Area: West		9 - Eastleigh	
2nd Mention																				
Better choice of shops in general	5.6%	56	11.7%	16	10.4%	10	4.4%	3	7.1%	6	6.7%	9	0.0%	0	1.0%	1	3.8%	5	3.0%	6
More car parking	4.6%	46	7.3%	10	1.0%	1	2.9%	2	7.1%	6	6.0%	8	0.0%	0	4.1%	4	3.1%	4	5.5%	11
Cheaper car parking	4.5%	45	3.7%	5	5.2%	5	4.4%	3	9.5%	8	2.2%	3	1.9%	1	3.1%	3	5.3%	7	5.0%	10
Better choice of clothing shops	3.0%	30	6.6%	9	5.2%	5	2.9%	2	4.8%	4	1.5%	2	0.0%	0	0.0%	0	3.8%	5	1.5%	3
More large shops	1.4%	14	2.2%	3	2.1%	2	0.0%	0	4.8%	4	0.7%	1	0.0%	0	1.0%	1	1.5%	2	0.5%	1
Better quality shops	1.2%	12	0.7%	1	1.0%	1	2.9%	2	0.0%	0	0.0%	0	1.9%	1	1.0%	1	0.8%	1	2.5%	5
Less traffic	0.6%	6	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	1.0%	1	0.0%	0	1.5%	3
More traffic free areas / pedestrianisation	0.6%	6	2.2%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0
More food supermarkets	0.6%	6	0.0%	0	2.1%	2	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	1.0%	2
Improved access	0.6%	6	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	1.9%	1	1.0%	1	0.8%	1	0.5%	1
Improvements to the one-way system	0.4%	4	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	1.0%	2
More cafés and restaurants	0.4%	4	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.8%	1	0.5%	1
Improved bus services	0.4%	4	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.8%	1	0.5%	1
More organisation	0.3%	3	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1
More independent shops	0.2%	2	0.0%	0	1.0%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More farmers markets	0.1%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More leisure facilities	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More information on whats there	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Cheaper shops	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved disabled facilities	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	0.5%	1
Better level of staff service	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less traffic wardens	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Later opening times	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better security	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
(None mentioned)	74.8%	749	62.8%	86	68.8%	66	77.9%	53	63.1%	53	79.1%	106	92.6%	50	87.8%	86	74.0%	97	76.0%	152
Base:		1002		137		96		68		84		134		54		98		131		200

	Total		1 - Winchester West		2 - Winchester East		3 - Inner Rural Area		4 - Outer Rural Area: North East		5 - Outer Rural Area: South East		6 - Denmead		7 - Wickham and Whiteleys		8 - Outer Rural Area: West		9 - Eastleigh	
3rd Mention																				
Better choice of shops in general	1.4%	14	2.9%	4	2.1%	2	2.9%	2	1.2%	1	0.7%	1	0.0%	0	0.0%	0	2.3%	3	0.5%	1
Better choice of clothing shops	0.9%	9	2.2%	3	2.1%	2	1.5%	1	2.4%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
More large shops	0.8%	8	1.5%	2	3.1%	3	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.8%	1	0.5%	1
More car parking	0.8%	8	1.5%	2	1.0%	1	1.5%	1	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.5%	1
Cheaper car parking	0.6%	6	2.9%	4	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
More food supermarkets	0.4%	4	0.7%	1	1.0%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Improved bus services	0.3%	3	0.0%	0	1.0%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
More traffic free areas / pedestrianisation	0.3%	3	1.5%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better quality shops	0.2%	2	0.0%	0	1.0%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved access	0.2%	2	0.7%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper shops	0.2%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less traffic	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0
More independent shops	0.2%	2	0.7%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More cafés and restaurants	0.2%	2	0.7%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improvements to the one-way system	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	0.5%	1
Better maintenance/cleanliness	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better road conditions	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(None mentioned)	92.9%	931	83.9%	115	85.4%	82	89.7%	61	89.3%	75	97.0%	130	100.0%	54	99.0%	97	93.1%	122	97.5%	195
(Don't know)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Base:		1002		137		96		68		84		134		54		98		131		200

Q17 What if anything would make you visit Bishops Waltham centre more often?
Those in Zones 5 and 7

1st Mention

	Total		1 - Winchester West		2 - Winchester East		3 - Inner Rural Area		4 - Outer Rural Area: North East		5 - Outer Rural Area: South East		6 - Denmead		7 - Wickham and Whiteleys		8 - Outer Rural Area: West		9 - Eastleigh	
Nothing	76.7%	178	0.0%	0	0.0%	0	0.0%	0	0.0%	0	73.9%	99	0.0%	0	80.6%	79	0.0%	0	0.0%	0
Better choice of shops in general	6.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	7	0.0%	0	8.2%	8	0.0%	0	0.0%	0
Better choice of clothing shops	3.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More car parking	3.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	5	0.0%	0	3.1%	3	0.0%	0	0.0%	0
Improved bus services	2.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	3	0.0%	0	2.0%	2	0.0%	0	0.0%	0
More food supermarkets	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More cafés and restaurants	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Less services	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
More traffic free areas / pedestrianisation	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better quality shops	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better advertising	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More leisure activities	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	2.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	3	0.0%	0	3.1%	3	0.0%	0	0.0%	0
Base:		232		0		0		0		0		134		0		98		0		0

2nd Mention

	Total		1 - Winchester West		2 - Winchester East		3 - Inner Rural Area		4 - Outer Rural Area: North East		5 - Outer Rural Area: South East		6 - Denmead		7 - Wickham and Whiteleys		8 - Outer Rural Area: West		9 - Eastleigh	
Better choice of shops in general	3.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better choice of clothing shops	2.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	3	0.0%	0	2.0%	2	0.0%	0	0.0%	0
More car parking	1.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Nothing	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Better quality shops	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
More food supermarkets	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More large shops	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
(None mentioned)	90.1%	209	0.0%	0	0.0%	0	0.0%	0	0.0%	0	88.1%	118	0.0%	0	92.9%	91	0.0%	0	0.0%	0
Base:		232		0		0		0		0		134		0		98		0		0

	Total		1 - Winchester West		2 - Winchester East		3 - Inner Rural Area		4 - Outer Rural Area: North East		5 - Outer Rural Area: South East		6 - Denmead		7 - Wickham and Whiteleys		8 - Outer Rural Area: West		9 - Eastleigh	
3rd Mention																				
Nothing	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0
More food supermarkets	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better choice of clothing shops	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More large shops	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better quality shops	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(None mentioned)	96.1%	223	0.0%	0	0.0%	0	0.0%	0	0.0%	0	94.0%	126	0.0%	0	99.0%	97	0.0%	0	0.0%	0
Base:		232		0		0		0		0		134		0		98		0		0

Q18 What if anything would make you visit Denmead centre more often?
Those in Zones 6 and 7

	Total		1 - Winchester West		2 - Winchester East		3 - Inner Rural Area		4 - Outer Rural Area: North East		5 - Outer Rural Area: South East		6 - Denmead		7 - Wickham and Whiteleys		8 - Outer Rural Area: West		9 - Eastleigh	
1st Mention																				
Nothing	80.9%	123	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	64.8%	35	89.8%	88	0.0%	0	0.0%	0
Better choice of shops in general	5.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.0%	7	1.0%	1	0.0%	0	0.0%	0
Better choice of clothing shops	2.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	3	1.0%	1	0.0%	0	0.0%	0
More car parking	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	2	1.0%	1	0.0%	0	0.0%	0
Improved bus services	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	1.0%	1	0.0%	0	0.0%	0
Better maintenance/cleanliness	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
More take-aways	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Improved quality of roads	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know)	5.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	2	6.1%	6	0.0%	0	0.0%	0
Base:		152		0		0		0		0		0		54		98		0		0
2nd Mention																				
Better choice of shops in general	3.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	4	1.0%	1	0.0%	0	0.0%	0
Better choice of clothing shops	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	2	0.0%	0	0.0%	0	0.0%	0
Nothing	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
More car parking	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
More food supermarkets	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Better security	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
(None mentioned)	92.8%	141	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	83.3%	45	98.0%	96	0.0%	0	0.0%	0
Base:		152		0		0		0		0		0		54		98		0		0

	Total		1 - Winchester West		2 - Winchester East		3 - Inner Rural Area		4 - Outer Rural Area: North East		5 - Outer Rural Area: South East		6 - Denmead		7 - Wickham and Whiteleys		8 - Outer Rural Area: West		9 - Eastleigh	
3rd Mention																				
More large shops	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	1.0%	1	0.0%	0	0.0%	0
(None mentioned)	98.7%	150	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	98.1%	53	99.0%	97	0.0%	0	0.0%	0
Base:		152		0		0		0		0		0		54		98		0		0

Q19 What if anything would make you visit New Alresford centre more often?
Those in Zones 3 and 4

	Total		1 - Winchester West		2 - Winchester East		3 - Inner Rural Area		4 - Outer Rural Area: North East		5 - Outer Rural Area: South East		6 - Denmead		7 - Wickham and Whiteleys		8 - Outer Rural Area: West		9 - Eastleigh	
1st Mention																				
Nothing	77.0%	117	0.0%	0	0.0%	0	91.2%	62	65.5%	55	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More car parking	13.8%	21	0.0%	0	0.0%	0	4.4%	3	21.4%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better choice of shops in general	3.9%	6	0.0%	0	0.0%	0	2.9%	2	4.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better choice of clothing shops	2.0%	3	0.0%	0	0.0%	0	0.0%	0	3.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More large shops	0.7%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better quality shops	0.7%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better advertising	0.7%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	1.3%	2	0.0%	0	0.0%	0	1.5%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		152		0		0		68		84		0		0		0		0		0
2nd Mention																				
Nothing	5.9%	9	0.0%	0	0.0%	0	0.0%	0	10.7%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More food supermarkets	2.0%	3	0.0%	0	0.0%	0	0.0%	0	3.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swimming facilities	1.3%	2	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More car parking	1.3%	2	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better choice of clothing shops	1.3%	2	0.0%	0	0.0%	0	1.5%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More traffic free areas / pedestrianisation	0.7%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better choice of shops in general	0.7%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(None mentioned)	86.8%	132	0.0%	0	0.0%	0	98.5%	67	77.4%	65	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		152		0		0		68		84		0		0		0		0		0

	Total		1 - Winchester West		2 - Winchester East		3 - Inner Rural Area		4 - Outer Rural Area: North East		5 - Outer Rural Area: South East		6 - Denmead		7 - Wickham and Whiteleys		8 - Outer Rural Area: West		9 - Eastleigh	
3rd Mention																				
More food supermarkets	1.3%	2	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better choice of clothing shops	1.3%	2	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better choice of shops in general	0.7%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(None mentioned)	96.7%	147	0.0%	0	0.0%	0	98.5%	67	95.2%	80	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		152		0		0		68		84		0		0		0		0		0

Q20 What if anything would make you visit the Whiteley centre more often?
Those in Zones 5 and 7

