

**Appendix B**

**Household Telephone Interview Survey (Weighted Results)**



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**Winchester Household Survey  
for  
Lambert Smith Hampton**

September 2019

Job Ref: 080919

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# Introduction

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## 1.1 Research Background & Objectives

To conduct a survey amongst residents in the Winchester area to assess shopping habits for main food and grocery, top-up food, non-food shopping and leisure activities. Respondents were also asked for their opinions on Winchester City Centre, Whiteley Shopping Centre, New Alresford Town Centre and Bishop's Waltham Town Centre.

## 1.2 Research Methodology

A total of 1,004 telephone interviews were conducted between Thursday 12th September 2019 and Wednesday 25th September 2019. Interviews were conducted using NEMS in-house CATI (Computer Assisted Telephone Interviewing) Unit. Respondents were contacted during the day and in the evening. All respondents were the main shopper in the household, determined using a preliminary filter question.

## 1.3 Sampling

### 1.3.1 Survey Area

The survey area was segmented into 8 zones, defined by wards. The zone details were:

| Zone         | Wards  | Number of Interviews |
|--------------|--|----------------------|
| 1            | St. Barnabus, St. Bartholomew, St. Luke, St. Michael, St. Paul   | 149                  |
| 2            | The Worthys, Wonston & Micheldever   | 100                  |
| 3            | Badger Farm & Oliver's Battery, Colden Common & Twyford  | 100                  |
| 4            | Bishopstoke, Chandler's Ford, Eastleigh Central, Eastleigh North, Fair Oak & Horton Heath, Hiltingbury | 175                  |
| 5            | Alresford & Itchen Valley  | 100                  |
| 6            | Upper Meon Valley  | 100                  |
| 7            | Bishop's Waltham, Central Meon Valley, Denmead   | 131                  |
| 8            | Botley, Fareham East, Fareham North, Fareham North-West, Southwick & Wickham, Whiteley & Shedfield     | 149                  |
| <b>Total</b> |  | <b>1,004</b>         |

### **1.3.2 Telephone Numbers**

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

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

### **1.3.3 Sample Profile**

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

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

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

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

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

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

### 1.3.4 Time of Interviewing

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

### 1.3.5 Monitoring of Calls

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

## 1.4 Weightings

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

| Age          | Main Shopper Profile (%) | Interviews Achieved | Age Weightings |
|--------------|--------------------------|---------------------|----------------|
| 18-34        | 19.6%                    | 94                  | 1.4570         |
| 35-44        | 17.6%                    | 82                  | 2.0901         |
| 45-54        | 18.8%                    | 229                 | 2.1573         |
| 55-64        | 18.6%                    | 134                 | 0.8259         |
| 65+          | 25.4%                    | 465                 | 1.3954         |
| (Refused)    | n/a                      | 0                   | 0.5473         |
| <b>Total</b> |                          | <b>1,004</b>        |                |

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

| Zone         | Population *   | Interviews Achieved | Interviews Achieved (Weighted by Age) | Zone Weightings |
|--------------|----------------|---------------------|---------------------------------------|-----------------|
| 1            | 42,435         | 149                 | 182                                   | 1.0906          |
| 2            | 13,674         | 100                 | 96                                    | 0.6653          |
| 3            | 13,846         | 100                 | 93                                    | 0.7003          |
| 4            | 62,283         | 175                 | 181                                   | 1.6094          |
| 5            | 9,209          | 100                 | 89                                    | 0.4853          |
| 6            | 5,272          | 100                 | 106                                   | 0.2339          |
| 7            | 25,873         | 131                 | 120                                   | 1.0111          |
| 8            | 41,852         | 149                 | 138                                   | 1.4231          |
| <b>Total</b> | <b>214,444</b> | <b>1,004</b>        |                                       |                 |

\* Source: Census 2011

## 1.5 Statistical Accuracy

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

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

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

*For example, if 50% of a sample of 1,004 answers “Yes” to a question, we can be 95% sure that between 46.9% and 53.1% of the population holds the same opinion (i.e. +/- 3.1%).* The following is a guide showing confidence intervals attached to various sample sizes from the study:

| <b>%ge Response</b> | <b>95% confidence interval</b> |
|---------------------|--------------------------------|
| 10%                 | ±1.9%                          |
| 20%                 | ±2.5%                          |
| 30%                 | ±2.8%                          |
| 40%                 | ±3.0%                          |
| 50%                 | ±3.1%                          |

## 1.6 Data Tables

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

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

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

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

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

## **Appendix 1:**

Data Tabulations

By Zone

# Winchester Household Survey For Lambert Smith Hampton

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |    |      |   |      |   |      |   |       |    |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|----|------|---|------|---|------|---|-------|----|
| <b>Q01 Where do you NORMALLY shop for all your household's main food and grocery shopping needs (i.e. primarily bulk trolley purchases)?</b> |       |        |        |        |        |        |        |        |        |    |      |   |      |   |      |   |       |    |
| Winchester City Centre   | 0.2%  | 2      | 1.3%   | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0  |
| Aldi, Alton Retail Park, Alton   | 0.6%  | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 5.0% | 5 | 1.0% | 1 | 0.0% | 0 | 0.0%  | 0  |
| Aldi, Bevois Valley Road, Southampton  | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 1  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.7%  | 1  |
| Aldi, Burnett Close, Winchester  | 5.2%  | 52     | 17.5%  | 26     | 18.0%  | 18     | 2.0%   | 2      | 0.0%   | 0  | 4.0% | 4 | 2.0% | 2 | 0.0% | 0 | 0.0%  | 0  |
| Aldi, Chestnut Avenue Retail Park, Chandler's Ford, Eastleigh  | 1.7%  | 17     | 0.7%   | 1      | 0.0%   | 0      | 3.0%   | 3      | 7.4%   | 13 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0  |
| Aldi, The Hundred, Romsey  | 0.1%  | 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  |
| Aldi, West Street, Fareham   | 2.8%  | 28     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 4.6% | 6 | 14.8% | 22 |
| Asda, Anton Mill Road, Andover   | 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  |
| Asda, Bournemouth Road, Chandler's Ford, Eastleigh   | 3.5%  | 35     | 1.3%   | 2      | 1.0%   | 1      | 3.0%   | 3      | 14.3%  | 25 | 0.0% | 0 | 1.0% | 1 | 1.5% | 2 | 0.7%  | 1  |
| Asda, Brighton Way, Brighton Hill, Basingstoke   | 0.1%  | 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  |
| Asda, Cranbourne Industrial Estate, Dock Road, Gosport   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.7%  | 1  |
| Asda, Maynard Road, Totton   | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 2.0% | 2 | 0.0% | 0 | 0.0%  | 0  |
| Asda, Portland Road, Waterlooville   | 1.2%  | 12     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 6.1% | 8 | 2.7%  | 4  |
| Asda, Speedfields Park, Newgate Lane, Fareham  | 0.8%  | 8      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 1.5% | 2 | 4.0%  | 6  |
| Budgens, Winchester Road, Bishop's Waltham   | 1.2%  | 12     | 0.0%   | 0      | 1.0%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 1.0% | 1 | 6.9% | 9 | 0.7%  | 1  |
| Co-op, Fair Oak Road, Bishopstoke  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 1  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0  |
| Co-op, Hambledon Road, Denmead   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.8% | 1 | 0.0%  | 0  |
| Co-op, High Street, Bishop's Waltham   | 0.5%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 3.8% | 5 | 0.0%  | 0  |
| Co-op, Highlands Road, Fareham   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.7%  | 1  |
| Co-op, Lower Northam Road, Hedge End   | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.3%  | 2  |
| Co-op, Sandy Lane, Fair Oak  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 1  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0  |
| Co-op, St. Vigor Way, Colden Common  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 1.0%   | 1      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0  |
| Co-op, The Square, Wickham   | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.0%  | 3  |
| Co-op, West Street, Alresford  | 1.2%  | 12     | 0.7%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 7.0% | 7 | 4.0% | 4 | 0.0% | 0 | 0.0%  | 0  |
| Iceland, Middle Brook Street, Winchester   | 0.3%  | 3      | 2.0%   | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0  |
| Iceland, West Street, Fareham  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.8% | 1 | 0.0%  | 0  |
| Lidl, Coles Close, off Twyford Road, Eastleigh   | 2.1%  | 21     | 0.0%   | 0      | 0.0%   | 0      | 3.0%   | 3      | 6.9%   | 12 | 0.0% | 0 | 3.0% | 3 | 2.3% | 3 | 0.0%  | 0  |
| Lidl, Elettra Avenue, Waterlooville  | 0.6%  | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 4.6% | 6 | 0.0%  | 0  |
| Lidl, London Road, Cowplain, Waterlooville   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.8% | 1 | 0.0%  | 0  |
| Lidl, Rookery Avenue, Solent Way, Whiteley   | 0.9%  | 9      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.1%   | 2  | 0.0% | 0 | 0.0% | 0 | 3.1% | 4 | 2.0%  | 3  |
| Lidl, Speedfields Park, Newgate Lane, Fareham  | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.3%  | 2  |
| Londis, Winchester Road, Bishop's Waltham  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.8% | 1 | 0.0%  | 0  |
| M&S Simply Food, Winchester Rail Station, Winchester   | 0.1%  | 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  |
| Marks & Spencer Foodhall, Coles Close, Twyford Road, Eastleigh   | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 1.0%   | 1      | 0.6%   | 1  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0  |
| Marks & Spencer Foodhall, High Street, Winchester  | 0.4%  | 4      | 1.3%   | 2      | 1.0%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0  |
| Marks & Spencer, Hedge End Trade Park, Tollbar Way, Hedge End  | 0.8%  | 8      | 0.0%   | 0      | 0.0%   | 0      | 1.0%   | 1      | 1.7%   | 3  | 0.0% | 0 | 2.0% | 2 | 1.5% | 2 | 0.0%  | 0  |

# Winchester Household Survey For Lambert Smith Hampton

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |    |       |    |       |    |       |    |       |    |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|----|-------|----|-------|----|-------|----|-------|----|
| McCarthy's Fruit & Veg,<br>Winchester Road,<br>Wickham               | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.7%  | 1  |
| Morrisons, Lakesmere Road,<br>Horndean                               | 0.1%  | 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  |
| Sainsbury's Superstore,<br>Badger Farm Road,<br>Winchester           | 13.1% | 132    | 21.5%  | 32     | 11.0%  | 11     | 54.0%  | 54     | 5.1%   | 9  | 14.0% | 14 | 11.0% | 11 | 0.8%  | 1  | 0.0%  | 0  |
| Sainsbury's Superstore,<br>Draymans Way, Alton                       | 0.8%  | 8      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 5.0%  | 5  | 3.0%  | 3  | 0.0%  | 0  | 0.0%  | 0  |
| Sainsbury's Superstore,<br>Leigh Road, Eastleigh                     | 2.1%  | 21     | 0.0%   | 0      | 0.0%   | 0      | 2.0%   | 2      | 9.7%   | 17 | 0.0%  | 0  | 1.0%  | 1  | 0.8%  | 1  | 0.0%  | 0  |
| Sainsbury's Superstore,<br>Lordshill District Centre,<br>Southampton | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.1%   | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Sainsbury's Superstore,<br>Middlebrook Street,<br>Winchester         | 0.8%  | 8      | 4.7%   | 7      | 1.0%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Sainsbury's Superstore,<br>Redcar Street, Shirley,<br>Southampton    | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Sainsbury's Superstore,<br>Tollbar way, Hedge End                    | 6.1%  | 61     | 0.7%   | 1      | 0.0%   | 0      | 2.0%   | 2      | 13.1%  | 23 | 0.0%  | 0  | 4.0%  | 4  | 14.5% | 19 | 8.1%  | 12 |
| Sainsbury's Superstore,<br>Wallop Drive, Kempshott,<br>Basingstoke   | 0.3%  | 3      | 0.0%   | 0      | 1.0%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 2.0%  | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Sainsbury's Superstore,<br>Wallington Way,<br>Broadcut, Fareham      | 8.0%  | 80     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.1%   | 2  | 0.0%  | 0  | 2.0%  | 2  | 11.5% | 15 | 40.9% | 61 |
| Tesco (Esso) Express,<br>Andover Road,<br>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  |
| Tesco (Esso) Express,<br>Twyford Road, 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  | 0.7%  | 1  |
| Tesco (Esso) Express,<br>Winchester Road, Fair<br>Oak                | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.1%   | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Tesco Express, Ashdown<br>Road, Chandler's Ford,<br>Eastleigh        | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 1.0%   | 1      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.7%  | 1  |
| Tesco Express, Broad Street,<br>Alresford                            | 1.0%  | 10     | 0.7%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 7.0%  | 7  | 2.0%  | 2  | 0.0%  | 0  | 0.0%  | 0  |
| Tesco Express, High Street,<br>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  |
| Tesco Express, Priors Dean<br>Road, Harestock,<br>Winchester         | 0.4%  | 4      | 1.3%   | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.8%  | 1  | 0.0%  | 0  |
| Tesco Express, Springvale<br>Road, Kings Worthy                      | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 1.0%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Tesco Extra, Clement Attlee<br>Way, North Harbour,<br>Portsmouth     | 0.4%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 1  | 0.0%  | 0  | 0.0%  | 0  | 1.5%  | 2  | 0.7%  | 1  |
| Tesco Extra, Easton Lane,<br>Winchester                              | 13.2% | 133    | 17.5%  | 26     | 29.0%  | 29     | 5.0%   | 5      | 2.3%   | 4  | 37.0% | 37 | 29.0% | 29 | 2.3%  | 3  | 0.0%  | 0  |
| Tesco Extra, Hamble Lane,<br>Bursledon Towers,<br>Southampton        | 0.6%  | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.3%   | 4  | 0.0%  | 0  | 1.0%  | 1  | 0.0%  | 0  | 0.7%  | 1  |
| Tesco Extra, River Way,<br>Andover                                   | 0.3%  | 3      | 0.0%   | 0      | 3.0%   | 3      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Tesco Metro, The Swan<br>Centre, Wells Place,<br>Eastleigh           | 1.5%  | 15     | 0.0%   | 0      | 0.0%   | 0      | 3.0%   | 3      | 6.3%   | 11 | 0.0%  | 0  | 1.0%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Tesco Superstore, The<br>Causeway, Petersfield                       | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 1.0%  | 1  | 0.8%  | 1  | 0.0%  | 0  |
| Tesco Superstore, Whiteley<br>Way, Whiteley                          | 1.0%  | 10     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 6.7%  | 10 |
| Waitrose, Alma Road,<br>Romsey                                       | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 1.0%   | 1      | 0.6%   | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Waitrose, Dukes Walk,<br>Stakes Hill Road,<br>Waterlooville          | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.5%  | 2  | 0.7%  | 1  |
| Waitrose, Oakmount Road,<br>Chandler's Ford, Eastleigh               | 2.6%  | 26     | 0.7%   | 1      | 0.0%   | 0      | 6.0%   | 6      | 8.6%   | 15 | 1.0%  | 1  | 3.0%  | 3  | 0.0%  | 0  | 0.0%  | 0  |
| Waitrose, Rams Walk,   | 1.0%  | 10     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 9.0%  | 9  | 0.8%  | 1  | 0.0%  | 0  |

# Winchester Household Survey For Lambert Smith Hampton

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |    |      |   |       |    |       |    |      |   |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|----|------|---|-------|----|-------|----|------|---|
| Petersfield  |       |        |        |        |        |        |        |        |        |    |      |   |       |    |       |    |      |   |
| Waitrose, Stockbridge Road, Winchester                           | 4.8%  | 48     | 14.1%  | 21     | 20.0%  | 20     | 4.0%   | 4      | 0.0%   | 0  | 1.0% | 1 | 0.0%  | 0  | 1.5%  | 2  | 0.0% | 0 |
| Internet   | 9.8%  | 98     | 12.8%  | 19     | 11.0%  | 11     | 7.0%   | 7      | 10.9%  | 19 | 8.0% | 8 | 12.0% | 12 | 11.5% | 15 | 4.7% | 7 |
| Aldi, Southampton Road, Portsmouth                               | 0.1%  | 1      | 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, High Street, West End, Southampton                         | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.1%   | 2  | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 |
| Co-op, Winchester Road, Four Marks, Alton                        | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 1.0% | 1 | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 |
| Hampshire Farmers' Markets, High Street, Winchester              | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 1.0% | 1 | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 |
| Lidl, Castle Trading Estate, Portchester, Fareham                | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0%  | 0  | 0.8%  | 1  | 0.0% | 0 |
| Morrisons, Victory Retail Park, Flathouse Road, Portsmouth       | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0%  | 0  | 0.8%  | 1  | 0.0% | 0 |
| Morrisons, Walpole Road, Gosport                                 | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.7% | 1 |
| Nisa Local, Main Road, Otterbourne                               | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 1.0%   | 1      | 0.0%   | 0  | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 |
| People's Market, West Street, Waterlooville                      | 0.1%  | 1      | 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 Superstore, Commercial Road, Portsmouth              | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 1  | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 |
| Sainsbury's Superstore, Hambledon Road, Waterlooville            | 0.8%  | 8      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 1.0%  | 1  | 5.3%  | 7  | 0.0% | 0 |
| Sainsbury's Superstore, Portswood Road, Southampton              | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 1  | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 |
| Tesco Superstore, Quay Street, Fareham                           | 1.0%  | 10     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0%  | 0  | 3.8%  | 5  | 3.4% | 5 |
| Waitrose, Basing View, Basingstoke                               | 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 |
| Waitrose, Locks Heath Centre, Centre Way, Park Gate, Southampton | 0.1%  | 1      | 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, Station Road, Alton                                    | 0.4%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 4.0% | 4 | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 |
| Waitrose, The Hart, Farnham                                      | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 1.0% | 1 | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 |
| Base:  | 1004  |        | 149    |        | 100    |        | 100    |        | 175    |    | 100  |   | 100   |    | 131   |    | 149  |   |

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

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

|                               |       |    |       |   |       |   |       |   |       |    |       |   |       |   |       |   |       |   |
|-------------------------------|-------|----|-------|---|-------|---|-------|---|-------|----|-------|---|-------|---|-------|---|-------|---|
| Asda                          | 8.2%  | 8  | 5.3%  | 1 | 0.0%  | 0 | 28.6% | 2 | 15.8% | 3  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 28.6% | 2 |
| Iceland                       | 1.0%  | 1  | 0.0%  | 0 | 9.1%  | 1 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Marks & Spencer               | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Morrisons                     | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Ocado                         | 19.4% | 19 | 36.8% | 7 | 27.3% | 3 | 28.6% | 2 | 10.5% | 2  | 0.0%  | 0 | 8.3%  | 1 | 26.7% | 4 | 0.0%  | 0 |
| Sainsbury's                   | 28.6% | 28 | 36.8% | 7 | 45.5% | 5 | 28.6% | 2 | 10.5% | 2  | 25.0% | 2 | 41.7% | 5 | 26.7% | 4 | 14.3% | 1 |
| Tesco                         | 32.7% | 32 | 15.8% | 3 | 9.1%  | 1 | 14.3% | 1 | 57.9% | 11 | 50.0% | 4 | 25.0% | 3 | 33.3% | 5 | 57.1% | 4 |
| Waitrose                      | 7.1%  | 7  | 0.0%  | 0 | 9.1%  | 1 | 0.0%  | 0 | 0.0%  | 0  | 25.0% | 2 | 25.0% | 3 | 6.7%  | 1 | 0.0%  | 0 |
| Other                         | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Gousto                        | 1.0%  | 1  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 5.3%  | 1  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Milk & More                   | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| (Varies)                      | 2.0%  | 2  | 5.3%  | 1 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 6.7%  | 1 | 0.0%  | 0 |
| (Don't know / can't remember) | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Base:                         | 98    |    | 19    |   | 11    |   | 7     |   | 19    |    | 8     |   | 12    |   | 15    |   | 7     |   |

# Winchester Household Survey For Lambert Smith Hampton

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |     |       |    |       |    |       |     |       |     |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|-----|-------|----|-------|----|-------|-----|-------|-----|
| <b>Q03 What do you like about (LOCATION MENTIONED AT Q01)? [MR]</b>             |       |        |        |        |        |        |        |        |        |     |       |    |       |    |       |     |       |     |
| <i>Excluding those who do their main food shopping via the Internet at Q01:</i> |       |        |        |        |        |        |        |        |        |     |       |    |       |    |       |     |       |     |
| Clean store   | 1.1%  | 10     | 0.8%   | 1      | 1.1%   | 1      | 0.0%   | 0      | 1.3%   | 2   | 2.2%  | 2  | 1.1%  | 1  | 1.7%  | 2   | 0.7%  | 1   |
| Close to family / friends   | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.3%   | 2   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0   |
| Convenient to home  | 36.4% | 330    | 36.9%  | 48     | 33.7%  | 30     | 43.0%  | 40     | 34.0%  | 53  | 32.6% | 30 | 39.8% | 35 | 20.7% | 24  | 49.3% | 70  |
| Convenient to work  | 2.2%  | 20     | 1.5%   | 2      | 0.0%   | 0      | 4.3%   | 4      | 3.8%   | 6   | 0.0%  | 0  | 2.3%  | 2  | 3.4%  | 4   | 1.4%  | 2   |
| Delivery service  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.9%  | 1   | 0.0%  | 0   |
| Easy to get to by car   | 3.2%  | 29     | 2.3%   | 3      | 1.1%   | 1      | 5.4%   | 5      | 1.9%   | 3   | 4.3%  | 4  | 4.5%  | 4  | 3.4%  | 4   | 3.5%  | 5   |
| Easy to get to by foot  | 0.6%  | 5      | 1.5%   | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 1   | 1.1%  | 1  | 0.0%  | 0  | 0.9%  | 1   | 0.0%  | 0   |
| Easy to get to by public transport  | 0.4%  | 4      | 0.8%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 1.3%   | 2   | 1.1%  | 1  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0   |
| Ethical policy  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0   |
| Friendly / helpful staff  | 4.2%  | 38     | 3.8%   | 5      | 4.5%   | 4      | 4.3%   | 4      | 3.2%   | 5   | 8.7%  | 8  | 3.4%  | 3  | 2.6%  | 3   | 4.2%  | 6   |
| Good layout / easy to get around  | 3.4%  | 31     | 1.5%   | 2      | 4.5%   | 4      | 3.2%   | 3      | 3.2%   | 5   | 4.3%  | 4  | 1.1%  | 1  | 5.2%  | 6   | 4.2%  | 6   |
| Good offers / 'money off' coupons   | 1.1%  | 10     | 1.5%   | 2      | 3.4%   | 3      | 0.0%   | 0      | 1.9%   | 3   | 0.0%  | 0  | 2.3%  | 2  | 0.0%  | 0   | 0.0%  | 0   |
| Habit / always used it  | 5.2%  | 47     | 5.4%   | 7      | 7.9%   | 7      | 7.5%   | 7      | 3.8%   | 6   | 5.4%  | 5  | 3.4%  | 3  | 4.3%  | 5   | 4.9%  | 7   |
| Has a cafe  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.9%  | 1   | 0.0%  | 0   |
| Has a petrol station  | 0.3%  | 3      | 0.8%   | 1      | 0.0%   | 0      | 1.1%   | 1      | 0.0%   | 0   | 1.1%  | 1  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0   |
| Large store   | 2.6%  | 24     | 4.6%   | 6      | 1.1%   | 1      | 1.1%   | 1      | 3.2%   | 5   | 4.3%  | 4  | 1.1%  | 1  | 3.4%  | 4   | 1.4%  | 2   |
| Long opening hours  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 1.1%  | 1  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0   |
| Low prices / value for money  | 22.7% | 206    | 33.1%  | 43     | 24.7%  | 22     | 17.2%  | 16     | 26.9%  | 42  | 15.2% | 14 | 14.8% | 13 | 25.0% | 29  | 19.0% | 27  |
| Loyalty scheme / reward points  | 1.4%  | 13     | 1.5%   | 2      | 3.4%   | 3      | 2.2%   | 2      | 1.9%   | 3   | 1.1%  | 1  | 0.0%  | 0  | 0.0%  | 0   | 1.4%  | 2   |
| Online shopping is convenient   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0   |
| Only one in the area  | 0.3%  | 3      | 0.8%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 1.7%  | 2   | 0.0%  | 0   |
| Parking is free   | 0.9%  | 8      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.9%   | 3   | 0.0%  | 0  | 1.1%  | 1  | 1.7%  | 2   | 1.4%  | 2   |
| Parking prices are low  | 0.6%  | 5      | 0.0%   | 0      | 2.2%   | 2      | 0.0%   | 0      | 0.6%   | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 1.4%  | 2   |
| Parking provision is good   | 5.4%  | 49     | 5.4%   | 7      | 0.0%   | 0      | 5.4%   | 5      | 6.4%   | 10  | 5.4%  | 5  | 5.7%  | 5  | 7.8%  | 9   | 5.6%  | 8   |
| Pleasant shopping environment   | 0.6%  | 5      | 0.8%   | 1      | 1.1%   | 1      | 1.1%   | 1      | 0.0%   | 0   | 1.1%  | 1  | 0.0%  | 0  | 0.9%  | 1   | 0.0%  | 0   |
| Preference for retailer   | 2.3%  | 21     | 2.3%   | 3      | 1.1%   | 1      | 3.2%   | 3      | 0.0%   | 0   | 4.3%  | 4  | 2.3%  | 2  | 3.4%  | 4   | 2.8%  | 4   |
| Quality of food goods available   | 16.6% | 150    | 24.6%  | 32     | 15.7%  | 14     | 14.0%  | 13     | 13.5%  | 21  | 19.6% | 18 | 19.3% | 17 | 12.1% | 14  | 14.8% | 21  |
| Self-service checkouts  | 0.1%  | 1      | 0.8%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0   |
| Quality of non-food goods available   | 1.3%  | 12     | 1.5%   | 2      | 0.0%   | 0      | 0.0%   | 0      | 1.3%   | 2   | 0.0%  | 0  | 2.3%  | 2  | 0.0%  | 0   | 4.2%  | 6   |
| Range of food goods available   | 21.6% | 196    | 24.6%  | 32     | 18.0%  | 16     | 14.0%  | 13     | 26.9%  | 42  | 25.0% | 23 | 27.3% | 24 | 19.0% | 22  | 16.9% | 24  |
| Range of non-food goods available   | 2.6%  | 24     | 5.4%   | 7      | 0.0%   | 0      | 2.2%   | 2      | 2.6%   | 4   | 1.1%  | 1  | 2.3%  | 2  | 3.4%  | 4   | 2.8%  | 4   |
| Safe shopping environment   | 0.2%  | 2      | 0.8%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.7%  | 1   |
| Small / quiet store   | 3.8%  | 34     | 1.5%   | 2      | 3.4%   | 3      | 1.1%   | 1      | 6.4%   | 10  | 2.2%  | 2  | 2.3%  | 2  | 7.8%  | 9   | 3.5%  | 5   |
| Staff discount / work there   | 1.8%  | 16     | 1.5%   | 2      | 2.2%   | 2      | 2.2%   | 2      | 1.3%   | 2   | 2.2%  | 2  | 3.4%  | 3  | 1.7%  | 2   | 0.7%  | 1   |
| Supporting local business   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0   |
| History and historical architecture   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0   |
| Other   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0   |
| Checkout is well-staffed / no queues  | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 1.1%   | 1      | 1.3%   | 2   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0   |
| Close to other shops / facilities   | 1.1%  | 10     | 0.0%   | 0      | 1.1%   | 1      | 0.0%   | 0      | 0.0%   | 0   | 2.2%  | 2  | 0.0%  | 0  | 6.0%  | 7   | 0.0%  | 0   |
| Everything  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 1.1%   | 1      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0   |
| Familiar  | 0.4%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 1   | 0.0%  | 0  | 1.1%  | 1  | 1.7%  | 2   | 0.0%  | 0   |
| Fast checkouts  | 0.1%  | 1      | 0.0%   | 0      | 1.1%   | 1      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0   |
| Free bus service  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.7%  | 1   |
| Free coffee and newspaper   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 1.1%   | 1      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0   |
| Good company ethics   | 0.1%  | 1      | 0.8%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0   |
| Good disabled parking / access  | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 1.1%   | 1      | 0.0%   | 0   | 0.0%  | 0  | 1.1%  | 1  | 0.0%  | 0   | 0.0%  | 0   |
| Has Argos within the store  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.7%  | 1   |
| Has car-charging point  | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 1.1%   | 1      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.9%  | 1   | 0.0%  | 0   |
| Has 'Scan-as-you-shop' facility   | 0.1%  | 1      | 0.8%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0   |
| I get a lift to that store  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.9%  | 1   | 0.0%  | 0   |
| Layout stays the same   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0   |
| Not too much choice / easy to decide  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.7%  | 1   |
| Wide aisles   | 0.6%  | 5      | 1.5%   | 2      | 1.1%   | 1      | 0.0%   | 0      | 0.0%   | 0   | 1.1%  | 1  | 1.1%  | 1  | 0.0%  | 0   | 0.0%  | 0   |
| (Don't know / nothing)  | 5.2%  | 47     | 2.3%   | 3      | 6.7%   | 6      | 7.5%   | 7      | 4.5%   | 7   | 7.6%  | 7  | 5.7%  | 5  | 6.0%  | 7   | 3.5%  | 5   |
| Base:   |       | 906    |        | 130    |        | 89     |        | 93     |        | 156 |       | 92 |       | 88 |       | 116 |       | 142 |

# Winchester Household Survey For Lambert Smith Hampton

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |     |       |    |       |    |       |     |       |     |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|-----|-------|----|-------|----|-------|-----|-------|-----|
| <b>Q04 How do you normally travel to (LOCATION MENTIONED AT Q01)?</b>           |       |        |        |        |        |        |        |        |        |     |       |    |       |    |       |     |       |     |
| <i>Excluding those who do their main food shopping via the Internet at Q01:</i> |       |        |        |        |        |        |        |        |        |     |       |    |       |    |       |     |       |     |
| Car / van (as driver)   | 78.4% | 710    | 58.5%  | 76     | 92.1%  | 82     | 80.6%  | 75     | 79.5%  | 124 | 81.5% | 75 | 84.1% | 74 | 80.2% | 93  | 78.2% | 111 |
| Car / van (as passenger)  | 8.2%  | 74     | 9.2%   | 12     | 4.5%   | 4      | 5.4%   | 5      | 7.7%   | 12  | 7.6%  | 7  | 11.4% | 10 | 10.3% | 12  | 8.5%  | 12  |
| Bus, minibus or coach   | 3.1%  | 28     | 3.8%   | 5      | 3.4%   | 3      | 0.0%   | 0      | 3.8%   | 6   | 2.2%  | 2  | 2.3%  | 2  | 3.4%  | 4   | 4.2%  | 6   |
| Using park & ride facility  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0   |
| Motorcycle, scooter or moped  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0   |
| Walk  | 8.7%  | 79     | 24.6%  | 32     | 0.0%   | 0      | 10.8%  | 10     | 7.7%   | 12  | 6.5%  | 6  | 2.3%  | 2  | 5.2%  | 6   | 7.7%  | 11  |
| Taxi  | 0.2%  | 2      | 0.8%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.7%  | 1   |
| Train   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0   |
| Bicycle   | 0.3%  | 3      | 1.5%   | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 1.1%  | 1  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0   |
| Mobility scooter / wheelchair   | 0.6%  | 5      | 0.8%   | 1      | 0.0%   | 0      | 1.1%   | 1      | 0.0%   | 0   | 1.1%  | 1  | 0.0%  | 0  | 0.9%  | 1   | 0.7%  | 1   |
| Other   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0   |
| (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   |
| (Varies)  | 0.6%  | 5      | 0.8%   | 1      | 0.0%   | 0      | 2.2%   | 2      | 1.3%   | 2   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0   |
| Base:   |       | 906    |        | 130    |        | 89     |        | 93     |        | 156 |       | 92 |       | 88 |       | 116 |       | 142 |

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

*Excluding those who do their main food shopping via the Internet at Q01:*

|  |       |     |       |     |       |    |       |    |       |     |       |    |       |    |       |     |       |     |
|--|-------|-----|-------|-----|-------|----|-------|----|-------|-----|-------|----|-------|----|-------|-----|-------|-----|
| Yes - non-food shopping  | 11.9% | 108 | 7.7%  | 10  | 7.9%  | 7  | 7.5%  | 7  | 12.8% | 20  | 21.7% | 20 | 12.5% | 11 | 12.1% | 14  | 13.4% | 19  |
| Yes - other food shopping  | 7.4%  | 67  | 4.6%  | 6   | 6.7%  | 6  | 3.2%  | 3  | 10.3% | 16  | 7.6%  | 7  | 4.5%  | 4  | 11.2% | 13  | 8.5%  | 12  |
| Yes - bars / pubs  | 0.4%  | 4   | 1.5%  | 2   | 1.1%  | 1  | 1.1%  | 1  | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0   |
| Yes - bingo  | 0.1%  | 1   | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.9%  | 1   | 0.0%  | 0   |
| Yes - cafés  | 3.9%  | 35  | 3.1%  | 4   | 1.1%  | 1  | 10.8% | 10 | 5.1%  | 8   | 4.3%  | 4  | 2.3%  | 2  | 2.6%  | 3   | 2.1%  | 3   |
| Yes - cinemas  | 0.1%  | 1   | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0  | 1.1%  | 1  | 0.0%  | 0   | 0.0%  | 0   |
| Yes - get petrol   | 2.9%  | 26  | 0.0%  | 0   | 4.5%  | 4  | 2.2%  | 2  | 1.3%  | 2   | 4.3%  | 4  | 2.3%  | 2  | 2.6%  | 3   | 6.3%  | 9   |
| Yes - go to park   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0   |
| Yes - gyms / health and fitness  | 2.2%  | 20  | 4.6%  | 6   | 2.2%  | 2  | 1.1%  | 1  | 2.6%  | 4   | 0.0%  | 0  | 2.3%  | 2  | 2.6%  | 3   | 1.4%  | 2   |
| Yes - library  | 1.1%  | 10  | 1.5%  | 2   | 0.0%  | 0  | 0.0%  | 0  | 2.6%  | 4   | 0.0%  | 0  | 2.3%  | 2  | 0.9%  | 1   | 0.7%  | 1   |
| Yes - markets  | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0   |
| Yes - meeting family   | 1.9%  | 17  | 3.8%  | 5   | 0.0%  | 0  | 2.2%  | 2  | 1.9%  | 3   | 3.3%  | 3  | 1.1%  | 1  | 1.7%  | 2   | 0.7%  | 1   |
| Yes - meeting friends  | 0.3%  | 3   | 0.8%  | 1   | 1.1%  | 1  | 0.0%  | 0  | 0.0%  | 0   | 1.1%  | 1  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0   |
| Yes - museums / art gallery  | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0   |
| Yes - other service (e.g. travel agent, estate agent etc.)             | 0.6%  | 5   | 0.0%  | 0   | 2.2%  | 2  | 0.0%  | 0  | 0.6%  | 1   | 1.1%  | 1  | 0.0%  | 0  | 0.9%  | 1   | 0.0%  | 0   |
| Yes - personal service (e.g. hairdressers, beauty salon etc.)          | 0.6%  | 5   | 0.0%  | 0   | 0.0%  | 0  | 1.1%  | 1  | 0.6%  | 1   | 1.1%  | 1  | 0.0%  | 0  | 1.7%  | 2   | 0.0%  | 0   |
| Yes - restaurants  | 0.6%  | 5   | 0.8%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 2.2%  | 2  | 1.1%  | 1  | 0.0%  | 0   | 0.7%  | 1   |
| Yes - swimming   | 0.1%  | 1   | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.9%  | 1   | 0.0%  | 0   |
| Yes - theatre  | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0   |
| Yes - visiting services such as banks and other financial institutions | 2.9%  | 26  | 1.5%  | 2   | 1.1%  | 1  | 1.1%  | 1  | 6.4%  | 10  | 4.3%  | 4  | 4.5%  | 4  | 1.7%  | 2   | 1.4%  | 2   |
| Yes - work   | 4.4%  | 40  | 3.1%  | 4   | 2.2%  | 2  | 4.3%  | 4  | 6.4%  | 10  | 2.2%  | 2  | 4.5%  | 4  | 7.8%  | 9   | 3.5%  | 5   |
| Yes - Other  | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0   |
| Yes - attending church   | 0.1%  | 1   | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 1.1%  | 1  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0   |
| Yes - leisure activities   | 0.6%  | 5   | 0.0%  | 0   | 0.0%  | 0  | 2.2%  | 2  | 0.0%  | 0   | 1.1%  | 1  | 0.0%  | 0  | 0.9%  | 1   | 0.7%  | 1   |
| Yes - school run   | 0.7%  | 6   | 0.0%  | 0   | 1.1%  | 1  | 1.1%  | 1  | 0.6%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.9%  | 1   | 1.4%  | 2   |
| Yes - visiting amenity tip   | 0.4%  | 4   | 0.0%  | 0   | 1.1%  | 1  | 1.1%  | 1  | 1.3%  | 2   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0   |
| Yes - visiting medical services (doctor, dentist, optician etc.)       | 1.1%  | 10  | 0.8%  | 1   | 1.1%  | 1  | 2.2%  | 2  | 1.3%  | 2   | 0.0%  | 0  | 1.1%  | 1  | 1.7%  | 2   | 0.7%  | 1   |
| (No)   | 62.5% | 566 | 73.8% | 96  | 65.2% | 58 | 64.5% | 60 | 57.7% | 90  | 54.3% | 50 | 61.4% | 54 | 58.6% | 68  | 63.4% | 90  |
| (Don't know)   | 1.4%  | 13  | 0.8%  | 1   | 4.5%  | 4  | 1.1%  | 1  | 1.3%  | 2   | 1.1%  | 1  | 2.3%  | 2  | 0.9%  | 1   | 0.7%  | 1   |
| Base:  |       | 906 |       | 130 |       | 89 |       | 93 |       | 156 |       | 92 |       | 88 |       | 116 |       | 142 |

# Winchester Household Survey For Lambert Smith Hampton

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |    |       |    |       |   |       |    |       |    |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|----|-------|----|-------|---|-------|----|-------|----|
| <b>Q06 When you combine your trip with other activities, where do you normally go?</b> |       |        |        |        |        |        |        |        |        |    |       |    |       |   |       |    |       |    |
| <i>Those who combine their main food shopping trip with other activities at Q05:</i>   |       |        |        |        |        |        |        |        |        |    |       |    |       |   |       |    |       |    |
| Alresford / New Alresford Town Centre  | 3.4%  | 11     | 3.0%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 17.1% | 7  | 9.4%  | 3 | 0.0%  | 0  | 0.0%  | 0  |
| Alton Town Centre  | 1.5%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 9.8%  | 4  | 3.1%  | 1 | 0.0%  | 0  | 0.0%  | 0  |
| Andover Town Centre  | 0.6%  | 2      | 0.0%   | 0      | 7.4%   | 2      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Badger Farm Local Centre   | 2.4%  | 8      | 3.0%   | 1      | 3.7%   | 1      | 9.4%   | 3      | 1.6%   | 1  | 0.0%  | 0  | 3.1%  | 1 | 2.1%  | 1  | 0.0%  | 0  |
| Basingstoke Town Centre  | 1.2%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 9.8%  | 4  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Bishop's Waltham Town Centre   | 1.5%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 3.1%  | 1 | 8.5%  | 4  | 0.0%  | 0  |
| Chandler's Ford Local Centre   | 5.5%  | 18     | 3.0%   | 1      | 0.0%   | 0      | 15.6%  | 5      | 18.8%  | 12 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Denmead Village Centre   | 0.6%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 2.1%  | 1  | 2.0%  | 1  |
| Eastleigh Town Centre  | 10.1% | 33     | 0.0%   | 0      | 0.0%   | 0      | 15.6%  | 5      | 35.9%  | 23 | 0.0%  | 0  | 6.3%  | 2 | 6.4%  | 3  | 0.0%  | 0  |
| Fair Oak Village Centre  | 0.6%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 3.1%   | 2  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Fareham Town Centre  | 9.2%  | 30     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 3.1%   | 2  | 0.0%  | 0  | 0.0%  | 0 | 21.3% | 10 | 35.3% | 18 |
| Gosport Town Centre  | 0.3%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 2.1%  | 1  | 0.0%  | 0  |
| Havant Town Centre   | 0.3%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 2.1%  | 1  | 0.0%  | 0  |
| Hedge End Town Centre  | 1.5%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.6%   | 1  | 0.0%  | 0  | 0.0%  | 0 | 6.4%  | 3  | 2.0%  | 1  |
| Petersfield Town Centre  | 2.1%  | 7      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 15.6% | 5 | 4.3%  | 2  | 0.0%  | 0  |
| Portchester Local Centre   | 0.3%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.6%   | 1  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Portsmouth City Centre   | 1.5%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 3.1%   | 1      | 1.6%   | 1  | 0.0%  | 0  | 0.0%  | 0 | 4.3%  | 2  | 2.0%  | 1  |
| Romsey Town Centre   | 0.3%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 3.1%   | 1      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Southampton City Centre  | 1.8%  | 6      | 3.0%   | 1      | 3.7%   | 1      | 0.0%   | 0      | 4.7%   | 3  | 0.0%  | 0  | 3.1%  | 1 | 0.0%  | 0  | 0.0%  | 0  |
| Southsea Local Centre  | 0.3%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 2.0%  | 1  |
| Totton Town Centre   | 0.3%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 2.0%  | 1  |
| Waterlooville Town Centre  | 2.1%  | 7      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 14.9% | 7  | 0.0%  | 0  |
| Weeke Local Centre   | 1.2%  | 4      | 6.1%   | 2      | 7.4%   | 2      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Whiteley Local Centre  | 2.1%  | 7      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 3.1%  | 1 | 2.1%  | 1  | 9.8%  | 5  |
| Wickham Village Centre   | 0.9%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 2.1%  | 1  | 3.9%  | 2  |
| Winchester City Centre   | 19.0% | 62     | 60.6%  | 20     | 48.1%  | 13     | 28.1%  | 9      | 1.6%   | 1  | 29.3% | 12 | 15.6% | 5 | 4.3%  | 2  | 0.0%  | 0  |
| Winnall Local Centre   | 2.4%  | 8      | 0.0%   | 0      | 3.7%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 7.3%  | 3  | 12.5% | 4 | 0.0%  | 0  | 0.0%  | 0  |
| Chestnut Retail Park,<br>Chestnut Avenue,<br>Chandler's Ford, Eastleigh                | 0.6%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 3.1%   | 2  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Hedge End Retail Park,<br>Charles Watts Way,<br>Southampton                            | 1.8%  | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 4.7%   | 3  | 0.0%  | 0  | 0.0%  | 0 | 2.1%  | 1  | 3.9%  | 2  |
| Swan Shopping Centre,<br>Wells Place, Eastleigh  | 1.2%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 6.3%   | 2      | 3.1%   | 2  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| B&Q, Shakespeare Road,<br>Eastleigh  | 0.3%  | 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  |
| Homebase, Easton Lane,<br>Winnall, Winchester  | 2.4%  | 8      | 3.0%   | 1      | 3.7%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 9.8%  | 4  | 6.3%  | 2 | 0.0%  | 0  | 0.0%  | 0  |
| Aldi, Burnett Close,<br>Winchester   | 0.9%  | 3      | 3.0%   | 1      | 7.4%   | 2      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Asda, Portland Road,<br>Waterlooville  | 0.3%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 2.0%  | 1  |
| Asda, Speedfields Park,<br>Newgate Lane, Fareham                                       | 0.3%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 2.0%  | 1  |
| Cheriton Village Centre  | 0.3%  | 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  |
| Chilworth Village Centre   | 0.3%  | 1      | 3.0%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Cosham Local Centre  | 0.3%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 2.1%  | 1  | 0.0%  | 0  |
| Four Marks Village Centre,<br>GU34 5HR   | 0.3%  | 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  |
| Hatch Warren Retail Park,<br>Wallop Drive, Basingstoke                                 | 0.3%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 2.4%  | 1  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Headbourne Worthy Village Centre   | 0.3%  | 1      | 3.0%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Hursley Village Centre   | 0.3%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 3.1%   | 1      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Lidl, Forton Road, Gosport   | 0.3%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 2.0%  | 1  |
| Marks & Spencer, Hedge End Trade Park, Tollbar Way, Hedge End                          | 3.7%  | 12     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 4.7%   | 3  | 0.0%  | 0  | 0.0%  | 0 | 6.4%  | 3  | 11.8% | 6  |
| Mole Country Stores, Easton Lane, Winnall  | 0.3%  | 1      | 0.0%   | 0      | 3.7%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Morrisons, Walpole Road, Gosport   | 0.3%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 2.0%  | 1  |
| Places Leisure, Passfield Avenue, Eastleigh  | 0.6%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 3.1%   | 1      | 1.6%   | 1  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Sainsbury's Superstore, Badger Farm Road, Winchester                                   | 1.2%  | 4      | 3.0%   | 1      | 0.0%   | 0      | 6.3%   | 2      | 0.0%   | 0  | 0.0%  | 0  | 3.1%  | 1 | 0.0%  | 0  | 0.0%  | 0  |
| Sainsbury's Superstore,  | 0.3%  | 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  |

Column %ges.

# Winchester Household Survey For Lambert Smith Hampton

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |    |      |    |      |    |      |    |       |    |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|----|------|----|------|----|------|----|-------|----|
| Leigh Road, Eastleigh  |       |        |        |        |        |        |        |        |        |    |      |    |      |    |      |    |       |    |
| Sainsbury's Superstore,<br>Tollbar way, Hedge End                      | 0.3%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 3.1%   | 1      | 0.0%   | 0  | 0.0% | 0  | 0.0% | 0  | 0.0% | 0  | 0.0%  | 0  |
| Sainsbury's Superstore,<br>Wallington Way,<br>Broadcut, Fareham        | 2.8%  | 9      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.6%   | 1  | 0.0% | 0  | 0.0% | 0  | 2.1% | 1  | 13.7% | 7  |
| Shirley Village Centre   | 0.3%  | 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  |
| Tesco Extra, Clement Attlee<br>Way, North Harbour,<br>Portsmouth       | 0.6%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0  | 0.0% | 0  | 2.1% | 1  | 2.0%  | 1  |
| Tesco Extra, Easton Lane,<br>Winnall, Winchester                       | 2.1%  | 7      | 0.0%   | 0      | 7.4%   | 2      | 0.0%   | 0      | 0.0%   | 0  | 9.8% | 4  | 3.1% | 1  | 0.0% | 0  | 0.0%  | 0  |
| Waitrose, Locks Heath<br>Centre, Centre Way, Park<br>Gate, Southampton | 0.3%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0  | 0.0% | 0  | 2.1% | 1  | 0.0%  | 0  |
| Waitrose, Stockbridge Road,<br>Winchester                              | 0.3%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 2.4% | 1  | 0.0% | 0  | 0.0% | 0  | 0.0%  | 0  |
| West Meon Village Centre   | 0.3%  | 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  |
| Wickes, Easton Lane,<br>Winnall  | 0.3%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 2.4% | 1  | 0.0% | 0  | 0.0% | 0  | 0.0%  | 0  |
| Wykeham Industrial Estate,<br>Moorside Road,<br>Winchester             | 0.3%  | 1      | 3.0%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0  | 0.0% | 0  | 0.0% | 0  | 0.0%  | 0  |
| (Don't know / varies)  | 2.1%  | 7      | 3.0%   | 1      | 3.7%   | 1      | 3.1%   | 1      | 4.7%   | 3  | 0.0% | 0  | 0.0% | 0  | 0.0% | 0  | 2.0%  | 1  |
| Base:  |       | 327    |        | 33     |        | 27     |        | 32     |        | 64 |      | 41 |      | 32 |      | 47 |       | 51 |

# Winchester Household Survey For Lambert Smith Hampton

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |    |      |   |      |   |      |   |      |    |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|----|------|---|------|---|------|---|------|----|
| <b>Q07 In addition to (LOCATION MENTIONED AT Q01), is there anywhere else you regularly use for your main-food shopping?</b> |       |        |        |        |        |        |        |        |        |    |      |   |      |   |      |   |      |    |
| Alresford / New Alresford Town Centre  | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 2.0% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0  |
| Winchester 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  |
| Winnall Local Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 1.0%   | 1      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0  |
| Aldi, Alton Retail Park, Alton   | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 3.0% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0  |
| Aldi, Bevois Valley Road, 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  |
| Aldi, Burnett Close, Winchester  | 4.1%  | 41     | 12.1%  | 18     | 13.0%  | 13     | 5.0%   | 5      | 0.0%   | 0  | 1.0% | 1 | 3.0% | 3 | 0.8% | 1 | 0.0% | 0  |
| Aldi, Chestnut Avenue Retail Park, Chandler's Ford, Eastleigh  | 1.3%  | 13     | 1.3%   | 2      | 0.0%   | 0      | 3.0%   | 3      | 3.4%   | 6  | 0.0% | 0 | 1.0% | 1 | 0.8% | 1 | 0.0% | 0  |
| Aldi, St. Michael's Retail Park, Basingstoke   | 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  |
| Aldi, West Street, Fareham   | 1.7%  | 17     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 2.3% | 3 | 9.4% | 14 |
| Asda, Bourmemouth Road, Chandler's Ford, Eastleigh   | 3.1%  | 31     | 3.4%   | 5      | 1.0%   | 1      | 3.0%   | 3      | 12.0%  | 21 | 1.0% | 1 | 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 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0  |
| Asda, Portland Road, Waterloooville  | 0.5%  | 5      | 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, Speedfields Park, Newgate Lane, Fareham  | 0.6%  | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 4.0% | 6  |
| Budgens, Winchester Road, Bishop's Waltham   | 0.8%  | 8      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 2.0% | 2 | 4.6% | 6 | 0.0% | 0  |
| Co-op, Boyatt Shopping Centre, Shakespeare Road, Eastleigh   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 1  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0  |
| Co-op, High Street, Bishop's Waltham   | 0.5%  | 5      | 0.0%   | 0      | 1.0%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 3.1% | 4 | 0.0% | 0  |
| Co-op, Stoney Lane, Weeke, Winchester  | 0.3%  | 3      | 0.7%   | 1      | 1.0%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0  |
| Co-op, The Square, Wickham   | 0.5%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 3.4% | 5  |
| Co-op, West Street, Alresford  | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 2.0% | 2 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0  |
| Iceland, High Street, Eastleigh  | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 1.0%   | 1      | 0.6%   | 1  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0  |
| Iceland, Middle Brook Street, Winchester   | 0.7%  | 7      | 3.4%   | 5      | 1.0%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0  |
| Iceland, West Street, Fareham  | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.8% | 1 | 0.7% | 1  |
| Lidl, Coles Close, off Twyford Road, Eastleigh   | 0.9%  | 9      | 0.0%   | 0      | 1.0%   | 1      | 3.0%   | 3      | 2.9%   | 5  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0  |
| Lidl, Commercial Road, Totton  | 0.1%  | 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  |
| Lidl, Elettra Avenue, Waterloooville   | 0.5%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 3.1% | 4 | 0.7% | 1  |
| Lidl, London Road, Cowplain, Waterloooville  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.8% | 1 | 0.0% | 0  |
| Lidl, Rookery Avenue, Solent Way, Whiteley   | 0.5%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 2.3% | 3 | 1.3% | 2  |
| Lidl, Speedfields Park, Newgate Lane, Fareham  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.7% | 1  |
| Lidl, Station Road, Petersfield  | 0.5%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 3.0% | 3 | 1.5% | 2 | 0.0% | 0  |
| Lidl, Worthing Road, Churchill Way West, Basingstoke   | 0.1%  | 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  |
| Makro, Segensworth West, Dewar Close, Fareham  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.7% | 1  |
| Marks & Spencer Foodhall, Coles Close, Twyford Road, Eastleigh   | 0.4%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 1.0%   | 1      | 0.6%   | 1  | 0.0% | 0 | 0.0% | 0 | 1.5% | 2 | 0.0% | 0  |
| Marks & Spencer Foodhall, High Street, Winchester  | 1.1%  | 11     | 4.0%   | 6      | 1.0%   | 1      | 2.0%   | 2      | 0.6%   | 1  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.7% | 1  |
| Marks & Spencer, Hedge End Trade Park, Tollbar Way, Hedge End  | 1.0%  | 10     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.7%   | 3  | 0.0% | 0 | 2.0% | 2 | 1.5% | 2 | 2.0% | 3  |
| Marks & Spencer, Whiteley Way, Whiteley, Fareham   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.8% | 1 | 0.0% | 0  |
| McCarthy's Fruit & Veg,  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.8% | 1 | 0.0% | 0  |

# Winchester Household Survey For Lambert Smith Hampton

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |    |       |    |      |   |      |   |      |   |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|----|-------|----|------|---|------|---|------|---|
| Winchester Road, Wickham   |       |        |        |        |        |        |        |        |        |    |       |    |      |   |      |   |      |   |
| Morrisons, Lakesmere Road, Horndean  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 1.0%  | 1  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore, Badger Farm Road, Winchester                             | 6.3%  | 63     | 12.1%  | 18     | 6.0%   | 6      | 13.0%  | 13     | 5.1%   | 9  | 11.0% | 11 | 5.0% | 5 | 0.8% | 1 | 0.0% | 0 |
| Sainsbury's Superstore, Draymans Way, Alton                                      | 0.8%  | 8      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 6.0%  | 6  | 2.0% | 2 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore, Leigh Road, Eastleigh                                    | 0.7%  | 7      | 0.0%   | 0      | 0.0%   | 0      | 2.0%   | 2      | 2.9%   | 5  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore, Middlebrook Street, Winchester                           | 1.1%  | 11     | 6.0%   | 9      | 0.0%   | 0      | 1.0%   | 1      | 0.0%   | 0  | 0.0%  | 0  | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore, Redcar Street, Shirley, Southampton                      | 0.1%  | 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 |
| Sainsbury's Superstore, Station Mall, Churchill Way East, Basingstoke            | 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 |
| Sainsbury's Superstore, Tollbar way, Hedge End                                   | 3.0%  | 30     | 0.0%   | 0      | 1.0%   | 1      | 3.0%   | 3      | 7.4%   | 13 | 0.0%  | 0  | 2.0% | 2 | 6.1% | 8 | 2.0% | 3 |
| Sainsbury's Superstore, Wallop Drive, Kempshott, Basingstoke                     | 0.2%  | 2      | 0.0%   | 0      | 2.0%   | 2      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore, Wallington Way, Broadcut, Fareham                        | 2.0%  | 20     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 3.0% | 3 | 6.1% | 8 | 6.0% | 9 |
| Tesco (Esso) Express, Winchester Road, Fair Oak                                  | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.1%   | 2  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Express, Broad Street, Alresford   | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 2.0%  | 2  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Express, High Street, 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 |
| Tesco Express, Springvale Road, Kings Worthy                                     | 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 |
| Tesco Express, St Lukes Close, 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 | 0.7% | 1 |
| Tesco Extra, Clement Attlee Way, North Harbour, Portsmouth                       | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0% | 0 | 0.8% | 1 | 1.3% | 2 |
| Tesco Extra, Easton Lane, Winchester   | 6.4%  | 64     | 5.4%   | 8      | 17.0%  | 17     | 8.0%   | 8      | 3.4%   | 6  | 16.0% | 16 | 7.0% | 7 | 0.8% | 1 | 0.7% | 1 |
| Tesco Extra, Hamble Lane, Bursledon Towers, Southampton                          | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 1  | 0.0%  | 0  | 1.0% | 1 | 0.0% | 0 | 0.7% | 1 |
| Tesco Extra, River Way, Andover  | 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 |
| Tesco Extra, Solent Road, Havant   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.7% | 1 |
| Tesco Metro, The Swan Centre, Wells Place, Eastleigh                             | 1.2%  | 12     | 0.0%   | 0      | 0.0%   | 0      | 1.0%   | 1      | 5.7%   | 10 | 0.0%  | 0  | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 |
| Tesco Superstore, Whiteley Way, Whiteley   | 0.4%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 1.0% | 1 | 0.0% | 0 | 2.0% | 3 |
| Waitrose, Dukes Walk, Stakes Hill Road, Waterlooville                            | 0.6%  | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0% | 0 | 4.6% | 6 | 0.0% | 0 |
| Waitrose, Oakmount Road, Chandler's Ford, Eastleigh                              | 3.2%  | 32     | 0.0%   | 0      | 0.0%   | 0      | 12.0%  | 12     | 9.1%   | 16 | 0.0%  | 0  | 3.0% | 3 | 0.0% | 0 | 0.7% | 1 |
| Waitrose, Rams Walk, Petersfield   | 0.5%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 1.0%  | 1  | 3.0% | 3 | 0.8% | 1 | 0.0% | 0 |
| Waitrose, Stockbridge Road, Winchester   | 3.7%  | 37     | 12.1%  | 18     | 13.0%  | 13     | 0.0%   | 0      | 0.0%   | 0  | 5.0%  | 5  | 0.0% | 0 | 0.8% | 1 | 0.0% | 0 |
| Internet   | 2.5%  | 25     | 4.7%   | 7      | 1.0%   | 1      | 1.0%   | 1      | 1.7%   | 3  | 2.0%  | 2  | 2.0% | 2 | 3.8% | 5 | 2.7% | 4 |
| Asda, High Street, West End, Southampton   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 1  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Budgens, Meon Hut Service Station, A32 / A272 Crossroads, West Meon, Petersfield | 0.2%  | 2      | 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, City Road, 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 |

# Winchester Household Survey For Lambert Smith Hampton

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |     |       |     |       |    |       |    |       |    |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|-----|-------|-----|-------|----|-------|----|-------|----|
| Co-op, Winchester Road, Chandler's Ford, Eastleigh               | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.7%   | 3   | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Iceland, High Street, Alton                                      | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 1.0%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Lidl, Bursledon Road, Southampton                                | 0.1%  | 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  |
| Lidl, Castle Trading Estate, Portchester, Fareham                | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0  | 1.5%  | 2  | 0.7%  | 1  |
| Local shops, Headbourne Worthy Village 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  |
| M&S Simply Food, High Street, Petersfield                        | 0.1%  | 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  |
| Morrisons, Walpole Road, Gosport                                 | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 1.3%  | 2  |
| Sainsbury's Superstore, Hambledon Road, Waterlooville            | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0  | 2.3%  | 3  | 0.0%  | 0  |
| Sainsbury's Superstore, Midhurst Road, Liphook                   | 0.1%  | 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  |
| Tesco Extra, Fratton Way, Portsmouth                             | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.7%  | 1  |
| Tesco Superstore, Neptune Industrial Estate, Willenhall          | 0.1%  | 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  |
| Tesco Superstore, Quay Street, Fareham                           | 1.1%  | 11     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 1   | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 6.7%  | 10 |
| The Weyhill Farm Shop, Weyhill Road, Weyhill, Andover            | 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  |
| Waitrose, Locks Heath Centre, Centre Way, Park Gate, Southampton | 0.6%  | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0  | 1.5%  | 2  | 2.7%  | 4  |
| Waitrose, Station Road, Alton                                    | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 2.0%  | 2   | 1.0%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Wiltshire Farm Foods, Quarry Lane, 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  | 0.7%  | 1  |
| (Don't know / can't remember)                                    | 0.7%  | 7      | 1.3%   | 2      | 1.0%   | 1      | 0.0%   | 0      | 0.6%   | 1   | 0.0%  | 0   | 1.0%  | 1  | 0.0%  | 0  | 1.3%  | 2  |
| (Nowhere else)   | 39.2% | 394    | 31.5%  | 47     | 33.0%  | 33     | 40.0%  | 40     | 37.1%  | 65  | 42.0% | 42  | 45.0% | 45 | 42.0% | 55 | 45.0% | 67 |
| Base:  | 1004  | 149    | 100    | 100    | 175    | 100    | 100    | 175    | 100    | 100 | 100   | 131 | 149   |    |       |    |       |    |

## Q08 Which internet / home delivery retailer do you use?

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

|                               |       |   |       |   |        |   |        |   |       |   |       |   |        |   |       |   |       |   |
|-------------------------------|-------|---|-------|---|--------|---|--------|---|-------|---|-------|---|--------|---|-------|---|-------|---|
| Asda                          | 8.0%  | 2 | 0.0%  | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0 | 20.0%  | 1 | 25.0% | 1 |       |   |
| Iceland                       | 4.0%  | 1 | 0.0%  | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%   | 0 | 25.0% | 1 |       |   |
| Marks & Spencer               | 0.0%  | 0 | 0.0%  | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%   | 0 | 0.0%  | 0 |       |   |
| Morrisons                     | 0.0%  | 0 | 0.0%  | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%   | 0 | 0.0%  | 0 |       |   |
| Ocado                         | 16.0% | 4 | 42.9% | 3 | 0.0%   | 0 | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0 | 20.0%  | 1 | 0.0%  | 0 |       |   |
| Sainsbury's                   | 36.0% | 9 | 42.9% | 3 | 100.0% | 1 | 100.0% | 1 | 33.3% | 1 | 50.0% | 1 | 0.0%   | 0 | 40.0% | 2 | 0.0%  | 0 |
| Tesco                         | 28.0% | 7 | 0.0%  | 0 | 0.0%   | 0 | 0.0%   | 0 | 33.3% | 1 | 50.0% | 1 | 100.0% | 2 | 20.0% | 1 | 50.0% | 2 |
| Waitrose                      | 8.0%  | 2 | 14.3% | 1 | 0.0%   | 0 | 0.0%   | 0 | 33.3% | 1 | 0.0%  | 0 | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Other                         | 0.0%  | 0 | 0.0%  | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Gousto                        | 0.0%  | 0 | 0.0%  | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Milk & More                   | 0.0%  | 0 | 0.0%  | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0 |
| (Varies)                      | 0.0%  | 0 | 0.0%  | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0 |
| (Don't know / can't remember) | 0.0%  | 0 | 0.0%  | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Base:                         | 25    | 7 | 1     | 1 | 3      | 2 | 2      | 5 | 4     |   |       |   |        |   |       |   |       |   |

# Winchester Household Survey For Lambert Smith Hampton

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |    |       |    |      |   |       |    |      |    |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|----|-------|----|------|---|-------|----|------|----|
| <b>Q09 In addition to your main food shopping, where do you normally do most of your household's small scale top-up food shopping (i.e. the store you visit regularly (2+ times a week) to buy bread, milk, etc., on a day-to-day basis)?</b> |       |        |        |        |        |        |        |        |        |    |       |    |      |   |       |    |      |    |
| Alresford / New Alresford Town Centre   | 0.8%  | 8      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 7.0%  | 7  | 1.0% | 1 | 0.0%  | 0  | 0.0% | 0  |
| Bishop's Waltham Town Centre  | 0.4%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0% | 0 | 3.1%  | 4  | 0.0% | 0  |
| Bursledon Village Centre  | 0.1%  | 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  |
| Chandler's Ford Local Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 1  | 0.0%  | 0  | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0  |
| Corhampton Village Centre   | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 2.0% | 2 | 0.0%  | 0  | 0.0% | 0  |
| Droxford Village Centre   | 0.4%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0% | 0 | 3.1%  | 4  | 0.0% | 0  |
| Eastleigh Town Centre   | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.7%   | 3  | 0.0%  | 0  | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0  |
| Fair Oak Village Centre   | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.1%   | 2  | 0.0%  | 0  | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0  |
| Fareham Town Centre   | 0.1%  | 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  |
| Hambledon Village Centre  | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0% | 0 | 1.5%  | 2  | 0.0% | 0  |
| Harestock Village 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  |
| Kings Worthy Village Centre   | 0.2%  | 2      | 0.0%   | 0      | 2.0%   | 2      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0  |
| Oliver's Battery Local Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 1.0%   | 1      | 0.0%   | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0  |
| Otterbourne Village Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 1.0%   | 1      | 0.0%   | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0  |
| Southsea Local Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0%  | 0  | 0.7% | 1  |
| Swanmore Village Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0% | 0 | 0.8%  | 1  | 0.0% | 0  |
| Twyford Village Centre  | 0.4%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 4.0%   | 4      | 0.0%   | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0  |
| Waltham Chase Village Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0% | 0 | 0.8%  | 1  | 0.0% | 0  |
| Winchester City Centre  | 0.9%  | 9      | 2.7%   | 4      | 3.0%   | 3      | 0.0%   | 0      | 0.0%   | 0  | 1.0%  | 1  | 1.0% | 1 | 0.0%  | 0  | 0.0% | 0  |
| Winnall Local Centre  | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 1.0%  | 1  | 1.0% | 1 | 0.0%  | 0  | 0.0% | 0  |
| Aldi, Burnett Close, Winchester   | 1.6%  | 16     | 6.0%   | 9      | 6.0%   | 6      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 1.0% | 1 | 0.0%  | 0  | 0.0% | 0  |
| Aldi, Chestnut Avenue Retail Park, Chandler's Ford, Eastleigh   | 0.5%  | 5      | 0.7%   | 1      | 0.0%   | 0      | 2.0%   | 2      | 1.1%   | 2  | 0.0%  | 0  | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0  |
| Aldi, The Hundred, Romsey   | 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  |
| Aldi, West Street, Fareham  | 0.7%  | 7      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0%  | 0  | 4.7% | 7  |
| Asda, Bournemouth Road, Chandler's Ford, Eastleigh  | 0.7%  | 7      | 0.0%   | 0      | 0.0%   | 0      | 1.0%   | 1      | 3.4%   | 6  | 0.0%  | 0  | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0  |
| Asda, Brighton Way, Brighton Hill, Basingstoke  | 0.1%  | 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  |
| Asda, Portland Road, Waterlooville  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0% | 0 | 0.8%  | 1  | 0.0% | 0  |
| Asda, Speedfields Park, Newgate Lane, Fareham   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0% | 0 | 0.8%  | 1  | 0.0% | 0  |
| BP Garage, St. Cross Road, Winchester   | 0.1%  | 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  |
| Budgens, Winchester Road, Bishop's Waltham  | 2.6%  | 26     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 8.0% | 8 | 13.7% | 18 | 0.0% | 0  |
| Co-op, Boyatt Shopping Centre, Shakespeare Road, Eastleigh  | 0.4%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.3%   | 4  | 0.0%  | 0  | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0  |
| Co-op, Fair Oak Road, Bishopstoke   | 0.9%  | 9      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 5.1%   | 9  | 0.0%  | 0  | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0  |
| Co-op, Gudge Heath Lane, Fareham  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0%  | 0  | 0.7% | 1  |
| Co-op, Hambledon Road, Denmead  | 0.9%  | 9      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0% | 0 | 6.9%  | 9  | 0.0% | 0  |
| Co-op, High Street, Bishop's Waltham  | 3.3%  | 33     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 4.0% | 4 | 21.4% | 28 | 0.7% | 1  |
| Co-op, Highlands Road, Fareham  | 1.0%  | 10     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0%  | 0  | 6.7% | 10 |
| Co-op, Leigh Road, Bishopstoke  | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.7%   | 3  | 0.0%  | 0  | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0  |
| Co-op, Lower Northam Road, Hedge End  | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0% | 0 | 0.8%  | 1  | 0.7% | 1  |
| Co-op, Milton Road, Cowplain, Waterlooville   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0% | 0 | 0.8%  | 1  | 0.0% | 0  |
| Co-op, Sandy Lane, Fair Oak   | 1.4%  | 14     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 7.4%   | 13 | 0.0%  | 0  | 1.0% | 1 | 0.0%  | 0  | 0.0% | 0  |
| Co-op, St. Vigor Way, Colden Common   | 2.9%  | 29     | 0.0%   | 0      | 0.0%   | 0      | 27.0%  | 27     | 0.0%   | 0  | 0.0%  | 0  | 2.0% | 2 | 0.0%  | 0  | 0.0% | 0  |
| Co-op, Stoney Lane, Weeke, Winchester   | 0.8%  | 8      | 2.7%   | 4      | 3.0%   | 3      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0% | 0 | 0.8%  | 1  | 0.0% | 0  |
| Co-op, The Square, Botley   | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0%  | 0  | 2.0% | 3  |
| Co-op, The Square, Wickham  | 1.7%  | 17     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0% | 0 | 3.8%  | 5  | 8.1% | 12 |
| Co-op, West Street,   | 3.7%  | 37     | 0.7%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 28.0% | 28 | 8.0% | 8 | 0.0%  | 0  | 0.0% | 0  |

Column %ges.

# Winchester Household Survey For Lambert Smith Hampton

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |    |      |   |      |   |      |   |      |    |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|----|------|---|------|---|------|---|------|----|
| Alresford  |       |        |        |        |        |        |        |        |        |    |      |   |      |   |      |   |      |    |
| Dever Stores, Oxford Road, Sutton Scotney                                  | 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  |
| Goodlife Farm Shop (Cobbs), Springvale Road, Headbourne Worthy, Winchester | 0.2%  | 2      | 0.0%   | 0      | 2.0%   | 2      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0  |
| Iceland, Middle Brook Street, Winchester                                   | 0.4%  | 4      | 1.3%   | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 2.0% | 2 | 0.0% | 0 | 0.0% | 0  |
| Iceland, West Street, Fareham  | 0.4%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.7% | 4  |
| Lidl, Coles Close, off Twyford Road, Eastleigh                             | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 1.0%   | 1      | 0.0%   | 0  | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0  |
| Lidl, Eletttra Avenue, Waterlooille  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.8% | 1 | 0.0% | 0  |
| Lidl, Rookery Avenue, Solent Way, Whiteley                                 | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.0% | 3  |
| Lidl, Station Road, Petersfield  | 0.1%  | 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  |
| Londis, Oliver's Battery Road South, Winchester                            | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 1.0%   | 1      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0  |
| Londis, Winchester Road, Bishop's Waltham                                  | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 1.0% | 1 | 1.5% | 2 | 0.0% | 0  |
| M&S Simply Food, Winchester Rail Station, Winchester                       | 0.2%  | 2      | 1.3%   | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0  |
| Marks & Spencer Foodhall, Coles Close, Twyford Road, Eastleigh             | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.1%   | 2  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0  |
| Marks & Spencer Foodhall, High Street, Winchester                          | 1.5%  | 15     | 6.0%   | 9      | 0.0%   | 0      | 3.0%   | 3      | 1.1%   | 2  | 0.0% | 0 | 0.0% | 0 | 0.8% | 1 | 0.0% | 0  |
| Marks & Spencer, Hedge End Trade Park, Tollbar Way, Hedge End              | 0.5%  | 5      | 0.7%   | 1      | 0.0%   | 0      | 1.0%   | 1      | 1.1%   | 2  | 0.0% | 0 | 0.0% | 0 | 0.8% | 1 | 0.0% | 0  |
| Marks & Spencer, Whiteley Way, Whiteley, Fareham                           | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.0% | 3  |
| McCarthy's Fruit & Veg, Winchester Road, Wickham                           | 0.5%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 1  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.7% | 4  |
| 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  |
| One Stop, Garbett Road, Winnall  | 0.2%  | 2      | 1.3%   | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0  |
| One Stop, Summerlands Road, Fair Oak                                       | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 1  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0  |
| R W Pickard Newsagent, Stockbridge Street, 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  |
| Sainsbury's Superstore, Badger Farm Road, Winchester                       | 2.6%  | 26     | 3.4%   | 5      | 2.0%   | 2      | 19.0%  | 19     | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0  |
| Sainsbury's Superstore, Leigh Road, Eastleigh                              | 0.7%  | 7      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 4.0%   | 7  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0  |
| Sainsbury's Superstore, Middlebrook Street, Winchester                     | 3.3%  | 33     | 17.5%  | 26     | 2.0%   | 2      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 5.0% | 5 | 0.0% | 0 | 0.0% | 0  |
| Sainsbury's Superstore, Tollbar way, Hedge End                             | 1.0%  | 10     | 0.0%   | 0      | 0.0%   | 0      | 1.0%   | 1      | 2.3%   | 4  | 0.0% | 0 | 0.0% | 0 | 2.3% | 3 | 1.3% | 2  |
| Sainsbury's Superstore, Wallop Drive, Kempshott, Basingstoke               | 0.3%  | 3      | 0.0%   | 0      | 2.0%   | 2      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0  |
| Sainsbury's Superstore, Wallington Way, Broadcut, Fareham                  | 1.1%  | 11     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.8% | 1 | 6.7% | 10 |
| Tesco (Esso) Express, Andover Road, Winchester                             | 0.3%  | 3      | 2.0%   | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0  |
| Tesco (Esso) Express, Twyford Road, Eastleigh                              | 0.7%  | 7      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 3.4%   | 6  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.7% | 1  |
| Tesco (Esso) Express, Winchester Road, Fair Oak                            | 3.0%  | 30     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 13.7%  | 24 | 0.0% | 0 | 5.0% | 5 | 0.8% | 1 | 0.0% | 0  |
| Tesco Express, Ashdown Road, Chandler's Ford,                              | 0.6%  | 6      | 0.7%   | 1      | 0.0%   | 0      | 1.0%   | 1      | 2.3%   | 4  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0  |

# Winchester Household Survey For Lambert Smith Hampton

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |    |       |    |      |   |      |   |      |   |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|----|-------|----|------|---|------|---|------|---|
| Eastleigh  |       |        |        |        |        |        |        |        |        |    |       |    |      |   |      |   |      |   |
| Tesco Express, Broad Street, Alresford   | 2.7%  | 27     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 24.0% | 24 | 3.0% | 3 | 0.0% | 0 | 0.0% | 0 |
| Tesco Express, High Street, Winchester   | 1.2%  | 12     | 6.0%   | 9      | 0.0%   | 0      | 1.0%   | 1      | 0.0%   | 0  | 0.0%  | 0  | 2.0% | 2 | 0.0% | 0 | 0.0% | 0 |
| Tesco Express, Priors Dean Road, Harestock, Winchester                           | 0.8%  | 8      | 2.7%   | 4      | 3.0%   | 3      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0% | 0 | 0.8% | 1 | 0.0% | 0 |
| Tesco Express, Springvale Road, Kings Worthy                                     | 1.7%  | 17     | 0.0%   | 0      | 17.0%  | 17     | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Express, St Lukes Close, Hedge End   | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0% | 0 | 0.8% | 1 | 0.7% | 1 |
| Tesco Express, Winchester Street, Whitchurch                                     | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 1.0%   | 1      | 0.0%   | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Extra, Easton Lane, Winchester   | 1.3%  | 13     | 2.7%   | 4      | 4.0%   | 4      | 0.0%   | 0      | 0.6%   | 1  | 4.0%  | 4  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Extra, Solent Road, Havant   | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 1.3% | 2 |
| Tesco Metro, The Swan Centre, Wells Place, Eastleigh                             | 0.7%  | 7      | 0.0%   | 0      | 0.0%   | 0      | 1.0%   | 1      | 3.4%   | 6  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Superstore, The Causeway, Petersfield                                      | 0.1%  | 1      | 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 Superstore, Whiteley Way, Whiteley   | 0.5%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 3.4% | 5 |
| Waitrose, Alma Road, Romsey  | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 1.0%   | 1      | 0.6%   | 1  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Waitrose, Oakmount Road, Chandler's Ford, Eastleigh                              | 2.0%  | 20     | 0.7%   | 1      | 0.0%   | 0      | 2.0%   | 2      | 9.1%   | 16 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.7% | 1 |
| Waitrose, Rams Walk, Petersfield   | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 2.0% | 2 | 0.0% | 0 | 0.0% | 0 |
| Waitrose, Stockbridge Road, Winchester   | 3.7%  | 37     | 15.4%  | 23     | 13.0%  | 13     | 1.0%   | 1      | 0.0%   | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Internet   | 0.4%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 1  | 0.0%  | 0  | 1.0% | 1 | 0.8% | 1 | 0.7% | 1 |
| Asda, High Street, West End, Southampton   | 0.4%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.1%   | 2  | 0.0%  | 0  | 1.0% | 1 | 0.0% | 0 | 0.7% | 1 |
| Beechcroft Farm Shop & Tea Barn, Beechcroft, Sarum Road, 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 |
| Budgens, Meon Hut Service Station, A32 / A272 Crossroads, West Meon, Petersfield | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 2.0% | 2 | 0.0% | 0 | 0.0% | 0 |
| Cheriton Post Office & Stores, Cheriton  | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 3.0% | 3 | 0.0% | 0 | 0.0% | 0 |
| Co op, City Road, Winchester   | 0.3%  | 3      | 2.0%   | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Arundel Drive, Fareham  | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 2.0% | 3 |
| Co-op, Hursley Road, Chandler's Ford, Eastleigh                                  | 0.4%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.3%   | 4  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, The Square, Titchfield, Fareham   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.7% | 1 |
| Co-op, Winchester Road, Chandler's Ford, Eastleigh                               | 0.8%  | 8      | 1.3%   | 2      | 0.0%   | 0      | 0.0%   | 0      | 3.4%   | 6  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Winchester Road, Four Marks, Alton  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 1.0%  | 1  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Fair Oak Sub Post Office, Summerlands Road, Fair Oak, Eastleigh                  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 1  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Home Bargains, Channon Retail Park, Woodside Avenue, Eastleigh                   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 1  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Hylands, High Street, Bishop's Waltham   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0% | 0 | 0.8% | 1 | 0.0% | 0 |
| Iceland, High Street, Alton  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 1.0%  | 1  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl, Castle Trading Estate, Portchester, Fareham                                | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.7% | 1 |
| Local shops, Barton Stacey Village 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 |
| Local shops, Cheriton Village Centre   | 0.5%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 5.0% | 5 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Headbourne Worthy Village 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 |

# Winchester Household Survey For Lambert Smith Hampton

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |    |       |    |       |    |       |    |       |    |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|----|-------|----|-------|----|-------|----|-------|----|
| Local shops, Horton Heath Village Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Local shops, Meonstoke Village Centre   | 0.1%  | 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  |
| Local shops, Southwick Village Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.7%  | 1  |
| Local shops, Sparsholt Village Centre   | 0.2%  | 2      | 0.0%   | 0      | 2.0%   | 2      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Local shops, Stoke Village Centre   | 0.1%  | 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  |
| Local shops, West Meon Village Centre   | 0.7%  | 7      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 7.0%  | 7  | 0.0%  | 0  | 0.0%  | 0  |
| Londis, Bar End Road, Winchester  | 0.1%  | 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  |
| Mange2 Deli, West Street, Alresford   | 0.1%  | 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  |
| Nisa Local, Main Road, Otterbourne  | 1.5%  | 15     | 0.7%   | 1      | 1.0%   | 1      | 13.0%  | 13     | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| One Stop, Gosport Road, Fareham   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.7%  | 1  |
| Premier, Fraser Road, Kings Worthy  | 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  |
| Premier, Mitford Road, Alresford  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 1.0%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Premier, Wavell Way, 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  |
| R Owton Wholesale Butchers, Chalcroft Farm, Burnetts Lane, Southampton            | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Roebridge Farm Shop, Market Street, Eastleigh                                     | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 1.0%   | 1      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Sainsbury's Local, Bridge Road, Park Gate, 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  | 0.7%  | 1  |
| Sainsbury's Superstore, Hambledon Road, Waterlooville                             | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.8%  | 1  | 0.0%  | 0  |
| South Wonston Village Stores & Post Office, Downs Road, South Wonston, Winchester | 0.2%  | 2      | 0.0%   | 0      | 2.0%   | 2      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Tesco Express, Bishopstoke Road, Eastleigh  | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.1%   | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Tesco Express, Palmerston Road, Southsea  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.7%  | 1  |
| Tesco Express, Pilgrims Close, Chandler's Ford, Eastleigh                         | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Tesco Express, Tanhouse Lane, Hedge End, Southampton                              | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.7%  | 1  |
| Tesco Superstore, Quay Street, Fareham  | 1.2%  | 12     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.5%  | 2  | 6.7%  | 10 |
| Waitrose, Locks Heath Centre, Centre Way, Park Gate, Southampton                  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.8%  | 1  | 0.0%  | 0  |
| Waltham Chase Post Office, Winchester Road, Waltham Chase, SO32 2LW               | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.8%  | 1  | 0.0%  | 0  |
| Wiltshire Farm Foods, Quarry Lane, Chichester                                     | 0.1%  | 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  |
| (Don't know / can't remember)   | 0.5%  | 5      | 1.3%   | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.3%  | 2  |
| (Don't do this type of shopping)  | 24.4% | 245    | 16.8%  | 25     | 31.0%  | 31     | 16.0%  | 16     | 19.4%  | 34 | 31.0% | 31 | 21.0% | 21 | 26.0% | 34 | 35.6% | 53 |
| Base:   | 1004  | 149    | 100    | 100    | 175    | 100    | 100    | 131    | 149    |    |       |    |       |    |       |    |       |    |



# Winchester Household Survey For Lambert Smith Hampton

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|
| <b>Q11 In addition to (LOCATION MENTIONED AT Q09), is there anywhere else you regularly use for your household's small scale top-up food shopping?</b> |       |        |        |        |        |        |        |        |        |
| <i>Those who do top-up shopping at Q09:</i>  |       |        |        |        |        |        |        |        |        |
| Alresford / New Alresford<br>Town Centre   | 0.4%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Bishop's Waltham Town<br>Centre  | 0.5%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Corhampton Village Centre  | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Eastleigh Town Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.7%   | 1      | 0.0%   |
| Fair Oak Village Centre  | 0.4%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 2.1%   | 3      | 0.0%   |
| Fareham Town Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Kings Worthy Village Centre  | 0.5%  | 4      | 0.0%   | 0      | 5.8%   | 4      | 0.0%   | 0      | 0.0%   |
| Shedfield Village Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Sutton Scotney Village<br>Centre   | 0.1%  | 1      | 0.8%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Swanmore Village Centre  | 0.4%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Twyford Village Centre   | 0.4%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 1.2%   | 1      | 0.0%   |
| Winchester City Centre   | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 2.4%   | 2      | 0.0%   |
| Aldi, Burnett Close,<br>Winchester   | 1.7%  | 13     | 5.6%   | 7      | 7.2%   | 5      | 1.2%   | 1      | 0.0%   |
| Aldi, Chestnut Avenue Retail<br>Park, Chandler's Ford,<br>Eastleigh  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.7%   |
| Aldi, West Street, Fareham   | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Asda, Bournemouth Road,<br>Chandler's Ford, Eastleigh  | 0.5%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 1.2%   | 1      | 2.1%   |
| Asda, Brighton Way,<br>Brighton Hill, Basingstoke  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Asda, Speedfields Park,<br>Newgate Lane, Fareham   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Budgens (Williams Garage),<br>Main Road, Otterbourne   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Budgens, Winchester Road,<br>Bishop's Waltham  | 2.1%  | 16     | 0.8%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.7%   |
| Co-op, Fair Oak Road,<br>Bishopstoke   | 0.9%  | 7      | 0.0%   | 0      | 0.0%   | 0      | 3.5%   | 5      | 0.0%   |
| Co-op, Gudge Heath Lane,<br>Fareham  | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Co-op, Hambleton Road,<br>Denmead  | 0.5%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Co-op, High Street, Bishop's<br>Waltham  | 2.2%  | 17     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Co-op, Highlands Road,<br>Fareham  | 0.5%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Co-op, Leigh Road,<br>Bishopstoke  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.7%   | 1      | 0.0%   |
| Co-op, Lower Northam<br>Road, Hedge End  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Co-op, Sandy Lane, Fair Oak  | 0.4%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 2.1%   | 3      | 0.0%   |
| Co-op, St. Vigor Way,<br>Colden Common   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 1.2%   | 1      | 0.0%   |
| Co-op, Stoney Lane, Weeke,<br>Winchester   | 0.8%  | 6      | 2.4%   | 3      | 2.9%   | 2      | 0.0%   | 0      | 0.7%   |
| Co-op, The Square, Botley  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Co-op, The Square,<br>Wickham  | 0.5%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Co-op, West Street,<br>Alresford   | 2.5%  | 19     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 23.2%  |
| Co-op, Yew Tree Drive,<br>Whiteley   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Fareham Country Market,<br>West Street, Portchester,<br>Fareham  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Goodlife Farm Shop<br>(Cobbs), Springvale Road,<br>Headbourne Worthy,<br>Winchester  | 0.1%  | 1      | 0.0%   | 0      | 1.4%   | 1      | 0.0%   | 0      | 0.0%   |
| Iceland, High Street,<br>Eastleigh   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.7%   | 1      | 0.0%   |
| Iceland, Middle Brook<br>Street, Winchester  | 0.5%  | 4      | 2.4%   | 3      | 1.4%   | 1      | 0.0%   | 0      | 0.0%   |
| Iceland, West Street,<br>Fareham   | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |

# Winchester Household Survey For Lambert Smith Hampton

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |    |       |    |       |   |      |   |      |   |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|----|-------|----|-------|---|------|---|------|---|
| Lidl, Brockhurst Gate, Heritage Way, Gosport                   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0% | 0 | 1.0% | 1 |
| Lidl, Coles Close, off Twyford Road, Eastleigh                 | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.4%   | 2  | 0.0%  | 0  | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl, Elettra Avenue, Waterloooville                           | 0.4%  | 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 |
| Lidl, Rookery Avenue, Solent Way, Whiteley                     | 0.1%  | 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 |
| Lidl, Station Road, Petersfield                                | 0.4%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 1.4%  | 1  | 1.3%  | 1 | 1.0% | 1 | 0.0% | 0 |
| Marks & Spencer Foodhall, Coles Close, Twyford Road, Eastleigh | 0.4%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 1.2%   | 1      | 1.4%   | 2  | 0.0%  | 0  | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Marks & Spencer Foodhall, High Street, Winchester              | 1.3%  | 10     | 4.8%   | 6      | 0.0%   | 0      | 3.6%   | 3      | 0.7%   | 1  | 0.0%  | 0  | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Marks & Spencer, Hedge End Trade Park, Tollbar Way, Hedge End  | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 1.2%   | 1      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 1.0% | 1 | 0.0% | 0 |
| Marks & Spencer, Whiteley Way, Whiteley, Fareham               | 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 |
| McCarthy's Fruit & Veg, Winchester Road, Wickham               | 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 |
| Morrisons, Spruce Drive, Totton                                | 0.1%  | 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 |
| One Stop, Summerlands Road, Fair Oak                           | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.4%   | 2  | 0.0%  | 0  | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore, Badger Farm Road, Winchester           | 1.1%  | 8      | 2.4%   | 3      | 2.9%   | 2      | 1.2%   | 1      | 0.7%   | 1  | 0.0%  | 0  | 0.0%  | 0 | 1.0% | 1 | 0.0% | 0 |
| Sainsbury's Superstore, Leigh Road, Eastleigh                  | 0.3%  | 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 |
| Sainsbury's Superstore, Middlebrook Street, Winchester         | 1.6%  | 12     | 6.5%   | 8      | 2.9%   | 2      | 1.2%   | 1      | 0.0%   | 0  | 0.0%  | 0  | 1.3%  | 1 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore, Shepherds Spring Lane, Andover         | 0.1%  | 1      | 0.0%   | 0      | 1.4%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore, Tollbar way, Hedge End                 | 0.7%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.1%   | 3  | 0.0%  | 0  | 0.0%  | 0 | 1.0% | 1 | 1.0% | 1 |
| Sainsbury's Superstore, Wallington Way, Broadcut, Fareham      | 0.7%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 1.0% | 1 | 4.2% | 4 |
| Tesco (Esso) Express, Andover Road, Winchester                 | 0.9%  | 7      | 4.0%   | 5      | 1.4%   | 1      | 1.2%   | 1      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco (Esso) Express, Twyford Road, Eastleigh                  | 0.4%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 2.4%   | 2      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0% | 0 | 1.0% | 1 |
| Tesco (Esso) Express, Winchester Road, Fair Oak                | 1.7%  | 13     | 0.0%   | 0      | 0.0%   | 0      | 1.2%   | 1      | 7.8%   | 11 | 0.0%  | 0  | 1.3%  | 1 | 0.0% | 0 | 0.0% | 0 |
| Tesco Express, Ashdown Road, Chandler's Ford, Eastleigh        | 0.5%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.8%   | 4  | 0.0%  | 0  | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Express, Broad Street, Alresford                         | 2.9%  | 22     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 18.8% | 13 | 11.4% | 9 | 0.0% | 0 | 0.0% | 0 |
| Tesco Express, High Street, Winchester                         | 0.5%  | 4      | 1.6%   | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 2.5%  | 2 | 0.0% | 0 | 0.0% | 0 |
| Tesco Express, Priors Dean Road, Harestock, Winchester         | 0.4%  | 3      | 0.8%   | 1      | 2.9%   | 2      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Express, Springvale Road, Kings Worthy                   | 0.7%  | 5      | 0.8%   | 1      | 5.8%   | 4      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Express, St Lukes Close, Hedge End                       | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 1.0% | 1 | 1.0% | 1 |
| Tesco Extra, Easton Lane, Winchester                           | 1.1%  | 8      | 0.8%   | 1      | 5.8%   | 4      | 0.0%   | 0      | 0.7%   | 1  | 1.4%  | 1  | 1.3%  | 1 | 0.0% | 0 | 0.0% | 0 |
| Tesco Metro, The Swan Centre, Wells Place, Eastleigh           | 0.4%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.1%   | 3  | 0.0%  | 0  | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Superstore, The Causeway, Petersfield                    | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 1.3%  | 1 | 0.0% | 0 | 0.0% | 0 |
| Tesco Superstore, Whiteley Way, Whiteley                       | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 1.0% | 1 | 1.0% | 1 |

# Winchester Household Survey For Lambert Smith Hampton

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |     |       |    |       |    |       |    |       |    |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|-----|-------|----|-------|----|-------|----|-------|----|
| The Oven Door Bakery,<br>Botley Road, Fair Oak  | 0.1%  | 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  |
| Waitrose, Oakmount Road,<br>Chandler's Ford, Eastleigh                                    | 0.9%  | 7      | 0.0%   | 0      | 0.0%   | 0      | 4.8%   | 4      | 1.4%   | 2   | 0.0%  | 0  | 0.0%  | 0  | 1.0%  | 1  | 0.0%  | 0  |
| Waitrose, Portswood Road,<br>Southampton  | 0.1%  | 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  |
| Waitrose, Stockbridge Road,<br>Winchester   | 1.6%  | 12     | 6.5%   | 8      | 1.4%   | 1      | 3.6%   | 3      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Little Waitrose, Harbour<br>Parade, West Quay<br>Shopping Centre,<br>Southampton          | 0.1%  | 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  |
| Internet  | 0.5%  | 4      | 2.4%   | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 1.0%  | 1  | 0.0%  | 0  |
| Budgens, Meon Hut Service<br>Station, A32 / A272<br>Crossroads, West Meon,<br>Petersfield | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 2.5%  | 2  | 0.0%  | 0  | 0.0%  | 0  |
| Co-op, City Road,<br>Winchester   | 0.5%  | 4      | 1.6%   | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.7%   | 1   | 0.0%  | 0  | 1.3%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Co-op, Arundel Drive,<br>Fareham  | 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  |
| Co-op, Hursley Road,<br>Chandler's Ford, Eastleigh  | 0.5%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.8%   | 4   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Co-op, Winchester Road,<br>Chandler's Ford, Eastleigh                                     | 0.5%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.8%   | 4   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Hursley Community Shop &<br>Post Office, Main Road,<br>Hursley                            | 0.1%  | 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  |
| Hursley High Class<br>Butchers, Collins Lane,<br>Hursley                                  | 0.1%  | 1      | 0.0%   | 0      | 1.4%   | 1      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Lidl, Bursledon Road,<br>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  |
| Lidl, Castle Trading Estate,<br>Portchester, Fareham                                      | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 2.1%  | 2  |
| Lidl, Western Avenue,<br>Andover  | 0.1%  | 1      | 0.8%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Local shops, Cheriton<br>Village Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 1.3%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Local shops, Horton Heath<br>Village Centre   | 0.1%  | 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  |
| Local shops, Meonstoke<br>Village Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 1.3%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Local shops, West Meon<br>Village Centre  | 0.4%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 3.8%  | 3  | 0.0%  | 0  | 0.0%  | 0  |
| Nisa Local, Main Road,<br>Otterbourne   | 0.1%  | 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  |
| One Stop, The Square,<br>Wickham, Fareham   | 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  |
| Premier, Fraser Road, Kings<br>Worthy   | 0.1%  | 1      | 0.0%   | 0      | 1.4%   | 1      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Premier, Mitford Road,<br>Alresford   | 0.1%  | 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  |
| Soles Butchers, Broad Street,<br>Alresford  | 0.4%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 4.3%  | 3  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Tesco Express, Pilgrims<br>Close, Chandler's Ford,<br>Eastleigh                           | 0.1%  | 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  |
| Tesco Superstore, Quay<br>Street, Fareham   | 0.5%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 4.2%  | 4  |
| Tulls Fine Foods, The<br>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  |
| Waitrose, Locks Heath<br>Centre, Centre Way, Park<br>Gate, 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  | 1.0%  | 1  |
| Waitrose, Station Road,<br>Alton  | 0.1%  | 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  |
| Whalesmead Post Office,<br>Fair Oak Road, Eastleigh                                       | 0.1%  | 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  |
| (Don't know / can't<br>remember)  | 1.6%  | 12     | 2.4%   | 3      | 1.4%   | 1      | 2.4%   | 2      | 2.1%   | 3   | 1.4%  | 1  | 1.3%  | 1  | 1.0%  | 1  | 0.0%  | 0  |
| (Nowhere else)  | 51.5% | 391    | 52.4%  | 65     | 52.2%  | 36     | 64.3%  | 54     | 48.9%  | 69  | 42.0% | 29 | 48.1% | 38 | 44.3% | 43 | 59.4% | 57 |
| Base:   |       | 759    |        | 124    |        | 69     |        | 84     |        | 141 |       | 69 |       | 79 |       | 97 |       | 96 |

# Winchester Household Survey For Lambert Smith Hampton

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |   |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|---|
| <b>Q12 Which internet / home delivery retailer do you use?</b>          |       |        |        |        |        |        |        |        |        |   |
| <i>Those who do their top-up food shopping via the Internet at Q11:</i> |       |        |        |        |        |        |        |        |        |   |
| Asda  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 |
| Iceland   | 25.0% | 1      | 33.3%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 |
| Marks & Spencer   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 |
| Morrisons   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 |
| Ocado   | 25.0% | 1      | 33.3%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 |
| Sainsbury's   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 |
| Tesco   | 25.0% | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 100.0% | 1 |
| Waitrose  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 |
| Other   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 |
| Gousto  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 |
| Milk & More   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 |
| (Varies)  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 |
| (Don't know / can't remember)   | 25.0% | 1      | 33.3%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 |
| Base:   |       | 4      | 3      | 0      | 0      | 0      | 0      | 0      | 1      | 0 |

MeanScore: %

**Q13 Of all the money you spend on your main and top-up food shopping, what proportion goes to your main food shopping?**

*Those who do top-up shopping at Q09:*

|              |       |       |       |       |       |       |       |       |       |    |       |    |       |    |       |    |
|--------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|----|-------|----|-------|----|-------|----|
| 1 - 5%       | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| 6 - 10%      | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| 11 - 15%     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| 16 - 20%     | 0.3%  | 2     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0  | 0.0%  | 0  | 2.1%  | 2  | 0.0%  | 0  |
| 21 - 25%     | 1.1%  | 8     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 0.7%  | 1  | 0.0%  | 0  | 1.3%  | 1  | 4.1%  | 4  |
| 26 - 30%     | 0.7%  | 5     | 0.0%  | 0     | 5.8%  | 4     | 0.0%  | 0     | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.0%  | 1  |
| 31 - 35%     | 0.4%  | 3     | 0.0%  | 0     | 1.4%  | 1     | 0.0%  | 0     | 0.0%  | 0  | 0.0%  | 0  | 2.5%  | 2  | 0.0%  | 0  |
| 36 - 40%     | 0.4%  | 3     | 0.8%  | 1     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0  | 0.0%  | 0  | 1.0%  | 1  | 1.0%  | 1  |
| 41 - 45%     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| 46 - 50%     | 8.2%  | 62    | 4.8%  | 6     | 2.9%  | 2     | 14.3% | 12    | 5.0%  | 7  | 14.5% | 10 | 11.4% | 9  | 6.2%  | 6  |
| 51 - 55%     | 0.1%  | 1     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0  | 1.4%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| 56 - 60%     | 6.9%  | 52    | 8.1%  | 10    | 5.8%  | 4     | 7.1%  | 6     | 7.8%  | 11 | 4.3%  | 3  | 2.5%  | 2  | 7.2%  | 7  |
| 61 - 65%     | 0.9%  | 7     | 1.6%  | 2     | 1.4%  | 1     | 1.2%  | 1     | 0.7%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 2.1%  | 2  |
| 66 - 70%     | 12.6% | 96    | 19.4% | 24    | 17.4% | 12    | 13.1% | 11    | 12.8% | 18 | 5.8%  | 4  | 6.3%  | 5  | 9.3%  | 9  |
| 71 - 75%     | 12.1% | 92    | 11.3% | 14    | 5.8%  | 4     | 9.5%  | 8     | 14.2% | 20 | 13.0% | 9  | 7.6%  | 6  | 18.6% | 18 |
| 76 - 80%     | 20.9% | 159   | 25.8% | 32    | 20.3% | 14    | 20.2% | 17    | 23.4% | 33 | 26.1% | 18 | 19.0% | 15 | 13.4% | 13 |
| 81 - 85%     | 2.6%  | 20    | 4.8%  | 6     | 0.0%  | 0     | 2.4%  | 2     | 4.3%  | 6  | 1.4%  | 1  | 3.8%  | 3  | 0.0%  | 0  |
| 86 - 90%     | 16.2% | 123   | 10.5% | 13    | 20.3% | 14    | 19.0% | 16    | 14.9% | 21 | 15.9% | 11 | 34.2% | 27 | 14.4% | 14 |
| 91 - 95%     | 4.7%  | 36    | 1.6%  | 2     | 7.2%  | 5     | 2.4%  | 2     | 5.7%  | 8  | 4.3%  | 3  | 2.5%  | 2  | 7.2%  | 7  |
| 96 - 100%    | 1.6%  | 12    | 3.2%  | 4     | 0.0%  | 0     | 3.6%  | 3     | 0.7%  | 1  | 0.0%  | 0  | 1.3%  | 1  | 2.1%  | 2  |
| (Don't know) | 9.9%  | 75    | 8.1%  | 10    | 11.6% | 8     | 6.0%  | 5     | 9.2%  | 13 | 13.0% | 9  | 7.6%  | 6  | 13.4% | 13 |
| (Refused)    | 0.4%  | 3     | 0.0%  | 0     | 0.0%  | 0     | 1.2%  | 1     | 0.7%  | 1  | 0.0%  | 0  | 1.0%  | 1  | 0.0%  | 0  |
| Mean:        | 74.97 | 75.66 | 74.67 | 75.04 | 76.83 | 74.83 | 77.22 | 72.76 | 71.76 |    |       |    |       |    |       |    |
| Base:        | 759   | 124   | 69    | 84    | 141   | 69    | 79    | 97    | 96    |    |       |    |       |    |       |    |

# Winchester Household Survey For Lambert Smith Hampton

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |    |       |    |       |    |       |    |       |    |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|----|-------|----|-------|----|-------|----|-------|----|
| <b>Q14 Where do you normally do most of your household's shopping for men's, women's, children's and baby clothing and footwear? NOTE we mean fashion items - NOT sports clothing and footwear</b> |       |        |        |        |        |        |        |        |        |    |       |    |       |    |       |    |       |    |
| Alresford / New Alresford Town Centre  | 0.7%  | 7      | 0.7%   | 1      | 1.0%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 4.0%  | 4  | 1.0%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Alton Town Centre  | 0.4%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 2.0%  | 2  | 2.0%  | 2  | 0.0%  | 0  | 0.0%  | 0  |
| Andover Town Centre  | 0.2%  | 2      | 0.0%   | 0      | 2.0%   | 2      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Basingstoke Town Centre  | 1.1%  | 11     | 0.7%   | 1      | 3.0%   | 3      | 0.0%   | 0      | 0.0%   | 0  | 5.0%  | 5  | 1.0%  | 1  | 0.8%  | 1  | 0.0%  | 0  |
| Bishop's Waltham Town Centre   | 0.1%  | 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  |
| Central London   | 1.0%  | 10     | 2.0%   | 3      | 3.0%   | 3      | 2.0%   | 2      | 0.6%   | 1  | 0.0%  | 0  | 1.0%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Chichester City Centre   | 0.5%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.5%  | 2  | 2.0%  | 3  |
| Eastleigh Town Centre  | 3.3%  | 33     | 0.7%   | 1      | 2.0%   | 2      | 5.0%   | 5      | 10.9%  | 19 | 0.0%  | 0  | 4.0%  | 4  | 0.8%  | 1  | 0.7%  | 1  |
| Fareham Town Centre  | 6.2%  | 62     | 0.0%   | 0      | 1.0%   | 1      | 2.0%   | 2      | 0.6%   | 1  | 0.0%  | 0  | 3.0%  | 3  | 11.5% | 15 | 26.8% | 40 |
| Gosport Town Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.8%  | 1  | 0.0%  | 0  |
| Guildford Town Centre  | 0.1%  | 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  |
| Hambledon Village Centre   | 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  |
| Havant Town Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.7%  | 1  |
| Hedge End Town Centre  | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.3%  | 2  |
| Petersfield Town Centre  | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 2.0%  | 2  | 0.0%  | 0  | 0.0%  | 0  |
| Portsmouth City Centre   | 1.4%  | 14     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.1%   | 2  | 0.0%  | 0  | 1.0%  | 1  | 3.1%  | 4  | 4.7%  | 7  |
| Reading Town 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  |
| Romsey Town Centre   | 0.4%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 1.0%   | 1      | 0.0%   | 0  | 1.0%  | 1  | 0.0%  | 0  | 1.5%  | 2  | 0.0%  | 0  |
| Salisbury City Centre  | 0.2%  | 2      | 0.0%   | 0      | 2.0%   | 2      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Southampton City Centre  | 5.8%  | 58     | 8.7%   | 13     | 5.0%   | 5      | 10.0%  | 10     | 5.7%   | 10 | 5.0%  | 5  | 4.0%  | 4  | 3.1%  | 4  | 4.7%  | 7  |
| Southsea Local Centre  | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.8%  | 1  | 1.3%  | 2  |
| Stockbridge Town Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 1.0%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Waterlooville Town Centre  | 0.8%  | 8      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 1.0%  | 1  | 3.8%  | 5  | 1.3%  | 2  |
| Whiteley Local Centre  | 2.3%  | 23     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 1  | 1.0%  | 1  | 2.0%  | 2  | 4.6%  | 6  | 8.7%  | 13 |
| Wickham Village Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.7%  | 1  |
| Winchester City Centre   | 20.3% | 204    | 43.6%  | 65     | 24.0%  | 24     | 28.0%  | 28     | 10.9%  | 19 | 39.0% | 39 | 20.0% | 20 | 6.1%  | 8  | 0.7%  | 1  |
| Andover Road Retail Park, Winchester   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Channon Retail Park, Woodside Avenue, Eastleigh  | 0.6%  | 6      | 0.0%   | 0      | 0.0%   | 0      | 2.0%   | 2      | 2.3%   | 4  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Festival Place, Basingstoke  | 0.5%  | 5      | 0.7%   | 1      | 3.0%   | 3      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 1.0%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Hedge End Retail Park, Charles Watts Way, Southampton  | 4.8%  | 48     | 2.7%   | 4      | 2.0%   | 2      | 5.0%   | 5      | 9.7%   | 17 | 1.0%  | 1  | 3.0%  | 3  | 6.1%  | 8  | 5.4%  | 8  |
| Swan Shopping Centre, Wells Place, Eastleigh   | 1.3%  | 13     | 0.7%   | 1      | 0.0%   | 0      | 5.0%   | 5      | 2.9%   | 5  | 1.0%  | 1  | 0.0%  | 0  | 0.8%  | 1  | 0.0%  | 0  |
| The Brooks Shopping Centre, Middle Brook Street, Winchester  | 0.6%  | 6      | 0.7%   | 1      | 1.0%   | 1      | 1.0%   | 1      | 0.0%   | 0  | 1.0%  | 1  | 2.0%  | 2  | 0.0%  | 0  | 0.0%  | 0  |
| Westquay Shopping Centre, Harbour Parade, Southampton  | 7.2%  | 72     | 14.1%  | 21     | 9.0%   | 9      | 6.0%   | 6      | 8.0%   | 14 | 2.0%  | 2  | 8.0%  | 8  | 3.8%  | 5  | 4.7%  | 7  |
| John Lewis, West Quay Shopping Centre, Harbour Parade, Southampton   | 0.2%  | 2      | 0.0%   | 0      | 1.0%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.7%  | 1  |
| Internet / mail order / catalogue  | 25.3% | 254    | 17.5%  | 26     | 28.0%  | 28     | 19.0%  | 19     | 28.6%  | 50 | 18.0% | 18 | 28.0% | 28 | 39.7% | 52 | 22.1% | 33 |
| Abroad   | 0.3%  | 3      | 0.0%   | 0      | 1.0%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 1.0%  | 1  | 0.0%  | 0  | 0.7%  | 1  |
| Asda, Bournemouth Road, Chandler's Ford, Eastleigh   | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 1  | 0.0%  | 0  | 2.0%  | 2  | 0.0%  | 0  | 0.0%  | 0  |
| Asda, Portland Road, Waterlooville   | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.5%  | 2  | 0.0%  | 0  |
| Asda, Speedfields Park, Newgate Lane, Fareham  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.7%  | 1  |
| Birmingham City Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Cheltenham Town Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.8%  | 1  | 0.0%  | 0  |
| Collingwood Retail Park, Fareham   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.7%  | 1  |
| Diss Town Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 1.0%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| East Meon Country Fair, East Meon  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 1.0%   | 1      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Farnham Town Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 1.0%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Gunwharf Quays, Portsmouth   | 0.8%  | 8      | 0.0%   | 0      | 1.0%   | 1      | 0.0%   | 0      | 0.6%   | 1  | 2.0%  | 2  | 0.0%  | 0  | 0.8%  | 1  | 2.0%  | 3  |
| Lymington Town Centre  | 0.1%  | 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  |
| Marks & Spencer, Hedge End Trade Park, Tollbar Way, Hedge End  | 3.8%  | 38     | 1.3%   | 2      | 0.0%   | 0      | 5.0%   | 5      | 9.7%   | 17 | 2.0%  | 2  | 2.0%  | 2  | 3.8%  | 5  | 3.4%  | 5  |

# Winchester Household Survey For Lambert Smith Hampton

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |     |      |     |      |     |      |     |      |     |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|-----|------|-----|------|-----|------|-----|------|-----|
| Marks & Spencer, High Street, Winchester                     | 0.3%  | 3      | 0.7%   | 1      | 1.0%   | 1      | 0.0%   | 0      | 0.0%   | 0   | 1.0% | 1   | 0.0% | 0   | 0.0% | 0   | 0.0% | 0   |
| Marks & Spencer, Whiteley Way, Whiteley, Fareham             | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 1.0% | 1   | 0.0% | 0   | 0.0% | 0   | 0.7% | 1   |
| Newport Town Centre, Isle of Wight                           | 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   |
| Olney Town Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 1.0% | 1   | 0.0% | 0   | 0.0% | 0   | 0.0% | 0   |
| Portswood Local Centre                                       | 0.1%  | 1      | 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 Superstore, Badger Farm Road, Winchester         | 0.9%  | 9      | 1.3%   | 2      | 1.0%   | 1      | 5.0%   | 5      | 0.0%   | 0   | 0.0% | 0   | 1.0% | 1   | 0.0% | 0   | 0.0% | 0   |
| Sainsbury's Superstore, Tollbar way, Hedge End               | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 1   | 0.0% | 0   | 0.0% | 0   | 0.8% | 1   | 0.7% | 1   |
| Sainsbury's Superstore, Wallington Way, Broadcut, Fareham    | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0% | 0   | 0.0% | 0   | 0.0% | 0   | 0.7% | 1   |
| Sainsbury's Superstore, Wallop Drive, Kempshott, Basingstoke | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 1.0% | 1   | 0.0% | 0   | 0.0% | 0   | 0.0% | 0   |
| Segensworth Business Centre, Segensworth Road, Fareham       | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0% | 0   | 0.0% | 0   | 0.0% | 0   | 0.7% | 1   |
| Tesco Extra, Easton Lane, Winnall, Winchester                | 0.6%  | 6      | 0.7%   | 1      | 2.0%   | 2      | 0.0%   | 0      | 0.0%   | 0   | 2.0% | 2   | 1.0% | 1   | 0.0% | 0   | 0.0% | 0   |
| Tesco Extra, River Way, Andover                              | 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   |
| Tesco Superstore, Quay Street, Fareham                       | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0% | 0   | 0.0% | 0   | 0.0% | 0   | 0.7% | 1   |
| West End Local Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 1   | 0.0% | 0   | 0.0% | 0   | 0.0% | 0   | 0.0% | 0   |
| (Don't know / varies)  | 1.2%  | 12     | 0.0%   | 0      | 1.0%   | 1      | 2.0%   | 2      | 2.9%   | 5   | 1.0% | 1   | 3.0% | 3   | 0.0% | 0   | 0.0% | 0   |
| (Don't buy these goods)                                      | 2.8%  | 28     | 2.0%   | 3      | 4.0%   | 4      | 1.0%   | 1      | 1.7%   | 3   | 6.0% | 6   | 3.0% | 3   | 3.1% | 4   | 2.7% | 4   |
| Base:  |       | 1004   |        | 149    |        | 100    |        | 100    |        | 175 |      | 100 |      | 100 |      | 131 |      | 149 |

### Q15 How do you normally travel to (LOCATION MENTIONED AT Q14)?

*Those who buy clothing and footwear (excluding via the Internet) at Q14:*

|                               |       |     |       |     |       |    |       |    |       |     |       |    |       |    |       |    |       |     |
|-------------------------------|-------|-----|-------|-----|-------|----|-------|----|-------|-----|-------|----|-------|----|-------|----|-------|-----|
| Car / van (as driver)         | 65.2% | 471 | 38.3% | 46  | 79.4% | 54 | 63.8% | 51 | 66.4% | 81  | 67.1% | 51 | 79.7% | 55 | 73.3% | 55 | 69.6% | 78  |
| Car / van (as passenger)      | 5.8%  | 42  | 5.0%  | 6   | 2.9%  | 2  | 2.5%  | 2  | 4.9%  | 6   | 10.5% | 8  | 8.7%  | 6  | 10.7% | 8  | 3.6%  | 4   |
| Bus, minibus or coach         | 13.0% | 94  | 11.7% | 14  | 10.3% | 7  | 23.8% | 19 | 12.3% | 15  | 22.4% | 17 | 2.9%  | 2  | 10.7% | 8  | 10.7% | 12  |
| Using park & ride facility    | 0.4%  | 3   | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.8%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 1.3%  | 1  | 0.9%  | 1   |
| Motorcycle, scooter or moped  | 0.1%  | 1   | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.8%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| Walk                          | 7.9%  | 57  | 28.3% | 34  | 0.0%  | 0  | 1.3%  | 1  | 6.6%  | 8   | 0.0%  | 0  | 1.4%  | 1  | 0.0%  | 0  | 11.6% | 13  |
| Taxi                          | 0.1%  | 1   | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.9%  | 1   |
| Train                         | 3.6%  | 26  | 10.8% | 13  | 4.4%  | 3  | 2.5%  | 2  | 2.5%  | 3   | 0.0%  | 0  | 2.9%  | 2  | 1.3%  | 1  | 1.8%  | 2   |
| Bicycle                       | 0.7%  | 5   | 2.5%  | 3   | 1.5%  | 1  | 1.3%  | 1  | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| Mobility scooter / wheelchair | 0.3%  | 2   | 0.8%  | 1   | 0.0%  | 0  | 1.3%  | 1  | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| Other                         | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| Aeroplane                     | 0.3%  | 2   | 0.0%  | 0   | 1.5%  | 1  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0  | 1.4%  | 1  | 0.0%  | 0  | 0.0%  | 0   |
| (Don't know)                  | 0.6%  | 4   | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 1.6%  | 2   | 0.0%  | 0  | 0.0%  | 0  | 1.3%  | 1  | 0.9%  | 1   |
| (Varies)                      | 1.9%  | 14  | 2.5%  | 3   | 0.0%  | 0  | 3.8%  | 3  | 4.1%  | 5   | 0.0%  | 0  | 2.9%  | 2  | 1.3%  | 1  | 0.0%  | 0   |
| Base:                         |       | 722 |       | 120 |       | 68 |       | 80 |       | 122 |       | 76 |       | 69 |       | 75 |       | 112 |

# Winchester Household Survey For Lambert Smith Hampton

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |     |       |     |       |     |       |     |       |     |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|-----|-------|-----|-------|-----|-------|-----|-------|-----|
| <b>Q16 Where do you normally do most of your household's shopping for CDs, vinyl, DVDs, Blurays, etc.) (Excluding gaming)?</b> |       |        |        |        |        |        |        |        |        |     |       |     |       |     |       |     |       |     |
| Andover Town 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   |
| Basingstoke Town 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   |
| Bishop's Waltham Town Centre   | 0.1%  | 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   |
| Chandler's Ford Local Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Chichester City Centre   | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.8%  | 1   | 0.7%  | 1   |
| Eastleigh Town Centre  | 0.5%  | 5      | 0.7%   | 1      | 1.0%   | 1      | 1.0%   | 1      | 1.1%   | 2   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Fareham Town Centre  | 1.3%  | 13     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 1.5%  | 2   | 7.4%  | 11  |
| Guildford Town Centre  | 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   |
| Petersfield Town Centre  | 0.1%  | 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   |
| Portsmouth City Centre   | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.8%  | 1   | 0.7%  | 1   |
| Romsey Town Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 1.0%   | 1      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Southampton City Centre  | 1.0%  | 10     | 1.3%   | 2      | 1.0%   | 1      | 0.0%   | 0      | 3.4%   | 6   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.7%  | 1   |
| Waterlooville Town Centre  | 0.1%  | 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   |
| Whiteley Local Centre  | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 1.3%  | 2   |
| Winchester City Centre   | 5.1%  | 51     | 10.7%  | 16     | 5.0%   | 5      | 8.0%   | 8      | 2.3%   | 4   | 12.0% | 12  | 4.0%  | 4   | 1.5%  | 2   | 0.0%  | 0   |
| Festival Place, Basingstoke  | 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   |
| Hedge End Retail Park, Charles Watts Way, 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   | 0.7%  | 1   |
| Swan Shopping Centre, Wells Place, Eastleigh   | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 1.0%   | 1      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.8%  | 1   | 0.0%  | 0   |
| The Brooks Shopping Centre, Middle Brook Street, Winchester  | 0.5%  | 5      | 2.0%   | 3      | 1.0%   | 1      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 1.0%  | 1   | 0.0%  | 0   | 0.0%  | 0   |
| Westquay Shopping Centre, Harbour Parade, Southampton  | 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   |
| John Lewis, West Quay Shopping Centre, Harbour Parade, 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   |
| Internet / mail order / catalogue  | 29.7% | 298    | 36.2%  | 54     | 30.0%  | 30     | 19.0%  | 19     | 40.6%  | 71  | 18.0% | 18  | 29.0% | 29  | 25.2% | 33  | 29.5% | 44  |
| Asda, Bourmemouth Road, Chandler's Ford, Eastleigh   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 1.0%   | 1      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Asda, Portland Road, Waterlooville   | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.8%  | 1   | 0.7%  | 1   |
| Asda, Speedfields Park, Newgate Lane, Fareham  | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.8%  | 1   | 0.7%  | 1   |
| Sainsbury's Superstore, Badger Farm Road, Winchester   | 0.8%  | 8      | 1.3%   | 2      | 0.0%   | 0      | 2.0%   | 2      | 1.7%   | 3   | 0.0%  | 0   | 1.0%  | 1   | 0.0%  | 0   | 0.0%  | 0   |
| Sainsbury's Superstore, Draymans Way, Alton  | 0.1%  | 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   |
| Sainsbury's Superstore, Hambledon Road, Waterlooville  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.8%  | 1   | 0.0%  | 0   |
| Sainsbury's Superstore, Leigh Road, Eastleigh  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Sainsbury's Superstore, Tollbar way, Hedge End   | 0.5%  | 5      | 0.0%   | 0      | 1.0%   | 1      | 0.0%   | 0      | 1.1%   | 2   | 0.0%  | 0   | 1.0%  | 1   | 0.0%  | 0   | 0.7%  | 1   |
| Sainsbury's Superstore, Wallington Way, Broadcut, Fareham  | 0.5%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 1   | 0.0%  | 0   | 0.0%  | 0   | 1.5%  | 2   | 1.3%  | 2   |
| Tesco Extra, Easton Lane, Winnall, Winchester  | 0.2%  | 2      | 0.0%   | 0      | 1.0%   | 1      | 1.0%   | 1      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Tesco Extra, Hamble Lane, Bursledon Towers, Southampton  | 0.1%  | 1      | 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 Extra, River Way, Andover  | 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   |
| Tesco Metro, The Swan Centre, Wells Place, Eastleigh   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Tesco Superstore, Quay Street, Fareham   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.7%  | 1   |
| Waitrose, Stockbridge Road, 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   |
| (Don't know / varies)  | 0.8%  | 8      | 0.7%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 1.1%   | 2   | 0.0%  | 0   | 3.0%  | 3   | 0.0%  | 0   | 1.3%  | 2   |
| (Don't buy these goods)  | 55.9% | 561    | 45.0%  | 67     | 55.0%  | 55     | 66.0%  | 66     | 46.3%  | 81  | 70.0% | 70  | 57.0% | 57  | 64.9% | 85  | 53.7% | 80  |
| Base:  |       | 1004   |        | 149    |        | 100    |        | 100    |        | 175 |       | 100 |       | 100 |       | 131 |       | 149 |

# Winchester Household Survey For Lambert Smith Hampton

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |    |       |    |       |    |       |    |       |    |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|----|-------|----|-------|----|-------|----|-------|----|
| <b>Q17 Where do you normally do most of your household's shopping for audio visual, photographic, computer items (such as TVs, cameras, ipads, telephones etc) and all other domestic electrical goods (such as irons, kettles, fridges, freezers, dishwashers etc)?</b> |       |        |        |        |        |        |        |        |        |    |       |    |       |    |       |    |       |    |
| Alresford / New Alresford Town Centre  | 0.1%  | 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  |
| Badger Farm Local Centre   | 0.2%  | 2      | 0.7%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Basingstoke Town 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  |
| Bishop's Waltham Town Centre   | 2.5%  | 25     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.1%   | 2  | 0.0%  | 0  | 4.0%  | 4  | 12.2% | 16 | 2.0%  | 3  |
| Eastleigh Town Centre  | 0.7%  | 7      | 0.0%   | 0      | 0.0%   | 0      | 2.0%   | 2      | 2.9%   | 5  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Fareham Town Centre  | 1.4%  | 14     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 2.3%  | 3  | 7.4%  | 11 |
| Guildford Town Centre  | 0.1%  | 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  |
| Hedge End Town Centre  | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.1%   | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.8%  | 1  | 0.0%  | 0  |
| Portchester Local Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.8%  | 1  | 0.0%  | 0  |
| Portsmouth City Centre   | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.5%  | 2  | 0.0%  | 0  |
| Salisbury 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  |
| Southampton City Centre  | 1.5%  | 15     | 0.7%   | 1      | 2.0%   | 2      | 2.0%   | 2      | 1.1%   | 2  | 1.0%  | 1  | 3.0%  | 3  | 2.3%  | 3  | 0.7%  | 1  |
| Southsea Local Centre  | 0.1%  | 1      | 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 Village Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.7%  | 1  |
| Waterlooville Town Centre  | 0.5%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 1.0%  | 1  | 3.1%  | 4  | 0.0%  | 0  |
| Whiteley Local Centre  | 0.4%  | 4      | 0.7%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.3%  | 2  |
| Winchester City Centre   | 2.4%  | 24     | 8.7%   | 13     | 2.0%   | 2      | 2.0%   | 2      | 1.1%   | 2  | 4.0%  | 4  | 1.0%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Winnall Local Centre   | 0.5%  | 5      | 0.7%   | 1      | 1.0%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 2.0%  | 2  | 1.0%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Andover Road Retail Park, Winchester   | 0.2%  | 2      | 0.0%   | 0      | 1.0%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 1.0%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Brighton Hill Retail Park, Winchester Road, Basingstoke  | 0.3%  | 3      | 0.7%   | 1      | 2.0%   | 2      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Channon Retail Park, Woodside Avenue, Eastleigh  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Festival Place, Basingstoke  | 0.1%  | 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  |
| Hedge End Retail Park, Charles Watts Way, Southampton  | 12.1% | 121    | 1.3%   | 2      | 4.0%   | 4      | 10.0%  | 10     | 31.4%  | 55 | 2.0%  | 2  | 8.0%  | 8  | 18.3% | 24 | 10.7% | 16 |
| Swan Shopping Centre, Wells Place, Eastleigh   | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.7%   | 3  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| The Chantry Centre, Chantry Street, Andover  | 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  |
| Westquay Shopping Centre, Harbour Parade, Southampton  | 2.3%  | 23     | 2.0%   | 3      | 4.0%   | 4      | 0.0%   | 0      | 3.4%   | 6  | 2.0%  | 2  | 1.0%  | 1  | 2.3%  | 3  | 2.7%  | 4  |
| B&Q, Shakespeare Road, Eastleigh   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Homebase, Easton Lane, Winnall, 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  |
| John Lewis at Home (within Waitrose), Basing View, Basingstoke   | 0.2%  | 2      | 0.0%   | 0      | 1.0%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 1.0%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| John Lewis, West Quay Shopping Centre, Harbour Parade, Southampton   | 7.6%  | 76     | 10.7%  | 16     | 6.0%   | 6      | 15.0%  | 15     | 6.3%   | 11 | 14.0% | 14 | 8.0%  | 8  | 2.3%  | 3  | 2.0%  | 3  |
| Internet / mail order / catalogue  | 28.3% | 284    | 31.5%  | 47     | 27.0%  | 27     | 32.0%  | 32     | 31.4%  | 55 | 21.0% | 21 | 31.0% | 31 | 22.9% | 30 | 27.5% | 41 |
| Aldi, West Street, Fareham   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.7%  | 1  |
| Asda, Bournemouth Road, Chandler's Ford, Eastleigh   | 0.5%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 1.0%   | 1      | 2.3%   | 4  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Asda, Portland Road, Waterlooville   | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 1.0%  | 1  | 0.8%  | 1  | 0.7%  | 1  |
| Botley Village Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.8%  | 1  | 0.0%  | 0  |
| Costco, Regents Park Road, Southampton   | 0.1%  | 1      | 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 PC World, Southampton Road, Park Gate, Fareham  | 2.4%  | 24     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 2.3%  | 3  | 14.1% | 21 |
| Gunwharf Quays, Portsmouth   | 0.1%  | 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  |
| Ocean Retail Park, Burrfields Road, Portsmouth   | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.5%  | 2  | 0.7%  | 1  |
| Portfield Retail Park, Portfield Way, Chichester   | 0.1%  | 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  |
| Sainsbury's Superstore, Badger Farm Road, Winchester   | 1.2%  | 12     | 2.0%   | 3      | 1.0%   | 1      | 6.0%   | 6      | 1.1%   | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |

# Winchester Household Survey For Lambert Smith Hampton

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |     |       |     |       |     |       |     |       |     |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|-----|-------|-----|-------|-----|-------|-----|-------|-----|
| Sainsbury's Superstore,<br>Draymans Way, Alton                  | 0.1%  | 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   |
| Sainsbury's Superstore,<br>Hambledon Road,<br>Waterlooville     | 0.1%  | 1      | 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 Superstore,<br>Portswood Road,<br>Southampton       | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Sainsbury's Superstore,<br>Tollbar way, Hedge End               | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 1.0%   | 1      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Sainsbury's Superstore,<br>Wallington Way,<br>Broadcut, Fareham | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.8%  | 1   | 0.7%  | 1   |
| Segensworth Business<br>Centre, Segensworth<br>Road, Fareham    | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 1.3%  | 2   |
| Southampton Road Retail<br>Park, Southampton Road,<br>Salisbury | 0.1%  | 1      | 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 Extra, Easton Lane,<br>Winnall, Winchester                | 0.9%  | 9      | 0.7%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 7.0%  | 7   | 1.0%  | 1   | 0.0%  | 0   | 0.0%  | 0   |
| Tesco Extra, Hamble Lane,<br>Bursledon Towers,<br>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   | 0.7%  | 1   |
| Tesco Extra, River Way,<br>Andover                              | 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   |
| Tesco Extra, Solent Road,<br>Havant                             | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.7%  | 1   |
| Tesco Superstore, Quay<br>Street, Fareham                       | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 1.3%  | 2   |
| Uckfield Town Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.8%  | 1   | 0.0%  | 0   |
| Wickes, Easton Lane,<br>Winnall                                 | 0.1%  | 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   |
| Winnall Industrial Estate,<br>Easton Lane, Winchester           | 11.6% | 116    | 22.8%  | 34     | 22.0%  | 22     | 13.0%  | 13     | 0.6%   | 1   | 28.0% | 28  | 17.0% | 17  | 0.8%  | 1   | 0.0%  | 0   |
| (Don't know / varies)   | 3.2%  | 32     | 4.0%   | 6      | 2.0%   | 2      | 2.0%   | 2      | 3.4%   | 6   | 3.0%  | 3   | 3.0%  | 3   | 3.1%  | 4   | 4.0%  | 6   |
| (Don't buy these goods)   | 14.6% | 147    | 12.1%  | 18     | 21.0%  | 21     | 14.0%  | 14     | 8.0%   | 14  | 14.0% | 14  | 13.0% | 13  | 17.6% | 23  | 20.1% | 30  |
| Base:   |       | 1004   |        | 149    |        | 100    |        | 100    |        | 175 |       | 100 |       | 100 |       | 131 |       | 149 |

# Winchester Household Survey For Lambert Smith Hampton

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |    |       |    |       |    |       |    |       |    |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|----|-------|----|-------|----|-------|----|-------|----|
| <b>Q18 Where do you normally do most of your household's shopping for books (incl. encyclopaedias, text books, guidebooks and musical scores) and stationery (incl. writing pads, envelopes pens, diaries, etc.) and drawing materials?</b> |       |        |        |        |        |        |        |        |        |    |       |    |       |    |       |    |       |    |
| Alresford / New Alresford Town Centre   | 2.7%  | 27     | 0.7%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 19.0% | 19 | 7.0%  | 7  | 0.0%  | 0  | 0.0%  | 0  |
| Alton Town Centre   | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 1.0%  | 1  | 1.0%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Andover Town Centre   | 0.2%  | 2      | 0.0%   | 0      | 2.0%   | 2      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Basingstoke Town Centre   | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 1.0%   | 1      | 0.0%   | 0  | 2.0%  | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Bishop's Waltham Town Centre  | 1.4%  | 14     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 1  | 0.0%  | 0  | 2.0%  | 2  | 8.4%  | 11 | 0.0%  | 0  |
| Bursledon Village Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Central London  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Chandler's Ford Local Centre  | 0.5%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.9%   | 5  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Eastleigh Town Centre   | 4.5%  | 45     | 0.0%   | 0      | 2.0%   | 2      | 10.0%  | 10     | 17.1%  | 30 | 0.0%  | 0  | 1.0%  | 1  | 1.5%  | 2  | 0.0%  | 0  |
| Fair Oak Village Centre   | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.1%   | 2  | 0.0%  | 0  | 1.0%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Fareham Town Centre   | 6.2%  | 62     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 1  | 0.0%  | 0  | 0.0%  | 0  | 13.7% | 18 | 28.9% | 43 |
| Hedge End Town Centre   | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.8%  | 1  | 1.3%  | 2  |
| Kings Worthy Village 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  |
| Oliver's Battery Local Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 1.0%   | 1      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Petersfield Town Centre   | 1.3%  | 13     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 11.0% | 11 | 1.5%  | 2  | 0.0%  | 0  |
| Portsmouth City Centre  | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.8%  | 1  | 1.3%  | 2  |
| Southampton City Centre   | 0.5%  | 5      | 0.0%   | 0      | 1.0%   | 1      | 2.0%   | 2      | 0.6%   | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.8%  | 1  | 0.0%  | 0  |
| Twyford Village Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 1.0%   | 1      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Waterlooville Town Centre   | 1.0%  | 10     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 6.1%  | 8  | 1.3%  | 2  |
| Whiteley Local Centre   | 0.8%  | 8      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.1%   | 2  | 0.0%  | 0  | 0.0%  | 0  | 1.5%  | 2  | 2.7%  | 4  |
| Wickham Village Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.7%  | 1  |
| Winchester City Centre  | 19.8% | 199    | 46.3%  | 69     | 41.0%  | 41     | 28.0%  | 28     | 5.7%   | 10 | 31.0% | 31 | 11.0% | 11 | 5.3%  | 7  | 1.3%  | 2  |
| Winnall Local Centre  | 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  |
| Festival Place, Basingstoke   | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 2.0%  | 2  | 0.0%  | 0  | 0.0%  | 0  |
| Hedge End Retail Park, Charles Watts Way, Southampton   | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 2.0%  | 2  | 0.8%  | 1  | 0.0%  | 0  |
| Swan Shopping Centre, Wells Place, Eastleigh  | 1.6%  | 16     | 0.0%   | 0      | 0.0%   | 0      | 3.0%   | 3      | 6.9%   | 12 | 0.0%  | 0  | 1.0%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| The Brooks Shopping Centre, Middle Brook Street, Winchester   | 0.8%  | 8      | 1.3%   | 2      | 0.0%   | 0      | 2.0%   | 2      | 0.6%   | 1  | 1.0%  | 1  | 2.0%  | 2  | 0.0%  | 0  | 0.0%  | 0  |
| Westquay Shopping Centre, Harbour Parade, Southampton   | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.3%  | 2  |
| John Lewis, West Quay Shopping Centre, Harbour Parade, Southampton  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Internet / mail order / catalogue   | 31.9% | 320    | 32.2%  | 48     | 29.0%  | 29     | 30.0%  | 30     | 30.3%  | 53 | 20.0% | 20 | 36.0% | 36 | 36.6% | 48 | 37.6% | 56 |
| Asda, Bournemouth Road, Chandler's Ford, Eastleigh  | 0.4%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.3%   | 4  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Asda, Portland Road, Waterlooville  | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.5%  | 2  | 0.7%  | 1  |
| Asda, Speedfields Park, Newgate Lane, Fareham   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.8%  | 1  | 0.0%  | 0  |
| Bishopstoke Village Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Cosham Local Centre   | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.8%  | 1  | 0.7%  | 1  |
| Sainsbury's Superstore, Badger Farm Road, Winchester  | 1.7%  | 17     | 2.7%   | 4      | 0.0%   | 0      | 10.0%  | 10     | 0.6%   | 1  | 0.0%  | 0  | 2.0%  | 2  | 0.0%  | 0  | 0.0%  | 0  |
| Sainsbury's Superstore, Habledon Road, Waterlooville  | 0.1%  | 1      | 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 Superstore, Leigh Road, Eastleigh   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Sainsbury's Superstore, Middlebrook Street, 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  |
| Sainsbury's Superstore, Portswood Road, Southampton   | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.1%   | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Sainsbury's Superstore, Tollbar way, Hedge End  | 0.5%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.7%   | 3  | 0.0%  | 0  | 0.0%  | 0  | 1.5%  | 2  | 0.0%  | 0  |
| Sainsbury's Superstore, Wallington Way, Broadcut, Fareham   | 0.7%  | 7      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 1  | 0.0%  | 0  | 0.0%  | 0  | 2.3%  | 3  | 2.0%  | 3  |
| Segensworth Business  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.7%  | 1  |

Column %ges.

# Winchester Household Survey For Lambert Smith Hampton

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |     |       |     |       |     |       |     |       |    |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|-----|-------|-----|-------|-----|-------|-----|-------|----|
| Centre, Segensworth Road, Fareham                       |       |        |        |        |        |        |        |        |        |     |       |     |       |     |       |     |       |    |
| Tesco Extra, Easton Lane, Winnall, Winchester           | 1.5%  | 15     | 3.4%   | 5      | 3.0%   | 3      | 0.0%   | 0      | 0.6%   | 1   | 4.0%  | 4   | 2.0%  | 2   | 0.0%  | 0   | 0.0%  | 0  |
| Tesco Extra, Hamble Lane, Bursledon Towers, Southampton | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.7%  | 1  |
| Tesco Metro, The Swan Centre, Wells Place, Eastleigh    | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 1   | 0.0%  | 0   | 1.0%  | 1   | 0.0%  | 0   | 0.0%  | 0  |
| Tesco Superstore, Quay Street, Fareham                  | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.8%  | 1   | 1.3%  | 2  |
| Waltham Cross Village Centre                            | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 1.0%   | 1      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  |
| Wells City Centre                                       | 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  |
| (Don't know / varies)                                   | 2.0%  | 20     | 0.0%   | 0      | 3.0%   | 3      | 1.0%   | 1      | 4.0%   | 7   | 1.0%  | 1   | 3.0%  | 3   | 0.8%  | 1   | 2.7%  | 4  |
| (Don't buy these goods)                                 | 14.8% | 149    | 11.4%  | 17     | 17.0%  | 17     | 10.0%  | 10     | 17.1%  | 30  | 21.0% | 21  | 15.0% | 15  | 13.0% | 17  | 14.8% | 22 |
| Base:   | 1004  | 149    |        | 100    |        | 100    |        | 175    |        | 100 |       | 100 |       | 131 |       | 149 |       |    |

# Winchester Household Survey For Lambert Smith Hampton

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |    |       |    |       |    |       |    |       |    |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|----|-------|----|-------|----|-------|----|-------|----|
| <b>Q19 Where do you normally do most of your household's shopping for games &amp; toys; pets and pet products; hobby items; sport clothing / footwear and equipment; camping goods; bicycles; and musical instruments?</b> |       |        |        |        |        |        |        |        |        |    |       |    |       |    |       |    |       |    |
| Alresford / New Alresford Town Centre  | 0.5%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 3.0%  | 3  | 2.0%  | 2  | 0.0%  | 0  | 0.0%  | 0  |
| Alton Town Centre  | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 1.0%  | 1  | 1.0%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Andover Town Centre  | 0.2%  | 2      | 0.0%   | 0      | 2.0%   | 2      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Badger Farm Local Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 1.0%   | 1      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Basingstoke Town Centre  | 0.5%  | 5      | 0.7%   | 1      | 1.0%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 2.0%  | 2  | 1.0%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Bishop's Waltham Town Centre   | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 1.0%  | 1  | 1.5%  | 2  | 0.0%  | 0  |
| Central London   | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 1  | 0.0%  | 0  | 1.0%  | 1  | 0.8%  | 1  | 0.0%  | 0  |
| Chandler's Ford Local Centre   | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 1.0%   | 1      | 1.1%   | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Eastleigh Town Centre  | 2.4%  | 24     | 0.7%   | 1      | 4.0%   | 4      | 3.0%   | 3      | 8.6%   | 15 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.7%  | 1  |
| Fair Oak Village Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Fareham Town Centre  | 2.7%  | 27     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 6.1%  | 8  | 12.8% | 19 |
| Gosport Town Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.7%  | 1  |
| Havant Town Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.8%  | 1  | 0.0%  | 0  |
| Hedge End Town Centre  | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.8%  | 1  | 1.3%  | 2  |
| Park Gate Local Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.7%  | 1  |
| Petersfield Town Centre  | 0.8%  | 8      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 8.0%  | 8  | 0.0%  | 0  | 0.0%  | 0  |
| Portsmouth City Centre   | 0.6%  | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 2.3%  | 3  | 2.0%  | 3  |
| Southampton City Centre  | 1.7%  | 17     | 4.7%   | 7      | 2.0%   | 2      | 0.0%   | 0      | 1.1%   | 2  | 1.0%  | 1  | 2.0%  | 2  | 1.5%  | 2  | 0.7%  | 1  |
| Titchfield Village Centre  | 0.4%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 2.7%  | 4  |
| Waterlooville Town Centre  | 0.9%  | 9      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 1.0%  | 1  | 6.1%  | 8  | 0.0%  | 0  |
| Whiteley Local Centre  | 0.6%  | 6      | 0.7%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 3.4%  | 5  |
| Wickham Village Centre   | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.5%  | 2  | 0.7%  | 1  |
| Winchester City Centre   | 7.6%  | 76     | 16.1%  | 24     | 19.0%  | 19     | 10.0%  | 10     | 2.9%   | 5  | 14.0% | 14 | 2.0%  | 2  | 0.8%  | 1  | 0.7%  | 1  |
| Winnall Local Centre   | 0.2%  | 2      | 0.0%   | 0      | 1.0%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 1.0%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Andover Road Retail Park, Winchester   | 0.8%  | 8      | 4.0%   | 6      | 2.0%   | 2      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Channon Retail Park, Woodside Avenue, Eastleigh  | 1.2%  | 12     | 0.0%   | 0      | 0.0%   | 0      | 4.0%   | 4      | 4.0%   | 7  | 0.0%  | 0  | 1.0%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Chestnut Retail Park, Chestnut Avenue, Chandler's Ford, Eastleigh  | 0.1%  | 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  |
| Festival Place, Basingstoke  | 0.1%  | 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  |
| Hedge End Retail Park, Charles Watts Way, Southampton  | 4.3%  | 43     | 0.0%   | 0      | 2.0%   | 2      | 4.0%   | 4      | 10.9%  | 19 | 1.0%  | 1  | 5.0%  | 5  | 6.1%  | 8  | 2.7%  | 4  |
| Swan Shopping Centre, Wells Place, Eastleigh   | 0.7%  | 7      | 0.0%   | 0      | 0.0%   | 0      | 3.0%   | 3      | 2.3%   | 4  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| The Brooks Shopping Centre, Middle Brook Street, Winchester  | 0.6%  | 6      | 0.7%   | 1      | 3.0%   | 3      | 1.0%   | 1      | 0.0%   | 0  | 0.0%  | 0  | 1.0%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Westquay Shopping Centre, Harbour Parade, Southampton  | 1.2%  | 12     | 2.0%   | 3      | 0.0%   | 0      | 0.0%   | 0      | 2.3%   | 4  | 2.0%  | 2  | 1.0%  | 1  | 0.0%  | 0  | 1.3%  | 2  |
| B&Q, Southampton Road, Titchfield  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.7%  | 1  |
| John Lewis, West Quay Shopping Centre, Harbour Parade, Southampton   | 0.4%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 1  | 2.0%  | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.7%  | 1  |
| Internet / mail order / catalogue  | 23.0% | 231    | 26.2%  | 39     | 26.0%  | 26     | 18.0%  | 18     | 24.0%  | 42 | 14.0% | 14 | 20.0% | 20 | 28.2% | 37 | 23.5% | 35 |
| Aldi, West Street, Fareham   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.7%  | 1  |
| Asda, Bournemouth Road, Chandler's Ford, Eastleigh   | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.1%   | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Asda, Portland Road, Waterlooville   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.8%  | 1  | 0.0%  | 0  |
| Asda, Speedfields Park, Newgate Lane, Fareham  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.7%  | 1  |
| Brambridge Garden Centre, Kiln Lane, Brambridge  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.8%  | 1  | 0.0%  | 0  |
| Collingwood Retail Park, Fareham   | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 2.0%  | 3  |
| Costco, Regents Park Road, Southampton   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.8%  | 1  | 0.0%  | 0  |
| Fareham Pets, Wickham Road, Fareham  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.7%  | 1  |
| Farnborough Town Centre  | 0.1%  | 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  |
| Go Outdoors, Reading Road, Chineham, Basingstoke   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 1.0%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |

# Winchester Household Survey For Lambert Smith Hampton

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |     |       |     |       |    |       |    |       |    |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|-----|-------|-----|-------|----|-------|----|-------|----|
| Hillier Garden Centre,<br>Woodhouse Lane, Botley,<br>Southampton      | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.7%   | 1   |       |     |       |    |       |    |       |    |
| Hobbycraft, Gaters Hill,<br>Mansbridge Road, West<br>End, Southampton | 0.6%  | 6      | 0.0%   | 0      | 0.0%   | 0      | 2.0%   | 2      | 1.7%   | 3   | 0.0%  | 0   | 0.0%  | 0  | 0.7%  | 1  |       |    |
| In-Excess Fair Oak Garden<br>Centre, Winchester Road,<br>Fair Oak     | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 1.0%   | 1      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  |       |    |
| Lidl, London Road,<br>Cowplain, Waterlooville                         | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0  | 0.8%  | 1  | 0.0%  | 0  |
| Lidl, Newgate Lane,<br>Fareham  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.7%  | 1  |
| Liphook Village Centre  | 0.1%  | 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  |
| Mole Country Stores, Easton<br>Lane, Winnall                          | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 2.0%  | 2  | 0.0%  | 0  | 0.0%  | 0  |
| Pets at Home, Easton Lane,<br>Winnall                                 | 2.5%  | 25     | 4.7%   | 7      | 4.0%   | 4      | 4.0%   | 4      | 0.0%   | 0   | 4.0%  | 4   | 6.0%  | 6  | 0.0%  | 0  | 0.0%  | 0  |
| Port Solent Local Centre  | 0.1%  | 1      | 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 Superstore,<br>Badger Farm Road,<br>Winchester            | 1.4%  | 14     | 1.3%   | 2      | 2.0%   | 2      | 7.0%   | 7      | 1.1%   | 2   | 1.0%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Sainsbury's Superstore,<br>Middlebrook Street,<br>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  |
| Sainsbury's Superstore,<br>Redcar Street, Shirley,<br>Southampton     | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 1   | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Sainsbury's Superstore,<br>Tollbar way, Hedge End                     | 0.4%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 1.0%   | 1      | 0.6%   | 1   | 0.0%  | 0   | 1.0%  | 1  | 0.0%  | 0  | 0.7%  | 1  |
| Sainsbury's Superstore,<br>Wallington Way,<br>Broadcut, Fareham       | 0.5%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0  | 2.3%  | 3  | 1.3%  | 2  |
| Segensworth Business<br>Centre, Segensworth<br>Road, Fareham          | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 1.0%   | 1      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.7%  | 1  |
| Solent Retail Park, Solent<br>Road, Havant                            | 0.1%  | 1      | 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 Extra, Easton Lane,<br>Winnall, Winchester                      | 0.8%  | 8      | 1.3%   | 2      | 0.0%   | 0      | 1.0%   | 1      | 0.6%   | 1   | 2.0%  | 2   | 2.0%  | 2  | 0.0%  | 0  | 0.0%  | 0  |
| Tesco Extra, River Way,<br>Andover                                    | 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  |
| Tesco Extra, Solent Road,<br>Havant                                   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.7%  | 1  |
| Tesco Metro, The Swan<br>Centre, Wells Place,<br>Eastleigh            | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 1   | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Waitrose, Oakmount Road,<br>Chandler's Ford, Eastleigh                | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 1   | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Waitrose, Stockbridge Road,<br>Winchester                             | 0.2%  | 2      | 0.0%   | 0      | 2.0%   | 2      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Wellington Retail Park,<br>Hambleton Road,<br>Waterlooville           | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0  | 1.5%  | 2  | 0.0%  | 0  |
| West End Local Centre   | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.1%   | 2   | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Winnall Industrial Estate,<br>Easton Lane, Winchester                 | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 3.0%  | 3  | 0.0%  | 0  | 0.0%  | 0  |
| Wyevale Garden Centre,<br>Winchester Road, Fair<br>Oak, Eastleigh     | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 1.0%   | 1      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| (Don't know / varies)   | 1.7%  | 17     | 2.7%   | 4      | 3.0%   | 3      | 1.0%   | 1      | 0.0%   | 0   | 2.0%  | 2   | 4.0%  | 4  | 1.5%  | 2  | 0.7%  | 1  |
| (Don't buy these goods)   | 34.5% | 346    | 33.6%  | 50     | 26.0%  | 26     | 36.0%  | 36     | 33.1%  | 58  | 50.0% | 50  | 30.0% | 30 | 33.6% | 44 | 34.9% | 52 |
| Base:   | 1004  | 149    | 100    | 100    | 175    | 100    | 100    | 175    | 100    | 100 | 100   | 131 | 149   |    |       |    |       |    |

# Winchester Household Survey For Lambert Smith Hampton

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |    |       |    |       |    |       |    |       |    |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|----|-------|----|-------|----|-------|----|-------|----|
| <b>Q20 Where do you normally do most of your household's shopping for furniture, carpets, other floor coverings and household textiles (includes beds, sofas, tables, etc)?</b> |       |        |        |        |        |        |        |        |        |    |       |    |       |    |       |    |       |    |
| Alresford / New Alresford Town Centre   | 1.4%  | 14     | 0.7%   | 1      | 1.0%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 10.0% | 10 | 2.0%  | 2  | 0.0%  | 0  | 0.0%  | 0  |
| Andover Town 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  |
| Basingstoke Town Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 1.0%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Bishop's Waltham Town Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.7%  | 1  |
| Boyatt Wood Local Centre  | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.7%   | 3  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Central London  | 0.3%  | 3      | 0.7%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 1.0%  | 1  | 1.0%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Chandler's Ford Local Centre  | 3.0%  | 30     | 1.3%   | 2      | 2.0%   | 2      | 6.0%   | 6      | 9.7%   | 17 | 2.0%  | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.7%  | 1  |
| Eastleigh Town Centre   | 2.1%  | 21     | 3.4%   | 5      | 1.0%   | 1      | 2.0%   | 2      | 6.3%   | 11 | 0.0%  | 0  | 1.0%  | 1  | 0.8%  | 1  | 0.0%  | 0  |
| Fair Oak Village Centre   | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 1.0%  | 1  | 0.8%  | 1  | 0.0%  | 0  |
| Fareham Town Centre   | 1.5%  | 15     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.5%  | 2  | 8.7%  | 13 |
| Gosport Town Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.7%  | 1  |
| Guildford Town Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.7%  | 1  |
| Havant Town Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.8%  | 1  | 0.0%  | 0  |
| Hedge End Town Centre   | 0.6%  | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.7%   | 3  | 0.0%  | 0  | 1.0%  | 1  | 0.0%  | 0  | 1.3%  | 2  |
| Kings Worthy Village Centre   | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 1  | 1.0%  | 1  | 1.0%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Park Gate Local Centre  | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.3%  | 2  |
| Petersfield Town Centre   | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 1.0%  | 1  | 1.5%  | 2  | 0.0%  | 0  |
| Portchester Local Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.7%  | 1  |
| Portsmouth City Centre  | 0.8%  | 8      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 3.1%  | 4  | 2.7%  | 4  |
| Reading Town Centre   | 0.1%  | 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  |
| Romsey Town Centre  | 0.1%  | 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  |
| Salisbury City Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 1.0%   | 1      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Southampton City Centre   | 3.3%  | 33     | 3.4%   | 5      | 6.0%   | 6      | 7.0%   | 7      | 3.4%   | 6  | 4.0%  | 4  | 0.0%  | 0  | 2.3%  | 3  | 1.3%  | 2  |
| Southsea Local Centre   | 0.1%  | 1      | 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 Village Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.7%  | 1  |
| Waterlooville Town Centre   | 1.2%  | 12     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 6.9%  | 9  | 2.0%  | 3  |
| Weeke Local 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  |
| Whiteley Local Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.7%  | 1  |
| Winchester City Centre  | 3.3%  | 33     | 7.4%   | 11     | 6.0%   | 6      | 5.0%   | 5      | 0.6%   | 1  | 3.0%  | 3  | 3.0%  | 3  | 3.1%  | 4  | 0.0%  | 0  |
| Winnall Local Centre  | 0.5%  | 5      | 1.3%   | 2      | 0.0%   | 0      | 1.0%   | 1      | 0.6%   | 1  | 1.0%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Brighton Hill Retail Park, Winchester Road, Basingstoke   | 0.8%  | 8      | 0.7%   | 1      | 5.0%   | 5      | 0.0%   | 0      | 0.0%   | 0  | 1.0%  | 1  | 1.0%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Channon Retail Park, Woodside Avenue, Eastleigh   | 0.4%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.7%   | 3  | 0.0%  | 0  | 1.0%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Chestnut Retail Park, Chestnut Avenue, Chandler's Ford, Eastleigh   | 0.5%  | 5      | 1.3%   | 2      | 1.0%   | 1      | 1.0%   | 1      | 0.6%   | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Hedge End Retail Park, Charles Watts Way, Southampton   | 15.0% | 151    | 10.7%  | 16     | 11.0%  | 11     | 13.0%  | 13     | 24.0%  | 42 | 5.0%  | 5  | 13.0% | 13 | 19.1% | 25 | 17.5% | 26 |
| Swan Shopping Centre, Wells Place, Eastleigh  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Westquay Shopping Centre, Harbour Parade, Southampton   | 3.4%  | 34     | 3.4%   | 5      | 4.0%   | 4      | 2.0%   | 2      | 4.0%   | 7  | 6.0%  | 6  | 0.0%  | 0  | 3.8%  | 5  | 3.4%  | 5  |
| B&Q, Shakespeare Road, Eastleigh  | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 1.0%   | 1      | 0.6%   | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| B&Q, Charles Watts Way, Hedge End, Southampton  | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 1.0%  | 1  | 0.8%  | 1  | 0.0%  | 0  |
| B&Q, Lister Road, Basingstoke   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Homebase, Easton Lane, Winnall, Winchester  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 1.0%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Homebase, Millbrook Road West, 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  |
| Homebase, Winchester Road, Basingstoke  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Ikea, West Quay Road, Southampton   | 4.4%  | 44     | 10.7%  | 16     | 2.0%   | 2      | 5.0%   | 5      | 2.9%   | 5  | 2.0%  | 2  | 5.0%  | 5  | 2.3%  | 3  | 4.0%  | 6  |
| John Lewis at Home (within Waitrose), Basing View, Basingstoke  | 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  |
| John Lewis, West Quay Shopping Centre, Harbour Parade, Southampton  | 6.4%  | 64     | 9.4%   | 14     | 10.0%  | 10     | 11.0%  | 11     | 1.7%   | 3  | 7.0%  | 7  | 11.0% | 11 | 1.5%  | 2  | 4.0%  | 6  |
| Internet / mail order / catalogue   | 9.4%  | 94     | 10.7%  | 16     | 10.0%  | 10     | 8.0%   | 8      | 10.3%  | 18 | 5.0%  | 5  | 12.0% | 12 | 9.2%  | 12 | 8.7%  | 13 |

# Winchester Household Survey For Lambert Smith Hampton

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |     |       |     |       |     |       |     |       |     |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|-----|-------|-----|-------|-----|-------|-----|-------|-----|
| Asda, Bournemouth Road, Chandler's Ford, Eastleigh            | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Asda, Speedfields Park, Newgate Lane, Fareham                 | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.7%  | 1   |
| Bishopstoke Village Centre                                    | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.8%  | 1   | 0.0%  | 0   |
| Botley Village Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.8%  | 1   | 0.0%  | 0   |
| Boyatt Wood Industrial Estate, Parham Drive, Eastleigh        | 0.4%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 2.0%   | 2      | 0.6%   | 1   | 1.0%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Broadcut Retail Park, Wallington Way, Fareham                 | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.8%  | 1   | 0.0%  | 0   |
| Carpet Barn & the Bed Store, Southampton Road, Titchfield     | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.8%  | 1   | 0.0%  | 0   |
| Chalford Grange Local Centre                                  | 0.1%  | 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   |
| Cheriton Village Centre                                       | 0.1%  | 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   |
| Dunelm, Reading Road, Gastons Wood, Basingstoke               | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 1.0%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Dunelm, Southampton Road, Park Gate, Titchfield, Fareham      | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.8%  | 1   | 1.3%  | 2   |
| Farnham Town Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 1.0%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Gallagher Retail Park, Hambledon Road, Waterlooville          | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.8%  | 1   | 0.0%  | 0   |
| Gunwharf Quays, Portsmouth                                    | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.7%  | 1   |
| Marks & Spencer, Hedge End Trade Park, Tollbar Way, Hedge End | 0.9%  | 9      | 0.0%   | 0      | 0.0%   | 0      | 2.0%   | 2      | 0.0%   | 0   | 3.0%  | 3   | 1.0%  | 1   | 1.5%  | 2   | 0.7%  | 1   |
| Peter Green, School Lane, Chandler's Ford, Eastleigh          | 0.9%  | 9      | 0.7%   | 1      | 0.0%   | 0      | 4.0%   | 4      | 0.6%   | 1   | 2.0%  | 2   | 1.0%  | 1   | 0.0%  | 0   | 0.0%  | 0   |
| Sainsbury's Superstore, Badger Farm Road, Winchester          | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 1.0%   | 1      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Segensworth Business Centre, Segensworth Road, Fareham        | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 2.0%  | 3   |
| Southampton Road Retail Park, Southampton Road, Salisbury     | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.8%  | 1   | 0.0%  | 0   |
| Stanmore Local Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 1.0%   | 1      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Tesco Extra, Easton Lane, Winnall, Winchester                 | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 1.0%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Wellington Retail Park, Hambledon Road, Waterlooville         | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 1.5%  | 2   | 0.0%  | 0   |
| Winchester Trade Park, Easton Lane, Winchester                | 0.5%  | 5      | 0.7%   | 1      | 0.0%   | 0      | 1.0%   | 1      | 0.0%   | 0   | 2.0%  | 2   | 1.0%  | 1   | 0.0%  | 0   | 0.0%  | 0   |
| Winnall Industrial Estate, Easton Lane, Winchester            | 0.6%  | 6      | 0.7%   | 1      | 2.0%   | 2      | 1.0%   | 1      | 0.6%   | 1   | 1.0%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| (Don't know / varies)   | 7.8%  | 78     | 5.4%   | 8      | 8.0%   | 8      | 10.0%  | 10     | 8.0%   | 14  | 11.0% | 11  | 8.0%  | 8   | 6.9%  | 9   | 6.7%  | 10  |
| (Don't buy these goods)                                       | 24.7% | 248    | 26.8%  | 40     | 28.0%  | 28     | 15.0%  | 15     | 17.7%  | 31  | 27.0% | 27  | 30.0% | 30  | 26.7% | 35  | 28.2% | 42  |
| Base:   |       | 1004   |        | 149    |        | 100    |        | 100    |        | 175 |       | 100 |       | 100 |       | 131 |       | 149 |

# Winchester Household Survey For Lambert Smith Hampton

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |    |       |    |       |    |       |    |       |    |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|----|-------|----|-------|----|-------|----|-------|----|
| <b>Q21 Where do you normally do most of your household's shopping for DIY goods, decorating supplies and garden products (such as drills, lawn mowers, hammers, hedge cutters, garden tools, plants, shrubs etc)?</b> |       |        |        |        |        |        |        |        |        |    |       |    |       |    |       |    |       |    |
| Alresford / New Alresford Town Centre   | 1.1%  | 11     | 1.3%   | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 6.0%  | 6  | 3.0%  | 3  | 0.0%  | 0  | 0.0%  | 0  |
| Bishop's Waltham Town Centre  | 0.7%  | 7      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 5.3%  | 7  | 0.0%  | 0  |
| Boyatt Wood Local Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Central London  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.7%  | 1  |
| Chandler's Ford Local Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Colden Common Local Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 1.0%   | 1      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Denmead Village Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.8%  | 1  | 0.0%  | 0  |
| Eastleigh Town Centre   | 0.5%  | 5      | 0.7%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 2.3%   | 4  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Fair Oak Village Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Fareham Town Centre   | 1.2%  | 12     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 2.3%  | 3  | 6.0%  | 9  |
| Kings Worthy Village 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  |
| Otterbourne Village Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 1.0%   | 1      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Park Gate Local Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.7%  | 1  |
| Petersfield Town Centre   | 0.1%  | 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  |
| Portsmouth City Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.7%  | 1  |
| Southampton City Centre   | 0.3%  | 3      | 0.7%   | 1      | 0.0%   | 0      | 2.0%   | 2      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Titchfield Village Centre   | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 2.0%  | 3  |
| Twyford Village Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 1.0%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Waltham Chase Village Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.7%  | 1  |
| Waterlooville Town Centre   | 1.1%  | 11     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 1.0%  | 1  | 5.3%  | 7  | 2.0%  | 3  |
| Wickham Village Centre  | 0.4%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.8%  | 1  | 2.0%  | 3  |
| Winchester City Centre  | 3.4%  | 34     | 10.1%  | 15     | 6.0%   | 6      | 2.0%   | 2      | 0.6%   | 1  | 8.0%  | 8  | 1.0%  | 1  | 0.8%  | 1  | 0.0%  | 0  |
| Winnall Local Centre  | 1.0%  | 10     | 2.0%   | 3      | 4.0%   | 4      | 2.0%   | 2      | 0.0%   | 0  | 1.0%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Andover Road Retail Park, Winchester  | 0.3%  | 3      | 1.3%   | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 1.0%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Brighton Hill Retail Park, Winchester Road, Basingstoke   | 0.1%  | 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  |
| Channon Retail Park, Woodside Avenue, Eastleigh   | 0.1%  | 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  |
| Chestnut Retail Park, Chestnut Avenue, Chandler's Ford, Eastleigh   | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.1%   | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Churchill Retail Park, New Street, Andover  | 0.2%  | 2      | 0.0%   | 0      | 2.0%   | 2      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Enham Arch Retail Park, Newbury Road, Andover   | 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  |
| Hedge End Retail Park, Charles Watts Way, Southampton   | 3.7%  | 37     | 0.0%   | 0      | 0.0%   | 0      | 3.0%   | 3      | 6.9%   | 12 | 0.0%  | 0  | 7.0%  | 7  | 7.6%  | 10 | 3.4%  | 5  |
| Totton Retail Park, Commercial Road, Totton   | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.1%   | 2  | 0.0%  | 0  | 1.0%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Westquay Shopping Centre, Harbour Parade, Southampton   | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.3%  | 2  |
| B&Q, Purbrook Way, Havant   | 2.0%  | 20     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 1.0%  | 1  | 10.7% | 14 | 3.4%  | 5  |
| B&Q, Southampton Road, Titchfield   | 3.9%  | 39     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.5%  | 2  | 24.8% | 37 |
| B&Q, Nursling Industrial Estate, Franconia Drive, Nursling, Southampton   | 0.5%  | 5      | 2.0%   | 3      | 1.0%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.7%  | 1  |
| B&Q, Shakespeare Road, Eastleigh  | 14.9% | 150    | 8.1%   | 12     | 7.0%   | 7      | 36.0%  | 36     | 48.6%  | 85 | 4.0%  | 4  | 5.0%  | 5  | 0.0%  | 0  | 0.7%  | 1  |
| B&Q, Charles Watts Way, Hedge End, Southampton  | 14.0% | 141    | 0.0%   | 0      | 1.0%   | 1      | 5.0%   | 5      | 25.1%  | 44 | 1.0%  | 1  | 10.0% | 10 | 39.7% | 52 | 18.8% | 28 |
| B&Q, Lister Road, Basingstoke   | 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  |
| Homebase, Easton Lane, Winnall, Winchester  | 18.9% | 190    | 36.9%  | 55     | 51.0%  | 51     | 21.0%  | 21     | 0.6%   | 1  | 40.0% | 40 | 21.0% | 21 | 0.8%  | 1  | 0.0%  | 0  |
| Homebase, Millbrook Road West, Southampton  | 0.2%  | 2      | 0.7%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 1.0%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Homebase, Collingwood Retail Park, Newgate Lane, Fareham  | 0.8%  | 8      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 5.4%  | 8  |
| Homebase, Winchester  | 0.2%  | 2      | 0.0%   | 0      | 2.0%   | 2      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |

# Winchester Household Survey For Lambert Smith Hampton

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|
| Road, Basingstoke   |       |        |        |        |        |        |        |        |        |
| John Lewis, West Quay Shopping Centre, Harbour Parade, Southampton      | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Internet / mail order / catalogue                                       | 1.4%  | 14     | 1.3%   | 2      | 1.0%   | 1      | 0.0%   | 0      | 1.1%   |
| Asda, Bournemouth Road, Chandler's Ford, Eastleigh                      | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   |
| B&Q, The Pompey Centre, Fratton Way, Southsea, Portsmouth               | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Brambridge Garden Centre, Kiln Lane, Brambridge                         | 0.8%  | 8      | 0.7%   | 1      | 0.0%   | 0      | 4.0%   | 4      | 0.6%   |
| Farnham Town Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Four Marks Village Centre, GU34 5HR                                     | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Garthowen Garden Centre, Alton Lane, Four Marks                         | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.0%   |
| Hillier Garden Centre, Romsey Road, Winchester                          | 1.2%  | 12     | 4.0%   | 6      | 0.0%   | 0      | 2.0%   | 2      | 0.0%   |
| Hillier Garden Centre, Woodhouse Lane, Botley, Southampton              | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| In-Excess Fair Oak Garden Centre, Winchester Road, Fair Oak             | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 1.0%   | 1      | 0.0%   |
| In-Excess Ringwood Garden Centre, Forest Corner, Poulner Hill, Ringwood | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.1%   |
| Mud Island Garden Centre, Southwick Road, North Boarhunt, Fareham       | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Sainsbury's Superstore, Badger Farm Road, Winchester                    | 0.1%  | 1      | 0.7%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Sainsbury's Superstore, Wallington Way, Broadcut, Fareham               | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Segensworth Business Centre, Segensworth Road, Fareham                  | 0.7%  | 7      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Stewarts Abbey Garden Centre, Mill Lane, Titchfield, Fareham            | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Tesco Extra, Easton Lane, Winnall, Winchester                           | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.0%   |
| Toolstation, Matrix Park, Talbot Road, Fareham                          | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Wickes, Easton Lane, Winnall  | 1.6%  | 16     | 2.0%   | 3      | 4.0%   | 4      | 2.0%   | 2      | 0.0%   |
| Wickes, Millenium court, Churchill Way West, Basingstoke                | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.0%   |
| Wickes, Speedfields Park, Fareham                                       | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Winnall Industrial Estate, Easton Lane, Winchester                      | 1.2%  | 12     | 2.0%   | 3      | 2.0%   | 2      | 0.0%   | 0      | 0.0%   |
| Wykeham Industrial Estate, Moorside Road, Winchester                    | 1.1%  | 11     | 2.0%   | 3      | 4.0%   | 4      | 2.0%   | 2      | 0.0%   |
| (Don't know / varies)   | 2.7%  | 27     | 5.4%   | 8      | 0.0%   | 0      | 3.0%   | 3      | 2.9%   |
| (Don't buy these goods)   | 15.1% | 152    | 17.5%  | 26     | 13.0%  | 13     | 13.0%  | 13     | 5.7%   |
| Base:   | 1004  | 149    | 100    | 100    | 175    | 100    | 100    | 131    | 149    |

# Winchester Household Survey For Lambert Smith Hampton

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |    |       |    |       |    |       |    |       |    |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|----|-------|----|-------|----|-------|----|-------|----|
| <b>Q22 Where do you normally do most of your household's shopping on all goods for personal care (including, electric razors, hair dryers, bathroom scales, cosmetics, perfume, toothpaste, etc), other medical and pharmaceutical products (e.g. vitamins, plasters) and therapeutic appliances (e.g. spectacles, hearing aids, wheelchairs, contact lenses etc)?</b> |       |        |        |        |        |        |        |        |        |    |       |    |       |    |       |    |       |    |
| Alresford / New Alresford Town Centre  | 5.8%  | 58     | 1.3%   | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 42.0% | 42 | 14.0% | 14 | 0.0%  | 0  | 0.0%  | 0  |
| Alton Town Centre  | 0.4%  | 4      | 0.0%   | 0      | 1.0%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 3.0%  | 3  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Badger Farm Local Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 1.0%   | 1      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Bishop's Waltham Town Centre   | 6.1%  | 61     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 1  | 0.0%  | 0  | 8.0%  | 8  | 39.7% | 52 | 0.0%  | 0  |
| Boyatt Wood Local Centre   | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 1.0%   | 1      | 0.6%   | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Chandler's Ford Local Centre   | 1.8%  | 18     | 0.0%   | 0      | 0.0%   | 0      | 2.0%   | 2      | 9.1%   | 16 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Chichester City Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.8%  | 1  | 0.0%  | 0  |
| Colden Common Local Centre   | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 2.0%   | 2      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Denmead Village Centre   | 1.1%  | 11     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 8.4%  | 11 | 0.0%  | 0  |
| Droxford Village Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.8%  | 1  | 0.0%  | 0  |
| Eastleigh Town Centre  | 5.0%  | 50     | 0.7%   | 1      | 0.0%   | 0      | 10.0%  | 10     | 20.0%  | 35 | 0.0%  | 0  | 3.0%  | 3  | 0.8%  | 1  | 0.0%  | 0  |
| Fair Oak Village Centre  | 3.1%  | 31     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 17.1%  | 30 | 0.0%  | 0  | 1.0%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Fareham Town Centre  | 7.7%  | 77     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 9.9%  | 13 | 43.0% | 64 |
| Guildford Town Centre  | 0.1%  | 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  |
| Hedge End Town Centre  | 0.4%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.8%  | 1  | 2.0%  | 3  |
| Kings Worthy Village Centre  | 2.2%  | 22     | 0.0%   | 0      | 21.0%  | 21     | 0.0%   | 0      | 0.0%   | 0  | 1.0%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Petersfield Town Centre  | 1.4%  | 14     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 13.0% | 13 | 0.8%  | 1  | 0.0%  | 0  |
| Portsmouth City Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Romsey Town Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Southampton City Centre  | 0.5%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 2.0%   | 2      | 1.1%   | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.7%  | 1  |
| Stockbridge Town 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  |
| Sutton Scotney Village 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  |
| Titchfield Village Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.7%  | 1  |
| Twyford Village Centre   | 1.5%  | 15     | 0.0%   | 0      | 0.0%   | 0      | 6.0%   | 6      | 0.6%   | 1  | 0.0%  | 0  | 8.0%  | 8  | 0.0%  | 0  | 0.0%  | 0  |
| Waterlooville Town Centre  | 1.2%  | 12     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 6.9%  | 9  | 2.0%  | 3  |
| Weeke Local Centre   | 1.7%  | 17     | 6.0%   | 9      | 8.0%   | 8      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Whiteley Local Centre  | 2.1%  | 21     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.3%   | 4  | 0.0%  | 0  | 0.0%  | 0  | 3.1%  | 4  | 8.7%  | 13 |
| Wickham Village Centre   | 1.3%  | 13     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 1.0%  | 1  | 1.5%  | 2  | 6.7%  | 10 |
| Winchester City Centre   | 21.1% | 212    | 60.4%  | 90     | 42.0%  | 42     | 30.0%  | 30     | 5.1%   | 9  | 24.0% | 24 | 12.0% | 12 | 3.8%  | 5  | 0.0%  | 0  |
| Winnall Local Centre   | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 2.0%  | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Chestnut Retail Park, Chestnut Avenue, Chandler's Ford, Eastleigh  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 1.0%   | 1      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Festival Place, Basingstoke  | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 2.0%  | 2  | 0.0%  | 0  | 0.0%  | 0  |
| Hedge End Retail Park, Charles Watts Way, Southampton  | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.7%  | 1  |
| Swan Shopping Centre, Wells Place, Eastleigh   | 1.2%  | 12     | 0.0%   | 0      | 0.0%   | 0      | 2.0%   | 2      | 5.7%   | 10 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Westquay Shopping Centre, Harbour Parade, Southampton  | 0.5%  | 5      | 0.7%   | 1      | 0.0%   | 0      | 1.0%   | 1      | 0.6%   | 1  | 0.0%  | 0  | 1.0%  | 1  | 0.0%  | 0  | 0.7%  | 1  |
| B&Q, Charles Watts Way, Hedge End, Southampton   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| John Lewis, West Quay Shopping Centre, Harbour Parade, Southampton   | 0.4%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 1  | 1.0%  | 1  | 2.0%  | 2  | 0.0%  | 0  | 0.0%  | 0  |
| Internet / mail order / catalogue  | 5.7%  | 57     | 7.4%   | 11     | 2.0%   | 2      | 5.0%   | 5      | 9.1%   | 16 | 3.0%  | 3  | 5.0%  | 5  | 6.1%  | 8  | 4.7%  | 7  |
| Aldi, Burnett Close, Winchester  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 1.0%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Aldi, West Street, Fareham   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.7%  | 1  |
| Asda, Bournemouth Road, Chandler's Ford, Eastleigh   | 1.2%  | 12     | 0.0%   | 0      | 0.0%   | 0      | 1.0%   | 1      | 5.7%   | 10 | 0.0%  | 0  | 0.0%  | 0  | 0.8%  | 1  | 0.0%  | 0  |
| Asda, Cranbourne Industrial Estate, Dock Road, Gosport   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.7%  | 1  |
| Asda, Portland Road, Waterlooville   | 0.4%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 2.3%  | 3  | 0.7%  | 1  |
| Bishopstoke Village Centre   | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.1%   | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Botley Village Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.7%  | 1  |
| Four Marks Village Centre, GU34 5HR  | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 2.0%  | 2  | 0.0%  | 0  | 0.0%  | 0  |
| Lidl, Elettra Avenue, Waterlooville  | 0.1%  | 1      | 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, Hedge   | 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  |

# Winchester Household Survey For Lambert Smith Hampton

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |     |       |     |      |     |      |     |       |     |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|-----|-------|-----|------|-----|------|-----|-------|-----|
| End Trade Park, Tollbar Way, Hedge End                       |       |        |        |        |        |        |        |        |        |     |       |     |      |     |      |     |       |     |
| Sainsbury's Superstore, Badger Farm Road, Winchester         | 4.7%  | 47     | 5.4%   | 8      | 4.0%   | 4      | 28.0%  | 28     | 1.1%   | 2   | 1.0%  | 1   | 4.0% | 4   | 0.0% | 0   | 0.0%  | 0   |
| Sainsbury's Superstore, Draymans Way, Alton                  | 0.1%  | 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   |
| Sainsbury's Superstore, Hambledon Road, Waterlooille         | 0.1%  | 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   |
| Sainsbury's Superstore, Leigh Road, Eastleigh                | 0.5%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.9%   | 5   | 0.0%  | 0   | 0.0% | 0   | 0.0% | 0   | 0.0%  | 0   |
| Sainsbury's Superstore, Middlebrook Street, 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   |
| Sainsbury's Superstore, Redcar Street, Shirley, Southampton  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 1   | 0.0%  | 0   | 0.0% | 0   | 0.0% | 0   | 0.0%  | 0   |
| Sainsbury's Superstore, Tollbar way, Hedge End               | 2.3%  | 23     | 0.0%   | 0      | 1.0%   | 1      | 1.0%   | 1      | 4.0%   | 7   | 0.0%  | 0   | 2.0% | 2   | 4.6% | 6   | 4.0%  | 6   |
| Sainsbury's Superstore, Wallington Way, Broadcut, Fareham    | 2.7%  | 27     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 1   | 0.0%  | 0   | 1.0% | 1   | 2.3% | 3   | 14.8% | 22  |
| Sainsbury's Superstore, Wallop Drive, Kempshott, Basingstoke | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 1.0%  | 1   | 0.0% | 0   | 0.0% | 0   | 0.0%  | 0   |
| Tesco Extra, Clement Attlee Way, North Harbour, Portsmouth   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0% | 0   | 0.0% | 0   | 0.7%  | 1   |
| Tesco Extra, Easton Lane, Winnall, Winchester                | 4.6%  | 46     | 5.4%   | 8      | 10.0%  | 10     | 2.0%   | 2      | 1.7%   | 3   | 15.0% | 15  | 8.0% | 8   | 0.0% | 0   | 0.0%  | 0   |
| Tesco Extra, River Way, Andover                              | 0.3%  | 3      | 0.0%   | 0      | 3.0%   | 3      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0% | 0   | 0.0% | 0   | 0.0%  | 0   |
| Tesco Extra, Solent Road, Havant                             | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0% | 0   | 0.0% | 0   | 0.7%  | 1   |
| Tesco Metro, The Swan Centre, Wells Place, Eastleigh         | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.1%   | 2   | 0.0%  | 0   | 0.0% | 0   | 0.0% | 0   | 0.0%  | 0   |
| Tesco Superstore, Quay Street, Fareham                       | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0% | 0   | 0.0% | 0   | 2.0%  | 3   |
| Tesco Superstore, The Causeway, Petersfield                  | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 2.0% | 2   | 0.0% | 0   | 0.0%  | 0   |
| Tesco Superstore, Whiteley Way, Whiteley                     | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0% | 0   | 0.0% | 0   | 2.0%  | 3   |
| Waitrose, Stockbridge Road, Winchester                       | 0.3%  | 3      | 0.7%   | 1      | 2.0%   | 2      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0% | 0   | 0.0% | 0   | 0.0%  | 0   |
| (Don't know / varies)  | 3.1%  | 31     | 8.1%   | 12     | 2.0%   | 2      | 1.0%   | 1      | 3.4%   | 6   | 2.0%  | 2   | 2.0% | 2   | 3.8% | 5   | 0.7%  | 1   |
| (Don't buy these goods)                                      | 3.2%  | 32     | 2.7%   | 4      | 2.0%   | 2      | 4.0%   | 4      | 2.9%   | 5   | 4.0%  | 4   | 6.0% | 6   | 2.3% | 3   | 2.7%  | 4   |
| Base:  |       | 1004   |        | 149    |        | 100    |        | 100    |        | 175 |       | 100 |      | 100 |      | 131 |       | 149 |

# Winchester Household Survey For Lambert Smith Hampton

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |    |      |   |      |   |       |    |       |    |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|----|------|---|------|---|-------|----|-------|----|
| <b>Q23 Where do you normally do most of your household's shopping on all other goods including jewellery &amp; watches; glassware, china, tableware and household utensils; and other personal effects (e.g. travel goods, suitcases, prams, sunglasses);</b> |       |        |        |        |        |        |        |        |        |    |      |   |      |   |       |    |       |    |
| Alresford / New Alresford Town Centre   | 1.1%  | 11     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 8.0% | 8 | 2.0% | 2 | 0.8%  | 1  | 0.0%  | 0  |
| Alton Town Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 1.0% | 1 | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Andover Town Centre   | 0.2%  | 2      | 0.0%   | 0      | 2.0%   | 2      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Basingstoke Town Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 1.0% | 1 | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Bishop's Waltham Town Centre  | 0.4%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 3.1%  | 4  | 0.0%  | 0  |
| Central London  | 1.0%  | 10     | 2.0%   | 3      | 1.0%   | 1      | 1.0%   | 1      | 0.0%   | 0  | 0.0% | 0 | 1.0% | 1 | 0.8%  | 1  | 2.0%  | 3  |
| Chandler's Ford Local Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 1  | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Chichester City Centre  | 0.4%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 1.0%   | 1      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 1.5%  | 2  | 0.7%  | 1  |
| Eastleigh Town Centre   | 1.9%  | 19     | 0.0%   | 0      | 0.0%   | 0      | 1.0%   | 1      | 9.1%   | 16 | 1.0% | 1 | 1.0% | 1 | 0.0%  | 0  | 0.0%  | 0  |
| Fair Oak Village Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 1  | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Fareham Town Centre   | 4.3%  | 43     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 1  | 0.0% | 0 | 0.0% | 0 | 5.3%  | 7  | 23.5% | 35 |
| Gosport Town Centre   | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 1.5%  | 2  | 0.0%  | 0  |
| Guildford Town Centre   | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 2.0% | 2 | 0.0%  | 0  | 0.0%  | 0  |
| Havant Town Centre  | 0.1%  | 1      | 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 Village 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  |
| Petersfield Town Centre   | 0.7%  | 7      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 6.0% | 6 | 0.8%  | 1  | 1.0%  | 0  |
| Portsmouth City Centre  | 0.6%  | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 2.3%  | 3  | 2.0%  | 3  |
| Salisbury 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  |
| Southampton City Centre   | 3.7%  | 37     | 4.7%   | 7      | 3.0%   | 3      | 4.0%   | 4      | 3.4%   | 6  | 3.0% | 3 | 1.0% | 1 | 3.8%  | 5  | 5.4%  | 8  |
| Southsea Local Centre   | 0.1%  | 1      | 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 Village Centre   | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0  | 1.3%  | 2  |
| Waltham Chase Village Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 1  | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Waterlooville Town Centre   | 0.5%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 1.0% | 1 | 2.3%  | 3  | 0.7%  | 1  |
| Whiteley Local Centre   | 1.5%  | 15     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.7%   | 3  | 0.0% | 0 | 0.0% | 0 | 2.3%  | 3  | 6.0%  | 9  |
| Winchester City Centre  | 10.8% | 108    | 25.5%  | 38     | 20.0%  | 20     | 19.0%  | 19     | 4.6%   | 8  | 9.0% | 9 | 8.0% | 8 | 3.8%  | 5  | 0.7%  | 1  |
| Festival Place, Basingstoke   | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 2.0% | 2 | 0.0%  | 0  | 0.0%  | 0  |
| Hedge End Retail Park, Charles Watts Way, Southampton   | 0.9%  | 9      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.9%   | 5  | 0.0% | 0 | 0.0% | 0 | 1.5%  | 2  | 1.3%  | 2  |
| Marlands Shopping Centre, Civic Centre Road, Southampton  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 1  | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Swan Shopping Centre, Wells Place, Eastleigh  | 1.2%  | 12     | 0.0%   | 0      | 0.0%   | 0      | 2.0%   | 2      | 5.1%   | 9  | 0.0% | 0 | 0.0% | 0 | 0.8%  | 1  | 0.0%  | 0  |
| The Brooks Shopping Centre, Middle Brook Street, 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  |
| Westquay Shopping Centre, Harbour Parade, Southampton   | 2.4%  | 24     | 3.4%   | 5      | 3.0%   | 3      | 1.0%   | 1      | 4.6%   | 8  | 1.0% | 1 | 2.0% | 2 | 0.8%  | 1  | 2.0%  | 3  |
| Ikea, West Quay Road, Southampton   | 1.1%  | 11     | 0.7%   | 1      | 1.0%   | 1      | 2.0%   | 2      | 1.1%   | 2  | 2.0% | 2 | 2.0% | 2 | 0.0%  | 0  | 0.7%  | 1  |
| John Lewis, West Quay Shopping Centre, Harbour Parade, Southampton  | 3.2%  | 32     | 4.0%   | 6      | 4.0%   | 4      | 4.0%   | 4      | 4.0%   | 7  | 3.0% | 3 | 4.0% | 4 | 1.5%  | 2  | 1.3%  | 2  |
| Internet / mail order / catalogue   | 10.1% | 101    | 12.1%  | 18     | 17.0%  | 17     | 8.0%   | 8      | 8.0%   | 14 | 5.0% | 5 | 4.0% | 4 | 13.0% | 17 | 12.1% | 18 |
| Abroad  | 0.7%  | 7      | 0.7%   | 1      | 1.0%   | 1      | 0.0%   | 0      | 1.1%   | 2  | 0.0% | 0 | 0.0% | 0 | 1.5%  | 2  | 0.7%  | 1  |
| Antelope Park, Bursledon Road, Southampton  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 1  | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Asda, Bournemouth Road, Chandler's Ford, Eastleigh  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 1  | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Bournemouth Town Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0  | 0.7%  | 1  |
| Brighton City Centre  | 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  |
| Cosham Local Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 1.0% | 1 | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Dunelm, Southampton Road, Park Gate, Titchfield, Fareham  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0  | 0.7%  | 1  |
| Gunwharf Quays, Portsmouth  | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 1.0% | 1 | 0.8%  | 1  | 0.0%  | 0  |
| Ikea, Costkea Way, Loanhead, Midlothian, Scotland   | 0.1%  | 1      | 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, Hedge End Trade Park, Tollbar Way, Hedge End   | 0.7%  | 7      | 0.0%   | 0      | 1.0%   | 1      | 2.0%   | 2      | 0.6%   | 1  | 0.0% | 0 | 0.0% | 0 | 2.3%  | 3  | 0.0%  | 0  |
| Sainsbury's Superstore, Badger Farm Road,   | 0.6%  | 6      | 2.7%   | 4      | 1.0%   | 1      | 1.0%   | 1      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0  |

# Winchester Household Survey For Lambert Smith Hampton

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |     |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|-----|
| Winchester  |       |        |        |        |        |        |        |        |        |     |
| Sainsbury's Superstore,<br>Draymans Way, Alton                  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   |
| Sainsbury's Superstore,<br>Portswood Road,<br>Southampton       | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 1      | 0.0%   | 0   |
| Sainsbury's Superstore,<br>Tollbar way, Hedge End               | 0.4%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 1      | 0.0%   | 0   |
| Sainsbury's Superstore,<br>Wallington Way,<br>Broadcut, Fareham | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   |
| St. Ives Town Centre  | 0.1%  | 1      | 0.0%   | 0      | 1.0%   | 1      | 0.0%   | 0      | 0.0%   | 0   |
| Tesco Extra, Easton Lane,<br>Winnall, Winchester                | 0.9%  | 9      | 0.7%   | 1      | 4.0%   | 4      | 1.0%   | 1      | 0.6%   | 1   |
| Tesco Metro, The Swan<br>Centre, Wells Place,<br>Eastleigh      | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 1.0%   | 1      | 0.0%   | 0   |
| (Don't know / varies)   | 6.0%  | 60     | 7.4%   | 11     | 7.0%   | 7      | 6.0%   | 6      | 6.9%   | 12  |
| (Don't buy these goods)   | 41.5% | 417    | 34.9%  | 52     | 32.0%  | 32     | 46.0%  | 46     | 41.1%  | 72  |
| Base:   | 1004  | 149    |        | 100    |        | 100    |        | 175    |        | 100 |

### MeanScore: Visits per week

#### Q24 How often do you or your household visit Winchester City Centre for shopping and other town centre activities?

|                     |       |     |       |     |       |     |       |     |       |     |       |     |       |     |       |     |       |    |
|---------------------|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|----|
| Daily               | 1.8%  | 18  | 8.7%  | 13  | 3.0%  | 3   | 1.0%  | 1   | 0.6%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  |
| 4-6 days a week     | 3.3%  | 33  | 12.8% | 19  | 3.0%  | 3   | 1.0%  | 1   | 0.0%  | 0   | 3.0%  | 3   | 7.0%  | 7   | 0.0%  | 0   | 0.0%  | 0  |
| 2-3 days a week     | 9.6%  | 96  | 32.2% | 48  | 13.0% | 13  | 13.0% | 13  | 0.6%  | 1   | 11.0% | 11  | 8.0%  | 8   | 1.5%  | 2   | 0.0%  | 0  |
| One day a week      | 12.6% | 126 | 22.8% | 34  | 25.0% | 25  | 22.0% | 22  | 6.3%  | 11  | 19.0% | 19  | 12.0% | 12  | 1.5%  | 2   | 0.7%  | 1  |
| Every 2 weeks       | 13.7% | 138 | 12.1% | 18  | 24.0% | 24  | 22.0% | 22  | 14.3% | 25  | 21.0% | 21  | 21.0% | 21  | 3.8%  | 5   | 1.3%  | 2  |
| Monthly             | 15.8% | 159 | 7.4%  | 11  | 16.0% | 16  | 23.0% | 23  | 18.3% | 32  | 23.0% | 23  | 15.0% | 15  | 24.4% | 32  | 4.7%  | 7  |
| Once every 2 months | 6.9%  | 69  | 1.3%  | 2   | 4.0%  | 4   | 3.0%  | 3   | 13.7% | 24  | 2.0%  | 2   | 10.0% | 10  | 13.0% | 17  | 4.7%  | 7  |
| 3-4 times a year    | 5.3%  | 53  | 0.7%  | 1   | 1.0%  | 1   | 2.0%  | 2   | 10.9% | 19  | 7.0%  | 7   | 5.0%  | 5   | 7.6%  | 10  | 5.4%  | 8  |
| Twice a year        | 6.7%  | 67  | 0.7%  | 1   | 0.0%  | 0   | 2.0%  | 2   | 13.7% | 24  | 3.0%  | 3   | 4.0%  | 4   | 9.2%  | 12  | 14.1% | 21 |
| Once a year         | 5.5%  | 55  | 0.0%  | 0   | 1.0%  | 1   | 0.0%  | 0   | 6.3%  | 11  | 1.0%  | 1   | 0.0%  | 0   | 10.7% | 14  | 18.8% | 28 |
| Less often          | 2.3%  | 23  | 0.0%  | 0   | 3.0%  | 3   | 1.0%  | 1   | 1.7%  | 3   | 2.0%  | 2   | 4.0%  | 4   | 2.3%  | 3   | 4.7%  | 7  |
| Never               | 15.7% | 158 | 0.7%  | 1   | 7.0%  | 7   | 8.0%  | 8   | 12.6% | 22  | 8.0%  | 8   | 12.0% | 12  | 25.2% | 33  | 45.0% | 67 |
| (Don't know)        | 0.5%  | 5   | 0.7%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 1.1%  | 2   | 0.0%  | 0   | 1.0%  | 1   | 0.8%  | 1   | 0.0%  | 0  |
| (Varies)            | 0.4%  | 4   | 0.0%  | 0   | 0.0%  | 0   | 2.0%  | 2   | 0.0%  | 0   | 0.0%  | 0   | 1.0%  | 1   | 0.0%  | 0   | 0.7%  | 1  |
| Mean:               | 0.79  |     | 2.38  |     | 1.11  |     | 0.87  |     | 0.27  |     | 0.80  |     | 0.85  |     | 0.17  |     | 0.04  |    |
| Base:               | 1004  | 149 |       | 100 |       | 100 |       | 175 |       | 100 |       | 100 |       | 131 |       | 149 |       |    |