	Total		1 - Winchester West		2 - Winchester East		3 - Inner Rural Area		4 - Outer Rural Area: North East		5 - Outer Rural Area: South East		6 - Denmead		7 - Wickham and Whiteleys		8 - Outer Rural Area: West		9 - Eastleigh	
1st Mention																				
Nothing	75.0%	174	0.0%	0	0.0%	0	0.0%	0	0.0%	0	73.1%	98	0.0%	0	77.6%	76	0.0%	0	0.0%	0
Better choice of shops in general	9.1%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.2%	11	0.0%	0	10.2%	10	0.0%	0	0.0%	0
Better choice of clothing shops	6.0%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	9	0.0%	0	5.1%	5	0.0%	0	0.0%	0
Improved bus services	2.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	4	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Improved access	1.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	3	0.0%	0	1.0%	1	0.0%	0	0.0%	0
More large shops	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
More food supermarkets	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Improved traffic system	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More markets	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	3.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	6	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Base:		232		0		0		0		0		134		0		98		0		0
2nd Mention																				
Better choice of shops in general	3.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	6	0.0%	0	3.1%	3	0.0%	0	0.0%	0
Better choice of clothing shops	2.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	3.1%	3	0.0%	0	0.0%	0
Nothing	1.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	3.1%	3	0.0%	0	0.0%	0
More large shops	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	3	0.0%	0	0.0%	0
Better quality shops	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Library	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
(None mentioned)	90.1%	209	0.0%	0	0.0%	0	0.0%	0	0.0%	0	92.5%	124	0.0%	0	86.7%	85	0.0%	0	0.0%	0
Base:		232		0		0		0		0		134		0		98		0		0

3rd Mention

	Total		1 - Winchester West		2 - Winchester East		3 - Inner Rural Area		4 - Outer Rural Area: North East		5 - Outer Rural Area: South East		6 - Denmead		7 - Wickham and Whiteleys		8 - Outer Rural Area: West		9 - Eastleigh	
Nothing	1.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	3	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Better choice of shops in general	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Better quality shops	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Better choice of clothing shops	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
More cafés and restaurants	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
(None mentioned)	96.6%	224	0.0%	0	0.0%	0	0.0%	0	0.0%	0	97.8%	131	0.0%	0	94.9%	93	0.0%	0	0.0%	0
Base:		232		0		0		0		0		134		0		98		0		0

Q21 What if anything would make you visit Wickham centre more often?
Those in Zones 5, 6 and 7

1st Mention

	Total		1 - Winchester West		2 - Winchester East		3 - Inner Rural Area		4 - Outer Rural Area: North East		5 - Outer Rural Area: South East		6 - Denmead		7 - Wickham and Whiteleys		8 - Outer Rural Area: West		9 - Eastleigh	
Nothing	80.1%	229	0.0%	0	0.0%	0	0.0%	0	0.0%	0	79.9%	107	81.5%	44	79.6%	78	0.0%	0	0.0%	0
More car parking	5.6%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	10	1.9%	1	5.1%	5	0.0%	0	0.0%	0
Better choice of shops in general	3.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	5	0.0%	0	6.1%	6	0.0%	0	0.0%	0
Improved bus services	2.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	7.4%	4	1.0%	1	0.0%	0	0.0%	0
Better choice of clothing shops	2.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	3	1.9%	1	2.0%	2	0.0%	0	0.0%	0
Cheaper parking	1.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	5.6%	3	0.0%	0	0.0%	0	0.0%	0
More food supermarkets	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
More large shops	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
(Don't know)	3.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	7	1.9%	1	3.1%	3	0.0%	0	0.0%	0
Base:		286		0		0		0		0		134		54		98		0		0

2nd Mention

	Total		1 - Winchester West		2 - Winchester East		3 - Inner Rural Area		4 - Outer Rural Area: North East		5 - Outer Rural Area: South East		6 - Denmead		7 - Wickham and Whiteleys		8 - Outer Rural Area: West		9 - Eastleigh	
Nothing	1.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	3.1%	3	0.0%	0	0.0%	0
Better choice of shops in general	1.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Better choice of clothing shops	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
More car parking	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
More large shops	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Cheaper parking	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(None mentioned)	95.8%	274	0.0%	0	0.0%	0	0.0%	0	0.0%	0	97.0%	130	94.4%	51	94.9%	93	0.0%	0	0.0%	0
Base:		286		0		0		0		0		134		54		98		0		0

	Total		1 - Winchester West		2 - Winchester East		3 - Inner Rural Area		4 - Outer Rural Area: North East		5 - Outer Rural Area: South East		6 - Denmead		7 - Wickham and Whiteleys		8 - Outer Rural Area: West		9 - Eastleigh	
3rd Mention																				
More food supermarkets	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(None mentioned)	99.7%	285	0.0%	0	0.0%	0	0.0%	0	0.0%	0	99.3%	133	100.0%	54	100.0%	98	0.0%	0	0.0%	0
Base:		286		0		0		0		0		134		54		98		0		0

Q22 Do you or your family do any of the following leisure activities?

	Total		1 - Winchester West		2 - Winchester East		3 - Inner Rural Area		4 - Outer Rural Area: North East		5 - Outer Rural Area: South East		6 - Denmead		7 - Wickham and Whiteleys		8 - Outer Rural Area: West		9 - Eastleigh	
Cinema	57.4%	575	53.3%	73	55.2%	53	58.8%	40	64.3%	54	61.2%	82	42.6%	23	68.4%	67	52.7%	69	57.0%	114
Theatre	56.1%	562	54.0%	74	49.0%	47	48.5%	33	61.9%	52	61.2%	82	46.3%	25	58.2%	57	57.3%	75	58.5%	117
Pub / bar	57.4%	575	48.2%	66	54.2%	52	55.9%	38	72.6%	61	53.7%	72	53.7%	29	58.2%	57	61.1%	80	60.0%	120
Restaurant	74.5%	746	66.4%	91	69.8%	67	79.4%	54	73.8%	62	80.6%	108	59.3%	32	81.6%	80	74.8%	98	77.0%	154
Nightclub	9.4%	94	7.3%	10	5.2%	5	5.9%	4	6.0%	5	12.7%	17	13.0%	7	15.3%	15	9.9%	13	9.0%	18
Bingo	3.8%	38	0.7%	1	7.3%	7	2.9%	2	7.1%	6	2.2%	3	7.4%	4	5.1%	5	3.1%	4	3.0%	6
Health & Fitness club	29.1%	292	23.4%	32	29.2%	28	27.9%	19	28.6%	24	33.6%	45	22.2%	12	38.8%	38	29.8%	39	27.5%	55
Tenpin bowling	19.5%	195	10.2%	14	15.6%	15	10.3%	7	23.8%	20	22.4%	30	14.8%	8	28.6%	28	28.2%	37	18.0%	36
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(None of the above)	10.1%	101	18.2%	25	13.5%	13	5.9%	4	7.1%	6	7.5%	10	11.1%	6	8.2%	8	9.2%	12	8.5%	17
Base:		1002		137		96		68		84		134		54		98		131		200

Q23 Where did you or your family last visit the cinema?
Those who go to the cinema at Q22

	Total		1 - Winchester West		2 - Winchester East		3 - Inner Rural Area		4 - Outer Rural Area: North East		5 - Outer Rural Area: South East		6 - Denmead		7 - Wickham and Whiteleys		8 - Outer Rural Area: West		9 - Eastleigh	
The Screen, Winchester	31.0%	178	72.6%	53	64.2%	34	57.5%	23	31.5%	17	13.4%	11	4.3%	1	0.0%	0	23.2%	16	20.2%	23
Odeon, Leisure World, West Quay Road, Southampton	27.0%	155	9.6%	7	17.0%	9	30.0%	12	5.6%	3	30.5%	25	0.0%	0	4.5%	3	50.7%	35	53.5%	61
Fareham	9.2%	53	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.8%	22	8.7%	2	43.3%	29	0.0%	0	0.0%	0
Vue, Festival Park, Basingstoke	3.5%	20	1.4%	1	1.9%	1	0.0%	0	29.6%	16	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0
Basingstoke	3.3%	19	5.5%	4	3.8%	2	0.0%	0	20.4%	11	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0
Vue, Portsmouth	3.0%	17	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	26.1%	6	13.4%	9	1.4%	1	0.0%	0
Harbour Lights Picture House, Southampton	3.0%	17	1.4%	1	1.9%	1	5.0%	2	0.0%	0	1.2%	1	0.0%	0	0.0%	0	2.9%	2	8.8%	10
UCI, Portsmouth	3.0%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	5	13.0%	3	11.9%	8	0.0%	0	0.9%	1
Port Solent	2.6%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	6	21.7%	5	6.0%	4	0.0%	0	0.0%	0
Cineworld, Southampton (formerly UCG)	2.1%	12	1.4%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	4.3%	3	5.3%	6
Odeon, Portsmouth	1.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	3	0.0%	0	6.0%	4	0.0%	0	0.9%	1
The Point, Eastleigh	0.9%	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	4.4%	5
London	0.7%	4	1.4%	1	1.9%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Southampton	0.5%	3	1.4%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Salisbury	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Portchester	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.7%	2	0.0%	0	0.0%	0	0.0%	0
The Carlton Cinema, Portsmouth	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1	1.5%	1	0.0%	0	0.0%	0
Alton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Andover	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Brighton	0.2%	1	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%	0
Chichester	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Fareham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Preston	0.2%	1	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%	0
Ropley	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kings Somborne	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Winchester	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
(Don't know / can't remember)	6.4%	37	5.5%	4	7.5%	4	0.0%	0	5.6%	3	8.5%	7	13.0%	3	10.4%	7	2.9%	2	6.1%	7
Base:		575		73		53		40		54		82		23		67		69		114

Q24 Where did you or your family last visit the Theatre?
Those who visit the theatre at Q22

	Total		1 - Winchester West		2 - Winchester East		3 - Inner Rural Area		4 - Outer Rural Area: North East		5 - Outer Rural Area: South East		6 - Denmead		7 - Wickham and Whiteleys		8 - Outer Rural Area: West		9 - Eastleigh	
Southampton	45.0%	253	27.0%	20	31.9%	15	27.3%	9	42.3%	22	52.4%	43	44.0%	11	42.1%	24	38.7%	29	68.4%	80
Theatre Royal, Winchester	18.3%	103	39.2%	29	44.7%	21	27.3%	9	23.1%	12	12.2%	10	0.0%	0	3.5%	2	14.7%	11	7.7%	9
London	10.9%	61	16.2%	12	6.4%	3	21.2%	7	9.6%	5	11.0%	9	12.0%	3	8.8%	5	12.0%	9	6.8%	8
Chichester	3.2%	18	0.0%	0	0.0%	0	6.1%	2	3.8%	2	7.3%	6	16.0%	4	7.0%	4	0.0%	0	0.0%	0
Portsmouth	2.3%	13	0.0%	0	0.0%	0	3.0%	1	0.0%	0	1.2%	1	8.0%	2	15.8%	9	0.0%	0	0.0%	0
The Point, Eastleigh	1.8%	10	2.7%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	6.0%	7
Romsey	1.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.0%	9	0.0%	0
Basingstoke	1.4%	8	4.1%	3	0.0%	0	0.0%	0	7.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Mayflower, Southampton	1.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	8.0%	6	0.0%	0
Salisbury	1.2%	7	1.4%	1	2.1%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	4.0%	3	0.9%	1
Southsea	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	3	4.0%	1	0.0%	0	0.0%	0	0.9%	1
Newbury	0.7%	4	0.0%	0	0.0%	0	9.1%	3	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fareham	0.7%	4	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	5.3%	3	0.0%	0	0.0%	0
Playhouse, Salisbury	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	1.7%	2
The Plaza, Romsey	0.5%	3	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.9%	1
Victoria Palace, London	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.8%	1	0.0%	0	0.9%	1
Winchester	0.5%	3	0.0%	0	4.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Guildford	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Bournemouth	0.4%	2	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Watermill, Newbury	0.4%	2	0.0%	0	2.1%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woking	0.4%	2	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0
Richmond	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Stratford upon Avon	0.4%	2	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Petersfield	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Andover	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Havant	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0
Godalming	0.2%	1	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
Bath	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Brighton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0
Gosport	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0
Newcastle	0.2%	1	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
(Don't know / can't remember)	4.6%	26	5.4%	4	4.3%	2	3.0%	1	1.9%	1	4.9%	4	0.0%	0	15.8%	9	0.0%	0	4.3%	5
Base:		562		74		47		33		52		82		25		57		75		117