# Winchester Household Survey For Lambert Smith Hampton

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |     |       |    |       |    |       |    |       |    |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|-----|-------|----|-------|----|-------|----|-------|----|
| <b>Q25 What do you like about Winchester City Centre? [MR]</b> |       |        |        |        |        |        |        |        |        |     |       |    |       |    |       |    |       |    |
| <i>Those who visit Winchester City Centre at Q24:</i>          |       |        |        |        |        |        |        |        |        |     |       |    |       |    |       |    |       |    |
| Attractive environment / nice place                            | 31.6% | 267    | 32.4%  | 48     | 24.7%  | 23     | 33.7%  | 31     | 34.0%  | 52  | 28.3% | 26 | 34.1% | 30 | 30.6% | 30 | 32.9% | 27 |
| Close to friends or relatives                                  | 0.7%  | 6      | 0.0%   | 0      | 2.2%   | 2      | 0.0%   | 0      | 2.0%   | 3   | 0.0%  | 0  | 0.0%  | 0  | 1.0%  | 1  | 0.0%  | 0  |
| Close to home  | 13.0% | 110    | 29.7%  | 44     | 16.1%  | 15     | 10.9%  | 10     | 3.9%   | 6   | 21.7% | 20 | 11.4% | 10 | 4.1%  | 4  | 1.2%  | 1  |
| Close to work / university                                     | 1.8%  | 15     | 1.4%   | 2      | 1.1%   | 1      | 2.2%   | 2      | 2.0%   | 3   | 2.2%  | 2  | 1.1%  | 1  | 4.1%  | 4  | 0.0%  | 0  |
| Compact  | 6.9%  | 58     | 6.8%   | 10     | 6.5%   | 6      | 9.8%   | 9      | 6.5%   | 10  | 5.4%  | 5  | 8.0%  | 7  | 10.2% | 10 | 1.2%  | 1  |
| Easy to get to by bike   | 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  |
| Easy to get to by bus  | 2.1%  | 18     | 2.0%   | 3      | 0.0%   | 0      | 3.3%   | 3      | 2.6%   | 4   | 6.5%  | 6  | 0.0%  | 0  | 1.0%  | 1  | 1.2%  | 1  |
| Easy to get to by car  | 0.6%  | 5      | 0.7%   | 1      | 0.0%   | 0      | 1.1%   | 1      | 0.0%   | 0   | 2.2%  | 2  | 0.0%  | 0  | 1.0%  | 1  | 0.0%  | 0  |
| Easy to park   | 1.5%  | 13     | 0.0%   | 0      | 0.0%   | 0      | 2.2%   | 2      | 2.6%   | 4   | 3.3%  | 3  | 2.3%  | 2  | 1.0%  | 1  | 1.2%  | 1  |
| Good facilities in general                                     | 2.4%  | 20     | 4.1%   | 6      | 2.2%   | 2      | 1.1%   | 1      | 2.0%   | 3   | 2.2%  | 2  | 3.4%  | 3  | 2.0%  | 2  | 1.2%  | 1  |
| Good food stores   | 1.1%  | 9      | 0.0%   | 0      | 4.3%   | 4      | 0.0%   | 0      | 0.7%   | 1   | 1.1%  | 1  | 2.3%  | 2  | 0.0%  | 0  | 1.2%  | 1  |
| Good pubs, cafés or restaurants                                | 11.5% | 97     | 9.5%   | 14     | 11.8%  | 11     | 16.3%  | 15     | 19.0%  | 29  | 5.4%  | 5  | 5.7%  | 5  | 9.2%  | 9  | 11.0% | 9  |
| Good range of non-food shops                                   | 9.2%  | 78     | 8.1%   | 12     | 5.4%   | 5      | 3.3%   | 3      | 9.2%   | 14  | 9.8%  | 9  | 15.9% | 14 | 12.2% | 12 | 11.0% | 9  |
| Good range of independent / specialist shops                   | 6.5%  | 55     | 4.7%   | 7      | 3.2%   | 3      | 5.4%   | 5      | 7.8%   | 12  | 2.2%  | 2  | 9.1%  | 8  | 6.1%  | 6  | 14.6% | 12 |
| Good range of 'high street' retailers / multiples              | 3.7%  | 31     | 2.0%   | 3      | 2.2%   | 2      | 8.7%   | 8      | 2.0%   | 3   | 6.5%  | 6  | 4.5%  | 4  | 2.0%  | 2  | 3.7%  | 3  |
| Affordable shops   | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.3%   | 2   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| High quality shops   | 2.8%  | 24     | 8.8%   | 13     | 1.1%   | 1      | 1.1%   | 1      | 2.6%   | 4   | 0.0%  | 0  | 3.4%  | 3  | 1.0%  | 1  | 1.2%  | 1  |
| The street market  | 5.3%  | 45     | 8.8%   | 13     | 3.2%   | 3      | 1.1%   | 1      | 2.0%   | 3   | 1.1%  | 1  | 8.0%  | 7  | 3.1%  | 3  | 17.1% | 14 |
| Makes a change from other places                               | 0.5%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 1.1%  | 1  | 2.0%  | 2  | 1.2%  | 1  |
| Quiet / not too crowded  | 1.4%  | 12     | 1.4%   | 2      | 0.0%   | 0      | 1.1%   | 1      | 2.6%   | 4   | 2.2%  | 2  | 2.3%  | 2  | 1.0%  | 1  | 0.0%  | 0  |
| Safe and secure  | 1.5%  | 13     | 3.4%   | 5      | 1.1%   | 1      | 2.2%   | 2      | 3.3%   | 5   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Traditional  | 7.6%  | 64     | 6.8%   | 10     | 3.2%   | 3      | 3.3%   | 3      | 9.8%   | 15  | 3.3%  | 3  | 9.1%  | 8  | 12.2% | 12 | 12.2% | 10 |
| History  | 8.0%  | 68     | 7.4%   | 11     | 6.5%   | 6      | 12.0%  | 11     | 7.2%   | 11  | 3.3%  | 3  | 9.1%  | 8  | 6.1%  | 6  | 14.6% | 12 |
| Unique place   | 2.8%  | 24     | 3.4%   | 5      | 1.1%   | 1      | 1.1%   | 1      | 5.2%   | 8   | 0.0%  | 0  | 0.0%  | 0  | 4.1%  | 4  | 6.1%  | 5  |
| Other  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Clean / tidy streets   | 0.6%  | 5      | 0.7%   | 1      | 1.1%   | 1      | 1.1%   | 1      | 0.0%   | 0   | 0.0%  | 0  | 2.3%  | 2  | 0.0%  | 0  | 0.0%  | 0  |
| Easy to get to by train  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.2%  | 1  |
| Familiar   | 3.2%  | 27     | 2.7%   | 4      | 5.4%   | 5      | 2.2%   | 2      | 1.3%   | 2   | 1.1%  | 1  | 10.2% | 9  | 4.1%  | 4  | 0.0%  | 0  |
| Free car parking   | 0.4%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 2.2%   | 2      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.2%  | 1  |
| Good atmosphere / friendly people                              | 1.9%  | 16     | 1.4%   | 2      | 4.3%   | 4      | 1.1%   | 1      | 0.7%   | 1   | 1.1%  | 1  | 3.4%  | 3  | 3.1%  | 3  | 1.2%  | 1  |
| Good children's playground                                     | 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  |
| Good choice of charity shops                                   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 1.1%   | 1      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Good for a general day out                                     | 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  |
| Good range of leisure facilities                               | 0.2%  | 2      | 0.0%   | 0      | 1.1%   | 1      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.2%  | 1  |
| Good services (e.g. dry cleaners, library etc.)                | 0.2%  | 2      | 0.0%   | 0      | 2.2%   | 2      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Good theatre   | 0.4%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.3%   | 2   | 0.0%  | 0  | 1.1%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Good Tourist Information places                                | 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  |
| Has a hospital   | 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  |
| Has a Marks & Spencer store                                    | 0.5%  | 4      | 0.7%   | 1      | 0.0%   | 0      | 1.1%   | 1      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 2.0%  | 2  | 0.0%  | 0  |
| Has a Primark store  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.2%  | 1  |
| Has a swimming pool  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 1.1%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Has everything I need  | 0.1%  | 1      | 0.0%   | 0      | 1.1%   | 1      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| My bank is still there   | 0.6%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 1.1%   | 1      | 0.0%   | 0   | 2.2%  | 2  | 2.3%  | 2  | 0.0%  | 0  | 0.0%  | 0  |
| No traffic congestion  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 1.1%   | 1      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Open / spacious  | 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  |
| Park & Ride service  | 0.9%  | 8      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 3.9%   | 6   | 1.1%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 1.2%  | 1  |
| Pedestrianised areas   | 3.7%  | 31     | 7.4%   | 11     | 2.2%   | 2      | 5.4%   | 5      | 3.3%   | 5   | 4.3%  | 4  | 2.3%  | 2  | 2.0%  | 2  | 0.0%  | 0  |
| The cathedral  | 2.5%  | 21     | 1.4%   | 2      | 3.2%   | 3      | 2.2%   | 2      | 2.0%   | 3   | 0.0%  | 0  | 2.3%  | 2  | 4.1%  | 4  | 6.1%  | 5  |
| The Christmas market   | 0.9%  | 8      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.7%   | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 8.5%  | 7  |
| The Ivy Brasserie  | 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  |
| (Dont know)  | 1.8%  | 15     | 0.0%   | 0      | 1.1%   | 1      | 3.3%   | 3      | 2.6%   | 4   | 1.1%  | 1  | 2.3%  | 2  | 2.0%  | 2  | 2.4%  | 2  |
| (Nothing / very little)  | 16.7% | 141    | 16.2%  | 24     | 30.1%  | 28     | 15.2%  | 14     | 13.1%  | 20  | 21.7% | 20 | 11.4% | 10 | 17.3% | 17 | 9.8%  | 8  |
| Base:  |       | 846    |        | 148    |        | 93     |        | 92     |        | 153 |       | 92 |       | 88 |       | 98 |       | 82 |

# Winchester Household Survey For Lambert Smith Hampton

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |    |       |    |       |    |       |    |       |    |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|----|-------|----|-------|----|-------|----|-------|----|
| <b>Q26 What could be improved about Winchester City Centre that would make you visit it more often? [MR]</b> |       |        |        |        |        |        |        |        |        |    |       |    |       |    |       |    |       |    |
| Better access by road  | 3.2%  | 32     | 3.4%   | 5      | 2.0%   | 2      | 3.0%   | 3      | 3.4%   | 6  | 3.0%  | 3  | 1.0%  | 1  | 0.8%  | 1  | 7.4%  | 11 |
| Better public transport  | 2.6%  | 26     | 2.0%   | 3      | 4.0%   | 4      | 2.0%   | 2      | 1.7%   | 3  | 1.0%  | 1  | 3.0%  | 3  | 3.8%  | 5  | 3.4%  | 5  |
| Better signposting   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Cleaner streets  | 1.1%  | 11     | 2.7%   | 4      | 3.0%   | 3      | 1.0%   | 1      | 0.6%   | 1  | 1.0%  | 1  | 0.0%  | 0  | 0.8%  | 1  | 0.0%  | 0  |
| Facilities which would assist you if shopping with children  | 0.2%  | 2      | 0.7%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.7%  | 1  |
| Free car parking   | 6.5%  | 65     | 3.4%   | 5      | 9.0%   | 9      | 6.0%   | 6      | 4.6%   | 8  | 6.0%  | 6  | 6.0%  | 6  | 7.6%  | 10 | 10.1% | 15 |
| More / better town centre events   | 0.1%  | 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  |
| More / better comparison retailers (i.e. non-food shops)   | 4.5%  | 45     | 7.4%   | 11     | 11.0%  | 11     | 4.0%   | 4      | 2.9%   | 5  | 3.0%  | 3  | 7.0%  | 7  | 1.5%  | 2  | 1.3%  | 2  |
| More / better value or affordable shops  | 1.7%  | 17     | 3.4%   | 5      | 4.0%   | 4      | 2.0%   | 2      | 1.7%   | 3  | 1.0%  | 1  | 2.0%  | 2  | 0.0%  | 0  | 0.0%  | 0  |
| More / better entertainment  | 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  |
| More / better places for eating out (e.g. cafés and restaurants)   | 0.4%  | 4      | 0.7%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 1.7%   | 3  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| More / better food shops   | 0.7%  | 7      | 0.7%   | 1      | 1.0%   | 1      | 1.0%   | 1      | 0.6%   | 1  | 1.0%  | 1  | 1.0%  | 1  | 0.8%  | 1  | 0.0%  | 0  |
| More / better parking  | 15.6% | 157    | 8.7%   | 13     | 17.0%  | 17     | 15.0%  | 15     | 13.1%  | 23 | 13.0% | 13 | 21.0% | 21 | 18.3% | 24 | 20.8% | 31 |
| More / better pedestrianised streets   | 0.6%  | 6      | 0.7%   | 1      | 0.0%   | 0      | 1.0%   | 1      | 0.6%   | 1  | 1.0%  | 1  | 1.0%  | 1  | 0.0%  | 0  | 0.7%  | 1  |
| More / better public conveniences  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| More / better seats / flower displays  | 0.1%  | 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  |
| More / better services   | 0.1%  | 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  |
| More advertising   | 0.4%  | 4      | 1.3%   | 2      | 0.0%   | 0      | 1.0%   | 1      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.7%  | 1  |
| More national multiple shops / High Street shops   | 17.4% | 175    | 28.2%  | 42     | 36.0%  | 36     | 22.0%  | 22     | 14.3%  | 25 | 20.0% | 20 | 10.0% | 10 | 10.7% | 14 | 4.0%  | 6  |
| More independent shops   | 19.7% | 198    | 30.9%  | 46     | 41.0%  | 41     | 24.0%  | 24     | 16.0%  | 28 | 23.0% | 23 | 17.0% | 17 | 9.9%  | 13 | 4.0%  | 6  |
| Street markets - physical improvements   | 0.4%  | 4      | 0.7%   | 1      | 0.0%   | 0      | 1.0%   | 1      | 0.0%   | 0  | 2.0%  | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Street markets - better range and quality of offer   | 0.5%  | 5      | 0.7%   | 1      | 1.0%   | 1      | 0.0%   | 0      | 1.1%   | 2  | 1.0%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Protection from the weather (e.g. covered shopping mall)   | 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  |
| Shops / services open on Sundays   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Other  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Address the homeless issue   | 0.4%  | 4      | 1.3%   | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 1  | 0.0%  | 0  | 1.0%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Better disabled access / facilities  | 0.4%  | 4      | 0.0%   | 0      | 2.0%   | 2      | 0.0%   | 0      | 0.6%   | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.8%  | 1  | 0.0%  | 0  |
| Better layout of shops / more compact  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 1.0%   | 1      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Better quality of shops in general   | 0.5%  | 5      | 0.0%   | 0      | 2.0%   | 2      | 0.0%   | 0      | 0.0%   | 0  | 1.0%  | 1  | 2.0%  | 2  | 0.0%  | 0  | 0.0%  | 0  |
| Better variety of shops in general   | 0.6%  | 6      | 2.7%   | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 1  | 1.0%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Charging points for electric cars  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 1.0%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Cheaper car parking  | 1.4%  | 14     | 0.0%   | 0      | 0.0%   | 0      | 3.0%   | 3      | 1.7%   | 3  | 1.0%  | 1  | 6.0%  | 6  | 0.8%  | 1  | 0.0%  | 0  |
| Cheaper public transport   | 0.3%  | 3      | 0.7%   | 1      | 2.0%   | 2      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Complete the redevelopments  | 0.3%  | 3      | 1.3%   | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Easier access to The Brooks Shopping Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Fewer charity shops  | 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  |
| Fewer coffee shops / cafés   | 1.8%  | 18     | 1.3%   | 2      | 6.0%   | 6      | 1.0%   | 1      | 1.7%   | 3  | 3.0%  | 3  | 3.0%  | 3  | 0.0%  | 0  | 0.0%  | 0  |
| Fewer national multiple shops / High Street 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  |
| Fewer phone shops  | 0.1%  | 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  |
| Fewer restaurants / takeaways  | 1.5%  | 15     | 4.0%   | 6      | 3.0%   | 3      | 1.0%   | 1      | 0.6%   | 1  | 1.0%  | 1  | 2.0%  | 2  | 0.8%  | 1  | 0.0%  | 0  |
| Fewer travel agents  | 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  |
| Fewer vacant shops   | 2.6%  | 26     | 2.7%   | 4      | 5.0%   | 5      | 2.0%   | 2      | 2.9%   | 5  | 1.0%  | 1  | 3.0%  | 3  | 3.8%  | 5  | 0.7%  | 1  |
| Improve / refurbish the existing shops   | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 1.0%   | 1      | 0.0%   | 0  | 0.0%  | 0  | 1.0%  | 1  | 0.8%  | 1  | 0.0%  | 0  |
| Improve Park & Ride (e.g. longer operating   | 0.6%  | 6      | 0.0%   | 0      | 1.0%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 3.1%  | 4  | 0.7%  | 1  |

# Winchester Household Survey For Lambert Smith Hampton

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |     |       |     |       |     |       |     |       |     |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|-----|-------|-----|-------|-----|-------|-----|-------|-----|
| hours, more stops etc.)                               |       |        |        |        |        |        |        |        |        |     |       |     |       |     |       |     |       |     |
| Improve The Brooks Shopping Centre / Silver Hill area | 1.1%  | 11     | 0.7%   | 1      | 3.0%   | 3      | 2.0%   | 2      | 0.6%   | 1   | 2.0%  | 2   | 0.0%  | 0   | 1.5%  | 2   | 0.0%  | 0   |
| Lower prices in general                               | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 1.0%   | 1      | 0.0%   | 0   | 1.0%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| More / better cycle lanes / routes                    | 0.5%  | 5      | 1.3%   | 2      | 1.0%   | 1      | 2.0%   | 2      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| More / better nightlife                               | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.8%  | 1   | 0.7%  | 1   |
| More / better security                                | 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   |
| More baskets on wheels in all stores                  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 1.0%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| More clothes shops                                    | 1.0%  | 10     | 0.0%   | 0      | 4.0%   | 4      | 2.0%   | 2      | 0.0%   | 0   | 1.0%  | 1   | 1.0%  | 1   | 1.5%  | 2   | 0.0%  | 0   |
| More covered bus stops                                | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 1.0%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| More dog-friendly shops and services                  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 1.0%   | 1      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| More free activities / events                         | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.7%  | 1   |
| More litter bins                                      | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 1.0%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| More plastic-free food shops                          | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.8%  | 1   | 0.0%  | 0   |
| More shops on level ground                            | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.8%  | 1   | 0.0%  | 0   |
| More women's clothing shops                           | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Open a John Lewis store                               | 0.5%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 2.0%   | 2      | 0.6%   | 1   | 1.0%  | 1   | 1.0%  | 1   | 0.0%  | 0   | 0.0%  | 0   |
| Reduce shop rents to reduce shop closures             | 1.4%  | 14     | 3.4%   | 5      | 5.0%   | 5      | 1.0%   | 1      | 0.0%   | 0   | 1.0%  | 1   | 1.0%  | 1   | 0.8%  | 1   | 0.0%  | 0   |
| Reduce traffic congestion                             | 3.2%  | 32     | 3.4%   | 5      | 9.0%   | 9      | 2.0%   | 2      | 3.4%   | 6   | 3.0%  | 3   | 2.0%  | 2   | 2.3%  | 3   | 1.3%  | 2   |
| Refurbish the swimming pool                           | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 1.0%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Remove / relocate the street markets                  | 1.7%  | 17     | 4.0%   | 6      | 1.0%   | 1      | 4.0%   | 4      | 0.6%   | 1   | 1.0%  | 1   | 2.0%  | 2   | 1.5%  | 2   | 0.0%  | 0   |
| Remove the cobbles                                    | 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   |
| Repair / resurface pavements                          | 1.0%  | 10     | 2.0%   | 3      | 0.0%   | 0      | 1.0%   | 1      | 1.1%   | 2   | 0.0%  | 0   | 1.0%  | 1   | 2.3%  | 3   | 0.0%  | 0   |
| Smaller buildings                                     | 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   |
| Stop building houses                                  | 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   |
| Traditional pay machines for car parking              | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 1.0%   | 1      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| (Don't know)  | 3.5%  | 35     | 2.7%   | 4      | 1.0%   | 1      | 1.0%   | 1      | 4.6%   | 8   | 1.0%  | 1   | 4.0%  | 4   | 4.6%  | 6   | 6.7%  | 10  |
| (Nothing)   | 34.5% | 346    | 22.1%  | 33     | 11.0%  | 11     | 25.0%  | 25     | 42.9%  | 75  | 32.0% | 32  | 28.0% | 28  | 47.3% | 62  | 53.7% | 80  |
| Base:   |       | 1004   |        | 149    |        | 100    |        | 100    |        | 175 |       | 100 |       | 100 |       | 131 |       | 149 |

**MeanScore: Visits per week**

**Q27 How often do you or your household visit Whiteley Shopping Centre for shopping and other town centre activities?**

|                     |       |      |       |      |       |      |       |      |       |      |       |      |       |      |       |      |       |      |
|---------------------|-------|------|-------|------|-------|------|-------|------|-------|------|-------|------|-------|------|-------|------|-------|------|
| Daily               | 0.4%  | 4    | 0.7%  | 1    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 2.0%  | 3    |
| 4-6 days a week     | 0.3%  | 3    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.8%  | 1    | 1.3%  | 2    |
| 2-3 days a week     | 1.0%  | 10   | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.6%  | 1    | 0.0%  | 0    | 0.0%  | 0    | 0.8%  | 1    | 5.4%  | 8    |
| One day a week      | 1.3%  | 13   | 0.0%  | 0    | 0.0%  | 0    | 1.0%  | 1    | 1.7%  | 3    | 0.0%  | 0    | 0.0%  | 0    | 1.5%  | 2    | 4.7%  | 7    |
| Every 2 weeks       | 2.0%  | 20   | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 3.4%  | 6    | 0.0%  | 0    | 0.0%  | 0    | 4.6%  | 6    | 5.4%  | 8    |
| Monthly             | 5.3%  | 53   | 2.0%  | 3    | 2.0%  | 2    | 1.0%  | 1    | 5.7%  | 10   | 0.0%  | 0    | 4.0%  | 4    | 9.2%  | 12   | 14.1% | 21   |
| Once every 2 months | 4.5%  | 45   | 6.0%  | 9    | 1.0%  | 1    | 3.0%  | 3    | 4.0%  | 7    | 0.0%  | 0    | 4.0%  | 4    | 5.3%  | 7    | 9.4%  | 14   |
| 3-4 times a year    | 5.1%  | 51   | 1.3%  | 2    | 1.0%  | 1    | 3.0%  | 3    | 10.3% | 18   | 1.0%  | 1    | 1.0%  | 1    | 8.4%  | 11   | 9.4%  | 14   |
| Twice a year        | 8.3%  | 83   | 5.4%  | 8    | 5.0%  | 5    | 4.0%  | 4    | 15.4% | 27   | 5.0%  | 5    | 5.0%  | 5    | 9.9%  | 13   | 10.7% | 16   |
| Once a year         | 7.1%  | 71   | 3.4%  | 5    | 4.0%  | 4    | 13.0% | 13   | 6.9%  | 12   | 5.0%  | 5    | 8.0%  | 8    | 9.2%  | 12   | 8.1%  | 12   |
| Less often          | 3.6%  | 36   | 0.7%  | 1    | 5.0%  | 5    | 7.0%  | 7    | 6.3%  | 11   | 2.0%  | 2    | 2.0%  | 2    | 0.8%  | 1    | 4.7%  | 7    |
| Never               | 60.7% | 609  | 80.5% | 120  | 81.0% | 81   | 67.0% | 67   | 44.6% | 78   | 87.0% | 87   | 76.0% | 76   | 48.9% | 64   | 24.2% | 36   |
| (Don't know)        | 0.3%  | 3    | 0.0%  | 0    | 1.0%  | 1    | 0.0%  | 0    | 0.6%  | 1    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.7%  | 1    |
| (Varies)            | 0.3%  | 3    | 0.0%  | 0    | 0.0%  | 0    | 1.0%  | 1    | 0.6%  | 1    | 0.0%  | 0    | 0.0%  | 0    | 0.8%  | 1    | 0.0%  | 0    |
| Mean:               |       | 0.12 |       | 0.06 |       | 0.01 |       | 0.02 |       | 0.08 |       | 0.00 |       | 0.02 |       | 0.14 |       | 0.48 |
| Base:               |       | 1004 |       | 149  |       | 100  |       | 100  |       | 175  |       | 100  |       | 100  |       | 131  |       | 149  |

# Winchester Household Survey For Lambert Smith Hampton

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |    |       |    |       |    |       |    |       |     |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|----|-------|----|-------|----|-------|----|-------|-----|
| <b>Q28 What do you like about Whiteley Shopping Centre? [MR]</b> |       |        |        |        |        |        |        |        |        |    |       |    |       |    |       |    |       |     |
| <i>Those who visit Whiteley Shopping Centre at Q27:</i>          |       |        |        |        |        |        |        |        |        |    |       |    |       |    |       |    |       |     |
| Attractive environment / nice place                              | 4.6%  | 18     | 0.0%   | 0      | 5.3%   | 1      | 6.1%   | 2      | 8.2%   | 8  | 0.0%  | 0  | 4.2%  | 1  | 4.5%  | 3  | 2.7%  | 3   |
| Close to friends or relatives                                    | 0.5%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 3.0%   | 1      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.5%  | 1  | 0.0%  | 0   |
| Close to home  | 8.6%  | 34     | 0.0%   | 0      | 5.3%   | 1      | 0.0%   | 0      | 6.2%   | 6  | 0.0%  | 0  | 4.2%  | 1  | 11.9% | 8  | 15.9% | 18  |
| Close to work  | 1.8%  | 7      | 6.9%   | 2      | 0.0%   | 0      | 3.0%   | 1      | 0.0%   | 0  | 0.0%  | 0  | 3.0%  | 0  | 1.8%  | 2  | 1.8%  | 2   |
| Compact  | 7.6%  | 30     | 6.9%   | 2      | 10.5%  | 2      | 12.1%  | 4      | 6.2%   | 6  | 23.1% | 3  | 8.3%  | 2  | 7.5%  | 5  | 5.3%  | 6   |
| Easy to get to by bike   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| Easy to get to by bus  | 0.5%  | 2      | 3.4%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.9%  | 1   |
| Easy to get to by car  | 5.3%  | 21     | 3.4%   | 1      | 21.1%  | 4      | 6.1%   | 2      | 2.1%   | 2  | 0.0%  | 0  | 8.3%  | 2  | 9.0%  | 6  | 3.5%  | 4   |
| Easy to park   | 17.7% | 70     | 34.5%  | 10     | 10.5%  | 2      | 21.2%  | 7      | 21.6%  | 21 | 15.4% | 2  | 16.7% | 4  | 19.4% | 13 | 9.7%  | 11  |
| Good facilities in general                                       | 3.3%  | 13     | 3.4%   | 1      | 5.3%   | 1      | 0.0%   | 0      | 4.1%   | 4  | 0.0%  | 0  | 8.3%  | 2  | 1.5%  | 1  | 3.5%  | 4   |
| Good food stores   | 2.3%  | 9      | 0.0%   | 0      | 0.0%   | 0      | 3.0%   | 1      | 2.1%   | 2  | 7.7%  | 1  | 4.2%  | 1  | 0.0%  | 0  | 3.5%  | 4   |
| Good pubs, cafés or restaurants                                  | 9.9%  | 39     | 6.9%   | 2      | 5.3%   | 1      | 12.1%  | 4      | 13.4%  | 13 | 7.7%  | 1  | 4.2%  | 1  | 13.4% | 9  | 7.1%  | 8   |
| Good range of non-food shops                                     | 21.3% | 84     | 20.7%  | 6      | 15.8%  | 3      | 18.2%  | 6      | 20.6%  | 20 | 30.8% | 4  | 4.2%  | 1  | 34.3% | 23 | 18.6% | 21  |
| Good range of independent shops                                  | 6.6%  | 26     | 10.3%  | 3      | 0.0%   | 0      | 6.1%   | 2      | 7.2%   | 7  | 0.0%  | 0  | 0.0%  | 0  | 7.5%  | 5  | 8.0%  | 9   |
| Good range of 'high street' retailers / multiples                | 9.4%  | 37     | 10.3%  | 3      | 5.3%   | 1      | 3.0%   | 1      | 8.2%   | 8  | 7.7%  | 1  | 12.5% | 3  | 10.4% | 7  | 11.5% | 13  |
| Affordable shops   | 2.5%  | 10     | 6.9%   | 2      | 0.0%   | 0      | 0.0%   | 0      | 3.1%   | 3  | 0.0%  | 0  | 8.3%  | 2  | 1.5%  | 1  | 1.8%  | 2   |
| High quality shops   | 2.8%  | 11     | 6.9%   | 2      | 5.3%   | 1      | 0.0%   | 0      | 2.1%   | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 5.3%  | 6   |
| Makes a change from other places                                 | 1.8%  | 7      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.1%   | 2  | 7.7%  | 1  | 4.2%  | 1  | 1.5%  | 1  | 1.8%  | 2   |
| Quiet / not too crowded  | 2.0%  | 8      | 3.4%   | 1      | 5.3%   | 1      | 3.0%   | 1      | 1.0%   | 1  | 0.0%  | 0  | 0.0%  | 0  | 3.0%  | 2  | 1.8%  | 2   |
| Safe and secure  | 1.3%  | 5      | 3.4%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 3.1%   | 3  | 0.0%  | 0  | 0.0%  | 0  | 1.5%  | 1  | 0.0%  | 0   |
| Modern   | 1.8%  | 7      | 3.4%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 1.0%   | 1  | 0.0%  | 0  | 4.2%  | 1  | 3.0%  | 2  | 1.8%  | 2   |
| Everything 'under one roof'                                      | 2.3%  | 9      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 5.2%   | 5  | 7.7%  | 1  | 8.3%  | 2  | 0.0%  | 0  | 0.9%  | 1   |
| Other  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| Clean / tidy streets   | 1.5%  | 6      | 0.0%   | 0      | 0.0%   | 0      | 3.0%   | 1      | 3.1%   | 3  | 0.0%  | 0  | 4.2%  | 1  | 1.5%  | 1  | 0.0%  | 0   |
| Flat terrain   | 0.3%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 4.2%  | 1  | 0.0%  | 0  | 0.0%  | 0   |
| Free car parking   | 11.1% | 44     | 3.4%   | 1      | 5.3%   | 1      | 9.1%   | 3      | 13.4%  | 13 | 15.4% | 2  | 12.5% | 3  | 10.4% | 7  | 12.4% | 14  |
| Good / long shop opening times                                   | 0.3%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.0%   | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| Good atmosphere / friendly people                                | 0.3%  | 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   |
| Good disabled access   | 0.3%  | 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   |
| Good leisure centre  | 0.5%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 4.2%  | 1  | 0.0%  | 0  | 0.9%  | 1   |
| Has a cinema   | 2.3%  | 9      | 6.9%   | 2      | 5.3%   | 1      | 0.0%   | 0      | 2.1%   | 2  | 0.0%  | 0  | 0.0%  | 0  | 4.5%  | 3  | 0.9%  | 1   |
| Has a large Marks & Spencer store                                | 2.5%  | 10     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 7.7%  | 1  | 0.0%  | 0  | 6.0%  | 4  | 4.4%  | 5   |
| Has everything I need  | 0.3%  | 1      | 3.4%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| No smoking policy  | 0.3%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.9%  | 1   |
| Pedestrianised areas   | 0.3%  | 1      | 3.4%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| Recently refurbished   | 0.3%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.9%  | 1   |
| Spacious / 'outside' shopping                                    | 2.5%  | 10     | 3.4%   | 1      | 0.0%   | 0      | 3.0%   | 1      | 3.1%   | 3  | 0.0%  | 0  | 0.0%  | 0  | 1.5%  | 1  | 3.5%  | 4   |
| Unique   | 0.5%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 3.0%   | 1      | 1.0%   | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| (Dont know)  | 2.3%  | 9      | 3.4%   | 1      | 10.5%  | 2      | 0.0%   | 0      | 2.1%   | 2  | 7.7%  | 1  | 8.3%  | 2  | 1.5%  | 1  | 0.0%  | 0   |
| (Nothing / very little)  | 18.5% | 73     | 17.2%  | 5      | 26.3%  | 5      | 24.2%  | 8      | 19.6%  | 19 | 7.7%  | 1  | 20.8% | 5  | 9.0%  | 6  | 21.2% | 24  |
| Base:  |       | 395    |        | 29     |        | 19     |        | 33     |        | 97 |       | 13 |       | 24 |       | 67 |       | 113 |

# Winchester Household Survey For Lambert Smith Hampton

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |     |       |     |       |     |       |     |       |     |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|-----|-------|-----|-------|-----|-------|-----|-------|-----|
| <b>Q29 What could be improved about Whiteley Shopping Centre that would make you visit it more often? [MR]</b> |       |        |        |        |        |        |        |        |        |     |       |     |       |     |       |     |       |     |
| Better access by road  | 3.1%  | 31     | 0.0%   | 0      | 0.0%   | 0      | 6.0%   | 6      | 2.3%   | 4   | 0.0%  | 0   | 6.0%  | 6   | 3.8%  | 5   | 6.7%  | 10  |
| Better public transport  | 1.2%  | 12     | 0.7%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 1.1%   | 2   | 0.0%  | 0   | 1.0%  | 1   | 3.8%  | 5   | 2.0%  | 3   |
| Better signposting   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Cleaner streets  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Facilities which would assist you if shopping with children  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Free car parking   | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 1.0%   | 1      | 0.6%   | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| More / better town centre events   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| More / better comparison retailers (i.e. non-food shops)   | 0.7%  | 7      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.7%   | 3   | 0.0%  | 0   | 1.0%  | 1   | 1.5%  | 2   | 0.7%  | 1   |
| More / better value or affordable shops  | 1.2%  | 12     | 0.7%   | 1      | 2.0%   | 2      | 0.0%   | 0      | 3.4%   | 6   | 0.0%  | 0   | 1.0%  | 1   | 0.0%  | 0   | 1.3%  | 2   |
| More / better entertainment  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| More / better places for eating out (e.g. cafés and restaurants)   | 0.7%  | 7      | 0.7%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 1.0%  | 1   | 1.5%  | 2   | 2.0%  | 3   |
| More / better food shops   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| More / better parking  | 2.1%  | 21     | 1.3%   | 2      | 0.0%   | 0      | 1.0%   | 1      | 3.4%   | 6   | 0.0%  | 0   | 0.0%  | 0   | 5.3%  | 7   | 3.4%  | 5   |
| More / better pedestrianised streets   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| More / better public conveniences  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| More / better seats / flower displays  | 0.3%  | 3      | 0.0%   | 0      | 1.0%   | 1      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.8%  | 1   | 0.7%  | 1   |
| More / better services   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| More advertising   | 0.2%  | 2      | 0.7%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 1.0%  | 1   | 0.0%  | 0   | 0.0%  | 0   |
| More national multiple shops / High Street shops   | 3.0%  | 30     | 0.7%   | 1      | 2.0%   | 2      | 1.0%   | 1      | 5.7%   | 10  | 2.0%  | 2   | 0.0%  | 0   | 2.3%  | 3   | 7.4%  | 11  |
| More independent / specialist shops  | 2.7%  | 27     | 1.3%   | 2      | 1.0%   | 1      | 4.0%   | 4      | 6.9%   | 12  | 0.0%  | 0   | 0.0%  | 0   | 1.5%  | 2   | 4.0%  | 6   |
| A street market  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Shops / services open on Sundays   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Other  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Better atmosphere  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Better disabled access / facilities  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.8%  | 1   | 0.0%  | 0   |
| Better phone reception   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.7%  | 1   |
| Clearer parking signage  | 0.1%  | 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   |
| Covered walkways   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.7%  | 1   |
| Fewer coffee shops / cafés   | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.1%   | 2   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Larger shopping area   | 0.2%  | 2      | 0.7%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Later opening hours in shops / cafés   | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 1.3%  | 2   |
| Less busy  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.7%  | 1   |
| More / better pubs / bars  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.7%  | 1   |
| More / better signage  | 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   |
| More / better special offers in shops  | 0.2%  | 2      | 0.0%   | 0      | 1.0%   | 1      | 0.0%   | 0      | 0.6%   | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| More clothes shops   | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.7%  | 1   |
| More shops indoors / undercover  | 2.3%  | 23     | 0.0%   | 0      | 2.0%   | 2      | 0.0%   | 0      | 2.9%   | 5   | 1.0%  | 1   | 0.0%  | 0   | 1.5%  | 2   | 8.7%  | 13  |
| Open a Primark store   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Reduce traffic congestion  | 2.3%  | 23     | 0.7%   | 1      | 0.0%   | 0      | 3.0%   | 3      | 1.7%   | 3   | 0.0%  | 0   | 0.0%  | 0   | 3.8%  | 5   | 7.4%  | 11  |
| Remove indoor shopping centre / have all shops outdoors  | 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   |
| Remove the parking cameras   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Re-open the banks  | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.7%  | 1   |
| (Don't know)   | 13.7% | 138    | 27.5%  | 41     | 15.0%  | 15     | 15.0%  | 15     | 13.7%  | 24  | 12.0% | 12  | 18.0% | 18  | 4.6%  | 6   | 4.7%  | 7   |
| (Nothing)  | 67.4% | 677    | 65.1%  | 97     | 75.0%  | 75     | 71.0%  | 71     | 60.6%  | 106 | 85.0% | 85  | 70.0% | 70  | 71.8% | 94  | 53.0% | 79  |
| Base:  |       | 1004   |        | 149    |        | 100    |        | 100    |        | 175 |       | 100 |       | 100 |       | 131 |       | 149 |

# Winchester Household Survey For Lambert Smith Hampton

|  | Total | Zone 1      | Zone 2 | Zone 3      | Zone 4 | Zone 5      | Zone 6 | Zone 7      | Zone 8 |             |       |             |       |             |       |             |       |             |
|--|-------|-------------|--------|-------------|--------|-------------|--------|-------------|--------|-------------|-------|-------------|-------|-------------|-------|-------------|-------|-------------|
| <b>MeanScore: Visits per week</b>  |       |             |        |             |        |             |        |             |        |             |       |             |       |             |       |             |       |             |
| <b>Q30 How often do you or your household visit New Alresford Town Centre for shopping and other town centre activities?</b> |       |             |        |             |        |             |        |             |        |             |       |             |       |             |       |             |       |             |
| Daily  | 3.3%  | 33          | 0.7%   | 1           | 0.0%   | 0           | 0.0%   | 0           | 0.0%   | 0           | 29.0% | 29          | 2.0%  | 2           | 0.8%  | 1           | 0.0%  | 0           |
| 4-6 days a week  | 1.2%  | 12          | 0.0%   | 0           | 1.0%   | 1           | 0.0%   | 0           | 0.0%   | 0           | 10.0% | 10          | 1.0%  | 1           | 0.0%  | 0           | 0.0%  | 0           |
| 2-3 days a week  | 5.1%  | 51          | 0.0%   | 0           | 1.0%   | 1           | 0.0%   | 0           | 1.1%   | 2           | 36.0% | 36          | 11.0% | 11          | 0.0%  | 0           | 0.7%  | 1           |
| One day a week   | 3.6%  | 36          | 2.0%   | 3           | 2.0%   | 2           | 0.0%   | 0           | 0.6%   | 1           | 13.0% | 13          | 16.0% | 16          | 0.8%  | 1           | 0.0%  | 0           |
| Every 2 weeks  | 1.9%  | 19          | 0.7%   | 1           | 4.0%   | 4           | 1.0%   | 1           | 0.0%   | 0           | 3.0%  | 3           | 9.0%  | 9           | 0.8%  | 1           | 0.0%  | 0           |
| Monthly  | 3.0%  | 30          | 4.0%   | 6           | 6.0%   | 6           | 7.0%   | 7           | 0.6%   | 1           | 1.0%  | 1           | 4.0%  | 4           | 2.3%  | 3           | 1.3%  | 2           |
| Once every 2 months  | 3.6%  | 36          | 3.4%   | 5           | 16.0%  | 16          | 4.0%   | 4           | 1.1%   | 2           | 1.0%  | 1           | 3.0%  | 3           | 3.1%  | 4           | 0.7%  | 1           |
| 3-4 times a year   | 3.0%  | 30          | 7.4%   | 11          | 5.0%   | 5           | 3.0%   | 3           | 1.7%   | 3           | 1.0%  | 1           | 4.0%  | 4           | 0.8%  | 1           | 1.3%  | 2           |
| Twice a year   | 5.1%  | 51          | 12.1%  | 18          | 10.0%  | 10          | 6.0%   | 6           | 3.4%   | 6           | 0.0%  | 0           | 3.0%  | 3           | 4.6%  | 6           | 1.3%  | 2           |
| Once a year  | 3.7%  | 37          | 2.0%   | 3           | 5.0%   | 5           | 6.0%   | 6           | 5.7%   | 10          | 1.0%  | 1           | 2.0%  | 2           | 3.1%  | 4           | 4.0%  | 6           |
| Less often   | 3.1%  | 31          | 4.0%   | 6           | 5.0%   | 5           | 2.0%   | 2           | 4.0%   | 7           | 1.0%  | 1           | 3.0%  | 3           | 1.5%  | 2           | 3.4%  | 5           |
| Never  | 62.6% | 628         | 63.1%  | 94          | 44.0%  | 44          | 68.0%  | 68          | 80.6%  | 141         | 4.0%  | 4           | 40.0% | 40          | 82.4% | 108         | 86.6% | 129         |
| (Don't know)   | 0.4%  | 4           | 0.0%   | 0           | 1.0%   | 1           | 1.0%   | 1           | 1.1%   | 2           | 0.0%  | 0           | 0.0%  | 0           | 0.0%  | 0           | 0.0%  | 0           |
| (Varies)   | 0.6%  | 6           | 0.7%   | 1           | 0.0%   | 0           | 2.0%   | 2           | 0.0%   | 0           | 0.0%  | 0           | 2.0%  | 2           | 0.0%  | 0           | 0.7%  | 1           |
| <i>Mean:</i>   |       | <i>0.48</i> |        | <i>0.09</i> |        | <i>0.16</i> |        | <i>0.03</i> |        | <i>0.04</i> |       | <i>3.58</i> |       | <i>0.70</i> |       | <i>0.08</i> |       | <i>0.02</i> |
| Base:  |       | 1004        |        | 149         |        | 100         |        | 100         |        | 175         |       | 100         |       | 100         |       | 131         |       | 149         |

# Winchester Household Survey For Lambert Smith Hampton

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |    |       |    |       |    |       |    |       |    |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|----|-------|----|-------|----|-------|----|-------|----|
| <b>Q31 What do you like about New Alresford Town Centre? [MR]</b> |       |        |        |        |        |        |        |        |        |    |       |    |       |    |       |    |       |    |
| <i>Those who visit New Alresford Town Centre at Q31:</i>          |       |        |        |        |        |        |        |        |        |    |       |    |       |    |       |    |       |    |
| Attractive environment / nice place                               | 39.1% | 147    | 58.2%  | 32     | 37.5%  | 21     | 65.6%  | 21     | 26.5%  | 9  | 33.3% | 32 | 21.7% | 13 | 43.5% | 10 | 45.0% | 9  |
| Close to friends or relatives                                     | 2.1%  | 8      | 3.6%   | 2      | 3.6%   | 2      | 0.0%   | 0      | 5.9%   | 2  | 0.0%  | 0  | 0.0%  | 0  | 4.3%  | 1  | 5.0%  | 1  |
| Close to home   | 15.7% | 59     | 3.6%   | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 42.7% | 41 | 25.0% | 15 | 0.0%  | 0  | 5.0%  | 1  |
| Close to work   | 0.5%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 2.1%  | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Compact   | 4.8%  | 18     | 0.0%   | 0      | 3.6%   | 2      | 9.4%   | 3      | 2.9%   | 1  | 6.3%  | 6  | 8.3%  | 5  | 4.3%  | 1  | 0.0%  | 0  |
| Easy to get to by bike  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Easy to get to by bus   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Easy to get to by car   | 0.8%  | 3      | 0.0%   | 0      | 3.6%   | 2      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 1.7%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Easy to park  | 4.3%  | 16     | 5.5%   | 3      | 7.1%   | 4      | 3.1%   | 1      | 2.9%   | 1  | 3.1%  | 3  | 6.7%  | 4  | 0.0%  | 0  | 0.0%  | 0  |
| Good facilities in general  | 2.1%  | 8      | 0.0%   | 0      | 1.8%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 5.2%  | 5  | 1.7%  | 1  | 0.0%  | 0  | 5.0%  | 1  |
| Good food stores  | 5.9%  | 22     | 5.5%   | 3      | 3.6%   | 2      | 6.3%   | 2      | 2.9%   | 1  | 8.3%  | 8  | 10.0% | 6  | 0.0%  | 0  | 0.0%  | 0  |
| Good pubs, cafés or restaurants                                   | 12.0% | 45     | 18.2%  | 10     | 12.5%  | 7      | 15.6%  | 5      | 8.8%   | 3  | 5.2%  | 5  | 10.0% | 6  | 21.7% | 5  | 20.0% | 4  |
| Good range of non-food shops                                      | 7.4%  | 28     | 1.8%   | 1      | 8.9%   | 5      | 3.1%   | 1      | 0.0%   | 0  | 10.4% | 10 | 11.7% | 7  | 13.0% | 3  | 5.0%  | 1  |
| Good range of independent shops                                   | 25.0% | 94     | 30.9%  | 17     | 37.5%  | 21     | 21.9%  | 7      | 17.6%  | 6  | 22.9% | 22 | 21.7% | 13 | 21.7% | 5  | 15.0% | 3  |
| Good range of 'high street' retailers / multiples                 | 1.9%  | 7      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 5.2%  | 5  | 1.7%  | 1  | 0.0%  | 0  | 5.0%  | 1  |
| Affordable shops  | 0.5%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 2.1%  | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| High quality shops  | 2.4%  | 9      | 1.8%   | 1      | 1.8%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 4.2%  | 4  | 1.7%  | 1  | 4.3%  | 1  | 5.0%  | 1  |
| The street market   | 1.6%  | 6      | 1.8%   | 1      | 5.4%   | 3      | 0.0%   | 0      | 0.0%   | 0  | 1.0%  | 1  | 1.7%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Makes a change from other places                                  | 1.1%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.9%   | 1  | 1.0%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 10.0% | 2  |
| Quiet   | 2.4%  | 9      | 5.5%   | 3      | 0.0%   | 0      | 3.1%   | 1      | 0.0%   | 0  | 2.1%  | 2  | 3.3%  | 2  | 4.3%  | 1  | 0.0%  | 0  |
| Safe and secure   | 0.5%  | 2      | 1.8%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 4.3%  | 1  | 0.0%  | 0  |
| Traditional   | 6.4%  | 24     | 7.3%   | 4      | 3.6%   | 2      | 0.0%   | 0      | 20.6%  | 7  | 3.1%  | 3  | 3.3%  | 2  | 17.4% | 4  | 10.0% | 2  |
| History and historical architecture                               | 2.9%  | 11     | 3.6%   | 2      | 3.6%   | 2      | 0.0%   | 0      | 8.8%   | 3  | 1.0%  | 1  | 1.7%  | 1  | 4.3%  | 1  | 5.0%  | 1  |
| Other   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Close to hobby / leisure activities                               | 0.5%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 1.0%  | 1  | 0.0%  | 0  | 4.3%  | 1  | 0.0%  | 0  |
| Familiar  | 3.7%  | 14     | 0.0%   | 0      | 5.4%   | 3      | 0.0%   | 0      | 0.0%   | 0  | 6.3%  | 6  | 6.7%  | 4  | 4.3%  | 1  | 0.0%  | 0  |
| Free car parking  | 1.1%  | 4      | 0.0%   | 0      | 3.6%   | 2      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 3.3%  | 2  | 0.0%  | 0  | 0.0%  | 0  |
| Good atmosphere / friendly people                                 | 5.9%  | 22     | 3.6%   | 2      | 8.9%   | 5      | 3.1%   | 1      | 5.9%   | 2  | 8.3%  | 8  | 6.7%  | 4  | 0.0%  | 0  | 0.0%  | 0  |
| Good book shop  | 0.3%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 1.7%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Good cycle routes / lanes   | 0.3%  | 1      | 0.0%   | 0      | 1.8%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Good services (e.g. library, dry cleaners, hairdressers etc.)     | 0.8%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 1.0%  | 1  | 3.3%  | 2  | 0.0%  | 0  | 0.0%  | 0  |
| Has everything I need   | 0.3%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 1.0%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| My dentist is located there                                       | 0.3%  | 1      | 1.8%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Small / not too big   | 0.5%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 3.3%  | 2  | 0.0%  | 0  | 0.0%  | 0  |
| Still has a bank  | 0.5%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 1.0%  | 1  | 1.7%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Supporting local business   | 0.5%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 2.1%  | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| (Dont know)   | 1.6%  | 6      | 1.8%   | 1      | 0.0%   | 0      | 6.3%   | 2      | 5.9%   | 2  | 0.0%  | 0  | 1.7%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| (Nothing / very little)   | 5.3%  | 20     | 3.6%   | 2      | 5.4%   | 3      | 3.1%   | 1      | 14.7%  | 5  | 4.2%  | 4  | 3.3%  | 2  | 0.0%  | 0  | 15.0% | 3  |
| Base:   |       | 376    |        | 55     |        | 56     |        | 32     |        | 34 |       | 96 |       | 60 |       | 23 |       | 20 |

# Winchester Household Survey For Lambert Smith Hampton

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |     |       |     |       |     |       |     |       |     |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|-----|-------|-----|-------|-----|-------|-----|-------|-----|
| <b>Q32 What could be improved about New Alresford Town Centre that would make you visit it more often? [MR]</b> |       |        |        |        |        |        |        |        |        |     |       |     |       |     |       |     |       |     |
| Better access by road   | 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   |
| Better public transport   | 0.8%  | 8      | 0.0%   | 0      | 1.0%   | 1      | 0.0%   | 0      | 1.7%   | 3   | 1.0%  | 1   | 1.0%  | 1   | 1.5%  | 2   | 0.0%  | 0   |
| Better signposting  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Cleaner streets   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Facilities which would assist you if shopping with children   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Free car parking  | 1.5%  | 15     | 0.0%   | 0      | 4.0%   | 4      | 0.0%   | 0      | 0.6%   | 1   | 6.0%  | 6   | 2.0%  | 2   | 0.8%  | 1   | 0.7%  | 1   |
| More / better town centre events  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| More / better comparison retailers (i.e. non-food shops)  | 0.1%  | 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   |
| More / better value or affordable shops   | 0.9%  | 9      | 0.7%   | 1      | 3.0%   | 3      | 0.0%   | 0      | 0.6%   | 1   | 2.0%  | 2   | 2.0%  | 2   | 0.0%  | 0   | 0.0%  | 0   |
| More / better entertainment   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 1.0%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| More / better places for eating out (e.g. cafés and restaurants)  | 0.7%  | 7      | 0.0%   | 0      | 0.0%   | 0      | 2.0%   | 2      | 0.6%   | 1   | 2.0%  | 2   | 2.0%  | 2   | 0.0%  | 0   | 0.0%  | 0   |
| More / better food shops  | 0.2%  | 2      | 0.0%   | 0      | 1.0%   | 1      | 0.0%   | 0      | 0.0%   | 0   | 1.0%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| More / better parking   | 8.4%  | 84     | 5.4%   | 8      | 13.0%  | 13     | 6.0%   | 6      | 2.9%   | 5   | 26.0% | 26  | 16.0% | 16  | 3.8%  | 5   | 3.4%  | 5   |
| More / better pedestrianised streets  | 0.2%  | 2      | 0.0%   | 0      | 2.0%   | 2      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| More / better public conveniences   | 0.1%  | 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   |
| More / better seats / flower displays   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| More / better services  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| More advertising  | 0.2%  | 2      | 0.7%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| More national multiple shops / High Street shops  | 1.4%  | 14     | 1.3%   | 2      | 3.0%   | 3      | 1.0%   | 1      | 0.6%   | 1   | 3.0%  | 3   | 3.0%  | 3   | 0.0%  | 0   | 0.7%  | 1   |
| More independent shops  | 1.9%  | 19     | 1.3%   | 2      | 2.0%   | 2      | 1.0%   | 1      | 1.1%   | 2   | 7.0%  | 7   | 4.0%  | 4   | 0.0%  | 0   | 0.7%  | 1   |
| Street markets - physical improvements  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Street markets - better range and quality of offer  | 0.2%  | 2      | 0.0%   | 0      | 1.0%   | 1      | 0.0%   | 0      | 0.6%   | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Protection from the weather (e.g. covered shopping mall)  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Shops / services open on Sundays  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Other   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Better special offers in the supermarkets   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 1.0%   | 1      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Cheaper public transport  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 1.0%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Fewer coffee shops / cafés  | 0.7%  | 7      | 0.0%   | 0      | 1.0%   | 1      | 0.0%   | 0      | 0.0%   | 0   | 5.0%  | 5   | 1.0%  | 1   | 0.0%  | 0   | 0.0%  | 0   |
| Fewer women's clothes shops   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 1.0%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Less crowded / busy   | 0.1%  | 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   |
| More / better disabled access / facilities  | 0.1%  | 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   |
| More coffee shops / cafés   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.7%  | 1   |
| More facilities / activities for young people   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 1.0%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| More level pavements  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 1.0%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| More parking control / traffic wardens  | 0.1%  | 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   |
| More pedestrian crossings   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 1.0%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| More traffic-calming measures   | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 2.0%  | 2   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Open a petrol station   | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 1   | 1.0%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Reduce shop rents to reduce shop closures   | 0.4%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 3.0%  | 3   | 1.0%  | 1   | 0.0%  | 0   | 0.0%  | 0   |
| Remove large 'superstores'  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 1.0%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Re-open the banks   | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 3.0%  | 3   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Wider pavements   | 0.1%  | 1      | 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)  | 14.9% | 150    | 26.2%  | 39     | 5.0%   | 5      | 14.0%  | 14     | 25.7%  | 45  | 0.0%  | 0   | 13.0% | 13  | 6.9%  | 9   | 16.8% | 25  |
| (Nothing)   | 69.4% | 697    | 65.1%  | 97     | 73.0%  | 73     | 77.0%  | 77     | 66.3%  | 116 | 46.0% | 46  | 57.0% | 57  | 87.0% | 114 | 78.5% | 117 |
| Base:   |       | 1004   |        | 149    |        | 100    |        | 100    |        | 175 |       | 100 |       | 100 |       | 131 |       | 149 |

# Winchester Household Survey For Lambert Smith Hampton

|   | Total | Zone 1      | Zone 2 | Zone 3      | Zone 4 | Zone 5      | Zone 6 | Zone 7      | Zone 8 |             |       |             |       |             |       |             |       |             |
|---|-------|-------------|--------|-------------|--------|-------------|--------|-------------|--------|-------------|-------|-------------|-------|-------------|-------|-------------|-------|-------------|
| <b>MeanScore: Visits per week</b>   |       |             |        |             |        |             |        |             |        |             |       |             |       |             |       |             |       |             |
| <b>Q33 How often do you or your household visit Bishop's Waltham Town Centre for shopping and other town centre activities?</b> |       |             |        |             |        |             |        |             |        |             |       |             |       |             |       |             |       |             |
| Daily   | 2.1%  | 21          | 0.0%   | 0           | 0.0%   | 0           | 0.0%   | 0           | 0.0%   | 0           | 0.0%  | 0           | 2.0%  | 2           | 14.5% | 19          | 0.0%  | 0           |
| 4-6 days a week   | 2.0%  | 20          | 0.0%   | 0           | 1.0%   | 1           | 0.0%   | 0           | 0.6%   | 1           | 0.0%  | 0           | 1.0%  | 1           | 11.5% | 15          | 1.3%  | 2           |
| 2-3 days a week   | 4.0%  | 40          | 0.0%   | 0           | 0.0%   | 0           | 0.0%   | 0           | 0.6%   | 1           | 0.0%  | 0           | 10.0% | 10          | 21.4% | 28          | 0.7%  | 1           |
| One day a week  | 4.2%  | 42          | 0.0%   | 0           | 0.0%   | 0           | 1.0%   | 1           | 0.6%   | 1           | 1.0%  | 1           | 9.0%  | 9           | 15.3% | 20          | 6.7%  | 10          |
| Every 2 weeks   | 1.8%  | 18          | 0.0%   | 0           | 0.0%   | 0           | 0.0%   | 0           | 4.0%   | 7           | 0.0%  | 0           | 4.0%  | 4           | 3.8%  | 5           | 1.3%  | 2           |
| Monthly   | 3.6%  | 36          | 0.7%   | 1           | 2.0%   | 2           | 2.0%   | 2           | 5.7%   | 10          | 0.0%  | 0           | 7.0%  | 7           | 5.3%  | 7           | 4.7%  | 7           |
| Once every 2 months   | 2.8%  | 28          | 0.7%   | 1           | 1.0%   | 1           | 5.0%   | 5           | 6.3%   | 11          | 0.0%  | 0           | 2.0%  | 2           | 2.3%  | 3           | 3.4%  | 5           |
| 3-4 times a year  | 3.9%  | 39          | 2.0%   | 3           | 0.0%   | 0           | 8.0%   | 8           | 2.9%   | 5           | 2.0%  | 2           | 5.0%  | 5           | 1.5%  | 2           | 9.4%  | 14          |
| Twice a year  | 3.5%  | 35          | 1.3%   | 2           | 2.0%   | 2           | 6.0%   | 6           | 9.1%   | 16          | 1.0%  | 1           | 3.0%  | 3           | 0.0%  | 0           | 3.4%  | 5           |
| Once a year   | 3.7%  | 37          | 2.0%   | 3           | 2.0%   | 2           | 5.0%   | 5           | 6.3%   | 11          | 5.0%  | 5           | 4.0%  | 4           | 0.8%  | 1           | 4.0%  | 6           |
| Less often  | 2.7%  | 27          | 2.0%   | 3           | 3.0%   | 3           | 1.0%   | 1           | 3.4%   | 6           | 3.0%  | 3           | 4.0%  | 4           | 0.0%  | 0           | 4.7%  | 7           |
| Never   | 64.6% | 649         | 91.3%  | 136         | 89.0%  | 89          | 67.0%  | 67          | 60.0%  | 105         | 87.0% | 87          | 49.0% | 49          | 21.4% | 28          | 59.1% | 88          |
| (Don't know)  | 0.5%  | 5           | 0.0%   | 0           | 0.0%   | 0           | 1.0%   | 1           | 0.6%   | 1           | 0.0%  | 0           | 0.0%  | 0           | 1.5%  | 2           | 0.7%  | 1           |
| (Varies)  | 0.7%  | 7           | 0.0%   | 0           | 0.0%   | 0           | 4.0%   | 4           | 0.0%   | 0           | 1.0%  | 1           | 0.0%  | 0           | 0.8%  | 1           | 0.7%  | 1           |
| <i>Mean:</i>  |       | <i>0.42</i> |        | <i>0.00</i> |        | <i>0.06</i> |        | <i>0.03</i> |        | <i>0.10</i> |       | <i>0.01</i> |       | <i>0.58</i> |       | <i>2.37</i> |       | <i>0.19</i> |
| Base:   |       | 1004        |        | 149         |        | 100         |        | 100         |        | 175         |       | 100         |       | 100         |       | 131         |       | 149         |

# Winchester Household Survey For Lambert Smith Hampton

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |    |       |    |       |    |       |     |       |    |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|----|-------|----|-------|----|-------|-----|-------|----|
| <b>Q34 What do you like about Bishop's Waltham Town Centre? [MR]</b> |       |        |        |        |        |        |        |        |        |    |       |    |       |    |       |     |       |    |
| <i>Those who visit Bishop's Waltham Town Centre at Q33:</i>          |       |        |        |        |        |        |        |        |        |    |       |    |       |    |       |     |       |    |
| Attractive environment / nice place                                  | 28.7% | 102    | 69.2%  | 9      | 27.3%  | 3      | 36.4%  | 12     | 31.4%  | 22 | 23.1% | 3  | 11.8% | 6  | 26.2% | 27  | 32.8% | 20 |
| Close to friends or relatives  | 2.5%  | 9      | 7.7%   | 1      | 9.1%   | 1      | 0.0%   | 0      | 5.7%   | 4  | 7.7%  | 1  | 2.0%  | 1  | 0.0%  | 0   | 1.6%  | 1  |
| Close to home  | 18.0% | 64     | 7.7%   | 1      | 9.1%   | 1      | 0.0%   | 0      | 2.9%   | 2  | 0.0%  | 0  | 27.5% | 14 | 42.7% | 44  | 3.3%  | 2  |
| Close to work  | 0.8%  | 3      | 7.7%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.0%  | 1   | 1.6%  | 1  |
| Compact  | 4.2%  | 15     | 0.0%   | 0      | 0.0%   | 0      | 9.1%   | 3      | 5.7%   | 4  | 0.0%  | 0  | 2.0%  | 1  | 3.9%  | 4   | 4.9%  | 3  |
| Easy to get to by bike   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0  |
| Easy to get to by bus  | 0.6%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 3.0%   | 1      | 1.4%   | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0  |
| Easy to get to by car  | 0.8%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 2.0%  | 1  | 1.0%  | 1   | 1.6%  | 1  |
| Easy to park   | 6.5%  | 23     | 0.0%   | 0      | 0.0%   | 0      | 9.1%   | 3      | 4.3%   | 3  | 0.0%  | 0  | 17.6% | 9  | 2.9%  | 3   | 8.2%  | 5  |
| Good facilities in general   | 3.1%  | 11     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.4%   | 1  | 0.0%  | 0  | 5.9%  | 3  | 6.8%  | 7   | 0.0%  | 0  |
| Good food stores   | 4.2%  | 15     | 0.0%   | 0      | 0.0%   | 0      | 3.0%   | 1      | 1.4%   | 1  | 0.0%  | 0  | 9.8%  | 5  | 4.9%  | 5   | 4.9%  | 3  |
| Good pubs, cafés or restaurants                                      | 13.5% | 48     | 30.8%  | 4      | 18.2%  | 2      | 12.1%  | 4      | 15.7%  | 11 | 23.1% | 3  | 11.8% | 6  | 10.7% | 11  | 11.5% | 7  |
| Good range of non-food shops   | 9.0%  | 32     | 0.0%   | 0      | 0.0%   | 0      | 9.1%   | 3      | 7.1%   | 5  | 7.7%  | 1  | 17.6% | 9  | 9.7%  | 10  | 6.6%  | 4  |
| Good range of independent shops                                      | 24.2% | 86     | 23.1%  | 3      | 18.2%  | 2      | 48.5%  | 16     | 27.1%  | 19 | 15.4% | 2  | 25.5% | 13 | 16.5% | 17  | 23.0% | 14 |
| Good range of 'high street' retailers / multiples                    | 1.4%  | 5      | 7.7%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 2.0%  | 1  | 1.0%  | 1   | 3.3%  | 2  |
| Affordable shops   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0  |
| High quality shops   | 1.4%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.9%   | 2  | 0.0%  | 0  | 0.0%  | 0  | 1.0%  | 1   | 3.3%  | 2  |
| The street market  | 0.6%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.4%   | 1  | 0.0%  | 0  | 2.0%  | 1  | 0.0%  | 0   | 0.0%  | 0  |
| Makes a change from other places                                     | 0.6%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 7.7%  | 1  | 0.0%  | 0  | 0.0%  | 0   | 1.6%  | 1  |
| Quiet  | 1.4%  | 5      | 0.0%   | 0      | 9.1%   | 1      | 0.0%   | 0      | 4.3%   | 3  | 0.0%  | 0  | 2.0%  | 1  | 0.0%  | 0   | 0.0%  | 0  |
| Safe and secure  | 1.4%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.4%   | 1  | 0.0%  | 0  | 0.0%  | 0  | 2.9%  | 3   | 1.6%  | 1  |
| Traditional  | 7.0%  | 25     | 7.7%   | 1      | 9.1%   | 1      | 3.0%   | 1      | 10.0%  | 7  | 0.0%  | 0  | 3.9%  | 2  | 5.8%  | 6   | 11.5% | 7  |
| History and historical architecture                                  | 2.8%  | 10     | 0.0%   | 0      | 9.1%   | 1      | 0.0%   | 0      | 2.9%   | 2  | 0.0%  | 0  | 2.0%  | 1  | 1.0%  | 1   | 8.2%  | 5  |
| Other  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0  |
| Close to schools   | 0.3%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 2.0%  | 1  | 0.0%  | 0   | 0.0%  | 0  |
| Familiar   | 2.5%  | 9      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.4%   | 1  | 0.0%  | 0  | 2.0%  | 1  | 6.8%  | 7   | 0.0%  | 0  |
| Free car parking   | 3.1%  | 11     | 7.7%   | 1      | 0.0%   | 0      | 3.0%   | 1      | 1.4%   | 1  | 0.0%  | 0  | 5.9%  | 3  | 3.9%  | 4   | 1.6%  | 1  |
| Friendly atmosphere / environment                                    | 4.2%  | 15     | 0.0%   | 0      | 9.1%   | 1      | 0.0%   | 0      | 1.4%   | 1  | 0.0%  | 0  | 0.0%  | 0  | 12.6% | 13  | 0.0%  | 0  |
| Good disabled access   | 0.3%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 1.6%  | 1  |
| Good range of charity shops  | 0.3%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 2.0%  | 1  | 0.0%  | 0   | 0.0%  | 0  |
| Good range of leisure facilities                                     | 0.8%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.4%   | 1  | 0.0%  | 0  | 2.0%  | 1  | 0.0%  | 0   | 1.6%  | 1  |
| Good range of services in general                                    | 0.3%  | 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  |
| Has everything I need  | 0.6%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.9%  | 2   | 0.0%  | 0  |
| My doctor is located there   | 0.8%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.4%   | 1  | 0.0%  | 0  | 3.9%  | 2  | 0.0%  | 0   | 0.0%  | 0  |
| Small / not too big  | 0.8%  | 3      | 7.7%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.9%  | 2   | 0.0%  | 0  |
| Still has a bank   | 1.4%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 3.9%  | 2  | 1.9%  | 2   | 1.6%  | 1  |
| The Christmas market   | 0.3%  | 1      | 0.0%   | 0      | 9.1%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0  |
| The Palace House   | 0.3%  | 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  |
| (Dont know)  | 1.7%  | 6      | 0.0%   | 0      | 9.1%   | 1      | 3.0%   | 1      | 1.4%   | 1  | 7.7%  | 1  | 2.0%  | 1  | 1.0%  | 1   | 0.0%  | 0  |
| (Nothing / very little)  | 9.9%  | 35     | 0.0%   | 0      | 9.1%   | 1      | 6.1%   | 2      | 7.1%   | 5  | 15.4% | 2  | 9.8%  | 5  | 7.8%  | 8   | 19.7% | 12 |
| Base:  |       | 355    |        | 13     |        | 11     |        | 33     |        | 70 |       | 13 |       | 51 |       | 103 |       | 61 |

# Winchester Household Survey For Lambert Smith Hampton

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |     |       |    |       |    |       |    |       |     |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|-----|-------|----|-------|----|-------|----|-------|-----|
| <b>Q35 What could be improved about Bishop's Waltham Town Centre that would make you visit it more often? [MR]</b> |       |        |        |        |        |        |        |        |        |     |       |    |       |    |       |    |       |     |
| Better access by road  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 1  | 0.0%  | 0  | 0.0%  | 0  |       |     |
| Better public transport  | 0.6%  | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 4  | 1.3%  | 2  |       |     |
| Better signposting   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |       |     |
| Cleaner streets  | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 2  | 0.0%  | 0  |       |     |
| Facilities which would assist you if shopping with children  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |       |     |
| Free car parking   | 0.6%  | 6      | 0.0%   | 0      | 0.0%   | 0      | 1.0%   | 1      | 1.1%   | 2   | 0.0%  | 0  | 1.0%  | 1  | 0.8%  | 1  | 0.7%  | 1   |
| More / better town centre events   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |       |     |
| More / better comparison retailers (i.e. non-food shops)   | 1.5%  | 15     | 0.7%   | 1      | 1.0%   | 1      | 1.0%   | 1      | 2.3%   | 4   | 0.0%  | 0  | 3.0%  | 3  | 2.3%  | 3  | 1.3%  | 2   |
| More / better value or affordable shops  | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.3%  | 2   |
| More / better entertainment  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |       |     |
| More / better places for eating out (e.g. cafés and restaurants)   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |       |     |
| More / better food shops   | 1.7%  | 17     | 0.0%   | 0      | 0.0%   | 0      | 2.0%   | 2      | 1.1%   | 2   | 0.0%  | 0  | 3.0%  | 3  | 6.9%  | 9  | 0.7%  | 1   |
| More / better parking  | 6.0%  | 60     | 0.7%   | 1      | 1.0%   | 1      | 5.0%   | 5      | 7.4%   | 13  | 1.0%  | 1  | 9.0%  | 9  | 16.0% | 21 | 6.0%  | 9   |
| More / better pedestrianised streets   | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 2.3%  | 3  | 0.0%  | 0   |
| More / better public conveniences  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |       |     |
| More / better seats / flower displays  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |       |     |
| More / better services   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |       |     |
| More advertising   | 0.6%  | 6      | 1.3%   | 2      | 0.0%   | 0      | 1.0%   | 1      | 0.6%   | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.8%  | 1  | 0.7%  | 1   |
| More national multiple shops / High Street shops   | 1.6%  | 16     | 1.3%   | 2      | 1.0%   | 1      | 2.0%   | 2      | 4.0%   | 7   | 0.0%  | 0  | 2.0%  | 2  | 0.8%  | 1  | 0.7%  | 1   |
| More independent shops   | 2.3%  | 23     | 0.7%   | 1      | 0.0%   | 0      | 2.0%   | 2      | 4.6%   | 8   | 0.0%  | 0  | 5.0%  | 5  | 3.8%  | 5  | 1.3%  | 2   |
| Street markets - physical improvements   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |       |     |
| Street markets - better range and quality of offer   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |       |     |
| Protection from the weather (e.g. covered shopping mall)   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |       |     |
| Shops / services open on Sundays   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |       |     |
| Other  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |       |     |
| A leisure centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 1.0%  | 1  | 0.0%  | 0  | 0.0%  | 0  |       |     |
| Better atmosphere  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |       |     |
| Better disabled access / facilities  | 0.1%  | 1      | 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 parking  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 1.0%   | 1      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |       |     |
| Fewer coffee shops / cafés   | 0.7%  | 7      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.1%   | 2   | 0.0%  | 0  | 0.0%  | 0  | 3.1%  | 4  | 0.7%  | 1   |
| Fewer vacant shops   | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 1.5%  | 2  | 0.0%  | 0   |
| General refurbishment / redevelopment  | 0.4%  | 4      | 0.0%   | 0      | 1.0%   | 1      | 0.0%   | 0      | 0.6%   | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.8%  | 1  | 0.7%  | 1   |
| Larger shopping area   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 1.0%  | 1  | 0.0%  | 0  |       |     |
| Less street parking  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |       |     |
| More / better cycle lanes / routes   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 1.0%   | 1      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |       |     |
| More medical services (doctors, dentists etc.)   | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 1.5%  | 2  | 0.0%  | 0   |
| More pedestrian crossings  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.8%  | 1  | 0.0%  | 0   |
| More pedestrianised areas  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.8%  | 1  | 0.0%  | 0   |
| More petrol stations   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 1.0%  | 1  | 0.0%  | 0  |       |     |
| More taxis   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |       |     |
| Reduce shop rents to reduce shop closures  | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 1.0%  | 1  | 0.0%  | 0  | 0.8%  | 1  | 0.0%  | 0   |
| Reduce traffic congestion  | 0.3%  | 3      | 0.0%   | 0      | 1.0%   | 1      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.8%  | 1  | 0.7%  | 1   |
| Remove cafés' pavement seating   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.8%  | 1  | 0.0%  | 0   |
| Repair / resurface pavements   | 0.5%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 1   | 0.0%  | 0  | 0.0%  | 0  | 3.1%  | 4  | 0.0%  | 0   |
| Wider pavements  | 0.1%  | 1      | 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)   | 15.5% | 156    | 34.9%  | 52     | 12.0%  | 12     | 18.0%  | 18     | 18.3%  | 32  | 10.0% | 10 | 13.0% | 13 | 0.8%  | 1  | 12.1% | 18  |
| (Nothing)  | 68.8% | 691    | 61.1%  | 91     | 84.0%  | 84     | 70.0%  | 70     | 64.6%  | 113 | 87.0% | 87 | 65.0% | 65 | 55.7% | 73 | 72.5% | 108 |
| Base:  | 1004  | 149    | 100    | 100    | 175    | 100    | 100    | 131    | 149    |     |       |    |       |    |       |    |       |     |

# Winchester Household Survey For Lambert Smith Hampton

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |     |       |     |       |     |       |     |       |     |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|-----|-------|-----|-------|-----|-------|-----|-------|-----|
| <b>Q36 Do you or your household visit the following leisure attractions? [MR/PR]</b> |       |        |        |        |        |        |        |        |        |     |       |     |       |     |       |     |       |     |
| Bingo / casino / bookmaker   | 2.9%  | 29     | 3.4%   | 5      | 3.0%   | 3      | 2.0%   | 2      | 4.0%   | 7   | 1.0%  | 1   | 0.0%  | 0   | 0.8%  | 1   | 6.7%  | 10  |
| Cinema   | 59.5% | 597    | 63.8%  | 95     | 57.0%  | 57     | 65.0%  | 65     | 60.6%  | 106 | 48.0% | 48  | 54.0% | 54  | 60.3% | 79  | 62.4% | 93  |
| Gym / health club / sports facility  | 24.0% | 241    | 38.3%  | 57     | 22.0%  | 22     | 25.0%  | 25     | 25.1%  | 44  | 21.0% | 21  | 18.0% | 18  | 17.6% | 23  | 20.8% | 31  |
| Theatre / concert / music venue  | 56.4% | 566    | 55.0%  | 82     | 62.0%  | 62     | 63.0%  | 63     | 62.3%  | 109 | 55.0% | 55  | 47.0% | 47  | 51.9% | 68  | 53.7% | 80  |
| Museum / gallery or place of historical / cultural interest                          | 43.2% | 434    | 48.3%  | 72     | 42.0%  | 42     | 48.0%  | 48     | 43.4%  | 76  | 39.0% | 39  | 40.0% | 40  | 39.7% | 52  | 43.6% | 65  |
| Pub / bar / nightclub  | 60.1% | 603    | 64.4%  | 96     | 65.0%  | 65     | 59.0%  | 59     | 61.7%  | 108 | 54.0% | 54  | 62.0% | 62  | 56.5% | 74  | 57.0% | 85  |
| Restaurant / café / Eating out   | 82.7% | 830    | 83.9%  | 125    | 83.0%  | 83     | 89.0%  | 89     | 82.9%  | 145 | 82.0% | 82  | 74.0% | 74  | 80.2% | 105 | 85.2% | 127 |
| Family entertainment (e.g. tenpin bowling, skating rink)                             | 19.4% | 195    | 27.5%  | 41     | 24.0%  | 24     | 22.0%  | 22     | 24.6%  | 43  | 10.0% | 10  | 19.0% | 19  | 13.7% | 18  | 12.1% | 18  |
| Other activity   | 0.5%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 1.0%   | 1      | 0.0%   | 0   | 3.0%  | 3   | 0.0%  | 0   | 0.8%  | 1   | 0.0%  | 0   |
| (Don't visit ANY leisure activities)   | 7.3%  | 73     | 6.0%   | 9      | 6.0%   | 6      | 5.0%   | 5      | 6.9%   | 12  | 9.0%  | 9   | 10.0% | 10  | 6.9%  | 9   | 8.7%  | 13  |
| Base:  | 1004  | 149    |        | 100    |        | 100    |        | 175    |        | 100 |       | 100 |       | 131 |       | 149 |       |     |

**Q37 Where do you or members of your household normally go to play bingo or visit casinos or bookmakers?***Those who visit Bingo / casino / bookmakers at Q36:*

|   |       |   |       |   |       |   |       |   |       |   |        |   |      |   |        |    |       |   |
|---|-------|---|-------|---|-------|---|-------|---|-------|---|--------|---|------|---|--------|----|-------|---|
| Alton Town Centre   | 3.4%  | 1 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 100.0% | 1 | 0.0% | 0 | 0.0%   | 0  | 0.0%  | 0 |
| Bursledon Village Centre                                      | 3.4%  | 1 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 14.3% | 1 | 0.0%   | 0 | 0.0% | 0 | 0.0%   | 0  | 0.0%  | 0 |
| Central London  | 3.4%  | 1 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%   | 0 | 0.0% | 0 | 0.0%   | 0  | 10.0% | 1 |
| Chandler's Ford Local Centre                                  | 6.9%  | 2 | 0.0%  | 0 | 0.0%  | 0 | 50.0% | 1 | 14.3% | 1 | 0.0%   | 0 | 0.0% | 0 | 0.0%   | 0  | 0.0%  | 0 |
| Eastleigh Town Centre   | 13.8% | 4 | 20.0% | 1 | 0.0%  | 0 | 0.0%  | 0 | 42.9% | 3 | 0.0%   | 0 | 0.0% | 0 | 0.0%   | 0  | 0.0%  | 0 |
| Fareham Town Centre   | 10.3% | 3 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%   | 0 | 0.0% | 0 | 0.0%   | 0  | 30.0% | 3 |
| Gosport Town Centre   | 3.4%  | 1 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%   | 0 | 0.0% | 0 | 0.0%   | 0  | 10.0% | 1 |
| Portsmouth City Centre  | 6.9%  | 2 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 14.3% | 1 | 0.0%   | 0 | 0.0% | 0 | 0.0%   | 0  | 10.0% | 1 |
| Winchester City Centre  | 10.3% | 3 | 40.0% | 2 | 33.3% | 1 | 0.0%  | 0 | 0.0%  | 0 | 0.0%   | 0 | 0.0% | 0 | 0.0%   | 0  | 0.0%  | 0 |
| Winnall Local Centre  | 3.4%  | 1 | 20.0% | 1 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%   | 0 | 0.0% | 0 | 0.0%   | 0  | 0.0%  | 0 |
| Genting Casino, Terminus House, Terminus Terrace, Southampton | 3.4%  | 1 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 14.3% | 1 | 0.0%   | 0 | 0.0% | 0 | 0.0%   | 0  | 0.0%  | 0 |
| Grosvenor Casino, Leisure World, West Quay Road, Southampton  | 3.4%  | 1 | 0.0%  | 0 | 33.3% | 1 | 0.0%  | 0 | 0.0%  | 0 | 0.0%   | 0 | 0.0% | 0 | 0.0%   | 0  | 0.0%  | 0 |
| Brown Leisure, Leigh Road, Eastleigh                          | 3.4%  | 1 | 20.0% | 1 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%   | 0 | 0.0% | 0 | 0.0%   | 0  | 0.0%  | 0 |
| Buzz Bingo, Antelope Park, Bursledon Road, Southampton        | 3.4%  | 1 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%   | 0 | 0.0% | 0 | 0.0%   | 0  | 10.0% | 1 |
| Abroad  | 3.4%  | 1 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%   | 0 | 0.0% | 0 | 0.0%   | 0  | 10.0% | 1 |
| Cosham Local Centre   | 3.4%  | 1 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%   | 0 | 0.0% | 0 | 100.0% | 1  | 0.0%  | 0 |
| Crown Bingo & Social Club, High Street, Portsmouth            | 3.4%  | 1 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%   | 0 | 0.0% | 0 | 0.0%   | 0  | 10.0% | 1 |
| Grosvenor Casino, Gunwharf Road, Portsmouth                   | 3.4%  | 1 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%   | 0 | 0.0% | 0 | 0.0%   | 0  | 10.0% | 1 |
| Online  | 3.4%  | 1 | 0.0%  | 0 | 0.0%  | 0 | 50.0% | 1 | 0.0%  | 0 | 0.0%   | 0 | 0.0% | 0 | 0.0%   | 0  | 0.0%  | 0 |
| (Don't know / varies)   | 3.4%  | 1 | 0.0%  | 0 | 33.3% | 1 | 0.0%  | 0 | 0.0%  | 0 | 0.0%   | 0 | 0.0% | 0 | 0.0%   | 0  | 0.0%  | 0 |
| Base:   | 29    | 5 |       | 3 |       | 2 |       | 7 |       | 1 |        | 0 |      | 1 |        | 10 |       |   |

# Winchester Household Survey For Lambert Smith Hampton

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |     |       |    |       |    |       |    |       |    |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|-----|-------|----|-------|----|-------|----|-------|----|
| <b>Q38 Where do you or members of your household normally go to the cinema?</b> |       |        |        |        |        |        |        |        |        |     |       |    |       |    |       |    |       |    |
| <i>Those who visit Cinema at Q36:</i>   |       |        |        |        |        |        |        |        |        |     |       |    |       |    |       |    |       |    |
| Andover Town Centre   | 0.5%  | 3      | 0.0%   | 0      | 5.3%   | 3      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Basingstoke Town Centre   | 0.2%  | 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  |
| Bishop's Waltham Town Centre  | 0.5%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 2.5%  | 2  | 1.1%  | 1  |
| Eastleigh Town Centre   | 4.2%  | 25     | 0.0%   | 0      | 0.0%   | 0      | 1.5%   | 1      | 17.9%  | 19  | 0.0%  | 0  | 1.9%  | 1  | 3.8%  | 3  | 1.1%  | 1  |
| Fareham Town Centre   | 8.0%  | 48     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 1.9%  | 1  | 17.7% | 14 | 35.5% | 33 |
| Horndean Village Centre   | 0.2%  | 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  |
| Newbury Town Centre   | 0.2%  | 1      | 0.0%   | 0      | 1.8%   | 1      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Portchester Local Centre  | 0.5%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 3.8%  | 3  | 0.0%  | 0  |
| Portsmouth City Centre  | 1.3%  | 8      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 6.3%  | 5  | 3.2%  | 3  |
| Southampton City Centre   | 2.3%  | 14     | 2.1%   | 2      | 1.8%   | 1      | 0.0%   | 0      | 4.7%   | 5   | 2.1%  | 1  | 3.7%  | 2  | 2.5%  | 2  | 1.1%  | 1  |
| Whiteley Local Centre   | 5.9%  | 35     | 0.0%   | 0      | 0.0%   | 0      | 1.5%   | 1      | 1.9%   | 2   | 0.0%  | 0  | 0.0%  | 0  | 12.7% | 10 | 23.7% | 22 |
| Wickham Village Centre  | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.1%  | 1  |
| Winchester City Centre  | 1.3%  | 8      | 5.3%   | 5      | 0.0%   | 0      | 1.5%   | 1      | 0.0%   | 0   | 2.1%  | 1  | 0.0%  | 0  | 1.3%  | 1  | 0.0%  | 0  |
| Everyman, Southgate Street, Winchester  | 22.4% | 134    | 42.1%  | 40     | 47.4%  | 27     | 32.3%  | 21     | 0.9%   | 1   | 52.1% | 25 | 29.6% | 16 | 3.8%  | 3  | 1.1%  | 1  |
| Harbour Lights Picturehouse, Maritime Walk, Southampton                         | 1.7%  | 10     | 1.1%   | 1      | 1.8%   | 1      | 3.1%   | 2      | 1.9%   | 2   | 2.1%  | 1  | 1.9%  | 1  | 1.3%  | 1  | 1.1%  | 1  |
| Odeon, Leisure World, West Quay Road, Southampton                               | 3.4%  | 20     | 3.2%   | 3      | 0.0%   | 0      | 6.2%   | 4      | 2.8%   | 3   | 2.1%  | 1  | 3.7%  | 2  | 6.3%  | 5  | 2.2%  | 2  |
| Vue, Festival Place, New Market Square, Basingstoke                             | 5.0%  | 30     | 8.4%   | 8      | 17.5%  | 10     | 3.1%   | 2      | 0.0%   | 0   | 16.7% | 8  | 3.7%  | 2  | 0.0%  | 0  | 0.0%  | 0  |
| Vue, Swan Centre, Wells Place, Eastleigh  | 29.5% | 176    | 33.7%  | 32     | 19.3%  | 11     | 43.1%  | 28     | 62.3%  | 66  | 16.7% | 8  | 37.0% | 20 | 11.4% | 9  | 2.2%  | 2  |
| Cineworld, Whiteley Shopping Centre, Whiteley Way, Fareham                      | 1.2%  | 7      | 1.1%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.9%   | 1   | 0.0%  | 0  | 1.9%  | 1  | 1.3%  | 1  | 3.2%  | 3  |
| Gunwharf Quays, Portsmouth  | 0.2%  | 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  |
| Odeon, Basingstoke Leisure Park, Churchill Way West, Westham                    | 0.7%  | 4      | 0.0%   | 0      | 5.3%   | 3      | 0.0%   | 0      | 0.0%   | 0   | 2.1%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Odeon, Port Way, Portsmouth   | 4.5%  | 27     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.9%   | 1   | 0.0%  | 0  | 3.7%  | 2  | 19.0% | 15 | 9.7%  | 9  |
| Port Solent Local Centre  | 1.7%  | 10     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 2.1%  | 1  | 1.9%  | 1  | 0.0%  | 0  | 8.6%  | 8  |
| Reel Cinema, Vannes Parade, Fareham   | 0.7%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 1.9%  | 1  | 0.0%  | 0  | 3.2%  | 3  |
| Showcase Cinema de Lux, West Quay Shopping Centre, Southampton                  | 2.0%  | 12     | 0.0%   | 0      | 0.0%   | 0      | 6.2%   | 4      | 5.7%   | 6   | 2.1%  | 1  | 1.9%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Vue, Gunwharf Quays, Portsmouth   | 0.5%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 1.9%  | 1  | 1.3%  | 1  | 1.1%  | 1  |
| (Don't know / varies)   | 1.3%  | 8      | 2.1%   | 2      | 0.0%   | 0      | 1.5%   | 1      | 0.0%   | 0   | 0.0%  | 0  | 1.9%  | 1  | 3.8%  | 3  | 1.1%  | 1  |
| Base:   |       | 597    |        | 95     |        | 57     |        | 65     |        | 106 |       | 48 |       | 54 |       | 79 |       | 93 |

# Winchester Household Survey For Lambert Smith Hampton

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |    |       |   |       |   |       |   |       |    |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|----|-------|---|-------|---|-------|---|-------|----|
| <b>Q39 Where do you or members of your household normally go to use a gym / healthclub / sports facility?</b> |       |        |        |        |        |        |        |        |        |    |       |   |       |   |       |   |       |    |
| <i>Those who visit gym / healthclub / sports facility at Q36:</i>   |       |        |        |        |        |        |        |        |        |    |       |   |       |   |       |   |       |    |
| Alresford / New Alresford Town Centre   | 4.1%  | 10     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 38.1% | 8 | 11.1% | 2 | 0.0%  | 0 | 0.0%  | 0  |
| Alton Town Centre   | 0.8%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 4.8%  | 1 | 5.6%  | 1 | 0.0%  | 0 | 0.0%  | 0  |
| Basingstoke Town Centre   | 0.8%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 4.0%   | 1      | 2.3%   | 1  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Bishop's Waltham Town Centre  | 2.1%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.3%   | 1  | 0.0%  | 0 | 5.6%  | 1 | 8.7%  | 2 | 3.2%  | 1  |
| Broughton Village Centre  | 0.4%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.3%   | 1  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Chandler's Ford Local Centre  | 1.2%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 4.0%   | 1      | 4.5%   | 2  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Chichester City Centre  | 0.4%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 3.2%  | 1  |
| Colden Common Local Centre  | 1.2%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 4.0%   | 1      | 0.0%   | 0  | 0.0%  | 0 | 11.1% | 2 | 0.0%  | 0 | 0.0%  | 0  |
| Eastleigh Town Centre   | 7.5%  | 18     | 0.0%   | 0      | 4.5%   | 1      | 8.0%   | 2      | 34.1%  | 15 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Fair Oak Village Centre   | 1.7%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 4.0%   | 1      | 4.5%   | 2  | 0.0%  | 0 | 0.0%  | 0 | 4.3%  | 1 | 0.0%  | 0  |
| Fareham Town Centre   | 8.3%  | 20     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 13.0% | 3 | 54.8% | 17 |
| Gosport Town Centre   | 0.8%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 4.3%  | 1 | 3.2%  | 1  |
| Hambledon Village Centre  | 0.4%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 4.3%  | 1 | 0.0%  | 0  |
| Havant Town Centre  | 0.4%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 4.3%  | 1 | 0.0%  | 0  |
| Hedge End Town Centre   | 2.9%  | 7      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.3%   | 1  | 0.0%  | 0 | 0.0%  | 0 | 17.4% | 4 | 6.5%  | 2  |
| Petersfield Town Centre   | 0.4%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 5.6%  | 1 | 0.0%  | 0 | 0.0%  | 0  |
| Portsmouth City Centre  | 0.4%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 4.3%  | 1 | 0.0%  | 0  |
| Shedfield Village Centre  | 0.4%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 4.3%  | 1 | 0.0%  | 0  |
| Waterlooville Town Centre   | 2.5%  | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 21.7% | 5 | 3.2%  | 1  |
| Weeke Local Centre  | 0.4%  | 1      | 1.8%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Whiteley Local Centre   | 2.1%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.3%   | 1  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 12.9% | 4  |
| Wickham Village Centre  | 1.7%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 4.3%  | 1 | 9.7%  | 3  |
| Winchester City Centre  | 10.8% | 26     | 29.8%  | 17     | 27.3%  | 6      | 8.0%   | 2      | 0.0%   | 0  | 0.0%  | 0 | 5.6%  | 1 | 0.0%  | 0 | 0.0%  | 0  |
| Vue, Swan Centre, Wells Place, Eastleigh  | 0.4%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.3%   | 1  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| 3D Health & Fitness, Trafalgar Close, Chandler's Ford, Eastleigh  | 1.7%  | 4      | 1.8%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 6.8%   | 3  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| David Lloyd, Botley Road, West End, Southampton   | 3.3%  | 8      | 0.0%   | 0      | 0.0%   | 0      | 8.0%   | 2      | 2.3%   | 1  | 0.0%  | 0 | 11.1% | 2 | 8.7%  | 2 | 3.2%  | 1  |
| Énergie Fitness, The Brooks Shopping Centre, Winchester   | 0.8%  | 2      | 1.8%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 5.6%  | 1 | 0.0%  | 0 | 0.0%  | 0  |
| Fitness in Time, City Road, Winchester  | 0.8%  | 2      | 1.8%   | 1      | 4.5%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| New Energy Fitness, Middle Brook Street, Winchester   | 2.5%  | 6      | 5.3%   | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 4.8%  | 1 | 11.1% | 2 | 0.0%  | 0 | 0.0%  | 0  |
| River Park Leisure Centre, Gordon Road, Winchester  | 19.1% | 46     | 43.9%  | 25     | 31.8%  | 7      | 24.0%  | 6      | 2.3%   | 1  | 19.0% | 4 | 16.7% | 3 | 0.0%  | 0 | 0.0%  | 0  |
| Winchester Racquets & Fitness, Berewecke Road, Winchester   | 2.1%  | 5      | 1.8%   | 1      | 13.6%  | 3      | 4.0%   | 1      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Bighton Village Centre  | 0.4%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 4.8%  | 1 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Botley Village Centre   | 0.4%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.3%   | 1  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Bracknell Town Centre   | 0.4%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 4.8%  | 1 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| David Lloyd, Frogmore Lane, off Brownhill Way, Southampton  | 0.8%  | 2      | 1.8%   | 1      | 0.0%   | 0      | 4.0%   | 1      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Easton Village Centre   | 0.4%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 4.8%  | 1 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Fitness In Time, City Road, Winchester  | 0.4%  | 1      | 1.8%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Holiday Inn, Leigh Road, Eastleigh  | 1.2%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 8.0%   | 2      | 2.3%   | 1  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Liphook Village Centre  | 0.4%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 5.6%  | 1 | 0.0%  | 0 | 0.0%  | 0  |
| Norton Park, Sutton Scotney   | 2.1%  | 5      | 1.8%   | 1      | 18.2%  | 4      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Perins School, Pound Hill, Alresford  | 1.7%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 19.0% | 4 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Places Leisure, Passfield Avenue, Eastleigh   | 5.8%  | 14     | 1.8%   | 1      | 0.0%   | 0      | 16.0%  | 4      | 20.5%  | 9  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Pure Gym, Shirley Retail Park, Winchester Road, Southampton   | 0.4%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.3%   | 1  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Romsey Rapids Sports Complex, Southampton Road, Romsey  | 0.4%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 4.0%   | 1      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Therapeutics Southampton, Trojans Club, Stoneham Lane, Eastleigh  | 0.4%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.3%   | 1  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |

# Winchester Household Survey For Lambert Smith Hampton

|                          | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |
|--------------------------|-------|--------|--------|--------|--------|--------|--------|--------|--------|
| West Meon Village Centre | 0.4%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| (Don't know / varies)    | 1.7%  | 4      | 5.3%   | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Base:                    | 241   | 57     | 22     | 25     | 44     | 21     | 18     | 23     | 31     |

**Q40 Where do you or members of your household normally go to visit the theatre, watch a concert or watch live music?**
*Those who visit the theatre / concert / music venues at Q36:*

|   |       |     |       |    |       |    |       |    |       |    |       |    |       |    |       |    |       |    |
|---|-------|-----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|
| Andover Town Centre   | 0.2%  | 1   | 0.0%  | 0  | 1.6%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Basingstoke Town Centre   | 1.4%  | 8   | 0.0%  | 0  | 1.6%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 7.3%  | 4  | 4.3%  | 2  | 1.5%  | 1  | 0.0%  | 0  |
| Central London  | 15.2% | 86  | 15.9% | 13 | 17.7% | 11 | 14.3% | 9  | 13.8% | 15 | 23.6% | 13 | 17.0% | 8  | 8.8%  | 6  | 13.8% | 11 |
| Chandler's Ford Local Centre                                      | 0.2%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.9%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Chichester City Centre  | 7.1%  | 40  | 2.4%  | 2  | 3.2%  | 2  | 0.0%  | 0  | 5.5%  | 6  | 3.6%  | 2  | 17.0% | 8  | 11.8% | 8  | 15.0% | 12 |
| Eastleigh Town Centre   | 0.4%  | 2   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.8%  | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Fareham Town Centre   | 1.2%  | 7   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.9%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 7.5%  | 6  |
| Guildford Town Centre   | 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  |
| Newbury Town Centre   | 0.4%  | 2   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 3.6%  | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Otterbourne Village Centre  | 0.2%  | 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  |
| Portchester Local Centre  | 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  |
| Portsmouth City Centre  | 1.8%  | 10  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 2.1%  | 1  | 5.9%  | 4  | 6.3%  | 5  |
| Salisbury City Centre   | 0.4%  | 2   | 1.2%  | 1  | 1.6%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Southampton City Centre   | 7.6%  | 43  | 6.1%  | 5  | 4.8%  | 3  | 6.3%  | 4  | 14.7% | 16 | 0.0%  | 0  | 4.3%  | 2  | 4.4%  | 3  | 12.5% | 10 |
| Southsea Local Centre   | 0.4%  | 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  |
| Titchfield Village Centre   | 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  |
| Winchester City Centre  | 3.7%  | 21  | 12.2% | 10 | 3.2%  | 2  | 6.3%  | 4  | 0.9%  | 1  | 1.8%  | 1  | 4.3%  | 2  | 1.5%  | 1  | 0.0%  | 0  |
| Chesil Theatre, Chesil Street,<br>Winchester                      | 1.4%  | 8   | 2.4%  | 2  | 0.0%  | 0  | 3.2%  | 2  | 0.0%  | 0  | 1.8%  | 1  | 0.0%  | 0  | 4.4%  | 3  | 0.0%  | 0  |
| Mayflower, Commercial<br>Road, Southampton                        | 30.7% | 174 | 20.7% | 17 | 22.6% | 14 | 36.5% | 23 | 40.4% | 44 | 14.5% | 8  | 23.4% | 11 | 41.2% | 28 | 36.3% | 29 |
| The Berry Theatre, Wildern<br>Lane, Hedge End,<br>Southampton     | 0.4%  | 2   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.8%  | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| The Point, Leigh Road,<br>Eastleigh                               | 0.7%  | 4   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 3.7%  | 4  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Theatre Royal, Jewry Street,<br>Winchester                        | 17.8% | 101 | 30.5% | 25 | 33.9% | 21 | 25.4% | 16 | 6.4%  | 7  | 36.4% | 20 | 19.1% | 9  | 2.9%  | 2  | 1.3%  | 1  |
| Bournemouth Town Centre   | 0.7%  | 4   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.8%  | 2  | 0.0%  | 0  | 0.0%  | 0  | 2.9%  | 2  | 0.0%  | 0  |
| Brighton City Centre  | 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  |
| Chichester Festival Theatre,<br>Oaklands Way, Chichester          | 0.5%  | 3   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 4.4%  | 3  | 0.0%  | 0  |
| Fareham Leisure Centre,<br>Park Lane, 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  |
| Ferneham Hall, Osborn<br>Road, Fareham                            | 0.4%  | 2   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.8%  | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Keswick Town Centre   | 0.2%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.8%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Kings Theatre, Albert Road,<br>Portsmouth, Southsea               | 0.2%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 2.1%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Nuffield Southampton<br>Theatres, University Road,<br>Southampton | 1.1%  | 6   | 0.0%  | 0  | 0.0%  | 0  | 3.2%  | 2  | 1.8%  | 2  | 0.0%  | 0  | 0.0%  | 0  | 1.5%  | 1  | 1.3%  | 1  |
| Salisbury Playhouse,<br>Malthouse Lane, Salisbury                 | 0.2%  | 1   | 0.0%  | 0  | 1.6%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| The Anvil, Churchill Way<br>East, Basingstoke                     | 0.4%  | 2   | 1.2%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.8%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| The Watermill Theatre and<br>Restaurant, Bagnor,<br>Newbury       | 0.2%  | 1   | 0.0%  | 0  | 1.6%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| (Don't know / varies)   | 4.4%  | 25  | 7.3%  | 6  | 6.5%  | 4  | 3.2%  | 2  | 3.7%  | 4  | 3.6%  | 2  | 6.4%  | 3  | 4.4%  | 3  | 1.3%  | 1  |
| Base:   | 566   | 82  | 62    | 63 | 109   | 55 | 47    | 68 | 80    |    |       |    |       |    |       |    |       |    |

# Winchester Household Survey For Lambert Smith Hampton

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |    |       |    |       |    |       |    |       |    |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|----|-------|----|-------|----|-------|----|-------|----|
| <b>Q41 Where do you or members of your household normally go to a museum, gallery, or other place of historical / cultural interest?</b> |       |        |        |        |        |        |        |        |        |    |       |    |       |    |       |    |       |    |
| <i>Those who visit museum / gallery or place of historical / cultural interest at Q36:</i>   |       |        |        |        |        |        |        |        |        |    |       |    |       |    |       |    |       |    |
| Basingstoke Town Centre  | 1.2%  | 5      | 0.0%   | 0      | 2.4%   | 1      | 0.0%   | 0      | 1.3%   | 1  | 5.1%  | 2  | 0.0%  | 0  | 0.0%  | 0  | 1.5%  | 1  |
| Bishop's Waltham Town Centre   | 0.5%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 3.8%  | 2  | 0.0%  | 0  |
| Central London   | 40.8% | 177    | 43.1%  | 31     | 50.0%  | 21     | 43.8%  | 21     | 38.2%  | 29 | 51.3% | 20 | 35.0% | 14 | 32.7% | 17 | 36.9% | 24 |
| Chichester City Centre   | 1.4%  | 6      | 1.4%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 1.3%   | 1  | 0.0%  | 0  | 2.5%  | 1  | 3.8%  | 2  | 1.5%  | 1  |
| Eastleigh Town Centre  | 0.5%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.3%   | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.5%  | 1  |
| Fareham Town Centre  | 1.4%  | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.9%  | 1  | 7.7%  | 5  |
| Guildford Town Centre  | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 2.6%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Portsmouth City Centre   | 3.7%  | 16     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.3%   | 1  | 2.6%  | 1  | 0.0%  | 0  | 9.6%  | 5  | 13.8% | 9  |
| Romsey Town Centre   | 0.5%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.3%   | 1  | 0.0%  | 0  | 0.0%  | 0  | 1.9%  | 1  | 0.0%  | 0  |
| Salisbury City Centre  | 0.5%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.3%   | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.5%  | 1  |
| Southampton City Centre  | 7.1%  | 31     | 5.6%   | 4      | 2.4%   | 1      | 4.2%   | 2      | 19.7%  | 15 | 2.6%  | 1  | 2.5%  | 1  | 11.5% | 6  | 1.5%  | 1  |
| Winchester City Centre   | 16.8% | 73     | 25.0%  | 18     | 21.4%  | 9      | 25.0%  | 12     | 11.8%  | 9  | 20.5% | 8  | 15.0% | 6  | 11.5% | 6  | 7.7%  | 5  |
| Abroad   | 2.1%  | 9      | 1.4%   | 1      | 0.0%   | 0      | 2.1%   | 1      | 1.3%   | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 9.2%  | 6  |
| Brighton City Centre   | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 2.6%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Bristol City Centre  | 0.5%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 2.1%   | 1      | 1.3%   | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Brize Norton Village Centre  | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.3%   | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Chester City Centre  | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.9%  | 1  | 0.0%  | 0  |
| Imperial War Museum, Duxford, Cambridge  | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 2.5%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Mordon Hill Local Centre   | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 2.5%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Oxford City Centre   | 1.2%  | 5      | 0.0%   | 0      | 2.4%   | 1      | 2.1%   | 1      | 1.3%   | 1  | 0.0%  | 0  | 2.5%  | 1  | 0.0%  | 0  | 1.5%  | 1  |
| Portsmouth Historic Dockyard, Victory Gate, HM Naval Base, Portsmouth  | 0.5%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 2.5%  | 1  | 0.0%  | 0  | 1.5%  | 1  |
| York City Centre   | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.3%   | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| (Don't know / varies)  | 20.0% | 87     | 23.6%  | 17     | 21.4%  | 9      | 20.8%  | 10     | 15.8%  | 12 | 12.8% | 5  | 35.0% | 14 | 21.2% | 11 | 13.8% | 9  |
| Base:  |       | 434    |        | 72     |        | 42     |        | 48     |        | 76 |       | 39 |       | 40 |       | 52 |       | 65 |

# Winchester Household Survey For Lambert Smith Hampton

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |    |       |    |       |   |       |    |       |    |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|----|-------|----|-------|---|-------|----|-------|----|
| <b>Q42 What location (e.g. town centre, shopping centre, retail / leisure park) do you or members of your household normally go to when visiting pubs / bars / nightclubs?</b> |       |        |        |        |        |        |        |        |        |    |       |    |       |   |       |    |       |    |
| <i>Those who visit pubs / bars / nightclubs at Q36:</i>  |       |        |        |        |        |        |        |        |        |    |       |    |       |   |       |    |       |    |
| Alresford / New Alresford Town Centre  | 7.6%  | 46     | 1.0%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 75.9% | 41 | 4.8%  | 3 | 1.4%  | 1  | 0.0%  | 0  |
| Basingstoke Town Centre  | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 1.6%  | 1 | 0.0%  | 0  | 0.0%  | 0  |
| Bishop's Waltham Town Centre   | 5.3%  | 32     | 0.0%   | 0      | 0.0%   | 0      | 3.4%   | 2      | 0.9%   | 1  | 0.0%  | 0  | 1.6%  | 1 | 35.1% | 26 | 2.4%  | 2  |
| Bursledon Village Centre   | 0.2%  | 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  |
| Central London   | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 1.2%  | 1  |
| Chandler's Ford Local Centre   | 2.7%  | 16     | 1.0%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 13.9%  | 15 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Chichester City Centre   | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 1.2%  | 1  |
| Colden Common Local Centre   | 1.5%  | 9      | 0.0%   | 0      | 1.5%   | 1      | 13.6%  | 8      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Denmead Village Centre   | 1.3%  | 8      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 10.8% | 8  | 0.0%  | 0  |
| Droxford Village Centre  | 0.5%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 4.1%  | 3  | 0.0%  | 0  |
| Eastleigh Town Centre  | 5.1%  | 31     | 3.1%   | 3      | 0.0%   | 0      | 0.0%   | 0      | 25.0%  | 27 | 0.0%  | 0  | 1.6%  | 1 | 0.0%  | 0  | 0.0%  | 0  |
| Fair Oak Village Centre  | 1.3%  | 8      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 7.4%   | 8  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Fareham Town Centre  | 5.5%  | 33     | 0.0%   | 0      | 0.0%   | 0      | 1.7%   | 1      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 1.4%  | 1  | 36.5% | 31 |
| Guildford Town Centre  | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 1.4%  | 1  | 0.0%  | 0  |
| Hambledon Village Centre   | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 1.4%  | 1  | 0.0%  | 0  |
| Harestock Village Centre   | 0.2%  | 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  |
| Horndean Village Centre  | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 1.2%  | 1  |
| Hyde Local Centre  | 0.3%  | 2      | 1.0%   | 1      | 1.5%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Kings Worthy Village Centre  | 2.2%  | 13     | 1.0%   | 1      | 15.4%  | 10     | 0.0%   | 0      | 0.0%   | 0  | 1.9%  | 1  | 0.0%  | 0 | 0.0%  | 0  | 1.2%  | 1  |
| Lordshill District Centre  | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.9%   | 1  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Otterbourne Village Centre   | 1.3%  | 8      | 0.0%   | 0      | 1.5%   | 1      | 6.8%   | 4      | 2.8%   | 3  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Petersfield Town Centre  | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 1.4%  | 1  | 0.0%  | 0  |
| Portchester Local Centre   | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 1.2%  | 1  |
| Portsmouth City Centre   | 0.5%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 1.4%  | 1  | 2.4%  | 2  |
| Romsey Town Centre   | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.9%   | 1  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Salisbury City Centre  | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.9%   | 1  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Shedfield Village Centre   | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 1.2%  | 1  |
| Southampton City Centre  | 2.8%  | 17     | 1.0%   | 1      | 1.5%   | 1      | 3.4%   | 2      | 2.8%   | 3  | 0.0%  | 0  | 4.8%  | 3 | 4.1%  | 3  | 4.7%  | 4  |
| Stockbridge Town Centre  | 0.2%  | 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  |
| Sutton Scotney Village Centre  | 0.2%  | 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  |
| Swanmore Village Centre  | 1.0%  | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 1.6%  | 1 | 6.8%  | 5  | 0.0%  | 0  |
| Titchfield Village Centre  | 0.5%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 1.6%  | 1 | 0.0%  | 0  | 2.4%  | 2  |
| Twyford Village Centre   | 1.2%  | 7      | 0.0%   | 0      | 0.0%   | 0      | 8.5%   | 5      | 0.9%   | 1  | 0.0%  | 0  | 1.6%  | 1 | 0.0%  | 0  | 0.0%  | 0  |
| Waltham Chase Village Centre   | 0.7%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 1.6%  | 1 | 1.4%  | 1  | 2.4%  | 2  |
| Waterlooville Town Centre  | 0.8%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 1.6%  | 1 | 4.1%  | 3  | 1.2%  | 1  |
| Whiteley Local Centre  | 1.5%  | 9      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.9%   | 1  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 9.4%  | 8  |
| Wickham Village Centre   | 2.3%  | 14     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 1.4%  | 1  | 15.3% | 13 |
| Winchester City Centre   | 28.2% | 170    | 81.3%  | 78     | 41.5%  | 27     | 44.1%  | 26     | 21.3%  | 23 | 5.6%  | 3  | 9.7%  | 6 | 6.8%  | 5  | 2.4%  | 2  |
| Winnall Local Centre   | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 1.6%  | 1 | 0.0%  | 0  | 0.0%  | 0  |
| Albourne Village Centre  | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 1.7%   | 1      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Barton Stacey Village Centre   | 0.2%  | 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  |
| Beauworth Village Centre   | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 1.6%  | 1 | 0.0%  | 0  | 0.0%  | 0  |
| Boorley Green Village Centre   | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.9%   | 1  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Bosham Village Centre  | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 1.2%  | 1  |
| Botley Village Centre  | 0.8%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.9%   | 1  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 4.7%  | 4  |
| Bramdean Village Centre  | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 1.6%  | 1 | 0.0%  | 0  | 0.0%  | 0  |
| Cheriton Village Centre  | 1.7%  | 10     | 0.0%   | 0      | 1.5%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 1.9%  | 1  | 12.9% | 8 | 0.0%  | 0  | 0.0%  | 0  |
| Compton Local Centre   | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 1.7%   | 1      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Crawley Village Centre   | 0.8%  | 5      | 0.0%   | 0      | 7.7%   | 5      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Dundridge Local Centre   | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.9%   | 1  | 0.0%  | 0  | 1.6%  | 1 | 0.0%  | 0  | 0.0%  | 0  |
| Easton Village Centre  | 0.5%  | 3      | 0.0%   | 0      | 1.5%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 3.7%  | 2  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Exton Village Centre   | 0.8%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 4.8%  | 3 | 1.4%  | 1  | 1.2%  | 1  |
| Gunwharf Quays, Portsmouth   | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 1.2%  | 1  |
| Hawley Village Centre  | 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  |
| Hinton Ampner Village Centre   | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 1.6%  | 1 | 0.0%  | 0  | 0.0%  | 0  |
| Horton Heath Village Centre  | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.9%   | 2  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Hursley Village Centre   | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 3.4%   | 2      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Itchen Abbas Village Centre  | 0.3%  | 2      | 0.0%   | 0      | 1.5%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 1.9%  | 1  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Kingston-upon-Thames Town Centre   | 0.2%  | 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  |
| Littleton Village Centre   | 0.8%  | 5      | 1.0%   | 1      | 6.2%   | 4      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Owslebury Village Centre   | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 1.6%  | 1 | 0.0%  | 0  | 0.0%  | 0  |

# Winchester Household Survey For Lambert Smith Hampton

|                           | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |     |      |    |       |    |       |    |      |    |
|---------------------------|-------|--------|--------|--------|--------|--------|--------|--------|--------|-----|------|----|-------|----|-------|----|------|----|
| Port Solent Local Centre  | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0% | 0  | 0.0%  | 0  | 1.4%  | 1  | 0.0% | 0  |
| Shawford Local Centre     | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 1.7%   | 1      | 0.0%   | 0   | 0.0% | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0  |
| Sparsholt Village Centre  | 0.3%  | 2      | 0.0%   | 0      | 3.1%   | 2      | 0.0%   | 0      | 0.0%   | 0   | 0.0% | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0  |
| Tichborne Village Centre  | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0% | 0  | 3.2%  | 2  | 0.0%  | 0  | 0.0% | 0  |
| Upham Village Centre      | 0.8%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0% | 0  | 8.1%  | 5  | 0.0%  | 0  | 0.0% | 0  |
| Wallington Village Centre | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0% | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.2% | 1  |
| West End Local Centre     | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.9%   | 1   | 0.0% | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0  |
| West Meon Village Centre  | 0.7%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0% | 0  | 6.5%  | 4  | 0.0%  | 0  | 0.0% | 0  |
| Wherwell Village Centre   | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 1.9% | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0  |
| Wyemouth Town Centre      | 0.2%  | 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  |
| (Don't know / varies)     | 11.1% | 67     | 7.3%   | 7      | 7.7%   | 5      | 10.2%  | 6      | 15.7%  | 17  | 5.6% | 3  | 22.6% | 14 | 14.9% | 11 | 4.7% | 4  |
| Base:                     |       | 603    |        | 96     |        | 65     |        | 59     |        | 108 |      | 54 |       | 62 |       | 74 |      | 85 |

# Winchester Household Survey For Lambert Smith Hampton

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |    |       |    |       |    |       |    |       |    |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|----|-------|----|-------|----|-------|----|-------|----|
| <b>Q43 What location (e.g. town centre, shopping centre, retail / leisure park) do you or members of your household normally go to for eating out (e.g. cafes and restaurants)?</b> |       |        |        |        |        |        |        |        |        |    |       |    |       |    |       |    |       |    |
| <i>Those who visit restaurants / cafés at Q36:</i>  |       |        |        |        |        |        |        |        |        |    |       |    |       |    |       |    |       |    |
| Alresford / New Alresford Town Centre   | 6.3%  | 52     | 0.8%   | 1      | 0.0%   | 0      | 2.2%   | 2      | 0.0%   | 0  | 53.7% | 44 | 6.8%  | 5  | 0.0%  | 0  | 0.0%  | 0  |
| Alton Town Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 1.4%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Andover Town Centre   | 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  |
| Basingstoke Town Centre   | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 1.2%  | 1  | 1.4%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Bishop's Waltham Town Centre  | 5.8%  | 48     | 0.0%   | 0      | 0.0%   | 0      | 2.2%   | 2      | 2.1%   | 3  | 0.0%  | 0  | 5.4%  | 4  | 35.2% | 37 | 1.6%  | 2  |
| Bursledon Village Centre  | 0.1%  | 1      | 0.8%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Central London  | 0.5%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 1.2%  | 1  | 1.4%  | 1  | 0.0%  | 0  | 1.6%  | 2  |
| Chandler's Ford Local Centre  | 1.8%  | 15     | 0.0%   | 0      | 0.0%   | 0      | 2.2%   | 2      | 9.0%   | 13 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Chichester City Centre  | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.0%  | 1  | 0.8%  | 1  |
| Colden Common Local Centre  | 0.4%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 3.4%   | 3      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Denmead Village Centre  | 0.6%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 4.8%  | 5  | 0.0%  | 0  |
| Droxford Village Centre   | 0.5%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.7%   | 1  | 0.0%  | 0  | 0.0%  | 0  | 2.9%  | 3  | 0.0%  | 0  |
| Eastleigh Town Centre   | 6.4%  | 53     | 4.8%   | 6      | 1.2%   | 1      | 7.9%   | 7      | 24.1%  | 35 | 2.4%  | 2  | 1.4%  | 1  | 1.0%  | 1  | 0.0%  | 0  |
| Fair Oak Village Centre   | 1.1%  | 9      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 5.5%   | 8  | 0.0%  | 0  | 0.0%  | 0  | 1.0%  | 1  | 0.0%  | 0  |
| Fareham Town Centre   | 7.0%  | 58     | 0.0%   | 0      | 2.4%   | 2      | 0.0%   | 0      | 1.4%   | 2  | 0.0%  | 0  | 1.4%  | 1  | 4.8%  | 5  | 37.8% | 48 |
| Guildford Town Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 1.4%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Hambledon Village Centre  | 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  |
| Hedge End Town Centre   | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 1.1%   | 1      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.0%  | 1  | 0.0%  | 0  |
| Kings Worthy Village Centre   | 1.0%  | 8      | 0.0%   | 0      | 8.4%   | 7      | 1.1%   | 1      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Otterbourne Village Centre  | 0.5%  | 4      | 0.0%   | 0      | 1.2%   | 1      | 1.1%   | 1      | 1.4%   | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Petersfield Town Centre   | 1.1%  | 9      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.7%   | 1  | 1.2%  | 1  | 5.4%  | 4  | 1.9%  | 2  | 0.8%  | 1  |
| Portchester Local Centre  | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.6%  | 2  |
| Portsmouth City Centre  | 1.2%  | 10     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.7%   | 1  | 0.0%  | 0  | 0.0%  | 0  | 2.9%  | 3  | 4.7%  | 6  |
| Romsey Town Centre  | 0.6%  | 5      | 0.8%   | 1      | 0.0%   | 0      | 2.2%   | 2      | 1.4%   | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Shedfield Village Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.8%  | 1  |
| Southampton City Centre   | 3.0%  | 25     | 0.0%   | 0      | 1.2%   | 1      | 1.1%   | 1      | 6.9%   | 10 | 1.2%  | 1  | 5.4%  | 4  | 3.8%  | 4  | 3.2%  | 4  |
| Stockbridge Town Centre   | 0.4%  | 3      | 0.0%   | 0      | 3.6%   | 3      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Swanmore Village Centre   | 0.5%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 2.9%  | 3  | 0.8%  | 1  |
| Titchfield Village Centre   | 0.5%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 1.2%  | 1  | 1.4%  | 1  | 0.0%  | 0  | 1.6%  | 2  |
| Twyford Village Centre  | 0.7%  | 6      | 0.0%   | 0      | 0.0%   | 0      | 4.5%   | 4      | 0.0%   | 0  | 1.2%  | 1  | 1.4%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Waltham Chase Village Centre  | 0.4%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.9%  | 2  | 0.8%  | 1  |
| Waterlooville Town Centre   | 0.4%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.9%  | 2  | 0.8%  | 1  |
| Whiteley Local Centre   | 3.9%  | 32     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.4%   | 2  | 0.0%  | 0  | 1.4%  | 1  | 4.8%  | 5  | 18.9% | 24 |
| Wickham Village Centre  | 1.4%  | 12     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 9.4%  | 12 |
| Winchester City Centre  | 35.9% | 298    | 86.4%  | 108    | 63.9%  | 53     | 59.6%  | 53     | 22.1%  | 32 | 22.0% | 18 | 32.4% | 24 | 6.7%  | 7  | 2.4%  | 3  |
| 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  | 0.8%  | 1  |
| Albourne Village Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 1.1%   | 1      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Botley Village Centre   | 0.5%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.4%   | 2  | 0.0%  | 0  | 0.0%  | 0  | 1.0%  | 1  | 0.8%  | 1  |
| Bramdean Village Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 1.4%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Cheriton Village Centre   | 0.5%  | 4      | 0.0%   | 0      | 1.2%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 4.1%  | 3  | 0.0%  | 0  | 0.0%  | 0  |
| Crawley Village Centre  | 0.4%  | 3      | 0.0%   | 0      | 3.6%   | 3      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Dundridge Local Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 1.4%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Durley Village Centre   | 0.4%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.4%   | 2  | 0.0%  | 0  | 0.0%  | 0  | 1.0%  | 1  | 0.0%  | 0  |
| East Meon Village Centre  | 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  |
| Easton Village Centre   | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 2.4%  | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Exton Village Centre  | 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  |
| Farnborough Town Centre   | 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  |
| Gunwharf Quays, Portsmouth  | 0.6%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 1.4%  | 1  | 1.9%  | 2  | 1.6%  | 2  |
| Haslemere Town Centre   | 0.1%  | 1      | 0.8%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Headbourne Worthy Village Centre  | 0.1%  | 1      | 0.0%   | 0      | 1.2%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Hinton Ampner Village Centre  | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 1.2%  | 1  | 1.4%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Itchen Abbas Village Centre   | 0.1%  | 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  |
| Lincoln City Centre   | 0.1%  | 1      | 0.8%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Littleton Village Centre  | 0.4%  | 3      | 0.0%   | 0      | 3.6%   | 3      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Ovington Local Centre   | 0.1%  | 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  |
| Port Solent Local Centre  | 0.4%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.0%  | 1  | 1.6%  | 2  |
| Shoreham-by-Sea Town Centre   | 0.1%  | 1      | 0.8%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Sparsholt Village Centre  | 0.1%  | 1      | 0.0%   | 0      | 1.2%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Ulverston Village Centre  | 0.1%  | 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  |
| Upham Village Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 1.4%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| West Meon Village Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 1.4%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Wyemouth Town Centre  | 0.1%  | 1      | 0.0%   | 0      | 1.2%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |

# Winchester Household Survey For Lambert Smith Hampton

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |     |       |    |       |    |       |     |       |     |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|-----|-------|----|-------|----|-------|-----|-------|-----|
| (Don't know / varies)  | 11.1% | 92     | 4.0%   | 5      | 6.0%   | 5      | 10.1%  | 9      | 20.0%  | 29  | 7.3%  | 6  | 20.3% | 15 | 12.4% | 13  | 7.9%  | 10  |
| Base:  |       | 830    |        | 125    |        | 83     |        | 89     |        | 145 |       | 82 |       | 74 |       | 105 |       | 127 |
| <b>Q44 Where do you or members of your household normally go for family entertainment?</b> |       |        |        |        |        |        |        |        |        |     |       |    |       |    |       |     |       |     |
| <i>Those who partake in family entertainment activities at Q36:</i>                        |       |        |        |        |        |        |        |        |        |     |       |    |       |    |       |     |       |     |
| Basingstoke Town Centre  | 2.1%  | 4      | 4.9%   | 2      | 4.2%   | 1      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 5.3%  | 1  | 0.0%  | 0   | 0.0%  | 0   |
| Central London   | 0.5%  | 1      | 0.0%   | 0      | 4.2%   | 1      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0   |
| Chandler's Ford Local Centre   | 1.0%  | 2      | 2.4%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 2.3%   | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0   |
| Eastleigh Town Centre  | 13.8% | 27     | 4.9%   | 2      | 8.3%   | 2      | 13.6%  | 3      | 25.6%  | 11  | 0.0%  | 0  | 15.8% | 3  | 16.7% | 3   | 16.7% | 3   |
| Fareham Town Centre  | 0.5%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 5.6%  | 1   |
| Gosport Town Centre  | 1.0%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 5.6%  | 1   | 5.6%  | 1   |
| Otterbourne Village Centre   | 0.5%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 4.5%   | 1      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0   |
| Portsmouth City Centre   | 2.1%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 11.1% | 2   | 11.1% | 2   |
| Romsey Town Centre   | 0.5%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 10.0% | 1  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0   |
| Southampton City Centre  | 3.1%  | 6      | 0.0%   | 0      | 8.3%   | 2      | 0.0%   | 0      | 4.7%   | 2   | 0.0%  | 0  | 0.0%  | 0  | 5.6%  | 1   | 5.6%  | 1   |
| Whiteley Local Centre  | 0.5%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 5.6%  | 1   |
| Wickham Village Centre   | 0.5%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 5.6%  | 1   |
| Winchester City Centre   | 5.6%  | 11     | 17.1%  | 7      | 12.5%  | 3      | 0.0%   | 0      | 0.0%   | 0   | 10.0% | 1  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0   |
| Hollywood Bowl,<br>Basingstoke Leisure Park,<br>Worting Road,<br>Basingstoke               | 7.2%  | 14     | 9.8%   | 4      | 16.7%  | 4      | 0.0%   | 0      | 0.0%   | 0   | 40.0% | 4  | 10.5% | 2  | 0.0%  | 0   | 0.0%  | 0   |
| Hollywood Bowl, The Swan<br>Centre, Eastleigh  | 35.4% | 69     | 26.8%  | 11     | 29.2%  | 7      | 63.6%  | 14     | 53.5%  | 23  | 20.0% | 2  | 36.8% | 7  | 16.7% | 3   | 11.1% | 2   |
| Hollywood Bowl, Wesy<br>Quay Shopping Centre,<br>Harbour Parade,<br>Southampton            | 3.1%  | 6      | 2.4%   | 1      | 4.2%   | 1      | 4.5%   | 1      | 2.3%   | 1   | 0.0%  | 0  | 0.0%  | 0  | 5.6%  | 1   | 5.6%  | 1   |
| Marwell Activity Centre,<br>Hurst Lane, Owslebury,<br>Winchester                           | 0.5%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 5.3%  | 1  | 0.0%  | 0   | 0.0%  | 0   |
| Planet Ice, Arena Leisure<br>Park, Basingstoke   | 4.6%  | 9      | 4.9%   | 2      | 4.2%   | 1      | 4.5%   | 1      | 0.0%   | 0   | 20.0% | 2  | 15.8% | 3  | 0.0%  | 0   | 0.0%  | 0   |
| Planet Ice, Fareham Road,<br>Gosport   | 0.5%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 5.6%  | 1   |
| Tenpin, Auckland Road,<br>Southampton  | 2.6%  | 5      | 4.9%   | 2      | 0.0%   | 0      | 4.5%   | 1      | 2.3%   | 1   | 0.0%  | 0  | 0.0%  | 0  | 5.6%  | 1   | 0.0%  | 0   |
| Alford Golf Club,<br>Montgarrie Road, Alford,<br>Scotland                                  | 0.5%  | 1      | 2.4%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0   |
| Bitterne Village Centre  | 0.5%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 5.6%  | 1   | 0.0%  | 0   |
| Flip Out Trampoline Arena,<br>Harbourgate, Southampton<br>Road, Portsmouth                 | 0.5%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 5.6%  | 1   | 0.0%  | 0   |
| Gunwharf Quays,<br>Portsmouth  | 1.0%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 11.1% | 2   | 0.0%  | 0   |
| Hollywood Bowl, Gunwharf<br>Quays, Portsmouth  | 1.5%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 5.6%  | 1   | 11.1% | 2   |
| Littleton Village Centre   | 0.5%  | 1      | 0.0%   | 0      | 4.2%   | 1      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0   |
| Paultons Park, Ower,<br>Romsey   | 0.5%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 4.5%   | 1      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0   |
| Rock Up, Whiteley Shopping<br>Centre, Whiteley Way,<br>Whiteley, Fareham                   | 0.5%  | 1      | 0.0%   | 0      | 4.2%   | 1      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0   |
| Thorpe Park Resort, Staines<br>Road, Chertsey  | 0.5%  | 1      | 2.4%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0   |
| (Don't know / varies)  | 8.2%  | 16     | 17.1%  | 7      | 0.0%   | 0      | 0.0%   | 0      | 9.3%   | 4   | 0.0%  | 0  | 10.5% | 2  | 5.6%  | 1   | 11.1% | 2   |
| Base:  |       | 195    |        | 41     |        | 24     |        | 22     |        | 43  |       | 10 |       | 19 |       | 18  |       | 18  |

# Winchester Household Survey For Lambert Smith Hampton

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|
| <b>Q45 Where do you or members of your household normally go for (OTHER ACTIVITY FROM Q36)?</b> |       |        |        |        |        |        |        |        |        |
| <i>Those who go to other leisure attractions at Q36:</i>  |       |        |        |        |        |        |        |        |        |
| Alresford / New Alresford Town Centre   | 60.0% | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Alton Town Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Andover Town Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Badger Farm Local Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Basingstoke Town Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Bedhampton Local Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Bishop's Waltham Town Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Blandford Forum Town Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Bordon Town Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Boscombe Local Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Boyatt Wood Local Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Broughton Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Bursledon Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Camberley Town Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Central London  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Chandler's Ford Local Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Chichester City Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Chilbolton Village Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Colden Common Local Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Corhampton Village Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Cowplain Village Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Crookhorn Local Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Denmead Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Droxford Village Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Eastleigh Town Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Emsworth Town Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Fair Oak Village Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Fareham Town Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Farringdon Village Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Fleet Town Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Gosport Town Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Guildford Town Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Hambledon Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Harestock Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Havant Town Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Hayling Island  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Hedge End Town Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Horndean Village Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Hyde Local Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| King's Somborne Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Kings Worthy Village Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Lordshill District Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Newbury Town Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Oliver's Battery Local Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Otterbourne Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Park Gate Local Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Petersfield Town Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Portchester Local Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Portsmouth City Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Reading Town Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Romsey Town Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Salisbury City Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Shedfield Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Southampton City Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Southsea Local Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Stockbridge Town Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Sutton Scotney Village Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Swanmore Village Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Titchfield Village Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Totton Town Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Twyford Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Waltham Chase Village Centre  | 20.0% | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 100.0% |
| Waterlooville Town Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |

Column %ges.

# Winchester Household Survey For Lambert Smith Hampton

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |   |      |   |      |   |      |   |      |   |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|---|------|---|------|---|------|---|------|---|
| Weeke Local Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Whiteley Local Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Wickham Village Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Winchester City Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Winnall Local Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Admiral Casino, Market Street, Eastleigh                         | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Admiral Casino, High Street, Shirley, Southampton                | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Admiral Casino, Pound Tree Road, Southampton                     | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Genting Casino, Terminus House, Terminus Terrace, Southampton    | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Grosvenor Casino, Leisure World, West Quay Road, Southampton     | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Brown Leisure, Leigh Road, Eastleigh                             | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Buzz Bingo, Antelope Park, Bursledon Road, Southampton           | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Buzz Bingo, Lordshill District Centre, Southampton               | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Buzz Bingo, West Ham Leisure Park, Worting Road, Basingstoke     | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Mecca Bingo, Junction Road, Andover                              | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Everyman, Southgate Street, Winchester                           | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Harbour Lights Picturehouse, Maritime Walk, Southampton          | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Odeon, Leisure World, West Quay Road, Southampton                | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Vue, Festival Place, New Market Square, Basingstoke              | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Vue, Swan Centre, Wells Place, Eastleigh                         | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| 3D Health & Fitness, Trafalgar Close, Chandler's Ford, Eastleigh | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Anytime Fitness, Jewry Street, Winchester                        | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| David Lloyd, Botley Road, West End, Southampton                  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Énergie Fitness, The Brooks Shopping Centre, Winchester          | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Fitness in Time, City Road, Winchester                           | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Gasp Fitness, Moorside Road, Winchester                          | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| New Energy Fitness, Middle Brook Street, Winchester              | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Orangetheory Fitness, Andover Road, Winchester                   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| River Park Leisure Centre, Gordon Road, Winchester               | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Winchester Racquets & Fitness, Berewecke Road, Winchester        | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Chesil Theatre, Chesil Street, Winchester                        | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Hanger Farm Arts Centre, Aikman Lane, Totton, Southampton        | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Mayflower, Commercial Road, Southampton                          | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Plaza Theatre, Winchester  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

Column %ges.

# Winchester Household Survey For Lambert Smith Hampton

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|
| Road, Romsey   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| The Berry Theatre, Wildern Lane, Hedge End, Southampton                | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| The Point, Leigh Road, Eastleigh                                       | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| The Stage Door, Marlands Road, Southampton                             | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Theatre Royal, Jewry Street, Winchester                                | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Hollywood Bowl, Basingstoke Leisure Park, Worting Road, Basingstoke    | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Hollywood Bowl, The Swan Centre, Eastleigh                             | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Hollywood Bowl, Wesy Quay Shopping Centre, Harbour Parade, Southampton | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Marwell Activity Centre, Hurst Lane, Owslebury, Winchester             | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Planet Ice, Arena Leisure Park, Basingstoke                            | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Planet Ice, Fareham Road, Gosport                                      | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Tenpin, Auckland Road, Southampton                                     | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Other  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Abroad   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Albourne Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Alford Golf Club, Montgarric Road, Alford, Scotland                    | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Barton Stacey Village Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Beauworth Village Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Brighton Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Bitterne Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Boorley Green Village Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Bosham Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Botley Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Bournemouth Town Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Bracknell Town Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Bramdean Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Brighton City Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Bristol City Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Brize Norton Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Cheriton Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Chester City Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Chichester Festival Theatre, Oaklands Way, Chichester                  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Cineworld, Whiteley Shopping Centre, Whiteley Way, Fareham             | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Compton Local Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Cosham Local Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Crawley Village Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Crown Bingo & Social Club, High Street, Portsmouth                     | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| David Lloyd, Frogmore Lane, off Brownhill Way, Southampton             | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Dundridge Local Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Durley Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| East Meon Village Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Easton Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Exton Village Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Fareham Leisure Centre, Park Lane, Fareham                             | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Farnborough Town Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Fernehall, Osborn Road, Fareham  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |

# Winchester Household Survey For Lambert Smith Hampton

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |   |      |   |      |   |      |   |      |   |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|---|------|---|------|---|------|---|------|---|
| Fitness In Time, City Road, Winchester                                | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Flip Out Trampoline Arena, Harbourgate, Southampton Road, Portsmouth  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Grosvenor Casino, Gunwharf Road, Portsmouth                           | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Gunwharf Quays, Portsmouth  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Haslemere Town Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Hawkley Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Headbourne Worthy Village Centre                                      | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Hinton Ampner Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Holiday Inn, Leigh Road, Eastleigh                                    | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Hollywood Bowl, Gunwharf Quays, Portsmouth                            | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Horton Heath Village Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Hursley Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Imperial War Museum, Duxford, Cambridge                               | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Itchen Abbas Village Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Keswick Town Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Kings Theatre, Albert Road, Portsmouth, Southsea                      | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Kingston-upon-Thames Town Centre                                      | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lincoln City Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Liphook Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Littleton Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Mordon Hill Local Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Norton Park, Sutton Scotney   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Nuffield Southampton Theatres, University Road, Southampton           | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Odeon, Basingstoke Leisure Park, Churchill Way West, Westham          | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Odeon, Port Way, Portsmouth   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Online  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Ovington Local Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Owslebury Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Oxford City Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Paultons Park, Ower, Romsey   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Perins School, Pound Hill, Alresford                                  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Places Leisure, Passfield Avenue, Eastleigh                           | 20.0% | 1      | 0.0%   | 0      | 0.0%   | 0      | 100.0% | 1      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Port Solent Local Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Portsmouth Historic Dockyard, Victory Gate, HM Naval Base, Portsmouth | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Pure Gym, Shirley Retail Park, Winchester Road, Southampton           | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Reel Cinema, Vannes Parade, Fareham                                   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Rock Up, Whiteley Shopping Centre, Whiteley Way, Whiteley, Fareham    | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Romsey Rapids Sports Complex, Southampton Road, Romsey                | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Salisbury Playhouse, Malthouse Lane, Salisbury                        | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Shawford Local Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Shoreham-by-Sea Town Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Showcase Cinema de Lux,   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

# Winchester Household Survey For Lambert Smith Hampton

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|
| West Quay Shopping Centre, Southampton                           |       |        |        |        |        |        |        |        |        |
| Sparsholt Village Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| The Anvil, Churchill Way East, Basingstoke                       | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| The Watermill Theatre and Restaurant, Bagnor, Newbury            | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Therapeutics Southampton, Trojans Club, Stoneham Lane, Eastleigh | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Thorpe Park Resort, Staines Road, Chertsey                       | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Tichborne Village Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Ulverston Village Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Upham Village Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Vue, Gunwharf Quays, Portsmouth                                  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Wallington Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| West End Local Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| West Meon Village Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Wherwell Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Wyemouth Town Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| York City Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| (Don't know / varies)  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Base:  | 5     | 0      | 0      | 1      | 0      | 3      | 0      | 1      | 0      |

# Winchester Household Survey For Lambert Smith Hampton

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |   |      |   |      |   |      |   |      |   |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|---|------|---|------|---|------|---|------|---|
| <b>Q46 What improvements could be made to the leisure offer in Winchester City Council area that would make you visit / partake in leisure activities more often? [MR]</b> |       |        |        |        |        |        |        |        |        |   |      |   |      |   |      |   |      |   |
| A casino   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| A swimming pool  | 5.1%  | 51     | 6.0%   | 9      | 10.0%  | 10     | 4.0%   | 4      | 1.7%   | 3 | 8.0% | 8 | 5.0% | 5 | 4.6% | 6 | 4.0% | 6 |
| A theatre  | 0.6%  | 6      | 0.0%   | 0      | 3.0%   | 3      | 0.0%   | 0      | 1.1%   | 2 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| A new multi-screen cinema  | 3.9%  | 39     | 8.1%   | 12     | 2.0%   | 2      | 3.0%   | 3      | 4.6%   | 8 | 1.0% | 1 | 4.0% | 4 | 6.1% | 8 | 0.7% | 1 |
| A new art house cinema   | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 1 | 0.0% | 0 | 0.0% | 0 | 0.8% | 1 | 0.0% | 0 |
| Bingo  | 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 |
| Cheaper prices   | 1.8%  | 18     | 4.0%   | 6      | 2.0%   | 2      | 3.0%   | 3      | 1.1%   | 2 | 0.0% | 0 | 2.0% | 2 | 0.8% | 1 | 1.3% | 2 |
| Improved access by foot and cycle  | 1.2%  | 12     | 0.0%   | 0      | 4.0%   | 4      | 1.0%   | 1      | 0.6%   | 1 | 1.0% | 1 | 2.0% | 2 | 1.5% | 2 | 0.7% | 1 |
| Improved public transport  | 1.4%  | 14     | 0.0%   | 0      | 1.0%   | 1      | 0.0%   | 0      | 1.7%   | 3 | 0.0% | 0 | 0.0% | 0 | 3.8% | 5 | 3.4% | 5 |
| Improved security / CCTV   | 0.0%  | 0      | 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 street furniture  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Improvements in the built environment  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.7% | 1 |
| More / better car parking  | 2.8%  | 28     | 3.4%   | 5      | 2.0%   | 2      | 2.0%   | 2      | 5.1%   | 9 | 1.0% | 1 | 5.0% | 5 | 2.3% | 3 | 0.7% | 1 |
| More / better cultural facilities  | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.7% | 1 |
| More / better disabled access / facilities   | 0.6%  | 6      | 1.3%   | 2      | 1.0%   | 1      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 2.0% | 2 | 0.8% | 1 | 0.0% | 0 |
| More / better health clubs / gyms  | 2.2%  | 22     | 4.7%   | 7      | 4.0%   | 4      | 2.0%   | 2      | 0.0%   | 0 | 4.0% | 4 | 2.0% | 2 | 1.5% | 2 | 0.7% | 1 |
| More / better policing   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 1.0%   | 1      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| More / better public houses  | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 1 | 0.0% | 0 | 0.0% | 0 | 0.8% | 1 | 0.7% | 1 |
| More / better seats  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| More / better signposting and information  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| More better parks / green spaces   | 0.7%  | 7      | 0.7%   | 1      | 1.0%   | 1      | 0.0%   | 0      | 0.6%   | 1 | 1.0% | 1 | 0.0% | 0 | 0.8% | 1 | 1.3% | 2 |
| More for children  | 3.4%  | 34     | 11.4%  | 17     | 1.0%   | 1      | 5.0%   | 5      | 1.1%   | 2 | 0.0% | 0 | 4.0% | 4 | 3.8% | 5 | 0.0% | 0 |
| More local sports & recreation facilities  | 3.6%  | 36     | 9.4%   | 14     | 3.0%   | 3      | 2.0%   | 2      | 1.1%   | 2 | 4.0% | 4 | 2.0% | 2 | 2.3% | 3 | 4.0% | 6 |
| More nightclubs  | 0.4%  | 4      | 1.3%   | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.7% | 1 |
| More pavement cafés  | 0.5%  | 5      | 2.7%   | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| More quality restaurants   | 1.1%  | 11     | 0.7%   | 1      | 1.0%   | 1      | 2.0%   | 2      | 1.1%   | 2 | 1.0% | 1 | 0.0% | 0 | 2.3% | 3 | 0.7% | 1 |
| More street cleaning   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Provision of public toilets  | 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 |
| Ten-pin bowling  | 3.4%  | 34     | 6.7%   | 10     | 3.0%   | 3      | 5.0%   | 5      | 1.1%   | 2 | 0.0% | 0 | 0.0% | 0 | 4.6% | 6 | 5.4% | 8 |
| Other  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| A concert hall   | 0.3%  | 3      | 1.3%   | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.8% | 1 | 0.0% | 0 |
| A golf course  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| A skate park   | 0.4%  | 4      | 0.7%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 1.5% | 2 | 0.7% | 1 |
| An ice skating rink  | 1.3%  | 13     | 2.0%   | 3      | 1.0%   | 1      | 0.0%   | 0      | 1.1%   | 2 | 0.0% | 0 | 1.0% | 1 | 2.3% | 3 | 2.0% | 3 |
| Archery club   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.7% | 1 |
| Better facilities in the new park (e.g. changing rooms)  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Better historical attractions  | 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 |
| Better shows at the Theatre Royal  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Climbing walls   | 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 |
| Floodlights where appropriate  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.8% | 1 | 0.0% | 0 |
| Free car parking   | 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 |
| Improve / refurbish leisure centres  | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 1.0%   | 1      | 0.0%   | 0 | 1.0% | 1 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 |
| More advertising   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| More arts & crafts 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 | 0.7% | 1 |
| More cycle lanes / routes  | 0.7%  | 7      | 2.0%   | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 1 | 0.0% | 0 | 1.0% | 1 | 0.8% | 1 | 0.7% | 1 |
| More designated walking routes   | 0.2%  | 2      | 0.0%   | 0      | 1.0%   | 1      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.7% | 1 |
| More facilities / activities for elderly people  | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 1.0%   | 1      | 0.6%   | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| More for facilities / activities for teenagers / young adults  | 1.1%  | 11     | 3.4%   | 5      | 1.0%   | 1      | 2.0%   | 2      | 0.6%   | 1 | 0.0% | 0 | 1.0% | 1 | 0.8% | 1 | 0.0% | 0 |
| More indoor activities   | 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 |
| More leisure centres   | 0.6%  | 6      | 2.0%   | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 1 | 2.0% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| More leisure facilities in general   | 0.3%  | 3      | 1.3%   | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.8% | 1 | 0.0% | 0 |
| More museums   | 0.2%  | 2      | 1.3%   | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| More retail parks  | 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 |
| More specialist / niche bars   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

# Winchester Household Survey For Lambert Smith Hampton

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|
| (e.g. drag show bars)                        |       |        |        |        |        |        |        |        |        |
| More water sports                            | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.7%   |
| Open-water swimming events                   | 0.1%  | 1      | 0.0%   | 0      | 1.0%   | 1      | 0.0%   | 0      | 0.0%   |
| Public toilets open later                    | 0.1%  | 1      | 0.0%   | 0      | 1.0%   | 1      | 0.0%   | 0      | 0.0%   |
| Reduce shop rents to reduce shop closures    | 0.2%  | 2      | 0.7%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Reduce traffic congestion                    | 0.3%  | 3      | 0.7%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Repair / resurface pavements                 | 0.1%  | 1      | 0.7%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Ski slopes                                   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.8%   |
| Tennis courts / facilities                   | 0.5%  | 5      | 0.7%   | 1      | 2.0%   | 2      | 1.0%   | 1      | 0.0%   |
| Trampoline centre                            | 0.2%  | 2      | 0.7%   | 1      | 0.0%   | 0      | 1.0%   | 0      | 0.0%   |
| (Don't do leisure activities)                | 2.5%  | 25     | 2.0%   | 3      | 1.0%   | 1      | 4.0%   | 4      | 2.0%   |
| (Don't know)                                 | 4.9%  | 49     | 4.0%   | 6      | 1.0%   | 1      | 3.0%   | 3      | 5.1%   |
| (Nothing)                                    | 63.0% | 633    | 46.3%  | 69     | 64.0%  | 64     | 66.0%  | 66     | 66.3%  |
| Base:  | 1004  | 149    | 100    | 100    | 175    | 100    | 100    | 131    | 149    |
| <b>GEN Gender of respondent:</b>             |       |        |        |        |        |        |        |        |        |
| Male   | 37.1% | 372    | 34.9%  | 52     | 35.0%  | 35     | 43.0%  | 43     | 37.1%  |
| Female                                       | 62.9% | 632    | 65.1%  | 97     | 65.0%  | 65     | 57.0%  | 57     | 62.9%  |
| Base:  | 1004  | 149    | 100    | 100    | 175    | 100    | 100    | 131    | 149    |
| <b>AGE Can I ask how old you are please?</b> |       |        |        |        |        |        |        |        |        |
| 18-24  | 3.6%  | 36     | 12.1%  | 18     | 2.0%   | 2      | 1.0%   | 1      | 1.7%   |
| 25-34  | 5.8%  | 58     | 14.1%  | 21     | 4.0%   | 4      | 3.0%   | 3      | 4.6%   |
| 35-44  | 8.2%  | 82     | 9.4%   | 14     | 12.0%  | 12     | 9.0%   | 9      | 8.0%   |
| 45-54  | 22.8% | 229    | 28.9%  | 43     | 22.0%  | 22     | 16.0%  | 16     | 26.3%  |
| 55-64  | 13.3% | 134    | 4.7%   | 7      | 8.0%   | 8      | 15.0%  | 15     | 22.3%  |
| 65+  | 46.3% | 465    | 30.9%  | 46     | 52.0%  | 52     | 56.0%  | 56     | 37.1%  |
| (Refused)                                    | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Base:  | 1004  | 149    | 100    | 100    | 175    | 100    | 100    | 131    | 149    |

# Winchester Household Survey For Lambert Smith Hampton

|                            | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |     |       |     |       |     |       |     |      |
|----------------------------|-------|--------|--------|--------|--------|--------|--------|--------|--------|-----|-------|-----|-------|-----|-------|-----|------|
| <b>PC Postcode Sector:</b> |       |        |        |        |        |        |        |        |        |     |       |     |       |     |       |     |      |
| GU32 1                     | 0.8%  | 8      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 8.0%  | 8   | 0.0%  | 0   | 0.0%  | 0   |      |
| PO15 5                     | 0.6%  | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 4.0%  | 6   |      |
| PO15 6                     | 2.4%  | 24     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 16.1% | 24  |      |
| PO15 7                     | 1.3%  | 13     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 8.7%  | 13  |      |
| PO16 0                     | 1.1%  | 11     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 7.4%  | 11  |      |
| PO16 7                     | 3.1%  | 31     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 20.8% | 31  |      |
| PO16 8                     | 0.7%  | 7      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 4.7%  | 7   |      |
| PO17 5                     | 2.3%  | 23     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.8%  | 1   | 14.8% | 22  |      |
| PO17 6                     | 0.7%  | 7      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.8%  | 1   | 4.0%  | 6   |      |
| PO7 3                      | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 2.3%  | 3   | 0.0%  | 0   |      |
| PO7 4                      | 0.7%  | 7      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 5.3%  | 7   | 0.0%  | 0   |      |
| PO7 5                      | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.7%  | 1   |      |
| PO7 6                      | 1.8%  | 18     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 13.0% | 17  | 0.7%  | 1   |      |
| PO7 7                      | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.8%  | 1   | 0.0%  | 0   |      |
| SO21 1                     | 6.9%  | 69     | 0.0%   | 0      | 1.0%   | 1      | 39.0%  | 39     | 0.0%   | 0   | 10.0% | 10  | 19.0% | 19  | 0.0%  | 0   | 0.0% |
| SO21 2                     | 3.5%  | 35     | 0.0%   | 0      | 11.0%  | 11     | 24.0%  | 24     | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0% |
| SO21 3                     | 3.1%  | 31     | 0.0%   | 0      | 31.0%  | 31     | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0% |
| SO22 4                     | 4.6%  | 46     | 10.7%  | 16     | 0.0%   | 0      | 30.0%  | 30     | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0% |
| SO22 5                     | 3.9%  | 39     | 25.5%  | 38     | 0.0%   | 0      | 1.0%   | 1      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0% |
| SO22 6                     | 4.3%  | 43     | 20.8%  | 31     | 12.0%  | 12     | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0% |
| SO23 0                     | 1.7%  | 17     | 11.4%  | 17     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0% |
| SO23 7                     | 6.3%  | 63     | 12.1%  | 18     | 45.0%  | 45     | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0% |
| SO23 8                     | 0.8%  | 8      | 5.4%   | 8      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0% |
| SO23 9                     | 2.1%  | 21     | 14.1%  | 21     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0% |
| SO24 0                     | 4.3%  | 43     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 3.0%  | 3   | 40.0% | 40  | 0.0%  | 0   | 0.0% |
| SO24 9                     | 8.7%  | 87     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 87.0% | 87  | 0.0%  | 0   | 0.0%  | 0   | 0.0% |
| SO30 2                     | 1.4%  | 14     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 9.4%  | 14  |      |
| SO32 1                     | 8.6%  | 86     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 1   | 0.0%  | 0   | 19.0% | 19  | 50.4% | 66  | 0.0% |
| SO32 2                     | 4.2%  | 42     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 2.0%  | 2   | 20.6% | 27  | 8.7% |
| SO32 3                     | 2.0%  | 20     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 12.0% | 12  | 6.1%  | 8   | 0.0% |
| SO50 4                     | 0.9%  | 9      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 5.1%   | 9   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0% |
| SO50 5                     | 0.7%  | 7      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 4.0%   | 7   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0% |
| SO50 6                     | 2.1%  | 21     | 0.0%   | 0      | 0.0%   | 0      | 4.0%   | 4      | 9.7%   | 17  | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0% |
| SO50 7                     | 5.0%  | 50     | 0.0%   | 0      | 0.0%   | 0      | 2.0%   | 2      | 27.4%  | 48  | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0% |
| SO50 8                     | 3.1%  | 31     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 17.7%  | 31  | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0% |
| SO50 9                     | 0.5%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.9%   | 5   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0% |
| SO53 1                     | 1.0%  | 10     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 5.7%   | 10  | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0% |
| SO53 2                     | 2.8%  | 28     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 16.0%  | 28  | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0% |
| SO53 3                     | 0.9%  | 9      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 5.1%   | 9   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0% |
| SO53 4                     | 0.6%  | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 3.4%   | 6   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0% |
| SO53 5                     | 0.4%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.3%   | 4   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0% |
| Base:                      | 1004  | 149    |        | 100    |        | 100    |        | 175    |        | 100 |       | 100 |       | 131 |       | 149 |      |

**QUOTA Zone**

|        |       |     |        |     |        |     |        |     |        |     |        |     |        |     |        |        |
|--------|-------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|--------|
| Zone 1 | 14.8% | 149 | 100.0% | 149 | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0      |
| Zone 2 | 10.0% | 100 | 0.0%   | 0   | 100.0% | 100 | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0      |
| Zone 3 | 10.0% | 100 | 0.0%   | 0   | 0.0%   | 0   | 100.0% | 100 | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0      |
| Zone 4 | 17.4% | 175 | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 100.0% | 175 | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0      |
| Zone 5 | 10.0% | 100 | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 100.0% | 100 | 0.0%   | 0   | 0.0%   | 0      |
| Zone 6 | 10.0% | 100 | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 100.0% | 100 | 0.0%   | 0      |
| Zone 7 | 13.0% | 131 | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 100.0% | 131    |
| Zone 8 | 14.8% | 149 | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 100.0% |
| Base:  | 1004  | 149 |        | 100 |        | 100 |        | 175 |        | 100 |        | 100 |        | 131 |        | 149    |

## Appendix 2:

Data Tabulations

By Zone

(Weighted)

Weighted:

September 2019

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |    |      |   |      |   |      |    |       |    |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|----|------|---|------|---|------|----|-------|----|
| <b>Q01 Where do you NORMALLY shop for all your household's main food and grocery shopping needs (i.e. primarily bulk trolley purchases)?</b> |       |        |        |        |        |        |        |        |        |    |      |   |      |   |      |    |       |    |
| Winchester City Centre   | 0.1%  | 1      | 0.8%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0  | 0.0%  | 0  |
| Aldi, Alton Retail Park, Alton   | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 5.8% | 2 | 0.8% | 0 | 0.0% | 0  | 0.0%  | 0  |
| Aldi, Bevois Valley Road, Southampton  | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.3%   | 1  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0  | 0.6%  | 1  |
| Aldi, Burnett Close, Winchester  | 5.4%  | 54     | 17.2%  | 34     | 25.0%  | 16     | 1.8%   | 1      | 0.0%   | 0  | 5.2% | 2 | 4.0% | 1 | 0.0% | 0  | 0.0%  | 0  |
| Aldi, Chestnut Avenue Retail Park, Chandler's Ford, Eastleigh  | 3.0%  | 30     | 1.1%   | 2      | 0.0%   | 0      | 2.7%   | 2      | 8.9%   | 26 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0  | 0.0%  | 0  |
| Aldi, The Hundred, Romsey  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 2.0% | 0 | 0.0% | 0  | 0.0%  | 0  |
| Aldi, West Street, Fareham   | 3.6%  | 36     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 3.4% | 4  | 16.3% | 32 |
| Asda, Anton Mill Road, Andover   | 0.1%  | 1      | 0.0%   | 0      | 2.2%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0  | 0.0%  | 0  |
| Asda, Bournemouth Road, Chandler's Ford, Eastleigh   | 6.4%  | 65     | 2.3%   | 5      | 2.2%   | 1      | 4.7%   | 3      | 17.4%  | 51 | 0.0% | 0 | 2.0% | 0 | 1.1% | 1  | 1.6%  | 3  |
| Asda, Brighton Way, Brighton Hill, Basingstoke   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 2.0% | 1 | 0.0% | 0  | 0.0%  | 0  |
| Asda, Cranbourne Industrial Estate, Dock Road, Gosport   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0  | 0.4%  | 1  |
| Asda, Maynard Road, Totton   | 0.1%  | 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  |
| Asda, Portland Road, Waterlooville   | 1.6%  | 16     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 8.2% | 10 | 2.9%  | 6  |
| Asda, Speedfields Park, Newgate Lane, Fareham  | 1.2%  | 12     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 1.6% | 2  | 5.0%  | 10 |
| Budgens, Winchester Road, Bishop's Waltham   | 0.8%  | 8      | 0.0%   | 0      | 0.9%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.5% | 0 | 5.1% | 6  | 0.4%  | 1  |
| Co-op, Fair Oak Road, Bishopstoke  | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.8%   | 2  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0  | 0.0%  | 0  |
| Co-op, Hambledon Road, Denmead   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.5% | 1  | 0.0%  | 0  |
| Co-op, High Street, Bishop's Waltham   | 0.6%  | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 4.9% | 6  | 0.0%  | 0  |
| Co-op, Highlands Road, Fareham   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0  | 0.6%  | 1  |
| Co-op, Lower Northam Road, Hedge End   | 0.4%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0  | 2.1%  | 4  |
| Co-op, Sandy Lane, Fair Oak  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.3%   | 1  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0  | 0.0%  | 0  |
| Co-op, St. Vigor Way, Colden Common  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0  | 0.0%  | 0  |
| Co-op, The Square, Wickham   | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0  | 1.4%  | 3  |
| Co-op, West Street, Alresford  | 0.4%  | 4      | 0.3%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 6.2% | 3 | 2.1% | 1 | 0.0% | 0  | 0.0%  | 0  |
| Iceland, Middle Brook Street, Winchester   | 0.7%  | 7      | 3.5%   | 7      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0  | 0.0%  | 0  |
| Iceland, West Street, Fareham  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.5% | 1  | 0.0%  | 0  |
| Lidl, Coles Close, off Twyford Road, Eastleigh   | 2.4%  | 24     | 0.0%   | 0      | 0.0%   | 0      | 2.1%   | 1      | 7.0%   | 20 | 0.0% | 0 | 2.6% | 1 | 1.6% | 2  | 0.0%  | 0  |
| Lidl, Elettra Avenue, Waterlooville  | 0.6%  | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 4.8% | 6  | 0.0%  | 0  |
| Lidl, London Road, Cowplain, Waterlooville   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.7% | 1  | 0.0%  | 0  |
| Lidl, Rookery Avenue, Solent Way, Whiteley   | 1.1%  | 11     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.2%   | 4  | 0.0% | 0 | 0.0% | 0 | 2.3% | 3  | 2.6%  | 5  |
| Lidl, Speedfields Park, Newgate Lane, Fareham  | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0  | 1.0%  | 2  |
| Londis, Winchester Road, Bishop's Waltham  | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 1.8% | 2  | 0.0%  | 0  |
| M&S Simply Food, Winchester Rail Station, Winchester   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 1.3% | 0 | 0.0% | 0  | 0.0%  | 0  |
| Marks & Spencer Foodhall, Coles Close, Twyford Road, Eastleigh   | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 0      | 0.5%   | 1  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0  | 0.0%  | 0  |
| Marks & Spencer Foodhall, High Street, Winchester  | 0.4%  | 4      | 1.4%   | 3      | 0.6%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 2.4% | 1 | 0.0% | 0 | 0.0% | 0  | 0.0%  | 0  |
| Marks & Spencer, Hedge End Trade Park, Tollbar Way, Hedge End  | 0.6%  | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 0      | 1.4%   | 4  | 0.0% | 0 | 1.0% | 0 | 1.1% | 1  | 0.0%  | 0  |

Column %ges.

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |    |       |    |       |   |       |    |       |    |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|----|-------|----|-------|---|-------|----|-------|----|
| McCarthy's Fruit & Veg, Winchester Road, Wickham               | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.4%  | 1  |       |    |
| Morrisons, Lakesmere Road, Horndean                            | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 1.3%  | 0 | 0.0%  | 0  |       |    |
| Sainsbury's Superstore, Badger Farm Road, Winchester           | 9.7%  | 97     | 18.4%  | 37     | 6.8%   | 4      | 52.2%  | 34     | 5.1%   | 15 | 9.6%  | 4  | 9.6%  | 2 | 1.2%  | 1  | 0.0%  | 0  |
| Sainsbury's Superstore, Draymans Way, Alton                    | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 5.0%  | 2  | 1.8%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Sainsbury's Superstore, Leigh Road, Eastleigh                  | 2.1%  | 21     | 0.0%   | 0      | 0.0%   | 0      | 1.2%   | 1      | 6.7%   | 19 | 0.0%  | 0  | 0.5%  | 0 | 0.7%  | 1  | 0.0%  | 0  |
| Sainsbury's Superstore, Lordshill District Centre, Southampton | 0.6%  | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.0%   | 6  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Sainsbury's Superstore, Middlebrook Street, Winchester         | 1.2%  | 12     | 5.5%   | 11     | 2.2%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Sainsbury's Superstore, Redcar Street, Shirley, Southampton    | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.3%   | 1  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Sainsbury's Superstore, Tollbar way, Hedge End                 | 7.2%  | 72     | 0.3%   | 1      | 0.0%   | 0      | 2.9%   | 2      | 11.5%  | 33 | 0.0%  | 0  | 4.5%  | 1 | 18.1% | 22 | 6.8%  | 13 |
| Sainsbury's Superstore, Wallop Drive, Kempshott, Basingstoke   | 0.1%  | 1      | 0.0%   | 0      | 0.6%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 1.2%  | 1  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Sainsbury's Superstore, Wallington Way, Broadcut, Fareham      | 8.9%  | 89     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.2%   | 4  | 0.0%  | 0  | 1.0%  | 0 | 9.8%  | 12 | 37.4% | 73 |
| Tesco (Esso) Express, Andover Road, Winchester                 | 0.2%  | 2      | 1.1%   | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Tesco (Esso) Express, Twyford Road, 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  | 0.6%  | 1  |
| Tesco (Esso) Express, Winchester Road, Fair Oak                | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.1%   | 3  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Tesco Express, Ashdown Road, Chandler's Ford, Eastleigh        | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.6%  | 1  |
| Tesco Express, Broad Street, Alresford                         | 0.4%  | 4      | 0.3%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 7.0%  | 3  | 1.3%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Tesco Express, High Street, Winchester                         | 0.1%  | 1      | 0.5%   | 1      | 0.6%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Tesco Express, Priors Dean Road, Harestock, Winchester         | 0.7%  | 7      | 2.3%   | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.5%   | 1  | 0.0%  | 0  | 0.0%  | 0 | 0.7%  | 1  | 0.0%  | 0  |
| Tesco Express, Springvale Road, Kings Worthy                   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.6%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Tesco Extra, Clement Attlee Way, North Harbour, Portsmouth     | 0.5%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.3%   | 1  | 0.0%  | 0  | 0.0%  | 0 | 2.4%  | 3  | 0.4%  | 1  |
| Tesco Extra, Easton Lane, Winchester                           | 9.9%  | 99     | 20.8%  | 41     | 32.3%  | 21     | 3.9%   | 3      | 2.3%   | 7  | 38.8% | 17 | 32.6% | 8 | 2.7%  | 3  | 0.0%  | 0  |
| Tesco Extra, Hamble Lane, Bursledon Towers, Southampton        | 0.8%  | 8      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.1%   | 6  | 0.0%  | 0  | 2.0%  | 0 | 0.0%  | 0  | 0.6%  | 1  |
| Tesco Extra, River Way, Andover                                | 0.2%  | 2      | 0.0%   | 0      | 2.6%   | 2      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Tesco Metro, The Swan Centre, Wells Place, Eastleigh           | 2.4%  | 24     | 0.0%   | 0      | 0.0%   | 0      | 3.4%   | 2      | 7.3%   | 21 | 0.0%  | 0  | 0.5%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Tesco Superstore, The Causeway, Petersfield                    | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.8%  | 0 | 0.7%  | 1  | 0.0%  | 0  |
| Tesco Superstore, Whiteley Way, Whiteley                       | 1.6%  | 16     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 8.2%  | 16 |
| Waitrose, Alma Road, Romsey                                    | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 0      | 0.5%   | 1  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Waitrose, Dukes Walk, Stakes Hill Road, Waterlooville          | 0.4%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 2.3%  | 3  | 0.4%  | 1  |
| Waitrose, Oakmount Road, Chandler's Ford, Eastleigh            | 2.5%  | 25     | 0.3%   | 1      | 0.0%   | 0      | 5.5%   | 4      | 6.8%   | 20 | 2.4%  | 1  | 1.6%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Waitrose, Rams Walk,   | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 7.2%  | 2 | 0.7%  | 1  | 0.0%  | 0  |

Weighted:

September 2019

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |    |      |   |       |   |       |    |      |    |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|----|------|---|-------|---|-------|----|------|----|
| Petersfield  |       |        |        |        |        |        |        |        |        |    |      |   |       |   |       |    |      |    |
| Waitrose, Stockbridge Road, Winchester                           | 3.4%  | 34     | 9.9%   | 20     | 14.0%  | 9      | 3.9%   | 3      | 0.0%   | 0  | 0.6% | 0 | 0.0%  | 0 | 1.9%  | 2  | 0.0% | 0  |
| Internet   | 11.0% | 111    | 14.0%  | 28     | 9.4%   | 6      | 12.2%  | 8      | 12.6%  | 37 | 9.0% | 4 | 12.4% | 3 | 10.2% | 12 | 6.6% | 13 |
| Aldi, Southampton Road, Portsmouth                               | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0%  | 0 | 0.5%  | 1  | 0.0% | 0  |
| Asda, High Street, West End, Southampton                         | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.1%   | 3  | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0% | 0  |
| Co-op, Winchester Road, Four Marks, Alton                        | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.6% | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0% | 0  |
| Hampshire Farmers' Markets, High Street, Winchester              | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 1.6% | 1 | 0.0%  | 0 | 0.0%  | 0  | 0.0% | 0  |
| Lidl, Castle Trading Estate, Portchester, Fareham                | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0%  | 0 | 0.7%  | 1  | 0.0% | 0  |
| Morrisons, Victory Retail Park, Flathouse Road, Portsmouth       | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0%  | 0 | 0.7%  | 1  | 0.0% | 0  |
| Morrisons, Walpole Road, Gosport                                 | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.4% | 1  |
| Nisa Local, Main Road, Otterbourne                               | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0% | 0  |
| People's Market, West Street, Waterlooville                      | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0%  | 0 | 0.5%  | 1  | 0.0% | 0  |
| Sainsbury's Superstore, Commercial Road, Portsmouth              | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.8%   | 2  | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0% | 0  |
| Sainsbury's Superstore, Hambledon Road, Waterlooville            | 0.7%  | 7      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.5%  | 0 | 5.7%  | 7  | 0.0% | 0  |
| Sainsbury's Superstore, Portswood Road, Southampton              | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.3%   | 1  | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0% | 0  |
| Tesco Superstore, Quay Street, Fareham                           | 0.9%  | 9      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0%  | 0 | 2.7%  | 3  | 2.8% | 5  |
| Waitrose, Basing View, Basingstoke                               | 0.0%  | 0      | 0.0%   | 0      | 0.6%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0% | 0  |
| Waitrose, Locks Heath Centre, Centre Way, Park Gate, Southampton | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0%  | 0 | 0.5%  | 1  | 0.0% | 0  |
| Waitrose, Station Road, Alton                                    | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 3.4% | 1 | 0.0%  | 0 | 0.0%  | 0  | 0.0% | 0  |
| Waitrose, The Hart, Farnham                                      | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.6% | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0% | 0  |
| Weighted base:   | 1004  |        | 199    |        | 64     |        | 65     |        | 292    |    | 43   |   | 25    |   | 121   |    | 196  |    |
| Sample:  | 1004  |        | 149    |        | 100    |        | 100    |        | 175    |    | 100  |   | 100   |   | 131   |    | 149  |    |

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

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

|                               |       |    |       |    |       |   |       |   |       |    |       |   |       |   |       |   |       |   |
|-------------------------------|-------|----|-------|----|-------|---|-------|---|-------|----|-------|---|-------|---|-------|---|-------|---|
| Asda                          | 12.0% | 13 | 8.2%  | 2  | 0.0%  | 0 | 37.5% | 3 | 16.7% | 6  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 15.0% | 2 |
| Iceland                       | 0.3%  | 0  | 0.0%  | 0  | 6.1%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Marks & Spencer               | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Morrisons                     | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Ocado                         | 23.3% | 26 | 53.0% | 15 | 24.3% | 1 | 31.4% | 2 | 9.7%  | 4  | 0.0%  | 0 | 16.5% | 1 | 24.7% | 3 | 0.0%  | 0 |
| Sainsbury's                   | 19.3% | 21 | 25.8% | 7  | 39.7% | 2 | 26.3% | 2 | 4.8%  | 2  | 24.4% | 1 | 41.3% | 1 | 22.4% | 3 | 23.6% | 3 |
| Tesco                         | 37.5% | 42 | 9.7%  | 3  | 6.1%  | 0 | 4.8%  | 0 | 59.4% | 22 | 61.9% | 2 | 21.1% | 1 | 41.7% | 5 | 61.4% | 8 |
| Waitrose                      | 3.1%  | 3  | 0.0%  | 0  | 23.9% | 1 | 0.0%  | 0 | 0.0%  | 0  | 13.7% | 1 | 21.1% | 1 | 6.7%  | 1 | 0.0%  | 0 |
| Other                         | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Gousto                        | 3.1%  | 3  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 9.4%  | 3  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Milk & More                   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| (Varies)                      | 1.3%  | 1  | 3.2%  | 1  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 4.5%  | 1 | 0.0%  | 0 |
| (Don't know / can't remember) | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Weighted base:                | 111   |    | 28    |    | 6     |   | 8     |   | 37    |    | 4     |   | 3     |   | 12    |   | 13    |   |
| Sample:                       | 98    |    | 19    |    | 11    |   | 7     |   | 19    |    | 8     |   | 12    |   | 15    |   | 7     |   |

Weighted:

September 2019

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |    |       |    |       |   |       |    |       |    |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|----|-------|----|-------|---|-------|----|-------|----|
| <b>Q03 What do you like about (LOCATION MENTIONED AT Q01)? [MR]</b>             |       |        |        |        |        |        |        |        |        |    |       |    |       |   |       |    |       |    |
| <i>Excluding those who do their main food shopping via the Internet at Q01:</i> |       |        |        |        |        |        |        |        |        |    |       |    |       |   |       |    |       |    |
| Clean store   | 0.9%  | 8      | 1.3%   | 2      | 0.6%   | 0      | 0.0%   | 0      | 0.9%   | 2  | 1.4%  | 1  | 0.6%  | 0 | 1.8%  | 2  | 0.4%  | 1  |
| Close to family / friends   | 0.4%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.2%   | 3  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Convenient to home  | 39.4% | 352    | 37.8%  | 65     | 36.8%  | 21     | 44.9%  | 26     | 38.4%  | 98 | 34.0% | 13 | 39.2% | 8 | 24.2% | 26 | 51.5% | 94 |
| Convenient to work  | 3.5%  | 31     | 2.7%   | 5      | 0.0%   | 0      | 5.4%   | 3      | 6.1%   | 16 | 0.0%  | 0  | 2.4%  | 1 | 4.8%  | 5  | 1.3%  | 2  |
| Delivery service  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.5%  | 1  | 0.0%  | 0  |
| Easy to get to by car   | 2.9%  | 26     | 3.0%   | 5      | 0.9%   | 1      | 4.4%   | 3      | 1.7%   | 4  | 4.6%  | 2  | 2.4%  | 1 | 2.8%  | 3  | 4.2%  | 8  |
| Easy to get to by foot  | 0.7%  | 6      | 2.7%   | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.3%   | 1  | 0.7%  | 0  | 0.0%  | 0 | 0.5%  | 1  | 0.0%  | 0  |
| Easy to get to by public transport  | 0.3%  | 3      | 0.3%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.7%   | 2  | 0.7%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Ethical policy  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Friendly / helpful staff  | 3.0%  | 26     | 2.3%   | 4      | 2.8%   | 2      | 4.8%   | 3      | 2.9%   | 7  | 8.4%  | 3  | 3.4%  | 1 | 1.5%  | 2  | 2.8%  | 5  |
| Good layout / easy to get around  | 2.8%  | 25     | 0.9%   | 1      | 3.2%   | 2      | 4.3%   | 2      | 2.3%   | 6  | 4.6%  | 2  | 2.3%  | 0 | 3.3%  | 4  | 4.1%  | 7  |
| Good offers / 'money off' coupons   | 1.7%  | 16     | 2.7%   | 5      | 3.7%   | 2      | 0.0%   | 0      | 3.2%   | 8  | 0.0%  | 0  | 2.9%  | 1 | 0.0%  | 0  | 0.0%  | 0  |
| Habit / always used it  | 5.0%  | 45     | 5.9%   | 10     | 4.7%   | 3      | 7.7%   | 4      | 4.3%   | 11 | 3.4%  | 1  | 3.4%  | 1 | 5.7%  | 6  | 4.4%  | 8  |
| Has a cafe  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.5%  | 1  | 0.0%  | 0  |
| Has a petrol station  | 0.4%  | 3      | 1.3%   | 2      | 0.0%   | 0      | 0.7%   | 0      | 0.0%   | 0  | 1.7%  | 1  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Large store   | 3.1%  | 28     | 6.3%   | 11     | 0.6%   | 0      | 1.7%   | 1      | 3.6%   | 9  | 5.7%  | 2  | 0.9%  | 0 | 2.3%  | 2  | 1.1%  | 2  |
| Long opening hours  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 2.7%  | 1  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Low prices / value for money  | 27.2% | 243    | 41.7%  | 71     | 31.4%  | 18     | 19.3%  | 11     | 26.3%  | 67 | 17.4% | 7  | 21.1% | 5 | 22.2% | 24 | 21.7% | 40 |
| Loyalty scheme / reward points  | 2.2%  | 20     | 2.7%   | 5      | 3.7%   | 2      | 4.3%   | 2      | 2.4%   | 6  | 2.6%  | 1  | 0.0%  | 0 | 0.0%  | 0  | 2.1%  | 4  |
| Online shopping is convenient   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Only one in the area  | 0.2%  | 2      | 0.3%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 1.0%  | 1  | 0.0%  | 0  |
| Parking is free   | 0.9%  | 8      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.7%   | 4  | 0.0%  | 0  | 0.9%  | 0 | 1.3%  | 1  | 0.9%  | 2  |
| Parking prices are low  | 1.0%  | 9      | 0.0%   | 0      | 5.0%   | 3      | 0.0%   | 0      | 0.9%   | 2  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 2.2%  | 4  |
| Parking provision is good   | 5.4%  | 48     | 3.0%   | 5      | 0.0%   | 0      | 4.4%   | 3      | 6.8%   | 17 | 9.2%  | 4  | 5.9%  | 1 | 6.1%  | 7  | 6.4%  | 12 |
| Pleasant shopping environment   | 0.4%  | 4      | 0.3%   | 1      | 0.6%   | 0      | 0.7%   | 0      | 0.0%   | 0  | 0.7%  | 0  | 0.0%  | 0 | 1.9%  | 2  | 0.0%  | 0  |
| Preference for retailer   | 1.7%  | 15     | 3.2%   | 5      | 0.6%   | 0      | 3.1%   | 2      | 0.0%   | 0  | 2.7%  | 1  | 1.2%  | 0 | 2.8%  | 3  | 1.7%  | 3  |
| Quality of food goods available   | 16.7% | 149    | 28.0%  | 48     | 14.0%  | 8      | 11.5%  | 7      | 12.6%  | 32 | 19.2% | 8  | 24.3% | 5 | 11.6% | 13 | 15.9% | 29 |
| Self-service checkouts  | 0.3%  | 2      | 1.4%   | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Quality of non-food goods available   | 1.3%  | 12     | 2.3%   | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.9%   | 2  | 0.0%  | 0  | 3.8%  | 1 | 0.0%  | 0  | 2.6%  | 5  |
| Range of food goods available   | 23.4% | 209    | 24.2%  | 41     | 17.3%  | 10     | 20.0%  | 11     | 28.1%  | 72 | 29.6% | 12 | 29.5% | 6 | 19.5% | 21 | 19.1% | 35 |
| Range of non-food goods available   | 3.2%  | 29     | 6.2%   | 11     | 0.0%   | 0      | 4.4%   | 2      | 1.9%   | 5  | 2.7%  | 1  | 2.1%  | 0 | 5.3%  | 6  | 1.9%  | 4  |
| Safe shopping environment   | 0.2%  | 2      | 0.3%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.6%  | 1  |
| Small / quiet store   | 3.7%  | 33     | 1.4%   | 2      | 2.5%   | 1      | 1.7%   | 1      | 5.2%   | 13 | 1.4%  | 1  | 1.5%  | 0 | 7.2%  | 8  | 3.2%  | 6  |
| Staff discount / work there   | 1.3%  | 12     | 1.1%   | 2      | 1.3%   | 1      | 1.7%   | 1      | 0.7%   | 2  | 3.3%  | 1  | 4.4%  | 1 | 2.7%  | 3  | 0.6%  | 1  |
| Supporting local business   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| History and historical architecture   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Other   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Checkout is well-staffed / no queues  | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.7%   | 0      | 0.7%   | 2  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Close to other shops / facilities   | 0.6%  | 6      | 0.0%   | 0      | 0.9%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 1.4%  | 1  | 0.0%  | 0 | 4.3%  | 5  | 0.0%  | 0  |
| Everything  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.7%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Familiar  | 0.4%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.3%   | 1  | 0.0%  | 0  | 1.5%  | 0 | 2.5%  | 3  | 0.0%  | 0  |
| Fast checkouts  | 0.1%  | 1      | 0.0%   | 0      | 0.9%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Free bus service  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.4%  | 1  |
| Free coffee and newspaper   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.7%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Good company ethics   | 0.1%  | 1      | 0.3%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Good disabled parking / access  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.7%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.6%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Has Argos within the store  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.4%  | 1  |
| Has car-charging point  | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 2.7%   | 2      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 1.3%  | 1  | 0.0%  | 0  |
| Has 'Scan-as-you-shop' facility   | 0.3%  | 2      | 1.3%   | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| I get a lift to that store  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.5%  | 1  | 0.0%  | 0  |
| Layout stays the same   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.3%   | 1  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Not too much choice / easy to decide  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.4%  | 1  |
| Wide aisles   | 0.2%  | 2      | 0.7%   | 1      | 0.6%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.7%  | 0  | 0.6%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| (Don't know / nothing)  | 4.7%  | 42     | 1.2%   | 2      | 8.6%   | 5      | 5.8%   | 3      | 5.0%   | 13 | 6.8%  | 3  | 5.9%  | 1 | 5.6%  | 6  | 4.9%  | 9  |
| Weighted base:  | 893   | 171    | 58     | 57     | 255    | 39     | 22     | 109    | 183    |    |       |    |       |   |       |    |       |    |

Column %ges.

|         | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |
|---------|-------|--------|--------|--------|--------|--------|--------|--------|--------|
| Sample: | 906   | 130    | 89     | 93     | 156    | 92     | 88     | 116    | 142    |

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

*Excluding those who do their main food shopping via the Internet at Q01:*

|                               |       |     |       |    |       |    |       |     |       |     |       |    |       |    |       |    |       |     |
|-------------------------------|-------|-----|-------|----|-------|----|-------|-----|-------|-----|-------|----|-------|----|-------|----|-------|-----|
| Car / van (as driver)         | 78.2% | 698 | 57.5% | 98 | 91.9% | 53 | 81.7% | 46  | 83.1% | 212 | 83.4% | 33 | 80.8% | 17 | 82.1% | 89 | 81.3% | 149 |
| Car / van (as passenger)      | 6.7%  | 60  | 7.9%  | 13 | 4.4%  | 3  | 3.4%  | 2   | 5.7%  | 15  | 4.7%  | 2  | 13.1% | 3  | 7.5%  | 8  | 8.1%  | 15  |
| Bus, minibus or coach         | 2.8%  | 25  | 3.0%  | 5  | 3.7%  | 2  | 0.0%  | 0   | 2.1%  | 5   | 4.3%  | 2  | 2.9%  | 1  | 5.0%  | 5  | 2.8%  | 5   |
| Using park & ride facility    | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| Motorcycle, scooter or moped  | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| Walk                          | 10.6% | 94  | 27.6% | 47 | 0.0%  | 0  | 11.9% | 7   | 7.7%  | 20  | 5.1%  | 2  | 3.2%  | 1  | 4.8%  | 5  | 7.0%  | 13  |
| Taxi                          | 0.3%  | 3   | 1.3%  | 2  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.4%  | 1   |
| Train                         | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| Bicycle                       | 0.4%  | 4   | 1.9%  | 3  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0   | 1.7%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| Mobility scooter / wheelchair | 0.3%  | 3   | 0.3%  | 1  | 0.0%  | 0  | 0.7%  | 0   | 0.0%  | 0   | 0.7%  | 0  | 0.0%  | 0  | 0.5%  | 1  | 0.4%  | 1   |
| Other (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   |
| (Varies)                      | 0.7%  | 6   | 0.5%  | 1  | 0.0%  | 0  | 2.4%  | 1   | 1.4%  | 4   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| Weighted base:                | 893   | 171 | 58    | 57 | 255   | 39 | 22    | 109 | 183   |     |       |    |       |    |       |    |       |     |
| Sample:                       | 906   | 130 | 89    | 93 | 156   | 92 | 88    | 116 | 142   |     |       |    |       |    |       |    |       |     |

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

*Excluding those who do their main food shopping via the Internet at Q01:*

|  |       |     |       |     |       |    |       |     |       |     |       |    |       |    |       |    |       |     |
|--|-------|-----|-------|-----|-------|----|-------|-----|-------|-----|-------|----|-------|----|-------|----|-------|-----|
| Yes - non-food shopping  | 10.7% | 95  | 6.2%  | 11  | 7.9%  | 5  | 6.7%  | 4   | 11.9% | 30  | 25.0% | 10 | 8.4%  | 2  | 10.9% | 12 | 12.3% | 22  |
| Yes - other food shopping  | 6.9%  | 62  | 2.6%  | 4   | 6.9%  | 4  | 2.0%  | 1   | 10.8% | 28  | 5.8%  | 2  | 4.2%  | 1  | 8.8%  | 10 | 6.4%  | 12  |
| Yes - bars / pubs  | 0.2%  | 2   | 0.7%  | 1   | 0.9%  | 1  | 0.7%  | 0   | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| Yes - bingo  | 0.1%  | 1   | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.5%  | 1  | 0.0%  | 0   |
| Yes - cafés  | 3.8%  | 34  | 2.9%  | 5   | 0.6%  | 0  | 14.0% | 8   | 5.3%  | 14  | 2.7%  | 1  | 1.2%  | 0  | 2.3%  | 3  | 1.9%  | 4   |
| Yes - cinemas  | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  | 1.5%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| Yes - get petrol   | 2.4%  | 21  | 0.0%  | 0   | 4.6%  | 3  | 1.3%  | 1   | 0.9%  | 2   | 4.7%  | 2  | 1.2%  | 0  | 2.0%  | 2  | 6.1%  | 11  |
| Yes - go to park   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| Yes - gyms / health and fitness  | 2.9%  | 26  | 5.0%  | 9   | 3.1%  | 2  | 0.7%  | 0   | 3.2%  | 8   | 0.0%  | 0  | 2.1%  | 0  | 1.8%  | 2  | 2.3%  | 4   |
| Yes - library  | 0.9%  | 8   | 0.7%  | 1   | 0.0%  | 0  | 0.0%  | 0   | 1.6%  | 4   | 0.0%  | 0  | 1.2%  | 0  | 1.3%  | 1  | 0.4%  | 1   |
| Yes - markets  | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| Yes - meeting family   | 2.3%  | 21  | 5.1%  | 9   | 0.0%  | 0  | 1.3%  | 1   | 2.1%  | 5   | 3.1%  | 1  | 0.6%  | 0  | 1.3%  | 1  | 1.7%  | 3   |
| Yes - meeting friends  | 0.3%  | 3   | 1.4%  | 2   | 0.6%  | 0  | 0.0%  | 0   | 0.0%  | 0   | 0.7%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| Yes - museums / art gallery  | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| Yes - other service (e.g. travel agent, estate agent etc.)             | 0.3%  | 3   | 0.0%  | 0   | 1.6%  | 1  | 0.0%  | 0   | 0.3%  | 1   | 0.7%  | 0  | 0.0%  | 0  | 0.8%  | 1  | 0.0%  | 0   |
| Yes - personal service (e.g. hairdressers, beauty salon etc.)          | 0.5%  | 4   | 0.0%  | 0   | 0.0%  | 0  | 0.7%  | 0   | 0.9%  | 2   | 0.7%  | 0  | 0.0%  | 0  | 1.3%  | 1  | 0.0%  | 0   |
| Yes - restaurants  | 0.5%  | 5   | 0.5%  | 1   | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0   | 1.4%  | 1  | 0.9%  | 0  | 0.0%  | 0  | 1.6%  | 3   |
| Yes - swimming   | 0.1%  | 1   | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.8%  | 1  | 0.0%  | 0   |
| Yes - theatre  | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| Yes - visiting services such as banks and other financial institutions | 2.7%  | 24  | 1.4%  | 2   | 0.6%  | 0  | 0.7%  | 0   | 5.7%  | 14  | 4.7%  | 2  | 2.7%  | 1  | 1.3%  | 1  | 1.5%  | 3   |
| Yes - work   | 5.2%  | 46  | 2.8%  | 5   | 2.2%  | 1  | 5.7%  | 3   | 6.8%  | 17  | 1.4%  | 1  | 5.4%  | 1  | 9.0%  | 10 | 4.2%  | 8   |
| Yes - Other  | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| Yes - attending church   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0   | 0.7%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| Yes - leisure activities   | 0.3%  | 3   | 0.0%  | 0   | 0.0%  | 0  | 1.7%  | 1   | 0.0%  | 0   | 0.7%  | 0  | 0.0%  | 0  | 0.8%  | 1  | 0.4%  | 1   |
| Yes - school run   | 1.0%  | 9   | 0.0%  | 0   | 0.9%  | 1  | 2.7%  | 2   | 0.3%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.8%  | 1  | 2.8%  | 5   |
| Yes - visiting amenity tip   | 0.4%  | 4   | 0.0%  | 0   | 0.6%  | 0  | 0.7%  | 0   | 1.2%  | 3   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| Yes - visiting medical services (doctor, dentist, optician etc.)       | 1.0%  | 9   | 0.5%  | 1   | 0.6%  | 0  | 1.3%  | 1   | 1.8%  | 4   | 0.0%  | 0  | 0.6%  | 0  | 1.0%  | 1  | 0.4%  | 1   |
| (No)   | 65.0% | 580 | 76.0% | 130 | 68.1% | 39 | 64.8% | 37  | 59.4% | 151 | 57.1% | 22 | 69.0% | 15 | 64.0% | 70 | 63.2% | 116 |
| (Don't know)   | 1.3%  | 11  | 1.3%  | 2   | 4.7%  | 3  | 1.0%  | 1   | 1.2%  | 3   | 0.7%  | 0  | 2.9%  | 1  | 0.5%  | 1  | 0.6%  | 1   |
| Weighted base:   | 893   | 171 | 58    | 57  | 255   | 39 | 22    | 109 | 183   |     |       |    |       |    |       |    |       |     |
| Sample:  | 906   | 130 | 89    | 93  | 156   | 92 | 88    | 116 | 142   |     |       |    |       |    |       |    |       |     |

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |    |       |   |       |   |       |   |       |    |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|----|-------|---|-------|---|-------|---|-------|----|
| <b>Q06 When you combine your trip with other activities, where do you normally go?</b> |       |        |        |        |        |        |        |        |        |    |       |   |       |   |       |   |       |    |
| <i>Those who combine their main food shopping trip with other activities at Q05:</i>   |       |        |        |        |        |        |        |        |        |    |       |   |       |   |       |   |       |    |
| Alresford / New Alresford Town Centre  | 1.2%  | 4      | 1.5%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 16.2% | 3 | 6.3%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Alton Town Centre  | 0.7%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 11.4% | 2 | 2.1%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Andover Town Centre  | 0.7%  | 2      | 0.0%   | 0      | 12.6%  | 2      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Badger Farm Local Centre   | 1.9%  | 6      | 3.9%   | 2      | 3.5%   | 1      | 6.9%   | 1      | 0.9%   | 1  | 0.0%  | 0 | 2.1%  | 0 | 3.7%  | 1 | 0.0%  | 0  |
| Basingstoke Town Centre  | 0.4%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 6.4%  | 1 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Bishop's Waltham Town Centre   | 1.4%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 2.1%  | 0 | 10.5% | 4 | 0.0%  | 0  |
| Chandler's Ford Local Centre   | 7.2%  | 22     | 6.1%   | 2      | 0.0%   | 0      | 9.9%   | 2      | 17.5%  | 18 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Denmead Village Centre   | 0.4%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 1.4%  | 1 | 1.2%  | 1  |
| Eastleigh Town Centre  | 14.6% | 44     | 0.0%   | 0      | 0.0%   | 0      | 16.4%  | 3      | 37.9%  | 38 | 0.0%  | 0 | 7.5%  | 0 | 5.8%  | 2 | 0.0%  | 0  |
| Fair Oak Village Centre  | 0.6%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.8%   | 2  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Fareham Town Centre  | 11.9% | 36     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 3.6%   | 4  | 0.0%  | 0 | 0.0%  | 0 | 19.5% | 8 | 37.5% | 25 |
| Gosport Town Centre  | 0.5%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 3.7%  | 1 | 0.0%  | 0  |
| Havant Town Centre   | 0.7%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 5.7%  | 2 | 0.0%  | 0  |
| Hedge End Town Centre  | 1.5%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.9%   | 1  | 0.0%  | 0 | 0.0%  | 0 | 7.3%  | 3 | 1.2%  | 1  |
| Petersfield Town Centre  | 0.9%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 17.1% | 1 | 4.3%  | 2 | 0.0%  | 0  |
| Portchester Local Centre   | 0.3%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.9%   | 1  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Portsmouth City Centre   | 2.2%  | 7      | 0.0%   | 0      | 0.0%   | 0      | 7.8%   | 2      | 2.2%   | 2  | 0.0%  | 0 | 0.0%  | 0 | 4.3%  | 2 | 1.8%  | 1  |
| Romsey Town Centre   | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Southampton City Centre  | 2.1%  | 6      | 1.5%   | 1      | 2.3%   | 0      | 0.0%   | 0      | 5.4%   | 5  | 0.0%  | 0 | 2.1%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Southsea Local Centre  | 0.4%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 1.8%  | 1  |
| Totton Town Centre   | 1.0%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 4.6%  | 3  |
| Waterlooville Town Centre  | 1.6%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 12.2% | 5 | 0.0%  | 0  |
| Weeke Local Centre   | 1.4%  | 4      | 6.3%   | 2      | 11.4%  | 2      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Whiteley Local Centre  | 2.3%  | 7      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 5.4%  | 0 | 2.2%  | 1 | 8.9%  | 6  |
| Wickham Village Centre   | 1.5%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 1.4%  | 1 | 6.0%  | 4  |
| Winchester City Centre   | 15.4% | 46     | 59.6%  | 23     | 43.5%  | 7      | 35.4%  | 7      | 2.2%   | 2  | 27.2% | 5 | 14.9% | 1 | 5.1%  | 2 | 0.0%  | 0  |
| Winnall Local Centre   | 0.9%  | 3      | 0.0%   | 0      | 5.9%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 4.8%  | 1 | 13.8% | 1 | 0.0%  | 0 | 0.0%  | 0  |
| Chestnut Retail Park, Chestnut Avenue, Chandler's Ford, Eastleigh                      | 0.7%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.2%   | 2  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Hedge End Retail Park, Charles Watts Way, Southampton                                  | 2.5%  | 7      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 5.4%   | 5  | 0.0%  | 0 | 0.0%  | 0 | 1.4%  | 1 | 2.4%  | 2  |
| Swan Shopping Centre, Wells Place, Eastleigh   | 0.8%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 3.9%   | 1      | 1.8%   | 2  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| B&Q, Shakespeare Road, Eastleigh   | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 5.4%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Homebase, Easton Lane, Winnall, Winchester   | 1.7%  | 5      | 1.5%   | 1      | 5.9%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 18.1% | 3 | 7.5%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Aldi, Burnett Close, Winchester  | 0.4%  | 1      | 1.5%   | 1      | 4.6%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Asda, Portland Road, Waterlooville   | 1.0%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 4.5%  | 3  |
| Asda, Speedfields Park, Newgate Lane, Fareham  | 0.7%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 3.0%  | 2  |
| Cheriton Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 2.1%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Chilworth Village Centre   | 0.3%  | 1      | 2.3%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Cosham Local Centre  | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 1.4%  | 1 | 0.0%  | 0  |
| Four Marks Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 2.1%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Hatch Warren Retail Park, Wallop Drive, Basingstoke                                    | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 1.6%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Headbourne Worthy Village Centre   | 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  |
| Hursley Village Centre   | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Lidl, Forton Road, Gosport   | 0.3%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 1.2%  | 1  |
| Marks & Spencer, Hedge End Trade Park, Tollbar Way, Hedge End                          | 4.9%  | 15     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 5.8%   | 6  | 0.0%  | 0 | 0.0%  | 0 | 5.0%  | 2 | 10.7% | 7  |
| Mole Country Stores, Easton Lane, Winnall  | 0.2%  | 1      | 0.0%   | 0      | 3.5%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Morrisons, Walpole Road, Gosport   | 0.3%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 1.2%  | 1  |
| Places Leisure, Passfield Avenue, Eastleigh  | 0.9%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 2.0%   | 0      | 2.2%   | 2  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Sainsbury's Superstore, Badger Farm Road, Winchester                                   | 1.4%  | 4      | 5.9%   | 2      | 0.0%   | 0      | 9.8%   | 2      | 0.0%   | 0  | 0.0%  | 0 | 2.1%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Sainsbury's Superstore, Leigh Road, Eastleigh  | 0.4%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.3%   | 1  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |

# Winchester Household Survey For Lambert Smith Hampton

Weighted:

September 2019

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |   |       |   |      |   |      |   |       |   |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|---|-------|---|------|---|------|---|-------|---|
| Sainsbury's Superstore,<br>Tollbar way, Hedge End                      | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Sainsbury's Superstore,<br>Wallington Way,<br>Broadcut, Fareham        | 3.2%  | 10     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.3%   | 1 | 0.0%  | 0 | 0.0% | 0 | 2.2% | 1 | 11.3% | 7 |
| Shirley Village Centre   | 0.3%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.9%   | 1 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Tesco Extra, Clement Attlee<br>Way, North Harbour,<br>Portsmouth       | 0.4%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 1.4% | 1 | 1.2%  | 1 |
| Tesco Extra, Easton Lane,<br>Winnall, Winchester                       | 1.0%  | 3      | 0.0%   | 0      | 4.6%   | 1      | 0.0%   | 0      | 0.0%   | 0 | 11.1% | 2 | 5.4% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Waitrose, Locks Heath<br>Centre, Centre Way, Park<br>Gate, Southampton | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 1.4% | 1 | 0.0%  | 0 |
| Waitrose, Stockbridge Road,<br>Winchester                              | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 1.6%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| West Meon Village Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 2.1% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Wickes, Easton Lane,<br>Winnall  | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 1.6%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Wykeham Industrial Estate,<br>Moorside Road,<br>Winchester             | 0.3%  | 1      | 2.3%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| (Don't know / varies)  | 3.3%  | 10     | 5.9%   | 2      | 2.3%   | 0      | 2.0%   | 0      | 5.8%   | 6 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 1.8%  | 1 |
| Weighted base:   | 302   |        | 39     |        | 16     |        | 19     |        | 100    |   | 17    |   | 6    |   | 39   |   | 66    |   |
| Sample:  | 327   |        | 33     |        | 27     |        | 32     |        | 64     |   | 41    |   | 32   |   | 47   |   | 51    |   |

Weighted:

September 2019

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |    |      |   |      |   |      |   |       |    |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|----|------|---|------|---|------|---|-------|----|
| <b>Q07 In addition to (LOCATION MENTIONED AT Q01), is there anywhere else you regularly use for your main-food shopping?</b> |       |        |        |        |        |        |        |        |        |    |      |   |      |   |      |   |       |    |
| Alresford / New Alresford Town Centre  | 0.1%  | 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  |
| Winchester City Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.6%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0  |
| Winnall Local Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0  |
| Aldi, Alton Retail Park, Alton   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 2.8% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0  |
| Aldi, Bevois Valley Road, Southampton  | 0.2%  | 2      | 1.1%   | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0  |
| Aldi, Burnett Close, Winchester  | 4.0%  | 41     | 14.1%  | 28     | 11.1%  | 7      | 5.1%   | 3      | 0.0%   | 0  | 0.6% | 0 | 4.1% | 1 | 0.7% | 1 | 0.0%  | 0  |
| Aldi, Chestnut Avenue Retail Park, Chandler's Ford, Eastleigh  | 1.9%  | 20     | 2.3%   | 5      | 0.0%   | 0      | 5.2%   | 3      | 3.5%   | 10 | 0.0% | 0 | 2.0% | 0 | 0.7% | 1 | 0.0%  | 0  |
| Aldi, St. Michael's Retail Park, Basingstoke   | 0.1%  | 1      | 0.0%   | 0      | 2.2%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0  |
| Aldi, West Street, Fareham   | 2.3%  | 23     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 1.8% | 2 | 10.8% | 21 |
| Asda, Bournemouth Road, Chandler's Ford, Eastleigh   | 4.7%  | 48     | 4.2%   | 8      | 0.9%   | 1      | 4.7%   | 3      | 11.8%  | 35 | 2.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0  |
| Asda, Maynard Road, Totton   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 2.0% | 0 | 0.0% | 0 | 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 | 0.0% | 0 | 4.3% | 5 | 0.0%  | 0  |
| Asda, Speedfields Park, Newgate Lane, Fareham  | 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%  | 7  |
| Budgens, Winchester Road, Bishop's Waltham   | 0.7%  | 7      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 1.3% | 0 | 5.5% | 7 | 0.0%  | 0  |
| Co-op, Boyatt Shopping Centre, Shakespeare Road, Eastleigh   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.3%   | 1  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0  |
| Co-op, High Street, Bishop's Waltham   | 0.4%  | 4      | 0.0%   | 0      | 0.9%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 3.0% | 4 | 0.0%  | 0  |
| Co-op, Stoney Lane, Weeke, Winchester  | 0.2%  | 2      | 0.3%   | 1      | 0.9%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 1.6% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0  |
| Co-op, The Square, Wickham   | 0.4%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.2%  | 4  |
| Co-op, West Street, Alresford  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 1.2% | 1 | 0.5% | 0 | 0.0% | 0 | 0.0%  | 0  |
| Iceland, High Street, Eastleigh  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 0      | 0.3%   | 1  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0  |
| Iceland, Middle Brook Street, Winchester   | 1.0%  | 10     | 4.0%   | 8      | 2.2%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.6% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0  |
| Iceland, West Street, Fareham  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.5% | 1 | 0.4%  | 1  |
| Lidl, Coles Close, off Twyford Road, Eastleigh   | 1.3%  | 13     | 0.0%   | 0      | 2.2%   | 1      | 2.1%   | 1      | 3.5%   | 10 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0  |
| Lidl, Commercial Road, Totton  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 2.0% | 1 | 0.0% | 0 | 0.0%  | 0  |
| Lidl, Elettra Avenue, Waterlooville  | 0.5%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 2.8% | 3 | 0.6%  | 1  |
| Lidl, London Road, Cowplain, Waterlooville   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.5% | 1 | 0.0%  | 0  |
| Lidl, Rookery Avenue, Solent Way, Whiteley   | 0.4%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 2.1% | 3 | 0.8%  | 2  |
| Lidl, Speedfields Park, Newgate Lane, Fareham  | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0%  | 2  |
| Lidl, Station Road, Petersfield  | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 2.1% | 1 | 1.4% | 2 | 0.0%  | 0  |
| Lidl, Worthing Road, Churchill Way West, Basingstoke   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 2.0% | 1 | 0.0% | 0 | 0.0%  | 0  |
| Makro, Segensworth West, Dewar Close, Fareham  | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0%  | 2  |
| Marks & Spencer Foodhall, Coles Close, Twyford Road, Eastleigh   | 0.4%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 0      | 0.8%   | 2  | 0.0% | 0 | 0.0% | 0 | 1.1% | 1 | 0.0%  | 0  |
| Marks & Spencer Foodhall, High Street, Winchester  | 0.9%  | 9      | 2.8%   | 6      | 0.6%   | 0      | 1.2%   | 1      | 0.3%   | 1  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.6%  | 1  |
| Marks & Spencer, Hedge End Trade Park, Tollbar Way, Hedge End  | 0.9%  | 9      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.5%   | 4  | 0.0% | 0 | 1.0% | 0 | 0.9% | 1 | 1.6%  | 3  |
| Marks & Spencer, Whiteley Way, Whiteley, Fareham   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 1.2% | 1 | 0.0%  | 0  |
| McCarthy's Fruit & Veg,  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.5% | 1 | 0.0%  | 0  |

Column %ges.