Q25 Where did you or your family last visit a pub / bar?
Those who visit pubs / bars at Q22

	Total		1 - Winchester West		2 - Winchester East		3 - Inner Rural Area		4 - Outer Rural Area: North East		5 - Outer Rural Area: South East		6 - Denmead		7 - Wickham and Whiteleys		8 - Outer Rural Area: West		9 - Eastleigh	
Winchester	21.4%	123	65.2%	43	73.1%	38	28.9%	11	8.2%	5	9.7%	7	0.0%	0	1.8%	1	10.0%	8	8.3%	10
Romsey	7.1%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.0%	40	0.8%	1
Chandlers Ford	5.6%	32	0.0%	0	0.0%	0	2.6%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	30
Eastleigh	5.4%	31	3.0%	2	0.0%	0	7.9%	3	0.0%	0	4.2%	3	0.0%	0	0.0%	0	0.0%	0	19.2%	23
Fareham	4.3%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	3	0.0%	0	38.6%	22	0.0%	0	0.0%	0
New Alresford	4.0%	23	0.0%	0	0.0%	0	10.5%	4	27.9%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2
Southampton	4.0%	23	0.0%	0	0.0%	0	2.6%	1	0.0%	0	2.8%	2	0.0%	0	1.8%	1	6.3%	5	11.7%	14
Denmead	2.6%	15	0.0%	0	0.0%	0	2.6%	1	0.0%	0	1.4%	1	44.8%	13	0.0%	0	0.0%	0	0.0%	0
Bishops Waltham	2.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.7%	12	0.0%	0	3.5%	2	0.0%	0	0.0%	0
Wickham	2.3%	13	3.0%	2	0.0%	0	0.0%	0	0.0%	0	4.2%	3	0.0%	0	14.0%	8	0.0%	0	0.0%	0
Otterbourne	2.3%	13	1.5%	1	0.0%	0	15.8%	6	3.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	4
Portsmouth	1.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	10.3%	3	8.8%	5	0.0%	0	0.8%	1
Fair Oak	1.4%	8	0.0%	0	1.9%	1	0.0%	0	0.0%	0	4.2%	3	0.0%	0	0.0%	0	0.0%	0	3.3%	4
Hambledon	1.2%	7	0.0%	0	0.0%	0	0.0%	0	1.6%	1	1.4%	1	17.2%	5	0.0%	0	0.0%	0	0.0%	0
Bishops Stoke	1.0%	6	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	5
Droxford	1.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	4	6.9%	2	0.0%	0	0.0%	0	0.0%	0
Sutton Scotney	0.9%	5	0.0%	0	0.0%	0	0.0%	0	8.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whiteley	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	5	0.0%	0	0.0%	0
Cheriton	0.9%	5	0.0%	0	1.9%	1	0.0%	0	6.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kings Worthy	0.7%	4	0.0%	0	5.8%	3	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alresford	0.7%	4	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%	0
Waltham Chase	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	3	0.0%	0	1.8%	1	0.0%	0	0.0%	0
London	0.7%	4	0.0%	0	3.8%	2	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Sparsholt	0.7%	4	3.0%	2	0.0%	0	0.0%	0	3.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stockbridge	0.7%	4	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	3.8%	3	0.0%	0
Andover	0.7%	4	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.8%	1
Kings Somborne	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	4	0.0%	0
Hursley	0.7%	4	0.0%	0	0.0%	0	5.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.8%	1
Longstock	0.7%	4	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	3.8%	3	0.0%	0
Shawford	0.7%	4	0.0%	0	0.0%	0	2.6%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.8%	1
Owslebury	0.5%	3	0.0%	0	0.0%	0	2.6%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Swanmore	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easton	0.5%	3	0.0%	0	0.0%	0	5.3%	2	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bramdean	0.3%	2	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crawley	0.3%	2	1.5%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colden Common	0.3%	2	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Shedfield	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Braishfield	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0
Fishers Pond	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunbridge	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Durley	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Mudford	0.3%	2	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Botley	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Forest	0.3%	2	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1

	Total		1 - Winchester West		2 - Winchester East		3 - Inner Rural Area		4 - Outer Rural Area: North East		5 - Outer Rural Area: South East		6 - Denmead		7 - Wickham and Whiteleys		8 - Outer Rural Area: West		9 - Eastleigh	
Hayling Island	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	1.8%	1	0.0%	0	0.0%	0
Isle of Wight	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Horndean	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0
Basingstoke	0.2%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brockenhurst	0.2%	1	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burley	0.2%	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	0.8%	1
Boyatt Wood	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chilworth	0.2%	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	0.8%	1
Corhampton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0
Waterlooville	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0
Alton	0.2%	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	0.0%	0
Appledore	0.2%	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	0.0%	0
Bishops Frome	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Leeds	0.2%	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	0.0%	0
North Baddesley	0.2%	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	0.8%	1
Upham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Horton Heath	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cadenham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Landsford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Ampfield	0.2%	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	0.8%	1
Winnall	0.2%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Littleton	0.2%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Funtley	0.2%	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	0.0%	0
Bishops Sutton	0.2%	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	0.0%	0
Overton	0.2%	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	0.0%	0
Swindon	0.2%	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	0.0%	0
St. Cross	0.2%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stockbridge	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Ovington	0.2%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stubbington	0.2%	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	0.0%	0
Widecombe	0.2%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Twyford	0.2%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Meon	0.2%	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	0.0%	0
West Mellow	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Soberton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	10.1%	58	12.1%	8	7.7%	4	7.9%	3	6.6%	4	12.5%	9	6.9%	2	14.0%	8	6.3%	5	12.5%	15
Base:		575		66		52		38		61		72		29		57		80		120

Q26 Where did you or your family last visit a restaurant?
Those who visit restaurants at Q22

	Total		1 - Winchester West		2 - Winchester East		3 - Inner Rural Area		4 - Outer Rural Area: North East		5 - Outer Rural Area: South East		6 - Denmead		7 - Wickham and Whiteleys		8 - Outer Rural Area: West		9 - Eastleigh	
Winchester	23.7%	177	58.2%	53	71.6%	48	44.4%	24	24.2%	15	10.2%	11	0.0%	0	1.3%	1	8.2%	8	11.0%	17
Romsey	7.9%	59	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.9%	1	0.0%	0	1.3%	1	49.0%	48	5.2%	8
Southampton	7.9%	59	3.3%	3	1.5%	1	3.7%	2	3.2%	2	8.3%	9	0.0%	0	3.8%	3	8.2%	8	20.1%	31
Eastleigh	6.2%	46	3.3%	3	3.0%	2	3.7%	2	4.8%	3	5.6%	6	0.0%	0	0.0%	0	1.0%	1	18.8%	29
Wickham	4.6%	34	0.0%	0	0.0%	0	1.9%	1	0.0%	0	11.1%	12	3.1%	1	25.0%	20	0.0%	0	0.0%	0
Fareham	4.2%	31	1.1%	1	0.0%	0	0.0%	0	1.6%	1	4.6%	5	6.3%	2	27.5%	22	0.0%	0	0.0%	0
Bishops Waltham	3.4%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.3%	23	0.0%	0	2.5%	2	0.0%	0	0.0%	0
Portsmouth	2.7%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	4	15.6%	5	11.3%	9	0.0%	0	1.3%	2
Chandlers Ford	2.4%	18	2.2%	2	1.5%	1	1.9%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	2	7.1%	11
New Alresford	1.3%	10	1.1%	1	0.0%	0	3.7%	2	11.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London	1.3%	10	3.3%	3	3.0%	2	3.7%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.3%	2
Stockbridge	1.3%	10	1.1%	1	0.0%	0	1.9%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	7.1%	7	0.0%	0
Otterbourne	1.3%	10	2.2%	2	1.5%	1	5.6%	3	4.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Denmead	1.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	21.9%	7	1.3%	1	0.0%	0	0.0%	0
Bishops Stoke	0.9%	7	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	2.6%	4
Basingstoke	0.8%	6	0.0%	0	3.0%	2	1.9%	1	3.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Fair Oak	0.8%	6	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	1.9%	3
Ampfield	0.7%	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	3.2%	5
Andover	0.7%	5	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	3	0.6%	1
Colden Common	0.7%	5	0.0%	0	0.0%	0	3.7%	2	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	2
Botley	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	4
Shawford	0.7%	5	2.2%	2	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2
New Forest	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	2
Salisbury	0.5%	4	0.0%	0	0.0%	0	1.9%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.6%	1
Whiteley	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	3.8%	3	0.0%	0	0.0%	0
Waterlooville	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.5%	4	0.0%	0	0.0%	0	0.0%	0
Brockenhurst	0.5%	4	0.0%	0	0.0%	0	1.9%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.6%	1
Alton	0.4%	3	0.0%	0	0.0%	0	0.0%	0	3.2%	2	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chichester	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	6.3%	2	0.0%	0	0.0%	0	0.0%	0
Alresford	0.4%	3	0.0%	0	0.0%	0	0.0%	0	4.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longstock	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	3	0.0%	0
Easton	0.4%	3	0.0%	0	0.0%	0	1.9%	1	1.6%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.4%	3	0.0%	0	3.0%	2	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fishers Pond	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Guildford	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hedge End	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Isle of Wight	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Durley	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	3.1%	1	0.0%	0	0.0%	0	0.0%	0
West Meon	0.3%	2	0.0%	0	0.0%	0	1.9%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gosport	0.3%	2	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Crawley	0.3%	2	2.2%	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
Twyford	0.3%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Southbourne	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	2	0.0%	0	0.0%	0	0.0%	0
Droxford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		1 - Winchester West		2 - Winchester East		3 - Inner Rural Area		4 - Outer Rural Area: North East		5 - Outer Rural Area: South East		6 - Denmead		7 - Wickham and Whiteleys		8 - Outer Rural Area: West		9 - Eastleigh	
Bognor Regis	0.1%	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	0.0%	0
Bridport	0.1%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bentworth	0.1%	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	0.0%	0
Wareham	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cadenham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Braishfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Bullington Cross	0.1%	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	0.0%	0
Chilworth	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	0.6%	1
Chorlton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0
Christchurch	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kings Worthy	0.1%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Emsworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0
Hambleton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0
Hurstly	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	0.6%	1
Keswick	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Kings Somborne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Lees	0.1%	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	0.0%	0
Lyndhurst	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Bath	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	0.6%	1
Mansbridge	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	0.6%	1
Mawgan Porth	0.1%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Meonstoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0
Waltham Chase	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Ovington	0.1%	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	0.0%	0
Padstow	0.1%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park Gate	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Port Solent	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Ringwood	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0
Southsea	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0
Sparsholt	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Stoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Strand	0.1%	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	0.0%	0
Upham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Shipton Bellinger	0.1%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swansea	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stubbington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Vale of Glamorgan	0.1%	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	0.0%	0
Twickenham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Dundridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Widecombe	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newbury	0.1%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North Baddesley	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	0.6%	1
Timbridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
(Don't know / can't remember)	10.9%	81	14.3%	13	4.5%	3	9.3%	5	9.7%	6	12.0%	13	6.3%	2	15.0%	12	7.1%	7	13.0%	20
Base:		746		91		67		54		62		108		32		80		98		154

Q27 Where did you or your family last visit a nightclub / live music venue?
Those who visit nightclubs at Q22

	Total	1 - Winchester West	2 - Winchester East	3 - Inner Rural Area	4 - Outer Rural Area: North East	5 - Outer Rural Area: South East	6 - Denmead	7 - Wickham and Whiteleys	8 - Outer Rural Area: West	9 - Eastleigh
Southampton	40.4% 38	30.0% 3	80.0% 4	25.0% 1	0.0% 0	41.2% 7	0.0% 0	0.0% 0	53.8% 7	88.9% 16
Portsmouth	22.3% 21	0.0% 0	0.0% 0	0.0% 0	0.0% 0	5.9% 1	85.7% 6	86.7% 13	7.7% 1	0.0% 0
Southampton	9.6% 9	0.0% 0	20.0% 1	0.0% 0	0.0% 0	23.5% 4	0.0% 0	0.0% 0	15.4% 2	11.1% 2
The Original Porthouse, Winchester	8.5% 8	30.0% 3	0.0% 0	25.0% 1	60.0% 3	0.0% 0	0.0% 0	0.0% 0	7.7% 1	0.0% 0
Winchester	8.5% 8	30.0% 3	0.0% 0	0.0% 0	40.0% 2	11.8% 2	0.0% 0	0.0% 0	7.7% 1	0.0% 0
Eastleigh	2.1% 2	10.0% 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
Fareham	1.1% 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
Bishops Waltham	1.1% 1	0.0% 0	0.0% 0	0.0% 0	0.0% 0	5.9% 1	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Basingstoke	1.1% 1	0.0% 0	0.0% 0	0.0% 0	0.0% 0	5.9% 1	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Preston	1.1% 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
Salisbury	1.1% 1	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	7.7% 1	0.0% 0
(Don't know / can't remember)	3.2% 3	0.0% 0	0.0% 0	0.0% 0	0.0% 0	5.9% 1	14.3% 1	6.7% 1	0.0% 0	0.0% 0
Base:	94	10	5	4	5	17	7	15	13	18

Q28 Where did you or your family last go to play bingo?
Those who play bingo at Q22

	Total	1 - Winchester West	2 - Winchester East	3 - Inner Rural Area	4 - Outer Rural Area: North East	5 - Outer Rural Area: South East	6 - Denmead	7 - Wickham and Whiteleys	8 - Outer Rural Area: West	9 - Eastleigh
Eastleigh	23.7% 9	0.0% 0	71.4% 5	100.0% 2	0.0% 0	33.3% 1	0.0% 0	0.0% 0	0.0% 0	16.7% 1
Southampton	18.4% 7	0.0% 0	28.6% 2	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	25.0% 1	66.7% 4
Lords Hill	15.8% 6	0.0% 0	0.0% 0	0.0% 0	16.7% 1	33.3% 1	25.0% 1	40.0% 2	25.0% 1	0.0% 0
Basingstoke	7.9% 3	0.0% 0	0.0% 0	0.0% 0	50.0% 3	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Portsmouth	7.9% 3	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	25.0% 1	40.0% 2	0.0% 0	0.0% 0
Winchester	2.6% 1	100.0% 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
Fareham	2.6% 1	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
Waterlooville	2.6% 1	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	25.0% 1	0.0% 0	0.0% 0	0.0% 0
Minehead	2.6% 1	0.0% 0	0.0% 0	0.0% 0	16.7% 1	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Lordsfield	2.6% 1	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	16.7% 1
Stockbridge	2.6% 1	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
Cowplain	2.6% 1	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	25.0% 1	0.0% 0	0.0% 0	0.0% 0
Romsey	2.6% 1	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
Internet / online	2.6% 1	0.0% 0	0.0% 0	0.0% 0	16.7% 1	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
(Don't know / can't remember)	2.6% 1	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
Base:	38	1	7	2	6	3	4	5	4	6

Q29 Where did you or your family last go to a healthclub / gym?
Those who attend a health & fitness club at Q22

	Total		1 - Winchester West		2 - Winchester East		3 - Inner Rural Area		4 - Outer Rural Area: North East		5 - Outer Rural Area: South East		6 - Denmead		7 - Wickham and Whiteleys		8 - Outer Rural Area: West		9 - Eastleigh	
Winchester	28.1%	82	87.5%	28	92.9%	26	52.6%	10	37.5%	9	4.4%	2	0.0%	0	0.0%	0	7.7%	3	7.3%	4
Eastleigh	15.4%	45	6.3%	2	0.0%	0	26.3%	5	0.0%	0	13.3%	6	0.0%	0	0.0%	0	2.6%	1	56.4%	31
Fareham	8.9%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.9%	4	0.0%	0	55.3%	21	0.0%	0	1.8%	1
Romsey	7.2%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	53.8%	21	0.0%	0
Southampton	5.1%	15	3.1%	1	0.0%	0	0.0%	0	0.0%	0	8.9%	4	0.0%	0	2.6%	1	15.4%	6	5.5%	3
Waterlooville	3.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	66.7%	8	0.0%	0	0.0%	0	0.0%	0
Whiteley	2.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	18.4%	7	0.0%	0	0.0%	0
Alresford	2.4%	7	0.0%	0	0.0%	0	0.0%	0	29.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shedfield	1.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hedge End	1.7%	5	0.0%	0	0.0%	0	5.3%	1	0.0%	0	6.7%	3	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Fair Oak	1.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	7.3%	4
Hampshire Tennis Club, West End	1.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	3	0.0%	0	2.6%	1	0.0%	0	1.8%	1
Basingstoke	1.4%	4	0.0%	0	3.6%	1	0.0%	0	8.3%	2	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0
Alton	1.0%	3	0.0%	0	0.0%	0	0.0%	0	12.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chandlers Ford	1.0%	3	0.0%	0	0.0%	0	5.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	2
Bodysound, Chandelers Ford	1.0%	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	5.5%	3
Andover	1.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	3	0.0%	0
Port Solent	1.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	3	0.0%	0	0.0%	0
Wickham	1.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnham	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	2	0.0%	0	0.0%	0
Cowplain	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.7%	2	0.0%	0	0.0%	0	0.0%	0
Wellow	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	2	0.0%	0
Colden Common	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Sutton Scotney	0.7%	2	0.0%	0	0.0%	0	0.0%	0	8.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Havant	0.3%	1	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
Bishops Waltham	0.3%	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	0.0%	0
Botley	0.3%	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	0.0%	0
Petersfield	0.3%	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	0.0%	0
Denmead	0.3%	1	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
Littleton	0.3%	1	3.1%	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
Lords Hill	0.3%	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
Meon Valley	0.3%	1	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
Marwell	0.3%	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	1.8%	1
Norton	0.3%	1	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nursling	0.3%	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	1.8%	1
Preston	0.3%	1	0.0%	0	0.0%	0	5.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Salisbury	0.3%	1	0.0%	0	0.0%	0	5.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Totton	0.3%	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
Waltham Chase	0.3%	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	0.0%	0
(Don't know / can't remember)	4.1%	12	0.0%	0	3.6%	1	0.0%	0	0.0%	0	15.6%	7	0.0%	0	5.3%	2	0.0%	0	3.6%	2
Base:		292		32		28		19		24		45		12		38		39		55

Q30 Where did you or your family last go for tenpin bowling?

Those who play ten pin bowling at Q22

	Total		1 - Winchester West		2 - Winchester East		3 - Inner Rural Area		4 - Outer Rural Area: North East		5 - Outer Rural Area: South East		6 - Denmead		7 - Wickham and Whiteleys		8 - Outer Rural Area: West		9 - Eastleigh	
Southampton	41.0%	80	35.7%	5	53.3%	8	57.1%	4	5.0%	1	26.7%	8	25.0%	2	3.6%	1	64.9%	24	75.0%	27
Basingstoke	15.9%	31	35.7%	5	26.7%	4	14.3%	1	85.0%	17	3.3%	1	0.0%	0	0.0%	0	8.1%	3	0.0%	0
Fareham	11.3%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.7%	8	0.0%	0	50.0%	14	0.0%	0	0.0%	0
Portsmouth	5.6%	11	7.1%	1	0.0%	0	0.0%	0	0.0%	0	10.0%	3	0.0%	0	17.9%	5	2.7%	1	2.8%	1
Millbrook	4.6%	9	0.0%	0	6.7%	1	0.0%	0	0.0%	0	6.7%	2	0.0%	0	0.0%	0	10.8%	4	5.6%	2
Bitterne	4.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.7%	5	0.0%	0	0.0%	0	2.7%	1	8.3%	3
Havant	3.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	62.5%	5	3.6%	1	0.0%	0	0.0%	0
Gosport	2.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	2	0.0%	0	3.6%	1	0.0%	0	2.8%	1
Andover	1.0%	2	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0
Shirley	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0
Bedhampton	0.5%	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
Plymouth	0.5%	1	0.0%	0	0.0%	0	14.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Preston	0.5%	1	7.1%	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
(Don't know / can't remember)	8.7%	17	14.3%	2	13.3%	2	14.3%	1	5.0%	1	3.3%	1	0.0%	0	21.4%	6	5.4%	2	5.6%	2
Base:		195		14		15		7		20		30		8		28		37		36

Q31 What things, if any, do you regularly buy on the internet?