# Winchester Household Survey For Lambert Smith Hampton

Weighted:

September 2019

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |    |       |   |      |   |      |   |      |    |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|----|-------|---|------|---|------|---|------|----|
| Winchester Road,<br>Wickham   |       |        |        |        |        |        |        |        |        |    |       |   |      |   |      |   |      |    |
| Morrisons, Lakesmere Road,<br>Horndean  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.6%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0  |
| Sainsbury's Superstore,<br>Badger Farm Road,<br>Winchester                                | 6.0%  | 60     | 13.3%  | 26     | 6.0%   | 4      | 15.0%  | 10     | 4.4%   | 13 | 11.7% | 5 | 3.9% | 1 | 0.7% | 1 | 0.0% | 0  |
| Sainsbury's Superstore,<br>Draymans Way, Alton  | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 5.4%  | 2 | 1.3% | 0 | 0.0% | 0 | 0.0% | 0  |
| Sainsbury's Superstore,<br>Leigh Road, Eastleigh  | 1.2%  | 12     | 0.0%   | 0      | 0.0%   | 0      | 1.5%   | 1      | 3.9%   | 11 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0  |
| Sainsbury's Superstore,<br>Middlebrook Street,<br>Winchester                              | 1.5%  | 15     | 6.6%   | 13     | 0.0%   | 0      | 1.5%   | 1      | 0.0%   | 0  | 0.0%  | 0 | 2.0% | 0 | 0.0% | 0 | 0.0% | 0  |
| Sainsbury's Superstore,<br>Redcar Street, Shirley,<br>Southampton                         | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 2.0% | 0 | 0.0% | 0 | 0.0% | 0  |
| Sainsbury's Superstore,<br>Station Mall, Churchill<br>Way East, Basingstoke               | 0.0%  | 0      | 0.0%   | 0      | 0.6%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0  |
| Sainsbury's Superstore,<br>Tollbar way, Hedge End   | 3.1%  | 31     | 0.0%   | 0      | 0.6%   | 0      | 2.7%   | 2      | 6.7%   | 20 | 0.0%  | 0 | 1.8% | 0 | 4.4% | 5 | 1.8% | 4  |
| Sainsbury's Superstore,<br>Wallop Drive, Kempshott,<br>Basingstoke                        | 0.1%  | 1      | 0.0%   | 0      | 1.1%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0  |
| Sainsbury's Superstore,<br>Wallington Way,<br>Broadcut, Fareham                           | 2.0%  | 20     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 1.6% | 0 | 5.5% | 7 | 6.7% | 13 |
| Tesco (Esso) Express,<br>Winchester Road, Fair<br>Oak                                     | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.1%   | 3  | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0  |
| Tesco Express, Broad Street,<br>Alresford   | 0.1%  | 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  |
| Tesco Express, High Street,<br>Winchester   | 0.2%  | 2      | 1.1%   | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0  |
| Tesco Express, Springvale<br>Road, 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  |
| Tesco Express, St Lukes<br>Close, Hedge End   | 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% | 3  |
| Tesco Extra, Clement Attlee<br>Way, North Harbour,<br>Portsmouth                          | 0.4%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0% | 0 | 0.7% | 1 | 1.4% | 3  |
| Tesco Extra, Easton Lane,<br>Winchester   | 4.7%  | 47     | 5.9%   | 12     | 18.6%  | 12     | 8.3%   | 5      | 3.1%   | 9  | 16.3% | 7 | 4.2% | 1 | 0.5% | 1 | 0.4% | 1  |
| Tesco Extra, Hamble Lane,<br>Bursledon Towers,<br>Southampton                             | 0.5%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.2%   | 3  | 0.0%  | 0 | 1.3% | 0 | 0.0% | 0 | 0.4% | 1  |
| Tesco Extra, River Way,<br>Andover  | 0.1%  | 1      | 0.0%   | 0      | 2.2%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0  |
| Tesco Extra, Solent Road,<br>Havant   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.6% | 1  |
| Tesco Metro, The Swan<br>Centre, Wells Place,<br>Eastleigh                                | 1.4%  | 14     | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 0      | 4.7%   | 14 | 0.0%  | 0 | 0.5% | 0 | 0.0% | 0 | 0.0% | 0  |
| Tesco Superstore, Whiteley<br>Way, Whiteley   | 0.4%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 1.3% | 0 | 0.0% | 0 | 2.0% | 4  |
| Waitrose, Dukes Walk,<br>Stakes Hill Road,<br>Waterlooville                               | 0.5%  | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0% | 0 | 4.6% | 6 | 0.0% | 0  |
| Waitrose, Oakmount Road,<br>Chandler's Ford, Eastleigh                                    | 3.9%  | 39     | 0.0%   | 0      | 0.0%   | 0      | 14.9%  | 10     | 9.6%   | 28 | 0.0%  | 0 | 1.6% | 0 | 0.0% | 0 | 0.4% | 1  |
| Waitrose, Rams Walk,<br>Petersfield   | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 2.4%  | 1 | 3.2% | 1 | 0.5% | 1 | 0.0% | 0  |
| Waitrose, Stockbridge Road,<br>Winchester   | 3.0%  | 30     | 9.8%   | 19     | 12.1%  | 8      | 0.0%   | 0      | 0.0%   | 0  | 4.9%  | 2 | 0.0% | 0 | 0.7% | 1 | 0.0% | 0  |
| Internet  | 2.8%  | 28     | 3.3%   | 7      | 0.6%   | 0      | 1.5%   | 1      | 2.4%   | 7  | 2.2%  | 1 | 1.8% | 0 | 5.7% | 7 | 2.4% | 5  |
| Asda, High Street, West End,<br>Southampton   | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.8%   | 2  | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0  |
| Budgens, Meon Hut Service<br>Station, A32 / A272<br>Crossroads, West Meon,<br>Petersfield | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 1.0% | 0 | 0.0% | 0 | 0.0% | 0  |
| Co op, City Road,<br>Winchester   | 0.1%  | 1      | 0.5%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0  |

Column %ges.

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |     |       |    |       |    |       |    |       |    |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|-----|-------|----|-------|----|-------|----|-------|----|
| Co-op, Winchester Road, Chandler's Ford, Eastleigh               | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.1%   | 3   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Iceland, High Street, Alton                                      | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.6%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Lidl, Bursledon Road, Southampton                                | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 2.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Lidl, Castle Trading Estate, Portchester, Fareham                | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 1.1%  | 1  | 0.4%  | 1  |
| Local shops, Headbourne Worthy Village Centre                    | 0.0%  | 0      | 0.0%   | 0      | 0.6%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| M&S Simply Food, High Street, Petersfield                        | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.5%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Morrisons, Walpole Road, Gosport                                 | 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%  | 2  |
| Sainsbury's Superstore, Hambledon Road, Waterlooville            | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 1.8%  | 2  | 0.0%  | 0  |
| Sainsbury's Superstore, Midhurst Road, Liphook                   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.5%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Tesco Extra, Fratton Way, Portsmouth                             | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.6%  | 1  |
| Tesco Superstore, Neptune Industrial Estate, Willenhall          | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.5%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Tesco Superstore, Quay Street, Fareham                           | 1.3%  | 13     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.3%   | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 6.2%  | 12 |
| The Weyhill Farm Shop, Weyhill Road, Weyhill, Andover            | 0.1%  | 1      | 0.0%   | 0      | 0.9%   | 1      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Waitrose, Locks Heath Centre, Centre Way, Park Gate, Southampton | 0.7%  | 7      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.9%  | 1  | 2.8%  | 6  |
| Waitrose, Station Road, Alton                                    | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 1.2%  | 1  | 0.5%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Wiltshire Farm Foods, Quarry Lane, 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  | 0.6%  | 1  |
| (Don't know / can't remember)                                    | 0.7%  | 7      | 0.9%   | 2      | 2.2%   | 1      | 0.0%   | 0      | 0.8%   | 2   | 0.0%  | 0  | 0.5%  | 0  | 0.0%  | 0  | 0.8%  | 2  |
| (Nowhere else)   | 39.0% | 391    | 29.6%  | 59     | 31.7%  | 20     | 34.0%  | 22     | 38.0%  | 111 | 42.0% | 18 | 50.8% | 13 | 46.2% | 56 | 47.4% | 93 |
| Weighted base:   | 1004  | 199    |        | 64     | 65     | 292    |        | 43     | 25     | 121 | 196   |    |       |    |       |    |       |    |
| Sample:  | 1004  | 149    |        | 100    | 100    | 175    |        | 100    | 100    | 131 | 149   |    |       |    |       |    |       |    |

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

|                               |       |   |       |   |        |   |        |   |       |   |       |   |       |   |       |   |       |   |
|-------------------------------|-------|---|-------|---|--------|---|--------|---|-------|---|-------|---|-------|---|-------|---|-------|---|
| Asda                          | 7.2%  | 2 | 0.0%  | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 12.2% | 1 | 24.9% | 1 |
| Iceland                       | 7.1%  | 2 | 0.0%  | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 42.1% | 2 |
| Marks & Spencer               | 0.0%  | 0 | 0.0%  | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Morrisons                     | 0.0%  | 0 | 0.0%  | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Ocado                         | 19.7% | 6 | 50.2% | 3 | 0.0%   | 0 | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 31.8% | 2 | 0.0%  | 0 |
| Sainsbury's                   | 29.8% | 8 | 36.2% | 2 | 100.0% | 0 | 100.0% | 1 | 18.9% | 1 | 28.2% | 0 | 0.0%  | 0 | 43.9% | 3 | 0.0%  | 0 |
| Tesco                         | 25.0% | 7 | 0.0%  | 0 | 0.0%   | 0 | 0.0%   | 0 | 49.3% | 3 | 71.8% | 1 | 99.9% | 0 | 12.2% | 1 | 33.0% | 2 |
| Waitrose                      | 11.2% | 3 | 13.6% | 1 | 0.0%   | 0 | 0.0%   | 0 | 31.9% | 2 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Other                         | 0.0%  | 0 | 0.0%  | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Gousto                        | 0.0%  | 0 | 0.0%  | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Milk & More                   | 0.0%  | 0 | 0.0%  | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| (Varies)                      | 0.0%  | 0 | 0.0%  | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| (Don't know / can't remember) | 0.0%  | 0 | 0.0%  | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Weighted base:                | 28    | 7 |       | 0 | 1      | 7 |        | 1 | 0     | 7 |       |   |       |   |       |   |       | 5 |
| Sample:                       | 25    | 7 |       | 1 | 1      | 3 |        | 2 | 2     | 5 |       |   |       |   |       |   |       | 4 |

Weighted:

September 2019

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |    |       |    |      |   |       |    |      |    |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|----|-------|----|------|---|-------|----|------|----|
| <b>Q09 In addition to your main food shopping, where do you normally do most of your household's small scale top-up food shopping (i.e. the store you visit regularly (2+ times a week) to buy bread, milk, etc., on a day-to-day basis)?</b> |       |        |        |        |        |        |        |        |        |    |       |    |      |   |       |    |      |    |
| Alresford / New Alresford Town Centre   | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 7.0%  | 3  | 0.8% | 0 | 0.0%  | 0  | 0.0% | 0  |
| Bishop's Waltham Town Centre  | 0.5%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0% | 0 | 3.8%  | 5  | 0.0% | 0  |
| Bursledon Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.5% | 0 | 0.0%  | 0  | 0.0% | 0  |
| Chandler's Ford Local Centre  | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.8%   | 2  | 0.0%  | 0  | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0  |
| Corhampton Village Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 1.0% | 0 | 0.0%  | 0  | 0.0% | 0  |
| Droxford Village Centre   | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0% | 0 | 2.1%  | 2  | 0.0% | 0  |
| Eastleigh Town Centre   | 0.6%  | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.9%   | 6  | 0.0%  | 0  | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0  |
| Fair Oak Village Centre   | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 2  | 0.0%  | 0  | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0  |
| Fareham Town Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.5% | 0 | 0.0%  | 0  | 0.0% | 0  |
| Hambledon Village Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0% | 0 | 1.1%  | 1  | 0.0% | 0  |
| Harestock Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.6%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0  |
| Kings Worthy Village Centre   | 0.1%  | 1      | 0.0%   | 0      | 1.1%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0  |
| Oliver's Battery Local Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0  |
| Otterbourne Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0  |
| Southsea Local Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0%  | 0  | 0.4% | 1  |
| Swanmore Village Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0% | 0 | 0.7%  | 1  | 0.0% | 0  |
| Twyford Village Centre  | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 2.7%   | 2      | 0.0%   | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0  |
| Waltham Chase Village Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0% | 0 | 0.5%  | 1  | 0.0% | 0  |
| Winchester City Centre  | 0.7%  | 7      | 2.5%   | 5      | 2.0%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 1.6%  | 1  | 0.8% | 0 | 0.0%  | 0  | 0.0% | 0  |
| Winnall Local Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.6%  | 0  | 2.0% | 0 | 0.0%  | 0  | 0.0% | 0  |
| Aldi, Burnett Close, Winchester   | 1.5%  | 15     | 4.5%   | 9      | 8.7%   | 6      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 1.3% | 0 | 0.0%  | 0  | 0.0% | 0  |
| Aldi, Chestnut Avenue Retail Park, Chandler's Ford, Eastleigh   | 0.6%  | 6      | 0.3%   | 1      | 0.0%   | 0      | 1.5%   | 1      | 1.6%   | 5  | 0.0%  | 0  | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0  |
| Aldi, The Hundred, Romsey   | 0.1%  | 1      | 0.5%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0  |
| Aldi, West Street, Fareham  | 1.1%  | 11     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0%  | 0  | 5.6% | 11 |
| Asda, Bournemouth Road, Chandler's Ford, Eastleigh  | 1.0%  | 10     | 0.0%   | 0      | 0.0%   | 0      | 2.3%   | 1      | 2.9%   | 8  | 0.0%  | 0  | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0  |
| Asda, Brighton Way, Brighton Hill, Basingstoke  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 2.0% | 1 | 0.0%  | 0  | 0.0% | 0  |
| Asda, Portland Road, Waterloooville   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0% | 0 | 0.5%  | 1  | 0.0% | 0  |
| Asda, Speedfields Park, Newgate Lane, Fareham   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0% | 0 | 0.5%  | 1  | 0.0% | 0  |
| BP Garage, St. Cross Road, Winchester   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.5% | 0 | 0.0%  | 0  | 0.0% | 0  |
| Budgens, Winchester Road, Bishop's Waltham  | 1.6%  | 16     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 6.4% | 2 | 11.8% | 14 | 0.0% | 0  |
| Co-op, Boyatt Shopping Centre, Shakespeare Road, Eastleigh  | 0.9%  | 9      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 3.1%   | 9  | 0.0%  | 0  | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0  |
| Co-op, Fair Oak Road, Bishopstoke   | 1.4%  | 14     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 4.7%   | 14 | 0.0%  | 0  | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0  |
| Co-op, Gudge Heath Lane, Fareham  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0%  | 0  | 0.4% | 1  |
| Co-op, Hambledon Road, Denmead  | 0.9%  | 9      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0% | 0 | 7.5%  | 9  | 0.0% | 0  |
| Co-op, High Street, Bishop's Waltham  | 2.6%  | 26     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 3.1% | 1 | 19.9% | 24 | 0.6% | 1  |
| Co-op, Highlands Road, Fareham  | 1.2%  | 12     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0%  | 0  | 6.0% | 12 |
| Co-op, Leigh Road, Bishopstoke  | 0.8%  | 8      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.7%   | 8  | 0.0%  | 0  | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0  |
| Co-op, Lower Northam Road, Hedge End  | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0% | 0 | 0.7%  | 1  | 0.6% | 1  |
| Co-op, Milton Road, Cowplain, Waterloooville  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0% | 0 | 0.7%  | 1  | 0.0% | 0  |
| Co-op, Sandy Lane, Fair Oak   | 2.1%  | 22     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 7.2%   | 21 | 0.0%  | 0  | 2.0% | 0 | 0.0%  | 0  | 0.0% | 0  |
| Co-op, St. Vigor Way, Colden Common   | 2.0%  | 20     | 0.0%   | 0      | 0.0%   | 0      | 30.7%  | 20     | 0.0%   | 0  | 0.0%  | 0  | 1.0% | 0 | 0.0%  | 0  | 0.0% | 0  |
| Co-op, Stoney Lane, Weeke, Winchester   | 0.9%  | 9      | 2.2%   | 4      | 3.9%   | 2      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0% | 0 | 1.8%  | 2  | 0.0% | 0  |
| Co-op, The Square, Botley   | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0%  | 0  | 1.6% | 3  |
| Co-op, The Square, Wickham  | 2.0%  | 20     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0% | 0 | 4.6%  | 6  | 7.5% | 15 |
| Co-op, West Street,   | 1.3%  | 13     | 0.3%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 25.9% | 11 | 5.5% | 1 | 0.0%  | 0  | 0.0% | 0  |

Column %ges.

# Winchester Household Survey For Lambert Smith Hampton

Weighted:

September 2019

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |    |      |   |      |   |      |   |      |    |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|----|------|---|------|---|------|---|------|----|
| Alresford  |       |        |        |        |        |        |        |        |        |    |      |   |      |   |      |   |      |    |
| Dever Stores, Oxford Road, Sutton Scotney                                  | 0.0%  | 0      | 0.0%   | 0      | 0.6%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0  |
| Goodlife Farm Shop (Cobbs), Springvale Road, Headbourne Worthy, Winchester | 0.1%  | 1      | 0.0%   | 0      | 1.1%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0  |
| Iceland, Middle Brook Street, Winchester                                   | 0.4%  | 4      | 1.4%   | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 4.0% | 1 | 0.0% | 0 | 0.0% | 0  |
| Iceland, West Street, Fareham  | 0.4%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.8% | 4  |
| Lidl, Coles Close, off Twyford Road, Eastleigh                             | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 2.3%   | 1      | 0.0%   | 0  | 0.6% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0  |
| Lidl, Eletttra Avenue, Waterlooville                                       | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 1.2% | 1 | 0.0% | 0  |
| Lidl, Rookery Avenue, Solent Way, Whiteley                                 | 0.6%  | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 3.0% | 6  |
| Lidl, Station Road, Petersfield  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.5% | 0 | 0.0% | 0 | 0.0% | 0  |
| Londis, Oliver's Battery Road South, Winchester                            | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0  |
| Londis, Winchester Road, Bishop's Waltham                                  | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.5% | 0 | 2.4% | 3 | 0.0% | 0  |
| M&S Simply Food, Winchester Rail Station, Winchester                       | 0.3%  | 3      | 1.4%   | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0  |
| Marks & Spencer Foodhall, Coles Close, Twyford Road, Eastleigh             | 0.4%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.2%   | 4  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0  |
| Marks & Spencer Foodhall, High Street, Winchester                          | 1.9%  | 19     | 6.5%   | 13     | 0.0%   | 0      | 2.7%   | 2      | 1.1%   | 3  | 0.0% | 0 | 0.0% | 0 | 0.7% | 1 | 0.0% | 0  |
| Marks & Spencer, Hedge End Trade Park, Tollbar Way, Hedge End              | 0.4%  | 4      | 0.3%   | 1      | 0.0%   | 0      | 0.6%   | 0      | 0.8%   | 2  | 0.0% | 0 | 0.0% | 0 | 0.5% | 1 | 0.0% | 0  |
| Marks & Spencer, Whiteley Way, Whiteley, Fareham                           | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.2% | 2  |
| McCarthy's Fruit & Veg, Winchester Road, Wickham                           | 0.4%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.5%   | 1  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.6% | 3  |
| One Stop, Battery Hill, Winchester   | 0.2%  | 2      | 1.2%   | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0  |
| One Stop, Garbett Road, Winnall  | 0.3%  | 3      | 1.4%   | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0  |
| One Stop, Summerlands Road, Fair Oak                                       | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.5%   | 1  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0  |
| R W Pickard Newsagent, Stockbridge Street, Winchester                      | 0.2%  | 2      | 1.1%   | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0  |
| Sainsbury's Superstore, Badger Farm Road, Winchester                       | 2.0%  | 21     | 2.8%   | 6      | 1.4%   | 1      | 21.5%  | 14     | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0  |
| Sainsbury's Superstore, Leigh Road, Eastleigh                              | 1.2%  | 12     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 4.2%   | 12 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0  |
| Sainsbury's Superstore, Middlebrook Street, Winchester                     | 5.0%  | 50     | 22.5%  | 45     | 4.4%   | 3      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 9.3% | 2 | 0.0% | 0 | 0.0% | 0  |
| Sainsbury's Superstore, Tollbar way, Hedge End                             | 1.2%  | 12     | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 0      | 1.7%   | 5  | 0.0% | 0 | 0.0% | 0 | 1.8% | 2 | 2.1% | 4  |
| Sainsbury's Superstore, Wallop Drive, Kempshott, Basingstoke               | 0.1%  | 1      | 0.0%   | 0      | 1.4%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 2.0% | 0 | 0.0% | 0 | 0.0% | 0  |
| Sainsbury's Superstore, Wallington Way, Broadcut, Fareham                  | 1.4%  | 14     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.5% | 1 | 7.0% | 14 |
| Tesco (Esso) Express, Andover Road, Winchester                             | 0.4%  | 4      | 2.1%   | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0  |
| Tesco (Esso) Express, Twyford Road, Eastleigh                              | 1.1%  | 11     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 3.3%   | 10 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.6% | 1  |
| Tesco (Esso) Express, Winchester Road, Fair Oak                            | 4.0%  | 40     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 13.0%  | 38 | 0.0% | 0 | 5.3% | 1 | 0.7% | 1 | 0.0% | 0  |
| Tesco Express, Ashdown Road, Chandler's Ford,                              | 1.2%  | 12     | 1.1%   | 2      | 0.0%   | 0      | 0.6%   | 0      | 3.1%   | 9  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0  |

Column %ges.

# Winchester Household Survey For Lambert Smith Hampton

Weighted:

September 2019

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |    |       |    |      |   |      |   |      |   |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|----|-------|----|------|---|------|---|------|---|
| Eastleigh  |       |        |        |        |        |        |        |        |        |    |       |    |      |   |      |   |      |   |
| Tesco Express, Broad Street, Alresford   | 1.1%  | 11     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 24.5% | 11 | 3.2% | 1 | 0.0% | 0 | 0.0% | 0 |
| Tesco Express, High Street, Winchester   | 2.0%  | 20     | 9.5%   | 19     | 0.0%   | 0      | 0.9%   | 1      | 0.0%   | 0  | 0.0%  | 0  | 4.0% | 1 | 0.0% | 0 | 0.0% | 0 |
| Tesco Express, Priors Dean Road, Harestock, Winchester                           | 0.5%  | 5      | 1.5%   | 3      | 1.7%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0% | 0 | 0.7% | 1 | 0.0% | 0 |
| Tesco Express, Springvale Road, Kings Worthy                                     | 1.3%  | 13     | 0.0%   | 0      | 20.1%  | 13     | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Express, St Lukes Close, Hedge End   | 0.5%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0% | 0 | 1.8% | 2 | 1.5% | 3 |
| Tesco Express, Winchester Street, Whitchurch                                     | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Extra, Easton Lane, Winchester   | 1.5%  | 15     | 3.9%   | 8      | 5.1%   | 3      | 0.0%   | 0      | 0.5%   | 1  | 7.0%  | 3  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Extra, Solent Road, Havant   | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 1.2% | 2 |
| Tesco Metro, The Swan Centre, Wells Place, Eastleigh                             | 1.1%  | 11     | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 0      | 3.6%   | 11 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Superstore, The Causeway, Petersfield                                      | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0% | 0 | 0.7% | 1 | 0.0% | 0 |
| Tesco Superstore, Whiteley Way, Whiteley   | 0.8%  | 8      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 4.0% | 8 |
| Waitrose, Alma Road, Romsey  | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 0      | 0.5%   | 1  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Waitrose, Oakmount Road, Chandler's Ford, Eastleigh                              | 3.1%  | 31     | 1.2%   | 2      | 0.0%   | 0      | 2.1%   | 1      | 8.4%   | 25 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 1.6% | 3 |
| Waitrose, Rams Walk, Petersfield   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 2.8% | 1 | 0.0% | 0 | 0.0% | 0 |
| Waitrose, Stockbridge Road, Winchester   | 3.4%  | 34     | 13.2%  | 26     | 11.8%  | 8      | 0.6%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Internet   | 0.6%  | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.8%   | 2  | 0.0%  | 0  | 2.0% | 1 | 1.8% | 2 | 0.6% | 1 |
| Asda, High Street, West End, Southampton   | 0.5%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.1%   | 3  | 0.0%  | 0  | 1.3% | 0 | 0.0% | 0 | 1.0% | 2 |
| Beechcroft Farm Shop & Tea Barn, Beechcroft, Sarum Road, Winchester              | 0.1%  | 1      | 0.5%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Budgens, Meon Hut Service Station, A32 / A272 Crossroads, West Meon, Petersfield | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 1.3% | 0 | 0.0% | 0 | 0.0% | 0 |
| Cheriton Post Office & Stores, Cheriton  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 2.4% | 1 | 0.0% | 0 | 0.0% | 0 |
| Co op, City Road, Winchester   | 0.2%  | 2      | 1.2%   | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Arundel Drive, Fareham  | 0.5%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 2.4% | 5 |
| Co-op, Hursley Road, Chandler's Ford, Eastleigh                                  | 0.6%  | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.1%   | 6  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, The Square, Titchfield, Fareham   | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 1.0% | 2 |
| Co-op, Winchester Road, Chandler's Ford, Eastleigh                               | 2.3%  | 23     | 2.3%   | 5      | 0.0%   | 0      | 0.0%   | 0      | 6.3%   | 18 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Winchester Road, Four Marks, Alton  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.6%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Fair Oak Sub Post Office, Summerlands Road, Fair Oak, Eastleigh                  | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.8%   | 2  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Home Bargains, Channon Retail Park, Woodside Avenue, Eastleigh                   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.5%   | 1  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Hylands, High Street, Bishop's Waltham   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0% | 0 | 0.5% | 1 | 0.0% | 0 |
| Iceland, High Street, Alton  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.6%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl, Castle Trading Estate, Portchester, Fareham                                | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.4% | 1 |
| Local shops, Barton Stacey Village Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.9%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Cheriton Village Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 4.9% | 1 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Headbourne Worthy Village Centre                                    | 0.1%  | 1      | 0.0%   | 0      | 0.9%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

Column %ges.

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |    |       |    |       |   |       |    |       |    |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|----|-------|----|-------|---|-------|----|-------|----|
| Local shops, Horton Heath Village Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.3%   | 1  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Local shops, Meonstoke Village Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.8%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Local shops, Southwick Village Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.4%  | 1  |
| Local shops, Sparsholt Village Centre   | 0.1%  | 1      | 0.0%   | 0      | 1.4%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Local shops, Stoke Village Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.5%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Local shops, West Meon Village Centre   | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 6.6%  | 2 | 0.0%  | 0  | 0.0%  | 0  |
| Londis, Bar End Road, Winchester  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 2.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Mange2 Deli, West Street, Alresford   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.5%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Nisa Local, Main Road, Otterbourne  | 1.0%  | 10     | 0.3%   | 1      | 0.9%   | 1      | 14.1%  | 9      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| One Stop, Gosport Road, Fareham   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.6%  | 1  |
| Premier, Fraser Road, Kings Worthy  | 0.0%  | 0      | 0.0%   | 0      | 0.6%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Premier, Mitford Road, Alresford  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.6%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Premier, Wavell Way, Winchester   | 0.2%  | 2      | 1.1%   | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| R Owton Wholesale Butchers, Chalcroft Farm, Burnetts Lane, Southampton            | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.2%   | 3  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Roebridge Farm Shop, Market Street, Eastleigh                                     | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Sainsbury's Local, Bridge Road, Park Gate, Southampton                            | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 1.0%  | 2  |
| Sainsbury's Superstore, Hambledon Road, Waterlooville                             | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 1.8%  | 2  | 0.0%  | 0  |
| South Wonston Village Stores & Post Office, Downs Road, South Wonston, Winchester | 0.2%  | 2      | 0.0%   | 0      | 2.7%   | 2      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Tesco Express, Bishopstoke Road, Eastleigh  | 0.6%  | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.9%   | 6  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Tesco Express, Palmerston Road, Southsea  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.6%  | 1  |
| Tesco Express, Pilgrims Close, Chandler's Ford, Eastleigh                         | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.3%   | 1  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Tesco Express, Tanhouse Lane, Hedge End, Southampton                              | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.4%  | 1  |
| Tesco Superstore, Quay Street, Fareham  | 1.3%  | 13     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 1.4%  | 2  | 6.0%  | 12 |
| Waitrose, Locks Heath Centre, Centre Way, Park Gate, Southampton                  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.5%  | 1  | 0.0%  | 0  |
| Waltham Chase Post Office, Winchester Road, Waltham Chase                         | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.5%  | 1  | 0.0%  | 0  |
| Wiltshire Farm Foods, Quarry Lane, Chichester                                     | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.8%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| (Don't know / can't remember)   | 0.5%  | 5      | 0.9%   | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.5%   | 1  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 1.0%  | 2  |
| (Don't do this type of shopping)  | 21.9% | 220    | 12.1%  | 24     | 28.7%  | 18     | 12.8%  | 8      | 16.5%  | 48 | 30.9% | 13 | 17.9% | 4 | 26.6% | 32 | 36.4% | 71 |
| Weighted base:  | 1004  |        | 199    |        | 64     |        | 65     |        | 292    |    | 43    |    | 25    |   | 121   |    | 196   |    |
| Sample:   | 1004  |        | 149    |        | 100    |        | 100    |        | 175    |    | 100   |    | 100   |   | 131   |    | 149   |    |

# Winchester Household Survey For Lambert Smith Hampton

Weighted:

September 2019

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |   |      |   |        |   |        |   |        |   |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|---|------|---|--------|---|--------|---|--------|---|
| <b>Q10 Which internet / home delivery retailer do you use?</b>          |       |        |        |        |        |        |        |        |        |   |      |   |        |   |        |   |        |   |
| <i>Those who do their top-up food shopping via the Internet at Q09:</i> |       |        |        |        |        |        |        |        |        |   |      |   |        |   |        |   |        |   |
| Asda  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |
| Iceland   | 19.2% | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0%   | 0 | 0.0%   | 0 | 100.0% | 1 |
| Marks & Spencer   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |
| Morrisons   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |
| Ocado   | 35.7% | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0%   | 0 | 100.0% | 2 | 0.0%   | 0 |
| Sainsbury's   | 8.3%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 100.1% | 1 | 0.0%   | 0 | 0.0%   | 0 |
| Tesco   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |
| Waitrose  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |
| Other   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |
| Gousto  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |
| Milk & More   | 36.8% | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 100.0% | 2 | 0.0% | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |
| (Varies)  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |
| (Don't know / can't remember)   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |
| Weighted base:  |       | 6      |        | 0      |        | 0      |        | 0      |        | 2 |      | 0 |        | 1 |        | 2 |        | 1 |
| Sample:   |       | 4      |        | 0      |        | 0      |        | 0      |        | 1 |      | 0 |        | 1 |        | 1 |        | 1 |

| Weighted:  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |   |       |   |      |   |       |    |      |   |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|---|-------|---|------|---|-------|----|------|---|
| <b>Q11 In addition to (LOCATION MENTIONED AT Q09), is there anywhere else you regularly use for your household's small scale top-up food shopping?</b> |       |        |        |        |        |        |        |        |        |   |       |   |      |   |       |    |      |   |
| <i>Those who do top-up shopping at Q09:</i>  |       |        |        |        |        |        |        |        |        |   |       |   |      |   |       |    |      |   |
| Alresford / New Alresford Town Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 2.7%  | 1 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 |
| Bishop's Waltham Town Centre   | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 1.3% | 0 | 1.2%  | 1  | 0.0% | 0 |
| Corhampton Village Centre  | 0.1%  | 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 |
| Eastleigh Town Centre  | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.5%   | 1 | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 |
| Fair Oak Village Centre  | 0.7%  | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.3%   | 6 | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 |
| Fareham Town Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0  | 0.6% | 1 |
| Kings Worthy Village Centre  | 0.5%  | 4      | 0.0%   | 0      | 7.9%   | 4      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 |
| Shedfield Village Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0  | 0.6% | 1 |
| Sutton Scotney Village Centre  | 0.3%  | 2      | 1.3%   | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 |
| Swanmore Village Centre  | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 2.5%  | 2  | 0.0% | 0 |
| Twyford Village Centre   | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.7%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 4.0% | 1 | 0.0%  | 0  | 0.0% | 0 |
| Winchester City Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 1.7%   | 1      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 |
| Aldi, Burnett Close, Winchester  | 1.3%  | 11     | 3.6%   | 6      | 7.9%   | 4      | 1.0%   | 1      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 |
| Aldi, Chestnut Avenue Retail Park, Chandler's Ford, Eastleigh  | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.9%   | 2 | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 |
| Aldi, West Street, Fareham   | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.6%  | 1  | 0.6% | 1 |
| Asda, Bournemouth Road, Chandler's Ford, Eastleigh   | 0.8%  | 6      | 0.0%   | 0      | 0.0%   | 0      | 1.0%   | 1      | 2.4%   | 6 | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 |
| Asda, Brighton Way, Brighton Hill, Basingstoke   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 2.5% | 1 | 0.0%  | 0  | 0.0% | 0 |
| Asda, Speedfields Park, Newgate Lane, Fareham  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.6%  | 1  | 0.0% | 0 |
| Budgens (Williams Garage), Main Road, Otterbourne  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.9%  | 1  | 0.0% | 0 |
| Budgens, Winchester Road, Bishop's Waltham   | 2.1%  | 17     | 1.3%   | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.9%   | 2 | 0.0%  | 0 | 0.0% | 0 | 11.2% | 10 | 1.6% | 2 |
| Co-op, Fair Oak Road, Bishopstoke  | 1.1%  | 9      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 3.4%   | 8 | 0.0%  | 0 | 1.6% | 0 | 0.0%  | 0  | 0.0% | 0 |
| Co-op, Gudge Heath Lane, Fareham   | 0.4%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0  | 2.2% | 3 |
| Co-op, Hambledon Road, Denmead   | 0.7%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 5.9%  | 5  | 0.0% | 0 |
| Co-op, High Street, Bishop's Waltham   | 1.8%  | 14     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 2.2% | 0 | 14.1% | 13 | 0.9% | 1 |
| Co-op, Highlands Road, Fareham   | 0.7%  | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0  | 4.7% | 6 |
| Co-op, Leigh Road, Bishopstoke   | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.5%   | 1 | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 |
| Co-op, Lower Northam Road, Hedge End   | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0  | 1.6% | 2 |
| Co-op, Sandy Lane, Fair Oak  | 0.6%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.8%   | 4 | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 |
| Co-op, St. Vigor Way, Colden Common  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 1.0%   | 1      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 |
| Co-op, Stoney Lane, Weeke, Winchester  | 0.5%  | 4      | 1.0%   | 2      | 1.6%   | 1      | 0.0%   | 0      | 0.5%   | 1 | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 |
| Co-op, The Square, Botley  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.9%  | 1  | 0.0% | 0 |
| Co-op, The Square, Wickham   | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 1.6% | 0 | 0.6%  | 1  | 1.3% | 2 |
| Co-op, West Street, Alresford  | 1.1%  | 9      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 28.0% | 8 | 2.9% | 1 | 0.0%  | 0  | 0.0% | 0 |
| Co-op, Yew Tree Drive, Whiteley  | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0  | 1.6% | 2 |
| Fareham Country Market, West Street, Portchester, Fareham  | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0  | 0.9% | 1 |
| Goodlife Farm Shop (Cobbs), Springvale Road, Headbourne Worthy, Winchester   | 0.0%  | 0      | 0.0%   | 0      | 0.8%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 |
| Iceland, High Street, Eastleigh  | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.5%   | 1 | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 |
| Iceland, Middle Brook Street, Winchester   | 0.7%  | 6      | 3.0%   | 5      | 0.8%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 |
| Iceland, West Street, Fareham  | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0  | 1.3% | 2 |

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |    |       |   |      |   |      |   |      |   |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|----|-------|---|------|---|------|---|------|---|
| Lidl, Brockhurst Gate, Heritage Way, Gosport                   | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 1.6% | 2 |
| Lidl, Coles Close, off Twyford Road, Eastleigh                 | 0.4%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.3%   | 3  | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl, Elettra Avenue, Waterloooville                           | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0% | 0 | 2.2% | 2 | 0.0% | 0 |
| Lidl, Rookery Avenue, Solent Way, Whiteley                     | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.5%   | 1  | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl, Station Road, Petersfield                                | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.9%  | 0 | 1.6% | 0 | 0.9% | 1 | 0.0% | 0 |
| Marks & Spencer Foodhall, Coles Close, Twyford Road, Eastleigh | 0.6%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.7%   | 0      | 1.9%   | 5  | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Marks & Spencer Foodhall, High Street, Winchester              | 1.8%  | 14     | 6.4%   | 11     | 0.0%   | 0      | 4.0%   | 2      | 0.4%   | 1  | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Marks & Spencer, Hedge End Trade Park, Tollbar Way, Hedge End  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.7%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0% | 0 | 0.6% | 1 | 0.0% | 0 |
| Marks & Spencer, Whiteley Way, Whiteley, Fareham               | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.9% | 1 |
| McCarthy's Fruit & Veg, Winchester Road, Wickham               | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.6% | 1 |
| Morrisons, Spruce Drive, Totton                                | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.7%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| One Stop, Summerlands Road, Fair Oak                           | 0.6%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.0%   | 5  | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore, Badger Farm Road, Winchester           | 1.0%  | 8      | 3.0%   | 5      | 2.0%   | 1      | 0.7%   | 0      | 0.4%   | 1  | 0.0%  | 0 | 0.0% | 0 | 0.9% | 1 | 0.0% | 0 |
| Sainsbury's Superstore, Leigh Road, Eastleigh                  | 0.5%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.7%   | 0      | 1.4%   | 3  | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore, Middlebrook Street, Winchester         | 2.0%  | 16     | 7.8%   | 14     | 2.0%   | 1      | 1.0%   | 1      | 0.0%   | 0  | 0.0%  | 0 | 2.4% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore, Shepherds Spring Lane, Andover         | 0.1%  | 1      | 0.0%   | 0      | 1.2%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore, Tollbar way, Hedge End                 | 1.1%  | 9      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.9%   | 7  | 0.0%  | 0 | 0.0% | 0 | 0.9% | 1 | 0.6% | 1 |
| Sainsbury's Superstore, Wallington Way, Broadcut, Fareham      | 0.7%  | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0% | 0 | 0.6% | 1 | 4.1% | 5 |
| Tesco (Esso) Express, Andover Road, Winchester                 | 1.1%  | 9      | 4.1%   | 7      | 1.2%   | 1      | 1.7%   | 1      | 0.0%   | 0  | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco (Esso) Express, Twyford Road, Eastleigh                  | 0.4%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 3.6%   | 2      | 0.0%   | 0  | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.9% | 1 |
| Tesco (Esso) Express, Winchester Road, Fair Oak                | 2.2%  | 18     | 0.0%   | 0      | 0.0%   | 0      | 1.7%   | 1      | 6.8%   | 16 | 0.0%  | 0 | 0.6% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Express, Ashdown Road, Chandler's Ford, Eastleigh        | 0.7%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.2%   | 5  | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Express, Broad Street, Alresford                         | 0.9%  | 7      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 17.0% | 5 | 9.2% | 2 | 0.0% | 0 | 0.0% | 0 |
| Tesco Express, High Street, Winchester                         | 0.5%  | 4      | 1.8%   | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 3.0% | 1 | 0.0% | 0 | 0.0% | 0 |
| Tesco Express, Priors Dean Road, Harestock, Winchester         | 0.3%  | 3      | 0.3%   | 1      | 4.4%   | 2      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Express, Springvale Road, Kings Worthy                   | 0.4%  | 3      | 0.3%   | 1      | 5.2%   | 2      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Express, St Lukes Close, Hedge End                       | 0.5%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0% | 0 | 0.9% | 1 | 2.4% | 3 |
| Tesco Extra, Easton Lane, Winchester                           | 0.9%  | 7      | 1.3%   | 2      | 6.4%   | 3      | 0.0%   | 0      | 0.5%   | 1  | 2.3%  | 1 | 0.6% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Metro, The Swan Centre, Wells Place, Eastleigh           | 1.0%  | 8      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 3.2%   | 8  | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Superstore, The Causeway, Petersfield                    | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 1.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Superstore, Whiteley Way, Whiteley                       | 0.5%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0% | 0 | 2.5% | 2 | 1.6% | 2 |

# Winchester Household Survey For Lambert Smith Hampton

Weighted:

September 2019

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |     |       |    |       |    |       |    |       |     |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|-----|-------|----|-------|----|-------|----|-------|-----|
| The Oven Door Bakery,<br>Botley Road, Fair Oak  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.4%   | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| Waitrose, Oakmount Road,<br>Chandler's Ford, Eastleigh                                    | 0.8%  | 7      | 0.0%   | 0      | 0.0%   | 0      | 5.1%   | 3      | 1.3%   | 3   | 0.0%  | 0  | 0.0%  | 0  | 0.6%  | 1  | 0.0%  | 0   |
| Waitrose, Portswood Road,<br>Southampton  | 0.4%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.4%   | 3   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| Waitrose, Stockbridge Road,<br>Winchester   | 1.6%  | 13     | 5.6%   | 10     | 0.8%   | 0      | 4.4%   | 2      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| Little Waitrose, Harbour<br>Parade, West Quay<br>Shopping Centre,<br>Southampton          | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.4%   | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| Internet  | 0.6%  | 5      | 1.4%   | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 2.5%  | 2  | 0.0%  | 0   |
| Budgens, Meon Hut Service<br>Station, A32 / A272<br>Crossroads, West Meon,<br>Petersfield | 0.1%  | 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   |
| Co-op, City Road,<br>Winchester   | 0.8%  | 6      | 2.7%   | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.5%   | 1   | 0.0%  | 0  | 2.4%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| Co-op, Arundel Drive,<br>Fareham  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.6%  | 1   |
| Co-op, Hursley Road,<br>Chandler's Ford, Eastleigh  | 0.6%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.8%   | 4   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| Co-op, Winchester Road,<br>Chandler's Ford, Eastleigh                                     | 0.9%  | 7      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.9%   | 7   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| Hursley Community Shop &<br>Post Office, Main Road,<br>Hursley                            | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.7%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| Hursley High Class<br>Butchers, Collins Lane,<br>Hursley                                  | 0.0%  | 0      | 0.0%   | 0      | 0.8%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| Lidl, Bursledon Road,<br>Southampton  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.9%  | 1  | 0.0%  | 0   |
| Lidl, Castle Trading Estate,<br>Portchester, Fareham                                      | 0.6%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 4.1%  | 5   |
| Lidl, Western Avenue,<br>Andover  | 0.1%  | 1      | 0.3%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| Local shops, Cheriton<br>Village Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 1.6%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| Local shops, Horton Heath<br>Village Centre   | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.9%   | 2   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| Local shops, Meonstoke<br>Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.6%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| Local shops, West Meon<br>Village Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 2.5%  | 1  | 0.0%  | 0  | 0.0%  | 0   |
| Nisa Local, Main Road,<br>Otterbourne   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.7%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| One Stop, The Square,<br>Wickham, Fareham   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.6%  | 1   |
| Premier, Fraser Road, Kings<br>Worthy   | 0.2%  | 1      | 0.0%   | 0      | 3.1%   | 1      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| Premier, Mitford Road,<br>Alresford   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.9%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| Soles Butchers, Broad Street,<br>Alresford  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 2.7%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| Tesco Express, Pilgrims<br>Close, Chandler's Ford,<br>Eastleigh                           | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.9%   | 2   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| Tesco Superstore, Quay<br>Street, Fareham   | 0.4%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 2.8%  | 4   |
| Tulls Fine Foods, The<br>Square, Wickham  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.9%  | 1  | 0.0%  | 0   |
| Waitrose, Locks Heath<br>Centre, Centre Way, Park<br>Gate, 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  | 0.6%  | 1   |
| Waitrose, Station Road,<br>Alton  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.9%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| Whalesmead Post Office,<br>Fair Oak Road, Eastleigh                                       | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.4%   | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| (Don't know / can't<br>remember)  | 1.0%  | 8      | 1.4%   | 2      | 0.8%   | 0      | 1.4%   | 1      | 1.3%   | 3   | 0.9%  | 0  | 1.6%  | 0  | 0.9%  | 1  | 0.0%  | 0   |
| (Nowhere else)  | 53.2% | 417    | 53.3%  | 93     | 53.1%  | 24     | 66.9%  | 38     | 50.3%  | 122 | 43.8% | 13 | 48.6% | 10 | 45.7% | 41 | 60.5% | 75  |
| Weighted base:  | 784   |        | 175    |        | 46     |        | 57     |        | 243    |     | 30    |    | 20    |    | 89    |    |       | 125 |
| Sample:   | 759   |        | 124    |        | 69     |        | 84     |        | 141    |     | 69    |    | 79    |    | 97    |    |       | 96  |

Column %ges.

## Winchester Household Survey For Lambert Smith Hampton

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|
| <b>Q12 Which internet / home delivery retailer do you use?</b>          |       |        |        |        |        |        |        |        |        |
| <i>Those who do their top-up food shopping via the Internet at Q11:</i> |       |        |        |        |        |        |        |        |        |
| Asda  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Iceland   | 13.0% | 1      | 24.9%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Marks & Spencer   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Morrisons   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Ocado   | 19.7% | 1      | 37.6%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Sainsbury's   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Tesco   | 47.6% | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 100.0% |
| Waitrose  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Other   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Gousto  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Milk & More   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| (Varies)  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| (Don't know / can't remember)   | 19.7% | 1      | 37.6%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Weighted base:  | 5     | 2      | 0      | 0      | 0      | 0      | 0      | 2      | 0      |
| Sample:   | 4     | 3      | 0      | 0      | 0      | 0      | 0      | 1      | 0      |

MeanScore: %

**Q13 Of all the money you spend on your main and top-up food shopping, what proportion goes to your main food shopping?**

*Those who do top-up shopping at Q09:*

|                |       |       |       |       |       |       |       |       |       |    |       |   |       |   |       |    |       |
|----------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|----|-------|---|-------|---|-------|----|-------|
| 1 - 5%         | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  |
| 6 - 10%        | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  |
| 11 - 15%       | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  |
| 16 - 20%       | 0.1%  | 1     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0  | 0.0%  | 0 | 1.2%  | 1 | 0.0%  | 0  | 0.0%  |
| 21 - 25%       | 0.8%  | 6     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 0.4%  | 1  | 0.0%  | 0 | 0.6%  | 0 | 2.5%  | 2  | 2.2%  |
| 26 - 30%       | 0.4%  | 3     | 0.0%  | 0     | 5.8%  | 3     | 0.0%  | 0     | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.6%  | 0  | 0.6%  |
| 31 - 35%       | 0.2%  | 1     | 0.0%  | 0     | 1.2%  | 1     | 0.0%  | 0     | 0.0%  | 0  | 0.0%  | 0 | 4.0%  | 1 | 0.0%  | 0  | 0.0%  |
| 36 - 40%       | 0.7%  | 5     | 0.9%  | 2     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.9%  | 1  | 2.5%  |
| 41 - 45%       | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  |
| 46 - 50%       | 6.5%  | 51    | 4.2%  | 7     | 2.4%  | 1     | 11.9% | 7     | 4.5%  | 11 | 12.9% | 4 | 13.2% | 3 | 6.5%  | 6  | 10.0% |
| 51 - 55%       | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0  | 0.9%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  |
| 56 - 60%       | 6.7%  | 53    | 6.4%  | 11    | 3.6%  | 2     | 7.7%  | 4     | 7.6%  | 19 | 4.1%  | 1 | 2.2%  | 0 | 5.9%  | 5  | 8.2%  |
| 61 - 65%       | 1.0%  | 8     | 1.8%  | 3     | 0.8%  | 0     | 2.6%  | 1     | 0.4%  | 1  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 1.6%  |
| 66 - 70%       | 14.5% | 113   | 18.9% | 33    | 18.2% | 8     | 14.5% | 8     | 13.3% | 32 | 6.8%  | 2 | 7.1%  | 1 | 9.4%  | 8  | 16.0% |
| 71 - 75%       | 14.3% | 112   | 11.3% | 20    | 7.8%  | 4     | 10.9% | 6     | 16.8% | 41 | 15.9% | 5 | 6.9%  | 1 | 18.8% | 17 | 15.2% |
| 76 - 80%       | 21.1% | 165   | 24.6% | 43    | 19.8% | 9     | 20.8% | 12    | 24.1% | 59 | 28.3% | 8 | 17.7% | 4 | 13.1% | 12 | 15.3% |
| 81 - 85%       | 4.4%  | 34    | 7.2%  | 13    | 0.0%  | 0     | 2.4%  | 1     | 5.9%  | 14 | 1.3%  | 0 | 7.2%  | 1 | 0.0%  | 0  | 3.3%  |
| 86 - 90%       | 13.4% | 105   | 12.2% | 21    | 24.2% | 11    | 17.3% | 10    | 13.6% | 33 | 15.2% | 5 | 29.8% | 6 | 13.4% | 12 | 5.7%  |
| 91 - 95%       | 4.3%  | 34    | 0.7%  | 1     | 6.7%  | 3     | 2.4%  | 1     | 4.1%  | 10 | 4.1%  | 1 | 1.3%  | 0 | 10.1% | 9  | 6.0%  |
| 96 - 100%      | 1.8%  | 14    | 3.3%  | 6     | 0.0%  | 0     | 2.0%  | 1     | 0.4%  | 1  | 0.0%  | 0 | 1.6%  | 0 | 3.0%  | 3  | 2.5%  |
| (Don't know)   | 9.5%  | 75    | 8.6%  | 15    | 9.4%  | 4     | 5.7%  | 3     | 8.6%  | 21 | 10.5% | 3 | 8.3%  | 2 | 14.2% | 13 | 11.0% |
| (Refused)      | 0.3%  | 3     | 0.0%  | 0     | 0.0%  | 0     | 1.7%  | 1     | 0.4%  | 1  | 0.0%  | 0 | 0.0%  | 0 | 0.9%  | 1  | 0.0%  |
| Mean:          | 75.37 | 76.36 | 75.80 | 74.72 | 76.75 | 75.32 | 75.85 | 75.14 | 71.42 |    |       |   |       |   |       |    |       |
| Weighted base: | 784   | 175   | 46    | 57    | 243   | 30    | 20    | 89    | 125   |    |       |   |       |   |       |    |       |
| Sample:        | 759   | 124   | 69    | 84    | 141   | 69    | 79    | 97    | 96    |    |       |   |       |   |       |    |       |

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |    |       |    |       |   |       |    |       |    |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|----|-------|----|-------|---|-------|----|-------|----|
| <b>Q14 Where do you normally do most of your household's shopping for men's, women's, children's and baby clothing and footwear? NOTE we mean fashion items - NOT sports clothing and footwear</b> |       |        |        |        |        |        |        |        |        |    |       |    |       |   |       |    |       |    |
| Alresford / New Alresford Town Centre  | 0.4%  | 4      | 0.3%   | 1      | 2.2%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 4.2%  | 2  | 0.5%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Alton Town Centre  | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 3.0%  | 1  | 1.3%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Andover Town Centre  | 0.2%  | 2      | 0.0%   | 0      | 2.8%   | 2      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Basingstoke Town Centre  | 1.0%  | 10     | 1.2%   | 2      | 4.5%   | 3      | 0.0%   | 0      | 0.0%   | 0  | 8.0%  | 3  | 2.0%  | 1 | 0.5%  | 1  | 0.0%  | 0  |
| Bishop's Waltham Town Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.5%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Central London   | 0.9%  | 10     | 2.2%   | 4      | 3.7%   | 2      | 2.4%   | 2      | 0.3%   | 1  | 0.0%  | 0  | 1.3%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Chichester City Centre   | 0.6%  | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 1.1%  | 1  | 2.6%  | 5  |
| Eastleigh Town Centre  | 3.8%  | 38     | 0.5%   | 1      | 4.5%   | 3      | 4.2%   | 3      | 10.3%  | 30 | 0.0%  | 0  | 2.9%  | 1 | 0.5%  | 1  | 0.4%  | 1  |
| Fareham Town Centre  | 6.2%  | 63     | 0.0%   | 0      | 0.9%   | 1      | 1.2%   | 1      | 0.3%   | 1  | 0.0%  | 0  | 1.6%  | 0 | 11.4% | 14 | 23.6% | 46 |
| Gosport Town Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.5%  | 1  | 0.0%  | 0  |
| Guildford Town Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.5%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Hambledon Village Centre   | 0.1%  | 1      | 0.5%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Havant Town Centre   | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 1.5%  | 3  |
| Hedge End Town Centre  | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.3%   | 1  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 1.0%  | 2  |
| Petersfield Town Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 1.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Portsmouth City Centre   | 2.2%  | 23     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.5%   | 4  | 0.0%  | 0  | 0.5%  | 0 | 3.4%  | 4  | 7.1%  | 14 |
| Reading Town Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.9%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Romsey Town Centre   | 0.2%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 0      | 0.0%   | 0  | 2.4%  | 1  | 0.0%  | 0 | 0.9%  | 1  | 0.0%  | 0  |
| Salisbury City Centre  | 0.1%  | 1      | 0.0%   | 0      | 1.1%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Southampton City Centre  | 5.2%  | 52     | 6.7%   | 13     | 4.8%   | 3      | 7.4%   | 5      | 4.1%   | 12 | 5.9%  | 3  | 2.9%  | 1 | 3.6%  | 4  | 5.6%  | 11 |
| Southsea Local Centre  | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.5%  | 1  | 1.0%  | 2  |
| Stockbridge Town Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.6%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Waterlooville Town Centre  | 0.6%  | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.5%  | 0 | 3.9%  | 5  | 0.8%  | 2  |
| Whiteley Local Centre  | 2.5%  | 25     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.5%   | 1  | 0.6%  | 0  | 2.1%  | 1 | 6.4%  | 8  | 7.7%  | 15 |
| Wickham Village Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.4%  | 1  |
| Winchester City Centre   | 18.4% | 184    | 43.8%  | 87     | 25.3%  | 16     | 27.6%  | 18     | 12.0%  | 35 | 37.0% | 16 | 21.5% | 5 | 5.1%  | 6  | 0.4%  | 1  |
| Andover Road Retail Park, Winchester   | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.2%   | 3  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Channon Retail Park, Woodside Avenue, Eastleigh  | 0.8%  | 8      | 0.0%   | 0      | 0.0%   | 0      | 2.1%   | 1      | 2.3%   | 7  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Festival Place, Basingstoke  | 0.5%  | 5      | 1.1%   | 2      | 3.7%   | 2      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 2.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Hedge End Retail Park, Charles Watts Way, Southampton  | 4.9%  | 49     | 1.2%   | 2      | 1.1%   | 1      | 6.8%   | 4      | 9.2%   | 27 | 0.6%  | 0  | 1.6%  | 0 | 5.9%  | 7  | 3.6%  | 7  |
| Swan Shopping Centre, Wells Place, Eastleigh   | 1.8%  | 18     | 0.3%   | 1      | 0.0%   | 0      | 5.9%   | 4      | 4.0%   | 12 | 1.6%  | 1  | 0.0%  | 0 | 0.7%  | 1  | 0.0%  | 0  |
| The Brooks Shopping Centre, Middle Brook Street, Winchester  | 0.3%  | 3      | 0.3%   | 1      | 0.9%   | 1      | 0.9%   | 1      | 0.0%   | 0  | 0.6%  | 0  | 2.5%  | 1 | 0.0%  | 0  | 0.0%  | 0  |
| Westquay Shopping Centre, Harbour Parade, Southampton  | 9.0%  | 90     | 17.0%  | 34     | 7.6%   | 5      | 8.5%   | 5      | 9.3%   | 27 | 1.2%  | 1  | 9.9%  | 2 | 3.8%  | 5  | 5.9%  | 12 |
| John Lewis, West Quay Shopping Centre, Harbour Parade, Southampton   | 0.2%  | 2      | 0.0%   | 0      | 0.6%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.6%  | 1  |
| Internet / mail order / catalogue  | 27.3% | 274    | 19.5%  | 39     | 21.8%  | 14     | 20.6%  | 13     | 30.5%  | 89 | 21.4% | 9  | 29.8% | 7 | 42.7% | 52 | 25.8% | 51 |
| Abroad   | 0.2%  | 2      | 0.0%   | 0      | 1.5%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.5%  | 0 | 0.0%  | 0  | 0.4%  | 1  |
| Asda, Bournemouth Road, Chandler's Ford, Eastleigh   | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.5%   | 1  | 0.0%  | 0  | 2.5%  | 1 | 0.0%  | 0  | 0.0%  | 0  |
| Asda, Portland Road, Waterlooville   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 1.1%  | 1  | 0.0%  | 0  |
| Asda, Speedfields Park, Newgate Lane, Fareham  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.4%  | 1  |
| Birmingham City Centre   | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.2%   | 3  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Cheltenham Town Centre   | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 1.7%  | 2  | 0.0%  | 0  |
| Collingwood Retail Park, Fareham   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.4%  | 1  |
| Diss Town Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.6%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| East Meon Country Fair, East Meon  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Farnham Town Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.6%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Gunwharf Quays, Portsmouth   | 1.1%  | 11     | 0.0%   | 0      | 2.2%   | 1      | 0.0%   | 0      | 0.8%   | 2  | 2.5%  | 1  | 0.0%  | 0 | 0.7%  | 1  | 2.6%  | 5  |
| Lymington Town Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.5%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Marks & Spencer, Hedge End Trade Park, Tollbar Way, Hedge End  | 3.2%  | 32     | 0.8%   | 1      | 0.0%   | 0      | 3.9%   | 3      | 6.4%   | 19 | 1.2%  | 1  | 1.8%  | 0 | 2.5%  | 3  | 2.8%  | 5  |

| Weighted:  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |   |      |   |      |   |      |   |      |   |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|---|------|---|------|---|------|---|------|---|
| Marks & Spencer, High Street, Winchester                     | 0.2%  | 2      | 0.3%   | 1      | 1.5%   | 1      | 0.0%   | 0      | 0.0%   | 0 | 0.6% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Marks & Spencer, Whiteley Way, Whiteley, Fareham             | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.6% | 0 | 0.0% | 0 | 0.0% | 0 | 0.4% | 1 |
| Newport Town Centre, Isle of Wight                           | 0.1%  | 1      | 0.3%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Olney Town Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.6% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Portswood Local Centre                                       | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.7% | 1 | 0.0% | 0 |
| Sainsbury's Superstore, Badger Farm Road, Winchester         | 0.6%  | 6      | 1.9%   | 4      | 0.6%   | 0      | 3.0%   | 2      | 0.0%   | 0 | 0.0% | 0 | 0.5% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore, Tollbar way, Hedge End               | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.3%   | 1 | 0.0% | 0 | 0.0% | 0 | 0.7% | 1 | 0.4% | 1 |
| Sainsbury's Superstore, Wallington Way, Broadcut, Fareham    | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.4% | 1 |
| Sainsbury's Superstore, Wallop Drive, Kempshott, Basingstoke | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.6% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Segensworth Business Centre, Segensworth Road, Fareham       | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.4% | 1 |
| Tesco Extra, Easton Lane, Winnall, Winchester                | 0.6%  | 6      | 1.2%   | 2      | 4.4%   | 3      | 0.0%   | 0      | 0.0%   | 0 | 1.2% | 1 | 0.5% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Extra, River Way, Andover                              | 0.1%  | 1      | 0.0%   | 0      | 0.9%   | 1      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Superstore, Quay Street, Fareham                       | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.6% | 1 |
| West End Local Centre (Don't know / varies)                  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.3%   | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| (Don't buy these goods)                                      | 1.2%  | 12     | 0.0%   | 0      | 0.6%   | 0      | 3.8%   | 2      | 2.7%   | 8 | 0.6% | 0 | 4.5% | 1 | 0.0% | 0 | 0.0% | 0 |
| Weighted base:   | 1004  |        | 199    |        | 64     |        | 65     |        | 292    |   | 43   |   | 25   |   | 121  |   | 196  |   |
| Sample:  | 1004  |        | 149    |        | 100    |        | 100    |        | 175    |   | 100  |   | 100  |   | 131  |   | 149  |   |

**Q15 How do you normally travel to (LOCATION MENTIONED AT Q14)?**

*Those who buy clothing and footwear (excluding via the Internet) at Q14:*

|                               |       |     |       |    |       |    |       |    |       |     |       |    |       |    |       |    |       |     |
|-------------------------------|-------|-----|-------|----|-------|----|-------|----|-------|-----|-------|----|-------|----|-------|----|-------|-----|
| Car / van (as driver)         | 65.4% | 463 | 38.2% | 60 | 79.1% | 38 | 68.8% | 35 | 69.6% | 137 | 73.5% | 24 | 78.5% | 13 | 77.1% | 52 | 75.2% | 104 |
| Car / van (as passenger)      | 4.3%  | 31  | 3.5%  | 6  | 3.7%  | 2  | 1.5%  | 1  | 4.9%  | 10  | 6.6%  | 2  | 7.3%  | 1  | 8.9%  | 6  | 2.5%  | 4   |
| Bus, minibus or coach         | 9.9%  | 70  | 8.0%  | 13 | 8.6%  | 4  | 18.0% | 9  | 10.2% | 20  | 19.9% | 6  | 1.6%  | 0  | 9.4%  | 6  | 7.9%  | 11  |
| Using park & ride facility    | 0.5%  | 3   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.4%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.8%  | 1  | 1.4%  | 2   |
| Motorcycle, scooter or moped  | 0.1%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.4%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| Walk                          | 11.3% | 80  | 32.3% | 51 | 0.0%  | 0  | 1.1%  | 1  | 6.7%  | 13  | 0.0%  | 0  | 3.0%  | 0  | 0.0%  | 0  | 10.5% | 15  |
| Taxi                          | 0.1%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.6%  | 1   |
| Train                         | 4.8%  | 34  | 14.6% | 23 | 4.8%  | 2  | 3.0%  | 2  | 1.8%  | 4   | 0.0%  | 0  | 2.8%  | 0  | 2.1%  | 1  | 1.4%  | 2   |
| Bicycle                       | 0.6%  | 4   | 1.7%  | 3  | 1.9%  | 1  | 1.1%  | 1  | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| Mobility scooter / wheelchair | 0.1%  | 1   | 0.4%  | 1  | 0.0%  | 0  | 0.8%  | 0  | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| Other                         | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| Aeroplane                     | 0.1%  | 1   | 0.0%  | 0  | 1.9%  | 1  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0  | 0.8%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| (Don't know)                  | 0.9%  | 6   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 2.4%  | 5   | 0.0%  | 0  | 0.0%  | 0  | 0.8%  | 1  | 0.6%  | 1   |
| (Varies)                      | 1.9%  | 13  | 1.3%  | 2  | 0.0%  | 0  | 5.6%  | 3  | 3.4%  | 7   | 0.0%  | 0  | 6.0%  | 1  | 0.8%  | 1  | 0.0%  | 0   |
| Weighted base:                | 709   |     | 158   |    | 49    |    | 51    |    | 196   |     | 32    |    | 16    |    | 67    |    | 139   |     |
| Sample:                       | 722   |     | 120   |    | 68    |    | 80    |    | 122   |     | 76    |    | 69    |    | 75    |    | 112   |     |

| Weighted:  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |     |       |    |       |    |       |    |       |     |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|-----|-------|----|-------|----|-------|----|-------|-----|
| <b>Q16 Where do you normally do most of your household's shopping for CDs, vinyl, DVDs, Blurays, etc.) (Excluding gaming)?</b> |       |        |        |        |        |        |        |        |        |     |       |    |       |    |       |    |       |     |
| Andover Town Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.6%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| Basingstoke Town Centre  | 0.1%  | 1      | 0.0%   | 0      | 2.2%   | 1      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| Bishop's Waltham Town Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.5%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| Chandler's Ford Local Centre   | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.8%   | 2   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| Chichester City Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.5%  | 1  | 0.4%  | 1   |
| Eastleigh Town Centre  | 0.6%  | 6      | 0.3%   | 1      | 0.6%   | 0      | 0.6%   | 0      | 1.5%   | 4   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| Fareham Town Centre  | 1.4%  | 14     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.9%  | 1  | 6.6%  | 13  |
| Guildford Town Centre  | 0.1%  | 1      | 0.5%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| Petersfield Town Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.5%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| Portsmouth City Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.5%  | 1  | 0.4%  | 1   |
| Romsey Town Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| Southampton City Centre  | 1.2%  | 12     | 0.6%   | 1      | 0.9%   | 1      | 0.0%   | 0      | 2.9%   | 8   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.0%  | 2   |
| Waterlooville Town Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.5%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| Whiteley Local Centre  | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.6%  | 3   |
| Winchester City Centre   | 4.1%  | 41     | 8.7%   | 17     | 4.8%   | 3      | 9.7%   | 6      | 1.5%   | 4   | 9.9%  | 4  | 4.3%  | 1  | 3.5%  | 4  | 0.0%  | 0   |
| Festival Place, Basingstoke  | 0.1%  | 1      | 0.0%   | 0      | 2.2%   | 1      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| Hedge End Retail Park, Charles Watts Way, 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  | 0.4%  | 1   |
| Swan Shopping Centre, Wells Place, Eastleigh   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.9%   | 1      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.5%  | 1  | 0.0%  | 0   |
| The Brooks Shopping Centre, Middle Brook Street, Winchester  | 0.6%  | 6      | 2.6%   | 5      | 0.6%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.5%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| Westquay Shopping Centre, Harbour Parade, Southampton  | 0.1%  | 1      | 0.0%   | 0      | 2.2%   | 1      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| John Lewis, West Quay Shopping Centre, Harbour Parade, Southampton   | 0.1%  | 1      | 0.3%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| Internet / mail order / catalogue  | 37.5% | 376    | 45.8%  | 91     | 30.7%  | 20     | 24.4%  | 16     | 46.4%  | 135 | 28.2% | 12 | 35.4% | 9  | 27.5% | 33 | 30.6% | 60  |
| Asda, Bournemouth Road, Chandler's Ford, Eastleigh   | 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   |
| Asda, Portland Road, Waterlooville   | 0.4%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.7%  | 1  | 1.5%  | 3   |
| Asda, Speedfields Park, Newgate Lane, Fareham  | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 1.2%  | 1  | 0.4%  | 1   |
| Sainsbury's Superstore, Badger Farm Road, Winchester   | 1.1%  | 11     | 2.0%   | 4      | 0.0%   | 0      | 1.5%   | 1      | 2.0%   | 6   | 0.0%  | 0  | 0.5%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| Sainsbury's Superstore, Draymans Way, Alton  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.5%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| Sainsbury's Superstore, Hambledon Road, Waterlooville  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.7%  | 1  | 0.0%  | 0   |
| Sainsbury's Superstore, Leigh Road, Eastleigh  | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.8%   | 2   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| Sainsbury's Superstore, Tollbar way, Hedge End   | 0.5%  | 5      | 0.0%   | 0      | 0.6%   | 0      | 0.0%   | 0      | 0.8%   | 2   | 0.0%  | 0  | 1.3%  | 0  | 0.0%  | 0  | 1.0%  | 2   |
| Sainsbury's Superstore, Wallington Way, Broadcut, Fareham  | 0.4%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.5%   | 1   | 0.0%  | 0  | 0.0%  | 0  | 1.1%  | 1  | 0.8%  | 2   |
| Tesco Extra, Easton Lane, Winnall, Winchester  | 0.1%  | 1      | 0.0%   | 0      | 0.9%   | 1      | 0.6%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| Tesco Extra, Hamble Lane, Bursledon Towers, Southampton  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.7%  | 1  | 0.0%  | 0   |
| Tesco Extra, River Way, Andover  | 0.1%  | 1      | 0.0%   | 0      | 0.9%   | 1      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| Tesco Metro, The Swan Centre, Wells Place, Eastleigh   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.5%   | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| Tesco Superstore, Quay Street, Fareham   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.4%  | 1   |
| Waitrose, Stockbridge Road, Winchester   | 0.2%  | 2      | 0.8%   | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| (Don't know / varies)  | 1.0%  | 10     | 1.1%   | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.9%   | 3   | 0.0%  | 0  | 3.8%  | 1  | 0.0%  | 0  | 1.9%  | 4   |
| (Don't buy these goods)  | 48.5% | 487    | 37.3%  | 74     | 52.9%  | 34     | 60.3%  | 39     | 41.5%  | 121 | 61.9% | 27 | 52.0% | 13 | 62.3% | 75 | 53.0% | 104 |
| Weighted base:   | 1004  | 199    | 64     | 65     | 292    | 43     | 25     | 121    | 196    |     |       |    |       |    |       |    |       |     |
| Sample:  | 1004  | 149    | 100    | 100    | 175    | 100    | 100    | 131    | 149    |     |       |    |       |    |       |    |       |     |

Column %ges.

by Zone  
Weighted:

# Winchester Household Survey For Lambert Smith Hampton

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September 2019

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| Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |
|-------|--------|--------|--------|--------|--------|--------|--------|--------|
|-------|--------|--------|--------|--------|--------|--------|--------|--------|

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# Winchester Household Survey For Lambert Smith Hampton

Weighted:

September 2019

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |    |       |    |       |   |       |    |       |    |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|----|-------|----|-------|---|-------|----|-------|----|
| <b>Q17 Where do you normally do most of your household's shopping for audio visual, photographic, computer items (such as TVs, cameras, ipads, telephones etc) and all other domestic electrical goods (such as irons, kettles, fridges, freezers, dishwashers etc)?</b> |       |        |        |        |        |        |        |        |        |    |       |    |       |   |       |    |       |    |
| Alresford / New Alresford Town Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.5%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Badger Farm Local Centre   | 0.3%  | 3      | 0.3%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.8%   | 2  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Basingstoke Town Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.9%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Bishop's Waltham Town Centre   | 2.1%  | 21     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 2  | 0.0%  | 0  | 3.5%  | 1 | 13.4% | 16 | 1.2%  | 2  |
| Eastleigh Town Centre  | 1.1%  | 11     | 0.0%   | 0      | 0.0%   | 0      | 1.2%   | 1      | 3.5%   | 10 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Fareham Town Centre  | 1.3%  | 13     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 1.8%  | 2  | 5.4%  | 11 |
| Guildford Town Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.5%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Hedge End Town Centre  | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 2  | 0.0%  | 0  | 0.0%  | 0 | 0.7%  | 1  | 0.0%  | 0  |
| Portchester Local Centre   | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 1.8%  | 2  | 0.0%  | 0  |
| Portsmouth City Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.9%  | 1  | 0.0%  | 0  |
| Salisbury City Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.6%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Southampton City Centre  | 1.0%  | 10     | 0.3%   | 1      | 1.1%   | 1      | 1.5%   | 1      | 1.2%   | 4  | 0.6%  | 0  | 2.4%  | 1 | 2.1%  | 3  | 0.6%  | 1  |
| Southsea Local Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 1.2%  | 1  | 0.0%  | 0  |
| Titchfield Village Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.4%  | 1  |
| Waterlooville Town Centre  | 0.4%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.5%  | 0 | 3.4%  | 4  | 0.0%  | 0  |
| Whiteley Local Centre  | 0.6%  | 6      | 1.1%   | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.8%   | 2  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 1.0%  | 2  |
| Winchester City Centre   | 3.0%  | 30     | 10.8%  | 22     | 2.8%   | 2      | 2.4%   | 2      | 0.8%   | 2  | 5.2%  | 2  | 2.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Winnall Local Centre   | 0.4%  | 4      | 0.5%   | 1      | 2.2%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 2.2%  | 1  | 1.3%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Andover Road Retail Park, Winchester   | 0.2%  | 2      | 0.0%   | 0      | 2.2%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.6%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Brighton Hill Retail Park, Winchester Road, Basingstoke  | 0.3%  | 3      | 1.1%   | 2      | 1.1%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Channon Retail Park, Woodside Avenue, Eastleigh  | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.2%   | 3  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Festival Place, Basingstoke  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 2.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Hedge End Retail Park, Charles Watts Way, Southampton  | 14.8% | 149    | 1.4%   | 3      | 2.9%   | 2      | 10.8%  | 7      | 32.9%  | 96 | 2.2%  | 1  | 7.5%  | 2 | 14.2% | 17 | 10.7% | 21 |
| Swan Shopping Centre, Wells Place, Eastleigh   | 0.5%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.8%   | 5  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| The Chantry Centre, Chantry Street, Andover  | 0.2%  | 2      | 1.1%   | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Westquay Shopping Centre, Harbour Parade, Southampton  | 2.8%  | 29     | 2.8%   | 6      | 2.6%   | 2      | 0.0%   | 0      | 4.3%   | 12 | 2.2%  | 1  | 2.0%  | 0 | 2.3%  | 3  | 2.4%  | 5  |
| B&Q, Shakespeare Road, Eastleigh   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.3%   | 1  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Homebase, Easton Lane, Winnall, Winchester   | 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  |
| John Lewis at Home (within Waitrose), Basing View, Basingstoke   | 0.1%  | 1      | 0.0%   | 0      | 0.6%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 1.6%  | 1  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| John Lewis, West Quay Shopping Centre, Harbour Parade, Southampton   | 5.7%  | 57     | 9.5%   | 19     | 5.1%   | 3      | 13.3%  | 9      | 4.6%   | 13 | 12.0% | 5  | 8.9%  | 2 | 1.6%  | 2  | 2.0%  | 4  |
| Internet / mail order / catalogue  | 33.1% | 333    | 38.0%  | 75     | 31.9%  | 20     | 43.5%  | 28     | 33.3%  | 97 | 27.5% | 12 | 36.6% | 9 | 23.9% | 29 | 31.5% | 62 |
| Aldi, West Street, Fareham   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.4%  | 1  |
| Asda, Bournemouth Road, Chandler's Ford, Eastleigh   | 0.7%  | 7      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 0      | 2.2%   | 6  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Asda, Portland Road, Waterlooville   | 0.4%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.5%  | 0 | 0.5%  | 1  | 1.5%  | 3  |
| Botley Village Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.5%  | 1  | 0.0%  | 0  |
| Costco, Regents Park Road, Southampton   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.5%  | 1  | 0.0%  | 0  |
| Currys PC World, Southampton Road, Park Gate, Fareham  | 3.4%  | 34     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 2.3%  | 3  | 15.8% | 31 |
| Gunwharf Quays, Portsmouth   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.5%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Ocean Retail Park, Burrfields Road, Portsmouth   | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 1.1%  | 1  | 0.4%  | 1  |
| Portfield Retail Park, Portfield Way, Chichester   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 1.3%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Sainsbury's Superstore, Badger Farm Road, Winchester   | 1.1%  | 11     | 2.3%   | 4      | 0.9%   | 1      | 4.5%   | 3      | 1.1%   | 3  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |

Column %ges.

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |    |       |    |       |   |       |    |       |    |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|----|-------|----|-------|---|-------|----|-------|----|
| Sainsbury's Superstore, Draymans Way, Alton               | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.5%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Sainsbury's Superstore, Hambledon Road, Waterlooville     | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 1.8%  | 2  | 0.0%  | 0  |
| Sainsbury's Superstore, Portswood Road, Southampton       | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.8%   | 2  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Sainsbury's Superstore, Tollbar way, Hedge End            | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 2.3%   | 2      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Sainsbury's Superstore, 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 | 0.7%  | 1  | 0.4%  | 1  |
| Segensworth Business Centre, Segensworth Road, Fareham    | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 1.0%  | 2  |
| Southampton Road Retail Park, Southampton Road, Salisbury | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.5%  | 1  | 0.0%  | 0  |
| Tesco Extra, Easton Lane, Winnall, Winchester             | 0.3%  | 3      | 0.3%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 5.3%  | 2  | 0.5%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Tesco Extra, Hamble Lane, Bursledon Towers, 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  | 0.6%  | 1  |
| Tesco Extra, River Way, Andover                           | 0.1%  | 1      | 0.0%   | 0      | 0.9%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Tesco Extra, Solent Road, Havant                          | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.6%  | 1  |
| Tesco Superstore, Quay Street, Fareham                    | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 1.0%  | 2  |
| Uckfield Town Centre                                      | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.5%  | 1  | 0.0%  | 0  |
| Wickes, Easton Lane, Winnall                              | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.5%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Winnall Industrial Estate, Easton Lane, Winchester        | 6.6%  | 66     | 16.0%  | 32     | 19.5%  | 12     | 9.5%   | 6      | 0.5%   | 1  | 24.8% | 11 | 12.5% | 3 | 0.5%  | 1  | 0.0%  | 0  |
| (Don't know / varies)                                     | 3.3%  | 33     | 4.8%   | 10     | 4.5%   | 3      | 1.2%   | 1      | 2.9%   | 8  | 2.8%  | 1  | 3.0%  | 1 | 2.1%  | 2  | 3.7%  | 7  |
| (Don't buy these goods)                                   | 12.8% | 128    | 9.5%   | 19     | 18.9%  | 12     | 9.2%   | 6      | 6.1%   | 18 | 13.1% | 6  | 12.8% | 3 | 22.0% | 27 | 19.4% | 38 |
| Weighted base:  | 1004  |        | 199    |        | 64     |        | 65     |        | 292    |    | 43    |    | 25    |   | 121   |    | 196   |    |
| Sample:   | 1004  |        | 149    |        | 100    |        | 100    |        | 175    |    | 100   |    | 100   |   | 131   |    | 149   |    |

Weighted:

September 2019

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |    |       |    |       |   |       |    |       |    |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|----|-------|----|-------|---|-------|----|-------|----|
| <b>Q18 Where do you normally do most of your household's shopping for books (incl. encyclopaedias, text books, guidebooks and musical scores) and stationery (incl. writing pads, envelopes pens, diaries, etc.) and drawing materials?</b> |       |        |        |        |        |        |        |        |        |    |       |    |       |   |       |    |       |    |
| Alresford / New Alresford Town Centre   | 0.9%  | 9      | 0.3%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 17.4% | 8  | 5.4%  | 1 | 0.0%  | 0  | 0.0%  | 0  |
| Alton Town Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 1.6%  | 1  | 0.5%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Andover Town Centre   | 0.1%  | 1      | 0.0%   | 0      | 1.1%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Basingstoke Town Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 0      | 0.0%   | 0  | 2.5%  | 1  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Bishop's Waltham Town Centre  | 1.0%  | 10     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.3%   | 1  | 0.0%  | 0  | 1.0%  | 0 | 7.6%  | 9  | 0.0%  | 0  |
| Bursledon Village Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.5%   | 1  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Central London  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.5%   | 1  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Chandler's Ford Local Centre  | 0.4%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.5%   | 4  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Eastleigh Town Centre   | 6.2%  | 62     | 0.0%   | 0      | 1.4%   | 1      | 6.8%   | 4      | 18.9%  | 55 | 0.0%  | 0  | 0.5%  | 0 | 1.4%  | 2  | 0.0%  | 0  |
| Fair Oak Village Centre   | 0.5%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.5%   | 4  | 0.0%  | 0  | 1.3%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Fareham Town Centre   | 6.3%  | 64     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.5%   | 1  | 0.0%  | 0  | 0.0%  | 0 | 11.1% | 14 | 24.9% | 49 |
| Hedge End Town Centre   | 0.6%  | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 1.2%  | 1  | 2.1%  | 4  |
| Kings Worthy Village Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.6%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Oliver's Battery Local Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Petersfield Town Centre   | 0.4%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 11.3% | 3 | 1.4%  | 2  | 0.0%  | 0  |
| Portsmouth City Centre  | 0.5%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.5%  | 1  | 2.1%  | 4  |
| Southampton City Centre   | 0.4%  | 4      | 0.0%   | 0      | 0.6%   | 0      | 1.2%   | 1      | 0.8%   | 2  | 0.0%  | 0  | 0.0%  | 0 | 0.5%  | 1  | 0.0%  | 0  |
| Twyford Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Waterlooville Town Centre   | 0.8%  | 8      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 5.7%  | 7  | 0.8%  | 2  |
| Whiteley Local Centre   | 1.3%  | 13     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.5%   | 4  | 0.0%  | 0  | 0.0%  | 0 | 1.9%  | 2  | 3.4%  | 7  |
| Wickham Village Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.4%  | 1  |
| Winchester City Centre  | 16.4% | 164    | 41.0%  | 81     | 39.7%  | 25     | 29.4%  | 19     | 5.0%   | 15 | 30.2% | 13 | 10.2% | 3 | 5.0%  | 6  | 1.0%  | 2  |
| Winnall Local Centre  | 0.2%  | 2      | 0.3%   | 1      | 2.2%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Festival Place, Basingstoke   | 0.1%  | 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  |
| Hedge End Retail Park, Charles Watts Way, Southampton   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 1.8%  | 0 | 0.5%  | 1  | 0.0%  | 0  |
| Swan Shopping Centre, Wells Place, Eastleigh  | 2.7%  | 27     | 0.0%   | 0      | 0.0%   | 0      | 2.1%   | 1      | 8.7%   | 25 | 0.0%  | 0  | 0.5%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| The Brooks Shopping Centre, Middle Brook Street, Winchester   | 0.8%  | 8      | 1.4%   | 3      | 0.0%   | 0      | 1.8%   | 1      | 0.8%   | 2  | 2.4%  | 1  | 1.8%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Westquay Shopping Centre, Harbour Parade, Southampton   | 0.4%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.3%   | 1  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 1.4%  | 3  |
| John Lewis, West Quay Shopping Centre, Harbour Parade, Southampton  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.3%   | 1  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Internet / mail order / catalogue   | 36.0% | 361    | 38.9%  | 77     | 27.3%  | 17     | 34.9%  | 23     | 32.1%  | 94 | 27.0% | 12 | 35.9% | 9 | 38.6% | 47 | 42.3% | 83 |
| Asda, Bournemouth Road, Chandler's Ford, Eastleigh  | 0.9%  | 9      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 3.1%   | 9  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Asda, Portland Road, Waterlooville  | 0.6%  | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 2.3%  | 3  | 1.5%  | 3  |
| Asda, Speedfields Park, Newgate Lane, Fareham   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 1.2%  | 1  | 0.0%  | 0  |
| Bishopstoke Village Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.3%   | 1  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Cosham Local Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.5%  | 1  | 0.4%  | 1  |
| Sainsbury's Superstore, Badger Farm Road, Winchester  | 1.2%  | 12     | 2.2%   | 4      | 0.0%   | 0      | 9.8%   | 6      | 0.3%   | 1  | 0.0%  | 0  | 1.3%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Sainsbury's Superstore, Habledon Road, Waterlooville  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 1.2%  | 1  | 0.0%  | 0  |
| Sainsbury's Superstore, Leigh Road, Eastleigh   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.3%   | 1  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Sainsbury's Superstore, Middlebrook Street, Winchester  | 0.1%  | 1      | 0.3%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Sainsbury's Superstore, Portswood Road, Southampton   | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.1%   | 3  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Sainsbury's Superstore, Tollbar way, Hedge End  | 0.5%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.4%   | 4  | 0.0%  | 0  | 0.0%  | 0 | 1.1%  | 1  | 0.0%  | 0  |
| Sainsbury's Superstore, Wallington Way, Broadcut, Fareham   | 0.5%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.5%   | 1  | 0.0%  | 0  | 0.0%  | 0 | 1.4%  | 2  | 1.2%  | 2  |
| Segensworth Business  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.4%  | 1  |

Column %ges.

# Winchester Household Survey For Lambert Smith Hampton

Weighted:

September 2019

|   | Total     | Zone 1   | Zone 2   | Zone 3  | Zone 4   | Zone 5  | Zone 6  | Zone 7   | Zone 8   |
|---|-----------|----------|----------|---------|----------|---------|---------|----------|----------|
| Centre, Segensworth Road, Fareham                       |           |          |          |         |          |         |         |          |          |
| Tesco Extra, Easton Lane, Winnall, Winchester           | 1.3% 13   | 3.4% 7   | 3.7% 2   | 0.0% 0  | 0.5% 1   | 3.4% 1  | 2.5% 1  | 0.0% 0   | 0.0% 0   |
| Tesco Extra, Hamble Lane, Bursledon Towers, Southampton | 0.3% 3    | 0.0% 0   | 0.0% 0   | 0.0% 0  | 0.5% 1   | 0.0% 0  | 0.0% 0  | 0.0% 0   | 0.6% 1   |
| Tesco Metro, The Swan Centre, Wells Place, Eastleigh    | 0.1% 1    | 0.0% 0   | 0.0% 0   | 0.0% 0  | 0.3% 1   | 0.0% 0  | 0.5% 0  | 0.0% 0   | 0.0% 0   |
| Tesco Superstore, Quay Street, Fareham                  | 0.2% 2    | 0.0% 0   | 0.0% 0   | 0.0% 0  | 0.0% 0   | 0.0% 0  | 0.0% 0  | 0.7% 1   | 0.8% 2   |
| Waltham Cross Village Centre                            | 0.0% 0    | 0.0% 0   | 0.0% 0   | 0.6% 0  | 0.0% 0   | 0.0% 0  | 0.0% 0  | 0.0% 0   | 0.0% 0   |
| Wells City Centre                                       | 0.1% 1    | 0.5% 1   | 0.0% 0   | 0.0% 0  | 0.0% 0   | 0.0% 0  | 0.0% 0  | 0.0% 0   | 0.0% 0   |
| (Don't know / varies)                                   | 2.0% 20   | 0.0% 0   | 5.1% 3   | 1.5% 1  | 3.2% 9   | 0.6% 0  | 3.0% 1  | 0.5% 1   | 2.4% 5   |
| (Don't buy these goods)                                 | 14.5% 145 | 11.7% 23 | 18.4% 12 | 10.2% 7 | 15.6% 45 | 15.0% 6 | 18.3% 5 | 16.1% 19 | 14.3% 28 |
| Weighted base:  | 1004      | 199      | 64       | 65      | 292      | 43      | 25      | 121      | 196      |
| Sample:   | 1004      | 149      | 100      | 100     | 175      | 100     | 100     | 131      | 149      |

Weighted:

September 2019

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |    |       |   |       |   |       |    |       |    |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|----|-------|---|-------|---|-------|----|-------|----|
| <b>Q19 Where do you normally do most of your household's shopping for games &amp; toys; pets and pet products; hobby items; sport clothing / footwear and equipment; camping goods; bicycles; and musical instruments?</b> |       |        |        |        |        |        |        |        |        |    |       |   |       |   |       |    |       |    |
| Alresford / New Alresford Town Centre  | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 3.8%  | 2 | 1.6%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Alton Town Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.6%  | 0 | 0.5%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Andover Town Centre  | 0.1%  | 1      | 0.0%   | 0      | 1.1%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Badger Farm Local Centre   | 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  |
| Basingstoke Town Centre  | 0.4%  | 4      | 1.2%   | 2      | 0.6%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 1.5%  | 1 | 0.5%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Bishop's Waltham Town Centre   | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.5%  | 0 | 1.1%  | 1  | 0.0%  | 0  |
| Central London   | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.8%   | 2  | 0.0%  | 0 | 0.8%  | 0 | 0.7%  | 1  | 0.0%  | 0  |
| Chandler's Ford Local Centre   | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 0      | 0.6%   | 2  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Eastleigh Town Centre  | 3.4%  | 34     | 1.1%   | 2      | 5.6%   | 4      | 1.8%   | 1      | 9.0%   | 26 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.4%  | 1  |
| Fair Oak Village Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.5%   | 1  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Fareham Town Centre  | 2.9%  | 29     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 4.1%  | 5  | 12.5% | 24 |
| Gosport Town Centre  | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 1.6%  | 3  |
| Havant Town Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.7%  | 1  | 0.0%  | 0  |
| Hedge End Town Centre  | 0.6%  | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 1.8%  | 2  | 1.9%  | 4  |
| Park Gate Local Centre   | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 1.0%  | 2  |
| Petersfield Town Centre  | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 6.9%  | 2 | 0.0%  | 0  | 0.0%  | 0  |
| Portsmouth City Centre   | 0.7%  | 7      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 1.8%  | 2  | 2.4%  | 5  |
| Southampton City Centre  | 1.7%  | 18     | 4.1%   | 8      | 2.7%   | 2      | 0.0%   | 0      | 0.8%   | 2  | 2.4%  | 1 | 1.0%  | 0 | 1.9%  | 2  | 1.0%  | 2  |
| Titchfield Village Centre  | 0.5%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 2.6%  | 5  |
| Waterlooville Town Centre  | 0.8%  | 8      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.8%  | 0 | 6.8%  | 8  | 0.0%  | 0  |
| Whiteley Local Centre  | 0.9%  | 9      | 1.1%   | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 3.4%  | 7  |
| Wickham Village Centre   | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 1.1%  | 1  | 0.6%  | 1  |
| Winchester City Centre   | 6.7%  | 67     | 17.7%  | 35     | 21.7%  | 14     | 8.0%   | 5      | 1.7%   | 5  | 13.7% | 6 | 1.3%  | 0 | 0.7%  | 1  | 0.6%  | 1  |
| Winnall Local Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.6%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 2.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Andover Road Retail Park, Winchester   | 0.7%  | 7      | 2.9%   | 6      | 2.0%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Channon Retail Park, Woodside Avenue, Eastleigh  | 1.6%  | 16     | 0.0%   | 0      | 0.0%   | 0      | 6.4%   | 4      | 3.9%   | 11 | 0.0%  | 0 | 0.5%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Chestnut Retail Park, Chestnut Avenue, Chandler's Ford, Eastleigh  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.5%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Festival Place, Basingstoke  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 2.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Hedge End Retail Park, Charles Watts Way, Southampton  | 5.7%  | 58     | 0.0%   | 0      | 1.4%   | 1      | 5.9%   | 4      | 13.1%  | 38 | 0.6%  | 0 | 4.3%  | 1 | 7.3%  | 9  | 2.2%  | 4  |
| Swan Shopping Centre, Wells Place, Eastleigh   | 1.2%  | 12     | 0.0%   | 0      | 0.0%   | 0      | 3.8%   | 2      | 3.3%   | 9  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| The Brooks Shopping Centre, Middle Brook Street, Winchester  | 0.5%  | 5      | 1.2%   | 2      | 3.7%   | 2      | 0.9%   | 1      | 0.0%   | 0  | 0.0%  | 0 | 0.5%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Westquay Shopping Centre, Harbour Parade, Southampton  | 1.1%  | 11     | 1.4%   | 3      | 0.0%   | 0      | 0.0%   | 0      | 1.7%   | 5  | 4.9%  | 2 | 0.8%  | 0 | 0.0%  | 0  | 0.8%  | 2  |
| B&Q, Southampton Road, Titchfield  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.4%  | 1  |
| John Lewis, West Quay Shopping Centre, Harbour Parade, Southampton   | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.5%   | 1  | 1.2%  | 1 | 0.0%  | 0 | 0.0%  | 0  | 0.4%  | 1  |
| Internet / mail order / catalogue  | 27.8% | 279    | 28.3%  | 56     | 27.7%  | 18     | 26.0%  | 17     | 27.6%  | 81 | 21.7% | 9 | 26.6% | 7 | 30.9% | 37 | 27.5% | 54 |
| Aldi, West Street, Fareham   | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 1.0%  | 2  |
| Asda, Bournemouth Road, Chandler's Ford, Eastleigh   | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 2  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Asda, Portland Road, Waterlooville   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.5%  | 1  | 0.0%  | 0  |
| Asda, Speedfields Park, Newgate Lane, Fareham  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.4%  | 1  |
| Brambridge Garden Centre, Kiln Lane, Brambridge  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.5%  | 1  | 0.0%  | 0  |
| Collingwood Retail Park, Fareham   | 0.6%  | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 2.9%  | 6  |
| Costco, Regents Park Road, Southampton   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.5%  | 1  | 0.0%  | 0  |
| Fareham Pets, Wickham Road, Fareham  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.4%  | 1  |
| Farnborough Town Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 1.3%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Go Outdoors, Reading Road, Chineham, Basingstoke   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.6%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |

Column %ges.

| Weighted:   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |     |       |     |       |     |       |     |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|-----|-------|-----|-------|-----|-------|-----|
| Hillier Garden Centre,<br>Woodhouse Lane, Botley,<br>Southampton      | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.4%  | 1   |
| Hobbycraft, Gaters Hill,<br>Mansbridge Road, West<br>End, Southampton | 0.5%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 1.2%   | 1      | 0.9%   | 3   | 0.0%  | 0   | 0.0%  | 0   | 1.0%  | 2   |
| In-Excess Fair Oak Garden<br>Centre, Winchester Road,<br>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   |
| Lidl, London Road,<br>Cowplain, Waterlooville                         | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.7%  | 1   |
| Lidl, Newgate Lane,<br>Fareham  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.6%  | 1   |
| Liphook Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.5%  | 0   | 0.0%  | 0   |
| Mole Country Stores, Easton<br>Lane, Winnall                          | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 2.1%  | 1   | 0.0%  | 0   |
| Pets at Home, Easton Lane,<br>Winnall                                 | 1.6%  | 16     | 4.1%   | 8      | 4.2%   | 3      | 2.7%   | 2      | 0.0%   | 0   | 5.2%  | 2   | 4.2%  | 1   | 0.0%  | 0   |
| Port Solent Local Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.7%  | 1   |
| Sainsbury's Superstore,<br>Badger Farm Road,<br>Winchester            | 1.0%  | 10     | 0.8%   | 1      | 1.4%   | 1      | 6.6%   | 4      | 1.1%   | 3   | 0.6%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Sainsbury's Superstore,<br>Middlebrook Street,<br>Winchester          | 0.1%  | 1      | 0.3%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Sainsbury's Superstore,<br>Redcar Street, Shirley,<br>Southampton     | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.3%   | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Sainsbury's Superstore,<br>Tollbar way, Hedge End                     | 0.4%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 0      | 0.3%   | 1   | 0.0%  | 0   | 1.3%  | 0   | 0.0%  | 0   |
| Sainsbury's Superstore,<br>Wallington Way,<br>Broadcut, Fareham       | 0.4%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 2.1%  | 3   |
| Segensworth Business<br>Centre, Segensworth<br>Road, Fareham          | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 1.5%   | 1      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.6%  | 1   |
| Solent Retail Park, Solent<br>Road, Havant                            | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.7%  | 1   |
| Tesco Extra, Easton Lane,<br>Winnall, Winchester                      | 0.7%  | 7      | 1.6%   | 3      | 0.0%   | 0      | 0.6%   | 0      | 0.8%   | 2   | 1.2%  | 1   | 1.8%  | 0   | 0.0%  | 0   |
| Tesco Extra, River Way,<br>Andover                                    | 0.1%  | 1      | 0.0%   | 0      | 0.9%   | 1      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Tesco Extra, Solent Road,<br>Havant                                   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.6%  | 1   |
| Tesco Metro, The Swan<br>Centre, Wells Place,<br>Eastleigh            | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.2%   | 3   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Waitrose, Oakmount Road,<br>Chandler's Ford, Eastleigh                | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.3%   | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Waitrose, Stockbridge Road,<br>Winchester                             | 0.1%  | 1      | 0.0%   | 0      | 1.1%   | 1      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Wellington Retail Park,<br>Hambledon Road,<br>Waterlooville           | 0.4%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 3.6%  | 4   |
| West End Local Centre   | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.1%   | 3   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Winnall Industrial Estate,<br>Easton Lane, Winchester                 | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 2.6%  | 1   | 0.0%  | 0   |
| Wyevale Garden Centre,<br>Winchester Road, Fair<br>Oak, Eastleigh     | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 2.3%   | 2      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| (Don't know / varies)   | 1.8%  | 18     | 3.7%   | 7      | 5.0%   | 3      | 2.3%   | 1      | 0.0%   | 0   | 1.2%  | 1   | 6.5%  | 2   | 1.1%  | 1   |
| (Don't buy these goods)   | 29.7% | 298    | 30.5%  | 61     | 20.2%  | 13     | 25.9%  | 17     | 30.2%  | 88  | 40.8% | 18  | 28.5% | 7   | 30.8% | 37  |
| Weighted base:  | 1004  | 199    |        | 64     |        | 65     |        | 292    |        | 43  |       | 25  |       | 121 |       | 196 |
| Sample:   | 1004  | 149    |        | 100    |        | 100    |        | 175    |        | 100 |       | 100 |       | 131 |       | 149 |

Weighted:

September 2019

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |    |      |   |       |   |       |    |       |    |      |    |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|----|------|---|-------|---|-------|----|-------|----|------|----|
| <b>Q20 Where do you normally do most of your household's shopping for furniture, carpets, other floor coverings and household textiles (includes beds, sofas, tables, etc)?</b> |       |        |        |        |        |        |        |        |        |    |      |   |       |   |       |    |       |    |      |    |
| Alresford / New Alresford Town Centre   | 0.5%  | 5      | 0.3%   | 1      | 0.6%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 9.0%  | 4 | 1.0%  | 0  | 0.0%  | 0  | 0.0% | 0  |
| Andover Town Centre   | 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  |
| Basingstoke Town Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.9% | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0  |
| Bishop's Waltham Town Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.4% | 1  |
| Boyatt Wood Local Centre  | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.1%   | 3  | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0  |
| Central London  | 0.3%  | 3      | 1.1%   | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.6% | 0 | 1.3%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0  |
| Chandler's Ford Local Centre  | 3.4%  | 34     | 1.4%   | 3      | 2.0%   | 1      | 5.5%   | 4      | 8.3%   | 24 | 2.2% | 1 | 0.0%  | 0 | 0.0%  | 0  | 0.6%  | 1  | 0.6% | 1  |
| Eastleigh Town Centre   | 2.4%  | 24     | 2.7%   | 5      | 0.6%   | 0      | 1.5%   | 1      | 5.7%   | 16 | 0.0% | 0 | 0.5%  | 0 | 0.7%  | 1  | 0.0%  | 0  | 0.0% | 0  |
| Fair Oak Village Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.5%  | 0 | 0.5%  | 1  | 0.0%  | 0  | 0.0% | 0  |
| Fareham Town Centre   | 1.7%  | 17     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0%  | 0 | 1.1%  | 1  | 8.2%  | 16 | 0.0% | 0  |
| Gosport Town Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.4%  | 1  | 0.0% | 1  |
| Guildford Town Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.6%  | 1  | 0.0% | 1  |
| Havant Town Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0%  | 0 | 0.7%  | 1  | 0.0%  | 0  | 0.0% | 0  |
| Hedge End Town Centre   | 0.6%  | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.4%   | 4  | 0.0% | 0 | 0.8%  | 0 | 0.0%  | 0  | 1.0%  | 2  | 0.0% | 2  |
| Kings Worthy Village Centre   | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.5%   | 1  | 0.6% | 0 | 0.5%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0  |
| Park Gate Local Centre  | 0.4%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0  | 2.0%  | 4  | 0.0% | 4  |
| Petersfield Town Centre   | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 1.3%  | 0 | 1.1%  | 1  | 0.0%  | 0  | 0.0% | 0  |
| Portchester Local Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.6%  | 1  | 0.0% | 1  |
| Portsmouth City Centre  | 0.6%  | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0%  | 0 | 2.1%  | 2  | 1.6%  | 3  | 0.0% | 3  |
| Reading Town Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.5%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0  |
| Romsey Town Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.5%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0  |
| Salisbury City Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0  |
| Southampton City Centre   | 2.8%  | 28     | 2.8%   | 6      | 3.7%   | 2      | 6.3%   | 4      | 3.1%   | 9  | 6.1% | 3 | 0.0%  | 0 | 1.8%  | 2  | 1.0%  | 2  | 1.0% | 2  |
| Southsea Local Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0%  | 0 | 0.5%  | 1  | 0.0%  | 0  | 0.0% | 0  |
| Titchfield Village Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.4%  | 1  | 0.0% | 1  |
| Waterlooville Town Centre   | 1.5%  | 15     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0%  | 0 | 7.7%  | 9  | 2.9%  | 6  | 0.0% | 6  |
| Weeke Local Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.6%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0  |
| Whiteley Local Centre   | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0  | 1.6%  | 3  | 0.0% | 3  |
| Winchester City Centre  | 2.7%  | 27     | 6.1%   | 12     | 7.0%   | 5      | 4.2%   | 3      | 0.8%   | 2  | 1.8% | 1 | 3.1%  | 1 | 3.3%  | 4  | 0.0%  | 0  | 0.0% | 0  |
| Winnall Local Centre  | 0.6%  | 6      | 0.9%   | 2      | 0.0%   | 0      | 2.3%   | 2      | 0.8%   | 2  | 0.6% | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0  |
| Brighton Hill Retail Park, Winchester Road, Basingstoke   | 0.8%  | 8      | 1.1%   | 2      | 7.3%   | 5      | 0.0%   | 0      | 0.0%   | 0  | 0.6% | 0 | 2.0%  | 1 | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0  |
| Channon Retail Park, Woodside Avenue, Eastleigh   | 0.6%  | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.9%   | 6  | 0.0% | 0 | 0.5%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0  |
| Chestnut Retail Park, Chestnut Avenue, Chandler's Ford, Eastleigh   | 0.7%  | 7      | 1.4%   | 3      | 0.6%   | 0      | 0.6%   | 0      | 1.2%   | 3  | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0  |
| Hedge End Retail Park, Charles Watts Way, Southampton   | 17.4% | 175    | 10.3%  | 20     | 14.8%  | 10     | 13.0%  | 8      | 26.3%  | 77 | 6.6% | 3 | 11.0% | 3 | 17.6% | 21 | 16.6% | 33 | 0.0% | 33 |
| Swan Shopping Centre, Wells Place, Eastleigh  | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.2%   | 3  | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0  |
| Westquay Shopping Centre, Harbour Parade, Southampton   | 3.1%  | 31     | 1.8%   | 4      | 3.1%   | 2      | 1.2%   | 1      | 3.2%   | 9  | 5.0% | 2 | 0.0%  | 0 | 4.2%  | 5  | 4.3%  | 9  | 0.0% | 9  |
| B&Q, Shakespeare Road, Eastleigh  | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 2.3%   | 2      | 0.5%   | 1  | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0  |
| B&Q, Charles Watts Way, Hedge End, Southampton  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.5%  | 0 | 0.7%  | 1  | 0.0%  | 0  | 0.0% | 0  |
| B&Q, Lister Road, Basingstoke   | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.2%   | 3  | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0  |
| Homebase, Easton Lane, Winnall, Winchester  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.6% | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0  |
| Homebase, Millbrook Road West, Southampton  | 0.2%  | 2      | 1.2%   | 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  |
| Homebase, Winchester Road, Basingstoke  | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.2%   | 3  | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0  |
| Ikea, West Quay Road, Southampton   | 6.8%  | 68     | 14.4%  | 29     | 1.7%   | 1      | 7.6%   | 5      | 5.1%   | 15 | 3.0% | 1 | 7.6%  | 2 | 1.8%  | 2  | 6.8%  | 13 | 0.0% | 13 |
| John Lewis at Home (within Waitrose), Basing View, Basingstoke  | 0.1%  | 1      | 0.0%   | 0      | 0.9%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0  |
| John Lewis, West Quay Shopping Centre, Harbour Parade, Southampton  | 4.6%  | 46     | 9.2%   | 18     | 8.9%   | 6      | 10.7%  | 7      | 1.1%   | 3  | 6.1% | 3 | 11.5% | 3 | 0.9%  | 1  | 2.8%  | 5  | 0.0% | 5  |
| Internet / mail order / catalogue   | 11.4% | 115    | 13.1%  | 26     | 7.4%   | 5      | 8.6%   | 6      | 11.7%  | 34 | 9.5% | 4 | 14.7% | 4 | 12.6% | 15 | 10.9% | 21 | 0.0% | 21 |

Column %ges.

# Winchester Household Survey For Lambert Smith Hampton

Weighted:

September 2019

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |     |       |     |       |     |       |     |       |    |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|-----|-------|-----|-------|-----|-------|-----|-------|----|
| Asda, Bournemouth Road,<br>Chandler's Ford, Eastleigh               | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.5%   | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  |
| Asda, Speedfields Park,<br>Newgate Lane, Fareham                    | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.4%  | 1  |
| Bishopstoke Village Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.5%  | 1   | 0.0%  | 0  |
| Botley Village Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.5%  | 1   | 0.0%  | 0  |
| Boyatt Wood Industrial<br>Estate, Parham Drive,<br>Eastleigh        | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 2.1%   | 1      | 0.3%   | 1   | 1.6%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  |
| Broadcut Retail Park,<br>Wallington Way, Fareham                    | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.5%  | 1   | 0.0%  | 0  |
| Carpet Barn & the Bed Store,<br>Southampton Road,<br>Titchfield     | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 1.2%  | 1   | 0.0%  | 0  |
| Chalford Grange Local<br>Centre                                     | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.5%  | 0   | 0.0%  | 0   | 0.0%  | 0  |
| Cheriton Village Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 1.3%  | 0   | 0.0%  | 0   | 0.0%  | 0  |
| Dunelm, Reading Road,<br>Gastons Wood,<br>Basingstoke               | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.6%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  |
| Dunelm, Southampton Road,<br>Park Gate, Titchfield,<br>Fareham      | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.5%  | 1   | 1.0%  | 2  |
| Farnham Town Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 1.6%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  |
| Gallagher Retail Park,<br>Hambleton Road,<br>Waterlooville          | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.5%  | 1   | 0.0%  | 0  |
| Gunwharf Quays,<br>Portsmouth                                       | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.6%  | 1  |
| Marks & Spencer, Hedge<br>End Trade Park, Tollbar<br>Way, Hedge End | 0.4%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 1.2%   | 1      | 0.0%   | 0   | 1.8%  | 1   | 0.5%  | 0   | 1.4%  | 2   | 0.4%  | 1  |
| Peter Green, School Lane,<br>Chandler's Ford, Eastleigh             | 0.4%  | 4      | 0.3%   | 1      | 0.0%   | 0      | 2.4%   | 2      | 0.3%   | 1   | 3.0%  | 1   | 0.5%  | 0   | 0.0%  | 0   | 0.0%  | 0  |
| Sainsbury's Superstore,<br>Badger Farm Road,<br>Winchester          | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  |
| Segensworth Business<br>Centre, Segensworth<br>Road, Fareham        | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 1.6%  | 3  |
| Southampton Road Retail<br>Park, Southampton Road,<br>Salisbury     | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.5%  | 1   | 0.0%  | 0  |
| Stanmore Local Centre   | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 2.3%   | 2      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  |
| Tesco Extra, Easton Lane,<br>Winnall, Winchester                    | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 2.4%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  |
| Wellington Retail Park,<br>Hambleton Road,<br>Waterlooville         | 0.4%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 3.0%  | 4   | 0.0%  | 0  |
| Winchester Trade Park,<br>Easton Lane, Winchester                   | 0.4%  | 4      | 1.2%   | 2      | 0.0%   | 0      | 0.6%   | 0      | 0.0%   | 0   | 2.2%  | 1   | 0.8%  | 0   | 0.0%  | 0   | 0.0%  | 0  |
| Winnall Industrial Estate,<br>Easton Lane, Winchester               | 0.5%  | 5      | 0.3%   | 1      | 1.7%   | 1      | 0.9%   | 1      | 0.8%   | 2   | 0.6%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  |
| (Don't know / varies)   | 7.4%  | 74     | 4.6%   | 9      | 9.4%   | 6      | 12.1%  | 8      | 8.1%   | 24  | 11.4% | 5   | 7.2%  | 2   | 4.6%  | 6   | 7.7%  | 15 |
| (Don't buy these goods)   | 22.2% | 223    | 25.7%  | 51     | 28.3%  | 18     | 13.5%  | 9      | 14.2%  | 41  | 21.5% | 9   | 31.1% | 8   | 29.8% | 36  | 25.6% | 50 |
| Weighted base:  | 1004  | 199    |        | 64     |        | 65     |        | 292    |        | 43  |       | 25  |       | 121 |       | 196 |       |    |
| Sample:   | 1004  | 149    |        | 100    |        | 100    |        | 175    |        | 100 |       | 100 |       | 131 |       | 149 |       |    |

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |     |       |    |       |   |       |    |       |    |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|-----|-------|----|-------|---|-------|----|-------|----|
| <b>Q21 Where do you normally do most of your household's shopping for DIY goods, decorating supplies and garden products (such as drills, lawn mowers, hammers, hedge cutters, garden tools, plants, shrubs etc)?</b> |       |        |        |        |        |        |        |        |        |     |       |    |       |   |       |    |       |    |
| Alresford / New Alresford Town Centre   | 0.5%  | 5      | 0.6%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 7.4%  | 3  | 2.1%  | 1 | 0.0%  | 0  | 0.0%  | 0  |
| Bishop's Waltham Town Centre  | 0.8%  | 8      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0 | 6.2%  | 8  | 0.0%  | 0  |
| Boyatt Wood Local Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.3%   | 1   | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Central London  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.6%  | 1  |
| Chandler's Ford Local Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.3%   | 1   | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Colden Common Local Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Denmead Village Centre  | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0 | 1.8%  | 2  | 0.0%  | 0  |
| Eastleigh Town Centre   | 0.7%  | 7      | 0.3%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 2.2%   | 6   | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Fair Oak Village Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.3%   | 1   | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Fareham Town Centre   | 1.5%  | 15     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0 | 1.6%  | 2  | 6.7%  | 13 |
| Kings Worthy Village Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.6%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Otterbourne Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Park Gate Local Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.6%  | 1  |
| Petersfield Town Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.8%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Portsmouth City Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.6%  | 1  |
| Southampton City Centre   | 0.4%  | 4      | 1.2%   | 2      | 0.0%   | 0      | 2.1%   | 1      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Titchfield Village Centre   | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 1.4%  | 3  |
| Twyford Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.6%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Waltham Chase Village Centre  | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 1.0%  | 2  |
| Waterlooville Town Centre   | 0.7%  | 7      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.5%  | 0 | 4.1%  | 5  | 1.2%  | 2  |
| Wickham Village Centre  | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0 | 0.5%  | 1  | 1.2%  | 2  |
| Winchester City Centre  | 2.9%  | 29     | 9.0%   | 18     | 6.8%   | 4      | 1.5%   | 1      | 0.3%   | 1   | 8.7%  | 4  | 0.5%  | 0 | 0.7%  | 1  | 0.0%  | 0  |
| Winnall Local Centre  | 1.0%  | 10     | 1.9%   | 4      | 4.5%   | 3      | 3.2%   | 2      | 0.0%   | 0   | 2.4%  | 1  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Andover Road Retail Park, Winchester  | 0.3%  | 3      | 0.9%   | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 2.4%  | 1  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Brighton Hill Retail Park, Winchester Road, Basingstoke   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 2.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Channon Retail Park, Woodside Avenue, Eastleigh   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.5%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Chestnut Retail Park, Chestnut Avenue, Chandler's Ford, Eastleigh   | 0.4%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.5%   | 4   | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Churchill Retail Park, New Street, Andover  | 0.1%  | 1      | 0.0%   | 0      | 1.7%   | 1      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Enham Arch Retail Park, Newbury Road, Andover   | 0.0%  | 0      | 0.0%   | 0      | 0.6%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Hedge End Retail Park, Charles Watts Way, Southampton   | 4.8%  | 48     | 0.0%   | 0      | 0.0%   | 0      | 3.4%   | 2      | 8.0%   | 23  | 0.0%  | 0  | 6.7%  | 2 | 9.8%  | 12 | 4.5%  | 9  |
| Totton Retail Park, Commercial Road, Totton   | 0.7%  | 7      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.3%   | 7   | 0.0%  | 0  | 2.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Westquay Shopping Centre, Harbour Parade, Southampton   | 0.5%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 2.5%  | 5  |
| B&Q, Purbrook Way, Havant   | 1.8%  | 18     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 1.3%  | 0 | 11.0% | 13 | 2.4%  | 5  |
| B&Q, Southampton Road, Titchfield   | 5.7%  | 57     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0 | 1.1%  | 1  | 28.5% | 56 |
| B&Q, Nursling Industrial Estate, Franconia Drive, Nursling, Southampton   | 0.7%  | 7      | 2.1%   | 4      | 2.2%   | 1      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.6%  | 1  |
| B&Q, Shakespeare Road, Eastleigh  | 20.2% | 202    | 10.1%  | 20     | 7.3%   | 5      | 41.7%  | 27     | 49.8%  | 145 | 3.4%  | 1  | 3.4%  | 1 | 0.0%  | 0  | 1.5%  | 3  |
| B&Q, Charles Watts Way, Hedge End, Southampton  | 15.2% | 152    | 0.0%   | 0      | 0.9%   | 1      | 4.8%   | 3      | 23.9%  | 70  | 0.6%  | 0  | 7.6%  | 2 | 34.3% | 42 | 18.1% | 36 |
| B&Q, Lister Road, Basingstoke   | 0.2%  | 2      | 1.1%   | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Homebase, Easton Lane, Winnall, Winchester  | 13.4% | 135    | 32.6%  | 65     | 46.6%  | 30     | 23.4%  | 15     | 0.8%   | 2   | 40.0% | 17 | 17.9% | 4 | 0.7%  | 1  | 0.0%  | 0  |
| Homebase, Millbrook Road West, Southampton  | 0.2%  | 2      | 1.2%   | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.5%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Homebase, Collingwood Retail Park, Newgate Lane, Fareham  | 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%  | 7  |
| Homebase, Winchester  | 0.2%  | 2      | 0.0%   | 0      | 2.7%   | 2      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |

# Winchester Household Survey For Lambert Smith Hampton

Weighted:

September 2019

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |    |       |   |       |   |       |    |      |    |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|----|-------|---|-------|---|-------|----|------|----|
| Road, Basingstoke   |       |        |        |        |        |        |        |        |        |    |       |   |       |   |       |    |      |    |
| John Lewis, West Quay Shopping Centre, Harbour Parade, Southampton      | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 2.0%  | 1 | 0.0%  | 0  | 0.0% | 0  |
| Internet / mail order / catalogue                                       | 1.8%  | 18     | 1.4%   | 3      | 0.6%   | 0      | 0.0%   | 0      | 2.0%   | 6  | 3.0%  | 1 | 2.0%  | 0 | 1.6%  | 2  | 2.6% | 5  |
| Asda, Bournemouth Road, Chandler's Ford, Eastleigh                      | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.3%   | 1  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0% | 0  |
| B&Q, The Pompey Centre, Fratton Way, Southsea, Portsmouth               | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.6% | 1  |
| Brambridge Garden Centre, Kiln Lane, Brambridge                         | 0.4%  | 4      | 0.3%   | 1      | 0.0%   | 0      | 2.4%   | 2      | 0.3%   | 1  | 2.2%  | 1 | 0.0%  | 0 | 0.0%  | 0  | 0.0% | 0  |
| Farnham Town Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.6%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0% | 0  |
| Four Marks Village Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.6%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0% | 0  |
| Garthowen Garden Centre, Alton Lane, Four Marks                         | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.6%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0% | 0  |
| Hillier Garden Centre, Romsey Road, Winchester                          | 1.1%  | 11     | 3.8%   | 8      | 0.0%   | 0      | 1.2%   | 1      | 0.0%   | 0  | 3.9%  | 2 | 0.5%  | 0 | 0.5%  | 1  | 0.0% | 0  |
| Hillier Garden Centre, Woodhouse Lane, Botley, 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  | 0.6% | 1  |
| In-Excess Fair Oak Garden Centre, Winchester Road, Fair Oak             | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 2.0%  | 1 | 0.0%  | 0  | 0.0% | 0  |
| In-Excess Ringwood Garden Centre, Forest Corner, Poulner Hill, Ringwood | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.1%   | 3  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0% | 0  |
| Mud Island Garden Centre, Southwick Road, North Boarhunt, Fareham       | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.7%  | 1  | 0.0% | 0  |
| Sainsbury's Superstore, Badger Farm Road, Winchester                    | 0.2%  | 2      | 1.1%   | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0% | 0  |
| Sainsbury's Superstore, Wallington Way, Broadcut, Fareham               | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.4% | 1  |
| Segensworth Business Centre, Segensworth Road, Fareham                  | 0.9%  | 9      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 4.7% | 9  |
| Stewarts Abbey Garden Centre, Mill Lane, Titchfield, Fareham            | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.4% | 1  |
| Tesco Extra, Easton Lane, Winnall, Winchester                           | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.6%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0% | 0  |
| Toolstation, Matrix Park, Talbot Road, Fareham                          | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 1.6% | 3  |
| Wickes, Easton Lane, Winnall  | 1.2%  | 12     | 1.9%   | 4      | 6.5%   | 4      | 1.2%   | 1      | 0.0%   | 0  | 3.0%  | 1 | 2.6%  | 1 | 0.7%  | 1  | 0.4% | 1  |
| Wickes, Millenium court, Churchill Way West, Basingstoke                | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.6%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0% | 0  |
| Wickes, Speedfields Park, Fareham                                       | 0.7%  | 7      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 3.5% | 7  |
| Winnall Industrial Estate, Easton Lane, Winchester                      | 0.5%  | 5      | 0.9%   | 2      | 2.8%   | 2      | 0.0%   | 0      | 0.0%   | 0  | 1.8%  | 1 | 4.5%  | 1 | 0.0%  | 0  | 0.0% | 0  |
| Wykeham Industrial Estate, Moorside Road, Winchester                    | 0.9%  | 9      | 1.8%   | 4      | 5.6%   | 4      | 1.8%   | 1      | 0.0%   | 0  | 0.0%  | 0 | 1.3%  | 0 | 0.0%  | 0  | 0.0% | 0  |
| (Don't know / varies)   | 2.4%  | 24     | 7.3%   | 14     | 0.0%   | 0      | 2.1%   | 1      | 1.7%   | 5  | 2.8%  | 1 | 6.0%  | 1 | 0.0%  | 0  | 0.4% | 1  |
| (Don't buy these goods)   | 13.0% | 131    | 20.3%  | 40     | 10.7%  | 7      | 9.5%   | 6      | 4.9%   | 14 | 14.7% | 6 | 33.2% | 8 | 24.8% | 30 | 9.5% | 19 |
| Weighted base:  | 1004  |        | 199    |        | 64     |        | 65     |        | 292    |    | 43    |   | 25    |   | 121   |    | 196  |    |
| Sample:   | 1004  |        | 149    |        | 100    |        | 100    |        | 175    |    | 100   |   | 100   |   | 131   |    | 149  |    |

Weighted:

September 2019

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |    |       |    |       |   |       |    |       |    |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|----|-------|----|-------|---|-------|----|-------|----|
| <b>Q22 Where do you normally do most of your household's shopping on all goods for personal care (including, electric razors, hair dryers, bathroom scales, cosmetics, perfume, toothpaste, etc), other medical and pharmaceutical products (e.g. vitamins, plasters) and therapeutic appliances (e.g. spectacles, hearing aids, wheelchairs, contact lenses etc)?</b> |       |        |        |        |        |        |        |        |        |    |       |    |       |   |       |    |       |    |
| Alresford / New Alresford Town Centre  | 1.9%  | 20     | 0.6%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 15 | 11.5% | 3 | 0.0%  | 0  | 0.0%  | 0  |
| Alton Town Centre  | 0.2%  | 2      | 0.0%   | 0      | 0.9%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 2.8%  | 1  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Badger Farm Local Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 2.3%   | 1      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Bishop's Waltham Town Centre   | 4.3%  | 43     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.5%   | 1  | 0.0%  | 0  | 7.5%  | 2 | 32.8% | 40 | 0.0%  | 0  |
| Boyatt Wood Local Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 0      | 0.3%   | 1  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Chandler's Ford Local Centre   | 2.4%  | 25     | 0.0%   | 0      | 0.0%   | 0      | 1.5%   | 1      | 8.1%   | 24 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Chichester City Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.5%  | 1  | 0.0%  | 0  |
| Colden Common Local Centre   | 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  |
| Denmead Village Centre   | 0.9%  | 9      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 7.3%  | 9  | 0.0%  | 0  |
| Droxford Village Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.5%  | 1  | 0.0%  | 0  |
| Eastleigh Town Centre  | 7.6%  | 76     | 1.1%   | 2      | 0.0%   | 0      | 9.5%   | 6      | 22.8%  | 67 | 0.0%  | 0  | 1.8%  | 0 | 0.7%  | 1  | 0.0%  | 0  |
| Fair Oak Village Centre  | 4.2%  | 42     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 14.4%  | 42 | 0.0%  | 0  | 0.5%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Fareham Town Centre  | 9.1%  | 92     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 9.3%  | 11 | 41.1% | 81 |
| Guildford Town Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.5%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Hedge End Town Centre  | 0.6%  | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.7%  | 1  | 2.4%  | 5  |
| Kings Worthy Village Centre  | 1.1%  | 11     | 0.0%   | 0      | 17.1%  | 11     | 0.0%   | 0      | 0.0%   | 0  | 0.6%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Petersfield Town Centre  | 0.4%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 12.9% | 3 | 0.7%  | 1  | 0.0%  | 0  |
| Portsmouth City Centre   | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.8%   | 2  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Romsey Town Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.5%   | 1  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Southampton City Centre  | 0.8%  | 8      | 0.0%   | 0      | 0.0%   | 0      | 3.8%   | 2      | 0.9%   | 3  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 1.5%  | 3  |
| Stockbridge Town Centre  | 0.1%  | 1      | 0.0%   | 0      | 2.2%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Sutton Scotney Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.6%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Titchfield Village Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.4%  | 1  |
| Twyford Village Centre   | 0.6%  | 6      | 0.0%   | 0      | 0.0%   | 0      | 5.4%   | 3      | 0.3%   | 1  | 0.0%  | 0  | 7.9%  | 2 | 0.0%  | 0  | 0.0%  | 0  |
| Waterlooville Town Centre  | 1.4%  | 14     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 8.2%  | 10 | 2.3%  | 5  |
| Weeke Local Centre   | 1.4%  | 14     | 4.9%   | 10     | 6.6%   | 4      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Whiteley Local Centre  | 3.2%  | 32     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.1%   | 6  | 0.0%  | 0  | 0.0%  | 0 | 5.5%  | 7  | 9.7%  | 19 |
| Wickham Village Centre   | 1.5%  | 15     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 1.3%  | 0 | 1.1%  | 1  | 6.7%  | 13 |
| Winchester City Centre   | 18.8% | 189    | 58.0%  | 115    | 42.8%  | 27     | 27.0%  | 17     | 3.8%   | 11 | 22.4% | 10 | 13.5% | 3 | 4.1%  | 5  | 0.0%  | 0  |
| Winnall Local Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 3.0%  | 1  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Chestnut Retail Park, Chestnut Avenue, Chandler's Ford, Eastleigh  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Festival Place, Basingstoke  | 0.1%  | 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  |
| Hedge End Retail Park, Charles Watts Way, Southampton  | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.5%   | 1  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.4%  | 1  |
| Swan Shopping Centre, Wells Place, Eastleigh   | 2.1%  | 21     | 0.0%   | 0      | 0.0%   | 0      | 1.5%   | 1      | 7.0%   | 20 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Westquay Shopping Centre, Harbour Parade, Southampton  | 0.6%  | 6      | 1.1%   | 2      | 0.0%   | 0      | 0.6%   | 0      | 0.3%   | 1  | 0.0%  | 0  | 2.0%  | 0 | 0.0%  | 0  | 1.0%  | 2  |
| B&Q, Charles Watts Way, Hedge End, Southampton   | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.2%   | 3  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| John Lewis, West Quay Shopping Centre, Harbour Parade, Southampton   | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.3%   | 1  | 2.4%  | 1  | 3.3%  | 1 | 0.0%  | 0  | 0.0%  | 0  |
| Internet / mail order / catalogue  | 7.5%  | 75     | 7.3%   | 14     | 2.0%   | 1      | 7.6%   | 5      | 11.4%  | 33 | 1.8%  | 1  | 2.9%  | 1 | 6.6%  | 8  | 5.9%  | 12 |
| Aldi, Burnett Close, Winchester  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.6%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Aldi, West Street, Fareham   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.4%  | 1  |
| Asda, Bournemouth Road, Chandler's Ford, Eastleigh   | 2.0%  | 20     | 0.0%   | 0      | 0.0%   | 0      | 1.5%   | 1      | 6.4%   | 19 | 0.0%  | 0  | 0.0%  | 0 | 0.7%  | 1  | 0.0%  | 0  |
| Asda, Cranbourne Industrial Estate, Dock Road, Gosport   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.4%  | 1  |
| Asda, Portland Road, Waterlooville   | 0.6%  | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 4.3%  | 5  | 0.4%  | 1  |
| Bishopstoke Village Centre   | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 2  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Botley Village Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.4%  | 1  |
| Four Marks Village Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 2.5%  | 1 | 0.0%  | 0  | 0.0%  | 0  |
| Lidl, Elettra Avenue, Waterlooville  | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 1.8%  | 2  | 0.0%  | 0  |
| Marks & Spencer, Hedge End Trade Park, Tollbar   | 0.1%  | 1      | 0.3%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |

Column %ges.

# Winchester Household Survey For Lambert Smith Hampton

Weighted:

September 2019

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |    |       |   |      |   |      |   |       |    |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|----|-------|---|------|---|------|---|-------|----|
| Way, Hedge End   |       |        |        |        |        |        |        |        |        |    |       |   |      |   |      |   |       |    |
| Sainsbury's Superstore,<br>Badger Farm Road,<br>Winchester         | 3.2%  | 32     | 4.9%   | 10     | 2.6%   | 2      | 27.9%  | 18     | 0.6%   | 2  | 0.6%  | 0 | 2.3% | 1 | 0.0% | 0 | 0.0%  | 0  |
| Sainsbury's Superstore,<br>Draymans Way, Alton                     | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.5% | 0 | 0.0% | 0 | 0.0%  | 0  |
| Sainsbury's Superstore,<br>Hambledon Road,<br>Waterlooville        | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.5% | 0 | 0.0% | 0 | 0.0%  | 0  |
| Sainsbury's Superstore,<br>Leigh Road, Eastleigh                   | 1.2%  | 12     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 4.0%   | 12 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0  |
| Sainsbury's Superstore,<br>Middlebrook Street,<br>Winchester       | 0.1%  | 1      | 0.5%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0  |
| Sainsbury's Superstore,<br>Redcar Street, Shirley,<br>Southampton  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.3%   | 1  | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0  |
| Sainsbury's Superstore,<br>Tollbar way, Hedge End                  | 2.6%  | 26     | 0.0%   | 0      | 0.9%   | 1      | 0.6%   | 0      | 3.0%   | 9  | 0.0%  | 0 | 2.6% | 1 | 7.0% | 8 | 3.4%  | 7  |
| Sainsbury's Superstore,<br>Wallington Way,<br>Broadcut, Fareham    | 3.3%  | 33     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.8%   | 2  | 0.0%  | 0 | 0.5% | 0 | 1.4% | 2 | 14.8% | 29 |
| Sainsbury's Superstore,<br>Wallop Drive, Kempshott,<br>Basingstoke | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.6%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0  |
| Tesco Extra, Clement Attlee<br>Way, North Harbour,<br>Portsmouth   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.4%  | 1  |
| Tesco Extra, Easton Lane,<br>Winnall, Winchester                   | 3.6%  | 36     | 5.6%   | 11     | 11.7%  | 8      | 2.1%   | 1      | 1.5%   | 4  | 21.1% | 9 | 9.7% | 2 | 0.0% | 0 | 0.0%  | 0  |
| Tesco Extra, River Way,<br>Andover                                 | 0.3%  | 3      | 0.0%   | 0      | 4.0%   | 3      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0  |
| Tesco Extra, Solent Road,<br>Havant                                | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.6%  | 1  |
| Tesco Metro, The Swan<br>Centre, Wells Place,<br>Eastleigh         | 0.5%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.6%   | 5  | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0  |
| Tesco Superstore, Quay<br>Street, Fareham                          | 0.6%  | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 3.0%  | 6  |
| Tesco Superstore, The<br>Causeway, Petersfield                     | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 1.6% | 0 | 0.0% | 0 | 0.0%  | 0  |
| Tesco Superstore, Whiteley<br>Way, Whiteley                        | 0.5%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 2.6%  | 5  |
| Waitrose, Stockbridge Road,<br>Winchester                          | 0.1%  | 1      | 0.3%   | 1      | 1.1%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0  |
| (Don't know / varies)  | 4.7%  | 47     | 13.1%  | 26     | 4.5%   | 3      | 2.3%   | 2      | 3.3%   | 10 | 3.0%  | 1 | 4.1% | 1 | 3.0% | 4 | 0.4%  | 1  |
| (Don't buy these goods)  | 2.8%  | 28     | 2.2%   | 4      | 3.1%   | 2      | 2.4%   | 2      | 2.8%   | 8  | 5.2%  | 2 | 5.9% | 1 | 4.0% | 5 | 1.8%  | 4  |
| Weighted base:   | 1004  |        | 199    |        | 64     |        | 65     |        | 292    |    | 43    |   | 25   |   | 121  |   | 196   |    |
| Sample:  | 1004  |        | 149    |        | 100    |        | 100    |        | 175    |    | 100   |   | 100  |   | 131  |   | 149   |    |

Weighted:

September 2019

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |    |       |   |      |   |       |    |       |    |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|----|-------|---|------|---|-------|----|-------|----|
| <b>Q23 Where do you normally do most of your household's shopping on all other goods including jewellery &amp; watches; glassware, china, tableware and household utensils; and other personal effects (e.g. travel goods, suitcases, prams, sunglasses);</b> |       |        |        |        |        |        |        |        |        |    |       |   |      |   |       |    |       |    |
| Alresford / New Alresford Town Centre   | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 5.2%  | 2 | 1.3% | 0 | 0.7%  | 1  | 0.0%  | 0  |
| Alton Town Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.6%  | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Andover Town Centre   | 0.1%  | 1      | 0.0%   | 0      | 1.4%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Basingstoke Town Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.9%  | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Bishop's Waltham Town Centre  | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0% | 0 | 2.5%  | 3  | 0.0%  | 0  |
| Central London  | 1.2%  | 12     | 2.2%   | 4      | 0.6%   | 0      | 1.5%   | 1      | 0.0%   | 0  | 0.0%  | 0 | 0.5% | 0 | 0.7%  | 1  | 2.5%  | 5  |
| Chandler's Ford Local Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.5%   | 1  | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Chichester City Centre  | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0% | 0 | 1.1%  | 1  | 0.6%  | 1  |
| Eastleigh Town Centre   | 2.8%  | 28     | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 0      | 9.3%   | 27 | 0.6%  | 0 | 2.0% | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Fair Oak Village Centre   | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.8%   | 2  | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Fareham Town Centre   | 5.4%  | 55     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.3%   | 1  | 0.0%  | 0 | 0.0% | 0 | 5.0%  | 6  | 24.4% | 48 |
| Gosport Town Centre   | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0% | 0 | 1.6%  | 2  | 2.0%  | 0  |
| Guildford Town Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 1.0% | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Havant Town Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0% | 0 | 0.5%  | 1  | 0.0%  | 0  |
| Kings Worthy Village Centre   | 0.1%  | 1      | 0.0%   | 0      | 2.2%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Petersfield Town Centre   | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 4.4% | 1 | 0.5%  | 1  | 1.0%  | 0  |
| Portsmouth City Centre  | 0.6%  | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0% | 0 | 2.5%  | 3  | 1.6%  | 3  |
| Salisbury City Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.6%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Southampton City Centre   | 3.6%  | 36     | 2.6%   | 5      | 1.7%   | 1      | 3.3%   | 2      | 3.8%   | 11 | 3.8%  | 2 | 0.8% | 0 | 3.7%  | 4  | 5.5%  | 11 |
| Southsea Local Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0% | 0 | 0.5%  | 1  | 0.0%  | 0  |
| Titchfield Village Centre   | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0  | 1.0%  | 2  |
| Waltham Chase Village Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.5%   | 1  | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Waterlooville Town Centre   | 0.5%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.5% | 0 | 1.4%  | 2  | 1.5%  | 3  |
| Whiteley Local Centre   | 2.5%  | 25     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.2%   | 4  | 0.0%  | 0 | 0.0% | 0 | 3.2%  | 4  | 9.1%  | 18 |
| Winchester City Centre  | 10.7% | 107    | 26.6%  | 53     | 18.5%  | 12     | 25.5%  | 17     | 4.4%   | 13 | 11.8% | 5 | 8.3% | 2 | 3.9%  | 5  | 0.6%  | 1  |
| Festival Place, Basingstoke   | 0.1%  | 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  |
| Hedge End Retail Park, Charles Watts Way, Southampton   | 1.3%  | 13     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 3.6%   | 11 | 0.0%  | 0 | 0.0% | 0 | 0.9%  | 1  | 0.8%  | 2  |
| Marlands Shopping Centre, Civic Centre Road, Southampton  | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.2%   | 3  | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Swan Shopping Centre, Wells Place, Eastleigh  | 2.0%  | 20     | 0.0%   | 0      | 0.0%   | 0      | 1.8%   | 1      | 6.1%   | 18 | 0.0%  | 0 | 0.0% | 0 | 1.2%  | 1  | 0.0%  | 0  |
| The Brooks Shopping Centre, Middle Brook Street, Winchester   | 0.2%  | 2      | 1.2%   | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Westquay Shopping Centre, Harbour Parade, Southampton   | 3.5%  | 35     | 3.5%   | 7      | 2.9%   | 2      | 2.3%   | 2      | 6.4%   | 19 | 0.6%  | 0 | 1.3% | 0 | 0.5%  | 1  | 2.4%  | 5  |
| Ikea, West Quay Road, Southampton   | 1.1%  | 11     | 1.1%   | 2      | 0.9%   | 1      | 3.8%   | 2      | 0.8%   | 2  | 4.0%  | 2 | 2.1% | 1 | 0.0%  | 0  | 0.4%  | 1  |
| John Lewis, West Quay Shopping Centre, Harbour Parade, Southampton  | 2.9%  | 30     | 4.2%   | 8      | 2.6%   | 2      | 3.6%   | 2      | 3.7%   | 11 | 2.8%  | 1 | 4.5% | 1 | 2.3%  | 3  | 0.8%  | 2  |
| Internet / mail order / catalogue   | 11.9% | 119    | 11.4%  | 23     | 13.1%  | 8      | 11.1%  | 7      | 10.0%  | 29 | 6.8%  | 3 | 5.5% | 1 | 15.6% | 19 | 14.5% | 28 |
| Abroad  | 0.6%  | 6      | 0.5%   | 1      | 2.2%   | 1      | 0.0%   | 0      | 0.8%   | 2  | 0.0%  | 0 | 0.0% | 0 | 0.9%  | 1  | 0.4%  | 1  |
| Antelope Park, Bursledon Road, Southampton  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.3%   | 1  | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Asda, Bournemouth Road, Chandler's Ford, Eastleigh  | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.8%   | 2  | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Bournemouth Town Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0  | 0.4%  | 1  |
| Brighton City Centre  | 0.1%  | 1      | 0.5%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Cosham Local Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.6%  | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Dunelm, Southampton Road, Park Gate, Titchfield, Fareham  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0  | 0.4%  | 1  |
| Gunwharf Quays, Portsmouth  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 1.3% | 0 | 0.7%  | 1  | 0.0%  | 0  |
| Ikea, Costkea Way, Loanhead, Midlothian, Scotland   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0% | 0 | 0.7%  | 1  | 0.0%  | 0  |
| Marks & Spencer, Hedge End Trade Park, Tollbar Way, Hedge End   | 0.6%  | 6      | 0.0%   | 0      | 2.2%   | 1      | 1.2%   | 1      | 0.8%   | 2  | 0.0%  | 0 | 0.0% | 0 | 1.6%  | 2  | 0.0%  | 0  |
| Sainsbury's Superstore, Badger Farm Road,   | 0.9%  | 9      | 3.8%   | 8      | 0.9%   | 1      | 1.5%   | 1      | 0.0%   | 0  | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0  |

Column %ges.

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|
| Winchester  |       |        |        |        |        |        |        |        |        |
| Sainsbury's Superstore, Draymans Way, Alton               | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Sainsbury's Superstore, Portswood Road, Southampton       | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.8%   | 2      | 0.0%   |
| Sainsbury's Superstore, Tollbar way, Hedge End            | 0.4%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.3%   | 1      | 0.0%   |
| Sainsbury's Superstore, Wallington Way, Broadcut, Fareham | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| St. Ives Town Centre                                      | 0.0%  | 0      | 0.0%   | 0      | 0.6%   | 0      | 0.0%   | 0      | 0.0%   |
| Tesco Extra, Easton Lane, Winnall, Winchester             | 1.0%  | 10     | 1.2%   | 2      | 6.4%   | 4      | 0.6%   | 0      | 0.8%   |
| Tesco Metro, The Swan Centre, Wells Place, Eastleigh      | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 0      | 0.0%   |
| (Don't know / varies)                                     | 6.5%  | 66     | 10.0%  | 20     | 7.8%   | 5      | 5.9%   | 4      | 7.1%   |
| (Don't buy these goods)                                   | 35.5% | 356    | 31.3%  | 62     | 35.5%  | 23     | 36.2%  | 23     | 36.0%  |
| Weighted base:  | 1004  | 199    | 64     | 65     | 292    | 43     | 25     | 121    | 196    |
| Sample:   | 1004  | 149    | 100    | 100    | 175    | 100    | 100    | 131    | 149    |

**MeanScore: Visits per week**

**Q24 How often do you or your household visit Winchester City Centre for shopping and other town centre activities?**

|                     |       |      |       |      |       |      |       |      |       |    |       |    |       |   |       |    |       |    |
|---------------------|-------|------|-------|------|-------|------|-------|------|-------|----|-------|----|-------|---|-------|----|-------|----|
| Daily               | 2.1%  | 21   | 7.7%  | 15   | 3.7%  | 2    | 1.5%  | 1    | 0.8%  | 2  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| 4-6 days a week     | 4.2%  | 42   | 16.7% | 33   | 5.0%  | 3    | 2.3%  | 2    | 0.0%  | 0  | 2.8%  | 1  | 12.1% | 3 | 0.0%  | 0  | 0.0%  | 0  |
| 2-3 days a week     | 9.6%  | 96   | 36.4% | 72   | 11.4% | 7    | 8.0%  | 5    | 0.3%  | 1  | 15.1% | 7  | 9.4%  | 2 | 1.4%  | 2  | 0.0%  | 0  |
| One day a week      | 9.9%  | 100  | 18.0% | 36   | 25.1% | 16   | 23.9% | 16   | 7.2%  | 21 | 14.6% | 6  | 11.5% | 3 | 1.1%  | 1  | 0.4%  | 1  |
| Every 2 weeks       | 10.7% | 107  | 8.9%  | 18   | 24.6% | 16   | 24.2% | 16   | 12.9% | 38 | 22.0% | 10 | 18.0% | 4 | 2.3%  | 3  | 1.9%  | 4  |
| Monthly             | 14.8% | 149  | 8.6%  | 17   | 17.0% | 11   | 21.6% | 14   | 19.3% | 56 | 19.5% | 8  | 14.5% | 4 | 24.1% | 29 | 4.7%  | 9  |
| Once every 2 months | 8.1%  | 82   | 1.6%  | 3    | 5.9%  | 4    | 5.2%  | 3    | 13.5% | 39 | 4.0%  | 2  | 9.0%  | 2 | 14.1% | 17 | 5.6%  | 11 |
| 3-4 times a year    | 5.8%  | 58   | 0.3%  | 1    | 0.9%  | 1    | 1.2%  | 1    | 10.5% | 31 | 9.7%  | 4  | 5.7%  | 1 | 7.1%  | 9  | 5.8%  | 11 |
| Twice a year        | 8.9%  | 89   | 1.2%  | 2    | 0.0%  | 0    | 2.1%  | 1    | 14.0% | 41 | 2.8%  | 1  | 2.3%  | 1 | 12.9% | 16 | 13.8% | 27 |
| Once a year         | 6.9%  | 69   | 0.0%  | 0    | 0.6%  | 0    | 0.0%  | 0    | 6.1%  | 18 | 0.6%  | 0  | 0.0%  | 0 | 9.4%  | 11 | 20.0% | 39 |
| Less often          | 1.7%  | 17   | 0.0%  | 0    | 1.7%  | 1    | 0.6%  | 0    | 1.5%  | 4  | 2.2%  | 1  | 2.1%  | 1 | 1.4%  | 2  | 4.2%  | 8  |
| Never               | 16.8% | 168  | 0.3%  | 1    | 4.3%  | 3    | 7.3%  | 5    | 13.2% | 38 | 6.7%  | 3  | 11.9% | 3 | 25.9% | 31 | 43.2% | 85 |
| (Don't know)        | 0.4%  | 4    | 0.5%  | 1    | 0.0%  | 0    | 0.0%  | 0    | 0.6%  | 2  | 0.0%  | 0  | 1.3%  | 0 | 0.5%  | 1  | 0.0%  | 0  |
| (Varies)            | 0.3%  | 3    | 0.0%  | 0    | 0.0%  | 0    | 2.1%  | 1    | 0.0%  | 0  | 0.0%  | 0  | 2.0%  | 0 | 0.0%  | 0  | 0.4%  | 1  |
| Mean:               | 0.81  | 2.54 | 1.22  | 0.87 | 0.28  | 0.85 | 1.14  | 0.15 | 0.04  |    |       |    |       |   |       |    |       |    |
| Weighted base:      | 1004  | 199  | 64    | 65   | 292   | 43   | 25    | 121  | 196   |    |       |    |       |   |       |    |       |    |
| Sample:             | 1004  | 149  | 100   | 100  | 175   | 100  | 100   | 131  | 149   |    |       |    |       |   |       |    |       |    |

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |     |       |    |       |    |       |    |       |     |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|-----|-------|----|-------|----|-------|----|-------|-----|
| <b>Q25 What do you like about Winchester City Centre? [MR]</b> |       |        |        |        |        |        |        |        |        |     |       |    |       |    |       |    |       |     |
| <i>Those who visit Winchester City Centre at Q24:</i>          |       |        |        |        |        |        |        |        |        |     |       |    |       |    |       |    |       |     |
| Attractive environment / nice place                            | 34.8% | 290    | 40.4%  | 80     | 24.2%  | 15     | 35.2%  | 21     | 35.1%  | 89  | 32.3% | 13 | 35.7% | 8  | 32.4% | 29 | 32.0% | 36  |
| Close to friends or relatives                                  | 0.9%  | 8      | 0.0%   | 0      | 2.1%   | 1      | 0.0%   | 0      | 2.3%   | 6   | 0.0%  | 0  | 0.0%  | 0  | 0.6%  | 1  | 0.0%  | 0   |
| Close to home  | 13.4% | 112    | 31.4%  | 62     | 21.9%  | 13     | 13.3%  | 8      | 3.2%   | 8   | 21.4% | 9  | 17.4% | 4  | 5.2%  | 5  | 2.8%  | 3   |
| Close to work / university                                     | 2.0%  | 16     | 0.9%   | 2      | 0.9%   | 1      | 3.5%   | 2      | 2.8%   | 7   | 3.4%  | 1  | 2.3%  | 0  | 3.4%  | 3  | 0.0%  | 0   |
| Compact  | 6.7%  | 56     | 8.0%   | 16     | 5.9%   | 4      | 10.2%  | 6      | 6.9%   | 17  | 6.3%  | 3  | 9.5%  | 2  | 8.7%  | 8  | 0.7%  | 1   |
| Easy to get to by bike   | 0.1%  | 1      | 0.5%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| Easy to get to by bus  | 1.3%  | 11     | 1.8%   | 4      | 0.0%   | 0      | 1.9%   | 1      | 1.4%   | 4   | 4.0%  | 2  | 0.0%  | 0  | 0.6%  | 1  | 0.7%  | 1   |
| Easy to get to by car  | 0.5%  | 4      | 1.2%   | 2      | 0.0%   | 0      | 0.6%   | 0      | 0.0%   | 0   | 2.3%  | 1  | 0.0%  | 0  | 0.6%  | 1  | 0.0%  | 0   |
| Easy to park   | 1.6%  | 14     | 0.0%   | 0      | 0.0%   | 0      | 3.2%   | 2      | 2.8%   | 7   | 3.9%  | 2  | 1.2%  | 0  | 0.9%  | 1  | 1.8%  | 2   |
| Good facilities in general                                     | 3.2%  | 27     | 6.9%   | 14     | 1.2%   | 1      | 0.6%   | 0      | 3.0%   | 8   | 2.3%  | 1  | 5.4%  | 1  | 1.2%  | 1  | 0.7%  | 1   |
| Good food stores   | 0.7%  | 6      | 0.0%   | 0      | 4.1%   | 2      | 0.0%   | 0      | 0.9%   | 2   | 0.7%  | 0  | 2.1%  | 0  | 0.0%  | 0  | 0.7%  | 1   |
| Good pubs, cafés or restaurants                                | 13.5% | 112    | 10.7%  | 21     | 12.8%  | 8      | 20.0%  | 12     | 19.7%  | 50  | 5.3%  | 2  | 3.2%  | 1  | 9.9%  | 9  | 8.8%  | 10  |
| Good range of non-food shops                                   | 8.8%  | 73     | 6.4%   | 13     | 3.6%   | 2      | 4.8%   | 3      | 11.4%  | 29  | 11.6% | 5  | 15.4% | 3  | 11.4% | 10 | 7.7%  | 9   |
| Good range of independent / specialist shops                   | 7.6%  | 64     | 6.4%   | 13     | 3.8%   | 2      | 5.6%   | 3      | 7.5%   | 19  | 1.3%  | 1  | 8.7%  | 2  | 6.8%  | 6  | 16.1% | 18  |
| Good range of 'high street' retailers / multiples              | 2.8%  | 23     | 2.6%   | 5      | 2.1%   | 1      | 8.3%   | 5      | 1.2%   | 3   | 5.8%  | 2  | 4.7%  | 1  | 1.9%  | 2  | 3.2%  | 4   |
| Affordable shops   | 0.6%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.9%   | 5   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| High quality shops   | 5.6%  | 46     | 15.1%  | 30     | 0.6%   | 0      | 2.4%   | 1      | 4.6%   | 12  | 0.0%  | 0  | 6.9%  | 1  | 0.9%  | 1  | 0.7%  | 1   |
| The street market  | 7.4%  | 62     | 14.4%  | 28     | 2.1%   | 1      | 0.6%   | 0      | 2.3%   | 6   | 1.7%  | 1  | 9.9%  | 2  | 4.3%  | 4  | 17.2% | 19  |
| Makes a change from other places                               | 0.4%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 2.3%  | 1  | 1.9%  | 2  | 0.7%  | 1   |
| Quiet / not too crowded  | 1.2%  | 10     | 0.8%   | 1      | 0.0%   | 0      | 0.6%   | 0      | 2.5%   | 6   | 1.3%  | 1  | 2.8%  | 1  | 0.9%  | 1  | 0.0%  | 0   |
| Safe and secure  | 2.3%  | 19     | 3.1%   | 6      | 2.3%   | 1      | 3.5%   | 2      | 3.6%   | 9   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| Traditional  | 10.5% | 88     | 10.0%  | 20     | 2.1%   | 1      | 2.9%   | 2      | 11.7%  | 30  | 4.9%  | 2  | 12.6% | 3  | 15.5% | 14 | 15.0% | 17  |
| History  | 9.2%  | 77     | 5.9%   | 12     | 3.6%   | 2      | 11.6%  | 7      | 10.9%  | 28  | 2.0%  | 1  | 10.2% | 2  | 7.4%  | 7  | 17.1% | 19  |
| Unique place   | 4.7%  | 39     | 4.2%   | 8      | 0.6%   | 0      | 1.6%   | 1      | 6.7%   | 17  | 0.0%  | 0  | 0.0%  | 0  | 6.0%  | 5  | 6.3%  | 7   |
| Other  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| Clean / tidy streets   | 0.3%  | 3      | 0.3%   | 1      | 0.9%   | 1      | 1.6%   | 1      | 0.0%   | 0   | 0.0%  | 0  | 2.4%  | 1  | 0.0%  | 0  | 0.0%  | 0   |
| Easy to get to by train  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.7%  | 1   |
| Familiar   | 2.3%  | 19     | 2.9%   | 6      | 4.5%   | 3      | 1.3%   | 1      | 1.4%   | 4   | 0.7%  | 0  | 8.8%  | 2  | 4.2%  | 4  | 0.0%  | 0   |
| Free car parking   | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 3.5%   | 2      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.7%  | 1   |
| Good atmosphere / friendly people                              | 1.3%  | 11     | 1.5%   | 3      | 3.0%   | 2      | 0.6%   | 0      | 0.5%   | 1   | 2.6%  | 1  | 3.9%  | 1  | 1.8%  | 2  | 0.7%  | 1   |
| Good children's playground                                     | 0.3%  | 2      | 1.2%   | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| Good choice of charity shops                                   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| Good for a general day out                                     | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.9%  | 1  | 0.0%  | 0   |
| Good range of leisure facilities                               | 0.3%  | 3      | 0.0%   | 0      | 2.3%   | 1      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.1%  | 1   |
| Good services (e.g. dry cleaners, library etc.)                | 0.1%  | 1      | 0.0%   | 0      | 1.2%   | 1      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| Good theatre   | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.7%   | 2   | 0.0%  | 0  | 1.5%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| Good Tourist Information places                                | 0.1%  | 1      | 0.5%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| Has a hospital   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.6%  | 1  | 0.0%  | 0   |
| Has a Marks & Spencer store                                    | 0.3%  | 2      | 0.3%   | 1      | 0.0%   | 0      | 0.6%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 1.2%  | 1  | 0.0%  | 0   |
| Has a Primark store  | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.8%  | 2   |
| Has a swimming pool  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 1.7%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| Has everything I need  | 0.0%  | 0      | 0.0%   | 0      | 0.6%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| My bank is still there   | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 0      | 0.0%   | 0   | 1.3%  | 1  | 2.1%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| No traffic congestion  | 0.1%  | 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   |
| Open / spacious  | 0.2%  | 2      | 0.8%   | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| Park & Ride service  | 1.3%  | 11     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 3.8%   | 10  | 1.7%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.7%  | 1   |
| Pedestrianised areas   | 4.2%  | 35     | 8.9%   | 18     | 2.4%   | 1      | 7.5%   | 5      | 3.3%   | 8   | 4.0%  | 2  | 2.4%  | 1  | 1.5%  | 1  | 0.0%  | 0   |
| The cathedral  | 1.9%  | 16     | 0.9%   | 2      | 1.8%   | 1      | 1.6%   | 1      | 1.0%   | 3   | 0.0%  | 0  | 1.5%  | 0  | 2.5%  | 2  | 5.9%  | 7   |
| The Christmas market   | 1.9%  | 16     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.5%   | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 13.4% | 15  |
| The Ivy Brasserie  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.9%  | 1  | 0.0%  | 0   |
| (Dont know)  | 1.5%  | 12     | 0.0%   | 0      | 0.6%   | 0      | 1.9%   | 1      | 2.1%   | 5   | 0.7%  | 0  | 2.1%  | 0  | 3.0%  | 3  | 1.8%  | 2   |
| (Nothing / very little)  | 12.3% | 103    | 9.9%   | 20     | 30.0%  | 18     | 11.9%  | 7      | 8.4%   | 21  | 17.9% | 7  | 9.7%  | 2  | 17.2% | 15 | 10.7% | 12  |
| Weighted base:   |       | 836    |        | 198    |        | 61     |        | 60     |        | 253 |       | 40 |       | 22 |       | 90 |       | 111 |
| Sample:  |       | 846    |        | 148    |        | 93     |        | 92     |        | 153 |       | 92 |       | 88 |       | 98 |       | 82  |

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |    |       |    |       |   |       |    |       |    |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|----|-------|----|-------|---|-------|----|-------|----|
| <b>Q26 What could be improved about Winchester City Centre that would make you visit it more often? [MR]</b> |       |        |        |        |        |        |        |        |        |    |       |    |       |   |       |    |       |    |
| Better access by road  | 3.2%  | 33     | 2.3%   | 5      | 1.4%   | 1      | 1.8%   | 1      | 2.9%   | 8  | 1.8%  | 1  | 0.5%  | 0 | 0.7%  | 1  | 8.0%  | 16 |
| Better public transport  | 1.8%  | 18     | 1.1%   | 2      | 3.4%   | 2      | 2.1%   | 1      | 0.9%   | 3  | 0.6%  | 0  | 3.9%  | 1 | 2.7%  | 3  | 2.6%  | 5  |
| Better signposting   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.5%   | 1  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Cleaner streets  | 1.0%  | 10     | 3.6%   | 7      | 1.7%   | 1      | 0.6%   | 0      | 0.3%   | 1  | 0.6%  | 0  | 0.0%  | 0 | 0.5%  | 1  | 0.0%  | 0  |
| Facilities which would assist you if shopping with children  | 0.5%  | 5      | 1.2%   | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 1.6%  | 3  |
| Free car parking   | 6.4%  | 65     | 1.7%   | 3      | 7.8%   | 5      | 6.6%   | 4      | 4.9%   | 14 | 3.7%  | 2  | 6.4%  | 2 | 8.0%  | 10 | 12.7% | 25 |
| More / better town centre events   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 2.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| More / better comparison retailers (i.e. non-food shops)   | 4.0%  | 40     | 8.1%   | 16     | 11.6%  | 7      | 3.6%   | 2      | 2.1%   | 6  | 5.6%  | 2  | 5.5%  | 1 | 2.3%  | 3  | 0.8%  | 2  |
| More / better value or affordable shops  | 1.9%  | 19     | 4.2%   | 8      | 7.3%   | 5      | 1.5%   | 1      | 1.2%   | 4  | 0.9%  | 0  | 2.8%  | 1 | 0.0%  | 0  | 0.0%  | 0  |
| More / better entertainment  | 0.1%  | 1      | 0.5%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| More / better places for eating out (e.g. cafés and restaurants)   | 0.6%  | 6      | 0.5%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 1.8%   | 5  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| More / better food shops   | 0.3%  | 3      | 0.3%   | 1      | 0.6%   | 0      | 0.6%   | 0      | 0.3%   | 1  | 0.6%  | 0  | 0.5%  | 0 | 0.5%  | 1  | 0.0%  | 0  |
| More / better parking  | 15.1% | 152    | 7.6%   | 15     | 14.8%  | 9      | 14.4%  | 9      | 14.9%  | 43 | 10.1% | 4  | 18.0% | 4 | 19.4% | 23 | 21.6% | 42 |
| More / better pedestrianised streets   | 0.5%  | 5      | 0.8%   | 2      | 0.0%   | 0      | 0.6%   | 0      | 0.5%   | 1  | 1.6%  | 1  | 0.8%  | 0 | 0.0%  | 0  | 0.6%  | 1  |
| More / better public conveniences  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| More / better seats / flower displays  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 2.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| More / better services   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 2.0%  | 1 | 0.0%  | 0  | 0.0%  | 0  |
| More advertising   | 0.7%  | 7      | 1.6%   | 3      | 0.0%   | 0      | 2.3%   | 2      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 1.0%  | 2  |
| More national multiple shops / High Street shops   | 17.2% | 173    | 29.6%  | 59     | 44.0%  | 28     | 23.0%  | 15     | 12.8%  | 37 | 24.8% | 11 | 10.2% | 3 | 9.3%  | 11 | 4.5%  | 9  |
| More independent shops   | 17.1% | 172    | 28.3%  | 56     | 39.6%  | 25     | 28.3%  | 18     | 13.5%  | 39 | 25.2% | 11 | 14.2% | 3 | 9.3%  | 11 | 3.6%  | 7  |
| Street markets - physical improvements   | 0.4%  | 4      | 0.8%   | 2      | 0.0%   | 0      | 1.5%   | 1      | 0.0%   | 0  | 3.0%  | 1  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Street markets - better range and quality of offer   | 0.5%  | 5      | 0.5%   | 1      | 0.6%   | 0      | 0.0%   | 0      | 1.2%   | 4  | 0.6%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Protection from the weather (e.g. covered shopping mall)   | 0.2%  | 2      | 1.2%   | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Shops / services open on Sundays   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Other  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Address the homeless issue   | 0.6%  | 6      | 2.3%   | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.3%   | 1  | 0.0%  | 0  | 0.5%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Better disabled access / facilities  | 0.6%  | 6      | 0.0%   | 0      | 1.1%   | 1      | 0.0%   | 0      | 1.2%   | 3  | 0.0%  | 0  | 0.0%  | 0 | 1.7%  | 2  | 0.0%  | 0  |
| Better layout of shops / more compact  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Better quality of shops in general   | 0.2%  | 2      | 0.0%   | 0      | 1.4%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.6%  | 0  | 1.8%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Better variety of shops in general   | 0.8%  | 8      | 3.2%   | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.5%   | 1  | 0.6%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Charging points for electric cars  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.6%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Cheaper car parking  | 0.8%  | 8      | 0.0%   | 0      | 0.0%   | 0      | 3.3%   | 2      | 0.9%   | 3  | 0.6%  | 0  | 5.7%  | 1 | 1.2%  | 1  | 0.0%  | 0  |
| Cheaper public transport   | 0.3%  | 3      | 0.5%   | 1      | 3.7%   | 2      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Complete the redevelopments  | 0.2%  | 2      | 0.8%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.3%   | 1  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Easier access to The Brooks Shopping Centre  | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.2%   | 3  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Fewer charity shops  | 0.1%  | 1      | 0.0%   | 0      | 2.2%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Fewer coffee shops / cafés   | 1.5%  | 15     | 1.5%   | 3      | 7.3%   | 5      | 0.9%   | 1      | 1.4%   | 4  | 4.5%  | 2  | 2.6%  | 1 | 0.0%  | 0  | 0.0%  | 0  |
| Fewer national multiple shops / High Street shops  | 0.1%  | 1      | 0.5%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Fewer phone shops  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.5%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Fewer restaurants / takeaways  | 1.2%  | 12     | 4.2%   | 8      | 1.7%   | 1      | 1.5%   | 1      | 0.3%   | 1  | 0.6%  | 0  | 1.6%  | 0 | 0.5%  | 1  | 0.0%  | 0  |
| Fewer travel agents  | 0.2%  | 2      | 1.1%   | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Fewer vacant shops   | 2.4%  | 24     | 3.0%   | 6      | 4.3%   | 3      | 2.8%   | 2      | 2.4%   | 7  | 2.4%  | 1  | 3.8%  | 1 | 2.5%  | 3  | 0.4%  | 1  |
| Improve / refurbish the existing shops   | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 2.3%   | 2      | 0.0%   | 0  | 0.0%  | 0  | 2.0%  | 0 | 0.7%  | 1  | 0.0%  | 0  |
| Improve Park & Ride (e.g. longer operating   | 0.7%  | 7      | 0.0%   | 0      | 0.9%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 3.6%  | 4  | 1.0%  | 2  |

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |     |       |    |       |   |       |    |       |    |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|-----|-------|----|-------|---|-------|----|-------|----|
| hours, more stops etc.)                               |       |        |        |        |        |        |        |        |        |     |       |    |       |   |       |    |       |    |
| Improve The Brooks Shopping Centre / Silver Hill area | 0.9%  | 9      | 1.1%   | 2      | 1.7%   | 1      | 3.2%   | 2      | 0.5%   | 1   | 3.1%  | 1  | 0.0%  | 0 | 1.1%  | 1  | 0.0%  | 0  |
| Lower prices in general                               | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 2.3%   | 2      | 0.0%   | 0   | 2.4%  | 1  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| More / better cycle lanes / routes                    | 0.7%  | 7      | 1.6%   | 3      | 1.5%   | 1      | 3.8%   | 2      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| More / better nightlife                               | 0.4%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0 | 0.7%  | 1  | 1.5%  | 3  |
| More / better security                                | 0.0%  | 0      | 0.0%   | 0      | 0.6%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| More baskets on wheels in all stores                  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.6%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| More clothes shops                                    | 0.8%  | 8      | 0.0%   | 0      | 5.8%   | 4      | 2.9%   | 2      | 0.0%   | 0   | 2.4%  | 1  | 1.3%  | 0 | 1.1%  | 1  | 0.0%  | 0  |
| More covered bus stops                                | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.6%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| More dog-friendly shops and services                  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 2.3%   | 1      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| More free activities / events                         | 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%  | 3  |
| More litter bins                                      | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 2.4%  | 1  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| More plastic-free food shops                          | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0 | 1.7%  | 2  | 2.0%  | 0  |
| More shops on level ground                            | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0 | 0.5%  | 1  | 0.0%  | 0  |
| More women's clothing shops                           | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Open a John Lewis store                               | 0.6%  | 6      | 0.0%   | 0      | 0.0%   | 0      | 3.0%   | 2      | 1.2%   | 3   | 0.6%  | 0  | 1.3%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Reduce shop rents to reduce shop closures             | 1.4%  | 14     | 2.8%   | 6      | 7.0%   | 4      | 1.5%   | 1      | 0.0%   | 0   | 0.6%  | 0  | 0.5%  | 0 | 1.8%  | 2  | 0.0%  | 0  |
| Reduce traffic congestion                             | 3.0%  | 30     | 2.8%   | 6      | 6.3%   | 4      | 2.1%   | 1      | 3.3%   | 10  | 1.8%  | 1  | 1.0%  | 0 | 3.2%  | 4  | 2.2%  | 4  |
| Refurbish the swimming pool                           | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.6%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Remove / relocate the street markets                  | 1.2%  | 12     | 2.9%   | 6      | 0.6%   | 0      | 3.3%   | 2      | 0.5%   | 1   | 0.6%  | 0  | 1.3%  | 0 | 1.6%  | 2  | 0.0%  | 0  |
| Remove the cobbles                                    | 0.1%  | 1      | 0.0%   | 0      | 2.2%   | 1      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Repair / resurface pavements                          | 1.0%  | 10     | 1.7%   | 3      | 0.0%   | 0      | 0.9%   | 1      | 1.1%   | 3   | 0.0%  | 0  | 2.0%  | 1 | 2.1%  | 3  | 0.0%  | 0  |
| Smaller buildings                                     | 0.2%  | 2      | 0.8%   | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Stop building houses                                  | 0.1%  | 1      | 0.0%   | 0      | 2.2%   | 1      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Traditional pay machines for car parking              | 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  |
| (Don't know)  | 4.1%  | 41     | 3.8%   | 8      | 0.6%   | 0      | 0.6%   | 0      | 4.9%   | 14  | 2.4%  | 1  | 7.3%  | 2 | 3.2%  | 4  | 6.1%  | 12 |
| (Nothing)   | 38.6% | 387    | 26.4%  | 52     | 8.0%   | 5      | 25.8%  | 17     | 46.8%  | 137 | 27.2% | 12 | 28.6% | 7 | 48.8% | 59 | 50.3% | 99 |
| Weighted base:  | 1004  | 199    | 64     | 65     | 292    | 43     | 25     | 121    | 196    |     |       |    |       |   |       |    |       |    |
| Sample:   | 1004  | 149    | 100    | 100    | 175    | 100    | 100    | 131    | 149    |     |       |    |       |   |       |    |       |    |

**MeanScore: Visits per week**

**Q27 How often do you or your household visit Whiteley Shopping Centre for shopping and other town centre activities?**

|                     |       |      |       |      |       |      |       |      |       |     |       |    |       |    |       |    |       |    |
|---------------------|-------|------|-------|------|-------|------|-------|------|-------|-----|-------|----|-------|----|-------|----|-------|----|
| Daily               | 0.6%  | 6    | 0.5%  | 1    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 2.8%  | 5  |
| 4-6 days a week     | 0.5%  | 5    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 1.2%  | 1  | 1.6%  | 3  |
| 2-3 days a week     | 1.6%  | 16   | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.5%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 1.8%  | 2  | 6.3%  | 12 |
| One day a week      | 1.6%  | 16   | 0.0%  | 0    | 0.0%  | 0    | 2.3%  | 2    | 2.1%  | 6   | 0.0%  | 0  | 0.0%  | 0  | 1.4%  | 2  | 3.4%  | 7  |
| Every 2 weeks       | 3.7%  | 37   | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 5.1%  | 15  | 0.0%  | 0  | 0.0%  | 0  | 5.0%  | 6  | 8.1%  | 16 |
| Monthly             | 7.2%  | 72   | 3.4%  | 7    | 2.7%  | 2    | 0.6%  | 0    | 4.9%  | 14  | 0.0%  | 0  | 4.2%  | 1  | 11.1% | 13 | 17.4% | 34 |
| Once every 2 months | 6.2%  | 62   | 8.1%  | 16   | 0.9%  | 1    | 4.4%  | 3    | 5.5%  | 16  | 0.0%  | 0  | 4.7%  | 1  | 5.4%  | 7  | 9.8%  | 19 |
| 3-4 times a year    | 7.3%  | 73   | 1.6%  | 3    | 2.2%  | 1    | 2.1%  | 1    | 11.9% | 35  | 2.4%  | 1  | 2.0%  | 1  | 8.5%  | 10 | 10.3% | 20 |
| Twice a year        | 10.5% | 105  | 4.9%  | 10   | 5.1%  | 3    | 6.1%  | 4    | 17.6% | 51  | 5.8%  | 2  | 4.5%  | 1  | 11.6% | 14 | 9.8%  | 19 |
| Once a year         | 6.0%  | 60   | 2.5%  | 5    | 4.5%  | 3    | 14.2% | 9    | 5.5%  | 16  | 5.2%  | 2  | 7.9%  | 2  | 7.8%  | 9  | 6.8%  | 13 |
| Less often          | 3.0%  | 30   | 1.2%  | 2    | 4.3%  | 3    | 6.3%  | 4    | 4.3%  | 12  | 2.2%  | 1  | 1.0%  | 0  | 0.5%  | 1  | 3.6%  | 7  |
| Never               | 51.1% | 513  | 77.7% | 154  | 79.7% | 51   | 61.8% | 40   | 41.1% | 120 | 84.4% | 36 | 75.7% | 19 | 45.1% | 55 | 19.6% | 38 |
| (Don't know)        | 0.4%  | 5    | 0.0%  | 0    | 0.6%  | 0    | 0.0%  | 0    | 1.2%  | 3   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.4%  | 1  |
| (Varies)            | 0.4%  | 4    | 0.0%  | 0    | 0.0%  | 0    | 2.3%  | 1    | 0.5%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.7%  | 1  | 0.0%  | 0  |
| Mean:               | 0.18  | 0.05 | 0.01  | 0.03 | 0.09  | 0.00 | 0.02  | 0.19 | 0.58  |     |       |    |       |    |       |    |       |    |
| Weighted base:      | 1004  | 199  | 64    | 65   | 292   | 43   | 25    | 121  | 196   |     |       |    |       |    |       |    |       |    |
| Sample:             | 1004  | 149  | 100   | 100  | 175   | 100  | 100   | 131  | 149   |     |       |    |       |    |       |    |       |    |

Weighted:

September 2019

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |     |       |    |       |    |       |    |       |     |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|-----|-------|----|-------|----|-------|----|-------|-----|
| <b>Q28 What do you like about Whiteley Shopping Centre? [MR]</b> |       |        |        |        |        |        |        |        |        |     |       |    |       |    |       |    |       |     |
| <i>Those who visit Whiteley Shopping Centre at Q27:</i>          |       |        |        |        |        |        |        |        |        |     |       |    |       |    |       |    |       |     |
| Attractive environment / nice place                              | 5.8%  | 28     | 0.0%   | 0      | 2.8%   | 0      | 6.3%   | 2      | 12.1%  | 21  | 0.0%  | 0  | 2.1%  | 0  | 4.2%  | 3  | 1.7%  | 3   |
| Close to friends or relatives                                    | 0.4%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 1.5%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 2.1%  | 1  | 0.0%  | 0   |
| Close to home  | 10.5% | 51     | 0.0%   | 0      | 4.2%   | 1      | 0.0%   | 0      | 7.4%   | 13  | 0.0%  | 0  | 5.4%  | 0  | 11.5% | 8  | 19.1% | 30  |
| Close to work  | 1.9%  | 9      | 4.1%   | 2      | 0.0%   | 0      | 6.1%   | 2      | 0.0%   | 0   | 0.0%  | 0  | 5.4%  | 0  | 1.5%  | 2  |       |     |
| Compact  | 7.0%  | 34     | 4.1%   | 2      | 7.0%   | 1      | 12.9%  | 3      | 6.7%   | 12  | 34.6% | 2  | 7.6%  | 0  | 7.5%  | 5  | 5.8%  | 9   |
| Easy to get to by bike   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| Easy to get to by bus  | 1.1%  | 5      | 5.1%   | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.9%  | 3   |
| Easy to get to by car  | 5.3%  | 26     | 5.1%   | 2      | 29.2%  | 4      | 3.9%   | 1      | 1.3%   | 2   | 0.0%  | 0  | 13.8% | 1  | 13.1% | 9  | 4.5%  | 7   |
| Easy to park   | 23.0% | 113    | 48.6%  | 22     | 15.0%  | 2      | 23.2%  | 6      | 27.5%  | 47  | 14.0% | 1  | 19.5% | 1  | 19.0% | 13 | 13.7% | 22  |
| Good facilities in general                                       | 5.3%  | 26     | 5.1%   | 2      | 4.2%   | 1      | 0.0%   | 0      | 8.0%   | 14  | 0.0%  | 0  | 11.6% | 1  | 1.3%  | 1  | 4.9%  | 8   |
| Good food stores   | 2.5%  | 12     | 0.0%   | 0      | 0.0%   | 0      | 6.1%   | 2      | 2.1%   | 4   | 15.6% | 1  | 2.1%  | 0  | 0.0%  | 0  | 3.7%  | 6   |
| Good pubs, cafés or restaurants                                  | 9.7%  | 48     | 3.4%   | 1      | 11.1%  | 1      | 14.7%  | 4      | 12.3%  | 21  | 4.0%  | 0  | 3.2%  | 0  | 10.0% | 7  | 8.1%  | 13  |
| Good range of non-food shops                                     | 20.8% | 102    | 21.0%  | 9      | 12.7%  | 2      | 14.9%  | 4      | 20.1%  | 35  | 33.5% | 2  | 8.4%  | 1  | 33.2% | 22 | 17.9% | 28  |
| Good range of independent shops                                  | 7.0%  | 34     | 15.4%  | 7      | 0.0%   | 0      | 7.9%   | 2      | 5.7%   | 10  | 0.0%  | 0  | 0.0%  | 0  | 7.9%  | 5  | 6.7%  | 10  |
| Good range of 'high street' retailers / multiples                | 9.2%  | 45     | 15.8%  | 7      | 4.2%   | 1      | 1.5%   | 0      | 7.8%   | 13  | 4.0%  | 0  | 9.7%  | 1  | 13.3% | 9  | 8.9%  | 14  |
| Affordable shops   | 4.1%  | 20     | 10.3%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 5.9%   | 10  | 0.0%  | 0  | 13.8% | 1  | 0.8%  | 1  | 2.6%  | 4   |
| High quality shops   | 4.0%  | 19     | 6.5%   | 3      | 11.1%  | 1      | 0.0%   | 0      | 2.8%   | 5   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 6.6%  | 10  |
| Makes a change from other places                                 | 1.7%  | 9      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.5%   | 4   | 4.0%  | 0  | 5.4%  | 0  | 0.8%  | 1  | 2.0%  | 3   |
| Quiet / not too crowded  | 2.0%  | 10     | 5.3%   | 2      | 4.2%   | 1      | 2.3%   | 1      | 1.3%   | 2   | 0.0%  | 0  | 0.0%  | 0  | 4.1%  | 3  | 1.0%  | 2   |
| Safe and secure  | 1.6%  | 8      | 5.3%   | 2      | 0.0%   | 0      | 0.0%   | 0      | 3.0%   | 5   | 0.0%  | 0  | 0.0%  | 0  | 0.8%  | 1  | 0.0%  | 0   |
| Modern   | 1.4%  | 7      | 2.0%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.5%   | 1   | 0.0%  | 0  | 5.4%  | 0  | 2.1%  | 1  | 2.0%  | 3   |
| Everything 'under one roof'                                      | 2.5%  | 12     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 6.3%   | 11  | 4.0%  | 0  | 6.4%  | 0  | 0.0%  | 0  | 0.5%  | 1   |
| Other  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| Clean / tidy streets   | 1.2%  | 6      | 0.0%   | 0      | 0.0%   | 0      | 3.9%   | 1      | 2.1%   | 4   | 0.0%  | 0  | 5.4%  | 0  | 1.3%  | 1  | 0.0%  | 0   |
| Flat terrain   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 2.1%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| Free car parking   | 10.6% | 52     | 2.0%   | 1      | 11.1%  | 1      | 13.7%  | 3      | 10.6%  | 18  | 30.7% | 2  | 14.1% | 1  | 12.4% | 8  | 10.7% | 17  |
| Good / long shop opening times                                   | 0.7%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.0%   | 3   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| Good atmosphere / friendly people                                | 0.2%  | 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   |
| Good disabled access   | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.5%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| Good leisure centre  | 0.3%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 2.1%  | 0  | 0.0%  | 0  | 0.7%  | 1   |
| Has a cinema   | 2.1%  | 10     | 3.4%   | 1      | 4.2%   | 1      | 0.0%   | 0      | 1.5%   | 3   | 0.0%  | 0  | 0.0%  | 0  | 4.2%  | 3  | 1.9%  | 3   |
| Has a large Marks & Spencer store                                | 1.5%  | 7      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 4.0%  | 0  | 0.0%  | 0  | 3.3%  | 2  | 3.0%  | 5   |
| Has everything I need  | 0.2%  | 1      | 2.0%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| No smoking policy  | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.7%  | 1   |
| Pedestrianised areas   | 0.5%  | 2      | 5.3%   | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| Recently refurbished   | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.5%  | 1   |
| Spacious / 'outside' shopping                                    | 1.9%  | 9      | 1.3%   | 1      | 0.0%   | 0      | 2.3%   | 1      | 2.1%   | 4   | 0.0%  | 0  | 0.0%  | 0  | 1.3%  | 1  | 2.5%  | 4   |
| Unique   | 0.5%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 1.5%   | 0      | 1.3%   | 2   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| (Dont know)  | 1.7%  | 8      | 5.3%   | 2      | 13.5%  | 2      | 0.0%   | 0      | 1.3%   | 2   | 6.0%  | 0  | 5.3%  | 0  | 2.1%  | 1  | 0.0%  | 0   |
| (Nothing / very little)  | 15.2% | 75     | 15.2%  | 7      | 19.8%  | 3      | 22.9%  | 6      | 16.8%  | 29  | 4.0%  | 0  | 20.6% | 1  | 6.7%  | 4  | 15.7% | 25  |
| Weighted base:   |       | 491    |        | 44     |        | 13     |        | 25     |        | 172 |       | 7  |       | 6  |       | 67 |       | 158 |
| Sample:  |       | 395    |        | 29     |        | 19     |        | 33     |        | 97  |       | 13 |       | 24 |       | 67 |       | 113 |

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |     |       |     |       |     |       |     |       |     |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|-----|-------|-----|-------|-----|-------|-----|-------|-----|
| <b>Q29 What could be improved about Whiteley Shopping Centre that would make you visit it more often? [MR]</b> |       |        |        |        |        |        |        |        |        |     |       |     |       |     |       |     |       |     |
| Better access by road  | 3.0%  | 30     | 0.0%   | 0      | 0.0%   | 0      | 10.0%  | 6      | 2.1%   | 6   | 0.0%  | 0   | 6.4%  | 2   | 3.2%  | 4   | 6.2%  | 12  |
| Better public transport  | 0.9%  | 10     | 0.3%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 2   | 0.0%  | 0   | 0.5%  | 0   | 3.9%  | 5   | 1.2%  | 2   |
| Better signposting   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Cleaner streets  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Facilities which would assist you if shopping with children  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Free car parking   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 0      | 0.3%   | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| More / better town centre events   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| More / better comparison retailers (i.e. non-food shops)   | 0.9%  | 9      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.1%   | 6   | 0.0%  | 0   | 1.3%  | 0   | 1.4%  | 2   | 0.4%  | 1   |
| More / better value or affordable shops  | 1.4%  | 14     | 0.3%   | 1      | 1.4%   | 1      | 0.0%   | 0      | 2.7%   | 8   | 0.0%  | 0   | 0.5%  | 0   | 0.0%  | 0   | 2.1%  | 4   |
| More / better entertainment  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.5%   | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| More / better places for eating out (e.g. cafés and restaurants)   | 1.0%  | 10     | 0.5%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.8%  | 0   | 1.4%  | 2   | 3.7%  | 7   |
| More / better food shops   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| More / better parking  | 2.7%  | 27     | 0.8%   | 1      | 0.0%   | 0      | 2.3%   | 2      | 3.5%   | 10  | 0.0%  | 0   | 0.0%  | 0   | 5.9%  | 7   | 3.6%  | 7   |
| More / better pedestrianised streets   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| More / better public conveniences  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| More / better seats / flower displays  | 0.2%  | 2      | 0.0%   | 0      | 0.9%   | 1      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.5%  | 1   | 0.4%  | 1   |
| More / better services   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| More advertising   | 0.1%  | 1      | 0.3%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.5%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| More national multiple shops / High Street shops   | 4.2%  | 43     | 1.2%   | 2      | 1.4%   | 1      | 0.9%   | 1      | 7.1%   | 21  | 3.0%  | 1   | 0.0%  | 0   | 2.9%  | 4   | 6.8%  | 13  |
| More independent / specialist shops  | 3.7%  | 37     | 1.6%   | 3      | 0.6%   | 0      | 3.0%   | 2      | 7.8%   | 23  | 0.0%  | 0   | 0.0%  | 0   | 0.9%  | 1   | 3.8%  | 7   |
| A street market  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Shops / services open on Sundays   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Other  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Better atmosphere  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Better disabled access / facilities  | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 1.8%  | 2   | 0.0%  | 0   |
| Better phone reception   | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 1.0%  | 2   |
| Clearer parking signage  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.5%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Covered walkways   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.4%  | 1   |
| Fewer coffee shops / cafés   | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.9%   | 3   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Larger shopping area   | 0.4%  | 4      | 0.5%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 1.2%   | 3   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Later opening hours in shops / cafés   | 0.4%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 2.2%  | 4   |
| Less busy  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.4%  | 1   |
| More / better pubs / bars  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.6%  | 1   |
| More / better signage  | 0.1%  | 1      | 0.0%   | 0      | 0.9%   | 1      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| More / better special offers in shops  | 0.2%  | 2      | 0.0%   | 0      | 0.6%   | 0      | 0.0%   | 0      | 0.5%   | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| More clothes shops   | 0.5%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.8%   | 2   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 1.6%  | 3   |
| More shops indoors / undercover  | 2.3%  | 23     | 0.0%   | 0      | 1.1%   | 1      | 0.0%   | 0      | 2.1%   | 6   | 0.6%  | 0   | 0.0%  | 0   | 0.9%  | 1   | 7.4%  | 15  |
| Open a Primark store   | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.2%   | 3   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Reduce traffic congestion  | 3.0%  | 31     | 0.5%   | 1      | 0.0%   | 0      | 6.2%   | 4      | 2.4%   | 7   | 0.0%  | 0   | 0.0%  | 0   | 2.7%  | 3   | 7.8%  | 15  |
| Remove indoor shopping centre / have all shops outdoors  | 0.0%  | 0      | 0.0%   | 0      | 0.6%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Remove the parking cameras   | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.8%   | 2   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Re-open the banks  | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.5%   | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.6%  | 1   |
| (Don't know)   | 16.1% | 161    | 38.2%  | 76     | 19.7%  | 13     | 14.8%  | 10     | 15.0%  | 44  | 10.5% | 5   | 24.0% | 6   | 2.7%  | 3   | 2.8%  | 5   |
| (Nothing)  | 61.5% | 618    | 56.0%  | 111    | 73.5%  | 47     | 65.5%  | 42     | 57.5%  | 168 | 85.9% | 37  | 65.4% | 16  | 73.8% | 89  | 54.4% | 107 |
| Weighted base:   |       | 1004   |        | 199    |        | 64     |        | 65     |        | 292 |       | 43  |       | 25  |       | 121 |       | 196 |
| Sample:  |       | 1004   |        | 149    |        | 100    |        | 100    |        | 175 |       | 100 |       | 100 |       | 131 |       | 149 |

# Winchester Household Survey For Lambert Smith Hampton

Weighted:

September 2019

|  | Total | Zone 1      | Zone 2 | Zone 3      | Zone 4 | Zone 5      | Zone 6 | Zone 7      | Zone 8 |             |       |             |       |             |       |             |       |             |
|--|-------|-------------|--------|-------------|--------|-------------|--------|-------------|--------|-------------|-------|-------------|-------|-------------|-------|-------------|-------|-------------|
| <b>MeanScore: Visits per week</b>  |       |             |        |             |        |             |        |             |        |             |       |             |       |             |       |             |       |             |
| <b>Q30 How often do you or your household visit New Alresford Town Centre for shopping and other town centre activities?</b> |       |             |        |             |        |             |        |             |        |             |       |             |       |             |       |             |       |             |
| Daily  | 1.6%  | 16          | 0.3%   | 1           | 0.0%   | 0           | 0.0%   | 0           | 0.0%   | 0           | 32.4% | 14          | 2.6%  | 1           | 0.7%  | 1           | 0.0%  | 0           |
| 4-6 days a week  | 0.5%  | 5           | 0.0%   | 0           | 0.9%   | 1           | 0.0%   | 0           | 0.0%   | 0           | 9.9%  | 4           | 0.8%  | 0           | 0.0%  | 0           | 0.0%  | 0           |
| 2-3 days a week  | 2.0%  | 20          | 0.0%   | 0           | 2.2%   | 1           | 0.0%   | 0           | 0.6%   | 2           | 31.8% | 14          | 8.6%  | 2           | 0.0%  | 0           | 0.4%  | 1           |
| One day a week   | 1.3%  | 13          | 1.1%   | 2           | 1.4%   | 1           | 0.0%   | 0           | 0.3%   | 1           | 12.0% | 5           | 14.0% | 3           | 0.7%  | 1           | 0.0%  | 0           |
| Every 2 weeks  | 0.9%  | 9           | 0.3%   | 1           | 4.8%   | 3           | 0.6%   | 0           | 0.0%   | 0           | 6.4%  | 3           | 8.1%  | 2           | 0.5%  | 1           | 0.0%  | 0           |
| Monthly  | 2.4%  | 24          | 4.2%   | 8           | 6.8%   | 4           | 4.4%   | 3           | 0.8%   | 2           | 0.6%  | 0           | 3.9%  | 1           | 2.5%  | 3           | 1.0%  | 2           |
| Once every 2 months  | 2.5%  | 25          | 2.1%   | 4           | 15.6%  | 10          | 3.3%   | 2           | 1.2%   | 4           | 0.6%  | 0           | 3.9%  | 1           | 2.3%  | 3           | 0.4%  | 1           |
| 3-4 times a year   | 2.6%  | 26          | 6.2%   | 12          | 3.7%   | 2           | 5.3%   | 3           | 1.4%   | 4           | 1.6%  | 1           | 4.3%  | 1           | 0.5%  | 1           | 0.8%  | 2           |
| Twice a year   | 3.8%  | 38          | 6.8%   | 13          | 9.9%   | 6           | 4.5%   | 3           | 2.7%   | 8           | 0.0%  | 0           | 1.6%  | 0           | 4.7%  | 6           | 0.8%  | 2           |
| Once a year  | 4.0%  | 40          | 2.8%   | 6           | 4.7%   | 3           | 8.2%   | 5           | 5.2%   | 15          | 0.6%  | 0           | 1.8%  | 0           | 2.3%  | 3           | 4.0%  | 8           |
| Less often   | 3.1%  | 31          | 4.2%   | 8           | 4.8%   | 3           | 1.2%   | 1           | 3.9%   | 11          | 1.6%  | 1           | 3.8%  | 1           | 1.1%  | 1           | 2.2%  | 4           |
| Never  | 74.3% | 746         | 71.3%  | 142         | 44.6%  | 29          | 67.4%  | 44          | 82.9%  | 242         | 2.5%  | 1           | 43.9% | 11          | 84.7% | 103         | 89.8% | 176         |
| (Don't know)   | 0.4%  | 4           | 0.0%   | 0           | 0.6%   | 0           | 2.3%   | 1           | 0.9%   | 3           | 0.0%  | 0           | 0.0%  | 0           | 0.0%  | 0           | 0.0%  | 0           |
| (Varies)   | 0.5%  | 5           | 0.8%   | 2           | 0.0%   | 0           | 2.8%   | 2           | 0.0%   | 0           | 0.0%  | 0           | 2.5%  | 1           | 0.0%  | 0           | 0.6%  | 1           |
| <i>Mean:</i>   |       | <i>0.22</i> |        | <i>0.05</i> |        | <i>0.18</i> |        | <i>0.03</i> |        | <i>0.02</i> |       | <i>3.72</i> |       | <i>0.65</i> |       | <i>0.07</i> |       | <i>0.01</i> |
| Weighted base:   |       | 1004        |        | 199         |        | 64          |        | 65          |        | 292         |       | 43          |       | 25          |       | 121         |       | 196         |
| Sample:  |       | 1004        |        | 149         |        | 100         |        | 100         |        | 175         |       | 100         |       | 100         |       | 131         |       | 149         |

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |    |       |    |       |    |       |    |       |    |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|----|-------|----|-------|----|-------|----|-------|----|
| <b>Q31 What do you like about New Alresford Town Centre? [MR]</b> |       |        |        |        |        |        |        |        |        |    |       |    |       |    |       |    |       |    |
| <i>Those who visit New Alresford Town Centre at Q31:</i>          |       |        |        |        |        |        |        |        |        |    |       |    |       |    |       |    |       |    |
| Attractive environment / nice place                               | 38.9% | 100    | 55.3%  | 32     | 35.3%  | 13     | 58.0%  | 12     | 23.2%  | 12 | 35.3% | 15 | 16.5% | 2  | 36.0% | 7  | 43.1% | 9  |
| Close to friends or relatives                                     | 2.6%  | 7      | 2.6%   | 1      | 2.1%   | 1      | 0.0%   | 0      | 3.5%   | 2  | 0.0%  | 0  | 0.0%  | 0  | 4.5%  | 1  | 9.9%  | 2  |
| Close to home   | 9.6%  | 25     | 5.0%   | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 41.8% | 18 | 26.1% | 4  | 0.0%  | 0  | 3.9%  | 1  |
| Close to work   | 0.5%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 3.1%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Compact   | 3.0%  | 8      | 0.0%   | 0      | 2.1%   | 1      | 5.4%   | 1      | 2.7%   | 1  | 6.6%  | 3  | 8.4%  | 1  | 3.0%  | 1  | 0.0%  | 0  |
| Easy to get to by bike  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Easy to get to by bus   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Easy to get to by car   | 1.0%  | 2      | 0.0%   | 0      | 5.6%   | 2      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 3.5%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Easy to park  | 3.2%  | 8      | 4.8%   | 3      | 8.0%   | 3      | 1.8%   | 0      | 1.8%   | 1  | 1.9%  | 1  | 5.1%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Good facilities in general  | 1.5%  | 4      | 0.0%   | 0      | 1.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 6.0%  | 3  | 2.4%  | 0  | 0.0%  | 0  | 3.9%  | 1  |
| Good food stores  | 5.5%  | 14     | 9.7%   | 6      | 5.6%   | 2      | 6.4%   | 1      | 1.8%   | 1  | 8.0%  | 3  | 8.4%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Good pubs, cafés or restaurants                                   | 13.3% | 34     | 17.3%  | 10     | 11.8%  | 4      | 11.9%  | 3      | 13.5%  | 7  | 4.1%  | 2  | 11.1% | 2  | 21.0% | 4  | 19.6% | 4  |
| Good range of non-food shops                                      | 6.4%  | 17     | 4.1%   | 2      | 12.6%  | 4      | 4.6%   | 1      | 0.0%   | 0  | 10.1% | 4  | 12.7% | 2  | 10.5% | 2  | 3.9%  | 1  |
| Good range of independent shops                                   | 27.0% | 70     | 33.8%  | 19     | 35.1%  | 12     | 25.5%  | 5      | 18.9%  | 9  | 28.1% | 12 | 21.9% | 3  | 29.5% | 5  | 13.7% | 3  |
| Good range of 'high street' retailers / multiples                 | 1.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 6.1%  | 3  | 0.9%  | 0  | 0.0%  | 0  | 3.9%  | 1  |
| Affordable shops  | 0.5%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 3.0%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| High quality shops  | 2.7%  | 7      | 1.6%   | 1      | 1.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 6.2%  | 3  | 1.4%  | 0  | 11.4% | 2  | 3.9%  | 1  |
| The street market   | 1.9%  | 5      | 2.7%   | 2      | 6.6%   | 2      | 0.0%   | 0      | 0.0%   | 0  | 1.6%  | 1  | 2.4%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Makes a change from other places                                  | 1.2%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.7%   | 1  | 0.6%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 7.8%  | 2  |
| Quiet   | 2.2%  | 6      | 6.1%   | 3      | 0.0%   | 0      | 1.8%   | 0      | 0.0%   | 0  | 1.3%  | 1  | 2.3%  | 0  | 4.5%  | 1  | 0.0%  | 0  |
| Safe and secure   | 0.8%  | 2      | 2.7%   | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 3.0%  | 1  | 0.0%  | 0  |
| Traditional   | 8.9%  | 23     | 6.3%   | 4      | 5.1%   | 2      | 0.0%   | 0      | 22.1%  | 11 | 2.9%  | 1  | 4.6%  | 1  | 16.5% | 3  | 7.8%  | 2  |
| History and historical architecture                               | 3.3%  | 8      | 2.1%   | 1      | 2.1%   | 1      | 0.0%   | 0      | 7.1%   | 4  | 1.6%  | 1  | 2.4%  | 0  | 4.5%  | 1  | 5.9%  | 1  |
| Other   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Close to hobby / leisure activities                               | 0.6%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 1.6%  | 1  | 0.0%  | 0  | 4.5%  | 1  | 0.0%  | 0  |
| Familiar  | 1.8%  | 5      | 0.0%   | 0      | 3.1%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 4.8%  | 2  | 5.6%  | 1  | 4.5%  | 1  | 0.0%  | 0  |
| Free car parking  | 0.8%  | 2      | 0.0%   | 0      | 5.1%   | 2      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 1.9%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Good atmosphere / friendly people                                 | 5.5%  | 14     | 4.3%   | 2      | 10.1%  | 4      | 2.7%   | 1      | 6.3%   | 3  | 8.7%  | 4  | 5.6%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Good book shop  | 0.2%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 3.5%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Good cycle routes / lanes   | 0.4%  | 1      | 0.0%   | 0      | 2.6%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Good services (e.g. library, dry cleaners, hairdressers etc.)     | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.6%  | 0  | 1.9%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Has everything I need   | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.6%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| My dentist is located there                                       | 0.2%  | 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  |
| Small / not too big   | 0.2%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 3.3%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Still has a bank  | 0.2%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.6%  | 0  | 0.9%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Supporting local business   | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 1.3%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| (Dont know)   | 2.1%  | 6      | 1.6%   | 1      | 0.0%   | 0      | 8.7%   | 2      | 5.3%   | 3  | 0.0%  | 0  | 0.9%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| (Nothing / very little)   | 6.7%  | 17     | 5.2%   | 3      | 3.6%   | 1      | 6.9%   | 1      | 14.3%  | 7  | 2.5%  | 1  | 4.5%  | 1  | 0.0%  | 0  | 13.7% | 3  |
| Weighted base:  |       | 258    |        | 57     |        | 35     |        | 21     |        | 50 |       | 42 |       | 14 |       | 19 |       | 20 |
| Sample:   |       | 376    |        | 55     |        | 56     |        | 32     |        | 34 |       | 96 |       | 60 |       | 23 |       | 20 |

Weighted:

September 2019

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |     |       |     |       |     |       |     |       |     |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|-----|-------|-----|-------|-----|-------|-----|-------|-----|
| <b>Q32 What could be improved about New Alresford Town Centre that would make you visit it more often? [MR]</b> |       |        |        |        |        |        |        |        |        |     |       |     |       |     |       |     |       |     |
| Better access by road   | 0.0%  | 0      | 0.0%   | 0      | 0.6%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Better public transport   | 0.7%  | 7      | 0.0%   | 0      | 0.6%   | 0      | 0.0%   | 0      | 1.4%   | 4   | 1.6%  | 1   | 2.0%  | 1   | 1.1%  | 1   | 0.0%  | 0   |
| Better signposting  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Cleaner streets   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Facilities which would assist you if shopping with children   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Free car parking  | 0.7%  | 7      | 0.0%   | 0      | 2.3%   | 1      | 0.0%   | 0      | 0.3%   | 1   | 6.4%  | 3   | 1.3%  | 0   | 0.5%  | 1   | 0.4%  | 1   |
| More / better town centre events  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| More / better comparison retailers (i.e. non-food shops)  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.8%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| More / better value or affordable shops   | 0.6%  | 6      | 0.3%   | 1      | 3.7%   | 2      | 0.0%   | 0      | 0.8%   | 2   | 1.2%  | 1   | 1.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| More / better entertainment   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 2.4%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| More / better places for eating out (e.g. cafés and restaurants)  | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 2.1%   | 1      | 0.3%   | 1   | 2.2%  | 1   | 1.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| More / better food shops  | 0.1%  | 1      | 0.0%   | 0      | 0.6%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.6%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| More / better parking   | 4.9%  | 49     | 4.3%   | 9      | 10.8%  | 7      | 4.8%   | 3      | 2.9%   | 8   | 23.9% | 10  | 11.9% | 3   | 3.0%  | 4   | 2.8%  | 5   |
| More / better pedestrianised streets  | 0.1%  | 1      | 0.0%   | 0      | 1.4%   | 1      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| More / better public conveniences   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.5%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| More / better seats / flower displays   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| More / better services  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| More advertising  | 0.5%  | 5      | 1.1%   | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.8%   | 2   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| More national multiple shops / High Street shops  | 1.0%  | 10     | 1.2%   | 2      | 4.0%   | 3      | 0.6%   | 0      | 0.5%   | 1   | 4.6%  | 2   | 2.6%  | 1   | 0.0%  | 0   | 0.4%  | 1   |
| More independent shops  | 1.4%  | 14     | 1.1%   | 2      | 1.7%   | 1      | 1.5%   | 1      | 1.2%   | 4   | 9.8%  | 4   | 3.4%  | 1   | 0.0%  | 0   | 0.4%  | 1   |
| Street markets - physical improvements  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Street markets - better range and quality of offer  | 0.4%  | 4      | 0.0%   | 0      | 2.2%   | 1      | 0.0%   | 0      | 0.8%   | 2   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Protection from the weather (e.g. covered shopping mall)  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Shops / services open on Sundays  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.5%   | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Other   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Better special offers in the supermarkets   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Cheaper public transport  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 1.6%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Fewer coffee shops / cafés  | 0.3%  | 3      | 0.0%   | 0      | 0.6%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 6.7%  | 3   | 0.5%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Fewer women's clothes shops   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.6%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Less crowded / busy   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.5%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| More / better disabled access / facilities  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.8%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| More coffee shops / cafés   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.6%  | 1   |
| More facilities / activities for young people   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 2.4%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| More level pavements  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.6%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| More parking control / traffic wardens  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.5%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| More pedestrian crossings   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.6%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| More traffic-calming measures   | 0.1%  | 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   |
| Open a petrol station   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.3%   | 1   | 0.6%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Reduce shop rents to reduce shop closures   | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 4.6%  | 2   | 0.8%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Remove large 'superstores'  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.6%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Re-open the banks   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 2.8%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Wider pavements   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.7%  | 1   | 0.0%  | 0   |
| (Don't know)  | 22.5% | 226    | 41.5%  | 82     | 8.4%   | 5      | 18.4%  | 12     | 28.9%  | 84  | 0.0%  | 0   | 19.4% | 5   | 5.4%  | 7   | 15.6% | 31  |
| (Nothing)   | 67.8% | 681    | 51.2%  | 102    | 71.4%  | 46     | 74.1%  | 48     | 63.4%  | 185 | 45.0% | 19  | 57.8% | 14  | 89.8% | 109 | 80.6% | 158 |
| Weighted base:  | 1004  | 199    |        | 64     |        | 65     |        | 292    |        | 43  |       | 25  |       | 121 |       | 196 |       |     |
| Sample:   | 1004  | 149    |        | 100    |        | 100    |        | 175    |        | 100 |       | 100 |       | 131 |       | 149 |       |     |

Column %ges.