	Total		1 - Winchester West		2 - Winchester East		3 - Inner Rural Area		4 - Outer Rural Area: North East		5 - Outer Rural Area: South East		6 - Denmead		7 - Wickham and Whiteleys		8 - Outer Rural Area: West		9 - Eastleigh	
Nothing	52.2%	523	56.9%	78	53.1%	51	60.3%	41	36.9%	31	43.3%	58	59.3%	32	48.0%	47	57.3%	75	55.0%	110
Books, CD's, Toys etc.	29.6%	297	27.7%	38	26.0%	25	25.0%	17	35.7%	30	35.1%	47	27.8%	15	36.7%	36	29.8%	39	25.0%	50
Clothes and Shoes	11.2%	112	10.9%	15	11.5%	11	10.3%	7	22.6%	19	12.7%	17	9.3%	5	14.3%	14	5.3%	7	8.5%	17
Travel goods (tickets, holidays etc)	8.9%	89	6.6%	9	14.6%	14	13.2%	9	10.7%	9	8.2%	11	0.0%	0	4.1%	4	9.9%	13	10.0%	20
Electrical TV, Hi-Fi and Computers	7.5%	75	5.8%	8	9.4%	9	5.9%	4	8.3%	7	6.7%	9	7.4%	4	11.2%	11	3.8%	5	9.0%	18
Groceries	7.0%	70	4.4%	6	10.4%	10	2.9%	2	14.3%	12	12.7%	17	1.9%	1	5.1%	5	4.6%	6	5.5%	11
Computer software/electronic games	5.3%	53	2.2%	3	1.0%	1	5.9%	4	8.3%	7	6.0%	8	3.7%	2	5.1%	5	3.8%	5	9.0%	18
Domestic Electrical Appliances	4.2%	42	4.4%	6	5.2%	5	4.4%	3	2.4%	2	6.0%	8	1.9%	1	7.1%	7	3.1%	4	3.0%	6
DIY, Hardware and Homewares	3.0%	30	0.7%	1	3.1%	3	1.5%	1	4.8%	4	5.2%	7	3.7%	2	7.1%	7	3.1%	4	0.5%	1
Health and Beauty, Chemist Items	2.5%	25	2.9%	4	2.1%	2	0.0%	0	6.0%	5	4.5%	6	3.7%	2	0.0%	0	0.8%	1	2.5%	5
Furniture, Soft Furnishings and Floor Coverings	1.9%	19	2.2%	3	2.1%	2	0.0%	0	2.4%	2	1.5%	2	5.6%	3	4.1%	4	0.8%	1	1.0%	2
Car / motor bike equipment	1.2%	12	0.7%	1	2.1%	2	0.0%	0	0.0%	0	1.5%	2	1.9%	1	1.0%	1	0.0%	0	2.5%	5
Sports equipment	1.1%	11	0.7%	1	1.0%	1	1.5%	1	2.4%	2	1.5%	2	0.0%	0	1.0%	1	0.8%	1	1.0%	2
Garden goods	0.5%	5	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	2
Office goods	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	1.5%	2	0.5%	1
Photographic goods	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	1.0%	1	0.8%	1	0.0%	0
Art & craft goods	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.8%	1	0.5%	1
Jewellery	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Camping goods	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.5%	1
Pet products	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	1.9%	19	3.7%	5	2.1%	2	0.0%	0	3.6%	3	2.2%	3	3.7%	2	2.0%	2	0.0%	0	1.0%	2
Base:		1002		137		96		68		84		134		54		98		131		200

GEN Gender:

	Total		1 - Winchester West		2 - Winchester East		3 - Inner Rural Area		4 - Outer Rural Area: North East		5 - Outer Rural Area: South East		6 - Denmead		7 - Wickham and Whiteleys		8 - Outer Rural Area: West		9 - Eastleigh	
Male	31.6%	317	32.8%	45	34.4%	33	29.4%	20	33.3%	28	29.9%	40	27.8%	15	29.6%	29	26.7%	35	36.0%	72
Female	68.4%	685	67.2%	92	65.6%	63	70.6%	48	66.7%	56	70.1%	94	72.2%	39	70.4%	69	73.3%	96	64.0%	128
Base:		1002		137		96		68		84		134		54		98		131		200

	Total		1 - Winchester West		2 - Winchester East		3 - Inner Rural Area		4 - Outer Rural Area: North East		5 - Outer Rural Area: South East		6 - Denmead		7 - Wickham and Whiteleys		8 - Outer Rural Area: West		9 - Eastleigh	
AGE How old are you ?																				
18-24	2.4%	24	1.5%	2	2.1%	2	2.9%	2	3.6%	3	3.0%	4	1.9%	1	1.0%	1	3.8%	5	2.0%	4
25-34	5.5%	55	2.9%	4	7.3%	7	5.9%	4	2.4%	2	4.5%	6	3.7%	2	11.2%	11	6.1%	8	5.5%	11
35-44	16.3%	163	17.5%	24	16.7%	16	7.4%	5	21.4%	18	16.4%	22	18.5%	10	23.5%	23	14.5%	19	13.0%	26
45-54	26.4%	265	24.8%	34	30.2%	29	16.2%	11	38.1%	32	31.3%	42	20.4%	11	16.3%	16	27.5%	36	27.0%	54
55-64	24.0%	240	24.1%	33	19.8%	19	33.8%	23	22.6%	19	21.6%	29	35.2%	19	27.6%	27	22.9%	30	20.5%	41
65+	24.5%	245	29.2%	40	21.9%	21	32.4%	22	11.9%	10	21.6%	29	14.8%	8	20.4%	20	24.4%	32	31.5%	63
(Refused)	1.0%	10	0.0%	0	2.1%	2	1.5%	1	0.0%	0	1.5%	2	5.6%	3	0.0%	0	0.8%	1	0.5%	1
Base:		1002		137		96		68		84		134		54		98		131		200
SEG Socio-economic:																				
A	11.7%	117	13.9%	19	12.5%	12	17.6%	12	14.3%	12	14.2%	19	3.7%	2	9.2%	9	11.5%	15	8.5%	17
B	25.8%	259	21.2%	29	25.0%	24	35.3%	24	25.0%	21	32.1%	43	16.7%	9	26.5%	26	20.6%	27	28.0%	56
C1	23.6%	236	22.6%	31	28.1%	27	13.2%	9	19.0%	16	22.4%	30	22.2%	12	23.5%	23	28.2%	37	25.5%	51
C2	21.3%	213	15.3%	21	19.8%	19	16.2%	11	20.2%	17	20.1%	27	25.9%	14	25.5%	25	22.9%	30	24.5%	49
D	7.2%	72	5.8%	8	9.4%	9	1.5%	1	8.3%	7	6.7%	9	13.0%	7	7.1%	7	10.7%	14	5.0%	10
E	1.4%	14	2.9%	4	0.0%	0	2.9%	2	0.0%	0	0.0%	0	7.4%	4	0.0%	0	0.8%	1	1.5%	3
(Refused)	9.1%	91	18.2%	25	5.2%	5	13.2%	9	13.1%	11	4.5%	6	11.1%	6	8.2%	8	5.3%	7	7.0%	14
Base:		1002		137		96		68		84		134		54		98		131		200
QUOTA Zone																				
1 - Winchester West	13.7%	137	100.0%	137	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 - Winchester East	9.6%	96	0.0%	0	100.0%	96	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
3 - Inner Rural Area	6.8%	68	0.0%	0	0.0%	0	100.0%	68	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
4 - Outer Rural Area: North East	8.4%	84	0.0%	0	0.0%	0	0.0%	0	100.0%	84	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
5 - Outer Rural Area: South East	13.4%	134	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	134	0.0%	0	0.0%	0	0.0%	0	0.0%	0
6 - Denmead	5.4%	54	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	54	0.0%	0	0.0%	0	0.0%	0
7 - Wickham and Whiteleys	9.8%	98	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	98	0.0%	0	0.0%	0
8 - Outer Rural Area: West	13.1%	131	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	131	0.0%	0
9 - Eastleigh	20.0%	200	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%	200
Base:		1002		137		96		68		84		134		54		98		131		200

Appendix G

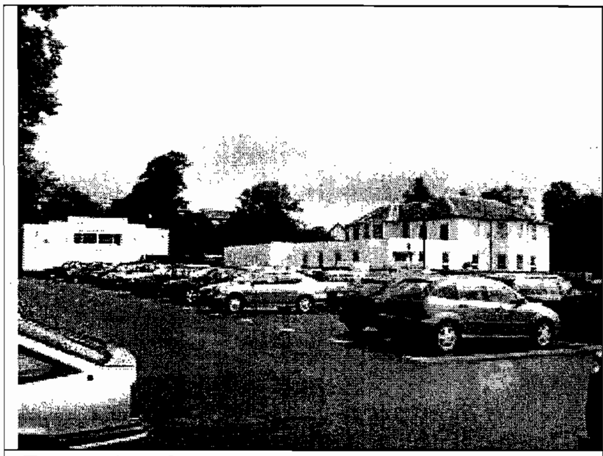
Evaluation of Potential Development Sites

SITE WIN1: Employment Land, Adjacent Andover Retail Park, Winchester

This employment use occupies a site of approximately 0.3ha. The site is located just outside the designated Town Centre Boundary, but is over 600 metres from the Primary Shopping Area (straight line distance). In terms of guidance in PPS6 this would represent an out-of-centre site in terms of retail development, but perhaps and edge-of-centre site in terms of leisure development or other main town centre uses. Nevertheless the site is relatively central and may be more appropriate for retail development than other more peripheral out-of-centre sites.

Evaluation Criteria	*Comment*
Availability	Short to medium term
Scale of Development (retail/leisure)	Medium scale (about 1,000 sq m gross at ground floor level).
Commercial Potential	The site is in a peripheral location in relation to the main town centre commercial area and has limited road frontage along Andover Road. However the site's location adjacent to Andover Retail Park could make the site attractive for large format retail or leisure uses.
Likely type of development	Large format retail uses such as a retail warehouse unit or a discount food store. Alternatively a commercial leisure use could be provided such as a bingo club or health and fitness facility.
Development Constraints	Loss of employment land may be inappropriate. Availability of site uncertain but potentially in single ownership. Development on this out-of-centre/edge of centre site would need to satisfy the sequential approach.
Possible Alternative uses	Retention for employment uses or redevelopment for high density residential.
Access	Existing access from Andover Road.
Overall Development Prospects	Reasonable (Subject to satisfying the sequential approach and loss of employment land)

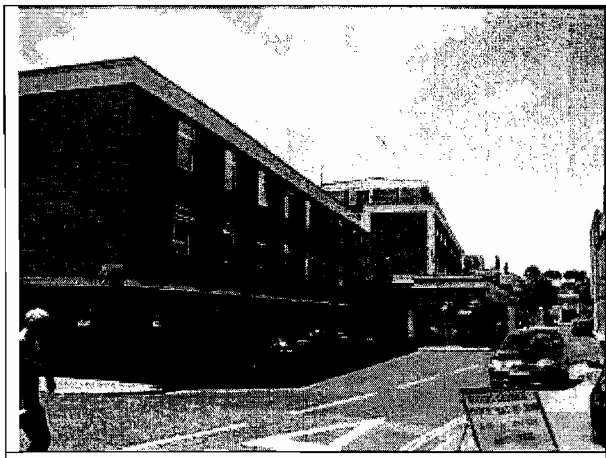
SITE WIN2: Worthy Lane Car Park and Conservative Club, Winchester

	This surface pubic car park and neighbouring Conservative Club/bowling green occupies a large triangular shaped site of approximately 2.5ha. The site is located just outside the designated Town Centre Boundary, but is over 550 metres from the Primary Shopping Area (straight line distance). In terms of guidance in PPS6 this would represent an out-of-centre site in terms of retail development, but perhaps and edge-of-centre site in terms of leisure development or other main town centre uses. Nevertheless the site is relatively central and may be more appropriate for retail development than other more peripheral out-of-centre sites.
Evaluation Criteria	*Comment*
Availability	Medium to long term
Scale of Development (retail/leisure)	Large scale (up to 8,000 sq m gross)
Commercial Potential	The site is in a peripheral location in relation to the main town centre commercial area, but has good road frontage along Andover Road and Worthy Lane. The site could be attractive for large format retail or leisure uses.
Likely type of development	Large format retail uses such as retail warehouses, commercial leisure uses or a large food store. A significant element of the site would be retained of surface car parking
Development Constraints	Loss of pay and display car park may be undesirable, but in theory more car parking could be provided if the enlarged site can be assembled. Availability of the rest of the site is uncertain. Varying site levels will complicate redevelopment. Development on this out-of-centre/edge of centre site would need to satisfy the sequential approach.
Possible Alternative uses	Retention of existing public car park and conservative club. Residential, office or hotel development.
Access	Existing accesses from Andover Road and Worthy Lane.
Overall Development Prospects	Reasonable (Subject to satisfying the sequential approach and loss of public car parking)

SITE WIN3: Vacant Car Repair Garage, City Road, Winchester

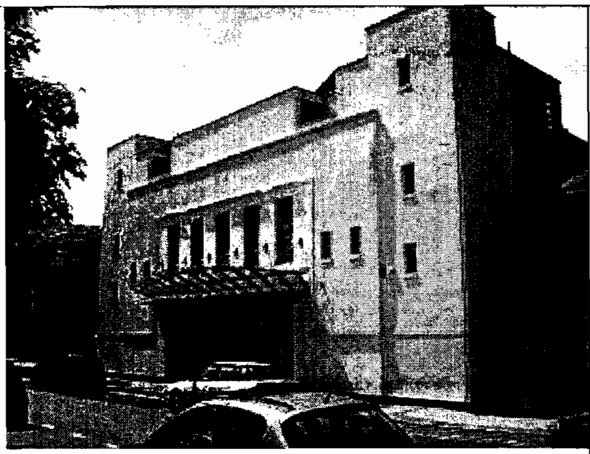
	This vacant unit occupies a site of approximately 600 sq m. The site is located within the designated Town Centre Boundary, but is over 400 metres from the Primary Shopping Area (straight line distance). The site could be redeveloped to provide up to 5 unit shops.
Evaluation Criteria	*Comment*
Availability	Short term
Scale of Development (retail/leisure)	Small scale (up to 1,000 sq m gross on two floors).
Commercial Potential	The site is in a peripheral location in relation to the main town centre commercial area, but has good road frontage along City Road. The site is in a secondary location in retail terms but could attractive for Class A2 to A5 uses, or independent retail traders.
Likely type of development	Small units shops (2 storey or residential/offices above). Alternatively a commercial leisure use could be provided such as a small health and fitness facility.
Development Constraints	The site's secondary location suggests rental value will be relatively low compared with other areas within the town centre. Development on this site for retail use may need to satisfy the sequential approach, i.e. the first preference is within the Primary Shopping Area.
Possible Alternative uses	Retention for car repair use or redevelopment for low cost residential.
Access	Existing access from City Road and Swan Lane.
Overall Development Prospects	Reasonable

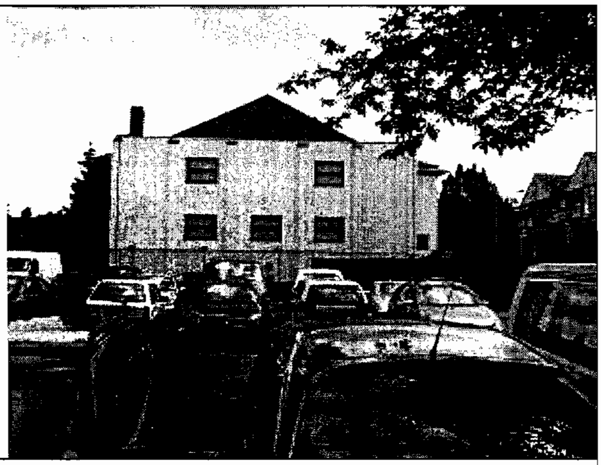
SITE WIN4: Wessex Hotel, Winchester

	This hotel occupies a narrow site of approximately 0.2ha. The site is located within the designated Town Centre Boundary to the rear of the High Street. The site could be redeveloped to provide a higher density of development.
Evaluation Criteria	*Comment*
Availability	Medium to long term
Scale of Development (retail/leisure)	Medium scale (up to 2,000 sq m gross on two floors).
Commercial Potential	The site fronts onto Market Lane and is in the heart of the town centre. The other side of Market Lane has the backs shop units fronting onto the High Street.
Likely type of development	High density development with retail at ground floor (up to 10 units). The upper floors could be developed for residential, office or a replacement hotel. Underground car parking/servicing may be required.
Development Constraints	Availability of site uncertain. Extremely sensitive site in environmental terms. Cost of acquiring and redeveloping the existing hotel use may be prohibitive. Market lane is not on the main retail frontage. Higher density development will be required which may have an unacceptable impact on the Cathedral.
Possible Alternative uses	Retention of existing hotel.
Access	Existing access from Market Lane.
Overall Development Prospects	Poor

SITE WIN5: The Middle Brook Centre and Upper Brook Street Car Park, Winchester

This former cinema and car park occupy a narrow site of approximately 0.25ha. The site is located within the designated Town Centre Boundary to the rear of the Brook Centre. The site could be redeveloped to provide a higher density of development.

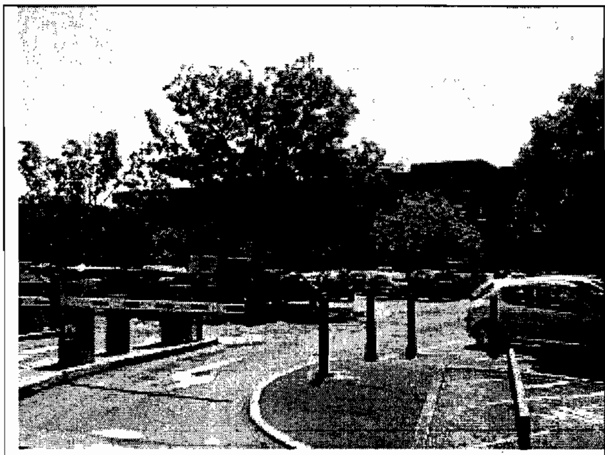




Evaluation Criteria	*Comment*
Availability	Medium to long term
Scale of Development (retail/leisure)	Large scale (up to 3,000 sq m gross on two floors).
Commercial Potential	The site fronts onto Friarsgate and is in the heart of the town centre, and is visible from the Silver Hill development area.
Likely type of development	High density development with retail at ground and second floor level. The upper floors could be developed for residential or office use. Underground car parking/servicing may be required.
Development Constraints	Availability of site uncertain. Relocation of Church would be required. Replacement and perhaps additional parking may be required.
Possible Alternative uses	Retention of existing Church and car park, or residential/office development.
Access	Existing accesses from Middle Brook and Upper Brook Street.
Overall Development Prospects	Reasonable/Good (subject to availability)

SITE WIN6: Cossack Lane Car Park, Winchester

This large car park and adjacent low density uses to the north occupy a large site of approximately 0.6 ha. The site is located within the designated Town Centre Boundary to the rear of the Silver Hill Development Area. The site could be developed to provide a high density mixed use development. The site could be developed in association with Site Win 5.

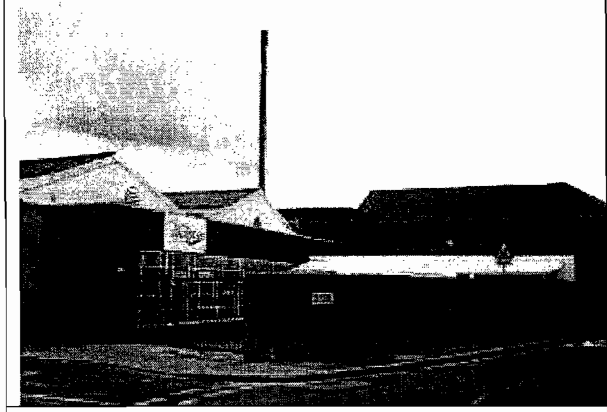


Evaluation Criteria	*Comment*
Availability	Medium to long term
Scale of Development (retail/leisure)	Large scale (up to 10,000 sq m gross on two floors).
Commercial Potential	The site fronts onto Friarsgate and is in the heart of the town centre, and is visible from the Silver Hill development area.
Likely type of development	High density development with retail at ground and second floor level. The upper floors could be developed for residential or office use. Underground/or upper level car parking/servicing may be required.
Development Constraints	Availability of site uncertain. Relocation of existing uses to the north of the site may be required. Replacement and perhaps additional parking may be required. Impact on nearby residential area.
Possible Alternative uses	Retention of existing surface car park.
Access	Existing accesses from Middle Brook and Lower Brook Street.
Overall Development Prospects	Good

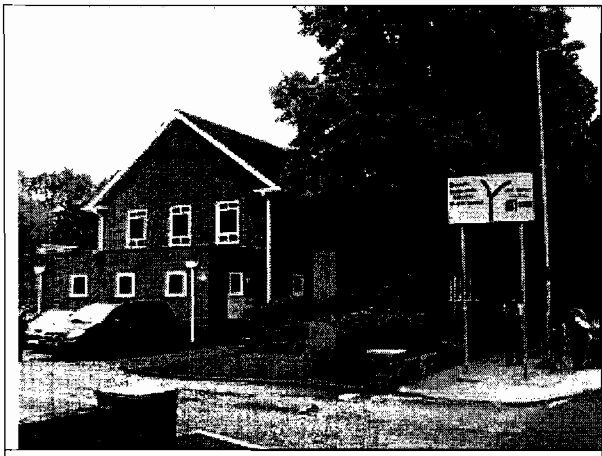
SITE WIN7: St. Peter's Car Park, Winchester

	This surface pubic car park occupies a T shaped site of approximately 0.4ha. The site is located just outside the designated Town Centre Boundary and is about 200 metres from the Primary Shopping Area. In terms of guidance in PPS6 this would represent an edge-of-centre site in terms of retail development.
Evaluation Criteria	*Comment*
Availability	Short to Medium.
Scale of Development (retail/leisure/community/cultural)	Medium scale (up to about 2,000 sq m gross at ground floor level)
Commercial Potential	The site is in a peripheral location in relation to the main town centre commercial area and has some frontage (25 metres) on North Walls. The site could accommodate large format retail or leisure uses.
Likely type of development	Large format retail uses such as retail warehouses, a discount food store or commercial leisure uses. An element of the site would be retained of surface car parking
Development Constraints	Irregular shaped site with restrict development density. Loss of pay and display car park may be undesirable. Retail development on this edge-of-centre would need to satisfy the sequential approach. Impact on nearby residential uses would need to be considered
Possible Alternative uses	Retention of existing public car park. Residential, office or hotel development.
Access	Existing accesses from Gordon Road and North Wall.
Overall Development Prospects	Reasonable/Poor (Subject to satisfying the sequential approach and loss of public car parking)

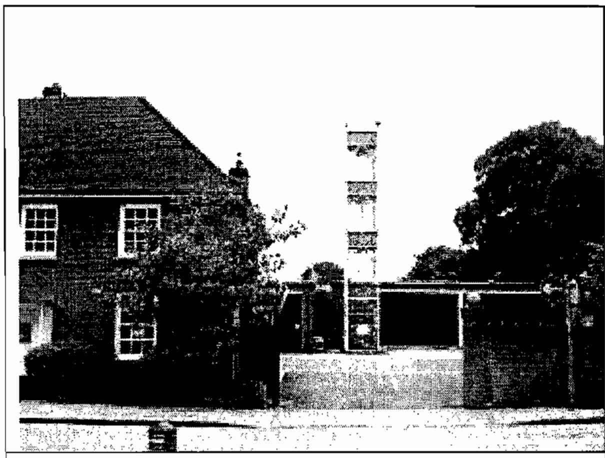
SITE WIN8: Stalbridge Laundry, Winchester