# Winchester Household Survey For Lambert Smith Hampton

|   | Total       | Zone 1 | Zone 2      | Zone 3 | Zone 4      | Zone 5 | Zone 6      | Zone 7 | Zone 8      |     |             |     |             |     |             |     |             |     |
|---|-------------|--------|-------------|--------|-------------|--------|-------------|--------|-------------|-----|-------------|-----|-------------|-----|-------------|-----|-------------|-----|
| <b>MeanScore: Visits per week</b>   |             |        |             |        |             |        |             |        |             |     |             |     |             |     |             |     |             |     |
| <b>Q33 How often do you or your household visit Bishop's Waltham Town Centre for shopping and other town centre activities?</b> |             |        |             |        |             |        |             |        |             |     |             |     |             |     |             |     |             |     |
| Daily   | 1.3%        | 13     | 0.0%        | 0      | 0.0%        | 0      | 0.0%        | 0      | 0.0%        | 0   | 0.0%        | 0   | 1.0%        | 0   | 10.8%       | 13  | 0.0%        | 0   |
| 4-6 days a week   | 1.9%        | 19     | 0.0%        | 0      | 0.9%        | 1      | 0.0%        | 0      | 0.5%        | 1   | 0.0%        | 0   | 0.5%        | 0   | 11.1%       | 13  | 1.6%        | 3   |
| 2-3 days a week   | 2.9%        | 29     | 0.0%        | 0      | 0.0%        | 0      | 0.0%        | 0      | 0.8%        | 2   | 0.0%        | 0   | 8.9%        | 2   | 19.6%       | 24  | 0.4%        | 1   |
| One day a week  | 3.7%        | 37     | 0.0%        | 0      | 0.0%        | 0      | 0.6%        | 0      | 0.5%        | 1   | 2.4%        | 1   | 6.0%        | 1   | 17.8%       | 22  | 5.9%        | 12  |
| Every 2 weeks   | 1.8%        | 18     | 0.0%        | 0      | 0.0%        | 0      | 0.0%        | 0      | 3.2%        | 9   | 0.0%        | 0   | 4.3%        | 1   | 5.1%        | 6   | 0.8%        | 2   |
| Monthly   | 3.6%        | 37     | 0.5%        | 1      | 2.7%        | 2      | 1.5%        | 1      | 6.0%        | 18  | 0.0%        | 0   | 5.2%        | 1   | 5.2%        | 6   | 4.0%        | 8   |
| Once every 2 months   | 3.6%        | 36     | 0.8%        | 2      | 2.2%        | 1      | 6.5%        | 4      | 6.4%        | 19  | 0.0%        | 0   | 1.6%        | 0   | 2.7%        | 3   | 3.4%        | 7   |
| 3-4 times a year  | 4.0%        | 41     | 2.6%        | 5      | 0.0%        | 0      | 6.8%        | 4      | 3.0%        | 9   | 1.2%        | 1   | 3.9%        | 1   | 1.1%        | 1   | 9.9%        | 19  |
| Twice a year  | 3.5%        | 35     | 0.8%        | 1      | 2.7%        | 2      | 5.6%        | 4      | 8.0%        | 23  | 0.6%        | 0   | 1.6%        | 0   | 0.0%        | 0   | 2.2%        | 4   |
| Once a year   | 4.1%        | 41     | 1.4%        | 3      | 1.4%        | 1      | 4.5%        | 3      | 6.9%        | 20  | 4.9%        | 2   | 5.1%        | 1   | 0.5%        | 1   | 5.2%        | 10  |
| Less often  | 2.1%        | 21     | 1.1%        | 2      | 2.0%        | 1      | 0.6%        | 0      | 2.9%        | 8   | 2.8%        | 1   | 2.9%        | 1   | 0.0%        | 0   | 3.4%        | 7   |
| Never   | 66.4%       | 667    | 93.0%       | 185    | 88.1%       | 56     | 67.7%       | 44     | 61.5%       | 179 | 87.5%       | 38  | 58.9%       | 15  | 23.2%       | 28  | 62.5%       | 122 |
| (Don't know)  | 0.5%        | 5      | 0.0%        | 0      | 0.0%        | 0      | 2.3%        | 1      | 0.5%        | 1   | 0.0%        | 0   | 0.0%        | 0   | 0.9%        | 1   | 0.4%        | 1   |
| (Varies)  | 0.6%        | 6      | 0.0%        | 0      | 0.0%        | 0      | 4.0%        | 3      | 0.0%        | 0   | 0.6%        | 0   | 0.0%        | 0   | 1.8%        | 2   | 0.4%        | 1   |
| <i>Mean:</i>  | <i>0.33</i> |        | <i>0.01</i> |        | <i>0.05</i> |        | <i>0.03</i> |        | <i>0.09</i> |     | <i>0.03</i> |     | <i>0.42</i> |     | <i>2.08</i> |     | <i>0.18</i> |     |
| Weighted base:  | 1004        | 199    |             | 64     |             | 65     |             | 292    |             | 43  |             | 25  |             | 121 |             | 196 |             |     |
| Sample:   | 1004        | 149    |             | 100    |             | 100    |             | 175    |             | 100 |             | 100 |             | 131 |             | 149 |             |     |

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |     |       |    |       |    |       |     |       |    |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|-----|-------|----|-------|----|-------|-----|-------|----|
| <b>Q34 What do you like about Bishop's Waltham Town Centre? [MR]</b> |       |        |        |        |        |        |        |        |        |     |       |    |       |    |       |     |       |    |
| <i>Those who visit Bishop's Waltham Town Centre at Q33:</i>          |       |        |        |        |        |        |        |        |        |     |       |    |       |    |       |     |       |    |
| Attractive environment / nice place                                  | 29.6% | 100    | 49.4%  | 7      | 30.2%  | 2      | 31.1%  | 7      | 30.6%  | 34  | 43.1% | 2  | 11.5% | 1  | 24.1% | 22  | 32.4% | 24 |
| Close to friends or relatives  | 3.1%  | 11     | 10.9%  | 2      | 4.8%   | 0      | 0.0%   | 0      | 6.7%   | 7   | 4.9%  | 0  | 1.3%  | 0  | 0.0%  | 0   | 1.1%  | 1  |
| Close to home  | 16.4% | 55     | 16.3%  | 2      | 7.2%   | 1      | 0.0%   | 0      | 2.0%   | 2   | 0.0%  | 0  | 28.6% | 3  | 48.3% | 45  | 3.2%  | 2  |
| Close to work  | 1.5%  | 5      | 16.9%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.9%  | 1   | 2.7%  | 2  |
| Compact  | 3.6%  | 12     | 0.0%   | 0      | 0.0%   | 0      | 5.5%   | 1      | 5.6%   | 6   | 0.0%  | 0  | 1.3%  | 0  | 2.4%  | 2   | 3.2%  | 2  |
| Easy to get to by bike   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0  |
| Easy to get to by bus  | 0.4%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 1.8%   | 0      | 0.8%   | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0  |
| Easy to get to by car  | 1.0%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 1.3%  | 0  | 2.3%  | 2   | 1.6%  | 1  |
| Easy to park   | 5.2%  | 17     | 0.0%   | 0      | 0.0%   | 0      | 10.9%  | 2      | 4.8%   | 5   | 0.0%  | 0  | 14.6% | 1  | 3.8%  | 4   | 6.4%  | 5  |
| Good facilities in general   | 2.3%  | 8      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.2%   | 1   | 0.0%  | 0  | 5.7%  | 1  | 6.1%  | 6   | 0.0%  | 0  |
| Good food stores   | 3.2%  | 11     | 0.0%   | 0      | 0.0%   | 0      | 1.8%   | 0      | 0.8%   | 1   | 0.0%  | 0  | 8.3%  | 1  | 6.3%  | 6   | 3.7%  | 3  |
| Good pubs, cafés or restaurants                                      | 15.5% | 52     | 34.1%  | 5      | 12.0%  | 1      | 15.5%  | 3      | 18.7%  | 21  | 22.4% | 1  | 10.8% | 1  | 9.0%  | 8   | 15.7% | 12 |
| Good range of non-food shops   | 6.8%  | 23     | 0.0%   | 0      | 0.0%   | 0      | 6.4%   | 1      | 6.8%   | 8   | 4.9%  | 0  | 18.2% | 2  | 9.1%  | 9   | 4.8%  | 4  |
| Good range of independent shops                                      | 22.1% | 74     | 17.2%  | 2      | 23.0%  | 2      | 48.5%  | 10     | 25.3%  | 28  | 24.3% | 1  | 24.9% | 3  | 14.3% | 13  | 19.7% | 15 |
| Good range of 'high street' retailers / multiples                    | 0.9%  | 3      | 6.5%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 1.3%  | 0  | 0.6%  | 1   | 2.1%  | 2  |
| Affordable shops   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0  |
| High quality shops   | 2.7%  | 9      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 6.0%   | 7   | 0.0%  | 0  | 0.0%  | 0  | 0.6%  | 1   | 2.7%  | 2  |
| The street market  | 0.5%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.2%   | 1   | 0.0%  | 0  | 3.2%  | 0  | 0.0%  | 0   | 0.0%  | 0  |
| Makes a change from other places                                     | 0.3%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 4.9%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 1.1%  | 1  |
| Quiet  | 2.4%  | 8      | 0.0%   | 0      | 18.2%  | 1      | 0.0%   | 0      | 5.9%   | 7   | 0.0%  | 0  | 1.3%  | 0  | 0.0%  | 0   | 0.0%  | 0  |
| Safe and secure  | 1.2%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.8%   | 1   | 0.0%  | 0  | 0.0%  | 0  | 2.4%  | 2   | 1.1%  | 1  |
| Traditional  | 8.9%  | 30     | 6.5%   | 1      | 7.2%   | 1      | 4.7%   | 1      | 9.7%   | 11  | 0.0%  | 0  | 4.5%  | 0  | 5.9%  | 5   | 14.7% | 11 |
| History and historical architecture                                  | 2.9%  | 10     | 0.0%   | 0      | 4.8%   | 0      | 0.0%   | 0      | 2.8%   | 3   | 0.0%  | 0  | 3.2%  | 0  | 0.6%  | 1   | 7.5%  | 5  |
| Other  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0  |
| Close to schools   | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 4.8%  | 0  | 0.0%  | 0   | 0.0%  | 0  |
| Familiar   | 2.6%  | 9      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.0%   | 2   | 0.0%  | 0  | 1.3%  | 0  | 6.8%  | 6   | 0.0%  | 0  |
| Free car parking   | 2.7%  | 9      | 16.9%  | 2      | 0.0%   | 0      | 1.8%   | 0      | 0.8%   | 1   | 0.0%  | 0  | 3.8%  | 0  | 4.7%  | 4   | 1.1%  | 1  |
| Friendly atmosphere / environment                                    | 3.4%  | 11     | 0.0%   | 0      | 18.2%  | 1      | 0.0%   | 0      | 0.8%   | 1   | 0.0%  | 0  | 0.0%  | 0  | 9.7%  | 9   | 0.0%  | 0  |
| Good disabled access   | 0.3%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 1.6%  | 1  |
| Good range of charity shops  | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 3.2%  | 0  | 0.0%  | 0   | 0.0%  | 0  |
| Good range of leisure facilities                                     | 1.0%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.2%   | 1   | 0.0%  | 0  | 1.9%  | 0  | 0.0%  | 0   | 2.7%  | 2  |
| Good range of services in general                                    | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.9%  | 1   | 0.0%  | 0  |
| Has everything I need  | 0.4%  | 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  |
| My doctor is located there   | 0.3%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.8%   | 1   | 0.0%  | 0  | 2.5%  | 0  | 0.0%  | 0   | 0.0%  | 0  |
| Small / not too big  | 1.5%  | 5      | 16.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 2.9%  | 3   | 0.0%  | 0  |
| Still has a bank   | 0.6%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 2.5%  | 0  | 1.2%  | 1   | 1.1%  | 1  |
| The Christmas market   | 0.2%  | 1      | 0.0%   | 0      | 7.2%   | 1      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0  |
| The Palace House   | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.8%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0  |
| (Dont know)  | 1.1%  | 4      | 0.0%   | 0      | 4.8%   | 0      | 7.0%   | 1      | 0.8%   | 1   | 4.9%  | 0  | 1.3%  | 0  | 0.6%  | 1   | 0.0%  | 0  |
| (Nothing / very little)  | 10.8% | 36     | 0.0%   | 0      | 18.2%  | 1      | 9.7%   | 2      | 7.8%   | 9   | 9.8%  | 1  | 11.8% | 1  | 9.2%  | 9   | 18.9% | 14 |
| Weighted base:   |       | 337    |        | 14     |        | 8      |        | 21     |        | 112 |       | 5  |       | 10 |       | 93  |       | 74 |
| Sample:  |       | 355    |        | 13     |        | 11     |        | 33     |        | 70  |       | 13 |       | 51 |       | 103 |       | 61 |

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |     |       |    |       |    |       |    |       |     |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|-----|-------|----|-------|----|-------|----|-------|-----|
| <b>Q35 What could be improved about Bishop's Waltham Town Centre that would make you visit it more often? [MR]</b> |       |        |        |        |        |        |        |        |        |     |       |    |       |    |       |    |       |     |
| Better access by road  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.5%  | 0  | 0.0%  | 0  | 0.0%  | 0  |       |     |
| Better public transport  | 0.4%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 1.8%  | 2  | 0.8%  | 2  |       |     |
| Better signposting   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.5%   | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |       |     |
| Cleaner streets  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.9%  | 1  | 0.0%  | 0  |       |     |
| Facilities which would assist you if shopping with children  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |       |     |
| Free car parking   | 0.5%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 0      | 1.1%   | 3   | 0.0%  | 0  | 0.5%  | 1  | 0.6%  | 1  |       |     |
| More / better town centre events   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |       |     |
| More / better comparison retailers (i.e. non-food shops)   | 1.6%  | 16     | 0.3%   | 1      | 2.2%   | 1      | 0.9%   | 1      | 2.6%   | 7   | 0.0%  | 0  | 3.4%  | 1  | 1.6%  | 2  | 1.4%  | 3   |
| More / better value or affordable shops  | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.3%   | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.8%  | 2   |
| More / better entertainment  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |       |     |
| More / better places for eating out (e.g. cafés and restaurants)   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |       |     |
| More / better food shops   | 1.0%  | 10     | 0.0%   | 0      | 0.0%   | 0      | 1.8%   | 1      | 0.6%   | 2   | 0.0%  | 0  | 1.8%  | 0  | 4.8%  | 6  | 0.4%  | 1   |
| More / better parking  | 5.6%  | 56     | 0.5%   | 1      | 2.2%   | 1      | 4.8%   | 3      | 6.8%   | 20  | 0.6%  | 0  | 6.2%  | 2  | 14.5% | 18 | 5.7%  | 11  |
| More / better pedestrianised streets   | 0.4%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 3.2%  | 4  | 0.0%  | 0   |
| More / better public conveniences  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| More / better seats / flower displays  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| More / better services   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| More advertising   | 0.7%  | 7      | 0.8%   | 1      | 0.0%   | 0      | 1.5%   | 1      | 0.5%   | 1   | 0.0%  | 0  | 0.0%  | 0  | 1.8%  | 2  | 0.4%  | 1   |
| More national multiple shops / High Street shops   | 2.1%  | 21     | 2.0%   | 4      | 0.9%   | 1      | 1.5%   | 1      | 4.1%   | 12  | 0.0%  | 0  | 1.8%  | 0  | 1.8%  | 2  | 0.4%  | 1   |
| More independent shops   | 2.9%  | 29     | 0.8%   | 2      | 0.0%   | 0      | 1.5%   | 1      | 6.6%   | 19  | 0.0%  | 0  | 4.2%  | 1  | 2.7%  | 3  | 1.4%  | 3   |
| Street markets - physical improvements   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| Street markets - better range and quality of offer   | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.8%   | 2   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| Protection from the weather (e.g. covered shopping mall)   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| Shops / services open on Sundays   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| Other  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| A leisure centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 2.4%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| Better atmosphere  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.6%  | 1   |
| Better disabled access / facilities  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.7%  | 1  | 0.0%  | 0   |
| Cheaper parking  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| Fewer coffee shops / cafés   | 0.7%  | 7      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.1%   | 3   | 0.0%  | 0  | 0.0%  | 0  | 2.3%  | 3  | 0.4%  | 1   |
| Fewer vacant shops   | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 1.6%  | 2  | 0.0%  | 0   |
| General refurbishment / redevelopment  | 0.4%  | 4      | 0.0%   | 0      | 0.9%   | 1      | 0.0%   | 0      | 0.5%   | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.5%  | 1  | 0.6%  | 1   |
| Larger shopping area   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.8%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| Less street parking  | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.0%  | 2   |
| More / better cycle lanes / routes   | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 2.3%   | 2      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| More medical services (doctors, dentists etc.)   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 1.1%  | 1  | 0.0%  | 0   |
| More pedestrian crossings  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.5%  | 1  | 0.0%  | 0   |
| More pedestrianised areas  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.7%  | 1  | 0.0%  | 0   |
| More petrol stations   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.8%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| More taxis   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.5%   | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| Reduce shop rents to reduce shop closures  | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 2.4%  | 1  | 0.0%  | 0  | 0.5%  | 1  | 0.0%  | 0   |
| Reduce traffic congestion  | 0.2%  | 2      | 0.0%   | 0      | 0.6%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.7%  | 1  | 0.4%  | 1   |
| Remove cafés' pavement seating   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.5%  | 1  | 0.0%  | 0   |
| Repair / resurface pavements   | 0.5%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.3%   | 1   | 0.0%  | 0  | 0.0%  | 0  | 3.1%  | 4  | 0.0%  | 0   |
| Wider pavements  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.7%  | 1  | 0.0%  | 0   |
| (Don't know)   | 22.4% | 224    | 50.5%  | 100    | 16.6%  | 11     | 21.7%  | 14     | 22.5%  | 66  | 9.9%  | 4  | 22.0% | 5  | 0.5%  | 1  | 12.0% | 23  |
| (Nothing)  | 63.0% | 633    | 46.1%  | 92     | 77.5%  | 50     | 66.1%  | 43     | 61.2%  | 178 | 84.7% | 37 | 60.8% | 15 | 60.2% | 73 | 74.5% | 146 |
| Weighted base:   | 1004  | 199    |        | 64     | 65     | 292    | 43     | 25     | 121    | 196 |       |    |       |    |       |    |       |     |
| Sample:  | 1004  | 149    |        | 100    | 100    | 175    | 100    | 100    | 131    | 149 |       |    |       |    |       |    |       |     |

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |     |       |     |       |     |       |     |       |     |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|-----|-------|-----|-------|-----|-------|-----|-------|-----|
| <b>Q36 Do you or your household visit the following leisure attractions? [MR/PR]</b> |       |        |        |        |        |        |        |        |        |     |       |     |       |     |       |     |       |     |
| Bingo / casino / bookmaker   | 3.9%  | 40     | 4.1%   | 8      | 3.7%   | 2      | 3.2%   | 2      | 4.3%   | 12  | 0.6%  | 0   | 0.0%  | 0   | 0.5%  | 1   | 7.0%  | 14  |
| Cinema   | 63.8% | 640    | 64.0%  | 127    | 60.6%  | 39     | 71.0%  | 46     | 61.4%  | 179 | 56.6% | 24  | 53.7% | 13  | 62.1% | 75  | 69.6% | 136 |
| Gym / health club / sports facility  | 28.2% | 283    | 43.1%  | 86     | 28.9%  | 18     | 25.0%  | 16     | 25.9%  | 75  | 26.0% | 11  | 19.3% | 5   | 20.7% | 25  | 23.3% | 46  |
| Theatre / concert / music venue  | 54.2% | 545    | 48.4%  | 96     | 63.5%  | 41     | 68.3%  | 44     | 57.6%  | 168 | 59.2% | 26  | 40.8% | 10  | 48.5% | 59  | 51.6% | 101 |
| Museum / gallery or place of historical / cultural interest                          | 42.3% | 424    | 42.3%  | 84     | 45.4%  | 29     | 54.6%  | 35     | 40.7%  | 119 | 41.6% | 18  | 32.1% | 8   | 41.0% | 50  | 41.7% | 82  |
| Pub / bar / nightclub  | 62.8% | 631    | 68.2%  | 136    | 71.1%  | 45     | 64.9%  | 42     | 64.7%  | 189 | 59.9% | 26  | 57.3% | 14  | 53.6% | 65  | 58.1% | 114 |
| Restaurant / café / Eating out   | 82.3% | 827    | 85.2%  | 169    | 86.3%  | 55     | 89.2%  | 58     | 82.1%  | 239 | 83.5% | 36  | 69.5% | 17  | 72.5% | 88  | 83.7% | 164 |
| Family entertainment (e.g. tenpin bowling, skating rink)                             | 23.7% | 238    | 29.8%  | 59     | 35.8%  | 23     | 28.8%  | 19     | 27.0%  | 79  | 17.4% | 7   | 18.7% | 5   | 14.2% | 17  | 14.7% | 29  |
| Other activity   | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 0      | 0.0%   | 0   | 1.8%  | 1   | 0.0%  | 0   | 0.7%  | 1   | 0.0%  | 0   |
| (Don't visit ANY leisure activities)   | 7.2%  | 72     | 3.9%   | 8      | 5.1%   | 3      | 7.2%   | 5      | 6.3%   | 18  | 7.3%  | 3   | 14.8% | 4   | 9.0%  | 11  | 10.2% | 20  |
| Weighted base:   |       | 1004   |        | 199    |        | 64     |        | 65     |        | 292 |       | 43  |       | 25  |       | 121 |       | 196 |
| Sample:  |       | 1004   |        | 149    |        | 100    |        | 100    |        | 175 |       | 100 |       | 100 |       | 131 |       | 149 |

**Q37 Where do you or members of your household normally go to play bingo or visit casinos or bookmakers?**

*Those who visit Bingo / casino / bookmakers at Q36:*

|   |       |    |       |   |       |   |       |   |       |    |        |   |      |   |       |   |       |    |
|---|-------|----|-------|---|-------|---|-------|---|-------|----|--------|---|------|---|-------|---|-------|----|
| Alton Town Centre   | 0.7%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 100.2% | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Bursledon Village Centre                                      | 3.4%  | 1  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 10.7% | 1  | 0.0%   | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Central London  | 5.0%  | 2  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%   | 0 | 0.0% | 0 | 0.0%  | 0 | 14.5% | 2  |
| Chandler's Ford Local Centre                                  | 6.0%  | 2  | 0.0%  | 0 | 0.0%  | 0 | 72.3% | 2 | 7.1%  | 1  | 0.0%   | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Eastleigh Town Centre   | 19.8% | 8  | 27.9% | 2 | 0.0%  | 0 | 0.0%  | 0 | 44.7% | 6  | 0.0%   | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Fareham Town Centre   | 6.9%  | 3  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%   | 0 | 0.0% | 0 | 0.0%  | 0 | 20.0% | 3  |
| Gosport Town Centre   | 3.0%  | 1  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%   | 0 | 0.0% | 0 | 0.0%  | 0 | 8.6%  | 1  |
| Portsmouth City Centre  | 10.5% | 4  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 27.0% | 3  | 0.0%   | 0 | 0.0% | 0 | 0.0%  | 0 | 5.7%  | 1  |
| Winchester City Centre  | 11.1% | 4  | 36.1% | 3 | 61.1% | 1 | 0.0%  | 0 | 0.0%  | 0  | 0.0%   | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Winnall Local Centre  | 1.5%  | 1  | 7.3%  | 1 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%   | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Genting Casino, Terminus House, Terminus Terrace, Southampton | 3.4%  | 1  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 10.7% | 1  | 0.0%   | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Grosvenor Casino, Leisure World, West Quay Road, Southampton  | 1.4%  | 1  | 0.0%  | 0 | 23.4% | 1 | 0.0%  | 0 | 0.0%  | 0  | 0.0%   | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Brown Leisure, Leigh Road, Eastleigh                          | 5.9%  | 2  | 28.8% | 2 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%   | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Buzz Bingo, Antelope Park, Bursledon Road, Southampton        | 2.0%  | 1  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%   | 0 | 0.0% | 0 | 0.0%  | 0 | 5.7%  | 1  |
| Internet / Online   | 1.5%  | 1  | 0.0%  | 0 | 0.0%  | 0 | 27.7% | 1 | 0.0%  | 0  | 0.0%   | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Abroad  | 5.0%  | 2  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%   | 0 | 0.0% | 0 | 0.0%  | 0 | 14.5% | 2  |
| Cosham Local Centre   | 1.4%  | 1  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%   | 0 | 0.0% | 0 | 99.9% | 1 | 0.0%  | 0  |
| Crown Bingo & Social Club, High Street, Portsmouth            | 7.8%  | 3  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%   | 0 | 0.0% | 0 | 0.0%  | 0 | 22.4% | 3  |
| Grosvenor Casino, Gunwharf Road, Portsmouth                   | 3.0%  | 1  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%   | 0 | 0.0% | 0 | 0.0%  | 0 | 8.6%  | 1  |
| (Don't know / varies)   | 0.9%  | 0  | 0.0%  | 0 | 15.5% | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%   | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Weighted base:  |       | 40 |       | 8 |       | 2 |       | 2 |       | 12 |        | 0 |      | 0 |       | 1 |       | 14 |
| Sample:   |       | 29 |       | 5 |       | 3 |       | 2 |       | 7  |        | 1 |      | 0 |       | 1 |       | 10 |

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |     |       |    |       |   |       |    |       |    |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|-----|-------|----|-------|---|-------|----|-------|----|
| <b>Q38 Where do you or members of your household normally go to the cinema?</b> |       |        |        |        |        |        |        |        |        |     |       |    |       |   |       |    |       |    |
| <i>Those who visit Cinema at Q36:</i>   |       |        |        |        |        |        |        |        |        |     |       |    |       |   |       |    |       |    |
| Andover Town Centre   | 0.2%  | 1      | 0.0%   | 0      | 3.8%   | 1      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Basingstoke Town Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 1.5%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Bishop's Waltham Town Centre  | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0 | 1.5%  | 1  | 0.6%  | 1  |
| Eastleigh Town Centre   | 5.9%  | 38     | 0.0%   | 0      | 0.0%   | 0      | 3.3%   | 2      | 18.4%  | 33  | 0.0%  | 0  | 1.5%  | 0 | 3.0%  | 2  | 0.9%  | 1  |
| Fareham Town Centre   | 9.6%  | 62     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 1.0%  | 0 | 16.1% | 12 | 36.1% | 49 |
| Horndean Village Centre   | 0.4%  | 2      | 1.8%   | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Newbury Town Centre   | 0.2%  | 1      | 0.0%   | 0      | 3.6%   | 1      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Portchester Local Centre  | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0 | 3.0%  | 2  | 0.0%  | 0  |
| Portsmouth City Centre  | 1.8%  | 12     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0 | 9.1%  | 7  | 3.6%  | 5  |
| Southampton City Centre   | 3.0%  | 20     | 1.4%   | 2      | 3.7%   | 1      | 0.0%   | 0      | 5.7%   | 10  | 4.2%  | 1  | 4.8%  | 1 | 1.8%  | 1  | 2.3%  | 3  |
| Whiteley Local Centre   | 7.1%  | 46     | 0.0%   | 0      | 0.0%   | 0      | 0.8%   | 0      | 2.0%   | 4   | 0.0%  | 0  | 0.0%  | 0 | 12.8% | 10 | 23.4% | 32 |
| Wickham Village Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.6%  | 1  |
| Winchester City Centre  | 1.8%  | 12     | 6.9%   | 9      | 0.0%   | 0      | 0.8%   | 0      | 0.0%   | 0   | 1.1%  | 0  | 0.0%  | 0 | 2.9%  | 2  | 0.0%  | 0  |
| Everyman, Southgate Street, Winchester  | 14.5% | 93     | 33.6%  | 43     | 39.0%  | 15     | 29.0%  | 13     | 0.5%   | 1   | 48.2% | 12 | 25.2% | 3 | 5.8%  | 4  | 0.9%  | 1  |
| Harbour Lights Picturehouse, Maritime Walk, Southampton                         | 1.1%  | 7      | 0.5%   | 1      | 0.9%   | 0      | 2.1%   | 1      | 1.7%   | 3   | 1.1%  | 0  | 1.0%  | 0 | 0.7%  | 1  | 0.6%  | 1  |
| Odeon, Leisure World, West Quay Road, Southampton                               | 4.0%  | 26     | 4.3%   | 5      | 0.0%   | 0      | 8.4%   | 4      | 3.0%   | 5   | 1.1%  | 0  | 6.1%  | 1 | 8.8%  | 7  | 2.3%  | 3  |
| Vue, Festival Place, New Market Square, Basingstoke                             | 3.6%  | 23     | 7.2%   | 9      | 15.2%  | 6      | 3.4%   | 2      | 0.0%   | 0   | 21.3% | 5  | 7.6%  | 1 | 0.0%  | 0  | 0.0%  | 0  |
| Vue, Swan Centre, Wells Place, Eastleigh  | 32.9% | 211    | 40.1%  | 51     | 29.5%  | 11     | 42.3%  | 19     | 60.9%  | 109 | 16.5% | 4  | 36.7% | 5 | 9.3%  | 7  | 2.8%  | 4  |
| Cineworld, Whiteley Shopping Centre, Whiteley Way, Fareham                      | 1.8%  | 11     | 1.8%   | 2      | 0.0%   | 0      | 0.0%   | 0      | 1.9%   | 3   | 0.0%  | 0  | 2.5%  | 0 | 0.7%  | 1  | 3.5%  | 5  |
| Gunwharf Quays, Portsmouth  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0 | 1.1%  | 1  | 0.0%  | 0  |
| Odeon, Basingstoke Leisure Park, Churchill Way West, Westham                    | 0.4%  | 2      | 0.0%   | 0      | 4.3%   | 2      | 0.0%   | 0      | 0.0%   | 0   | 2.8%  | 1  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Odeon, Port Way, Portsmouth   | 4.9%  | 32     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.7%   | 1   | 0.0%  | 0  | 4.9%  | 1 | 19.7% | 15 | 10.9% | 15 |
| Port Solent Local Centre  | 1.6%  | 10     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 1.1%  | 0  | 1.0%  | 0 | 0.0%  | 0  | 7.0%  | 10 |
| Reel Cinema, Vannes Parade, Fareham   | 0.6%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 2.5%  | 0 | 0.0%  | 0  | 2.6%  | 4  |
| Showcase Cinema de Lux, West Quay Shopping Centre, Southampton                  | 2.2%  | 14     | 0.0%   | 0      | 0.0%   | 0      | 9.1%   | 4      | 5.2%   | 9   | 2.8%  | 1  | 1.5%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Vue, Gunwharf Quays, Portsmouth   | 0.5%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 1.0%  | 0 | 1.1%  | 1  | 1.5%  | 2  |
| (Don't know / varies)   | 1.0%  | 6      | 2.5%   | 3      | 0.0%   | 0      | 0.8%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 1.5%  | 0 | 2.6%  | 2  | 0.6%  | 1  |
| Weighted base:  | 640   |        | 127    |        | 39     |        | 46     |        | 179    |     | 24    |    | 13    |   | 75    |    | 136   |    |
| Sample:   | 597   |        | 95     |        | 57     |        | 65     |        | 106    |     | 48    |    | 54    |   | 79    |    | 93    |    |

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |    |       |   |       |   |       |   |       |    |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|----|-------|---|-------|---|-------|---|-------|----|
| <b>Q39 Where do you or members of your household normally go to use a gym / healthclub / sports facility?</b> |       |        |        |        |        |        |        |        |        |    |       |   |       |   |       |   |       |    |
| <i>Those who visit gym / healthclub / sports facility at Q36:</i>   |       |        |        |        |        |        |        |        |        |    |       |   |       |   |       |   |       |    |
| Alresford / New Alresford Town Centre   | 1.5%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 33.3% | 4 | 9.5%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Alton Town Centre   | 0.2%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 2.4%  | 0 | 4.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Basingstoke Town Centre   | 0.5%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 3.6%   | 1      | 1.2%   | 1  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Bishop's Waltham Town Centre  | 1.6%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.2%   | 1  | 0.0%  | 0 | 2.7%  | 0 | 5.5%  | 1 | 4.3%  | 2  |
| Broughton Village Centre  | 0.5%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.8%   | 1  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Chandler's Ford Local Centre  | 0.8%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 2.4%   | 0      | 2.3%   | 2  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Chichester City Centre  | 0.4%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 2.6%  | 1  |
| Colden Common Local Centre  | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 2.4%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 6.7%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Eastleigh Town Centre   | 8.8%  | 25     | 0.0%   | 0      | 7.5%   | 1      | 5.9%   | 1      | 29.9%  | 23 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Fair Oak Village Centre   | 1.9%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 3.6%   | 1      | 3.5%   | 3  | 0.0%  | 0 | 0.0%  | 0 | 8.7%  | 2 | 0.0%  | 0  |
| Fareham Town Centre   | 11.0% | 31     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 7.7%  | 2 | 63.5% | 29 |
| Gosport Town Centre   | 0.5%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 2.2%  | 1 | 1.7%  | 1  |
| Hambledon Village Centre  | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 2.2%  | 1 | 0.0%  | 0  |
| Havant Town Centre  | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 2.2%  | 1 | 0.0%  | 0  |
| Hedge End Town Centre   | 3.1%  | 9      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.8%   | 1  | 0.0%  | 0 | 0.0%  | 0 | 19.8% | 5 | 5.1%  | 2  |
| Petersfield Town Centre   | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 6.8%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Portsmouth City Centre  | 0.3%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 3.3%  | 1 | 0.0%  | 0  |
| Shedfield Village Centre  | 0.3%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 3.3%  | 1 | 0.0%  | 0  |
| Waterlooville Town Centre   | 3.0%  | 8      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 22.0% | 6 | 6.5%  | 3  |
| Weeke Local Centre  | 0.2%  | 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  |
| Whiteley Local Centre   | 2.2%  | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 3.0%   | 2  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 8.6%  | 4  |
| Wickham Village Centre  | 1.3%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 5.6%  | 1 | 5.1%  | 2  |
| Winchester City Centre  | 9.7%  | 28     | 25.1%  | 22     | 25.4%  | 5      | 5.9%   | 1      | 0.0%   | 0  | 0.0%  | 0 | 6.8%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Vue, Swan Centre, Wells Place, Eastleigh  | 1.2%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 4.5%   | 3  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| 3D Health & Fitness, Trafalgar Close, Chandler's Ford, Eastleigh  | 3.0%  | 8      | 2.7%   | 2      | 0.0%   | 0      | 0.0%   | 0      | 8.1%   | 6  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| David Lloyd, Botley Road, West End, Southampton   | 3.0%  | 8      | 0.0%   | 0      | 0.0%   | 0      | 8.4%   | 1      | 1.2%   | 1  | 0.0%  | 0 | 13.3% | 1 | 17.4% | 4 | 2.6%  | 1  |
| Énergie Fitness, The Brooks Shopping Centre, Winchester   | 0.4%  | 1      | 1.1%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 2.7%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Fitness in Time, City Road, Winchester  | 0.6%  | 2      | 1.1%   | 1      | 5.0%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| New Energy Fitness, Middle Brook Street, Winchester   | 2.7%  | 8      | 7.2%   | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 9.3%  | 1 | 10.9% | 1 | 0.0%  | 0 | 0.0%  | 0  |
| River Park Leisure Centre, Gordon Road, Winchester  | 20.9% | 59     | 50.6%  | 43     | 28.1%  | 5      | 24.8%  | 4      | 3.0%   | 2  | 23.8% | 3 | 31.1% | 1 | 0.0%  | 0 | 0.0%  | 0  |
| Winchester Racquets & Fitness, Berewecke Road, Winchester   | 2.0%  | 6      | 1.1%   | 1      | 17.3%  | 3      | 9.3%   | 2      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Bighton Village Centre  | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 2.4%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Botley Village Centre   | 0.3%  | 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  |
| Bracknell Town Centre   | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 2.4%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| David Lloyd, Frogmore Lane, off Brownhill Way, Southampton  | 0.3%  | 1      | 0.7%   | 1      | 0.0%   | 0      | 2.4%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Easton Village Centre   | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 2.4%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Fitness In Time, City Road, Winchester  | 0.2%  | 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  |
| Holiday Inn, Leigh Road, Eastleigh  | 0.8%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 5.9%   | 1      | 1.8%   | 1  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Liphook Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 2.7%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Norton Park, Sutton Scotney   | 1.4%  | 4      | 1.1%   | 1      | 16.7%  | 3      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Perins School, Pound Hill, Alresford  | 1.0%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 24.2% | 3 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Places Leisure, Passfield Avenue, Eastleigh   | 9.5%  | 27     | 2.7%   | 2      | 0.0%   | 0      | 23.1%  | 4      | 27.7%  | 21 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Pure Gym, Shirley Retail Park, Winchester Road, Southampton   | 1.2%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 4.5%   | 3  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Romsey Rapids Sports Complex, Southampton Road, Romsey  | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.4%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Therapeutics Southampton, Trojans Club, Stoneham Lane, Eastleigh  | 0.5%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.8%   | 1  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |

|                          | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |   |
|--------------------------|-------|--------|--------|--------|--------|--------|--------|--------|--------|---|
| West Meon Village Centre | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 |
| (Don't know / varies)    | 2.1%  | 6      | 5.5%   | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 |
| Weighted base:           | 283   | 86     | 18     | 16     | 75     | 11     | 5      | 25     | 46     |   |
| Sample:                  | 241   | 57     | 22     | 25     | 44     | 21     | 18     | 23     | 31     |   |

**Q40 Where do you or members of your household normally go to visit the theatre, watch a concert or watch live music?**

*Those who visit the theatre / concert / music venues at Q36:*

|   |       |     |       |    |       |    |       |    |       |    |       |   |       |   |       |    |       |    |
|---|-------|-----|-------|----|-------|----|-------|----|-------|----|-------|---|-------|---|-------|----|-------|----|
| Andover Town Centre   | 0.1%  | 0   | 0.0%  | 0  | 0.9%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Basingstoke Town Centre   | 0.7%  | 4   | 0.0%  | 0  | 2.3%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 7.4%  | 2 | 3.2%  | 0 | 0.9%  | 1  | 0.0%  | 0  |
| Central London  | 15.6% | 85  | 17.7% | 17 | 16.8% | 7  | 19.8% | 9  | 13.0% | 22 | 23.0% | 6 | 15.4% | 2 | 9.9%  | 6  | 17.2% | 17 |
| Chandler's Ford Local Centre                                      | 0.2%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.5%  | 1  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Chichester City Centre  | 6.3%  | 34  | 3.0%  | 3  | 2.3%  | 1  | 0.0%  | 0  | 3.7%  | 6  | 2.1%  | 1 | 14.1% | 1 | 14.8% | 9  | 13.5% | 14 |
| Eastleigh Town Centre   | 0.6%  | 3   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.9%  | 3  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Fareham Town Centre   | 1.2%  | 6   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.5%  | 1  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 5.4%  | 5  |
| Guildford Town Centre   | 0.1%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.9%  | 1  | 0.0%  | 0  |
| Newbury Town Centre   | 0.1%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 2.1%  | 1 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Otterbourne Village Centre  | 0.1%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.9%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Portchester Local Centre  | 0.1%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.8%  | 1  |
| Portsmouth City Centre  | 1.6%  | 9   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 3.2%  | 0 | 4.7%  | 3  | 5.4%  | 5  |
| Salisbury City Centre   | 0.2%  | 1   | 0.6%  | 1  | 0.9%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Southampton City Centre   | 10.4% | 57  | 6.1%  | 6  | 8.0%  | 3  | 6.9%  | 3  | 16.7% | 28 | 0.0%  | 0 | 3.2%  | 0 | 3.3%  | 2  | 13.9% | 14 |
| Southsea Local Centre   | 0.4%  | 2   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 2.3%  | 2  |
| Titchfield Village Centre   | 0.1%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.8%  | 1  |
| Winchester City Centre  | 4.1%  | 22  | 14.7% | 14 | 4.9%  | 2  | 8.5%  | 4  | 0.8%  | 1  | 1.0%  | 0 | 2.5%  | 0 | 0.9%  | 1  | 0.0%  | 0  |
| Chesil Theatre, Chesil Street,<br>Winchester                      | 1.4%  | 8   | 3.4%  | 3  | 0.0%  | 0  | 3.1%  | 1  | 0.0%  | 0  | 2.7%  | 1 | 0.0%  | 0 | 3.8%  | 2  | 0.0%  | 0  |
| Mayflower, Commercial<br>Road, Southampton                        | 33.5% | 183 | 16.4% | 16 | 21.2% | 9  | 37.8% | 17 | 42.2% | 71 | 18.2% | 5 | 26.4% | 3 | 42.3% | 25 | 38.0% | 38 |
| The Berry Theatre, Wildern<br>Lane, Hedge End,<br>Southampton     | 0.3%  | 2   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.0%  | 2  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| The Point, Leigh Road,<br>Eastleigh                               | 0.9%  | 5   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 2.9%  | 5  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Theatre Royal, Jewry Street,<br>Winchester                        | 13.2% | 72  | 27.1% | 26 | 29.9% | 12 | 19.2% | 9  | 6.2%  | 10 | 34.8% | 9 | 21.7% | 2 | 4.7%  | 3  | 1.2%  | 1  |
| Bournemouth Town Centre   | 1.1%  | 6   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 2.9%  | 5  | 0.0%  | 0 | 0.0%  | 0 | 2.4%  | 1  | 0.0%  | 0  |
| Brighton City Centre  | 0.2%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 1.4%  | 1  | 0.0%  | 0  |
| Chichester Festival Theatre,<br>Oaklands Way, Chichester          | 0.4%  | 2   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 3.3%  | 2  | 0.0%  | 0  |
| Fareham Leisure Centre,<br>Park Lane, Fareham                     | 0.2%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 1.4%  | 1  | 0.0%  | 0  |
| Ferneham Hall, Osborn<br>Road, Fareham                            | 0.6%  | 3   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.9%  | 3  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Keswick Town Centre   | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Kings Theatre, Albert Road,<br>Portsmouth, Southsea               | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 1.3%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Nuffield Southampton<br>Theatres, University Road,<br>Southampton | 1.0%  | 6   | 0.0%  | 0  | 0.0%  | 0  | 1.7%  | 1  | 1.9%  | 3  | 0.0%  | 0 | 0.0%  | 0 | 1.4%  | 1  | 0.8%  | 1  |
| Salisbury Playhouse,<br>Malthouse Lane, Salisbury                 | 0.3%  | 1   | 0.0%  | 0  | 3.4%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| The Anvil, Churchill Way<br>East, Basingstoke                     | 0.2%  | 1   | 0.6%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 2.7%  | 1 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| The Watermill Theatre and<br>Restaurant, Bagnor,<br>Newbury       | 0.1%  | 0   | 0.0%  | 0  | 0.9%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| (Don't know / varies)   | 4.8%  | 26  | 10.3% | 10 | 8.6%  | 4  | 2.2%  | 1  | 4.0%  | 7  | 5.0%  | 1 | 8.9%  | 1 | 3.8%  | 2  | 0.8%  | 1  |
| Weighted base:  | 545   | 96  | 41    | 44 | 168   | 26 | 10    | 59 | 101   |    |       |   |       |   |       |    |       |    |
| Sample:   | 566   | 82  | 62    | 63 | 109   | 55 | 47    | 68 | 80    |    |       |   |       |   |       |    |       |    |

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |     |       |    |       |    |       |    |       |    |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|-----|-------|----|-------|----|-------|----|-------|----|
| <b>Q41 Where do you or members of your household normally go to a museum, gallery, or other place of historical / cultural interest?</b> |       |        |        |        |        |        |        |        |        |     |       |    |       |    |       |    |       |    |
| <i>Those who visit museum / gallery or place of historical / cultural interest at Q36:</i>   |       |        |        |        |        |        |        |        |        |     |       |    |       |    |       |    |       |    |
| Basingstoke Town Centre  | 1.1%  | 5      | 0.0%   | 0      | 4.9%   | 1      | 0.0%   | 0      | 0.7%   | 1   | 9.4%  | 2  | 0.0%  | 0  | 0.0%  | 0  | 1.0%  | 1  |
| Bishop's Waltham Town Centre   | 0.3%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 2.2%  | 1  | 0.0%  | 0  |
| Central London   | 42.4% | 180    | 43.8%  | 37     | 45.7%  | 13     | 51.9%  | 18     | 38.8%  | 46  | 56.2% | 10 | 38.5% | 3  | 33.8% | 17 | 43.5% | 36 |
| Chichester City Centre   | 1.1%  | 5      | 1.1%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 1.1%   | 1   | 0.0%  | 0  | 1.6%  | 0  | 2.8%  | 1  | 1.0%  | 1  |
| Eastleigh Town Centre  | 0.5%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.1%   | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.0%  | 1  |
| Fareham Town Centre  | 1.0%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 1.1%  | 1  | 4.8%  | 4  |
| Guildford Town Centre  | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 1.5%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Portsmouth City Centre   | 5.3%  | 22     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.9%   | 3   | 1.5%  | 0  | 0.0%  | 0  | 12.6% | 6  | 15.2% | 12 |
| Romsey Town Centre   | 1.0%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.9%   | 2   | 0.0%  | 0  | 0.0%  | 0  | 4.3%  | 2  | 0.0%  | 0  |
| Salisbury City Centre  | 0.7%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.9%   | 2   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.0%  | 1  |
| Southampton City Centre  | 8.4%  | 36     | 4.7%   | 4      | 1.3%   | 0      | 2.2%   | 1      | 19.4%  | 23  | 3.8%  | 1  | 1.6%  | 0  | 11.5% | 6  | 1.4%  | 1  |
| Winchester City Centre   | 14.3% | 61     | 24.6%  | 21     | 18.7%  | 5      | 22.7%  | 8      | 9.7%   | 12  | 16.4% | 3  | 13.0% | 1  | 8.4%  | 4  | 8.2%  | 7  |
| Abroad   | 2.2%  | 9      | 0.7%   | 1      | 0.0%   | 0      | 1.1%   | 0      | 1.9%   | 2   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 7.7%  | 6  |
| Brighton City Centre   | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 3.8%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Bristol City Centre  | 0.3%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 1.1%   | 0      | 0.7%   | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Brize Norton Village Centre  | 0.3%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.1%   | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Chester City Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 1.1%  | 1  | 0.0%  | 0  |
| Imperial War Museum, Duxford, Cambridge  | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 4.1%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Mordon Hill Local Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 1.6%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Oxford City Centre   | 1.2%  | 5      | 0.0%   | 0      | 1.3%   | 0      | 4.3%   | 2      | 1.9%   | 2   | 0.0%  | 0  | 1.6%  | 0  | 0.0%  | 0  | 1.0%  | 1  |
| Portsmouth Historic Dockyard, Victory Gate, HM Naval Base, Portsmouth  | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 1.6%  | 0  | 0.0%  | 0  | 1.0%  | 1  |
| York City Centre   | 0.2%  | 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  |
| (Don't know / varies)  | 19.0% | 81     | 25.2%  | 21     | 28.2%  | 8      | 16.8%  | 6      | 16.0%  | 19  | 7.4%  | 1  | 36.3% | 3  | 22.2% | 11 | 13.5% | 11 |
| Weighted base:   |       | 424    |        | 84     |        | 29     |        | 35     |        | 119 |       | 18 |       | 8  |       | 50 |       | 82 |
| Sample:  |       | 434    |        | 72     |        | 42     |        | 48     |        | 76  |       | 39 |       | 40 |       | 52 |       | 65 |

Weighted:

September 2019

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |    |       |    |       |   |       |    |       |    |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|----|-------|----|-------|---|-------|----|-------|----|
| <b>Q42 What location (e.g. town centre, shopping centre, retail / leisure park) do you or members of your household normally go to when visiting pubs / bars / nightclubs?</b> |       |        |        |        |        |        |        |        |        |    |       |    |       |   |       |    |       |    |
| <i>Those who visit pubs / bars / nightclubs at Q36:</i>  |       |        |        |        |        |        |        |        |        |    |       |    |       |   |       |    |       |    |
| Alresford / New Alresford Town Centre  | 3.4%  | 21     | 0.4%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 74.3% | 19 | 6.0%  | 1 | 1.3%  | 1  | 0.0%  | 0  |
| Basingstoke Town Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 3.6%  | 1 | 0.0%  | 0  | 0.0%  | 0  |
| Bishop's Waltham Town Centre   | 4.6%  | 29     | 0.0%   | 0      | 0.0%   | 0      | 1.8%   | 1      | 0.5%   | 1  | 0.0%  | 0  | 0.9%  | 0 | 37.1% | 24 | 2.8%  | 3  |
| Bursledon Village Centre   | 0.4%  | 2      | 1.7%   | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Central London   | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 1.7%  | 2  |
| Chandler's Ford Local Centre   | 4.3%  | 27     | 1.7%   | 2      | 0.0%   | 0      | 0.0%   | 0      | 13.2%  | 25 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Chichester City Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.7%  | 1  |
| Colden Common Local Centre   | 1.2%  | 7      | 0.0%   | 0      | 0.8%   | 0      | 16.9%  | 7      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Denmead Village Centre   | 0.8%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 8.1%  | 5  | 0.0%  | 0  |
| Droxford Village Centre  | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 3.0%  | 2  | 0.0%  | 0  |
| Eastleigh Town Centre  | 9.0%  | 57     | 5.0%   | 7      | 0.0%   | 0      | 0.0%   | 0      | 26.1%  | 49 | 0.0%  | 0  | 3.5%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Fair Oak Village Centre  | 2.3%  | 15     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 7.8%   | 15 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Fareham Town Centre  | 6.4%  | 40     | 0.0%   | 0      | 0.0%   | 0      | 0.9%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 1.3%  | 1  | 34.5% | 39 |
| Guildford Town Centre  | 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  |
| Hambledon Village Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.9%  | 1  | 0.0%  | 0  |
| Harestock Village Centre   | 0.1%  | 0      | 0.0%   | 0      | 0.8%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Horndean Village Centre  | 0.5%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 2.6%  | 3  |
| Hyde Local Centre  | 0.2%  | 1      | 0.7%   | 1      | 0.8%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Kings Worthy Village Centre  | 1.4%  | 9      | 0.4%   | 1      | 15.6%  | 7      | 0.0%   | 0      | 0.0%   | 0  | 1.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 1.0%  | 1  |
| Lordshill District Centre  | 0.5%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.8%   | 3  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Otterbourne Village Centre   | 1.5%  | 10     | 0.0%   | 0      | 1.2%   | 1      | 8.2%   | 3      | 3.0%   | 6  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Petersfield Town Centre  | 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  |
| Portchester Local Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.7%  | 1  |
| Portsmouth City Centre   | 0.8%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 1.3%  | 1  | 3.7%  | 4  |
| Romsey Town Centre   | 0.4%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.2%   | 2  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Salisbury City Centre  | 0.4%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.2%   | 2  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Shedfield Village Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.7%  | 1  |
| Southampton City Centre  | 3.5%  | 22     | 0.4%   | 1      | 1.2%   | 1      | 4.4%   | 2      | 3.7%   | 7  | 0.0%  | 0  | 10.5% | 1 | 5.8%  | 4  | 6.2%  | 7  |
| Stockbridge Town Centre  | 0.2%  | 1      | 0.0%   | 0      | 3.2%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Sutton Scotney Village Centre  | 0.1%  | 1      | 0.0%   | 0      | 2.0%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Swanmore Village Centre  | 0.6%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 1.4%  | 0 | 5.6%  | 4  | 0.0%  | 0  |
| Titchfield Village Centre  | 0.4%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 2.3%  | 0 | 0.0%  | 0  | 1.7%  | 2  |
| Twyford Village Centre   | 0.6%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 6.0%   | 3      | 0.7%   | 1  | 0.0%  | 0  | 0.9%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Waltham Chase Village Centre   | 0.4%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 1.4%  | 0 | 0.9%  | 1  | 1.4%  | 2  |
| Waterlooville Town Centre  | 0.7%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.9%  | 0 | 4.7%  | 3  | 1.0%  | 1  |
| Whiteley Local Centre  | 2.2%  | 14     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.5%   | 1  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 11.6% | 13 |
| Wickham Village Centre   | 2.5%  | 16     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 1.3%  | 1  | 12.9% | 15 |
| Winchester City Centre   | 31.6% | 199    | 77.7%  | 105    | 46.2%  | 21     | 49.5%  | 21     | 22.1%  | 42 | 6.3%  | 2  | 8.2%  | 1 | 6.0%  | 4  | 3.3%  | 4  |
| Winnall Local Centre   | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 2.3%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Albourne Village Centre  | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 2.3%   | 1      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Barton Stacey Village Centre   | 0.1%  | 1      | 0.0%   | 0      | 1.2%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Beauworth Village Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.9%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Boorley Green Village Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.5%   | 1  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Bosham Village Centre  | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 1.7%  | 2  |
| Botley Village Centre  | 1.0%  | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.5%   | 1  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 4.8%  | 6  |
| Bramdean Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.9%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Cheriton Village Centre  | 0.4%  | 2      | 0.0%   | 0      | 0.8%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 1.0%  | 0  | 13.2% | 2 | 0.0%  | 0  | 0.0%  | 0  |
| Compton Local Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 1.4%   | 1      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Crawley Village Centre   | 0.4%  | 3      | 0.0%   | 0      | 6.1%   | 3      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Dundridge Local Centre   | 0.4%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.2%   | 2  | 0.0%  | 0  | 2.3%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Easton Village Centre  | 0.4%  | 2      | 0.0%   | 0      | 1.2%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 6.7%  | 2  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Exton Village Centre   | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 4.6%  | 1 | 0.9%  | 1  | 0.7%  | 1  |
| Gunwharf Quays, Portsmouth   | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 1.7%  | 2  |
| Hawley Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 1.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Hinton Ampner Village Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.9%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Horton Heath Village Centre  | 0.9%  | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 3.0%   | 6  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Hursley Village Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 1.8%   | 1      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Itchen Abbas Village Centre  | 0.2%  | 1      | 0.0%   | 0      | 0.8%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 3.9%  | 1  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Kingston-upon-Thames Town Centre   | 0.4%  | 2      | 1.7%   | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Littleton Village Centre   | 0.6%  | 4      | 1.1%   | 2      | 4.4%   | 2      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Owslebury Village Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.9%  | 0 | 0.0%  | 0  | 0.0%  | 0  |

Column %ges.

# Winchester Household Survey For Lambert Smith Hampton

Weighted:

September 2019

|                           | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |     |      |   |       |   |       |    |      |   |
|---------------------------|-------|--------|--------|--------|--------|--------|--------|--------|--------|-----|------|---|-------|---|-------|----|------|---|
| Port Solent Local Centre  | 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 |
| Shawford Local Centre     | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.9%   | 0      | 0.0%   | 0   | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0% | 0 |
| Sparsholt Village Centre  | 0.1%  | 1      | 0.0%   | 0      | 2.0%   | 1      | 0.0%   | 0      | 0.0%   | 0   | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0% | 0 |
| Tichborne Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0% | 0 | 1.8%  | 0 | 0.0%  | 0  | 0.0% | 0 |
| Upham Village Centre      | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0% | 0 | 9.0%  | 1 | 0.0%  | 0  | 0.0% | 0 |
| Wallington Village Centre | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.7% | 1 |
| West End Local Centre     | 0.4%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.2%   | 2   | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0% | 0 |
| West Meon Village Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0% | 0 | 5.5%  | 1 | 0.0%  | 0  | 0.0% | 0 |
| Wherwell Village Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 1.0% | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0% | 0 |
| Wyemouth Town Centre      | 0.1%  | 0      | 0.0%   | 0      | 0.8%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0% | 0 |
| (Don't know / varies)     | 9.9%  | 62     | 9.1%   | 12     | 10.9%  | 5      | 5.9%   | 2      | 11.9%  | 23  | 4.7% | 1 | 18.3% | 3 | 18.1% | 12 | 3.8% | 4 |
| Weighted base:            | 631   | 136    |        | 45     | 42     | 189    | 26     | 14     | 65     | 114 |      |   |       |   |       |    |      |   |
| Sample:                   | 603   | 96     |        | 65     | 59     | 108    | 54     | 62     | 74     | 85  |      |   |       |   |       |    |      |   |

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |    |       |    |       |   |       |    |       |    |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|----|-------|----|-------|---|-------|----|-------|----|
| <b>Q43 What location (e.g. town centre, shopping centre, retail / leisure park) do you or members of your household normally go to for eating out (e.g. cafes and restaurants)?</b> |       |        |        |        |        |        |        |        |        |    |       |    |       |   |       |    |       |    |
| <i>Those who visit restaurants / cafés at Q36:</i>  |       |        |        |        |        |        |        |        |        |    |       |    |       |   |       |    |       |    |
| Alresford / New Alresford Town Centre   | 2.7%  | 23     | 0.4%   | 1      | 0.0%   | 0      | 1.3%   | 1      | 0.0%   | 0  | 55.1% | 20 | 8.7%  | 1 | 0.0%  | 0  | 0.0%  | 0  |
| Alton Town Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.7%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Andover Town Centre   | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 2.4%  | 2  | 0.0%  | 0  |
| Basingstoke Town Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.7%  | 0  | 2.9%  | 1 | 0.0%  | 0  | 0.0%  | 0  |
| Bishop's Waltham Town Centre  | 5.1%  | 42     | 0.0%   | 0      | 0.0%   | 0      | 1.3%   | 1      | 1.9%   | 4  | 0.0%  | 0  | 4.5%  | 1 | 38.9% | 34 | 1.4%  | 2  |
| Bursledon Village Centre  | 0.3%  | 2      | 1.3%   | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Central London  | 0.5%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.7%  | 0  | 1.9%  | 0 | 0.0%  | 0  | 1.9%  | 3  |
| Chandler's Ford Local Centre  | 2.7%  | 22     | 0.0%   | 0      | 0.0%   | 0      | 1.7%   | 1      | 9.0%   | 21 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Chichester City Centre  | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 1.0%  | 1  | 0.5%  | 1  |
| Colden Common Local Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 2.0%   | 1      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Denmead Village Centre  | 0.4%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 3.8%  | 3  | 0.0%  | 0  |
| Droxford Village Centre   | 0.4%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 1  | 0.0%  | 0  | 0.0%  | 0 | 2.2%  | 2  | 0.0%  | 0  |
| Eastleigh Town Centre   | 9.1%  | 75     | 6.1%   | 10     | 2.6%   | 1      | 6.0%   | 3      | 24.3%  | 58 | 2.6%  | 1  | 0.7%  | 0 | 1.0%  | 1  | 0.0%  | 0  |
| Fair Oak Village Centre   | 1.7%  | 14     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 5.5%   | 13 | 0.0%  | 0  | 0.0%  | 0 | 0.6%  | 1  | 0.0%  | 0  |
| Fareham Town Centre   | 7.3%  | 60     | 0.0%   | 0      | 1.3%   | 1      | 0.0%   | 0      | 0.9%   | 2  | 0.0%  | 0  | 0.7%  | 0 | 3.5%  | 3  | 33.2% | 54 |
| Guildford Town Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.7%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Hambledon Village Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.6%  | 1  | 0.0%  | 0  |
| Hedge End Town Centre   | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 2.6%   | 2      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 1.0%  | 1  | 0.0%  | 0  |
| Kings Worthy Village Centre   | 0.5%  | 4      | 0.0%   | 0      | 6.3%   | 3      | 0.7%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Otterbourne Village Centre  | 0.6%  | 5      | 0.0%   | 0      | 1.0%   | 1      | 0.7%   | 0      | 1.8%   | 4  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Petersfield Town Centre   | 0.6%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.4%   | 1  | 0.7%  | 0  | 5.9%  | 1 | 1.9%  | 2  | 0.7%  | 1  |
| Portchester Local Centre  | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 1.7%  | 3  |
| Portsmouth City Centre  | 1.5%  | 12     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 1  | 0.0%  | 0  | 0.0%  | 0 | 2.5%  | 2  | 5.2%  | 9  |
| Romsey Town Centre  | 0.5%  | 4      | 0.4%   | 1      | 0.0%   | 0      | 1.3%   | 1      | 1.3%   | 3  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Shedfield Village Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.5%  | 1  |
| Southampton City Centre   | 4.0%  | 33     | 0.0%   | 0      | 2.5%   | 1      | 2.5%   | 1      | 7.2%   | 17 | 1.9%  | 1  | 9.4%  | 2 | 2.8%  | 2  | 5.0%  | 8  |
| Stockbridge Town Centre   | 0.3%  | 2      | 0.0%   | 0      | 4.3%   | 2      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Swanmore Village Centre   | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 2.2%  | 2  | 0.5%  | 1  |
| Titchfield Village Centre   | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.7%  | 0  | 0.7%  | 0 | 0.0%  | 0  | 1.2%  | 2  |
| Twyford Village Centre  | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 2.7%   | 2      | 0.0%   | 0  | 0.7%  | 0  | 0.7%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Waltham Chase Village Centre  | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 1.6%  | 1  | 0.5%  | 1  |
| Waterlooville Town Centre   | 0.7%  | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 3.4%  | 3  | 1.8%  | 3  |
| Whiteley Local Centre   | 5.8%  | 48     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.8%   | 4  | 0.0%  | 0  | 1.1%  | 0 | 5.1%  | 4  | 23.9% | 39 |
| Wickham Village Centre  | 1.5%  | 12     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 7.4%  | 12 |
| Winchester City Centre  | 37.1% | 307    | 86.1%  | 146    | 66.1%  | 37     | 67.9%  | 39     | 24.5%  | 59 | 23.1% | 8  | 33.9% | 6 | 7.5%  | 7  | 3.5%  | 6  |
| Abroad  | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 1.2%  | 2  |
| Albourne Village Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 1.7%   | 1      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Botley Village Centre   | 0.9%  | 8      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.9%   | 4  | 0.0%  | 0  | 0.0%  | 0 | 2.5%  | 2  | 0.7%  | 1  |
| Bramdean Village Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.7%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Cheriton Village Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.7%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 3.0%  | 1 | 0.0%  | 0  | 0.0%  | 0  |
| Crawley Village Centre  | 0.1%  | 1      | 0.0%   | 0      | 2.0%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Dundridge Local Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.7%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Durley Village Centre   | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.7%   | 2  | 0.0%  | 0  | 0.0%  | 0 | 0.6%  | 1  | 0.0%  | 0  |
| East Meon Village Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.6%  | 1  | 0.0%  | 0  |
| Easton Village Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 2.6%  | 1  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Exton Village Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.6%  | 1  | 0.0%  | 0  |
| Farnborough Town Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.6%  | 1  | 0.0%  | 0  |
| Gunwharf Quays, Portsmouth  | 0.5%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.7%  | 0 | 2.6%  | 2  | 1.2%  | 2  |
| Haslemere Town Centre   | 0.1%  | 1      | 0.4%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Headbourne Worthy Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.7%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Hinton Ampner Village Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 1.9%  | 1  | 0.7%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Itchen Abbas Village Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 2.8%  | 1  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Lincoln City Centre   | 0.2%  | 2      | 0.9%   | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Littleton Village Centre  | 0.2%  | 1      | 0.0%   | 0      | 2.3%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Ovington Local Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.7%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Port Solent Local Centre  | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.6%  | 1  | 1.2%  | 2  |
| Shoreham-by-Sea Town Centre   | 0.1%  | 1      | 0.5%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Sparsholt Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.7%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Ulverston Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.7%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Upham Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 1.9%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| West Meon Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.7%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Wyemouth Town Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.7%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |

| Weighted:             | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |     |      |    |       |    |      |     |      |     |
|-----------------------|-------|--------|--------|--------|--------|--------|--------|--------|--------|-----|------|----|-------|----|------|-----|------|-----|
| (Don't know / varies) | 10.1% | 83     | 3.9%   | 7      | 8.9%   | 5      | 7.7%   | 4      | 17.8%  | 43  | 4.8% | 2  | 18.5% | 3  | 9.8% | 9   | 6.9% | 11  |
| Weighted base:        |       | 827    |        | 169    |        | 55     |        | 58     |        | 239 |      | 36 |       | 17 |      | 88  |      | 164 |
| Sample:               |       | 830    |        | 125    |        | 83     |        | 89     |        | 145 |      | 82 |       | 74 |      | 105 |      | 127 |

**Q44 Where do you or members of your household normally go for family entertainment?**

*Those who partake in family entertainment activities at Q36:*

|   |       |     |       |    |       |    |       |    |       |    |       |    |       |    |       |    |       |    |
|---|-------|-----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|
| Basingstoke Town Centre   | 2.2%  | 5   | 7.7%  | 5  | 2.4%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 2.8%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Central London  | 0.2%  | 0   | 0.0%  | 0  | 1.6%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Chandler's Ford Local Centre  | 2.5%  | 6   | 4.0%  | 2  | 0.0%  | 0  | 0.0%  | 0  | 4.4%  | 3  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Eastleigh Town Centre   | 14.6% | 35  | 3.0%  | 2  | 12.5% | 3  | 14.3% | 3  | 25.9% | 20 | 0.0%  | 0  | 19.0% | 1  | 14.5% | 3  | 12.3% | 4  |
| Fareham Town Centre   | 1.3%  | 3   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 10.7% | 3  |
| Gosport Town Centre   | 0.7%  | 2   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 4.8%  | 1  | 2.7%  | 1  |
| Otterbourne Village Centre  | 0.2%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 2.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Portsmouth City Centre  | 2.0%  | 5   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 9.7%  | 2  | 11.0% | 3  |
| Romsey Town Centre  | 0.3%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 9.0%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Southampton City Centre   | 3.0%  | 7   | 0.0%  | 0  | 12.5% | 3  | 0.0%  | 0  | 2.8%  | 2  | 0.0%  | 0  | 0.0%  | 0  | 4.8%  | 1  | 4.1%  | 1  |
| Whiteley Local Centre   | 0.5%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 4.1%  | 1  |
| Wickham Village Centre  | 0.3%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 2.7%  | 1  |
| Winchester City Centre  | 7.0%  | 17  | 22.2% | 13 | 14.7% | 3  | 0.0%  | 0  | 0.0%  | 0  | 3.6%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Hollywood Bowl,<br>Basingstoke Leisure Park,<br>Worting Road,<br>Basingstoke    | 3.9%  | 9   | 5.6%  | 3  | 12.5% | 3  | 0.0%  | 0  | 0.0%  | 0  | 36.4% | 3  | 8.4%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Hollywood Bowl, The Swan<br>Centre, Eastleigh                                   | 38.2% | 91  | 32.0% | 19 | 34.9% | 8  | 65.2% | 12 | 52.4% | 41 | 28.0% | 2  | 36.6% | 2  | 12.9% | 2  | 14.8% | 4  |
| Hollywood Bowl, Wesy<br>Quay Shopping Centre,<br>Harbour Parade,<br>Southampton | 3.3%  | 8   | 1.0%  | 1  | 2.4%  | 1  | 3.1%  | 1  | 1.1%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 12.6% | 2  | 10.7% | 3  |
| Marwell Activity Centre,<br>Hurst Lane, Owslebury,<br>Winchester                | 0.1%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 4.2%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Planet Ice, Arena Leisure<br>Park, Basingstoke                                  | 3.1%  | 7   | 5.5%  | 3  | 2.4%  | 1  | 5.2%  | 1  | 0.0%  | 0  | 23.0% | 2  | 19.3% | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Planet Ice, Fareham Road,<br>Gosport  | 0.3%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 2.7%  | 1  |
| Tenpin, Auckland Road,<br>Southampton   | 3.5%  | 8   | 5.4%  | 3  | 0.0%  | 0  | 8.1%  | 2  | 2.8%  | 2  | 0.0%  | 0  | 0.0%  | 0  | 8.2%  | 1  | 0.0%  | 0  |
| Alford Golf Club,<br>Montgarrie Road, Alford,<br>Scotland                       | 0.3%  | 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  |
| Bitterne Village Centre   | 0.4%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 4.8%  | 1  | 0.0%  | 0  |
| Flip Out Trampoline Arena,<br>Harbourgate, Southampton<br>Road, Portsmouth      | 0.4%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 4.8%  | 1  | 0.0%  | 0  |
| Gunwharf Quays,<br>Portsmouth   | 0.7%  | 2   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 9.7%  | 2  | 0.0%  | 0  |
| Hollywood Bowl, Gunwharf<br>Quays, Portsmouth                                   | 2.7%  | 6   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 8.2%  | 1  | 17.6% | 5  |
| Littleton Village Centre  | 0.2%  | 0   | 0.0%  | 0  | 1.6%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Paultons Park, Ower,<br>Romsey  | 0.2%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 2.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Rock Up, Whiteley Shopping<br>Centre, Whiteley Way,<br>Whiteley, Fareham        | 0.2%  | 1   | 0.0%  | 0  | 2.4%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Thorpe Park Resort, Staines<br>Road, Chertsey                                   | 1.0%  | 2   | 4.0%  | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| (Don't know / varies)   | 7.0%  | 17  | 8.6%  | 5  | 0.0%  | 0  | 0.0%  | 0  | 10.5% | 8  | 0.0%  | 0  | 9.8%  | 0  | 4.8%  | 1  | 6.8%  | 2  |
| Weighted base:  |       | 238 |       | 59 |       | 23 |       | 19 |       | 79 |       | 7  |       | 5  |       | 17 |       | 29 |
| Sample:   |       | 195 |       | 41 |       | 24 |       | 22 |       | 43 |       | 10 |       | 19 |       | 18 |       | 18 |

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|
| <b>Q45 Where do you or members of your household normally go for (OTHER ACTIVITY FROM Q36)?</b> |       |        |        |        |        |        |        |        |        |
| <i>Those who go to other leisure attractions at Q36:</i>  |       |        |        |        |        |        |        |        |        |
| Alresford / New Alresford Town Centre   | 39.5% | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Alton Town Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Andover Town Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Badger Farm Local Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Basingstoke Town Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Bedhampton Local Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Bishop's Waltham Town Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Blandford Forum Town Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Bordon Town Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Boscombe Local Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Boyatt Wood Local Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Broughton Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Bursledon Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Camberley Town Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Central London  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Chandler's Ford Local Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Chichester City Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Chilbolton Village Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Colden Common Local Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Corhampton Village Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Cowplain Village Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Crookhorn Local Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Denmead Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Droxford Village Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Eastleigh Town Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Emsworth Town Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Fair Oak Village Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Fareham Town Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Farringdon Village Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Fleet Town Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Gosport Town Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Guildford Town Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Hambledon Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Harestock Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Havant Town Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Hayling Island  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Hedge End Town Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Horndean Village Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Hyde Local Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| King's Somborne Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Kings Worthy Village Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Lordshill District Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Newbury Town Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Oliver's Battery Local Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Otterbourne Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Park Gate Local Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Petersfield Town Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Portchester Local Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Portsmouth City Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Reading Town Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Romsey Town Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Salisbury City Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Shedfield Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Southampton City Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Southsea Local Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Stockbridge Town Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Sutton Scotney Village Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Swanmore Village Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Titchfield Village Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Totton Town Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Twyford Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Waltham Chase Village Centre  | 41.4% | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Waterlooville Town Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |

# Winchester Household Survey For Lambert Smith Hampton

Weighted:

September 2019

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |   |      |   |      |   |      |   |      |   |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|---|------|---|------|---|------|---|------|---|
| Weeke Local Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Whiteley Local Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Wickham Village Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Winchester City Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Winnall Local Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Admiral Casino, Market Street, Eastleigh                         | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Admiral Casino, High Street, Shirley, Southampton                | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Admiral Casino, Pound Tree Road, Southampton                     | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Genting Casino, Terminus House, Terminus Terrace, Southampton    | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Grosvenor Casino, Leisure World, West Quay Road, Southampton     | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Brown Leisure, Leigh Road, Eastleigh                             | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Buzz Bingo, Antelope Park, Bursledon Road, Southampton           | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Buzz Bingo, Lordshill District Centre, Southampton               | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Buzz Bingo, West Ham Leisure Park, Worting Road, Basingstoke     | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Mecca Bingo, Junction Road, Andover                              | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Everyman, Southgate Street, Winchester                           | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Harbour Lights Picturehouse, Maritime Walk, Southampton          | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Odeon, Leisure World, West Quay Road, Southampton                | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Vue, Festival Place, New Market Square, Basingstoke              | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Vue, Swan Centre, Wells Place, Eastleigh                         | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| 3D Health & Fitness, Trafalgar Close, Chandler's Ford, Eastleigh | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Anytime Fitness, Jewry Street, Winchester                        | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| David Lloyd, Botley Road, West End, Southampton                  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Énergie Fitness, The Brooks Shopping Centre, Winchester          | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Fitness in Time, City Road, Winchester                           | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Gasp Fitness, Moorside Road, Winchester                          | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| New Energy Fitness, Middle Brook Street, Winchester              | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Orangetheory Fitness, Andover Road, Winchester                   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| River Park Leisure Centre, Gordon Road, Winchester               | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Winchester Racquets & Fitness, Berewecke Road, Winchester        | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Chesil Theatre, Chesil Street, Winchester                        | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Hanger Farm Arts Centre, Aikman Lane, Totton, Southampton        | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Mayflower, Commercial Road, Southampton                          | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Plaza Theatre, Winchester  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

Column %ges.

# Winchester Household Survey For Lambert Smith Hampton

Weighted:

September 2019

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |   |      |   |      |   |      |   |      |   |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|---|------|---|------|---|------|---|------|---|
| Road, Romsey   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| The Berry Theatre, Wildern Lane, Hedge End, Southampton                | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| The Point, Leigh Road, Eastleigh                                       | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| The Stage Door, Marlands Road, Southampton                             | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Theatre Royal, Jewry Street, Winchester                                | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Hollywood Bowl, Basingstoke Leisure Park, Worting Road, Basingstoke    | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Hollywood Bowl, The Swan Centre, Eastleigh                             | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Hollywood Bowl, Wesy Quay Shopping Centre, Harbour Parade, Southampton | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Marwell Activity Centre, Hurst Lane, Owslebury, Winchester             | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Planet Ice, Arena Leisure Park, Basingstoke                            | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Planet Ice, Fareham Road, Gosport                                      | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tenpin, Auckland Road, Southampton                                     | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Other  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Internet / Online  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Abroad   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Albourne Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Alford Golf Club, Montgarrie Road, Alford, Scotland                    | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Barton Stacey Village Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Beauworth Village Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Bighton Village Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Bitterne Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Boorley Green Village Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Bosham Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Botley Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Bournemouth Town Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Bracknell Town Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Bramdean Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Brighton City Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Bristol City Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Brize Norton Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Cheriton Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Chester City Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Chichester Festival Theatre, Oaklands Way, Chichester                  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Cineworld, Whiteley Shopping Centre, Whiteley Way, Fareham             | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Compton Local Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Cosham Local Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Crawley Village Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Crown Bingo & Social Club, High Street, Portsmouth                     | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| David Lloyd, Frogmore Lane, off Brownhill Way, Southampton             | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Dundridge Local Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Durley Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| East Meon Village Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Easton Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Exton Village Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Fareham Leisure Centre, Park Lane, Fareham                             | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Farnborough Town Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Ferneham Hall, Osborn  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

Column %ges.

| Weighted:   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|
| Road, Fareham   |       |        |        |        |        |        |        |        |        |
| Fitness In Time, City Road, Winchester                                | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Flip Out Trampoline Arena, Harbourn, Southampton                      | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Road, Portsmouth  |       |        |        |        |        |        |        |        |        |
| Grosvenor Casino, Gunwharf Road, Portsmouth                           | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Gunwharf Quays, Portsmouth  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Haslemere Town Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Hawkey Village Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Headbourne Worthy Village Centre                                      | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Hinton Ampner Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Holiday Inn, Leigh Road, Eastleigh                                    | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Hollywood Bowl, Gunwharf Quays, Portsmouth                            | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Horton Heath Village Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Hursley Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Imperial War Museum, Duxford, Cambridge                               | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Itchen Abbas Village Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Keswick Town Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Kings Theatre, Albert Road, Portsmouth, Southsea                      | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Kingston-upon-Thames Town Centre                                      | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Lincoln City Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Liphook Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Littleton Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Mordon Hill Local Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Norton Park, Sutton Scotney   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Nuffield Southampton Theatres, University Road, Southampton           | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Odeon, Basingstoke Leisure Park, Churchill Way West, Westham          | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Odeon, Port Way, Portsmouth   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Ovington Local Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Owslebury Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Oxford City Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Paultons Park, Ower, Romsey   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Perins School, Pound Hill, Alresford                                  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Places Leisure, Passfield Avenue, Eastleigh                           | 19.0% | 0      | 0.0%   | 0      | 99.9%  | 0      | 0.0%   | 0      | 0.0%   |
| Port Solent Local Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Portsmouth Historic Dockyard, Victory Gate, HM Naval Base, Portsmouth | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Pure Gym, Shirley Retail Park, Winchester Road, Southampton           | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Reel Cinema, Vannes Parade, Fareham                                   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Rock Up, Whiteley Shopping Centre, Whiteley Way, Whiteley, Fareham    | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Romsey Rapids Sports Complex, Southampton Road, Romsey                | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Salisbury Playhouse, Malthouse Lane, Salisbury                        | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Shawford Local Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Shoreham-by-Sea Town Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Showcase Cinema de Lux,   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |

# Winchester Household Survey For Lambert Smith Hampton

Weighted:

September 2019

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|
| West Quay Shopping Centre, Southampton                           |       |        |        |        |        |        |        |        |        |
| Sparsholt Village Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| The Anvil, Churchill Way East, Basingstoke                       | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| The Watermill Theatre and Restaurant, Bagnor, Newbury            | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Therapeutics Southampton, Trojans Club, Stoneham Lane, Eastleigh | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Thorpe Park Resort, Staines Road, Chertsey                       | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Tichborne Village Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Ulverston Village Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Upham Village Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Vue, Gunwharf Quays, Portsmouth                                  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Wallington Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| West End Local Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| West Meon Village Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Wherwell Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Wyemouth Town Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| York City Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| (Don't know / varies)  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Weighted base:   | 2     | 0      | 0      | 0      | 0      | 1      | 0      | 1      | 0      |
| Sample:  | 5     | 0      | 0      | 1      | 0      | 3      | 0      | 1      | 0      |

Weighted:

September 2019

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |    |      |   |      |   |      |    |      |    |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|----|------|---|------|---|------|----|------|----|
| <b>Q46 What improvements could be made to the leisure offer in Winchester City Council area that would make you visit / partake in leisure activities more often? [MR]</b> |       |        |        |        |        |        |        |        |        |    |      |   |      |   |      |    |      |    |
| A casino   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0  | 0.0% | 0  |
| A swimming pool  | 5.0%  | 50     | 7.1%   | 14     | 10.7%  | 7      | 5.2%   | 3      | 2.7%   | 8  | 7.9% | 3 | 3.9% | 1 | 4.4% | 5  | 4.0% | 8  |
| A theatre  | 0.8%  | 8      | 0.0%   | 0      | 4.2%   | 3      | 0.0%   | 0      | 1.6%   | 5  | 1.6% | 1 | 0.0% | 0 | 0.0% | 0  | 0.0% | 0  |
| A new multi-screen cinema  | 5.2%  | 52     | 10.3%  | 21     | 4.4%   | 3      | 4.1%   | 3      | 4.6%   | 13 | 0.6% | 0 | 7.3% | 2 | 8.0% | 10 | 0.6% | 1  |
| A new art house cinema   | 0.6%  | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.2%   | 3  | 0.0% | 0 | 0.0% | 0 | 1.8% | 2  | 0.0% | 0  |
| Bingo  | 0.2%  | 2      | 1.2%   | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0  | 0.0% | 0  |
| Cheaper prices   | 1.9%  | 19     | 4.1%   | 8      | 1.4%   | 1      | 4.4%   | 3      | 1.2%   | 4  | 0.0% | 0 | 2.5% | 1 | 0.7% | 1  | 1.2% | 2  |
| Improved access by foot and cycle  | 1.0%  | 10     | 0.0%   | 0      | 3.7%   | 2      | 0.9%   | 1      | 0.8%   | 2  | 1.6% | 1 | 1.0% | 0 | 2.5% | 3  | 0.4% | 1  |
| Improved public transport  | 1.3%  | 13     | 0.0%   | 0      | 0.6%   | 0      | 0.0%   | 0      | 1.1%   | 3  | 0.0% | 0 | 0.0% | 0 | 4.6% | 6  | 2.2% | 4  |
| Improved security / CCTV   | 0.0%  | 0      | 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 street furniture  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0  | 0.0% | 0  |
| Improvements in the built environment  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0  | 0.4% | 1  |
| More / better car parking  | 3.1%  | 31     | 3.4%   | 7      | 1.4%   | 1      | 3.8%   | 2      | 5.5%   | 16 | 1.6% | 1 | 2.9% | 1 | 2.1% | 3  | 0.4% | 1  |
| More / better cultural facilities  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.5% | 0 | 0.0% | 0  | 0.4% | 1  |
| More / better disabled access / facilities   | 0.4%  | 4      | 0.8%   | 1      | 1.5%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 1.3% | 0 | 0.7% | 1  | 0.0% | 0  |
| More / better health clubs / gyms  | 2.1%  | 21     | 6.6%   | 13     | 2.6%   | 2      | 2.1%   | 1      | 0.0%   | 0  | 4.4% | 2 | 1.8% | 0 | 1.4% | 2  | 0.4% | 1  |
| More / better policing   | 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  |
| More / better public houses  | 0.6%  | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.8%   | 2  | 0.0% | 0 | 0.0% | 0 | 0.5% | 1  | 1.6% | 3  |
| More / better seats  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.3%   | 1  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0  | 0.0% | 0  |
| More / better signposting and information  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0  | 0.0% | 0  |
| More better parks / green spaces   | 0.8%  | 8      | 1.1%   | 2      | 0.9%   | 1      | 0.0%   | 0      | 0.3%   | 1  | 1.6% | 1 | 0.0% | 0 | 0.5% | 1  | 1.6% | 3  |
| More for children  | 4.7%  | 47     | 14.4%  | 29     | 0.6%   | 0      | 6.2%   | 4      | 2.4%   | 7  | 0.0% | 0 | 3.8% | 1 | 5.4% | 7  | 0.0% | 0  |
| More local sports & recreation facilities  | 4.1%  | 41     | 9.6%   | 19     | 3.7%   | 2      | 1.5%   | 1      | 0.8%   | 2  | 7.9% | 3 | 2.8% | 1 | 2.9% | 4  | 4.4% | 9  |
| More nightclubs  | 1.0%  | 10     | 2.3%   | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.8%   | 2  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0  | 1.5% | 3  |
| More pavement cafés  | 1.3%  | 13     | 4.7%   | 9      | 0.0%   | 0      | 0.0%   | 0      | 1.2%   | 3  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0  | 0.0% | 0  |
| More quality restaurants   | 1.1%  | 11     | 0.5%   | 1      | 2.2%   | 1      | 2.9%   | 2      | 1.1%   | 3  | 0.6% | 0 | 0.0% | 0 | 1.8% | 2  | 0.6% | 1  |
| More street cleaning   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0  | 0.0% | 0  |
| Provision of public toilets  | 0.0%  | 0      | 0.0%   | 0      | 0.6%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0  | 0.0% | 0  |
| Ten-pin bowling  | 4.3%  | 43     | 8.1%   | 16     | 5.3%   | 3      | 4.8%   | 3      | 1.6%   | 5  | 0.0% | 0 | 0.0% | 0 | 5.0% | 6  | 5.2% | 10 |
| Other  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0  | 0.0% | 0  |
| A concert hall   | 0.2%  | 2      | 0.6%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.7% | 1  | 0.0% | 0  |
| A golf course  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.3%   | 1  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0  | 0.0% | 0  |
| A skate park   | 0.8%  | 8      | 1.1%   | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 2.5% | 3  | 1.6% | 3  |
| An ice skating rink  | 1.7%  | 17     | 2.7%   | 5      | 2.2%   | 1      | 0.0%   | 0      | 0.9%   | 3  | 0.0% | 0 | 0.5% | 0 | 1.8% | 2  | 2.6% | 5  |
| Archery club   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0  | 0.6% | 1  |
| Better facilities in the new park (e.g. changing rooms)  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.3%   | 1  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0  | 0.0% | 0  |
| Better historical attractions  | 0.1%  | 1      | 0.5%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0  | 0.0% | 0  |
| Better shows at the Theatre Royal  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.6% | 0 | 0.0% | 0 | 0.0% | 0  | 0.0% | 0  |
| Climbing walls   | 0.2%  | 2      | 1.2%   | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0  | 0.0% | 0  |
| Floodlights where appropriate  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.5% | 1  | 0.0% | 0  |
| Free car parking   | 0.1%  | 1      | 0.5%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0  | 0.0% | 0  |
| Improve / refurbish leisure centres  | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.9%   | 1      | 0.0%   | 0  | 2.4% | 1 | 0.8% | 0 | 0.0% | 0  | 0.0% | 0  |
| More advertising   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.5%   | 1  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0  | 0.0% | 0  |
| More arts & crafts 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  | 0.4% | 1  |
| More cycle lanes / routes  | 0.8%  | 8      | 2.1%   | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.5%   | 1  | 0.0% | 0 | 2.0% | 1 | 0.7% | 1  | 0.6% | 1  |
| More designated walking routes   | 0.4%  | 4      | 0.0%   | 0      | 0.9%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0  | 1.5% | 3  |
| More facilities / activities for elderly people  | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 1.5%   | 1      | 0.3%   | 1  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0  | 0.0% | 0  |
| More for facilities / activities for teenagers / young adults  | 1.1%  | 11     | 1.8%   | 4      | 0.9%   | 1      | 2.4%   | 2      | 1.2%   | 3  | 0.0% | 0 | 0.8% | 0 | 1.8% | 2  | 0.0% | 0  |
| More indoor activities   | 0.1%  | 1      | 0.5%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0  | 0.0% | 0  |
| More leisure centres   | 1.1%  | 11     | 3.5%   | 7      | 0.0%   | 0      | 0.0%   | 0      | 0.8%   | 2  | 4.8% | 2 | 0.0% | 0 | 0.0% | 0  | 0.0% | 0  |
| More leisure facilities in general   | 0.4%  | 4      | 1.4%   | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.7% | 1  | 0.0% | 0  |
| More museums   | 0.2%  | 2      | 1.1%   | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0  | 0.0% | 0  |
| More retail parks  | 0.1%  | 1      | 0.0%   | 0      | 0.9%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0  | 0.0% | 0  |
| More specialist / niche bars   | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.2%   | 3  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0  | 0.0% | 0  |

Column %ges.

# Winchester Household Survey For Lambert Smith Hampton

Weighted:

September 2019

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |     |       |    |       |    |       |    |       |     |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|-----|-------|----|-------|----|-------|----|-------|-----|
| (e.g. drag show bars)                     |       |        |        |        |        |        |        |        |        |     |       |    |       |    |       |    |       |     |
| More water sports                         | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.0%  | 2   |
| Open-water swimming events                | 0.1%  | 1      | 0.0%   | 0      | 0.9%   | 1      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| Public toilets open later                 | 0.0%  | 0      | 0.0%   | 0      | 0.6%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| Reduce shop rents to reduce shop closures | 0.1%  | 1      | 0.5%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.6%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| Reduce traffic congestion                 | 0.4%  | 4      | 0.5%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 1.2%   | 4   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| Repair / resurface pavements              | 0.1%  | 1      | 0.3%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| Ski slopes                                | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.5%  | 1  | 0.0%  | 0   |
| Tennis courts / facilities                | 0.4%  | 4      | 0.5%   | 1      | 3.1%   | 2      | 0.6%   | 0      | 0.0%   | 0   | 0.9%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| Trampoline centre                         | 0.3%  | 3      | 1.1%   | 2      | 0.0%   | 0      | 0.9%   | 1      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| (Don't do leisure activities)             | 1.7%  | 17     | 0.9%   | 2      | 0.6%   | 0      | 2.4%   | 2      | 2.4%   | 7   | 3.1%  | 1  | 1.8%  | 0  | 1.6%  | 2  | 1.2%  | 2   |
| (Don't know)                              | 5.1%  | 52     | 5.5%   | 11     | 0.6%   | 0      | 2.7%   | 2      | 5.0%   | 15  | 6.2%  | 3  | 9.5%  | 2  | 4.3%  | 5  | 7.0%  | 14  |
| (Nothing)                                 | 59.6% | 598    | 42.4%  | 84     | 61.9%  | 40     | 61.0%  | 40     | 64.2%  | 187 | 61.4% | 26 | 67.6% | 17 | 61.9% | 75 | 66.0% | 129 |
| Weighted base:                            | 1004  | 199    |        | 64     | 65     | 292    |        | 43     | 25     | 121 | 196   |    |       |    |       |    |       |     |
| Sample:                                   | 1004  | 149    |        | 100    | 100    | 175    |        | 100    | 100    | 131 | 149   |    |       |    |       |    |       |     |

**GEN Gender of respondent:**

|                |       |     |       |     |       |     |       |     |       |     |       |    |       |    |       |    |       |     |
|----------------|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|----|-------|----|-------|----|-------|-----|
| Male           | 34.7% | 348 | 28.4% | 56  | 32.4% | 21  | 46.0% | 30  | 36.9% | 107 | 34.9% | 15 | 35.2% | 9  | 28.1% | 34 | 38.8% | 76  |
| Female         | 65.3% | 656 | 71.6% | 142 | 67.6% | 43  | 54.0% | 35  | 63.1% | 184 | 65.1% | 28 | 64.8% | 16 | 71.9% | 87 | 61.2% | 120 |
| Weighted base: | 1004  | 199 |       | 64  | 65    | 292 |       | 43  | 25    | 121 | 196   |    |       |    |       |    |       |     |
| Sample:        | 1004  | 149 |       | 100 | 100   | 175 |       | 100 | 100   | 131 | 149   |    |       |    |       |    |       |     |

**AGE Can I ask how old you are please?**

|                |       |     |       |     |       |     |       |     |       |     |       |    |       |   |       |    |       |    |
|----------------|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|----|-------|---|-------|----|-------|----|
| 18-24          | 7.1%  | 71  | 20.7% | 41  | 4.3%  | 3   | 2.3%  | 1   | 3.5%  | 10  | 7.1%  | 3  | 9.9%  | 2 | 3.5%  | 4  | 3.0%  | 6  |
| 25-34          | 11.6% | 117 | 24.1% | 48  | 8.7%  | 6   | 6.8%  | 4   | 9.2%  | 27  | 9.4%  | 4  | 17.8% | 4 | 7.0%  | 8  | 7.6%  | 15 |
| 35-44          | 17.8% | 179 | 16.6% | 33  | 26.9% | 17  | 21.0% | 14  | 16.7% | 49  | 12.1% | 5  | 10.2% | 3 | 23.4% | 28 | 15.7% | 31 |
| 45-54          | 20.6% | 206 | 19.5% | 39  | 18.9% | 12  | 14.3% | 9   | 21.0% | 61  | 2.8%  | 1  | 14.1% | 3 | 29.6% | 36 | 22.8% | 45 |
| 55-64          | 19.1% | 192 | 5.4%  | 11  | 11.6% | 7   | 22.6% | 15  | 30.0% | 88  | 26.7% | 12 | 25.1% | 6 | 8.2%  | 10 | 22.3% | 44 |
| 65+            | 23.8% | 239 | 13.8% | 27  | 29.6% | 19  | 33.1% | 21  | 19.6% | 57  | 41.9% | 18 | 22.8% | 6 | 28.3% | 34 | 28.6% | 56 |
| (Refused)      | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Weighted base: | 1004  | 199 |       | 64  | 65    | 292 |       | 43  | 25    | 121 | 196   |    |       |   |       |    |       |    |
| Sample:        | 1004  | 149 |       | 100 | 100   | 175 |       | 100 | 100   | 131 | 149   |    |       |   |       |    |       |    |

## Winchester Household Survey For Lambert Smith Hampton

|                            | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |     |        |    |        |    |        |     |
|----------------------------|-------|--------|--------|--------|--------|--------|--------|--------|--------|-----|--------|----|--------|----|--------|-----|
| <b>PC Postcode Sector:</b> |       |        |        |        |        |        |        |        |        |     |        |    |        |    |        |     |
| GU32 1                     | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 7.7%   | 2  | 0.0%   | 0  | 0.0%   | 0   |
| PO15 5                     | 0.5%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%   | 0  | 0.0%   | 0  | 2.8%   | 5   |
| PO15 6                     | 3.2%  | 32     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%   | 0  | 0.0%   | 0  | 16.4%  | 32  |
| PO15 7                     | 2.2%  | 22     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%   | 0  | 0.0%   | 0  | 11.1%  | 22  |
| PO16 0                     | 1.2%  | 12     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%   | 0  | 0.0%   | 0  | 6.1%   | 12  |
| PO16 7                     | 4.0%  | 41     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%   | 0  | 0.0%   | 0  | 20.7%  | 41  |
| PO16 8                     | 0.8%  | 8      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%   | 0  | 0.0%   | 0  | 4.2%   | 8   |
| PO17 5                     | 3.2%  | 32     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%   | 0  | 0.7%   | 1  | 16.1%  | 31  |
| PO17 6                     | 0.9%  | 9      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%   | 0  | 1.8%   | 2  | 3.4%   | 7   |
| PO7 3                      | 0.5%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%   | 0  | 4.3%   | 5  | 0.0%   | 0   |
| PO7 4                      | 0.7%  | 7      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%   | 0  | 5.5%   | 7  | 0.0%   | 0   |
| PO7 5                      | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%   | 0  | 0.0%   | 0  | 1.5%   | 3   |
| PO7 6                      | 1.6%  | 16     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%   | 0  | 12.3%  | 15 | 0.4%   | 1   |
| PO7 7                      | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%   | 0  | 1.8%   | 2  | 0.0%   | 0   |
| SO21 1                     | 3.7%  | 37     | 0.0%   | 0      | 0.9%   | 1      | 41.6%  | 27     | 0.0%   | 0   | 11.6%  | 5  | 18.4%  | 5  | 0.0%   | 0   |
| SO21 2                     | 2.2%  | 22     | 0.0%   | 0      | 10.3%  | 7      | 24.1%  | 16     | 0.0%   | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0   |
| SO21 3                     | 2.1%  | 21     | 0.0%   | 0      | 33.4%  | 21     | 0.0%   | 0      | 0.0%   | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0   |
| SO22 4                     | 4.8%  | 48     | 14.9%  | 30     | 0.0%   | 0      | 28.7%  | 19     | 0.0%   | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0   |
| SO22 5                     | 5.1%  | 51     | 25.2%  | 50     | 0.0%   | 0      | 1.5%   | 1      | 0.0%   | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0   |
| SO22 6                     | 4.0%  | 40     | 17.8%  | 35     | 8.0%   | 5      | 0.0%   | 0      | 0.0%   | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0   |
| SO23 0                     | 2.0%  | 20     | 10.2%  | 20     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0   |
| SO23 7                     | 5.2%  | 52     | 10.9%  | 22     | 47.5%  | 30     | 0.0%   | 0      | 0.0%   | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0   |
| SO23 8                     | 1.5%  | 15     | 7.5%   | 15     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0   |
| SO23 9                     | 2.7%  | 27     | 13.5%  | 27     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0   |
| SO24 0                     | 1.1%  | 11     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 1.8%   | 1  | 39.8%  | 10 | 0.0%   | 0   |
| SO24 9                     | 3.7%  | 37     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 86.5%  | 37 | 0.0%   | 0  | 0.0%   | 0   |
| SO30 2                     | 2.2%  | 22     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%   | 0  | 0.0%   | 0  | 11.4%  | 22  |
| SO32 1                     | 6.4%  | 64     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.5%   | 1   | 0.0%   | 0  | 19.6%  | 5  | 47.9%  | 58  |
| SO32 2                     | 3.8%  | 38     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%   | 0  | 4.0%   | 1  | 21.3%  | 26  |
| SO32 3                     | 0.8%  | 8      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%   | 0  | 10.5%  | 3  | 4.4%   | 5   |
| SO50 4                     | 1.6%  | 16     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 5.6%   | 16  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0   |
| SO50 5                     | 1.6%  | 16     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 5.4%   | 16  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0   |
| SO50 6                     | 3.9%  | 39     | 0.0%   | 0      | 0.0%   | 0      | 2.7%   | 2      | 12.8%  | 37  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0   |
| SO50 7                     | 7.5%  | 76     | 0.0%   | 0      | 0.0%   | 0      | 1.5%   | 1      | 25.6%  | 75  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0   |
| SO50 8                     | 3.8%  | 38     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 13.2%  | 38  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0   |
| SO50 9                     | 1.3%  | 13     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 4.4%   | 13  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0   |
| SO53 1                     | 1.5%  | 15     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 5.1%   | 15  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0   |
| SO53 2                     | 3.8%  | 38     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 13.0%  | 38  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0   |
| SO53 3                     | 1.7%  | 17     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 5.8%   | 17  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0   |
| SO53 4                     | 1.7%  | 17     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 5.9%   | 17  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0   |
| SO53 5                     | 0.8%  | 8      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.7%   | 8   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0   |
| Weighted base:             | 1004  | 199    |        | 64     | 65     | 292    |        | 43     | 25     | 121 | 196    |    |        |    |        |     |
| Sample:                    | 1004  | 149    |        | 100    | 100    | 175    |        | 100    | 100    | 131 | 149    |    |        |    |        |     |
| <b>QUOTA Zone</b>          |       |        |        |        |        |        |        |        |        |     |        |    |        |    |        |     |
| Zone 1                     | 19.8% | 199    | 100.0% | 199    | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0   |
| Zone 2                     | 6.4%  | 64     | 0.0%   | 0      | 100.0% | 64     | 0.0%   | 0      | 0.0%   | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0   |
| Zone 3                     | 6.5%  | 65     | 0.0%   | 0      | 0.0%   | 0      | 100.0% | 65     | 0.0%   | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0   |
| Zone 4                     | 29.0% | 292    | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 100.0% | 292 | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0   |
| Zone 5                     | 4.3%  | 43     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 100.0% | 43 | 0.0%   | 0  | 0.0%   | 0   |
| Zone 6                     | 2.5%  | 25     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%   | 0  | 100.0% | 25 | 0.0%   | 0   |
| Zone 7                     | 12.1% | 121    | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%   | 0  | 0.0%   | 0  | 100.0% | 121 |
| Zone 8                     | 19.5% | 196    | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 196 |
| Weighted base:             | 1004  | 199    |        | 64     | 65     | 292    |        | 43     | 25     | 121 | 196    |    |        |    |        |     |
| Sample:                    | 1004  | 149    |        | 100    | 100    | 175    |        | 100    | 100    | 131 | 149    |    |        |    |        |     |

### **Appendix 3:**

Data Tabulations

By Zone – Filtered

# Winchester Household Survey For Lambert Smith Hampton

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |    |      |   |      |   |      |   |       |    |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|----|------|---|------|---|------|---|-------|----|
| <b>Q01 Where do you NORMALLY shop for all your household's main food and grocery shopping needs (i.e. primarily bulk trolley purchases)?</b> |       |        |        |        |        |        |        |        |        |    |      |   |      |   |      |   |       |    |
| <i>Excl. Nulls &amp; SFT</i>   |       |        |        |        |        |        |        |        |        |    |      |   |      |   |      |   |       |    |
| Winchester City Centre   | 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  |
| Aldi, Alton Retail Park,<br>Alton  | 0.7%  | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 5.4% | 5 | 1.1% | 1 | 0.0% | 0 | 0.0%  | 0  |
| Aldi, Bevois Valley Road,<br>Southampton   | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 1  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.7%  | 1  |
| Aldi, Burnett Close,<br>Winchester   | 5.7%  | 52     | 20.0%  | 26     | 20.2%  | 18     | 2.2%   | 2      | 0.0%   | 0  | 4.3% | 4 | 2.3% | 2 | 0.0% | 0 | 0.0%  | 0  |
| Aldi, Chestnut Avenue Retail<br>Park, Chandler's Ford,<br>Eastleigh  | 1.9%  | 17     | 0.8%   | 1      | 0.0%   | 0      | 3.2%   | 3      | 8.3%   | 13 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0  |
| Aldi, The Hundred, Romsey  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 1.1% | 1 | 0.0% | 0 | 0.0%  | 0  |
| Aldi, West Street, Fareham   | 3.1%  | 28     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 5.2% | 6 | 15.5% | 22 |
| Asda, Anton Mill Road,<br>Andover  | 0.1%  | 1      | 0.0%   | 0      | 1.1%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0  |
| Asda, Bournemouth Road,<br>Chandler's Ford, Eastleigh  | 3.9%  | 35     | 1.5%   | 2      | 1.1%   | 1      | 3.2%   | 3      | 16.0%  | 25 | 0.0% | 0 | 1.1% | 1 | 1.7% | 2 | 0.7%  | 1  |
| Asda, Brighton Way,<br>Brighton Hill, Basingstoke  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 1.1% | 1 | 0.0% | 0 | 0.0%  | 0  |
| Asda, Cranbourne Industrial<br>Estate, Dock Road,<br>Gosport   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.7%  | 1  |
| Asda, Maynard Road, Totton   | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 2.3% | 2 | 0.0% | 0 | 0.0%  | 0  |
| Asda, Portland Road,<br>Waterlooville  | 1.3%  | 12     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 6.9% | 8 | 2.8%  | 4  |
| Asda, Speedfields Park,<br>Newgate Lane, Fareham   | 0.9%  | 8      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 1.7% | 2 | 4.2%  | 6  |
| Budgens, Winchester Road,<br>Bishop's Waltham  | 1.3%  | 12     | 0.0%   | 0      | 1.1%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 1.1% | 1 | 7.8% | 9 | 0.7%  | 1  |
| Co-op, Fair Oak Road,<br>Bishopstoke   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 1  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0  |
| Co-op, Hambledon Road,<br>Denmead  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.9% | 1 | 0.0%  | 0  |
| Co-op, High Street, Bishop's<br>Waltham  | 0.6%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 4.3% | 5 | 0.0%  | 0  |
| Co-op, Highlands Road,<br>Fareham  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.7%  | 1  |
| Co-op, Lower Northam<br>Road, Hedge End  | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.4%  | 2  |
| Co-op, Sandy Lane, Fair Oak  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 1  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0  |
| Co-op, St. Vigor Way,<br>Colden Common   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 1.1%   | 1      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0  |
| Co-op, The Square,<br>Wickham  | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.1%  | 3  |
| Co-op, West Street,<br>Alresford   | 1.3%  | 12     | 0.8%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 7.6% | 7 | 4.5% | 4 | 0.0% | 0 | 0.0%  | 0  |
| Iceland, Middle Brook<br>Street, Winchester  | 0.3%  | 3      | 2.3%   | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0  |
| Iceland, West Street,<br>Fareham   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.9% | 1 | 0.0%  | 0  |
| Lidl, Coles Close, off<br>Twyford Road, Eastleigh  | 2.3%  | 21     | 0.0%   | 0      | 0.0%   | 0      | 3.2%   | 3      | 7.7%   | 12 | 0.0% | 0 | 3.4% | 3 | 2.6% | 3 | 0.0%  | 0  |
| Lidl, Elettra Avenue,<br>Waterlooville   | 0.7%  | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 5.2% | 6 | 0.0%  | 0  |
| Lidl, London Road,<br>Cowplain, Waterlooville  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.9% | 1 | 0.0%  | 0  |
| Lidl, Rookery Avenue,<br>Solent Way, Whiteley  | 1.0%  | 9      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.3%   | 2  | 0.0% | 0 | 0.0% | 0 | 3.4% | 4 | 2.1%  | 3  |
| Lidl, Speedfields Park,<br>Newgate Lane, Fareham   | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.4%  | 2  |
| Londis, Winchester Road,<br>Bishop's Waltham   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.9% | 1 | 0.0%  | 0  |
| M&S Simply Food,<br>Winchester Rail Station,<br>Winchester   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 1.1% | 1 | 0.0% | 0 | 0.0%  | 0  |
| Marks & Spencer Foodhall,<br>Coles Close, Twyford<br>Road, Eastleigh   | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 1.1%   | 1      | 0.6%   | 1  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0  |
| Marks & Spencer Foodhall,<br>High Street, Winchester   | 0.4%  | 4      | 1.5%   | 2      | 1.1%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 1.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0  |
| Marks & Spencer, Hedge<br>End Trade Park, Tollbar  | 0.9%  | 8      | 0.0%   | 0      | 0.0%   | 0      | 1.1%   | 1      | 1.9%   | 3  | 0.0% | 0 | 2.3% | 2 | 1.7% | 2 | 0.0%  | 0  |

# Winchester Household Survey For Lambert Smith Hampton

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |    |       |    |       |    |       |    |       |    |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|----|-------|----|-------|----|-------|----|-------|----|
| Way, Hedge End   |       |        |        |        |        |        |        |        |        |    |       |    |       |    |       |    |       |    |
| McCarthy's Fruit & Veg,<br>Winchester Road,<br>Wickham               | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.7%  | 1  |
| Morrisons, Lakesmere Road,<br>Horndean                               | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 1.1%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Sainsbury's Superstore,<br>Badger Farm Road,<br>Winchester           | 14.6% | 132    | 24.6%  | 32     | 12.4%  | 11     | 58.1%  | 54     | 5.8%   | 9  | 15.2% | 14 | 12.5% | 11 | 0.9%  | 1  | 0.0%  | 0  |
| Sainsbury's Superstore,<br>Draymans Way, Alton                       | 0.9%  | 8      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 5.4%  | 5  | 3.4%  | 3  | 0.0%  | 0  | 0.0%  | 0  |
| Sainsbury's Superstore,<br>Leigh Road, Eastleigh                     | 2.3%  | 21     | 0.0%   | 0      | 0.0%   | 0      | 2.2%   | 2      | 10.9%  | 17 | 0.0%  | 0  | 1.1%  | 1  | 0.9%  | 1  | 0.0%  | 0  |
| Sainsbury's Superstore,<br>Lordshill District Centre,<br>Southampton | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.3%   | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Sainsbury's Superstore,<br>Middlebrook Street,<br>Winchester         | 0.9%  | 8      | 5.4%   | 7      | 1.1%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Sainsbury's Superstore,<br>Redcar Street, Shirley,<br>Southampton    | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Sainsbury's Superstore,<br>Tollbar way, Hedge End                    | 6.7%  | 61     | 0.8%   | 1      | 0.0%   | 0      | 2.2%   | 2      | 14.7%  | 23 | 0.0%  | 0  | 4.5%  | 4  | 16.4% | 19 | 8.5%  | 12 |
| Sainsbury's Superstore,<br>Wallop Drive, Kempshott,<br>Basingstoke   | 0.3%  | 3      | 0.0%   | 0      | 1.1%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 2.2%  | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Sainsbury's Superstore,<br>Wallington Way,<br>Broadcut, Fareham      | 8.8%  | 80     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.3%   | 2  | 0.0%  | 0  | 2.3%  | 2  | 12.9% | 15 | 43.0% | 61 |
| Tesco (Esso) Express,<br>Andover Road,<br>Winchester                 | 0.1%  | 1      | 0.8%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Tesco (Esso) Express,<br>Twyford Road, 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  | 0.7%  | 1  |
| Tesco (Esso) Express,<br>Winchester Road, Fair<br>Oak                | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.3%   | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Tesco Express, Ashdown<br>Road, Chandler's Ford,<br>Eastleigh        | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 1.1%   | 1      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.7%  | 1  |
| Tesco Express, Broad Street,<br>Alresford                            | 1.1%  | 10     | 0.8%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 7.6%  | 7  | 2.3%  | 2  | 0.0%  | 0  | 0.0%  | 0  |
| Tesco Express, High Street,<br>Winchester                            | 0.2%  | 2      | 0.8%   | 1      | 1.1%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Tesco Express, Priors Dean<br>Road, Harestock,<br>Winchester         | 0.4%  | 4      | 1.5%   | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.9%  | 1  | 0.0%  | 0  |
| Tesco Express, Springvale<br>Road, Kings Worthy                      | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 1.1%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Tesco Extra, Clement Attlee<br>Way, North Harbour,<br>Portsmouth     | 0.4%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 1  | 0.0%  | 0  | 0.0%  | 0  | 1.7%  | 2  | 0.7%  | 1  |
| Tesco Extra, Easton Lane,<br>Winchester                              | 14.7% | 133    | 20.0%  | 26     | 32.6%  | 29     | 5.4%   | 5      | 2.6%   | 4  | 40.2% | 37 | 33.0% | 29 | 2.6%  | 3  | 0.0%  | 0  |
| Tesco Extra, Hamble Lane,<br>Bursledon Towers,<br>Southampton        | 0.7%  | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.6%   | 4  | 0.0%  | 0  | 1.1%  | 1  | 0.0%  | 0  | 0.7%  | 1  |
| Tesco Extra, River Way,<br>Andover                                   | 0.3%  | 3      | 0.0%   | 0      | 3.4%   | 3      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Tesco Metro, The Swan<br>Centre, Wells Place,<br>Eastleigh           | 1.7%  | 15     | 0.0%   | 0      | 0.0%   | 0      | 3.2%   | 3      | 7.1%   | 11 | 0.0%  | 0  | 1.1%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Tesco Superstore, The<br>Causeway, Petersfield                       | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 1.1%  | 1  | 0.9%  | 1  | 0.0%  | 0  |
| Tesco Superstore, Whiteley<br>Way, Whiteley                          | 1.1%  | 10     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 7.0%  | 10 |
| Waitrose, Alma Road,<br>Romsey                                       | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 1.1%   | 1      | 0.6%   | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Waitrose, Dukes Walk,<br>Stakes Hill Road,<br>Waterlooville          | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.7%  | 2  | 0.7%  | 1  |
| Waitrose, Oakmount Road,<br>Chandler's Ford, Eastleigh               | 2.9%  | 26     | 0.8%   | 1      | 0.0%   | 0      | 6.5%   | 6      | 9.6%   | 15 | 1.1%  | 1  | 3.4%  | 3  | 0.0%  | 0  | 0.0%  | 0  |

Column %ges.

# Winchester Household Survey For Lambert Smith Hampton

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |     |      |    |       |    |      |     |      |     |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|-----|------|----|-------|----|------|-----|------|-----|
| Waitrose, Rams Walk, Petersfield                                 | 1.1%  | 10     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0% | 0  | 10.2% | 9  | 0.9% | 1   | 0.0% | 0   |
| Waitrose, Stockbridge Road, Winchester                           | 5.3%  | 48     | 16.2%  | 21     | 22.5%  | 20     | 4.3%   | 4      | 0.0%   | 0   | 1.1% | 1  | 0.0%  | 0  | 1.7% | 2   | 0.0% | 0   |
| Aldi, Southampton Road, Portsmouth                               | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0% | 0  | 0.0%  | 0  | 0.9% | 1   | 0.0% | 0   |
| Asda, High Street, West End, Southampton                         | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.3%   | 2   | 0.0% | 0  | 0.0%  | 0  | 0.0% | 0   | 0.0% | 0   |
| Co-op, Winchester Road, Four Marks, Alton                        | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 1.1% | 1  | 0.0%  | 0  | 0.0% | 0   | 0.0% | 0   |
| Hampshire Farmers' Markets, High Street, Winchester              | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 1.1% | 1  | 0.0%  | 0  | 0.0% | 0   | 0.0% | 0   |
| Lidl, Castle Trading Estate, Portchester, Fareham                | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0% | 0  | 0.0%  | 0  | 0.9% | 1   | 0.0% | 0   |
| Morrisons, Victory Retail Park, Flathouse Road, Portsmouth       | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0% | 0  | 0.0%  | 0  | 0.9% | 1   | 0.0% | 0   |
| Morrisons, Walpole Road, Gosport                                 | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0% | 0  | 0.0%  | 0  | 0.0% | 0   | 0.7% | 1   |
| Nisa Local, Main Road, Otterbourne                               | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 1.1%   | 1      | 0.0%   | 0   | 0.0% | 0  | 0.0%  | 0  | 0.0% | 0   | 0.0% | 0   |
| People's Market, West Street, Waterlooville                      | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0% | 0  | 0.0%  | 0  | 0.9% | 1   | 0.0% | 0   |
| Sainsbury's Superstore, Commercial Road, Portsmouth              | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 1   | 0.0% | 0  | 0.0%  | 0  | 0.0% | 0   | 0.0% | 0   |
| Sainsbury's Superstore, Hambledon Road, Waterlooville            | 0.9%  | 8      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0% | 0  | 1.1%  | 1  | 6.0% | 7   | 0.0% | 0   |
| Sainsbury's Superstore, Portswood Road, Southampton              | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 1   | 0.0% | 0  | 0.0%  | 0  | 0.0% | 0   | 0.0% | 0   |
| Tesco Superstore, Quay Street, Fareham                           | 1.1%  | 10     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0% | 0  | 0.0%  | 0  | 4.3% | 5   | 3.5% | 5   |
| Waitrose, Basing View, Basingstoke                               | 0.1%  | 1      | 0.0%   | 0      | 1.1%   | 1      | 0.0%   | 0      | 0.0%   | 0   | 0.0% | 0  | 0.0%  | 0  | 0.0% | 0   | 0.0% | 0   |
| Waitrose, Locks Heath Centre, Centre Way, Park Gate, Southampton | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0% | 0  | 0.0%  | 0  | 0.9% | 1   | 0.0% | 0   |
| Waitrose, Station Road, Alton                                    | 0.4%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 4.3% | 4  | 0.0%  | 0  | 0.0% | 0   | 0.0% | 0   |
| Waitrose, The Hart, Farnham                                      | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 1.1% | 1  | 0.0%  | 0  | 0.0% | 0   | 0.0% | 0   |
| Base:  |       | 906    |        | 130    |        | 89     |        | 93     |        | 156 |      | 92 |       | 88 |      | 116 |      | 142 |

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

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

|                               |       |    |       |    |       |    |       |   |       |    |       |   |       |    |       |    |       |   |
|-------------------------------|-------|----|-------|----|-------|----|-------|---|-------|----|-------|---|-------|----|-------|----|-------|---|
| Asda                          | 8.2%  | 8  | 5.3%  | 1  | 0.0%  | 0  | 28.6% | 2 | 15.8% | 3  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 28.6% | 2 |
| Iceland                       | 1.0%  | 1  | 0.0%  | 0  | 9.1%  | 1  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Marks & Spencer               | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Morrisons                     | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Ocado                         | 19.4% | 19 | 36.8% | 7  | 27.3% | 3  | 28.6% | 2 | 10.5% | 2  | 0.0%  | 0 | 8.3%  | 1  | 26.7% | 4  | 0.0%  | 0 |
| Sainsbury's                   | 28.6% | 28 | 36.8% | 7  | 45.5% | 5  | 28.6% | 2 | 10.5% | 2  | 25.0% | 2 | 41.7% | 5  | 26.7% | 4  | 14.3% | 1 |
| Tesco                         | 32.7% | 32 | 15.8% | 3  | 9.1%  | 1  | 14.3% | 1 | 57.9% | 11 | 50.0% | 4 | 25.0% | 3  | 33.3% | 5  | 57.1% | 4 |
| Waitrose                      | 7.1%  | 7  | 0.0%  | 0  | 9.1%  | 1  | 0.0%  | 0 | 0.0%  | 0  | 25.0% | 2 | 25.0% | 3  | 6.7%  | 1  | 0.0%  | 0 |
| Other                         | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Gousto                        | 1.0%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 5.3%  | 1  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Milk & More                   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| (Varies)                      | 2.0%  | 2  | 5.3%  | 1  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 6.7%  | 1  | 0.0%  | 0 |
| (Don't know / can't remember) | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Base:                         |       | 98 |       | 19 |       | 11 |       | 7 |       | 19 |       | 8 |       | 12 |       | 15 |       | 7 |

# Winchester Household Survey For Lambert Smith Hampton

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |     |       |    |       |    |       |     |       |     |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|-----|-------|----|-------|----|-------|-----|-------|-----|
| <b>Q03 What do you like about (LOCATION MENTIONED AT Q01)? [MR]</b>             |       |        |        |        |        |        |        |        |        |     |       |    |       |    |       |     |       |     |
| <i>Excluding those who do their main food shopping via the Internet at Q01:</i> |       |        |        |        |        |        |        |        |        |     |       |    |       |    |       |     |       |     |
| Clean store   | 1.1%  | 10     | 0.8%   | 1      | 1.1%   | 1      | 0.0%   | 0      | 1.3%   | 2   | 2.2%  | 2  | 1.1%  | 1  | 1.7%  | 2   | 0.7%  | 1   |
| Close to family / friends   | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.3%   | 2   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0   |
| Convenient to home  | 36.4% | 330    | 36.9%  | 48     | 33.7%  | 30     | 43.0%  | 40     | 34.0%  | 53  | 32.6% | 30 | 39.8% | 35 | 20.7% | 24  | 49.3% | 70  |
| Convenient to work  | 2.2%  | 20     | 1.5%   | 2      | 0.0%   | 0      | 4.3%   | 4      | 3.8%   | 6   | 0.0%  | 0  | 2.3%  | 2  | 3.4%  | 4   | 1.4%  | 2   |
| Delivery service  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.9%  | 1   | 0.0%  | 0   |
| Easy to get to by car   | 3.2%  | 29     | 2.3%   | 3      | 1.1%   | 1      | 5.4%   | 5      | 1.9%   | 3   | 4.3%  | 4  | 4.5%  | 4  | 3.4%  | 4   | 3.5%  | 5   |
| Easy to get to by foot  | 0.6%  | 5      | 1.5%   | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 1   | 1.1%  | 1  | 0.0%  | 0  | 0.9%  | 1   | 0.0%  | 0   |
| Easy to get to by public transport  | 0.4%  | 4      | 0.8%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 1.3%   | 2   | 1.1%  | 1  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0   |
| Ethical policy  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0   |
| Friendly / helpful staff  | 4.2%  | 38     | 3.8%   | 5      | 4.5%   | 4      | 4.3%   | 4      | 3.2%   | 5   | 8.7%  | 8  | 3.4%  | 3  | 2.6%  | 3   | 4.2%  | 6   |
| Good layout / easy to get around  | 3.4%  | 31     | 1.5%   | 2      | 4.5%   | 4      | 3.2%   | 3      | 3.2%   | 5   | 4.3%  | 4  | 1.1%  | 1  | 5.2%  | 6   | 4.2%  | 6   |
| Good offers / 'money off' coupons   | 1.1%  | 10     | 1.5%   | 2      | 3.4%   | 3      | 0.0%   | 0      | 1.9%   | 3   | 0.0%  | 0  | 2.3%  | 2  | 0.0%  | 0   | 0.0%  | 0   |
| Habit / always used it  | 5.2%  | 47     | 5.4%   | 7      | 7.9%   | 7      | 7.5%   | 7      | 3.8%   | 6   | 5.4%  | 5  | 3.4%  | 3  | 4.3%  | 5   | 4.9%  | 7   |
| Has a cafe  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.9%  | 1   | 0.0%  | 0   |
| Has a petrol station  | 0.3%  | 3      | 0.8%   | 1      | 0.0%   | 0      | 1.1%   | 1      | 0.0%   | 0   | 1.1%  | 1  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0   |
| Large store   | 2.6%  | 24     | 4.6%   | 6      | 1.1%   | 1      | 1.1%   | 1      | 3.2%   | 5   | 4.3%  | 4  | 1.1%  | 1  | 3.4%  | 4   | 1.4%  | 2   |
| Long opening hours  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 1.1%  | 1  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0   |
| Low prices / value for money  | 22.7% | 206    | 33.1%  | 43     | 24.7%  | 22     | 17.2%  | 16     | 26.9%  | 42  | 15.2% | 14 | 14.8% | 13 | 25.0% | 29  | 19.0% | 27  |
| Loyalty scheme / reward points  | 1.4%  | 13     | 1.5%   | 2      | 3.4%   | 3      | 2.2%   | 2      | 1.9%   | 3   | 1.1%  | 1  | 0.0%  | 0  | 0.0%  | 0   | 1.4%  | 2   |
| Online shopping is convenient   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0   |
| Only one in the area  | 0.3%  | 3      | 0.8%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 1.7%  | 2   | 0.0%  | 0   |
| Parking is free   | 0.9%  | 8      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.9%   | 3   | 0.0%  | 0  | 1.1%  | 1  | 1.7%  | 2   | 1.4%  | 2   |
| Parking prices are low  | 0.6%  | 5      | 0.0%   | 0      | 2.2%   | 2      | 0.0%   | 0      | 0.6%   | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 1.4%  | 2   |
| Parking provision is good   | 5.4%  | 49     | 5.4%   | 7      | 0.0%   | 0      | 5.4%   | 5      | 6.4%   | 10  | 5.4%  | 5  | 5.7%  | 5  | 7.8%  | 9   | 5.6%  | 8   |
| Pleasant shopping environment   | 0.6%  | 5      | 0.8%   | 1      | 1.1%   | 1      | 1.1%   | 1      | 0.0%   | 0   | 1.1%  | 1  | 0.0%  | 0  | 0.9%  | 1   | 0.0%  | 0   |
| Preference for retailer   | 2.3%  | 21     | 2.3%   | 3      | 1.1%   | 1      | 3.2%   | 3      | 0.0%   | 0   | 4.3%  | 4  | 2.3%  | 2  | 3.4%  | 4   | 2.8%  | 4   |
| Quality of food goods available   | 16.6% | 150    | 24.6%  | 32     | 15.7%  | 14     | 14.0%  | 13     | 13.5%  | 21  | 19.6% | 18 | 19.3% | 17 | 12.1% | 14  | 14.8% | 21  |
| Self-service checkouts  | 0.1%  | 1      | 0.8%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0   |
| Quality of non-food goods available   | 1.3%  | 12     | 1.5%   | 2      | 0.0%   | 0      | 0.0%   | 0      | 1.3%   | 2   | 0.0%  | 0  | 2.3%  | 2  | 0.0%  | 0   | 4.2%  | 6   |
| Range of food goods available   | 21.6% | 196    | 24.6%  | 32     | 18.0%  | 16     | 14.0%  | 13     | 26.9%  | 42  | 25.0% | 23 | 27.3% | 24 | 19.0% | 22  | 16.9% | 24  |
| Range of non-food goods available   | 2.6%  | 24     | 5.4%   | 7      | 0.0%   | 0      | 2.2%   | 2      | 2.6%   | 4   | 1.1%  | 1  | 2.3%  | 2  | 3.4%  | 4   | 2.8%  | 4   |
| Safe shopping environment   | 0.2%  | 2      | 0.8%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.7%  | 1   |
| Small / quiet store   | 3.8%  | 34     | 1.5%   | 2      | 3.4%   | 3      | 1.1%   | 1      | 6.4%   | 10  | 2.2%  | 2  | 2.3%  | 2  | 7.8%  | 9   | 3.5%  | 5   |
| Staff discount / work there   | 1.8%  | 16     | 1.5%   | 2      | 2.2%   | 2      | 2.2%   | 2      | 1.3%   | 2   | 2.2%  | 2  | 3.4%  | 3  | 1.7%  | 2   | 0.7%  | 1   |
| Supporting local business   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0   |
| History and historical architecture   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0   |
| Other   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0   |
| Checkout is well-staffed / no queues  | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 1.1%   | 1      | 1.3%   | 2   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0   |
| Close to other shops / facilities   | 1.1%  | 10     | 0.0%   | 0      | 1.1%   | 1      | 0.0%   | 0      | 0.0%   | 0   | 2.2%  | 2  | 0.0%  | 0  | 6.0%  | 7   | 0.0%  | 0   |
| Everything  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 1.1%   | 1      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0   |
| Familiar  | 0.4%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 1   | 0.0%  | 0  | 1.1%  | 1  | 1.7%  | 2   | 0.0%  | 0   |
| Fast checkouts  | 0.1%  | 1      | 0.0%   | 0      | 1.1%   | 1      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0   |
| Free bus service  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.7%  | 1   |
| Free coffee and newspaper   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 1.1%   | 1      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0   |
| Good company ethics   | 0.1%  | 1      | 0.8%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0   |
| Good disabled parking / access  | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 1.1%   | 1      | 0.0%   | 0   | 0.0%  | 0  | 1.1%  | 1  | 0.0%  | 0   | 0.0%  | 0   |
| Has Argos within the store  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.7%  | 1   |
| Has car-charging point  | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 1.1%   | 1      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.9%  | 1   | 0.0%  | 0   |
| Has 'Scan-as-you-shop' facility   | 0.1%  | 1      | 0.8%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0   |
| I get a lift to that store  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.9%  | 1   | 0.0%  | 0   |
| Layout stays the same   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0   |
| Not too much choice / easy to decide  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.7%  | 1   |
| Wide aisles   | 0.6%  | 5      | 1.5%   | 2      | 1.1%   | 1      | 0.0%   | 0      | 0.0%   | 0   | 1.1%  | 1  | 1.1%  | 1  | 0.0%  | 0   | 0.0%  | 0   |
| (Don't know / nothing)  | 5.2%  | 47     | 2.3%   | 3      | 6.7%   | 6      | 7.5%   | 7      | 4.5%   | 7   | 7.6%  | 7  | 5.7%  | 5  | 6.0%  | 7   | 3.5%  | 5   |
| Base:   |       | 906    |        | 130    |        | 89     |        | 93     |        | 156 |       | 92 |       | 88 |       | 116 |       | 142 |

Column %ges.

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |     |       |    |       |    |       |     |       |     |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|-----|-------|----|-------|----|-------|-----|-------|-----|
| <b>Q04 How do you normally travel to (LOCATION MENTIONED AT Q01)?</b>           |       |        |        |        |        |        |        |        |        |     |       |    |       |    |       |     |       |     |
| <i>Excluding those who do their main food shopping via the Internet at Q01:</i> |       |        |        |        |        |        |        |        |        |     |       |    |       |    |       |     |       |     |
| Car / van (as driver)   | 78.4% | 710    | 58.5%  | 76     | 92.1%  | 82     | 80.6%  | 75     | 79.5%  | 124 | 81.5% | 75 | 84.1% | 74 | 80.2% | 93  | 78.2% | 111 |
| Car / van (as passenger)  | 8.2%  | 74     | 9.2%   | 12     | 4.5%   | 4      | 5.4%   | 5      | 7.7%   | 12  | 7.6%  | 7  | 11.4% | 10 | 10.3% | 12  | 8.5%  | 12  |
| Bus, minibus or coach   | 3.1%  | 28     | 3.8%   | 5      | 3.4%   | 3      | 0.0%   | 0      | 3.8%   | 6   | 2.2%  | 2  | 2.3%  | 2  | 3.4%  | 4   | 4.2%  | 6   |
| Using park & ride facility  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0   |
| Motorcycle, scooter or moped  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0   |
| Walk  | 8.7%  | 79     | 24.6%  | 32     | 0.0%   | 0      | 10.8%  | 10     | 7.7%   | 12  | 6.5%  | 6  | 2.3%  | 2  | 5.2%  | 6   | 7.7%  | 11  |
| Taxi  | 0.2%  | 2      | 0.8%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.7%  | 1   |
| Train   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0   |
| Bicycle   | 0.3%  | 3      | 1.5%   | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 1.1%  | 1  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0   |
| Mobility scooter / wheelchair   | 0.6%  | 5      | 0.8%   | 1      | 0.0%   | 0      | 1.1%   | 1      | 0.0%   | 0   | 1.1%  | 1  | 0.0%  | 0  | 0.9%  | 1   | 0.7%  | 1   |
| Other   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0   |
| (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   |
| (Varies)  | 0.6%  | 5      | 0.8%   | 1      | 0.0%   | 0      | 2.2%   | 2      | 1.3%   | 2   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0   |
| Base:   |       | 906    |        | 130    |        | 89     |        | 93     |        | 156 |       | 92 |       | 88 |       | 116 |       | 142 |

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

*Excluding those who do their main food shopping via the Internet at Q01:*

|  |       |     |       |     |       |    |       |    |       |     |       |    |       |    |       |     |       |     |
|--|-------|-----|-------|-----|-------|----|-------|----|-------|-----|-------|----|-------|----|-------|-----|-------|-----|
| Yes - non-food shopping  | 11.9% | 108 | 7.7%  | 10  | 7.9%  | 7  | 7.5%  | 7  | 12.8% | 20  | 21.7% | 20 | 12.5% | 11 | 12.1% | 14  | 13.4% | 19  |
| Yes - other food shopping  | 7.4%  | 67  | 4.6%  | 6   | 6.7%  | 6  | 3.2%  | 3  | 10.3% | 16  | 7.6%  | 7  | 4.5%  | 4  | 11.2% | 13  | 8.5%  | 12  |
| Yes - bars / pubs  | 0.4%  | 4   | 1.5%  | 2   | 1.1%  | 1  | 1.1%  | 1  | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0   |
| Yes - bingo  | 0.1%  | 1   | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.9%  | 1   | 0.0%  | 0   |
| Yes - cafés  | 3.9%  | 35  | 3.1%  | 4   | 1.1%  | 1  | 10.8% | 10 | 5.1%  | 8   | 4.3%  | 4  | 2.3%  | 2  | 2.6%  | 3   | 2.1%  | 3   |
| Yes - cinemas  | 0.1%  | 1   | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0  | 1.1%  | 1  | 0.0%  | 0   | 0.0%  | 0   |
| Yes - get petrol   | 2.9%  | 26  | 0.0%  | 0   | 4.5%  | 4  | 2.2%  | 2  | 1.3%  | 2   | 4.3%  | 4  | 2.3%  | 2  | 2.6%  | 3   | 6.3%  | 9   |
| Yes - go to park   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0   |
| Yes - gyms / health and fitness  | 2.2%  | 20  | 4.6%  | 6   | 2.2%  | 2  | 1.1%  | 1  | 2.6%  | 4   | 0.0%  | 0  | 2.3%  | 2  | 2.6%  | 3   | 1.4%  | 2   |
| Yes - library  | 1.1%  | 10  | 1.5%  | 2   | 0.0%  | 0  | 0.0%  | 0  | 2.6%  | 4   | 0.0%  | 0  | 2.3%  | 2  | 0.9%  | 1   | 0.7%  | 1   |
| Yes - markets  | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0   |
| Yes - meeting family   | 1.9%  | 17  | 3.8%  | 5   | 0.0%  | 0  | 2.2%  | 2  | 1.9%  | 3   | 3.3%  | 3  | 1.1%  | 1  | 1.7%  | 2   | 0.7%  | 1   |
| Yes - meeting friends  | 0.3%  | 3   | 0.8%  | 1   | 1.1%  | 1  | 0.0%  | 0  | 0.0%  | 0   | 1.1%  | 1  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0   |
| Yes - museums / art gallery  | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0   |
| Yes - other service (e.g. travel agent, estate agent etc.)             | 0.6%  | 5   | 0.0%  | 0   | 2.2%  | 2  | 0.0%  | 0  | 0.6%  | 1   | 1.1%  | 1  | 0.0%  | 0  | 0.9%  | 1   | 0.0%  | 0   |
| Yes - personal service (e.g. hairdressers, beauty salon etc.)          | 0.6%  | 5   | 0.0%  | 0   | 0.0%  | 0  | 1.1%  | 1  | 0.6%  | 1   | 1.1%  | 1  | 0.0%  | 0  | 1.7%  | 2   | 0.0%  | 0   |
| Yes - restaurants  | 0.6%  | 5   | 0.8%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 2.2%  | 2  | 1.1%  | 1  | 0.0%  | 0   | 0.7%  | 1   |
| Yes - swimming   | 0.1%  | 1   | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.9%  | 1   | 0.0%  | 0   |
| Yes - theatre  | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0   |
| Yes - visiting services such as banks and other financial institutions | 2.9%  | 26  | 1.5%  | 2   | 1.1%  | 1  | 1.1%  | 1  | 6.4%  | 10  | 4.3%  | 4  | 4.5%  | 4  | 1.7%  | 2   | 1.4%  | 2   |
| Yes - work   | 4.4%  | 40  | 3.1%  | 4   | 2.2%  | 2  | 4.3%  | 4  | 6.4%  | 10  | 2.2%  | 2  | 4.5%  | 4  | 7.8%  | 9   | 3.5%  | 5   |
| Yes - Other  | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0   |
| Yes - attending church   | 0.1%  | 1   | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 1.1%  | 1  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0   |
| Yes - leisure activities   | 0.6%  | 5   | 0.0%  | 0   | 0.0%  | 0  | 2.2%  | 2  | 0.0%  | 0   | 1.1%  | 1  | 0.0%  | 0  | 0.9%  | 1   | 0.7%  | 1   |
| Yes - school run   | 0.7%  | 6   | 0.0%  | 0   | 1.1%  | 1  | 1.1%  | 1  | 0.6%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.9%  | 1   | 1.4%  | 2   |
| Yes - visiting amenity tip   | 0.4%  | 4   | 0.0%  | 0   | 1.1%  | 1  | 1.1%  | 1  | 1.3%  | 2   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0   |
| Yes - visiting medical services (doctor, dentist, optician etc.)       | 1.1%  | 10  | 0.8%  | 1   | 1.1%  | 1  | 2.2%  | 2  | 1.3%  | 2   | 0.0%  | 0  | 1.1%  | 1  | 1.7%  | 2   | 0.7%  | 1   |
| (No)   | 62.5% | 566 | 73.8% | 96  | 65.2% | 58 | 64.5% | 60 | 57.7% | 90  | 54.3% | 50 | 61.4% | 54 | 58.6% | 68  | 63.4% | 90  |
| (Don't know)   | 1.4%  | 13  | 0.8%  | 1   | 4.5%  | 4  | 1.1%  | 1  | 1.3%  | 2   | 1.1%  | 1  | 2.3%  | 2  | 0.9%  | 1   | 0.7%  | 1   |
| Base:  |       | 906 |       | 130 |       | 89 |       | 93 |       | 156 |       | 92 |       | 88 |       | 116 |       | 142 |

# Winchester Household Survey For Lambert Smith Hampton

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |    |       |    |       |   |       |    |       |    |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|----|-------|----|-------|---|-------|----|-------|----|
| <b>Q06 When you combine your trip with other activities, where do you normally go?</b>                         |       |        |        |        |        |        |        |        |        |    |       |    |       |   |       |    |       |    |
| <i>Those who combine their main food shopping trip with other activities at Q05: AND Excl. Nulls &amp; SFT</i> |       |        |        |        |        |        |        |        |        |    |       |    |       |   |       |    |       |    |
| Alresford / New Alresford Town Centre  | 3.4%  | 11     | 3.1%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 17.1% | 7  | 9.4%  | 3 | 0.0%  | 0  | 0.0%  | 0  |
| Alton Town Centre  | 1.6%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 9.8%  | 4  | 3.1%  | 1 | 0.0%  | 0  | 0.0%  | 0  |
| Andover Town Centre  | 0.6%  | 2      | 0.0%   | 0      | 7.7%   | 2      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Badger Farm Local Centre   | 2.5%  | 8      | 3.1%   | 1      | 3.8%   | 1      | 9.7%   | 3      | 1.6%   | 1  | 0.0%  | 0  | 3.1%  | 1 | 2.1%  | 1  | 0.0%  | 0  |
| Basingstoke Town Centre  | 1.3%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 9.8%  | 4  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Bishop's Waltham Town Centre   | 1.6%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 3.1%  | 1 | 8.5%  | 4  | 0.0%  | 0  |
| Chandler's Ford Local Centre   | 5.6%  | 18     | 3.1%   | 1      | 0.0%   | 0      | 16.1%  | 5      | 19.7%  | 12 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Denmead Village Centre   | 0.6%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 2.1%  | 1 | 2.0%  | 1  | 2.0%  | 1  |
| Eastleigh Town Centre  | 10.3% | 33     | 0.0%   | 0      | 0.0%   | 0      | 16.1%  | 5      | 37.7%  | 23 | 0.0%  | 0  | 6.3%  | 2 | 6.4%  | 3  | 0.0%  | 0  |
| Fair Oak Village Centre  | 0.6%  | 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  |
| Fareham Town Centre  | 9.4%  | 30     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 3.3%   | 2  | 0.0%  | 0  | 0.0%  | 0 | 21.3% | 10 | 36.0% | 18 |
| Gosport Town Centre  | 0.3%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 2.1%  | 1  | 0.0%  | 0  |
| Havant Town Centre   | 0.3%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 2.1%  | 1  | 0.0%  | 0  |
| Hedge End Town Centre  | 1.6%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.6%   | 1  | 0.0%  | 0  | 0.0%  | 0 | 6.4%  | 3  | 2.0%  | 1  |
| Petersfield Town Centre  | 2.2%  | 7      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 15.6% | 5 | 4.3%  | 2  | 0.0%  | 0  |
| Portchester Local Centre   | 0.3%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.6%   | 1  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Portsmouth City Centre   | 1.6%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 3.2%   | 1      | 1.6%   | 1  | 0.0%  | 0  | 0.0%  | 0 | 4.3%  | 2  | 2.0%  | 1  |
| Romsey Town Centre   | 0.3%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 3.2%   | 1      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Southampton City Centre  | 1.9%  | 6      | 3.1%   | 1      | 3.8%   | 1      | 0.0%   | 0      | 4.9%   | 3  | 0.0%  | 0  | 3.1%  | 1 | 0.0%  | 0  | 0.0%  | 0  |
| Southsea Local Centre  | 0.3%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 2.0%  | 1  |
| Totton Town Centre   | 0.3%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 2.0%  | 1  |
| Waterlooville Town Centre  | 2.2%  | 7      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 14.9% | 7  | 0.0%  | 0  |
| Weeke Local Centre   | 1.3%  | 4      | 6.3%   | 2      | 7.7%   | 2      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Whiteley Local Centre  | 2.2%  | 7      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 3.1%  | 1 | 2.1%  | 1  | 10.0% | 5  |
| Wickham Village Centre   | 0.9%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 2.1%  | 1  | 4.0%  | 2  |
| Winchester City Centre   | 19.4% | 62     | 62.5%  | 20     | 50.0%  | 13     | 29.0%  | 9      | 1.6%   | 1  | 29.3% | 12 | 15.6% | 5 | 4.3%  | 2  | 0.0%  | 0  |
| Winnall Local Centre   | 2.5%  | 8      | 0.0%   | 0      | 3.8%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 7.3%  | 3  | 12.5% | 4 | 0.0%  | 0  | 0.0%  | 0  |
| Chestnut Retail Park,<br>Chestnut Avenue,<br>Chandler's Ford, Eastleigh  | 0.6%  | 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  |
| Hedge End Retail Park,<br>Charles Watts Way,<br>Southampton  | 1.9%  | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 4.9%   | 3  | 0.0%  | 0  | 0.0%  | 0 | 2.1%  | 1  | 4.0%  | 2  |
| Swan Shopping Centre,<br>Wells Place, Eastleigh  | 1.3%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 6.5%   | 2      | 3.3%   | 2  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| B&Q, Shakespeare Road,<br>Eastleigh  | 0.3%  | 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  |
| Homebase, Easton Lane,<br>Winnall, Winchester  | 2.5%  | 8      | 3.1%   | 1      | 3.8%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 9.8%  | 4  | 6.3%  | 2 | 0.0%  | 0  | 0.0%  | 0  |
| Aldi, Burnett Close,<br>Winchester   | 0.9%  | 3      | 3.1%   | 1      | 7.7%   | 2      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Asda, Portland Road,<br>Waterlooville  | 0.3%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 2.0%  | 1  |
| Asda, Speedfields Park,<br>Newgate Lane, Fareham   | 0.3%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 2.0%  | 1  |
| Cheriton Village Centre  | 0.3%  | 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  |
| Chilworth Village Centre   | 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  |
| Cosham Local Centre  | 0.3%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 2.1%  | 1  | 0.0%  | 0  |
| Four Marks Village Centre  | 0.3%  | 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  |
| Hatch Warren Retail Park,<br>Wallop Drive, Basingstoke   | 0.3%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 2.4%  | 1  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Headbourne Worthy Village Centre   | 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  |
| Hursley Village Centre   | 0.3%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 3.2%   | 1      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Lidl, Forton Road, Gosport   | 0.3%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 2.0%  | 1  |
| Marks & Spencer, Hedge End Trade Park, Tollbar Way, Hedge End  | 3.8%  | 12     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 4.9%   | 3  | 0.0%  | 0  | 0.0%  | 0 | 6.4%  | 3  | 12.0% | 6  |
| Mole Country Stores, Easton Lane, Winnall  | 0.3%  | 1      | 0.0%   | 0      | 3.8%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Morrisons, Walpole Road, Gosport   | 0.3%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 2.0%  | 1  |
| Places Leisure, Passfield Avenue, Eastleigh  | 0.6%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 3.2%   | 1      | 1.6%   | 1  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Sainsbury's Superstore, Badger Farm Road, Winchester   | 1.3%  | 4      | 3.1%   | 1      | 0.0%   | 0      | 6.5%   | 2      | 0.0%   | 0  | 0.0%  | 0  | 3.1%  | 1 | 0.0%  | 0  | 0.0%  | 0  |
| Sainsbury's Superstore, Leigh Road, Eastleigh  | 0.3%  | 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  |

Column %ges.

# Winchester Household Survey For Lambert Smith Hampton

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |   |      |   |      |   |      |   |       |   |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|---|------|---|------|---|------|---|-------|---|
| Sainsbury's Superstore,<br>Tollbar way, Hedge End                      | 0.3%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 3.2%   | 1      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Sainsbury's Superstore,<br>Wallington Way,<br>Broadcut, Fareham        | 2.8%  | 9      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.6%   | 1 | 0.0% | 0 | 0.0% | 0 | 2.1% | 1 | 14.0% | 7 |
| Shirley Village Centre   | 0.3%  | 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 |
| Tesco Extra, Clement Attlee<br>Way, North Harbour,<br>Portsmouth       | 0.6%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 2.1% | 1 | 2.0%  | 1 |
| Tesco Extra, Easton Lane,<br>Winnall, Winchester                       | 2.2%  | 7      | 0.0%   | 0      | 7.7%   | 2      | 0.0%   | 0      | 0.0%   | 0 | 9.8% | 4 | 3.1% | 1 | 0.0% | 0 | 0.0%  | 0 |
| Waitrose, Locks Heath<br>Centre, Centre Way, Park<br>Gate, Southampton | 0.3%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 2.1% | 1 | 0.0%  | 0 |
| Waitrose, Stockbridge Road,<br>Winchester                              | 0.3%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 2.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| West Meon Village Centre   | 0.3%  | 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 |
| Wickes, Easton Lane,<br>Winnall  | 0.3%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 2.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Wykeham Industrial Estate,<br>Moorside Road,<br>Winchester             | 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 |
| Base:  | 320   | 32     | 26     | 31     | 61     | 41     | 32     | 47     | 50     |   |      |   |      |   |      |   |       |   |

# Winchester Household Survey For Lambert Smith Hampton

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |    |      |   |      |   |      |   |       |    |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|----|------|---|------|---|------|---|-------|----|
| <b>Q07 In addition to (LOCATION MENTIONED AT Q01), is there anywhere else you regularly use for your main-food shopping?</b> |       |        |        |        |        |        |        |        |        |    |      |   |      |   |      |   |       |    |
| <i>Excl. Nulls &amp; SFT</i>   |       |        |        |        |        |        |        |        |        |    |      |   |      |   |      |   |       |    |
| Alresford / New Alresford<br>Town Centre   | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 3.6% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0  |
| Winchester City Centre   | 0.2%  | 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  |
| Winnall Local Centre   | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 1.7%   | 1      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0  |
| Aldi, Alton Retail Park,<br>Alton  | 0.5%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 5.4% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0  |
| Aldi, Bevois Valley Road,<br>Southampton   | 0.2%  | 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  |
| Aldi, Burnett Close,<br>Winchester   | 7.1%  | 41     | 19.4%  | 18     | 20.0%  | 13     | 8.5%   | 5      | 0.0%   | 0  | 1.8% | 1 | 5.8% | 3 | 1.4% | 1 | 0.0%  | 0  |
| Aldi, Chestnut Avenue Retail<br>Park, Chandler's Ford,<br>Eastleigh  | 2.2%  | 13     | 2.2%   | 2      | 0.0%   | 0      | 5.1%   | 3      | 5.7%   | 6  | 0.0% | 0 | 1.9% | 1 | 1.4% | 1 | 0.0%  | 0  |
| Aldi, St. Michael's Retail<br>Park, Basingstoke  | 0.2%  | 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  |
| Aldi, West Street, Fareham   | 2.9%  | 17     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 4.2% | 3 | 18.4% | 14 |
| Asda, Bournemouth Road,<br>Chandler's Ford, Eastleigh  | 5.4%  | 31     | 5.4%   | 5      | 1.5%   | 1      | 5.1%   | 3      | 19.8%  | 21 | 1.8% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0  |
| Asda, Maynard Road, Totton   | 0.2%  | 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  |
| Asda, Portland Road,<br>Waterlooville  | 0.9%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 7.0% | 5 | 0.0%  | 0  |
| Asda, Speedfields Park,<br>Newgate Lane, Fareham   | 1.0%  | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 7.9%  | 6  |
| Budgens, Winchester Road,<br>Bishop's Waltham  | 1.4%  | 8      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 3.8% | 2 | 8.5% | 6 | 0.0%  | 0  |
| Co-op, Boyatt Shopping<br>Centre, Shakespeare Road,<br>Eastleigh   | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.9%   | 1  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0  |
| Co-op, High Street, Bishop's<br>Waltham  | 0.9%  | 5      | 0.0%   | 0      | 1.5%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 5.6% | 4 | 0.0%  | 0  |
| Co-op, Stoney Lane, Weeke,<br>Winchester   | 0.5%  | 3      | 1.1%   | 1      | 1.5%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 1.8% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0  |
| Co-op, The Square,<br>Wickham  | 0.9%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 6.6%  | 5  |
| Co-op, West Street,<br>Alresford   | 0.5%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 3.6% | 2 | 1.9% | 1 | 0.0% | 0 | 0.0%  | 0  |
| Iceland, High Street,<br>Eastleigh   | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 1.7%   | 1      | 0.9%   | 1  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0  |
| Iceland, Middle Brook<br>Street, Winchester  | 1.2%  | 7      | 5.4%   | 5      | 1.5%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 1.8% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0  |
| Iceland, West Street,<br>Fareham   | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 1.4% | 1 | 1.3%  | 1  |
| Lidl, Coles Close, off<br>Twyford Road, Eastleigh  | 1.6%  | 9      | 0.0%   | 0      | 1.5%   | 1      | 5.1%   | 3      | 4.7%   | 5  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0  |
| Lidl, Commercial Road,<br>Totton   | 0.2%  | 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  |
| Lidl, Elettra Avenue,<br>Waterlooville   | 0.9%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 5.6% | 4 | 1.3%  | 1  |
| Lidl, London Road,<br>Cowplain, Waterlooville  | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 1.4% | 1 | 0.0%  | 0  |
| Lidl, Rookery Avenue,<br>Solent Way, Whiteley  | 0.9%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 4.2% | 3 | 2.6%  | 2  |
| Lidl, Speedfields Park,<br>Newgate Lane, Fareham   | 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  |
| Lidl, Station Road,<br>Petersfield   | 0.9%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 5.8% | 3 | 2.8% | 2 | 0.0%  | 0  |
| Lidl, Worthing Road,<br>Churchill Way West,<br>Basingstoke   | 0.2%  | 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  |
| Makro, Segensworth West,<br>Dewar Close, Fareham   | 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  |
| Marks & Spencer Foodhall,<br>Coles Close, Twyford<br>Road, Eastleigh   | 0.7%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 1.7%   | 1      | 0.9%   | 1  | 0.0% | 0 | 0.0% | 0 | 2.8% | 2 | 0.0%  | 0  |
| Marks & Spencer Foodhall,<br>High Street, Winchester   | 1.9%  | 11     | 6.5%   | 6      | 1.5%   | 1      | 3.4%   | 2      | 0.9%   | 1  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.3%  | 1  |
| Marks & Spencer, Hedge<br>End Trade Park, Tollbar<br>Way, Hedge End  | 1.7%  | 10     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.8%   | 3  | 0.0% | 0 | 3.8% | 2 | 2.8% | 2 | 3.9%  | 3  |
| Marks & Spencer, Whiteley<br>Way, Whiteley, Fareham  | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 1.4% | 1 | 0.0%  | 0  |

Column %ges.

# Winchester Household Survey For Lambert Smith Hampton

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |    |       |    |       |   |       |   |       |   |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|----|-------|----|-------|---|-------|---|-------|---|
| McCarthy's Fruit & Veg,<br>Winchester Road,<br>Wickham                                    | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 1.4%  | 1 | 0.0%  | 0 |
| Morrisons, Lakesmere Road,<br>Horndean  | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 1.8%  | 1  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Sainsbury's Superstore,<br>Badger Farm Road,<br>Winchester                                | 10.9% | 63     | 19.4%  | 18     | 9.2%   | 6      | 22.0%  | 13     | 8.5%   | 9  | 19.6% | 11 | 9.6%  | 5 | 1.4%  | 1 | 0.0%  | 0 |
| Sainsbury's Superstore,<br>Draymans Way, Alton  | 1.4%  | 8      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 10.7% | 6  | 3.8%  | 2 | 0.0%  | 0 | 0.0%  | 0 |
| Sainsbury's Superstore,<br>Leigh Road, Eastleigh  | 1.2%  | 7      | 0.0%   | 0      | 0.0%   | 0      | 3.4%   | 2      | 4.7%   | 5  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Sainsbury's Superstore,<br>Middlebrook Street,<br>Winchester                              | 1.9%  | 11     | 9.7%   | 9      | 0.0%   | 0      | 1.7%   | 1      | 0.0%   | 0  | 0.0%  | 0  | 1.9%  | 1 | 0.0%  | 0 | 0.0%  | 0 |
| Sainsbury's Superstore,<br>Redcar Street, Shirley,<br>Southampton                         | 0.2%  | 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 |
| Sainsbury's Superstore,<br>Station Mall, Churchill<br>Way East, Basingstoke               | 0.2%  | 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 |
| Sainsbury's Superstore,<br>Tollbar way, Hedge End   | 5.2%  | 30     | 0.0%   | 0      | 1.5%   | 1      | 5.1%   | 3      | 12.3%  | 13 | 0.0%  | 0  | 3.8%  | 2 | 11.3% | 8 | 3.9%  | 3 |
| Sainsbury's Superstore,<br>Wallop Drive, Kempshott,<br>Basingstoke                        | 0.3%  | 2      | 0.0%   | 0      | 3.1%   | 2      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Sainsbury's Superstore,<br>Wallington Way,<br>Broadcut, Fareham                           | 3.5%  | 20     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 5.8%  | 3 | 11.3% | 8 | 11.8% | 9 |
| Tesco (Esso) Express,<br>Winchester Road, Fair<br>Oak                                     | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.9%   | 2  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Tesco Express, Broad Street,<br>Alresford   | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 3.6%  | 2  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Tesco Express, High Street,<br>Winchester   | 0.2%  | 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 |
| Tesco Express, Springvale<br>Road, Kings Worthy   | 0.2%  | 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 |
| Tesco Express, St Lukes<br>Close, Hedge End   | 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 |
| Tesco Extra, Clement Attlee<br>Way, North Harbour,<br>Portsmouth                          | 0.5%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 1.4%  | 1 | 2.6%  | 2 |
| Tesco Extra, Easton Lane,<br>Winchester   | 11.1% | 64     | 8.6%   | 8      | 26.2%  | 17     | 13.6%  | 8      | 5.7%   | 6  | 28.6% | 16 | 13.5% | 7 | 1.4%  | 1 | 1.3%  | 1 |
| Tesco Extra, Hamble Lane,<br>Bursledon Towers,<br>Southampton                             | 0.5%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.9%   | 1  | 0.0%  | 0  | 1.9%  | 1 | 0.0%  | 0 | 1.3%  | 1 |
| Tesco Extra, River Way,<br>Andover  | 0.2%  | 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 |
| Tesco Extra, Solent Road,<br>Havant   | 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 |
| Tesco Metro, The Swan<br>Centre, Wells Place,<br>Eastleigh                                | 2.1%  | 12     | 0.0%   | 0      | 0.0%   | 0      | 1.7%   | 1      | 9.4%   | 10 | 0.0%  | 0  | 1.9%  | 1 | 0.0%  | 0 | 0.0%  | 0 |
| Tesco Superstore, Whiteley<br>Way, Whiteley   | 0.7%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 1.9%  | 1 | 0.0%  | 0 | 3.9%  | 3 |
| Waitrose, Dukes Walk,<br>Stakes Hill Road,<br>Waterlooville                               | 1.0%  | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 8.5%  | 6 | 0.0%  | 0 |
| Waitrose, Oakmount Road,<br>Chandler's Ford, Eastleigh                                    | 5.5%  | 32     | 0.0%   | 0      | 0.0%   | 0      | 20.3%  | 12     | 15.1%  | 16 | 0.0%  | 0  | 5.8%  | 3 | 0.0%  | 0 | 1.3%  | 1 |
| Waitrose, Rams Walk,<br>Petersfield   | 0.9%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 1.8%  | 1  | 5.8%  | 3 | 1.4%  | 1 | 0.0%  | 0 |
| Waitrose, Stockbridge Road,<br>Winchester   | 6.4%  | 37     | 19.4%  | 18     | 20.0%  | 13     | 0.0%   | 0      | 0.0%   | 0  | 8.9%  | 5  | 0.0%  | 0 | 1.4%  | 1 | 0.0%  | 0 |
| Asda, High Street, West End,<br>Southampton   | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.9%   | 1  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Budgens, Meon Hut Service<br>Station, A32 / A272<br>Crossroads, West Meon,<br>Petersfield | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 3.8%  | 2 | 0.0%  | 0 | 0.0%  | 0 |
| Co op, City Road,<br>Winchester   | 0.2%  | 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 |

# Winchester Household Survey For Lambert Smith Hampton

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |   |      |   |      |   |      |   |       |    |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|---|------|---|------|---|------|---|-------|----|
| Co-op, Winchester Road, Chandler's Ford, Eastleigh               | 0.5%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.8%   | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0  |
| Iceland, High Street, Alton                                      | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 1.8% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0  |
| Lidl, Bursledon Road, Southampton                                | 0.2%  | 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  |
| Lidl, Castle Trading Estate, Portchester, Fareham                | 0.5%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 2.8% | 2 | 1.3%  | 1  |
| Local shops, Headbourne Worthy Village Centre                    | 0.2%  | 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  |
| M&S Simply Food, High Street, Petersfield                        | 0.2%  | 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  |
| Morrisons, Walpole Road, Gosport                                 | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.6%  | 2  |
| Sainsbury's Superstore, Hambledon Road, Waterlooville            | 0.5%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 4.2% | 3 | 0.0%  | 0  |
| Sainsbury's Superstore, Midhurst Road, Liphook                   | 0.2%  | 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  |
| Tesco Extra, Fratton Way, Portsmouth                             | 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  |
| Tesco Superstore, Neptune Industrial Estate, Willenhall          | 0.2%  | 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  |
| Tesco Superstore, Quay Street, Fareham                           | 1.9%  | 11     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.9%   | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 13.2% | 10 |
| The Weyhill Farm Shop, Weyhill Road, Weyhill, Andover            | 0.2%  | 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  |
| Waitrose, Locks Heath Centre, Centre Way, Park Gate, Southampton | 1.0%  | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 2.8% | 2 | 5.3%  | 4  |
| Waitrose, Station Road, Alton                                    | 0.5%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 3.6% | 2 | 1.9% | 1 | 0.0% | 0 | 0.0%  | 0  |
| Wiltshire Farm Foods, Quarry Lane, Chichester                    | 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  |
| Base:  | 578   | 93     | 65     | 59     | 106    | 56     | 52     | 71     | 76     |   |      |   |      |   |      |   |       |    |

## Q08 Which internet / home delivery retailer do you use?

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

|                               |       |   |       |   |        |   |        |   |       |   |       |   |        |   |       |   |       |   |
|-------------------------------|-------|---|-------|---|--------|---|--------|---|-------|---|-------|---|--------|---|-------|---|-------|---|
| Asda                          | 8.0%  | 2 | 0.0%  | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%   | 0 | 20.0% | 1 | 25.0% | 1 |
| Iceland                       | 4.0%  | 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 |
| Marks & Spencer               | 0.0%  | 0 | 0.0%  | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Morrisons                     | 0.0%  | 0 | 0.0%  | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Ocado                         | 16.0% | 4 | 42.9% | 3 | 0.0%   | 0 | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%   | 0 | 20.0% | 1 | 0.0%  | 0 |
| Sainsbury's                   | 36.0% | 9 | 42.9% | 3 | 100.0% | 1 | 100.0% | 1 | 33.3% | 1 | 50.0% | 1 | 0.0%   | 0 | 40.0% | 2 | 0.0%  | 0 |
| Tesco                         | 28.0% | 7 | 0.0%  | 0 | 0.0%   | 0 | 0.0%   | 0 | 33.3% | 1 | 50.0% | 1 | 100.0% | 2 | 20.0% | 1 | 50.0% | 2 |
| Waitrose                      | 8.0%  | 2 | 14.3% | 1 | 0.0%   | 0 | 0.0%   | 0 | 33.3% | 1 | 0.0%  | 0 | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Other                         | 0.0%  | 0 | 0.0%  | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Gousto                        | 0.0%  | 0 | 0.0%  | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Milk & More                   | 0.0%  | 0 | 0.0%  | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0 |
| (Varies)                      | 0.0%  | 0 | 0.0%  | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0 |
| (Don't know / can't remember) | 0.0%  | 0 | 0.0%  | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Base:                         | 25    | 7 | 1     | 1 | 3      | 2 | 2      | 5 | 4     |   |       |   |        |   |       |   |       |   |

# Winchester Household Survey For Lambert Smith Hampton

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |    |       |   |       |   |       |    |       |    |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|----|-------|---|-------|---|-------|----|-------|----|
| <b>Q09 In addition to your main food shopping, where do you normally do most of your household's small scale top-up food shopping (i.e. the store you visit regularly (2+ times a week) to buy bread, milk, etc., on a day-to-day basis)?</b> |       |        |        |        |        |        |        |        |        |    |       |   |       |   |       |    |       |    |
| <i>Excl. Nulls &amp; SFT</i>  |       |        |        |        |        |        |        |        |        |    |       |   |       |   |       |    |       |    |
| Alresford / New Alresford Town Centre   | 1.1%  | 8      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 10.1% | 7 | 1.3%  | 1 | 0.0%  | 0  | 0.0%  | 0  |
| Bishop's Waltham Town Centre  | 0.5%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 4.2%  | 4  | 0.0%  | 0  |
| Bursledon Village Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 1.3%  | 1 | 0.0%  | 0  | 0.0%  | 0  |
| Chandler's Ford Local Centre  | 0.1%  | 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  |
| Corhampton Village Centre   | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 2.6%  | 2 | 0.0%  | 0  | 0.0%  | 0  |
| Droxford Village Centre   | 0.5%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 4.2%  | 4  | 0.0%  | 0  |
| Eastleigh Town Centre   | 0.4%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.2%   | 3  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Fair Oak Village Centre   | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.4%   | 2  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Fareham Town Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 1.3%  | 1 | 0.0%  | 0  | 0.0%  | 0  |
| Hambledon Village Centre  | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 2.1%  | 2  | 0.0%  | 0  |
| Harestock Village Centre  | 0.1%  | 1      | 0.0%   | 0      | 1.4%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Kings Worthy Village Centre   | 0.3%  | 2      | 0.0%   | 0      | 2.9%   | 2      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Oliver's Battery Local Centre   | 0.1%  | 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  |
| Otterbourne Village Centre  | 0.1%  | 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  |
| Southsea Local Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 1.1%  | 1  |
| Swanmore Village Centre   | 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  |
| Twyford Village Centre  | 0.5%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 4.8%   | 4      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Waltham Chase Village Centre  | 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  |
| Winchester City Centre  | 1.2%  | 9      | 3.3%   | 4      | 4.3%   | 3      | 0.0%   | 0      | 0.0%   | 0  | 1.4%  | 1 | 1.3%  | 1 | 0.0%  | 0  | 0.0%  | 0  |
| Winnall Local Centre  | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 1.4%  | 1 | 1.3%  | 1 | 0.0%  | 0  | 0.0%  | 0  |
| Aldi, Burnett Close, Winchester   | 2.1%  | 16     | 7.4%   | 9      | 8.7%   | 6      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 1.3%  | 1 | 0.0%  | 0  | 0.0%  | 0  |
| Aldi, Chestnut Avenue Retail Park, Chandler's Ford, Eastleigh   | 0.7%  | 5      | 0.8%   | 1      | 0.0%   | 0      | 2.4%   | 2      | 1.4%   | 2  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Aldi, The Hundred, Romsey   | 0.1%  | 1      | 0.8%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Aldi, West Street, Fareham  | 0.9%  | 7      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 7.5%  | 7  |
| Asda, Bourmemouth Road, Chandler's Ford, Eastleigh  | 0.9%  | 7      | 0.0%   | 0      | 0.0%   | 0      | 1.2%   | 1      | 4.3%   | 6  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Asda, Brighton Way, Brighton Hill, Basingstoke  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 1.3%  | 1 | 0.0%  | 0  | 0.0%  | 0  |
| Asda, Portland Road, Waterloooville   | 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  |
| Asda, Speedfields Park, 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  |
| BP Garage, St. Cross Road, Winchester   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 1.3%  | 1 | 0.0%  | 0  | 0.0%  | 0  |
| Budgens, Winchester Road, Bishop's Waltham  | 3.5%  | 26     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 10.3% | 8 | 18.8% | 18 | 0.0%  | 0  |
| Co-op, Boyatt Shopping Centre, Shakespeare Road, Eastleigh  | 0.5%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.9%   | 4  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Co-op, Fair Oak Road, Bishopstoke   | 1.2%  | 9      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 6.5%   | 9  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Co-op, Gudge Heath Lane, Fareham  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 1.1%  | 1  |
| Co-op, Hambledon Road, Denmead  | 1.2%  | 9      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 9.4%  | 9  | 0.0%  | 0  |
| Co-op, High Street, Bishop's Waltham  | 4.4%  | 33     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 5.1%  | 4 | 29.2% | 28 | 1.1%  | 1  |
| Co-op, Highlands Road, Fareham  | 1.3%  | 10     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 10.8% | 10 |
| Co-op, Leigh Road, Bishopstoke  | 0.4%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.2%   | 3  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Co-op, Lower Northam Road, Hedge End  | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 1.0%  | 1  | 1.1%  | 1  |
| Co-op, Milton Road, Cowplain, Waterloooville  | 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  |
| Co-op, Sandy Lane, Fair Oak   | 1.9%  | 14     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 9.4%   | 13 | 0.0%  | 0 | 1.3%  | 1 | 0.0%  | 0  | 0.0%  | 0  |
| Co-op, St. Vigor Way, Colden Common   | 3.9%  | 29     | 0.0%   | 0      | 0.0%   | 0      | 32.1%  | 27     | 0.0%   | 0  | 0.0%  | 0 | 2.6%  | 2 | 0.0%  | 0  | 0.0%  | 0  |
| Co-op, Stoney Lane, Weeke, Winchester   | 1.1%  | 8      | 3.3%   | 4      | 4.3%   | 3      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 1.0%  | 1  | 0.0%  | 0  |
| Co-op, The Square, Botley   | 0.4%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 3.2%  | 3  |
| Co-op, The Square, Wickham  | 2.3%  | 17     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 5.2%  | 5  | 12.9% | 12 |

Column %ges.

# Winchester Household Survey For Lambert Smith Hampton

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |    |       |    |       |   |      |   |       |    |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|----|-------|----|-------|---|------|---|-------|----|
| Co-op, West Street, Alresford  | 4.9%  | 37     | 0.8%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 40.6% | 28 | 10.3% | 8 | 0.0% | 0 | 0.0%  | 0  |
| Dever Stores, Oxford Road, Sutton Scotney                                  | 0.1%  | 1      | 0.0%   | 0      | 1.4%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0  |
| Goodlife Farm Shop (Cobbs), Springvale Road, Headbourne Worthy, Winchester | 0.3%  | 2      | 0.0%   | 0      | 2.9%   | 2      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0  |
| Iceland, Middle Brook Street, Winchester                                   | 0.5%  | 4      | 1.6%   | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 2.6%  | 2 | 0.0% | 0 | 0.0%  | 0  |
| Iceland, West Street, Fareham  | 0.5%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0% | 0 | 4.3%  | 4  |
| Lidl, Coles Close, off Twyford Road, Eastleigh                             | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 1.2%   | 1      | 0.0%   | 0  | 1.4%  | 1  | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0  |
| Lidl, Elettra Avenue, Waterlooville  | 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  |
| Lidl, Rookery Avenue, Solent Way, Whiteley                                 | 0.4%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0% | 0 | 3.2%  | 3  |
| Lidl, Station Road, Petersfield  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 1.3%  | 1 | 0.0% | 0 | 0.0%  | 0  |
| Londis, Oliver's Battery Road South, Winchester                            | 0.1%  | 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  |
| Londis, Winchester Road, Bishop's Waltham                                  | 0.4%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 1.3%  | 1 | 2.1% | 2 | 0.0%  | 0  |
| M&S Simply Food, Winchester Rail Station, Winchester                       | 0.3%  | 2      | 1.6%   | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0  |
| Marks & Spencer Foodhall, Coles Close, Twyford Road, Eastleigh             | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.4%   | 2  | 0.0%  | 0  | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0  |
| Marks & Spencer Foodhall, High Street, Winchester                          | 2.0%  | 15     | 7.4%   | 9      | 0.0%   | 0      | 3.6%   | 3      | 1.4%   | 2  | 0.0%  | 0  | 0.0%  | 0 | 1.0% | 1 | 0.0%  | 0  |
| Marks & Spencer, Hedge End Trade Park, Tollbar Way, Hedge End              | 0.7%  | 5      | 0.8%   | 1      | 0.0%   | 0      | 1.2%   | 1      | 1.4%   | 2  | 0.0%  | 0  | 0.0%  | 0 | 1.0% | 1 | 0.0%  | 0  |
| Marks & Spencer, Whiteley Way, Whiteley, Fareham                           | 0.4%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0% | 0 | 3.2%  | 3  |
| McCarthy's Fruit & Veg, Winchester Road, Wickham                           | 0.7%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.7%   | 1  | 0.0%  | 0  | 0.0%  | 0 | 0.0% | 0 | 4.3%  | 4  |
| One Stop, Battery Hill, Winchester   | 0.1%  | 1      | 0.8%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0  |
| One Stop, Garbett Road, Winnall  | 0.3%  | 2      | 1.6%   | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0  |
| One Stop, Summerlands Road, Fair Oak                                       | 0.1%  | 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  |
| R W Pickard Newsagent, Stockbridge Street, Winchester                      | 0.1%  | 1      | 0.8%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0  |
| Sainsbury's Superstore, Badger Farm Road, Winchester                       | 3.5%  | 26     | 4.1%   | 5      | 2.9%   | 2      | 22.6%  | 19     | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0  |
| Sainsbury's Superstore, Leigh Road, Eastleigh                              | 0.9%  | 7      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 5.0%   | 7  | 0.0%  | 0  | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0  |
| Sainsbury's Superstore, Middlebrook Street, Winchester                     | 4.4%  | 33     | 21.3%  | 26     | 2.9%   | 2      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 6.4%  | 5 | 0.0% | 0 | 0.0%  | 0  |
| Sainsbury's Superstore, Tollbar way, Hedge End                             | 1.3%  | 10     | 0.0%   | 0      | 0.0%   | 0      | 1.2%   | 1      | 2.9%   | 4  | 0.0%  | 0  | 0.0%  | 0 | 3.1% | 3 | 2.2%  | 2  |
| Sainsbury's Superstore, Wallop Drive, Kempshott, Basingstoke               | 0.4%  | 3      | 0.0%   | 0      | 2.9%   | 2      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 1.3%  | 1 | 0.0% | 0 | 0.0%  | 0  |
| Sainsbury's Superstore, Wallington Way, Broadcut, Fareham                  | 1.5%  | 11     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 1.0% | 1 | 10.8% | 10 |
| Tesco (Esso) Express, Andover Road, Winchester                             | 0.4%  | 3      | 2.5%   | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0  |
| Tesco (Esso) Express, Twyford Road, Eastleigh                              | 0.9%  | 7      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 4.3%   | 6  | 0.0%  | 0  | 0.0%  | 0 | 0.0% | 0 | 1.1%  | 1  |
| Tesco (Esso) Express, Winchester Road, Fair Oak                            | 4.0%  | 30     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 17.3%  | 24 | 0.0%  | 0  | 6.4%  | 5 | 1.0% | 1 | 0.0%  | 0  |
| Tesco Express, Ashdown   | 0.8%  | 6      | 0.8%   | 1      | 0.0%   | 0      | 1.2%   | 1      | 2.9%   | 4  | 0.0%  | 0  | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0  |

Column %ges.