	The laundry occupies a site of approximately 0.4ha. The site is located just outside the designated Town Centre Boundary, but is over 300 metres from the Primary Shopping Area. In terms of guidance in PPS6 this may represent an out-of-centre site in terms of retail development.
Evaluation Criteria	*Comment*
Availability	Short to Medium term.
Scale of Development (retail/leisure)	Medium scale (up to 1,500 sq m gross at ground floor level)
Commercial Potential	The site is in a peripheral location in relation to the main town centre commercial area and has no main road frontage. The site is near the St. Peter's public car park.
Likely type of development	Large format retail uses such as a retail warehouse, a discount food store or commercial leisure uses. An element of the site would be retained for surface car parking.
Development Constraints	Availability of site uncertain and laundry may need to be relocated. Lack of main road frontage. Retail development on this out-of-centre would need to satisfy the sequential approach. Impact on nearby residential uses would need to be considered.
Possible Alternative uses	Retention of existing employment use. Residential or office development.
Access	Existing access from Gordon Road.
Overall Development Prospects	Poor

SITE WIN9: Police Station, Winchester

	The Police station and its car park occupy a site of approximately 0.3ha. The site is located just outside the designated Town Centre Boundary, but is over 250 metres from the Primary Shopping Area. In terms of guidance in PPS6 this may represent an edge-of-centre site in terms of retail development.
Evaluation Criteria	*Comment*
Availability	Short to Medium term.
Scale of Development (retail/leisure/community/cultural)	Small scale (up to 1,000 sq m gross at ground floor level)
Commercial Potential	The site is in a peripheral location in relation to the main town centre commercial area, but has main road frontage on North Walls.
Likely type of development	Large format retail uses such as a retail warehouse, a discount food store or commercial leisure use. An element of the site would be retained for surface car parking.
Development Constraints	Availability of site uncertain and the Police station would need to be relocated. Retail development on this edge-of-centre would need to satisfy the sequential approach.
Possible Alternative uses	Retention of Police station. Residential, office or hotel development.
Access	Existing access from North Wall.
Overall Development Prospects	Reasonable/Poor (Subject to satisfying the sequential approach and relocation of the police station)

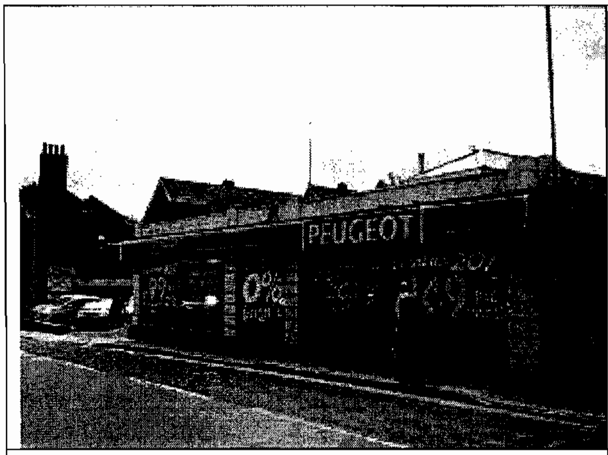
SITE WIN10: Fire Station, Winchester

	The fire station park occupies a site of approximately 0.2ha. The site is located just outside the designated Town Centre Boundary, but is over 200 metres from the Primary Shopping Area. In terms of guidance in PPS6 this may represent an edge-of-centre site in terms of retail development.
Evaluation Criteria	*Comment*
Availability	Medium to long term.
Scale of Development (retail/leisure)	Small scale (up to 1,000 sq m gross at ground floor level)
Commercial Potential	The site is in a peripheral location in relation to the main town centre commercial area, but has main road frontage on North Walls.
Likely type of development	Large format retail uses such as a retail warehouse or commercial leisure use. An element of the site would be retained for surface car parking.
Development Constraints	Availability of site uncertain and the Fire station would need to be relocated. Retail development on this edge-of-centre would need to satisfy the sequential approach.
Possible Alternative uses	Retention of Fire station. Residential or office.
Access	Existing access from North Wall.
Overall Development Prospects	Reasonable/Poor (Subject to satisfying the sequential approach and relocation of the fire station)

SITE WIN11: Infill Plot, Southgate Street, Winchester

	This vacant plot occupies a site of approximately 400 sq m. The site is located within the designated Town Centre Boundary and is 100 metres from the Primary Shopping Area. The site could be redeveloped to provide 2 shop units.
Evaluation Criteria	*Comment*
Availability	Short term
Scale of Development (retail/leisure)	Small scale (up to 500 sq m gross on two floors).
Commercial Potential	The site is in a peripheral location in relation to the main town centre commercial area, but has good road frontage along Southgate Street. The site is in a secondary location in retail terms but could attractive for Class A2 to A5 uses, or independent retail traders.
Likely type of development	Small units shops (2 storey or with residential/offices above).
Development Constraints	The site's secondary location suggests rental value will be relatively low compared with other areas within the town centre. Development on this site for retail use may need to satisfy the sequential approach, i.e. the first preference is within the Primary Shopping Area.
Possible Alternative uses	Residential or small scale office development.
Access	Existing access from Southgate Street.
Overall Development Prospects	Good

SITE WIN12: Peugeot Car, Southgate Street, Winchester

	This car sales outlet occupies a site of approximately 0.25ha. The site is located within the designated Town Centre Boundary and is about 300 metres from the Primary Shopping Area.
Evaluation Criteria	*Comment*
Availability	Medium term
Scale of Development (retail/leisure)	Small scale (up to 1,000 sq m gross).
Commercial Potential	The site is in a peripheral location in relation to the main town centre commercial area, but has good road frontage along Southgate Street. The site is in a secondary location in retail terms but could attractive for Class A2 to A5 uses, or independent retail traders if unit shops are provide or alternatively a large format retail or leisure use could be accommodated.
Likely type of development	Small units shops (2 storey or with residential/offices above and to the rear), or alternatively a large format unit with surface car parking.
Development Constraints	Availability of site uncertain and cost of acquisition may prohibit development. Development of this site for retail use may need to satisfy the sequential approach, i.e. the first preference is within the Primary Shopping Area.
Possible Alternative uses	Residential or office development.
Access	Existing access from Southgate Street.
Overall Development Prospects	Reasonable.

SITE WIN13: National Tyres, Southgate Street, Winchester

	This tyre sales outlet occupies a site of approximately 0.2ha. The site is located within the designated Town Centre Boundary and is about 350 metres from the Primary Shopping Area.
Evaluation Criteria	*Comment*
Availability	Medium term
Scale of Development (retail/leisure/community/cultural)	Small scale (less than 1,000 sq m gross).
Commercial Potential	The site is in a peripheral location in relation to the main town centre commercial area, but has good road frontage along Southgate Street. The site is in a secondary location in retail terms but could attractive for Class A2 to A5 uses, or independent retail traders if unit shops are provide or alternatively a large format retail or leisure sue could be accommodated.
Likely type of development	Small units shops (2 storey or with residential/offices above), or alternatively a large format unit with surface car parking.
Development Constraints	Availability of site uncertain and cost of acquisition may prohibit development. Development of this site for retail use may need to satisfy the sequential approach, i.e. the first preference is within the Primary Shopping Area.
Possible Alternative uses	Residential or office development.
Access	Existing access from Southgate Street.
Overall Development Prospects	Reasonable.

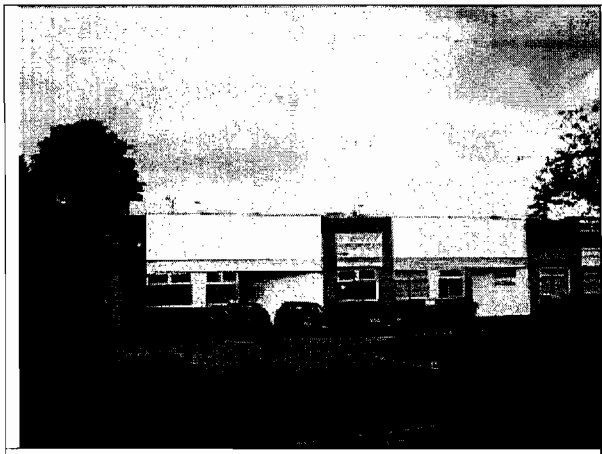
SITE WIN14: Railway Station Car Parks, Winchester

Winchester station is served by three large surface car parks. If deck car parking was provided on one or other of the car park there may be an opportunity to release development land. The long term redevelopment of the station, particular the west side of the station could provide an opportunity to include commercial uses associated with the station.

Evaluation Criteria	*Comment*
Availability	Medium to Long Term
Scale of Development (retail/leisure/community/cultural)	Medium scale (up to 1,500 sq m gross)
Commercial Potential	This is area is out of centre site (over 400 metres from the Primary Shopping Area). However, passing trade through the Station could be significant.
Likely type of development	Commercial uses associated with the Station e.g. a convenience store for commuters and other small unit shops.
Development Constraints	Development on this out-of-centre site would need to satisfy the sequential approach, but not if the nature of development served the need arising Station customers.
Possible Alternative uses	Retention of existing surface car parks.
Access	Existing Station access points.
Overall Development Prospects	Reasonable

SITE NA1: Employment Uses, The Dean, New Alresford

These employment uses occupy a site of approximately 0.7ha. The site is located just outside the Designated Centre Boundary, but is about 60 metres from the Primary Shopping Area. In terms of guidance in PPS6 this would represent an edge-of-centre site in terms of retail development.



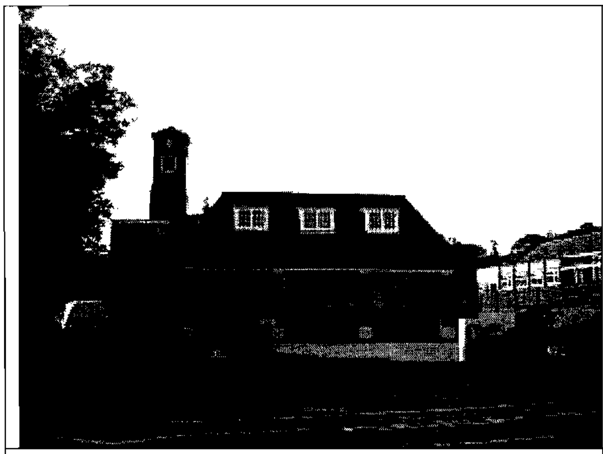
Evaluation Criteria	*Comment*
Availability	Medium to long term
Scale of Development (retail/leisure)	Large scale (up to 2,500 sq m gross)
Commercial Potential	The site is peripheral to the main shopping area (West Street) but has good road frontage on to Station Road.
Likely type of development	It could be occupied by large space user (retail warehouse store, medium sized food store or leisure use).
Development Constraints	Availability of site is uncertain and may be in multiple ownerships. Existing uses may need to be relocated and the cost of this may preclude development. Loss of employment land may be unacceptable. Development on this edge-of-centre site would need to satisfy the sequential approach.
Possible Alternative uses	Retention of employment uses or residential development.
Access	Existing access from the Dean.
Overall Development Prospects	Reasonable.