# Winchester Household Survey For Lambert Smith Hampton

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |    |       |    |      |   |      |   |      |   |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|----|-------|----|------|---|------|---|------|---|
| Road, Chandler's Ford, Eastleigh   |       |        |        |        |        |        |        |        |        |    |       |    |      |   |      |   |      |   |
| Tesco Express, Broad Street, Alresford   | 3.6%  | 27     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 34.8% | 24 | 3.8% | 3 | 0.0% | 0 | 0.0% | 0 |
| Tesco Express, High Street, Winchester   | 1.6%  | 12     | 7.4%   | 9      | 0.0%   | 0      | 1.2%   | 1      | 0.0%   | 0  | 0.0%  | 0  | 2.6% | 2 | 0.0% | 0 | 0.0% | 0 |
| Tesco Express, Priors Dean Road, Harestock, Winchester                           | 1.1%  | 8      | 3.3%   | 4      | 4.3%   | 3      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 |
| Tesco Express, Springvale Road, Kings Worthy                                     | 2.3%  | 17     | 0.0%   | 0      | 24.6%  | 17     | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Express, St Lukes Close, Hedge End   | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0% | 0 | 1.0% | 1 | 1.1% | 1 |
| Tesco Express, Winchester Street, Whitechurch                                    | 0.1%  | 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 |
| Tesco Extra, Easton Lane, Winchester   | 1.7%  | 13     | 3.3%   | 4      | 5.8%   | 4      | 0.0%   | 0      | 0.7%   | 1  | 5.8%  | 4  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Extra, Solent Road, Havant   | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 2.2% | 2 |
| Tesco Metro, The Swan Centre, Wells Place, Eastleigh                             | 0.9%  | 7      | 0.0%   | 0      | 0.0%   | 0      | 1.2%   | 1      | 4.3%   | 6  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Superstore, The Causeway, Petersfield                                      | 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 |
| Tesco Superstore, Whiteley Way, Whiteley   | 0.7%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 5.4% | 5 |
| Waitrose, Alma Road, Romsey  | 0.3%  | 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 |
| Waitrose, Oakmount Road, Chandler's Ford, Eastleigh                              | 2.7%  | 20     | 0.8%   | 1      | 0.0%   | 0      | 2.4%   | 2      | 11.5%  | 16 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 1.1% | 1 |
| Waitrose, Rams Walk, Petersfield   | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 2.6% | 2 | 0.0% | 0 | 0.0% | 0 |
| Waitrose, Stockbridge Road, Winchester   | 4.9%  | 37     | 18.9%  | 23     | 18.8%  | 13     | 1.2%   | 1      | 0.0%   | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Asda, High Street, West End, Southampton   | 0.5%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.4%   | 2  | 0.0%  | 0  | 1.3% | 1 | 0.0% | 0 | 1.1% | 1 |
| Beechcroft Farm Shop & Tea Barn, Beechcroft, Sarum Road, Winchester              | 0.1%  | 1      | 0.8%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Budgens, Meon Hut Service Station, A32 / A272 Crossroads, West Meon, Petersfield | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 2.6% | 2 | 0.0% | 0 | 0.0% | 0 |
| Cheriton Post Office & Stores, Cheriton  | 0.4%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 3.8% | 3 | 0.0% | 0 | 0.0% | 0 |
| Co op, City Road, Winchester   | 0.4%  | 3      | 2.5%   | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Arundel Drive, Fareham  | 0.4%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 3.2% | 3 |
| Co-op, Hursley Road, Chandler's Ford, Eastleigh                                  | 0.5%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.9%   | 4  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, The Square, Titchfield, Fareham   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 1.1% | 1 |
| Co-op, Winchester Road, Chandler's Ford, Eastleigh                               | 1.1%  | 8      | 1.6%   | 2      | 0.0%   | 0      | 0.0%   | 0      | 4.3%   | 6  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Winchester Road, Four Marks, Alton  | 0.1%  | 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 |
| Fair Oak Sub Post Office, Summerlands Road, Fair Oak, Eastleigh                  | 0.1%  | 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 |
| Home Bargains, Channon Retail Park, Woodside Avenue, Eastleigh                   | 0.1%  | 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 |
| Hylands, High Street, Bishop's Waltham   | 0.1%  | 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 |
| Iceland, High Street, Alton  | 0.1%  | 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 |
| Lidl, Castle Trading Estate, Portchester, Fareham                                | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 1.1% | 1 |
| Local shops, Barton Stacey Village Centre  | 0.1%  | 1      | 0.0%   | 0      | 1.4%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Cheriton Village Centre   | 0.7%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 6.4% | 5 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Headbourne Worthy Village Centre                                    | 0.1%  | 1      | 0.0%   | 0      | 1.4%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

# Winchester Household Survey For Lambert Smith Hampton

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |     |      |    |      |    |      |    |       |    |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|-----|------|----|------|----|------|----|-------|----|
| Local shops, Horton Heath Village Centre  | 0.1%  | 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  |
| Local shops, Meonstoke Village Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0% | 0  | 1.3% | 1  | 0.0% | 0  | 0.0%  | 0  |
| Local shops, Southwick Village Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0% | 0  | 0.0% | 0  | 0.0% | 0  | 1.1%  | 1  |
| Local shops, Sparsholt Village Centre   | 0.3%  | 2      | 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, Stoke Village Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0% | 0  | 1.3% | 1  | 0.0% | 0  | 0.0%  | 0  |
| Local shops, West Meon Village Centre   | 0.9%  | 7      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0% | 0  | 9.0% | 7  | 0.0% | 0  | 0.0%  | 0  |
| Londis, Bar End Road, Winchester  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0% | 0  | 1.3% | 1  | 0.0% | 0  | 0.0%  | 0  |
| Mange2 Deli, West Street, Alresford   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0% | 0  | 1.3% | 1  | 0.0% | 0  | 0.0%  | 0  |
| Nisa Local, Main Road, Otterbourne  | 2.0%  | 15     | 0.8%   | 1      | 1.4%   | 1      | 15.5%  | 13     | 0.0%   | 0   | 0.0% | 0  | 0.0% | 0  | 0.0% | 0  | 0.0%  | 0  |
| One Stop, Gosport Road, Fareham   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0% | 0  | 0.0% | 0  | 0.0% | 0  | 1.1%  | 1  |
| Premier, Fraser Road, Kings Worthy  | 0.1%  | 1      | 0.0%   | 0      | 1.4%   | 1      | 0.0%   | 0      | 0.0%   | 0   | 0.0% | 0  | 0.0% | 0  | 0.0% | 0  | 0.0%  | 0  |
| Premier, Mitford Road, Alresford  | 0.1%  | 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  |
| Premier, Wavell Way, Winchester   | 0.1%  | 1      | 0.8%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0% | 0  | 0.0% | 0  | 0.0% | 0  | 0.0%  | 0  |
| R Owton Wholesale Butchers, Chalcroft Farm, Burnetts Lane, Southampton            | 0.1%  | 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  |
| Roebridge Farm Shop, Market Street, Eastleigh                                     | 0.1%  | 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  |
| Sainsbury's Local, Bridge Road, Park Gate, 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  | 1.1%  | 1  |
| Sainsbury's Superstore, Hambledon Road, Waterlooville                             | 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  |
| South Wonston Village Stores & Post Office, Downs Road, South Wonston, Winchester | 0.3%  | 2      | 0.0%   | 0      | 2.9%   | 2      | 0.0%   | 0      | 0.0%   | 0   | 0.0% | 0  | 0.0% | 0  | 0.0% | 0  | 0.0%  | 0  |
| Tesco Express, Bishopstoke Road, Eastleigh  | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.4%   | 2   | 0.0% | 0  | 0.0% | 0  | 0.0% | 0  | 0.0%  | 0  |
| Tesco Express, Palmerston Road, Southsea  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0% | 0  | 0.0% | 0  | 0.0% | 0  | 1.1%  | 1  |
| Tesco Express, Pilgrims Close, Chandler's Ford, Eastleigh                         | 0.1%  | 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  |
| Tesco Express, Tanhouse Lane, Hedge End, Southampton                              | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0% | 0  | 0.0% | 0  | 0.0% | 0  | 1.1%  | 1  |
| Tesco Superstore, Quay Street, Fareham  | 1.6%  | 12     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0% | 0  | 0.0% | 0  | 2.1% | 2  | 10.8% | 10 |
| Waitrose, Locks Heath Centre, Centre Way, Park Gate, 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  |
| Waltham Chase Post Office, Winchester Road, Waltham Chase                         | 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  |
| Wiltshire Farm Foods, Quarry Lane, Chichester                                     | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0% | 0  | 1.3% | 1  | 0.0% | 0  | 0.0%  | 0  |
| Base:   |       | 750    |        | 122    |        | 69     |        | 84     |        | 139 |      | 69 |      | 78 |      | 96 |       | 93 |

# Winchester Household Survey For Lambert Smith Hampton

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |   |      |   |        |   |        |   |        |   |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|---|------|---|--------|---|--------|---|--------|---|
| <b>Q10 Which internet / home delivery retailer do you use?</b>          |       |        |        |        |        |        |        |        |        |   |      |   |        |   |        |   |        |   |
| <i>Those who do their top-up food shopping via the Internet at Q09:</i> |       |        |        |        |        |        |        |        |        |   |      |   |        |   |        |   |        |   |
| Asda  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |
| Iceland   | 25.0% | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0%   | 0 | 0.0%   | 0 | 100.0% | 1 |
| Marks & Spencer   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |
| Morrisons   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |
| Ocado   | 25.0% | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0%   | 0 | 100.0% | 1 | 0.0%   | 0 |
| Sainsbury's   | 25.0% | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 100.0% | 1 | 0.0%   | 0 | 0.0%   | 0 |
| Tesco   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |
| Waitrose  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |
| Other   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |
| Gousto  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |
| Milk & More   | 25.0% | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 100.0% | 1 | 0.0% | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |
| (Varies)  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |
| (Don't know / can't remember)   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |
| Base:   |       | 4      |        | 0      |        | 0      |        | 0      |        | 1 |      | 0 |        | 1 |        | 1 |        | 1 |

# Winchester Household Survey For Lambert Smith Hampton

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |   |       |    |      |   |       |    |       |   |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|---|-------|----|------|---|-------|----|-------|---|
| <b>Q11 In addition to (LOCATION MENTIONED AT Q09), is there anywhere else you regularly use for your household's small scale top-up food shopping?</b> |       |        |        |        |        |        |        |        |        |   |       |    |      |   |       |    |       |   |
| <i>Those who do top-up shopping at Q09: AND Excl. Nulls &amp; SFT</i>  |       |        |        |        |        |        |        |        |        |   |       |    |      |   |       |    |       |   |
| Alresford / New Alresford Town Centre  | 0.9%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 7.7%  | 3  | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0 |
| Bishop's Waltham Town Centre   | 1.1%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0  | 5.0% | 2 | 3.8%  | 2  | 0.0%  | 0 |
| Corhampton Village Centre  | 0.6%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0  | 5.0% | 2 | 0.0%  | 0  | 0.0%  | 0 |
| Eastleigh Town Centre  | 0.3%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.4%   | 1 | 0.0%  | 0  | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0 |
| Fair Oak Village Centre  | 0.9%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 4.3%   | 3 | 0.0%  | 0  | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0 |
| Fareham Town Centre  | 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 |
| Kings Worthy Village Centre  | 1.1%  | 4      | 0.0%   | 0      | 12.5%  | 4      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0 |
| Shedfield Village Centre   | 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 |
| Sutton Scotney Village Centre  | 0.3%  | 1      | 1.9%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0 |
| Swanmore Village Centre  | 0.9%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0  | 0.0% | 0 | 5.8%  | 3  | 0.0%  | 0 |
| Twyford Village Centre   | 0.9%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 3.6%   | 1      | 0.0%   | 0 | 0.0%  | 0  | 5.0% | 2 | 0.0%  | 0  | 0.0%  | 0 |
| Winchester City Centre   | 0.6%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 7.1%   | 2      | 0.0%   | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0 |
| Aldi, Burnett Close, Winchester  | 3.7%  | 13     | 13.2%  | 7      | 15.6%  | 5      | 3.6%   | 1      | 0.0%   | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0 |
| Aldi, Chestnut Avenue Retail Park, Chandler's Ford, Eastleigh  | 0.3%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.4%   | 1 | 0.0%  | 0  | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0 |
| Aldi, West Street, Fareham   | 0.6%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0  | 0.0% | 0 | 1.9%  | 1  | 2.6%  | 1 |
| Asda, Bournemouthe Road, Chandler's Ford, Eastleigh  | 1.1%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 3.6%   | 1      | 4.3%   | 3 | 0.0%  | 0  | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0 |
| Asda, Brighton Way, Brighton Hill, Basingstoke   | 0.3%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0  | 2.5% | 1 | 0.0%  | 0  | 0.0%  | 0 |
| Asda, Speedfields Park, Newgate Lane, Fareham  | 0.3%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0  | 0.0% | 0 | 1.9%  | 1  | 0.0%  | 0 |
| Budgens (Williams Garage), Main Road, Otterbourne  | 0.3%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0  | 0.0% | 0 | 1.9%  | 1  | 0.0%  | 0 |
| Budgens, Winchester Road, Bishop's Waltham   | 4.5%  | 16     | 1.9%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 1.4%   | 1 | 0.0%  | 0  | 0.0% | 0 | 23.1% | 12 | 5.1%  | 2 |
| Co-op, Fair Oak Road, Bishopstoke  | 2.0%  | 7      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 7.2%   | 5 | 0.0%  | 0  | 5.0% | 2 | 0.0%  | 0  | 0.0%  | 0 |
| Co-op, Gudge Heath Lane, Fareham   | 0.6%  | 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 |
| Co-op, Hambleton Road, Denmead   | 1.1%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0  | 0.0% | 0 | 7.7%  | 4  | 0.0%  | 0 |
| Co-op, High Street, Bishop's Waltham   | 4.8%  | 17     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0  | 7.5% | 3 | 25.0% | 13 | 2.6%  | 1 |
| Co-op, Highlands Road, Fareham   | 1.1%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0%  | 0  | 10.3% | 4 |
| Co-op, Leigh Road, Bishopstoke   | 0.3%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.4%   | 1 | 0.0%  | 0  | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0 |
| Co-op, Lower Northam Road, Hedge End   | 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 |
| Co-op, Sandy Lane, Fair Oak  | 0.9%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 4.3%   | 3 | 0.0%  | 0  | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0 |
| Co-op, St. Vigor Way, Colden Common  | 0.3%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 3.6%   | 1      | 0.0%   | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0 |
| Co-op, Stoney Lane, Weeke, Winchester  | 1.7%  | 6      | 5.7%   | 3      | 6.3%   | 2      | 0.0%   | 0      | 1.4%   | 1 | 0.0%  | 0  | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0 |
| Co-op, The Square, Botley  | 0.3%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0  | 0.0% | 0 | 1.9%  | 1  | 0.0%  | 0 |
| Co-op, The Square, Wickham   | 1.1%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0  | 2.5% | 1 | 1.9%  | 1  | 5.1%  | 2 |
| Co-op, West Street, Alresford  | 5.4%  | 19     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 41.0% | 16 | 7.5% | 3 | 0.0%  | 0  | 0.0%  | 0 |
| Co-op, Yew Tree Drive, Whiteley  | 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 |
| Fareham Country Market, West Street, Portchester, Fareham  | 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 |
| Goodlife Farm Shop (Cobbs), Springvale Road, Headbourne Worthy, Winchester   | 0.3%  | 1      | 0.0%   | 0      | 3.1%   | 1      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0 |
| Iceland, High Street, Eastleigh  | 0.3%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.4%   | 1 | 0.0%  | 0  | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0 |
| Iceland, Middle Brook Street, Winchester   | 1.1%  | 4      | 5.7%   | 3      | 3.1%   | 1      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0 |
| Iceland, West Street, Fareham  | 0.6%  | 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 |

# Winchester Household Survey For Lambert Smith Hampton

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |    |       |    |       |   |      |   |       |   |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|----|-------|----|-------|---|------|---|-------|---|
| Lidl, Brockhurst Gate, Heritage Way, Gosport                   | 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 |
| Lidl, Coles Close, off Twyford Road, Eastleigh                 | 0.6%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.9%   | 2  | 0.0%  | 0  | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0 |
| Lidl, Elettra Avenue, Waterloooville                           | 0.9%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 5.8% | 3 | 0.0%  | 0 |
| Lidl, Rookery Avenue, Solent Way, Whiteley                     | 0.3%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.4%   | 1  | 0.0%  | 0  | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0 |
| Lidl, Station Road, Petersfield                                | 0.9%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 2.6%  | 1  | 2.5%  | 1 | 1.9% | 1 | 0.0%  | 0 |
| Marks & Spencer Foodhall, Coles Close, Twyford Road, Eastleigh | 0.9%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 3.6%   | 1      | 2.9%   | 2  | 0.0%  | 0  | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0 |
| Marks & Spencer Foodhall, High Street, Winchester              | 2.8%  | 10     | 11.3%  | 6      | 0.0%   | 0      | 10.7%  | 3      | 1.4%   | 1  | 0.0%  | 0  | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0 |
| Marks & Spencer, Hedge End Trade Park, Tollbar Way, Hedge End  | 0.6%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 3.6%   | 1      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 1.9% | 1 | 0.0%  | 0 |
| Marks & Spencer, Whiteley Way, Whiteley, Fareham               | 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 |
| McCarthy's Fruit & Veg, Winchester Road, Wickham               | 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 |
| Morrisons, Spruce Drive, Totton                                | 0.3%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 3.6%   | 1      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0 |
| One Stop, Summerlands Road, Fair Oak                           | 0.6%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.9%   | 2  | 0.0%  | 0  | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0 |
| Sainsbury's Superstore, Badger Farm Road, Winchester           | 2.3%  | 8      | 5.7%   | 3      | 6.3%   | 2      | 3.6%   | 1      | 1.4%   | 1  | 0.0%  | 0  | 0.0%  | 0 | 1.9% | 1 | 0.0%  | 0 |
| Sainsbury's Superstore, Leigh Road, Eastleigh                  | 0.6%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 3.6%   | 1      | 1.4%   | 1  | 0.0%  | 0  | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0 |
| Sainsbury's Superstore, Middlebrook Street, Winchester         | 3.4%  | 12     | 15.1%  | 8      | 6.3%   | 2      | 3.6%   | 1      | 0.0%   | 0  | 0.0%  | 0  | 2.5%  | 1 | 0.0% | 0 | 0.0%  | 0 |
| Sainsbury's Superstore, Shepherds Spring Lane, Andover         | 0.3%  | 1      | 0.0%   | 0      | 3.1%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0 |
| Sainsbury's Superstore, Tollbar way, Hedge End                 | 1.4%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 4.3%   | 3  | 0.0%  | 0  | 0.0%  | 0 | 1.9% | 1 | 2.6%  | 1 |
| Sainsbury's Superstore, Wallington Way, Broadcut, Fareham      | 1.4%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 1.9% | 1 | 10.3% | 4 |
| Tesco (Esso) Express, Andover Road, Winchester                 | 2.0%  | 7      | 9.4%   | 5      | 3.1%   | 1      | 3.6%   | 1      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0 |
| Tesco (Esso) Express, Twyford Road, Eastleigh                  | 0.9%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 7.1%   | 2      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0% | 0 | 2.6%  | 1 |
| Tesco (Esso) Express, Winchester Road, Fair Oak                | 3.7%  | 13     | 0.0%   | 0      | 0.0%   | 0      | 3.6%   | 1      | 15.9%  | 11 | 0.0%  | 0  | 2.5%  | 1 | 0.0% | 0 | 0.0%  | 0 |
| Tesco Express, Ashdown Road, Chandler's Ford, Eastleigh        | 1.1%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 5.8%   | 4  | 0.0%  | 0  | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0 |
| Tesco Express, Broad Street, Alresford                         | 6.3%  | 22     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 33.3% | 13 | 22.5% | 9 | 0.0% | 0 | 0.0%  | 0 |
| Tesco Express, High Street, Winchester                         | 1.1%  | 4      | 3.8%   | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 5.0%  | 2 | 0.0% | 0 | 0.0%  | 0 |
| Tesco Express, Priors Dean Road, Harestock, Winchester         | 0.9%  | 3      | 1.9%   | 1      | 6.3%   | 2      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0 |
| Tesco Express, Springvale Road, Kings Worthy                   | 1.4%  | 5      | 1.9%   | 1      | 12.5%  | 4      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0 |
| Tesco Express, St Lukes Close, Hedge End                       | 0.6%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 1.9% | 1 | 2.6%  | 1 |
| Tesco Extra, Easton Lane, Winchester                           | 2.3%  | 8      | 1.9%   | 1      | 12.5%  | 4      | 0.0%   | 0      | 1.4%   | 1  | 2.6%  | 1  | 2.5%  | 1 | 0.0% | 0 | 0.0%  | 0 |
| Tesco Metro, The Swan Centre, Wells Place, Eastleigh           | 0.9%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 4.3%   | 3  | 0.0%  | 0  | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0 |
| Tesco Superstore, The Causeway, Petersfield                    | 0.3%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 2.5%  | 1 | 0.0% | 0 | 0.0%  | 0 |
| Tesco Superstore, Whiteley Way, Whiteley                       | 0.6%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 1.9% | 1 | 2.6%  | 1 |

# Winchester Household Survey For Lambert Smith Hampton

|   | Total | Zone 1 |       | Zone 2 |      | Zone 3 |       | Zone 4 |      | Zone 5 |      | Zone 6 |      | Zone 7 |      | Zone 8 |       |    |
|---|-------|--------|-------|--------|------|--------|-------|--------|------|--------|------|--------|------|--------|------|--------|-------|----|
| The Oven Door Bakery,<br>Botley Road, Fair Oak  | 0.3%  | 1      | 0.0%  | 0      | 0.0% | 0      | 0.0%  | 0      | 1.4% | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0%  | 0  |
| Waitrose, Oakmount Road,<br>Chandler's Ford, Eastleigh                                    | 2.0%  | 7      | 0.0%  | 0      | 0.0% | 0      | 14.3% | 4      | 2.9% | 2      | 0.0% | 0      | 0.0% | 0      | 1.9% | 1      | 0.0%  | 0  |
| Waitrose, Portswood Road,<br>Southampton  | 0.3%  | 1      | 0.0%  | 0      | 0.0% | 0      | 0.0%  | 0      | 1.4% | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0%  | 0  |
| Waitrose, Stockbridge Road,<br>Winchester   | 3.4%  | 12     | 15.1% | 8      | 3.1% | 1      | 10.7% | 3      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0%  | 0  |
| Little Waitrose, Harbour<br>Parade, West Quay<br>Shopping Centre,<br>Southampton          | 0.3%  | 1      | 0.0%  | 0      | 0.0% | 0      | 0.0%  | 0      | 1.4% | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0%  | 0  |
| Budgens, Meon Hut Service<br>Station, A32 / A272<br>Crossroads, West Meon,<br>Petersfield | 0.6%  | 2      | 0.0%  | 0      | 0.0% | 0      | 0.0%  | 0      | 0.0% | 0      | 0.0% | 0      | 5.0% | 2      | 0.0% | 0      | 0.0%  | 0  |
| Co op, City Road,<br>Winchester   | 1.1%  | 4      | 3.8%  | 2      | 0.0% | 0      | 0.0%  | 0      | 1.4% | 1      | 0.0% | 0      | 2.5% | 1      | 0.0% | 0      | 0.0%  | 0  |
| Co-op, Arundel Drive,<br>Fareham  | 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  |
| Co-op, Hursley Road,<br>Chandler's Ford, Eastleigh  | 1.1%  | 4      | 0.0%  | 0      | 0.0% | 0      | 0.0%  | 0      | 5.8% | 4      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0%  | 0  |
| Co-op, Winchester Road,<br>Chandler's Ford, Eastleigh                                     | 1.1%  | 4      | 0.0%  | 0      | 0.0% | 0      | 0.0%  | 0      | 5.8% | 4      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0%  | 0  |
| Hursley Community Shop &<br>Post Office, Main Road,<br>Hursley                            | 0.3%  | 1      | 0.0%  | 0      | 0.0% | 0      | 3.6%  | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0%  | 0  |
| Hursley High Class<br>Butchers, Collins Lane,<br>Hursley                                  | 0.3%  | 1      | 0.0%  | 0      | 3.1% | 1      | 0.0%  | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0%  | 0  |
| Lidl, Bursledon Road,<br>Southampton  | 0.3%  | 1      | 0.0%  | 0      | 0.0% | 0      | 0.0%  | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 1.9% | 1      | 0.0%  | 0  |
| Lidl, Castle Trading Estate,<br>Portchester, Fareham                                      | 0.6%  | 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  |
| Lidl, Western Avenue,<br>Andover  | 0.3%  | 1      | 1.9%  | 1      | 0.0% | 0      | 0.0%  | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0%  | 0  |
| Local shops, Cheriton<br>Village Centre   | 0.3%  | 1      | 0.0%  | 0      | 0.0% | 0      | 0.0%  | 0      | 0.0% | 0      | 0.0% | 0      | 2.5% | 1      | 0.0% | 0      | 0.0%  | 0  |
| Local shops, Horton Heath<br>Village Centre   | 0.3%  | 1      | 0.0%  | 0      | 0.0% | 0      | 0.0%  | 0      | 1.4% | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0%  | 0  |
| Local shops, Meonstoke<br>Village Centre  | 0.3%  | 1      | 0.0%  | 0      | 0.0% | 0      | 0.0%  | 0      | 0.0% | 0      | 0.0% | 0      | 2.5% | 1      | 0.0% | 0      | 0.0%  | 0  |
| Local shops, West Meon<br>Village Centre  | 0.9%  | 3      | 0.0%  | 0      | 0.0% | 0      | 0.0%  | 0      | 0.0% | 0      | 0.0% | 0      | 7.5% | 3      | 0.0% | 0      | 0.0%  | 0  |
| Nisa Local, Main Road,<br>Otterbourne   | 0.3%  | 1      | 0.0%  | 0      | 0.0% | 0      | 3.6%  | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0%  | 0  |
| One Stop, The Square,<br>Wickham, Fareham   | 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  |
| Premier, Fraser Road, Kings<br>Worthy   | 0.3%  | 1      | 0.0%  | 0      | 3.1% | 1      | 0.0%  | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0%  | 0  |
| Premier, Mitford Road,<br>Alresford   | 0.3%  | 1      | 0.0%  | 0      | 0.0% | 0      | 0.0%  | 0      | 0.0% | 0      | 2.6% | 1      | 0.0% | 0      | 0.0% | 0      | 0.0%  | 0  |
| Soles Butchers, Broad Street,<br>Alresford  | 0.9%  | 3      | 0.0%  | 0      | 0.0% | 0      | 0.0%  | 0      | 0.0% | 0      | 7.7% | 3      | 0.0% | 0      | 0.0% | 0      | 0.0%  | 0  |
| Tesco Express, Pilgrims<br>Close, Chandler's Ford,<br>Eastleigh                           | 0.3%  | 1      | 0.0%  | 0      | 0.0% | 0      | 0.0%  | 0      | 1.4% | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0%  | 0  |
| Tesco Superstore, Quay<br>Street, Fareham   | 1.1%  | 4      | 0.0%  | 0      | 0.0% | 0      | 0.0%  | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 10.3% | 4  |
| Tulls Fine Foods, The<br>Square, Wickham  | 0.3%  | 1      | 0.0%  | 0      | 0.0% | 0      | 0.0%  | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 1.9% | 1      | 0.0%  | 0  |
| Waitrose, Locks Heath<br>Centre, Centre Way, Park<br>Gate, Southampton                    | 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  |
| Waitrose, Station Road,<br>Alton  | 0.3%  | 1      | 0.0%  | 0      | 0.0% | 0      | 0.0%  | 0      | 0.0% | 0      | 2.6% | 1      | 0.0% | 0      | 0.0% | 0      | 0.0%  | 0  |
| Whalesmead Post Office,<br>Fair Oak Road, Eastleigh                                       | 0.3%  | 1      | 0.0%  | 0      | 0.0% | 0      | 0.0%  | 0      | 1.4% | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0%  | 0  |
| Base:   |       | 352    |       | 53     |      | 32     |       | 28     |      | 69     |      | 39     |      | 40     |      | 52     |       | 39 |

# Winchester Household Survey For Lambert Smith Hampton

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |   |      |   |        |   |      |   |      |   |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|---|------|---|--------|---|------|---|------|---|
| <b>Q12 Which internet / home delivery retailer do you use?</b>          |       |        |        |        |        |        |        |        |        |   |      |   |        |   |      |   |      |   |
| <i>Those who do their top-up food shopping via the Internet at Q11:</i> |       |        |        |        |        |        |        |        |        |   |      |   |        |   |      |   |      |   |
| Asda  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 |
| Iceland   | 25.0% | 1      | 33.3%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 |
| Marks & Spencer   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 |
| Morrisons   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 |
| Ocado   | 25.0% | 1      | 33.3%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco   | 25.0% | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 100.0% | 1 | 0.0% | 0 | 0.0% | 0 |
| Waitrose  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 |
| Other   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 |
| Gousto  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 |
| Milk & More   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 |
| (Varies)  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 |
| (Don't know / can't remember)   | 25.0% | 1      | 33.3%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 |
| Base:   |       | 4      | 3      | 0      | 0      | 0      | 0      | 0      | 0      | 0 | 0    | 0 | 0      | 1 | 0    | 0 | 0    | 0 |

MeanScore: %

**Q13 Of all the money you spend on your main and top-up food shopping, what proportion goes to your main food shopping?**

*Those who do top-up shopping at Q09:*

|              |       |       |       |       |       |       |       |       |       |    |       |    |       |    |       |    |       |    |
|--------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|----|-------|----|-------|----|-------|----|-------|----|
| 1 - 5%       | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| 6 - 10%      | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| 11 - 15%     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| 16 - 20%     | 0.3%  | 2     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0  | 0.0%  | 0  | 2.1%  | 2  | 0.0%  | 0  | 0.0%  | 0  |
| 21 - 25%     | 1.1%  | 8     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 0.7%  | 1  | 0.0%  | 0  | 1.3%  | 1  | 4.1%  | 4  | 2.1%  | 2  |
| 26 - 30%     | 0.7%  | 5     | 0.0%  | 0     | 5.8%  | 4     | 0.0%  | 0     | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.0%  | 1  |
| 31 - 35%     | 0.4%  | 3     | 0.0%  | 0     | 1.4%  | 1     | 0.0%  | 0     | 0.0%  | 0  | 0.0%  | 0  | 2.5%  | 2  | 0.0%  | 0  | 0.0%  | 0  |
| 36 - 40%     | 0.4%  | 3     | 0.8%  | 1     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0  | 0.0%  | 0  | 1.0%  | 1  | 1.0%  | 1  | 1.0%  | 1  |
| 41 - 45%     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| 46 - 50%     | 8.2%  | 62    | 4.8%  | 6     | 2.9%  | 2     | 14.3% | 12    | 5.0%  | 7  | 14.5% | 10 | 11.4% | 9  | 6.2%  | 6  | 10.4% | 10 |
| 51 - 55%     | 0.1%  | 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  |
| 56 - 60%     | 6.9%  | 52    | 8.1%  | 10    | 5.8%  | 4     | 7.1%  | 6     | 7.8%  | 11 | 4.3%  | 3  | 2.5%  | 2  | 7.2%  | 7  | 9.4%  | 9  |
| 61 - 65%     | 0.9%  | 7     | 1.6%  | 2     | 1.4%  | 1     | 1.2%  | 1     | 0.7%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 2.1%  | 2  |
| 66 - 70%     | 12.6% | 96    | 19.4% | 24    | 17.4% | 12    | 13.1% | 11    | 12.8% | 18 | 5.8%  | 4  | 6.3%  | 5  | 9.3%  | 9  | 13.5% | 13 |
| 71 - 75%     | 12.1% | 92    | 11.3% | 14    | 5.8%  | 4     | 9.5%  | 8     | 14.2% | 20 | 13.0% | 9  | 7.6%  | 6  | 18.6% | 18 | 13.5% | 13 |
| 76 - 80%     | 20.9% | 159   | 25.8% | 32    | 20.3% | 14    | 20.2% | 17    | 23.4% | 33 | 26.1% | 18 | 19.0% | 15 | 13.4% | 13 | 17.7% | 17 |
| 81 - 85%     | 2.6%  | 20    | 4.8%  | 6     | 0.0%  | 0     | 2.4%  | 2     | 4.3%  | 6  | 1.4%  | 1  | 3.8%  | 3  | 0.0%  | 0  | 2.1%  | 2  |
| 86 - 90%     | 16.2% | 123   | 10.5% | 13    | 20.3% | 14    | 19.0% | 16    | 14.9% | 21 | 15.9% | 11 | 34.2% | 27 | 14.4% | 14 | 7.3%  | 7  |
| 91 - 95%     | 4.7%  | 36    | 1.6%  | 2     | 7.2%  | 5     | 2.4%  | 2     | 5.7%  | 8  | 4.3%  | 3  | 2.5%  | 2  | 7.2%  | 7  | 7.3%  | 7  |
| 96 - 100%    | 1.6%  | 12    | 3.2%  | 4     | 0.0%  | 0     | 3.6%  | 3     | 0.7%  | 1  | 0.0%  | 0  | 1.3%  | 1  | 2.1%  | 2  | 1.0%  | 1  |
| (Don't know) | 9.9%  | 75    | 8.1%  | 10    | 11.6% | 8     | 6.0%  | 5     | 9.2%  | 13 | 13.0% | 9  | 7.6%  | 6  | 13.4% | 13 | 11.5% | 11 |
| (Refused)    | 0.4%  | 3     | 0.0%  | 0     | 0.0%  | 0     | 1.2%  | 1     | 0.7%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 1.0%  | 1  | 0.0%  | 0  |
| Mean:        | 74.97 | 75.66 | 74.67 | 75.04 | 76.83 | 74.83 | 77.22 | 72.76 | 71.76 |    |       |    |       |    |       |    |       |    |
| Base:        | 759   | 124   | 69    | 84    | 141   | 69    | 79    | 97    | 96    |    |       |    |       |    |       |    |       |    |

# Winchester Household Survey For Lambert Smith Hampton

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |    |       |    |       |    |       |    |       |    |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|----|-------|----|-------|----|-------|----|-------|----|
| <b>Q14 Where do you normally do most of your household's shopping for men's, women's, children's and baby clothing and footwear? NOTE we mean fashion items - NOT sports clothing and footwear</b> |       |        |        |        |        |        |        |        |        |    |       |    |       |    |       |    |       |    |
| <i>Excl. Nulls &amp; SFT</i>   |       |        |        |        |        |        |        |        |        |    |       |    |       |    |       |    |       |    |
| Alresford / New Alresford Town Centre  | 1.0%  | 7      | 0.8%   | 1      | 1.5%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 5.3%  | 4  | 1.5%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Alton Town Centre  | 0.6%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 2.7%  | 2  | 3.0%  | 2  | 0.0%  | 0  | 0.0%  | 0  |
| Andover Town Centre  | 0.3%  | 2      | 0.0%   | 0      | 3.0%   | 2      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Basingstoke Town Centre  | 1.5%  | 11     | 0.8%   | 1      | 4.5%   | 3      | 0.0%   | 0      | 0.0%   | 0  | 6.7%  | 5  | 1.5%  | 1  | 1.3%  | 1  | 0.0%  | 0  |
| Bishop's Waltham Town Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 1.5%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Central London   | 1.4%  | 10     | 2.5%   | 3      | 4.5%   | 3      | 2.6%   | 2      | 0.9%   | 1  | 0.0%  | 0  | 1.5%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Chichester City Centre   | 0.7%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 2.7%  | 2  | 2.7%  | 3  |
| Eastleigh Town Centre  | 4.6%  | 33     | 0.8%   | 1      | 3.0%   | 2      | 6.4%   | 5      | 16.2%  | 19 | 0.0%  | 0  | 6.1%  | 4  | 1.3%  | 1  | 0.9%  | 1  |
| Fareham Town Centre  | 8.7%  | 62     | 0.0%   | 0      | 1.5%   | 1      | 2.6%   | 2      | 0.9%   | 1  | 0.0%  | 0  | 4.5%  | 3  | 20.0% | 15 | 35.7% | 40 |
| Gosport Town Centre  | 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  |
| Guildford Town Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 1.5%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Hambledon Village Centre   | 0.1%  | 1      | 0.8%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Havant Town Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.9%  | 1  |
| Hedge End Town Centre  | 0.4%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.9%   | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.8%  | 2  |
| Petersfield Town Centre  | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 3.0%  | 2  | 0.0%  | 0  | 0.0%  | 0  |
| Portsmouth City Centre   | 2.0%  | 14     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.7%   | 2  | 0.0%  | 0  | 1.5%  | 1  | 5.3%  | 4  | 6.3%  | 7  |
| Reading Town Centre  | 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  |
| Romsey Town Centre   | 0.6%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 1.3%   | 1      | 0.0%   | 0  | 1.3%  | 1  | 0.0%  | 0  | 2.7%  | 2  | 0.0%  | 0  |
| Salisbury City Centre  | 0.3%  | 2      | 0.0%   | 0      | 3.0%   | 2      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Southampton City Centre  | 8.2%  | 58     | 10.8%  | 13     | 7.5%   | 5      | 12.8%  | 10     | 8.5%   | 10 | 6.7%  | 5  | 6.1%  | 4  | 5.3%  | 4  | 6.3%  | 7  |
| Southsea Local Centre  | 0.4%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.3%  | 1  | 1.8%  | 2  |
| Stockbridge Town Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 1.3%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Waterlooville Town Centre  | 1.1%  | 8      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 1  | 1.5%  | 1  | 6.7%  | 5  | 1.8%  | 2  |
| Whiteley Local Centre  | 3.2%  | 23     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.9%   | 1  | 1.3%  | 1  | 3.0%  | 2  | 8.0%  | 6  | 11.6% | 13 |
| Wickham Village Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.9%  | 1  |
| Winchester City Centre   | 28.7% | 204    | 54.2%  | 65     | 35.8%  | 24     | 35.9%  | 28     | 16.2%  | 19 | 52.0% | 39 | 30.3% | 20 | 10.7% | 8  | 0.9%  | 1  |
| Andover Road Retail Park, Winchester   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.9%   | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Channon Retail Park, Woodside Avenue, Eastleigh  | 0.8%  | 6      | 0.0%   | 0      | 0.0%   | 0      | 2.6%   | 2      | 3.4%   | 4  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Festival Place, Basingstoke  | 0.7%  | 5      | 0.8%   | 1      | 4.5%   | 3      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 1.5%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Hedge End Retail Park, Charles Watts Way, Southampton  | 6.8%  | 48     | 3.3%   | 4      | 3.0%   | 2      | 6.4%   | 5      | 14.5%  | 17 | 1.3%  | 1  | 4.5%  | 3  | 10.7% | 8  | 7.1%  | 8  |
| Swan Shopping Centre, Wells Place, Eastleigh   | 1.8%  | 13     | 0.8%   | 1      | 0.0%   | 0      | 6.4%   | 5      | 4.3%   | 5  | 1.3%  | 1  | 0.0%  | 0  | 1.3%  | 1  | 0.0%  | 0  |
| The Brooks Shopping Centre, Middle Brook Street, Winchester  | 0.8%  | 6      | 0.8%   | 1      | 1.5%   | 1      | 1.3%   | 1      | 0.0%   | 0  | 1.3%  | 1  | 3.0%  | 2  | 0.0%  | 0  | 0.0%  | 0  |
| Westquay Shopping Centre, Harbour Parade, Southampton  | 10.1% | 72     | 17.5%  | 21     | 13.4%  | 9      | 7.7%   | 6      | 12.0%  | 14 | 2.7%  | 2  | 12.1% | 8  | 6.7%  | 5  | 6.3%  | 7  |
| John Lewis, West Quay Shopping Centre, Harbour Parade, Southampton   | 0.3%  | 2      | 0.0%   | 0      | 1.5%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.9%  | 1  |
| Abroad   | 0.4%  | 3      | 0.0%   | 0      | 1.5%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 1.5%  | 1  | 0.0%  | 0  | 0.9%  | 1  |
| Asda, Bournemouth Road, Chandler's Ford, Eastleigh   | 0.4%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.9%   | 1  | 0.0%  | 0  | 3.0%  | 2  | 0.0%  | 0  | 0.0%  | 0  |
| Asda, Portland Road, Waterlooville   | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 2.7%  | 2  | 0.0%  | 0  |
| Asda, Speedfields Park, Newgate Lane, Fareham  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.9%  | 1  |
| Birmingham City Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.9%   | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Cheltenham Town Centre   | 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  |
| Collingwood Retail Park, Fareham   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.9%  | 1  |
| Diss Town Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 1.3%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| East Meon Country Fair, East Meon  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 1.3%   | 1      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Farnham Town Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 1.3%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Gunwharf Quays, Portsmouth   | 1.1%  | 8      | 0.0%   | 0      | 1.5%   | 1      | 0.0%   | 0      | 0.9%   | 1  | 2.7%  | 2  | 0.0%  | 0  | 1.3%  | 1  | 2.7%  | 3  |
| Lymington Town Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 1.5%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Marks & Spencer, Hedge End Trade Park, Tollbar Way, Hedge End  | 5.4%  | 38     | 1.7%   | 2      | 0.0%   | 0      | 6.4%   | 5      | 14.5%  | 17 | 2.7%  | 2  | 3.0%  | 2  | 6.7%  | 5  | 4.5%  | 5  |
| Marks & Spencer, High  | 0.4%  | 3      | 0.8%   | 1      | 1.5%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 1.3%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |

# Winchester Household Survey For Lambert Smith Hampton

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |     |      |    |      |    |      |    |      |     |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|-----|------|----|------|----|------|----|------|-----|
| Street, Winchester   |       |        |        |        |        |        |        |        |        |     |      |    |      |    |      |    |      |     |
| Marks & Spencer, Whiteley Way, Whiteley, Fareham             | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 1.3% | 1  | 0.0% | 0  | 0.0% | 0  | 0.9% | 1   |
| Newport Town Centre, Isle of Wight                           | 0.1%  | 1      | 0.8%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0% | 0  | 0.0% | 0  | 0.0% | 0  | 0.0% | 0   |
| Olney Town Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 1.3% | 1  | 0.0% | 0  | 0.0% | 0  | 0.0% | 0   |
| Portswood Local Centre                                       | 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   |
| Sainsbury's Superstore, Badger Farm Road, Winchester         | 1.3%  | 9      | 1.7%   | 2      | 1.5%   | 1      | 6.4%   | 5      | 0.0%   | 0   | 0.0% | 0  | 1.5% | 1  | 0.0% | 0  | 0.0% | 0   |
| Sainsbury's Superstore, Tollbar way, Hedge End               | 0.4%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.9%   | 1   | 0.0% | 0  | 0.0% | 0  | 1.3% | 1  | 0.9% | 1   |
| Sainsbury's Superstore, Wallington Way, Broadcut, Fareham    | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0% | 0  | 0.0% | 0  | 0.0% | 0  | 0.9% | 1   |
| Sainsbury's Superstore, Wallop Drive, Kempshott, Basingstoke | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 1.3% | 1  | 0.0% | 0  | 0.0% | 0  | 0.0% | 0   |
| Segensworth Business Centre, Segensworth Road, Fareham       | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0% | 0  | 0.0% | 0  | 0.0% | 0  | 0.9% | 1   |
| Tesco Extra, Easton Lane, Winnall, Winchester                | 0.8%  | 6      | 0.8%   | 1      | 3.0%   | 2      | 0.0%   | 0      | 0.0%   | 0   | 2.7% | 2  | 1.5% | 1  | 0.0% | 0  | 0.0% | 0   |
| Tesco Extra, River Way, Andover                              | 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   |
| Tesco Superstore, Quay Street, Fareham                       | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0% | 0  | 0.0% | 0  | 0.0% | 0  | 0.9% | 1   |
| West End Local Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.9%   | 1   | 0.0% | 0  | 0.0% | 0  | 0.0% | 0  | 0.0% | 0   |
| Base:  |       | 710    |        | 120    |        | 67     |        | 78     |        | 117 |      | 75 |      | 66 |      | 75 |      | 112 |

**Q15 How do you normally travel to (LOCATION MENTIONED AT Q14)?**

*Those who buy clothing and footwear (excluding via the Internet) at Q14:*

|                               |       |     |       |     |       |    |       |    |       |     |       |    |       |    |       |    |       |     |
|-------------------------------|-------|-----|-------|-----|-------|----|-------|----|-------|-----|-------|----|-------|----|-------|----|-------|-----|
| Car / van (as driver)         | 65.2% | 471 | 38.3% | 46  | 79.4% | 54 | 63.8% | 51 | 66.4% | 81  | 67.1% | 51 | 79.7% | 55 | 73.3% | 55 | 69.6% | 78  |
| Car / van (as passenger)      | 5.8%  | 42  | 5.0%  | 6   | 2.9%  | 2  | 2.5%  | 2  | 4.9%  | 6   | 10.5% | 8  | 8.7%  | 6  | 10.7% | 8  | 3.6%  | 4   |
| Bus, minibus or coach         | 13.0% | 94  | 11.7% | 14  | 10.3% | 7  | 23.8% | 19 | 12.3% | 15  | 22.4% | 17 | 2.9%  | 2  | 10.7% | 8  | 10.7% | 12  |
| Using park & ride facility    | 0.4%  | 3   | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.8%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 1.3%  | 1  | 0.9%  | 1   |
| Motorcycle, scooter or moped  | 0.1%  | 1   | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.8%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| Walk                          | 7.9%  | 57  | 28.3% | 34  | 0.0%  | 0  | 1.3%  | 1  | 6.6%  | 8   | 0.0%  | 0  | 1.4%  | 1  | 0.0%  | 0  | 11.6% | 13  |
| Taxi                          | 0.1%  | 1   | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.9%  | 1   |
| Train                         | 3.6%  | 26  | 10.8% | 13  | 4.4%  | 3  | 2.5%  | 2  | 2.5%  | 3   | 0.0%  | 0  | 2.9%  | 2  | 1.3%  | 1  | 1.8%  | 2   |
| Bicycle                       | 0.7%  | 5   | 2.5%  | 3   | 1.5%  | 1  | 1.3%  | 1  | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| Mobility scooter / wheelchair | 0.3%  | 2   | 0.8%  | 1   | 0.0%  | 0  | 1.3%  | 1  | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| Other                         | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| Aeroplane                     | 0.3%  | 2   | 0.0%  | 0   | 1.5%  | 1  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0  | 1.4%  | 1  | 0.0%  | 0  | 0.0%  | 0   |
| (Don't know)                  | 0.6%  | 4   | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 1.6%  | 2   | 0.0%  | 0  | 0.0%  | 0  | 1.3%  | 1  | 0.9%  | 1   |
| (Varies)                      | 1.9%  | 14  | 2.5%  | 3   | 0.0%  | 0  | 3.8%  | 3  | 4.1%  | 5   | 0.0%  | 0  | 2.9%  | 2  | 1.3%  | 1  | 0.0%  | 0   |
| Base:                         |       | 722 |       | 120 |       | 68 |       | 80 |       | 122 |       | 76 |       | 69 |       | 75 |       | 112 |

# Winchester Household Survey For Lambert Smith Hampton

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |    |        |    |       |    |       |    |       |    |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|----|--------|----|-------|----|-------|----|-------|----|
| <b>Q16 Where do you normally do most of your household's shopping for CDs, vinyl, DVDs, Blurays, etc.) (Excluding gaming)?</b> |       |        |        |        |        |        |        |        |        |    |        |    |       |    |       |    |       |    |
| <i>Excl. Nulls &amp; SFT</i>   |       |        |        |        |        |        |        |        |        |    |        |    |       |    |       |    |       |    |
| Andover Town Centre  | 0.7%  | 1      | 0.0%   | 0      | 6.7%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Basingstoke Town Centre  | 0.7%  | 1      | 0.0%   | 0      | 6.7%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Bishop's Waltham Town Centre   | 0.7%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%   | 0  | 9.1%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Chandler's Ford Local Centre   | 0.7%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 4.8%   | 1  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Chichester City Centre   | 1.5%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 7.7%  | 1  | 4.3%  | 1  |
| Eastleigh Town Centre  | 3.7%  | 5      | 3.7%   | 1      | 6.7%   | 1      | 6.7%   | 1      | 9.5%   | 2  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Fareham Town Centre  | 9.5%  | 13     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 15.4% | 2  | 47.8% | 11 |
| Guildford Town Centre  | 0.7%  | 1      | 3.7%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Petersfield Town Centre  | 0.7%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%   | 0  | 9.1%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Portsmouth City Centre   | 1.5%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 7.7%  | 1  | 4.3%  | 1  |
| Romsey Town Centre   | 0.7%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 6.7%   | 1      | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Southampton City Centre  | 7.3%  | 10     | 7.4%   | 2      | 6.7%   | 1      | 0.0%   | 0      | 28.6%  | 6  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 4.3%  | 1  |
| Waterlooville Town Centre  | 0.7%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%   | 0  | 9.1%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Whiteley Local Centre  | 1.5%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 8.7%  | 2  |
| Winchester City Centre   | 37.2% | 51     | 59.3%  | 16     | 33.3%  | 5      | 53.3%  | 8      | 19.0%  | 4  | 100.0% | 12 | 36.4% | 4  | 15.4% | 2  | 0.0%  | 0  |
| Festival Place, Basingstoke  | 0.7%  | 1      | 0.0%   | 0      | 6.7%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Hedge End Retail Park,<br>Charles Watts Way,<br>Southampton  | 0.7%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 4.3%  | 1  |
| Swan Shopping Centre,<br>Wells Place, Eastleigh  | 1.5%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 6.7%   | 1      | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 7.7%  | 1  | 0.0%  | 0  |
| The Brooks Shopping<br>Centre, Middle Brook<br>Street, Winchester  | 3.7%  | 5      | 11.1%  | 3      | 6.7%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%   | 0  | 9.1%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Westquay Shopping Centre,<br>Harbour Parade,<br>Southampton  | 0.7%  | 1      | 0.0%   | 0      | 6.7%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| John Lewis, West Quay<br>Shopping Centre, Harbour<br>Parade, Southampton   | 0.7%  | 1      | 3.7%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Asda, Bournemouth Road,<br>Chandler's Ford, Eastleigh  | 0.7%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 6.7%   | 1      | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Asda, Portland Road,<br>Waterlooville  | 1.5%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 7.7%  | 1  | 4.3%  | 1  |
| Asda, Speedfields Park,<br>Newgate Lane, Fareham   | 1.5%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 7.7%  | 1  | 4.3%  | 1  |
| Sainsbury's Superstore,<br>Badger Farm Road,<br>Winchester   | 5.8%  | 8      | 7.4%   | 2      | 0.0%   | 0      | 13.3%  | 2      | 14.3%  | 3  | 0.0%   | 0  | 9.1%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Sainsbury's Superstore,<br>Draymans Way, Alton   | 0.7%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%   | 0  | 9.1%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Sainsbury's Superstore,<br>Hambleton Road,<br>Waterlooville  | 0.7%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 4.8%   | 1  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Sainsbury's Superstore,<br>Leigh Road, Eastleigh   | 3.7%  | 5      | 0.0%   | 0      | 6.7%   | 1      | 0.0%   | 0      | 9.5%   | 2  | 0.0%   | 0  | 9.1%  | 1  | 0.0%  | 0  | 4.3%  | 1  |
| Sainsbury's Superstore,<br>Tollbar way, Hedge End  | 3.7%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 4.8%   | 1  | 0.0%   | 0  | 0.0%  | 0  | 15.4% | 2  | 8.7%  | 2  |
| Sainsbury's Superstore,<br>Wallington Way,<br>Broadcut, Fareham  | 3.7%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 4.8%   | 1  | 0.0%   | 0  | 0.0%  | 0  | 15.4% | 2  | 8.7%  | 2  |
| Tesco Extra, Easton Lane,<br>Winnall, Winchester   | 1.5%  | 2      | 0.0%   | 0      | 6.7%   | 1      | 6.7%   | 1      | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Tesco Extra, Hamble Lane,<br>Bursledon Towers,<br>Southampton  | 0.7%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 7.7%  | 1  | 0.0%  | 0  |
| Tesco Extra, River Way,<br>Andover   | 0.7%  | 1      | 0.0%   | 0      | 6.7%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Tesco Metro, The Swan<br>Centre, Wells Place,<br>Eastleigh   | 0.7%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 4.8%   | 1  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Tesco Superstore, Quay<br>Street, Fareham  | 0.7%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 4.3%  | 1  |
| Waitrose, Stockbridge Road,<br>Winchester  | 0.7%  | 1      | 3.7%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Base:  | 137   | 27     |        | 15     |        | 15     |        | 21     |        | 12 |        | 11 |       | 13 |       | 23 |       |    |

# Winchester Household Survey For Lambert Smith Hampton

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |    |       |    |       |   |       |    |       |    |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|----|-------|----|-------|---|-------|----|-------|----|
| <b>Q17 Where do you normally do most of your household's shopping for audio visual, photographic, computer items (such as TVs, cameras, ipads, telephones etc) and all other domestic electrical goods (such as irons, kettles, fridges, freezers, dishwashers etc)?</b> |       |        |        |        |        |        |        |        |        |    |       |    |       |   |       |    |       |    |
| <i>Excl. Nulls &amp; SFT</i>   |       |        |        |        |        |        |        |        |        |    |       |    |       |   |       |    |       |    |
| Alresford / New Alresford Town Centre  | 0.2%  | 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  |
| Badger Farm Local Centre   | 0.4%  | 2      | 1.3%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 1.0%   | 1  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Basingstoke Town Centre  | 0.2%  | 1      | 0.0%   | 0      | 2.0%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Bishop's Waltham Town Centre   | 4.6%  | 25     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.0%   | 2  | 0.0%  | 0  | 7.5%  | 4 | 21.6% | 16 | 4.2%  | 3  |
| Eastleigh Town Centre  | 1.3%  | 7      | 0.0%   | 0      | 0.0%   | 0      | 3.8%   | 2      | 5.0%   | 5  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Fareham Town Centre  | 2.6%  | 14     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 4.1%  | 3  | 15.3% | 11 |
| Guildford Town Centre  | 0.2%  | 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  |
| Hedge End Town Centre  | 0.6%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.0%   | 2  | 0.0%  | 0  | 0.0%  | 0 | 1.4%  | 1  | 0.0%  | 0  |
| Portchester Local Centre   | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 1.4%  | 1  | 0.0%  | 0  |
| Portsmouth City Centre   | 0.4%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 2.7%  | 2  | 0.0%  | 0  |
| Salisbury City Centre  | 0.2%  | 1      | 0.0%   | 0      | 2.0%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Southampton City Centre  | 2.8%  | 15     | 1.3%   | 1      | 4.0%   | 2      | 3.8%   | 2      | 2.0%   | 2  | 1.6%  | 1  | 5.7%  | 3 | 4.1%  | 3  | 1.4%  | 1  |
| Southsea Local Centre  | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 1.4%  | 1  | 0.0%  | 0  |
| Titchfield Village Centre  | 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  |
| Waterlooville Town Centre  | 0.9%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 1.9%  | 1 | 5.4%  | 4  | 0.0%  | 0  |
| Whiteley Local Centre  | 0.7%  | 4      | 1.3%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 1.0%   | 1  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 2.8%  | 2  |
| Winchester City Centre   | 4.4%  | 24     | 16.7%  | 13     | 4.0%   | 2      | 3.8%   | 2      | 2.0%   | 2  | 6.5%  | 4  | 1.9%  | 1 | 0.0%  | 0  | 0.0%  | 0  |
| Winnall Local Centre   | 0.9%  | 5      | 1.3%   | 1      | 2.0%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 3.2%  | 2  | 1.9%  | 1 | 0.0%  | 0  | 0.0%  | 0  |
| Andover Road Retail Park, Winchester   | 0.4%  | 2      | 0.0%   | 0      | 2.0%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 1.6%  | 1  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Brighton Hill Retail Park, Winchester Road, Basingstoke  | 0.6%  | 3      | 1.3%   | 1      | 4.0%   | 2      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Channon Retail Park, Woodside Avenue, Eastleigh  | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.0%   | 1  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Festival Place, Basingstoke  | 0.2%  | 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  |
| Hedge End Retail Park, Charles Watts Way, Southampton  | 22.4% | 121    | 2.6%   | 2      | 8.0%   | 4      | 19.2%  | 10     | 55.0%  | 55 | 3.2%  | 2  | 15.1% | 8 | 32.4% | 24 | 22.2% | 16 |
| Swan Shopping Centre, Wells Place, Eastleigh   | 0.6%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 3.0%   | 3  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| The Chantry Centre, Chantry Street, Andover  | 0.2%  | 1      | 1.3%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Westquay Shopping Centre, Harbour Parade, Southampton  | 4.3%  | 23     | 3.8%   | 3      | 8.0%   | 4      | 0.0%   | 0      | 6.0%   | 6  | 3.2%  | 2  | 1.9%  | 1 | 4.1%  | 3  | 5.6%  | 4  |
| B&Q, Shakespeare Road, Eastleigh   | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.0%   | 1  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Homebase, Easton Lane, Winnall, Winchester   | 0.2%  | 1      | 0.0%   | 0      | 2.0%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| John Lewis at Home (within Waitrose), Basing View, Basingstoke   | 0.4%  | 2      | 0.0%   | 0      | 2.0%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 1.6%  | 1  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| John Lewis, West Quay Shopping Centre, Harbour Parade, Southampton   | 14.0% | 76     | 20.5%  | 16     | 12.0%  | 6      | 28.8%  | 15     | 11.0%  | 11 | 22.6% | 14 | 15.1% | 8 | 4.1%  | 3  | 4.2%  | 3  |
| Aldi, West Street, Fareham   | 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  |
| Asda, Bournemouth Road, Chandler's Ford, Eastleigh   | 0.9%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 1.9%   | 1      | 4.0%   | 4  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Asda, Portland Road, Waterlooville   | 0.6%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 1.9%  | 1 | 1.4%  | 1  | 1.4%  | 1  |
| Botley Village Centre  | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 1.4%  | 1  | 0.0%  | 0  |
| Costco, Regents Park Road, Southampton   | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 1.4%  | 1  | 0.0%  | 0  |
| Currys PC World, Southampton Road, Park Gate, Fareham  | 4.4%  | 24     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 4.1%  | 3  | 29.2% | 21 |
| Gunwharf Quays, Portsmouth   | 0.2%  | 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  |
| Ocean Retail Park, Burrfields Road, Portsmouth   | 0.6%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 2.7%  | 2  | 1.4%  | 1  |
| Portfield Retail Park, Portfield Way, Chichester   | 0.2%  | 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  |
| Sainsbury's Superstore, Badger Farm Road, Winchester   | 2.2%  | 12     | 3.8%   | 3      | 2.0%   | 1      | 11.5%  | 6      | 2.0%   | 2  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Sainsbury's Superstore,  | 0.2%  | 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  |

Column %ges.

# Winchester Household Survey For Lambert Smith Hampton

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |     |       |    |       |    |      |    |      |    |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|-----|-------|----|-------|----|------|----|------|----|
| Draymans Way, Alton                                       | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 1.4% | 1  | 0.0% | 0  |
| Sainsbury's Superstore, Hambledon Road, Waterloooville    | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.0%   | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0  | 0.0% | 0  |
| Sainsbury's Superstore, Portswood Road, Southampton       | 0.2%  | 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  |
| Sainsbury's Superstore, Tollbar way, Hedge End            | 0.4%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 1.4% | 1  | 1.4% | 1  |
| Sainsbury's Superstore, Wallington Way, Broadcut, Fareham | 0.4%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0  | 2.8% | 2  |
| Segensworth Business Centre, Segensworth Road, Fareham    | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 1.4% | 1  | 0.0% | 0  |
| Southampton Road Retail Park, Southampton Road, Salisbury | 1.7%  | 9      | 1.3%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 11.3% | 7  | 1.9%  | 1  | 0.0% | 0  | 0.0% | 0  |
| Tesco Extra, Easton Lane, Winnall, 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  |
| Tesco Extra, Hamble Lane, Bursledon Towers, Southampton   | 0.2%  | 1      | 0.0%   | 0      | 2.0%   | 1      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0  | 0.0% | 0  |
| Tesco Extra, River Way, 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  |
| Tesco Extra, Solent Road, Havant                          | 0.4%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0  | 2.8% | 2  |
| Tesco Superstore, Quay Street, Fareham                    | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 1.4% | 1  | 0.0% | 0  |
| Uckfield Town Centre                                      | 0.2%  | 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  |
| Wickes, Easton Lane, Winnall                              | 21.4% | 116    | 43.6%  | 34     | 44.0%  | 22     | 25.0%  | 13     | 1.0%   | 1   | 45.2% | 28 | 32.1% | 17 | 1.4% | 1  | 0.0% | 0  |
| Winnall Industrial Estate, Easton Lane, Winchester        |       |        |        |        |        |        |        |        |        |     |       |    |       |    |      |    |      |    |
| Base:   |       | 541    |        | 78     |        | 50     |        | 52     |        | 100 |       | 62 |       | 53 |      | 74 |      | 72 |

# Winchester Household Survey For Lambert Smith Hampton

September 2019

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |    |       |    |       |    |       |    |       |    |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|----|-------|----|-------|----|-------|----|-------|----|
| <b>Q18 Where do you normally do most of your household's shopping for books (incl. encyclopaedias, text books, guidebooks and musical scores) and stationery (incl. writing pads, envelopes pens, diaries, etc.) and drawing materials?</b> |       |        |        |        |        |        |        |        |        |    |       |    |       |    |       |    |       |    |
| <i>Excl. Nulls &amp; SFT</i>  |       |        |        |        |        |        |        |        |        |    |       |    |       |    |       |    |       |    |
| Alresford / New Alresford Town Centre   | 5.2%  | 27     | 1.2%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 32.8% | 19 | 15.2% | 7  | 0.0%  | 0  | 0.0%  | 0  |
| Alton Town Centre   | 0.4%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 1.7%  | 1  | 2.2%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Andover Town Centre   | 0.4%  | 2      | 0.0%   | 0      | 3.9%   | 2      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Basingstoke Town Centre   | 0.6%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 1.7%   | 1      | 0.0%   | 0  | 3.4%  | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Bishop's Waltham Town Centre  | 2.7%  | 14     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.2%   | 1  | 0.0%  | 0  | 4.3%  | 2  | 16.9% | 11 | 0.0%  | 0  |
| Bursledon Village Centre  | 0.2%  | 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  |
| Central London  | 0.2%  | 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  |
| Chandler's Ford Local Centre  | 1.0%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 5.9%   | 5  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Eastleigh Town Centre   | 8.7%  | 45     | 0.0%   | 0      | 3.9%   | 2      | 16.9%  | 10     | 35.3%  | 30 | 0.0%  | 0  | 2.2%  | 1  | 3.1%  | 2  | 0.0%  | 0  |
| Fair Oak Village Centre   | 0.6%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.4%   | 2  | 0.0%  | 0  | 2.2%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Fareham Town Centre   | 12.0% | 62     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.2%   | 1  | 0.0%  | 0  | 0.0%  | 0  | 27.7% | 18 | 64.2% | 43 |
| Hedge End Town Centre   | 0.6%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.5%  | 1  | 3.0%  | 2  |
| Kings Worthy Village Centre   | 0.2%  | 1      | 0.0%   | 0      | 2.0%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Oliver's Battery Local Centre   | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 1.7%   | 1      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Petersfield Town Centre   | 2.5%  | 13     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 23.9% | 11 | 3.1%  | 2  | 0.0%  | 0  |
| Portsmouth City Centre  | 0.6%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.5%  | 1  | 3.0%  | 2  |
| Southampton City Centre   | 1.0%  | 5      | 0.0%   | 0      | 2.0%   | 1      | 3.4%   | 2      | 1.2%   | 1  | 0.0%  | 0  | 0.0%  | 0  | 1.5%  | 1  | 0.0%  | 0  |
| Twyford Village Centre  | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 1.7%   | 1      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| WaterlooVille Town Centre   | 1.9%  | 10     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 12.3% | 8  | 3.0%  | 2  |
| Whiteley Local Centre   | 1.6%  | 8      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.4%   | 2  | 0.0%  | 0  | 0.0%  | 0  | 3.1%  | 2  | 6.0%  | 4  |
| Wickham Village Centre  | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.5%  | 1  |
| Winchester City Centre  | 38.6% | 199    | 82.1%  | 69     | 80.4%  | 41     | 47.5%  | 28     | 11.8%  | 10 | 53.4% | 31 | 23.9% | 11 | 10.8% | 7  | 3.0%  | 2  |
| Winnall Local Centre  | 0.4%  | 2      | 1.2%   | 1      | 2.0%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Festival Place, Basingstoke   | 0.4%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 4.3%  | 2  | 0.0%  | 0  | 0.0%  | 0  |
| Hedge End Retail Park, Charles Watts Way, Southampton   | 0.6%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 4.3%  | 2  | 1.5%  | 1  | 0.0%  | 0  |
| Swan Shopping Centre, Wells Place, Eastleigh  | 3.1%  | 16     | 0.0%   | 0      | 0.0%   | 0      | 5.1%   | 3      | 14.1%  | 12 | 0.0%  | 0  | 2.2%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| The Brooks Shopping Centre, Middle Brook Street, Winchester   | 1.6%  | 8      | 2.4%   | 2      | 0.0%   | 0      | 3.4%   | 2      | 1.2%   | 1  | 1.7%  | 1  | 4.3%  | 2  | 0.0%  | 0  | 0.0%  | 0  |
| Westquay Shopping Centre, Harbour Parade, Southampton   | 0.6%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.2%   | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 3.0%  | 2  |
| John Lewis, West Quay Shopping Centre, Harbour Parade, Southampton  | 0.2%  | 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  |
| Asda, Bournemouth Road, Chandler's Ford, Eastleigh  | 0.8%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 4.7%   | 4  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Asda, Portland Road, WaterlooVille  | 0.6%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 3.1%  | 2  | 1.5%  | 1  |
| Asda, Speedfields Park, Newgate Lane, 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  |
| Bishopstoke Village Centre  | 0.2%  | 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  |
| Cosham Local Centre   | 0.4%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.5%  | 1  | 1.5%  | 1  |
| Sainsbury's Superstore, Badger Farm Road, Winchester  | 3.3%  | 17     | 4.8%   | 4      | 0.0%   | 0      | 16.9%  | 10     | 1.2%   | 1  | 0.0%  | 0  | 4.3%  | 2  | 0.0%  | 0  | 0.0%  | 0  |
| Sainsbury's Superstore, Hambledon Road, WaterlooVille   | 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  |
| Sainsbury's Superstore, Leigh Road, Eastleigh   | 0.2%  | 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  |
| Sainsbury's Superstore, Middlebrook Street, Winchester  | 0.2%  | 1      | 1.2%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Sainsbury's Superstore, Portswood Road, Southampton   | 0.4%  | 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  |
| Sainsbury's Superstore, Tollbar way, Hedge End  | 1.0%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 3.5%   | 3  | 0.0%  | 0  | 0.0%  | 0  | 3.1%  | 2  | 0.0%  | 0  |
| Sainsbury's Superstore, Wallington Way, Broadcut, Fareham   | 1.4%  | 7      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.2%   | 1  | 0.0%  | 0  | 0.0%  | 0  | 4.6%  | 3  | 4.5%  | 3  |
| Segensworth Business Centre, Segensworth  | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.5%  | 1  |

Column %ges.

# Winchester Household Survey For Lambert Smith Hampton

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |   |      |   |      |   |      |   |      |   |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|---|------|---|------|---|------|---|------|---|
| Road, Fareham   |       |        |        |        |        |        |        |        |        |   |      |   |      |   |      |   |      |   |
| Tesco Extra, Easton Lane, Winnall, Winchester           | 2.9%  | 15     | 6.0%   | 5      | 5.9%   | 3      | 0.0%   | 0      | 1.2%   | 1 | 6.9% | 4 | 4.3% | 2 | 0.0% | 0 | 0.0% | 0 |
| Tesco Extra, Hamble Lane, Bursledon Towers, Southampton | 0.4%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.2%   | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.5% | 1 |
| Tesco Metro, The Swan Centre, Wells Place, Eastleigh    | 0.4%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.2%   | 1 | 0.0% | 0 | 2.2% | 1 | 0.0% | 0 | 0.0% | 0 |
| Tesco Superstore, Quay Street, Fareham                  | 0.6%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 1.5% | 1 | 3.0% | 2 |
| Waltham Cross Village Centre                            | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 1.7%   | 1      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Wells City Centre                                       | 0.2%  | 1      | 1.2%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Base:   | 515   | 84     | 51     | 59     | 85     | 58     | 46     | 65     | 67     |   |      |   |      |   |      |   |      |   |

# Winchester Household Survey For Lambert Smith Hampton

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |    |       |    |       |   |       |   |       |    |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|----|-------|----|-------|---|-------|---|-------|----|
| <b>Q19 Where do you normally do most of your household's shopping for games &amp; toys; pets and pet products; hobby items; sport clothing / footwear and equipment; camping goods; bicycles; and musical instruments?</b> |       |        |        |        |        |        |        |        |        |    |       |    |       |   |       |   |       |    |
| <i>Excl. Nulls &amp; SFT</i>   |       |        |        |        |        |        |        |        |        |    |       |    |       |   |       |   |       |    |
| Alresford / New Alresford Town Centre  | 1.2%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 8.8%  | 3  | 4.3%  | 2 | 0.0%  | 0 | 0.0%  | 0  |
| Alton Town Centre  | 0.5%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 2.9%  | 1  | 2.2%  | 1 | 0.0%  | 0 | 0.0%  | 0  |
| Andover Town Centre  | 0.5%  | 2      | 0.0%   | 0      | 4.4%   | 2      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Badger Farm Local Centre   | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 2.2%   | 1      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Basingstoke Town Centre  | 1.2%  | 5      | 1.8%   | 1      | 2.2%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 5.9%  | 2  | 2.2%  | 1 | 0.0%  | 0 | 0.0%  | 0  |
| Bishop's Waltham Town Centre   | 0.7%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 2.2%  | 1 | 4.2%  | 2 | 0.0%  | 0  |
| Central London   | 0.7%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.3%   | 1  | 0.0%  | 0  | 2.2%  | 1 | 2.1%  | 1 | 0.0%  | 0  |
| Chandler's Ford Local Centre   | 0.7%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 2.2%   | 1      | 2.7%   | 2  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Eastleigh Town Centre  | 5.9%  | 24     | 1.8%   | 1      | 8.9%   | 4      | 6.7%   | 3      | 20.0%  | 15 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 1.6%  | 1  |
| Fair Oak Village Centre  | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.3%   | 1  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Fareham Town Centre  | 6.6%  | 27     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 16.7% | 8 | 31.1% | 19 |
| Gosport Town Centre  | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 1.6%  | 1  |
| Havant Town Centre   | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 2.1%  | 1 | 0.0%  | 0  |
| Hedge End Town Centre  | 0.7%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 2.1%  | 1 | 3.3%  | 2  |
| Park Gate Local Centre   | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 1.6%  | 1  |
| Petersfield Town Centre  | 2.0%  | 8      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 17.4% | 8 | 0.0%  | 0 | 0.0%  | 0  |
| Portsmouth City Centre   | 1.5%  | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 6.3%  | 3 | 4.9%  | 3  |
| Southampton City Centre  | 4.1%  | 17     | 12.5%  | 7      | 4.4%   | 2      | 0.0%   | 0      | 2.7%   | 2  | 2.9%  | 1  | 4.3%  | 2 | 4.2%  | 2 | 1.6%  | 1  |
| Titchfield Village Centre  | 1.0%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 6.6%  | 4  |
| Waterloo Village Town Centre   | 2.2%  | 9      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 2.2%  | 1 | 16.7% | 8 | 0.0%  | 0  |
| Whiteley Local Centre  | 1.5%  | 6      | 1.8%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 8.2%  | 5  |
| Wickham Village Centre   | 0.7%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 4.2%  | 2 | 1.6%  | 1  |
| Winchester City Centre   | 18.5% | 76     | 42.9%  | 24     | 42.2%  | 19     | 22.2%  | 10     | 6.7%   | 5  | 41.2% | 14 | 4.3%  | 2 | 2.1%  | 1 | 1.6%  | 1  |
| Winnall Local Centre   | 0.5%  | 2      | 0.0%   | 0      | 2.2%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 2.2%  | 1 | 0.0%  | 0 | 0.0%  | 0  |
| Andover Road Retail Park, Winchester   | 2.0%  | 8      | 10.7%  | 6      | 4.4%   | 2      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Channon Retail Park, Woodside Avenue, Eastleigh  | 2.9%  | 12     | 0.0%   | 0      | 0.0%   | 0      | 8.9%   | 4      | 9.3%   | 7  | 0.0%  | 0  | 2.2%  | 1 | 0.0%  | 0 | 0.0%  | 0  |
| Chestnut Retail Park, Chestnut Avenue, Chandler's Ford, Eastleigh  | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 2.2%  | 1 | 0.0%  | 0 | 0.0%  | 0  |
| Festival Place, Basingstoke  | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 2.2%  | 1 | 0.0%  | 0 | 0.0%  | 0  |
| Hedge End Retail Park, Charles Watts Way, Southampton  | 10.5% | 43     | 0.0%   | 0      | 4.4%   | 2      | 8.9%   | 4      | 25.3%  | 19 | 2.9%  | 1  | 10.9% | 5 | 16.7% | 8 | 6.6%  | 4  |
| Swan Shopping Centre, Wells Place, Eastleigh   | 1.7%  | 7      | 0.0%   | 0      | 0.0%   | 0      | 6.7%   | 3      | 5.3%   | 4  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| The Brooks Shopping Centre, Middle Brook Street, Winchester  | 1.5%  | 6      | 1.8%   | 1      | 6.7%   | 3      | 2.2%   | 1      | 0.0%   | 0  | 0.0%  | 0  | 2.2%  | 1 | 0.0%  | 0 | 0.0%  | 0  |
| Westquay Shopping Centre, Harbour Parade, Southampton  | 2.9%  | 12     | 5.4%   | 3      | 0.0%   | 0      | 0.0%   | 0      | 5.3%   | 4  | 5.9%  | 2  | 2.2%  | 1 | 0.0%  | 0 | 3.3%  | 2  |
| B&Q, Southampton Road, Titchfield  | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 1.6%  | 1  |
| John Lewis, West Quay Shopping Centre, Harbour Parade, Southampton   | 1.0%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.3%   | 1  | 5.9%  | 2  | 0.0%  | 0 | 0.0%  | 0 | 1.6%  | 1  |
| Aldi, West Street, Fareham   | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 1.6%  | 1  |
| Asda, Bournemouth Road, Chandler's Ford, Eastleigh   | 0.5%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.7%   | 2  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Asda, Portland Road, Waterlooville   | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 2.1%  | 1 | 0.0%  | 0  |
| Asda, Speedfields Park, Newgate Lane, Fareham  | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 1.6%  | 1  |
| Brambridge Garden Centre, Kiln Lane, Brambridge  | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 2.1%  | 1 | 0.0%  | 0  |
| Collingwood Retail Park, Fareham   | 0.7%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 4.9%  | 3  |
| Costco, Regents Park Road, Southampton   | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 2.1%  | 1 | 0.0%  | 0  |
| Fareham Pets, Wickham Road, Fareham  | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 1.6%  | 1  |
| Farnborough Town Centre  | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 2.2%  | 1 | 0.0%  | 0 | 0.0%  | 0  |
| Go Outdoors, Reading Road, Chineham, Basingstoke   | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 2.9%  | 1  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Hillier Garden Centre,   | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 1.6%  | 1  |

Column %ges.

# Winchester Household Survey For Lambert Smith Hampton

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |   |       |   |       |   |      |   |      |   |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|---|-------|---|-------|---|------|---|------|---|
| Woodhouse Lane, Botley,<br>Southampton                                |       |        |        |        |        |        |        |        |        |   |       |   |       |   |      |   |      |   |
| Hobbycraft, Gaters Hill,<br>Mansbridge Road, West<br>End, Southampton | 1.5%  | 6      | 0.0%   | 0      | 0.0%   | 0      | 4.4%   | 2      | 4.0%   | 3 | 0.0%  | 0 | 0.0%  | 0 | 0.0% | 0 | 1.6% | 1 |
| In-Excess Fair Oak Garden<br>Centre, Winchester Road,<br>Fair Oak     | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 2.2%   | 1      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl, London Road,<br>Cowplain, Waterlooville                         | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0 | 2.1% | 1 | 0.0% | 0 |
| Lidl, Newgate Lane,<br>Fareham  | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0% | 0 | 1.6% | 1 |
| Liphook Village Centre  | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 2.2%  | 1 | 0.0% | 0 | 0.0% | 0 |
| Mole Country Stores, Easton<br>Lane, Winnall                          | 0.5%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 4.3%  | 2 | 0.0% | 0 | 0.0% | 0 |
| Pets at Home, Easton Lane,<br>Winnall                                 | 6.1%  | 25     | 12.5%  | 7      | 8.9%   | 4      | 8.9%   | 4      | 0.0%   | 0 | 11.8% | 4 | 13.0% | 6 | 0.0% | 0 | 0.0% | 0 |
| Port Solent Local Centre  | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0 | 2.1% | 1 | 0.0% | 0 |
| Sainsbury's Superstore,<br>Badger Farm Road,<br>Winchester            | 3.4%  | 14     | 3.6%   | 2      | 4.4%   | 2      | 15.6%  | 7      | 2.7%   | 2 | 2.9%  | 1 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore,<br>Middlebrook Street,<br>Winchester          | 0.2%  | 1      | 1.8%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore,<br>Redcar Street, Shirley,<br>Southampton     | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.3%   | 1 | 0.0%  | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore,<br>Tollbar way, Hedge End                     | 1.0%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 2.2%   | 1      | 1.3%   | 1 | 0.0%  | 0 | 2.2%  | 1 | 0.0% | 0 | 1.6% | 1 |
| Sainsbury's Superstore,<br>Wallington Way,<br>Broadcut, Fareham       | 1.2%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0 | 6.3% | 3 | 3.3% | 2 |
| Segensworth Business<br>Centre, Segensworth<br>Road, Fareham          | 0.5%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 2.2%   | 1      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0% | 0 | 1.6% | 1 |
| Solent Retail Park, Solent<br>Road, Havant                            | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0 | 2.1% | 1 | 0.0% | 0 |
| Tesco Extra, Easton Lane,<br>Winnall, Winchester                      | 2.0%  | 8      | 3.6%   | 2      | 0.0%   | 0      | 2.2%   | 1      | 1.3%   | 1 | 5.9%  | 2 | 4.3%  | 2 | 0.0% | 0 | 0.0% | 0 |
| Tesco Extra, River Way,<br>Andover                                    | 0.2%  | 1      | 0.0%   | 0      | 2.2%   | 1      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Extra, Solent Road,<br>Havant                                   | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0% | 0 | 1.6% | 1 |
| Tesco Metro, The Swan<br>Centre, Wells Place,<br>Eastleigh            | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.3%   | 1 | 0.0%  | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Waitrose, Oakmount Road,<br>Chandler's Ford, Eastleigh                | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.3%   | 1 | 0.0%  | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Waitrose, Stockbridge Road,<br>Winchester                             | 0.5%  | 2      | 0.0%   | 0      | 4.4%   | 2      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Wellington Retail Park,<br>Hambleton Road,<br>Waterlooville           | 0.5%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0 | 4.2% | 2 | 0.0% | 0 |
| West End Local Centre   | 0.5%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.7%   | 2 | 0.0%  | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Winnall Industrial Estate,<br>Easton Lane, Winchester                 | 0.7%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 6.5%  | 3 | 0.0% | 0 | 0.0% | 0 |
| Wyevale Garden Centre,<br>Winchester Road, Fair<br>Oak, Eastleigh     | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 2.2%   | 1      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Base:   | 410   | 56     | 45     | 45     | 75     | 34     | 46     | 48     | 61     |   |       |   |       |   |      |   |      |   |

# Winchester Household Survey For Lambert Smith Hampton

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |    |       |    |       |    |       |    |       |    |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|----|-------|----|-------|----|-------|----|-------|----|
| <b>Q20 Where do you normally do most of your household's shopping for furniture, carpets, other floor coverings and household textiles (includes beds, sofas, tables, etc)?</b> |       |        |        |        |        |        |        |        |        |    |       |    |       |    |       |    |       |    |
| <i>Excl. Nulls &amp; SFT</i>  |       |        |        |        |        |        |        |        |        |    |       |    |       |    |       |    |       |    |
| Alresford / New Alresford Town Centre   | 2.4%  | 14     | 1.2%   | 1      | 1.9%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 17.5% | 10 | 4.0%  | 2  | 0.0%  | 0  | 0.0%  | 0  |
| Andover Town Centre   | 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  |
| Basingstoke Town Centre   | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 1.8%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Bishop's Waltham Town Centre  | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.2%  | 1  |
| Boyatt Wood Local Centre  | 0.5%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.7%   | 3  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Central London  | 0.5%  | 3      | 1.2%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 1.8%  | 1  | 2.0%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Chandler's Ford Local Centre  | 5.1%  | 30     | 2.4%   | 2      | 3.7%   | 2      | 9.0%   | 6      | 15.2%  | 17 | 3.5%  | 2  | 0.0%  | 0  | 0.0%  | 0  | 1.2%  | 1  |
| Eastleigh Town Centre   | 3.6%  | 21     | 5.9%   | 5      | 1.9%   | 1      | 3.0%   | 2      | 9.8%   | 11 | 0.0%  | 0  | 2.0%  | 1  | 1.3%  | 1  | 0.0%  | 0  |
| Fair Oak Village Centre   | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 2.0%  | 1  | 1.3%  | 1  | 0.0%  | 0  |
| Fareham Town Centre   | 2.6%  | 15     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 2.7%  | 2  | 15.5% | 13 |
| Gosport Town Centre   | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.2%  | 1  |
| Guildford Town Centre   | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.2%  | 1  |
| Havant Town Centre  | 0.2%  | 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  |
| Hedge End Town Centre   | 1.0%  | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.7%   | 3  | 0.0%  | 0  | 2.0%  | 1  | 0.0%  | 0  | 2.4%  | 2  |
| Kings Worthy Village Centre   | 0.5%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.9%   | 1  | 1.8%  | 1  | 2.0%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Park Gate Local Centre  | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 2.4%  | 2  |
| Petersfield Town Centre   | 0.5%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 2.0%  | 1  | 2.7%  | 2  | 0.0%  | 0  |
| Portchester Local Centre  | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.2%  | 1  |
| Portsmouth City Centre  | 1.4%  | 8      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 5.3%  | 4  | 4.8%  | 4  |
| Reading Town Centre   | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 2.0%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Romsey Town Centre  | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 2.0%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Salisbury City Centre   | 0.2%  | 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  |
| Southampton City Centre   | 5.7%  | 33     | 5.9%   | 5      | 11.1%  | 6      | 10.4%  | 7      | 5.4%   | 6  | 7.0%  | 4  | 0.0%  | 0  | 4.0%  | 3  | 2.4%  | 2  |
| Southsea Local Centre   | 0.2%  | 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  |
| Titchfield Village Centre   | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.2%  | 1  |
| Waterlooville Town Centre   | 2.1%  | 12     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 12.0% | 9  | 3.6%  | 3  |
| Weeke Local Centre  | 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  |
| Whiteley Local Centre   | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.2%  | 1  |
| Winchester City Centre  | 5.7%  | 33     | 12.9%  | 11     | 11.1%  | 6      | 7.5%   | 5      | 0.9%   | 1  | 5.3%  | 3  | 6.0%  | 3  | 5.3%  | 4  | 0.0%  | 0  |
| Winnall Local Centre  | 0.9%  | 5      | 2.4%   | 2      | 0.0%   | 0      | 1.5%   | 1      | 0.9%   | 1  | 1.8%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Brighton Hill Retail Park, Winchester Road, Basingstoke   | 1.4%  | 8      | 1.2%   | 1      | 9.3%   | 5      | 0.0%   | 0      | 0.0%   | 0  | 1.8%  | 1  | 2.0%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Channon Retail Park, Woodside Avenue, Eastleigh   | 0.7%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.7%   | 3  | 0.0%  | 0  | 2.0%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Chestnut Retail Park, Chestnut Avenue, Chandler's Ford, Eastleigh   | 0.9%  | 5      | 2.4%   | 2      | 1.9%   | 1      | 1.5%   | 1      | 0.9%   | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Hedge End Retail Park, Charles Watts Way, Southampton   | 25.9% | 151    | 18.8%  | 16     | 20.4%  | 11     | 19.4%  | 13     | 37.5%  | 42 | 8.8%  | 5  | 26.0% | 13 | 33.3% | 25 | 31.0% | 26 |
| Swan Shopping Centre, Wells Place, Eastleigh  | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.9%   | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Westquay Shopping Centre, Harbour Parade, Southampton   | 5.8%  | 34     | 5.9%   | 5      | 7.4%   | 4      | 3.0%   | 2      | 6.3%   | 7  | 10.5% | 6  | 0.0%  | 0  | 6.7%  | 5  | 6.0%  | 5  |
| B&Q, Shakespeare Road, Eastleigh  | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 1.5%   | 1      | 0.9%   | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| B&Q, Charles Watts Way, Hedge End, Southampton  | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 2.0%  | 1  | 1.3%  | 1  | 0.0%  | 0  |
| B&Q, Lister Road, Basingstoke   | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.9%   | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Homebase, Easton Lane, Winnall, Winchester  | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 1.8%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Homebase, Millbrook Road West, Southampton  | 0.2%  | 1      | 1.2%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Homebase, Winchester Road, Basingstoke  | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.9%   | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Ikea, West Quay Road, Southampton   | 7.5%  | 44     | 18.8%  | 16     | 3.7%   | 2      | 7.5%   | 5      | 4.5%   | 5  | 3.5%  | 2  | 10.0% | 5  | 4.0%  | 3  | 7.1%  | 6  |
| John Lewis at Home (within Waitrose), Basing View, 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  |
| John Lewis, West Quay Shopping Centre, Harbour Parade, Southampton  | 11.0% | 64     | 16.5%  | 14     | 18.5%  | 10     | 16.4%  | 11     | 2.7%   | 3  | 12.3% | 7  | 22.0% | 11 | 2.7%  | 2  | 7.1%  | 6  |
| Asda, Bournemouth Road,   | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.9%   | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |

Column %ges.

# Winchester Household Survey For Lambert Smith Hampton

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |     |      |    |      |    |      |    |      |    |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|-----|------|----|------|----|------|----|------|----|
| Chandler's Ford, Eastleigh  |       |        |        |        |        |        |        |        |        |     |      |    |      |    |      |    |      |    |
| Asda, Speedfields Park,<br>Newgate Lane, Fareham                    | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0% | 0  | 0.0% | 0  | 1.2% | 1  |      |    |
| Bishopstoke Village Centre  | 0.2%  | 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 Village Centre   | 0.2%  | 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  |
| Boyatt Wood Industrial<br>Estate, Parham Drive,<br>Eastleigh        | 0.7%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 3.0%   | 2      | 0.9%   | 1   | 1.8% | 1  | 0.0% | 0  | 0.0% | 0  | 0.0% | 0  |
| Broadcut Retail Park,<br>Wallington Way, Fareham                    | 0.2%  | 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  |
| Carpet Barn & the Bed Store,<br>Southampton Road,<br>Titchfield     | 0.2%  | 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  |
| Chalford Grange Local<br>Centre                                     | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0% | 0  | 2.0% | 1  | 0.0% | 0  | 0.0% | 0  |
| Cheriton Village Centre   | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0% | 0  | 2.0% | 1  | 0.0% | 0  | 0.0% | 0  |
| Dunelm, Reading Road,<br>Gastons Wood,<br>Basingstoke               | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 1.8% | 1  | 0.0% | 0  | 0.0% | 0  | 0.0% | 0  |
| Dunelm, Southampton Road,<br>Park Gate, Titchfield,<br>Fareham      | 0.5%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0% | 0  | 0.0% | 0  | 1.3% | 1  | 2.4% | 2  |
| Farnham Town Centre   | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 1.8% | 1  | 0.0% | 0  | 0.0% | 0  | 0.0% | 0  |
| Gallagher Retail Park,<br>Hambledon Road,<br>Waterlooville          | 0.2%  | 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  |
| Gunwharf Quays,<br>Portsmouth                                       | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0% | 0  | 0.0% | 0  | 0.0% | 0  | 1.2% | 1  |
| Marks & Spencer, Hedge<br>End Trade Park, Tollbar<br>Way, Hedge End | 1.5%  | 9      | 0.0%   | 0      | 0.0%   | 0      | 3.0%   | 2      | 0.0%   | 0   | 5.3% | 3  | 2.0% | 1  | 2.7% | 2  | 1.2% | 1  |
| Peter Green, School Lane,<br>Chandler's Ford, Eastleigh             | 1.5%  | 9      | 1.2%   | 1      | 0.0%   | 0      | 6.0%   | 4      | 0.9%   | 1   | 3.5% | 2  | 2.0% | 1  | 0.0% | 0  | 0.0% | 0  |
| Sainsbury's Superstore,<br>Badger Farm Road,<br>Winchester          | 0.2%  | 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  |
| Segensworth Business<br>Centre, Segensworth<br>Road, Fareham        | 0.5%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0% | 0  | 0.0% | 0  | 0.0% | 0  | 3.6% | 3  |
| Southampton Road Retail<br>Park, Southampton Road,<br>Salisbury     | 0.2%  | 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  |
| Stanmore Local Centre   | 0.2%  | 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  |
| Tesco Extra, Easton Lane,<br>Winnall, Winchester                    | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 1.8% | 1  | 0.0% | 0  | 0.0% | 0  | 0.0% | 0  |
| Wellington Retail Park,<br>Hambledon Road,<br>Waterlooville         | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0% | 0  | 0.0% | 0  | 2.7% | 2  | 0.0% | 0  |
| Winchester Trade Park,<br>Easton Lane, Winchester                   | 0.9%  | 5      | 1.2%   | 1      | 0.0%   | 0      | 1.5%   | 1      | 0.0%   | 0   | 3.5% | 2  | 2.0% | 1  | 0.0% | 0  | 0.0% | 0  |
| Winnall Industrial Estate,<br>Easton Lane, Winchester               | 1.0%  | 6      | 1.2%   | 1      | 3.7%   | 2      | 1.5%   | 1      | 0.9%   | 1   | 1.8% | 1  | 0.0% | 0  | 0.0% | 0  | 0.0% | 0  |
| Base:   |       | 584    |        | 85     |        | 54     |        | 67     |        | 112 |      | 57 |      | 50 |      | 75 |      | 84 |

# Winchester Household Survey For Lambert Smith Hampton

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |    |       |    |       |    |       |    |       |    |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|----|-------|----|-------|----|-------|----|-------|----|
| <b>Q21 Where do you normally do most of your household's shopping for DIY goods, decorating supplies and garden products (such as drills, lawn mowers, hammers, hedge cutters, garden tools, plants, shrubs etc)?</b> |       |        |        |        |        |        |        |        |        |    |       |    |       |    |       |    |       |    |
| <i>Excl. Nulls &amp; SFT</i>  |       |        |        |        |        |        |        |        |        |    |       |    |       |    |       |    |       |    |
| Alresford / New Alresford Town Centre   | 1.4%  | 11     | 1.8%   | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 7.9%  | 6  | 4.5%  | 3  | 0.0%  | 0  | 0.0%  | 0  |
| Bishop's Waltham Town Centre  | 0.9%  | 7      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 6.9%  | 7  | 0.0%  | 0  |
| Boyatt Wood Local Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Central London  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.8%  | 1  |
| Chandler's Ford Local Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Colden Common Local Centre  | 0.1%  | 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  |
| Denmead Village Centre  | 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  |
| Eastleigh Town Centre   | 0.6%  | 5      | 0.9%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 2.5%   | 4  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Fair Oak Village Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Fareham Town Centre   | 1.5%  | 12     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 2.9%  | 3  | 7.1%  | 9  |
| Kings Worthy Village Centre   | 0.1%  | 1      | 0.0%   | 0      | 1.2%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Otterbourne Village Centre  | 0.1%  | 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  |
| Park Gate Local Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.8%  | 1  |
| Petersfield Town Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 1.5%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Portsmouth City Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.8%  | 1  |
| Southampton City Centre   | 0.4%  | 3      | 0.9%   | 1      | 0.0%   | 0      | 2.4%   | 2      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Titchfield Village Centre   | 0.4%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 2.4%  | 3  |
| Twyford Village Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 1.3%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Waltham Chase Village Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.8%  | 1  |
| Waterlooville Town Centre   | 1.4%  | 11     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 1.5%  | 1  | 6.9%  | 7  | 2.4%  | 3  |
| Wickham Village Centre  | 0.5%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.0%  | 1  | 2.4%  | 3  |
| Winchester City Centre  | 4.2%  | 34     | 13.3%  | 15     | 7.0%   | 6      | 2.4%   | 2      | 0.6%   | 1  | 10.5% | 8  | 1.5%  | 1  | 1.0%  | 1  | 0.0%  | 0  |
| Winnall Local Centre  | 1.2%  | 10     | 2.7%   | 3      | 4.7%   | 4      | 2.4%   | 2      | 0.0%   | 0  | 1.3%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Andover Road Retail Park, Winchester  | 0.4%  | 3      | 1.8%   | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 1.3%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Brighton Hill Retail Park, Winchester Road, Basingstoke   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 1.5%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Channon Retail Park, Woodside Avenue, Eastleigh   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 1.5%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Chestnut Retail Park, Chestnut Avenue, Chandler's Ford, Eastleigh   | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.3%   | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Churchill Retail Park, New Street, Andover  | 0.2%  | 2      | 0.0%   | 0      | 2.3%   | 2      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Enham Arch Retail Park, Newbury Road, Andover   | 0.1%  | 1      | 0.0%   | 0      | 1.2%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Hedge End Retail Park, Charles Watts Way, Southampton   | 4.6%  | 37     | 0.0%   | 0      | 0.0%   | 0      | 3.6%   | 3      | 7.6%   | 12 | 0.0%  | 0  | 10.6% | 7  | 9.8%  | 10 | 4.0%  | 5  |
| Totton Retail Park, Commercial Road, Totton   | 0.4%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.3%   | 2  | 0.0%  | 0  | 1.5%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Westquay Shopping Centre, Harbour Parade, Southampton   | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.6%  | 2  |
| B&Q, Purbrook Way, Havant   | 2.5%  | 20     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 1.5%  | 1  | 13.7% | 14 | 4.0%  | 5  |
| B&Q, Southampton Road, Titchfield   | 4.8%  | 39     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 2.0%  | 2  | 29.4% | 37 |
| B&Q, Nursling Industrial Estate, Franconia Drive, Nursling, Southampton   | 0.6%  | 5      | 2.7%   | 3      | 1.2%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.8%  | 1  |
| B&Q, Shakespeare Road, Eastleigh  | 18.5% | 150    | 10.6%  | 12     | 8.1%   | 7      | 42.9%  | 36     | 53.8%  | 85 | 5.3%  | 4  | 7.6%  | 5  | 0.0%  | 0  | 0.8%  | 1  |
| B&Q, Charles Watts Way, Hedge End, Southampton  | 17.4% | 141    | 0.0%   | 0      | 1.2%   | 1      | 6.0%   | 5      | 27.8%  | 44 | 1.3%  | 1  | 15.2% | 10 | 51.0% | 52 | 22.2% | 28 |
| B&Q, Lister Road, Basingstoke   | 0.1%  | 1      | 0.9%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Homebase, Easton Lane, Winnall, Winchester  | 23.4% | 190    | 48.7%  | 55     | 59.3%  | 51     | 25.0%  | 21     | 0.6%   | 1  | 52.6% | 40 | 31.8% | 21 | 1.0%  | 1  | 0.0%  | 0  |
| Homebase, Millbrook Road West, Southampton  | 0.2%  | 2      | 0.9%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 1.5%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Homebase, Collingwood Retail Park, Newgate Lane, Fareham  | 1.0%  | 8      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 6.3%  | 8  |

# Winchester Household Survey For Lambert Smith Hampton

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |    |      |    |      |     |      |     |      |   |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|----|------|----|------|-----|------|-----|------|---|
| Homebase, Winchester Road, Basingstoke                                  | 0.2%  | 2      | 0.0%   | 0      | 2.3%   | 2      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0  | 0.0% | 0   | 0.0% | 0   | 0.0% | 0 |
| John Lewis, West Quay Shopping Centre, Harbour Parade, Southampton      | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0  | 1.5% | 1   | 0.0% | 0   | 0.0% | 0 |
| Asda, Bournemouth Road, Chandler's Ford, Eastleigh                      | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 1  | 0.0% | 0  | 0.0% | 0   | 0.0% | 0   | 0.0% | 0 |
| B&Q, The Pompey Centre, Fratton Way, Southsea, Portsmouth               | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0  | 0.0% | 0   | 0.0% | 0   | 0.8% | 1 |
| Brambridge Garden Centre, Kiln Lane, Brambridge                         | 1.0%  | 8      | 0.9%   | 1      | 0.0%   | 0      | 4.8%   | 4      | 0.6%   | 1  | 2.6% | 2  | 0.0% | 0   | 0.0% | 0   | 0.0% | 0 |
| Farnham Town Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 1.3% | 1  | 0.0% | 0   | 0.0% | 0   | 0.0% | 0 |
| Four Marks Village Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 1.3% | 1  | 0.0% | 0   | 0.0% | 0   | 0.0% | 0 |
| Garthowen Garden Centre, Alton Lane, Four Marks                         | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 1.3% | 1  | 0.0% | 0   | 0.0% | 0   | 0.0% | 0 |
| Hillier Garden Centre, Romsey Road, Winchester                          | 1.5%  | 12     | 5.3%   | 6      | 0.0%   | 0      | 2.4%   | 2      | 0.0%   | 0  | 2.6% | 2  | 1.5% | 1   | 1.0% | 1   | 0.0% | 0 |
| Hillier Garden Centre, Woodhouse Lane, Botley, 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 |
| In-Excess Fair Oak Garden Centre, Winchester Road, Fair Oak             | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 1.2%   | 1      | 0.0%   | 0  | 0.0% | 0  | 1.5% | 1   | 0.0% | 0   | 0.0% | 0 |
| In-Excess Ringwood Garden Centre, Forest Corner, Poulner Hill, Ringwood | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.3%   | 2  | 0.0% | 0  | 0.0% | 0   | 0.0% | 0   | 0.0% | 0 |
| Mud Island Garden Centre, Southwick Road, North Boarhunt, 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 |
| Sainsbury's Superstore, Badger Farm Road, Winchester                    | 0.1%  | 1      | 0.9%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0  | 0.0% | 0   | 0.0% | 0   | 0.0% | 0 |
| Sainsbury's Superstore, Wallington Way, Broadcut, Fareham               | 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 |
| Segensworth Business Centre, Segensworth Road, Fareham                  | 0.9%  | 7      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0  | 0.0% | 0   | 0.0% | 0   | 5.6% | 7 |
| Stewarts Abbey Garden Centre, Mill Lane, Titchfield, Fareham            | 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 |
| Tesco Extra, Easton Lane, Winnall, Winchester                           | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 1.3% | 1  | 0.0% | 0   | 0.0% | 0   | 0.0% | 0 |
| Toolstation, Matrix Park, Talbot Road, Fareham                          | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0  | 0.0% | 0   | 0.0% | 0   | 1.6% | 2 |
| Wickes, Easton Lane, Winnall  | 2.0%  | 16     | 2.7%   | 3      | 4.7%   | 4      | 2.4%   | 2      | 0.0%   | 0  | 2.6% | 2  | 4.5% | 3   | 1.0% | 1   | 0.8% | 1 |
| Wickes, Millenium court, Churchill Way West, Basingstoke                | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 1.3% | 1  | 0.0% | 0   | 0.0% | 0   | 0.0% | 0 |
| Wickes, Speedfields Park, Fareham                                       | 0.4%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0  | 0.0% | 0   | 0.0% | 0   | 2.4% | 3 |
| Winnall Industrial Estate, Easton Lane, Winchester                      | 1.5%  | 12     | 2.7%   | 3      | 2.3%   | 2      | 0.0%   | 0      | 0.0%   | 0  | 3.9% | 3  | 6.1% | 4   | 0.0% | 0   | 0.0% | 0 |
| Wykeham Industrial Estate, Moorside Road, Winchester                    | 1.4%  | 11     | 2.7%   | 3      | 4.7%   | 4      | 2.4%   | 2      | 0.0%   | 0  | 0.0% | 0  | 3.0% | 2   | 0.0% | 0   | 0.0% | 0 |
| Base:   | 811   | 113    |        | 86     |        | 84     |        | 158    |        | 76 |      | 66 |      | 102 |      | 126 |      |   |

# Winchester Household Survey For Lambert Smith Hampton

September 2019

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |    |       |    |       |    |       |    |       |    |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|----|-------|----|-------|----|-------|----|-------|----|
| <b>Q22 Where do you normally do most of your household's shopping on all goods for personal care (including, electric razors, hair dryers, bathroom scales, cosmetics, perfume, toothpaste, etc), other medical and pharmaceutical products (e.g. vitamins, plasters) and therapeutic appliances (e.g. spectacles, hearing aids, wheelchairs, contact lenses etc)?</b> |       |        |        |        |        |        |        |        |        |    |       |    |       |    |       |    |       |    |
| <i>Excl. Nulls &amp; SFT</i>   |       |        |        |        |        |        |        |        |        |    |       |    |       |    |       |    |       |    |
| Alresford / New Alresford Town Centre  | 6.6%  | 58     | 1.6%   | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 46.2% | 42 | 16.1% | 14 | 0.0%  | 0  | 0.0%  | 0  |
| Alton Town Centre  | 0.5%  | 4      | 0.0%   | 0      | 1.1%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 3.3%  | 3  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Badger Farm Local Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 1.1%   | 1      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Bishop's Waltham Town Centre   | 6.9%  | 61     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.7%   | 1  | 0.0%  | 0  | 9.2%  | 8  | 45.2% | 52 | 0.0%  | 0  |
| Boyatt Wood Local Centre   | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 1.1%   | 1      | 0.7%   | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Chandler's Ford Local Centre   | 2.0%  | 18     | 0.0%   | 0      | 0.0%   | 0      | 2.2%   | 2      | 10.8%  | 16 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Chichester City Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.9%  | 1  | 0.0%  | 0  |
| Colden Common Local Centre   | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 2.2%   | 2      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Denmead Village Centre   | 1.2%  | 11     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 9.6%  | 11 | 0.0%  | 0  |
| Droxford Village Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.9%  | 1  | 0.0%  | 0  |
| Eastleigh Town Centre  | 5.7%  | 50     | 0.8%   | 1      | 0.0%   | 0      | 11.1%  | 10     | 23.6%  | 35 | 0.0%  | 0  | 3.4%  | 3  | 0.9%  | 1  | 0.0%  | 0  |
| Fair Oak Village Centre  | 3.5%  | 31     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 20.3%  | 30 | 0.0%  | 0  | 1.1%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Fareham Town Centre  | 8.7%  | 77     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 11.3% | 13 | 46.7% | 64 |
| Guildford Town Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 1.1%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Hedge End Town Centre  | 0.5%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.9%  | 1  | 2.2%  | 3  |
| Kings Worthy Village Centre  | 2.5%  | 22     | 0.0%   | 0      | 22.3%  | 21     | 0.0%   | 0      | 0.0%   | 0  | 1.1%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Petersfield Town Centre  | 1.6%  | 14     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 14.9% | 13 | 0.9%  | 1  | 0.0%  | 0  |
| Portsmouth City Centre   | 0.1%  | 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  |
| Romsey Town Centre   | 0.1%  | 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  |
| Southampton City Centre  | 0.6%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 2.2%   | 2      | 1.4%   | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.7%  | 1  |
| Stockbridge Town Centre  | 0.1%  | 1      | 0.0%   | 0      | 1.1%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Sutton Scotney Village Centre  | 0.1%  | 1      | 0.0%   | 0      | 1.1%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Titchfield Village Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.7%  | 1  |
| Twyford Village Centre   | 1.7%  | 15     | 0.0%   | 0      | 0.0%   | 0      | 6.7%   | 6      | 0.7%   | 1  | 0.0%  | 0  | 9.2%  | 8  | 0.0%  | 0  | 0.0%  | 0  |
| Waterlooville Town Centre  | 1.4%  | 12     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 7.8%  | 9  | 2.2%  | 3  |
| Weeke Local Centre   | 1.9%  | 17     | 7.4%   | 9      | 8.5%   | 8      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Whiteley Local Centre  | 2.4%  | 21     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.7%   | 4  | 0.0%  | 0  | 0.0%  | 0  | 3.5%  | 4  | 9.5%  | 13 |
| Wickham Village Centre   | 1.5%  | 13     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 1.1%  | 1  | 1.7%  | 2  | 7.3%  | 10 |
| Winchester City Centre   | 24.0% | 212    | 73.8%  | 90     | 44.7%  | 42     | 33.3%  | 30     | 6.1%   | 9  | 26.4% | 24 | 13.8% | 12 | 4.3%  | 5  | 0.0%  | 0  |
| Winnall Local Centre   | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 2.2%  | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Chestnut Retail Park, Chestnut Avenue, Chandler's Ford, Eastleigh  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 1.1%   | 1      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Festival Place, Basingstoke  | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 2.3%  | 2  | 0.0%  | 0  | 0.0%  | 0  |
| Hedge End Retail Park, Charles Watts Way, Southampton  | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.7%   | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.7%  | 1  |
| Swan Shopping Centre, Wells Place, Eastleigh   | 1.4%  | 12     | 0.0%   | 0      | 0.0%   | 0      | 2.2%   | 2      | 6.8%   | 10 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Westquay Shopping Centre, Harbour Parade, Southampton  | 0.6%  | 5      | 0.8%   | 1      | 0.0%   | 0      | 1.1%   | 1      | 0.7%   | 1  | 0.0%  | 0  | 1.1%  | 1  | 0.0%  | 0  | 0.7%  | 1  |
| B&Q, Charles Watts Way, Hedge End, Southampton   | 0.1%  | 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  |
| John Lewis, West Quay Shopping Centre, Harbour Parade, Southampton   | 0.5%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.7%   | 1  | 1.1%  | 1  | 2.3%  | 2  | 0.0%  | 0  | 0.0%  | 0  |
| Aldi, Burnett Close, Winchester  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 1.1%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Aldi, West Street, Fareham   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.7%  | 1  |
| Asda, Bournemouth Road, Chandler's Ford, Eastleigh   | 1.4%  | 12     | 0.0%   | 0      | 0.0%   | 0      | 1.1%   | 1      | 6.8%   | 10 | 0.0%  | 0  | 0.0%  | 0  | 0.9%  | 1  | 0.0%  | 0  |
| Asda, Cranbourne Industrial Estate, Dock Road, Gosport   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.7%  | 1  |
| Asda, Portland Road, Waterlooville   | 0.5%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 2.6%  | 3  | 0.7%  | 1  |
| Bishopstoke Village Centre   | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.4%   | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Botley Village Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.7%  | 1  |
| Four Marks Village Centre  | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 2.3%  | 2  | 0.0%  | 0  | 0.0%  | 0  |
| Lidl, Elettra Avenue, Waterlooville  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.9%  | 1  | 0.0%  | 0  |
| Marks & Spencer, Hedge End Trade Park, Tollbar Way, Hedge End  | 0.1%  | 1      | 0.8%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |

Column %ges.

# Winchester Household Survey For Lambert Smith Hampton

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |    |       |    |      |     |      |     |       |    |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|----|-------|----|------|-----|------|-----|-------|----|
| Sainsbury's Superstore,<br>Badger Farm Road,<br>Winchester         | 5.3%  | 47     | 6.6%   | 8      | 4.3%   | 4      | 31.1%  | 28     | 1.4%   | 2  | 1.1%  | 1  | 4.6% | 4   | 0.0% | 0   | 0.0%  | 0  |
| Sainsbury's Superstore,<br>Draymans Way, Alton                     | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 1.1% | 1   | 0.0% | 0   | 0.0%  | 0  |
| Sainsbury's Superstore,<br>Hambledon Road,<br>Waterlooville        | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 1.1% | 1   | 0.0% | 0   | 0.0%  | 0  |
| Sainsbury's Superstore,<br>Leigh Road, Eastleigh                   | 0.6%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 3.4%   | 5  | 0.0%  | 0  | 0.0% | 0   | 0.0% | 0   | 0.0%  | 0  |
| Sainsbury's Superstore,<br>Middlebrook Street,<br>Winchester       | 0.1%  | 1      | 0.8%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0% | 0   | 0.0% | 0   | 0.0%  | 0  |
| Sainsbury's Superstore,<br>Redcar Street, Shirley,<br>Southampton  | 0.1%  | 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  |
| Sainsbury's Superstore,<br>Tollbar way, Hedge End                  | 2.6%  | 23     | 0.0%   | 0      | 1.1%   | 1      | 1.1%   | 1      | 4.7%   | 7  | 0.0%  | 0  | 2.3% | 2   | 5.2% | 6   | 4.4%  | 6  |
| Sainsbury's Superstore,<br>Wallington Way,<br>Broadcut, Fareham    | 3.1%  | 27     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.7%   | 1  | 0.0%  | 0  | 1.1% | 1   | 2.6% | 3   | 16.1% | 22 |
| Sainsbury's Superstore,<br>Wallop Drive, Kempshott,<br>Basingstoke | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 1.1%  | 1  | 0.0% | 0   | 0.0% | 0   | 0.0%  | 0  |
| Tesco Extra, Clement Attlee<br>Way, North Harbour,<br>Portsmouth   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0% | 0   | 0.0% | 0   | 0.7%  | 1  |
| Tesco Extra, Easton Lane,<br>Winnall, Winchester                   | 5.2%  | 46     | 6.6%   | 8      | 10.6%  | 10     | 2.2%   | 2      | 2.0%   | 3  | 16.5% | 15 | 9.2% | 8   | 0.0% | 0   | 0.0%  | 0  |
| Tesco Extra, River Way,<br>Andover                                 | 0.3%  | 3      | 0.0%   | 0      | 3.2%   | 3      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0% | 0   | 0.0% | 0   | 0.0%  | 0  |
| Tesco Extra, Solent Road,<br>Havant                                | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0% | 0   | 0.0% | 0   | 0.7%  | 1  |
| Tesco Metro, The Swan<br>Centre, Wells Place,<br>Eastleigh         | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.4%   | 2  | 0.0%  | 0  | 0.0% | 0   | 0.0% | 0   | 0.0%  | 0  |
| Tesco Superstore, Quay<br>Street, Fareham                          | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0% | 0   | 0.0% | 0   | 2.2%  | 3  |
| Tesco Superstore, The<br>Causeway, Petersfield                     | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 2.3% | 2   | 0.0% | 0   | 0.0%  | 0  |
| Tesco Superstore, Whiteley<br>Way, Whiteley                        | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0% | 0   | 0.0% | 0   | 2.2%  | 3  |
| Waitrose, Stockbridge Road,<br>Winchester                          | 0.3%  | 3      | 0.8%   | 1      | 2.1%   | 2      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0% | 0   | 0.0% | 0   | 0.0%  | 0  |
| Base:  | 884   | 122    |        | 94     |        | 90     |        | 148    |        | 91 |       | 87 |      | 115 |      | 137 |       |    |

# Winchester Household Survey For Lambert Smith Hampton

September 2019

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |    |       |   |       |   |       |   |       |    |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|----|-------|---|-------|---|-------|---|-------|----|
| <b>Q23 Where do you normally do most of your household's shopping on all other goods including jewellery &amp; watches; glassware, china, tableware and household utensils; and other personal effects (e.g. travel goods, suitcases, prams, sunglasses);</b> |       |        |        |        |        |        |        |        |        |    |       |   |       |   |       |   |       |    |
| <i>Excl. Nulls &amp; SFT</i>  |       |        |        |        |        |        |        |        |        |    |       |   |       |   |       |   |       |    |
| Alresford / New Alresford Town Centre   | 2.6%  | 11     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 25.8% | 8 | 5.7%  | 2 | 1.9%  | 1 | 0.0%  | 0  |
| Alton Town Centre   | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 3.2%  | 1 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Andover Town Centre   | 0.5%  | 2      | 0.0%   | 0      | 4.5%   | 2      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Basingstoke Town Centre   | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 3.2%  | 1 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Bishop's Waltham Town Centre  | 0.9%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 7.4%  | 4 | 0.0%  | 0  |
| Central London  | 2.3%  | 10     | 4.4%   | 3      | 2.3%   | 1      | 2.5%   | 1      | 0.0%   | 0  | 0.0%  | 0 | 2.9%  | 1 | 1.9%  | 1 | 3.9%  | 3  |
| Chandler's Ford Local Centre  | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.3%   | 1  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Chichester City Centre  | 0.9%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 2.5%   | 1      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 3.7%  | 2 | 1.3%  | 1  |
| Eastleigh Town Centre   | 4.5%  | 19     | 0.0%   | 0      | 0.0%   | 0      | 2.5%   | 1      | 20.8%  | 16 | 3.2%  | 1 | 2.9%  | 1 | 0.0%  | 0 | 0.0%  | 0  |
| Fair Oak Village Centre   | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.3%   | 1  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Fareham Town Centre   | 10.1% | 43     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.3%   | 1  | 0.0%  | 0 | 0.0%  | 0 | 13.0% | 7 | 45.5% | 35 |
| Gosport Town Centre   | 0.5%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 3.7%  | 2 | 0.0%  | 0  |
| Guildford Town Centre   | 0.5%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 5.7%  | 2 | 0.0%  | 0 | 0.0%  | 0  |
| Havant Town Centre  | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 1.9%  | 1 | 0.0%  | 0  |
| Kings Worthy Village Centre   | 0.2%  | 1      | 0.0%   | 0      | 2.3%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Petersfield Town Centre   | 1.6%  | 7      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 17.1% | 6 | 1.9%  | 1 | 0.0%  | 0  |
| Portsmouth City Centre  | 1.4%  | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 5.6%  | 3 | 3.9%  | 3  |
| Salisbury City Centre   | 0.2%  | 1      | 0.0%   | 0      | 2.3%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Southampton City Centre   | 8.7%  | 37     | 10.3%  | 7      | 6.8%   | 3      | 10.0%  | 4      | 7.8%   | 6  | 9.7%  | 3 | 2.9%  | 1 | 9.3%  | 5 | 10.4% | 8  |
| Southsea Local Centre   | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 1.9%  | 1 | 0.0%  | 0  |
| Titchfield Village Centre   | 0.5%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 2.6%  | 2  |
| Waltham Chase Village Centre  | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.3%   | 1  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Waterlooville Town Centre   | 1.2%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 2.9%  | 1 | 5.6%  | 3 | 1.3%  | 1  |
| Whiteley Local Centre   | 3.5%  | 15     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 3.9%   | 3  | 0.0%  | 0 | 0.0%  | 0 | 5.6%  | 3 | 11.7% | 9  |
| Winchester City Centre  | 25.4% | 108    | 55.9%  | 38     | 45.5%  | 20     | 47.5%  | 19     | 10.4%  | 8  | 29.0% | 9 | 22.9% | 8 | 9.3%  | 5 | 1.3%  | 1  |
| Festival Place, Basingstoke   | 0.5%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 5.7%  | 2 | 0.0%  | 0 | 0.0%  | 0  |
| Hedge End Retail Park, Charles Watts Way, Southampton   | 2.1%  | 9      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 6.5%   | 5  | 0.0%  | 0 | 0.0%  | 0 | 3.7%  | 2 | 2.6%  | 2  |
| Marlands Shopping Centre, Civic Centre Road, Southampton  | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.3%   | 1  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Swan Shopping Centre, Wells Place, Eastleigh  | 2.8%  | 12     | 0.0%   | 0      | 0.0%   | 0      | 5.0%   | 2      | 11.7%  | 9  | 0.0%  | 0 | 0.0%  | 0 | 1.9%  | 1 | 0.0%  | 0  |
| The Brooks Shopping Centre, Middle Brook Street, Winchester   | 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  |
| Westquay Shopping Centre, Harbour Parade, Southampton   | 5.6%  | 24     | 7.4%   | 5      | 6.8%   | 3      | 2.5%   | 1      | 10.4%  | 8  | 3.2%  | 1 | 5.7%  | 2 | 1.9%  | 1 | 3.9%  | 3  |
| Ikea, West Quay Road, Southampton   | 2.6%  | 11     | 1.5%   | 1      | 2.3%   | 1      | 5.0%   | 2      | 2.6%   | 2  | 6.5%  | 2 | 5.7%  | 2 | 0.0%  | 0 | 1.3%  | 1  |
| John Lewis, West Quay Shopping Centre, Harbour Parade, Southampton  | 7.5%  | 32     | 8.8%   | 6      | 9.1%   | 4      | 10.0%  | 4      | 9.1%   | 7  | 9.7%  | 3 | 11.4% | 4 | 3.7%  | 2 | 2.6%  | 2  |
| Abroad  | 1.6%  | 7      | 1.5%   | 1      | 2.3%   | 1      | 0.0%   | 0      | 2.6%   | 2  | 0.0%  | 0 | 0.0%  | 0 | 3.7%  | 2 | 1.3%  | 1  |
| Antelope Park, Bursledon Road, Southampton  | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.3%   | 1  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Asda, Bournemouth Road, Chandler's Ford, Eastleigh  | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.3%   | 1  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Bournemouth Town Centre   | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 1.3%  | 1  |
| Brighton City Centre  | 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  |
| Cosham Local Centre   | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 3.2%  | 1 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Dunelm, Southampton Road, Park Gate, Titchfield, Fareham  | 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  |
| Gunwharf Quays, Portsmouth  | 0.5%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 2.9%  | 1 | 1.9%  | 1 | 0.0%  | 0  |
| Ikea, Costkea Way, Loanhead, Midlothian, Scotland   | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 1.9%  | 1 | 0.0%  | 0  |
| Marks & Spencer, Hedge End Trade Park, Tollbar Way, Hedge End   | 1.6%  | 7      | 0.0%   | 0      | 2.3%   | 1      | 5.0%   | 2      | 1.3%   | 1  | 0.0%  | 0 | 0.0%  | 0 | 5.6%  | 3 | 0.0%  | 0  |
| Sainsbury's Superstore, Badger Farm Road, Winchester  | 1.4%  | 6      | 5.9%   | 4      | 2.3%   | 1      | 2.5%   | 1      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |

Column %ges.

# Winchester Household Survey For Lambert Smith Hampton

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |   |      |   |      |   |      |   |      |   |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|---|------|---|------|---|------|---|------|---|
| Sainsbury's Superstore, Draymans Way, Alton               | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 2.9% | 1 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore, Portswood Road, Southampton       | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.3%   | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore, Tollbar way, Hedge End            | 0.9%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.3%   | 1 | 0.0% | 0 | 0.0% | 0 | 3.7% | 2 | 1.3% | 1 |
| Sainsbury's Superstore, Wallington Way, Broadcut, Fareham | 0.5%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.6% | 2 |
| St. Ives Town Centre                                      | 0.2%  | 1      | 0.0%   | 0      | 2.3%   | 1      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Extra, Easton Lane, Winnall, Winchester             | 2.1%  | 9      | 1.5%   | 1      | 9.1%   | 4      | 2.5%   | 1      | 1.3%   | 1 | 3.2% | 1 | 2.9% | 1 | 0.0% | 0 | 0.0% | 0 |
| Tesco Metro, The Swan Centre, Wells Place, Eastleigh      | 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 |
| Base:   | 426   | 68     | 44     | 40     | 77     | 31     | 35     | 54     | 77     |   |      |   |      |   |      |   |      |   |

**MeanScore: Visits per week**

**Q24 How often do you or your household visit Winchester City Centre for shopping and other town centre activities?**

|                     |       |      |       |      |       |      |       |      |       |    |       |    |       |    |       |    |       |    |
|---------------------|-------|------|-------|------|-------|------|-------|------|-------|----|-------|----|-------|----|-------|----|-------|----|
| Daily               | 1.8%  | 18   | 8.7%  | 13   | 3.0%  | 3    | 1.0%  | 1    | 0.6%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| 4-6 days a week     | 3.3%  | 33   | 12.8% | 19   | 3.0%  | 3    | 1.0%  | 1    | 0.0%  | 0  | 3.0%  | 3  | 7.0%  | 7  | 0.0%  | 0  | 0.0%  | 0  |
| 2-3 days a week     | 9.6%  | 96   | 32.2% | 48   | 13.0% | 13   | 13.0% | 13   | 0.6%  | 1  | 11.0% | 11 | 8.0%  | 8  | 1.5%  | 2  | 0.0%  | 0  |
| One day a week      | 12.6% | 126  | 22.8% | 34   | 25.0% | 25   | 22.0% | 22   | 6.3%  | 11 | 19.0% | 19 | 12.0% | 12 | 1.5%  | 2  | 0.7%  | 1  |
| Every 2 weeks       | 13.7% | 138  | 12.1% | 18   | 24.0% | 24   | 22.0% | 22   | 14.3% | 25 | 21.0% | 21 | 21.0% | 21 | 3.8%  | 5  | 1.3%  | 2  |
| Monthly             | 15.8% | 159  | 7.4%  | 11   | 16.0% | 16   | 23.0% | 23   | 18.3% | 32 | 23.0% | 23 | 15.0% | 15 | 24.4% | 32 | 4.7%  | 7  |
| Once every 2 months | 6.9%  | 69   | 1.3%  | 2    | 4.0%  | 4    | 3.0%  | 3    | 13.7% | 24 | 2.0%  | 2  | 10.0% | 10 | 13.0% | 17 | 4.7%  | 7  |
| 3-4 times a year    | 5.3%  | 53   | 0.7%  | 1    | 1.0%  | 1    | 2.0%  | 2    | 10.9% | 19 | 7.0%  | 7  | 5.0%  | 5  | 7.6%  | 10 | 5.4%  | 8  |
| Twice a year        | 6.7%  | 67   | 0.7%  | 1    | 0.0%  | 0    | 2.0%  | 2    | 13.7% | 24 | 3.0%  | 3  | 4.0%  | 4  | 9.2%  | 12 | 14.1% | 21 |
| Once a year         | 5.5%  | 55   | 0.0%  | 0    | 1.0%  | 1    | 0.0%  | 0    | 6.3%  | 11 | 1.0%  | 1  | 0.0%  | 0  | 10.7% | 14 | 18.8% | 28 |
| Less often          | 2.3%  | 23   | 0.0%  | 0    | 3.0%  | 3    | 1.0%  | 1    | 1.7%  | 3  | 2.0%  | 2  | 4.0%  | 4  | 2.3%  | 3  | 4.7%  | 7  |
| Never               | 15.7% | 158  | 0.7%  | 1    | 7.0%  | 7    | 8.0%  | 8    | 12.6% | 22 | 8.0%  | 8  | 12.0% | 12 | 25.2% | 33 | 45.0% | 67 |
| (Don't know)        | 0.5%  | 5    | 0.7%  | 1    | 0.0%  | 0    | 0.0%  | 0    | 1.1%  | 2  | 0.0%  | 0  | 1.0%  | 1  | 0.8%  | 1  | 0.0%  | 0  |
| (Varies)            | 0.4%  | 4    | 0.0%  | 0    | 0.0%  | 0    | 2.0%  | 2    | 0.0%  | 0  | 0.0%  | 0  | 1.0%  | 1  | 0.0%  | 0  | 0.7%  | 1  |
| Mean:               | 0.79  | 2.38 | 1.11  | 0.87 | 0.27  | 0.80 | 0.85  | 0.17 | 0.04  |    |       |    |       |    |       |    |       |    |
| Base:               | 1004  | 149  | 100   | 100  | 175   | 100  | 100   | 131  | 149   |    |       |    |       |    |       |    |       |    |

# Winchester Household Survey For Lambert Smith Hampton

September 2019

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |     |       |    |       |    |       |    |       |    |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|-----|-------|----|-------|----|-------|----|-------|----|
| <b>Q25 What do you like about Winchester City Centre? [MR]</b> |       |        |        |        |        |        |        |        |        |     |       |    |       |    |       |    |       |    |
| <i>Those who visit Winchester City Centre at Q24:</i>          |       |        |        |        |        |        |        |        |        |     |       |    |       |    |       |    |       |    |
| Attractive environment / nice place                            | 31.6% | 267    | 32.4%  | 48     | 24.7%  | 23     | 33.7%  | 31     | 34.0%  | 52  | 28.3% | 26 | 34.1% | 30 | 30.6% | 30 | 32.9% | 27 |
| Close to friends or relatives                                  | 0.7%  | 6      | 0.0%   | 0      | 2.2%   | 2      | 0.0%   | 0      | 2.0%   | 3   | 0.0%  | 0  | 0.0%  | 0  | 1.0%  | 1  | 0.0%  | 0  |
| Close to home  | 13.0% | 110    | 29.7%  | 44     | 16.1%  | 15     | 10.9%  | 10     | 3.9%   | 6   | 21.7% | 20 | 11.4% | 10 | 4.1%  | 4  | 1.2%  | 1  |
| Close to work / university                                     | 1.8%  | 15     | 1.4%   | 2      | 1.1%   | 1      | 2.2%   | 2      | 2.0%   | 3   | 2.2%  | 2  | 1.1%  | 1  | 4.1%  | 4  | 0.0%  | 0  |
| Compact  | 6.9%  | 58     | 6.8%   | 10     | 6.5%   | 6      | 9.8%   | 9      | 6.5%   | 10  | 5.4%  | 5  | 8.0%  | 7  | 10.2% | 10 | 1.2%  | 1  |
| Easy to get to by bike   | 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  |
| Easy to get to by bus  | 2.1%  | 18     | 2.0%   | 3      | 0.0%   | 0      | 3.3%   | 3      | 2.6%   | 4   | 6.5%  | 6  | 0.0%  | 0  | 1.0%  | 1  | 1.2%  | 1  |
| Easy to get to by car  | 0.6%  | 5      | 0.7%   | 1      | 0.0%   | 0      | 1.1%   | 1      | 0.0%   | 0   | 2.2%  | 2  | 0.0%  | 0  | 1.0%  | 1  | 0.0%  | 0  |
| Easy to park   | 1.5%  | 13     | 0.0%   | 0      | 0.0%   | 0      | 2.2%   | 2      | 2.6%   | 4   | 3.3%  | 3  | 2.3%  | 2  | 1.0%  | 1  | 1.2%  | 1  |
| Good facilities in general                                     | 2.4%  | 20     | 4.1%   | 6      | 2.2%   | 2      | 1.1%   | 1      | 2.0%   | 3   | 2.2%  | 2  | 3.4%  | 3  | 2.0%  | 2  | 1.2%  | 1  |
| Good food stores   | 1.1%  | 9      | 0.0%   | 0      | 4.3%   | 4      | 0.0%   | 0      | 0.7%   | 1   | 1.1%  | 1  | 2.3%  | 2  | 0.0%  | 0  | 1.2%  | 1  |
| Good pubs, cafés or restaurants                                | 11.5% | 97     | 9.5%   | 14     | 11.8%  | 11     | 16.3%  | 15     | 19.0%  | 29  | 5.4%  | 5  | 5.7%  | 5  | 9.2%  | 9  | 11.0% | 9  |
| Good range of non-food shops                                   | 9.2%  | 78     | 8.1%   | 12     | 5.4%   | 5      | 3.3%   | 3      | 9.2%   | 14  | 9.8%  | 9  | 15.9% | 14 | 12.2% | 12 | 11.0% | 9  |
| Good range of independent / specialist shops                   | 6.5%  | 55     | 4.7%   | 7      | 3.2%   | 3      | 5.4%   | 5      | 7.8%   | 12  | 2.2%  | 2  | 9.1%  | 8  | 6.1%  | 6  | 14.6% | 12 |
| Good range of 'high street' retailers / multiples              | 3.7%  | 31     | 2.0%   | 3      | 2.2%   | 2      | 8.7%   | 8      | 2.0%   | 3   | 6.5%  | 6  | 4.5%  | 4  | 2.0%  | 2  | 3.7%  | 3  |
| Affordable shops   | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.3%   | 2   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| High quality shops   | 2.8%  | 24     | 8.8%   | 13     | 1.1%   | 1      | 1.1%   | 1      | 2.6%   | 4   | 0.0%  | 0  | 3.4%  | 3  | 1.0%  | 1  | 1.2%  | 1  |
| The street market  | 5.3%  | 45     | 8.8%   | 13     | 3.2%   | 3      | 1.1%   | 1      | 2.0%   | 3   | 1.1%  | 1  | 8.0%  | 7  | 3.1%  | 3  | 17.1% | 14 |
| Makes a change from other places                               | 0.5%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 1.1%  | 1  | 2.0%  | 2  | 1.2%  | 1  |
| Quiet / not too crowded  | 1.4%  | 12     | 1.4%   | 2      | 0.0%   | 0      | 1.1%   | 1      | 2.6%   | 4   | 2.2%  | 2  | 2.3%  | 2  | 1.0%  | 1  | 0.0%  | 0  |
| Safe and secure  | 1.5%  | 13     | 3.4%   | 5      | 1.1%   | 1      | 2.2%   | 2      | 3.3%   | 5   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Traditional  | 7.6%  | 64     | 6.8%   | 10     | 3.2%   | 3      | 3.3%   | 3      | 9.8%   | 15  | 3.3%  | 3  | 9.1%  | 8  | 12.2% | 12 | 12.2% | 10 |
| History  | 8.0%  | 68     | 7.4%   | 11     | 6.5%   | 6      | 12.0%  | 11     | 7.2%   | 11  | 3.3%  | 3  | 9.1%  | 8  | 6.1%  | 6  | 14.6% | 12 |
| Unique place   | 2.8%  | 24     | 3.4%   | 5      | 1.1%   | 1      | 1.1%   | 1      | 5.2%   | 8   | 0.0%  | 0  | 0.0%  | 0  | 4.1%  | 4  | 6.1%  | 5  |
| Other  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Clean / tidy streets   | 0.6%  | 5      | 0.7%   | 1      | 1.1%   | 1      | 1.1%   | 1      | 0.0%   | 0   | 0.0%  | 0  | 2.3%  | 2  | 0.0%  | 0  | 0.0%  | 0  |
| Easy to get to by train  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.2%  | 1  |
| Familiar   | 3.2%  | 27     | 2.7%   | 4      | 5.4%   | 5      | 2.2%   | 2      | 1.3%   | 2   | 1.1%  | 1  | 10.2% | 9  | 4.1%  | 4  | 0.0%  | 0  |
| Free car parking   | 0.4%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 2.2%   | 2      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.2%  | 1  |
| Good atmosphere / friendly people                              | 1.9%  | 16     | 1.4%   | 2      | 4.3%   | 4      | 1.1%   | 1      | 0.7%   | 1   | 1.1%  | 1  | 3.4%  | 3  | 3.1%  | 3  | 1.2%  | 1  |
| Good children's playground                                     | 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  |
| Good choice of charity shops                                   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 1.1%   | 1      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Good for a general day out                                     | 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  |
| Good range of leisure facilities                               | 0.2%  | 2      | 0.0%   | 0      | 1.1%   | 1      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.2%  | 1  |
| Good services (e.g. dry cleaners, library etc.)                | 0.2%  | 2      | 0.0%   | 0      | 2.2%   | 2      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Good theatre   | 0.4%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.3%   | 2   | 0.0%  | 0  | 1.1%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Good Tourist Information places                                | 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  |
| Has a hospital   | 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  |
| Has a Marks & Spencer store                                    | 0.5%  | 4      | 0.7%   | 1      | 0.0%   | 0      | 1.1%   | 1      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 2.0%  | 2  | 0.0%  | 0  |
| Has a Primark store  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.2%  | 1  |
| Has a swimming pool  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 1.1%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Has everything I need  | 0.1%  | 1      | 0.0%   | 0      | 1.1%   | 1      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| My bank is still there   | 0.6%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 1.1%   | 1      | 0.0%   | 0   | 2.2%  | 2  | 2.3%  | 2  | 0.0%  | 0  | 0.0%  | 0  |
| No traffic congestion  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 1.1%   | 1      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Open / spacious  | 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  |
| Park & Ride service  | 0.9%  | 8      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 3.9%   | 6   | 1.1%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 1.2%  | 1  |
| Pedestrianised areas   | 3.7%  | 31     | 7.4%   | 11     | 2.2%   | 2      | 5.4%   | 5      | 3.3%   | 5   | 4.3%  | 4  | 2.3%  | 2  | 2.0%  | 2  | 0.0%  | 0  |
| The cathedral  | 2.5%  | 21     | 1.4%   | 2      | 3.2%   | 3      | 2.2%   | 2      | 2.0%   | 3   | 0.0%  | 0  | 2.3%  | 2  | 4.1%  | 4  | 6.1%  | 5  |
| The Christmas market   | 0.9%  | 8      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.7%   | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 8.5%  | 7  |
| The Ivy Brasserie  | 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  |
| (Dont know)  | 1.8%  | 15     | 0.0%   | 0      | 1.1%   | 1      | 3.3%   | 3      | 2.6%   | 4   | 1.1%  | 1  | 2.3%  | 2  | 2.0%  | 2  | 2.4%  | 2  |
| (Nothing / very little)  | 16.7% | 141    | 16.2%  | 24     | 30.1%  | 28     | 15.2%  | 14     | 13.1%  | 20  | 21.7% | 20 | 11.4% | 10 | 17.3% | 17 | 9.8%  | 8  |
| Base:  |       | 846    |        | 148    |        | 93     |        | 92     |        | 153 |       | 92 |       | 88 |       | 98 |       | 82 |

Column %ges.

# Winchester Household Survey For Lambert Smith Hampton

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |    |       |    |       |    |       |    |       |    |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|----|-------|----|-------|----|-------|----|-------|----|
| <b>Q26 What could be improved about Winchester City Centre that would make you visit it more often? [MR]</b> |       |        |        |        |        |        |        |        |        |    |       |    |       |    |       |    |       |    |
| Better access by road  | 3.2%  | 32     | 3.4%   | 5      | 2.0%   | 2      | 3.0%   | 3      | 3.4%   | 6  | 3.0%  | 3  | 1.0%  | 1  | 0.8%  | 1  | 7.4%  | 11 |
| Better public transport  | 2.6%  | 26     | 2.0%   | 3      | 4.0%   | 4      | 2.0%   | 2      | 1.7%   | 3  | 1.0%  | 1  | 3.0%  | 3  | 3.8%  | 5  | 3.4%  | 5  |
| Better signposting   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Cleaner streets  | 1.1%  | 11     | 2.7%   | 4      | 3.0%   | 3      | 1.0%   | 1      | 0.6%   | 1  | 1.0%  | 1  | 0.0%  | 0  | 0.8%  | 1  | 0.0%  | 0  |
| Facilities which would assist you if shopping with children  | 0.2%  | 2      | 0.7%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.7%  | 1  |
| Free car parking   | 6.5%  | 65     | 3.4%   | 5      | 9.0%   | 9      | 6.0%   | 6      | 4.6%   | 8  | 6.0%  | 6  | 6.0%  | 6  | 7.6%  | 10 | 10.1% | 15 |
| More / better town centre events   | 0.1%  | 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  |
| More / better comparison retailers (i.e. non-food shops)   | 4.5%  | 45     | 7.4%   | 11     | 11.0%  | 11     | 4.0%   | 4      | 2.9%   | 5  | 3.0%  | 3  | 7.0%  | 7  | 1.5%  | 2  | 1.3%  | 2  |
| More / better value or affordable shops  | 1.7%  | 17     | 3.4%   | 5      | 4.0%   | 4      | 2.0%   | 2      | 1.7%   | 3  | 1.0%  | 1  | 2.0%  | 2  | 0.0%  | 0  | 0.0%  | 0  |
| More / better entertainment  | 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  |
| More / better places for eating out (e.g. cafés and restaurants)   | 0.4%  | 4      | 0.7%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 1.7%   | 3  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| More / better food shops   | 0.7%  | 7      | 0.7%   | 1      | 1.0%   | 1      | 1.0%   | 1      | 0.6%   | 1  | 1.0%  | 1  | 1.0%  | 1  | 0.8%  | 1  | 0.0%  | 0  |
| More / better parking  | 15.6% | 157    | 8.7%   | 13     | 17.0%  | 17     | 15.0%  | 15     | 13.1%  | 23 | 13.0% | 13 | 21.0% | 21 | 18.3% | 24 | 20.8% | 31 |
| More / better pedestrianised streets   | 0.6%  | 6      | 0.7%   | 1      | 0.0%   | 0      | 1.0%   | 1      | 0.6%   | 1  | 1.0%  | 1  | 1.0%  | 1  | 0.0%  | 0  | 0.7%  | 1  |
| More / better public conveniences  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| More / better seats / flower displays  | 0.1%  | 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  |
| More / better services   | 0.1%  | 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  |
| More advertising   | 0.4%  | 4      | 1.3%   | 2      | 0.0%   | 0      | 1.0%   | 1      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.7%  | 1  |
| More national multiple shops / High Street shops   | 17.4% | 175    | 28.2%  | 42     | 36.0%  | 36     | 22.0%  | 22     | 14.3%  | 25 | 20.0% | 20 | 10.0% | 10 | 10.7% | 14 | 4.0%  | 6  |
| More independent shops   | 19.7% | 198    | 30.9%  | 46     | 41.0%  | 41     | 24.0%  | 24     | 16.0%  | 28 | 23.0% | 23 | 17.0% | 17 | 9.9%  | 13 | 4.0%  | 6  |
| Street markets - physical improvements   | 0.4%  | 4      | 0.7%   | 1      | 0.0%   | 0      | 1.0%   | 1      | 0.0%   | 0  | 2.0%  | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Street markets - better range and quality of offer   | 0.5%  | 5      | 0.7%   | 1      | 1.0%   | 1      | 0.0%   | 0      | 1.1%   | 2  | 1.0%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Protection from the weather (e.g. covered shopping mall)   | 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  |
| Shops / services open on Sundays   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Other  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Address the homeless issue   | 0.4%  | 4      | 1.3%   | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 1  | 0.0%  | 0  | 1.0%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Better disabled access / facilities  | 0.4%  | 4      | 0.0%   | 0      | 2.0%   | 2      | 0.0%   | 0      | 0.6%   | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.8%  | 1  | 0.0%  | 0  |
| Better layout of shops / more compact  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 1.0%   | 1      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Better quality of shops in general   | 0.5%  | 5      | 0.0%   | 0      | 2.0%   | 2      | 0.0%   | 0      | 0.0%   | 0  | 1.0%  | 1  | 2.0%  | 2  | 0.0%  | 0  | 0.0%  | 0  |
| Better variety of shops in general   | 0.6%  | 6      | 2.7%   | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 1  | 1.0%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Charging points for electric cars  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 1.0%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Cheaper car parking  | 1.4%  | 14     | 0.0%   | 0      | 0.0%   | 0      | 3.0%   | 3      | 1.7%   | 3  | 1.0%  | 1  | 6.0%  | 6  | 0.8%  | 1  | 0.0%  | 0  |
| Cheaper public transport   | 0.3%  | 3      | 0.7%   | 1      | 2.0%   | 2      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Complete the redevelopments  | 0.3%  | 3      | 1.3%   | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Easier access to The Brooks Shopping Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Fewer charity shops  | 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  |
| Fewer coffee shops / cafés   | 1.8%  | 18     | 1.3%   | 2      | 6.0%   | 6      | 1.0%   | 1      | 1.7%   | 3  | 3.0%  | 3  | 3.0%  | 3  | 0.0%  | 0  | 0.0%  | 0  |
| Fewer national multiple shops / High Street 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  |
| Fewer phone shops  | 0.1%  | 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  |
| Fewer restaurants / takeaways  | 1.5%  | 15     | 4.0%   | 6      | 3.0%   | 3      | 1.0%   | 1      | 0.6%   | 1  | 1.0%  | 1  | 2.0%  | 2  | 0.8%  | 1  | 0.0%  | 0  |
| Fewer travel agents  | 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  |
| Fewer vacant shops   | 2.6%  | 26     | 2.7%   | 4      | 5.0%   | 5      | 2.0%   | 2      | 2.9%   | 5  | 1.0%  | 1  | 3.0%  | 3  | 3.8%  | 5  | 0.7%  | 1  |
| Improve / refurbish the existing shops   | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 1.0%   | 1      | 0.0%   | 0  | 0.0%  | 0  | 1.0%  | 1  | 0.8%  | 1  | 0.0%  | 0  |
| Improve Park & Ride (e.g. longer operating   | 0.6%  | 6      | 0.0%   | 0      | 1.0%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 3.1%  | 4  | 0.7%  | 1  |

# Winchester Household Survey For Lambert Smith Hampton

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |     |       |     |       |     |       |     |       |     |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|-----|-------|-----|-------|-----|-------|-----|-------|-----|
| hours, more stops etc.)                               |       |        |        |        |        |        |        |        |        |     |       |     |       |     |       |     |       |     |
| Improve The Brooks Shopping Centre / Silver Hill area | 1.1%  | 11     | 0.7%   | 1      | 3.0%   | 3      | 2.0%   | 2      | 0.6%   | 1   | 2.0%  | 2   | 0.0%  | 0   | 1.5%  | 2   | 0.0%  | 0   |
| Lower prices in general                               | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 1.0%   | 1      | 0.0%   | 0   | 1.0%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| More / better cycle lanes / routes                    | 0.5%  | 5      | 1.3%   | 2      | 1.0%   | 1      | 2.0%   | 2      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| More / better nightlife                               | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.8%  | 1   | 0.7%  | 1   |
| More / better security                                | 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   |
| More baskets on wheels in all stores                  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 1.0%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| More clothes shops                                    | 1.0%  | 10     | 0.0%   | 0      | 4.0%   | 4      | 2.0%   | 2      | 0.0%   | 0   | 1.0%  | 1   | 1.0%  | 1   | 1.5%  | 2   | 0.0%  | 0   |
| More covered bus stops                                | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 1.0%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| More dog-friendly shops and services                  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 1.0%   | 1      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| More free activities / events                         | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.7%  | 1   |
| More litter bins                                      | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 1.0%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| More plastic-free food shops                          | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.8%  | 1   | 0.0%  | 0   |
| More shops on level ground                            | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.8%  | 1   | 0.0%  | 0   |
| More women's clothing shops                           | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Open a John Lewis store                               | 0.5%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 2.0%   | 2      | 0.6%   | 1   | 1.0%  | 1   | 1.0%  | 1   | 0.0%  | 0   | 0.0%  | 0   |
| Reduce shop rents to reduce shop closures             | 1.4%  | 14     | 3.4%   | 5      | 5.0%   | 5      | 1.0%   | 1      | 0.0%   | 0   | 1.0%  | 1   | 1.0%  | 1   | 0.8%  | 1   | 0.0%  | 0   |
| Reduce traffic congestion                             | 3.2%  | 32     | 3.4%   | 5      | 9.0%   | 9      | 2.0%   | 2      | 3.4%   | 6   | 3.0%  | 3   | 2.0%  | 2   | 2.3%  | 3   | 1.3%  | 2   |
| Refurbish the swimming pool                           | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 1.0%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Remove / relocate the street markets                  | 1.7%  | 17     | 4.0%   | 6      | 1.0%   | 1      | 4.0%   | 4      | 0.6%   | 1   | 1.0%  | 1   | 2.0%  | 2   | 1.5%  | 2   | 0.0%  | 0   |
| Remove the cobbles                                    | 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   |
| Repair / resurface pavements                          | 1.0%  | 10     | 2.0%   | 3      | 0.0%   | 0      | 1.0%   | 1      | 1.1%   | 2   | 0.0%  | 0   | 1.0%  | 1   | 2.3%  | 3   | 0.0%  | 0   |
| Smaller buildings                                     | 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   |
| Stop building houses                                  | 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   |
| Traditional pay machines for car parking              | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 1.0%   | 1      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| (Don't know)  | 3.5%  | 35     | 2.7%   | 4      | 1.0%   | 1      | 1.0%   | 1      | 4.6%   | 8   | 1.0%  | 1   | 4.0%  | 4   | 4.6%  | 6   | 6.7%  | 10  |
| (Nothing)   | 34.5% | 346    | 22.1%  | 33     | 11.0%  | 11     | 25.0%  | 25     | 42.9%  | 75  | 32.0% | 32  | 28.0% | 28  | 47.3% | 62  | 53.7% | 80  |
| Base:   |       | 1004   |        | 149    |        | 100    |        | 100    |        | 175 |       | 100 |       | 100 |       | 131 |       | 149 |

**MeanScore: Visits per week**

**Q27 How often do you or your household visit Whiteley Shopping Centre for shopping and other town centre activities?**

|                     |       |      |       |      |       |      |       |      |       |      |       |      |       |      |       |      |       |      |
|---------------------|-------|------|-------|------|-------|------|-------|------|-------|------|-------|------|-------|------|-------|------|-------|------|
| Daily               | 0.4%  | 4    | 0.7%  | 1    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 2.0%  | 3    |
| 4-6 days a week     | 0.3%  | 3    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.8%  | 1    | 1.3%  | 2    |
| 2-3 days a week     | 1.0%  | 10   | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.6%  | 1    | 0.0%  | 0    | 0.0%  | 0    | 0.8%  | 1    | 5.4%  | 8    |
| One day a week      | 1.3%  | 13   | 0.0%  | 0    | 0.0%  | 0    | 1.0%  | 1    | 1.7%  | 3    | 0.0%  | 0    | 0.0%  | 0    | 1.5%  | 2    | 4.7%  | 7    |
| Every 2 weeks       | 2.0%  | 20   | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 3.4%  | 6    | 0.0%  | 0    | 0.0%  | 0    | 4.6%  | 6    | 5.4%  | 8    |
| Monthly             | 5.3%  | 53   | 2.0%  | 3    | 2.0%  | 2    | 1.0%  | 1    | 5.7%  | 10   | 0.0%  | 0    | 4.0%  | 4    | 9.2%  | 12   | 14.1% | 21   |
| Once every 2 months | 4.5%  | 45   | 6.0%  | 9    | 1.0%  | 1    | 3.0%  | 3    | 4.0%  | 7    | 0.0%  | 0    | 4.0%  | 4    | 5.3%  | 7    | 9.4%  | 14   |
| 3-4 times a year    | 5.1%  | 51   | 1.3%  | 2    | 1.0%  | 1    | 3.0%  | 3    | 10.3% | 18   | 1.0%  | 1    | 1.0%  | 1    | 8.4%  | 11   | 9.4%  | 14   |
| Twice a year        | 8.3%  | 83   | 5.4%  | 8    | 5.0%  | 5    | 4.0%  | 4    | 15.4% | 27   | 5.0%  | 5    | 5.0%  | 5    | 9.9%  | 13   | 10.7% | 16   |
| Once a year         | 7.1%  | 71   | 3.4%  | 5    | 4.0%  | 4    | 13.0% | 13   | 6.9%  | 12   | 5.0%  | 5    | 8.0%  | 8    | 9.2%  | 12   | 8.1%  | 12   |
| Less often          | 3.6%  | 36   | 0.7%  | 1    | 5.0%  | 5    | 7.0%  | 7    | 6.3%  | 11   | 2.0%  | 2    | 2.0%  | 2    | 0.8%  | 1    | 4.7%  | 7    |
| Never               | 60.7% | 609  | 80.5% | 120  | 81.0% | 81   | 67.0% | 67   | 44.6% | 78   | 87.0% | 87   | 76.0% | 76   | 48.9% | 64   | 24.2% | 36   |
| (Don't know)        | 0.3%  | 3    | 0.0%  | 0    | 1.0%  | 1    | 0.0%  | 0    | 0.6%  | 1    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.7%  | 1    |
| (Varies)            | 0.3%  | 3    | 0.0%  | 0    | 0.0%  | 0    | 1.0%  | 1    | 0.6%  | 1    | 0.0%  | 0    | 0.0%  | 0    | 0.8%  | 1    | 0.0%  | 0    |
| Mean:               |       | 0.12 |       | 0.06 |       | 0.01 |       | 0.02 |       | 0.08 |       | 0.00 |       | 0.02 |       | 0.14 |       | 0.48 |
| Base:               |       | 1004 |       | 149  |       | 100  |       | 100  |       | 175  |       | 100  |       | 100  |       | 131  |       | 149  |

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |    |       |    |       |    |       |    |       |     |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|----|-------|----|-------|----|-------|----|-------|-----|
| <b>Q28 What do you like about Whiteley Shopping Centre? [MR]</b> |       |        |        |        |        |        |        |        |        |    |       |    |       |    |       |    |       |     |
| <i>Those who visit Whiteley Shopping Centre at Q27:</i>          |       |        |        |        |        |        |        |        |        |    |       |    |       |    |       |    |       |     |
| Attractive environment / nice place                              | 4.6%  | 18     | 0.0%   | 0      | 5.3%   | 1      | 6.1%   | 2      | 8.2%   | 8  | 0.0%  | 0  | 4.2%  | 1  | 4.5%  | 3  | 2.7%  | 3   |
| Close to friends or relatives                                    | 0.5%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 3.0%   | 1      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.5%  | 1  | 0.0%  | 0   |
| Close to home  | 8.6%  | 34     | 0.0%   | 0      | 5.3%   | 1      | 0.0%   | 0      | 6.2%   | 6  | 0.0%  | 0  | 4.2%  | 1  | 11.9% | 8  | 15.9% | 18  |
| Close to work  | 1.8%  | 7      | 6.9%   | 2      | 0.0%   | 0      | 3.0%   | 1      | 0.0%   | 0  | 0.0%  | 0  | 3.0%  | 0  | 1.8%  | 2  | 1.8%  | 2   |
| Compact  | 7.6%  | 30     | 6.9%   | 2      | 10.5%  | 2      | 12.1%  | 4      | 6.2%   | 6  | 23.1% | 3  | 8.3%  | 2  | 7.5%  | 5  | 5.3%  | 6   |
| Easy to get to by bike   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| Easy to get to by bus  | 0.5%  | 2      | 3.4%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.9%  | 1   |
| Easy to get to by car  | 5.3%  | 21     | 3.4%   | 1      | 21.1%  | 4      | 6.1%   | 2      | 2.1%   | 2  | 0.0%  | 0  | 8.3%  | 2  | 9.0%  | 6  | 3.5%  | 4   |
| Easy to park   | 17.7% | 70     | 34.5%  | 10     | 10.5%  | 2      | 21.2%  | 7      | 21.6%  | 21 | 15.4% | 2  | 16.7% | 4  | 19.4% | 13 | 9.7%  | 11  |
| Good facilities in general                                       | 3.3%  | 13     | 3.4%   | 1      | 5.3%   | 1      | 0.0%   | 0      | 4.1%   | 4  | 0.0%  | 0  | 8.3%  | 2  | 1.5%  | 1  | 3.5%  | 4   |
| Good food stores   | 2.3%  | 9      | 0.0%   | 0      | 0.0%   | 0      | 3.0%   | 1      | 2.1%   | 2  | 7.7%  | 1  | 4.2%  | 1  | 0.0%  | 0  | 3.5%  | 4   |
| Good pubs, cafés or restaurants                                  | 9.9%  | 39     | 6.9%   | 2      | 5.3%   | 1      | 12.1%  | 4      | 13.4%  | 13 | 7.7%  | 1  | 4.2%  | 1  | 13.4% | 9  | 7.1%  | 8   |
| Good range of non-food shops                                     | 21.3% | 84     | 20.7%  | 6      | 15.8%  | 3      | 18.2%  | 6      | 20.6%  | 20 | 30.8% | 4  | 4.2%  | 1  | 34.3% | 23 | 18.6% | 21  |
| Good range of independent shops                                  | 6.6%  | 26     | 10.3%  | 3      | 0.0%   | 0      | 6.1%   | 2      | 7.2%   | 7  | 0.0%  | 0  | 0.0%  | 0  | 7.5%  | 5  | 8.0%  | 9   |
| Good range of 'high street' retailers / multiples                | 9.4%  | 37     | 10.3%  | 3      | 5.3%   | 1      | 3.0%   | 1      | 8.2%   | 8  | 7.7%  | 1  | 12.5% | 3  | 10.4% | 7  | 11.5% | 13  |
| Affordable shops   | 2.5%  | 10     | 6.9%   | 2      | 0.0%   | 0      | 0.0%   | 0      | 3.1%   | 3  | 0.0%  | 0  | 8.3%  | 2  | 1.5%  | 1  | 1.8%  | 2   |
| High quality shops   | 2.8%  | 11     | 6.9%   | 2      | 5.3%   | 1      | 0.0%   | 0      | 2.1%   | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 5.3%  | 6   |
| Makes a change from other places                                 | 1.8%  | 7      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.1%   | 2  | 7.7%  | 1  | 4.2%  | 1  | 1.5%  | 1  | 1.8%  | 2   |
| Quiet / not too crowded  | 2.0%  | 8      | 3.4%   | 1      | 5.3%   | 1      | 3.0%   | 1      | 1.0%   | 1  | 0.0%  | 0  | 0.0%  | 0  | 3.0%  | 2  | 1.8%  | 2   |
| Safe and secure  | 1.3%  | 5      | 3.4%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 3.1%   | 3  | 0.0%  | 0  | 0.0%  | 0  | 1.5%  | 1  | 0.0%  | 0   |
| Modern   | 1.8%  | 7      | 3.4%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 1.0%   | 1  | 0.0%  | 0  | 4.2%  | 1  | 3.0%  | 2  | 1.8%  | 2   |
| Everything 'under one roof'                                      | 2.3%  | 9      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 5.2%   | 5  | 7.7%  | 1  | 8.3%  | 2  | 0.0%  | 0  | 0.9%  | 1   |
| Other  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| Clean / tidy streets   | 1.5%  | 6      | 0.0%   | 0      | 0.0%   | 0      | 3.0%   | 1      | 3.1%   | 3  | 0.0%  | 0  | 4.2%  | 1  | 1.5%  | 1  | 0.0%  | 0   |
| Flat terrain   | 0.3%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 4.2%  | 1  | 0.0%  | 0  | 0.0%  | 0   |
| Free car parking   | 11.1% | 44     | 3.4%   | 1      | 5.3%   | 1      | 9.1%   | 3      | 13.4%  | 13 | 15.4% | 2  | 12.5% | 3  | 10.4% | 7  | 12.4% | 14  |
| Good / long shop opening times                                   | 0.3%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.0%   | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| Good atmosphere / friendly people                                | 0.3%  | 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   |
| Good disabled access   | 0.3%  | 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   |
| Good leisure centre  | 0.5%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 4.2%  | 1  | 0.0%  | 0  | 0.9%  | 1   |
| Has a cinema   | 2.3%  | 9      | 6.9%   | 2      | 5.3%   | 1      | 0.0%   | 0      | 2.1%   | 2  | 0.0%  | 0  | 0.0%  | 0  | 4.5%  | 3  | 0.9%  | 1   |
| Has a large Marks & Spencer store                                | 2.5%  | 10     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 7.7%  | 1  | 0.0%  | 0  | 6.0%  | 4  | 4.4%  | 5   |
| Has everything I need  | 0.3%  | 1      | 3.4%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| No smoking policy  | 0.3%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.9%  | 1   |
| Pedestrianised areas   | 0.3%  | 1      | 3.4%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| Recently refurbished   | 0.3%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.9%  | 1   |
| Spacious / 'outside' shopping                                    | 2.5%  | 10     | 3.4%   | 1      | 0.0%   | 0      | 3.0%   | 1      | 3.1%   | 3  | 0.0%  | 0  | 0.0%  | 0  | 1.5%  | 1  | 3.5%  | 4   |
| Unique   | 0.5%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 3.0%   | 1      | 1.0%   | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| (Dont know)  | 2.3%  | 9      | 3.4%   | 1      | 10.5%  | 2      | 0.0%   | 0      | 2.1%   | 2  | 7.7%  | 1  | 8.3%  | 2  | 1.5%  | 1  | 0.0%  | 0   |
| (Nothing / very little)  | 18.5% | 73     | 17.2%  | 5      | 26.3%  | 5      | 24.2%  | 8      | 19.6%  | 19 | 7.7%  | 1  | 20.8% | 5  | 9.0%  | 6  | 21.2% | 24  |
| Base:  |       | 395    |        | 29     |        | 19     |        | 33     |        | 97 |       | 13 |       | 24 |       | 67 |       | 113 |

# Winchester Household Survey For Lambert Smith Hampton

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |     |       |     |       |     |       |     |       |     |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|-----|-------|-----|-------|-----|-------|-----|-------|-----|
| <b>Q29 What could be improved about Whiteley Shopping Centre that would make you visit it more often? [MR]</b> |       |        |        |        |        |        |        |        |        |     |       |     |       |     |       |     |       |     |
| Better access by road  | 3.1%  | 31     | 0.0%   | 0      | 0.0%   | 0      | 6.0%   | 6      | 2.3%   | 4   | 0.0%  | 0   | 6.0%  | 6   | 3.8%  | 5   | 6.7%  | 10  |
| Better public transport  | 1.2%  | 12     | 0.7%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 1.1%   | 2   | 0.0%  | 0   | 1.0%  | 1   | 3.8%  | 5   | 2.0%  | 3   |
| Better signposting   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Cleaner streets  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Facilities which would assist you if shopping with children  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Free car parking   | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 1.0%   | 1      | 0.6%   | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| More / better town centre events   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| More / better comparison retailers (i.e. non-food shops)   | 0.7%  | 7      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.7%   | 3   | 0.0%  | 0   | 1.0%  | 1   | 1.5%  | 2   | 0.7%  | 1   |
| More / better value or affordable shops  | 1.2%  | 12     | 0.7%   | 1      | 2.0%   | 2      | 0.0%   | 0      | 3.4%   | 6   | 0.0%  | 0   | 1.0%  | 1   | 0.0%  | 0   | 1.3%  | 2   |
| More / better entertainment  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| More / better places for eating out (e.g. cafés and restaurants)   | 0.7%  | 7      | 0.7%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 1.0%  | 1   | 1.5%  | 2   | 2.0%  | 3   |
| More / better food shops   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| More / better parking  | 2.1%  | 21     | 1.3%   | 2      | 0.0%   | 0      | 1.0%   | 1      | 3.4%   | 6   | 0.0%  | 0   | 0.0%  | 0   | 5.3%  | 7   | 3.4%  | 5   |
| More / better pedestrianised streets   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| More / better public conveniences  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| More / better seats / flower displays  | 0.3%  | 3      | 0.0%   | 0      | 1.0%   | 1      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.8%  | 1   | 0.7%  | 1   |
| More / better services   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| More advertising   | 0.2%  | 2      | 0.7%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 1.0%  | 1   | 0.0%  | 0   | 0.0%  | 0   |
| More national multiple shops / High Street shops   | 3.0%  | 30     | 0.7%   | 1      | 2.0%   | 2      | 1.0%   | 1      | 5.7%   | 10  | 2.0%  | 2   | 0.0%  | 0   | 2.3%  | 3   | 7.4%  | 11  |
| More independent / specialist shops  | 2.7%  | 27     | 1.3%   | 2      | 1.0%   | 1      | 4.0%   | 4      | 6.9%   | 12  | 0.0%  | 0   | 0.0%  | 0   | 1.5%  | 2   | 4.0%  | 6   |
| A street market  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Shops / services open on Sundays   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Other  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Better atmosphere  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Better disabled access / facilities  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.8%  | 1   | 0.0%  | 0   |
| Better phone reception   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.7%  | 1   |
| Clearer parking signage  | 0.1%  | 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   |
| Covered walkways   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.7%  | 1   |
| Fewer coffee shops / cafés   | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.1%   | 2   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Larger shopping area   | 0.2%  | 2      | 0.7%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Later opening hours in shops / cafés   | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 1.3%  | 2   |
| Less busy  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.7%  | 1   |
| More / better pubs / bars  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.7%  | 1   |
| More / better signage  | 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   |
| More / better special offers in shops  | 0.2%  | 2      | 0.0%   | 0      | 1.0%   | 1      | 0.0%   | 0      | 0.6%   | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| More clothes shops   | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.7%  | 1   |
| More shops indoors / undercover  | 2.3%  | 23     | 0.0%   | 0      | 2.0%   | 2      | 0.0%   | 0      | 2.9%   | 5   | 1.0%  | 1   | 0.0%  | 0   | 1.5%  | 2   | 8.7%  | 13  |
| Open a Primark store   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Reduce traffic congestion  | 2.3%  | 23     | 0.7%   | 1      | 0.0%   | 0      | 3.0%   | 3      | 1.7%   | 3   | 0.0%  | 0   | 0.0%  | 0   | 3.8%  | 5   | 7.4%  | 11  |
| Remove indoor shopping centre / have all shops outdoors  | 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   |
| Remove the parking cameras   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Re-open the banks  | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.7%  | 1   |
| (Don't know)   | 13.7% | 138    | 27.5%  | 41     | 15.0%  | 15     | 15.0%  | 15     | 13.7%  | 24  | 12.0% | 12  | 18.0% | 18  | 4.6%  | 6   | 4.7%  | 7   |
| (Nothing)  | 67.4% | 677    | 65.1%  | 97     | 75.0%  | 75     | 71.0%  | 71     | 60.6%  | 106 | 85.0% | 85  | 70.0% | 70  | 71.8% | 94  | 53.0% | 79  |
| Base:  |       | 1004   |        | 149    |        | 100    |        | 100    |        | 175 |       | 100 |       | 100 |       | 131 |       | 149 |

# Winchester Household Survey For Lambert Smith Hampton

|  | Total | Zone 1      | Zone 2 | Zone 3      | Zone 4 | Zone 5      | Zone 6 | Zone 7      | Zone 8 |             |       |             |       |             |       |             |       |             |
|--|-------|-------------|--------|-------------|--------|-------------|--------|-------------|--------|-------------|-------|-------------|-------|-------------|-------|-------------|-------|-------------|
| <b>MeanScore: Visits per week</b>  |       |             |        |             |        |             |        |             |        |             |       |             |       |             |       |             |       |             |
| <b>Q30 How often do you or your household visit New Alresford Town Centre for shopping and other town centre activities?</b> |       |             |        |             |        |             |        |             |        |             |       |             |       |             |       |             |       |             |
| Daily  | 3.3%  | 33          | 0.7%   | 1           | 0.0%   | 0           | 0.0%   | 0           | 0.0%   | 0           | 29.0% | 29          | 2.0%  | 2           | 0.8%  | 1           | 0.0%  | 0           |
| 4-6 days a week  | 1.2%  | 12          | 0.0%   | 0           | 1.0%   | 1           | 0.0%   | 0           | 0.0%   | 0           | 10.0% | 10          | 1.0%  | 1           | 0.0%  | 0           | 0.0%  | 0           |
| 2-3 days a week  | 5.1%  | 51          | 0.0%   | 0           | 1.0%   | 1           | 0.0%   | 0           | 1.1%   | 2           | 36.0% | 36          | 11.0% | 11          | 0.0%  | 0           | 0.7%  | 1           |
| One day a week   | 3.6%  | 36          | 2.0%   | 3           | 2.0%   | 2           | 0.0%   | 0           | 0.6%   | 1           | 13.0% | 13          | 16.0% | 16          | 0.8%  | 1           | 0.0%  | 0           |
| Every 2 weeks  | 1.9%  | 19          | 0.7%   | 1           | 4.0%   | 4           | 1.0%   | 1           | 0.0%   | 0           | 3.0%  | 3           | 9.0%  | 9           | 0.8%  | 1           | 0.0%  | 0           |
| Monthly  | 3.0%  | 30          | 4.0%   | 6           | 6.0%   | 6           | 7.0%   | 7           | 0.6%   | 1           | 1.0%  | 1           | 4.0%  | 4           | 2.3%  | 3           | 1.3%  | 2           |
| Once every 2 months  | 3.6%  | 36          | 3.4%   | 5           | 16.0%  | 16          | 4.0%   | 4           | 1.1%   | 2           | 1.0%  | 1           | 3.0%  | 3           | 3.1%  | 4           | 0.7%  | 1           |
| 3-4 times a year   | 3.0%  | 30          | 7.4%   | 11          | 5.0%   | 5           | 3.0%   | 3           | 1.7%   | 3           | 1.0%  | 1           | 4.0%  | 4           | 0.8%  | 1           | 1.3%  | 2           |
| Twice a year   | 5.1%  | 51          | 12.1%  | 18          | 10.0%  | 10          | 6.0%   | 6           | 3.4%   | 6           | 0.0%  | 0           | 3.0%  | 3           | 4.6%  | 6           | 1.3%  | 2           |
| Once a year  | 3.7%  | 37          | 2.0%   | 3           | 5.0%   | 5           | 6.0%   | 6           | 5.7%   | 10          | 1.0%  | 1           | 2.0%  | 2           | 3.1%  | 4           | 4.0%  | 6           |
| Less often   | 3.1%  | 31          | 4.0%   | 6           | 5.0%   | 5           | 2.0%   | 2           | 4.0%   | 7           | 1.0%  | 1           | 3.0%  | 3           | 1.5%  | 2           | 3.4%  | 5           |
| Never  | 62.6% | 628         | 63.1%  | 94          | 44.0%  | 44          | 68.0%  | 68          | 80.6%  | 141         | 4.0%  | 4           | 40.0% | 40          | 82.4% | 108         | 86.6% | 129         |
| (Don't know)   | 0.4%  | 4           | 0.0%   | 0           | 1.0%   | 1           | 1.0%   | 1           | 1.1%   | 2           | 0.0%  | 0           | 0.0%  | 0           | 0.0%  | 0           | 0.0%  | 0           |
| (Varies)   | 0.6%  | 6           | 0.7%   | 1           | 0.0%   | 0           | 2.0%   | 2           | 0.0%   | 0           | 0.0%  | 0           | 2.0%  | 2           | 0.0%  | 0           | 0.7%  | 1           |
| <i>Mean:</i>   |       | <i>0.48</i> |        | <i>0.09</i> |        | <i>0.16</i> |        | <i>0.03</i> |        | <i>0.04</i> |       | <i>3.58</i> |       | <i>0.70</i> |       | <i>0.08</i> |       | <i>0.02</i> |
| Base:  |       | 1004        |        | 149         |        | 100         |        | 100         |        | 175         |       | 100         |       | 100         |       | 131         |       | 149         |

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |    |       |    |       |    |       |    |       |    |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|----|-------|----|-------|----|-------|----|-------|----|
| <b>Q31 What do you like about New Alresford Town Centre? [MR]</b> |       |        |        |        |        |        |        |        |        |    |       |    |       |    |       |    |       |    |
| <i>Those who visit New Alresford Town Centre at Q31:</i>          |       |        |        |        |        |        |        |        |        |    |       |    |       |    |       |    |       |    |
| Attractive environment / nice place                               | 39.1% | 147    | 58.2%  | 32     | 37.5%  | 21     | 65.6%  | 21     | 26.5%  | 9  | 33.3% | 32 | 21.7% | 13 | 43.5% | 10 | 45.0% | 9  |
| Close to friends or relatives                                     | 2.1%  | 8      | 3.6%   | 2      | 3.6%   | 2      | 0.0%   | 0      | 5.9%   | 2  | 0.0%  | 0  | 0.0%  | 0  | 4.3%  | 1  | 5.0%  | 1  |
| Close to home   | 15.7% | 59     | 3.6%   | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 42.7% | 41 | 25.0% | 15 | 0.0%  | 0  | 5.0%  | 1  |
| Close to work   | 0.5%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 2.1%  | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Compact   | 4.8%  | 18     | 0.0%   | 0      | 3.6%   | 2      | 9.4%   | 3      | 2.9%   | 1  | 6.3%  | 6  | 8.3%  | 5  | 4.3%  | 1  | 0.0%  | 0  |
| Easy to get to by bike  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Easy to get to by bus   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Easy to get to by car   | 0.8%  | 3      | 0.0%   | 0      | 3.6%   | 2      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 1.7%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Easy to park  | 4.3%  | 16     | 5.5%   | 3      | 7.1%   | 4      | 3.1%   | 1      | 2.9%   | 1  | 3.1%  | 3  | 6.7%  | 4  | 0.0%  | 0  | 0.0%  | 0  |
| Good facilities in general  | 2.1%  | 8      | 0.0%   | 0      | 1.8%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 5.2%  | 5  | 1.7%  | 1  | 0.0%  | 0  | 5.0%  | 1  |
| Good food stores  | 5.9%  | 22     | 5.5%   | 3      | 3.6%   | 2      | 6.3%   | 2      | 2.9%   | 1  | 8.3%  | 8  | 10.0% | 6  | 0.0%  | 0  | 0.0%  | 0  |
| Good pubs, cafés or restaurants                                   | 12.0% | 45     | 18.2%  | 10     | 12.5%  | 7      | 15.6%  | 5      | 8.8%   | 3  | 5.2%  | 5  | 10.0% | 6  | 21.7% | 5  | 20.0% | 4  |
| Good range of non-food shops                                      | 7.4%  | 28     | 1.8%   | 1      | 8.9%   | 5      | 3.1%   | 1      | 0.0%   | 0  | 10.4% | 10 | 11.7% | 7  | 13.0% | 3  | 5.0%  | 1  |
| Good range of independent shops                                   | 25.0% | 94     | 30.9%  | 17     | 37.5%  | 21     | 21.9%  | 7      | 17.6%  | 6  | 22.9% | 22 | 21.7% | 13 | 21.7% | 5  | 15.0% | 3  |
| Good range of 'high street' retailers / multiples                 | 1.9%  | 7      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 5.2%  | 5  | 1.7%  | 1  | 0.0%  | 0  | 5.0%  | 1  |
| Affordable shops  | 0.5%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 2.1%  | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| High quality shops  | 2.4%  | 9      | 1.8%   | 1      | 1.8%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 4.2%  | 4  | 1.7%  | 1  | 4.3%  | 1  | 5.0%  | 1  |
| The street market   | 1.6%  | 6      | 1.8%   | 1      | 5.4%   | 3      | 0.0%   | 0      | 0.0%   | 0  | 1.0%  | 1  | 1.7%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Makes a change from other places                                  | 1.1%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.9%   | 1  | 1.0%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 10.0% | 2  |
| Quiet   | 2.4%  | 9      | 5.5%   | 3      | 0.0%   | 0      | 3.1%   | 1      | 0.0%   | 0  | 2.1%  | 2  | 3.3%  | 2  | 4.3%  | 1  | 0.0%  | 0  |
| Safe and secure   | 0.5%  | 2      | 1.8%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 4.3%  | 1  | 0.0%  | 0  |
| Traditional   | 6.4%  | 24     | 7.3%   | 4      | 3.6%   | 2      | 0.0%   | 0      | 20.6%  | 7  | 3.1%  | 3  | 3.3%  | 2  | 17.4% | 4  | 10.0% | 2  |
| History and historical architecture                               | 2.9%  | 11     | 3.6%   | 2      | 3.6%   | 2      | 0.0%   | 0      | 8.8%   | 3  | 1.0%  | 1  | 1.7%  | 1  | 4.3%  | 1  | 5.0%  | 1  |
| Other   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Close to hobby / leisure activities                               | 0.5%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 1.0%  | 1  | 0.0%  | 0  | 4.3%  | 1  | 0.0%  | 0  |
| Familiar  | 3.7%  | 14     | 0.0%   | 0      | 5.4%   | 3      | 0.0%   | 0      | 0.0%   | 0  | 6.3%  | 6  | 6.7%  | 4  | 4.3%  | 1  | 0.0%  | 0  |
| Free car parking  | 1.1%  | 4      | 0.0%   | 0      | 3.6%   | 2      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 3.3%  | 2  | 0.0%  | 0  | 0.0%  | 0  |
| Good atmosphere / friendly people                                 | 5.9%  | 22     | 3.6%   | 2      | 8.9%   | 5      | 3.1%   | 1      | 5.9%   | 2  | 8.3%  | 8  | 6.7%  | 4  | 0.0%  | 0  | 0.0%  | 0  |
| Good book shop  | 0.3%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 1.7%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Good cycle routes / lanes   | 0.3%  | 1      | 0.0%   | 0      | 1.8%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Good services (e.g. library, dry cleaners, hairdressers etc.)     | 0.8%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 1.0%  | 1  | 3.3%  | 2  | 0.0%  | 0  | 0.0%  | 0  |
| Has everything I need   | 0.3%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 1.0%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| My dentist is located there                                       | 0.3%  | 1      | 1.8%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Small / not too big   | 0.5%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 3.3%  | 2  | 0.0%  | 0  | 0.0%  | 0  |
| Still has a bank  | 0.5%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 1.0%  | 1  | 1.7%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Supporting local business   | 0.5%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 2.1%  | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| (Dont know)   | 1.6%  | 6      | 1.8%   | 1      | 0.0%   | 0      | 6.3%   | 2      | 5.9%   | 2  | 0.0%  | 0  | 1.7%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| (Nothing / very little)   | 5.3%  | 20     | 3.6%   | 2      | 5.4%   | 3      | 3.1%   | 1      | 14.7%  | 5  | 4.2%  | 4  | 3.3%  | 2  | 0.0%  | 0  | 15.0% | 3  |
| Base:   |       | 376    |        | 55     |        | 56     |        | 32     |        | 34 |       | 96 |       | 60 |       | 23 |       | 20 |

# Winchester Household Survey For Lambert Smith Hampton

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |     |       |     |       |     |       |     |       |     |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|-----|-------|-----|-------|-----|-------|-----|-------|-----|
| <b>Q32 What could be improved about New Alresford Town Centre that would make you visit it more often? [MR]</b> |       |        |        |        |        |        |        |        |        |     |       |     |       |     |       |     |       |     |
| Better access by road   | 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   |
| Better public transport   | 0.8%  | 8      | 0.0%   | 0      | 1.0%   | 1      | 0.0%   | 0      | 1.7%   | 3   | 1.0%  | 1   | 1.0%  | 1   | 1.5%  | 2   | 0.0%  | 0   |
| Better signposting  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Cleaner streets   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Facilities which would assist you if shopping with children   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Free car parking  | 1.5%  | 15     | 0.0%   | 0      | 4.0%   | 4      | 0.0%   | 0      | 0.6%   | 1   | 6.0%  | 6   | 2.0%  | 2   | 0.8%  | 1   | 0.7%  | 1   |
| More / better town centre events  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| More / better comparison retailers (i.e. non-food shops)  | 0.1%  | 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   |
| More / better value or affordable shops   | 0.9%  | 9      | 0.7%   | 1      | 3.0%   | 3      | 0.0%   | 0      | 0.6%   | 1   | 2.0%  | 2   | 2.0%  | 2   | 0.0%  | 0   | 0.0%  | 0   |
| More / better entertainment   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 1.0%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| More / better places for eating out (e.g. cafés and restaurants)  | 0.7%  | 7      | 0.0%   | 0      | 0.0%   | 0      | 2.0%   | 2      | 0.6%   | 1   | 2.0%  | 2   | 2.0%  | 2   | 0.0%  | 0   | 0.0%  | 0   |
| More / better food shops  | 0.2%  | 2      | 0.0%   | 0      | 1.0%   | 1      | 0.0%   | 0      | 0.0%   | 0   | 1.0%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| More / better parking   | 8.4%  | 84     | 5.4%   | 8      | 13.0%  | 13     | 6.0%   | 6      | 2.9%   | 5   | 26.0% | 26  | 16.0% | 16  | 3.8%  | 5   | 3.4%  | 5   |
| More / better pedestrianised streets  | 0.2%  | 2      | 0.0%   | 0      | 2.0%   | 2      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| More / better public conveniences   | 0.1%  | 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   |
| More / better seats / flower displays   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| More / better services  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| More advertising  | 0.2%  | 2      | 0.7%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| More national multiple shops / High Street shops  | 1.4%  | 14     | 1.3%   | 2      | 3.0%   | 3      | 1.0%   | 1      | 0.6%   | 1   | 3.0%  | 3   | 3.0%  | 3   | 0.0%  | 0   | 0.7%  | 1   |
| More independent shops  | 1.9%  | 19     | 1.3%   | 2      | 2.0%   | 2      | 1.0%   | 1      | 1.1%   | 2   | 7.0%  | 7   | 4.0%  | 4   | 0.0%  | 0   | 0.7%  | 1   |
| Street markets - physical improvements  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Street markets - better range and quality of offer  | 0.2%  | 2      | 0.0%   | 0      | 1.0%   | 1      | 0.0%   | 0      | 0.6%   | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Protection from the weather (e.g. covered shopping mall)  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Shops / services open on Sundays  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Other   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Better special offers in the supermarkets   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 1.0%   | 1      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Cheaper public transport  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 1.0%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Fewer coffee shops / cafés  | 0.7%  | 7      | 0.0%   | 0      | 1.0%   | 1      | 0.0%   | 0      | 0.0%   | 0   | 5.0%  | 5   | 1.0%  | 1   | 0.0%  | 0   | 0.0%  | 0   |
| Fewer women's clothes shops   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 1.0%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Less crowded / busy   | 0.1%  | 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   |
| More / better disabled access / facilities  | 0.1%  | 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   |
| More coffee shops / cafés   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.7%  | 1   |
| More facilities / activities for young people   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 1.0%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| More level pavements  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 1.0%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| More parking control / traffic wardens  | 0.1%  | 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   |
| More pedestrian crossings   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 1.0%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| More traffic-calming measures   | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 2.0%  | 2   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Open a petrol station   | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 1   | 1.0%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Reduce shop rents to reduce shop closures   | 0.4%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 3.0%  | 3   | 1.0%  | 1   | 0.0%  | 0   | 0.0%  | 0   |
| Remove large 'superstores'  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 1.0%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Re-open the banks   | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 3.0%  | 3   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Wider pavements   | 0.1%  | 1      | 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)  | 14.9% | 150    | 26.2%  | 39     | 5.0%   | 5      | 14.0%  | 14     | 25.7%  | 45  | 0.0%  | 0   | 13.0% | 13  | 6.9%  | 9   | 16.8% | 25  |
| (Nothing)   | 69.4% | 697    | 65.1%  | 97     | 73.0%  | 73     | 77.0%  | 77     | 66.3%  | 116 | 46.0% | 46  | 57.0% | 57  | 87.0% | 114 | 78.5% | 117 |
| Base:   |       | 1004   |        | 149    |        | 100    |        | 100    |        | 175 |       | 100 |       | 100 |       | 131 |       | 149 |

# Winchester Household Survey For Lambert Smith Hampton

|   | Total | Zone 1      | Zone 2 | Zone 3      | Zone 4 | Zone 5      | Zone 6 | Zone 7      | Zone 8 |             |       |             |       |             |       |             |       |             |
|---|-------|-------------|--------|-------------|--------|-------------|--------|-------------|--------|-------------|-------|-------------|-------|-------------|-------|-------------|-------|-------------|
| <b>MeanScore: Visits per week</b>   |       |             |        |             |        |             |        |             |        |             |       |             |       |             |       |             |       |             |
| <b>Q33 How often do you or your household visit Bishop's Waltham Town Centre for shopping and other town centre activities?</b> |       |             |        |             |        |             |        |             |        |             |       |             |       |             |       |             |       |             |
| Daily   | 2.1%  | 21          | 0.0%   | 0           | 0.0%   | 0           | 0.0%   | 0           | 0.0%   | 0           | 0.0%  | 0           | 2.0%  | 2           | 14.5% | 19          | 0.0%  | 0           |
| 4-6 days a week   | 2.0%  | 20          | 0.0%   | 0           | 1.0%   | 1           | 0.0%   | 0           | 0.6%   | 1           | 0.0%  | 0           | 1.0%  | 1           | 11.5% | 15          | 1.3%  | 2           |
| 2-3 days a week   | 4.0%  | 40          | 0.0%   | 0           | 0.0%   | 0           | 0.0%   | 0           | 0.6%   | 1           | 0.0%  | 0           | 10.0% | 10          | 21.4% | 28          | 0.7%  | 1           |
| One day a week  | 4.2%  | 42          | 0.0%   | 0           | 0.0%   | 0           | 1.0%   | 1           | 0.6%   | 1           | 1.0%  | 1           | 9.0%  | 9           | 15.3% | 20          | 6.7%  | 10          |
| Every 2 weeks   | 1.8%  | 18          | 0.0%   | 0           | 0.0%   | 0           | 0.0%   | 0           | 4.0%   | 7           | 0.0%  | 0           | 4.0%  | 4           | 3.8%  | 5           | 1.3%  | 2           |
| Monthly   | 3.6%  | 36          | 0.7%   | 1           | 2.0%   | 2           | 2.0%   | 2           | 5.7%   | 10          | 0.0%  | 0           | 7.0%  | 7           | 5.3%  | 7           | 4.7%  | 7           |
| Once every 2 months   | 2.8%  | 28          | 0.7%   | 1           | 1.0%   | 1           | 5.0%   | 5           | 6.3%   | 11          | 0.0%  | 0           | 2.0%  | 2           | 2.3%  | 3           | 3.4%  | 5           |
| 3-4 times a year  | 3.9%  | 39          | 2.0%   | 3           | 0.0%   | 0           | 8.0%   | 8           | 2.9%   | 5           | 2.0%  | 2           | 5.0%  | 5           | 1.5%  | 2           | 9.4%  | 14          |
| Twice a year  | 3.5%  | 35          | 1.3%   | 2           | 2.0%   | 2           | 6.0%   | 6           | 9.1%   | 16          | 1.0%  | 1           | 3.0%  | 3           | 0.0%  | 0           | 3.4%  | 5           |
| Once a year   | 3.7%  | 37          | 2.0%   | 3           | 2.0%   | 2           | 5.0%   | 5           | 6.3%   | 11          | 5.0%  | 5           | 4.0%  | 4           | 0.8%  | 1           | 4.0%  | 6           |
| Less often  | 2.7%  | 27          | 2.0%   | 3           | 3.0%   | 3           | 1.0%   | 1           | 3.4%   | 6           | 3.0%  | 3           | 4.0%  | 4           | 0.0%  | 0           | 4.7%  | 7           |
| Never   | 64.6% | 649         | 91.3%  | 136         | 89.0%  | 89          | 67.0%  | 67          | 60.0%  | 105         | 87.0% | 87          | 49.0% | 49          | 21.4% | 28          | 59.1% | 88          |
| (Don't know)  | 0.5%  | 5           | 0.0%   | 0           | 0.0%   | 0           | 1.0%   | 1           | 0.6%   | 1           | 0.0%  | 0           | 0.0%  | 0           | 1.5%  | 2           | 0.7%  | 1           |
| (Varies)  | 0.7%  | 7           | 0.0%   | 0           | 0.0%   | 0           | 4.0%   | 4           | 0.0%   | 0           | 1.0%  | 1           | 0.0%  | 0           | 0.8%  | 1           | 0.7%  | 1           |
| <i>Mean:</i>  |       | <i>0.42</i> |        | <i>0.00</i> |        | <i>0.06</i> |        | <i>0.03</i> |        | <i>0.10</i> |       | <i>0.01</i> |       | <i>0.58</i> |       | <i>2.37</i> |       | <i>0.19</i> |
| <i>Base:</i>  |       | 1004        |        | 149         |        | 100         |        | 100         |        | 175         |       | 100         |       | 100         |       | 131         |       | 149         |

# Winchester Household Survey For Lambert Smith Hampton

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |    |       |    |       |    |       |     |       |    |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|----|-------|----|-------|----|-------|-----|-------|----|
| <b>Q34 What do you like about Bishop's Waltham Town Centre? [MR]</b> |       |        |        |        |        |        |        |        |        |    |       |    |       |    |       |     |       |    |
| <i>Those who visit Bishop's Waltham Town Centre at Q33:</i>          |       |        |        |        |        |        |        |        |        |    |       |    |       |    |       |     |       |    |
| Attractive environment / nice place                                  | 28.7% | 102    | 69.2%  | 9      | 27.3%  | 3      | 36.4%  | 12     | 31.4%  | 22 | 23.1% | 3  | 11.8% | 6  | 26.2% | 27  | 32.8% | 20 |
| Close to friends or relatives  | 2.5%  | 9      | 7.7%   | 1      | 9.1%   | 1      | 0.0%   | 0      | 5.7%   | 4  | 7.7%  | 1  | 2.0%  | 1  | 0.0%  | 0   | 1.6%  | 1  |
| Close to home  | 18.0% | 64     | 7.7%   | 1      | 9.1%   | 1      | 0.0%   | 0      | 2.9%   | 2  | 0.0%  | 0  | 27.5% | 14 | 42.7% | 44  | 3.3%  | 2  |
| Close to work  | 0.8%  | 3      | 7.7%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.0%  | 1   | 1.6%  | 1  |
| Compact  | 4.2%  | 15     | 0.0%   | 0      | 0.0%   | 0      | 9.1%   | 3      | 5.7%   | 4  | 0.0%  | 0  | 2.0%  | 1  | 3.9%  | 4   | 4.9%  | 3  |
| Easy to get to by bike   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0  |
| Easy to get to by bus  | 0.6%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 3.0%   | 1      | 1.4%   | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0  |
| Easy to get to by car  | 0.8%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 2.0%  | 1  | 1.0%  | 1   | 1.6%  | 1  |
| Easy to park   | 6.5%  | 23     | 0.0%   | 0      | 0.0%   | 0      | 9.1%   | 3      | 4.3%   | 3  | 0.0%  | 0  | 17.6% | 9  | 2.9%  | 3   | 8.2%  | 5  |
| Good facilities in general   | 3.1%  | 11     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.4%   | 1  | 0.0%  | 0  | 5.9%  | 3  | 6.8%  | 7   | 0.0%  | 0  |
| Good food stores   | 4.2%  | 15     | 0.0%   | 0      | 0.0%   | 0      | 3.0%   | 1      | 1.4%   | 1  | 0.0%  | 0  | 9.8%  | 5  | 4.9%  | 5   | 4.9%  | 3  |
| Good pubs, cafés or restaurants                                      | 13.5% | 48     | 30.8%  | 4      | 18.2%  | 2      | 12.1%  | 4      | 15.7%  | 11 | 23.1% | 3  | 11.8% | 6  | 10.7% | 11  | 11.5% | 7  |
| Good range of non-food shops   | 9.0%  | 32     | 0.0%   | 0      | 0.0%   | 0      | 9.1%   | 3      | 7.1%   | 5  | 7.7%  | 1  | 17.6% | 9  | 9.7%  | 10  | 6.6%  | 4  |
| Good range of independent shops                                      | 24.2% | 86     | 23.1%  | 3      | 18.2%  | 2      | 48.5%  | 16     | 27.1%  | 19 | 15.4% | 2  | 25.5% | 13 | 16.5% | 17  | 23.0% | 14 |
| Good range of 'high street' retailers / multiples                    | 1.4%  | 5      | 7.7%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 2.0%  | 1  | 1.0%  | 1   | 3.3%  | 2  |
| Affordable shops   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0  |
| High quality shops   | 1.4%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.9%   | 2  | 0.0%  | 0  | 0.0%  | 0  | 1.0%  | 1   | 3.3%  | 2  |
| The street market  | 0.6%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.4%   | 1  | 0.0%  | 0  | 2.0%  | 1  | 0.0%  | 0   | 0.0%  | 0  |
| Makes a change from other places                                     | 0.6%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 7.7%  | 1  | 0.0%  | 0  | 0.0%  | 0   | 1.6%  | 1  |
| Quiet  | 1.4%  | 5      | 0.0%   | 0      | 9.1%   | 1      | 0.0%   | 0      | 4.3%   | 3  | 0.0%  | 0  | 2.0%  | 1  | 0.0%  | 0   | 0.0%  | 0  |
| Safe and secure  | 1.4%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.4%   | 1  | 0.0%  | 0  | 0.0%  | 0  | 2.9%  | 3   | 1.6%  | 1  |
| Traditional  | 7.0%  | 25     | 7.7%   | 1      | 9.1%   | 1      | 3.0%   | 1      | 10.0%  | 7  | 0.0%  | 0  | 3.9%  | 2  | 5.8%  | 6   | 11.5% | 7  |
| History and historical architecture                                  | 2.8%  | 10     | 0.0%   | 0      | 9.1%   | 1      | 0.0%   | 0      | 2.9%   | 2  | 0.0%  | 0  | 2.0%  | 1  | 1.0%  | 1   | 8.2%  | 5  |
| Other  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0  |
| Close to schools   | 0.3%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 2.0%  | 1  | 0.0%  | 0   | 0.0%  | 0  |
| Familiar   | 2.5%  | 9      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.4%   | 1  | 0.0%  | 0  | 2.0%  | 1  | 6.8%  | 7   | 0.0%  | 0  |
| Free car parking   | 3.1%  | 11     | 7.7%   | 1      | 0.0%   | 0      | 3.0%   | 1      | 1.4%   | 1  | 0.0%  | 0  | 5.9%  | 3  | 3.9%  | 4   | 1.6%  | 1  |
| Friendly atmosphere / environment                                    | 4.2%  | 15     | 0.0%   | 0      | 9.1%   | 1      | 0.0%   | 0      | 1.4%   | 1  | 0.0%  | 0  | 0.0%  | 0  | 12.6% | 13  | 0.0%  | 0  |
| Good disabled access   | 0.3%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 1.6%  | 1  |
| Good range of charity shops  | 0.3%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 2.0%  | 1  | 0.0%  | 0   | 0.0%  | 0  |
| Good range of leisure facilities                                     | 0.8%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.4%   | 1  | 0.0%  | 0  | 2.0%  | 1  | 0.0%  | 0   | 1.6%  | 1  |
| Good range of services in general                                    | 0.3%  | 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  |
| Has everything I need  | 0.6%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.9%  | 2   | 0.0%  | 0  |
| My doctor is located there   | 0.8%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.4%   | 1  | 0.0%  | 0  | 3.9%  | 2  | 0.0%  | 0   | 0.0%  | 0  |
| Small / not too big  | 0.8%  | 3      | 7.7%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.9%  | 2   | 0.0%  | 0  |
| Still has a bank   | 1.4%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 3.9%  | 2  | 1.9%  | 2   | 1.6%  | 1  |
| The Christmas market   | 0.3%  | 1      | 0.0%   | 0      | 9.1%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0  |
| The Palace House   | 0.3%  | 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  |
| (Dont know)  | 1.7%  | 6      | 0.0%   | 0      | 9.1%   | 1      | 3.0%   | 1      | 1.4%   | 1  | 7.7%  | 1  | 2.0%  | 1  | 1.0%  | 1   | 0.0%  | 0  |
| (Nothing / very little)  | 9.9%  | 35     | 0.0%   | 0      | 9.1%   | 1      | 6.1%   | 2      | 7.1%   | 5  | 15.4% | 2  | 9.8%  | 5  | 7.8%  | 8   | 19.7% | 12 |
| Base:  |       | 355    |        | 13     |        | 11     |        | 33     |        | 70 |       | 13 |       | 51 |       | 103 |       | 61 |

# Winchester Household Survey For Lambert Smith Hampton

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |     |       |     |       |     |       |     |       |     |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|-----|-------|-----|-------|-----|-------|-----|-------|-----|
| <b>Q35 What could be improved about Bishop's Waltham Town Centre that would make you visit it more often? [MR]</b> |       |        |        |        |        |        |        |        |        |     |       |     |       |     |       |     |       |     |
| Better access by road  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 1   | 0.0%  | 0   | 0.0%  | 0   |       |     |
| Better public transport  | 0.6%  | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 3.1%  | 4   | 1.3%  | 2   |
| Better signposting   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Cleaner streets  | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 1.5%  | 2   | 0.0%  | 0   |
| Facilities which would assist you if shopping with children  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Free car parking   | 0.6%  | 6      | 0.0%   | 0      | 0.0%   | 0      | 1.0%   | 1      | 1.1%   | 2   | 0.0%  | 0   | 1.0%  | 1   | 0.8%  | 1   | 0.7%  | 1   |
| More / better town centre events   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| More / better comparison retailers (i.e. non-food shops)   | 1.5%  | 15     | 0.7%   | 1      | 1.0%   | 1      | 1.0%   | 1      | 2.3%   | 4   | 0.0%  | 0   | 3.0%  | 3   | 2.3%  | 3   | 1.3%  | 2   |
| More / better value or affordable shops  | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 1.3%  | 2   |
| More / better entertainment  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| More / better places for eating out (e.g. cafés and restaurants)   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| More / better food shops   | 1.7%  | 17     | 0.0%   | 0      | 0.0%   | 0      | 2.0%   | 2      | 1.1%   | 2   | 0.0%  | 0   | 3.0%  | 3   | 6.9%  | 9   | 0.7%  | 1   |
| More / better parking  | 6.0%  | 60     | 0.7%   | 1      | 1.0%   | 1      | 5.0%   | 5      | 7.4%   | 13  | 1.0%  | 1   | 9.0%  | 9   | 16.0% | 21  | 6.0%  | 9   |
| More / better pedestrianised streets   | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 2.3%  | 3   | 0.0%  | 0   |
| More / better public conveniences  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| More / better seats / flower displays  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| More / better services   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| More advertising   | 0.6%  | 6      | 1.3%   | 2      | 0.0%   | 0      | 1.0%   | 1      | 0.6%   | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.8%  | 1   | 0.7%  | 1   |
| More national multiple shops / High Street shops   | 1.6%  | 16     | 1.3%   | 2      | 1.0%   | 1      | 2.0%   | 2      | 4.0%   | 7   | 0.0%  | 0   | 2.0%  | 2   | 0.8%  | 1   | 0.7%  | 1   |
| More independent shops   | 2.3%  | 23     | 0.7%   | 1      | 0.0%   | 0      | 2.0%   | 2      | 4.6%   | 8   | 0.0%  | 0   | 5.0%  | 5   | 3.8%  | 5   | 1.3%  | 2   |
| Street markets - physical improvements   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Street markets - better range and quality of offer   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Protection from the weather (e.g. covered shopping mall)   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Shops / services open on Sundays   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Other  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| A leisure centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 1.0%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Better atmosphere  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.7%  | 1   |
| Better disabled access / facilities  | 0.1%  | 1      | 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 parking  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 1.0%   | 1      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Fewer coffee shops / cafés   | 0.7%  | 7      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.1%   | 2   | 0.0%  | 0   | 0.0%  | 0   | 3.1%  | 4   | 0.7%  | 1   |
| Fewer vacant shops   | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 1.5%  | 2   | 0.0%  | 0   |
| General refurbishment / redevelopment  | 0.4%  | 4      | 0.0%   | 0      | 1.0%   | 1      | 0.0%   | 0      | 0.6%   | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.8%  | 1   | 0.7%  | 1   |
| Larger shopping area   | 0.1%  | 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   |
| Less street parking  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.7%  | 1   |
| More / better cycle lanes / routes   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 1.0%   | 1      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| More medical services (doctors, dentists etc.)   | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 1.5%  | 2   | 0.0%  | 0   |
| More pedestrian crossings  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.8%  | 1   | 0.0%  | 0   |
| More pedestrianised areas  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.8%  | 1   | 0.0%  | 0   |
| More petrol stations   | 0.1%  | 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   |
| More taxis   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Reduce shop rents to reduce shop closures  | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 1.0%  | 1   | 0.0%  | 0   | 0.8%  | 1   | 0.0%  | 0   |
| Reduce traffic congestion  | 0.3%  | 3      | 0.0%   | 0      | 1.0%   | 1      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.8%  | 1   | 0.7%  | 1   |
| Remove cafés' pavement seating   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.8%  | 1   | 0.0%  | 0   |
| Repair / resurface pavements   | 0.5%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 1   | 0.0%  | 0   | 0.0%  | 0   | 3.1%  | 4   | 0.0%  | 0   |
| Wider pavements  | 0.1%  | 1      | 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)   | 15.5% | 156    | 34.9%  | 52     | 12.0%  | 12     | 18.0%  | 18     | 18.3%  | 32  | 10.0% | 10  | 13.0% | 13  | 0.8%  | 1   | 12.1% | 18  |
| (Nothing)  | 68.8% | 691    | 61.1%  | 91     | 84.0%  | 84     | 70.0%  | 70     | 64.6%  | 113 | 87.0% | 87  | 65.0% | 65  | 55.7% | 73  | 72.5% | 108 |
| Base:  | 1004  | 149    |        | 100    |        | 100    |        | 100    |        | 175 |       | 100 |       | 100 |       | 131 |       | 149 |

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |     |       |    |       |    |       |     |       |     |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|-----|-------|----|-------|----|-------|-----|-------|-----|
| <b>Q36 Do you or your household visit the following leisure attractions? [MR/PR]</b> |       |        |        |        |        |        |        |        |        |     |       |    |       |    |       |     |       |     |
| Bingo / casino / bookmaker   | 2.9%  | 29     | 3.4%   | 5      | 3.0%   | 3      | 2.0%   | 2      | 4.0%   | 7   | 1.0%  | 1  | 0.0%  | 0  | 0.8%  | 1   | 6.7%  | 10  |
| Cinema   | 59.5% | 597    | 63.8%  | 95     | 57.0%  | 57     | 65.0%  | 65     | 60.6%  | 106 | 48.0% | 48 | 54.0% | 54 | 60.3% | 79  | 62.4% | 93  |
| Gym / health club / sports facility  | 24.0% | 241    | 38.3%  | 57     | 22.0%  | 22     | 25.0%  | 25     | 25.1%  | 44  | 21.0% | 21 | 18.0% | 18 | 17.6% | 23  | 20.8% | 31  |
| Theatre / concert / music venue  | 56.4% | 566    | 55.0%  | 82     | 62.0%  | 62     | 63.0%  | 63     | 62.3%  | 109 | 55.0% | 55 | 47.0% | 47 | 51.9% | 68  | 53.7% | 80  |
| Museum / gallery or place of historical / cultural interest                          | 43.2% | 434    | 48.3%  | 72     | 42.0%  | 42     | 48.0%  | 48     | 43.4%  | 76  | 39.0% | 39 | 40.0% | 40 | 39.7% | 52  | 43.6% | 65  |
| Pub / bar / nightclub  | 60.1% | 603    | 64.4%  | 96     | 65.0%  | 65     | 59.0%  | 59     | 61.7%  | 108 | 54.0% | 54 | 62.0% | 62 | 56.5% | 74  | 57.0% | 85  |
| Restaurant / café / Eating out   | 82.7% | 830    | 83.9%  | 125    | 83.0%  | 83     | 89.0%  | 89     | 82.9%  | 145 | 82.0% | 82 | 74.0% | 74 | 80.2% | 105 | 85.2% | 127 |
| Family entertainment (e.g. tenpin bowling, skating rink)                             | 19.4% | 195    | 27.5%  | 41     | 24.0%  | 24     | 22.0%  | 22     | 24.6%  | 43  | 10.0% | 10 | 19.0% | 19 | 13.7% | 18  | 12.1% | 18  |
| Other activity   | 0.5%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 1.0%   | 1      | 0.0%   | 0   | 3.0%  | 3  | 0.0%  | 0  | 0.8%  | 1   | 0.0%  | 0   |
| (Don't visit ANY leisure activities)   | 7.3%  | 73     | 6.0%   | 9      | 6.0%   | 6      | 5.0%   | 5      | 6.9%   | 12  | 9.0%  | 9  | 10.0% | 10 | 6.9%  | 9   | 8.7%  | 13  |
| Base:  | 1004  | 149    | 100    | 100    | 175    | 100    | 131    | 149    |        |     |       |    |       |    |       |     |       |     |

**Q37 Where do you or members of your household normally go to play bingo or visit casinos or bookmakers?**

*Those who visit Bingo / casino / bookmakers at Q36: AND Excl. Nulls & SFT*

|   |       |   |       |   |       |   |      |   |        |   |        |   |      |   |        |   |       |   |
|---|-------|---|-------|---|-------|---|------|---|--------|---|--------|---|------|---|--------|---|-------|---|
| Alton Town Centre   | 3.7%  | 1 | 0.0%  | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0%   | 0 | 100.0% | 1 | 0.0% | 0 | 0.0%   | 0 | 0.0%  | 0 |
| Bursledon Village Centre                                      | 3.7%  | 1 | 0.0%  | 0 | 0.0%  | 0 | 0.0% | 0 | 14.3%  | 1 | 0.0%   | 0 | 0.0% | 0 | 0.0%   | 0 | 0.0%  | 0 |
| Central London  | 3.7%  | 1 | 0.0%  | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0% | 0 | 0.0%   | 0 | 10.0% | 1 |
| Chandler's Ford Local Centre                                  | 7.4%  | 2 | 0.0%  | 0 | 0.0%  | 0 | 0.0% | 0 | 100.0% | 1 | 14.3%  | 1 | 0.0% | 0 | 0.0%   | 0 | 0.0%  | 0 |
| Eastleigh Town Centre   | 14.8% | 4 | 20.0% | 1 | 0.0%  | 0 | 0.0% | 0 | 42.9%  | 3 | 0.0%   | 0 | 0.0% | 0 | 0.0%   | 0 | 0.0%  | 0 |
| Fareham Town Centre   | 11.1% | 3 | 0.0%  | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0% | 0 | 0.0%   | 0 | 30.0% | 3 |
| Gosport Town Centre   | 3.7%  | 1 | 0.0%  | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0% | 0 | 0.0%   | 0 | 10.0% | 1 |
| Portsmouth City Centre  | 7.4%  | 2 | 0.0%  | 0 | 0.0%  | 0 | 0.0% | 0 | 14.3%  | 1 | 0.0%   | 0 | 0.0% | 0 | 0.0%   | 0 | 10.0% | 1 |
| Winchester City Centre  | 11.1% | 3 | 40.0% | 2 | 50.0% | 1 | 0.0% | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0% | 0 | 0.0%   | 0 | 0.0%  | 0 |
| Winnall Local Centre  | 3.7%  | 1 | 20.0% | 1 | 0.0%  | 0 | 0.0% | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0% | 0 | 0.0%   | 0 | 0.0%  | 0 |
| Genting Casino, Terminus House, Terminus Terrace, Southampton | 3.7%  | 1 | 0.0%  | 0 | 0.0%  | 0 | 0.0% | 0 | 14.3%  | 1 | 0.0%   | 0 | 0.0% | 0 | 0.0%   | 0 | 0.0%  | 0 |
| Grosvenor Casino, Leisure World, West Quay Road, Southampton  | 3.7%  | 1 | 0.0%  | 0 | 50.0% | 1 | 0.0% | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0% | 0 | 0.0%   | 0 | 0.0%  | 0 |
| Brown Leisure, Leigh Road, Eastleigh                          | 3.7%  | 1 | 20.0% | 1 | 0.0%  | 0 | 0.0% | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0% | 0 | 0.0%   | 0 | 0.0%  | 0 |
| Buzz Bingo, Antelope Park, Bursledon Road, Southampton        | 3.7%  | 1 | 0.0%  | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0% | 0 | 0.0%   | 0 | 10.0% | 1 |
| Abroad  | 3.7%  | 1 | 0.0%  | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0% | 0 | 0.0%   | 0 | 10.0% | 1 |
| Cosham Local Centre   | 3.7%  | 1 | 0.0%  | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0% | 0 | 100.0% | 1 | 0.0%  | 0 |
| Crown Bingo & Social Club, High Street, Portsmouth            | 3.7%  | 1 | 0.0%  | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0% | 0 | 0.0%   | 0 | 10.0% | 1 |
| Grosvenor Casino, Gunwharf Road, Portsmouth                   | 3.7%  | 1 | 0.0%  | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0% | 0 | 0.0%   | 0 | 10.0% | 1 |
| Base:   | 27    | 5 | 2     | 1 | 7     | 1 | 0    | 1 |        |   |        |   |      |   |        |   |       |   |

# Winchester Household Survey For Lambert Smith Hampton

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |     |       |    |       |    |       |    |       |    |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|-----|-------|----|-------|----|-------|----|-------|----|
| <b>Q38 Where do you or members of your household normally go to the cinema?</b> |       |        |        |        |        |        |        |        |        |     |       |    |       |    |       |    |       |    |
| <i>Those who visit Cinema at Q36: AND Excl. Nulls &amp; SFT</i>                 |       |        |        |        |        |        |        |        |        |     |       |    |       |    |       |    |       |    |
| Andover Town Centre   | 0.5%  | 3      | 0.0%   | 0      | 5.3%   | 3      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Basingstoke Town Centre   | 0.2%  | 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  |
| Bishop's Waltham Town Centre  | 0.5%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 2.6%  | 2  | 1.1%  | 1  |
| Eastleigh Town Centre   | 4.2%  | 25     | 0.0%   | 0      | 0.0%   | 0      | 1.6%   | 1      | 17.9%  | 19  | 0.0%  | 0  | 1.9%  | 1  | 3.9%  | 3  | 1.1%  | 1  |
| Fareham Town Centre   | 8.1%  | 48     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 1.9%  | 1  | 18.4% | 14 | 35.9% | 33 |
| Horndean Village Centre   | 0.2%  | 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  |
| Newbury Town Centre   | 0.2%  | 1      | 0.0%   | 0      | 1.8%   | 1      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Portchester Local Centre  | 0.5%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 3.9%  | 3  | 0.0%  | 0  |
| Portsmouth City Centre  | 1.4%  | 8      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 6.6%  | 5  | 3.3%  | 3  |
| Southampton City Centre   | 2.4%  | 14     | 2.2%   | 2      | 1.8%   | 1      | 0.0%   | 0      | 4.7%   | 5   | 2.1%  | 1  | 3.8%  | 2  | 2.6%  | 2  | 1.1%  | 1  |
| Whiteley Local Centre   | 5.9%  | 35     | 0.0%   | 0      | 0.0%   | 0      | 1.6%   | 1      | 1.9%   | 2   | 0.0%  | 0  | 0.0%  | 0  | 13.2% | 10 | 23.9% | 22 |
| Wickham Village Centre  | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.1%  | 1  |
| Winchester City Centre  | 1.4%  | 8      | 5.4%   | 5      | 0.0%   | 0      | 1.6%   | 1      | 0.0%   | 0   | 2.1%  | 1  | 0.0%  | 0  | 1.3%  | 1  | 0.0%  | 0  |
| Everyman, Southgate Street, Winchester  | 22.8% | 134    | 43.0%  | 40     | 47.4%  | 27     | 32.8%  | 21     | 0.9%   | 1   | 52.1% | 25 | 30.2% | 16 | 3.9%  | 3  | 1.1%  | 1  |
| Harbour Lights Picturehouse, Maritime Walk, Southampton                         | 1.7%  | 10     | 1.1%   | 1      | 1.8%   | 1      | 3.1%   | 2      | 1.9%   | 2   | 2.1%  | 1  | 1.9%  | 1  | 1.3%  | 1  | 1.1%  | 1  |
| Odeon, Leisure World, West Quay Road, Southampton                               | 3.4%  | 20     | 3.2%   | 3      | 0.0%   | 0      | 6.3%   | 4      | 2.8%   | 3   | 2.1%  | 1  | 3.8%  | 2  | 6.6%  | 5  | 2.2%  | 2  |
| Vue, Festival Place, New Market Square, Basingstoke                             | 5.1%  | 30     | 8.6%   | 8      | 17.5%  | 10     | 3.1%   | 2      | 0.0%   | 0   | 16.7% | 8  | 3.8%  | 2  | 0.0%  | 0  | 0.0%  | 0  |
| Vue, Swan Centre, Wells Place, Eastleigh  | 29.9% | 176    | 34.4%  | 32     | 19.3%  | 11     | 43.8%  | 28     | 62.3%  | 66  | 16.7% | 8  | 37.7% | 20 | 11.8% | 9  | 2.2%  | 2  |
| Cineworld, Whiteley Shopping Centre, Whiteley Way, Fareham                      | 1.2%  | 7      | 1.1%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.9%   | 1   | 0.0%  | 0  | 1.9%  | 1  | 1.3%  | 1  | 3.3%  | 3  |
| Gunwharf Quays, Portsmouth  | 0.2%  | 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  |
| Odeon, Basingstoke Leisure Park, Churchill Way West, Westham                    | 0.7%  | 4      | 0.0%   | 0      | 5.3%   | 3      | 0.0%   | 0      | 0.0%   | 0   | 2.1%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Odeon, Port Way, Portsmouth   | 4.6%  | 27     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.9%   | 1   | 0.0%  | 0  | 3.8%  | 2  | 19.7% | 15 | 9.8%  | 9  |
| Port Solent Local Centre  | 1.7%  | 10     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 2.1%  | 1  | 1.9%  | 1  | 0.0%  | 0  | 8.7%  | 8  |
| Reel Cinema, Vannes Parade, Fareham   | 0.7%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 1.9%  | 1  | 0.0%  | 0  | 3.3%  | 3  |
| Showcase Cinema de Lux, West Quay Shopping Centre, Southampton                  | 2.0%  | 12     | 0.0%   | 0      | 0.0%   | 0      | 6.3%   | 4      | 5.7%   | 6   | 2.1%  | 1  | 1.9%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Vue, Gunwharf Quays, Portsmouth   | 0.5%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 1.9%  | 1  | 1.3%  | 1  | 1.1%  | 1  |
| Base:   |       | 589    |        | 93     |        | 57     |        | 64     |        | 106 |       | 48 |       | 53 |       | 76 |       | 92 |

# Winchester Household Survey For Lambert Smith Hampton

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |    |       |   |       |   |       |   |       |    |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|----|-------|---|-------|---|-------|---|-------|----|
| <b>Q39 Where do you or members of your household normally go to use a gym / healthclub / sports facility?</b> |       |        |        |        |        |        |        |        |        |    |       |   |       |   |       |   |       |    |
| <i>Those who visit gym / healthclub / sports facility at Q36: AND Excl. Nulls &amp; SFT</i>                   |       |        |        |        |        |        |        |        |        |    |       |   |       |   |       |   |       |    |
| Alresford / New Alresford Town Centre   | 4.2%  | 10     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 38.1% | 8 | 11.1% | 2 | 0.0%  | 0 | 0.0%  | 0  |
| Alton Town Centre   | 0.8%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 4.8%  | 1 | 5.6%  | 1 | 0.0%  | 0 | 0.0%  | 0  |
| Basingstoke Town Centre   | 0.8%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 4.0%   | 1      | 2.3%   | 1  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Bishop's Waltham Town Centre  | 2.1%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.3%   | 1  | 0.0%  | 0 | 5.6%  | 1 | 8.7%  | 2 | 3.2%  | 1  |
| Broughton Village Centre  | 0.4%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.3%   | 1  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Chandler's Ford Local Centre  | 1.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 4.0%   | 1      | 4.7%   | 2  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Chichester City Centre  | 0.4%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 3.2%  | 1  |
| Colden Common Local Centre  | 1.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 4.0%   | 1      | 0.0%   | 0  | 0.0%  | 0 | 11.1% | 2 | 0.0%  | 0 | 0.0%  | 0  |
| Eastleigh Town Centre   | 7.6%  | 18     | 0.0%   | 0      | 4.5%   | 1      | 8.0%   | 2      | 34.9%  | 15 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Fair Oak Village Centre   | 1.7%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 4.0%   | 1      | 4.7%   | 2  | 0.0%  | 0 | 0.0%  | 0 | 4.3%  | 1 | 0.0%  | 0  |
| Fareham Town Centre   | 8.4%  | 20     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 13.0% | 3 | 54.8% | 17 |
| Gosport Town Centre   | 0.8%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 4.3%  | 1 | 3.2%  | 1  |
| Hambledon Village Centre  | 0.4%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 4.3%  | 1 | 0.0%  | 0  |
| Havant Town Centre  | 0.4%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 4.3%  | 1 | 0.0%  | 0  |
| Hedge End Town Centre   | 3.0%  | 7      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.3%   | 1  | 0.0%  | 0 | 0.0%  | 0 | 17.4% | 4 | 6.5%  | 2  |
| Petersfield Town Centre   | 0.4%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 5.6%  | 1 | 0.0%  | 0 | 0.0%  | 0  |
| Portsmouth City Centre  | 0.4%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 4.3%  | 1 | 0.0%  | 0  |
| Shedfield Village Centre  | 0.4%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 4.3%  | 1 | 0.0%  | 0  |
| Waterlooville Town Centre   | 2.5%  | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 21.7% | 5 | 3.2%  | 1  |
| Weeke Local Centre  | 0.4%  | 1      | 1.9%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Whiteley Local Centre   | 2.1%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.3%   | 1  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 12.9% | 4  |
| Wickham Village Centre  | 1.7%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 4.3%  | 1 | 9.7%  | 3  |
| Winchester City Centre  | 11.0% | 26     | 31.5%  | 17     | 27.3%  | 6      | 8.0%   | 2      | 0.0%   | 0  | 0.0%  | 0 | 5.6%  | 1 | 0.0%  | 0 | 0.0%  | 0  |
| Vue, Swan Centre, Wells Place, Eastleigh  | 0.4%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.3%   | 1  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| 3D Health & Fitness, Trafalgar Close, Chandler's Ford, Eastleigh  | 1.7%  | 4      | 1.9%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 7.0%   | 3  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| David Lloyd, Botley Road, West End, Southampton   | 3.4%  | 8      | 0.0%   | 0      | 0.0%   | 0      | 8.0%   | 2      | 2.3%   | 1  | 0.0%  | 0 | 11.1% | 2 | 8.7%  | 2 | 3.2%  | 1  |
| Énergie Fitness, The Brooks Shopping Centre, Winchester   | 0.8%  | 2      | 1.9%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 5.6%  | 1 | 0.0%  | 0 | 0.0%  | 0  |
| Fitness in Time, City Road, Winchester  | 0.8%  | 2      | 1.9%   | 1      | 4.5%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| New Energy Fitness, Middle Brook Street, Winchester   | 2.5%  | 6      | 5.6%   | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 4.8%  | 1 | 11.1% | 2 | 0.0%  | 0 | 0.0%  | 0  |
| River Park Leisure Centre, Gordon Road, Winchester  | 19.4% | 46     | 46.3%  | 25     | 31.8%  | 7      | 24.0%  | 6      | 2.3%   | 1  | 19.0% | 4 | 16.7% | 3 | 0.0%  | 0 | 0.0%  | 0  |
| Winchester Racquets & Fitness, Berewecke Road, Winchester   | 2.1%  | 5      | 1.9%   | 1      | 13.6%  | 3      | 4.0%   | 1      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Bighton Village Centre  | 0.4%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 4.8%  | 1 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Botley Village Centre   | 0.4%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.3%   | 1  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Bracknell Town Centre   | 0.4%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 4.8%  | 1 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| David Lloyd, Frogmore Lane, off Brownhill Way, Southampton  | 0.8%  | 2      | 1.9%   | 1      | 0.0%   | 0      | 4.0%   | 1      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Easton Village Centre   | 0.4%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 4.8%  | 1 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Fitness In Time, City Road, Winchester  | 0.4%  | 1      | 1.9%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Holiday Inn, Leigh Road, Eastleigh  | 1.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 8.0%   | 2      | 2.3%   | 1  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Liphook Village Centre  | 0.4%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 5.6%  | 1 | 0.0%  | 0 | 0.0%  | 0  |
| Norton Park, Sutton Scotney   | 2.1%  | 5      | 1.9%   | 1      | 18.2%  | 4      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Perins School, Pound Hill, Alresford  | 1.7%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 19.0% | 4 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Places Leisure, Passfield Avenue, Eastleigh   | 5.9%  | 14     | 1.9%   | 1      | 0.0%   | 0      | 16.0%  | 4      | 20.9%  | 9  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Pure Gym, Shirley Retail Park, Winchester Road, Southampton   | 0.4%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.3%   | 1  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Romsey Rapids Sports Complex, Southampton Road, Romsey  | 0.4%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 4.0%   | 1      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Therapeutics Southampton, Trojans Club, Stoneham Lane, Eastleigh  | 0.4%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.3%   | 1  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |

# Winchester Household Survey For Lambert Smith Hampton

|                          | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |   |
|--------------------------|-------|--------|--------|--------|--------|--------|--------|--------|--------|---|
| West Meon Village Centre | 0.4%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 |
| Base:                    | 237   | 54     | 22     | 25     | 43     | 21     | 18     | 23     | 31     |   |

**Q40 Where do you or members of your household normally go to visit the theatre, watch a concert or watch live music?***Those who visit the theatre / concert / music venues at Q36: AND Excl. Nulls & SFT*

|   |       |     |       |    |       |    |       |    |       |    |       |    |       |    |       |    |       |    |
|---|-------|-----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|
| Andover Town Centre   | 0.2%  | 1   | 0.0%  | 0  | 1.7%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Basingstoke Town Centre   | 1.5%  | 8   | 0.0%  | 0  | 1.7%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 7.5%  | 4  | 4.5%  | 2  | 1.5%  | 1  | 0.0%  | 0  |
| Central London  | 15.9% | 86  | 17.1% | 13 | 19.0% | 11 | 14.8% | 9  | 14.3% | 15 | 24.5% | 13 | 18.2% | 8  | 9.2%  | 6  | 13.9% | 11 |
| Chandler's Ford Local Centre                                      | 0.2%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.0%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Chichester City Centre  | 7.4%  | 40  | 2.6%  | 2  | 3.4%  | 2  | 0.0%  | 0  | 5.7%  | 6  | 3.8%  | 2  | 18.2% | 8  | 12.3% | 8  | 15.2% | 12 |
| Eastleigh Town Centre   | 0.4%  | 2   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.9%  | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Fareham Town Centre   | 1.3%  | 7   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.0%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 7.6%  | 6  |
| Guildford Town Centre   | 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  |
| Newbury Town Centre   | 0.4%  | 2   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 3.8%  | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Otterbourne Village Centre  | 0.2%  | 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  |
| Portchester Local Centre  | 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  |
| Portsmouth City Centre  | 1.8%  | 10  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 2.3%  | 1  | 6.2%  | 4  | 6.3%  | 5  |
| Salisbury City Centre   | 0.4%  | 2   | 1.3%  | 1  | 1.7%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Southampton City Centre   | 7.9%  | 43  | 6.6%  | 5  | 5.2%  | 3  | 6.6%  | 4  | 15.2% | 16 | 0.0%  | 0  | 4.5%  | 2  | 4.6%  | 3  | 12.7% | 10 |
| Southsea Local Centre   | 0.4%  | 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  |
| Titchfield Village Centre   | 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  |
| Winchester City Centre  | 3.9%  | 21  | 13.2% | 10 | 3.4%  | 2  | 6.6%  | 4  | 1.0%  | 1  | 1.9%  | 1  | 4.5%  | 2  | 1.5%  | 1  | 0.0%  | 0  |
| Chesil Theatre, Chesil Street,<br>Winchester                      | 1.5%  | 8   | 2.6%  | 2  | 0.0%  | 0  | 3.3%  | 2  | 0.0%  | 0  | 1.9%  | 1  | 0.0%  | 0  | 4.6%  | 3  | 0.0%  | 0  |
| Mayflower, Commercial<br>Road, Southampton                        | 32.2% | 174 | 22.4% | 17 | 24.1% | 14 | 37.7% | 23 | 41.9% | 44 | 15.1% | 8  | 25.0% | 11 | 43.1% | 28 | 36.7% | 29 |
| The Berry Theatre, Wildern<br>Lane, Hedge End,<br>Southampton     | 0.4%  | 2   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.9%  | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| The Point, Leigh Road,<br>Eastleigh                               | 0.7%  | 4   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 3.8%  | 4  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Theatre Royal, Jewry Street,<br>Winchester                        | 18.7% | 101 | 32.9% | 25 | 36.2% | 21 | 26.2% | 16 | 6.7%  | 7  | 37.7% | 20 | 20.5% | 9  | 3.1%  | 2  | 1.3%  | 1  |
| Bournemouth Town Centre   | 0.7%  | 4   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.9%  | 2  | 0.0%  | 0  | 0.0%  | 0  | 3.1%  | 2  | 0.0%  | 0  |
| Brighton City Centre  | 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  |
| Chichester Festival Theatre,<br>Oaklands Way, Chichester          | 0.6%  | 3   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 4.6%  | 3  | 0.0%  | 0  |
| Fareham Leisure Centre,<br>Park Lane, 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  |
| Ferneham Hall, Osborn<br>Road, Fareham                            | 0.4%  | 2   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.9%  | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Keswick Town Centre   | 0.2%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.9%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Kings Theatre, Albert Road,<br>Portsmouth, Southsea               | 0.2%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 2.3%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Nuffield Southampton<br>Theatres, University Road,<br>Southampton | 1.1%  | 6   | 0.0%  | 0  | 0.0%  | 0  | 3.3%  | 2  | 1.9%  | 2  | 0.0%  | 0  | 0.0%  | 0  | 1.5%  | 1  | 1.3%  | 1  |
| Salisbury Playhouse,<br>Malthouse Lane, Salisbury                 | 0.2%  | 1   | 0.0%  | 0  | 1.7%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| The Anvil, Churchill Way<br>East, Basingstoke                     | 0.4%  | 2   | 1.3%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.9%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| The Watermill Theatre and<br>Restaurant, Bagnor,<br>Newbury       | 0.2%  | 1   | 0.0%  | 0  | 1.7%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Base:   | 541   | 76  | 58    | 61 | 105   | 53 | 44    | 65 | 79    |    |       |    |       |    |       |    |       |    |

# Winchester Household Survey For Lambert Smith Hampton

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |    |       |    |       |    |       |    |       |    |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|----|-------|----|-------|----|-------|----|-------|----|
| <b>Q41 Where do you or members of your household normally go to a museum, gallery, or other place of historical / cultural interest?</b> |       |        |        |        |        |        |        |        |        |    |       |    |       |    |       |    |       |    |
| <i>Those who visit museum / gallery or place of historical / cultural interest at Q36: AND Excl. Nulls &amp; SFT</i>                     |       |        |        |        |        |        |        |        |        |    |       |    |       |    |       |    |       |    |
| Basingstoke Town Centre  | 1.4%  | 5      | 0.0%   | 0      | 3.0%   | 1      | 0.0%   | 0      | 1.6%   | 1  | 5.9%  | 2  | 0.0%  | 0  | 0.0%  | 0  | 1.8%  | 1  |
| Bishop's Waltham Town Centre   | 0.6%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 4.9%  | 2  | 0.0%  | 0  |
| Central London   | 51.0% | 177    | 56.4%  | 31     | 63.6%  | 21     | 55.3%  | 21     | 45.3%  | 29 | 58.8% | 20 | 53.8% | 14 | 41.5% | 17 | 42.9% | 24 |
| Chichester City Centre   | 1.7%  | 6      | 1.8%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 1.6%   | 1  | 0.0%  | 0  | 3.8%  | 1  | 4.9%  | 2  | 1.8%  | 1  |
| Eastleigh Town Centre  | 0.6%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.6%   | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.8%  | 1  |
| Fareham Town Centre  | 1.7%  | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 2.4%  | 1  | 8.9%  | 5  |
| Guildford Town Centre  | 0.3%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 2.9%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Portsmouth City Centre   | 4.6%  | 16     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.6%   | 1  | 2.9%  | 1  | 0.0%  | 0  | 12.2% | 5  | 16.1% | 9  |
| Romsey Town Centre   | 0.6%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.6%   | 1  | 0.0%  | 0  | 0.0%  | 0  | 2.4%  | 1  | 0.0%  | 0  |
| Salisbury City Centre  | 0.6%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.6%   | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.8%  | 1  |
| Southampton City Centre  | 8.9%  | 31     | 7.3%   | 4      | 3.0%   | 1      | 5.3%   | 2      | 23.4%  | 15 | 2.9%  | 1  | 3.8%  | 1  | 14.6% | 6  | 1.8%  | 1  |
| Winchester City Centre   | 21.0% | 73     | 32.7%  | 18     | 27.3%  | 9      | 31.6%  | 12     | 14.1%  | 9  | 23.5% | 8  | 23.1% | 6  | 14.6% | 6  | 8.9%  | 5  |
| Abroad   | 2.6%  | 9      | 1.8%   | 1      | 0.0%   | 0      | 2.6%   | 1      | 1.6%   | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 10.7% | 6  |
| Brighton City Centre   | 0.3%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 2.9%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Bristol City Centre  | 0.6%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 2.6%   | 1      | 1.6%   | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Brize Norton Village Centre  | 0.3%  | 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  |
| Chester City Centre  | 0.3%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 2.4%  | 1  | 0.0%  | 0  |
| Imperial War Museum, Duxford, Cambridge  | 0.3%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 3.8%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Mordon Hill Local Centre   | 0.3%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 3.8%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Oxford City Centre   | 1.4%  | 5      | 0.0%   | 0      | 3.0%   | 1      | 2.6%   | 1      | 1.6%   | 1  | 0.0%  | 0  | 3.8%  | 1  | 0.0%  | 0  | 1.8%  | 1  |
| Portsmouth Historic Dockyard, Victory Gate, HM Naval Base, Portsmouth  | 0.6%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 3.8%  | 1  | 0.0%  | 0  | 1.8%  | 1  |
| York City Centre   | 0.3%  | 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  |
| Base:  |       | 347    |        | 55     |        | 33     |        | 38     |        | 64 |       | 34 |       | 26 |       | 41 |       | 56 |

# Winchester Household Survey For Lambert Smith Hampton

September 2019

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |    |       |    |       |   |       |    |       |    |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|----|-------|----|-------|---|-------|----|-------|----|
| <b>Q42 What location (e.g. town centre, shopping centre, retail / leisure park) do you or members of your household normally go to when visiting pubs / bars / nightclubs?</b> |       |        |        |        |        |        |        |        |        |    |       |    |       |   |       |    |       |    |
| <i>Those who visit pubs / bars / nightclubs at Q36: AND Excl. Nulls &amp; SFT</i>  |       |        |        |        |        |        |        |        |        |    |       |    |       |   |       |    |       |    |
| Alresford / New Alresford Town Centre  | 8.6%  | 46     | 1.1%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 80.4% | 41 | 6.3%  | 3 | 1.6%  | 1  | 0.0%  | 0  |
| Basingstoke Town Centre  | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 2.1%  | 1 | 0.0%  | 0  | 0.0%  | 0  |
| Bishop's Waltham Town Centre   | 6.0%  | 32     | 0.0%   | 0      | 0.0%   | 0      | 3.8%   | 2      | 1.1%   | 1  | 0.0%  | 0  | 2.1%  | 1 | 41.3% | 26 | 2.5%  | 2  |
| Bursledon Village Centre   | 0.2%  | 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  |
| Central London   | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 1.2%  | 1  |
| Chandler's Ford Local Centre   | 3.0%  | 16     | 1.1%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 16.5%  | 15 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Chichester City Centre   | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 1.2%  | 1  |
| Colden Common Local Centre   | 1.7%  | 9      | 0.0%   | 0      | 1.7%   | 1      | 15.1%  | 8      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Denmead Village Centre   | 1.5%  | 8      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 12.7% | 8  | 0.0%  | 0  |
| Droxford Village Centre  | 0.6%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 4.8%  | 3  | 0.0%  | 0  |
| Eastleigh Town Centre  | 5.8%  | 31     | 3.4%   | 3      | 0.0%   | 0      | 0.0%   | 0      | 29.7%  | 27 | 0.0%  | 0  | 2.1%  | 1 | 0.0%  | 0  | 0.0%  | 0  |
| Fair Oak Village Centre  | 1.5%  | 8      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 8.8%   | 8  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Fareham Town Centre  | 6.2%  | 33     | 0.0%   | 0      | 0.0%   | 0      | 1.9%   | 1      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 1.6%  | 1  | 38.3% | 31 |
| Guildford Town Centre  | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 1.6%  | 1  | 0.0%  | 0  |
| Hambledon Village Centre   | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 1.6%  | 1  | 0.0%  | 0  |
| Harestock Village Centre   | 0.2%  | 1      | 0.0%   | 0      | 1.7%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Horndean Village Centre  | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 1.2%  | 1  |
| Hyde Local Centre  | 0.4%  | 2      | 1.1%   | 1      | 1.7%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Kings Worthy Village Centre  | 2.4%  | 13     | 1.1%   | 1      | 16.7%  | 10     | 0.0%   | 0      | 0.0%   | 0  | 2.0%  | 1  | 0.0%  | 0 | 0.0%  | 0  | 1.2%  | 1  |
| Lordshill District Centre  | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.1%   | 1  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Otterbourne Village Centre   | 1.5%  | 8      | 0.0%   | 0      | 1.7%   | 1      | 7.5%   | 4      | 3.3%   | 3  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Petersfield Town Centre  | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 1.6%  | 1  | 0.0%  | 0  |
| Portchester Local Centre   | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 1.2%  | 1  |
| Portsmouth City Centre   | 0.6%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 1.6%  | 1  | 2.5%  | 2  |
| Romsey Town Centre   | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.1%   | 1  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Salisbury City Centre  | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.1%   | 1  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Shedfield Village Centre   | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 1.2%  | 1  |
| Southampton City Centre  | 3.2%  | 17     | 1.1%   | 1      | 1.7%   | 1      | 3.8%   | 2      | 3.3%   | 3  | 0.0%  | 0  | 6.3%  | 3 | 4.8%  | 3  | 4.9%  | 4  |
| Stockbridge Town Centre  | 0.2%  | 1      | 0.0%   | 0      | 1.7%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Sutton Scotney Village Centre  | 0.2%  | 1      | 0.0%   | 0      | 1.7%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Swanmore Village Centre  | 1.1%  | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 2.1%  | 1 | 7.9%  | 5  | 0.0%  | 0  |
| Titchfield Village Centre  | 0.6%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 2.1%  | 1 | 0.0%  | 0  | 2.5%  | 2  |
| Twyford Village Centre   | 1.3%  | 7      | 0.0%   | 0      | 0.0%   | 0      | 9.4%   | 5      | 1.1%   | 1  | 0.0%  | 0  | 2.1%  | 1 | 0.0%  | 0  | 0.0%  | 0  |
| Waltham Chase Village Centre   | 0.7%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 2.1%  | 1 | 1.6%  | 1  | 2.5%  | 2  |
| Waterlooville Town Centre  | 0.9%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 2.1%  | 1 | 4.8%  | 3  | 1.2%  | 1  |
| Whiteley Local Centre  | 1.7%  | 9      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.1%   | 1  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 9.9%  | 8  |
| Wickham Village Centre   | 2.6%  | 14     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 1.6%  | 1  | 16.0% | 13 |
| Winchester City Centre   | 31.7% | 170    | 87.6%  | 78     | 45.0%  | 27     | 49.1%  | 26     | 25.3%  | 23 | 5.9%  | 3  | 12.5% | 6 | 7.9%  | 5  | 2.5%  | 2  |
| Winnall Local Centre   | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 2.1%  | 1 | 0.0%  | 0  | 0.0%  | 0  |
| Albourne Village Centre  | 0.2%  | 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  |
| Barton Stacey Village Centre   | 0.2%  | 1      | 0.0%   | 0      | 1.7%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Beauworth Village Centre   | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 2.1%  | 1 | 0.0%  | 0  | 0.0%  | 0  |
| Boorley Green Village Centre   | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.1%   | 1  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Bosham Village Centre  | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 1.2%  | 1  |
| Botley Village Centre  | 0.9%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.1%   | 1  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 4.9%  | 4  |
| Bramdean Village Centre  | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 2.1%  | 1 | 0.0%  | 0  | 0.0%  | 0  |
| Cheriton Village Centre  | 1.9%  | 10     | 0.0%   | 0      | 1.7%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 2.0%  | 1  | 16.7% | 8 | 0.0%  | 0  | 0.0%  | 0  |
| Compton Local Centre   | 0.2%  | 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  |
| Crawley Village Centre   | 0.9%  | 5      | 0.0%   | 0      | 8.3%   | 5      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Dundridge Local Centre   | 0.4%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.1%   | 1  | 0.0%  | 0  | 2.1%  | 1 | 0.0%  | 0  | 0.0%  | 0  |
| Easton Village Centre  | 0.6%  | 3      | 0.0%   | 0      | 1.7%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 3.9%  | 2  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Exton Village Centre   | 0.9%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 6.3%  | 3 | 1.6%  | 1  | 1.2%  | 1  |
| Gunwharf Quays, Portsmouth   | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 1.2%  | 1  |
| Hawley Village Centre  | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.0%   | 1  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Hinton Ampner Village Centre   | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 2.1%  | 1 | 0.0%  | 0  | 0.0%  | 0  |
| Horton Heath Village Centre  | 0.4%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.2%   | 2  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Hursley Village Centre   | 0.4%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 3.8%   | 2      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Itchen Abbas Village Centre  | 0.4%  | 2      | 0.0%   | 0      | 1.7%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 2.0%  | 1  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Kingston-upon-Thames Town Centre   | 0.2%  | 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  |
| Littleton Village Centre   | 0.9%  | 5      | 1.1%   | 1      | 6.7%   | 4      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Owslebury Village Centre   | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 2.1%  | 1 | 0.0%  | 0  | 0.0%  | 0  |

Column %ges.

# Winchester Household Survey For Lambert Smith Hampton

|                           | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |   |      |   |       |   |      |   |      |   |
|---------------------------|-------|--------|--------|--------|--------|--------|--------|--------|--------|---|------|---|-------|---|------|---|------|---|
| Port Solent Local Centre  | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0%  | 0 | 1.6% | 1 | 0.0% | 0 |
| Shawford Local Centre     | 0.2%  | 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 |
| Sparsholt Village Centre  | 0.4%  | 2      | 0.0%   | 0      | 3.3%   | 2      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Tichborne Village Centre  | 0.4%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 4.2%  | 2 | 0.0% | 0 | 0.0% | 0 |
| Upham Village Centre      | 0.9%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 10.4% | 5 | 0.0% | 0 | 0.0% | 0 |
| Wallington Village Centre | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 1.2% | 1 |
| West End Local Centre     | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.1%   | 1 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| West Meon Village Centre  | 0.7%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 8.3%  | 4 | 0.0% | 0 | 0.0% | 0 |
| Wherwell Village Centre   | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 2.0% | 1 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Wyemouth Town Centre      | 0.2%  | 1      | 0.0%   | 0      | 1.7%   | 1      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Base:                     | 536   | 89     | 60     | 53     | 91     | 51     | 48     | 63     | 81     |   |      |   |       |   |      |   |      |   |

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |    |       |    |       |    |       |    |       |    |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|----|-------|----|-------|----|-------|----|-------|----|
| <b>Q43 What location (e.g. town centre, shopping centre, retail / leisure park) do you or members of your household normally go to for eating out (e.g. cafes and restaurants)?</b> |       |        |        |        |        |        |        |        |        |    |       |    |       |    |       |    |       |    |
| <i>Those who visit restaurants / cafés at Q36: AND Excl. Nulls &amp; SFT</i>  |       |        |        |        |        |        |        |        |        |    |       |    |       |    |       |    |       |    |
| Alresford / New Alresford Town Centre   | 7.0%  | 52     | 0.8%   | 1      | 0.0%   | 0      | 2.5%   | 2      | 0.0%   | 0  | 57.9% | 44 | 8.5%  | 5  | 0.0%  | 0  | 0.0%  | 0  |
| Alton Town Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 1.7%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Andover Town Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.1%  | 1  | 0.0%  | 0  |
| Basingstoke Town Centre   | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 1.3%  | 1  | 1.7%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Bishop's Waltham Town Centre  | 6.5%  | 48     | 0.0%   | 0      | 0.0%   | 0      | 2.5%   | 2      | 2.6%   | 3  | 0.0%  | 0  | 6.8%  | 4  | 40.2% | 37 | 1.7%  | 2  |
| Bursledon Village Centre  | 0.1%  | 1      | 0.8%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Central London  | 0.5%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 1.3%  | 1  | 1.7%  | 1  | 0.0%  | 0  | 1.7%  | 2  |
| Chandler's Ford Local Centre  | 2.0%  | 15     | 0.0%   | 0      | 0.0%   | 0      | 2.5%   | 2      | 11.2%  | 13 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Chichester City Centre  | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.1%  | 1  | 0.9%  | 1  |
| Colden Common Local Centre  | 0.4%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 3.8%   | 3      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Denmead Village Centre  | 0.7%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 5.4%  | 5  | 0.0%  | 0  |
| Droxford Village Centre   | 0.5%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.9%   | 1  | 0.0%  | 0  | 0.0%  | 0  | 3.3%  | 3  | 0.0%  | 0  |
| Eastleigh Town Centre   | 7.2%  | 53     | 5.0%   | 6      | 1.3%   | 1      | 8.8%   | 7      | 30.2%  | 35 | 2.6%  | 2  | 1.7%  | 1  | 1.1%  | 1  | 0.0%  | 0  |
| Fair Oak Village Centre   | 1.2%  | 9      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 6.9%   | 8  | 0.0%  | 0  | 0.0%  | 0  | 1.1%  | 1  | 0.0%  | 0  |
| Fareham Town Centre   | 7.9%  | 58     | 0.0%   | 0      | 2.6%   | 2      | 0.0%   | 0      | 1.7%   | 2  | 0.0%  | 0  | 1.7%  | 1  | 5.4%  | 5  | 41.0% | 48 |
| Guildford Town Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 1.7%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Hambledon Village Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.1%  | 1  | 0.0%  | 0  |
| Hedge End Town Centre   | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 1.3%   | 1      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.1%  | 1  | 0.0%  | 0  |
| Kings Worthy Village Centre   | 1.1%  | 8      | 0.0%   | 0      | 9.0%   | 7      | 1.3%   | 1      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Otterbourne Village Centre  | 0.5%  | 4      | 0.0%   | 0      | 1.3%   | 1      | 1.3%   | 1      | 1.7%   | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Petersfield Town Centre   | 1.2%  | 9      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.9%   | 1  | 1.3%  | 1  | 6.8%  | 4  | 2.2%  | 2  | 0.9%  | 1  |
| Portchester Local Centre  | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.7%  | 2  |
| Portsmouth City Centre  | 1.4%  | 10     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.9%   | 1  | 0.0%  | 0  | 0.0%  | 0  | 3.3%  | 3  | 5.1%  | 6  |
| Romsey Town Centre  | 0.7%  | 5      | 0.8%   | 1      | 0.0%   | 0      | 2.5%   | 2      | 1.7%   | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Shedfield Village Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.9%  | 1  |
| Southampton City Centre   | 3.4%  | 25     | 0.0%   | 0      | 1.3%   | 1      | 1.3%   | 1      | 8.6%   | 10 | 1.3%  | 1  | 6.8%  | 4  | 4.3%  | 4  | 3.4%  | 4  |
| Stockbridge Town Centre   | 0.4%  | 3      | 0.0%   | 0      | 3.8%   | 3      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Swanmore Village Centre   | 0.5%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 3.3%  | 3  | 0.9%  | 1  |
| Titchfield Village Centre   | 0.5%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 1.3%  | 1  | 1.7%  | 1  | 0.0%  | 0  | 1.7%  | 2  |
| Twyford Village Centre  | 0.8%  | 6      | 0.0%   | 0      | 0.0%   | 0      | 5.0%   | 4      | 0.0%   | 0  | 1.3%  | 1  | 1.7%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Waltham Chase Village Centre  | 0.4%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 2.2%  | 2  | 0.9%  | 1  |
| Waterlooville Town Centre   | 0.4%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 2.2%  | 2  | 0.9%  | 1  |
| Whiteley Local Centre   | 4.3%  | 32     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.7%   | 2  | 0.0%  | 0  | 1.7%  | 1  | 5.4%  | 5  | 20.5% | 24 |
| Wickham Village Centre  | 1.6%  | 12     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 10.3% | 12 |
| Winchester City Centre  | 40.4% | 298    | 90.0%  | 108    | 67.9%  | 53     | 66.3%  | 53     | 27.6%  | 32 | 23.7% | 18 | 40.7% | 24 | 7.6%  | 7  | 2.6%  | 3  |
| 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  | 0.9%  | 1  |
| Albourne Village Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 1.3%   | 1      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Botley Village Centre   | 0.5%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.7%   | 2  | 0.0%  | 0  | 0.0%  | 0  | 1.1%  | 1  | 0.9%  | 1  |
| Bramdean Village Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 1.7%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Cheriton Village Centre   | 0.5%  | 4      | 0.0%   | 0      | 1.3%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 5.1%  | 3  | 0.0%  | 0  | 0.0%  | 0  |
| Crawley Village Centre  | 0.4%  | 3      | 0.0%   | 0      | 3.8%   | 3      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Dundridge Local Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 1.7%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Durley Village Centre   | 0.4%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.7%   | 2  | 0.0%  | 0  | 0.0%  | 0  | 1.1%  | 1  | 0.0%  | 0  |
| East Meon Village Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.1%  | 1  | 0.0%  | 0  |
| Easton Village Centre   | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 2.6%  | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Exton Village Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.1%  | 1  | 0.0%  | 0  |
| Farnborough Town Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.1%  | 1  | 0.0%  | 0  |
| Gunwharf Quays, Portsmouth  | 0.7%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 1.7%  | 1  | 2.2%  | 2  | 1.7%  | 2  |
| Haslemere Town Centre   | 0.1%  | 1      | 0.8%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Headbourne Worthy Village Centre  | 0.1%  | 1      | 0.0%   | 0      | 1.3%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Hinton Ampner Village Centre  | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 1.3%  | 1  | 1.7%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Itchen Abbas Village Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 1.3%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Lincoln City Centre   | 0.1%  | 1      | 0.8%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Littleton Village Centre  | 0.4%  | 3      | 0.0%   | 0      | 3.8%   | 3      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Ovington Local Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 1.3%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Port Solent Local Centre  | 0.4%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.1%  | 1  | 1.7%  | 2  |
| Shoreham-by-Sea Town Centre   | 0.1%  | 1      | 0.8%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Sparsholt Village Centre  | 0.1%  | 1      | 0.0%   | 0      | 1.3%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Ulverston Village Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 1.3%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Upham Village Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 1.7%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| West Meon Village Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 1.7%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Wyemouth Town Centre  | 0.1%  | 1      | 0.0%   | 0      | 1.3%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |

# Winchester Household Survey For Lambert Smith Hampton

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |    |       |    |       |    |       |    |       |   |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|----|-------|----|-------|----|-------|----|-------|---|
| Base:   | 738   | 120    | 78     | 80     | 116    | 76     | 59     | 92     | 117    |    |       |    |       |    |       |    |       |   |
| <b>Q44 Where do you or members of your household normally go for family entertainment?</b>    |       |        |        |        |        |        |        |        |        |    |       |    |       |    |       |    |       |   |
| <i>Those who partake in family entertainment activities at Q36: AND Excl. Nulls &amp; SFT</i> |       |        |        |        |        |        |        |        |        |    |       |    |       |    |       |    |       |   |
| Basingstoke Town Centre   | 2.2%  | 4      | 5.9%   | 2      | 4.2%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Central London  | 0.6%  | 1      | 0.0%   | 0      | 4.2%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Chandler's Ford Local Centre  | 1.1%  | 2      | 2.9%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 2.6%   | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Eastleigh Town Centre   | 15.1% | 27     | 5.9%   | 2      | 8.3%   | 2      | 13.6%  | 3      | 28.2%  | 11 | 0.0%  | 0  | 17.6% | 3  | 17.6% | 3  | 18.8% | 3 |
| Fareham Town Centre   | 0.6%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 6.3%  | 1 |
| Gosport Town Centre   | 1.1%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 5.9%  | 1  | 6.3%  | 1 |
| Otterbourne Village Centre  | 0.6%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 4.5%   | 1      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Portsmouth City Centre  | 2.2%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 11.8% | 2  | 12.5% | 2 |
| Romsey Town Centre  | 0.6%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 10.0% | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Southampton City Centre   | 3.4%  | 6      | 0.0%   | 0      | 8.3%   | 2      | 0.0%   | 0      | 5.1%   | 2  | 0.0%  | 0  | 0.0%  | 0  | 5.9%  | 1  | 6.3%  | 1 |
| Whiteley Local Centre   | 0.6%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 6.3%  | 1 |
| Wickham Village Centre  | 0.6%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 6.3%  | 1 |
| Winchester City Centre  | 6.1%  | 11     | 20.6%  | 7      | 12.5%  | 3      | 0.0%   | 0      | 0.0%   | 0  | 10.0% | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Hollywood Bowl,<br>Basingstoke Leisure Park,<br>Worting Road,<br>Basingstoke                  | 7.8%  | 14     | 11.8%  | 4      | 16.7%  | 4      | 0.0%   | 0      | 0.0%   | 0  | 40.0% | 4  | 11.8% | 2  | 0.0%  | 0  | 0.0%  | 0 |
| Hollywood Bowl, The Swan<br>Centre, Eastleigh   | 38.5% | 69     | 32.4%  | 11     | 29.2%  | 7      | 63.6%  | 14     | 59.0%  | 23 | 20.0% | 2  | 41.2% | 7  | 17.6% | 3  | 12.5% | 2 |
| Hollywood Bowl, Wesy<br>Quay Shopping Centre,<br>Harbour Parade,<br>Southampton               | 3.4%  | 6      | 2.9%   | 1      | 4.2%   | 1      | 4.5%   | 1      | 2.6%   | 1  | 0.0%  | 0  | 0.0%  | 0  | 5.9%  | 1  | 6.3%  | 1 |
| Marwell Activity Centre,<br>Hurst Lane, Owslebury,<br>Winchester                              | 0.6%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 5.9%  | 1  | 0.0%  | 0  | 0.0%  | 0 |
| Planet Ice, Arena Leisure<br>Park, Basingstoke  | 5.0%  | 9      | 5.9%   | 2      | 4.2%   | 1      | 4.5%   | 1      | 0.0%   | 0  | 20.0% | 2  | 17.6% | 3  | 0.0%  | 0  | 0.0%  | 0 |
| Planet Ice, Fareham Road,<br>Gosport  | 0.6%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 6.3%  | 1 |
| Tenpin, Auckland Road,<br>Southampton   | 2.8%  | 5      | 5.9%   | 2      | 0.0%   | 0      | 4.5%   | 1      | 2.6%   | 1  | 0.0%  | 0  | 0.0%  | 0  | 5.9%  | 1  | 0.0%  | 0 |
| Alford Golf Club,<br>Montgarrie Road, Alford,<br>Scotland                                     | 0.6%  | 1      | 2.9%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Bitterne Village Centre   | 0.6%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 5.9%  | 1  | 0.0%  | 0 |
| Flip Out Trampoline Arena,<br>Harbourgate, Southampton<br>Road, Portsmouth                    | 0.6%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 5.9%  | 1  | 0.0%  | 0 |
| Gunwharf Quays,<br>Portsmouth   | 1.1%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 11.8% | 2  | 0.0%  | 0 |
| Hollywood Bowl, Gunwharf<br>Quays, Portsmouth   | 1.7%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 5.9%  | 1  | 12.5% | 2 |
| Littleton Village Centre  | 0.6%  | 1      | 0.0%   | 0      | 4.2%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Paultons Park, Ower,<br>Romsey  | 0.6%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 4.5%   | 1      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Rock Up, Whiteley Shopping<br>Centre, Whiteley Way,<br>Whiteley, Fareham                      | 0.6%  | 1      | 0.0%   | 0      | 4.2%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Thorpe Park Resort, Staines<br>Road, Chertsey   | 0.6%  | 1      | 2.9%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Base:   | 179   | 34     |        | 24     |        | 22     |        | 39     |        | 10 |       | 17 |       | 17 |       | 16 |       |   |

# Winchester Household Survey For Lambert Smith Hampton

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|
| <b>Q45 Where do you or members of your household normally go for (OTHER ACTIVITY FROM Q36)?</b> |       |        |        |        |        |        |        |        |        |
| <i>Those who go to other leisure attractions at Q36: AND Excl. Nulls &amp; SFT</i>              |       |        |        |        |        |        |        |        |        |
| Alresford / New Alresford Town Centre   | 60.0% | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Alton Town Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Andover Town Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Badger Farm Local Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Basingstoke Town Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Bedhampton Local Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Bishop's Waltham Town Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Blandford Forum Town Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Bordon Town Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Boscombe Local Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Boyatt Wood Local Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Broughton Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Bursledon Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Camberley Town Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Central London  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Chandler's Ford Local Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Chichester City Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Chilbolton Village Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Colden Common Local Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Corhampton Village Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Cowplain Village Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Crookhorn Local Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Denmead Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Droxford Village Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Eastleigh Town Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Emsworth Town Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Fair Oak Village Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Fareham Town Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Farringdon Village Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Fleet Town Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Gosport Town Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Guildford Town Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Hambledon Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Harestock Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Havant Town Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Hayling Island  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Hedge End Town Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Horndean Village Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Hyde Local Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| King's Somborne Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Kings Worthy Village Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Lordshill District Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Newbury Town Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Oliver's Battery Local Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Otterbourne Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Park Gate Local Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Petersfield Town Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Portchester Local Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Portsmouth City Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Reading Town Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Romsey Town Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Salisbury City Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Shedfield Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Southampton City Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Southsea Local Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Stockbridge Town Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Sutton Scotney Village Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Swanmore Village Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Titchfield Village Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Totton Town Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Twyford Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Waltham Chase Village Centre  | 20.0% | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 100.0% |
| Waterlooville Town Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |

Column %ges.

# Winchester Household Survey For Lambert Smith Hampton

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |   |      |   |      |   |      |   |      |   |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|---|------|---|------|---|------|---|------|---|
| Weeke Local Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Whiteley Local Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Wickham Village Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Winchester City Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Winnall Local Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Admiral Casino, Market Street, Eastleigh                         | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Admiral Casino, High Street, Shirley, Southampton                | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Admiral Casino, Pound Tree Road, Southampton                     | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Genting Casino, Terminus House, Terminus Terrace, Southampton    | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Grosvenor Casino, Leisure World, West Quay Road, Southampton     | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Brown Leisure, Leigh Road, Eastleigh                             | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Buzz Bingo, Antelope Park, Bursledon Road, Southampton           | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Buzz Bingo, Lordshill District Centre, Southampton               | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Buzz Bingo, West Ham Leisure Park, Worting Road, Basingstoke     | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Mecca Bingo, Junction Road, Andover                              | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Everyman, Southgate Street, Winchester                           | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Harbour Lights Picturehouse, Maritime Walk, Southampton          | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Odeon, Leisure World, West Quay Road, Southampton                | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Vue, Festival Place, New Market Square, Basingstoke              | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Vue, Swan Centre, Wells Place, Eastleigh                         | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| 3D Health & Fitness, Trafalgar Close, Chandler's Ford, Eastleigh | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Anytime Fitness, Jewry Street, Winchester                        | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| David Lloyd, Botley Road, West End, Southampton                  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Énergie Fitness, The Brooks Shopping Centre, Winchester          | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Fitness in Time, City Road, Winchester                           | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Gasp Fitness, Moorside Road, Winchester                          | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| New Energy Fitness, Middle Brook Street, Winchester              | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Orangetheory Fitness, Andover Road, Winchester                   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| River Park Leisure Centre, Gordon Road, Winchester               | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Winchester Racquets & Fitness, Berewecke Road, Winchester        | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Chesil Theatre, Chesil Street, Winchester                        | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Hanger Farm Arts Centre, Aikman Lane, Totton, Southampton        | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Mayflower, Commercial Road, Southampton                          | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Plaza Theatre, Winchester  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

Column %ges.

# Winchester Household Survey For Lambert Smith Hampton

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |   |      |   |      |   |      |   |      |   |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|---|------|---|------|---|------|---|------|---|
| Road, Romsey   |       |        |        |        |        |        |        |        |        |   |      |   |      |   |      |   |      |   |
| The Berry Theatre, Wildern Lane, Hedge End, Southampton                | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| The Point, Leigh Road, Eastleigh                                       | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| The Stage Door, Marlands Road, Southampton                             | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Theatre Royal, Jewry Street, Winchester                                | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Hollywood Bowl, Basingstoke Leisure Park, Worting Road, Basingstoke    | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Hollywood Bowl, The Swan Centre, Eastleigh                             | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Hollywood Bowl, Wesy Quay Shopping Centre, Harbour Parade, Southampton | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Marwell Activity Centre, Hurst Lane, Owslebury, Winchester             | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Planet Ice, Arena Leisure Park, Basingstoke                            | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Planet Ice, Fareham Road, Gosport                                      | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tenpin, Auckland Road, Southampton                                     | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Other  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Internet / Online  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Abroad   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Albourne Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Alford Golf Club, Montgarrie Road, Alford, Scotland                    | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Barton Stacey Village Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Beauworth Village Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Bighton Village Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Bitterne Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Boorley Green Village Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Bosham Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Botley Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Bournemouth Town Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Bracknell Town Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Bramdean Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Brighton City Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Bristol City Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Brize Norton Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Cheriton Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Chester City Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Chichester Festival Theatre, Oaklands Way, Chichester                  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Cineworld, Whiteley Shopping Centre, Whiteley Way, Fareham             | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Compton Local Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Cosham Local Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Crawley Village Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Crown Bingo & Social Club, High Street, Portsmouth                     | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| David Lloyd, Frogmore Lane, off Brownhill Way, Southampton             | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Dundridge Local Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Durley Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| East Meon Village Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Easton Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Exton Village Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Fareham Leisure Centre, Park Lane, Fareham                             | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Farnborough Town Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Ferneham Hall, Osborn  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

# Winchester Household Survey For Lambert Smith Hampton

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |   |      |   |      |   |      |   |      |   |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|---|------|---|------|---|------|---|------|---|
| Road, Fareham   |       |        |        |        |        |        |        |        |        |   |      |   |      |   |      |   |      |   |
| Fitness In Time, City Road, Winchester                                | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Flip Out Trampoline Arena, Harbourn, Southampton Road, Portsmouth     | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Grosvenor Casino, Gunwharf Road, Portsmouth                           | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Gunwharf Quays, Portsmouth  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Haslemere Town Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Hawkey Village Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Headbourne Worthy Village Centre                                      | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Hinton Ampner Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Holiday Inn, Leigh Road, Eastleigh                                    | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Hollywood Bowl, Gunwharf Quays, Portsmouth                            | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Horton Heath Village Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Hursley Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Imperial War Museum, Duxford, Cambridge                               | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Itchen Abbas Village Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Keswick Town Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Kings Theatre, Albert Road, Portsmouth, Southsea                      | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Kingston-upon-Thames Town Centre                                      | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lincoln City Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Liphook Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Littleton Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Mordon Hill Local Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Norton Park, Sutton Scotney   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Nuffield Southampton Theatres, University Road, Southampton           | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Odeon, Basingstoke Leisure Park, Churchill Way West, Westham          | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Odeon, Port Way, Portsmouth   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Ovington Local Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Owslebury Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Oxford City Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Paultons Park, Ower, Romsey   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Perins School, Pound Hill, Alresford                                  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Places Leisure, Passfield Avenue, Eastleigh                           | 20.0% | 1      | 0.0%   | 0      | 0.0%   | 0      | 100.0% | 1      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Port Solent Local Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Portsmouth Historic Dockyard, Victory Gate, HM Naval Base, Portsmouth | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Pure Gym, Shirley Retail Park, Winchester Road, Southampton           | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Reel Cinema, Vannes Parade, Fareham                                   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Rock Up, Whiteley Shopping Centre, Whiteley Way, Whiteley, Fareham    | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Romsey Rapids Sports Complex, Southampton Road, Romsey                | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Salisbury Playhouse, Malthouse Lane, Salisbury                        | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Shawford Local Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Shoreham-by-Sea Town Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Showcase Cinema de Lux,   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

Column %ges.

# Winchester Household Survey For Lambert Smith Hampton

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|
| West Quay Shopping Centre, Southampton                           |       |        |        |        |        |        |        |        |        |
| Sparsholt Village Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| The Anvil, Churchill Way East, Basingstoke                       | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| The Watermill Theatre and Restaurant, Bagnor, Newbury            | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Therapeutics Southampton, Trojans Club, Stoneham Lane, Eastleigh | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Thorpe Park Resort, Staines Road, Chertsey                       | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Tichborne Village Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Ulverston Village Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Upham Village Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Vue, Gunwharf Quays, Portsmouth                                  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Wallington Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| West End Local Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| West Meon Village Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Wherwell Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Wyemouth Town Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| York City Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| (Don't know / varies)  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Base:  | 5     | 0      | 0      | 1      | 0      | 3      | 0      | 1      | 0      |

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |   |      |   |      |   |      |   |      |   |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|---|------|---|------|---|------|---|------|---|
| <b>Q46 What improvements could be made to the leisure offer in Winchester City Council area that would make you visit / partake in leisure activities more often? [MR]</b> |       |        |        |        |        |        |        |        |        |   |      |   |      |   |      |   |      |   |
| A casino   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| A swimming pool  | 5.1%  | 51     | 6.0%   | 9      | 10.0%  | 10     | 4.0%   | 4      | 1.7%   | 3 | 8.0% | 8 | 5.0% | 5 | 4.6% | 6 | 4.0% | 6 |
| A theatre  | 0.6%  | 6      | 0.0%   | 0      | 3.0%   | 3      | 0.0%   | 0      | 1.1%   | 2 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| A new multi-screen cinema  | 3.9%  | 39     | 8.1%   | 12     | 2.0%   | 2      | 3.0%   | 3      | 4.6%   | 8 | 1.0% | 1 | 4.0% | 4 | 6.1% | 8 | 0.7% | 1 |
| A new art house cinema   | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 1 | 0.0% | 0 | 0.0% | 0 | 0.8% | 1 | 0.0% | 0 |
| Bingo  | 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 |
| Cheaper prices   | 1.8%  | 18     | 4.0%   | 6      | 2.0%   | 2      | 3.0%   | 3      | 1.1%   | 2 | 0.0% | 0 | 2.0% | 2 | 0.8% | 1 | 1.3% | 2 |
| Improved access by foot and cycle  | 1.2%  | 12     | 0.0%   | 0      | 4.0%   | 4      | 1.0%   | 1      | 0.6%   | 1 | 1.0% | 1 | 2.0% | 2 | 1.5% | 2 | 0.7% | 1 |
| Improved public transport  | 1.4%  | 14     | 0.0%   | 0      | 1.0%   | 1      | 0.0%   | 0      | 1.7%   | 3 | 0.0% | 0 | 0.0% | 0 | 3.8% | 5 | 3.4% | 5 |
| Improved security / CCTV   | 0.0%  | 0      | 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 street furniture  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Improvements in the built environment  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.7% | 1 |
| More / better car parking  | 2.8%  | 28     | 3.4%   | 5      | 2.0%   | 2      | 2.0%   | 2      | 5.1%   | 9 | 1.0% | 1 | 5.0% | 5 | 2.3% | 3 | 0.7% | 1 |
| More / better cultural facilities  | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.7% | 1 |
| More / better disabled access / facilities   | 0.6%  | 6      | 1.3%   | 2      | 1.0%   | 1      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 2.0% | 2 | 0.8% | 1 | 0.0% | 0 |
| More / better health clubs / gyms  | 2.2%  | 22     | 4.7%   | 7      | 4.0%   | 4      | 2.0%   | 2      | 0.0%   | 0 | 4.0% | 4 | 2.0% | 2 | 1.5% | 2 | 0.7% | 1 |
| More / better policing   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 1.0%   | 1      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| More / better public houses  | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 1 | 0.0% | 0 | 0.0% | 0 | 0.8% | 1 | 0.7% | 1 |
| More / better seats  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| More / better signposting and information  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| More better parks / green spaces   | 0.7%  | 7      | 0.7%   | 1      | 1.0%   | 1      | 0.0%   | 0      | 0.6%   | 1 | 1.0% | 1 | 0.0% | 0 | 0.8% | 1 | 1.3% | 2 |
| More for children  | 3.4%  | 34     | 11.4%  | 17     | 1.0%   | 1      | 5.0%   | 5      | 1.1%   | 2 | 0.0% | 0 | 4.0% | 4 | 3.8% | 5 | 0.0% | 0 |
| More local sports & recreation facilities  | 3.6%  | 36     | 9.4%   | 14     | 3.0%   | 3      | 2.0%   | 2      | 1.1%   | 2 | 4.0% | 4 | 2.0% | 2 | 2.3% | 3 | 4.0% | 6 |
| More nightclubs  | 0.4%  | 4      | 1.3%   | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.7% | 1 |
| More pavement cafés  | 0.5%  | 5      | 2.7%   | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| More quality restaurants   | 1.1%  | 11     | 0.7%   | 1      | 1.0%   | 1      | 2.0%   | 2      | 1.1%   | 2 | 1.0% | 1 | 0.0% | 0 | 2.3% | 3 | 0.7% | 1 |
| More street cleaning   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Provision of public toilets  | 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 |
| Ten-pin bowling  | 3.4%  | 34     | 6.7%   | 10     | 3.0%   | 3      | 5.0%   | 5      | 1.1%   | 2 | 0.0% | 0 | 0.0% | 0 | 4.6% | 6 | 5.4% | 8 |
| Other  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| A concert hall   | 0.3%  | 3      | 1.3%   | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.8% | 1 | 0.0% | 0 |
| A golf course  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| A skate park   | 0.4%  | 4      | 0.7%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 1.5% | 2 | 0.7% | 1 |
| An ice skating rink  | 1.3%  | 13     | 2.0%   | 3      | 1.0%   | 1      | 0.0%   | 0      | 1.1%   | 2 | 0.0% | 0 | 1.0% | 1 | 2.3% | 3 | 2.0% | 3 |
| Archery club   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.7% | 1 |
| Better facilities in the new park (e.g. changing rooms)  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Better historical attractions  | 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 |
| Better shows at the Theatre Royal  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Climbing walls   | 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 |
| Floodlights where appropriate  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.8% | 1 | 0.0% | 0 |
| Free car parking   | 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 |
| Improve / refurbish leisure centres  | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 1.0%   | 1      | 0.0%   | 0 | 1.0% | 1 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 |
| More advertising   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| More arts & crafts 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 | 0.7% | 1 |
| More cycle lanes / routes  | 0.7%  | 7      | 2.0%   | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 1 | 0.0% | 0 | 1.0% | 1 | 0.8% | 1 | 0.7% | 1 |
| More designated walking routes   | 0.2%  | 2      | 0.0%   | 0      | 1.0%   | 1      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.7% | 1 |
| More facilities / activities for elderly people  | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 1.0%   | 1      | 0.6%   | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| More for facilities / activities for teenagers / young adults  | 1.1%  | 11     | 3.4%   | 5      | 1.0%   | 1      | 2.0%   | 2      | 0.6%   | 1 | 0.0% | 0 | 1.0% | 1 | 0.8% | 1 | 0.0% | 0 |
| More indoor activities   | 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 |
| More leisure centres   | 0.6%  | 6      | 2.0%   | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 1 | 2.0% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| More leisure facilities in general   | 0.3%  | 3      | 1.3%   | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.8% | 1 | 0.0% | 0 |
| More museums   | 0.2%  | 2      | 1.3%   | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| More retail parks  | 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 |
| More specialist / niche bars   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

# Winchester Household Survey For Lambert Smith Hampton

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |     |       |     |       |     |       |     |       |     |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|-----|-------|-----|-------|-----|-------|-----|-------|-----|
| (e.g. drag show bars)                     |       |        |        |        |        |        |        |        |        |     |       |     |       |     |       |     |       |     |
| More water sports                         | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.7%  | 1   |
| Open-water swimming events                | 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   |
| Public toilets open later                 | 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   |
| Reduce shop rents to reduce shop closures | 0.2%  | 2      | 0.7%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 1.0%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Reduce traffic congestion                 | 0.3%  | 3      | 0.7%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 1.1%   | 2   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Repair / resurface pavements              | 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   |
| Ski slopes                                | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.8%  | 1   | 0.0%  | 0   |
| Tennis courts / facilities                | 0.5%  | 5      | 0.7%   | 1      | 2.0%   | 2      | 1.0%   | 1      | 0.0%   | 0   | 1.0%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Trampoline centre                         | 0.2%  | 2      | 0.7%   | 1      | 0.0%   | 0      | 1.0%   | 1      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| (Don't do leisure activities)             | 2.5%  | 25     | 2.0%   | 3      | 1.0%   | 1      | 4.0%   | 4      | 2.9%   | 5   | 5.0%  | 5   | 2.0%  | 2   | 1.5%  | 2   | 2.0%  | 3   |
| (Don't know)                              | 4.9%  | 49     | 4.0%   | 6      | 1.0%   | 1      | 3.0%   | 3      | 5.1%   | 9   | 4.0%  | 4   | 7.0%  | 7   | 4.6%  | 6   | 8.7%  | 13  |
| (Nothing)                                 | 63.0% | 633    | 46.3%  | 69     | 64.0%  | 64     | 66.0%  | 66     | 66.3%  | 116 | 69.0% | 69  | 68.0% | 68  | 64.9% | 85  | 64.4% | 96  |
| Base:                                     |       | 1004   |        | 149    |        | 100    |        | 100    |        | 175 |       | 100 |       | 100 |       | 131 |       | 149 |

**GEN Gender of respondent:**

|        |       |      |       |     |       |     |       |     |       |     |       |     |       |     |       |     |       |     |
|--------|-------|------|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|
| Male   | 37.1% | 372  | 34.9% | 52  | 35.0% | 35  | 43.0% | 43  | 37.1% | 65  | 41.0% | 41  | 41.0% | 41  | 28.2% | 37  | 38.9% | 58  |
| Female | 62.9% | 632  | 65.1% | 97  | 65.0% | 65  | 57.0% | 57  | 62.9% | 110 | 59.0% | 59  | 59.0% | 59  | 71.8% | 94  | 61.1% | 91  |
| Base:  |       | 1004 |       | 149 |       | 100 |       | 100 |       | 175 |       | 100 |       | 100 |       | 131 |       | 149 |

**AGE Can I ask how old you are please?**

|           |       |      |       |     |       |     |       |     |       |     |       |     |       |     |       |     |       |     |
|-----------|-------|------|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|
| 18-24     | 3.6%  | 36   | 12.1% | 18  | 2.0%  | 2   | 1.0%  | 1   | 1.7%  | 3   | 3.0%  | 3   | 5.0%  | 5   | 1.5%  | 2   | 1.3%  | 2   |
| 25-34     | 5.8%  | 58   | 14.1% | 21  | 4.0%  | 4   | 3.0%  | 3   | 4.6%  | 8   | 4.0%  | 4   | 9.0%  | 9   | 3.1%  | 4   | 3.4%  | 5   |
| 35-44     | 8.2%  | 82   | 9.4%  | 14  | 12.0% | 12  | 9.0%  | 9   | 8.0%  | 14  | 5.0%  | 5   | 5.0%  | 5   | 9.9%  | 13  | 6.7%  | 10  |
| 45-54     | 22.8% | 229  | 28.9% | 43  | 22.0% | 22  | 16.0% | 16  | 26.3% | 46  | 3.0%  | 3   | 18.0% | 18  | 32.8% | 43  | 25.5% | 38  |
| 55-64     | 13.3% | 134  | 4.7%  | 7   | 8.0%  | 8   | 15.0% | 15  | 22.3% | 39  | 17.0% | 17  | 19.0% | 19  | 5.3%  | 7   | 14.8% | 22  |
| 65+       | 46.3% | 465  | 30.9% | 46  | 52.0% | 52  | 56.0% | 56  | 37.1% | 65  | 68.0% | 68  | 44.0% | 44  | 47.3% | 62  | 48.3% | 72  |
| (Refused) | 0.0%  | 0    | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Base:     |       | 1004 |       | 149 |       | 100 |       | 100 |       | 175 |       | 100 |       | 100 |       | 131 |       | 149 |

# Winchester Household Survey For Lambert Smith Hampton

|                            | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |     |        |     |        |     |        |     |        |
|----------------------------|-------|--------|--------|--------|--------|--------|--------|--------|--------|-----|--------|-----|--------|-----|--------|-----|--------|
| <b>PC Postcode Sector:</b> |       |        |        |        |        |        |        |        |        |     |        |     |        |     |        |     |        |
| GU32 1                     | 0.8%  | 8      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 8.0%   | 8   | 0.0%   | 0   | 0.0%   | 0   |        |
| PO15 5                     | 0.6%  | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 4.0%   | 6   |        |
| PO15 6                     | 2.4%  | 24     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 16.1%  | 24  |        |
| PO15 7                     | 1.3%  | 13     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 8.7%   | 13  |        |
| PO16 0                     | 1.1%  | 11     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 7.4%   | 11  |        |
| PO16 7                     | 3.1%  | 31     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 20.8%  | 31  |        |
| PO16 8                     | 0.7%  | 7      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 4.7%   | 7   |        |
| PO17 5                     | 2.3%  | 23     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%   | 0   | 0.8%   | 1   | 14.8%  | 22  |        |
| PO17 6                     | 0.7%  | 7      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%   | 0   | 0.8%   | 1   | 4.0%   | 6   |        |
| PO7 3                      | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%   | 0   | 2.3%   | 3   | 0.0%   | 0   |        |
| PO7 4                      | 0.7%  | 7      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%   | 0   | 5.3%   | 7   | 0.0%   | 0   |        |
| PO7 5                      | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.7%   | 1   |        |
| PO7 6                      | 1.8%  | 18     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%   | 0   | 13.0%  | 17  | 0.7%   | 1   |        |
| PO7 7                      | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%   | 0   | 0.8%   | 1   | 0.0%   | 0   |        |
| SO21 1                     | 6.9%  | 69     | 0.0%   | 0      | 1.0%   | 1      | 39.0%  | 39     | 0.0%   | 0   | 10.0%  | 10  | 19.0%  | 19  | 0.0%   | 0   | 0.0%   |
| SO21 2                     | 3.5%  | 35     | 0.0%   | 0      | 11.0%  | 11     | 24.0%  | 24     | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   |
| SO21 3                     | 3.1%  | 31     | 0.0%   | 0      | 31.0%  | 31     | 0.0%   | 0      | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   |
| SO22 4                     | 4.6%  | 46     | 10.7%  | 16     | 0.0%   | 0      | 30.0%  | 30     | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   |
| SO22 5                     | 3.9%  | 39     | 25.5%  | 38     | 0.0%   | 0      | 1.0%   | 1      | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   |
| SO22 6                     | 4.3%  | 43     | 20.8%  | 31     | 12.0%  | 12     | 0.0%   | 0      | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   |
| SO23 0                     | 1.7%  | 17     | 11.4%  | 17     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   |
| SO23 7                     | 6.3%  | 63     | 12.1%  | 18     | 45.0%  | 45     | 0.0%   | 0      | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   |
| SO23 8                     | 0.8%  | 8      | 5.4%   | 8      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   |
| SO23 9                     | 2.1%  | 21     | 14.1%  | 21     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   |
| SO24 0                     | 4.3%  | 43     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 3.0%   | 3   | 40.0%  | 40  | 0.0%   | 0   | 0.0%   |
| SO24 9                     | 8.7%  | 87     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 87.0%  | 87  | 0.0%   | 0   | 0.0%   | 0   | 0.0%   |
| SO30 2                     | 1.4%  | 14     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 9.4%   | 14  |        |
| SO32 1                     | 8.6%  | 86     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 1   | 0.0%   | 0   | 19.0%  | 19  | 50.4%  | 66  | 0.0%   |
| SO32 2                     | 4.2%  | 42     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%   | 0   | 2.0%   | 2   | 20.6%  | 27  | 8.7%   |
| SO32 3                     | 2.0%  | 20     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%   | 0   | 12.0%  | 12  | 6.1%   | 8   | 0.0%   |
| SO50 4                     | 0.9%  | 9      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 5.1%   | 9   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   |
| SO50 5                     | 0.7%  | 7      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 4.0%   | 7   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   |
| SO50 6                     | 2.1%  | 21     | 0.0%   | 0      | 0.0%   | 0      | 4.0%   | 4      | 9.7%   | 17  | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   |
| SO50 7                     | 5.0%  | 50     | 0.0%   | 0      | 0.0%   | 0      | 2.0%   | 2      | 27.4%  | 48  | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   |
| SO50 8                     | 3.1%  | 31     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 17.7%  | 31  | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   |
| SO50 9                     | 0.5%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.9%   | 5   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   |
| SO53 1                     | 1.0%  | 10     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 5.7%   | 10  | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   |
| SO53 2                     | 2.8%  | 28     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 16.0%  | 28  | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   |
| SO53 3                     | 0.9%  | 9      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 5.1%   | 9   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   |
| SO53 4                     | 0.6%  | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 3.4%   | 6   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   |
| SO53 5                     | 0.4%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.3%   | 4   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   |
| Base:                      | 1004  | 149    |        | 100    | 100    | 175    |        | 100    | 100    | 131 |        | 149 |        |     |        |     |        |
| <b>QUOTA Zone</b>          |       |        |        |        |        |        |        |        |        |     |        |     |        |     |        |     |        |
| Zone 1                     | 14.8% | 149    | 100.0% | 149    | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   |
| Zone 2                     | 10.0% | 100    | 0.0%   | 0      | 100.0% | 100    | 0.0%   | 0      | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   |
| Zone 3                     | 10.0% | 100    | 0.0%   | 0      | 0.0%   | 0      | 100.0% | 100    | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   |
| Zone 4                     | 17.4% | 175    | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 100.0% | 175 | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   |
| Zone 5                     | 10.0% | 100    | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 100.0% | 100 | 0.0%   | 0   | 0.0%   | 0   | 0.0%   |
| Zone 6                     | 10.0% | 100    | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%   | 0   | 100.0% | 100 | 0.0%   | 0   | 0.0%   |
| Zone 7                     | 13.0% | 131    | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 100.0% | 131 | 0.0%   |
| Zone 8                     | 14.8% | 149    | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 100.0% |
| Base:                      | 1004  | 149    |        | 100    | 100    | 175    |        | 100    | 100    | 131 |        | 149 |        |     |        |     |        |

## **Appendix 4:**

Data Tabulations  
By Zone – Filtered  
(Weighted)

# Winchester Household Survey

## For Lambert Smith Hampton

Weighted:

September 2019

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |    |      |   |      |   |      |    |       |    |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|----|------|---|------|---|------|----|-------|----|
| <b>Q01 Where do you NORMALLY shop for all your household's main food and grocery shopping needs (i.e. primarily bulk trolley purchases)?</b> |       |        |        |        |        |        |        |        |        |    |      |   |      |   |      |    |       |    |
| <i>Excl. Nulls &amp; SFT</i>   |       |        |        |        |        |        |        |        |        |    |      |   |      |   |      |    |       |    |
| Winchester City Centre   | 0.2%  | 1      | 0.9%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0  | 0.0%  | 0  |
| Aldi, Alton Retail Park, Alton   | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 6.3% | 2 | 0.9% | 0 | 0.0% | 0  | 0.0%  | 0  |
| Aldi, Bevois Valley Road, Southampton  | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.3%   | 1  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0  | 0.6%  | 1  |
| Aldi, Burnett Close, Winchester  | 6.1%  | 54     | 19.9%  | 34     | 27.6%  | 16     | 2.0%   | 1      | 0.0%   | 0  | 5.7% | 2 | 4.5% | 1 | 0.0% | 0  | 0.0%  | 0  |
| Aldi, Chestnut Avenue Retail Park, Chandler's Ford, Eastleigh  | 3.4%  | 30     | 1.3%   | 2      | 0.0%   | 0      | 3.1%   | 2      | 10.2%  | 26 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0  | 0.0%  | 0  |
| Aldi, The Hundred, Romsey  | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 2.3% | 0 | 0.0% | 0  | 0.0%  | 0  |
| Aldi, West Street, Fareham   | 4.0%  | 36     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 3.8% | 4  | 17.5% | 32 |
| Asda, Anton Mill Road, Andover   | 0.2%  | 1      | 0.0%   | 0      | 2.5%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0  | 0.0%  | 0  |
| Asda, Bournemouth Road, Chandler's Ford, Eastleigh   | 7.2%  | 65     | 2.7%   | 5      | 2.5%   | 1      | 5.3%   | 3      | 19.9%  | 51 | 0.0% | 0 | 2.3% | 0 | 1.3% | 1  | 1.7%  | 3  |
| Asda, Brighton Way, Brighton Hill, Basingstoke   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 2.3% | 1 | 0.0% | 0  | 0.0%  | 0  |
| Asda, Cranbourne Industrial Estate, Dock Road, Gosport   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0  | 0.4%  | 1  |
| Asda, Maynard Road, Totton   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 4.6% | 1 | 0.0% | 0  | 0.0%  | 0  |
| Asda, Portland Road, Waterloooville  | 1.7%  | 16     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 9.1% | 10 | 3.1%  | 6  |
| Asda, Speedfields Park, Newgate Lane, Fareham  | 1.3%  | 12     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 1.8% | 2  | 5.3%  | 10 |
| Budgens, Winchester Road, Bishop's Waltham   | 0.8%  | 8      | 0.0%   | 0      | 0.9%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.6% | 0 | 5.6% | 6  | 0.4%  | 1  |
| Co-op, Fair Oak Road, Bishopstoke  | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.9%   | 2  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0  | 0.0%  | 0  |
| Co-op, Hambledon Road, Denmead   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.5% | 1  | 0.0%  | 0  |
| Co-op, High Street, Bishop's Waltham   | 0.7%  | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 5.4% | 6  | 0.0%  | 0  |
| Co-op, Highlands Road, Fareham   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0  | 0.6%  | 1  |
| Co-op, Lower Northam Road, Hedge End   | 0.5%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0  | 2.3%  | 4  |
| Co-op, Sandy Lane, Fair Oak  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.3%   | 1  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0  | 0.0%  | 0  |
| Co-op, St. Vigor Way, Colden Common  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.7%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0  | 0.0%  | 0  |
| Co-op, The Square, Wickham   | 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%  | 3  |
| Co-op, West Street, Alresford  | 0.4%  | 4      | 0.3%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 6.8% | 3 | 2.4% | 1 | 0.0% | 0  | 0.0%  | 0  |
| Iceland, Middle Brook Street, Winchester   | 0.8%  | 7      | 4.0%   | 7      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0  | 0.0%  | 0  |
| Iceland, West Street, Fareham  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.5% | 1  | 0.0%  | 0  |
| Lidl, Coles Close, off Twyford Road, Eastleigh   | 2.7%  | 24     | 0.0%   | 0      | 0.0%   | 0      | 2.4%   | 1      | 8.0%   | 20 | 0.0% | 0 | 3.0% | 1 | 1.8% | 2  | 0.0%  | 0  |
| Lidl, Elettra Avenue, Waterloooville   | 0.6%  | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 5.3% | 6  | 0.0%  | 0  |
| Lidl, London Road, Cowplain, Waterloooville  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.8% | 1  | 0.0%  | 0  |
| Lidl, Rookery Avenue, Solent Way, Whiteley   | 1.3%  | 11     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.4%   | 4  | 0.0% | 0 | 0.0% | 0 | 2.6% | 3  | 2.7%  | 5  |
| Lidl, Speedfields Park, Newgate Lane, Fareham  | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0  | 1.1%  | 2  |
| Londis, Winchester Road, Bishop's Waltham  | 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  |
| M&S Simply Food, Winchester Rail Station, Winchester   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 1.5% | 0 | 0.0% | 0  | 0.0%  | 0  |
| Marks & Spencer Foodhall, Coles Close, Twyford Road, Eastleigh   | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.7%   | 0      | 0.5%   | 1  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0  | 0.0%  | 0  |
| Marks & Spencer Foodhall, High Street, Winchester  | 0.5%  | 4      | 1.7%   | 3      | 0.6%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 2.6% | 1 | 0.0% | 0 | 0.0% | 0  | 0.0%  | 0  |
| Marks & Spencer, Hedge End Trade Park, Tollbar   | 0.7%  | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.7%   | 0      | 1.6%   | 4  | 0.0% | 0 | 1.2% | 0 | 1.3% | 1  | 0.0%  | 0  |

Column %ges.

# Winchester Household Survey For Lambert Smith Hampton

Weighted:

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |    |       |    |       |   |       |    |       |    |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|----|-------|----|-------|---|-------|----|-------|----|
| Way, Hedge End   |       |        |        |        |        |        |        |        |        |    |       |    |       |   |       |    |       |    |
| McCarthy's Fruit & Veg,<br>Winchester Road,<br>Wickham               | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.4%  | 1  |
| Morrisons, Lakesmere Road,<br>Horndean                               | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 1.5%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Sainsbury's Superstore,<br>Badger Farm Road,<br>Winchester           | 10.9% | 97     | 21.4%  | 37     | 7.5%   | 4      | 59.5%  | 34     | 5.8%   | 15 | 10.5% | 4  | 10.9% | 2 | 1.3%  | 1  | 0.0%  | 0  |
| Sainsbury's Superstore,<br>Draymans Way, Alton                       | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 5.5%  | 2  | 2.1%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Sainsbury's Superstore,<br>Leigh Road, Eastleigh                     | 2.4%  | 21     | 0.0%   | 0      | 0.0%   | 0      | 1.3%   | 1      | 7.7%   | 19 | 0.0%  | 0  | 0.6%  | 0 | 0.8%  | 1  | 0.0%  | 0  |
| Sainsbury's Superstore,<br>Lordshill District Centre,<br>Southampton | 0.6%  | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.2%   | 6  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Sainsbury's Superstore,<br>Middlebrook Street,<br>Winchester         | 1.4%  | 12     | 6.4%   | 11     | 2.5%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Sainsbury's Superstore,<br>Redcar Street, Shirley,<br>Southampton    | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.3%   | 1  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Sainsbury's Superstore,<br>Tollbar way, Hedge End                    | 8.1%  | 72     | 0.3%   | 1      | 0.0%   | 0      | 3.3%   | 2      | 13.1%  | 33 | 0.0%  | 0  | 5.1%  | 1 | 20.2% | 22 | 7.3%  | 13 |
| Sainsbury's Superstore,<br>Wallop Drive, Kempshott,<br>Basingstoke   | 0.1%  | 1      | 0.0%   | 0      | 0.6%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 1.4%  | 1  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Sainsbury's Superstore,<br>Wallington Way,<br>Broadcut, Fareham      | 10.0% | 89     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.4%   | 4  | 0.0%  | 0  | 1.2%  | 0 | 11.0% | 12 | 40.0% | 73 |
| Tesco (Esso) Express,<br>Andover Road,<br>Winchester                 | 0.3%  | 2      | 1.3%   | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Tesco (Esso) Express,<br>Twyford Road, 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  | 0.6%  | 1  |
| Tesco (Esso) Express,<br>Winchester Road, Fair<br>Oak                | 0.4%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.2%   | 3  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Tesco Express, Ashdown<br>Road, Chandler's Ford,<br>Eastleigh        | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.7%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.6%  | 1  |
| Tesco Express, Broad Street,<br>Alresford                            | 0.4%  | 4      | 0.3%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 7.7%  | 3  | 1.5%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Tesco Express, High Street,<br>Winchester                            | 0.1%  | 1      | 0.5%   | 1      | 0.6%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Tesco Express, Priors Dean<br>Road, Harestock,<br>Winchester         | 0.8%  | 7      | 2.7%   | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.5%   | 1  | 0.0%  | 0  | 0.0%  | 0 | 0.8%  | 1  | 0.0%  | 0  |
| Tesco Express, Springvale<br>Road, Kings Worthy                      | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.7%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Tesco Extra, Clement Attlee<br>Way, North Harbour,<br>Portsmouth     | 0.5%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.3%   | 1  | 0.0%  | 0  | 0.0%  | 0 | 2.7%  | 3  | 0.4%  | 1  |
| Tesco Extra, Easton Lane,<br>Winchester                              | 11.1% | 99     | 24.2%  | 41     | 35.7%  | 21     | 4.4%   | 3      | 2.6%   | 7  | 42.7% | 17 | 37.3% | 8 | 3.0%  | 3  | 0.0%  | 0  |
| Tesco Extra, Hamble Lane,<br>Bursledon Towers,<br>Southampton        | 0.9%  | 8      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.4%   | 6  | 0.0%  | 0  | 2.3%  | 0 | 0.0%  | 0  | 0.6%  | 1  |
| Tesco Extra, River Way,<br>Andover                                   | 0.2%  | 2      | 0.0%   | 0      | 2.8%   | 2      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Tesco Metro, The Swan<br>Centre, Wells Place,<br>Eastleigh           | 2.7%  | 24     | 0.0%   | 0      | 0.0%   | 0      | 3.9%   | 2      | 8.4%   | 21 | 0.0%  | 0  | 0.6%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Tesco Superstore, The<br>Causeway, Petersfield                       | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.9%  | 0 | 0.8%  | 1  | 0.0%  | 0  |
| Tesco Superstore, Whiteley<br>Way, Whiteley                          | 1.8%  | 16     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 8.7%  | 16 |
| Waitrose, Alma Road,<br>Romsey                                       | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.7%   | 0      | 0.5%   | 1  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Waitrose, Dukes Walk,<br>Stakes Hill Road,<br>Waterlooville          | 0.4%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 2.5%  | 3  | 0.4%  | 1  |
| Waitrose, Oakmount Road,<br>Chandler's Ford, Eastleigh               | 2.8%  | 25     | 0.3%   | 1      | 0.0%   | 0      | 6.3%   | 4      | 7.8%   | 20 | 2.6%  | 1  | 1.8%  | 0 | 0.0%  | 0  | 0.0%  | 0  |

Column %ges.

# Winchester Household Survey For Lambert Smith Hampton

Weighted:

|  | Total | Zone 1 |       | Zone 2 |       | Zone 3 |      | Zone 4 |      | Zone 5 |      | Zone 6 |      | Zone 7 |      | Zone 8 |      |   |
|--|-------|--------|-------|--------|-------|--------|------|--------|------|--------|------|--------|------|--------|------|--------|------|---|
| Waitrose, Rams Walk, Petersfield                                 | 0.3%  | 3      | 0.0%  | 0      | 0.0%  | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 8.2% | 2      | 0.8% | 1      | 0.0% | 0 |
| Waitrose, Stockbridge Road, Winchester                           | 3.8%  | 34     | 11.5% | 20     | 15.5% | 9      | 4.4% | 3      | 0.0% | 0      | 0.7% | 0      | 0.0% | 0      | 2.1% | 2      | 0.0% | 0 |
| Aldi, Southampton Road, Portsmouth                               | 0.1%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.5% | 1      | 0.0% | 0 |
| Asda, High Street, West End, Southampton                         | 0.4%  | 3      | 0.0%  | 0      | 0.0%  | 0      | 0.0% | 0      | 1.2% | 3      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Co-op, Winchester Road, Four Marks, Alton                        | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0% | 0      | 0.0% | 0      | 0.7% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Hampshire Farmers' Markets, High Street, Winchester              | 0.1%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 0.0% | 0      | 0.0% | 0      | 1.7% | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Lidl, Castle Trading Estate, Portchester, Fareham                | 0.1%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.8% | 1      | 0.0% | 0 |
| Morrisons, Victory Retail Park, Flathouse Road, Portsmouth       | 0.1%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.8% | 1      | 0.0% | 0 |
| Morrisons, Walpole Road, Gosport                                 | 0.1%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.4% | 1 |
| Nisa Local, Main Road, Otterbourne                               | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.7% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| People's Market, West Street, Waterlooville                      | 0.1%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.5% | 1      | 0.0% | 0 |
| Sainsbury's Superstore, Commercial Road, Portsmouth              | 0.3%  | 2      | 0.0%  | 0      | 0.0%  | 0      | 0.0% | 0      | 0.9% | 2      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Sainsbury's Superstore, Hambledon Road, Waterlooville            | 0.8%  | 7      | 0.0%  | 0      | 0.0%  | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.6% | 0      | 6.4% | 7      | 0.0% | 0 |
| Sainsbury's Superstore, Portswood Road, Southampton              | 0.1%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 0.0% | 0      | 0.3% | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Tesco Superstore, Quay Street, Fareham                           | 1.0%  | 9      | 0.0%  | 0      | 0.0%  | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 3.1% | 3      | 3.0% | 5 |
| Waitrose, Basing View, Basingstoke                               | 0.0%  | 0      | 0.0%  | 0      | 0.6%  | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Waitrose, Locks Heath Centre, Centre Way, Park Gate, Southampton | 0.1%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0      | 0.5% | 1      | 0.0% | 0 |
| Waitrose, Station Road, Alton                                    | 0.2%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 0.0% | 0      | 0.0% | 0      | 3.8% | 1      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Waitrose, The Hart, Farnham                                      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0% | 0      | 0.0% | 0      | 0.7% | 0      | 0.0% | 0      | 0.0% | 0      | 0.0% | 0 |
| Weighted base:   | 893   |        | 171   |        | 58    |        | 57   |        | 255  |        | 39   |        | 22   |        | 109  |        | 183  |   |
| Sample:  | 906   |        | 130   |        | 89    |        | 93   |        | 156  |        | 92   |        | 88   |        | 116  |        | 142  |   |

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

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

|                               |       |    |       |    |       |   |       |   |       |    |       |   |       |   |       |   |       |   |
|-------------------------------|-------|----|-------|----|-------|---|-------|---|-------|----|-------|---|-------|---|-------|---|-------|---|
| Asda                          | 12.0% | 13 | 8.2%  | 2  | 0.0%  | 0 | 37.5% | 3 | 16.7% | 6  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 15.0% | 2 |
| Iceland                       | 0.3%  | 0  | 0.0%  | 0  | 6.1%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Marks & Spencer               | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Morrisons                     | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Ocado                         | 23.3% | 26 | 53.0% | 15 | 24.3% | 1 | 31.4% | 2 | 9.7%  | 4  | 0.0%  | 0 | 16.5% | 1 | 24.7% | 3 | 0.0%  | 0 |
| Sainsbury's                   | 19.3% | 21 | 25.8% | 7  | 39.7% | 2 | 26.3% | 2 | 4.8%  | 2  | 24.4% | 1 | 41.3% | 1 | 22.4% | 3 | 23.6% | 3 |
| Tesco                         | 37.5% | 42 | 9.7%  | 3  | 6.1%  | 0 | 4.8%  | 0 | 59.4% | 22 | 61.9% | 2 | 21.1% | 1 | 41.7% | 5 | 61.4% | 8 |
| Waitrose                      | 3.1%  | 3  | 0.0%  | 0  | 23.9% | 1 | 0.0%  | 0 | 0.0%  | 0  | 13.7% | 1 | 21.1% | 1 | 6.7%  | 1 | 0.0%  | 0 |
| Other                         | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Gousto                        | 3.1%  | 3  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 9.4%  | 3  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Milk & More                   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| (Varies)                      | 1.3%  | 1  | 3.2%  | 1  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 4.5%  | 1 | 0.0%  | 0 |
| (Don't know / can't remember) | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Weighted base:                | 111   |    | 28    |    | 6     |   | 8     |   | 37    |    | 4     |   | 3     |   | 12    |   | 13    |   |
| Sample:                       | 98    |    | 19    |    | 11    |   | 7     |   | 19    |    | 8     |   | 12    |   | 15    |   | 7     |   |

# Winchester Household Survey For Lambert Smith Hampton

Weighted:

September 2019

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |     |       |    |       |    |       |     |       |     |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|-----|-------|----|-------|----|-------|-----|-------|-----|
| <b>Q03 What do you like about (LOCATION MENTIONED AT Q01)? [MR]</b>             |       |        |        |        |        |        |        |        |        |     |       |    |       |    |       |     |       |     |
| <i>Excluding those who do their main food shopping via the Internet at Q01:</i> |       |        |        |        |        |        |        |        |        |     |       |    |       |    |       |     |       |     |
| Clean store   | 0.9%  | 8      | 1.3%   | 2      | 0.6%   | 0      | 0.0%   | 0      | 0.9%   | 2   | 1.4%  | 1  | 0.6%  | 0  | 1.8%  | 2   | 0.4%  | 1   |
| Close to family / friends   | 0.4%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.2%   | 3   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0   |
| Convenient to home  | 39.4% | 352    | 37.8%  | 65     | 36.8%  | 21     | 44.9%  | 26     | 38.4%  | 98  | 34.0% | 13 | 39.2% | 8  | 24.2% | 26  | 51.5% | 94  |
| Convenient to work  | 3.5%  | 31     | 2.7%   | 5      | 0.0%   | 0      | 5.4%   | 3      | 6.1%   | 16  | 0.0%  | 0  | 2.4%  | 1  | 4.8%  | 5   | 1.3%  | 2   |
| Delivery service  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.5%  | 1   | 0.0%  | 0   |
| Easy to get to by car   | 2.9%  | 26     | 3.0%   | 5      | 0.9%   | 1      | 4.4%   | 3      | 1.7%   | 4   | 4.6%  | 2  | 2.4%  | 1  | 2.8%  | 3   | 4.2%  | 8   |
| Easy to get to by foot  | 0.7%  | 6      | 2.7%   | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.3%   | 1   | 0.7%  | 0  | 0.0%  | 0  | 0.5%  | 1   | 0.0%  | 0   |
| Easy to get to by public transport  | 0.3%  | 3      | 0.3%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.7%   | 2   | 0.7%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0   |
| Ethical policy  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0   |
| Friendly / helpful staff  | 3.0%  | 26     | 2.3%   | 4      | 2.8%   | 2      | 4.8%   | 3      | 2.9%   | 7   | 8.4%  | 3  | 3.4%  | 1  | 1.5%  | 2   | 2.8%  | 5   |
| Good layout / easy to get around  | 2.8%  | 25     | 0.9%   | 1      | 3.2%   | 2      | 4.3%   | 2      | 2.3%   | 6   | 4.6%  | 2  | 2.3%  | 0  | 3.3%  | 4   | 4.1%  | 7   |
| Good offers / 'money off' coupons   | 1.7%  | 16     | 2.7%   | 5      | 3.7%   | 2      | 0.0%   | 0      | 3.2%   | 8   | 0.0%  | 0  | 2.9%  | 1  | 0.0%  | 0   | 0.0%  | 0   |
| Habit / always used it  | 5.0%  | 45     | 5.9%   | 10     | 4.7%   | 3      | 7.7%   | 4      | 4.3%   | 11  | 3.4%  | 1  | 3.4%  | 1  | 5.7%  | 6   | 4.4%  | 8   |
| Has a cafe  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.5%  | 1   | 0.0%  | 0   |
| Has a petrol station  | 0.4%  | 3      | 1.3%   | 2      | 0.0%   | 0      | 0.7%   | 0      | 0.0%   | 0   | 1.7%  | 1  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0   |
| Large store   | 3.1%  | 28     | 6.3%   | 11     | 0.6%   | 0      | 1.7%   | 1      | 3.6%   | 9   | 5.7%  | 2  | 0.9%  | 0  | 2.3%  | 2   | 1.1%  | 2   |
| Long opening hours  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 2.7%  | 1  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0   |
| Low prices / value for money  | 27.2% | 243    | 41.7%  | 71     | 31.4%  | 18     | 19.3%  | 11     | 26.3%  | 67  | 17.4% | 7  | 21.1% | 5  | 22.2% | 24  | 21.7% | 40  |
| Loyalty scheme / reward points  | 2.2%  | 20     | 2.7%   | 5      | 3.7%   | 2      | 4.3%   | 2      | 2.4%   | 6   | 2.6%  | 1  | 0.0%  | 0  | 0.0%  | 0   | 2.1%  | 4   |
| Online shopping is convenient   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0   |
| Only one in the area  | 0.2%  | 2      | 0.3%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 1.0%  | 1   | 0.0%  | 0   |
| Parking is free   | 0.9%  | 8      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.7%   | 4   | 0.0%  | 0  | 0.9%  | 0  | 1.3%  | 1   | 0.9%  | 2   |
| Parking prices are low  | 1.0%  | 9      | 0.0%   | 0      | 5.0%   | 3      | 0.0%   | 0      | 0.9%   | 2   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 2.2%  | 4   |
| Parking provision is good   | 5.4%  | 48     | 3.0%   | 5      | 0.0%   | 0      | 4.4%   | 3      | 6.8%   | 17  | 9.2%  | 4  | 5.9%  | 1  | 6.1%  | 7   | 6.4%  | 12  |
| Pleasant shopping environment   | 0.4%  | 4      | 0.3%   | 1      | 0.6%   | 0      | 0.7%   | 0      | 0.0%   | 0   | 0.7%  | 0  | 0.0%  | 0  | 1.9%  | 2   | 0.0%  | 0   |
| Preference for retailer   | 1.7%  | 15     | 3.2%   | 5      | 0.6%   | 0      | 3.1%   | 2      | 0.0%   | 0   | 2.7%  | 1  | 1.2%  | 0  | 2.8%  | 3   | 1.7%  | 3   |
| Quality of food goods available   | 16.7% | 149    | 28.0%  | 48     | 14.0%  | 8      | 11.5%  | 7      | 12.6%  | 32  | 19.2% | 8  | 24.3% | 5  | 11.6% | 13  | 15.9% | 29  |
| Self-service checkouts  | 0.3%  | 2      | 1.4%   | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0   |
| Quality of non-food goods available   | 1.3%  | 12     | 2.3%   | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.9%   | 2   | 0.0%  | 0  | 3.8%  | 1  | 0.0%  | 0   | 2.6%  | 5   |
| Range of food goods available   | 23.4% | 209    | 24.2%  | 41     | 17.3%  | 10     | 20.0%  | 11     | 28.1%  | 72  | 29.6% | 12 | 29.5% | 6  | 19.5% | 21  | 19.1% | 35  |
| Range of non-food goods available   | 3.2%  | 29     | 6.2%   | 11     | 0.0%   | 0      | 4.4%   | 2      | 1.9%   | 5   | 2.7%  | 1  | 2.1%  | 0  | 5.3%  | 6   | 1.9%  | 4   |
| Safe shopping environment   | 0.2%  | 2      | 0.3%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.6%  | 1   |
| Small / quiet store   | 3.7%  | 33     | 1.4%   | 2      | 2.5%   | 1      | 1.7%   | 1      | 5.2%   | 13  | 1.4%  | 1  | 1.5%  | 0  | 7.2%  | 8   | 3.2%  | 6   |
| Staff discount / work there   | 1.3%  | 12     | 1.1%   | 2      | 1.3%   | 1      | 1.7%   | 1      | 0.7%   | 2   | 3.3%  | 1  | 4.4%  | 1  | 2.7%  | 3   | 0.6%  | 1   |
| Supporting local business   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0   |
| History and historical architecture   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0   |
| Other   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0   |
| Checkout is well-staffed / no queues  | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.7%   | 0      | 0.7%   | 2   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0   |
| Close to other shops / facilities   | 0.6%  | 6      | 0.0%   | 0      | 0.9%   | 1      | 0.0%   | 0      | 0.0%   | 0   | 1.4%  | 1  | 0.0%  | 0  | 4.3%  | 5   | 0.0%  | 0   |
| Everything  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.7%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0   |
| Familiar  | 0.4%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.3%   | 1   | 0.0%  | 0  | 1.5%  | 0  | 2.5%  | 3   | 0.0%  | 0   |
| Fast checkouts  | 0.1%  | 1      | 0.0%   | 0      | 0.9%   | 1      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0   |
| Free bus service  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.4%  | 1   |
| Free coffee and newspaper   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.7%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0   |
| Good company ethics   | 0.1%  | 1      | 0.3%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0   |
| Good disabled parking / access  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.7%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.6%  | 0  | 0.0%  | 0   | 0.0%  | 0   |
| Has Argos within the store  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.4%  | 1   |
| Has car-charging point  | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 2.7%   | 2      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 1.3%  | 1   | 0.0%  | 0   |
| Has 'Scan-as-you-shop' facility   | 0.3%  | 2      | 1.3%   | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0   |
| I get a lift to that store  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.5%  | 1   | 0.0%  | 0   |
| Layout stays the same   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.3%   | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0   |
| Not too much choice / easy to decide  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.4%  | 1   |
| Wide aisles   | 0.2%  | 2      | 0.7%   | 1      | 0.6%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.7%  | 0  | 0.6%  | 0  | 0.0%  | 0   | 0.0%  | 0   |
| (Don't know / nothing)  | 4.7%  | 42     | 1.2%   | 2      | 8.6%   | 5      | 5.8%   | 3      | 5.0%   | 13  | 6.8%  | 3  | 5.9%  | 1  | 5.6%  | 6   | 4.9%  | 9   |
| Weighted base:  |       | 893    |        | 171    |        | 58     |        | 57     |        | 255 |       | 39 |       | 22 |       | 109 |       | 183 |

Column %ges.

Weighted:

September 2019

|         | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |
|---------|-------|--------|--------|--------|--------|--------|--------|--------|--------|
| Sample: | 906   | 130    | 89     | 93     | 156    | 92     | 88     | 116    | 142    |

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

*Excluding those who do their main food shopping via the Internet at Q01:*

|                               |       |     |       |    |       |    |       |     |       |     |       |    |       |    |       |    |       |     |
|-------------------------------|-------|-----|-------|----|-------|----|-------|-----|-------|-----|-------|----|-------|----|-------|----|-------|-----|
| Car / van (as driver)         | 78.2% | 698 | 57.5% | 98 | 91.9% | 53 | 81.7% | 46  | 83.1% | 212 | 83.4% | 33 | 80.8% | 17 | 82.1% | 89 | 81.3% | 149 |
| Car / van (as passenger)      | 6.7%  | 60  | 7.9%  | 13 | 4.4%  | 3  | 3.4%  | 2   | 5.7%  | 15  | 4.7%  | 2  | 13.1% | 3  | 7.5%  | 8  | 8.1%  | 15  |
| Bus, minibus or coach         | 2.8%  | 25  | 3.0%  | 5  | 3.7%  | 2  | 0.0%  | 0   | 2.1%  | 5   | 4.3%  | 2  | 2.9%  | 1  | 5.0%  | 5  | 2.8%  | 5   |
| Using park & ride facility    | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| Motorcycle, scooter or moped  | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| Walk                          | 10.6% | 94  | 27.6% | 47 | 0.0%  | 0  | 11.9% | 7   | 7.7%  | 20  | 5.1%  | 2  | 3.2%  | 1  | 4.8%  | 5  | 7.0%  | 13  |
| Taxi                          | 0.3%  | 3   | 1.3%  | 2  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.4%  | 1   |
| Train                         | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| Bicycle                       | 0.4%  | 4   | 1.9%  | 3  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0   | 1.7%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| Mobility scooter / wheelchair | 0.3%  | 3   | 0.3%  | 1  | 0.0%  | 0  | 0.7%  | 0   | 0.0%  | 0   | 0.7%  | 0  | 0.0%  | 0  | 0.5%  | 1  | 0.4%  | 1   |
| Other (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   |
| (Varies)                      | 0.7%  | 6   | 0.5%  | 1  | 0.0%  | 0  | 2.4%  | 1   | 1.4%  | 4   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| Weighted base:                | 893   | 171 | 58    | 57 | 255   | 39 | 22    | 109 | 183   |     |       |    |       |    |       |    |       |     |
| Sample:                       | 906   | 130 | 89    | 93 | 156   | 92 | 88    | 116 | 142   |     |       |    |       |    |       |    |       |     |

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

*Excluding those who do their main food shopping via the Internet at Q01:*

|  |       |     |       |     |       |    |       |     |       |     |       |    |       |    |       |    |       |     |
|--|-------|-----|-------|-----|-------|----|-------|-----|-------|-----|-------|----|-------|----|-------|----|-------|-----|
| Yes - non-food shopping  | 10.7% | 95  | 6.2%  | 11  | 7.9%  | 5  | 6.7%  | 4   | 11.9% | 30  | 25.0% | 10 | 8.4%  | 2  | 10.9% | 12 | 12.3% | 22  |
| Yes - other food shopping  | 6.9%  | 62  | 2.6%  | 4   | 6.9%  | 4  | 2.0%  | 1   | 10.8% | 28  | 5.8%  | 2  | 4.2%  | 1  | 8.8%  | 10 | 6.4%  | 12  |
| Yes - bars / pubs  | 0.2%  | 2   | 0.7%  | 1   | 0.9%  | 1  | 0.7%  | 0   | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| Yes - bingo  | 0.1%  | 1   | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.5%  | 1  | 0.0%  | 0   |
| Yes - cafés  | 3.8%  | 34  | 2.9%  | 5   | 0.6%  | 0  | 14.0% | 8   | 5.3%  | 14  | 2.7%  | 1  | 1.2%  | 0  | 2.3%  | 3  | 1.9%  | 4   |
| Yes - cinemas  | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  | 1.5%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| Yes - get petrol   | 2.4%  | 21  | 0.0%  | 0   | 4.6%  | 3  | 1.3%  | 1   | 0.9%  | 2   | 4.7%  | 2  | 1.2%  | 0  | 2.0%  | 2  | 6.1%  | 11  |
| Yes - go to park   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| Yes - gyms / health and fitness  | 2.9%  | 26  | 5.0%  | 9   | 3.1%  | 2  | 0.7%  | 0   | 3.2%  | 8   | 0.0%  | 0  | 2.1%  | 0  | 1.8%  | 2  | 2.3%  | 4   |
| Yes - library  | 0.9%  | 8   | 0.7%  | 1   | 0.0%  | 0  | 0.0%  | 0   | 1.6%  | 4   | 0.0%  | 0  | 1.2%  | 0  | 1.3%  | 1  | 0.4%  | 1   |
| Yes - markets  | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| Yes - meeting family   | 2.3%  | 21  | 5.1%  | 9   | 0.0%  | 0  | 1.3%  | 1   | 2.1%  | 5   | 3.1%  | 1  | 0.6%  | 0  | 1.3%  | 1  | 1.7%  | 3   |
| Yes - meeting friends  | 0.3%  | 3   | 1.4%  | 2   | 0.6%  | 0  | 0.0%  | 0   | 0.0%  | 0   | 0.7%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| Yes - museums / art gallery  | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| Yes - other service (e.g. travel agent, estate agent etc.)             | 0.3%  | 3   | 0.0%  | 0   | 1.6%  | 1  | 0.0%  | 0   | 0.3%  | 1   | 0.7%  | 0  | 0.0%  | 0  | 0.8%  | 1  | 0.0%  | 0   |
| Yes - personal service (e.g. hairdressers, beauty salon etc.)          | 0.5%  | 4   | 0.0%  | 0   | 0.0%  | 0  | 0.7%  | 0   | 0.9%  | 2   | 0.7%  | 0  | 0.0%  | 0  | 1.3%  | 1  | 0.0%  | 0   |
| Yes - restaurants  | 0.5%  | 5   | 0.5%  | 1   | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0   | 1.4%  | 1  | 0.9%  | 0  | 0.0%  | 0  | 1.6%  | 3   |
| Yes - swimming   | 0.1%  | 1   | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.8%  | 1  | 0.0%  | 0   |
| Yes - theatre  | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| Yes - visiting services such as banks and other financial institutions | 2.7%  | 24  | 1.4%  | 2   | 0.6%  | 0  | 0.7%  | 0   | 5.7%  | 14  | 4.7%  | 2  | 2.7%  | 1  | 1.3%  | 1  | 1.5%  | 3   |
| Yes - work   | 5.2%  | 46  | 2.8%  | 5   | 2.2%  | 1  | 5.7%  | 3   | 6.8%  | 17  | 1.4%  | 1  | 5.4%  | 1  | 9.0%  | 10 | 4.2%  | 8   |
| Yes - Other  | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| Yes - attending church   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0   | 0.7%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| Yes - leisure activities   | 0.3%  | 3   | 0.0%  | 0   | 0.0%  | 0  | 1.7%  | 1   | 0.0%  | 0   | 0.7%  | 0  | 0.0%  | 0  | 0.8%  | 1  | 0.4%  | 1   |
| Yes - school run   | 1.0%  | 9   | 0.0%  | 0   | 0.9%  | 1  | 2.7%  | 2   | 0.3%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.8%  | 1  | 2.8%  | 5   |
| Yes - visiting amenity tip   | 0.4%  | 4   | 0.0%  | 0   | 0.6%  | 0  | 0.7%  | 0   | 1.2%  | 3   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| Yes - visiting medical services (doctor, dentist, optician etc.)       | 1.0%  | 9   | 0.5%  | 1   | 0.6%  | 0  | 1.3%  | 1   | 1.8%  | 4   | 0.0%  | 0  | 0.6%  | 0  | 1.0%  | 1  | 0.4%  | 1   |
| (No)   | 65.0% | 580 | 76.0% | 130 | 68.1% | 39 | 64.8% | 37  | 59.4% | 151 | 57.1% | 22 | 69.0% | 15 | 64.0% | 70 | 63.2% | 116 |
| (Don't know)   | 1.3%  | 11  | 1.3%  | 2   | 4.7%  | 3  | 1.0%  | 1   | 1.2%  | 3   | 0.7%  | 0  | 2.9%  | 1  | 0.5%  | 1  | 0.6%  | 1   |
| Weighted base:   | 893   | 171 | 58    | 57  | 255   | 39 | 22    | 109 | 183   |     |       |    |       |    |       |    |       |     |
| Sample:  | 906   | 130 | 89    | 93  | 156   | 92 | 88    | 116 | 142   |     |       |    |       |    |       |    |       |     |

# Winchester Household Survey For Lambert Smith Hampton

Weighted:

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |    |       |   |       |   |       |   |       |    |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|----|-------|---|-------|---|-------|---|-------|----|
| <b>Q06 When you combine your trip with other activities, where do you normally go?</b>                         |       |        |        |        |        |        |        |        |        |    |       |   |       |   |       |   |       |    |
| <i>Those who combine their main food shopping trip with other activities at Q05: AND Excl. Nulls &amp; SFT</i> |       |        |        |        |        |        |        |        |        |    |       |   |       |   |       |   |       |    |
| Alresford / New Alresford Town Centre  | 1.3%  | 4      | 1.6%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 16.2% | 3 | 6.3%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Alton Town Centre  | 0.7%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 11.4% | 2 | 2.1%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Andover Town Centre  | 0.7%  | 2      | 0.0%   | 0      | 12.9%  | 2      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Badger Farm Local Centre   | 2.0%  | 6      | 4.2%   | 2      | 3.6%   | 1      | 7.1%   | 1      | 0.9%   | 1  | 0.0%  | 0 | 2.1%  | 0 | 3.7%  | 1 | 0.0%  | 0  |
| Basingstoke Town Centre  | 0.4%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 6.4%  | 1 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Bishop's Waltham Town Centre   | 1.4%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 2.1%  | 0 | 10.5% | 4 | 0.0%  | 0  |
| Chandler's Ford Local Centre   | 7.5%  | 22     | 6.5%   | 2      | 0.0%   | 0      | 10.1%  | 2      | 18.6%  | 18 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Denmead Village Centre   | 0.5%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 1.4%  | 1 | 1.2%  | 1  |
| Eastleigh Town Centre  | 15.1% | 44     | 0.0%   | 0      | 0.0%   | 0      | 16.8%  | 3      | 40.3%  | 38 | 0.0%  | 0 | 7.5%  | 0 | 5.8%  | 2 | 0.0%  | 0  |
| Fair Oak Village Centre  | 0.6%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.9%   | 2  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Fareham Town Centre  | 12.3% | 36     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 3.8%   | 4  | 0.0%  | 0 | 0.0%  | 0 | 19.5% | 8 | 38.1% | 25 |
| Gosport Town Centre  | 0.5%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 3.7%  | 1 | 0.0%  | 0  |
| Havant Town Centre   | 0.7%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 5.7%  | 2 | 0.0%  | 0  |
| Hedge End Town Centre  | 1.5%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.9%   | 1  | 0.0%  | 0 | 0.0%  | 0 | 7.3%  | 3 | 1.2%  | 1  |
| Petersfield Town Centre  | 0.9%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 17.1% | 1 | 4.3%  | 2 | 0.0%  | 0  |
| Portchester Local Centre   | 0.3%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.9%   | 1  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Portsmouth City Centre   | 2.3%  | 7      | 0.0%   | 0      | 0.0%   | 0      | 7.9%   | 2      | 2.4%   | 2  | 0.0%  | 0 | 0.0%  | 0 | 4.3%  | 2 | 1.8%  | 1  |
| Romsey Town Centre   | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Southampton City Centre  | 2.2%  | 6      | 1.6%   | 1      | 2.4%   | 0      | 0.0%   | 0      | 5.7%   | 5  | 0.0%  | 0 | 2.1%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Southsea Local Centre  | 0.4%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 1.8%  | 1  |
| Totton Town Centre   | 1.1%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 4.7%  | 3  |
| Waterlooville Town Centre  | 1.6%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 12.2% | 5 | 0.0%  | 0  |
| Weeke Local Centre   | 1.4%  | 4      | 6.6%   | 2      | 11.7%  | 2      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Whiteley Local Centre  | 2.4%  | 7      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 5.4%  | 0 | 2.2%  | 1 | 9.1%  | 6  |
| Wickham Village Centre   | 1.6%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 1.4%  | 1 | 6.1%  | 4  |
| Winchester City Centre   | 15.9% | 46     | 63.3%  | 23     | 44.6%  | 7      | 36.2%  | 7      | 2.4%   | 2  | 27.2% | 5 | 14.9% | 1 | 5.1%  | 2 | 0.0%  | 0  |
| Winnall Local Centre   | 0.9%  | 3      | 0.0%   | 0      | 6.0%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 4.8%  | 1 | 13.8% | 1 | 0.0%  | 0 | 0.0%  | 0  |
| Chestnut Retail Park, Chestnut Avenue, Chandler's Ford, Eastleigh  | 0.8%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.3%   | 2  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Hedge End Retail Park, Charles Watts Way, Southampton  | 2.6%  | 7      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 5.7%   | 5  | 0.0%  | 0 | 0.0%  | 0 | 1.4%  | 1 | 2.4%  | 2  |
| Swan Shopping Centre, Wells Place, Eastleigh   | 0.9%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 4.0%   | 1      | 1.9%   | 2  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| B&Q, Shakespeare Road, Eastleigh   | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 5.4%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Homebase, Easton Lane, Winnall, Winchester   | 1.7%  | 5      | 1.6%   | 1      | 6.0%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 18.1% | 3 | 7.5%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Aldi, Burnett Close, Winchester  | 0.5%  | 1      | 1.6%   | 1      | 4.7%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Asda, Portland Road, Waterlooville   | 1.0%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 4.6%  | 3  |
| Asda, Speedfields Park, Newgate Lane, Fareham  | 0.7%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 3.1%  | 2  |
| Cheriton Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 2.1%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Chilworth Village Centre   | 0.3%  | 1      | 2.5%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Cosham Local Centre  | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 1.4%  | 1 | 0.0%  | 0  |
| Four Marks Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 2.1%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Hatch Warren Retail Park, Wallop Drive, Basingstoke  | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 1.6%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Headbourne Worthy Village Centre   | 0.2%  | 1      | 1.6%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Hursley Village Centre   | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Lidl, Forton Road, Gosport   | 0.3%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 1.2%  | 1  |
| Marks & Spencer, Hedge End Trade Park, Tollbar Way, Hedge End  | 5.1%  | 15     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 6.2%   | 6  | 0.0%  | 0 | 0.0%  | 0 | 5.0%  | 2 | 10.9% | 7  |
| Mole Country Stores, Easton Lane, Winnall  | 0.2%  | 1      | 0.0%   | 0      | 3.6%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Morrisons, Walpole Road, Gosport   | 0.3%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 1.2%  | 1  |
| Places Leisure, Passfield Avenue, Eastleigh  | 0.9%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 2.0%   | 0      | 2.4%   | 2  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Sainsbury's Superstore, Badger Farm Road, Winchester   | 1.5%  | 4      | 6.3%   | 2      | 0.0%   | 0      | 9.9%   | 2      | 0.0%   | 0  | 0.0%  | 0 | 2.1%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Sainsbury's Superstore, Leigh Road, Eastleigh  | 0.5%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.4%   | 1  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |

# Winchester Household Survey For Lambert Smith Hampton

Weighted:

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |    |       |    |      |    |      |    |       |   |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|----|-------|----|------|----|------|----|-------|---|
| Sainsbury's Superstore,<br>Tollbar way, Hedge End                      | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0% | 0  | 0.0% | 0  | 0.0%  | 0 |
| Sainsbury's Superstore,<br>Wallington Way,<br>Broadcut, Fareham        | 3.3%  | 10     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.4%   | 1  | 0.0%  | 0  | 0.0% | 0  | 2.2% | 1  | 11.5% | 7 |
| Shirley Village Centre   | 0.3%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.9%   | 1  | 0.0%  | 0  | 0.0% | 0  | 0.0% | 0  | 0.0%  | 0 |
| Tesco Extra, Clement Attlee<br>Way, North Harbour,<br>Portsmouth       | 0.5%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0% | 0  | 1.4% | 1  | 1.2%  | 1 |
| Tesco Extra, Easton Lane,<br>Winnall, Winchester                       | 1.0%  | 3      | 0.0%   | 0      | 4.7%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 11.1% | 2  | 5.4% | 0  | 0.0% | 0  | 0.0%  | 0 |
| Waitrose, Locks Heath<br>Centre, Centre Way, Park<br>Gate, Southampton | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0% | 0  | 1.4% | 1  | 0.0%  | 0 |
| Waitrose, Stockbridge Road,<br>Winchester                              | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 1.6%  | 0  | 0.0% | 0  | 0.0% | 0  | 0.0%  | 0 |
| West Meon Village Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 2.1% | 0  | 0.0% | 0  | 0.0%  | 0 |
| Wickes, Easton Lane,<br>Winnall  | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 1.6%  | 0  | 0.0% | 0  | 0.0% | 0  | 0.0%  | 0 |
| Wykeham Industrial Estate,<br>Moorside Road,<br>Winchester             | 0.3%  | 1      | 2.5%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0% | 0  | 0.0% | 0  | 0.0%  | 0 |
| Weighted base:   | 292   | 36     |        | 15     |        | 19     |        | 94     |        | 17 |       | 6  |      | 39 |      | 65 |       |   |
| Sample:  | 320   | 32     |        | 26     |        | 31     |        | 61     |        | 41 |       | 32 |      | 47 |      | 50 |       |   |

Weighted:

September 2019

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |    |      |   |      |   |       |   |       |    |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|----|------|---|------|---|-------|---|-------|----|
| <b>Q07 In addition to (LOCATION MENTIONED AT Q01), is there anywhere else you regularly use for your main-food shopping?</b> |       |        |        |        |        |        |        |        |        |    |      |   |      |   |       |   |       |    |
| <i>Excl. Nulls &amp; SFT</i>   |       |        |        |        |        |        |        |        |        |    |      |   |      |   |       |   |       |    |
| Alresford / New Alresford<br>Town Centre   | 0.1%  | 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  |
| Winchester City Centre   | 0.1%  | 0      | 0.0%   | 0      | 0.9%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Winnall Local Centre   | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.9%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Aldi, Alton Retail Park,<br>Alton  | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 5.0% | 1 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Aldi, Bevois Valley Road,<br>Southampton   | 0.4%  | 2      | 1.7%   | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Aldi, Burnett Close,<br>Winchester   | 7.0%  | 41     | 21.3%  | 28     | 17.0%  | 7      | 7.9%   | 3      | 0.0%   | 0  | 1.1% | 0 | 8.7% | 1 | 1.4%  | 1 | 0.0%  | 0  |
| Aldi, Chestnut Avenue Retail<br>Park, Chandler's Ford,<br>Eastleigh  | 3.4%  | 20     | 3.5%   | 5      | 0.0%   | 0      | 8.0%   | 3      | 6.0%   | 10 | 0.0% | 0 | 4.2% | 0 | 1.4%  | 1 | 0.0%  | 0  |
| Aldi, St. Michael's Retail<br>Park, Basingstoke  | 0.2%  | 1      | 0.0%   | 0      | 3.3%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Aldi, West Street, Fareham   | 4.0%  | 23     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 3.8%  | 2 | 21.8% | 21 |
| Asda, Bournemouth Road,<br>Chandler's Ford, Eastleigh  | 8.2%  | 48     | 6.3%   | 8      | 1.3%   | 1      | 7.3%   | 3      | 20.1%  | 35 | 4.4% | 1 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Asda, Maynard Road, Totton   | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 4.2% | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Asda, Portland Road,<br>Waterlooville  | 0.9%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 9.0%  | 5 | 0.0%  | 0  |
| Asda, Speedfields Park,<br>Newgate Lane, Fareham   | 1.3%  | 7      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 | 7.7%  | 7  |
| Budgens, Winchester Road,<br>Bishop's Waltham  | 1.2%  | 7      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 2.8% | 0 | 11.5% | 7 | 0.0%  | 0  |
| Co-op, Boyatt Shopping<br>Centre, Shakespeare Road,<br>Eastleigh   | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.5%   | 1  | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Co-op, High Street, Bishop's<br>Waltham  | 0.7%  | 4      | 0.0%   | 0      | 1.3%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 6.2%  | 4 | 0.0%  | 0  |
| Co-op, Stoney Lane, Weeke,<br>Winchester   | 0.3%  | 2      | 0.5%   | 1      | 1.3%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 2.8% | 1 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Co-op, The Square,<br>Wickham  | 0.7%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 | 4.4%  | 4  |
| Co-op, West Street,<br>Alresford   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 2.2% | 1 | 1.1% | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Iceland, High Street,<br>Eastleigh   | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.9%   | 0      | 0.5%   | 1  | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Iceland, Middle Brook<br>Street, Winchester  | 1.7%  | 10     | 6.1%   | 8      | 3.4%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 1.1% | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Iceland, West Street,<br>Fareham   | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.9%  | 1 | 0.8%  | 1  |
| Lidl, Coles Close, off<br>Twyford Road, Eastleigh  | 2.2%  | 13     | 0.0%   | 0      | 3.4%   | 1      | 3.2%   | 1      | 5.9%   | 10 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Lidl, Commercial Road,<br>Totton   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 4.4% | 1 | 0.0%  | 0 | 0.0%  | 0  |
| Lidl, Elettra Avenue,<br>Waterlooville   | 0.8%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 5.8%  | 3 | 1.2%  | 1  |
| Lidl, London Road,<br>Cowplain, Waterlooville  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.9%  | 1 | 0.0%  | 0  |
| Lidl, Rookery Avenue,<br>Solent Way, Whiteley  | 0.7%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 4.3%  | 3 | 1.6%  | 2  |
| Lidl, Speedfields Park,<br>Newgate Lane, Fareham   | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 | 2.1%  | 2  |
| Lidl, Station Road,<br>Petersfield   | 0.4%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 4.5% | 1 | 2.9%  | 2 | 0.0%  | 0  |
| Lidl, Worting Road,<br>Churchill Way West,<br>Basingstoke  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 4.4% | 1 | 0.0%  | 0 | 0.0%  | 0  |
| Makro, Segensworth West,<br>Dewar Close, Fareham   | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 | 2.1%  | 2  |
| Marks & Spencer Foodhall,<br>Coles Close, Twyford<br>Road, Eastleigh   | 0.7%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.9%   | 0      | 1.3%   | 2  | 0.0% | 0 | 0.0% | 0 | 2.4%  | 1 | 0.0%  | 0  |
| Marks & Spencer Foodhall,<br>High Street, Winchester   | 1.5%  | 9      | 4.2%   | 6      | 0.9%   | 0      | 1.8%   | 1      | 0.5%   | 1  | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 | 1.2%  | 1  |
| Marks & Spencer, Hedge<br>End Trade Park, Tollbar<br>Way, Hedge End  | 1.6%  | 9      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.6%   | 4  | 0.0% | 0 | 2.2% | 0 | 1.9%  | 1 | 3.2%  | 3  |
| Marks & Spencer, Whiteley<br>Way, Whiteley, Fareham  | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 2.4%  | 1 | 0.0%  | 0  |

Column %ges.

# Winchester Household Survey For Lambert Smith Hampton

Weighted:

September 2019

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |    |       |   |      |   |       |   |       |    |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|----|-------|---|------|---|-------|---|-------|----|
| McCarthy's Fruit & Veg,<br>Winchester Road,<br>Wickham                                    | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0% | 0 | 0.9%  | 1 | 0.0%  | 0  |
| Morrisons, Lakesmere Road,<br>Hordean   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 1.1%  | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Sainsbury's Superstore,<br>Badger Farm Road,<br>Winchester                                | 10.4% | 60     | 20.2%  | 26     | 9.1%   | 4      | 23.3%  | 10     | 7.5%   | 13 | 21.0% | 5 | 8.4% | 1 | 1.4%  | 1 | 0.0%  | 0  |
| Sainsbury's Superstore,<br>Draymans Way, Alton  | 0.5%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 9.7%  | 2 | 2.8% | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Sainsbury's Superstore,<br>Leigh Road, Eastleigh  | 2.1%  | 12     | 0.0%   | 0      | 0.0%   | 0      | 2.3%   | 1      | 6.6%   | 11 | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Sainsbury's Superstore,<br>Middlebrook Street,<br>Winchester                              | 2.5%  | 15     | 10.0%  | 13     | 0.0%   | 0      | 2.3%   | 1      | 0.0%   | 0  | 0.0%  | 0 | 4.2% | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Sainsbury's Superstore,<br>Redcar Street, Shirley,<br>Southampton                         | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 4.2% | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Sainsbury's Superstore,<br>Station Mall, Churchill<br>Way East, Basingstoke               | 0.1%  | 0      | 0.0%   | 0      | 0.9%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Sainsbury's Superstore,<br>Tollbar way, Hedge End   | 5.4%  | 31     | 0.0%   | 0      | 0.9%   | 0      | 4.2%   | 2      | 11.4%  | 20 | 0.0%  | 0 | 3.9% | 0 | 9.0%  | 5 | 3.6%  | 4  |
| Sainsbury's Superstore,<br>Wallop Drive, Kempshott,<br>Basingstoke                        | 0.1%  | 1      | 0.0%   | 0      | 1.7%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Sainsbury's Superstore,<br>Wallington Way,<br>Broadcut, Fareham                           | 3.5%  | 20     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 3.3% | 0 | 11.3% | 7 | 13.5% | 13 |
| Tesco (Esso) Express,<br>Winchester Road, Fair<br>Oak                                     | 0.5%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.8%   | 3  | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Tesco Express, Broad Street,<br>Alresford   | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 3.9%  | 1 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Tesco Express, High Street,<br>Winchester   | 0.4%  | 2      | 1.7%   | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Tesco Express, Springvale<br>Road, Kings Worthy   | 0.2%  | 1      | 0.0%   | 0      | 2.2%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Tesco Express, St Lukes<br>Close, Hedge End   | 0.5%  | 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  |
| Tesco Extra, Clement Attlee<br>Way, North Harbour,<br>Portsmouth                          | 0.6%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0% | 0 | 1.4%  | 1 | 2.9%  | 3  |
| Tesco Extra, Easton Lane,<br>Winchester   | 8.2%  | 47     | 9.0%   | 12     | 28.4%  | 12     | 12.8%  | 5      | 5.2%   | 9  | 29.2% | 7 | 8.9% | 1 | 0.9%  | 1 | 0.8%  | 1  |
| Tesco Extra, Hamble Lane,<br>Bursledon Towers,<br>Southampton                             | 0.8%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.0%   | 3  | 0.0%  | 0 | 2.8% | 0 | 0.0%  | 0 | 0.8%  | 1  |
| Tesco Extra, River Way,<br>Andover  | 0.2%  | 1      | 0.0%   | 0      | 3.4%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Tesco Extra, Solent Road,<br>Havant   | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0 | 1.2%  | 1  |
| Tesco Metro, The Swan<br>Centre, Wells Place,<br>Eastleigh                                | 2.5%  | 14     | 0.0%   | 0      | 0.0%   | 0      | 0.9%   | 0      | 8.0%   | 14 | 0.0%  | 0 | 1.1% | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Tesco Superstore, Whiteley<br>Way, Whiteley   | 0.7%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 2.8% | 0 | 0.0%  | 0 | 4.1%  | 4  |
| Waitrose, Dukes Walk,<br>Stakes Hill Road,<br>Waterlooville                               | 1.0%  | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0% | 0 | 9.5%  | 6 | 0.0%  | 0  |
| Waitrose, Oakmount Road,<br>Chandler's Ford, Eastleigh                                    | 6.7%  | 39     | 0.0%   | 0      | 0.0%   | 0      | 23.1%  | 10     | 16.2%  | 28 | 0.0%  | 0 | 3.3% | 0 | 0.0%  | 0 | 0.8%  | 1  |
| Waitrose, Rams Walk,<br>Petersfield   | 0.4%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 4.2%  | 1 | 6.8% | 1 | 0.9%  | 1 | 0.0%  | 0  |
| Waitrose, Stockbridge Road,<br>Winchester   | 5.2%  | 30     | 14.8%  | 19     | 18.5%  | 8      | 0.0%   | 0      | 0.0%   | 0  | 8.8%  | 2 | 0.0% | 0 | 1.4%  | 1 | 0.0%  | 0  |
| Asda, High Street, West End,<br>Southampton   | 0.4%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.3%   | 2  | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Budgens, Meon Hut Service<br>Station, A32 / A272<br>Crossroads, West Meon,<br>Petersfield | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 2.2% | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Co op, City Road,<br>Winchester   | 0.2%  | 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  |

Column %ges.

# Winchester Household Survey For Lambert Smith Hampton

Weighted:

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |    |      |    |      |    |      |    |       |    |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|----|------|----|------|----|------|----|-------|----|
| Co-op, Winchester Road, Chandler's Ford, Eastleigh               | 0.5%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.8%   | 3  | 0.0% | 0  | 0.0% | 0  | 0.0% | 0  | 0.0%  | 0  |
| Iceland, High Street, Alton                                      | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 1.1% | 0  | 0.0% | 0  | 0.0% | 0  | 0.0%  | 0  |
| Lidl, Bursledon Road, Southampton                                | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0  | 4.2% | 0  | 0.0% | 0  | 0.0%  | 0  |
| Lidl, Castle Trading Estate, Portchester, Fareham                | 0.4%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0  | 0.0% | 0  | 2.4% | 1  | 0.8%  | 1  |
| Local shops, Headbourne Worthy Village Centre                    | 0.1%  | 0      | 0.0%   | 0      | 0.9%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0  | 0.0% | 0  | 0.0% | 0  | 0.0%  | 0  |
| M&S Simply Food, High Street, Petersfield                        | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0  | 1.1% | 0  | 0.0% | 0  | 0.0%  | 0  |
| Morrisons, Walpole Road, Gosport                                 | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0  | 0.0% | 0  | 0.0% | 0  | 1.6%  | 2  |
| Sainsbury's Superstore, Hambledon Road, Waterlooville            | 0.4%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0  | 0.0% | 0  | 3.8% | 2  | 0.0%  | 0  |
| Sainsbury's Superstore, Midhurst Road, Liphook                   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0  | 1.1% | 0  | 0.0% | 0  | 0.0%  | 0  |
| Tesco Extra, Fratton Way, Portsmouth                             | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0  | 0.0% | 0  | 0.0% | 0  | 1.2%  | 1  |
| Tesco Superstore, Neptune Industrial Estate, Willenhall          | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0  | 1.1% | 0  | 0.0% | 0  | 0.0%  | 0  |
| Tesco Superstore, Quay Street, Fareham                           | 2.2%  | 13     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.5%   | 1  | 0.0% | 0  | 0.0% | 0  | 0.0% | 0  | 12.5% | 12 |
| The Weyhill Farm Shop, Weyhill Road, Weyhill, Andover            | 0.1%  | 1      | 0.0%   | 0      | 1.3%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0  | 0.0% | 0  | 0.0% | 0  | 0.0%  | 0  |
| Waitrose, Locks Heath Centre, Centre Way, Park Gate, Southampton | 1.1%  | 7      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0  | 0.0% | 0  | 1.9% | 1  | 5.7%  | 6  |
| Waitrose, Station Road, Alton                                    | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 2.2% | 1  | 1.1% | 0  | 0.0% | 0  | 0.0%  | 0  |
| Wiltshire Farm Foods, Quarry Lane, Chichester                    | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0  | 0.0% | 0  | 0.0% | 0  | 1.2%  | 1  |
| Weighted base:   | 577   | 131    |        | 42     |        | 42     |        | 172    |        | 24 |      | 12 |      | 58 |      | 97 |       |    |
| Sample:  | 578   | 93     |        | 65     |        | 59     |        | 106    |        | 56 |      | 52 |      | 71 |      | 76 |       |    |

**Q08 Which internet / home delivery retailer do you use?**

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

|                               |       |   |       |   |        |   |        |   |       |   |       |   |       |   |       |   |       |   |
|-------------------------------|-------|---|-------|---|--------|---|--------|---|-------|---|-------|---|-------|---|-------|---|-------|---|
| Asda                          | 7.2%  | 2 | 0.0%  | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 12.2% | 1 | 24.9% | 1 |
| Iceland                       | 7.1%  | 2 | 0.0%  | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 42.1% | 2 |
| Marks & Spencer               | 0.0%  | 0 | 0.0%  | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Morrisons                     | 0.0%  | 0 | 0.0%  | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Ocado                         | 19.7% | 6 | 50.2% | 3 | 0.0%   | 0 | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 31.8% | 2 | 0.0%  | 0 |
| Sainsbury's                   | 29.8% | 8 | 36.2% | 2 | 100.0% | 0 | 100.0% | 1 | 18.9% | 1 | 28.2% | 0 | 0.0%  | 0 | 43.9% | 3 | 0.0%  | 0 |
| Tesco                         | 25.0% | 7 | 0.0%  | 0 | 0.0%   | 0 | 0.0%   | 0 | 49.3% | 3 | 71.8% | 1 | 99.9% | 0 | 12.2% | 1 | 33.0% | 2 |
| Waitrose                      | 11.2% | 3 | 13.6% | 1 | 0.0%   | 0 | 0.0%   | 0 | 31.9% | 2 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Other                         | 0.0%  | 0 | 0.0%  | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Gousto                        | 0.0%  | 0 | 0.0%  | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Milk & More                   | 0.0%  | 0 | 0.0%  | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| (Varies)                      | 0.0%  | 0 | 0.0%  | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| (Don't know / can't remember) | 0.0%  | 0 | 0.0%  | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Weighted base:                | 28    | 7 |       | 0 |        | 1 |        | 7 |       | 1 |       | 0 |       | 7 |       | 5 |       |   |
| Sample:                       | 25    | 7 |       | 1 |        | 1 |        | 3 |       | 2 |       | 2 |       | 5 |       | 4 |       |   |

Weighted:

September 2019

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |    |       |   |      |   |       |    |       |    |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|----|-------|---|------|---|-------|----|-------|----|
| <b>Q09 In addition to your main food shopping, where do you normally do most of your household's small scale top-up food shopping (i.e. the store you visit regularly (2+ times a week) to buy bread, milk, etc., on a day-to-day basis)?</b> |       |        |        |        |        |        |        |        |        |    |       |   |      |   |       |    |       |    |
| <i>Excl. Nulls &amp; SFT</i>  |       |        |        |        |        |        |        |        |        |    |       |   |      |   |       |    |       |    |
| Alresford / New Alresford Town Centre   | 0.4%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 10.1% | 3 | 1.0% | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Bishop's Waltham Town Centre  | 0.6%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0% | 0 | 5.3%  | 5  | 0.0%  | 0  |
| Bursledon Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.6% | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Chandler's Ford Local Centre  | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.9%   | 2  | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Corhampton Village Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 1.3% | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Droxford Village Centre   | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0% | 0 | 2.9%  | 2  | 0.0%  | 0  |
| Eastleigh Town Centre   | 0.7%  | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.3%   | 6  | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Fair Oak Village Centre   | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.7%   | 2  | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Fareham Town Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.6% | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Hambledon Village Centre  | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0% | 0 | 1.6%  | 1  | 0.0%  | 0  |
| Harestock Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.8%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Kings Worthy Village Centre   | 0.1%  | 1      | 0.0%   | 0      | 1.6%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Oliver's Battery Local Centre   | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.7%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Otterbourne Village Centre  | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.7%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Southsea Local Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0  | 0.6%  | 1  |
| Swanmore Village Centre   | 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  |
| Twyford Village Centre  | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 3.1%   | 2      | 0.0%   | 0  | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Waltham Chase Village Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0% | 0 | 0.6%  | 1  | 0.0%  | 0  |
| Winchester City Centre  | 0.9%  | 7      | 2.9%   | 5      | 2.8%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 2.3%  | 1 | 1.0% | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Winnall Local Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.9%  | 0 | 2.5% | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Aldi, Burnett Close, Winchester   | 1.9%  | 15     | 5.2%   | 9      | 12.2%  | 6      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 1.7% | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Aldi, Chestnut Avenue Retail Park, Chandler's Ford, Eastleigh   | 0.8%  | 6      | 0.3%   | 1      | 0.0%   | 0      | 1.7%   | 1      | 2.0%   | 5  | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Aldi, The Hundred, Romsey   | 0.1%  | 1      | 0.5%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Aldi, West Street, Fareham  | 1.4%  | 11     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0  | 9.0%  | 11 |
| Asda, Bourmemouth Road, Chandler's Ford, Eastleigh  | 1.3%  | 10     | 0.0%   | 0      | 0.0%   | 0      | 2.6%   | 1      | 3.5%   | 8  | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Asda, Brighton Way, Brighton Hill, Basingstoke  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 2.6% | 1 | 0.0%  | 0  | 0.0%  | 0  |
| Asda, Portland Road, Waterloooville   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0% | 0 | 0.6%  | 1  | 0.0%  | 0  |
| Asda, Speedfields Park, Newgate Lane, Fareham   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0% | 0 | 0.6%  | 1  | 0.0%  | 0  |
| BP Garage, St. Cross Road, Winchester   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.6% | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Budgens, Winchester Road, Bishop's Waltham  | 2.1%  | 16     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 8.0% | 2 | 16.5% | 14 | 0.0%  | 0  |
| Co-op, Boyatt Shopping Centre, Shakespeare Road, Eastleigh  | 1.2%  | 9      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 3.8%   | 9  | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Co-op, Fair Oak Road, Bishopstoke   | 1.8%  | 14     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 5.8%   | 14 | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Co-op, Gudge Heath Lane, Fareham  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0  | 0.6%  | 1  |
| Co-op, Hambledon Road, Denmead  | 1.2%  | 9      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0% | 0 | 10.5% | 9  | 0.0%  | 0  |
| Co-op, High Street, Bishop's Waltham  | 3.4%  | 26     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 3.9% | 1 | 27.9% | 24 | 1.0%  | 1  |
| Co-op, Highlands Road, Fareham  | 1.5%  | 12     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0  | 9.7%  | 12 |
| Co-op, Leigh Road, Bishopstoke  | 1.0%  | 8      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 3.3%   | 8  | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Co-op, Lower Northam Road, Hedge End  | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0% | 0 | 1.0%  | 1  | 1.0%  | 1  |
| Co-op, Milton Road, Cowplain, Waterloooville  | 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  |
| Co-op, Sandy Lane, Fair Oak   | 2.8%  | 22     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 8.8%   | 21 | 0.0%  | 0 | 2.5% | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Co-op, St. Vigor Way, Colden Common   | 2.6%  | 20     | 0.0%   | 0      | 0.0%   | 0      | 35.2%  | 20     | 0.0%   | 0  | 0.0%  | 0 | 1.3% | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Co-op, Stoney Lane, Weeke, Winchester   | 1.2%  | 9      | 2.5%   | 4      | 5.5%   | 2      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0% | 0 | 2.5%  | 2  | 0.0%  | 0  |
| Co-op, The Square, Botley   | 0.4%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0  | 2.6%  | 3  |
| Co-op, The Square, Wickham  | 2.6%  | 20     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0% | 0 | 6.4%  | 6  | 12.0% | 15 |

Column %ges.

# Winchester Household Survey For Lambert Smith Hampton

Weighted:

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |    |       |    |       |   |      |   |       |    |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|----|-------|----|-------|---|------|---|-------|----|
| Co-op, West Street, Alresford  | 1.7%  | 13     | 0.3%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 37.5% | 11 | 6.8%  | 1 | 0.0% | 0 | 0.0%  | 0  |
| Dever Stores, Oxford Road, Sutton Scotney                                  | 0.0%  | 0      | 0.0%   | 0      | 0.8%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0  |
| Goodlife Farm Shop (Cobbs), Springvale Road, Headbourne Worthy, Winchester | 0.1%  | 1      | 0.0%   | 0      | 1.6%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0  |
| Iceland, Middle Brook Street, Winchester                                   | 0.5%  | 4      | 1.7%   | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 5.0%  | 1 | 0.0% | 0 | 0.0%  | 0  |
| Iceland, West Street, Fareham  | 0.5%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0% | 0 | 2.9%  | 4  |
| Lidl, Coles Close, off Twyford Road, Eastleigh                             | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 2.6%   | 1      | 0.0%   | 0  | 0.9%  | 0  | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0  |
| Lidl, Elettra Avenue, Waterlooville  | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 1.6% | 1 | 0.0%  | 0  |
| Lidl, Rookery Avenue, Solent Way, Whiteley                                 | 0.8%  | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0% | 0 | 4.8%  | 6  |
| Lidl, Station Road, Petersfield  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.6%  | 0 | 0.0% | 0 | 0.0%  | 0  |
| Londis, Oliver's Battery Road South, Winchester                            | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.7%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0  |
| Londis, Winchester Road, Bishop's Waltham                                  | 0.4%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.6%  | 0 | 3.4% | 3 | 0.0%  | 0  |
| M&S Simply Food, Winchester Rail Station, Winchester                       | 0.4%  | 3      | 1.7%   | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0  |
| Marks & Spencer Foodhall, Coles Close, Twyford Road, Eastleigh             | 0.5%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.5%   | 4  | 0.0%  | 0  | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0  |
| Marks & Spencer Foodhall, High Street, Winchester                          | 2.4%  | 19     | 7.4%   | 13     | 0.0%   | 0      | 3.1%   | 2      | 1.3%   | 3  | 0.0%  | 0  | 0.0%  | 0 | 1.0% | 1 | 0.0%  | 0  |
| Marks & Spencer, Hedge End Trade Park, Tollbar Way, Hedge End              | 0.5%  | 4      | 0.3%   | 1      | 0.0%   | 0      | 0.7%   | 0      | 0.9%   | 2  | 0.0%  | 0  | 0.0%  | 0 | 0.6% | 1 | 0.0%  | 0  |
| Marks & Spencer, Whiteley Way, Whiteley, Fareham                           | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0% | 0 | 1.9%  | 2  |
| McCarthy's Fruit & Veg, Winchester Road, Wickham                           | 0.6%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 1  | 0.0%  | 0  | 0.0%  | 0 | 0.0% | 0 | 2.6%  | 3  |
| One Stop, Battery Hill, Winchester   | 0.3%  | 2      | 1.4%   | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0  |
| One Stop, Garbett Road, Winnall  | 0.4%  | 3      | 1.7%   | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0  |
| One Stop, Summerlands Road, Fair Oak                                       | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 1  | 0.0%  | 0  | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0  |
| R W Pickard Newsagent, Stockbridge Street, Winchester                      | 0.3%  | 2      | 1.3%   | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0  |
| Sainsbury's Superstore, Badger Farm Road, Winchester                       | 2.7%  | 21     | 3.3%   | 6      | 2.0%   | 1      | 24.7%  | 14     | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0  |
| Sainsbury's Superstore, Leigh Road, Eastleigh                              | 1.6%  | 12     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 5.1%   | 12 | 0.0%  | 0  | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0  |
| Sainsbury's Superstore, Middlebrook Street, Winchester                     | 6.4%  | 50     | 25.8%  | 45     | 6.2%   | 3      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 11.6% | 2 | 0.0% | 0 | 0.0%  | 0  |
| Sainsbury's Superstore, Tollbar way, Hedge End                             | 1.5%  | 12     | 0.0%   | 0      | 0.0%   | 0      | 0.7%   | 0      | 2.0%   | 5  | 0.0%  | 0  | 0.0%  | 0 | 2.6% | 2 | 3.4%  | 4  |
| Sainsbury's Superstore, Wallop Drive, Kempshott, Basingstoke               | 0.2%  | 1      | 0.0%   | 0      | 2.0%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 2.5%  | 0 | 0.0% | 0 | 0.0%  | 0  |
| Sainsbury's Superstore, Wallington Way, Broadcut, Fareham                  | 1.8%  | 14     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.6% | 1 | 11.3% | 14 |
| Tesco (Esso) Express, Andover Road, Winchester                             | 0.5%  | 4      | 2.4%   | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0  |
| Tesco (Esso) Express, Twyford Road, Eastleigh                              | 1.4%  | 11     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 4.0%   | 10 | 0.0%  | 0  | 0.0%  | 0 | 0.0% | 0 | 1.0%  | 1  |
| Tesco (Esso) Express, Winchester Road, Fair Oak                            | 5.2%  | 40     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 15.8%  | 38 | 0.0%  | 0  | 6.6%  | 1 | 1.0% | 1 | 0.0%  | 0  |
| Tesco Express, Ashdown   | 1.5%  | 12     | 1.3%   | 2      | 0.0%   | 0      | 0.7%   | 0      | 3.7%   | 9  | 0.0%  | 0  | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0  |

Column %ges.

# Winchester Household Survey

## For Lambert Smith Hampton

Weighted:

September 2019

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |    |       |    |      |   |      |   |      |   |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|----|-------|----|------|---|------|---|------|---|
| Road, Chandler's Ford, Eastleigh   |       |        |        |        |        |        |        |        |        |    |       |    |      |   |      |   |      |   |
| Tesco Express, Broad Street, Alresford   | 1.5%  | 11     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 35.5% | 11 | 4.0% | 1 | 0.0% | 0 | 0.0% | 0 |
| Tesco Express, High Street, Winchester   | 2.6%  | 20     | 10.9%  | 19     | 0.0%   | 0      | 1.0%   | 1      | 0.0%   | 0  | 0.0%  | 0  | 5.0% | 1 | 0.0% | 0 | 0.0% | 0 |
| Tesco Express, Priors Dean Road, Harestock, Winchester                           | 0.6%  | 5      | 1.7%   | 3      | 2.4%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 |
| Tesco Express, Springvale Road, Kings Worthy                                     | 1.7%  | 13     | 0.0%   | 0      | 28.2%  | 13     | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Express, St Lukes Close, Hedge End   | 0.7%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0% | 0 | 2.5% | 2 | 2.4% | 3 |
| Tesco Express, Winchester Street, Whitechurch                                    | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.7%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Extra, Easton Lane, Winchester   | 2.0%  | 15     | 4.5%   | 8      | 7.1%   | 3      | 0.0%   | 0      | 0.6%   | 1  | 10.2% | 3  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Extra, Solent Road, Havant   | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 1.9% | 2 |
| Tesco Metro, The Swan Centre, Wells Place, Eastleigh                             | 1.4%  | 11     | 0.0%   | 0      | 0.0%   | 0      | 0.7%   | 0      | 4.4%   | 11 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Superstore, The Causeway, Petersfield                                      | 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 |
| Tesco Superstore, Whiteley Way, Whiteley   | 1.0%  | 8      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 6.4% | 8 |
| Waitrose, Alma Road, Romsey  | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.7%   | 0      | 0.6%   | 1  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Waitrose, Oakmount Road, Chandler's Ford, Eastleigh                              | 4.1%  | 31     | 1.4%   | 2      | 0.0%   | 0      | 2.4%   | 1      | 10.2%  | 25 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 2.5% | 3 |
| Waitrose, Rams Walk, Petersfield   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 3.5% | 1 | 0.0% | 0 | 0.0% | 0 |
| Waitrose, Stockbridge Road, Winchester   | 4.4%  | 34     | 15.2%  | 26     | 16.6%  | 8      | 0.7%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Asda, High Street, West End, Southampton   | 0.7%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.3%   | 3  | 0.0%  | 0  | 1.7% | 0 | 0.0% | 0 | 1.6% | 2 |
| Beechcroft Farm Shop & Tea Barn, Beechcroft, Sarum Road, Winchester              | 0.1%  | 1      | 0.5%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Budgens, Meon Hut Service Station, A32 / A272 Crossroads, West Meon, Petersfield | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 1.6% | 0 | 0.0% | 0 | 0.0% | 0 |
| Cheriton Post Office & Stores, Cheriton  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 2.9% | 1 | 0.0% | 0 | 0.0% | 0 |
| Co op, City Road, Winchester   | 0.3%  | 2      | 1.4%   | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Arundel Drive, Fareham  | 0.6%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 3.9% | 5 |
| Co-op, Hursley Road, Chandler's Ford, Eastleigh                                  | 0.8%  | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.6%   | 6  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, The Square, Titchfield, Fareham   | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 1.6% | 2 |
| Co-op, Winchester Road, Chandler's Ford, Eastleigh                               | 3.0%  | 23     | 2.6%   | 5      | 0.0%   | 0      | 0.0%   | 0      | 7.7%   | 18 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Winchester Road, Four Marks, Alton  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.9%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Fair Oak Sub Post Office, Summerlands Road, Fair Oak, Eastleigh                  | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.9%   | 2  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Home Bargains, Channon Retail Park, Woodside Avenue, Eastleigh                   | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 1  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Hylands, High Street, Bishop's Waltham   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.6% | 1 | 0.0% | 0 | 0.0% | 0 |
| Iceland, High Street, Alton  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.9%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl, Castle Trading Estate, Portchester, Fareham                                | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.6% | 1 |
| Local shops, Barton Stacey Village Centre  | 0.1%  | 1      | 0.0%   | 0      | 1.2%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Cheriton Village Centre   | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 6.1% | 1 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Headbourne Worthy Village Centre                                    | 0.1%  | 1      | 0.0%   | 0      | 1.2%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

Column %ges.

# Winchester Household Survey For Lambert Smith Hampton

Weighted:

September 2019

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |     |      |   |      |   |      |   |      |    |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|-----|------|---|------|---|------|---|------|----|
| Local shops, Horton Heath Village Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.4%   | 1   | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0  |
| Local shops, Meonstoke Village Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0% | 0 | 1.0% | 0 | 0.0% | 0 | 0.0% | 0  |
| Local shops, Southwick Village Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.6% | 1  |
| Local shops, Sparsholt Village Centre   | 0.1%  | 1      | 0.0%   | 0      | 2.0%   | 1      | 0.0%   | 0      | 0.0%   | 0   | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0  |
| Local shops, Stoke Village Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0% | 0 | 0.6% | 0 | 0.0% | 0 | 0.0% | 0  |
| Local shops, West Meon Village Centre   | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0% | 0 | 8.2% | 2 | 0.0% | 0 | 0.0% | 0  |
| Londis, Bar End Road, Winchester  | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0% | 0 | 2.5% | 0 | 0.0% | 0 | 0.0% | 0  |
| Mange2 Deli, West Street, Alresford   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0% | 0 | 0.6% | 0 | 0.0% | 0 | 0.0% | 0  |
| Nisa Local, Main Road, Otterbourne  | 1.3%  | 10     | 0.3%   | 1      | 1.2%   | 1      | 16.2%  | 9      | 0.0%   | 0   | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0  |
| One Stop, Gosport Road, Fareham   | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1  |
| Premier, Fraser Road, Kings Worthy  | 0.0%  | 0      | 0.0%   | 0      | 0.8%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0  |
| Premier, Mitford Road, Alresford  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.9% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0  |
| Premier, Wavell Way, Winchester   | 0.3%  | 2      | 1.3%   | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0  |
| R Owton Wholesale Butchers, Chalcroft Farm, Burnetts Lane, Southampton            | 0.4%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.4%   | 3   | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0  |
| Roebridge Farm Shop, Market Street, Eastleigh                                     | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.7%   | 0      | 0.0%   | 0   | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0  |
| Sainsbury's Local, Bridge Road, Park Gate, Southampton                            | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.6% | 2  |
| Sainsbury's Superstore, Hambledon Road, Waterlooville                             | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0% | 0 | 0.0% | 0 | 2.5% | 2 | 0.0% | 0  |
| South Wonston Village Stores & Post Office, Downs Road, South Wonston, Winchester | 0.2%  | 2      | 0.0%   | 0      | 3.8%   | 2      | 0.0%   | 0      | 0.0%   | 0   | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0  |
| Tesco Express, Bishopstoke Road, Eastleigh  | 0.7%  | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.3%   | 6   | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0  |
| Tesco Express, Palmerston Road, Southsea  | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1  |
| Tesco Express, Pilgrims Close, Chandler's Ford, Eastleigh                         | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.4%   | 1   | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0  |
| Tesco Express, Tanhouse Lane, Hedge End, Southampton                              | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.6% | 1  |
| Tesco Superstore, Quay Street, Fareham  | 1.7%  | 13     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0% | 0 | 0.0% | 0 | 1.9% | 2 | 9.6% | 12 |
| Waitrose, Locks Heath Centre, Centre Way, Park Gate, Southampton                  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0% | 0 | 0.0% | 0 | 0.6% | 1 | 0.0% | 0  |
| Waltham Chase Post Office, Winchester Road, Waltham Chase                         | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0% | 0 | 0.0% | 0 | 0.6% | 1 | 0.0% | 0  |
| Wiltshire Farm Foods, Quarry Lane, Chichester                                     | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0% | 0 | 1.0% | 0 | 0.0% | 0 | 0.0% | 0  |
| Weighted base:  | 773   | 173    |        | 46     | 57     | 240    | 30     | 20     | 87     | 121 |      |   |      |   |      |   |      |    |
| Sample:   | 750   | 122    |        | 69     | 84     | 139    | 69     | 78     | 96     | 93  |      |   |      |   |      |   |      |    |

# Winchester Household Survey For Lambert Smith Hampton

Weighted:

September 2019

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |   |      |   |        |   |        |   |        |   |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|---|------|---|--------|---|--------|---|--------|---|
| <b>Q10 Which internet / home delivery retailer do you use?</b>          |       |        |        |        |        |        |        |        |        |   |      |   |        |   |        |   |        |   |
| <i>Those who do their top-up food shopping via the Internet at Q09:</i> |       |        |        |        |        |        |        |        |        |   |      |   |        |   |        |   |        |   |
| Asda  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |
| Iceland   | 19.2% | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0%   | 0 | 0.0%   | 0 | 100.0% | 1 |
| Marks & Spencer   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |
| Morrisons   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |
| Ocado   | 35.7% | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0%   | 0 | 100.0% | 2 | 0.0%   | 0 |
| Sainsbury's   | 8.3%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 100.1% | 1 | 0.0%   | 0 | 0.0%   | 0 |
| Tesco   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |
| Waitrose  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |
| Other   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |
| Gousto  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |
| Milk & More   | 36.8% | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 100.0% | 2 | 0.0% | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |
| (Varies)  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |
| (Don't know / can't remember)   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |
| Weighted base:  |       | 6      |        | 0      |        | 0      |        | 0      |        | 2 |      | 0 |        | 1 |        | 2 |        | 1 |
| Sample:   |       | 4      |        | 0      |        | 0      |        | 0      |        | 1 |      | 0 |        | 1 |        | 1 |        | 1 |

Weighted:

September 2019

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |   |       |   |      |   |       |    |       |   |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|---|-------|---|------|---|-------|----|-------|---|
| <b>Q11 In addition to (LOCATION MENTIONED AT Q09), is there anywhere else you regularly use for your household's small scale top-up food shopping?</b> |       |        |        |        |        |        |        |        |        |   |       |   |      |   |       |    |       |   |
| <i>Those who do top-up shopping at Q09: AND Excl. Nulls &amp; SFT</i>  |       |        |        |        |        |        |        |        |        |   |       |   |      |   |       |    |       |   |
| Alresford / New Alresford<br>Town Centre   | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 4.8%  | 1 | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0 |
| Bishop's Waltham Town<br>Centre  | 0.4%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 2.5% | 0 | 2.4%  | 1  | 0.0%  | 0 |
| Corhampton Village Centre  | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 8.1% | 1 | 0.0%  | 0  | 0.0%  | 0 |
| Eastleigh Town Centre  | 0.4%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.1%   | 1 | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0 |
| Fair Oak Village Centre  | 1.6%  | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 4.8%   | 6 | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0 |
| Fareham Town Centre  | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0  | 1.6%  | 1 |
| Kings Worthy Village Centre  | 1.0%  | 4      | 0.0%   | 0      | 17.1%  | 4      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0 |
| Shedfield Village Centre   | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0  | 1.6%  | 1 |
| Sutton Scotney Village<br>Centre   | 0.7%  | 2      | 3.1%   | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0 |
| Swanmore Village Centre  | 0.6%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 4.9%  | 2  | 0.0%  | 0 |
| Twyford Village Centre   | 0.3%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 2.1%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 8.1% | 1 | 0.0%  | 0  | 0.0%  | 0 |
| Winchester City Centre   | 0.3%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 5.4%   | 1      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0 |
| Aldi, Burnett Close,<br>Winchester   | 3.0%  | 11     | 8.3%   | 6      | 17.1%  | 4      | 3.2%   | 1      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0 |
| Aldi, Chestnut Avenue Retail<br>Park, Chandler's Ford,<br>Eastleigh  | 0.6%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.9%   | 2 | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0 |
| Aldi, West Street, Fareham   | 0.4%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 1.2%  | 1  | 1.6%  | 1 |
| Asda, Bournemouth Road,<br>Chandler's Ford, Eastleigh  | 1.8%  | 6      | 0.0%   | 0      | 0.0%   | 0      | 3.2%   | 1      | 4.9%   | 6 | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0 |
| Asda, Brighton Way,<br>Brighton Hill, Basingstoke  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 5.0% | 1 | 0.0%  | 0  | 0.0%  | 0 |
| Asda, Speedfields Park,<br>Newgate Lane, Fareham   | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 1.2%  | 1  | 0.0%  | 0 |
| Budgens (Williams Garage),<br>Main Road, Otterbourne   | 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 |
| Budgens, Winchester Road,<br>Bishop's Waltham  | 4.7%  | 17     | 3.1%   | 2      | 0.0%   | 0      | 0.0%   | 0      | 1.9%   | 2 | 0.0%  | 0 | 0.0% | 0 | 22.1% | 10 | 4.0%  | 2 |
| Co-op, Fair Oak Road,<br>Bishopstoke   | 2.4%  | 9      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 7.1%   | 8 | 0.0%  | 0 | 3.2% | 0 | 0.0%  | 0  | 0.0%  | 0 |
| Co-op, Gudge Heath Lane,<br>Fareham  | 0.8%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0  | 5.6%  | 3 |
| Co-op, Hambleton Road,<br>Denmead  | 1.5%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 11.6% | 5  | 0.0%  | 0 |
| Co-op, High Street, Bishop's<br>Waltham  | 4.0%  | 14     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 4.5% | 0 | 27.7% | 13 | 2.4%  | 1 |
| Co-op, Highlands Road,<br>Fareham  | 1.6%  | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0  | 11.8% | 6 |
| Co-op, Leigh Road,<br>Bishopstoke  | 0.4%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.1%   | 1 | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0 |
| Co-op, Lower Northam<br>Road, Hedge End  | 0.6%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0  | 4.0%  | 2 |
| Co-op, Sandy Lane, Fair Oak  | 1.3%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 3.8%   | 4 | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0 |
| Co-op, St. Vigor Way,<br>Colden Common   | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 3.2%   | 1      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0 |
| Co-op, Stoney Lane, Weeke,<br>Winchester   | 1.1%  | 4      | 2.3%   | 2      | 3.5%   | 1      | 0.0%   | 0      | 1.1%   | 1 | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0 |
| Co-op, The Square, Botley  | 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 |
| Co-op, The Square,<br>Wickham  | 0.7%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 3.2% | 0 | 1.2%  | 1  | 3.2%  | 2 |
| Co-op, West Street,<br>Alresford   | 2.5%  | 9      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 50.7% | 8 | 5.8% | 1 | 0.0%  | 0  | 0.0%  | 0 |
| Co-op, Yew Tree Drive,<br>Whiteley   | 0.6%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0  | 4.0%  | 2 |
| Fareham Country Market,<br>West Street, Portchester,<br>Fareham  | 0.3%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0  | 2.4%  | 1 |
| Goodlife Farm Shop<br>(Cobbs), Springvale Road,<br>Headbourne Worthy,<br>Winchester  | 0.1%  | 0      | 0.0%   | 0      | 1.7%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0 |
| Iceland, High Street,<br>Eastleigh   | 0.4%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.1%   | 1 | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0 |
| Iceland, Middle Brook<br>Street, Winchester  | 1.6%  | 6      | 6.8%   | 5      | 1.7%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0 |
| Iceland, West Street,<br>Fareham   | 0.4%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0  | 3.2%  | 2 |

Column %ges.

# Winchester Household Survey For Lambert Smith Hampton

Weighted:

September 2019

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |    |       |   |       |   |      |   |       |   |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|----|-------|---|-------|---|------|---|-------|---|
| Lidl, Brockhurst Gate, Heritage Way, Gosport                   | 0.6%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0% | 0 | 4.0%  | 2 |
| Lidl, Coles Close, off Twyford Road, Eastleigh                 | 0.9%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.7%   | 3  | 0.0%  | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0 |
| Lidl, Elettra Avenue, Waterloooville                           | 0.5%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 4.3% | 2 | 0.0%  | 0 |
| Lidl, Rookery Avenue, Solent Way, Whiteley                     | 0.4%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.1%   | 1  | 0.0%  | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0 |
| Lidl, Station Road, Petersfield                                | 0.4%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 1.6%  | 0 | 3.2%  | 0 | 1.8% | 1 | 0.0%  | 0 |
| Marks & Spencer Foodhall, Coles Close, Twyford Road, Eastleigh | 1.4%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 2.1%   | 0      | 4.0%   | 5  | 0.0%  | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0 |
| Marks & Spencer Foodhall, High Street, Winchester              | 4.0%  | 14     | 14.5%  | 11     | 0.0%   | 0      | 12.7%  | 2      | 0.7%   | 1  | 0.0%  | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0 |
| Marks & Spencer, Hedge End Trade Park, Tollbar Way, Hedge End  | 0.3%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 2.1%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 1.2% | 1 | 0.0%  | 0 |
| Marks & Spencer, Whiteley Way, Whiteley, Fareham               | 0.3%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0% | 0 | 2.4%  | 1 |
| McCarthy's Fruit & Veg, Winchester Road, Wickham               | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0% | 0 | 1.6%  | 1 |
| Morrisons, Spruce Drive, Totton                                | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.1%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0 |
| One Stop, Summerlands Road, Fair Oak                           | 1.4%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 4.1%   | 5  | 0.0%  | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0 |
| Sainsbury's Superstore, Badger Farm Road, Winchester           | 2.3%  | 8      | 6.7%   | 5      | 4.3%   | 1      | 2.1%   | 0      | 0.7%   | 1  | 0.0%  | 0 | 0.0%  | 0 | 1.8% | 1 | 0.0%  | 0 |
| Sainsbury's Superstore, Leigh Road, Eastleigh                  | 1.1%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 2.1%   | 0      | 2.9%   | 3  | 0.0%  | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0 |
| Sainsbury's Superstore, Middlebrook Street, Winchester         | 4.4%  | 16     | 17.7%  | 14     | 4.3%   | 1      | 3.2%   | 1      | 0.0%   | 0  | 0.0%  | 0 | 4.9%  | 0 | 0.0% | 0 | 0.0%  | 0 |
| Sainsbury's Superstore, Shepherds Spring Lane, Andover         | 0.2%  | 1      | 0.0%   | 0      | 2.6%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0 |
| Sainsbury's Superstore, Tollbar way, Hedge End                 | 2.4%  | 9      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 6.0%   | 7  | 0.0%  | 0 | 0.0%  | 0 | 1.8% | 1 | 1.6%  | 1 |
| Sainsbury's Superstore, Wallington Way, Broadcut, Fareham      | 1.6%  | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 1.2% | 1 | 10.4% | 5 |
| Tesco (Esso) Express, Andover Road, Winchester                 | 2.5%  | 9      | 9.4%   | 7      | 2.6%   | 1      | 5.4%   | 1      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0 |
| Tesco (Esso) Express, Twyford Road, Eastleigh                  | 0.9%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 11.4%  | 2      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0% | 0 | 2.4%  | 1 |
| Tesco (Esso) Express, Winchester Road, Fair Oak                | 5.0%  | 18     | 0.0%   | 0      | 0.0%   | 0      | 5.4%   | 1      | 14.0%  | 16 | 0.0%  | 0 | 1.3%  | 0 | 0.0% | 0 | 0.0%  | 0 |
| Tesco Express, Ashdown Road, Chandler's Ford, Eastleigh        | 1.5%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 4.5%   | 5  | 0.0%  | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0 |
| Tesco Express, Broad Street, Alresford                         | 2.0%  | 7      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 30.7% | 5 | 18.4% | 2 | 0.0% | 0 | 0.0%  | 0 |
| Tesco Express, High Street, Winchester                         | 1.1%  | 4      | 4.1%   | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 6.1%  | 1 | 0.0% | 0 | 0.0%  | 0 |
| Tesco Express, Priors Dean Road, Harestock, Winchester         | 0.7%  | 3      | 0.8%   | 1      | 9.4%   | 2      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0 |
| Tesco Express, Springvale Road, Kings Worthy                   | 0.8%  | 3      | 0.8%   | 1      | 11.4%  | 2      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0 |
| Tesco Express, St Lukes Close, Hedge End                       | 1.1%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 1.8% | 1 | 6.0%  | 3 |
| Tesco Extra, Easton Lane, Winchester                           | 2.1%  | 7      | 3.0%   | 2      | 13.8%  | 3      | 0.0%   | 0      | 1.1%   | 1  | 4.1%  | 1 | 1.3%  | 0 | 0.0% | 0 | 0.0%  | 0 |
| Tesco Metro, The Swan Centre, Wells Place, Eastleigh           | 2.2%  | 8      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 6.7%   | 8  | 0.0%  | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0 |
| Tesco Superstore, The Causeway, Petersfield                    | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 1.9%  | 0 | 0.0% | 0 | 0.0%  | 0 |
| Tesco Superstore, Whiteley Way, Whiteley                       | 1.2%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 4.8% | 2 | 4.0%  | 2 |

Column %ges.

# Winchester Household Survey For Lambert Smith Hampton

Weighted:

September 2019

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |   |      |   |      |   |      |   |       |   |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|---|------|---|------|---|------|---|-------|---|
| The Oven Door Bakery,<br>Botley Road, Fair Oak  | 0.2%  | 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 |
| Waitrose, Oakmount Road,<br>Chandler's Ford, Eastleigh                                    | 1.8%  | 7      | 0.0%   | 0      | 0.0%   | 0      | 15.9%  | 3      | 2.7%   | 3 | 0.0% | 0 | 0.0% | 0 | 1.2% | 1 | 0.0%  | 0 |
| Waitrose, Portswood Road,<br>Southampton  | 1.0%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.9%   | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Waitrose, Stockbridge Road,<br>Winchester   | 3.5%  | 13     | 12.7%  | 10     | 1.7%   | 0      | 13.8%  | 2      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Little Waitrose, Harbour<br>Parade, West Quay<br>Shopping Centre,<br>Southampton          | 0.2%  | 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 |
| Budgens, Meon Hut Service<br>Station, A32 / A272<br>Crossroads, West Meon,<br>Petersfield | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 8.1% | 1 | 0.0% | 0 | 0.0%  | 0 |
| Co op, City Road,<br>Winchester   | 1.8%  | 6      | 6.0%   | 5      | 0.0%   | 0      | 0.0%   | 0      | 1.1%   | 1 | 0.0% | 0 | 4.9% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Co-op, Arundel Drive,<br>Fareham  | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.6%  | 1 |
| Co-op, Hursley Road,<br>Chandler's Ford, Eastleigh  | 1.2%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 3.8%   | 4 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Co-op, Winchester Road,<br>Chandler's Ford, Eastleigh                                     | 2.0%  | 7      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 5.9%   | 7 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Hursley Community Shop &<br>Post Office, Main Road,<br>Hursley                            | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.1%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Hursley High Class<br>Butchers, Collins Lane,<br>Hursley                                  | 0.1%  | 0      | 0.0%   | 0      | 1.7%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Lidl, Bursledon Road,<br>Southampton  | 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 |
| Lidl, Castle Trading Estate,<br>Portchester, Fareham                                      | 1.4%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 10.3% | 5 |
| Lidl, Western Avenue,<br>Andover  | 0.2%  | 1      | 0.8%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Local shops, Cheriton<br>Village Centre   | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 3.2% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Local shops, Horton Heath<br>Village Centre   | 0.6%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.9%   | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Local shops, Meonstoke<br>Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 1.3% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Local shops, West Meon<br>Village Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 5.1% | 1 | 0.0% | 0 | 0.0%  | 0 |
| Nisa Local, Main Road,<br>Otterbourne   | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.1%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| One Stop, The Square,<br>Wickham, Fareham   | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.6%  | 1 |
| Premier, Fraser Road, Kings<br>Worthy   | 0.4%  | 1      | 0.0%   | 0      | 6.8%   | 1      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Premier, Mitford Road,<br>Alresford   | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 1.6% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Soles Butchers, Broad Street,<br>Alresford  | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 4.8% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Tesco Express, Pilgrims<br>Close, Chandler's Ford,<br>Eastleigh                           | 0.6%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.9%   | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Tesco Superstore, Quay<br>Street, Fareham   | 1.0%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 7.1%  | 4 |
| Tulls Fine Foods, The<br>Square, Wickham  | 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 |
| Waitrose, Locks Heath<br>Centre, Centre Way, Park<br>Gate, Southampton                    | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.6%  | 1 |
| Waitrose, Station Road,<br>Alton  | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 1.6% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Whalesmead Post Office,<br>Fair Oak Road, Eastleigh                                       | 0.2%  | 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 |
| Weighted base:  | 354   |        | 77     |        | 21     |        | 18     |        | 118    |   | 16   |   | 10   |   | 45   |   | 49    |   |
| Sample:   | 352   |        | 53     |        | 32     |        | 28     |        | 69     |   | 39   |   | 40   |   | 52   |   | 39    |   |

Column %ges.

# Winchester Household Survey For Lambert Smith Hampton

Weighted:

September 2019

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |   |      |   |      |   |        |   |      |   |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|---|------|---|------|---|--------|---|------|---|
| <b>Q12 Which internet / home delivery retailer do you use?</b>          |       |        |        |        |        |        |        |        |        |   |      |   |      |   |        |   |      |   |
| <i>Those who do their top-up food shopping via the Internet at Q11:</i> |       |        |        |        |        |        |        |        |        |   |      |   |      |   |        |   |      |   |
| Asda  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%   | 0 | 0.0% | 0 |
| Iceland   | 13.0% | 1      | 24.9%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%   | 0 | 0.0% | 0 |
| Marks & Spencer   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%   | 0 | 0.0% | 0 |
| Morrisons   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%   | 0 | 0.0% | 0 |
| Ocado   | 19.7% | 1      | 37.6%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%   | 0 | 0.0% | 0 |
| Sainsbury's   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%   | 0 | 0.0% | 0 |
| Tesco   | 47.6% | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 100.0% | 2 | 0.0% | 0 |
| Waitrose  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%   | 0 | 0.0% | 0 |
| Other   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%   | 0 | 0.0% | 0 |
| Gousto  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%   | 0 | 0.0% | 0 |
| Milk & More   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%   | 0 | 0.0% | 0 |
| (Varies)  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%   | 0 | 0.0% | 0 |
| (Don't know / can't remember)   | 19.7% | 1      | 37.6%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%   | 0 | 0.0% | 0 |
| Weighted base:  |       | 5      |        | 2      |        | 0      |        | 0      |        | 0 |      | 0 |      | 0 |        | 2 |      | 0 |
| Sample:   |       | 4      |        | 3      |        | 0      |        | 0      |        | 0 |      | 0 |      | 0 |        | 1 |      | 0 |

MeanScore: %

**Q13 Of all the money you spend on your main and top-up food shopping, what proportion goes to your main food shopping?**

*Those who do top-up shopping at Q09:*

|                |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |
|----------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| 1 - 5%         | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     |
| 6 - 10%        | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     |
| 11 - 15%       | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     |
| 16 - 20%       | 0.1%  | 1     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 1.2%  | 1     | 0.0%  | 0     |
| 21 - 25%       | 0.8%  | 6     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 0.4%  | 1     | 0.0%  | 0     | 0.6%  | 0     | 2.5%  | 2     | 2.2%  | 3     |
| 26 - 30%       | 0.4%  | 3     | 0.0%  | 0     | 5.8%  | 3     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 0.6%  | 1     |
| 31 - 35%       | 0.2%  | 1     | 0.0%  | 0     | 1.2%  | 1     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 4.0%  | 1     | 0.0%  | 0     | 0.0%  | 0     |
| 36 - 40%       | 0.7%  | 5     | 0.9%  | 2     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 0.9%  | 1     | 2.5%  | 3     |
| 41 - 45%       | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     |
| 46 - 50%       | 6.5%  | 51    | 4.2%  | 7     | 2.4%  | 1     | 11.9% | 7     | 4.5%  | 11    | 12.9% | 4     | 13.2% | 3     | 6.5%  | 6     | 10.0% | 12    |
| 51 - 55%       | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 0.9%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     |
| 56 - 60%       | 6.7%  | 53    | 6.4%  | 11    | 3.6%  | 2     | 7.7%  | 4     | 7.6%  | 19    | 4.1%  | 1     | 2.2%  | 0     | 5.9%  | 5     | 8.2%  | 10    |
| 61 - 65%       | 1.0%  | 8     | 1.8%  | 3     | 0.8%  | 0     | 2.6%  | 1     | 0.4%  | 1     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 1.6%  | 2     |
| 66 - 70%       | 14.5% | 113   | 18.9% | 33    | 18.2% | 8     | 14.5% | 8     | 13.3% | 32    | 6.8%  | 2     | 7.1%  | 1     | 9.4%  | 8     | 16.0% | 20    |
| 71 - 75%       | 14.3% | 112   | 11.3% | 20    | 7.8%  | 4     | 10.9% | 6     | 16.8% | 41    | 15.9% | 5     | 6.9%  | 1     | 18.8% | 17    | 15.2% | 19    |
| 76 - 80%       | 21.1% | 165   | 24.6% | 43    | 19.8% | 9     | 20.8% | 12    | 24.1% | 59    | 28.3% | 8     | 17.7% | 4     | 13.1% | 12    | 15.3% | 19    |
| 81 - 85%       | 4.4%  | 34    | 7.2%  | 13    | 0.0%  | 0     | 2.4%  | 1     | 5.9%  | 14    | 1.3%  | 0     | 7.2%  | 1     | 0.0%  | 0     | 3.3%  | 4     |
| 86 - 90%       | 13.4% | 105   | 12.2% | 21    | 24.2% | 11    | 17.3% | 10    | 13.6% | 33    | 15.2% | 5     | 29.8% | 6     | 13.4% | 12    | 5.7%  | 7     |
| 91 - 95%       | 4.3%  | 34    | 0.7%  | 1     | 6.7%  | 3     | 2.4%  | 1     | 4.1%  | 10    | 4.1%  | 1     | 1.3%  | 0     | 10.1% | 9     | 6.0%  | 7     |
| 96 - 100%      | 1.8%  | 14    | 3.3%  | 6     | 0.0%  | 0     | 2.0%  | 1     | 0.4%  | 1     | 0.0%  | 0     | 1.6%  | 0     | 3.0%  | 3     | 2.5%  | 3     |
| (Don't know)   | 9.5%  | 75    | 8.6%  | 15    | 9.4%  | 4     | 5.7%  | 3     | 8.6%  | 21    | 10.5% | 3     | 8.3%  | 2     | 14.2% | 13    | 11.0% | 14    |
| (Refused)      | 0.3%  | 3     | 0.0%  | 0     | 0.0%  | 0     | 1.7%  | 1     | 0.4%  | 1     | 0.0%  | 0     | 0.0%  | 0     | 0.9%  | 1     | 0.0%  | 0     |
| Mean:          |       | 75.37 |       | 76.36 |       | 75.80 |       | 74.72 |       | 76.75 |       | 75.32 |       | 75.85 |       | 75.14 |       | 71.42 |
| Weighted base: |       | 784   |       | 175   |       | 46    |       | 57    |       | 243   |       | 30    |       | 20    |       | 89    |       | 125   |
| Sample:        |       | 759   |       | 124   |       | 69    |       | 84    |       | 141   |       | 69    |       | 79    |       | 97    |       | 96    |

Weighted:

September 2019

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |    |       |    |       |   |       |    |       |    |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|----|-------|----|-------|---|-------|----|-------|----|
| <b>Q14 Where do you normally do most of your household's shopping for men's, women's, children's and baby clothing and footwear? NOTE we mean fashion items - NOT sports clothing and footwear</b> |       |        |        |        |        |        |        |        |        |    |       |    |       |   |       |    |       |    |
| <i>Excl. Nulls &amp; SFT</i>   |       |        |        |        |        |        |        |        |        |    |       |    |       |   |       |    |       |    |
| Alresford / New Alresford Town Centre  | 0.6%  | 4      | 0.4%   | 1      | 2.9%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 5.7%  | 2  | 0.8%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Alton Town Centre  | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 4.0%  | 1  | 2.1%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Andover Town Centre  | 0.3%  | 2      | 0.0%   | 0      | 3.7%   | 2      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Basingstoke Town Centre  | 1.4%  | 10     | 1.5%   | 2      | 5.9%   | 3      | 0.0%   | 0      | 0.0%   | 0  | 10.7% | 3  | 3.3%  | 1 | 0.8%  | 1  | 0.0%  | 0  |
| Bishop's Waltham Town Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.8%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Central London   | 1.4%  | 10     | 2.8%   | 4      | 4.9%   | 2      | 3.2%   | 2      | 0.5%   | 1  | 0.0%  | 0  | 2.1%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Chichester City Centre   | 0.9%  | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 2.1%  | 1  | 3.6%  | 5  |
| Eastleigh Town Centre  | 5.5%  | 38     | 0.6%   | 1      | 5.9%   | 3      | 5.6%   | 3      | 15.9%  | 30 | 0.0%  | 0  | 4.7%  | 1 | 0.8%  | 1  | 0.6%  | 1  |
| Fareham Town Centre  | 9.0%  | 63     | 0.0%   | 0      | 1.1%   | 1      | 1.6%   | 1      | 0.5%   | 1  | 0.0%  | 0  | 2.5%  | 0 | 20.5% | 14 | 33.2% | 46 |
| Gosport Town Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.8%  | 1  | 0.0%  | 0  |
| Guildford Town Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.8%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Hambledon Village Centre   | 0.1%  | 1      | 0.6%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Havant Town Centre   | 0.4%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 2.1%  | 3  |
| Hedge End Town Centre  | 0.4%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.5%   | 1  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 1.4%  | 2  |
| Petersfield Town Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 1.7%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Portsmouth City Centre   | 3.2%  | 23     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.4%   | 4  | 0.0%  | 0  | 0.8%  | 0 | 6.1%  | 4  | 10.0% | 14 |
| Reading Town Centre  | 0.1%  | 1      | 0.0%   | 0      | 1.1%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Romsey Town Centre   | 0.4%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.8%   | 0      | 0.0%   | 0  | 3.2%  | 1  | 0.0%  | 0 | 1.6%  | 1  | 0.0%  | 0  |
| Salisbury City Centre  | 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  |
| Southampton City Centre  | 7.4%  | 52     | 8.4%   | 13     | 6.4%   | 3      | 9.9%   | 5      | 6.4%   | 12 | 8.0%  | 3  | 4.7%  | 1 | 6.6%  | 4  | 7.9%  | 11 |
| Southsea Local Centre  | 0.4%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.8%  | 1  | 1.4%  | 2  |
| Stockbridge Town Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.8%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Waterlooville Town Centre  | 0.9%  | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.8%  | 0 | 7.0%  | 5  | 1.1%  | 2  |
| Whiteley Local Centre  | 3.6%  | 25     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.7%   | 1  | 0.8%  | 0  | 3.4%  | 1 | 11.5% | 8  | 10.9% | 15 |
| Wickham Village Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.6%  | 1  |
| Winchester City Centre   | 26.4% | 184    | 55.1%  | 87     | 33.6%  | 16     | 36.8%  | 18     | 18.5%  | 35 | 49.7% | 16 | 34.9% | 5 | 9.1%  | 6  | 0.6%  | 1  |
| Andover Road Retail Park, Winchester   | 0.5%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.8%   | 3  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Channon Retail Park, Woodside Avenue, Eastleigh  | 1.2%  | 8      | 0.0%   | 0      | 0.0%   | 0      | 2.8%   | 1      | 3.6%   | 7  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Festival Place, Basingstoke  | 0.7%  | 5      | 1.4%   | 2      | 4.9%   | 2      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 3.2%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Hedge End Retail Park, Charles Watts Way, Southampton  | 7.1%  | 49     | 1.5%   | 2      | 1.5%   | 1      | 9.0%   | 4      | 14.3%  | 27 | 0.8%  | 0  | 2.5%  | 0 | 10.6% | 7  | 5.1%  | 7  |
| Swan Shopping Centre, Wells Place, Eastleigh   | 2.5%  | 18     | 0.4%   | 1      | 0.0%   | 0      | 7.9%   | 4      | 6.2%   | 12 | 2.1%  | 1  | 0.0%  | 0 | 1.2%  | 1  | 0.0%  | 0  |
| The Brooks Shopping Centre, Middle Brook Street, Winchester  | 0.4%  | 3      | 0.4%   | 1      | 1.1%   | 1      | 1.2%   | 1      | 0.0%   | 0  | 0.8%  | 0  | 4.1%  | 1 | 0.0%  | 0  | 0.0%  | 0  |
| Westquay Shopping Centre, Harbour Parade, Southampton  | 13.0% | 90     | 21.4%  | 34     | 10.1%  | 5      | 11.3%  | 5      | 14.4%  | 27 | 1.7%  | 1  | 16.1% | 2 | 6.9%  | 5  | 8.3%  | 12 |
| John Lewis, West Quay Shopping Centre, Harbour Parade, Southampton   | 0.2%  | 2      | 0.0%   | 0      | 0.8%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.8%  | 1  |
| Abroad   | 0.3%  | 2      | 0.0%   | 0      | 1.9%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.8%  | 0 | 0.0%  | 0  | 0.6%  | 1  |
| Asda, Bournemouth Road, Chandler's Ford, Eastleigh   | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.7%   | 1  | 0.0%  | 0  | 4.1%  | 1 | 0.0%  | 0  | 0.0%  | 0  |
| Asda, Portland Road, Waterlooville   | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 2.1%  | 1  | 0.0%  | 0  |
| Asda, Speedfields Park, Newgate Lane, Fareham  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.6%  | 1  |
| Birmingham City Centre   | 0.5%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.8%   | 3  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Cheltenham Town Centre   | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 3.1%  | 2  | 0.0%  | 0  |
| Collingwood Retail Park, Fareham   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.6%  | 1  |
| Diss Town Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.8%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| East Meon Country Fair, East Meon  | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.8%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Farnham Town Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.8%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Gunwharf Quays, Portsmouth   | 1.5%  | 11     | 0.0%   | 0      | 3.0%   | 1      | 0.0%   | 0      | 1.2%   | 2  | 3.4%  | 1  | 0.0%  | 0 | 1.2%  | 1  | 3.7%  | 5  |
| Lymington Town Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.8%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Marks & Spencer, Hedge End Trade Park, Tollbar Way, Hedge End  | 4.6%  | 32     | 0.9%   | 1      | 0.0%   | 0      | 5.2%   | 3      | 9.9%   | 19 | 1.7%  | 1  | 3.0%  | 0 | 4.5%  | 3  | 4.0%  | 5  |
| Marks & Spencer, High  | 0.3%  | 2      | 0.4%   | 1      | 1.9%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.8%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |

Column %ges.