SITE NA2: Post Office, West Street, New Alresford

New Alresford Post Office has buildings to the rear, and if assembled with units on the corner of West Street and The Dean could create a site of about 800 sq m.

Evaluation Criteria	*Comment*
Availability	Medium to long term
Scale of Development (retail/leisure)	Small scale (about 500 sq m gross increase in floorspace)
Commercial Potential	This site is located in the heart of the town centre and forms part of the Primary Shopping Area.
Likely type of development	The site could be redeveloped to provide a courtyard of small shop units leading off West Street.
Development Constraints	Availability of PO premises uncertain and may need to be relocated which may preclude redevelopment. Front PO building may need to be retained.
Possible Alternative uses	Retention of existing PO use or residential development.
Access	Existing service access from The Dean, and pedestrian access from West Street.
Overall Development Prospects	Reasonable.

SITE NA3: Fire Station, New Alresford

	The fire station park occupies a site of approximately 0.15ha. The site is located just outside he designated Centre Boundary, but is 100 metres from the Primary Shopping Area. In terms of guidance in PPS6 this may represent an edge-of-centre site in terms of retail development.
Evaluation Criteria	*Comment*
Availability	Medium to long term.
Scale of Development (retail/leisure)	Small scale (up to 500 sq m gross at ground floor level)
Commercial Potential	The site is in a peripheral location in relation to the main town centre commercial area, but has main road frontage on Pound Hill.
Likely type of development	Large format retail/leisure unit with surface car park or a parade of about 5 unit shops.
Development Constraints	Availability of site uncertain and the Fire Station would need to be relocated. Retail development on this edge-of-centre would need to satisfy the sequential approach.
Possible Alternative uses	Retention of Fire station. Residential or office development.
Access	Existing access from Pound Hill.
Overall Development Prospects	Reasonable (Subject to satisfying the sequential approach and relocation of the fire station)

SITE BW1: Malt Lane Area, Bishop's Waltham

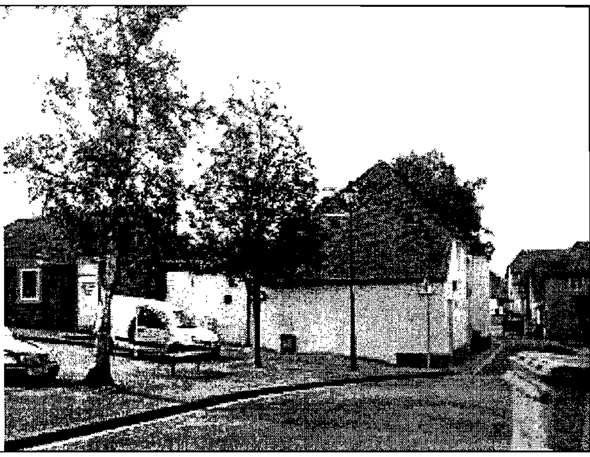
This site is allocated in the Local Plan (S.2) for mixed use development, which may include housing, small scale retail development, service uses and car parking, allowing for the relocation of existing uses (clinic and garden machinery use) on the site where necessary. The overall area is approximately 0.25ha.

Evaluation Criteria	*Comment*
Availability	Short to medium term
Scale of Development (retail/leisure)	Small scale (up to 1,000 sq m gross at ground floor level)
Commercial Potential	Within the centre boundary and adjacent to the Primary Shopping Area. The site has good road frontage on to the B2177 and is opposite the Budgens food store.
Likely type of development	Up to 10 small shop units fronting on to the B2177, with residential above and/or to the rear. The clinic use could also be re-housed on the site.
Development Constraints	Requirement to re-house or relocate existing uses.
Possible Alternative uses	Retention of existing uses or residential development.
Access	Existing access from Malt Lane.
Overall Development Prospects	Good

SITE BW2: Land Adjacent Budgens, Malt Lane, Bishop's Waltham

	Five low density bungalows occupy a small site of approximately 0.1ha. If acquired this site could enable Budgens to extend their existing store and car park.
Evaluation Criteria	*Comment*
Availability	Short to medium term
Scale of Development (retail/leisure)	Small scale (500 sq m gross)
Commercial Potential	Within centre boundary and adjacent to the Budgens food store. Visible from the B2177.
Likely type of development	If acquired could enable an extension to the Budgens food store, or redevelopment for a new food store.
Development Constraints	Multiple ownerships. Cost of acquisition of residential may preclude development.
Possible Alternative uses	Retention of existing houses.
Access	Existing access from Malt Lane.
Overall Development Prospects	Reasonable

SITE BW3: Social Club and Car Parks, Bishop's Waltham



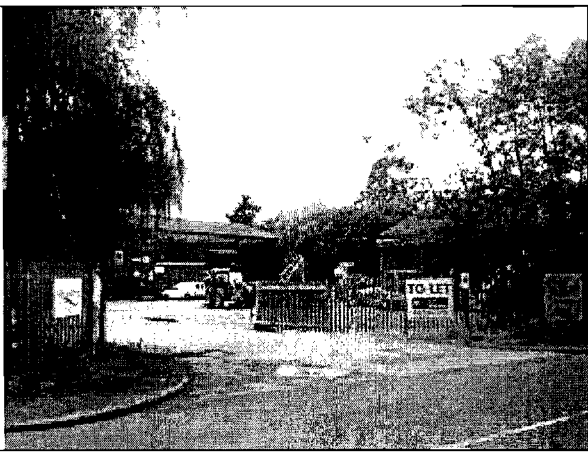
The Social Club is located in the centre of the main centre car park. And occupies an area of about 400 sq m. The building could be redeveloped to provide about 5 shop units fronting on to Houchin Street.

Evaluation Criteria	*Comment*
Availability	Short to medium term
Scale of Development (retail/leisure)	Small scale (les than 500 sq m gross)
Commercial Potential	Located in the heart of the centre and adjacent to the main car park.
Likely type of development	Redevelopment for up to 5 shop units perhaps with residential use above.
Development Constraints	Availability of site uncertain and social club may need to be relocated. Building is within a conservation area and may be of historic importance.
Possible Alternative uses	Retention of social club.
Access	Existing access from Houchin Road and car park.
Overall Development Prospects	Reasonable.

SITE WIC1: The Forge Garage, Wickham

	These employment uses occupy a small site of approximately 800 sq m. The site is located just outside the designated Centre Boundary, but is about 100 metres from the Primary Shopping Area. In terms of guidance in PPS6 this would represent an edge-of-centre site in terms of retail development.
Evaluation Criteria	*Comment*
Availability	Medium to long term
Scale of Development (retail/leisure)	Small (up to 500 sq m gross)
Commercial Potential	The site is peripheral to the main shopping area (The Square) but has good road frontage on to Winchester Road.
Likely type of development	It could be occupied by a parade of unit shops (up to about 5 units).
Development Constraints	Availability of site is uncertain. Existing use may need to be relocated and the cost of this may preclude development. Loss of employment land may be unacceptable. Development on this edge-of-centre site would need to satisfy the sequential approach.
Possible Alternative uses	Retention of existing use or residential development.
Access	Existing access from Winchester Road.
Overall Development Prospects	Reasonable.

SITE WIC2: Oakes Landpower, Wickham

	This employment use occupies a site of approximately 0.4ha. The site is located outside the designated Centre Boundary, but is about 150 metres from the Primary Shopping Area. In terms of guidance in PPS6 this would represent an edge-of-centre site in terms of retail development.
Evaluation Criteria	*Comment*
Availability	Medium to long term
Scale of Development (retail/leisure/community/cultural)	Medium scale (up to 1,500 sq m gross at ground floor level)
Commercial Potential	The site is peripheral to the main shopping area (The Square) but has good road frontage on to Winchester Road.
Likely type of development	It could be occupied by large space user (retail warehouse store, or medium sized food store or leisure use).
Development Constraints	Availability of site is uncertain. Existing uses may need to be relocated and the cost of this may preclude development. Loss of employment land may be unacceptable. Development on this edge-of-centre site would need to satisfy the sequential approach.
Possible Alternative uses	Retention of employment uses or residential development.
Access	Existing access from Winchester Road.
Overall Development Prospects	Reasonable.

SITE DEN1: Vacant Premises, North Side B2150, Denmead

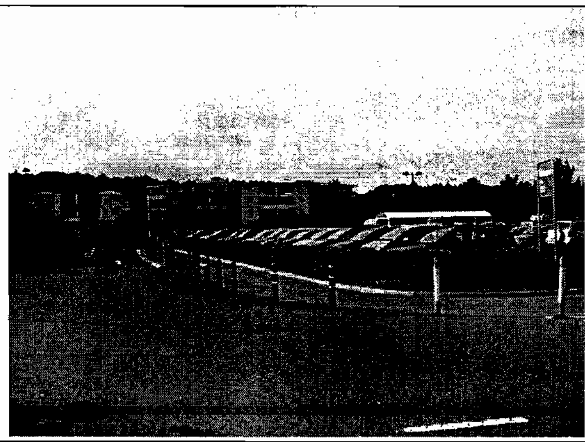
	This vacant property occupies a site of about 0.1ha, with a 50-metre frontage on the B2150, the main route trough Denmead. The site could be redeveloped to provide unit shops.
Evaluation Criteria	*Comment*
Availability	Short term
Scale of Development (retail/leisure)	Small scale (500 sq m gross)
Commercial Potential	With the heart of the centre with main road frontage. Part of the primary shopping area.
Likely type of development	Redevelopment to provide up to 8 shop units, perhaps with residential above.
Development Constraints	Acquisition and demolition cost.
Possible Alternative uses	Residential development.
Access	Existing access from B2150.
Overall Development Prospects	Good

SITE DEN2: Kidmore Lane Car Park, Denmead

	This surface car park appears to be under-used and peripheral from the primary shopping area. It occupied a site of about 0.15ha
Evaluation Criteria	*Comment*
Availability	Short term
Scale of Development (retail/leisure)	Small scale (up to 800 sq m gross)
Commercial Potential	Within the centre boundary but about 70 metres from the primary shopping area, but has road frontage on the B2150.
Likely type of development	Small shop units on the front of the site with residential development to the rear. Or the development of a small food store up to 800 sq m gross.
Development Constraints	Loss of car parking. Need to relocate or re-house public toilets.
Possible Alternative uses	Retention of car park or residential development.
Access	Existing access from Kidmore Lane.
Overall Development Prospects	Good

SITE WHITE1: Whiteley Village Centre, Whiteley

The Whiteley Village Centre is surrounded by large surface car parks, and the centre is relatively low density. There is physical potential to increase the range of leisure, retail and other facilities.



Evaluation Criteria	*Comment*
Availability	Short term
Scale of Development (retail/leisure)	Large scale (over 2,500 sq m gross)
Commercial Potential	Within the centre boundary as defined on the proposals map.
Likely type of development	Mixed use retail, leisure and other town centre uses, perhaps with office and/or residential on upper floors.
Development Constraints	Loss of surface car parking, may need to be replaced by decked car parking. Need to remove some existing tenants. The appropriate scale of development and potential impact of redevelopment on other centres will need to be carefully considered.
Possible Alternative uses	Retention of existing outlet village.
Access	Existing access.
Overall Development Prospects	Good – subject to acceptable impact on other centres.