# Winchester Household Survey For Lambert Smith Hampton

Weighted:

September 2019

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |   |      |   |      |   |      |   |      |   |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|---|------|---|------|---|------|---|------|---|
| Street, Winchester   |       |        |        |        |        |        |        |        |        |   |      |   |      |   |      |   |      |   |
| Marks & Spencer, Whiteley Way, Whiteley, Fareham             | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.8% | 0 | 0.0% | 0 | 0.0% | 0 | 0.6% | 1 |
| Newport Town Centre, Isle of Wight                           | 0.1%  | 1      | 0.4%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Olney Town Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.8% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Portswood Local Centre                                       | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 1.2% | 1 | 0.0% | 0 |
| Sainsbury's Superstore, Badger Farm Road, Winchester         | 0.9%  | 6      | 2.4%   | 4      | 0.8%   | 0      | 3.9%   | 2      | 0.0%   | 0 | 0.0% | 0 | 0.8% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore, Tollbar way, Hedge End               | 0.4%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.5%   | 1 | 0.0% | 0 | 0.0% | 0 | 1.2% | 1 | 0.6% | 1 |
| Sainsbury's Superstore, Wallington Way, Broadcut, Fareham    | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.6% | 1 |
| Sainsbury's Superstore, Wallop Drive, Kempshott, Basingstoke | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.8% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Segensworth Business Centre, Segensworth Road, Fareham       | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.6% | 1 |
| Tesco Extra, Easton Lane, Winnall, Winchester                | 0.8%  | 6      | 1.5%   | 2      | 5.9%   | 3      | 0.0%   | 0      | 0.0%   | 0 | 1.7% | 1 | 0.8% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Extra, River Way, Andover                              | 0.1%  | 1      | 0.0%   | 0      | 1.1%   | 1      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Superstore, Quay Street, Fareham                       | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.8% | 1 |
| West End Local Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.5%   | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Weighted base:   | 697   | 158    | 48     | 49     | 188    | 32     | 15     | 67     | 139    |   |      |   |      |   |      |   |      |   |
| Sample:  | 710   | 120    | 67     | 78     | 117    | 75     | 66     | 75     | 112    |   |      |   |      |   |      |   |      |   |

**Q15 How do you normally travel to (LOCATION MENTIONED AT Q14)?**

*Those who buy clothing and footwear (excluding via the Internet) at Q14:*

|                               |       |     |       |    |       |    |       |    |       |     |       |    |       |    |       |    |       |     |
|-------------------------------|-------|-----|-------|----|-------|----|-------|----|-------|-----|-------|----|-------|----|-------|----|-------|-----|
| Car / van (as driver)         | 65.4% | 463 | 38.2% | 60 | 79.1% | 38 | 68.8% | 35 | 69.6% | 137 | 73.5% | 24 | 78.5% | 13 | 77.1% | 52 | 75.2% | 104 |
| Car / van (as passenger)      | 4.3%  | 31  | 3.5%  | 6  | 3.7%  | 2  | 1.5%  | 1  | 4.9%  | 10  | 6.6%  | 2  | 7.3%  | 1  | 8.9%  | 6  | 2.5%  | 4   |
| Bus, minibus or coach         | 9.9%  | 70  | 8.0%  | 13 | 8.6%  | 4  | 18.0% | 9  | 10.2% | 20  | 19.9% | 6  | 1.6%  | 0  | 9.4%  | 6  | 7.9%  | 11  |
| Using park & ride facility    | 0.5%  | 3   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.4%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.8%  | 1  | 1.4%  | 2   |
| Motorcycle, scooter or moped  | 0.1%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.4%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| Walk                          | 11.3% | 80  | 32.3% | 51 | 0.0%  | 0  | 1.1%  | 1  | 6.7%  | 13  | 0.0%  | 0  | 3.0%  | 0  | 0.0%  | 0  | 10.5% | 15  |
| Taxi                          | 0.1%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.6%  | 1   |
| Train                         | 4.8%  | 34  | 14.6% | 23 | 4.8%  | 2  | 3.0%  | 2  | 1.8%  | 4   | 0.0%  | 0  | 2.8%  | 0  | 2.1%  | 1  | 1.4%  | 2   |
| Bicycle                       | 0.6%  | 4   | 1.7%  | 3  | 1.9%  | 1  | 1.1%  | 1  | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| Mobility scooter / wheelchair | 0.1%  | 1   | 0.4%  | 1  | 0.0%  | 0  | 0.8%  | 0  | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| Other                         | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| Aeroplane                     | 0.1%  | 1   | 0.0%  | 0  | 1.9%  | 1  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0  | 0.8%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| (Don't know)                  | 0.9%  | 6   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 2.4%  | 5   | 0.0%  | 0  | 0.0%  | 0  | 0.8%  | 1  | 0.6%  | 1   |
| (Varies)                      | 1.9%  | 13  | 1.3%  | 2  | 0.0%  | 0  | 5.6%  | 3  | 3.4%  | 7   | 0.0%  | 0  | 6.0%  | 1  | 0.8%  | 1  | 0.0%  | 0   |
| Weighted base:                | 709   | 158 | 49    | 51 | 196   | 32 | 16    | 67 | 139   |     |       |    |       |    |       |    |       |     |
| Sample:                       | 722   | 120 | 68    | 80 | 122   | 76 | 69    | 75 | 112   |     |       |    |       |    |       |    |       |     |

Weighted:

September 2019

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |    |        |    |       |    |       |    |       |    |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|----|--------|----|-------|----|-------|----|-------|----|
| <b>Q16 Where do you normally do most of your household's shopping for CDs, vinyl, DVDs, Blurays, etc.) (Excluding gaming)?</b> |       |        |        |        |        |        |        |        |        |    |        |    |       |    |       |    |       |    |
| <i>Excl. Nulls &amp; SFT</i>   |       |        |        |        |        |        |        |        |        |    |        |    |       |    |       |    |       |    |
| Andover Town Centre  | 0.3%  | 0      | 0.0%   | 0      | 3.5%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Basingstoke Town Centre  | 1.1%  | 1      | 0.0%   | 0      | 13.7%  | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Bishop's Waltham Town Centre   | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%   | 0  | 5.9%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Chandler's Ford Local Centre   | 1.7%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 6.9%   | 2  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Chichester City Centre   | 1.0%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%   | 0  | 4.5%  | 1  | 2.7%  | 1  | 0.0%  | 0  |
| Eastleigh Town Centre  | 4.3%  | 6      | 1.9%   | 1      | 3.5%   | 0      | 3.9%   | 0      | 13.4%  | 4  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Fareham Town Centre  | 10.6% | 14     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 9.0%  | 1  | 45.2% | 13 |
| Guildford Town Centre  | 0.7%  | 1      | 2.9%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Petersfield Town Centre  | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%   | 0  | 5.9%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Portsmouth City Centre   | 1.0%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 4.5%  | 1  | 2.7%  | 1  |
| Romsey Town Centre   | 0.3%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 3.9%   | 0      | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Southampton City Centre  | 9.3%  | 12     | 3.8%   | 1      | 5.3%   | 1      | 0.0%   | 0      | 26.1%  | 8  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 7.0%  | 2  |
| Waterlooville Town Centre  | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%   | 0  | 5.9%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Whiteley Local Centre  | 2.4%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 11.1% | 3  |
| Winchester City Centre   | 31.0% | 41     | 55.5%  | 17     | 29.5%  | 3      | 63.0%  | 6      | 13.6%  | 4  | 100.0% | 4  | 49.5% | 1  | 34.7% | 4  | 0.0%  | 0  |
| Festival Place, Basingstoke  | 1.1%  | 1      | 0.0%   | 0      | 13.7%  | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Hedge End Retail Park,<br>Charles Watts Way,<br>Southampton  | 0.6%  | 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  |
| Swan Shopping Centre,<br>Wells Place, Eastleigh  | 0.9%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 5.8%   | 1      | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 4.5%  | 1  | 0.0%  | 0  |
| The Brooks Shopping<br>Centre, Middle Brook<br>Street, Winchester  | 4.4%  | 6      | 16.7%  | 5      | 3.5%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%   | 0  | 5.9%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Westquay Shopping Centre,<br>Harbour Parade,<br>Southampton  | 1.1%  | 1      | 0.0%   | 0      | 13.3%  | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| John Lewis, West Quay<br>Shopping Centre, Harbour<br>Parade, Southampton   | 0.5%  | 1      | 1.9%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Asda, Bournemouth Road,<br>Chandler's Ford, Eastleigh  | 0.7%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 9.8%   | 1      | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Asda, Portland Road,<br>Waterlooville  | 2.9%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 6.8%  | 1  | 10.5% | 3  |
| Asda, Speedfields Park,<br>Newgate Lane, Fareham   | 1.7%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 11.4% | 1  | 2.7%  | 1  |
| Sainsbury's Superstore,<br>Badger Farm Road,<br>Winchester   | 8.2%  | 11     | 12.4%  | 4      | 0.0%   | 0      | 9.7%   | 1      | 18.0%  | 6  | 0.0%   | 0  | 5.9%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Sainsbury's Superstore,<br>Draymans Way, Alton   | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%   | 0  | 5.9%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Sainsbury's Superstore,<br>Hambleton Road,<br>Waterlooville  | 0.6%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 6.8%  | 1  | 0.0%  | 0  |
| Sainsbury's Superstore,<br>Leigh Road, Eastleigh   | 1.7%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 6.9%   | 2  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Sainsbury's Superstore,<br>Tollbar way, Hedge End  | 3.7%  | 5      | 0.0%   | 0      | 3.5%   | 0      | 0.0%   | 0      | 6.8%   | 2  | 0.0%   | 0  | 15.1% | 0  | 0.0%  | 0  | 7.0%  | 2  |
| Sainsbury's Superstore,<br>Wallington Way,<br>Broadcut, Fareham  | 3.3%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 4.1%   | 1  | 0.0%   | 0  | 0.0%  | 0  | 11.2% | 1  | 5.5%  | 2  |
| Tesco Extra, Easton Lane,<br>Winnall, Winchester   | 0.7%  | 1      | 0.0%   | 0      | 5.3%   | 1      | 3.9%   | 0      | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Tesco Extra, Hamble Lane,<br>Bursledon Towers,<br>Southampton  | 0.6%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 6.8%  | 1  | 0.0%  | 0  |
| Tesco Extra, River Way,<br>Andover   | 0.4%  | 1      | 0.0%   | 0      | 5.3%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Tesco Metro, The Swan<br>Centre, Wells Place,<br>Eastleigh   | 1.0%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 4.1%   | 1  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Tesco Superstore, Quay<br>Street, Fareham  | 0.6%  | 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  |
| Waitrose, Stockbridge Road,<br>Winchester  | 1.2%  | 2      | 4.9%   | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Weighted base:   | 131   | 31     |        | 10     |        | 10     |        | 32     |        | 4  |        | 2  |       | 12 |       | 28 |       |    |
| Sample:  | 137   | 27     |        | 15     |        | 15     |        | 21     |        | 12 |        | 11 |       | 13 |       | 23 |       |    |

Column %ges.

Weighted:

September 2019

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |    |       |   |       |   |       |    |       |    |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|----|-------|---|-------|---|-------|----|-------|----|
| <b>Q17 Where do you normally do most of your household's shopping for audio visual, photographic, computer items (such as TVs, cameras, ipads, telephones etc) and all other domestic electrical goods (such as irons, kettles, fridges, freezers, dishwashers etc)?</b> |       |        |        |        |        |        |        |        |        |    |       |   |       |   |       |    |       |    |
| <i>Excl. Nulls &amp; SFT</i>   |       |        |        |        |        |        |        |        |        |    |       |   |       |   |       |    |       |    |
| Alresford / New Alresford Town Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 1.1%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Badger Farm Local Centre   | 0.6%  | 3      | 0.6%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 1.3%   | 2  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Basingstoke Town Centre  | 0.1%  | 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  |
| Bishop's Waltham Town Centre   | 4.2%  | 21     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.0%   | 2  | 0.0%  | 0 | 7.4%  | 1 | 25.7% | 16 | 2.6%  | 2  |
| Eastleigh Town Centre  | 2.2%  | 11     | 0.0%   | 0      | 0.0%   | 0      | 2.6%   | 1      | 6.1%   | 10 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Fareham Town Centre  | 2.5%  | 13     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 3.5%  | 2  | 11.9% | 11 |
| Guildford Town Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 1.1%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Hedge End Town Centre  | 0.5%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.0%   | 2  | 0.0%  | 0 | 0.0%  | 0 | 1.3%  | 1  | 0.0%  | 0  |
| Portchester Local Centre   | 0.4%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 3.5%  | 2  | 0.0%  | 0  |
| Portsmouth City Centre   | 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  |
| Salisbury City Centre  | 0.1%  | 0      | 0.0%   | 0      | 1.3%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Southampton City Centre  | 2.0%  | 10     | 0.6%   | 1      | 2.5%   | 1      | 3.2%   | 1      | 2.1%   | 4  | 1.1%  | 0 | 5.0%  | 1 | 4.0%  | 3  | 1.3%  | 1  |
| Southsea Local Centre  | 0.3%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 2.2%  | 1  | 0.0%  | 0  |
| Titchfield Village Centre  | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.9%  | 1  |
| Waterlooville Town Centre  | 0.8%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 1.1%  | 0 | 6.5%  | 4  | 0.0%  | 0  |
| Whiteley Local Centre  | 1.3%  | 6      | 2.4%   | 2      | 0.0%   | 0      | 0.0%   | 0      | 1.3%   | 2  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 2.2%  | 2  |
| Winchester City Centre   | 5.8%  | 30     | 22.7%  | 22     | 6.3%   | 2      | 5.2%   | 2      | 1.3%   | 2  | 9.1%  | 2 | 4.2%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Winnall Local Centre   | 0.7%  | 4      | 1.0%   | 1      | 4.9%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 3.9%  | 1 | 2.8%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Andover Road Retail Park, Winchester   | 0.3%  | 2      | 0.0%   | 0      | 5.0%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 1.1%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Brighton Hill Retail Park, Winchester Road, Basingstoke  | 0.6%  | 3      | 2.4%   | 2      | 2.5%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Channon Retail Park, Woodside Avenue, Eastleigh  | 0.7%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.1%   | 3  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Festival Place, Basingstoke  | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 4.2%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Hedge End Retail Park, Charles Watts Way, Southampton  | 29.1% | 149    | 3.0%   | 3      | 6.4%   | 2      | 23.5%  | 7      | 57.0%  | 96 | 3.9%  | 1 | 15.7% | 2 | 27.2% | 17 | 23.6% | 21 |
| Swan Shopping Centre, Wells Place, Eastleigh   | 1.0%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 3.0%   | 5  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| The Chantry Centre, Chantry Street, Andover  | 0.4%  | 2      | 2.4%   | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Westquay Shopping Centre, Harbour Parade, Southampton  | 5.6%  | 29     | 5.8%   | 6      | 5.7%   | 2      | 0.0%   | 0      | 7.4%   | 12 | 3.9%  | 1 | 4.2%  | 0 | 4.4%  | 3  | 5.3%  | 5  |
| B&Q, Shakespeare Road, Eastleigh   | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.5%   | 1  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Homebase, Easton Lane, Winnall, Winchester   | 0.2%  | 1      | 0.0%   | 0      | 3.2%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| John Lewis at Home (within Waitrose), Basing View, Basingstoke   | 0.2%  | 1      | 0.0%   | 0      | 1.3%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 2.8%  | 1 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| John Lewis, West Quay Shopping Centre, Harbour Parade, Southampton   | 11.3% | 57     | 20.0%  | 19     | 11.4%  | 3      | 28.8%  | 9      | 7.9%   | 13 | 21.2% | 5 | 18.8% | 2 | 3.1%  | 2  | 4.4%  | 4  |
| Aldi, West Street, Fareham   | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.9%  | 1  |
| Asda, Bournemouth Road, Chandler's Ford, Eastleigh   | 1.3%  | 7      | 0.0%   | 0      | 0.0%   | 0      | 1.3%   | 0      | 3.8%   | 6  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Asda, Portland Road, Waterlooville   | 0.7%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 1.1%  | 0 | 0.9%  | 1  | 3.3%  | 3  |
| Botley Village Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.9%  | 1  | 0.0%  | 0  |
| Costco, Regents Park Road, Southampton   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.9%  | 1  | 0.0%  | 0  |
| Currys PC World, Southampton Road, Park Gate, Fareham  | 6.6%  | 34     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 4.4%  | 3  | 34.8% | 31 |
| Gunwharf Quays, Portsmouth   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 1.1%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Ocean Retail Park, Burrfields Road, Portsmouth   | 0.4%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 2.2%  | 1  | 0.9%  | 1  |
| Portfield Retail Park, Portfield Way, Chichester   | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 2.8%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Sainsbury's Superstore, Badger Farm Road, Winchester   | 2.2%  | 11     | 4.7%   | 4      | 1.9%   | 1      | 9.7%   | 3      | 1.9%   | 3  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Sainsbury's Superstore,  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 1.1%  | 0 | 0.0%  | 0  | 0.0%  | 0  |

Column %ges.

# Winchester Household Survey For Lambert Smith Hampton

Weighted:

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |   |       |    |       |   |      |   |      |    |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|---|-------|----|-------|---|------|---|------|----|
| Draymans Way, Alton                                       | 0.4%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0  | 0.0%  | 0 | 3.5% | 2 | 0.0% | 0  |
| Sainsbury's Superstore, Hambledon Road, Waterloooville    | 0.4%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.3%   | 2 | 0.0%  | 0  | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0  |
| Sainsbury's Superstore, Portswood Road, Southampton       | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 5.1%   | 2      | 0.0%   | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0  |
| Sainsbury's Superstore, Tollbar way, Hedge End            | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0  | 0.0%  | 0 | 1.3% | 1 | 0.9% | 1  |
| Sainsbury's Superstore, Wallington Way, Broadcut, Fareham | 0.4%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0% | 0 | 2.2% | 2  |
| Segensworth Business Centre, Segensworth Road, Fareham    | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.9% | 1 | 0.0% | 0  |
| Southampton Road Retail Park, Southampton Road, Salisbury | 0.6%  | 3      | 0.6%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 9.3%  | 2  | 1.1%  | 0 | 0.0% | 0 | 0.0% | 0  |
| Tesco Extra, Easton Lane, Winnall, 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 | 1.3% | 1  |
| Tesco Extra, Hamble Lane, Bursledon Towers, Southampton   | 0.1%  | 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  |
| Tesco Extra, River Way, 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  |
| Tesco Superstore, Quay Street, Fareham                    | 0.4%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0% | 0 | 2.2% | 2  |
| Uckfield Town Centre                                      | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.9% | 1 | 0.0% | 0  |
| Wickes, Easton Lane, Winnall                              | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0  | 1.1%  | 0 | 0.0% | 0 | 0.0% | 0  |
| Winnall Industrial Estate, Easton Lane, Winchester        | 13.0% | 66     | 33.6%  | 32     | 43.7%  | 12     | 20.6%  | 6      | 0.8%   | 1 | 43.8% | 11 | 26.4% | 3 | 0.9% | 1 | 0.0% | 0  |
| Weighted base:  | 510   |        | 95     |        | 29     |        | 30     |        | 168    |   | 24    |    | 12    |   | 63   |   |      | 89 |
| Sample:   | 541   |        | 78     |        | 50     |        | 52     |        | 100    |   | 62    |    | 53    |   | 74   |   |      | 72 |

Weighted:

September 2019

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |    |       |    |       |   |       |    |       |    |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|----|-------|----|-------|---|-------|----|-------|----|
| <b>Q18 Where do you normally do most of your household's shopping for books (incl. encyclopaedias, text books, guidebooks and musical scores) and stationery (incl. writing pads, envelopes pens, diaries, etc.) and drawing materials?</b> |       |        |        |        |        |        |        |        |        |    |       |    |       |   |       |    |       |    |
| <i>Excl. Nulls &amp; SFT</i>  |       |        |        |        |        |        |        |        |        |    |       |    |       |   |       |    |       |    |
| Alresford / New Alresford Town Centre   | 2.0%  | 9      | 0.6%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 30.3% | 8  | 12.5% | 1 | 0.0%  | 0  | 0.0%  | 0  |
| Alton Town Centre   | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 2.7%  | 1  | 1.2%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Andover Town Centre   | 0.2%  | 1      | 0.0%   | 0      | 2.3%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Basingstoke Town Centre   | 0.3%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 1.1%   | 0      | 0.0%   | 0  | 4.4%  | 1  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Bishop's Waltham Town Centre  | 2.2%  | 10     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 1  | 0.0%  | 0  | 2.4%  | 0 | 16.9% | 9  | 0.0%  | 0  |
| Bursledon Village Centre  | 0.3%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.9%   | 1  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Central London  | 0.3%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.9%   | 1  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Chandler's Ford Local Centre  | 0.9%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 3.1%   | 4  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Eastleigh Town Centre   | 13.0% | 62     | 0.0%   | 0      | 2.9%   | 1      | 12.8%  | 4      | 38.5%  | 55 | 0.0%  | 0  | 1.2%  | 0 | 3.1%  | 2  | 0.0%  | 0  |
| Fair Oak Village Centre   | 1.0%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 3.0%   | 4  | 0.0%  | 0  | 3.1%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Fareham Town Centre   | 13.3% | 64     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.9%   | 1  | 0.0%  | 0  | 0.0%  | 0 | 24.9% | 14 | 60.7% | 49 |
| Hedge End Town Centre   | 1.2%  | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 2.6%  | 1  | 5.2%  | 4  |
| Kings Worthy Village Centre   | 0.1%  | 0      | 0.0%   | 0      | 1.2%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Oliver's Battery Local Centre   | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.1%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Petersfield Town Centre   | 0.9%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 26.4% | 3 | 3.1%  | 2  | 0.0%  | 0  |
| Portsmouth City Centre  | 1.0%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 1.0%  | 1  | 5.2%  | 4  |
| Southampton City Centre   | 0.8%  | 4      | 0.0%   | 0      | 1.2%   | 0      | 2.2%   | 1      | 1.6%   | 2  | 0.0%  | 0  | 0.0%  | 0 | 1.0%  | 1  | 0.0%  | 0  |
| Twyford Village Centre  | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.1%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| WaterlooVille Town Centre   | 1.8%  | 8      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 12.7% | 7  | 1.9%  | 2  |
| Whiteley Local Centre   | 2.8%  | 13     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 3.1%   | 4  | 0.0%  | 0  | 0.0%  | 0 | 4.1%  | 2  | 8.2%  | 7  |
| Wickham Village Centre  | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 1.0%  | 1  |
| Winchester City Centre  | 34.4% | 164    | 83.0%  | 81     | 80.6%  | 25     | 55.1%  | 19     | 10.3%  | 15 | 52.6% | 13 | 23.8% | 3 | 11.2% | 6  | 2.4%  | 2  |
| Winnall Local Centre  | 0.4%  | 2      | 0.6%   | 1      | 4.4%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Festival Place, Basingstoke   | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 9.4%  | 1 | 0.0%  | 0  | 0.0%  | 0  |
| Hedge End Retail Park, Charles Watts Way, Southampton   | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 4.3%  | 0 | 1.0%  | 1  | 0.0%  | 0  |
| Swan Shopping Centre, Wells Place, Eastleigh  | 5.6%  | 27     | 0.0%   | 0      | 0.0%   | 0      | 3.9%   | 1      | 17.7%  | 25 | 0.0%  | 0  | 1.2%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| The Brooks Shopping Centre, Middle Brook Street, Winchester   | 1.6%  | 8      | 2.9%   | 3      | 0.0%   | 0      | 3.3%   | 1      | 1.6%   | 2  | 4.1%  | 1  | 4.3%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Westquay Shopping Centre, Harbour Parade, Southampton   | 0.8%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 1  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 3.4%  | 3  |
| John Lewis, West Quay Shopping Centre, Harbour Parade, Southampton  | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 1  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Asda, Bournemouth Road, Chandler's Ford, Eastleigh  | 1.9%  | 9      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 6.2%   | 9  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Asda, Portland Road, WaterlooVille  | 1.2%  | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 5.0%  | 3  | 3.7%  | 3  |
| Asda, Speedfields Park, Newgate Lane, Fareham   | 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  |
| Bishopstoke Village Centre  | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 1  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Cosham Local Centre   | 0.3%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 1.0%  | 1  | 1.0%  | 1  |
| Sainsbury's Superstore, Badger Farm Road, Winchester  | 2.5%  | 12     | 4.5%   | 4      | 0.0%   | 0      | 18.3%  | 6      | 0.6%   | 1  | 0.0%  | 0  | 3.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Sainsbury's Superstore, Hambledon Road, WaterlooVille   | 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  |
| Sainsbury's Superstore, Leigh Road, Eastleigh   | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 1  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Sainsbury's Superstore, Middlebrook Street, Winchester  | 0.1%  | 1      | 0.6%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Sainsbury's Superstore, Portswood Road, Southampton   | 0.7%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.2%   | 3  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Sainsbury's Superstore, Tollbar way, Hedge End  | 1.1%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.8%   | 4  | 0.0%  | 0  | 0.0%  | 0 | 2.6%  | 1  | 0.0%  | 0  |
| Sainsbury's Superstore, Wallington Way, Broadcut, Fareham   | 1.1%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.9%   | 1  | 0.0%  | 0  | 0.0%  | 0 | 3.1%  | 2  | 2.9%  | 2  |
| Segensworth Business Centre, Segensworth  | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 1.0%  | 1  |

Column %ges.

# Winchester Household Survey For Lambert Smith Hampton

Weighted:

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |   |      |   |      |   |      |   |      |   |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|---|------|---|------|---|------|---|------|---|
| Road, Fareham   |       |        |        |        |        |        |        |        |        |   |      |   |      |   |      |   |      |   |
| Tesco Extra, Easton Lane,<br>Winnall, Winchester              | 2.6%  | 13     | 6.9%   | 7      | 7.4%   | 2      | 0.0%   | 0      | 0.9%   | 1 | 6.0% | 1 | 5.8% | 1 | 0.0% | 0 | 0.0% | 0 |
| Tesco Extra, Hamble Lane,<br>Bursledon Towers,<br>Southampton | 0.5%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.9%   | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.5% | 1 |
| Tesco Metro, The Swan<br>Centre, Wells Place,<br>Eastleigh    | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 1 | 0.0% | 0 | 1.2% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Superstore, Quay<br>Street, Fareham                     | 0.5%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 1.5% | 1 | 1.9% | 2 |
| Waltham Cross Village<br>Centre                               | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.1%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Wells City Centre   | 0.2%  | 1      | 0.9%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Weighted base:  | 478   |        | 98     |        | 32     |        | 35     |        | 143    |   | 25   |   | 11   |   | 54   |   | 80   |   |
| Sample:   | 515   |        | 84     |        | 51     |        | 59     |        | 85     |   | 58   |   | 46   |   | 65   |   | 67   |   |

Weighted:

September 2019

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |    |       |   |       |   |       |   |       |    |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|----|-------|---|-------|---|-------|---|-------|----|
| <b>Q19 Where do you normally do most of your household's shopping for games &amp; toys; pets and pet products; hobby items; sport clothing / footwear and equipment; camping goods; bicycles; and musical instruments?</b> |       |        |        |        |        |        |        |        |        |    |       |   |       |   |       |   |       |    |
| <i>Excl. Nulls &amp; SFT</i>   |       |        |        |        |        |        |        |        |        |    |       |   |       |   |       |   |       |    |
| Alresford / New Alresford<br>Town Centre   | 0.5%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 10.3% | 2 | 4.1%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Alton Town Centre  | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 1.7%  | 0 | 1.3%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Andover Town Centre  | 0.2%  | 1      | 0.0%   | 0      | 2.4%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Badger Farm Local Centre   | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 3.3%   | 1      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Basingstoke Town Centre  | 0.9%  | 4      | 3.2%   | 2      | 1.2%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 4.3%  | 1 | 1.3%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Bishop's Waltham Town<br>Centre  | 0.4%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 1.3%  | 0 | 3.1%  | 1 | 0.0%  | 0  |
| Central London   | 0.8%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.8%   | 2  | 0.0%  | 0 | 2.0%  | 0 | 1.9%  | 1 | 0.0%  | 0  |
| Chandler's Ford Local Centre   | 0.5%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 1.3%   | 0      | 1.4%   | 2  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Eastleigh Town Centre  | 8.3%  | 34     | 3.1%   | 2      | 11.9%  | 4      | 3.9%   | 1      | 21.4%  | 26 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 1.0%  | 1  |
| Fair Oak Village Centre  | 0.3%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.1%   | 1  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Fareham Town Centre  | 7.2%  | 29     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 11.1% | 5 | 29.9% | 24 |
| Gosport Town Centre  | 0.8%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 3.8%  | 3  |
| Havant Town Centre   | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 1.9%  | 1 | 0.0%  | 0  |
| Hedge End Town Centre  | 1.5%  | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 4.9%  | 2 | 4.6%  | 4  |
| Park Gate Local Centre   | 0.5%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 2.4%  | 2  |
| Petersfield Town Centre  | 0.4%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 18.0% | 2 | 0.0%  | 0 | 0.0%  | 0  |
| Portsmouth City Centre   | 1.7%  | 7      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 4.9%  | 2 | 5.8%  | 5 |       | 5  |
| Southampton City Centre  | 4.3%  | 18     | 10.8%  | 8      | 5.8%   | 2      | 0.0%   | 0      | 1.8%   | 2  | 6.5%  | 1 | 2.7%  | 0 | 5.0%  | 2 | 2.4%  | 2  |
| Titchfield Village Centre  | 1.3%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 6.3%  | 5  |
| Waterlooville Town Centre  | 2.0%  | 8      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 2.0%  | 0 | 18.2% | 8 | 0.0%  | 0  |
| Whiteley Local Centre  | 2.2%  | 9      | 3.1%   | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 8.0%  | 7  |
| Wickham Village Centre   | 0.6%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 3.1%  | 1 | 1.4%  | 1  |
| Winchester City Centre   | 16.5% | 67     | 47.2%  | 35     | 46.1%  | 14     | 17.5%  | 5      | 3.9%   | 5  | 37.8% | 6 | 3.4%  | 0 | 1.9%  | 1 | 1.4%  | 1  |
| Winnall Local Centre   | 0.2%  | 1      | 0.0%   | 0      | 1.2%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 5.1%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Andover Road Retail Park,<br>Winchester  | 1.7%  | 7      | 7.7%   | 6      | 4.3%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Channon Retail Park,<br>Woodside Avenue,<br>Eastleigh  | 3.8%  | 16     | 0.0%   | 0      | 0.0%   | 0      | 13.9%  | 4      | 9.2%   | 11 | 0.0%  | 0 | 1.3%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Chestnut Retail Park,<br>Chestnut Avenue,<br>Chandler's Ford, Eastleigh  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 1.3%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Festival Place, Basingstoke  | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 5.1%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Hedge End Retail Park,<br>Charles Watts Way,<br>Southampton  | 14.1% | 58     | 0.0%   | 0      | 3.0%   | 1      | 12.9%  | 4      | 31.2%  | 38 | 1.7%  | 0 | 11.2% | 1 | 19.6% | 9 | 5.3%  | 4  |
| Swan Shopping Centre,<br>Wells Place, Eastleigh  | 2.9%  | 12     | 0.0%   | 0      | 0.0%   | 0      | 8.3%   | 2      | 7.7%   | 9  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| The Brooks Shopping<br>Centre, Middle Brook<br>Street, Winchester  | 1.3%  | 5      | 3.2%   | 2      | 7.8%   | 2      | 1.9%   | 1      | 0.0%   | 0  | 0.0%  | 0 | 1.3%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Westquay Shopping Centre,<br>Harbour Parade,<br>Southampton  | 2.8%  | 11     | 3.6%   | 3      | 0.0%   | 0      | 0.0%   | 0      | 4.0%   | 5  | 13.4% | 2 | 2.0%  | 0 | 0.0%  | 0 | 1.9%  | 2  |
| B&Q, Southampton Road,<br>Titchfield   | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 1.0%  | 1  |
| John Lewis, West Quay<br>Shopping Centre, Harbour<br>Parade, Southampton   | 0.6%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.1%   | 1  | 3.4%  | 1 | 0.0%  | 0 | 0.0%  | 0 | 1.0%  | 1  |
| Aldi, West Street, Fareham   | 0.5%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 2.4%  | 2  |
| Asda, Bournemouth Road,<br>Chandler's Ford, Eastleigh  | 0.4%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.4%   | 2  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Asda, Portland Road,<br>Waterlooville  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 1.2%  | 1 | 0.0%  | 0  |
| Asda, Speedfields Park,<br>Newgate Lane, Fareham   | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 1.0%  | 1  |
| Brambridge Garden Centre,<br>Kiln Lane, Brambridge   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 1.2%  | 1 | 0.0%  | 0  |
| Collingwood Retail Park,<br>Fareham  | 1.4%  | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 7.0%  | 6  |
| Costco, Regents Park Road,<br>Southampton  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 1.2%  | 1 | 0.0%  | 0  |
| Fareham Pets, Wickham<br>Road, Fareham   | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 1.0%  | 1  |
| Farnborough Town Centre  | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 3.4%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Go Outdoors, Reading Road,<br>Chineham, Basingstoke  | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 1.7%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Hillier Garden Centre,   | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 1.0%  | 1  |

Column %ges.

# Winchester Household Survey For Lambert Smith Hampton

Weighted:

September 2019

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |   |       |   |       |   |      |   |      |    |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|---|-------|---|-------|---|------|---|------|----|
| Woodhouse Lane, Botley,<br>Southampton                                |       |        |        |        |        |        |        |        |        |   |       |   |       |   |      |   |      |    |
| Hobbycraft, Gaters Hill,<br>Mansbridge Road, West<br>End, Southampton | 1.3%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 2.6%   | 1      | 2.1%   | 3 | 0.0%  | 0 | 0.0%  | 0 | 0.0% | 0 | 2.4% | 2  |
| In-Excess Fair Oak Garden<br>Centre, Winchester Road,<br>Fair Oak     | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 3.3%   | 1      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0  |
| Lidl, London Road,<br>Cowplain, Waterlooville                         | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0 | 1.9% | 1 | 0.0% | 0  |
| Lidl, Newgate Lane,<br>Fareham  | 0.3%  | 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  |
| Liphook Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 1.3%  | 0 | 0.0% | 0 | 0.0% | 0  |
| Mole Country Stores, Easton<br>Lane, Winnall                          | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 5.5%  | 1 | 0.0% | 0 | 0.0% | 0  |
| Pets at Home, Easton Lane,<br>Winnall                                 | 3.9%  | 16     | 11.0%  | 8      | 9.0%   | 3      | 5.8%   | 2      | 0.0%   | 0 | 14.2% | 2 | 10.9% | 1 | 0.0% | 0 | 0.0% | 0  |
| Port Solent Local Centre  | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0 | 1.9% | 1 | 0.0% | 0  |
| Sainsbury's Superstore,<br>Badger Farm Road,<br>Winchester            | 2.5%  | 10     | 2.0%   | 1      | 3.0%   | 1      | 14.3%  | 4      | 2.5%   | 3 | 1.7%  | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0  |
| Sainsbury's Superstore,<br>Middlebrook Street,<br>Winchester          | 0.1%  | 1      | 0.8%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0  |
| Sainsbury's Superstore,<br>Redcar Street, Shirley,<br>Southampton     | 0.2%  | 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  |
| Sainsbury's Superstore,<br>Tollbar way, Hedge End                     | 0.9%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 1.3%   | 0      | 0.7%   | 1 | 0.0%  | 0 | 3.4%  | 0 | 0.0% | 0 | 2.4% | 2  |
| Sainsbury's Superstore,<br>Wallington Way,<br>Broadcut, Fareham       | 1.1%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0 | 5.6% | 3 | 2.4% | 2  |
| Segensworth Business<br>Centre, Segensworth<br>Road, Fareham          | 0.5%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 3.3%   | 1      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0% | 0 | 1.4% | 1  |
| Solent Retail Park, Solent<br>Road, Havant                            | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0 | 1.9% | 1 | 0.0% | 0  |
| Tesco Extra, Easton Lane,<br>Winnall, Winchester                      | 1.7%  | 7      | 4.4%   | 3      | 0.0%   | 0      | 1.3%   | 0      | 1.8%   | 2 | 3.4%  | 1 | 4.8%  | 0 | 0.0% | 0 | 0.0% | 0  |
| Tesco Extra, River Way,<br>Andover                                    | 0.1%  | 1      | 0.0%   | 0      | 1.8%   | 1      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0  |
| Tesco Extra, Solent Road,<br>Havant                                   | 0.3%  | 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  |
| Tesco Metro, The Swan<br>Centre, Wells Place,<br>Eastleigh            | 0.8%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.7%   | 3 | 0.0%  | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0  |
| Waitrose, Oakmount Road,<br>Chandler's Ford, Eastleigh                | 0.2%  | 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  |
| Waitrose, Stockbridge Road,<br>Winchester                             | 0.2%  | 1      | 0.0%   | 0      | 2.4%   | 1      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0  |
| Wellington Retail Park,<br>Hambleton Road,<br>Waterlooville           | 1.1%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0 | 9.7% | 4 | 0.0% | 0  |
| West End Local Centre   | 0.8%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.5%   | 3 | 0.0%  | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0  |
| Winnall Industrial Estate,<br>Easton Lane, Winchester                 | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 6.8%  | 1 | 0.0% | 0 | 0.0% | 0  |
| Wyevale Garden Centre,<br>Winchester Road, Fair<br>Oak, Eastleigh     | 0.4%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 5.1%   | 2      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0  |
| Weighted base:  | 409   |        | 74     |        | 30     |        | 30     |        | 123    |   | 16    |   | 10    |   | 45   |   |      | 82 |
| Sample:   | 410   |        | 56     |        | 45     |        | 45     |        | 75     |   | 34    |   | 46    |   | 48   |   |      | 61 |

# Winchester Household Survey For Lambert Smith Hampton

Weighted:

September 2019

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |    |       |   |       |   |       |    |       |    |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|----|-------|---|-------|---|-------|----|-------|----|
| <b>Q20 Where do you normally do most of your household's shopping for furniture, carpets, other floor coverings and household textiles (includes beds, sofas, tables, etc)?</b> |       |        |        |        |        |        |        |        |        |    |       |   |       |   |       |    |       |    |
| <i>Excl. Nulls &amp; SFT</i>  |       |        |        |        |        |        |        |        |        |    |       |   |       |   |       |    |       |    |
| Alresford / New Alresford Town Centre   | 0.9%  | 5      | 0.5%   | 1      | 1.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 15.7% | 4 | 2.2%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Andover Town Centre   | 0.2%  | 1      | 0.0%   | 0      | 2.6%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Basingstoke Town Centre   | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 1.6%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Bishop's Waltham Town Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.7%  | 1  |
| Boyatt Wood Local Centre  | 0.5%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.6%   | 3  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Central London  | 0.5%  | 3      | 2.0%   | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 1.1%  | 0 | 2.8%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Chandler's Ford Local Centre  | 5.7%  | 34     | 2.6%   | 3      | 3.7%   | 1      | 8.4%   | 4      | 12.5%  | 24 | 3.8%  | 1 | 0.0%  | 0 | 0.0%  | 0  | 1.1%  | 1  |
| Eastleigh Town Centre   | 4.1%  | 24     | 4.7%   | 5      | 1.0%   | 0      | 2.3%   | 1      | 8.6%   | 16 | 0.0%  | 0 | 1.1%  | 0 | 1.3%  | 1  | 0.0%  | 0  |
| Fair Oak Village Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 1.1%  | 0 | 0.9%  | 1  | 0.0%  | 0  |
| Fareham Town Centre   | 2.9%  | 17     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 2.2%  | 1  | 14.7% | 16 |
| Gosport Town Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.7%  | 1  |
| Guildford Town Centre   | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 1.1%  | 1  |
| Havant Town Centre  | 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  |
| Hedge End Town Centre   | 1.0%  | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.1%   | 4  | 0.0%  | 0 | 1.7%  | 0 | 0.0%  | 0  | 1.8%  | 2  |
| Kings Worthy Village Centre   | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.7%   | 1  | 1.1%  | 0 | 1.1%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Park Gate Local Centre  | 0.6%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 3.5%  | 4  |
| Petersfield Town Centre   | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 2.8%  | 0 | 2.2%  | 1  | 0.0%  | 0  |
| Portchester Local Centre  | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 1.1%  | 1  |
| Portsmouth City Centre  | 0.9%  | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 3.9%  | 2  | 2.9%  | 3  |
| Reading Town Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 1.1%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Romsey Town Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 1.1%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Salisbury City Centre   | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.9%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Southampton City Centre   | 4.7%  | 28     | 5.0%   | 6      | 6.7%   | 2      | 9.5%   | 4      | 4.6%   | 9  | 10.6% | 3 | 0.0%  | 0 | 3.5%  | 2  | 1.8%  | 2  |
| Southsea Local Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.9%  | 1  | 0.0%  | 0  |
| Titchfield Village Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.7%  | 1  |
| Waterlooville Town Centre   | 2.5%  | 15     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 14.6% | 9  | 5.3%  | 6  |
| Weeke Local Centre  | 0.1%  | 0      | 0.0%   | 0      | 1.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Whiteley Local Centre   | 0.5%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 2.8%  | 3  |
| Winchester City Centre  | 4.6%  | 27     | 10.7%  | 12     | 12.8%  | 5      | 6.3%   | 3      | 1.2%   | 2  | 3.2%  | 1 | 6.6%  | 1 | 6.3%  | 4  | 0.0%  | 0  |
| Winnall Local Centre  | 1.0%  | 6      | 1.6%   | 2      | 0.0%   | 0      | 3.5%   | 2      | 1.2%   | 2  | 1.1%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Brighton Hill Retail Park, Winchester Road, Basingstoke   | 1.3%  | 8      | 2.0%   | 2      | 13.3%  | 5      | 0.0%   | 0      | 0.0%   | 0  | 1.1%  | 0 | 4.4%  | 1 | 0.0%  | 0  | 0.0%  | 0  |
| Channon Retail Park, Woodside Avenue, Eastleigh   | 1.0%  | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 3.0%   | 6  | 0.0%  | 0 | 1.1%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Chestnut Retail Park, Chestnut Avenue, Chandler's Ford, Eastleigh   | 1.2%  | 7      | 2.6%   | 3      | 1.0%   | 0      | 0.9%   | 0      | 1.8%   | 3  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Hedge End Retail Park, Charles Watts Way, Southampton   | 29.4% | 175    | 18.1%  | 20     | 27.0%  | 10     | 19.8%  | 8      | 39.8%  | 77 | 11.5% | 3 | 23.4% | 3 | 33.2% | 21 | 29.8% | 33 |
| Swan Shopping Centre, Wells Place, Eastleigh  | 0.6%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.7%   | 3  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Westquay Shopping Centre, Harbour Parade, Southampton   | 5.3%  | 31     | 3.2%   | 4      | 5.7%   | 2      | 1.8%   | 1      | 4.9%   | 9  | 8.6%  | 2 | 0.0%  | 0 | 7.9%  | 5  | 7.8%  | 9  |
| B&Q, Shakespeare Road, Eastleigh  | 0.5%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 3.5%   | 2      | 0.7%   | 1  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| B&Q, Charles Watts Way, Hedge End, Southampton  | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 1.1%  | 0 | 1.3%  | 1  | 0.0%  | 0  |
| B&Q, Lister Road, Basingstoke   | 0.6%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.8%   | 3  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Homebase, Easton Lane, Winnall, Winchester  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 1.1%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Homebase, Millbrook Road West, Southampton  | 0.4%  | 2      | 2.1%   | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Homebase, Winchester Road, Basingstoke  | 0.6%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.7%   | 3  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Ikea, West Quay Road, Southampton   | 11.5% | 68     | 25.4%  | 29     | 3.1%   | 1      | 11.5%  | 5      | 7.8%   | 15 | 5.2%  | 1 | 16.1% | 2 | 3.5%  | 2  | 12.2% | 13 |
| John Lewis at Home (within Waitrose), Basing View, Basingstoke  | 0.1%  | 1      | 0.0%   | 0      | 1.6%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| John Lewis, West Quay Shopping Centre, Harbour Parade, Southampton  | 7.8%  | 46     | 16.3%  | 18     | 16.2%  | 6      | 16.2%  | 7      | 1.6%   | 3  | 10.6% | 3 | 24.5% | 3 | 1.7%  | 1  | 5.0%  | 5  |
| Asda, Bournemouth Road,   | 0.2%  | 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  |

Column %ges.

# Winchester Household Survey For Lambert Smith Hampton

Weighted:

September 2019

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |   |      |   |      |   |      |   |      |   |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|---|------|---|------|---|------|---|------|---|
| Chandler's Ford, Eastleigh  |       |        |        |        |        |        |        |        |        |   |      |   |      |   |      |   |      |   |
| Asda, Speedfields Park,<br>Newgate Lane, Fareham                    | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.7% | 1 |      |   |
| Bishopstoke Village Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.9% | 1 | 0.0% | 0 |
| Botley Village Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.9% | 1 | 0.0% | 0 |
| Boyatt Wood Industrial<br>Estate, Parham Drive,<br>Eastleigh        | 0.5%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 3.2%   | 1      | 0.5%   | 1 | 2.7% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Broadcut Retail Park,<br>Wallington Way, Fareham                    | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.9% | 1 | 0.0% | 0 |
| Carpet Barn & the Bed Store,<br>Southampton Road,<br>Titchfield     | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 2.2% | 1 | 0.0% | 0 |
| Chalford Grange Local<br>Centre                                     | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 1.1% | 0 | 0.0% | 0 | 0.0% | 0 |
| Cheriton Village Centre   | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 2.8% | 0 | 0.0% | 0 | 0.0% | 0 |
| Dunelm, Reading Road,<br>Gastons Wood,<br>Basingstoke               | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 1.1% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Dunelm, Southampton Road,<br>Park Gate, Titchfield,<br>Fareham      | 0.4%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.9% | 1 | 1.8% | 2 |
| Farnham Town Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 2.7% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Gallagher Retail Park,<br>Hambleton Road,<br>Waterlooville          | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.9% | 1 | 0.0% | 0 |
| Gunwharf Quays,<br>Portsmouth                                       | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.1% | 1 |
| Marks & Spencer, Hedge<br>End Trade Park, Tollbar<br>Way, Hedge End | 0.7%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 1.8%   | 1      | 0.0%   | 0 | 3.2% | 1 | 1.1% | 0 | 2.6% | 2 | 0.7% | 1 |
| Peter Green, School Lane,<br>Chandler's Ford, Eastleigh             | 0.7%  | 4      | 0.5%   | 1      | 0.0%   | 0      | 3.6%   | 2      | 0.5%   | 1 | 5.2% | 1 | 1.1% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore,<br>Badger Farm Road,<br>Winchester          | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.9%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Segensworth Business<br>Centre, Segensworth<br>Road, Fareham        | 0.5%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.9% | 3 |
| Southampton Road Retail<br>Park, Southampton Road,<br>Salisbury     | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.9% | 1 | 0.0% | 0 |
| Stanmore Local Centre   | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 3.5%   | 2      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Extra, Easton Lane,<br>Winnall, Winchester                    | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 4.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Wellington Retail Park,<br>Hambleton Road,<br>Waterlooville         | 0.6%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 5.6% | 4 | 0.0% | 0 |
| Winchester Trade Park,<br>Easton Lane, Winchester                   | 0.7%  | 4      | 2.1%   | 2      | 0.0%   | 0      | 0.9%   | 0      | 0.0%   | 0 | 3.8% | 1 | 1.7% | 0 | 0.0% | 0 | 0.0% | 0 |
| Winnall Industrial Estate,<br>Easton Lane, Winchester               | 0.8%  | 5      | 0.5%   | 1      | 3.1%   | 1      | 1.4%   | 1      | 1.2%   | 2 | 1.1% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Weighted base:  | 593   |        | 112    |        | 35     |        | 43     |        | 193    |   | 25   |   | 12   |   | 64   |   | 109  |   |
| Sample:   | 584   |        | 85     |        | 54     |        | 67     |        | 112    |   | 57   |   | 50   |   | 75   |   | 84   |   |

Weighted:

September 2019

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |     |       |    |       |   |       |    |       |    |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|-----|-------|----|-------|---|-------|----|-------|----|
| <b>Q21 Where do you normally do most of your household's shopping for DIY goods, decorating supplies and garden products (such as drills, lawn mowers, hammers, hedge cutters, garden tools, plants, shrubs etc)?</b> |       |        |        |        |        |        |        |        |        |     |       |    |       |   |       |    |       |    |
| <i>Excl. Nulls &amp; SFT</i>  |       |        |        |        |        |        |        |        |        |     |       |    |       |   |       |    |       |    |
| Alresford / New Alresford Town Centre   | 0.6%  | 5      | 0.8%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 3  | 3.5%  | 1 | 0.0%  | 0  | 0.0%  | 0  |
| Bishop's Waltham Town Centre  | 0.9%  | 8      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0 | 8.5%  | 8  | 0.0%  | 0  |
| Boyatt Wood Local Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.3%   | 1   | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Central London  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.7%  | 1  |
| Chandler's Ford Local Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.3%   | 1   | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Colden Common Local Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.7%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Denmead Village Centre  | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0 | 2.4%  | 2  | 0.0%  | 0  |
| Eastleigh Town Centre   | 0.8%  | 7      | 0.4%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 2.4%   | 6   | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Fair Oak Village Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.3%   | 1   | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Fareham Town Centre   | 1.8%  | 15     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0 | 2.2%  | 2  | 7.7%  | 13 |
| Kings Worthy Village Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.6%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Otterbourne Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.7%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Park Gate Local Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.7%  | 1  |
| Petersfield Town Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 1.3%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Portsmouth City Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.7%  | 1  |
| Southampton City Centre   | 0.4%  | 4      | 1.7%   | 2      | 0.0%   | 0      | 2.4%   | 1      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Titchfield Village Centre   | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 1.6%  | 3  |
| Twyford Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.8%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Waltham Chase Village Centre  | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 1.2%  | 2  |
| Waterlooville Town Centre   | 0.9%  | 7      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.9%  | 0 | 5.6%  | 5  | 1.4%  | 2  |
| Wickham Village Centre  | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0 | 0.6%  | 1  | 1.4%  | 2  |
| Winchester City Centre  | 3.5%  | 29     | 12.7%  | 18     | 7.6%   | 4      | 1.7%   | 1      | 0.3%   | 1   | 10.9% | 4  | 0.9%  | 0 | 0.9%  | 1  | 0.0%  | 0  |
| Winnall Local Centre  | 1.2%  | 10     | 2.7%   | 4      | 5.0%   | 3      | 3.6%   | 2      | 0.0%   | 0   | 3.0%  | 1  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Andover Road Retail Park, Winchester  | 0.3%  | 3      | 1.3%   | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 3.0%  | 1  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Brighton Hill Retail Park, Winchester Road, Basingstoke   | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 3.4%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Channon Retail Park, Woodside Avenue, Eastleigh   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.9%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Chestnut Retail Park, Chestnut Avenue, Chandler's Ford, Eastleigh   | 0.5%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.7%   | 4   | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Churchill Retail Park, New Street, Andover  | 0.1%  | 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  |
| Enham Arch Retail Park, Newbury Road, Andover   | 0.0%  | 0      | 0.0%   | 0      | 0.6%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Hedge End Retail Park, Charles Watts Way, Southampton   | 5.8%  | 48     | 0.0%   | 0      | 0.0%   | 0      | 3.9%   | 2      | 8.8%   | 23  | 0.0%  | 0  | 11.4% | 2 | 13.3% | 12 | 5.1%  | 9  |
| Totton Retail Park, Commercial Road, Totton   | 0.9%  | 7      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.6%   | 7   | 0.0%  | 0  | 3.4%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Westquay Shopping Centre, Harbour Parade, Southampton   | 0.6%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 2.9%  | 5  |
| B&Q, Purbrook Way, Havant   | 2.2%  | 18     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 2.2%  | 0 | 14.9% | 13 | 2.7%  | 5  |
| B&Q, Southampton Road, Titchfield   | 6.9%  | 57     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0 | 1.6%  | 1  | 32.6% | 56 |
| B&Q, Nursling Industrial Estate, Franconia Drive, Nursling, Southampton   | 0.8%  | 7      | 2.9%   | 4      | 2.5%   | 1      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.7%  | 1  |
| B&Q, Shakespeare Road, Eastleigh  | 24.4% | 202    | 14.3%  | 20     | 8.3%   | 5      | 47.1%  | 27     | 54.5%  | 145 | 4.3%  | 1  | 5.8%  | 1 | 0.0%  | 0  | 1.7%  | 3  |
| B&Q, Charles Watts Way, Hedge End, Southampton  | 18.3% | 152    | 0.0%   | 0      | 1.0%   | 1      | 5.4%   | 3      | 26.1%  | 70  | 0.8%  | 0  | 12.9% | 2 | 46.6% | 42 | 20.7% | 36 |
| B&Q, Lister Road, Basingstoke   | 0.3%  | 2      | 1.6%   | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Homebase, Easton Lane, Winnall, Winchester  | 16.2% | 135    | 45.9%  | 65     | 52.6%  | 30     | 26.5%  | 15     | 0.8%   | 2   | 50.3% | 17 | 30.5% | 4 | 0.9%  | 1  | 0.0%  | 0  |
| Homebase, Millbrook Road West, Southampton  | 0.3%  | 2      | 1.7%   | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.9%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Homebase, Collingwood Retail Park, Newgate Lane, Fareham  | 0.9%  | 7      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 4.3%  | 7  |

Column %ges.

# Winchester Household Survey For Lambert Smith Hampton

Weighted:

September 2019

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |     |      |   |      |   |      |   |      |   |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|-----|------|---|------|---|------|---|------|---|
| Homebase, Winchester Road, Basingstoke                                  | 0.2%  | 2      | 0.0%   | 0      | 3.1%   | 2      | 0.0%   | 0      | 0.0%   | 0   | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| John Lewis, West Quay Shopping Centre, Harbour Parade, Southampton      | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0% | 0 | 3.5% | 1 | 0.0% | 0 | 0.0% | 0 |
| Asda, Bournemouth Road, Chandler's Ford, Eastleigh                      | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.3%   | 1   | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| B&Q, The Pompey Centre, Fratton Way, Southsea, Portsmouth               | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.7% | 1 |
| Brambridge Garden Centre, Kiln Lane, Brambridge                         | 0.5%  | 4      | 0.4%   | 1      | 0.0%   | 0      | 2.7%   | 2      | 0.3%   | 1   | 2.8% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Farnham Town Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.8% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Four Marks Village Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.8% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Garthowen Garden Centre, Alton Lane, Four Marks                         | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.8% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Hillier Garden Centre, Romsey Road, Winchester                          | 1.3%  | 11     | 5.4%   | 8      | 0.0%   | 0      | 1.3%   | 1      | 0.0%   | 0   | 4.9% | 2 | 0.9% | 0 | 0.6% | 1 | 0.0% | 0 |
| Hillier Garden Centre, Woodhouse Lane, Botley, 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 | 0.7% | 1 |
| In-Excess Fair Oak Garden Centre, Winchester Road, Fair Oak             | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.7%   | 0      | 0.0%   | 0   | 0.0% | 0 | 3.5% | 1 | 0.0% | 0 | 0.0% | 0 |
| In-Excess Ringwood Garden Centre, Forest Corner, Poulner Hill, Ringwood | 0.4%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.2%   | 3   | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Mud Island Garden Centre, Southwick Road, North Boarhunt, Fareham       | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0% | 0 | 0.0% | 0 | 0.9% | 1 | 0.0% | 0 |
| Sainsbury's Superstore, Badger Farm Road, Winchester                    | 0.3%  | 2      | 1.6%   | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore, Wallington Way, Broadcut, Fareham               | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.5% | 1 |
| Segensworth Business Centre, Segensworth Road, Fareham                  | 1.1%  | 9      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 5.4% | 9 |
| Stewarts Abbey Garden Centre, Mill Lane, Titchfield, Fareham            | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.5% | 1 |
| Tesco Extra, Easton Lane, Winnall, Winchester                           | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.8% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Toolstation, Matrix Park, Talbot Road, Fareham                          | 0.4%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.8% | 3 |
| Wickes, Easton Lane, Winnall  | 1.5%  | 12     | 2.7%   | 4      | 7.3%   | 4      | 1.3%   | 1      | 0.0%   | 0   | 3.8% | 1 | 4.5% | 1 | 0.9% | 1 | 0.5% | 1 |
| Wickes, Millenium court, Churchill Way West, Basingstoke                | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.8% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Wickes, Speedfields Park, Fareham                                       | 0.8%  | 7      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 4.0% | 7 |
| Winnall Industrial Estate, Easton Lane, Winchester                      | 0.7%  | 5      | 1.3%   | 2      | 3.2%   | 2      | 0.0%   | 0      | 0.0%   | 0   | 2.3% | 1 | 7.6% | 1 | 0.0% | 0 | 0.0% | 0 |
| Wykeham Industrial Estate, Moorside Road, Winchester                    | 1.0%  | 9      | 2.5%   | 4      | 6.3%   | 4      | 2.0%   | 1      | 0.0%   | 0   | 0.0% | 0 | 2.2% | 0 | 0.0% | 0 | 0.0% | 0 |
| Weighted base:  | 831   | 141    |        | 57     | 57     | 267    | 34     | 15     | 89     | 171 |      |   |      |   |      |   |      |   |
| Sample:   | 811   | 113    |        | 86     | 84     | 158    | 76     | 66     | 102    | 126 |      |   |      |   |      |   |      |   |

Weighted:

September 2019

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |    |       |    |       |   |       |    |       |    |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|----|-------|----|-------|---|-------|----|-------|----|
| <b>Q22 Where do you normally do most of your household's shopping on all goods for personal care (including, electric razors, hair dryers, bathroom scales, cosmetics, perfume, toothpaste, etc), other medical and pharmaceutical products (e.g. vitamins, plasters) and therapeutic appliances (e.g. spectacles, hearing aids, wheelchairs, contact lenses etc)?</b> |       |        |        |        |        |        |        |        |        |    |       |    |       |   |       |    |       |    |
| <i>Excl. Nulls &amp; SFT</i>   |       |        |        |        |        |        |        |        |        |    |       |    |       |   |       |    |       |    |
| Alresford / New Alresford Town Centre  | 2.3%  | 20     | 0.8%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 39.9% | 15 | 13.2% | 3 | 0.0%  | 0  | 0.0%  | 0  |
| Alton Town Centre  | 0.2%  | 2      | 0.0%   | 0      | 1.0%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 3.1%  | 1  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Badger Farm Local Centre   | 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  |
| Bishop's Waltham Town Centre   | 5.0%  | 43     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 1  | 0.0%  | 0  | 8.6%  | 2 | 37.9% | 40 | 0.0%  | 0  |
| Boyatt Wood Local Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.7%   | 0      | 0.4%   | 1  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Chandler's Ford Local Centre   | 2.9%  | 25     | 0.0%   | 0      | 0.0%   | 0      | 1.7%   | 1      | 9.8%   | 24 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Chichester City Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.5%  | 1  | 0.0%  | 0  |
| Colden Common Local Centre   | 0.2%  | 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  |
| Denmead Village Centre   | 1.0%  | 9      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 8.4%  | 9  | 0.0%  | 0  |
| Droxford Village Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.5%  | 1  | 0.0%  | 0  |
| Eastleigh Town Centre  | 8.9%  | 76     | 1.5%   | 2      | 0.0%   | 0      | 10.9%  | 6      | 27.7%  | 67 | 0.0%  | 0  | 2.1%  | 0 | 0.8%  | 1  | 0.0%  | 0  |
| Fair Oak Village Centre  | 4.9%  | 42     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 17.4%  | 42 | 0.0%  | 0  | 0.6%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Fareham Town Centre  | 10.8% | 92     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 10.8% | 11 | 44.7% | 81 |
| Guildford Town Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.6%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Hedge End Town Centre  | 0.7%  | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.8%  | 1  | 2.6%  | 5  |
| Kings Worthy Village Centre  | 1.3%  | 11     | 0.0%   | 0      | 19.0%  | 11     | 0.0%   | 0      | 0.0%   | 0  | 0.7%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Petersfield Town Centre  | 0.5%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 14.8% | 3 | 0.8%  | 1  | 0.0%  | 0  |
| Portsmouth City Centre   | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.9%   | 2  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Romsey Town Centre   | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 1  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Southampton City Centre  | 1.0%  | 8      | 0.0%   | 0      | 0.0%   | 0      | 4.4%   | 2      | 1.1%   | 3  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 1.7%  | 3  |
| Stockbridge Town Centre  | 0.2%  | 1      | 0.0%   | 0      | 2.5%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Sutton Scotney Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.6%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Titchfield Village Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.4%  | 1  |
| Twyford Village Centre   | 0.7%  | 6      | 0.0%   | 0      | 0.0%   | 0      | 6.1%   | 3      | 0.4%   | 1  | 0.0%  | 0  | 9.0%  | 2 | 0.0%  | 0  | 0.0%  | 0  |
| Waterlooville Town Centre  | 1.7%  | 14     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 9.5%  | 10 | 2.5%  | 5  |
| Weeke Local Centre   | 1.6%  | 14     | 6.3%   | 10     | 7.3%   | 4      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Whiteley Local Centre  | 3.7%  | 32     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.6%   | 6  | 0.0%  | 0  | 0.0%  | 0 | 6.3%  | 7  | 10.5% | 19 |
| Wickham Village Centre   | 1.7%  | 15     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 1.5%  | 0 | 1.3%  | 1  | 7.3%  | 13 |
| Winchester City Centre   | 22.2% | 189    | 75.0%  | 115    | 47.3%  | 27     | 30.8%  | 17     | 4.6%   | 11 | 24.9% | 10 | 15.5% | 3 | 4.7%  | 5  | 0.0%  | 0  |
| Winnall Local Centre   | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 3.3%  | 1  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Chestnut Retail Park, Chestnut Avenue, Chandler's Ford, Eastleigh  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.7%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Festival Place, Basingstoke  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 4.6%  | 1 | 0.0%  | 0  | 0.0%  | 0  |
| Hedge End Retail Park, Charles Watts Way, Southampton  | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 1  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.4%  | 1  |
| Swan Shopping Centre, Wells Place, Eastleigh   | 2.5%  | 21     | 0.0%   | 0      | 0.0%   | 0      | 1.7%   | 1      | 8.4%   | 20 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Westquay Shopping Centre, Harbour Parade, Southampton  | 0.7%  | 6      | 1.5%   | 2      | 0.0%   | 0      | 0.7%   | 0      | 0.4%   | 1  | 0.0%  | 0  | 2.3%  | 0 | 0.0%  | 0  | 1.1%  | 2  |
| B&Q, Charles Watts Way, Hedge End, Southampton   | 0.4%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.4%   | 3  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| John Lewis, West Quay Shopping Centre, Harbour Parade, Southampton   | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.4%   | 1  | 2.6%  | 1  | 3.8%  | 1 | 0.0%  | 0  | 0.0%  | 0  |
| Aldi, Burnett Close, Winchester  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.7%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Aldi, West Street, Fareham   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.4%  | 1  |
| Asda, Bournemouth Road, Chandler's Ford, Eastleigh   | 2.4%  | 20     | 0.0%   | 0      | 0.0%   | 0      | 1.7%   | 1      | 7.7%   | 19 | 0.0%  | 0  | 0.0%  | 0 | 0.8%  | 1  | 0.0%  | 0  |
| Asda, Cranbourne Industrial Estate, Dock Road, Gosport   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.4%  | 1  |
| Asda, Portland Road, Waterlooville   | 0.7%  | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 5.0%  | 5  | 0.4%  | 1  |
| Bishopstoke Village Centre   | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.7%   | 2  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Botley Village Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.4%  | 1  |
| Four Marks Village Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 2.9%  | 1 | 0.0%  | 0  | 0.0%  | 0  |
| Lidl, Elettra Avenue, Waterlooville  | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 2.1%  | 2  | 0.0%  | 0  |
| Marks & Spencer, Hedge End Trade Park, Tollbar Way, Hedge End  | 0.1%  | 1      | 0.4%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |

Column %ges.

# Winchester Household Survey For Lambert Smith Hampton

Weighted:

September 2019

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |     |       |   |       |   |      |   |       |    |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|-----|-------|---|-------|---|------|---|-------|----|
| Sainsbury's Superstore,<br>Badger Farm Road,<br>Winchester         | 3.7%  | 32     | 6.3%   | 10     | 2.8%   | 2      | 31.8%  | 18     | 0.7%   | 2   | 0.7%  | 0 | 2.7%  | 1 | 0.0% | 0 | 0.0%  | 0  |
| Sainsbury's Superstore,<br>Draymans Way, Alton                     | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0 | 0.6%  | 0 | 0.0% | 0 | 0.0%  | 0  |
| Sainsbury's Superstore,<br>Hambledon Road,<br>Waterlooville        | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0 | 0.6%  | 0 | 0.0% | 0 | 0.0%  | 0  |
| Sainsbury's Superstore,<br>Leigh Road, Eastleigh                   | 1.4%  | 12     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 4.9%   | 12  | 0.0%  | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0  |
| Sainsbury's Superstore,<br>Middlebrook Street,<br>Winchester       | 0.1%  | 1      | 0.6%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0  |
| Sainsbury's Superstore,<br>Redcar Street, Shirley,<br>Southampton  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.4%   | 1   | 0.0%  | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0  |
| Sainsbury's Superstore,<br>Tollbar way, Hedge End                  | 3.0%  | 26     | 0.0%   | 0      | 1.0%   | 1      | 0.7%   | 0      | 3.7%   | 9   | 0.0%  | 0 | 3.0%  | 1 | 8.1% | 8 | 3.7%  | 7  |
| Sainsbury's Superstore,<br>Wallington Way,<br>Broadcut, Fareham    | 3.9%  | 33     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.9%   | 2   | 0.0%  | 0 | 0.6%  | 0 | 1.6% | 2 | 16.1% | 29 |
| Sainsbury's Superstore,<br>Wallop Drive, Kempshott,<br>Basingstoke | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.7%  | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0  |
| Tesco Extra, Clement Attlee<br>Way, North Harbour,<br>Portsmouth   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0 | 0.0%  | 0 | 0.0% | 0 | 0.4%  | 1  |
| Tesco Extra, Easton Lane,<br>Winnall, Winchester                   | 4.2%  | 36     | 7.3%   | 11     | 13.0%  | 8      | 2.4%   | 1      | 1.9%   | 4   | 23.5% | 9 | 11.2% | 2 | 0.0% | 0 | 0.0%  | 0  |
| Tesco Extra, River Way,<br>Andover                                 | 0.3%  | 3      | 0.0%   | 0      | 4.4%   | 3      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0  |
| Tesco Extra, Solent Road,<br>Havant                                | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0 | 0.0%  | 0 | 0.0% | 0 | 0.7%  | 1  |
| Tesco Metro, The Swan<br>Centre, Wells Place,<br>Eastleigh         | 0.5%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.0%   | 5   | 0.0%  | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0  |
| Tesco Superstore, Quay<br>Street, Fareham                          | 0.7%  | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0 | 0.0%  | 0 | 0.0% | 0 | 3.2%  | 6  |
| Tesco Superstore, The<br>Causeway, Petersfield                     | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0 | 1.8%  | 0 | 0.0% | 0 | 0.0%  | 0  |
| Tesco Superstore, Whiteley<br>Way, Whiteley                        | 0.6%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0 | 0.0%  | 0 | 0.0% | 0 | 2.9%  | 5  |
| Waitrose, Stockbridge Road,<br>Winchester                          | 0.2%  | 1      | 0.4%   | 1      | 1.3%   | 1      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0  |
| Weighted base:   | 854   | 154    |        | 58     | 57     | 240    | 39     | 22     | 105    | 180 |       |   |       |   |      |   |       |    |
| Sample:  | 884   | 122    |        | 94     | 90     | 148    | 91     | 87     | 115    | 137 |       |   |       |   |      |   |       |    |

Weighted:

September 2019

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |    |       |   |       |   |       |   |       |    |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|----|-------|---|-------|---|-------|---|-------|----|
| <b>Q23 Where do you normally do most of your household's shopping on all other goods including jewellery &amp; watches; glassware, china, tableware and household utensils; and other personal effects (e.g. travel goods, suitcases, prams, sunglasses);</b> |       |        |        |        |        |        |        |        |        |    |       |   |       |   |       |   |       |    |
| <i>Excl. Nulls &amp; SFT</i>  |       |        |        |        |        |        |        |        |        |    |       |   |       |   |       |   |       |    |
| Alresford / New Alresford Town Centre   | 0.7%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 16.1% | 2 | 3.9%  | 0 | 1.9%  | 1 | 0.0%  | 0  |
| Alton Town Centre   | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 1.9%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Andover Town Centre   | 0.2%  | 1      | 0.0%   | 0      | 3.3%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Basingstoke Town Centre   | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 2.9%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Bishop's Waltham Town Centre  | 0.7%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 6.8%  | 3 | 0.0%  | 0  |
| Central London  | 2.5%  | 12     | 4.7%   | 4      | 1.3%   | 0      | 3.2%   | 1      | 0.0%   | 0  | 0.0%  | 0 | 1.6%  | 0 | 1.9%  | 1 | 4.6%  | 5  |
| Chandler's Ford Local Centre  | 0.3%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.0%   | 1  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Chichester City Centre  | 0.6%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 1.3%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 3.1%  | 1 | 1.1%  | 1  |
| Eastleigh Town Centre   | 6.1%  | 28     | 0.0%   | 0      | 0.0%   | 0      | 1.3%   | 0      | 19.9%  | 27 | 1.9%  | 0 | 6.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Fair Oak Village Centre   | 0.5%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.6%   | 2  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Fareham Town Centre   | 11.8% | 55     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 1  | 0.0%  | 0 | 0.0%  | 0 | 13.3% | 6 | 45.0% | 48 |
| Gosport Town Centre   | 0.4%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 4.4%  | 2 | 0.0%  | 0  |
| Guildford Town Centre   | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 3.1%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Havant Town Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 1.2%  | 1 | 0.0%  | 0  |
| Kings Worthy Village Centre   | 0.3%  | 1      | 0.0%   | 0      | 5.1%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Petersfield Town Centre   | 0.4%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 13.4% | 1 | 1.2%  | 1 | 0.0%  | 0  |
| Portsmouth City Centre  | 1.3%  | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 6.8%  | 3 | 2.9%  | 3  |
| Salisbury City Centre   | 0.1%  | 0      | 0.0%   | 0      | 1.3%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Southampton City Centre   | 7.9%  | 36     | 5.4%   | 5      | 3.9%   | 1      | 7.0%   | 2      | 8.1%   | 11 | 11.5% | 2 | 2.4%  | 0 | 9.9%  | 4 | 10.2% | 11 |
| Southsea Local Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 1.2%  | 1 | 0.0%  | 0  |
| Titchfield Village Centre   | 0.4%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 1.8%  | 2  |
| Waltham Chase Village Centre  | 0.3%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.0%   | 1  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Waterloooville Town Centre  | 1.0%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 1.6%  | 0 | 3.7%  | 2 | 2.8%  | 3  |
| Whiteley Local Centre   | 5.5%  | 25     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.6%   | 4  | 0.0%  | 0 | 0.0%  | 0 | 8.5%  | 4 | 16.8% | 18 |
| Winchester City Centre  | 23.1% | 107    | 56.3%  | 53     | 42.5%  | 12     | 54.4%  | 17     | 9.5%   | 13 | 36.2% | 5 | 25.0% | 2 | 10.4% | 5 | 1.1%  | 1  |
| Festival Place, Basingstoke   | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 12.2% | 1 | 0.0%  | 0 | 0.0%  | 0  |
| Hedge End Retail Park, Charles Watts Way, Southampton   | 2.9%  | 13     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 7.8%   | 11 | 0.0%  | 0 | 0.0%  | 0 | 2.5%  | 1 | 1.5%  | 2  |
| Marlands Shopping Centre, Civic Centre Road, Southampton  | 0.8%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.5%   | 3  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Swan Shopping Centre, Wells Place, Eastleigh  | 4.4%  | 20     | 0.0%   | 0      | 0.0%   | 0      | 3.8%   | 1      | 13.0%  | 18 | 0.0%  | 0 | 0.0%  | 0 | 3.1%  | 1 | 0.0%  | 0  |
| The Brooks Shopping Centre, Middle Brook Street, Winchester   | 0.5%  | 2      | 2.5%   | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Westquay Shopping Centre, Harbour Parade, Southampton   | 7.5%  | 35     | 7.4%   | 7      | 6.6%   | 2      | 5.0%   | 2      | 13.6%  | 19 | 1.9%  | 0 | 3.9%  | 0 | 1.2%  | 1 | 4.5%  | 5  |
| Ikea, West Quay Road, Southampton   | 2.3%  | 11     | 2.4%   | 2      | 2.0%   | 1      | 8.2%   | 2      | 1.6%   | 2  | 12.3% | 2 | 6.4%  | 1 | 0.0%  | 0 | 0.7%  | 1  |
| John Lewis, West Quay Shopping Centre, Harbour Parade, Southampton  | 6.4%  | 30     | 8.8%   | 8      | 5.9%   | 2      | 7.6%   | 2      | 7.8%   | 11 | 8.6%  | 1 | 13.5% | 1 | 6.1%  | 3 | 1.5%  | 2  |
| Abroad  | 1.4%  | 6      | 1.0%   | 1      | 5.1%   | 1      | 0.0%   | 0      | 1.6%   | 2  | 0.0%  | 0 | 0.0%  | 0 | 2.5%  | 1 | 0.7%  | 1  |
| Antelope Park, Bursledon Road, Southampton  | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 1  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Asda, Bournemouth Road, Chandler's Ford, Eastleigh  | 0.5%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.6%   | 2  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Bournemouth Town Centre   | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.7%  | 1  |
| Brighton City Centre  | 0.2%  | 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  |
| Cosham Local Centre   | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 1.9%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Dunelm, Southampton Road, Park Gate, Titchfield, Fareham  | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.7%  | 1  |
| Gunwharf Quays, Portsmouth  | 0.3%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 4.0%  | 0 | 1.9%  | 1 | 0.0%  | 0  |
| Ikea, Costkea Way, Loanhead, Midlothian, Scotland   | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 1.9%  | 1 | 0.0%  | 0  |
| Marks & Spencer, Hedge End Trade Park, Tollbar Way, Hedge End   | 1.4%  | 6      | 0.0%   | 0      | 5.1%   | 1      | 2.5%   | 1      | 1.6%   | 2  | 0.0%  | 0 | 0.0%  | 0 | 4.3%  | 2 | 0.0%  | 0  |
| Sainsbury's Superstore, Badger Farm Road, Winchester  | 2.0%  | 9      | 8.0%   | 8      | 2.0%   | 1      | 3.2%   | 1      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |

Column %ges.

# Winchester Household Survey For Lambert Smith Hampton

Weighted:

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |    |      |    |      |    |      |     |      |   |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|----|------|----|------|----|------|-----|------|---|
| Sainsbury's Superstore, Draymans Way, Alton               | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0  | 1.6% | 0  | 0.0% | 0   | 0.0% | 0 |
| Sainsbury's Superstore, Portswood Road, Southampton       | 0.5%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.6%   | 2  | 0.0% | 0  | 0.0% | 0  | 0.0% | 0   | 0.0% | 0 |
| Sainsbury's Superstore, Tollbar way, Hedge End            | 0.9%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 1  | 0.0% | 0  | 0.0% | 0  | 2.5% | 1   | 1.9% | 2 |
| Sainsbury's Superstore, Wallington Way, Broadcut, Fareham | 0.3%  | 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 |
| St. Ives Town Centre                                      | 0.1%  | 0      | 0.0%   | 0      | 1.3%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0  | 0.0% | 0  | 0.0% | 0   | 0.0% | 0 |
| Tesco Extra, Easton Lane, Winnall, Winchester             | 2.1%  | 10     | 2.5%   | 2      | 14.6%  | 4      | 1.3%   | 0      | 1.6%   | 2  | 4.8% | 1  | 1.6% | 0  | 0.0% | 0   | 0.0% | 0 |
| Tesco Metro, The Swan Centre, Wells Place, Eastleigh      | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.3%   | 0      | 0.0%   | 0  | 0.0% | 0  | 0.0% | 0  | 0.0% | 0   | 0.0% | 0 |
| Weighted base:  | 463   | 94     |        | 28     |        | 30     |        | 137    |        | 14 |      | 8  |      | 45 |      | 106 |      |   |
| Sample:   | 426   | 68     |        | 44     |        | 40     |        | 77     |        | 31 |      | 35 |      | 54 |      | 77  |      |   |

**MeanScore: Visits per week**

**Q24 How often do you or your household visit Winchester City Centre for shopping and other town centre activities?**

|                     |       |     |       |     |       |     |       |     |       |     |       |     |       |     |       |     |       |    |
|---------------------|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|----|
| Daily               | 2.1%  | 21  | 7.7%  | 15  | 3.7%  | 2   | 1.5%  | 1   | 0.8%  | 2   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  |
| 4-6 days a week     | 4.2%  | 42  | 16.7% | 33  | 5.0%  | 3   | 2.3%  | 2   | 0.0%  | 0   | 2.8%  | 1   | 12.1% | 3   | 0.0%  | 0   | 0.0%  | 0  |
| 2-3 days a week     | 9.6%  | 96  | 36.4% | 72  | 11.4% | 7   | 8.0%  | 5   | 0.3%  | 1   | 15.1% | 7   | 9.4%  | 2   | 1.4%  | 2   | 0.0%  | 0  |
| One day a week      | 9.9%  | 100 | 18.0% | 36  | 25.1% | 16  | 23.9% | 16  | 7.2%  | 21  | 14.6% | 6   | 11.5% | 3   | 1.1%  | 1   | 0.4%  | 1  |
| Every 2 weeks       | 10.7% | 107 | 8.9%  | 18  | 24.6% | 16  | 24.2% | 16  | 12.9% | 38  | 22.0% | 10  | 18.0% | 4   | 2.3%  | 3   | 1.9%  | 4  |
| Monthly             | 14.8% | 149 | 8.6%  | 17  | 17.0% | 11  | 21.6% | 14  | 19.3% | 56  | 19.5% | 8   | 14.5% | 4   | 24.1% | 29  | 4.7%  | 9  |
| Once every 2 months | 8.1%  | 82  | 1.6%  | 3   | 5.9%  | 4   | 5.2%  | 3   | 13.5% | 39  | 4.0%  | 2   | 9.0%  | 2   | 14.1% | 17  | 5.6%  | 11 |
| 3-4 times a year    | 5.8%  | 58  | 0.3%  | 1   | 0.9%  | 1   | 1.2%  | 1   | 10.5% | 31  | 9.7%  | 4   | 5.7%  | 1   | 7.1%  | 9   | 5.8%  | 11 |
| Twice a year        | 8.9%  | 89  | 1.2%  | 2   | 0.0%  | 0   | 2.1%  | 1   | 14.0% | 41  | 2.8%  | 1   | 2.3%  | 1   | 12.9% | 16  | 13.8% | 27 |
| Once a year         | 6.9%  | 69  | 0.0%  | 0   | 0.6%  | 0   | 0.0%  | 0   | 6.1%  | 18  | 0.6%  | 0   | 0.0%  | 0   | 9.4%  | 11  | 20.0% | 39 |
| Less often          | 1.7%  | 17  | 0.0%  | 0   | 1.7%  | 1   | 0.6%  | 0   | 1.5%  | 4   | 2.2%  | 1   | 2.1%  | 1   | 1.4%  | 2   | 4.2%  | 8  |
| Never               | 16.8% | 168 | 0.3%  | 1   | 4.3%  | 3   | 7.3%  | 5   | 13.2% | 38  | 6.7%  | 3   | 11.9% | 3   | 25.9% | 31  | 43.2% | 85 |
| (Don't know)        | 0.4%  | 4   | 0.5%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.6%  | 2   | 0.0%  | 0   | 1.3%  | 0   | 0.5%  | 1   | 0.0%  | 0  |
| (Varies)            | 0.3%  | 3   | 0.0%  | 0   | 0.0%  | 0   | 2.1%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 2.0%  | 0   | 0.0%  | 0   | 0.4%  | 1  |
| Mean:               | 0.81  |     | 2.54  |     | 1.22  |     | 0.87  |     | 0.28  |     | 0.85  |     | 1.14  |     | 0.15  |     | 0.04  |    |
| Weighted base:      | 1004  | 199 |       | 64  |       | 65  |       | 292 |       | 43  |       | 25  |       | 121 |       | 196 |       |    |
| Sample:             | 1004  | 149 |       | 100 |       | 100 |       | 175 |       | 100 |       | 100 |       | 131 |       | 149 |       |    |

Weighted:

September 2019

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |     |       |    |       |    |       |    |       |     |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|-----|-------|----|-------|----|-------|----|-------|-----|
| <b>Q25 What do you like about Winchester City Centre? [MR]</b> |       |        |        |        |        |        |        |        |        |     |       |    |       |    |       |    |       |     |
| <i>Those who visit Winchester City Centre at Q24:</i>          |       |        |        |        |        |        |        |        |        |     |       |    |       |    |       |    |       |     |
| Attractive environment / nice place                            | 34.8% | 290    | 40.4%  | 80     | 24.2%  | 15     | 35.2%  | 21     | 35.1%  | 89  | 32.3% | 13 | 35.7% | 8  | 32.4% | 29 | 32.0% | 36  |
| Close to friends or relatives                                  | 0.9%  | 8      | 0.0%   | 0      | 2.1%   | 1      | 0.0%   | 0      | 2.3%   | 6   | 0.0%  | 0  | 0.0%  | 0  | 0.6%  | 1  | 0.0%  | 0   |
| Close to home  | 13.4% | 112    | 31.4%  | 62     | 21.9%  | 13     | 13.3%  | 8      | 3.2%   | 8   | 21.4% | 9  | 17.4% | 4  | 5.2%  | 5  | 2.8%  | 3   |
| Close to work / university                                     | 2.0%  | 16     | 0.9%   | 2      | 0.9%   | 1      | 3.5%   | 2      | 2.8%   | 7   | 3.4%  | 1  | 2.3%  | 0  | 3.4%  | 3  | 0.0%  | 0   |
| Compact  | 6.7%  | 56     | 8.0%   | 16     | 5.9%   | 4      | 10.2%  | 6      | 6.9%   | 17  | 6.3%  | 3  | 9.5%  | 2  | 8.7%  | 8  | 0.7%  | 1   |
| Easy to get to by bike   | 0.1%  | 1      | 0.5%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| Easy to get to by bus  | 1.3%  | 11     | 1.8%   | 4      | 0.0%   | 0      | 1.9%   | 1      | 1.4%   | 4   | 4.0%  | 2  | 0.0%  | 0  | 0.6%  | 1  | 0.7%  | 1   |
| Easy to get to by car  | 0.5%  | 4      | 1.2%   | 2      | 0.0%   | 0      | 0.6%   | 0      | 0.0%   | 0   | 2.3%  | 1  | 0.0%  | 0  | 0.6%  | 1  | 0.0%  | 0   |
| Easy to park   | 1.6%  | 14     | 0.0%   | 0      | 0.0%   | 0      | 3.2%   | 2      | 2.8%   | 7   | 3.9%  | 2  | 1.2%  | 0  | 0.9%  | 1  | 1.8%  | 2   |
| Good facilities in general                                     | 3.2%  | 27     | 6.9%   | 14     | 1.2%   | 1      | 0.6%   | 0      | 3.0%   | 8   | 2.3%  | 1  | 5.4%  | 1  | 1.2%  | 1  | 0.7%  | 1   |
| Good food stores   | 0.7%  | 6      | 0.0%   | 0      | 4.1%   | 2      | 0.0%   | 0      | 0.9%   | 2   | 0.7%  | 0  | 2.1%  | 0  | 0.0%  | 0  | 0.7%  | 1   |
| Good pubs, cafés or restaurants                                | 13.5% | 112    | 10.7%  | 21     | 12.8%  | 8      | 20.0%  | 12     | 19.7%  | 50  | 5.3%  | 2  | 3.2%  | 1  | 9.9%  | 9  | 8.8%  | 10  |
| Good range of non-food shops                                   | 8.8%  | 73     | 6.4%   | 13     | 3.6%   | 2      | 4.8%   | 3      | 11.4%  | 29  | 11.6% | 5  | 15.4% | 3  | 11.4% | 10 | 7.7%  | 9   |
| Good range of independent / specialist shops                   | 7.6%  | 64     | 6.4%   | 13     | 3.8%   | 2      | 5.6%   | 3      | 7.5%   | 19  | 1.3%  | 1  | 8.7%  | 2  | 6.8%  | 6  | 16.1% | 18  |
| Good range of 'high street' retailers / multiples              | 2.8%  | 23     | 2.6%   | 5      | 2.1%   | 1      | 8.3%   | 5      | 1.2%   | 3   | 5.8%  | 2  | 4.7%  | 1  | 1.9%  | 2  | 3.2%  | 4   |
| Affordable shops   | 0.6%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.9%   | 5   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| High quality shops   | 5.6%  | 46     | 15.1%  | 30     | 0.6%   | 0      | 2.4%   | 1      | 4.6%   | 12  | 0.0%  | 0  | 6.9%  | 1  | 0.9%  | 1  | 0.7%  | 1   |
| The street market  | 7.4%  | 62     | 14.4%  | 28     | 2.1%   | 1      | 0.6%   | 0      | 2.3%   | 6   | 1.7%  | 1  | 9.9%  | 2  | 4.3%  | 4  | 17.2% | 19  |
| Makes a change from other places                               | 0.4%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 2.3%  | 1  | 1.9%  | 2  | 0.7%  | 1   |
| Quiet / not too crowded  | 1.2%  | 10     | 0.8%   | 1      | 0.0%   | 0      | 0.6%   | 0      | 2.5%   | 6   | 1.3%  | 1  | 2.8%  | 1  | 0.9%  | 1  | 0.0%  | 0   |
| Safe and secure  | 2.3%  | 19     | 3.1%   | 6      | 2.3%   | 1      | 3.5%   | 2      | 3.6%   | 9   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| Traditional  | 10.5% | 88     | 10.0%  | 20     | 2.1%   | 1      | 2.9%   | 2      | 11.7%  | 30  | 4.9%  | 2  | 12.6% | 3  | 15.5% | 14 | 15.0% | 17  |
| History  | 9.2%  | 77     | 5.9%   | 12     | 3.6%   | 2      | 11.6%  | 7      | 10.9%  | 28  | 2.0%  | 1  | 10.2% | 2  | 7.4%  | 7  | 17.1% | 19  |
| Unique place   | 4.7%  | 39     | 4.2%   | 8      | 0.6%   | 0      | 1.6%   | 1      | 6.7%   | 17  | 0.0%  | 0  | 0.0%  | 0  | 6.0%  | 5  | 6.3%  | 7   |
| Other  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| Clean / tidy streets   | 0.3%  | 3      | 0.3%   | 1      | 0.9%   | 1      | 1.6%   | 1      | 0.0%   | 0   | 0.0%  | 0  | 2.4%  | 1  | 0.0%  | 0  | 0.0%  | 0   |
| Easy to get to by train  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.7%  | 1   |
| Familiar   | 2.3%  | 19     | 2.9%   | 6      | 4.5%   | 3      | 1.3%   | 1      | 1.4%   | 4   | 0.7%  | 0  | 8.8%  | 2  | 4.2%  | 4  | 0.0%  | 0   |
| Free car parking   | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 3.5%   | 2      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.7%  | 1   |
| Good atmosphere / friendly people                              | 1.3%  | 11     | 1.5%   | 3      | 3.0%   | 2      | 0.6%   | 0      | 0.5%   | 1   | 2.6%  | 1  | 3.9%  | 1  | 1.8%  | 2  | 0.7%  | 1   |
| Good children's playground                                     | 0.3%  | 2      | 1.2%   | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| Good choice of charity shops                                   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| Good for a general day out                                     | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.9%  | 1  | 0.0%  | 0   |
| Good range of leisure facilities                               | 0.3%  | 3      | 0.0%   | 0      | 2.3%   | 1      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.1%  | 1   |
| Good services (e.g. dry cleaners, library etc.)                | 0.1%  | 1      | 0.0%   | 0      | 1.2%   | 1      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| Good theatre   | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.7%   | 2   | 0.0%  | 0  | 1.5%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| Good Tourist Information places                                | 0.1%  | 1      | 0.5%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| Has a hospital   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.6%  | 1  | 0.0%  | 0   |
| Has a Marks & Spencer store                                    | 0.3%  | 2      | 0.3%   | 1      | 0.0%   | 0      | 0.6%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 1.2%  | 1  | 0.0%  | 0   |
| Has a Primark store  | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.8%  | 2   |
| Has a swimming pool  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 1.7%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| Has everything I need  | 0.0%  | 0      | 0.0%   | 0      | 0.6%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| My bank is still there   | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 0      | 0.0%   | 0   | 1.3%  | 1  | 2.1%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| No traffic congestion  | 0.1%  | 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   |
| Open / spacious  | 0.2%  | 2      | 0.8%   | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| Park & Ride service  | 1.3%  | 11     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 3.8%   | 10  | 1.7%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.7%  | 1   |
| Pedestrianised areas   | 4.2%  | 35     | 8.9%   | 18     | 2.4%   | 1      | 7.5%   | 5      | 3.3%   | 8   | 4.0%  | 2  | 2.4%  | 1  | 1.5%  | 1  | 0.0%  | 0   |
| The cathedral  | 1.9%  | 16     | 0.9%   | 2      | 1.8%   | 1      | 1.6%   | 1      | 1.0%   | 3   | 0.0%  | 0  | 1.5%  | 0  | 2.5%  | 2  | 5.9%  | 7   |
| The Christmas market   | 1.9%  | 16     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.5%   | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 13.4% | 15  |
| The Ivy Brasserie  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.9%  | 1  | 0.0%  | 0   |
| (Dont know)  | 1.5%  | 12     | 0.0%   | 0      | 0.6%   | 0      | 1.9%   | 1      | 2.1%   | 5   | 0.7%  | 0  | 2.1%  | 0  | 3.0%  | 3  | 1.8%  | 2   |
| (Nothing / very little)  | 12.3% | 103    | 9.9%   | 20     | 30.0%  | 18     | 11.9%  | 7      | 8.4%   | 21  | 17.9% | 7  | 9.7%  | 2  | 17.2% | 15 | 10.7% | 12  |
| Weighted base:   |       | 836    |        | 198    |        | 61     |        | 60     |        | 253 |       | 40 |       | 22 |       | 90 |       | 111 |
| Sample:  |       | 846    |        | 148    |        | 93     |        | 92     |        | 153 |       | 92 |       | 88 |       | 98 |       | 82  |

Column %ges.

Weighted:

September 2019

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |    |       |    |       |   |       |    |       |    |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|----|-------|----|-------|---|-------|----|-------|----|
| <b>Q26 What could be improved about Winchester City Centre that would make you visit it more often? [MR]</b> |       |        |        |        |        |        |        |        |        |    |       |    |       |   |       |    |       |    |
| Better access by road  | 3.2%  | 33     | 2.3%   | 5      | 1.4%   | 1      | 1.8%   | 1      | 2.9%   | 8  | 1.8%  | 1  | 0.5%  | 0 | 0.7%  | 1  | 8.0%  | 16 |
| Better public transport  | 1.8%  | 18     | 1.1%   | 2      | 3.4%   | 2      | 2.1%   | 1      | 0.9%   | 3  | 0.6%  | 0  | 3.9%  | 1 | 2.7%  | 3  | 2.6%  | 5  |
| Better signposting   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.5%   | 1  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Cleaner streets  | 1.0%  | 10     | 3.6%   | 7      | 1.7%   | 1      | 0.6%   | 0      | 0.3%   | 1  | 0.6%  | 0  | 0.0%  | 0 | 0.5%  | 1  | 0.0%  | 0  |
| Facilities which would assist you if shopping with children  | 0.5%  | 5      | 1.2%   | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 1.6%  | 3  |
| Free car parking   | 6.4%  | 65     | 1.7%   | 3      | 7.8%   | 5      | 6.6%   | 4      | 4.9%   | 14 | 3.7%  | 2  | 6.4%  | 2 | 8.0%  | 10 | 12.7% | 25 |
| More / better town centre events   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 2.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| More / better comparison retailers (i.e. non-food shops)   | 4.0%  | 40     | 8.1%   | 16     | 11.6%  | 7      | 3.6%   | 2      | 2.1%   | 6  | 5.6%  | 2  | 5.5%  | 1 | 2.3%  | 3  | 0.8%  | 2  |
| More / better value or affordable shops  | 1.9%  | 19     | 4.2%   | 8      | 7.3%   | 5      | 1.5%   | 1      | 1.2%   | 4  | 0.9%  | 0  | 2.8%  | 1 | 0.0%  | 0  | 0.0%  | 0  |
| More / better entertainment  | 0.1%  | 1      | 0.5%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| More / better places for eating out (e.g. cafés and restaurants)   | 0.6%  | 6      | 0.5%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 1.8%   | 5  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| More / better food shops   | 0.3%  | 3      | 0.3%   | 1      | 0.6%   | 0      | 0.6%   | 0      | 0.3%   | 1  | 0.6%  | 0  | 0.5%  | 0 | 0.5%  | 1  | 0.0%  | 0  |
| More / better parking  | 15.1% | 152    | 7.6%   | 15     | 14.8%  | 9      | 14.4%  | 9      | 14.9%  | 43 | 10.1% | 4  | 18.0% | 4 | 19.4% | 23 | 21.6% | 42 |
| More / better pedestrianised streets   | 0.5%  | 5      | 0.8%   | 2      | 0.0%   | 0      | 0.6%   | 0      | 0.5%   | 1  | 1.6%  | 1  | 0.8%  | 0 | 0.0%  | 0  | 0.6%  | 1  |
| More / better public conveniences  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| More / better seats / flower displays  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 2.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| More / better services   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 2.0%  | 1 | 0.0%  | 0  | 0.0%  | 0  |
| More advertising   | 0.7%  | 7      | 1.6%   | 3      | 0.0%   | 0      | 2.3%   | 2      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 1.0%  | 2  |
| More national multiple shops / High Street shops   | 17.2% | 173    | 29.6%  | 59     | 44.0%  | 28     | 23.0%  | 15     | 12.8%  | 37 | 24.8% | 11 | 10.2% | 3 | 9.3%  | 11 | 4.5%  | 9  |
| More independent shops   | 17.1% | 172    | 28.3%  | 56     | 39.6%  | 25     | 28.3%  | 18     | 13.5%  | 39 | 25.2% | 11 | 14.2% | 3 | 9.3%  | 11 | 3.6%  | 7  |
| Street markets - physical improvements   | 0.4%  | 4      | 0.8%   | 2      | 0.0%   | 0      | 1.5%   | 1      | 0.0%   | 0  | 3.0%  | 1  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Street markets - better range and quality of offer   | 0.5%  | 5      | 0.5%   | 1      | 0.6%   | 0      | 0.0%   | 0      | 1.2%   | 4  | 0.6%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Protection from the weather (e.g. covered shopping mall)   | 0.2%  | 2      | 1.2%   | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Shops / services open on Sundays   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Other  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Address the homeless issue   | 0.6%  | 6      | 2.3%   | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.3%   | 1  | 0.0%  | 0  | 0.5%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Better disabled access / facilities  | 0.6%  | 6      | 0.0%   | 0      | 1.1%   | 1      | 0.0%   | 0      | 1.2%   | 3  | 0.0%  | 0  | 0.0%  | 0 | 1.7%  | 2  | 0.0%  | 0  |
| Better layout of shops / more compact  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Better quality of shops in general   | 0.2%  | 2      | 0.0%   | 0      | 1.4%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.6%  | 0  | 1.8%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Better variety of shops in general   | 0.8%  | 8      | 3.2%   | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.5%   | 1  | 0.6%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Charging points for electric cars  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.6%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Cheaper car parking  | 0.8%  | 8      | 0.0%   | 0      | 0.0%   | 0      | 3.3%   | 2      | 0.9%   | 3  | 0.6%  | 0  | 5.7%  | 1 | 1.2%  | 1  | 0.0%  | 0  |
| Cheaper public transport   | 0.3%  | 3      | 0.5%   | 1      | 3.7%   | 2      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Complete the redevelopments  | 0.2%  | 2      | 0.8%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.3%   | 1  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Easier access to The Brooks Shopping Centre  | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.2%   | 3  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Fewer charity shops  | 0.1%  | 1      | 0.0%   | 0      | 2.2%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Fewer coffee shops / cafés   | 1.5%  | 15     | 1.5%   | 3      | 7.3%   | 5      | 0.9%   | 1      | 1.4%   | 4  | 4.5%  | 2  | 2.6%  | 1 | 0.0%  | 0  | 0.0%  | 0  |
| Fewer national multiple shops / High Street shops  | 0.1%  | 1      | 0.5%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Fewer phone shops  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.5%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Fewer restaurants / takeaways  | 1.2%  | 12     | 4.2%   | 8      | 1.7%   | 1      | 1.5%   | 1      | 0.3%   | 1  | 0.6%  | 0  | 1.6%  | 0 | 0.5%  | 1  | 0.0%  | 0  |
| Fewer travel agents  | 0.2%  | 2      | 1.1%   | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Fewer vacant shops   | 2.4%  | 24     | 3.0%   | 6      | 4.3%   | 3      | 2.8%   | 2      | 2.4%   | 7  | 2.4%  | 1  | 3.8%  | 1 | 2.5%  | 3  | 0.4%  | 1  |
| Improve / refurbish the existing shops   | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 2.3%   | 2      | 0.0%   | 0  | 0.0%  | 0  | 2.0%  | 0 | 0.7%  | 1  | 0.0%  | 0  |
| Improve Park & Ride (e.g. longer operating   | 0.7%  | 7      | 0.0%   | 0      | 0.9%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 3.6%  | 4  | 1.0%  | 2  |

Column %ges.

Weighted:

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |     |       |     |       |     |       |     |       |     |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|-----|-------|-----|-------|-----|-------|-----|-------|-----|
| hours, more stops etc.)                               |       |        |        |        |        |        |        |        |        |     |       |     |       |     |       |     |       |     |
| Improve The Brooks Shopping Centre / Silver Hill area | 0.9%  | 9      | 1.1%   | 2      | 1.7%   | 1      | 3.2%   | 2      | 0.5%   | 1   | 3.1%  | 1   | 0.0%  | 0   | 1.1%  | 1   | 0.0%  | 0   |
| Lower prices in general                               | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 2.3%   | 2      | 0.0%   | 0   | 2.4%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| More / better cycle lanes / routes                    | 0.7%  | 7      | 1.6%   | 3      | 1.5%   | 1      | 3.8%   | 2      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| More / better nightlife                               | 0.4%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.7%  | 1   | 1.5%  | 3   |
| More / better security                                | 0.0%  | 0      | 0.0%   | 0      | 0.6%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| More baskets on wheels in all stores                  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.6%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| More clothes shops                                    | 0.8%  | 8      | 0.0%   | 0      | 5.8%   | 4      | 2.9%   | 2      | 0.0%   | 0   | 2.4%  | 1   | 1.3%  | 0   | 1.1%  | 1   | 0.0%  | 0   |
| More covered bus stops                                | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.6%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| More dog-friendly shops and services                  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 2.3%   | 1      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| More free activities / events                         | 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%  | 3   |
| More litter bins                                      | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 2.4%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| More plastic-free food shops                          | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 1.7%  | 2   | 0.0%  | 0   |
| More shops on level ground                            | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.5%  | 1   | 0.0%  | 0   |
| More women's clothing shops                           | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Open a John Lewis store                               | 0.6%  | 6      | 0.0%   | 0      | 0.0%   | 0      | 3.0%   | 2      | 1.2%   | 3   | 0.6%  | 0   | 1.3%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Reduce shop rents to reduce shop closures             | 1.4%  | 14     | 2.8%   | 6      | 7.0%   | 4      | 1.5%   | 1      | 0.0%   | 0   | 0.6%  | 0   | 0.5%  | 0   | 1.8%  | 2   | 0.0%  | 0   |
| Reduce traffic congestion                             | 3.0%  | 30     | 2.8%   | 6      | 6.3%   | 4      | 2.1%   | 1      | 3.3%   | 10  | 1.8%  | 1   | 1.0%  | 0   | 3.2%  | 4   | 2.2%  | 4   |
| Refurbish the swimming pool                           | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.6%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Remove / relocate the street markets                  | 1.2%  | 12     | 2.9%   | 6      | 0.6%   | 0      | 3.3%   | 2      | 0.5%   | 1   | 0.6%  | 0   | 1.3%  | 0   | 1.6%  | 2   | 0.0%  | 0   |
| Remove the cobbles                                    | 0.1%  | 1      | 0.0%   | 0      | 2.2%   | 1      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Repair / resurface pavements                          | 1.0%  | 10     | 1.7%   | 3      | 0.0%   | 0      | 0.9%   | 1      | 1.1%   | 3   | 0.0%  | 0   | 2.0%  | 1   | 2.1%  | 3   | 0.0%  | 0   |
| Smaller buildings                                     | 0.2%  | 2      | 0.8%   | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Stop building houses                                  | 0.1%  | 1      | 0.0%   | 0      | 2.2%   | 1      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Traditional pay machines for car parking              | 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   |
| (Don't know)  | 4.1%  | 41     | 3.8%   | 8      | 0.6%   | 0      | 0.6%   | 0      | 4.9%   | 14  | 2.4%  | 1   | 7.3%  | 2   | 3.2%  | 4   | 6.1%  | 12  |
| (Nothing)   | 38.6% | 387    | 26.4%  | 52     | 8.0%   | 5      | 25.8%  | 17     | 46.8%  | 137 | 27.2% | 12  | 28.6% | 7   | 48.8% | 59  | 50.3% | 99  |
| Weighted base:  |       | 1004   |        | 199    |        | 64     |        | 65     |        | 292 |       | 43  |       | 25  |       | 121 |       | 196 |
| Sample:   |       | 1004   |        | 149    |        | 100    |        | 100    |        | 175 |       | 100 |       | 100 |       | 131 |       | 149 |

**MeanScore: Visits per week**

**Q27 How often do you or your household visit Whiteley Shopping Centre for shopping and other town centre activities?**

|                     |       |      |       |      |       |      |       |      |       |      |       |      |       |      |       |      |       |      |
|---------------------|-------|------|-------|------|-------|------|-------|------|-------|------|-------|------|-------|------|-------|------|-------|------|
| Daily               | 0.6%  | 6    | 0.5%  | 1    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 2.8%  | 5    |
| 4-6 days a week     | 0.5%  | 5    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 1.2%  | 1    | 1.6%  | 3    |
| 2-3 days a week     | 1.6%  | 16   | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.5%  | 1    | 0.0%  | 0    | 0.0%  | 0    | 1.8%  | 2    | 6.3%  | 12   |
| One day a week      | 1.6%  | 16   | 0.0%  | 0    | 0.0%  | 0    | 2.3%  | 2    | 2.1%  | 6    | 0.0%  | 0    | 0.0%  | 0    | 1.4%  | 2    | 3.4%  | 7    |
| Every 2 weeks       | 3.7%  | 37   | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 5.1%  | 15   | 0.0%  | 0    | 0.0%  | 0    | 5.0%  | 6    | 8.1%  | 16   |
| Monthly             | 7.2%  | 72   | 3.4%  | 7    | 2.7%  | 2    | 0.6%  | 0    | 4.9%  | 14   | 0.0%  | 0    | 4.2%  | 1    | 11.1% | 13   | 17.4% | 34   |
| Once every 2 months | 6.2%  | 62   | 8.1%  | 16   | 0.9%  | 1    | 4.4%  | 3    | 5.5%  | 16   | 0.0%  | 0    | 4.7%  | 1    | 5.4%  | 7    | 9.8%  | 19   |
| 3-4 times a year    | 7.3%  | 73   | 1.6%  | 3    | 2.2%  | 1    | 2.1%  | 1    | 11.9% | 35   | 2.4%  | 1    | 2.0%  | 1    | 8.5%  | 10   | 10.3% | 20   |
| Twice a year        | 10.5% | 105  | 4.9%  | 10   | 5.1%  | 3    | 6.1%  | 4    | 17.6% | 51   | 5.8%  | 2    | 4.5%  | 1    | 11.6% | 14   | 9.8%  | 19   |
| Once a year         | 6.0%  | 60   | 2.5%  | 5    | 4.5%  | 3    | 14.2% | 9    | 5.5%  | 16   | 5.2%  | 2    | 7.9%  | 2    | 7.8%  | 9    | 6.8%  | 13   |
| Less often          | 3.0%  | 30   | 1.2%  | 2    | 4.3%  | 3    | 6.3%  | 4    | 4.3%  | 12   | 2.2%  | 1    | 1.0%  | 0    | 0.5%  | 1    | 3.6%  | 7    |
| Never               | 51.1% | 513  | 77.7% | 154  | 79.7% | 51   | 61.8% | 40   | 41.1% | 120  | 84.4% | 36   | 75.7% | 19   | 45.1% | 55   | 19.6% | 38   |
| (Don't know)        | 0.4%  | 5    | 0.0%  | 0    | 0.6%  | 0    | 0.0%  | 0    | 1.2%  | 3    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.4%  | 1    |
| (Varies)            | 0.4%  | 4    | 0.0%  | 0    | 0.0%  | 0    | 2.3%  | 1    | 0.5%  | 1    | 0.0%  | 0    | 0.0%  | 0    | 0.7%  | 1    | 0.0%  | 0    |
| Mean:               |       | 0.18 |       | 0.05 |       | 0.01 |       | 0.03 |       | 0.09 |       | 0.00 |       | 0.02 |       | 0.19 |       | 0.58 |
| Weighted base:      |       | 1004 |       | 199  |       | 64   |       | 65   |       | 292  |       | 43   |       | 25   |       | 121  |       | 196  |
| Sample:             |       | 1004 |       | 149  |       | 100  |       | 100  |       | 175  |       | 100  |       | 100  |       | 131  |       | 149  |

Weighted:

September 2019

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |     |       |    |       |    |       |    |       |     |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|-----|-------|----|-------|----|-------|----|-------|-----|
| <b>Q28 What do you like about Whiteley Shopping Centre? [MR]</b> |       |        |        |        |        |        |        |        |        |     |       |    |       |    |       |    |       |     |
| <i>Those who visit Whiteley Shopping Centre at Q27:</i>          |       |        |        |        |        |        |        |        |        |     |       |    |       |    |       |    |       |     |
| Attractive environment / nice place                              | 5.8%  | 28     | 0.0%   | 0      | 2.8%   | 0      | 6.3%   | 2      | 12.1%  | 21  | 0.0%  | 0  | 2.1%  | 0  | 4.2%  | 3  | 1.7%  | 3   |
| Close to friends or relatives                                    | 0.4%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 1.5%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 2.1%  | 1  | 0.0%  | 0   |
| Close to home  | 10.5% | 51     | 0.0%   | 0      | 4.2%   | 1      | 0.0%   | 0      | 7.4%   | 13  | 0.0%  | 0  | 5.4%  | 0  | 11.5% | 8  | 19.1% | 30  |
| Close to work  | 1.9%  | 9      | 4.1%   | 2      | 0.0%   | 0      | 6.1%   | 2      | 0.0%   | 0   | 0.0%  | 0  | 5.4%  | 0  | 1.5%  | 4  | 1.5%  | 2   |
| Compact  | 7.0%  | 34     | 4.1%   | 2      | 7.0%   | 1      | 12.9%  | 3      | 6.7%   | 12  | 34.6% | 2  | 7.6%  | 0  | 7.5%  | 5  | 5.8%  | 9   |
| Easy to get to by bike   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| Easy to get to by bus  | 1.1%  | 5      | 5.1%   | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.9%  | 3   |
| Easy to get to by car  | 5.3%  | 26     | 5.1%   | 2      | 29.2%  | 4      | 3.9%   | 1      | 1.3%   | 2   | 0.0%  | 0  | 13.8% | 1  | 13.1% | 9  | 4.5%  | 7   |
| Easy to park   | 23.0% | 113    | 48.6%  | 22     | 15.0%  | 2      | 23.2%  | 6      | 27.5%  | 47  | 14.0% | 1  | 19.5% | 1  | 19.0% | 13 | 13.7% | 22  |
| Good facilities in general                                       | 5.3%  | 26     | 5.1%   | 2      | 4.2%   | 1      | 0.0%   | 0      | 8.0%   | 14  | 0.0%  | 0  | 11.6% | 1  | 1.3%  | 1  | 4.9%  | 8   |
| Good food stores   | 2.5%  | 12     | 0.0%   | 0      | 0.0%   | 0      | 6.1%   | 2      | 2.1%   | 4   | 15.6% | 1  | 2.1%  | 0  | 0.0%  | 0  | 3.7%  | 6   |
| Good pubs, cafés or restaurants                                  | 9.7%  | 48     | 3.4%   | 1      | 11.1%  | 1      | 14.7%  | 4      | 12.3%  | 21  | 4.0%  | 0  | 3.2%  | 0  | 10.0% | 7  | 8.1%  | 13  |
| Good range of non-food shops                                     | 20.8% | 102    | 21.0%  | 9      | 12.7%  | 2      | 14.9%  | 4      | 20.1%  | 35  | 33.5% | 2  | 8.4%  | 1  | 33.2% | 22 | 17.9% | 28  |
| Good range of independent shops                                  | 7.0%  | 34     | 15.4%  | 7      | 0.0%   | 0      | 7.9%   | 2      | 5.7%   | 10  | 0.0%  | 0  | 0.0%  | 0  | 7.9%  | 5  | 6.7%  | 10  |
| Good range of 'high street' retailers / multiples                | 9.2%  | 45     | 15.8%  | 7      | 4.2%   | 1      | 1.5%   | 0      | 7.8%   | 13  | 4.0%  | 0  | 9.7%  | 1  | 13.3% | 9  | 8.9%  | 14  |
| Affordable shops   | 4.1%  | 20     | 10.3%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 5.9%   | 10  | 0.0%  | 0  | 13.8% | 1  | 0.8%  | 1  | 2.6%  | 4   |
| High quality shops   | 4.0%  | 19     | 6.5%   | 3      | 11.1%  | 1      | 0.0%   | 0      | 2.8%   | 5   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 6.6%  | 10  |
| Makes a change from other places                                 | 1.7%  | 9      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.5%   | 4   | 4.0%  | 0  | 5.4%  | 0  | 0.8%  | 1  | 2.0%  | 3   |
| Quiet / not too crowded  | 2.0%  | 10     | 5.3%   | 2      | 4.2%   | 1      | 2.3%   | 1      | 1.3%   | 2   | 0.0%  | 0  | 0.0%  | 0  | 4.1%  | 3  | 1.0%  | 2   |
| Safe and secure  | 1.6%  | 8      | 5.3%   | 2      | 0.0%   | 0      | 0.0%   | 0      | 3.0%   | 5   | 0.0%  | 0  | 0.0%  | 0  | 0.8%  | 1  | 0.0%  | 0   |
| Modern   | 1.4%  | 7      | 2.0%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.5%   | 1   | 0.0%  | 0  | 5.4%  | 0  | 2.1%  | 1  | 2.0%  | 3   |
| Everything 'under one roof'                                      | 2.5%  | 12     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 6.3%   | 11  | 4.0%  | 0  | 6.4%  | 0  | 0.0%  | 0  | 0.5%  | 1   |
| Other  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| Clean / tidy streets   | 1.2%  | 6      | 0.0%   | 0      | 0.0%   | 0      | 3.9%   | 1      | 2.1%   | 4   | 0.0%  | 0  | 5.4%  | 0  | 1.3%  | 1  | 0.0%  | 0   |
| Flat terrain   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 2.1%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| Free car parking   | 10.6% | 52     | 2.0%   | 1      | 11.1%  | 1      | 13.7%  | 3      | 10.6%  | 18  | 30.7% | 2  | 14.1% | 1  | 12.4% | 8  | 10.7% | 17  |
| Good / long shop opening times                                   | 0.7%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.0%   | 3   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| Good atmosphere / friendly people                                | 0.2%  | 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   |
| Good disabled access   | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.5%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| Good leisure centre  | 0.3%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 2.1%  | 0  | 0.0%  | 0  | 0.7%  | 1   |
| Has a cinema   | 2.1%  | 10     | 3.4%   | 1      | 4.2%   | 1      | 0.0%   | 0      | 1.5%   | 3   | 0.0%  | 0  | 0.0%  | 0  | 4.2%  | 3  | 1.9%  | 3   |
| Has a large Marks & Spencer store                                | 1.5%  | 7      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 4.0%  | 0  | 0.0%  | 0  | 3.3%  | 2  | 3.0%  | 5   |
| Has everything I need  | 0.2%  | 1      | 2.0%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| No smoking policy  | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.7%  | 1   |
| Pedestrianised areas   | 0.5%  | 2      | 5.3%   | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| Recently refurbished   | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.5%  | 1   |
| Spacious / 'outside' shopping                                    | 1.9%  | 9      | 1.3%   | 1      | 0.0%   | 0      | 2.3%   | 1      | 2.1%   | 4   | 0.0%  | 0  | 0.0%  | 0  | 1.3%  | 1  | 2.5%  | 4   |
| Unique   | 0.5%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 1.5%   | 0      | 1.3%   | 2   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| (Dont know)  | 1.7%  | 8      | 5.3%   | 2      | 13.5%  | 2      | 0.0%   | 0      | 1.3%   | 2   | 6.0%  | 0  | 5.3%  | 0  | 2.1%  | 1  | 0.0%  | 0   |
| (Nothing / very little)  | 15.2% | 75     | 15.2%  | 7      | 19.8%  | 3      | 22.9%  | 6      | 16.8%  | 29  | 4.0%  | 0  | 20.6% | 1  | 6.7%  | 4  | 15.7% | 25  |
| Weighted base:   |       | 491    |        | 44     |        | 13     |        | 25     |        | 172 |       | 7  |       | 6  |       | 67 |       | 158 |
| Sample:  |       | 395    |        | 29     |        | 19     |        | 33     |        | 97  |       | 13 |       | 24 |       | 67 |       | 113 |

Weighted:

September 2019

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |     |       |    |       |    |       |    |       |     |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|-----|-------|----|-------|----|-------|----|-------|-----|
| <b>Q29 What could be improved about Whiteley Shopping Centre that would make you visit it more often? [MR]</b> |       |        |        |        |        |        |        |        |        |     |       |    |       |    |       |    |       |     |
| Better access by road  | 3.0%  | 30     | 0.0%   | 0      | 0.0%   | 0      | 10.0%  | 6      | 2.1%   | 6   | 0.0%  | 0  | 6.4%  | 2  | 3.2%  | 4  | 6.2%  | 12  |
| Better public transport  | 0.9%  | 10     | 0.3%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 2   | 0.0%  | 0  | 0.5%  | 0  | 3.9%  | 5  | 1.2%  | 2   |
| Better signposting   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| Cleaner streets  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| Facilities which would assist you if shopping with children  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| Free car parking   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 0      | 0.3%   | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| More / better town centre events   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| More / better comparison retailers (i.e. non-food shops)   | 0.9%  | 9      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.1%   | 6   | 0.0%  | 0  | 1.3%  | 0  | 1.4%  | 2  | 0.4%  | 1   |
| More / better value or affordable shops  | 1.4%  | 14     | 0.3%   | 1      | 1.4%   | 1      | 0.0%   | 0      | 2.7%   | 8   | 0.0%  | 0  | 0.5%  | 0  | 0.0%  | 0  | 2.1%  | 4   |
| More / better entertainment  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.5%   | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| More / better places for eating out (e.g. cafés and restaurants)   | 1.0%  | 10     | 0.5%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.8%  | 0  | 1.4%  | 2  | 3.7%  | 7   |
| More / better food shops   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| More / better parking  | 2.7%  | 27     | 0.8%   | 1      | 0.0%   | 0      | 2.3%   | 2      | 3.5%   | 10  | 0.0%  | 0  | 0.0%  | 0  | 5.9%  | 7  | 3.6%  | 7   |
| More / better pedestrianised streets   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| More / better public conveniences  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| More / better seats / flower displays  | 0.2%  | 2      | 0.0%   | 0      | 0.9%   | 1      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.5%  | 1  | 0.4%  | 1   |
| More / better services   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| More advertising   | 0.1%  | 1      | 0.3%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.5%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| More national multiple shops / High Street shops   | 4.2%  | 43     | 1.2%   | 2      | 1.4%   | 1      | 0.9%   | 1      | 7.1%   | 21  | 3.0%  | 1  | 0.0%  | 0  | 2.9%  | 4  | 6.8%  | 13  |
| More independent / specialist shops  | 3.7%  | 37     | 1.6%   | 3      | 0.6%   | 0      | 3.0%   | 2      | 7.8%   | 23  | 0.0%  | 0  | 0.0%  | 0  | 0.9%  | 1  | 3.8%  | 7   |
| A street market  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| Shops / services open on Sundays   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| Other  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| Better atmosphere  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| Better disabled access / facilities  | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 1.8%  | 2  | 0.0%  | 0   |
| Better phone reception   | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.0%  | 2   |
| Clearer parking signage  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.5%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| Covered walkways   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.4%  | 1   |
| Fewer coffee shops / cafés   | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.9%   | 3   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| Larger shopping area   | 0.4%  | 4      | 0.5%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 1.2%   | 3   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| Later opening hours in shops / cafés   | 0.4%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 2.2%  | 4   |
| Less busy  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.4%  | 1   |
| More / better pubs / bars  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.6%  | 1   |
| More / better signage  | 0.1%  | 1      | 0.0%   | 0      | 0.9%   | 1      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| More / better special offers in shops  | 0.2%  | 2      | 0.0%   | 0      | 0.6%   | 0      | 0.0%   | 0      | 0.5%   | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| More clothes shops   | 0.5%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.8%   | 2   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.6%  | 3   |
| More shops indoors / undercover  | 2.3%  | 23     | 0.0%   | 0      | 1.1%   | 1      | 0.0%   | 0      | 2.1%   | 6   | 0.6%  | 0  | 0.0%  | 0  | 0.9%  | 1  | 7.4%  | 15  |
| Open a Primark store   | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.2%   | 3   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| Reduce traffic congestion  | 3.0%  | 31     | 0.5%   | 1      | 0.0%   | 0      | 6.2%   | 4      | 2.4%   | 7   | 0.0%  | 0  | 0.0%  | 0  | 2.7%  | 3  | 7.8%  | 15  |
| Remove indoor shopping centre / have all shops outdoors  | 0.0%  | 0      | 0.0%   | 0      | 0.6%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| Remove the parking cameras   | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.8%   | 2   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| Re-open the banks  | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.5%   | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.6%  | 1   |
| (Don't know)   | 16.1% | 161    | 38.2%  | 76     | 19.7%  | 13     | 14.8%  | 10     | 15.0%  | 44  | 10.5% | 5  | 24.0% | 6  | 2.7%  | 3  | 2.8%  | 5   |
| (Nothing)  | 61.5% | 618    | 56.0%  | 111    | 73.5%  | 47     | 65.5%  | 42     | 57.5%  | 168 | 85.9% | 37 | 65.4% | 16 | 73.8% | 89 | 54.4% | 107 |
| Weighted base:   | 1004  |        | 199    |        | 64     |        | 65     |        | 292    |     | 43    |    | 25    |    | 121   |    | 196   |     |
| Sample:  | 1004  |        | 149    |        | 100    |        | 100    |        | 175    |     | 100   |    | 100   |    | 131   |    | 149   |     |

Column %ges.

# Winchester Household Survey For Lambert Smith Hampton

Weighted:

September 2019

|  | Total | Zone 1      | Zone 2 | Zone 3      | Zone 4 | Zone 5      | Zone 6 | Zone 7      | Zone 8 |             |       |             |       |             |       |             |       |             |
|--|-------|-------------|--------|-------------|--------|-------------|--------|-------------|--------|-------------|-------|-------------|-------|-------------|-------|-------------|-------|-------------|
| <b>MeanScore: Visits per week</b>  |       |             |        |             |        |             |        |             |        |             |       |             |       |             |       |             |       |             |
| <b>Q30 How often do you or your household visit New Alresford Town Centre for shopping and other town centre activities?</b> |       |             |        |             |        |             |        |             |        |             |       |             |       |             |       |             |       |             |
| Daily  | 1.6%  | 16          | 0.3%   | 1           | 0.0%   | 0           | 0.0%   | 0           | 0.0%   | 0           | 32.4% | 14          | 2.6%  | 1           | 0.7%  | 1           | 0.0%  | 0           |
| 4-6 days a week  | 0.5%  | 5           | 0.0%   | 0           | 0.9%   | 1           | 0.0%   | 0           | 0.0%   | 0           | 9.9%  | 4           | 0.8%  | 0           | 0.0%  | 0           | 0.0%  | 0           |
| 2-3 days a week  | 2.0%  | 20          | 0.0%   | 0           | 2.2%   | 1           | 0.0%   | 0           | 0.6%   | 2           | 31.8% | 14          | 8.6%  | 2           | 0.0%  | 0           | 0.4%  | 1           |
| One day a week   | 1.3%  | 13          | 1.1%   | 2           | 1.4%   | 1           | 0.0%   | 0           | 0.3%   | 1           | 12.0% | 5           | 14.0% | 3           | 0.7%  | 1           | 0.0%  | 0           |
| Every 2 weeks  | 0.9%  | 9           | 0.3%   | 1           | 4.8%   | 3           | 0.6%   | 0           | 0.0%   | 0           | 6.4%  | 3           | 8.1%  | 2           | 0.5%  | 1           | 0.0%  | 0           |
| Monthly  | 2.4%  | 24          | 4.2%   | 8           | 6.8%   | 4           | 4.4%   | 3           | 0.8%   | 2           | 0.6%  | 0           | 3.9%  | 1           | 2.5%  | 3           | 1.0%  | 2           |
| Once every 2 months  | 2.5%  | 25          | 2.1%   | 4           | 15.6%  | 10          | 3.3%   | 2           | 1.2%   | 4           | 0.6%  | 0           | 3.9%  | 1           | 2.3%  | 3           | 0.4%  | 1           |
| 3-4 times a year   | 2.6%  | 26          | 6.2%   | 12          | 3.7%   | 2           | 5.3%   | 3           | 1.4%   | 4           | 1.6%  | 1           | 4.3%  | 1           | 0.5%  | 1           | 0.8%  | 2           |
| Twice a year   | 3.8%  | 38          | 6.8%   | 13          | 9.9%   | 6           | 4.5%   | 3           | 2.7%   | 8           | 0.0%  | 0           | 1.6%  | 0           | 4.7%  | 6           | 0.8%  | 2           |
| Once a year  | 4.0%  | 40          | 2.8%   | 6           | 4.7%   | 3           | 8.2%   | 5           | 5.2%   | 15          | 0.6%  | 0           | 1.8%  | 0           | 2.3%  | 3           | 4.0%  | 8           |
| Less often   | 3.1%  | 31          | 4.2%   | 8           | 4.8%   | 3           | 1.2%   | 1           | 3.9%   | 11          | 1.6%  | 1           | 3.8%  | 1           | 1.1%  | 1           | 2.2%  | 4           |
| Never  | 74.3% | 746         | 71.3%  | 142         | 44.6%  | 29          | 67.4%  | 44          | 82.9%  | 242         | 2.5%  | 1           | 43.9% | 11          | 84.7% | 103         | 89.8% | 176         |
| (Don't know)   | 0.4%  | 4           | 0.0%   | 0           | 0.6%   | 0           | 2.3%   | 1           | 0.9%   | 3           | 0.0%  | 0           | 0.0%  | 0           | 0.0%  | 0           | 0.0%  | 0           |
| (Varies)   | 0.5%  | 5           | 0.8%   | 2           | 0.0%   | 0           | 2.8%   | 2           | 0.0%   | 0           | 0.0%  | 0           | 2.5%  | 1           | 0.0%  | 0           | 0.6%  | 1           |
| <i>Mean:</i>   |       | <i>0.22</i> |        | <i>0.05</i> |        | <i>0.18</i> |        | <i>0.03</i> |        | <i>0.02</i> |       | <i>3.72</i> |       | <i>0.65</i> |       | <i>0.07</i> |       | <i>0.01</i> |
| Weighted base:   |       | 1004        |        | 199         |        | 64          |        | 65          |        | 292         |       | 43          |       | 25          |       | 121         |       | 196         |
| Sample:  |       | 1004        |        | 149         |        | 100         |        | 100         |        | 175         |       | 100         |       | 100         |       | 131         |       | 149         |

# Winchester Household Survey For Lambert Smith Hampton

Weighted:

September 2019

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |    |       |    |       |    |       |    |       |    |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|----|-------|----|-------|----|-------|----|-------|----|
| <b>Q31 What do you like about New Alresford Town Centre? [MR]</b> |       |        |        |        |        |        |        |        |        |    |       |    |       |    |       |    |       |    |
| <i>Those who visit New Alresford Town Centre at Q31:</i>          |       |        |        |        |        |        |        |        |        |    |       |    |       |    |       |    |       |    |
| Attractive environment / nice place                               | 38.9% | 100    | 55.3%  | 32     | 35.3%  | 13     | 58.0%  | 12     | 23.2%  | 12 | 35.3% | 15 | 16.5% | 2  | 36.0% | 7  | 43.1% | 9  |
| Close to friends or relatives                                     | 2.6%  | 7      | 2.6%   | 1      | 2.1%   | 1      | 0.0%   | 0      | 3.5%   | 2  | 0.0%  | 0  | 0.0%  | 0  | 4.5%  | 1  | 9.9%  | 2  |
| Close to home   | 9.6%  | 25     | 5.0%   | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 41.8% | 18 | 26.1% | 4  | 0.0%  | 0  | 3.9%  | 1  |
| Close to work   | 0.5%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 3.1%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Compact   | 3.0%  | 8      | 0.0%   | 0      | 2.1%   | 1      | 5.4%   | 1      | 2.7%   | 1  | 6.6%  | 3  | 8.4%  | 1  | 3.0%  | 1  | 0.0%  | 0  |
| Easy to get to by bike  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Easy to get to by bus   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Easy to get to by car   | 1.0%  | 2      | 0.0%   | 0      | 5.6%   | 2      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 3.5%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Easy to park  | 3.2%  | 8      | 4.8%   | 3      | 8.0%   | 3      | 1.8%   | 0      | 1.8%   | 1  | 1.9%  | 1  | 5.1%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Good facilities in general  | 1.5%  | 4      | 0.0%   | 0      | 1.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 6.0%  | 3  | 2.4%  | 0  | 0.0%  | 0  | 3.9%  | 1  |
| Good food stores  | 5.5%  | 14     | 9.7%   | 6      | 5.6%   | 2      | 6.4%   | 1      | 1.8%   | 1  | 8.0%  | 3  | 8.4%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Good pubs, cafés or restaurants                                   | 13.3% | 34     | 17.3%  | 10     | 11.8%  | 4      | 11.9%  | 3      | 13.5%  | 7  | 4.1%  | 2  | 11.1% | 2  | 21.0% | 4  | 19.6% | 4  |
| Good range of non-food shops                                      | 6.4%  | 17     | 4.1%   | 2      | 12.6%  | 4      | 4.6%   | 1      | 0.0%   | 0  | 10.1% | 4  | 12.7% | 2  | 10.5% | 2  | 3.9%  | 1  |
| Good range of independent shops                                   | 27.0% | 70     | 33.8%  | 19     | 35.1%  | 12     | 25.5%  | 5      | 18.9%  | 9  | 28.1% | 12 | 21.9% | 3  | 29.5% | 5  | 13.7% | 3  |
| Good range of 'high street' retailers / multiples                 | 1.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 6.1%  | 3  | 0.9%  | 0  | 0.0%  | 0  | 3.9%  | 1  |
| Affordable shops  | 0.5%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 3.0%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| High quality shops  | 2.7%  | 7      | 1.6%   | 1      | 1.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 6.2%  | 3  | 1.4%  | 0  | 11.4% | 2  | 3.9%  | 1  |
| The street market   | 1.9%  | 5      | 2.7%   | 2      | 6.6%   | 2      | 0.0%   | 0      | 0.0%   | 0  | 1.6%  | 1  | 2.4%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Makes a change from other places                                  | 1.2%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.7%   | 1  | 0.6%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 7.8%  | 2  |
| Quiet   | 2.2%  | 6      | 6.1%   | 3      | 0.0%   | 0      | 1.8%   | 0      | 0.0%   | 0  | 1.3%  | 1  | 2.3%  | 0  | 4.5%  | 1  | 0.0%  | 0  |
| Safe and secure   | 0.8%  | 2      | 2.7%   | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 3.0%  | 1  | 0.0%  | 0  |
| Traditional   | 8.9%  | 23     | 6.3%   | 4      | 5.1%   | 2      | 0.0%   | 0      | 22.1%  | 11 | 2.9%  | 1  | 4.6%  | 1  | 16.5% | 3  | 7.8%  | 2  |
| History and historical architecture                               | 3.3%  | 8      | 2.1%   | 1      | 2.1%   | 1      | 0.0%   | 0      | 7.1%   | 4  | 1.6%  | 1  | 2.4%  | 0  | 4.5%  | 1  | 5.9%  | 1  |
| Other   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Close to hobby / leisure activities                               | 0.6%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 1.6%  | 1  | 0.0%  | 0  | 4.5%  | 1  | 0.0%  | 0  |
| Familiar  | 1.8%  | 5      | 0.0%   | 0      | 3.1%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 4.8%  | 2  | 5.6%  | 1  | 4.5%  | 1  | 0.0%  | 0  |
| Free car parking  | 0.8%  | 2      | 0.0%   | 0      | 5.1%   | 2      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 1.9%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Good atmosphere / friendly people                                 | 5.5%  | 14     | 4.3%   | 2      | 10.1%  | 4      | 2.7%   | 1      | 6.3%   | 3  | 8.7%  | 4  | 5.6%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Good book shop  | 0.2%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 3.5%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Good cycle routes / lanes   | 0.4%  | 1      | 0.0%   | 0      | 2.6%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Good services (e.g. library, dry cleaners, hairdressers etc.)     | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.6%  | 0  | 1.9%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Has everything I need   | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.6%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| My dentist is located there                                       | 0.2%  | 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  |
| Small / not too big   | 0.2%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 3.3%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Still has a bank  | 0.2%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.6%  | 0  | 0.9%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Supporting local business   | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 1.3%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| (Dont know)   | 2.1%  | 6      | 1.6%   | 1      | 0.0%   | 0      | 8.7%   | 2      | 5.3%   | 3  | 0.0%  | 0  | 0.9%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| (Nothing / very little)   | 6.7%  | 17     | 5.2%   | 3      | 3.6%   | 1      | 6.9%   | 1      | 14.3%  | 7  | 2.5%  | 1  | 4.5%  | 1  | 0.0%  | 0  | 13.7% | 3  |
| Weighted base:  |       | 258    |        | 57     |        | 35     |        | 21     |        | 50 |       | 42 |       | 14 |       | 19 |       | 20 |
| Sample:   |       | 376    |        | 55     |        | 56     |        | 32     |        | 34 |       | 96 |       | 60 |       | 23 |       | 20 |

Weighted:

September 2019

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |     |       |     |       |     |       |     |       |     |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|-----|-------|-----|-------|-----|-------|-----|-------|-----|
| <b>Q32 What could be improved about New Alresford Town Centre that would make you visit it more often? [MR]</b> |       |        |        |        |        |        |        |        |        |     |       |     |       |     |       |     |       |     |
| Better access by road   | 0.0%  | 0      | 0.0%   | 0      | 0.6%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Better public transport   | 0.7%  | 7      | 0.0%   | 0      | 0.6%   | 0      | 0.0%   | 0      | 1.4%   | 4   | 1.6%  | 1   | 2.0%  | 1   | 1.1%  | 1   | 0.0%  | 0   |
| Better signposting  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Cleaner streets   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Facilities which would assist you if shopping with children   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Free car parking  | 0.7%  | 7      | 0.0%   | 0      | 2.3%   | 1      | 0.0%   | 0      | 0.3%   | 1   | 6.4%  | 3   | 1.3%  | 0   | 0.5%  | 1   | 0.4%  | 1   |
| More / better town centre events  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| More / better comparison retailers (i.e. non-food shops)  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.8%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| More / better value or affordable shops   | 0.6%  | 6      | 0.3%   | 1      | 3.7%   | 2      | 0.0%   | 0      | 0.8%   | 2   | 1.2%  | 1   | 1.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| More / better entertainment   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 2.4%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| More / better places for eating out (e.g. cafés and restaurants)  | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 2.1%   | 1      | 0.3%   | 1   | 2.2%  | 1   | 1.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| More / better food shops  | 0.1%  | 1      | 0.0%   | 0      | 0.6%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.6%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| More / better parking   | 4.9%  | 49     | 4.3%   | 9      | 10.8%  | 7      | 4.8%   | 3      | 2.9%   | 8   | 23.9% | 10  | 11.9% | 3   | 3.0%  | 4   | 2.8%  | 5   |
| More / better pedestrianised streets  | 0.1%  | 1      | 0.0%   | 0      | 1.4%   | 1      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| More / better public conveniences   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.5%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| More / better seats / flower displays   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| More / better services  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| More advertising  | 0.5%  | 5      | 1.1%   | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.8%   | 2   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| More national multiple shops / High Street shops  | 1.0%  | 10     | 1.2%   | 2      | 4.0%   | 3      | 0.6%   | 0      | 0.5%   | 1   | 4.6%  | 2   | 2.6%  | 1   | 0.0%  | 0   | 0.4%  | 1   |
| More independent shops  | 1.4%  | 14     | 1.1%   | 2      | 1.7%   | 1      | 1.5%   | 1      | 1.2%   | 4   | 9.8%  | 4   | 3.4%  | 1   | 0.0%  | 0   | 0.4%  | 1   |
| Street markets - physical improvements  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Street markets - better range and quality of offer  | 0.4%  | 4      | 0.0%   | 0      | 2.2%   | 1      | 0.0%   | 0      | 0.8%   | 2   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Protection from the weather (e.g. covered shopping mall)  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Shops / services open on Sundays  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.5%   | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Other   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Better special offers in the supermarkets   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Cheaper public transport  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 1.6%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Fewer coffee shops / cafés  | 0.3%  | 3      | 0.0%   | 0      | 0.6%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 6.7%  | 3   | 0.5%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Fewer women's clothes shops   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.6%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Less crowded / busy   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.5%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| More / better disabled access / facilities  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.8%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| More coffee shops / cafés   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.6%  | 1   |
| More facilities / activities for young people   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 2.4%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| More level pavements  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.6%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| More parking control / traffic wardens  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.5%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| More pedestrian crossings   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.6%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| More traffic-calming measures   | 0.1%  | 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   |
| Open a petrol station   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.3%   | 1   | 0.6%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Reduce shop rents to reduce shop closures   | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 4.6%  | 2   | 0.8%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Remove large 'superstores'  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.6%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Re-open the banks   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 2.8%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Wider pavements   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.7%  | 1   | 0.0%  | 0   |
| (Don't know)  | 22.5% | 226    | 41.5%  | 82     | 8.4%   | 5      | 18.4%  | 12     | 28.9%  | 84  | 0.0%  | 0   | 19.4% | 5   | 5.4%  | 7   | 15.6% | 31  |
| (Nothing)   | 67.8% | 681    | 51.2%  | 102    | 71.4%  | 46     | 74.1%  | 48     | 63.4%  | 185 | 45.0% | 19  | 57.8% | 14  | 89.8% | 109 | 80.6% | 158 |
| Weighted base:  | 1004  | 199    |        | 64     |        | 65     |        | 292    |        | 43  |       | 25  |       | 121 |       | 196 |       |     |
| Sample:   | 1004  | 149    |        | 100    |        | 100    |        | 175    |        | 100 |       | 100 |       | 131 |       | 149 |       |     |

Column %ges.

# Winchester Household Survey For Lambert Smith Hampton

Weighted:

September 2019

|   | Total | Zone 1      | Zone 2 | Zone 3      | Zone 4 | Zone 5      | Zone 6 | Zone 7      | Zone 8 |             |       |             |       |             |       |             |       |             |
|---|-------|-------------|--------|-------------|--------|-------------|--------|-------------|--------|-------------|-------|-------------|-------|-------------|-------|-------------|-------|-------------|
| <b>MeanScore: Visits per week</b>   |       |             |        |             |        |             |        |             |        |             |       |             |       |             |       |             |       |             |
| <b>Q33 How often do you or your household visit Bishop's Waltham Town Centre for shopping and other town centre activities?</b> |       |             |        |             |        |             |        |             |        |             |       |             |       |             |       |             |       |             |
| Daily   | 1.3%  | 13          | 0.0%   | 0           | 0.0%   | 0           | 0.0%   | 0           | 0.0%   | 0           | 0.0%  | 0           | 1.0%  | 0           | 10.8% | 13          | 0.0%  | 0           |
| 4-6 days a week   | 1.9%  | 19          | 0.0%   | 0           | 0.9%   | 1           | 0.0%   | 0           | 0.5%   | 1           | 0.0%  | 0           | 0.5%  | 0           | 11.1% | 13          | 1.6%  | 3           |
| 2-3 days a week   | 2.9%  | 29          | 0.0%   | 0           | 0.0%   | 0           | 0.0%   | 0           | 0.8%   | 2           | 0.0%  | 0           | 8.9%  | 2           | 19.6% | 24          | 0.4%  | 1           |
| One day a week  | 3.7%  | 37          | 0.0%   | 0           | 0.0%   | 0           | 0.6%   | 0           | 0.5%   | 1           | 2.4%  | 1           | 6.0%  | 1           | 17.8% | 22          | 5.9%  | 12          |
| Every 2 weeks   | 1.8%  | 18          | 0.0%   | 0           | 0.0%   | 0           | 0.0%   | 0           | 3.2%   | 9           | 0.0%  | 0           | 4.3%  | 1           | 5.1%  | 6           | 0.8%  | 2           |
| Monthly   | 3.6%  | 37          | 0.5%   | 1           | 2.7%   | 2           | 1.5%   | 1           | 6.0%   | 18          | 0.0%  | 0           | 5.2%  | 1           | 5.2%  | 6           | 4.0%  | 8           |
| Once every 2 months   | 3.6%  | 36          | 0.8%   | 2           | 2.2%   | 1           | 6.5%   | 4           | 6.4%   | 19          | 0.0%  | 0           | 1.6%  | 0           | 2.7%  | 3           | 3.4%  | 7           |
| 3-4 times a year  | 4.0%  | 41          | 2.6%   | 5           | 0.0%   | 0           | 6.8%   | 4           | 3.0%   | 9           | 1.2%  | 1           | 3.9%  | 1           | 1.1%  | 1           | 9.9%  | 19          |
| Twice a year  | 3.5%  | 35          | 0.8%   | 1           | 2.7%   | 2           | 5.6%   | 4           | 8.0%   | 23          | 0.6%  | 0           | 1.6%  | 0           | 0.0%  | 0           | 2.2%  | 4           |
| Once a year   | 4.1%  | 41          | 1.4%   | 3           | 1.4%   | 1           | 4.5%   | 3           | 6.9%   | 20          | 4.9%  | 2           | 5.1%  | 1           | 0.5%  | 1           | 5.2%  | 10          |
| Less often  | 2.1%  | 21          | 1.1%   | 2           | 2.0%   | 1           | 0.6%   | 0           | 2.9%   | 8           | 2.8%  | 1           | 2.9%  | 1           | 0.0%  | 0           | 3.4%  | 7           |
| Never   | 66.4% | 667         | 93.0%  | 185         | 88.1%  | 56          | 67.7%  | 44          | 61.5%  | 179         | 87.5% | 38          | 58.9% | 15          | 23.2% | 28          | 62.5% | 122         |
| (Don't know)  | 0.5%  | 5           | 0.0%   | 0           | 0.0%   | 0           | 2.3%   | 1           | 0.5%   | 1           | 0.0%  | 0           | 0.0%  | 0           | 0.9%  | 1           | 0.4%  | 1           |
| (Varies)  | 0.6%  | 6           | 0.0%   | 0           | 0.0%   | 0           | 4.0%   | 3           | 0.0%   | 0           | 0.6%  | 0           | 0.0%  | 0           | 1.8%  | 2           | 0.4%  | 1           |
| <i>Mean:</i>  |       | <i>0.33</i> |        | <i>0.01</i> |        | <i>0.05</i> |        | <i>0.03</i> |        | <i>0.09</i> |       | <i>0.03</i> |       | <i>0.42</i> |       | <i>2.08</i> |       | <i>0.18</i> |
| Weighted base:  |       | 1004        |        | 199         |        | 64          |        | 65          |        | 292         |       | 43          |       | 25          |       | 121         |       | 196         |
| Sample:   |       | 1004        |        | 149         |        | 100         |        | 100         |        | 175         |       | 100         |       | 100         |       | 131         |       | 149         |

Weighted:

September 2019

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |     |       |    |       |    |       |     |       |    |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|-----|-------|----|-------|----|-------|-----|-------|----|
| <b>Q34 What do you like about Bishop's Waltham Town Centre? [MR]</b> |       |        |        |        |        |        |        |        |        |     |       |    |       |    |       |     |       |    |
| <i>Those who visit Bishop's Waltham Town Centre at Q33:</i>          |       |        |        |        |        |        |        |        |        |     |       |    |       |    |       |     |       |    |
| Attractive environment / nice place                                  | 29.6% | 100    | 49.4%  | 7      | 30.2%  | 2      | 31.1%  | 7      | 30.6%  | 34  | 43.1% | 2  | 11.5% | 1  | 24.1% | 22  | 32.4% | 24 |
| Close to friends or relatives  | 3.1%  | 11     | 10.9%  | 2      | 4.8%   | 0      | 0.0%   | 0      | 6.7%   | 7   | 4.9%  | 0  | 1.3%  | 0  | 0.0%  | 0   | 1.1%  | 1  |
| Close to home  | 16.4% | 55     | 16.3%  | 2      | 7.2%   | 1      | 0.0%   | 0      | 2.0%   | 2   | 0.0%  | 0  | 28.6% | 3  | 48.3% | 45  | 3.2%  | 2  |
| Close to work  | 1.5%  | 5      | 16.9%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.9%  | 1   | 2.7%  | 2  |
| Compact  | 3.6%  | 12     | 0.0%   | 0      | 0.0%   | 0      | 5.5%   | 1      | 5.6%   | 6   | 0.0%  | 0  | 1.3%  | 0  | 2.4%  | 2   | 3.2%  | 2  |
| Easy to get to by bike   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0  |
| Easy to get to by bus  | 0.4%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 1.8%   | 0      | 0.8%   | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0  |
| Easy to get to by car  | 1.0%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 1.3%  | 0  | 2.3%  | 2   | 1.6%  | 1  |
| Easy to park   | 5.2%  | 17     | 0.0%   | 0      | 0.0%   | 0      | 10.9%  | 2      | 4.8%   | 5   | 0.0%  | 0  | 14.6% | 1  | 3.8%  | 4   | 6.4%  | 5  |
| Good facilities in general   | 2.3%  | 8      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.2%   | 1   | 0.0%  | 0  | 5.7%  | 1  | 6.1%  | 6   | 0.0%  | 0  |
| Good food stores   | 3.2%  | 11     | 0.0%   | 0      | 0.0%   | 0      | 1.8%   | 0      | 0.8%   | 1   | 0.0%  | 0  | 8.3%  | 1  | 6.3%  | 6   | 3.7%  | 3  |
| Good pubs, cafés or restaurants                                      | 15.5% | 52     | 34.1%  | 5      | 12.0%  | 1      | 15.5%  | 3      | 18.7%  | 21  | 22.4% | 1  | 10.8% | 1  | 9.0%  | 8   | 15.7% | 12 |
| Good range of non-food shops   | 6.8%  | 23     | 0.0%   | 0      | 0.0%   | 0      | 6.4%   | 1      | 6.8%   | 8   | 4.9%  | 0  | 18.2% | 2  | 9.1%  | 9   | 4.8%  | 4  |
| Good range of independent shops                                      | 22.1% | 74     | 17.2%  | 2      | 23.0%  | 2      | 48.5%  | 10     | 25.3%  | 28  | 24.3% | 1  | 24.9% | 3  | 14.3% | 13  | 19.7% | 15 |
| Good range of 'high street' retailers / multiples                    | 0.9%  | 3      | 6.5%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 1.3%  | 0  | 0.6%  | 1   | 2.1%  | 2  |
| Affordable shops   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0  |
| High quality shops   | 2.7%  | 9      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 6.0%   | 7   | 0.0%  | 0  | 0.0%  | 0  | 0.6%  | 1   | 2.7%  | 2  |
| The street market  | 0.5%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.2%   | 1   | 0.0%  | 0  | 3.2%  | 0  | 0.0%  | 0   | 0.0%  | 0  |
| Makes a change from other places                                     | 0.3%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 4.9%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 1.1%  | 1  |
| Quiet  | 2.4%  | 8      | 0.0%   | 0      | 18.2%  | 1      | 0.0%   | 0      | 5.9%   | 7   | 0.0%  | 0  | 1.3%  | 0  | 0.0%  | 0   | 0.0%  | 0  |
| Safe and secure  | 1.2%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.8%   | 1   | 0.0%  | 0  | 0.0%  | 0  | 2.4%  | 2   | 1.1%  | 1  |
| Traditional  | 8.9%  | 30     | 6.5%   | 1      | 7.2%   | 1      | 4.7%   | 1      | 9.7%   | 11  | 0.0%  | 0  | 4.5%  | 0  | 5.9%  | 5   | 14.7% | 11 |
| History and historical architecture                                  | 2.9%  | 10     | 0.0%   | 0      | 4.8%   | 0      | 0.0%   | 0      | 2.8%   | 3   | 0.0%  | 0  | 3.2%  | 0  | 0.6%  | 1   | 7.5%  | 5  |
| Other  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0  |
| Close to schools   | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 4.8%  | 0  | 0.0%  | 0   | 0.0%  | 0  |
| Familiar   | 2.6%  | 9      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.0%   | 2   | 0.0%  | 0  | 1.3%  | 0  | 6.8%  | 6   | 0.0%  | 0  |
| Free car parking   | 2.7%  | 9      | 16.9%  | 2      | 0.0%   | 0      | 1.8%   | 0      | 0.8%   | 1   | 0.0%  | 0  | 3.8%  | 0  | 4.7%  | 4   | 1.1%  | 1  |
| Friendly atmosphere / environment                                    | 3.4%  | 11     | 0.0%   | 0      | 18.2%  | 1      | 0.0%   | 0      | 0.8%   | 1   | 0.0%  | 0  | 0.0%  | 0  | 9.7%  | 9   | 0.0%  | 0  |
| Good disabled access   | 0.3%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 1.6%  | 1  |
| Good range of charity shops  | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 3.2%  | 0  | 0.0%  | 0   | 0.0%  | 0  |
| Good range of leisure facilities                                     | 1.0%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.2%   | 1   | 0.0%  | 0  | 1.9%  | 0  | 0.0%  | 0   | 2.7%  | 2  |
| Good range of services in general                                    | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.9%  | 1   | 0.0%  | 0  |
| Has everything I need  | 0.4%  | 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  |
| My doctor is located there   | 0.3%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.8%   | 1   | 0.0%  | 0  | 2.5%  | 0  | 0.0%  | 0   | 0.0%  | 0  |
| Small / not too big  | 1.5%  | 5      | 16.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 2.9%  | 3   | 0.0%  | 0  |
| Still has a bank   | 0.6%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 2.5%  | 0  | 1.2%  | 1   | 1.1%  | 1  |
| The Christmas market   | 0.2%  | 1      | 0.0%   | 0      | 7.2%   | 1      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0  |
| The Palace House   | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.8%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0  |
| (Dont know)  | 1.1%  | 4      | 0.0%   | 0      | 4.8%   | 0      | 7.0%   | 1      | 0.8%   | 1   | 4.9%  | 0  | 1.3%  | 0  | 0.6%  | 1   | 0.0%  | 0  |
| (Nothing / very little)  | 10.8% | 36     | 0.0%   | 0      | 18.2%  | 1      | 9.7%   | 2      | 7.8%   | 9   | 9.8%  | 1  | 11.8% | 1  | 9.2%  | 9   | 18.9% | 14 |
| Weighted base:   |       | 337    |        | 14     |        | 8      |        | 21     |        | 112 |       | 5  |       | 10 |       | 93  |       | 74 |
| Sample:  |       | 355    |        | 13     |        | 11     |        | 33     |        | 70  |       | 13 |       | 51 |       | 103 |       | 61 |

# Winchester Household Survey For Lambert Smith Hampton

Weighted:

September 2019

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |     |       |    |       |    |       |    |       |     |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|-----|-------|----|-------|----|-------|----|-------|-----|
| <b>Q35 What could be improved about Bishop's Waltham Town Centre that would make you visit it more often? [MR]</b> |       |        |        |        |        |        |        |        |        |     |       |    |       |    |       |    |       |     |
| Better access by road  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| Better public transport  | 0.4%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 1.8%  | 2  | 0.8%  | 2   |
| Better signposting   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.5%   | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| Cleaner streets  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.9%  | 1  | 0.0%  | 0   |
| Facilities which would assist you if shopping with children  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| Free car parking   | 0.5%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 0      | 1.1%   | 3   | 0.0%  | 0  | 0.5%  | 0  | 0.5%  | 1  | 0.6%  | 1   |
| More / better town centre events   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| More / better comparison retailers (i.e. non-food shops)   | 1.6%  | 16     | 0.3%   | 1      | 2.2%   | 1      | 0.9%   | 1      | 2.6%   | 7   | 0.0%  | 0  | 3.4%  | 1  | 1.6%  | 2  | 1.4%  | 3   |
| More / better value or affordable shops  | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.3%   | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.8%  | 2   |
| More / better entertainment  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| More / better places for eating out (e.g. cafés and restaurants)   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| More / better food shops   | 1.0%  | 10     | 0.0%   | 0      | 0.0%   | 0      | 1.8%   | 1      | 0.6%   | 2   | 0.0%  | 0  | 1.8%  | 0  | 4.8%  | 6  | 0.4%  | 1   |
| More / better parking  | 5.6%  | 56     | 0.5%   | 1      | 2.2%   | 1      | 4.8%   | 3      | 6.8%   | 20  | 0.6%  | 0  | 6.2%  | 2  | 14.5% | 18 | 5.7%  | 11  |
| More / better pedestrianised streets   | 0.4%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 3.2%  | 4  | 0.0%  | 0   |
| More / better public conveniences  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| More / better seats / flower displays  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| More / better services   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| More advertising   | 0.7%  | 7      | 0.8%   | 1      | 0.0%   | 0      | 1.5%   | 1      | 0.5%   | 1   | 0.0%  | 0  | 0.0%  | 0  | 1.8%  | 2  | 0.4%  | 1   |
| More national multiple shops / High Street shops   | 2.1%  | 21     | 2.0%   | 4      | 0.9%   | 1      | 1.5%   | 1      | 4.1%   | 12  | 0.0%  | 0  | 1.8%  | 0  | 1.8%  | 2  | 0.4%  | 1   |
| More independent shops   | 2.9%  | 29     | 0.8%   | 2      | 0.0%   | 0      | 1.5%   | 1      | 6.6%   | 19  | 0.0%  | 0  | 4.2%  | 1  | 2.7%  | 3  | 1.4%  | 3   |
| Street markets - physical improvements   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| Street markets - better range and quality of offer   | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.8%   | 2   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| Protection from the weather (e.g. covered shopping mall)   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| Shops / services open on Sundays   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| Other  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| A leisure centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 2.4%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| Better atmosphere  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.6%  | 1   |
| Better disabled access / facilities  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.7%  | 1  | 0.0%  | 0   |
| Cheaper parking  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| Fewer coffee shops / cafés   | 0.7%  | 7      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.1%   | 3   | 0.0%  | 0  | 0.0%  | 0  | 2.3%  | 3  | 0.4%  | 1   |
| Fewer vacant shops   | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 1.6%  | 2  | 0.0%  | 0   |
| General refurbishment / redevelopment  | 0.4%  | 4      | 0.0%   | 0      | 0.9%   | 1      | 0.0%   | 0      | 0.5%   | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.5%  | 1  | 0.6%  | 1   |
| Larger shopping area   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.8%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| Less street parking  | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.0%  | 2   |
| More / better cycle lanes / routes   | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 2.3%   | 2      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| More medical services (doctors, dentists etc.)   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 1.1%  | 1  | 0.0%  | 0   |
| More pedestrian crossings  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.5%  | 1  | 0.0%  | 0   |
| More pedestrianised areas  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.7%  | 1  | 0.0%  | 0   |
| More petrol stations   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.8%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| More taxis   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.5%   | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| Reduce shop rents to reduce shop closures  | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 2.4%  | 1  | 0.0%  | 0  | 0.5%  | 1  | 0.0%  | 0   |
| Reduce traffic congestion  | 0.2%  | 2      | 0.0%   | 0      | 0.6%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.7%  | 1  | 0.4%  | 1   |
| Remove cafés' pavement seating   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.5%  | 1  | 0.0%  | 0   |
| Repair / resurface pavements   | 0.5%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.3%   | 1   | 0.0%  | 0  | 0.0%  | 0  | 3.1%  | 4  | 0.0%  | 0   |
| Wider pavements  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.7%  | 1  | 0.0%  | 0   |
| (Don't know)   | 22.4% | 224    | 50.5%  | 100    | 16.6%  | 11     | 21.7%  | 14     | 22.5%  | 66  | 9.9%  | 4  | 22.0% | 5  | 0.5%  | 1  | 12.0% | 23  |
| (Nothing)  | 63.0% | 633    | 46.1%  | 92     | 77.5%  | 50     | 66.1%  | 43     | 61.2%  | 178 | 84.7% | 37 | 60.8% | 15 | 60.2% | 73 | 74.5% | 146 |
| Weighted base:   | 1004  | 199    |        | 64     | 65     | 292    | 43     | 25     | 121    | 196 |       |    |       |    |       |    |       |     |
| Sample:  | 1004  | 149    |        | 100    | 100    | 175    | 100    | 100    | 131    | 149 |       |    |       |    |       |    |       |     |

Column %ges.

# Winchester Household Survey For Lambert Smith Hampton

Weighted:

September 2019

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |     |       |     |       |     |       |     |       |     |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|-----|-------|-----|-------|-----|-------|-----|-------|-----|
| <b>Q36 Do you or your household visit the following leisure attractions? [MR/PR]</b> |       |        |        |        |        |        |        |        |        |     |       |     |       |     |       |     |       |     |
| Bingo / casino / bookmaker   | 3.9%  | 40     | 4.1%   | 8      | 3.7%   | 2      | 3.2%   | 2      | 4.3%   | 12  | 0.6%  | 0   | 0.0%  | 0   | 0.5%  | 1   | 7.0%  | 14  |
| Cinema   | 63.8% | 640    | 64.0%  | 127    | 60.6%  | 39     | 71.0%  | 46     | 61.4%  | 179 | 56.6% | 24  | 53.7% | 13  | 62.1% | 75  | 69.6% | 136 |
| Gym / health club / sports facility  | 28.2% | 283    | 43.1%  | 86     | 28.9%  | 18     | 25.0%  | 16     | 25.9%  | 75  | 26.0% | 11  | 19.3% | 5   | 20.7% | 25  | 23.3% | 46  |
| Theatre / concert / music venue  | 54.2% | 545    | 48.4%  | 96     | 63.5%  | 41     | 68.3%  | 44     | 57.6%  | 168 | 59.2% | 26  | 40.8% | 10  | 48.5% | 59  | 51.6% | 101 |
| Museum / gallery or place of historical / cultural interest                          | 42.3% | 424    | 42.3%  | 84     | 45.4%  | 29     | 54.6%  | 35     | 40.7%  | 119 | 41.6% | 18  | 32.1% | 8   | 41.0% | 50  | 41.7% | 82  |
| Pub / bar / nightclub  | 62.8% | 631    | 68.2%  | 136    | 71.1%  | 45     | 64.9%  | 42     | 64.7%  | 189 | 59.9% | 26  | 57.3% | 14  | 53.6% | 65  | 58.1% | 114 |
| Restaurant / café / Eating out   | 82.3% | 827    | 85.2%  | 169    | 86.3%  | 55     | 89.2%  | 58     | 82.1%  | 239 | 83.5% | 36  | 69.5% | 17  | 72.5% | 88  | 83.7% | 164 |
| Family entertainment (e.g. tenpin bowling, skating rink)                             | 23.7% | 238    | 29.8%  | 59     | 35.8%  | 23     | 28.8%  | 19     | 27.0%  | 79  | 17.4% | 7   | 18.7% | 5   | 14.2% | 17  | 14.7% | 29  |
| Other activity (Don't visit ANY leisure activities)                                  | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 0      | 0.0%   | 0   | 1.8%  | 1   | 0.0%  | 0   | 0.7%  | 1   | 0.0%  | 0   |
| Weighted base:   |       | 1004   |        | 199    |        | 64     |        | 65     |        | 292 |       | 43  |       | 25  |       | 121 |       | 196 |
| Sample:  |       | 1004   |        | 149    |        | 100    |        | 100    |        | 175 |       | 100 |       | 100 |       | 131 |       | 149 |

**Q37 Where do you or members of your household normally go to play bingo or visit casinos or bookmakers?**

*Those who visit Bingo / casino / bookmakers at Q36: AND Excl. Nulls & SFT*

|   |       |    |       |   |       |   |        |   |       |    |        |   |      |   |       |   |       |    |
|---|-------|----|-------|---|-------|---|--------|---|-------|----|--------|---|------|---|-------|---|-------|----|
| Alton Town Centre   | 0.7%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%   | 0 | 0.0%  | 0  | 100.2% | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Bursledon Village Centre                                      | 3.4%  | 1  | 0.0%  | 0 | 0.0%  | 0 | 0.0%   | 0 | 10.7% | 1  | 0.0%   | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Central London  | 5.1%  | 2  | 0.0%  | 0 | 0.0%  | 0 | 0.0%   | 0 | 0.0%  | 0  | 0.0%   | 0 | 0.0% | 0 | 0.0%  | 0 | 14.5% | 2  |
| Chandler's Ford Local Centre                                  | 6.2%  | 2  | 0.0%  | 0 | 0.0%  | 0 | 100.0% | 2 | 7.1%  | 1  | 0.0%   | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Eastleigh Town Centre   | 20.3% | 8  | 27.9% | 2 | 0.0%  | 0 | 0.0%   | 0 | 44.7% | 6  | 0.0%   | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Fareham Town Centre   | 7.1%  | 3  | 0.0%  | 0 | 0.0%  | 0 | 0.0%   | 0 | 0.0%  | 0  | 0.0%   | 0 | 0.0% | 0 | 0.0%  | 0 | 20.0% | 3  |
| Gosport Town Centre   | 3.0%  | 1  | 0.0%  | 0 | 0.0%  | 0 | 0.0%   | 0 | 0.0%  | 0  | 0.0%   | 0 | 0.0% | 0 | 0.0%  | 0 | 8.6%  | 1  |
| Portsmouth City Centre  | 10.7% | 4  | 0.0%  | 0 | 0.0%  | 0 | 0.0%   | 0 | 27.0% | 3  | 0.0%   | 0 | 0.0% | 0 | 0.0%  | 0 | 5.7%  | 1  |
| Winchester City Centre  | 11.3% | 4  | 36.1% | 3 | 72.3% | 1 | 0.0%   | 0 | 0.0%  | 0  | 0.0%   | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Winnall Local Centre  | 1.5%  | 1  | 7.3%  | 1 | 0.0%  | 0 | 0.0%   | 0 | 0.0%  | 0  | 0.0%   | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Genting Casino, Terminus House, Terminus Terrace, Southampton | 3.4%  | 1  | 0.0%  | 0 | 0.0%  | 0 | 0.0%   | 0 | 10.7% | 1  | 0.0%   | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Grosvenor Casino, Leisure World, West Quay Road, Southampton  | 1.4%  | 1  | 0.0%  | 0 | 27.7% | 1 | 0.0%   | 0 | 0.0%  | 0  | 0.0%   | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Brown Leisure, Leigh Road, Eastleigh                          | 6.1%  | 2  | 28.8% | 2 | 0.0%  | 0 | 0.0%   | 0 | 0.0%  | 0  | 0.0%   | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Buzz Bingo, Antelope Park, Bursledon Road, Southampton        | 2.0%  | 1  | 0.0%  | 0 | 0.0%  | 0 | 0.0%   | 0 | 0.0%  | 0  | 0.0%   | 0 | 0.0% | 0 | 0.0%  | 0 | 5.7%  | 1  |
| Abroad  | 5.1%  | 2  | 0.0%  | 0 | 0.0%  | 0 | 0.0%   | 0 | 0.0%  | 0  | 0.0%   | 0 | 0.0% | 0 | 0.0%  | 0 | 14.5% | 2  |
| Cosham Local Centre   | 1.4%  | 1  | 0.0%  | 0 | 0.0%  | 0 | 0.0%   | 0 | 0.0%  | 0  | 0.0%   | 0 | 0.0% | 0 | 99.9% | 1 | 0.0%  | 0  |
| Crown Bingo & Social Club, High Street, Portsmouth            | 7.9%  | 3  | 0.0%  | 0 | 0.0%  | 0 | 0.0%   | 0 | 0.0%  | 0  | 0.0%   | 0 | 0.0% | 0 | 0.0%  | 0 | 22.4% | 3  |
| Grosvenor Casino, Gunwharf Road, Portsmouth                   | 3.0%  | 1  | 0.0%  | 0 | 0.0%  | 0 | 0.0%   | 0 | 0.0%  | 0  | 0.0%   | 0 | 0.0% | 0 | 0.0%  | 0 | 8.6%  | 1  |
| Weighted base:  |       | 39 |       | 8 |       | 2 |        | 2 |       | 12 |        | 0 |      | 0 |       | 1 |       | 14 |
| Sample:   |       | 27 |       | 5 |       | 2 |        | 1 |       | 7  |        | 1 |      | 0 |       | 1 |       | 10 |

Weighted:

September 2019

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |     |       |    |       |    |       |     |       |    |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|-----|-------|----|-------|----|-------|-----|-------|----|
| <b>Q38 Where do you or members of your household normally go to the cinema?</b> |       |        |        |        |        |        |        |        |        |     |       |    |       |    |       |     |       |    |
| <i>Those who visit Cinema at Q36: AND Excl. Nulls &amp; SFT</i>                 |       |        |        |        |        |        |        |        |        |     |       |    |       |    |       |     |       |    |
| Andover Town Centre   | 0.2%  | 1      | 0.0%   | 0      | 3.8%   | 1      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0  |
| Basingstoke Town Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 1.5%  | 0  | 0.0%  | 0   | 0.0%  | 0  |
| Bishop's Waltham Town Centre  | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 1.5%  | 1   | 0.6%  | 1  |
| Eastleigh Town Centre   | 6.0%  | 38     | 0.0%   | 0      | 0.0%   | 0      | 3.3%   | 2      | 18.4%  | 33  | 0.0%  | 0  | 1.5%  | 0  | 3.0%  | 2   | 0.9%  | 1  |
| Fareham Town Centre   | 9.7%  | 62     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 1.0%  | 0  | 16.6% | 12  | 36.3% | 49 |
| Horndean Village Centre   | 0.4%  | 2      | 1.8%   | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0  |
| Newbury Town Centre   | 0.2%  | 1      | 0.0%   | 0      | 3.6%   | 1      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0  |
| Portchester Local Centre  | 0.4%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 3.0%  | 2   | 0.0%  | 0  |
| Portsmouth City Centre  | 1.9%  | 12     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 9.4%  | 7   | 3.6%  | 5  |
| Southampton City Centre   | 3.1%  | 20     | 1.5%   | 2      | 3.7%   | 1      | 0.0%   | 0      | 5.7%   | 10  | 4.2%  | 1  | 4.8%  | 1  | 1.9%  | 1   | 2.3%  | 3  |
| Whiteley Local Centre   | 7.2%  | 46     | 0.0%   | 0      | 0.0%   | 0      | 0.8%   | 0      | 2.0%   | 4   | 0.0%  | 0  | 0.0%  | 0  | 13.2% | 10  | 23.6% | 32 |
| Wickham Village Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.6%  | 1  |
| Winchester City Centre  | 1.8%  | 12     | 7.0%   | 9      | 0.0%   | 0      | 0.8%   | 0      | 0.0%   | 0   | 1.1%  | 0  | 0.0%  | 0  | 3.0%  | 2   | 0.0%  | 0  |
| Everyman, Southgate Street, Winchester  | 14.6% | 93     | 34.4%  | 43     | 39.0%  | 15     | 29.2%  | 13     | 0.5%   | 1   | 48.2% | 12 | 25.6% | 3  | 6.0%  | 4   | 0.9%  | 1  |
| Harbour Lights Picturehouse, Maritime Walk, Southampton                         | 1.1%  | 7      | 0.5%   | 1      | 0.9%   | 0      | 2.1%   | 1      | 1.7%   | 3   | 1.1%  | 0  | 1.0%  | 0  | 0.8%  | 1   | 0.6%  | 1  |
| Odeon, Leisure World, West Quay Road, Southampton                               | 4.0%  | 26     | 4.4%   | 5      | 0.0%   | 0      | 8.4%   | 4      | 3.0%   | 5   | 1.1%  | 0  | 6.2%  | 1  | 9.0%  | 7   | 2.3%  | 3  |
| Vue, Festival Place, New Market Square, Basingstoke                             | 3.6%  | 23     | 7.4%   | 9      | 15.2%  | 6      | 3.4%   | 2      | 0.0%   | 0   | 21.3% | 5  | 7.7%  | 1  | 0.0%  | 0   | 0.0%  | 0  |
| Vue, Swan Centre, Wells Place, Eastleigh  | 33.2% | 211    | 41.2%  | 51     | 29.5%  | 11     | 42.7%  | 19     | 60.9%  | 109 | 16.5% | 4  | 37.2% | 5  | 9.5%  | 7   | 2.8%  | 4  |
| Cineworld, Whiteley Shopping Centre, Whiteley Way, Fareham                      | 1.8%  | 11     | 1.8%   | 2      | 0.0%   | 0      | 0.0%   | 0      | 1.9%   | 3   | 0.0%  | 0  | 2.5%  | 0  | 0.8%  | 1   | 3.5%  | 5  |
| Gunwharf Quays, Portsmouth  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 1.1%  | 1   | 0.0%  | 0  |
| Odeon, Basingstoke Leisure Park, Churchill Way West, Westham                    | 0.4%  | 2      | 0.0%   | 0      | 4.3%   | 2      | 0.0%   | 0      | 0.0%   | 0   | 2.8%  | 1  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0  |
| Odeon, Port Way, Portsmouth   | 5.0%  | 32     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.7%   | 1   | 0.0%  | 0  | 5.0%  | 1  | 20.2% | 15  | 11.0% | 15 |
| Port Solent Local Centre  | 1.6%  | 10     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 1.1%  | 0  | 1.0%  | 0  | 0.0%  | 0   | 7.1%  | 10 |
| Reel Cinema, Vannes Parade, Fareham   | 0.6%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 2.5%  | 0  | 0.0%  | 0   | 2.6%  | 4  |
| Showcase Cinema de Lux, West Quay Shopping Centre, Southampton                  | 2.3%  | 14     | 0.0%   | 0      | 0.0%   | 0      | 9.2%   | 4      | 5.2%   | 9   | 2.8%  | 1  | 1.5%  | 0  | 0.0%  | 0   | 0.0%  | 0  |
| Vue, Gunwharf Quays, Portsmouth   | 0.5%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 1.0%  | 0  | 1.1%  | 1   | 1.5%  | 2  |
| Weighted base:  | 634   | 124    |        | 39     |        | 46     |        | 179    |        | 24  |       | 13 |       | 73 |       | 136 |       |    |
| Sample:   | 589   | 93     |        | 57     |        | 64     |        | 106    |        | 48  |       | 53 |       | 76 |       | 92  |       |    |

Weighted:

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |    |       |   |       |   |       |   |       |    |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|----|-------|---|-------|---|-------|---|-------|----|
| <b>Q39 Where do you or members of your household normally go to use a gym / healthclub / sports facility?</b> |       |        |        |        |        |        |        |        |        |    |       |   |       |   |       |   |       |    |
| <i>Those who visit gym / healthclub / sports facility at Q36: AND Excl. Nulls &amp; SFT</i>                   |       |        |        |        |        |        |        |        |        |    |       |   |       |   |       |   |       |    |
| Alresford / New Alresford<br>Town Centre  | 1.5%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 33.3% | 4 | 9.5%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Alton Town Centre   | 0.2%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 2.4%  | 0 | 4.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Basingstoke Town Centre   | 0.5%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 3.6%   | 1      | 1.2%   | 1  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Bishop's Waltham Town<br>Centre   | 1.6%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.2%   | 1  | 0.0%  | 0 | 2.7%  | 0 | 5.5%  | 1 | 4.3%  | 2  |
| Broughton Village Centre  | 0.5%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.8%   | 1  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Chandler's Ford Local Centre  | 0.8%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 2.4%   | 0      | 2.4%   | 2  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Chichester City Centre  | 0.4%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 2.6%  | 1  |
| Colden Common Local<br>Centre   | 0.3%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 2.4%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 6.7%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Eastleigh Town Centre   | 9.0%  | 25     | 0.0%   | 0      | 7.5%   | 1      | 5.9%   | 1      | 30.5%  | 23 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Fair Oak Village Centre   | 2.0%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 3.6%   | 1      | 3.6%   | 3  | 0.0%  | 0 | 0.0%  | 0 | 8.7%  | 2 | 0.0%  | 0  |
| Fareham Town Centre   | 11.2% | 31     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 7.7%  | 2 | 63.5% | 29 |
| Gosport Town Centre   | 0.5%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 2.2%  | 1 | 1.7%  | 1  |
| Hambledon Village Centre  | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 2.2%  | 1 | 0.0%  | 0  |
| Havant Town Centre  | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 2.2%  | 1 | 0.0%  | 0  |
| Hedge End Town Centre   | 3.1%  | 9      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.8%   | 1  | 0.0%  | 0 | 0.0%  | 0 | 19.8% | 5 | 5.1%  | 2  |
| Petersfield Town Centre   | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 6.8%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Portsmouth City Centre  | 0.3%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 3.3%  | 1 | 0.0%  | 0  |
| Shedfield Village Centre  | 0.3%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 3.3%  | 1 | 0.0%  | 0  |
| Waterlooville Town Centre   | 3.1%  | 8      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 22.0% | 6 | 6.5%  | 3  |
| Weeke Local Centre  | 0.2%  | 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  |
| Whiteley Local Centre   | 2.2%  | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 3.0%   | 2  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 8.6%  | 4  |
| Wickham Village Centre  | 1.4%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 5.6%  | 1 | 5.1%  | 2  |
| Winchester City Centre  | 10.0% | 28     | 26.6%  | 22     | 25.4%  | 5      | 5.9%   | 1      | 0.0%   | 0  | 0.0%  | 0 | 6.8%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Vue, Swan Centre, Wells<br>Place, Eastleigh   | 1.2%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 4.5%   | 3  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| 3D Health & Fitness,<br>Trafalgar Close,<br>Chandler's Ford, Eastleigh  | 3.0%  | 8      | 2.8%   | 2      | 0.0%   | 0      | 0.0%   | 0      | 8.3%   | 6  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| David Lloyd, Botley Road,<br>West End, Southampton  | 3.0%  | 8      | 0.0%   | 0      | 0.0%   | 0      | 8.4%   | 1      | 1.2%   | 1  | 0.0%  | 0 | 13.3% | 1 | 17.4% | 4 | 2.6%  | 1  |
| Énergie Fitness, The Brooks<br>Shopping Centre,<br>Winchester   | 0.4%  | 1      | 1.1%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 2.7%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Fitness in Time, City Road,<br>Winchester   | 0.7%  | 2      | 1.1%   | 1      | 5.0%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| New Energy Fitness, Middle<br>Brook Street, Winchester  | 2.8%  | 8      | 7.6%   | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 9.3%  | 1 | 10.9% | 1 | 0.0%  | 0 | 0.0%  | 0  |
| River Park Leisure Centre,<br>Gordon Road, Winchester   | 21.3% | 59     | 53.5%  | 43     | 28.1%  | 5      | 24.8%  | 4      | 3.0%   | 2  | 23.8% | 3 | 31.1% | 1 | 0.0%  | 0 | 0.0%  | 0  |
| Winchester Racquets &<br>Fitness, Berewecke Road,<br>Winchester   | 2.0%  | 6      | 1.1%   | 1      | 17.3%  | 3      | 9.3%   | 2      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Bighton Village Centre  | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 2.4%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Botley Village Centre   | 0.3%  | 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  |
| Bracknell Town Centre   | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 2.4%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| David Lloyd, Frogmore<br>Lane, off Brownhill Way,<br>Southampton  | 0.4%  | 1      | 0.7%   | 1      | 0.0%   | 0      | 2.4%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Easton Village Centre   | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 2.4%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Fitness In Time, City Road,<br>Winchester   | 0.2%  | 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  |
| Holiday Inn, Leigh Road,<br>Eastleigh   | 0.8%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 5.9%   | 1      | 1.8%   | 1  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Liphook Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 2.7%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Norton Park, Sutton Scotney   | 1.4%  | 4      | 1.1%   | 1      | 16.7%  | 3      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Perins School, Pound Hill,<br>Alresford   | 1.0%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 24.2% | 3 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Places Leisure, Passfield<br>Avenue, Eastleigh  | 9.7%  | 27     | 2.8%   | 2      | 0.0%   | 0      | 23.1%  | 4      | 28.2%  | 21 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Pure Gym, Shirley Retail<br>Park, Winchester Road,<br>Southampton   | 1.2%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 4.5%   | 3  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Romsey Rapids Sports<br>Complex, Southampton<br>Road, Romsey  | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.4%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Therapeutics Southampton,<br>Trojans Club, Stoneham<br>Lane, Eastleigh  | 0.5%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.8%   | 1  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |

Column %ges.

# Winchester Household Survey For Lambert Smith Hampton

Weighted:

September 2019

|                          | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |   |      |   |      |   |      |   |      |   |
|--------------------------|-------|--------|--------|--------|--------|--------|--------|--------|--------|---|------|---|------|---|------|---|------|---|
| West Meon Village Centre | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 2.7% | 0 | 0.0% | 0 | 0.0% | 0 |
| Weighted base:           | 277   | 81     | 18     | 16     | 74     | 11     | 5      | 25     | 46     |   |      |   |      |   |      |   |      |   |
| Sample:                  | 237   | 54     | 22     | 25     | 43     | 21     | 18     | 23     | 31     |   |      |   |      |   |      |   |      |   |

**Q40 Where do you or members of your household normally go to visit the theatre, watch a concert or watch live music?**

*Those who visit the theatre / concert / music venues at Q36: AND Excl. Nulls & SFT*

|   |       |     |       |    |       |    |       |    |       |    |       |   |       |   |       |    |       |    |
|---|-------|-----|-------|----|-------|----|-------|----|-------|----|-------|---|-------|---|-------|----|-------|----|
| Andover Town Centre   | 0.1%  | 0   | 0.0%  | 0  | 1.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Basingstoke Town Centre   | 0.7%  | 4   | 0.0%  | 0  | 2.5%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 7.8%  | 2 | 3.5%  | 0 | 1.0%  | 1  | 0.0%  | 0  |
| Central London  | 16.4% | 85  | 19.8% | 17 | 18.4% | 7  | 20.2% | 9  | 13.5% | 22 | 24.2% | 6 | 16.9% | 2 | 10.3% | 6  | 17.3% | 17 |
| Chandler's Ford Local Centre                                      | 0.2%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.5%  | 1  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Chichester City Centre  | 6.6%  | 34  | 3.3%  | 3  | 2.5%  | 1  | 0.0%  | 0  | 3.8%  | 6  | 2.2%  | 1 | 15.5% | 1 | 15.4% | 9  | 13.6% | 14 |
| Eastleigh Town Centre   | 0.6%  | 3   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.9%  | 3  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Fareham Town Centre   | 1.2%  | 6   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.5%  | 1  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 5.4%  | 5  |
| Guildford Town Centre   | 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  |
| Newbury Town Centre   | 0.1%  | 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  |
| Otterbourne Village Centre  | 0.1%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.9%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Portchester Local Centre  | 0.2%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.8%  | 1  |
| Portsmouth City Centre  | 1.7%  | 9   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 3.6%  | 0 | 4.9%  | 3  | 5.5%  | 5  |
| Salisbury City Centre   | 0.2%  | 1   | 0.7%  | 1  | 1.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Southampton City Centre   | 10.9% | 57  | 6.8%  | 6  | 8.7%  | 3  | 7.0%  | 3  | 17.4% | 28 | 0.0%  | 0 | 3.5%  | 0 | 3.4%  | 2  | 14.0% | 14 |
| Southsea Local Centre   | 0.5%  | 2   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 2.3%  | 2  |
| Titchfield Village Centre   | 0.2%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.8%  | 1  |
| Winchester City Centre  | 4.3%  | 22  | 16.4% | 14 | 5.3%  | 2  | 8.7%  | 4  | 0.8%  | 1  | 1.1%  | 0 | 2.8%  | 0 | 1.0%  | 1  | 0.0%  | 0  |
| Chesil Theatre, Chesil Street,<br>Winchester                      | 1.5%  | 8   | 3.8%  | 3  | 0.0%  | 0  | 3.1%  | 1  | 0.0%  | 0  | 2.8%  | 1 | 0.0%  | 0 | 3.9%  | 2  | 0.0%  | 0  |
| Mayflower, Commercial<br>Road, Southampton                        | 35.2% | 183 | 18.3% | 16 | 23.2% | 9  | 38.6% | 17 | 43.9% | 71 | 19.2% | 5 | 29.0% | 3 | 44.0% | 25 | 38.3% | 38 |
| The Berry Theatre, Wildern<br>Lane, Hedge End,<br>Southampton     | 0.3%  | 2   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.1%  | 2  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| The Point, Leigh Road,<br>Eastleigh                               | 0.9%  | 5   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 3.0%  | 5  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Theatre Royal, Jewry Street,<br>Winchester                        | 13.9% | 72  | 30.2% | 26 | 32.7% | 12 | 19.6% | 9  | 6.5%  | 10 | 36.7% | 9 | 23.9% | 2 | 4.8%  | 3  | 1.2%  | 1  |
| Bournemouth Town Centre   | 1.2%  | 6   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 3.0%  | 5  | 0.0%  | 0 | 0.0%  | 0 | 2.5%  | 1  | 0.0%  | 0  |
| Brighton City Centre  | 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  |
| Chichester Festival Theatre,<br>Oaklands Way, Chichester          | 0.4%  | 2   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 3.4%  | 2  | 0.0%  | 0  |
| Fareham Leisure Centre,<br>Park Lane, 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  |
| Ferneham Hall, Osborn<br>Road, Fareham                            | 0.6%  | 3   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.9%  | 3  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Keswick Town Centre   | 0.1%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.1%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Kings Theatre, Albert Road,<br>Portsmouth, Southsea               | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 1.4%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Nuffield Southampton<br>Theatres, University Road,<br>Southampton | 1.1%  | 6   | 0.0%  | 0  | 0.0%  | 0  | 1.8%  | 1  | 1.9%  | 3  | 0.0%  | 0 | 0.0%  | 0 | 1.5%  | 1  | 0.8%  | 1  |
| Salisbury Playhouse,<br>Malthouse Lane, Salisbury                 | 0.3%  | 1   | 0.0%  | 0  | 3.7%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| The Anvil, Churchill Way<br>East, Basingstoke                     | 0.2%  | 1   | 0.7%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 2.8%  | 1 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| The Watermill Theatre and<br>Restaurant, Bagnor,<br>Newbury       | 0.1%  | 0   | 0.0%  | 0  | 1.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Weighted base:  | 518   | 86  | 37    | 43 | 161   | 24 | 9     | 56 | 100   |    |       |   |       |   |       |    |       |    |
| Sample:   | 541   | 76  | 58    | 61 | 105   | 53 | 44    | 65 | 79    |    |       |   |       |   |       |    |       |    |

# Winchester Household Survey For Lambert Smith Hampton

Weighted:

September 2019

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |     |       |    |       |    |       |    |       |    |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|-----|-------|----|-------|----|-------|----|-------|----|
| <b>Q41 Where do you or members of your household normally go to a museum, gallery, or other place of historical / cultural interest?</b> |       |        |        |        |        |        |        |        |        |     |       |    |       |    |       |    |       |    |
| <i>Those who visit museum / gallery or place of historical / cultural interest at Q36: AND Excl. Nulls &amp; SFT</i>                     |       |        |        |        |        |        |        |        |        |     |       |    |       |    |       |    |       |    |
| Basingstoke Town Centre  | 1.4%  | 5      | 0.0%   | 0      | 6.9%   | 1      | 0.0%   | 0      | 0.9%   | 1   | 10.2% | 2  | 0.0%  | 0  | 0.0%  | 0  | 1.1%  | 1  |
| Bishop's Waltham Town Centre   | 0.3%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 2.9%  | 1  | 0.0%  | 0  |
| Central London   | 52.3% | 180    | 58.5%  | 37     | 63.7%  | 13     | 62.4%  | 18     | 46.2%  | 46  | 60.7% | 10 | 60.4% | 3  | 43.5% | 17 | 50.3% | 36 |
| Chichester City Centre   | 1.3%  | 5      | 1.4%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 1.3%   | 1   | 0.0%  | 0  | 2.5%  | 0  | 3.6%  | 1  | 1.1%  | 1  |
| Eastleigh Town Centre  | 0.6%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.3%   | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.1%  | 1  |
| Fareham Town Centre  | 1.3%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 1.4%  | 1  | 5.5%  | 4  |
| Guildford Town Centre  | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 1.6%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Portsmouth City Centre   | 6.5%  | 22     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 3.5%   | 3   | 1.6%  | 0  | 0.0%  | 0  | 16.1% | 6  | 17.5% | 12 |
| Romsey Town Centre   | 1.3%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.3%   | 2   | 0.0%  | 0  | 0.0%  | 0  | 5.5%  | 2  | 0.0%  | 0  |
| Salisbury City Centre  | 0.9%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.3%   | 2   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.1%  | 1  |
| Southampton City Centre  | 10.4% | 36     | 6.2%   | 4      | 1.7%   | 0      | 2.6%   | 1      | 23.1%  | 23  | 4.1%  | 1  | 2.5%  | 0  | 14.8% | 6  | 1.7%  | 1  |
| Winchester City Centre   | 17.6% | 61     | 32.9%  | 21     | 26.0%  | 5      | 27.3%  | 8      | 11.6%  | 12  | 17.7% | 3  | 20.5% | 1  | 10.8% | 4  | 9.5%  | 7  |
| Abroad   | 2.8%  | 9      | 0.9%   | 1      | 0.0%   | 0      | 1.3%   | 0      | 2.3%   | 2   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 8.9%  | 6  |
| Brighton City Centre   | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 4.1%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Bristol City Centre  | 0.4%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 1.3%   | 0      | 0.9%   | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Brize Norton Village Centre  | 0.4%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.3%   | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Chester City Centre  | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 1.4%  | 1  | 0.0%  | 0  |
| Imperial War Museum, Duxford, Cambridge  | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 6.5%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Mordon Hill Local Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 2.5%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Oxford City Centre   | 1.5%  | 5      | 0.0%   | 0      | 1.7%   | 0      | 5.1%   | 2      | 2.3%   | 2   | 0.0%  | 0  | 2.5%  | 0  | 0.0%  | 0  | 1.1%  | 1  |
| Portsmouth Historic Dockyard, Victory Gate, HM Naval Base, Portsmouth  | 0.3%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 2.5%  | 0  | 0.0%  | 0  | 1.1%  | 1  |
| York City Centre   | 0.3%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.9%   | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Weighted base:   |       | 344    |        | 63     |        | 21     |        | 29     |        | 100 |       | 17 |       | 5  |       | 39 |       | 71 |
| Sample:  |       | 347    |        | 55     |        | 33     |        | 38     |        | 64  |       | 34 |       | 26 |       | 41 |       | 56 |

# Winchester Household Survey For Lambert Smith Hampton

Weighted:

September 2019

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |    |       |    |       |   |       |    |       |    |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|----|-------|----|-------|---|-------|----|-------|----|
| <b>Q42 What location (e.g. town centre, shopping centre, retail / leisure park) do you or members of your household normally go to when visiting pubs / bars / nightclubs?</b> |       |        |        |        |        |        |        |        |        |    |       |    |       |   |       |    |       |    |
| <i>Those who visit pubs / bars / nightclubs at Q36: AND Excl. Nulls &amp; SFT</i>  |       |        |        |        |        |        |        |        |        |    |       |    |       |   |       |    |       |    |
| Alresford / New Alresford Town Centre  | 3.8%  | 21     | 0.5%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 78.0% | 19 | 7.3%  | 1 | 1.6%  | 1  | 0.0%  | 0  |
| Basingstoke Town Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 4.4%  | 1 | 0.0%  | 0  | 0.0%  | 0  |
| Bishop's Waltham Town Centre   | 5.1%  | 29     | 0.0%   | 0      | 0.0%   | 0      | 1.9%   | 1      | 0.5%   | 1  | 0.0%  | 0  | 1.1%  | 0 | 45.3% | 24 | 2.9%  | 3  |
| Bursledon Village Centre   | 0.4%  | 2      | 1.8%   | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Central London   | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 1.8%  | 2  |
| Chandler's Ford Local Centre   | 4.8%  | 27     | 1.8%   | 2      | 0.0%   | 0      | 0.0%   | 0      | 15.0%  | 25 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Chichester City Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.7%  | 1  |
| Colden Common Local Centre   | 1.3%  | 7      | 0.0%   | 0      | 0.9%   | 0      | 17.9%  | 7      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Denmead Village Centre   | 0.9%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 9.9%  | 5  | 0.0%  | 0  |
| Droxford Village Centre  | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 3.7%  | 2  | 0.0%  | 0  |
| Eastleigh Town Centre  | 9.9%  | 57     | 5.5%   | 7      | 0.0%   | 0      | 0.0%   | 0      | 29.6%  | 49 | 0.0%  | 0  | 4.2%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Fair Oak Village Centre  | 2.6%  | 15     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 8.9%   | 15 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Fareham Town Centre  | 7.1%  | 40     | 0.0%   | 0      | 0.0%   | 0      | 1.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 1.6%  | 1  | 35.8% | 39 |
| Guildford Town Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 1.6%  | 1  | 0.0%  | 0  |
| Hambledon Village Centre   | 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  |
| Harestock Village Centre   | 0.1%  | 0      | 0.0%   | 0      | 0.9%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Horndean Village Centre  | 0.5%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 2.7%  | 3  |
| Hyde Local Centre  | 0.2%  | 1      | 0.7%   | 1      | 0.9%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Kings Worthy Village Centre  | 1.6%  | 9      | 0.5%   | 1      | 17.5%  | 7      | 0.0%   | 0      | 0.0%   | 0  | 1.1%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 1.1%  | 1  |
| Lordshill District Centre  | 0.6%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.0%   | 3  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Otterbourne Village Centre   | 1.7%  | 10     | 0.0%   | 0      | 1.4%   | 1      | 8.7%   | 3      | 3.4%   | 6  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Petersfield Town Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 1.6%  | 1  | 0.0%  | 0  |
| Portchester Local Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.7%  | 1  |
| Portsmouth City Centre   | 0.9%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 1.6%  | 1  | 3.9%  | 4  |
| Romsey Town Centre   | 0.4%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.4%   | 2  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Salisbury City Centre  | 0.4%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.4%   | 2  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Shedfield Village Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.7%  | 1  |
| Southampton City Centre  | 3.9%  | 22     | 0.5%   | 1      | 1.4%   | 1      | 4.7%   | 2      | 4.2%   | 7  | 0.0%  | 0  | 12.8% | 1 | 7.1%  | 4  | 6.4%  | 7  |
| Stockbridge Town Centre  | 0.3%  | 1      | 0.0%   | 0      | 3.5%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Sutton Scotney Village Centre  | 0.2%  | 1      | 0.0%   | 0      | 2.3%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Swanmore Village Centre  | 0.7%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 1.7%  | 0 | 6.8%  | 4  | 0.0%  | 0  |
| Titchfield Village Centre  | 0.4%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 2.8%  | 0 | 0.0%  | 0  | 1.8%  | 2  |
| Twyford Village Centre   | 0.7%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 6.3%   | 3      | 0.8%   | 1  | 0.0%  | 0  | 1.1%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Waltham Chase Village Centre   | 0.4%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 1.7%  | 0 | 1.0%  | 1  | 1.4%  | 2  |
| Waterlooville Town Centre  | 0.8%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 1.1%  | 0 | 5.8%  | 3  | 1.1%  | 1  |
| Whiteley Local Centre  | 2.5%  | 14     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.5%   | 1  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 12.1% | 13 |
| Wickham Village Centre   | 2.7%  | 16     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 1.6%  | 1  | 13.4% | 15 |
| Winchester City Centre   | 35.1% | 199    | 85.5%  | 105    | 51.8%  | 21     | 52.6%  | 21     | 25.1%  | 42 | 6.6%  | 2  | 10.0% | 1 | 7.3%  | 4  | 3.4%  | 4  |
| Winnall Local Centre   | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 2.8%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Albourne Village Centre  | 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  |
| Barton Stacey Village Centre   | 0.1%  | 1      | 0.0%   | 0      | 1.4%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Beauworth Village Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 1.1%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Boorley Green Village Centre   | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.5%   | 1  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Bosham Village Centre  | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 1.8%  | 2  |
| Botley Village Centre  | 1.1%  | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.5%   | 1  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 5.0%  | 6  |
| Bramdean Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 1.1%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Cheriton Village Centre  | 0.4%  | 2      | 0.0%   | 0      | 0.9%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 1.1%  | 0  | 16.1% | 2 | 0.0%  | 0  | 0.0%  | 0  |
| Compton Local Centre   | 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  |
| Crawley Village Centre   | 0.5%  | 3      | 0.0%   | 0      | 6.8%   | 3      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Dundridge Local Centre   | 0.5%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.4%   | 2  | 0.0%  | 0  | 2.8%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Easton Village Centre  | 0.4%  | 2      | 0.0%   | 0      | 1.4%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 7.0%  | 2  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Exton Village Centre   | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 5.6%  | 1 | 1.0%  | 1  | 0.7%  | 1  |
| Gunwharf Quays, Portsmouth   | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 1.8%  | 2  |
| Hawley Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 1.1%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Hinton Ampner Village Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 1.1%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Horton Heath Village Centre  | 1.0%  | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 3.4%   | 6  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Hursley Village Centre   | 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  |
| Itchen Abbas Village Centre  | 0.2%  | 1      | 0.0%   | 0      | 0.9%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 4.1%  | 1  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Kingston-upon-Thames Town Centre   | 0.4%  | 2      | 1.8%   | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Littleton Village Centre   | 0.6%  | 4      | 1.2%   | 2      | 5.0%   | 2      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Owslebury Village Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 1.1%  | 0 | 0.0%  | 0  | 0.0%  | 0  |

Column %ges.

# Winchester Household Survey For Lambert Smith Hampton

Weighted:

September 2019

|                           | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |   |      |   |       |   |      |   |      |   |
|---------------------------|-------|--------|--------|--------|--------|--------|--------|--------|--------|---|------|---|-------|---|------|---|------|---|
| Port Solent Local Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0%  | 0 | 1.6% | 1 | 0.0% | 0 |
| Shawford Local Centre     | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Sparsholt Village Centre  | 0.2%  | 1      | 0.0%   | 0      | 2.3%   | 1      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Tichborne Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 2.2%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Upham Village Centre      | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 11.1% | 1 | 0.0% | 0 | 0.0% | 0 |
| Wallington Village Centre | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.7% | 1 |
| West End Local Centre     | 0.4%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.4%   | 2 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| West Meon Village Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 6.7%  | 1 | 0.0% | 0 | 0.0% | 0 |
| Wherwell Village Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 1.1% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Wyemouth Town Centre      | 0.1%  | 0      | 0.0%   | 0      | 0.9%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Weighted base:            | 568   | 123    | 41     | 40     | 166    | 25     | 12     | 53     | 110    |   |      |   |       |   |      |   |      |   |
| Sample:                   | 536   | 89     | 60     | 53     | 91     | 51     | 48     | 63     | 81     |   |      |   |       |   |      |   |      |   |

Weighted:

September 2019

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |    |       |    |       |   |       |    |       |    |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|----|-------|----|-------|---|-------|----|-------|----|
| <b>Q43 What location (e.g. town centre, shopping centre, retail / leisure park) do you or members of your household normally go to for eating out (e.g. cafes and restaurants)?</b> |       |        |        |        |        |        |        |        |        |    |       |    |       |   |       |    |       |    |
| <i>Those who visit restaurants / cafés at Q36: AND Excl. Nulls &amp; SFT</i>  |       |        |        |        |        |        |        |        |        |    |       |    |       |   |       |    |       |    |
| Alresford / New Alresford Town Centre   | 3.1%  | 23     | 0.4%   | 1      | 0.0%   | 0      | 1.4%   | 1      | 0.0%   | 0  | 57.9% | 20 | 10.7% | 1 | 0.0%  | 0  | 0.0%  | 0  |
| Alton Town Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.9%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Andover Town Centre   | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 2.7%  | 2  | 0.0%  | 0  |
| Basingstoke Town Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.8%  | 0  | 3.6%  | 1 | 0.0%  | 0  | 0.0%  | 0  |
| Bishop's Waltham Town Centre  | 5.7%  | 42     | 0.0%   | 0      | 0.0%   | 0      | 1.4%   | 1      | 2.3%   | 4  | 0.0%  | 0  | 5.6%  | 1 | 43.1% | 34 | 1.5%  | 2  |
| Bursledon Village Centre  | 0.3%  | 2      | 1.4%   | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Central London  | 0.5%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.8%  | 0  | 2.3%  | 0 | 0.0%  | 0  | 2.1%  | 3  |
| Chandler's Ford Local Centre  | 3.0%  | 22     | 0.0%   | 0      | 0.0%   | 0      | 1.8%   | 1      | 10.9%  | 21 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Chichester City Centre  | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 1.1%  | 1  | 0.5%  | 1  |
| Colden Common Local Centre  | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 2.2%   | 1      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Denmead Village Centre  | 0.4%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 4.2%  | 3  | 0.0%  | 0  |
| Droxford Village Centre   | 0.4%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.7%   | 1  | 0.0%  | 0  | 0.0%  | 0 | 2.5%  | 2  | 0.0%  | 0  |
| Eastleigh Town Centre   | 10.1% | 75     | 6.3%   | 10     | 2.9%   | 1      | 6.5%   | 3      | 29.6%  | 58 | 2.8%  | 1  | 0.9%  | 0 | 1.1%  | 1  | 0.0%  | 0  |
| Fair Oak Village Centre   | 1.9%  | 14     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 6.7%   | 13 | 0.0%  | 0  | 0.0%  | 0 | 0.7%  | 1  | 0.0%  | 0  |
| Fareham Town Centre   | 8.1%  | 60     | 0.0%   | 0      | 1.4%   | 1      | 0.0%   | 0      | 1.1%   | 2  | 0.0%  | 0  | 0.9%  | 0 | 3.8%  | 3  | 35.6% | 54 |
| Guildford Town Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.9%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Hambledon Village Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.7%  | 1  | 0.0%  | 0  |
| Hedge End Town Centre   | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 2.8%   | 2      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 1.1%  | 1  | 0.0%  | 0  |
| Kings Worthy Village Centre   | 0.5%  | 4      | 0.0%   | 0      | 6.9%   | 3      | 0.7%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Otterbourne Village Centre  | 0.7%  | 5      | 0.0%   | 0      | 1.1%   | 1      | 0.7%   | 0      | 2.2%   | 4  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Petersfield Town Centre   | 0.7%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.4%   | 1  | 0.8%  | 0  | 7.2%  | 1 | 2.1%  | 2  | 0.8%  | 1  |
| Portchester Local Centre  | 0.4%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 1.8%  | 3  |
| Portsmouth City Centre  | 1.6%  | 12     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.7%   | 1  | 0.0%  | 0  | 0.0%  | 0 | 2.8%  | 2  | 5.6%  | 9  |
| Romsey Town Centre  | 0.6%  | 4      | 0.4%   | 1      | 0.0%   | 0      | 1.4%   | 1      | 1.6%   | 3  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Shedfield Village Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.5%  | 1  |
| Southampton City Centre   | 4.4%  | 33     | 0.0%   | 0      | 2.8%   | 1      | 2.7%   | 1      | 8.7%   | 17 | 2.0%  | 1  | 11.5% | 2 | 3.1%  | 2  | 5.3%  | 8  |
| Stockbridge Town Centre   | 0.3%  | 2      | 0.0%   | 0      | 4.7%   | 2      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Swanmore Village Centre   | 0.4%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 2.5%  | 2  | 0.5%  | 1  |
| Titchfield Village Centre   | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.8%  | 0  | 0.9%  | 0 | 0.0%  | 0  | 1.3%  | 2  |
| Twyford Village Centre  | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 2.9%   | 2      | 0.0%   | 0  | 0.8%  | 0  | 0.9%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Waltham Chase Village Centre  | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 1.8%  | 1  | 0.5%  | 1  |
| Waterlooville Town Centre   | 0.8%  | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 3.8%  | 3  | 1.9%  | 3  |
| Whiteley Local Centre   | 6.5%  | 48     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.2%   | 4  | 0.0%  | 0  | 1.4%  | 0 | 5.6%  | 4  | 25.7% | 39 |
| Wickham Village Centre  | 1.6%  | 12     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 8.0%  | 12 |
| Winchester City Centre  | 41.3% | 307    | 89.7%  | 146    | 72.6%  | 37     | 73.5%  | 39     | 29.8%  | 59 | 24.3% | 8  | 41.6% | 6 | 8.4%  | 7  | 3.8%  | 6  |
| Abroad  | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 1.3%  | 2  |
| Albourne Village Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 1.8%   | 1      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Botley Village Centre   | 1.1%  | 8      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.3%   | 4  | 0.0%  | 0  | 0.0%  | 0 | 2.8%  | 2  | 0.8%  | 1  |
| Bramdean Village Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.9%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Cheriton Village Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.7%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 3.7%  | 1 | 0.0%  | 0  | 0.0%  | 0  |
| Crawley Village Centre  | 0.1%  | 1      | 0.0%   | 0      | 2.2%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Dundridge Local Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.9%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Durley Village Centre   | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.9%   | 2  | 0.0%  | 0  | 0.0%  | 0 | 0.7%  | 1  | 0.0%  | 0  |
| East Meon Village Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.7%  | 1  | 0.0%  | 0  |
| Easton Village Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 2.8%  | 1  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Exton Village Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.7%  | 1  | 0.0%  | 0  |
| Farnborough Town Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.7%  | 1  | 0.0%  | 0  |
| Gunwharf Quays, Portsmouth  | 0.6%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.9%  | 0 | 2.8%  | 2  | 1.3%  | 2  |
| Haslemere Town Centre   | 0.1%  | 1      | 0.4%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Headbourne Worthy Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.7%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Hinton Ampner Village Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 2.0%  | 1  | 0.9%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Itchen Abbas Village Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 3.0%  | 1  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Lincoln City Centre   | 0.2%  | 2      | 0.9%   | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Littleton Village Centre  | 0.2%  | 1      | 0.0%   | 0      | 2.5%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Ovington Local Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.8%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Port Solent Local Centre  | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.7%  | 1  | 1.3%  | 2  |
| Shoreham-by-Sea Town Centre   | 0.1%  | 1      | 0.6%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Sparsholt Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.7%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Ulverston Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.8%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Upham Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 2.3%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| West Meon Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.9%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Wyemouth Town Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.7%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |

Column %ges.

Weighted:

September 2019

|                | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |
|----------------|-------|--------|--------|--------|--------|--------|--------|--------|--------|
| Weighted base: | 743   | 163    | 50     | 53     | 197    | 34     | 14     | 79     | 153    |
| Sample:        | 738   | 120    | 78     | 80     | 116    | 76     | 59     | 92     | 117    |

**Q44 Where do you or members of your household normally go for family entertainment?***Those who partake in family entertainment activities at Q36: AND Excl. Nulls & SFT*

|   |       |    |       |    |       |    |       |    |       |    |       |    |       |    |       |    |       |   |
|---|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|---|
| Basingstoke Town Centre   | 2.4%  | 5  | 8.4%  | 5  | 2.4%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 3.1%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Central London  | 0.2%  | 0  | 0.0%  | 0  | 1.6%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Chandler's Ford Local Centre  | 2.6%  | 6  | 4.4%  | 2  | 0.0%  | 0  | 0.0%  | 0  | 4.9%  | 3  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Eastleigh Town Centre   | 15.7% | 35 | 3.3%  | 2  | 12.5% | 3  | 14.3% | 3  | 28.9% | 20 | 0.0%  | 0  | 21.0% | 1  | 15.3% | 3  | 13.1% | 4 |
| Fareham Town Centre   | 1.4%  | 3  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 11.4% | 3 |
| Gosport Town Centre   | 0.7%  | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 5.1%  | 1  | 2.9%  | 1 |
| Otterbourne Village Centre  | 0.2%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 2.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Portsmouth City Centre  | 2.2%  | 5  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 10.2% | 2  | 11.8% | 3 |
| Romsey Town Centre  | 0.3%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 9.0%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Southampton City Centre   | 3.2%  | 7  | 0.0%  | 0  | 12.5% | 3  | 0.0%  | 0  | 3.1%  | 2  | 0.0%  | 0  | 0.0%  | 0  | 5.1%  | 1  | 4.4%  | 1 |
| Whiteley Local Centre   | 0.5%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 4.4%  | 1 |
| Wickham Village Centre  | 0.4%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 2.9%  | 1 |
| Winchester City Centre  | 7.6%  | 17 | 24.3% | 13 | 14.7% | 3  | 0.0%  | 0  | 0.0%  | 0  | 3.6%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Hollywood Bowl,<br>Basingstoke Leisure Park,<br>Worting Road,<br>Basingstoke    | 4.2%  | 9  | 6.1%  | 3  | 12.5% | 3  | 0.0%  | 0  | 0.0%  | 0  | 36.4% | 3  | 9.3%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Hollywood Bowl, The Swan<br>Centre, Eastleigh                                   | 41.0% | 91 | 35.1% | 19 | 34.9% | 8  | 65.2% | 12 | 58.6% | 41 | 28.0% | 2  | 40.5% | 2  | 13.6% | 2  | 15.8% | 4 |
| Hollywood Bowl, Wesy<br>Quay Shopping Centre,<br>Harbour Parade,<br>Southampton | 3.6%  | 8  | 1.1%  | 1  | 2.4%  | 1  | 3.1%  | 1  | 1.2%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 13.3% | 2  | 11.4% | 3 |
| Marwell Activity Centre,<br>Hurst Lane, Owslebury,<br>Winchester                | 0.1%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 4.6%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Planet Ice, Arena Leisure<br>Park, Basingstoke                                  | 3.3%  | 7  | 6.0%  | 3  | 2.4%  | 1  | 5.2%  | 1  | 0.0%  | 0  | 23.0% | 2  | 21.4% | 1  | 0.0%  | 0  | 0.0%  | 0 |
| Planet Ice, Fareham Road,<br>Gosport  | 0.4%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 2.9%  | 1 |
| Tenpin, Auckland Road,<br>Southampton   | 3.8%  | 8  | 5.9%  | 3  | 0.0%  | 0  | 8.1%  | 2  | 3.2%  | 2  | 0.0%  | 0  | 0.0%  | 0  | 8.6%  | 1  | 0.0%  | 0 |
| Alford Golf Club,<br>Montgarrie Road, Alford,<br>Scotland                       | 0.3%  | 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 |
| Bitterne Village Centre   | 0.4%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 5.1%  | 1  | 0.0%  | 0 |
| Flip Out Trampoline Arena,<br>Harbourgate, Southampton<br>Road, Portsmouth      | 0.4%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 5.1%  | 1  | 0.0%  | 0 |
| Gunwharf Quays,<br>Portsmouth   | 0.8%  | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 10.2% | 2  | 0.0%  | 0 |
| Hollywood Bowl, Gunwharf<br>Quays, Portsmouth                                   | 2.9%  | 6  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 8.6%  | 1  | 18.9% | 5 |
| Littleton Village Centre  | 0.2%  | 0  | 0.0%  | 0  | 1.6%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Paultons Park, Ower,<br>Romsey  | 0.2%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 2.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Rock Up, Whiteley Shopping<br>Centre, Whiteley Way,<br>Whiteley, Fareham        | 0.2%  | 1  | 0.0%  | 0  | 2.4%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Thorpe Park Resort, Staines<br>Road, Chertsey                                   | 1.1%  | 2  | 4.4%  | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Weighted base:  | 221   | 54 |       | 23 |       | 19 |       | 71 |       | 7  |       | 4  |       | 16 |       | 27 |       |   |
| Sample:   | 179   | 34 |       | 24 |       | 22 |       | 39 |       | 10 |       | 17 |       | 17 |       | 16 |       |   |

# Winchester Household Survey For Lambert Smith Hampton

Weighted:

September 2019

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |   |        |   |      |   |        |   |      |   |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|---|--------|---|------|---|--------|---|------|---|
| <b>Q45 Where do you or members of your household normally go for (OTHER ACTIVITY FROM Q36)?</b> |       |        |        |        |        |        |        |        |        |   |        |   |      |   |        |   |      |   |
| <i>Those who go to other leisure attractions at Q36: AND Excl. Nulls &amp; SFT</i>              |       |        |        |        |        |        |        |        |        |   |        |   |      |   |        |   |      |   |
| Alresford / New Alresford Town Centre   | 39.5% | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 100.0% | 1 | 0.0% | 0 | 0.0%   | 0 | 0.0% | 0 |
| Alton Town Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%   | 0 | 0.0% | 0 | 0.0%   | 0 | 0.0% | 0 |
| Andover Town Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%   | 0 | 0.0% | 0 | 0.0%   | 0 | 0.0% | 0 |
| Badger Farm Local Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%   | 0 | 0.0% | 0 | 0.0%   | 0 | 0.0% | 0 |
| Basingstoke Town Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%   | 0 | 0.0% | 0 | 0.0%   | 0 | 0.0% | 0 |
| Bedhampton Local Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%   | 0 | 0.0% | 0 | 0.0%   | 0 | 0.0% | 0 |
| Bishop's Waltham Town Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%   | 0 | 0.0% | 0 | 0.0%   | 0 | 0.0% | 0 |
| Blandford Forum Town Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%   | 0 | 0.0% | 0 | 0.0%   | 0 | 0.0% | 0 |
| Bordon Town Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%   | 0 | 0.0% | 0 | 0.0%   | 0 | 0.0% | 0 |
| Boscombe Local Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%   | 0 | 0.0% | 0 | 0.0%   | 0 | 0.0% | 0 |
| Boyatt Wood Local Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%   | 0 | 0.0% | 0 | 0.0%   | 0 | 0.0% | 0 |
| Broughton Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%   | 0 | 0.0% | 0 | 0.0%   | 0 | 0.0% | 0 |
| Bursledon Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%   | 0 | 0.0% | 0 | 0.0%   | 0 | 0.0% | 0 |
| Camberley Town Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%   | 0 | 0.0% | 0 | 0.0%   | 0 | 0.0% | 0 |
| Central London  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%   | 0 | 0.0% | 0 | 0.0%   | 0 | 0.0% | 0 |
| Chandler's Ford Local Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%   | 0 | 0.0% | 0 | 0.0%   | 0 | 0.0% | 0 |
| Chichester City Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%   | 0 | 0.0% | 0 | 0.0%   | 0 | 0.0% | 0 |
| Chilbolton Village Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%   | 0 | 0.0% | 0 | 0.0%   | 0 | 0.0% | 0 |
| Colden Common Local Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%   | 0 | 0.0% | 0 | 0.0%   | 0 | 0.0% | 0 |
| Corhampton Village Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%   | 0 | 0.0% | 0 | 0.0%   | 0 | 0.0% | 0 |
| Cowplain Village Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%   | 0 | 0.0% | 0 | 0.0%   | 0 | 0.0% | 0 |
| Crookhorn Local Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%   | 0 | 0.0% | 0 | 0.0%   | 0 | 0.0% | 0 |
| Denmead Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%   | 0 | 0.0% | 0 | 0.0%   | 0 | 0.0% | 0 |
| Droxford Village Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%   | 0 | 0.0% | 0 | 0.0%   | 0 | 0.0% | 0 |
| Eastleigh Town Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%   | 0 | 0.0% | 0 | 0.0%   | 0 | 0.0% | 0 |
| Emsworth Town Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%   | 0 | 0.0% | 0 | 0.0%   | 0 | 0.0% | 0 |
| Fair Oak Village Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%   | 0 | 0.0% | 0 | 0.0%   | 0 | 0.0% | 0 |
| Fareham Town Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%   | 0 | 0.0% | 0 | 0.0%   | 0 | 0.0% | 0 |
| Farringdon Village Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%   | 0 | 0.0% | 0 | 0.0%   | 0 | 0.0% | 0 |
| Fleet Town Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%   | 0 | 0.0% | 0 | 0.0%   | 0 | 0.0% | 0 |
| Gosport Town Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%   | 0 | 0.0% | 0 | 0.0%   | 0 | 0.0% | 0 |
| Guildford Town Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%   | 0 | 0.0% | 0 | 0.0%   | 0 | 0.0% | 0 |
| Hambledon Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%   | 0 | 0.0% | 0 | 0.0%   | 0 | 0.0% | 0 |
| Harestock Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%   | 0 | 0.0% | 0 | 0.0%   | 0 | 0.0% | 0 |
| Havant Town Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%   | 0 | 0.0% | 0 | 0.0%   | 0 | 0.0% | 0 |
| Hayling Island  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%   | 0 | 0.0% | 0 | 0.0%   | 0 | 0.0% | 0 |
| Hedge End Town Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%   | 0 | 0.0% | 0 | 0.0%   | 0 | 0.0% | 0 |
| Horndean Village Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%   | 0 | 0.0% | 0 | 0.0%   | 0 | 0.0% | 0 |
| Hyde Local Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%   | 0 | 0.0% | 0 | 0.0%   | 0 | 0.0% | 0 |
| King's Somborne Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%   | 0 | 0.0% | 0 | 0.0%   | 0 | 0.0% | 0 |
| Kings Worthy Village Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%   | 0 | 0.0% | 0 | 0.0%   | 0 | 0.0% | 0 |
| Lordshill District Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%   | 0 | 0.0% | 0 | 0.0%   | 0 | 0.0% | 0 |
| Newbury Town Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%   | 0 | 0.0% | 0 | 0.0%   | 0 | 0.0% | 0 |
| Oliver's Battery Local Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%   | 0 | 0.0% | 0 | 0.0%   | 0 | 0.0% | 0 |
| Otterbourne Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%   | 0 | 0.0% | 0 | 0.0%   | 0 | 0.0% | 0 |
| Park Gate Local Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%   | 0 | 0.0% | 0 | 0.0%   | 0 | 0.0% | 0 |
| Petersfield Town Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%   | 0 | 0.0% | 0 | 0.0%   | 0 | 0.0% | 0 |
| Portchester Local Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%   | 0 | 0.0% | 0 | 0.0%   | 0 | 0.0% | 0 |
| Portsmouth City Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%   | 0 | 0.0% | 0 | 0.0%   | 0 | 0.0% | 0 |
| Reading Town Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%   | 0 | 0.0% | 0 | 0.0%   | 0 | 0.0% | 0 |
| Romsey Town Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%   | 0 | 0.0% | 0 | 0.0%   | 0 | 0.0% | 0 |
| Salisbury City Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%   | 0 | 0.0% | 0 | 0.0%   | 0 | 0.0% | 0 |
| Shedfield Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%   | 0 | 0.0% | 0 | 0.0%   | 0 | 0.0% | 0 |
| Southampton City Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%   | 0 | 0.0% | 0 | 0.0%   | 0 | 0.0% | 0 |
| Southsea Local Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%   | 0 | 0.0% | 0 | 0.0%   | 0 | 0.0% | 0 |
| Stockbridge Town Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%   | 0 | 0.0% | 0 | 0.0%   | 0 | 0.0% | 0 |
| Sutton Scotney Village Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%   | 0 | 0.0% | 0 | 0.0%   | 0 | 0.0% | 0 |
| Swanmore Village Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%   | 0 | 0.0% | 0 | 0.0%   | 0 | 0.0% | 0 |
| Titchfield Village Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%   | 0 | 0.0% | 0 | 0.0%   | 0 | 0.0% | 0 |
| Totton Town Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%   | 0 | 0.0% | 0 | 0.0%   | 0 | 0.0% | 0 |
| Twyford Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%   | 0 | 0.0% | 0 | 0.0%   | 0 | 0.0% | 0 |
| Waltham Chase Village Centre  | 41.4% | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%   | 0 | 0.0% | 0 | 100.0% | 1 | 0.0% | 0 |
| Waterlooville Town Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%   | 0 | 0.0% | 0 | 0.0%   | 0 | 0.0% | 0 |

Column %ges.

# Winchester Household Survey For Lambert Smith Hampton

Weighted:

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |   |      |   |      |   |      |   |      |   |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|---|------|---|------|---|------|---|------|---|
| Weeke Local Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Whiteley Local Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Wickham Village Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Winchester City Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Winnall Local Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Admiral Casino, Market Street, Eastleigh                         | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Admiral Casino, High Street, Shirley, Southampton                | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Admiral Casino, Pound Tree Road, Southampton                     | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Genting Casino, Terminus House, Terminus Terrace, Southampton    | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Grosvenor Casino, Leisure World, West Quay Road, Southampton     | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Brown Leisure, Leigh Road, Eastleigh                             | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Buzz Bingo, Antelope Park, Bursledon Road, Southampton           | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Buzz Bingo, Lordshill District Centre, Southampton               | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Buzz Bingo, West Ham Leisure Park, Worting Road, Basingstoke     | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Mecca Bingo, Junction Road, Andover                              | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Everyman, Southgate Street, Winchester                           | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Harbour Lights Picturehouse, Maritime Walk, Southampton          | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Odeon, Leisure World, West Quay Road, Southampton                | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Vue, Festival Place, New Market Square, Basingstoke              | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Vue, Swan Centre, Wells Place, Eastleigh                         | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| 3D Health & Fitness, Trafalgar Close, Chandler's Ford, Eastleigh | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Anytime Fitness, Jewry Street, Winchester                        | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| David Lloyd, Botley Road, West End, Southampton                  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Énergie Fitness, The Brooks Shopping Centre, Winchester          | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Fitness in Time, City Road, Winchester                           | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Gasp Fitness, Moorside Road, Winchester                          | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| New Energy Fitness, Middle Brook Street, Winchester              | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Orangetheory Fitness, Andover Road, Winchester                   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| River Park Leisure Centre, Gordon Road, Winchester               | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Winchester Racquets & Fitness, Berewecke Road, Winchester        | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Chesil Theatre, Chesil Street, Winchester                        | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Hanger Farm Arts Centre, Aikman Lane, Totton, Southampton        | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Mayflower, Commercial Road, Southampton                          | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Plaza Theatre, Winchester  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

Column %ges.

# Winchester Household Survey For Lambert Smith Hampton

Weighted:

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |   |      |   |      |   |      |   |      |   |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|---|------|---|------|---|------|---|------|---|
| Road, Romsey   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| The Berry Theatre, Wildern Lane, Hedge End, Southampton                | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| The Point, Leigh Road, Eastleigh                                       | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| The Stage Door, Marlands Road, Southampton                             | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Theatre Royal, Jewry Street, Winchester                                | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Hollywood Bowl, Basingstoke Leisure Park, Worting Road, Basingstoke    | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Hollywood Bowl, The Swan Centre, Eastleigh                             | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Hollywood Bowl, Wesy Quay Shopping Centre, Harbour Parade, Southampton | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Marwell Activity Centre, Hurst Lane, Owslebury, Winchester             | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Planet Ice, Arena Leisure Park, Basingstoke                            | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Planet Ice, Fareham Road, Gosport                                      | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tenpin, Auckland Road, Southampton                                     | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Other  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Internet / Online  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Abroad   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Albourne Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Alford Golf Club, Montgarrie Road, Alford, Scotland                    | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Barton Stacey Village Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Beauworth Village Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Bighton Village Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Bitterne Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Boorley Green Village Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Bosham Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Botley Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Bournemouth Town Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Bracknell Town Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Bramdean Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Brighton City Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Bristol City Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Brize Norton Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Cheriton Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Chester City Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Chichester Festival Theatre, Oaklands Way, Chichester                  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Cineworld, Whiteley Shopping Centre, Whiteley Way, Fareham             | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Compton Local Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Cosham Local Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Crawley Village Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Crown Bingo & Social Club, High Street, Portsmouth                     | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| David Lloyd, Frogmore Lane, off Brownhill Way, Southampton             | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Dundridge Local Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Durley Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| East Meon Village Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Easton Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Exton Village Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Fareham Leisure Centre, Park Lane, Fareham                             | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Farnborough Town Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Ferneham Hall, Osborn  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

Column %ges.

# Winchester Household Survey For Lambert Smith Hampton

Weighted:

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |   |      |   |      |   |      |   |      |   |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|---|------|---|------|---|------|---|------|---|
| Road, Fareham   |       |        |        |        |        |        |        |        |        |   |      |   |      |   |      |   |      |   |
| Fitness In Time, City Road, Winchester                                | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Flip Out Trampoline Arena, Harbourn, Southampton                      | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Road, Portsmouth  |       |        |        |        |        |        |        |        |        |   |      |   |      |   |      |   |      |   |
| Grosvenor Casino, Gunwharf Road, Portsmouth                           | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Gunwharf Quays, Portsmouth  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Haslemere Town Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Hawkey Village Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Headbourne Worthy Village Centre                                      | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Hinton Ampner Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Holiday Inn, Leigh Road, Eastleigh                                    | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Hollywood Bowl, Gunwharf Quays, Portsmouth                            | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Horton Heath Village Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Hursley Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Imperial War Museum, Duxford, Cambridge                               | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Itchen Abbas Village Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Keswick Town Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Kings Theatre, Albert Road, Portsmouth, Southsea                      | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Kingston-upon-Thames Town Centre                                      | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lincoln City Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Liphook Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Littleton Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Mordon Hill Local Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Norton Park, Sutton Scotney   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Nuffield Southampton Theatres, University Road, Southampton           | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Odeon, Basingstoke Leisure Park, Churchill Way West, Westham          | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Odeon, Port Way, Portsmouth   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Ovington Local Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Owslebury Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Oxford City Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Paultons Park, Ower, Romsey   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Perins School, Pound Hill, Alresford                                  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Places Leisure, Passfield Avenue, Eastleigh                           | 19.0% | 0      | 0.0%   | 0      | 0.0%   | 0      | 99.9%  | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Port Solent Local Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Portsmouth Historic Dockyard, Victory Gate, HM Naval Base, Portsmouth | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Pure Gym, Shirley Retail Park, Winchester Road, Southampton           | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Reel Cinema, Vannes Parade, Fareham                                   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Rock Up, Whiteley Shopping Centre, Whiteley Way, Whiteley, Fareham    | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Romsey Rapids Sports Complex, Southampton Road, Romsey                | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Salisbury Playhouse, Malthouse Lane, Salisbury                        | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Shawford Local Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Shoreham-by-Sea Town Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Showcase Cinema de Lux,   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

# Winchester Household Survey For Lambert Smith Hampton

Weighted:

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|
| West Quay Shopping Centre, Southampton                           |       |        |        |        |        |        |        |        |        |
| Sparsholt Village Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| The Anvil, Churchill Way East, Basingstoke                       | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| The Watermill Theatre and Restaurant, Bagnor, Newbury            | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Therapeutics Southampton, Trojans Club, Stoneham Lane, Eastleigh | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Thorpe Park Resort, Staines Road, Chertsey                       | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Tichborne Village Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Ulverston Village Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Upham Village Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Vue, Gunwharf Quays, Portsmouth                                  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Wallington Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| West End Local Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| West Meon Village Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Wherwell Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Wyemouth Town Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| York City Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| (Don't know / varies)  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Weighted base:   | 2     | 0      | 0      | 0      | 0      | 1      | 0      | 1      | 0      |
| Sample:  | 5     | 0      | 0      | 1      | 0      | 3      | 0      | 1      | 0      |

Weighted:

September 2019

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |    |      |   |      |   |      |    |      |    |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|----|------|---|------|---|------|----|------|----|
| <b>Q46 What improvements could be made to the leisure offer in Winchester City Council area that would make you visit / partake in leisure activities more often? [MR]</b> |       |        |        |        |        |        |        |        |        |    |      |   |      |   |      |    |      |    |
| A casino   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0  | 0.0% | 0  |
| A swimming pool  | 5.0%  | 50     | 7.1%   | 14     | 10.7%  | 7      | 5.2%   | 3      | 2.7%   | 8  | 7.9% | 3 | 3.9% | 1 | 4.4% | 5  | 4.0% | 8  |
| A theatre  | 0.8%  | 8      | 0.0%   | 0      | 4.2%   | 3      | 0.0%   | 0      | 1.6%   | 5  | 1.6% | 1 | 0.0% | 0 | 0.0% | 0  | 0.0% | 0  |
| A new multi-screen cinema  | 5.2%  | 52     | 10.3%  | 21     | 4.4%   | 3      | 4.1%   | 3      | 4.6%   | 13 | 0.6% | 0 | 7.3% | 2 | 8.0% | 10 | 0.6% | 1  |
| A new art house cinema   | 0.6%  | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.2%   | 3  | 0.0% | 0 | 0.0% | 0 | 1.8% | 2  | 0.0% | 0  |
| Bingo  | 0.2%  | 2      | 1.2%   | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0  | 0.0% | 0  |
| Cheaper prices   | 1.9%  | 19     | 4.1%   | 8      | 1.4%   | 1      | 4.4%   | 3      | 1.2%   | 4  | 0.0% | 0 | 2.5% | 1 | 0.7% | 1  | 1.2% | 2  |
| Improved access by foot and cycle  | 1.0%  | 10     | 0.0%   | 0      | 3.7%   | 2      | 0.9%   | 1      | 0.8%   | 2  | 1.6% | 1 | 1.0% | 0 | 2.5% | 3  | 0.4% | 1  |
| Improved public transport  | 1.3%  | 13     | 0.0%   | 0      | 0.6%   | 0      | 0.0%   | 0      | 1.1%   | 3  | 0.0% | 0 | 0.0% | 0 | 4.6% | 6  | 2.2% | 4  |
| Improved security / CCTV   | 0.0%  | 0      | 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 street furniture  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0  | 0.0% | 0  |
| Improvements in the built environment  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0  | 0.4% | 1  |
| More / better car parking  | 3.1%  | 31     | 3.4%   | 7      | 1.4%   | 1      | 3.8%   | 2      | 5.5%   | 16 | 1.6% | 1 | 2.9% | 1 | 2.1% | 3  | 0.4% | 1  |
| More / better cultural facilities  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.5% | 0 | 0.0% | 0  | 0.4% | 1  |
| More / better disabled access / facilities   | 0.4%  | 4      | 0.8%   | 1      | 1.5%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 1.3% | 0 | 0.7% | 1  | 0.0% | 0  |
| More / better health clubs / gyms  | 2.1%  | 21     | 6.6%   | 13     | 2.6%   | 2      | 2.1%   | 1      | 0.0%   | 0  | 4.4% | 2 | 1.8% | 0 | 1.4% | 2  | 0.4% | 1  |
| More / better policing   | 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  |
| More / better public houses  | 0.6%  | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.8%   | 2  | 0.0% | 0 | 0.0% | 0 | 0.5% | 1  | 1.6% | 3  |
| More / better seats  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.3%   | 1  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0  | 0.0% | 0  |
| More / better signposting and information  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0  | 0.0% | 0  |
| More better parks / green spaces   | 0.8%  | 8      | 1.1%   | 2      | 0.9%   | 1      | 0.0%   | 0      | 0.3%   | 1  | 1.6% | 1 | 0.0% | 0 | 0.5% | 1  | 1.6% | 3  |
| More for children  | 4.7%  | 47     | 14.4%  | 29     | 0.6%   | 0      | 6.2%   | 4      | 2.4%   | 7  | 0.0% | 0 | 3.8% | 1 | 5.4% | 7  | 0.0% | 0  |
| More local sports & recreation facilities  | 4.1%  | 41     | 9.6%   | 19     | 3.7%   | 2      | 1.5%   | 1      | 0.8%   | 2  | 7.9% | 3 | 2.8% | 1 | 2.9% | 4  | 4.4% | 9  |
| More nightclubs  | 1.0%  | 10     | 2.3%   | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.8%   | 2  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0  | 1.5% | 3  |
| More pavement cafés  | 1.3%  | 13     | 4.7%   | 9      | 0.0%   | 0      | 0.0%   | 0      | 1.2%   | 3  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0  | 0.0% | 0  |
| More quality restaurants   | 1.1%  | 11     | 0.5%   | 1      | 2.2%   | 1      | 2.9%   | 2      | 1.1%   | 3  | 0.6% | 0 | 0.0% | 0 | 1.8% | 2  | 0.6% | 1  |
| More street cleaning   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0  | 0.0% | 0  |
| Provision of public toilets  | 0.0%  | 0      | 0.0%   | 0      | 0.6%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0  | 0.0% | 0  |
| Ten-pin bowling  | 4.3%  | 43     | 8.1%   | 16     | 5.3%   | 3      | 4.8%   | 3      | 1.6%   | 5  | 0.0% | 0 | 0.0% | 0 | 5.0% | 6  | 5.2% | 10 |
| Other  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0  | 0.0% | 0  |
| A concert hall   | 0.2%  | 2      | 0.6%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.7% | 1  | 0.0% | 0  |
| A golf course  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.3%   | 1  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0  | 0.0% | 0  |
| A skate park   | 0.8%  | 8      | 1.1%   | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 2.5% | 3  | 1.6% | 3  |
| An ice skating rink  | 1.7%  | 17     | 2.7%   | 5      | 2.2%   | 1      | 0.0%   | 0      | 0.9%   | 3  | 0.0% | 0 | 0.5% | 0 | 1.8% | 2  | 2.6% | 5  |
| Archery club   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0  | 0.6% | 1  |
| Better facilities in the new park (e.g. changing rooms)  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.3%   | 1  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0  | 0.0% | 0  |
| Better historical attractions  | 0.1%  | 1      | 0.5%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0  | 0.0% | 0  |
| Better shows at the Theatre Royal  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.6% | 0 | 0.0% | 0 | 0.0% | 0  | 0.0% | 0  |
| Climbing walls   | 0.2%  | 2      | 1.2%   | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0  | 0.0% | 0  |
| Floodlights where appropriate  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.5% | 1  | 0.0% | 0  |
| Free car parking   | 0.1%  | 1      | 0.5%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0  | 0.0% | 0  |
| Improve / refurbish leisure centres  | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.9%   | 1      | 0.0%   | 0  | 2.4% | 1 | 0.8% | 0 | 0.0% | 0  | 0.0% | 0  |
| More advertising   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.5%   | 1  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0  | 0.0% | 0  |
| More arts & crafts 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  | 0.4% | 1  |
| More cycle lanes / routes  | 0.8%  | 8      | 2.1%   | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.5%   | 1  | 0.0% | 0 | 2.0% | 1 | 0.7% | 1  | 0.6% | 1  |
| More designated walking routes   | 0.4%  | 4      | 0.0%   | 0      | 0.9%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0  | 1.5% | 3  |
| More facilities / activities for elderly people  | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 1.5%   | 1      | 0.3%   | 1  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0  | 0.0% | 0  |
| More for facilities / activities for teenagers / young adults  | 1.1%  | 11     | 1.8%   | 4      | 0.9%   | 1      | 2.4%   | 2      | 1.2%   | 3  | 0.0% | 0 | 0.8% | 0 | 1.8% | 2  | 0.0% | 0  |
| More indoor activities   | 0.1%  | 1      | 0.5%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0  | 0.0% | 0  |
| More leisure centres   | 1.1%  | 11     | 3.5%   | 7      | 0.0%   | 0      | 0.0%   | 0      | 0.8%   | 2  | 4.8% | 2 | 0.0% | 0 | 0.0% | 0  | 0.0% | 0  |
| More leisure facilities in general   | 0.4%  | 4      | 1.4%   | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.7% | 1  | 0.0% | 0  |
| More museums   | 0.2%  | 2      | 1.1%   | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0  | 0.0% | 0  |
| More retail parks  | 0.1%  | 1      | 0.0%   | 0      | 0.9%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0  | 0.0% | 0  |
| More specialist / niche bars   | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.2%   | 3  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0  | 0.0% | 0  |

Column %ges.

# Winchester Household Survey For Lambert Smith Hampton

Weighted:

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |     |       |    |       |    |       |    |       |     |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|-----|-------|----|-------|----|-------|----|-------|-----|
| (e.g. drag show bars)                     |       |        |        |        |        |        |        |        |        |     |       |    |       |    |       |    |       |     |
| More water sports                         | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.0%  | 2   |
| Open-water swimming events                | 0.1%  | 1      | 0.0%   | 0      | 0.9%   | 1      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| Public toilets open later                 | 0.0%  | 0      | 0.0%   | 0      | 0.6%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| Reduce shop rents to reduce shop closures | 0.1%  | 1      | 0.5%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.6%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| Reduce traffic congestion                 | 0.4%  | 4      | 0.5%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 1.2%   | 4   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| Repair / resurface pavements              | 0.1%  | 1      | 0.3%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| Ski slopes                                | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.5%  | 1  | 0.0%  | 0   |
| Tennis courts / facilities                | 0.4%  | 4      | 0.5%   | 1      | 3.1%   | 2      | 0.6%   | 0      | 0.0%   | 0   | 0.9%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| Trampoline centre                         | 0.3%  | 3      | 1.1%   | 2      | 0.0%   | 0      | 0.9%   | 1      | 0.0%   | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0   |
| (Don't do leisure activities)             | 1.7%  | 17     | 0.9%   | 2      | 0.6%   | 0      | 2.4%   | 2      | 2.4%   | 7   | 3.1%  | 1  | 1.8%  | 0  | 1.6%  | 2  | 1.2%  | 2   |
| (Don't know)                              | 5.1%  | 52     | 5.5%   | 11     | 0.6%   | 0      | 2.7%   | 2      | 5.0%   | 15  | 6.2%  | 3  | 9.5%  | 2  | 4.3%  | 5  | 7.0%  | 14  |
| (Nothing)                                 | 59.6% | 598    | 42.4%  | 84     | 61.9%  | 40     | 61.0%  | 40     | 64.2%  | 187 | 61.4% | 26 | 67.6% | 17 | 61.9% | 75 | 66.0% | 129 |
| Weighted base:                            | 1004  | 199    |        | 64     | 65     | 292    |        | 43     | 25     | 121 | 196   |    |       |    |       |    |       |     |
| Sample:                                   | 1004  | 149    |        | 100    | 100    | 175    |        | 100    | 100    | 131 | 149   |    |       |    |       |    |       |     |

**GEN Gender of respondent:**

|                |       |     |       |     |       |     |       |     |       |     |       |    |       |    |       |    |       |     |
|----------------|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|----|-------|----|-------|----|-------|-----|
| Male           | 34.7% | 348 | 28.4% | 56  | 32.4% | 21  | 46.0% | 30  | 36.9% | 107 | 34.9% | 15 | 35.2% | 9  | 28.1% | 34 | 38.8% | 76  |
| Female         | 65.3% | 656 | 71.6% | 142 | 67.6% | 43  | 54.0% | 35  | 63.1% | 184 | 65.1% | 28 | 64.8% | 16 | 71.9% | 87 | 61.2% | 120 |
| Weighted base: | 1004  | 199 |       | 64  | 65    | 292 |       | 43  | 25    | 121 | 196   |    |       |    |       |    |       |     |
| Sample:        | 1004  | 149 |       | 100 | 100   | 175 |       | 100 | 100   | 131 | 149   |    |       |    |       |    |       |     |

**AGE Can I ask how old you are please?**

|                |       |     |       |     |       |     |       |     |       |     |       |    |       |   |       |    |       |    |
|----------------|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|----|-------|---|-------|----|-------|----|
| 18-24          | 7.1%  | 71  | 20.7% | 41  | 4.3%  | 3   | 2.3%  | 1   | 3.5%  | 10  | 7.1%  | 3  | 9.9%  | 2 | 3.5%  | 4  | 3.0%  | 6  |
| 25-34          | 11.6% | 117 | 24.1% | 48  | 8.7%  | 6   | 6.8%  | 4   | 9.2%  | 27  | 9.4%  | 4  | 17.8% | 4 | 7.0%  | 8  | 7.6%  | 15 |
| 35-44          | 17.8% | 179 | 16.6% | 33  | 26.9% | 17  | 21.0% | 14  | 16.7% | 49  | 12.1% | 5  | 10.2% | 3 | 23.4% | 28 | 15.7% | 31 |
| 45-54          | 20.6% | 206 | 19.5% | 39  | 18.9% | 12  | 14.3% | 9   | 21.0% | 61  | 2.8%  | 1  | 14.1% | 3 | 29.6% | 36 | 22.8% | 45 |
| 55-64          | 19.1% | 192 | 5.4%  | 11  | 11.6% | 7   | 22.6% | 15  | 30.0% | 88  | 26.7% | 12 | 25.1% | 6 | 8.2%  | 10 | 22.3% | 44 |
| 65+            | 23.8% | 239 | 13.8% | 27  | 29.6% | 19  | 33.1% | 21  | 19.6% | 57  | 41.9% | 18 | 22.8% | 6 | 28.3% | 34 | 28.6% | 56 |
| (Refused)      | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Weighted base: | 1004  | 199 |       | 64  | 65    | 292 |       | 43  | 25    | 121 | 196   |    |       |   |       |    |       |    |
| Sample:        | 1004  | 149 |       | 100 | 100   | 175 |       | 100 | 100   | 131 | 149   |    |       |   |       |    |       |    |

# Winchester Household Survey For Lambert Smith Hampton

Weighted:

September 2019

|                            | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |     |       |     |       |     |       |     |
|----------------------------|-------|--------|--------|--------|--------|--------|--------|--------|--------|-----|-------|-----|-------|-----|-------|-----|
| <b>PC Postcode Sector:</b> |       |        |        |        |        |        |        |        |        |     |       |     |       |     |       |     |
| GU32 1                     | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 7.7%  | 2   | 0.0%  | 0   | 0.0%  | 0   |
| PO15 5                     | 0.5%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 2.8%  | 5   |
| PO15 6                     | 3.2%  | 32     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 16.4% | 32  |
| PO15 7                     | 2.2%  | 22     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 11.1% | 22  |
| PO16 0                     | 1.2%  | 12     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 6.1%  | 12  |
| PO16 7                     | 4.0%  | 41     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 20.7% | 41  |
| PO16 8                     | 0.8%  | 8      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 4.2%  | 8   |
| PO17 5                     | 3.2%  | 32     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.7%  | 1   | 16.1% | 31  |
| PO17 6                     | 0.9%  | 9      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 1.8%  | 2   | 3.4%  | 7   |
| PO7 3                      | 0.5%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 4.3%  | 5   | 0.0%  | 0   |
| PO7 4                      | 0.7%  | 7      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 5.5%  | 7   | 0.0%  | 0   |
| PO7 5                      | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 1.5%  | 3   |
| PO7 6                      | 1.6%  | 16     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 12.3% | 15  | 0.4%  | 1   |
| PO7 7                      | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 1.8%  | 2   | 0.0%  | 0   |
| SO21 1                     | 3.7%  | 37     | 0.0%   | 0      | 0.9%   | 1      | 41.6%  | 27     | 0.0%   | 0   | 11.6% | 5   | 18.4% | 5   | 0.0%  | 0   |
| SO21 2                     | 2.2%  | 22     | 0.0%   | 0      | 10.3%  | 7      | 24.1%  | 16     | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| SO21 3                     | 2.1%  | 21     | 0.0%   | 0      | 33.4%  | 21     | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| SO22 4                     | 4.8%  | 48     | 14.9%  | 30     | 0.0%   | 0      | 28.7%  | 19     | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| SO22 5                     | 5.1%  | 51     | 25.2%  | 50     | 0.0%   | 0      | 1.5%   | 1      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| SO22 6                     | 4.0%  | 40     | 17.8%  | 35     | 8.0%   | 5      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| SO23 0                     | 2.0%  | 20     | 10.2%  | 20     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| SO23 7                     | 5.2%  | 52     | 10.9%  | 22     | 47.5%  | 30     | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| SO23 8                     | 1.5%  | 15     | 7.5%   | 15     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| SO23 9                     | 2.7%  | 27     | 13.5%  | 27     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| SO24 0                     | 1.1%  | 11     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 1.8%  | 1   | 39.8% | 10  | 0.0%  | 0   |
| SO24 9                     | 3.7%  | 37     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 86.5% | 37  | 0.0%  | 0   | 0.0%  | 0   |
| SO30 2                     | 2.2%  | 22     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 11.4% | 22  |
| SO32 1                     | 6.4%  | 64     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.5%   | 1   | 0.0%  | 0   | 19.6% | 5   | 47.9% | 58  |
| SO32 2                     | 3.8%  | 38     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 4.0%  | 1   | 21.3% | 26  |
| SO32 3                     | 0.8%  | 8      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 10.5% | 3   | 4.4%  | 5   |
| SO50 4                     | 1.6%  | 16     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 5.6%   | 16  | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| SO50 5                     | 1.6%  | 16     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 5.4%   | 16  | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| SO50 6                     | 3.9%  | 39     | 0.0%   | 0      | 0.0%   | 0      | 2.7%   | 2      | 12.8%  | 37  | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| SO50 7                     | 7.5%  | 76     | 0.0%   | 0      | 0.0%   | 0      | 1.5%   | 1      | 25.6%  | 75  | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| SO50 8                     | 3.8%  | 38     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 13.2%  | 38  | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| SO50 9                     | 1.3%  | 13     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 4.4%   | 13  | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| SO53 1                     | 1.5%  | 15     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 5.1%   | 15  | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| SO53 2                     | 3.8%  | 38     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 13.0%  | 38  | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| SO53 3                     | 1.7%  | 17     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 5.8%   | 17  | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| SO53 4                     | 1.7%  | 17     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 5.9%   | 17  | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| SO53 5                     | 0.8%  | 8      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.7%   | 8   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Weighted base:             | 1004  | 199    |        | 64     |        | 65     |        | 292    |        | 43  |       | 25  |       | 121 |       | 196 |
| Sample:                    | 1004  | 149    |        | 100    |        | 100    |        | 175    |        | 100 |       | 100 |       | 131 |       | 149 |

**QUOTA Zone**

|                |       |     |        |     |        |     |        |     |        |     |        |     |        |     |        |     |
|----------------|-------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Zone 1         | 19.8% | 199 | 100.0% | 199 | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   |
| Zone 2         | 6.4%  | 64  | 0.0%   | 0   | 100.0% | 64  | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   |
| Zone 3         | 6.5%  | 65  | 0.0%   | 0   | 0.0%   | 0   | 100.0% | 65  | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   |
| Zone 4         | 29.0% | 292 | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 100.0% | 292 | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   |
| Zone 5         | 4.3%  | 43  | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 100.0% | 43  | 0.0%   | 0   | 0.0%   | 0   |
| Zone 6         | 2.5%  | 25  | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 100.0% | 25  | 0.0%   | 0   |
| Zone 7         | 12.1% | 121 | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 100.0% | 121 |
| Zone 8         | 19.5% | 196 | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 196 |
| Weighted base: | 1004  | 199 |        | 64  |        | 65  |        | 292 |        | 43  |        | 25  |        | 121 |        | 196 |
| Sample:        | 1004  | 149 |        | 100 |        | 100 |        | 175 |        | 100 |        | 100 |        | 131 |        | 149 |

## Appendix 5:

### Sample Questionnaire

Job No: 080919

Winchester Retail, Leisure and Town Centres Uses Study Household Survey (for the Winchester City Council)

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

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

YES – CONTINUE INTERVIEW.

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

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

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

#Food Food list

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

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

DO NOT READ OUT. ONE ANSWER ONLY.

#NetFc Internet food list

**GO TO Q07**

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

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

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

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

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

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

DO NOT READ OUT. ONE ANSWER ONLY.

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

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

|            |   |           |
|------------|---|-----------|
| <b>Q05</b> | <b>When you visit (LOCATION MENTIONED AT Q01) for your main food shopping, do you combine your shopping with other activities (for example non-food shopping, leisure / entertainment, visiting restaurants, bars, banks, etc.)?</b><br>DO NOT READ OUT. CAN BE MULTICODED. PROBE FULLY. Anywhere else? |           |
| 1          | Yes - non-food shopping   | GO TO Q06 |
| 2          | Yes - other food shopping   | GO TO Q06 |
| 3          | Yes - bars / pubs   | GO TO Q06 |
| 4          | Yes - bingo   | GO TO Q06 |
| 5          | Yes - cafés   | GO TO Q06 |
| 6          | Yes - cinemas   | GO TO Q06 |
| 7          | Yes - get petrol  | GO TO Q06 |
| 8          | Yes - go to park  | GO TO Q06 |
| 9          | Yes - gyms / health and fitness   | GO TO Q06 |
| A          | Yes - library   | GO TO Q06 |
| B          | Yes - markets   | GO TO Q06 |
| C          | Yes - meeting family  | GO TO Q06 |
| D          | Yes - meeting friends   | GO TO Q06 |
| E          | Yes - museums / art gallery   | GO TO Q06 |
| F          | Yes - other service (e.g. travel agent, estate agent etc.)  | GO TO Q06 |
| G          | Yes - personal service (e.g. hairdressers, beauty salon etc.)   | GO TO Q06 |
| H          | Yes - restaurants   | GO TO Q06 |
| I          | Yes - swimming  | GO TO Q06 |
| J          | Yes - theatre   | GO TO Q06 |
| K          | Yes - visiting services such as banks and other financial institutions  | GO TO Q06 |
| L          | Yes - work  | GO TO Q06 |
| M          | Yes - other (PLEASE WRITE IN)   | GO TO Q06 |
| N          | (No)  | GO TO Q07 |
| O          | (Don't know)  | GO TO Q07 |

Those who combine their main food shopping trip with other activities at Q05:

**Q06** **When you combine your trip with other activities, where do you normally go?**  
DO NOT READ OUT. ONE ANSWER ONLY. IF RESPONDENT SAYS THE LOCATION VARIES - ASK FOR THE LOCATION THEY USE THE MOST.

#NonFi Non-Food List

**Q07** **In addition to (LOCATION MENTIONED AT Q01), is there anywhere else you regularly use for your main-food shopping?**  
DO NOT READ OUT. ONE ANSWER ONLY. INTERVIEWER - INCLUDE STORES FULL NAME (E.G. TESCO EXTRA, TESCO EXPRESS, ETC) AND ADDRESS. IF VARIES ASK IF THERE IS A LOCATION THEY USE MORE THAN OTHERS EVEN IF SLIGHTLY, IF STILL VARIES ASK THE PLACE THEY USED LAST (EXCLUDING LOCATION MENTIONED AT Q01).

#Food Food list

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

**Q08** **Which internet / home delivery retailer do you use?**  
DO NOT READ OUT. ONE ANSWER ONLY.

#NetFc Internet food list

**Q09** **In addition to your main food shopping, where do you normally do most of your household's small scale top-up food shopping (i.e. the store you visit regularly (2+ times a week) to buy bread, milk, etc.. on a day-to-day basis)?**  
DO NOT READ OUT. ONE ANSWER ONLY. INTERVIEWER - INCLUDE STORES FULL NAME (E.G. TESCO EXTRA, TESCO EXPRESS, ETC) AND ADDRESS. IF VARIES ASK IF THERE IS A LOCATION THEY USE MORE THAN OTHERS EVEN IF SLIGHTLY AS THEY CAN STATE ANOTHER LOCATION AT Q08, IF STILL VARIES ASK THE PLACE THEY USED LAST.

#Food Food List

Those who do their top-up food shopping via the Internet at Q09:

**Q10** **Which internet / home delivery retailer do you use?**  
DO NOT READ OUT. ONE ANSWER ONLY.

#NetFc Internet food list

Those who do top-up shopping at Q09:

**Q11** **In addition to (LOCATION MENTIONED AT Q09), is there anywhere else you regularly use for your household's small scale top-up food shopping?**  
DO NOT READ OUT. ONE ANSWER ONLY. INTERVIEWER - INCLUDE STORES FULL NAME (E.G. TESCO EXTRA, TESCO EXPRESS, ETC) AND ADDRESS. IF VARIES ASK IF THERE IS A LOCATION THEY USE MORE THAN OTHERS EVEN IF SLIGHTLY, IF STILL VARIES ASK THE PLACE THEY USED LAST (EXCLUDING LOCATION MENTIONED AT Q07).

#Food Food List

Those who do top-up shopping via the Internet at Q11:

**Q12** **Which internet / home delivery retailer do you use?**  
DO NOT READ OUT. ONE ANSWER ONLY.

#NetFc Internet food list

Those who do top-up shopping at Q09:

**Q13** **Of all the money you spend on your main and top-up food shopping, what proportion goes to your main food shopping?**  
DO NOT PROMPT. ONE ANSWER ONLY.

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

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

**Q14 Where do you normally do most of your household's shopping for men's, women's, children's and baby clothing and footwear? NOTE we mean fashion items - NOT sports clothing and footwear**  
DO NOT READ OUT. ONE ANSWER ONLY.  
INTERVIEWER NOTE: PLEASE PROBE FULLY FOR ROAD NAME AND LOCATION IF LOCATED OUT OF CENTRE.

#NonFi Non-Food List

**Those who buy clothing and footwear (excluding via the Internet) at Q14:**

**Q15 How do you normally travel to (LOCATION MENTIONED AT Q14)?**  
DO NOT READ OUT. ONE ANSWER ONLY

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

**Q16 Where do you normally do most of your household's shopping for CDs, vinyl, DVDs, Blurays, etc.) (Excluding gaming)?**  
DO NOT READ OUT. ONE ANSWER ONLY.  
INTERVIEWER NOTE: PLEASE PROBE FULLY FOR ROAD NAME AND LOCATION IF LOCATED OUT OF CENTRE.

#NonFi Non-Food List

**Q17 Where do you normally do most of your household's shopping for audio visual, photographic, computer items (such as TVs, cameras, ipads, telephones etc) and all other domestic electrical goods (such as irons, kettles, fridges, freezers, dishwashers etc)?**  
DO NOT READ OUT. ONE ANSWER ONLY.  
INTERVIEWER NOTE: PLEASE PROBE FULLY FOR ROAD NAME AND LOCATION IF LOCATED OUT OF CENTRE.

#NonFi Non-Food List

**Q18 Where do you normally do most of your household's shopping for books (incl. encyclopaedias, text books, guidebooks and musical scores) and stationery (incl. writing pads, envelopes pens, diaries, etc.) and drawing materials?**  
DO NOT READ OUT. ONE ANSWER ONLY.  
INTERVIEWER NOTE: PLEASE PROBE FULLY FOR ROAD NAME AND LOCATION IF LOCATED OUT OF CENTRE.

#NonFi Non-Food List

**Q19 Where do you normally do most of your household's shopping for games & toys; pets and pet products; hobby items; sport clothing / footwear and equipment; camping goods; bicycles; and musical instruments?**  
DO NOT READ OUT. ONE ANSWER ONLY.  
INTERVIEWER NOTE: PLEASE PROBE FULLY FOR ROAD NAME AND LOCATION IF LOCATED OUT OF CENTRE.

#NonFi Non-Food List

**Q20 Where do you normally do most of your household's shopping for furniture, carpets, other floor coverings and household textiles (includes beds, sofas, tables, etc)?**  
DO NOT READ OUT. ONE ANSWER ONLY.  
INTERVIEWER NOTE: PLEASE PROBE FULLY FOR ROAD NAME AND LOCATION IF LOCATED OUT OF CENTRE.

#NonFi Non-Food List

**Q21 Where do you normally do most of your household's shopping for DIY goods, decorating supplies and garden products (such as drills, lawn mowers, hammers, hedge cutters, garden tools, plants, shrubs etc)?**  
DO NOT READ OUT. ONE ANSWER ONLY.  
INTERVIEWER NOTE: PLEASE PROBE FULLY FOR ROAD NAME AND LOCATION IF LOCATED OUT OF CENTRE.

#NonFi Non-Food List

**Q22 Where do you normally do most of your household's shopping on all goods for personal care (including, electric razors, hair dryers, bathroom scales, cosmetics, perfume, toothpaste, etc), other medical and pharmaceutical products (e.g. vitamins, plasters) and therapeutic appliances (e.g. spectacles, hearing aids, wheelchairs, contact lenses etc)?**  
DO NOT READ OUT. ONE ANSWER ONLY.  
INTERVIEWER NOTE: PLEASE PROBE FULLY FOR ROAD NAME AND LOCATION IF LOCATED OUT OF CENTRE.

#NonFi Non-Food List

**Q23 Where do you normally do most of your household's shopping on all other goods including jewellery & watches; glassware, china, tableware and household utensils; and other personal effects (e.g. travel goods, suitcases, prams, sunglasses);**  
DO NOT READ OUT. ONE ANSWER ONLY.  
INTERVIEWER NOTE: PLEASE PROBE FULLY FOR ROAD NAME AND LOCATION IF LOCATED OUT OF CENTRE.

#NonFi Non-Food List

**READ OUT: I would now like to ask you some questions about your non-food shopping habits / preferences.**

**Q24 How often do you or your household visit Winchester City Centre for shopping and other town centre activities?**  
DO NOT READ OUT. ONE ANSWER ONLY.

- 1 Daily
- 2 4-6 days a week
- 3 2-3 days a week
- 4 One day a week
- 5 Every two weeks
- 6 Monthly
- 7 Once every two months
- 8 3-4times a year
- 9 Twice a year
- A Once a year
- B Less often
- C Never
- D (Don't know)
- E (Varies)

GO TO Q26

**Those who visit Winchester City Centre at Q24:**

**Q25 What do you like about Winchester City Centre?**

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

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

- 001 Attractive environment / nice place
- 002 Close to friends or relatives
- 003 Close to home
- 004 Close to work
- 005 Compact
- 006 Easy to get to by bike
- 007 Easy to get to by bus
- 008 Easy to get to by car
- 009 Easy to park
- 010 Good facilities in general
- 011 Good food stores
- 012 Good pubs, cafés or restaurants
- 013 Good range of non-food shops
- 014 Good range of independent shops
- 015 Good range of 'high street' retailers/ multiples
- 016 Affordable shops
- 017 High quality shops
- 018 The street market
- 019 Makes a change from other places
- 020 Quiet
- 021 Safe and secure
- 022 Traditional
- 023 History
- 024 Unique place
- 025 Other (PLEASE WRITE IN)
- 026 (Dont know)
- 027 (Nothing / very little)

**Q26 What could be improved about Winchester City Centre that would make you visit it more often?**

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

- 001 Better access by road
- 002 Better public transport
- 003 Better signposting
- 004 Cleaner streets
- 005 Facilities which would assist you if shopping with children
- 006 Free car parking
- 007 More / better town centre events
- 008 More / better comparison retailers (i.e. non-food shops)
- 009 More / better value or affordable shops
- 010 More / better entertainment
- 011 More / better places for eating out (e.g. cafes and restaurants)
- 012 More / better food shops
- 013 More / better parking
- 014 More / better pedestrianised streets
- 015 More / better public conveniences
- 016 More / better seats / flower displays
- 017 More / better services
- 018 More advertising
- 019 More national multiple shops / High Street shops
- 020 More independent shops
- 021 Street markets - physical improvements
- 022 Street markets - better range and quality of offer
- 023 Protection from the weather (e.g. covered shopping mall)
- 024 Shops / services open on Sundays
- 025 Other (PLEASE WRITE IN)
- 026 (Don't know)
- 027 (Nothing)

**Q27 How often do you or your household visit Whiteley Shopping Centre for shopping and other town centre activities?**  
DO NOT READ OUT. ONE ANSWER ONLY.

- 1 Daily
- 2 4-6 days a week
- 3 2-3 days a week
- 4 One day a week
- 5 Every two weeks
- 6 Monthly
- 7 Once every two months
- 8 Three-four times a year
- 9 Twice a year
- A Once a year
- B Less often
- C Never
- D (Don't know)
- E (Varies)

GO TO Q29

**Those who visit Whiteley Shopping Centre at Q24:**

**Q28 What do you like about Whiteley Shopping Centre?**

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

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

- 001 Attractive environment / nice place
- 002 Close to friends or relatives
- 003 Close to home
- 004 Close to work
- 005 Compact
- 006 Easy to get to by bike
- 007 Easy to get to by bus
- 008 Easy to get to by car
- 009 Easy to park
- 010 Good facilities in general
- 011 Good food stores
- 012 Good pubs, cafés or restaurants
- 013 Good range of non-food shops
- 014 Good range of independent shops
- 015 Good range of 'high street' retailers/ multiples
- 016 Affordable shops
- 017 High quality shops
- 018 Makes a change from other places
- 019 Quiet
- 020 Safe and secure
- 021 Modern
- 022 Everything 'under one roof'
- 023 Other (PLEASE WRITE IN)
- 024 (Dont know)
- 025 (Nothing / very little)

**Q29 What could be improved about Whiteley Shopping Centre that would make you visit it more often?**

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

- 001 Better access by road
- 002 Better public transport
- 003 Better signposting
- 004 Cleaner streets
- 005 Facilities which would assist you if shopping with children
- 006 Free car parking
- 007 More / better town centre events
- 008 More / better comparison retailers (i.e. non-food shops)
- 009 More / better value or affordable shops
- 010 More / better entertainment
- 011 More / better places for eating out (e.g. cafes and restaurants)
- 012 More / better food shops
- 013 More / better parking
- 014 More / better pedestrianised streets
- 015 More / better public conveniences
- 016 More / better seats / flower displays
- 017 More / better services
- 018 More advertising
- 019 More national multiple shops / High Street shops
- 020 More independent shops
- 021 A street market
- 022 Shops / services open on Sundays
- 023 Other (PLEASE WRITE IN)
- 024 (Don't know)
- 025 (Nothing)

**Q30 How often do you or your household visit New Alresford Town Centre for shopping and other town centre activities?**  
DO NOT READ OUT. ONE ANSWER ONLY.

- 1 Daily
- 2 4-6 days a week
- 3 2-3 days a week
- 4 One day a week
- 5 Every two weeks
- 6 Monthly
- 7 Once every two months
- 8 Three-four times a year
- 9 Twice a year
- A Once a year
- B Less often
- C Never
- D (Don't know)
- E (Varies)

GO TO Q32

**Those who visit New Alresford Town Centre at Q31:**

**Q31 What do you like about New Alresford Town Centre?**  
DO NOT READ OUT. CODE UP TO THREE RESPONSES ONLY.  
IF THE RESPONDENT STATES THEY LIKE A SPECIFIC SHOP OR ATTRACTION USE THE OTHER BOX TO GIVE FULL DETAILS OF THE SHOP AND IT'S NAME OR THE ATTRACTION AND IT'S NAME

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

**Q32 What could be improved about New Alresford Town Centre that would make you visit it more often?**  
DO NOT READ OUT. CAN BE MULTICODED. PROBE FULLY. Anything else?

- 001 Better access by road
- 002 Better public transport
- 003 Better signposting
- 004 Cleaner streets
- 005 Facilities which would assist you if shopping with children
- 006 Free car parking
- 007 More / better town centre events
- 008 More / better comparison retailers (i.e. non-food shops)
- 009 More / better value or affordable shops
- 010 More / better entertainment
- 011 More / better places for eating out (e.g. cafes and restaurants)
- 012 More / better food shops
- 013 More / better parking
- 014 More / better pedestrianised streets
- 015 More / better public conveniences
- 016 More / better seats / flower displays
- 017 More / better services
- 018 More advertising
- 019 More national multiple shops / High Street shops
- 020 More independent shops
- 021 Street markets - physical improvements
- 022 Street markets - better range and quality of offer
- 023 Protection from the weather (e.g. covered shopping mall)
- 024 Shops / services open on Sundays
- 025 Other (PLEASE WRITE IN)
- 026 (Don't know)
- 027 (Nothing)

**Q33 How often do you or your household visit Bishop's Waltham Town Centre for shopping and other town centre activities?**  
DO NOT READ OUT. ONE ANSWER ONLY.

- 1 Daily
- 2 4-6 days a week
- 3 2-3 days a week
- 4 One day a week
- 5 Every two weeks
- 6 Monthly
- 7 Once every two months
- 8 Three-four times a year
- 9 Twice a year
- A Once a year
- B Less often
- C Never
- D (Don't know)
- E (Varies)

GO TO Q35

**Those who visit Bishop's Waltham Town Centre at Q33:**

**Q34 What do you like about Bishop's Waltham Town Centre?**  
DO NOT READ OUT. CODE UP TO THREE RESPONSES ONLY.  
IF THE RESPONDENT STATES THEY LIKE A SPECIFIC SHOP OR ATTRACTION USE THE OTHER BOX TO GIVE FULL DETAILS OF THE SHOP AND IT'S NAME OR THE ATTRACTION AND IT'S NAME

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

**Q35 What could be improved about Bishop's Waltham Town Centre that would make you visit it more often?**  
DO NOT READ OUT. CAN BE MULTICODED. PROBE FULLY. Anything else?

- 001 Better access by road
- 002 Better public transport
- 003 Better signposting
- 004 Cleaner streets
- 005 Facilities which would assist you if shopping with children
- 006 Free car parking
- 007 More / better town centre events
- 008 More / better comparison retailers (i.e. non-food shops)
- 009 More / better value or affordable shops
- 010 More / better entertainment
- 011 More / better places for eating out (e.g. cafes and restaurants)
- 012 More / better food shops
- 013 More / better parking
- 014 More / better pedestrianised streets
- 015 More / better public conveniences
- 016 More / better seats / flower displays
- 017 More / better services
- 018 More advertising
- 019 More national multiple shops / High Street shops
- 020 More independent shops
- 021 Street markets - physical improvements
- 022 Street markets - better range and quality of offer
- 023 Protection from the weather (e.g. covered shopping mall)
- 024 Shops / services open on Sundays
- 025 Other (PLEASE WRITE IN)
- 026 (Don't know)
- 027 (Nothing)

**READ OUT: I would now like to ask you some questions about your leisure habits / preferences.**

**Q36 Do you or your household visit the following leisure attractions?**

READ OUT. SELECT ALL THAT APPLY.

- |   |   |           |
|---|---|-----------|
| 1 | Bingo / casino / bookmaker                                  | GO TO Q37 |
| 2 | Cinema  | GO TO Q38 |
| 3 | Gym / health club / sports facility                         | GO TO Q39 |
| 4 | Theatre / concert / music venue                             | GO TO Q40 |
| 5 | Museum / gallery or place of historical / cultural interest | GO TO Q41 |
| 6 | Pub / bar / nightclub                                       | GO TO Q42 |
| 7 | Restaurant / café / Eating out                              | GO TO Q43 |
| 8 | Family entertainment (e.g. tenpin bowling, skating rink)    | GO TO Q44 |
| 9 | Other activity (PLEASE WRITE IN)                            | GO TO Q45 |
| A | (Don't visit <b>ANY</b> leisure activities)                 | GO TO Q46 |

**Those who visit Bingo / casino / bookmakers at Q36:**

**Q37 Where do you or members of your household normally go to play bingo or visit casinos or bookmakers?**

DO NOT READ OUT. ONE ANSWER ONLY.

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

#Leisur Leisure List

**Those who visit Cinema at Q36:**

**Q38 Where do you or members of your household normally go to the cinema?**

DO NOT READ OUT. ONE ANSWER ONLY.

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

#Leisur Leisure List

**Those who visit gym / healthclub / sports facility at Q36:**

**Q39 Where do you or members of your household normally go to use a gym / healthclub / sports facility?**

DO NOT READ OUT. ONE ANSWER ONLY.

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

#Leisur Leisure List

**Those who visit the theatre / concert / music venues at Q36:**

**Q40 Where do you or members of your household normally go to visit the theatre, watch a concert or watch live music?**

DO NOT READ OUT. ONE ANSWER ONLY.

#Leisur Leisure List

**Those who visit museum / gallery or place of historical / cultural interest at Q36:**

**Q41 Where do you or members of your household normally go to a museum, gallery, or other place of historical / cultural interest?**

DO NOT READ OUT. ONE ANSWER ONLY.

#Leisur Leisure List

**Those who visit pubs / bars / nightclubs at Q36:**

**Q42 What location (e.g. town centre, shopping centre, retail/ leisure park) do you or members of your household normally go to when visiting pubs / bars / nightclubs?**

DO NOT READ OUT. ONE ANSWER ONLY.

#Leisur Leisure List

**Those who visit restaurants / cafés at Q36:**

**Q43 What location (e.g. town centre, shopping centre, retail/ leisure park) do you or members of your household normally go to for eating out (e.g. cafes and restaurants)?**

DO NOT READ OUT. ONE ANSWER ONLY.

#Leisur Leisure List

**Those who partake in family entertainment activities at Q36:**

**Q44 Where do you or members of your household normally go for family entertainment?**

DO NOT READ OUT. ONE ANSWER ONLY.

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

#Leisur Leisure List

**Those who go to other leisure attractions at Q36:**

**Q45 Where do you or members of your household normally go for (OTHER ACTIVITY FROM Q36)?**

DO NOT READ OUT. ONE ANSWER ONLY.

#Leisur Leisure List

**Q46** What improvements could be made to the leisure offer in Winchester City Council area that would make you visit / partake in leisure activities more often?  
**IMPORTANT THAT THE RESPONDENT KNOWS THAT IT IS THE WINCHESTER CITY COUNCIL AREA THIS QUESTION RELATES TO AND NOT JUST THE CITY.**  
DO NOT READ OUT. CODE UP TO THREE RESPONSES ONLY.

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

**GEN** Gender of respondent:  
DO NOT READ OUT. CODE FROM OBSERVATION.

- 1 Male
- 2 Female

**AGE** Can I ask how old you are please?  
DO NOT READ OUT. ONE ANSWER ONLY.

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

**Thank & Close**

**Appendix C**

**In-Centre Survey**



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**Winchester In Centre Survey**  
**for**  
**Lambert Smith Hampton**

November 2019

Job Ref: 031019

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# Introduction

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## 1.1 Research Background & Objectives

To conduct an independent face to face survey amongst a sample of visitors to Winchester City Centre.

The main aims and objectives of the study were as follows:

- To find out respondents' main purpose for visiting;
- To find out how much respondents have spent;
- To find out what respondents like most about the centre;
- To find out what improvements would make people visit the centre more often.

## 1.2 Research Methodology

A total of 150 face to face interviews were conducted. Fieldwork was carried out between Wednesday 23<sup>rd</sup> October and Tuesday 5<sup>th</sup> November 2019.

Interviews were conducted using NEMS field interviewers. We engaged our resident professional field market researchers on this project, virtually all of who possess substantial experience in shopper research studies.

The interviews were subject to a 10% random back check to ensure the survey was being conducted to the required standard.

### 1.3 Statistical Accuracy

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

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

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

*For example, if 50% of a sample of 150 answers “Yes” to a question we can be 95% sure that between 42.0% and 58.0% of the population holds the same opinion (i.e. +/- 8.0%).*

| <b>%age Response</b> | <b>95% confidence interval</b> |
|----------------------|--------------------------------|
| 10%                  | ±4.8%                          |
| 20%                  | ±6.4%                          |
| 30%                  | ±7.3%                          |
| 40%                  | ±7.8%                          |
| 50%                  | ±8.0%                          |

## 1.4 Data Tables

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

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

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

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

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

## **Appendix 1:**

Data Tabulations  
By Demographics

# Winchester In Centre Survey for Lambert Smith Hampton

|  | Total | Male | Female | 18 - 34 | 35 - 54 | 55 + | ABC1  | C2DE | Resident of<br>Winchester<br>City Council<br>area | Non-Resident<br>of Winchester<br>City Council<br>area |       |    |       |     |       |    |        |    |        |    |
|--|-------|------|--------|---------|---------|------|-------|------|---|---|-------|----|-------|-----|-------|----|--------|----|--------|----|
| <b>Q01 Are you a resident of Winchester City Council area?</b> |       |      |        |         |         |      |       |      |   |   |       |    |       |     |       |    |        |    |        |    |
| Yes  | 65.3% | 98   | 92.9%  | 13      | 62.5%   | 85   | 60.6% | 20   | 53.8%   | 21  | 73.1% | 57 | 63.2% | 79  | 76.0% | 19 | 100.0% | 98 | 0.0%   | 0  |
| No   | 34.7% | 52   | 7.1%   | 1       | 37.5%   | 51   | 39.4% | 13   | 46.2%   | 18  | 26.9% | 21 | 36.8% | 46  | 24.0% | 6  | 0.0%   | 0  | 100.0% | 52 |
| Base:  |       | 150  |        | 14      |         | 136  |       | 33   |   | 39  |       | 78 |       | 125 |       | 25 |        | 98 |        | 52 |

# Winchester In Centre Survey for Lambert Smith Hampton

|  | Total | Male |       | Female |       | 18 - 34 |       | 35 - 54 |       | 55 + |       | ABC1 |       | C2DE |       | Resident of<br>Winchester<br>City Council<br>area |       | Non-Resident<br>of Winchester<br>City Council<br>area |       |    |
|--|-------|------|-------|--------|-------|---------|-------|---------|-------|------|-------|------|-------|------|-------|---|-------|---|-------|----|
| <b>Q02 What is the main purpose of your visit to Winchester City Centre today?</b> |       |      |       |        |       |         |       |         |       |      |       |      |       |      |       |   |       |   |       |    |
| For food shopping (not take-away, café, restaurant)                                | 9.3%  | 14   | 14.3% | 2      | 8.8%  | 12      | 6.1%  | 2       | 5.1%  | 2    | 12.8% | 10   | 8.8%  | 11   | 12.0% | 3   | 12.2% | 12  | 3.8%  | 2  |
| For non-food shopping (e.g. electrical, household goods, clothes & shoes)          | 16.0% | 24   | 7.1%  | 1      | 16.9% | 23      | 15.2% | 5       | 20.5% | 8    | 14.1% | 11   | 12.0% | 15   | 36.0% | 9   | 17.3% | 17  | 13.5% | 7  |
| For both food and non-food shopping  | 10.0% | 15   | 42.9% | 6      | 6.6%  | 9       | 6.1%  | 2       | 5.1%  | 2    | 14.1% | 11   | 12.0% | 15   | 0.0%  | 0   | 15.3% | 15  | 0.0%  | 0  |
| For shopping in general  | 24.7% | 37   | 21.4% | 3      | 25.0% | 34      | 27.3% | 9       | 46.2% | 18   | 12.8% | 10   | 26.4% | 33   | 16.0% | 4   | 25.5% | 25  | 23.1% | 12 |
| For window shopping / browsing   | 2.7%  | 4    | 7.1%  | 1      | 2.2%  | 3       | 3.0%  | 1       | 2.6%  | 1    | 2.6%  | 2    | 3.2%  | 4    | 0.0%  | 0   | 1.0%  | 1   | 5.8%  | 3  |
| To visit cafes/ restaurants/ takeaways   | 2.0%  | 3    | 0.0%  | 0      | 2.2%  | 3       | 3.0%  | 1       | 0.0%  | 0    | 2.6%  | 2    | 1.6%  | 2    | 4.0%  | 1   | 2.0%  | 2   | 1.9%  | 1  |
| To visit the street market   | 0.0%  | 0    | 0.0%  | 0      | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  |
| To visit the bank and other financial services                                     | 8.7%  | 13   | 0.0%  | 0      | 9.6%  | 13      | 0.0%  | 0       | 0.0%  | 0    | 16.7% | 13   | 7.2%  | 9    | 16.0% | 4   | 10.2% | 10  | 5.8%  | 3  |
| To visit health facilities (e.g. GP, dentist, etc)                                 | 1.3%  | 2    | 0.0%  | 0      | 1.5%  | 2       | 0.0%  | 0       | 0.0%  | 0    | 2.6%  | 2    | 1.6%  | 2    | 0.0%  | 0   | 1.0%  | 1   | 1.9%  | 1  |
| To visit visitor/tourist attractions   | 0.7%  | 1    | 0.0%  | 0      | 0.7%  | 1       | 3.0%  | 1       | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 4.0%  | 1   | 0.0%  | 0   | 1.9%  | 1  |
| To visit other services (e.g. travel agent, estate agent etc.)                     | 0.0%  | 0    | 0.0%  | 0      | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  |
| To visit personal services (e.g. hair salon, beauty salon, barber, etc)            | 3.3%  | 5    | 0.0%  | 0      | 3.7%  | 5       | 3.0%  | 1       | 5.1%  | 2    | 2.6%  | 2    | 3.2%  | 4    | 4.0%  | 1   | 3.1%  | 3   | 3.8%  | 2  |
| To visit the library   | 1.3%  | 2    | 0.0%  | 0      | 1.5%  | 2       | 0.0%  | 0       | 2.6%  | 1    | 1.3%  | 1    | 1.6%  | 2    | 0.0%  | 0   | 2.0%  | 2   | 0.0%  | 0  |
| To visit museums / art gallery   | 1.3%  | 2    | 7.1%  | 1      | 0.7%  | 1       | 0.0%  | 0       | 0.0%  | 0    | 2.6%  | 2    | 0.8%  | 1    | 4.0%  | 1   | 0.0%  | 0   | 3.8%  | 2  |
| For business purposes  | 1.3%  | 2    | 0.0%  | 0      | 1.5%  | 2       | 0.0%  | 0       | 2.6%  | 1    | 1.3%  | 1    | 1.6%  | 2    | 0.0%  | 0   | 0.0%  | 0   | 3.8%  | 2  |
| Employment   | 2.7%  | 4    | 0.0%  | 0      | 2.9%  | 4       | 9.1%  | 3       | 2.6%  | 1    | 0.0%  | 0    | 3.2%  | 4    | 0.0%  | 0   | 1.0%  | 1   | 5.8%  | 3  |
| Betting shop / amusements  | 0.0%  | 0    | 0.0%  | 0      | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  |
| To meet family   | 3.3%  | 5    | 0.0%  | 0      | 3.7%  | 5       | 3.0%  | 1       | 2.6%  | 1    | 3.8%  | 3    | 4.0%  | 5    | 0.0%  | 0   | 2.0%  | 2   | 5.8%  | 3  |
| To meet friends  | 5.3%  | 8    | 0.0%  | 0      | 5.9%  | 8       | 6.1%  | 2       | 2.6%  | 1    | 6.4%  | 5    | 6.4%  | 8    | 0.0%  | 0   | 2.0%  | 2   | 11.5% | 6  |
| Education  | 2.0%  | 3    | 0.0%  | 0      | 2.2%  | 3       | 9.1%  | 3       | 0.0%  | 0    | 0.0%  | 0    | 1.6%  | 2    | 4.0%  | 1   | 1.0%  | 1   | 3.8%  | 2  |
| Other (PLEASE WRITE IN)  | 0.0%  | 0    | 0.0%  | 0      | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  |
| Attending a graduation   | 0.7%  | 1    | 0.0%  | 0      | 0.7%  | 1       | 3.0%  | 1       | 0.0%  | 0    | 0.0%  | 0    | 0.8%  | 1    | 0.0%  | 0   | 0.0%  | 0   | 1.9%  | 1  |
| Gym  | 1.3%  | 2    | 0.0%  | 0      | 1.5%  | 2       | 0.0%  | 0       | 0.0%  | 0    | 2.6%  | 2    | 1.6%  | 2    | 0.0%  | 0   | 2.0%  | 2   | 0.0%  | 0  |
| Volunteering   | 1.3%  | 2    | 0.0%  | 0      | 1.5%  | 2       | 3.0%  | 1       | 0.0%  | 0    | 1.3%  | 1    | 1.6%  | 2    | 0.0%  | 0   | 1.0%  | 1   | 1.9%  | 1  |
| (Don't know / unsure)  | 0.7%  | 1    | 0.0%  | 0      | 0.7%  | 1       | 0.0%  | 0       | 2.6%  | 1    | 0.0%  | 0    | 0.8%  | 1    | 0.0%  | 0   | 1.0%  | 1   | 0.0%  | 0  |
| Base:  |       | 150  |       | 14     |       | 136     |       | 33      |       | 39   |       | 78   |       | 125  |       | 25  |       | 98  |       | 52 |

## Winchester In Centre Survey for Lambert Smith Hampton

|   | Total | Male |       | Female |       | 18 - 34 |       | 35 - 54 |       | 55 + |       | ABC1 |       | C2DE |       | Resident of<br>Winchester<br>City Council<br>area |       | Non-Resident<br>of Winchester<br>City Council<br>area |       |    |
|---|-------|------|-------|--------|-------|---------|-------|---------|-------|------|-------|------|-------|------|-------|---|-------|---|-------|----|
| <b>Q03 What else if anything will you be doing here today?</b>            |       |      |       |        |       |         |       |         |       |      |       |      |       |      |       |   |       |   |       |    |
| For food shopping (not take-away, café, restaurant)                       | 9.3%  | 14   | 14.3% | 2      | 8.8%  | 12      | 6.1%  | 2       | 7.7%  | 3    | 11.5% | 9    | 8.8%  | 11   | 12.0% | 3   | 12.2% | 12  | 3.8%  | 2  |
| For non-food shopping (e.g. electrical, household goods, clothes & shoes) | 9.3%  | 14   | 0.0%  | 0      | 10.3% | 14      | 0.0%  | 0       | 7.7%  | 3    | 14.1% | 11   | 9.6%  | 12   | 8.0%  | 2   | 8.2%  | 8   | 11.5% | 6  |
| For both food and non-food shopping                                       | 2.0%  | 3    | 0.0%  | 0      | 2.2%  | 3       | 0.0%  | 0       | 0.0%  | 0    | 3.8%  | 3    | 2.4%  | 3    | 0.0%  | 0   | 2.0%  | 2   | 1.9%  | 1  |
| For shopping in general   | 18.0% | 27   | 14.3% | 2      | 18.4% | 25      | 21.2% | 7       | 15.4% | 6    | 17.9% | 14   | 16.0% | 20   | 28.0% | 7   | 15.3% | 15  | 23.1% | 12 |
| For window shopping / browsing  | 13.3% | 20   | 14.3% | 2      | 13.2% | 18      | 18.2% | 6       | 23.1% | 9    | 6.4%  | 5    | 14.4% | 18   | 8.0%  | 2   | 10.2% | 10  | 19.2% | 10 |
| To visit cafes/ restaurants/ takeaways                                    | 20.0% | 30   | 28.6% | 4      | 19.1% | 26      | 36.4% | 12      | 17.9% | 7    | 14.1% | 11   | 20.8% | 26   | 16.0% | 4   | 18.4% | 18  | 23.1% | 12 |
| To visit the street market  | 0.0%  | 0    | 0.0%  | 0      | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  |
| To visit the bank and other financial services                            | 2.7%  | 4    | 7.1%  | 1      | 2.2%  | 3       | 3.0%  | 1       | 2.6%  | 1    | 2.6%  | 2    | 0.8%  | 1    | 12.0% | 3   | 4.1%  | 4   | 0.0%  | 0  |
| To visit health facilities (e.g. GP, dentist, etc)                        | 0.7%  | 1    | 7.1%  | 1      | 0.0%  | 0       | 3.0%  | 1       | 0.0%  | 0    | 0.0%  | 0    | 0.8%  | 1    | 0.0%  | 0   | 1.0%  | 1   | 0.0%  | 0  |
| To visit visitor/tourist attractions                                      | 0.0%  | 0    | 0.0%  | 0      | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  |
| To visit other services (e.g. travel agent, estate agent etc.)            | 0.0%  | 0    | 0.0%  | 0      | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  |
| To visit personal services (e.g. hair salon, beauty salon, barber, etc)   | 1.3%  | 2    | 0.0%  | 0      | 1.5%  | 2       | 0.0%  | 0       | 2.6%  | 1    | 1.3%  | 1    | 1.6%  | 2    | 0.0%  | 0   | 2.0%  | 2   | 0.0%  | 0  |
| To visit the library  | 0.0%  | 0    | 0.0%  | 0      | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  |
| To visit museums / art gallery  | 0.7%  | 1    | 0.0%  | 0      | 0.7%  | 1       | 0.0%  | 0       | 2.6%  | 1    | 0.0%  | 0    | 0.8%  | 1    | 0.0%  | 0   | 0.0%  | 0   | 1.9%  | 1  |
| For business purposes   | 0.0%  | 0    | 0.0%  | 0      | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  |
| Employment  | 0.7%  | 1    | 0.0%  | 0      | 0.7%  | 1       | 0.0%  | 0       | 2.6%  | 1    | 0.0%  | 0    | 0.8%  | 1    | 0.0%  | 0   | 0.0%  | 0   | 1.9%  | 1  |
| Betting shop / amusements   | 0.0%  | 0    | 0.0%  | 0      | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  |
| To meet family  | 0.0%  | 0    | 0.0%  | 0      | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  |
| To meet friends   | 1.3%  | 2    | 0.0%  | 0      | 1.5%  | 2       | 0.0%  | 0       | 0.0%  | 0    | 2.6%  | 2    | 1.6%  | 2    | 0.0%  | 0   | 1.0%  | 1   | 1.9%  | 1  |
| Education   | 0.0%  | 0    | 0.0%  | 0      | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  |
| Other (PLEASE WRITE IN)<br>(Nothing else)                                 | 0.0%  | 0    | 0.0%  | 0      | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  |
|   | 20.7% | 31   | 14.3% | 2      | 21.3% | 29      | 12.1% | 4       | 17.9% | 7    | 25.6% | 20   | 21.6% | 27   | 16.0% | 4   | 25.5% | 25  | 11.5% | 6  |
| Base:   |       | 150  |       | 14     |       | 136     |       | 33      |       | 39   |       | 78   |       | 125  |       | 25  |       | 98  |       | 52 |

# Winchester In Centre Survey for Lambert Smith Hampton

|   | Total | Male | Female | 18 - 34 | 35 - 54 | 55 + | ABC1  | C2DE | Resident of<br>Winchester<br>City Council<br>area | Non-Resident<br>of Winchester<br>City Council<br>area |       |    |       |     |       |    |       |    |       |    |
|---|-------|------|--------|---------|---------|------|-------|------|---|---|-------|----|-------|-----|-------|----|-------|----|-------|----|
| <b>Q03X Any mention at Q02 &amp; Q03 [MR]</b>                                   |       |      |        |         |         |      |       |      |   |   |       |    |       |     |       |    |       |    |       |    |
| For food shopping (not<br>take-away, café,<br>restaurant)                       | 18.7% | 28   | 28.6%  | 4       | 17.6%   | 24   | 12.1% | 4    | 12.8%   | 5   | 24.4% | 19 | 17.6% | 22  | 24.0% | 6  | 24.5% | 24 | 7.7%  | 4  |
| For non-food shopping (e.g.<br>electrical, household<br>goods, clothes & shoes) | 25.3% | 38   | 7.1%   | 1       | 27.2%   | 37   | 15.2% | 5    | 28.2%   | 11  | 28.2% | 22 | 21.6% | 27  | 44.0% | 11 | 25.5% | 25 | 25.0% | 13 |
| For both food and non-food<br>shopping  | 12.0% | 18   | 42.9%  | 6       | 8.8%    | 12   | 6.1%  | 2    | 5.1%  | 2   | 17.9% | 14 | 14.4% | 18  | 0.0%  | 0  | 17.3% | 17 | 1.9%  | 1  |
| For shopping in general   | 42.7% | 64   | 35.7%  | 5       | 43.4%   | 59   | 48.5% | 16   | 61.5%   | 24  | 30.8% | 24 | 42.4% | 53  | 44.0% | 11 | 40.8% | 40 | 46.2% | 24 |
| For window shopping /<br>browsing   | 16.0% | 24   | 21.4%  | 3       | 15.4%   | 21   | 21.2% | 7    | 25.6%   | 10  | 9.0%  | 7  | 17.6% | 22  | 8.0%  | 2  | 11.2% | 11 | 25.0% | 13 |
| To visit cafes/ restaurants/<br>takeaways                                       | 22.0% | 33   | 28.6%  | 4       | 21.3%   | 29   | 39.4% | 13   | 17.9%   | 7   | 16.7% | 13 | 22.4% | 28  | 20.0% | 5  | 20.4% | 20 | 25.0% | 13 |
| To visit the street market  | 0.0%  | 0    | 0.0%   | 0       | 0.0%    | 0    | 0.0%  | 0    | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| To visit the bank and other<br>financial services                               | 11.3% | 17   | 7.1%   | 1       | 11.8%   | 16   | 3.0%  | 1    | 2.6%  | 1   | 19.2% | 15 | 8.0%  | 10  | 28.0% | 7  | 14.3% | 14 | 5.8%  | 3  |
| To visit health facilities (e.g.<br>GP, dentist, etc)                           | 2.0%  | 3    | 7.1%   | 1       | 1.5%    | 2    | 3.0%  | 1    | 0.0%  | 0   | 2.6%  | 2  | 2.4%  | 3   | 0.0%  | 0  | 2.0%  | 2  | 1.9%  | 1  |
| To visit visitor/tourist<br>attractions   | 0.7%  | 1    | 0.0%   | 0       | 0.7%    | 1    | 3.0%  | 1    | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0   | 4.0%  | 1  | 0.0%  | 0  | 1.9%  | 1  |
| To visit other services (e.g.<br>travel agent, estate agent<br>etc.)            | 0.0%  | 0    | 0.0%   | 0       | 0.0%    | 0    | 0.0%  | 0    | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| To visit personal services<br>(e.g. hair salon, beauty<br>salon, barber, etc)   | 4.7%  | 7    | 0.0%   | 0       | 5.1%    | 7    | 3.0%  | 1    | 7.7%  | 3   | 3.8%  | 3  | 4.8%  | 6   | 4.0%  | 1  | 5.1%  | 5  | 3.8%  | 2  |
| To visit the library  | 1.3%  | 2    | 0.0%   | 0       | 1.5%    | 2    | 0.0%  | 0    | 2.6%  | 1   | 1.3%  | 1  | 1.6%  | 2   | 0.0%  | 0  | 2.0%  | 2  | 0.0%  | 0  |
| To visit museums / art<br>gallery   | 2.0%  | 3    | 7.1%   | 1       | 1.5%    | 2    | 0.0%  | 0    | 2.6%  | 1   | 2.6%  | 2  | 1.6%  | 2   | 4.0%  | 1  | 0.0%  | 0  | 5.8%  | 3  |
| For business purposes   | 1.3%  | 2    | 0.0%   | 0       | 1.5%    | 2    | 0.0%  | 0    | 2.6%  | 1   | 1.3%  | 1  | 1.6%  | 2   | 0.0%  | 0  | 0.0%  | 0  | 3.8%  | 2  |
| Employment  | 3.3%  | 5    | 0.0%   | 0       | 3.7%    | 5    | 9.1%  | 3    | 5.1%  | 2   | 0.0%  | 0  | 4.0%  | 5   | 0.0%  | 0  | 1.0%  | 1  | 7.7%  | 4  |
| Betting shop / amusements   | 0.0%  | 0    | 0.0%   | 0       | 0.0%    | 0    | 0.0%  | 0    | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| To meet family  | 3.3%  | 5    | 0.0%   | 0       | 3.7%    | 5    | 3.0%  | 1    | 2.6%  | 1   | 3.8%  | 3  | 4.0%  | 5   | 0.0%  | 0  | 2.0%  | 2  | 5.8%  | 3  |
| To meet friends   | 6.0%  | 9    | 0.0%   | 0       | 6.6%    | 9    | 6.1%  | 2    | 2.6%  | 1   | 7.7%  | 6  | 7.2%  | 9   | 0.0%  | 0  | 3.1%  | 3  | 11.5% | 6  |
| Education   | 2.0%  | 3    | 0.0%   | 0       | 2.2%    | 3    | 9.1%  | 3    | 0.0%  | 0   | 0.0%  | 0  | 1.6%  | 2   | 4.0%  | 1  | 1.0%  | 1  | 3.8%  | 2  |
| Other (PLEASE WRITE IN)   | 0.0%  | 0    | 0.0%   | 0       | 0.0%    | 0    | 0.0%  | 0    | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Attending a graduation  | 0.7%  | 1    | 0.0%   | 0       | 0.7%    | 1    | 3.0%  | 1    | 0.0%  | 0   | 0.0%  | 0  | 0.8%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 1.9%  | 1  |
| Gym   | 1.3%  | 2    | 0.0%   | 0       | 1.5%    | 2    | 0.0%  | 0    | 0.0%  | 0   | 2.6%  | 2  | 1.6%  | 2   | 0.0%  | 0  | 2.0%  | 2  | 0.0%  | 0  |
| Volunteering  | 1.3%  | 2    | 0.0%   | 0       | 1.5%    | 2    | 3.0%  | 1    | 0.0%  | 0   | 1.3%  | 1  | 1.6%  | 2   | 0.0%  | 0  | 1.0%  | 1  | 1.9%  | 1  |
| Base:   |       | 150  |        | 14      |         | 136  |       | 33   |   | 39  |       | 78 |       | 125 |       | 25 |       | 98 |       | 52 |

# Winchester In Centre Survey for Lambert Smith Hampton

|   | Total | Male |       | Female |       | 18 - 34 |       | 35 - 54 |       | 55 + |       | ABC1 |       | C2DE |       | Resident of<br>Winchester<br>City Council<br>area | Non-Resident<br>of Winchester<br>City Council<br>area |    |       |    |
|---|-------|------|-------|--------|-------|---------|-------|---------|-------|------|-------|------|-------|------|-------|---|---|----|-------|----|
| <b>Q04 What are the main items you intend to purchase today? [MR]</b>   |       |      |       |        |       |         |       |         |       |      |       |      |       |      |       |   |   |    |       |    |
| <i>Those who said shopping for food, non-food or both at Q2 or Q3</i>   |       |      |       |        |       |         |       |         |       |      |       |      |       |      |       |   |   |    |       |    |
| Food and groceries  | 45.7% | 58   | 50.0% | 6      | 45.2% | 52      | 37.5% | 9       | 30.6% | 11   | 56.7% | 38   | 44.8% | 47   | 50.0% | 11  | 55.1%   | 49 | 23.7% | 9  |
| Newspapers / magazines  | 3.2%  | 4    | 8.3%  | 1      | 2.6%  | 3       | 4.2%  | 1       | 0.0%  | 0    | 4.5%  | 3    | 3.8%  | 4    | 0.0%  | 0   | 3.4%  | 3  | 2.6%  | 1  |
| Confectionary / tobacco   | 0.8%  | 1    | 0.0%  | 0      | 0.9%  | 1       | 4.2%  | 1       | 0.0%  | 0    | 0.0%  | 0    | 1.0%  | 1    | 0.0%  | 0   | 1.1%  | 1  | 0.0%  | 0  |
| Clothing / footwear   | 42.5% | 54   | 33.3% | 4      | 43.5% | 50      | 50.0% | 12      | 55.6% | 20   | 32.8% | 22   | 46.7% | 49   | 22.7% | 5   | 36.0%   | 32 | 57.9% | 22 |
| Furniture / carpets / soft furnishings  | 0.8%  | 1    | 0.0%  | 0      | 0.9%  | 1       | 0.0%  | 0       | 2.8%  | 1    | 0.0%  | 0    | 1.0%  | 1    | 0.0%  | 0   | 1.1%  | 1  | 0.0%  | 0  |
| Domestic electrical goods   | 0.0%  | 0    | 0.0%  | 0      | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  |
| DIY / hardware / gardening goods  | 0.8%  | 1    | 0.0%  | 0      | 0.9%  | 1       | 0.0%  | 0       | 0.0%  | 0    | 1.5%  | 1    | 1.0%  | 1    | 0.0%  | 0   | 1.1%  | 1  | 0.0%  | 0  |
| Homewares   | 30.7% | 39   | 25.0% | 3      | 31.3% | 36      | 16.7% | 4       | 44.4% | 16   | 28.4% | 19   | 31.4% | 33   | 27.3% | 6   | 30.3%   | 27 | 31.6% | 12 |
| Other household goods   | 23.6% | 30   | 16.7% | 2      | 24.3% | 28      | 12.5% | 3       | 22.2% | 8    | 28.4% | 19   | 20.0% | 21   | 40.9% | 9   | 19.1%   | 17 | 34.2% | 13 |
| Books/ stationary   | 16.5% | 21   | 33.3% | 4      | 14.8% | 17      | 12.5% | 3       | 13.9% | 5    | 19.4% | 13   | 18.1% | 19   | 9.1%  | 2   | 15.7%   | 14 | 18.4% | 7  |
| CDs / DVDs / and other recorded media   | 1.6%  | 2    | 16.7% | 2      | 0.0%  | 0       | 0.0%  | 0       | 2.8%  | 1    | 1.5%  | 1    | 1.0%  | 1    | 4.5%  | 1   | 2.2%  | 2  | 0.0%  | 0  |
| Audio visual goods e.g. music systems and accessories, Computers / laptops/ tablets, etc.   | 0.0%  | 0    | 0.0%  | 0      | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  |
| Sports and hobby related goods  | 0.8%  | 1    | 0.0%  | 0      | 0.9%  | 1       | 0.0%  | 0       | 0.0%  | 0    | 1.5%  | 1    | 1.0%  | 1    | 0.0%  | 0   | 1.1%  | 1  | 0.0%  | 0  |
| Health / beauty / medical goods   | 40.2% | 51   | 25.0% | 3      | 41.7% | 48      | 62.5% | 15      | 33.3% | 12   | 35.8% | 24   | 39.0% | 41   | 45.5% | 10  | 40.4%   | 36 | 39.5% | 15 |
| Flowers, plants   | 1.6%  | 2    | 0.0%  | 0      | 1.7%  | 2       | 0.0%  | 0       | 5.6%  | 2    | 0.0%  | 0    | 1.9%  | 2    | 0.0%  | 0   | 0.0%  | 0  | 5.3%  | 2  |
| Pet related   | 0.0%  | 0    | 0.0%  | 0      | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  |
| Other (PLEASE WRITE IN)   | 0.0%  | 0    | 0.0%  | 0      | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  |
| Jewellery   | 0.8%  | 1    | 0.0%  | 0      | 0.9%  | 1       | 0.0%  | 0       | 2.8%  | 1    | 0.0%  | 0    | 1.0%  | 1    | 0.0%  | 0   | 1.1%  | 1  | 0.0%  | 0  |
| Toys  | 1.6%  | 2    | 0.0%  | 0      | 1.7%  | 2       | 0.0%  | 0       | 0.0%  | 0    | 3.0%  | 2    | 1.9%  | 2    | 0.0%  | 0   | 1.1%  | 1  | 2.6%  | 1  |
| Base:   |       | 127  |       | 12     |       | 115     |       | 24      |       | 36   |       | 67   |       | 105  |       | 22  |   | 89 |       | 38 |
| <b>Q05 Do you intend to visit any leisure / entertainment facilities / bookmakers or eat / drink in Winchester city centre today?</b> |       |      |       |        |       |         |       |         |       |      |       |      |       |      |       |   |   |    |       |    |
| Yes   | 50.0% | 75   | 42.9% | 6      | 50.7% | 69      | 66.7% | 22      | 56.4% | 22   | 39.7% | 31   | 52.8% | 66   | 36.0% | 9   | 38.8%   | 38 | 71.2% | 37 |
| No  | 50.0% | 75   | 57.1% | 8      | 49.3% | 67      | 33.3% | 11      | 43.6% | 17   | 60.3% | 47   | 47.2% | 59   | 64.0% | 16  | 61.2%   | 60 | 28.8% | 15 |
| Base:   |       | 150  |       | 14     |       | 136     |       | 33      |       | 39   |       | 78   |       | 125  |       | 25  |   | 98 |       | 52 |

# Winchester In Centre Survey for Lambert Smith Hampton

|   | Total | Male |        | Female |       | 18 - 34 |       | 35 - 54 |       | 55 + |       | ABC1 |       | C2DE |       | Resident of<br>Winchester<br>City Council<br>area |       | Non-Resident<br>of Winchester<br>City Council<br>area |       |    |
|---|-------|------|--------|--------|-------|---------|-------|---------|-------|------|-------|------|-------|------|-------|---|-------|---|-------|----|
| <b>Q06 And what type of facilities do you intend to visit today? [MR]</b> |       |      |        |        |       |         |       |         |       |      |       |      |       |      |       |   |       |   |       |    |
| <i>Those who said yes at Q5</i>   |       |      |        |        |       |         |       |         |       |      |       |      |       |      |       |   |       |   |       |    |
| Sports facilities   | 1.3%  | 1    | 0.0%   | 0      | 1.4%  | 1       | 0.0%  | 0       | 0.0%  | 0    | 3.2%  | 1    | 1.5%  | 1    | 0.0%  | 0   | 2.6%  | 1   | 0.0%  | 0  |
| Pubs / bars   | 2.7%  | 2    | 0.0%   | 0      | 2.9%  | 2       | 4.5%  | 1       | 0.0%  | 0    | 3.2%  | 1    | 3.0%  | 2    | 0.0%  | 0   | 2.6%  | 1   | 2.7%  | 1  |
| Cafes / coffee shops  | 78.7% | 59   | 100.0% | 6      | 76.8% | 53      | 81.8% | 18      | 72.7% | 16   | 80.6% | 25   | 78.8% | 52   | 77.8% | 7   | 84.2% | 32  | 73.0% | 27 |
| Restaurants   | 13.3% | 10   | 0.0%   | 0      | 14.5% | 10      | 9.1%  | 2       | 18.2% | 4    | 12.9% | 4    | 12.1% | 8    | 22.2% | 2   | 7.9%  | 3   | 18.9% | 7  |
| Takeaway food   | 4.0%  | 3    | 0.0%   | 0      | 4.3%  | 3       | 4.5%  | 1       | 4.5%  | 1    | 3.2%  | 1    | 4.5%  | 3    | 0.0%  | 0   | 0.0%  | 0   | 8.1%  | 3  |
| Walk about / look around  | 0.0%  | 0    | 0.0%   | 0      | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  |
| Winchester Cathedral  | 0.0%  | 0    | 0.0%   | 0      | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  |
| Theatre   | 0.0%  | 0    | 0.0%   | 0      | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  |
| Art Galleries   | 0.0%  | 0    | 0.0%   | 0      | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  |
| Bookmakers  | 0.0%  | 0    | 0.0%   | 0      | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  |
| Cinema  | 0.0%  | 0    | 0.0%   | 0      | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  |
| Library   | 0.0%  | 0    | 0.0%   | 0      | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  |
| Other (PLEASE WRITE IN)   | 0.0%  | 0    | 0.0%   | 0      | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  |
| Childrens indoor play area  | 1.3%  | 1    | 0.0%   | 0      | 1.4%  | 1       | 0.0%  | 0       | 4.5%  | 1    | 0.0%  | 0    | 1.5%  | 1    | 0.0%  | 0   | 2.6%  | 1   | 0.0%  | 0  |
| Base:   |       | 75   |        | 6      |       | 69      |       | 22      |       | 22   |       | 31   |       | 66   |       | 9   |       | 38  |       | 37 |

Mean score [Nothing=0, £5 or Less=2.5, £5.01 to £15=10, £15.01 to £30=22.25, £30.01 to £40=35, £50.01 Plus=75, (Don't know / unsure)=-99]

## Q07 How much do you expect to spend during a visit to Winchester City Centre today on the following?

*Convenience, food and drink purchases e.g. from supermarket, newsagent, bakery, butcher, etc*

|                       |       |      |       |      |       |      |       |      |       |      |       |      |       |      |       |      |       |      |       |      |
|-----------------------|-------|------|-------|------|-------|------|-------|------|-------|------|-------|------|-------|------|-------|------|-------|------|-------|------|
| Nothing               | 60.0% | 90   | 50.0% | 7    | 61.0% | 83   | 72.7% | 24   | 69.2% | 27   | 50.0% | 39   | 60.8% | 76   | 56.0% | 14   | 50.0% | 49   | 78.8% | 41   |
| £5 or Less            | 2.7%  | 4    | 0.0%  | 0    | 2.9%  | 4    | 3.0%  | 1    | 2.6%  | 1    | 2.6%  | 2    | 3.2%  | 4    | 0.0%  | 0    | 3.1%  | 3    | 1.9%  | 1    |
| £5.01 to £15          | 22.7% | 34   | 28.6% | 4    | 22.1% | 30   | 18.2% | 6    | 20.5% | 8    | 25.6% | 20   | 19.2% | 24   | 40.0% | 10   | 29.6% | 29   | 9.6%  | 5    |
| £15.01 to £30         | 12.7% | 19   | 21.4% | 3    | 11.8% | 16   | 3.0%  | 1    | 5.1%  | 2    | 20.5% | 16   | 14.4% | 18   | 4.0%  | 1    | 15.3% | 15   | 7.7%  | 4    |
| £30.01 to £40         | 2.0%  | 3    | 0.0%  | 0    | 2.2%  | 3    | 3.0%  | 1    | 2.6%  | 1    | 1.3%  | 1    | 2.4%  | 3    | 0.0%  | 0    | 2.0%  | 2    | 1.9%  | 1    |
| £50.01 Plus           | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    |
| (Don't know / unsure) | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    |
| Mean:                 |       | 5.86 |       | 7.64 |       | 5.68 |       | 3.63 |       | 4.16 |       | 7.65 |       | 6.05 |       | 4.89 |       | 7.16 |       | 3.40 |
| Base:                 |       | 150  |       | 14   |       | 136  |       | 33   |       | 39   |       | 78   |       | 125  |       | 25   |       | 98   |       | 52   |

## Winchester In Centre Survey for Lambert Smith Hampton

|   | Total        | Male | Female       | 18 - 34 | 35 - 54      | 55 + | ABC1         | C2DE | Resident of<br>Winchester<br>City Council<br>area | Non-Resident<br>of Winchester<br>City Council<br>area |              |    |              |     |              |    |              |    |              |    |
|---|--------------|------|--------------|---------|--------------|------|--------------|------|---|---|--------------|----|--------------|-----|--------------|----|--------------|----|--------------|----|
| <b>Non-food purchases e.g. clothing, footwear, gifts, souvenirs, medicines, personal goods, etc</b> |              |      |              |         |              |      |              |      |   |   |              |    |              |     |              |    |              |    |              |    |
| Nothing   | 20.0%        | 30   | 14.3%        | 2       | 20.6%        | 28   | 33.3%        | 11   | 7.7%  | 3   | 20.5%        | 16 | 20.0%        | 25  | 20.0%        | 5  | 20.4%        | 20 | 19.2%        | 10 |
| £5 or Less  | 0.7%         | 1    | 7.1%         | 1       | 0.0%         | 0    | 0.0%         | 0    | 0.0%  | 0   | 1.3%         | 1  | 0.8%         | 1   | 0.0%         | 0  | 1.0%         | 1  | 0.0%         | 0  |
| £5.01 to £15  | 23.3%        | 35   | 14.3%        | 2       | 24.3%        | 33   | 24.2%        | 8    | 17.9%   | 7   | 25.6%        | 20 | 19.2%        | 24  | 44.0%        | 11 | 26.5%        | 26 | 17.3%        | 9  |
| £15.01 to £30   | 36.0%        | 54   | 50.0%        | 7       | 34.6%        | 47   | 30.3%        | 10   | 38.5%   | 15  | 37.2%        | 29 | 38.4%        | 48  | 24.0%        | 6  | 36.7%        | 36 | 34.6%        | 18 |
| £30.01 to £40   | 15.3%        | 23   | 7.1%         | 1       | 16.2%        | 22   | 12.1%        | 4    | 25.6%   | 10  | 11.5%        | 9  | 16.0%        | 20  | 12.0%        | 3  | 10.2%        | 10 | 25.0%        | 13 |
| £50.01 Plus   | 4.0%         | 6    | 7.1%         | 1       | 3.7%         | 5    | 0.0%         | 0    | 7.7%  | 3   | 3.8%         | 3  | 4.8%         | 6   | 0.0%         | 0  | 4.1%         | 4  | 3.8%         | 2  |
| (Don't know / unsure)   | 0.7%         | 1    | 0.0%         | 0       | 0.7%         | 1    | 0.0%         | 0    | 2.6%  | 1   | 0.0%         | 0  | 0.8%         | 1   | 0.0%         | 0  | 1.0%         | 1  | 0.0%         | 0  |
| <i>Mean:</i>  | <i>18.87</i> |      | <i>20.61</i> |         | <i>18.69</i> |      | <i>13.42</i> |      | <i>25.78</i>                                      |   | <i>17.81</i> |    | <i>19.86</i> |     | <i>13.95</i> |    | <i>17.68</i> |    | <i>21.08</i> |    |
| Base:   | 150          | 14   | 136          | 33      | 39           | 78   | 125          | 25   | 98  | 52  |              |    |              |     |              |    |              |    |              |    |
| <b>Dining and drinking out e.g. cafes, restaurants, bars</b>  |              |      |              |         |              |      |              |      |   |   |              |    |              |     |              |    |              |    |              |    |
| Nothing   | 54.0%        | 81   | 57.1%        | 8       | 53.7%        | 73   | 39.4%        | 13   | 48.7%   | 19  | 62.8%        | 49 | 52.0%        | 65  | 64.0%        | 16 | 64.3%        | 63 | 34.6%        | 18 |
| £5 or Less  | 10.0%        | 15   | 7.1%         | 1       | 10.3%        | 14   | 9.1%         | 3    | 7.7%  | 3   | 11.5%        | 9  | 8.8%         | 11  | 16.0%        | 4  | 10.2%        | 10 | 9.6%         | 5  |
| £5.01 to £15  | 28.7%        | 43   | 28.6%        | 4       | 28.7%        | 39   | 45.5%        | 15   | 28.2%   | 11  | 21.8%        | 17 | 32.0%        | 40  | 12.0%        | 3  | 22.4%        | 22 | 40.4%        | 21 |
| £15.01 to £30   | 6.0%         | 9    | 7.1%         | 1       | 5.9%         | 8    | 3.0%         | 1    | 12.8%   | 5   | 3.8%         | 3  | 5.6%         | 7   | 8.0%         | 2  | 3.1%         | 3  | 11.5%        | 6  |
| £30.01 to £40   | 0.7%         | 1    | 0.0%         | 0       | 0.7%         | 1    | 0.0%         | 0    | 2.6%  | 1   | 0.0%         | 0  | 0.8%         | 1   | 0.0%         | 0  | 0.0%         | 0  | 1.9%         | 1  |
| £50.01 Plus   | 0.7%         | 1    | 0.0%         | 0       | 0.7%         | 1    | 3.0%         | 1    | 0.0%  | 0   | 0.0%         | 0  | 0.8%         | 1   | 0.0%         | 0  | 0.0%         | 0  | 1.9%         | 1  |
| (Don't know / unsure)   | 0.0%         | 0    | 0.0%         | 0       | 0.0%         | 0    | 0.0%         | 0    | 0.0%  | 0   | 0.0%         | 0  | 0.0%         | 0   | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  |
| <i>Mean:</i>  | <i>5.19</i>  |      | <i>4.63</i>  |         | <i>5.25</i>  |      | <i>7.72</i>  |      | <i>6.77</i>                                       |   | <i>3.33</i>  |    | <i>5.55</i>  |     | <i>3.38</i>  |    | <i>3.18</i>  |    | <i>8.97</i>  |    |
| Base:   | 150          | 14   | 136          | 33      | 39           | 78   | 125          | 25   | 98  | 52  |              |    |              |     |              |    |              |    |              |    |
| <b>Leisure and tourist attractions</b>  |              |      |              |         |              |      |              |      |   |   |              |    |              |     |              |    |              |    |              |    |
| Nothing   | 96.7%        | 145  | 92.9%        | 13      | 97.1%        | 132  | 97.0%        | 32   | 97.4%   | 38  | 96.2%        | 75 | 97.6%        | 122 | 92.0%        | 23 | 99.0%        | 97 | 92.3%        | 48 |
| £5 or Less  | 0.0%         | 0    | 0.0%         | 0       | 0.0%         | 0    | 0.0%         | 0    | 0.0%  | 0   | 0.0%         | 0  | 0.0%         | 0   | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  |
| £5.01 to £15  | 3.3%         | 5    | 7.1%         | 1       | 2.9%         | 4    | 3.0%         | 1    | 2.6%  | 1   | 3.8%         | 3  | 2.4%         | 3   | 8.0%         | 2  | 1.0%         | 1  | 7.7%         | 4  |
| £15.01 to £30   | 0.0%         | 0    | 0.0%         | 0       | 0.0%         | 0    | 0.0%         | 0    | 0.0%  | 0   | 0.0%         | 0  | 0.0%         | 0   | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  |
| £30.01 to £40   | 0.0%         | 0    | 0.0%         | 0       | 0.0%         | 0    | 0.0%         | 0    | 0.0%  | 0   | 0.0%         | 0  | 0.0%         | 0   | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  |
| £50.01 Plus   | 0.0%         | 0    | 0.0%         | 0       | 0.0%         | 0    | 0.0%         | 0    | 0.0%  | 0   | 0.0%         | 0  | 0.0%         | 0   | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  |
| (Don't know / unsure)   | 0.0%         | 0    | 0.0%         | 0       | 0.0%         | 0    | 0.0%         | 0    | 0.0%  | 0   | 0.0%         | 0  | 0.0%         | 0   | 0.0%         | 0  | 0.0%         | 0  | 0.0%         | 0  |
| <i>Mean:</i>  | <i>0.33</i>  |      | <i>0.71</i>  |         | <i>0.29</i>  |      | <i>0.30</i>  |      | <i>0.26</i>                                       |   | <i>0.38</i>  |    | <i>0.24</i>  |     | <i>0.80</i>  |    | <i>0.10</i>  |    | <i>0.77</i>  |    |
| Base:   | 150          | 14   | 136          | 33      | 39           | 78   | 125          | 25   | 98  | 52  |              |    |              |     |              |    |              |    |              |    |

# Winchester In Centre Survey for Lambert Smith Hampton

|  | Total | Male | Female | 18 - 34 | 35 - 54 | 55 + | ABC1  | C2DE | Resident of<br>Winchester<br>City Council<br>area | Non-Resident<br>of Winchester<br>City Council<br>area |       |    |       |     |       |    |       |    |       |    |
|--|-------|------|--------|---------|---------|------|-------|------|---|---|-------|----|-------|-----|-------|----|-------|----|-------|----|
| <b>Other services e.g. hair / beauty salon, barber, dry cleaning</b> |       |      |        |         |         |      |       |      |   |   |       |    |       |     |       |    |       |    |       |    |
| Nothing  | 94.0% | 141  | 92.9%  | 13      | 94.1%   | 128  | 93.9% | 31   | 92.3%   | 36  | 94.9% | 74 | 93.6% | 117 | 96.0% | 24 | 93.9% | 92 | 94.2% | 49 |
| £5 or Less   | 0.0%  | 0    | 0.0%   | 0       | 0.0%    | 0    | 0.0%  | 0    | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| £5.01 to £15   | 1.3%  | 2    | 0.0%   | 0       | 1.5%    | 2    | 0.0%  | 0    | 0.0%  | 0   | 2.6%  | 2  | 1.6%  | 2   | 0.0%  | 0  | 1.0%  | 1  | 1.9%  | 1  |
| £15.01 to £30  | 4.0%  | 6    | 7.1%   | 1       | 3.7%    | 5    | 3.0%  | 1    | 7.7%  | 3   | 2.6%  | 2  | 4.0%  | 5   | 4.0%  | 1  | 5.1%  | 5  | 1.9%  | 1  |
| £30.01 to £40  | 0.0%  | 0    | 0.0%   | 0       | 0.0%    | 0    | 0.0%  | 0    | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| £50.01 Plus  | 0.7%  | 1    | 0.0%   | 0       | 0.7%    | 1    | 3.0%  | 1    | 0.0%  | 0   | 0.0%  | 0  | 0.8%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 1.9%  | 1  |
| (Don't know / unsure)  | 0.0%  | 0    | 0.0%   | 0       | 0.0%    | 0    | 0.0%  | 0    | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Mean:  | 1.53  |      | 1.59   |         | 1.52    |      | 2.95  |      | 1.72  |   | 0.83  |    | 1.65  |     | 0.89  |    | 1.24  |    | 2.06  |    |
| Base:  | 150   |      | 14     |         | 136     |      | 33    |      | 39  |   | 78    |    | 125   |     | 25    |    | 98    |    | 52    |    |

### Mean score [Times per year]

#### Q08 How often do you visit Winchester City Centre for shopping, leisure, and other town centre services?

|                           |        |    |        |   |        |    |        |    |       |    |       |    |        |    |        |   |        |    |       |    |
|---------------------------|--------|----|--------|---|--------|----|--------|----|-------|----|-------|----|--------|----|--------|---|--------|----|-------|----|
| Daily                     | 14.7%  | 22 | 14.3%  | 2 | 14.7%  | 20 | 21.2%  | 7  | 12.8% | 5  | 12.8% | 10 | 14.4%  | 18 | 16.0%  | 4 | 20.4%  | 20 | 3.8%  | 2  |
| Two to three times a week | 35.3%  | 53 | 35.7%  | 5 | 35.3%  | 48 | 39.4%  | 13 | 30.8% | 12 | 35.9% | 28 | 36.0%  | 45 | 32.0%  | 8 | 44.9%  | 44 | 17.3% | 9  |
| Weekly                    | 14.0%  | 21 | 42.9%  | 6 | 11.0%  | 15 | 6.1%   | 2  | 15.4% | 6  | 16.7% | 13 | 14.4%  | 18 | 12.0%  | 3 | 17.3%  | 17 | 7.7%  | 4  |
| Every two weeks           | 10.7%  | 16 | 0.0%   | 0 | 11.8%  | 16 | 12.1%  | 4  | 7.7%  | 3  | 11.5% | 9  | 10.4%  | 13 | 12.0%  | 3 | 9.2%   | 9  | 13.5% | 7  |
| Once a month              | 12.7%  | 19 | 0.0%   | 0 | 14.0%  | 19 | 6.1%   | 2  | 17.9% | 7  | 12.8% | 10 | 11.2%  | 14 | 20.0%  | 5 | 7.1%   | 7  | 23.1% | 12 |
| Once every 3-6 months     | 8.0%   | 12 | 0.0%   | 0 | 8.8%   | 12 | 12.1%  | 4  | 12.8% | 5  | 3.8%  | 3  | 9.6%   | 12 | 0.0%   | 0 | 1.0%   | 1  | 21.2% | 11 |
| Once a year               | 1.3%   | 2  | 0.0%   | 0 | 1.5%   | 2  | 0.0%   | 0  | 0.0%  | 0  | 2.6%  | 2  | 1.6%   | 2  | 0.0%   | 0 | 0.0%   | 0  | 3.8%  | 2  |
| Rarely                    | 2.7%   | 4  | 0.0%   | 0 | 2.9%   | 4  | 3.0%   | 1  | 2.6%  | 1  | 2.6%  | 2  | 2.4%   | 3  | 4.0%   | 1 | 50.0%  | 0  | 7.7%  | 4  |
| First time today          | 0.7%   | 1  | 7.1%   | 1 | 0.0%   | 0  | 0.0%   | 0  | 0.0%  | 0  | 1.3%  | 1  | 0.0%   | 0  | 4.0%   | 1 | 0.0%   | 0  | 1.9%  | 1  |
| Mean:                     | 103.05 |    | 120.15 |   | 101.41 |    | 126.17 |    | 91.73 |    | 98.87 |    | 102.14 |    | 107.77 |   | 133.51 |    | 44.51 |    |
| Base:                     | 150    |    | 14     |   | 136    |    | 33     |    | 39    |    | 78    |    | 125    |    | 25     |   | 98     |    | 52    |    |

### Mean score [Minutes]

#### Q09 How long do you intend to stay in Winchester City Centre today?

|                  |       |    |       |   |       |    |       |    |       |    |       |    |       |    |       |   |       |    |        |    |
|------------------|-------|----|-------|---|-------|----|-------|----|-------|----|-------|----|-------|----|-------|---|-------|----|--------|----|
| 10 - 20 mins     | 0.7%  | 1  | 0.0%  | 0 | 0.7%  | 1  | 3.0%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 4.0%  | 1 | 1.0%  | 1  | 0.0%   | 0  |
| 21 - 40 mins     | 8.0%  | 12 | 7.1%  | 1 | 8.1%  | 11 | 6.1%  | 2  | 5.1%  | 2  | 10.3% | 8  | 8.0%  | 10 | 8.0%  | 2 | 9.2%  | 9  | 5.8%   | 3  |
| 41 - 60 mins     | 24.0% | 36 | 21.4% | 3 | 24.3% | 33 | 15.2% | 5  | 28.2% | 11 | 25.6% | 20 | 21.6% | 27 | 36.0% | 9 | 30.6% | 30 | 11.5%  | 6  |
| Over 1 - 2 hours | 50.0% | 75 | 64.3% | 9 | 48.5% | 66 | 51.5% | 17 | 43.6% | 17 | 52.6% | 41 | 52.8% | 66 | 36.0% | 9 | 50.0% | 49 | 50.0%  | 26 |
| Over 2 - 3 hours | 10.7% | 16 | 7.1%  | 1 | 11.0% | 15 | 12.1% | 4  | 17.9% | 7  | 6.4%  | 5  | 9.6%  | 12 | 16.0% | 4 | 6.1%  | 6  | 19.2%  | 10 |
| Over 3 hours     | 6.7%  | 10 | 0.0%  | 0 | 7.4%  | 10 | 12.1% | 4  | 5.1%  | 2  | 5.1%  | 4  | 8.0%  | 10 | 0.0%  | 0 | 3.1%  | 3  | 13.5%  | 7  |
| Mean:            | 89.50 |    | 81.43 |   | 90.33 |    | 99.85 |    | 92.56 |    | 83.59 |    | 91.92 |    | 77.40 |   | 78.83 |    | 109.62 |    |
| Base:            | 150   |    | 14    |   | 136   |    | 33    |    | 39    |    | 78    |    | 125   |    | 25    |   | 98    |    | 52     |    |

## Winchester In Centre Survey for Lambert Smith Hampton

|   | Total | Male | Female | 18 - 34 | 35 - 54 | 55 + | ABC1   | C2DE | Resident of<br>Winchester<br>City Council<br>area | Non-Resident<br>of Winchester<br>City Council<br>area |
|---|-------|------|--------|---------|---------|------|--------|------|---|---|
| <b>Q10 Do you intend to visit any other town centre or retail park today for shopping purposes? If yes, please state where?</b> |       |      |        |         |         |      |        |      |   |   |
| Alresford   | 0.0%  | 0    | 0.0%   | 0       | 0.0%    | 0    | 0.0%   | 0    | 0.0%  | 0   |
| Andover Town Centre   | 0.0%  | 0    | 0.0%   | 0       | 0.0%    | 0    | 0.0%   | 0    | 0.0%  | 0   |
| Badger Farm (incl<br>Sainsbury's)   | 0.7%  | 1    | 0.0%   | 0       | 0.7%    | 1    | 0.0%   | 0    | 2.6%  | 1   |
| Basingstoke Town Centre   | 0.0%  | 0    | 0.0%   | 0       | 0.0%    | 0    | 0.0%   | 0    | 0.0%  | 0   |
| Bishops Waltham   | 0.0%  | 0    | 0.0%   | 0       | 0.0%    | 0    | 0.0%   | 0    | 0.0%  | 0   |
| Brighton Hill Retail Park,<br>Basingstoke   | 0.0%  | 0    | 0.0%   | 0       | 0.0%    | 0    | 0.0%   | 0    | 0.0%  | 0   |
| Channon Retail Park,<br>Eastleigh   | 0.0%  | 0    | 0.0%   | 0       | 0.0%    | 0    | 0.0%   | 0    | 0.0%  | 0   |
| Chestnut Retail Park,<br>Eastleigh  | 0.0%  | 0    | 0.0%   | 0       | 0.0%    | 0    | 0.0%   | 0    | 0.0%  | 0   |
| Chichester City Centre  | 0.0%  | 0    | 0.0%   | 0       | 0.0%    | 0    | 0.0%   | 0    | 0.0%  | 0   |
| Eastleigh Town Centre   | 0.0%  | 0    | 0.0%   | 0       | 0.0%    | 0    | 0.0%   | 0    | 0.0%  | 0   |
| Easton Lane/ Winnall (Tesco<br>Extra, Pets at Home,<br>Homebase, etc)   | 0.7%  | 1    | 0.0%   | 0       | 0.7%    | 1    | 0.0%   | 0    | 2.6%  | 1   |
| Enham Arch Retail Park,<br>Andover  | 0.0%  | 0    | 0.0%   | 0       | 0.0%    | 0    | 0.0%   | 0    | 0.0%  | 0   |
| Hedge End Retail Park   | 0.7%  | 1    | 0.0%   | 0       | 0.7%    | 1    | 0.0%   | 0    | 2.6%  | 1   |
| Moorside Road Retail Park,<br>Winchester  | 0.7%  | 1    | 7.1%   | 1       | 0.0%    | 0    | 0.0%   | 0    | 1.3%  | 1   |
| Southampton City Centre   | 0.0%  | 0    | 0.0%   | 0       | 0.0%    | 0    | 0.0%   | 0    | 0.0%  | 0   |
| Wickham   | 0.0%  | 0    | 0.0%   | 0       | 0.0%    | 0    | 0.0%   | 0    | 0.0%  | 0   |
| Other (PLEASE WRITE IN)   | 0.0%  | 0    | 0.0%   | 0       | 0.0%    | 0    | 0.0%   | 0    | 0.0%  | 0   |
| No  | 97.3% | 146  | 92.9%  | 13      | 97.8%   | 133  | 100.0% | 33   | 92.3%   | 36  |
| Base:   |       | 150  |        | 14      |         | 136  |        | 33   |   | 39  |
|   |       |      |        |         |         |      |        |      |   | 78  |
|   |       |      |        |         |         |      |        |      |   | 125   |
|   |       |      |        |         |         |      |        |      |   | 25  |
|   |       |      |        |         |         |      |        |      |   | 98  |
|   |       |      |        |         |         |      |        |      |   | 52  |

# Winchester In Centre Survey for Lambert Smith Hampton

|  | Total | Male | Female | 18 - 34 | 35 - 54 | 55 + | ABC1  | C2DE | Resident of<br>Winchester<br>City Council<br>area | Non-Resident<br>of Winchester<br>City Council<br>area |       |    |       |    |       |    |       |    |       |    |
|--|-------|------|--------|---------|---------|------|-------|------|---|---|-------|----|-------|----|-------|----|-------|----|-------|----|
| <b>Q11 What do you like about Winchester City Centre ? [MR]</b>        |       |      |        |         |         |      |       |      |   |   |       |    |       |    |       |    |       |    |       |    |
| Close to home  | 23.3% | 35   | 14.3%  | 2       | 24.3%   | 33   | 15.2% | 5    | 15.4%   | 6   | 30.8% | 24 | 21.6% | 27 | 32.0% | 8  | 34.7% | 34 | 1.9%  | 1  |
| Close to work  | 2.0%  | 3    | 0.0%   | 0       | 2.2%    | 3    | 3.0%  | 1    | 2.6%  | 1   | 1.3%  | 1  | 1.6%  | 2  | 4.0%  | 1  | 3.1%  | 3  | 0.0%  | 0  |
| Close to university  | 2.0%  | 3    | 7.1%   | 1       | 1.5%    | 2    | 9.1%  | 3    | 0.0%  | 0   | 0.0%  | 0  | 2.4%  | 3  | 0.0%  | 0  | 3.1%  | 3  | 0.0%  | 0  |
| Close to friends or relatives  | 0.7%  | 1    | 0.0%   | 0       | 0.7%    | 1    | 3.0%  | 1    | 0.0%  | 0   | 0.0%  | 0  | 0.8%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 1.9%  | 1  |
| Attractive environment / nice place                                    | 34.7% | 52   | 28.6%  | 4       | 35.3%   | 48   | 36.4% | 12   | 28.2%   | 11  | 37.2% | 29 | 33.6% | 42 | 40.0% | 10 | 30.6% | 30 | 42.3% | 22 |
| Heritage, history  | 42.7% | 64   | 50.0%  | 7       | 41.9%   | 57   | 30.3% | 10   | 51.3%   | 20  | 43.6% | 34 | 41.6% | 52 | 48.0% | 12 | 40.8% | 40 | 46.2% | 24 |
| Easy to get to by bike   | 0.7%  | 1    | 0.0%   | 0       | 0.7%    | 1    | 0.0%  | 0    | 0.0%  | 0   | 1.3%  | 1  | 0.0%  | 0  | 4.0%  | 1  | 1.0%  | 1  | 0.0%  | 0  |
| Easy to get to by bus  | 0.0%  | 0    | 0.0%   | 0       | 0.0%    | 0    | 0.0%  | 0    | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Easy to get to by car  | 0.0%  | 0    | 0.0%   | 0       | 0.0%    | 0    | 0.0%  | 0    | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Easy to get to by train  | 0.0%  | 0    | 0.0%   | 0       | 0.0%    | 0    | 0.0%  | 0    | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Easy to park   | 0.7%  | 1    | 0.0%   | 0       | 0.7%    | 1    | 0.0%  | 0    | 2.6%  | 1   | 0.0%  | 0  | 0.8%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 1.9%  | 1  |
| Good facilities in general   | 20.7% | 31   | 21.4%  | 3       | 20.6%   | 28   | 24.2% | 8    | 10.3%   | 4   | 24.4% | 19 | 19.2% | 24 | 28.0% | 7  | 21.4% | 21 | 19.2% | 10 |
| Good food stores   | 0.7%  | 1    | 7.1%   | 1       | 0.0%    | 0    | 0.0%  | 0    | 0.0%  | 0   | 1.3%  | 1  | 0.8%  | 1  | 0.0%  | 0  | 1.0%  | 1  | 0.0%  | 0  |
| Good pubs, cafés or restaurants  | 4.0%  | 6    | 0.0%   | 0       | 4.4%    | 6    | 9.1%  | 3    | 2.6%  | 1   | 2.6%  | 2  | 4.8%  | 6  | 0.0%  | 0  | 3.1%  | 3  | 5.8%  | 3  |
| Good range of non-food shops   | 0.7%  | 1    | 0.0%   | 0       | 0.7%    | 1    | 0.0%  | 0    | 0.0%  | 0   | 1.3%  | 1  | 0.8%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 1.9%  | 1  |
| Good range of independent shops  | 10.0% | 15   | 0.0%   | 0       | 11.0%   | 15   | 9.1%  | 3    | 10.3%   | 4   | 10.3% | 8  | 9.6%  | 12 | 12.0% | 3  | 8.2%  | 8  | 13.5% | 7  |
| Good range of 'high street' retailers/ multiples                       | 3.3%  | 5    | 0.0%   | 0       | 3.7%    | 5    | 6.1%  | 2    | 5.1%  | 2   | 1.3%  | 1  | 4.0%  | 5  | 0.0%  | 0  | 2.0%  | 2  | 5.8%  | 3  |
| Good range of leisure and visitor attractions                          | 4.7%  | 7    | 0.0%   | 0       | 5.1%    | 7    | 9.1%  | 3    | 5.1%  | 2   | 2.6%  | 2  | 4.8%  | 6  | 4.0%  | 1  | 5.1%  | 5  | 3.8%  | 2  |
| Affordable shops   | 2.7%  | 4    | 0.0%   | 0       | 2.9%    | 4    | 0.0%  | 0    | 0.0%  | 0   | 5.1%  | 4  | 2.4%  | 3  | 4.0%  | 1  | 2.0%  | 2  | 3.8%  | 2  |
| High quality shops   | 30.7% | 46   | 21.4%  | 3       | 31.6%   | 43   | 30.3% | 10   | 33.3%   | 13  | 29.5% | 23 | 33.6% | 42 | 16.0% | 4  | 29.6% | 29 | 32.7% | 17 |
| The choice of street markets   | 0.7%  | 1    | 0.0%   | 0       | 0.7%    | 1    | 0.0%  | 0    | 0.0%  | 0   | 1.3%  | 1  | 0.8%  | 1  | 0.0%  | 0  | 1.0%  | 1  | 0.0%  | 0  |
| Specific street market<br>(PLEASE SPECIFY WHICH MARKET / MARKET DAY)   | 0.0%  | 0    | 0.0%   | 0       | 0.0%    | 0    | 0.0%  | 0    | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Other specialist street markets e.g vintage market, design markets etc | 2.0%  | 3    | 7.1%   | 1       | 1.5%    | 2    | 0.0%  | 0    | 0.0%  | 0   | 3.8%  | 3  | 2.4%  | 3  | 0.0%  | 0  | 2.0%  | 2  | 1.9%  | 1  |
| Makes a change from other places                                       | 1.3%  | 2    | 0.0%   | 0       | 1.5%    | 2    | 3.0%  | 1    | 2.6%  | 1   | 0.0%  | 0  | 1.6%  | 2  | 0.0%  | 0  | 1.0%  | 1  | 1.9%  | 1  |
| Quiet  | 9.3%  | 14   | 0.0%   | 0       | 10.3%   | 14   | 12.1% | 4    | 10.3%   | 4   | 7.7%  | 6  | 9.6%  | 12 | 8.0%  | 2  | 8.2%  | 8  | 11.5% | 6  |
| Safe and secure  | 21.3% | 32   | 35.7%  | 5       | 19.9%   | 27   | 36.4% | 12   | 23.1%   | 9   | 14.1% | 11 | 19.2% | 24 | 32.0% | 8  | 22.4% | 22 | 19.2% | 10 |
| Traditional  | 39.3% | 59   | 35.7%  | 5       | 39.7%   | 54   | 30.3% | 10   | 48.7%   | 19  | 38.5% | 30 | 38.4% | 48 | 44.0% | 11 | 36.7% | 36 | 44.2% | 23 |
| Other (PLEASE WRITE IN)  | 0.0%  | 0    | 0.0%   | 0       | 0.0%    | 0    | 0.0%  | 0    | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Compact  | 4.0%  | 6    | 14.3%  | 2       | 2.9%    | 4    | 9.1%  | 3    | 0.0%  | 0   | 3.8%  | 3  | 4.8%  | 6  | 0.0%  | 0  | 3.1%  | 3  | 5.8%  | 3  |
| Friendly people  | 1.3%  | 2    | 7.1%   | 1       | 0.7%    | 1    | 3.0%  | 1    | 0.0%  | 0   | 1.3%  | 1  | 1.6%  | 2  | 0.0%  | 0  | 2.0%  | 2  | 0.0%  | 0  |
| It's all outdoor   | 1.3%  | 2    | 0.0%   | 0       | 1.5%    | 2    | 0.0%  | 0    | 2.6%  | 1   | 1.3%  | 1  | 1.6%  | 2  | 0.0%  | 0  | 0.0%  | 0  | 3.8%  | 2  |
| It's pedestrianised  | 6.0%  | 9    | 0.0%   | 0       | 6.6%    | 9    | 0.0%  | 0    | 2.6%  | 1   | 10.3% | 8  | 6.4%  | 8  | 4.0%  | 1  | 5.1%  | 5  | 7.7%  | 4  |

## Winchester In Centre Survey for Lambert Smith Hampton

|                                 | Total | Male | Female | 18 - 34 | 35 - 54 | 55 + | ABC1 | C2DE | Resident of<br>Winchester<br>City Council<br>area | Non-Resident<br>of Winchester<br>City Council<br>area |      |   |      |   |      |   |      |   |      |   |
|---------------------------------|-------|------|--------|---------|---------|------|------|------|---|---|------|---|------|---|------|---|------|---|------|---|
| It's small                      | 0.7%  | 1    | 7.1%   | 1       | 0.0%    | 0    | 3.0% | 1    | 0.0%  | 0   | 0.8% | 1 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 |      |   |
| Nice atmosphere<br>(Don't know) | 2.0%  | 3    | 7.1%   | 1       | 1.5%    | 2    | 3.0% | 1    | 2.6%  | 1   | 1.3% | 1 | 2.4% | 3 | 0.0% | 0 | 3.1% | 3 | 0.0% | 0 |
|                                 | 0.7%  | 1    | 0.0%   | 0       | 0.7%    | 1    | 0.0% | 0    | 2.6%  | 1   | 0.0% | 0 | 0.8% | 1 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 |
| Base:                           | 150   | 14   | 136    | 33      | 39      | 78   | 125  | 25   | 98  | 52  |      |   |      |   |      |   |      |   |      |   |

Mean score [Very good=2, Quite good=1, Neither good nor poor=0, Quite poor=-1, Very poor=-, (Don't know)=-99]

### Q12 Please rate Winchester city centre in respect of the following factors:

#### Availability of parking

|                       |       |    |       |    |       |    |       |    |       |    |       |    |       |    |       |    |       |    |       |    |
|-----------------------|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|
| Very good             | 0.7%  | 1  | 0.0%  | 0  | 0.7%  | 1  | 0.0%  | 0  | 2.6%  | 1  | 0.0%  | 0  | 0.8%  | 1  | 0.0%  | 0  | 1.0%  | 1  | 0.0%  | 0  |
| Quite good            | 50.7% | 76 | 50.0% | 7  | 50.7% | 69 | 36.4% | 12 | 48.7% | 19 | 57.7% | 45 | 52.8% | 66 | 40.0% | 10 | 42.9% | 42 | 65.4% | 34 |
| Neither good nor poor | 10.7% | 16 | 0.0%  | 0  | 11.8% | 16 | 9.1%  | 3  | 12.8% | 5  | 10.3% | 8  | 11.2% | 14 | 8.0%  | 2  | 11.2% | 11 | 9.6%  | 5  |
| Quite poor            | 15.3% | 23 | 7.1%  | 1  | 16.2% | 22 | 15.2% | 5  | 23.1% | 9  | 11.5% | 9  | 16.0% | 20 | 12.0% | 3  | 20.4% | 20 | 5.8%  | 3  |
| Very poor             | 1.3%  | 2  | 0.0%  | 0  | 1.5%  | 2  | 0.0%  | 0  | 0.0%  | 0  | 2.6%  | 2  | 1.6%  | 2  | 0.0%  | 0  | 2.0%  | 2  | 0.0%  | 0  |
| (Don't know)          | 21.3% | 32 | 42.9% | 6  | 19.1% | 26 | 39.4% | 13 | 12.8% | 5  | 17.9% | 14 | 17.6% | 22 | 40.0% | 10 | 22.4% | 22 | 19.2% | 10 |
| Mean:                 | 0.47  |    | 0.75  |    | 0.45  |    | 0.35  |    | 0.35  |    | 0.56  |    | 0.47  |    | 0.47  |    | 0.32  |    | 0.74  |    |
| Base:                 | 150   | 14 | 136   | 33 | 39    | 78 | 125   | 25 | 98    | 52 |       |    |       |    |       |    |       |    |       |    |

#### Parking charges

|                       |       |    |       |    |       |    |       |    |       |    |       |    |       |    |       |    |       |    |       |    |
|-----------------------|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|
| Very good             | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Quite good            | 2.7%  | 4  | 0.0%  | 0  | 2.9%  | 4  | 6.1%  | 2  | 5.1%  | 2  | 0.0%  | 0  | 3.2%  | 4  | 0.0%  | 0  | 3.1%  | 3  | 1.9%  | 1  |
| Neither good nor poor | 31.3% | 47 | 28.6% | 4  | 31.6% | 43 | 15.2% | 5  | 43.6% | 17 | 32.1% | 25 | 32.8% | 41 | 24.0% | 6  | 23.5% | 23 | 46.2% | 24 |
| Quite poor            | 29.3% | 44 | 28.6% | 4  | 29.4% | 40 | 30.3% | 10 | 12.8% | 5  | 37.2% | 29 | 30.4% | 38 | 24.0% | 6  | 29.6% | 29 | 28.8% | 15 |
| Very poor             | 16.0% | 24 | 7.1%  | 1  | 16.9% | 23 | 9.1%  | 3  | 28.2% | 11 | 12.8% | 10 | 16.8% | 21 | 12.0% | 3  | 22.4% | 22 | 3.8%  | 2  |
| (Don't know)          | 20.7% | 31 | 35.7% | 5  | 19.1% | 26 | 39.4% | 13 | 10.3% | 4  | 17.9% | 14 | 16.8% | 21 | 40.0% | 10 | 21.4% | 21 | 19.2% | 10 |
| Mean:                 | -0.34 |    | -0.44 |    | -0.33 |    | -0.40 |    | -0.09 |    | -0.45 |    | -0.33 |    | -0.40 |    | -0.34 |    | -0.33 |    |
| Base:                 | 150   | 14 | 136   | 33 | 39    | 78 | 125   | 25 | 98    | 52 |       |    |       |    |       |    |       |    |       |    |

#### Traffic congestion

|                       |       |    |       |    |       |    |       |    |       |    |       |    |       |    |       |    |       |    |       |    |
|-----------------------|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|
| Very good             | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Quite good            | 0.7%  | 1  | 0.0%  | 0  | 0.7%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 1.3%  | 1  | 0.8%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 1.9%  | 1  |
| Neither good nor poor | 13.3% | 20 | 0.0%  | 0  | 14.7% | 20 | 12.1% | 4  | 25.6% | 10 | 7.7%  | 6  | 13.6% | 17 | 12.0% | 3  | 8.2%  | 8  | 23.1% | 12 |
| Quite poor            | 50.7% | 76 | 71.4% | 10 | 48.5% | 66 | 63.6% | 21 | 41.0% | 16 | 50.0% | 39 | 50.4% | 63 | 52.0% | 13 | 50.0% | 49 | 51.9% | 27 |
| Very poor             | 32.7% | 49 | 21.4% | 3  | 33.8% | 46 | 24.2% | 8  | 30.8% | 12 | 37.2% | 29 | 32.8% | 41 | 32.0% | 8  | 39.8% | 39 | 19.2% | 10 |
| (Don't know)          | 2.7%  | 4  | 7.1%  | 1  | 2.2%  | 3  | 0.0%  | 0  | 2.6%  | 1  | 3.8%  | 3  | 2.4%  | 3  | 4.0%  | 1  | 2.0%  | 2  | 3.8%  | 2  |
| Mean:                 | -0.51 |    | -0.77 |    | -0.49 |    | -0.64 |    | -0.42 |    | -0.51 |    | -0.51 |    | -0.54 |    | -0.51 |    | -0.52 |    |
| Base:                 | 150   | 14 | 136   | 33 | 39    | 78 | 125   | 25 | 98    | 52 |       |    |       |    |       |    |       |    |       |    |

## Winchester In Centre Survey for Lambert Smith Hampton

|  | Total       | Male | Female      | 18 - 34 | 35 - 54     | 55 + | ABC1        | C2DE | Resident of<br>Winchester<br>City Council<br>area | Non-Resident<br>of Winchester<br>City Council<br>area |             |    |             |    |             |    |             |    |             |    |
|--|-------------|------|-------------|---------|-------------|------|-------------|------|---|---|-------------|----|-------------|----|-------------|----|-------------|----|-------------|----|
| <b>Public transport services</b>             |             |      |             |         |             |      |             |      |   |   |             |    |             |    |             |    |             |    |             |    |
| Very good                                    | 8.0%        | 12   | 14.3%       | 2       | 7.4%        | 10   | 3.0%        | 1    | 5.1%  | 2   | 11.5%       | 9  | 7.2%        | 9  | 12.0%       | 3  | 9.2%        | 9  | 5.8%        | 3  |
| Quite good                                   | 63.3%       | 95   | 64.3%       | 9       | 63.2%       | 86   | 72.7%       | 24   | 53.8%   | 21  | 64.1%       | 50 | 63.2%       | 79 | 64.0%       | 16 | 68.4%       | 67 | 53.8%       | 28 |
| Neither good nor poor                        | 12.7%       | 19   | 14.3%       | 2       | 12.5%       | 17   | 9.1%        | 3    | 15.4%   | 6   | 12.8%       | 10 | 12.8%       | 16 | 12.0%       | 3  | 17.3%       | 17 | 3.8%        | 2  |
| Quite poor                                   | 0.7%        | 1    | 0.0%        | 0       | 0.7%        | 1    | 3.0%        | 1    | 0.0%  | 0   | 0.0%        | 0  | 0.0%        | 0  | 4.0%        | 1  | 1.0%        | 1  | 0.0%        | 0  |
| Very poor                                    | 0.0%        | 0    | 0.0%        | 0       | 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)                                 | 15.3%       | 23   | 7.1%        | 1       | 16.2%       | 22   | 12.1%       | 4    | 25.6%   | 10  | 11.5%       | 9  | 16.8%       | 21 | 8.0%        | 2  | 4.1%        | 4  | 36.5%       | 19 |
| <i>Mean:</i>                                 | <i>0.93</i> |      | <i>1.00</i> |         | <i>0.92</i> |      | <i>0.86</i> |      | <i>0.86</i>                                       |   | <i>0.99</i> |    | <i>0.93</i> |    | <i>0.91</i> |    | <i>0.89</i> |    | <i>1.03</i> |    |
| Base:  | 150         | 14   | 136         | 33      | 39          | 78   | 125         | 25   | 98  | 52  |             |    |             |    |             |    |             |    |             |    |
| <b>Personal safety</b>                       |             |      |             |         |             |      |             |      |   |   |             |    |             |    |             |    |             |    |             |    |
| Very good                                    | 70.0%       | 105  | 64.3%       | 9       | 70.6%       | 96   | 69.7%       | 23   | 71.8%   | 28  | 69.2%       | 54 | 72.0%       | 90 | 60.0%       | 15 | 70.4%       | 69 | 69.2%       | 36 |
| Quite good                                   | 27.3%       | 41   | 35.7%       | 5       | 26.5%       | 36   | 27.3%       | 9    | 28.2%   | 11  | 26.9%       | 21 | 25.6%       | 32 | 36.0%       | 9  | 26.5%       | 26 | 28.8%       | 15 |
| Neither good nor poor                        | 2.7%        | 4    | 0.0%        | 0       | 2.9%        | 4    | 3.0%        | 1    | 0.0%  | 0   | 3.8%        | 3  | 2.4%        | 3  | 4.0%        | 1  | 3.1%        | 3  | 1.9%        | 1  |
| Quite poor                                   | 0.0%        | 0    | 0.0%        | 0       | 0.0%        | 0    | 0.0%        | 0    | 0.0%  | 0   | 0.0%        | 0  | 0.0%        | 0  | 0.0%        | 0  | 0.0%        | 0  | 0.0%        | 0  |
| Very poor                                    | 0.0%        | 0    | 0.0%        | 0       | 0.0%        | 0    | 0.0%        | 0    | 0.0%  | 0   | 0.0%        | 0  | 0.0%        | 0  | 0.0%        | 0  | 0.0%        | 0  | 0.0%        | 0  |
| (Don't know)                                 | 0.0%        | 0    | 0.0%        | 0       | 0.0%        | 0    | 0.0%        | 0    | 0.0%  | 0   | 0.0%        | 0  | 0.0%        | 0  | 0.0%        | 0  | 0.0%        | 0  | 0.0%        | 0  |
| <i>Mean:</i>                                 | <i>1.67</i> |      | <i>1.64</i> |         | <i>1.68</i> |      | <i>1.67</i> |      | <i>1.72</i>                                       |   | <i>1.65</i> |    | <i>1.70</i> |    | <i>1.56</i> |    | <i>1.67</i> |    | <i>1.67</i> |    |
| Base:  | 150         | 14   | 136         | 33      | 39          | 78   | 125         | 25   | 98  | 52  |             |    |             |    |             |    |             |    |             |    |
| <b>Range of shops and services available</b> |             |      |             |         |             |      |             |      |   |   |             |    |             |    |             |    |             |    |             |    |
| Very good                                    | 68.0%       | 102  | 92.9%       | 13      | 65.4%       | 89   | 60.6%       | 20   | 74.4%   | 29  | 67.9%       | 53 | 68.8%       | 86 | 64.0%       | 16 | 64.3%       | 63 | 75.0%       | 39 |
| Quite good                                   | 30.0%       | 45   | 7.1%        | 1       | 32.4%       | 44   | 36.4%       | 12   | 23.1%   | 9   | 30.8%       | 24 | 29.6%       | 37 | 32.0%       | 8  | 32.7%       | 32 | 25.0%       | 13 |
| Neither good nor poor                        | 1.3%        | 2    | 0.0%        | 0       | 1.5%        | 2    | 3.0%        | 1    | 0.0%  | 0   | 1.3%        | 1  | 0.8%        | 1  | 4.0%        | 1  | 2.0%        | 2  | 0.0%        | 0  |
| Quite poor                                   | 0.7%        | 1    | 0.0%        | 0       | 0.7%        | 1    | 0.0%        | 0    | 2.6%  | 1   | 0.0%        | 0  | 0.8%        | 1  | 0.0%        | 0  | 1.0%        | 1  | 0.0%        | 0  |
| Very poor                                    | 0.0%        | 0    | 0.0%        | 0       | 0.0%        | 0    | 0.0%        | 0    | 0.0%  | 0   | 0.0%        | 0  | 0.0%        | 0  | 0.0%        | 0  | 0.0%        | 0  | 0.0%        | 0  |
| (Don't know)                                 | 0.0%        | 0    | 0.0%        | 0       | 0.0%        | 0    | 0.0%        | 0    | 0.0%  | 0   | 0.0%        | 0  | 0.0%        | 0  | 0.0%        | 0  | 0.0%        | 0  | 0.0%        | 0  |
| <i>Mean:</i>                                 | <i>1.65</i> |      | <i>1.93</i> |         | <i>1.63</i> |      | <i>1.58</i> |      | <i>1.69</i>                                       |   | <i>1.67</i> |    | <i>1.66</i> |    | <i>1.60</i> |    | <i>1.60</i> |    | <i>1.60</i> |    |
| Base:  | 150         | 14   | 136         | 33      | 39          | 78   | 125         | 25   | 98  | 52  |             |    |             |    |             |    |             |    |             |    |

## Winchester In Centre Survey for Lambert Smith Hampton

|  | Total | Male        |       | Female      |       | 18 - 34     |       | 35 - 54     |       | 55 +        |       | ABC1        |       | C2DE        |       | Resident of<br>Winchester<br>City Council<br>area |       | Non-Resident<br>of Winchester<br>City Council<br>area |       |             |
|--|-------|-------------|-------|-------------|-------|-------------|-------|-------------|-------|-------------|-------|-------------|-------|-------------|-------|---|-------|---|-------|-------------|
| <b>Quality of shops and services available</b>     |       |             |       |             |       |             |       |             |       |             |       |             |       |             |       |   |       |   |       |             |
| Very good  | 51.3% | 77          | 64.3% | 9           | 50.0% | 68          | 57.6% | 19          | 41.0% | 16          | 53.8% | 42          | 50.4% | 63          | 56.0% | 14  | 48.0% | 47  | 57.7% | 30          |
| Quite good   | 46.7% | 70          | 35.7% | 5           | 47.8% | 65          | 42.4% | 14          | 56.4% | 22          | 43.6% | 34          | 48.8% | 61          | 36.0% | 9   | 50.0% | 49  | 40.4% | 21          |
| Neither good nor poor                              | 0.7%  | 1           | 0.0%  | 0           | 0.7%  | 1           | 0.0%  | 0           | 0.0%  | 0           | 1.3%  | 1           | 0.8%  | 1           | 0.0%  | 0   | 1.0%  | 1   | 0.0%  | 0           |
| Quite poor   | 0.0%  | 0           | 0.0%  | 0           | 0.0%  | 0           | 0.0%  | 0           | 0.0%  | 0           | 0.0%  | 0           | 0.0%  | 0           | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0           |
| Very poor  | 0.0%  | 0           | 0.0%  | 0           | 0.0%  | 0           | 0.0%  | 0           | 0.0%  | 0           | 0.0%  | 0           | 0.0%  | 0           | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0           |
| (Don't know)                                       | 1.3%  | 2           | 0.0%  | 0           | 1.5%  | 2           | 0.0%  | 0           | 2.6%  | 1           | 1.3%  | 1           | 0.0%  | 0           | 8.0%  | 2   | 1.0%  | 1   | 1.9%  | 1           |
| <i>Mean:</i>                                       |       | <i>1.51</i> |       | <i>1.64</i> |       | <i>1.50</i> |       | <i>1.58</i> |       | <i>1.42</i> |       | <i>1.53</i> |       | <i>1.50</i> |       | <i>1.61</i>                                       |       | <i>1.47</i>   |       | <i>1.59</i> |
| Base:  |       | 150         |       | 14          |       | 136         |       | 33          |       | 39          |       | 78          |       | 125         |       | 25  |       | 98  |       | 52          |
| <b>Click and collect services / pick up points</b> |       |             |       |             |       |             |       |             |       |             |       |             |       |             |       |   |       |   |       |             |
| Very good  | 18.0% | 27          | 35.7% | 5           | 16.2% | 22          | 27.3% | 9           | 20.5% | 8           | 12.8% | 10          | 20.0% | 25          | 8.0%  | 2   | 19.4% | 19  | 15.4% | 8           |
| Quite good   | 8.7%  | 13          | 0.0%  | 0           | 9.6%  | 13          | 0.0%  | 0           | 20.5% | 8           | 6.4%  | 5           | 9.6%  | 12          | 4.0%  | 1   | 7.1%  | 7   | 11.5% | 6           |
| Neither good nor poor                              | 2.0%  | 3           | 0.0%  | 0           | 2.2%  | 3           | 3.0%  | 1           | 2.6%  | 1           | 1.3%  | 1           | 2.4%  | 3           | 0.0%  | 0   | 2.0%  | 2   | 1.9%  | 1           |
| Quite poor   | 0.0%  | 0           | 0.0%  | 0           | 0.0%  | 0           | 0.0%  | 0           | 0.0%  | 0           | 0.0%  | 0           | 0.0%  | 0           | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0           |
| Very poor  | 0.0%  | 0           | 0.0%  | 0           | 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)                                       | 71.3% | 107         | 64.3% | 9           | 72.1% | 98          | 69.7% | 23          | 56.4% | 22          | 79.5% | 62          | 68.0% | 85          | 88.0% | 22  | 71.4% | 70  | 71.2% | 37          |
| <i>Mean:</i>                                       |       | <i>1.56</i> |       | <i>2.00</i> |       | <i>1.50</i> |       | <i>1.80</i> |       | <i>1.41</i> |       | <i>1.56</i> |       | <i>1.55</i> |       | <i>1.67</i>                                       |       | <i>1.61</i>   |       | <i>1.47</i> |
| Base:  |       | 150         |       | 14          |       | 136         |       | 33          |       | 39          |       | 78          |       | 125         |       | 25  |       | 98  |       | 52          |
| <b>Daytime entertainment / leisure facilities</b>  |       |             |       |             |       |             |       |             |       |             |       |             |       |             |       |   |       |   |       |             |
| Very good  | 64.0% | 96          | 71.4% | 10          | 63.2% | 86          | 57.6% | 19          | 66.7% | 26          | 65.4% | 51          | 68.8% | 86          | 40.0% | 10  | 64.3% | 63  | 63.5% | 33          |
| Quite good   | 34.7% | 52          | 21.4% | 3           | 36.0% | 49          | 39.4% | 13          | 33.3% | 13          | 33.3% | 26          | 30.4% | 38          | 56.0% | 14  | 34.7% | 34  | 34.6% | 18          |
| Neither good nor poor                              | 0.7%  | 1           | 0.0%  | 0           | 0.7%  | 1           | 3.0%  | 1           | 0.0%  | 0           | 0.0%  | 0           | 0.8%  | 1           | 0.0%  | 0   | 1.0%  | 1   | 0.0%  | 0           |
| Quite poor   | 0.0%  | 0           | 0.0%  | 0           | 0.0%  | 0           | 0.0%  | 0           | 0.0%  | 0           | 0.0%  | 0           | 0.0%  | 0           | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0           |
| Very poor  | 0.0%  | 0           | 0.0%  | 0           | 0.0%  | 0           | 0.0%  | 0           | 0.0%  | 0           | 0.0%  | 0           | 0.0%  | 0           | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0           |
| (Don't know)                                       | 0.7%  | 1           | 7.1%  | 1           | 0.0%  | 0           | 0.0%  | 0           | 0.0%  | 0           | 1.3%  | 1           | 0.0%  | 0           | 4.0%  | 1   | 0.0%  | 0   | 1.9%  | 1           |
| <i>Mean:</i>                                       |       | <i>1.64</i> |       | <i>1.77</i> |       | <i>1.63</i> |       | <i>1.55</i> |       | <i>1.67</i> |       | <i>1.66</i> |       | <i>1.68</i> |       | <i>1.42</i>                                       |       | <i>1.63</i>   |       | <i>1.65</i> |
| Base:  |       | 150         |       | 14          |       | 136         |       | 33          |       | 39          |       | 78          |       | 125         |       | 25  |       | 98  |       | 52          |

## Winchester In Centre Survey for Lambert Smith Hampton

|   | Total | Male | Female | 18 - 34 | 35 - 54 | 55 + | ABC1  | C2DE | Resident of<br>Winchester<br>City Council<br>area | Non-Resident<br>of Winchester<br>City Council<br>area |       |      |       |      |       |      |       |      |       |      |
|---|-------|------|--------|---------|---------|------|-------|------|---|---|-------|------|-------|------|-------|------|-------|------|-------|------|
| <b>Evening entertainment and leisure facilities</b> |       |      |        |         |         |      |       |      |   |   |       |      |       |      |       |      |       |      |       |      |
| Very good   | 49.3% | 74   | 42.9%  | 6       | 50.0%   | 68   | 57.6% | 19   | 51.3%   | 20  | 44.9% | 35   | 52.8% | 66   | 32.0% | 8    | 45.9% | 45   | 55.8% | 29   |
| Quite good  | 29.3% | 44   | 42.9%  | 6       | 27.9%   | 38   | 27.3% | 9    | 33.3%   | 13  | 28.2% | 22   | 28.8% | 36   | 32.0% | 8    | 37.8% | 37   | 13.5% | 7    |
| Neither good nor poor                               | 1.3%  | 2    | 0.0%   | 0       | 1.5%    | 2    | 0.0%  | 0    | 0.0%  | 0   | 2.6%  | 2    | 0.8%  | 1    | 4.0%  | 1    | 2.0%  | 2    | 0.0%  | 0    |
| Quite poor  | 0.0%  | 0    | 0.0%   | 0       | 0.0%    | 0    | 0.0%  | 0    | 0.0%  | 0   | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    |
| Very poor   | 0.0%  | 0    | 0.0%   | 0       | 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)  | 20.0% | 30   | 14.3%  | 2       | 20.6%   | 28   | 15.2% | 5    | 15.4%   | 6   | 24.4% | 19   | 17.6% | 22   | 32.0% | 8    | 14.3% | 14   | 30.8% | 16   |
| Mean:   |       | 1.60 |        | 1.50    |         | 1.61 |       | 1.68 |   | 1.61  |       | 1.56 |       | 1.63 |       | 1.41 |       | 1.51 |       | 1.81 |
| Base:   |       | 150  |        | 14      |         | 136  |       | 33   |   | 39  |       | 78   |       | 125  |       | 25   |       | 98   |       | 52   |
| <b>Town Centre events</b>                           |       |      |        |         |         |      |       |      |   |   |       |      |       |      |       |      |       |      |       |      |
| Very good   | 67.3% | 101  | 50.0%  | 7       | 69.1%   | 94   | 66.7% | 22   | 64.1%   | 25  | 69.2% | 54   | 67.2% | 84   | 68.0% | 17   | 68.4% | 67   | 65.4% | 34   |
| Quite good  | 31.3% | 47   | 42.9%  | 6       | 30.1%   | 41   | 30.3% | 10   | 35.9%   | 14  | 29.5% | 23   | 32.0% | 40   | 28.0% | 7    | 30.6% | 30   | 32.7% | 17   |
| Neither good nor poor                               | 0.7%  | 1    | 0.0%   | 0       | 0.7%    | 1    | 3.0%  | 1    | 0.0%  | 0   | 0.0%  | 0    | 0.8%  | 1    | 0.0%  | 0    | 1.0%  | 1    | 0.0%  | 0    |
| Quite poor  | 0.0%  | 0    | 0.0%   | 0       | 0.0%    | 0    | 0.0%  | 0    | 0.0%  | 0   | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    |
| Very poor   | 0.0%  | 0    | 0.0%   | 0       | 0.0%    | 0    | 0.0%  | 0    | 0.0%  | 0   | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    |
| (Don't know)  | 0.7%  | 1    | 7.1%   | 1       | 0.0%    | 0    | 0.0%  | 0    | 0.0%  | 0   | 1.3%  | 1    | 0.0%  | 0    | 4.0%  | 1    | 0.0%  | 0    | 1.9%  | 1    |
| Mean:   |       | 1.67 |        | 1.54    |         | 1.68 |       | 1.64 |   | 1.64  |       | 1.70 |       | 1.66 |       | 1.71 |       | 1.67 |       | 1.67 |
| Base:   |       | 150  |        | 14      |         | 136  |       | 33   |   | 39  |       | 78   |       | 125  |       | 25   |       | 98   |       | 52   |
| <b>Liveliness / street life / character</b>         |       |      |        |         |         |      |       |      |   |   |       |      |       |      |       |      |       |      |       |      |
| Very good   | 72.7% | 109  | 92.9%  | 13      | 70.6%   | 96   | 75.8% | 25   | 69.2%   | 27  | 73.1% | 57   | 72.0% | 90   | 76.0% | 19   | 76.5% | 75   | 65.4% | 34   |
| Quite good  | 27.3% | 41   | 7.1%   | 1       | 29.4%   | 40   | 24.2% | 8    | 30.8%   | 12  | 26.9% | 21   | 28.0% | 35   | 24.0% | 6    | 23.5% | 23   | 34.6% | 18   |
| Neither good nor poor                               | 0.0%  | 0    | 0.0%   | 0       | 0.0%    | 0    | 0.0%  | 0    | 0.0%  | 0   | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    |
| Quite poor  | 0.0%  | 0    | 0.0%   | 0       | 0.0%    | 0    | 0.0%  | 0    | 0.0%  | 0   | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    |
| Very poor   | 0.0%  | 0    | 0.0%   | 0       | 0.0%    | 0    | 0.0%  | 0    | 0.0%  | 0   | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    |
| (Don't know)  | 0.0%  | 0    | 0.0%   | 0       | 0.0%    | 0    | 0.0%  | 0    | 0.0%  | 0   | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    |
| Mean:   |       | 1.73 |        | 1.93    |         | 1.71 |       | 1.76 |   | 1.69  |       | 1.73 |       | 1.72 |       | 1.76 |       | 1.77 |       | 1.65 |
| Base:   |       | 150  |        | 14      |         | 136  |       | 33   |   | 39  |       | 78   |       | 125  |       | 25   |       | 98   |       | 52   |

## Winchester In Centre Survey for Lambert Smith Hampton

|  | Total | Male        | Female | 18 - 34     | 35 - 54 | 55 +        | ABC1  | C2DE        | Resident of<br>Winchester<br>City Council<br>area | Non-Resident<br>of Winchester<br>City Council<br>area |       |             |       |             |       |             |       |             |       |             |
|--|-------|-------------|--------|-------------|---------|-------------|-------|-------------|---|---|-------|-------------|-------|-------------|-------|-------------|-------|-------------|-------|-------------|
| <b>Quality / number of places to eat / drink</b> |       |             |        |             |         |             |       |             |   |   |       |             |       |             |       |             |       |             |       |             |
| Very good  | 78.7% | 118         | 64.3%  | 9           | 80.1%   | 109         | 81.8% | 27          | 69.2%   | 27  | 82.1% | 64          | 80.0% | 100         | 72.0% | 18          | 79.6% | 78          | 76.9% | 40          |
| Quite good                                       | 20.7% | 31          | 28.6%  | 4           | 19.9%   | 27          | 18.2% | 6           | 30.8%   | 12  | 16.7% | 13          | 19.2% | 24          | 28.0% | 7           | 19.4% | 19          | 23.1% | 12          |
| Neither good nor poor                            | 0.0%  | 0           | 0.0%   | 0           | 0.0%    | 0           | 0.0%  | 0           | 0.0%  | 0   | 0.0%  | 0           | 0.0%  | 0           | 0.0%  | 0           | 0.0%  | 0           | 0.0%  | 0           |
| Quite poor                                       | 0.0%  | 0           | 0.0%   | 0           | 0.0%    | 0           | 0.0%  | 0           | 0.0%  | 0   | 0.0%  | 0           | 0.0%  | 0           | 0.0%  | 0           | 0.0%  | 0           | 0.0%  | 0           |
| Very poor  | 0.0%  | 0           | 0.0%   | 0           | 0.0%    | 0           | 0.0%  | 0           | 0.0%  | 0   | 0.0%  | 0           | 0.0%  | 0           | 0.0%  | 0           | 0.0%  | 0           | 0.0%  | 0           |
| (Don't know)                                     | 0.7%  | 1           | 7.1%   | 1           | 0.0%    | 0           | 0.0%  | 0           | 0.0%  | 0   | 1.3%  | 1           | 0.8%  | 1           | 0.0%  | 0           | 1.0%  | 1           | 0.0%  | 0           |
| <i>Mean:</i>                                     |       | <i>1.79</i> |        | <i>1.69</i> |         | <i>1.80</i> |       | <i>1.82</i> |   | <i>1.69</i>   |       | <i>1.83</i> |       | <i>1.81</i> |       | <i>1.72</i> |       | <i>1.80</i> |       | <i>1.77</i> |
| Base:  |       | 150         |        | 14          |         | 136         |       | 33          |   | 39  |       | 78          |       | 125         |       | 25          |       | 98          |       | 52          |
| <b>General shopping environment</b>              |       |             |        |             |         |             |       |             |   |   |       |             |       |             |       |             |       |             |       |             |
| Very good  | 76.0% | 114         | 71.4%  | 10          | 76.5%   | 104         | 69.7% | 23          | 82.1%   | 32  | 75.6% | 59          | 75.2% | 94          | 80.0% | 20          | 74.5% | 73          | 78.8% | 41          |
| Quite good                                       | 22.7% | 34          | 28.6%  | 4           | 22.1%   | 30          | 27.3% | 9           | 17.9%   | 7   | 23.1% | 18          | 23.2% | 29          | 20.0% | 5           | 23.5% | 23          | 21.2% | 11          |
| Neither good nor poor                            | 1.3%  | 2           | 0.0%   | 0           | 1.5%    | 2           | 3.0%  | 1           | 0.0%  | 0   | 1.3%  | 1           | 1.6%  | 2           | 0.0%  | 0           | 2.0%  | 2           | 0.0%  | 0           |
| Quite poor                                       | 0.0%  | 0           | 0.0%   | 0           | 0.0%    | 0           | 0.0%  | 0           | 0.0%  | 0   | 0.0%  | 0           | 0.0%  | 0           | 0.0%  | 0           | 0.0%  | 0           | 0.0%  | 0           |
| Very poor  | 0.0%  | 0           | 0.0%   | 0           | 0.0%    | 0           | 0.0%  | 0           | 0.0%  | 0   | 0.0%  | 0           | 0.0%  | 0           | 0.0%  | 0           | 0.0%  | 0           | 0.0%  | 0           |
| (Don't know)                                     | 0.0%  | 0           | 0.0%   | 0           | 0.0%    | 0           | 0.0%  | 0           | 0.0%  | 0   | 0.0%  | 0           | 0.0%  | 0           | 0.0%  | 0           | 0.0%  | 0           | 0.0%  | 0           |
| <i>Mean:</i>                                     |       | <i>1.75</i> |        | <i>1.71</i> |         | <i>1.75</i> |       | <i>1.67</i> |   | <i>1.82</i>   |       | <i>1.74</i> |       | <i>1.74</i> |       | <i>1.80</i> |       | <i>1.72</i> |       | <i>1.79</i> |
| Base:  |       | 150         |        | 14          |         | 136         |       | 33          |   | 39  |       | 78          |       | 125         |       | 25          |       | 98          |       | 52          |
| <b>The Market</b>                                |       |             |        |             |         |             |       |             |   |   |       |             |       |             |       |             |       |             |       |             |
| Very good  | 8.7%  | 13          | 7.1%   | 1           | 8.8%    | 12          | 15.2% | 5           | 7.7%  | 3   | 6.4%  | 5           | 8.8%  | 11          | 8.0%  | 2           | 9.2%  | 9           | 7.7%  | 4           |
| Quite good                                       | 35.3% | 53          | 50.0%  | 7           | 33.8%   | 46          | 30.3% | 10          | 33.3%   | 13  | 38.5% | 30          | 34.4% | 43          | 40.0% | 10          | 36.7% | 36          | 32.7% | 17          |
| Neither good nor poor                            | 35.3% | 53          | 21.4%  | 3           | 36.8%   | 50          | 33.3% | 11          | 43.6%   | 17  | 32.1% | 25          | 36.0% | 45          | 32.0% | 8           | 36.7% | 36          | 32.7% | 17          |
| Quite poor                                       | 10.7% | 16          | 14.3%  | 2           | 10.3%   | 14          | 0.0%  | 0           | 10.3%   | 4   | 15.4% | 12          | 12.0% | 15          | 4.0%  | 1           | 14.3% | 14          | 3.8%  | 2           |
| Very poor  | 1.3%  | 2           | 0.0%   | 0           | 1.5%    | 2           | 0.0%  | 0           | 0.0%  | 0   | 2.6%  | 2           | 0.8%  | 1           | 4.0%  | 1           | 2.0%  | 2           | 0.0%  | 0           |
| (Don't know)                                     | 8.7%  | 13          | 7.1%   | 1           | 8.8%    | 12          | 21.2% | 7           | 5.1%  | 2   | 5.1%  | 4           | 8.0%  | 10          | 12.0% | 3           | 1.0%  | 1           | 23.1% | 12          |
| <i>Mean:</i>                                     |       | <i>0.46</i> |        | <i>0.54</i> |         | <i>0.45</i> |       | <i>0.77</i> |   | <i>0.41</i>   |       | <i>0.38</i> |       | <i>0.43</i> |       | <i>0.59</i> |       | <i>0.41</i> |       | <i>0.58</i> |
| Base:  |       | 150         |        | 14          |         | 136         |       | 33          |   | 39  |       | 78          |       | 125         |       | 25          |       | 98          |       | 52          |

# Winchester In Centre Survey for Lambert Smith Hampton

|   | Total | Male | Female | 18 - 34 | 35 - 54 | 55 + | ABC1  | C2DE | Resident of<br>Winchester<br>City Council<br>area | Non-Resident<br>of Winchester<br>City Council<br>area |       |    |       |    |       |   |       |    |       |    |
|---|-------|------|--------|---------|---------|------|-------|------|---|---|-------|----|-------|----|-------|---|-------|----|-------|----|
| <b>Q13 What improvements could be made to shopping and other town centre uses that would encourage you to visit the city centre more frequently during the day time? [MR]</b> |       |      |        |         |         |      |       |      |   |   |       |    |       |    |       |   |       |    |       |    |
| Better access by road   | 1.3%  | 2    | 0.0%   | 0       | 1.5%    | 2    | 0.0%  | 0    | 2.6%  | 1   | 1.3%  | 1  | 1.6%  | 2  | 0.0%  | 0 | 1.0%  | 1  | 1.9%  | 1  |
| Better public transport   | 0.0%  | 0    | 0.0%   | 0       | 0.0%    | 0    | 0.0%  | 0    | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Better signposting  | 2.0%  | 3    | 0.0%   | 0       | 2.2%    | 3    | 3.0%  | 1    | 0.0%  | 0   | 2.6%  | 2  | 2.4%  | 3  | 0.0%  | 0 | 1.0%  | 1  | 3.8%  | 2  |
| Cleaner streets   | 2.0%  | 3    | 0.0%   | 0       | 2.2%    | 3    | 0.0%  | 0    | 0.0%  | 0   | 3.8%  | 3  | 2.4%  | 3  | 0.0%  | 0 | 3.1%  | 3  | 0.0%  | 0  |
| Facilities which would assist<br>you if shopping with<br>children   | 1.3%  | 2    | 0.0%   | 0       | 1.5%    | 2    | 0.0%  | 0    | 5.1%  | 2   | 0.0%  | 0  | 1.6%  | 2  | 0.0%  | 0 | 1.0%  | 1  | 1.9%  | 1  |
| Free car parking  | 2.0%  | 3    | 0.0%   | 0       | 2.2%    | 3    | 3.0%  | 1    | 2.6%  | 1   | 1.3%  | 1  | 2.4%  | 3  | 0.0%  | 0 | 2.0%  | 2  | 1.9%  | 1  |
| More / better town centre<br>events   | 0.0%  | 0    | 0.0%   | 0       | 0.0%    | 0    | 0.0%  | 0    | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| More / better comparison<br>retailers (i.e. non-food<br>shops)  | 0.0%  | 0    | 0.0%   | 0       | 0.0%    | 0    | 0.0%  | 0    | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| More / better value or<br>affordable shops  | 8.0%  | 12   | 0.0%   | 0       | 8.8%    | 12   | 12.1% | 4    | 5.1%  | 2   | 7.7%  | 6  | 6.4%  | 8  | 16.0% | 4 | 9.2%  | 9  | 5.8%  | 3  |
| More / better entertainment   | 0.7%  | 1    | 0.0%   | 0       | 0.7%    | 1    | 0.0%  | 0    | 0.0%  | 0   | 1.3%  | 1  | 0.8%  | 1  | 0.0%  | 0 | 1.0%  | 1  | 0.0%  | 0  |
| More / better places for<br>eating out (e.g. cafes and<br>restaurants)  | 0.0%  | 0    | 0.0%   | 0       | 0.0%    | 0    | 0.0%  | 0    | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| More / better food shops  | 4.0%  | 6    | 7.1%   | 1       | 3.7%    | 5    | 3.0%  | 1    | 0.0%  | 0   | 6.4%  | 5  | 4.0%  | 5  | 4.0%  | 1 | 6.1%  | 6  | 0.0%  | 0  |
| More / better parking   | 3.3%  | 5    | 0.0%   | 0       | 3.7%    | 5    | 3.0%  | 1    | 5.1%  | 2   | 2.6%  | 2  | 4.0%  | 5  | 0.0%  | 0 | 3.1%  | 3  | 3.8%  | 2  |
| More / better pedestrianised<br>streets   | 2.0%  | 3    | 14.3%  | 2       | 0.7%    | 1    | 0.0%  | 0    | 0.0%  | 0   | 3.8%  | 3  | 2.4%  | 3  | 0.0%  | 0 | 3.1%  | 3  | 0.0%  | 0  |
| More / better public<br>conveniences  | 0.7%  | 1    | 0.0%   | 0       | 0.7%    | 1    | 0.0%  | 0    | 2.6%  | 1   | 0.0%  | 0  | 0.8%  | 1  | 0.0%  | 0 | 0.0%  | 0  | 1.9%  | 1  |
| More / better seats / flower<br>displays  | 1.3%  | 2    | 0.0%   | 0       | 1.5%    | 2    | 0.0%  | 0    | 0.0%  | 0   | 2.6%  | 2  | 1.6%  | 2  | 0.0%  | 0 | 1.0%  | 1  | 1.9%  | 1  |
| More / better services  | 0.0%  | 0    | 0.0%   | 0       | 0.0%    | 0    | 0.0%  | 0    | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| More advertising  | 1.3%  | 2    | 0.0%   | 0       | 1.5%    | 2    | 0.0%  | 0    | 2.6%  | 1   | 1.3%  | 1  | 0.8%  | 1  | 4.0%  | 1 | 1.0%  | 1  | 1.9%  | 1  |
| Not as many cafes / coffee<br>shops   | 8.0%  | 12   | 0.0%   | 0       | 8.8%    | 12   | 6.1%  | 2    | 12.8%   | 5   | 6.4%  | 5  | 8.0%  | 10 | 8.0%  | 2 | 8.2%  | 8  | 7.7%  | 4  |
| More national multiple shops<br>/ High Street shops   | 14.7% | 22   | 14.3%  | 2       | 14.7%   | 20   | 21.2% | 7    | 10.3%   | 4   | 14.1% | 11 | 15.2% | 19 | 12.0% | 3 | 16.3% | 16 | 11.5% | 6  |
| More independent shops  | 25.3% | 38   | 21.4%  | 3       | 25.7%   | 35   | 21.2% | 7    | 25.6%   | 10  | 26.9% | 21 | 27.2% | 34 | 16.0% | 4 | 27.6% | 27 | 21.2% | 11 |
| Street markets - physical<br>improvements   | 2.0%  | 3    | 7.1%   | 1       | 1.5%    | 2    | 0.0%  | 0    | 0.0%  | 0   | 3.8%  | 3  | 2.4%  | 3  | 0.0%  | 0 | 3.1%  | 3  | 0.0%  | 0  |
| Street markets - better range<br>and quality of offer   | 2.7%  | 4    | 7.1%   | 1       | 2.2%    | 3    | 0.0%  | 0    | 5.1%  | 2   | 2.6%  | 2  | 3.2%  | 4  | 0.0%  | 0 | 4.1%  | 4  | 0.0%  | 0  |
| More / better visitor<br>attractions  | 0.7%  | 1    | 0.0%   | 0       | 0.7%    | 1    | 0.0%  | 0    | 0.0%  | 0   | 1.3%  | 1  | 0.8%  | 1  | 0.0%  | 0 | 1.0%  | 1  | 0.0%  | 0  |
| More / better visitor<br>accommodation  | 0.0%  | 0    | 0.0%   | 0       | 0.0%    | 0    | 0.0%  | 0    | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| More / better facilities or<br>services for teenagers   | 3.3%  | 5    | 0.0%   | 0       | 3.7%    | 5    | 3.0%  | 1    | 5.1%  | 2   | 2.6%  | 2  | 4.0%  | 5  | 0.0%  | 0 | 4.1%  | 4  | 1.9%  | 1  |

## Winchester In Centre Survey for Lambert Smith Hampton

|  | Total | Male |       | Female |       | 18 - 34 |       | 35 - 54 |       | 55 + |       | ABC1 |       | C2DE |       | Resident of<br>Winchester<br>City Council<br>area | Non-Resident<br>of Winchester<br>City Council<br>area |    |       |    |
|--|-------|------|-------|--------|-------|---------|-------|---------|-------|------|-------|------|-------|------|-------|---|---|----|-------|----|
| Shops / services open on<br>Sundays                    | 0.0%  | 0    | 0.0%  | 0      | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  |
| Other (PLEASE WRITE IN)                                | 0.0%  | 0    | 0.0%  | 0      | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  |
| A department store                                     | 1.3%  | 2    | 0.0%  | 0      | 1.5%  | 2       | 0.0%  | 0       | 0.0%  | 0    | 2.6%  | 2    | 1.6%  | 2    | 0.0%  | 0   | 2.0%  | 2  | 0.0%  | 0  |
| Improved accessibility for<br>wheelchairs / pushchairs | 0.7%  | 1    | 0.0%  | 0      | 0.7%  | 1       | 0.0%  | 0       | 2.6%  | 1    | 0.0%  | 0    | 0.8%  | 1    | 0.0%  | 0   | 1.0%  | 1  | 0.0%  | 0  |
| Improved pavements                                     | 2.0%  | 3    | 7.1%  | 1      | 1.5%  | 2       | 0.0%  | 0       | 0.0%  | 0    | 3.8%  | 3    | 2.4%  | 3    | 0.0%  | 0   | 3.1%  | 3  | 0.0%  | 0  |
| Less beggars   | 1.3%  | 2    | 0.0%  | 0      | 1.5%  | 2       | 0.0%  | 0       | 2.6%  | 1    | 1.3%  | 1    | 1.6%  | 2    | 0.0%  | 0   | 1.0%  | 1  | 1.9%  | 1  |
| Less empty shops                                       | 1.3%  | 2    | 0.0%  | 0      | 1.5%  | 2       | 0.0%  | 0       | 2.6%  | 1    | 1.3%  | 1    | 1.6%  | 2    | 0.0%  | 0   | 2.0%  | 2  | 0.0%  | 0  |
| Less of the same type of<br>shops                      | 0.7%  | 1    | 0.0%  | 0      | 0.7%  | 1       | 0.0%  | 0       | 0.0%  | 0    | 1.3%  | 1    | 0.0%  | 0    | 4.0%  | 1   | 1.0%  | 1  | 0.0%  | 0  |
| More / better security                                 | 0.7%  | 1    | 7.1%  | 1      | 0.0%  | 0       | 3.0%  | 1       | 0.0%  | 0    | 0.0%  | 0    | 0.8%  | 1    | 0.0%  | 0   | 1.0%  | 1  | 0.0%  | 0  |
| More variety of shops in<br>general                    | 2.7%  | 4    | 0.0%  | 0      | 2.9%  | 4       | 0.0%  | 0       | 5.1%  | 2    | 2.6%  | 2    | 2.4%  | 3    | 4.0%  | 1   | 3.1%  | 3  | 1.9%  | 1  |
| Silverhill needs to be<br>improved                     | 1.3%  | 2    | 0.0%  | 0      | 1.5%  | 2       | 0.0%  | 0       | 2.6%  | 1    | 1.3%  | 1    | 1.6%  | 2    | 0.0%  | 0   | 2.0%  | 2  | 0.0%  | 0  |
| Stop bicycles in the town<br>(Don't know)              | 0.7%  | 1    | 7.1%  | 1      | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0    | 1.3%  | 1    | 0.0%  | 0    | 4.0%  | 1   | 1.0%  | 1  | 0.0%  | 0  |
| (Nothing)  | 4.0%  | 6    | 0.0%  | 0      | 4.4%  | 6       | 6.1%  | 2       | 5.1%  | 2    | 2.6%  | 2    | 3.2%  | 4    | 8.0%  | 2   | 0.0%  | 0  | 11.5% | 6  |
|  | 30.7% | 46   | 21.4% | 3      | 31.6% | 43      | 45.5% | 15      | 28.2% | 11   | 25.6% | 20   | 28.0% | 35   | 44.0% | 11  | 22.4%   | 22 | 46.2% | 24 |
| Base:  |       | 150  |       | 14     |       | 136     |       | 33      |       | 39   |       | 78   |       | 125  |       | 25  |   | 98 |       | 52 |

# Winchester In Centre Survey for Lambert Smith Hampton

|   | Total | Male | Female | 18 - 34 | 35 - 54 | 55 + | ABC1  | C2DE | Resident of<br>Winchester<br>City Council<br>area | Non-Resident<br>of Winchester<br>City Council<br>area |       |    |       |     |       |    |       |    |       |    |
|---|-------|------|--------|---------|---------|------|-------|------|---|---|-------|----|-------|-----|-------|----|-------|----|-------|----|
| <b>Q14 Are there any types of shops or services you think the city centre does not have enough of or should provide for? [MR]</b> |       |      |        |         |         |      |       |      |   |   |       |    |       |     |       |    |       |    |       |    |
| Clothes and shoe shops  | 18.7% | 28   | 0.0%   | 0       | 20.6%   | 28   | 18.2% | 6    | 28.2%   | 11  | 14.1% | 11 | 19.2% | 24  | 16.0% | 4  | 22.4% | 22 | 11.5% | 6  |
| Electrical shops  | 0.0%  | 0    | 0.0%   | 0       | 0.0%    | 0    | 0.0%  | 0    | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Furniture / carpet shops  | 0.0%  | 0    | 0.0%   | 0       | 0.0%    | 0    | 0.0%  | 0    | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| DIY / hardware shops  | 0.0%  | 0    | 0.0%   | 0       | 0.0%    | 0    | 0.0%  | 0    | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Chemists / opticians / health<br>beauty shops   | 0.0%  | 0    | 0.0%   | 0       | 0.0%    | 0    | 0.0%  | 0    | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Book shops  | 0.7%  | 1    | 0.0%   | 0       | 0.7%    | 1    | 0.0%  | 0    | 0.0%  | 0   | 1.3%  | 1  | 0.8%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 1.9%  | 1  |
| Music shops   | 0.0%  | 0    | 0.0%   | 0       | 0.0%    | 0    | 0.0%  | 0    | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Toys and hobby shops  | 4.7%  | 7    | 7.1%   | 1       | 4.4%    | 6    | 3.0%  | 1    | 7.7%  | 3   | 3.8%  | 3  | 5.6%  | 7   | 0.0%  | 0  | 5.1%  | 5  | 3.8%  | 2  |
| Bookmakers  | 0.0%  | 0    | 0.0%   | 0       | 0.0%    | 0    | 0.0%  | 0    | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Foodstores  | 0.7%  | 1    | 0.0%   | 0       | 0.7%    | 1    | 0.0%  | 0    | 0.0%  | 0   | 1.3%  | 1  | 0.8%  | 1   | 0.0%  | 0  | 1.0%  | 1  | 0.0%  | 0  |
| Family friendly restaurants   | 0.0%  | 0    | 0.0%   | 0       | 0.0%    | 0    | 0.0%  | 0    | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Fine dining restaurants   | 0.0%  | 0    | 0.0%   | 0       | 0.0%    | 0    | 0.0%  | 0    | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Restaurants in general  | 0.0%  | 0    | 0.0%   | 0       | 0.0%    | 0    | 0.0%  | 0    | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Cafes/ coffee shops   | 0.7%  | 1    | 0.0%   | 0       | 0.7%    | 1    | 0.0%  | 0    | 2.6%  | 1   | 0.0%  | 0  | 0.8%  | 1   | 0.0%  | 0  | 1.0%  | 1  | 0.0%  | 0  |
| Bars/ public houses   | 0.0%  | 0    | 0.0%   | 0       | 0.0%    | 0    | 0.0%  | 0    | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Takeaways/ fast food outlets  | 0.0%  | 0    | 0.0%   | 0       | 0.0%    | 0    | 0.0%  | 0    | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Charity shops   | 0.0%  | 0    | 0.0%   | 0       | 0.0%    | 0    | 0.0%  | 0    | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Beauty salons/ Hairdressers/<br>barbers   | 0.0%  | 0    | 0.0%   | 0       | 0.0%    | 0    | 0.0%  | 0    | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| A butcher   | 2.0%  | 3    | 0.0%   | 0       | 2.2%    | 3    | 0.0%  | 0    | 2.6%  | 1   | 2.6%  | 2  | 2.4%  | 3   | 0.0%  | 0  | 3.1%  | 3  | 0.0%  | 0  |
| A fishmonger  | 2.0%  | 3    | 0.0%   | 0       | 2.2%    | 3    | 0.0%  | 0    | 0.0%  | 0   | 3.8%  | 3  | 2.4%  | 3   | 0.0%  | 0  | 3.1%  | 3  | 0.0%  | 0  |
| A greengrocer   | 4.7%  | 7    | 0.0%   | 0       | 5.1%    | 7    | 0.0%  | 0    | 2.6%  | 1   | 7.7%  | 6  | 4.8%  | 6   | 4.0%  | 1  | 7.1%  | 7  | 0.0%  | 0  |
| Bigger supermarket  | 1.3%  | 2    | 0.0%   | 0       | 1.5%    | 2    | 0.0%  | 0    | 0.0%  | 0   | 2.6%  | 2  | 1.6%  | 2   | 0.0%  | 0  | 2.0%  | 2  | 0.0%  | 0  |
| Cheaper supermarket   | 0.0%  | 0    | 0.0%   | 0       | 0.0%    | 0    | 0.0%  | 0    | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Budget shops  | 7.3%  | 11   | 7.1%   | 1       | 7.4%    | 10   | 12.1% | 4    | 10.3%   | 4   | 3.8%  | 3  | 6.4%  | 8   | 12.0% | 3  | 7.1%  | 7  | 7.7%  | 4  |
| Department stores   | 14.7% | 22   | 0.0%   | 0       | 16.2%   | 22   | 15.2% | 5    | 5.1%  | 2   | 19.2% | 15 | 15.2% | 19  | 12.0% | 3  | 15.3% | 15 | 13.5% | 7  |
| Independent shops   | 24.7% | 37   | 28.6%  | 4       | 24.3%   | 33   | 18.2% | 6    | 17.9%   | 7   | 30.8% | 24 | 27.2% | 34  | 12.0% | 3  | 27.6% | 27 | 19.2% | 10 |
| High street multiples   | 6.0%  | 9    | 0.0%   | 0       | 6.6%    | 9    | 6.1%  | 2    | 12.8%   | 5   | 2.6%  | 2  | 6.4%  | 8   | 4.0%  | 1  | 6.1%  | 6  | 5.8%  | 3  |
| Health services e.g. dentist,<br>GPs, etc   | 0.0%  | 0    | 0.0%   | 0       | 0.0%    | 0    | 0.0%  | 0    | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| A multi-screen cinema   | 1.3%  | 2    | 0.0%   | 0       | 1.5%    | 2    | 3.0%  | 1    | 0.0%  | 0   | 1.3%  | 1  | 1.6%  | 2   | 0.0%  | 0  | 2.0%  | 2  | 0.0%  | 0  |
| Other (PLEASE STATE)  | 0.0%  | 0    | 0.0%   | 0       | 0.0%    | 0    | 0.0%  | 0    | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| A baker   | 0.7%  | 1    | 0.0%   | 0       | 0.7%    | 1    | 0.0%  | 0    | 0.0%  | 0   | 1.3%  | 1  | 0.8%  | 1   | 0.0%  | 0  | 1.0%  | 1  | 0.0%  | 0  |
| Activities for youngsters   | 1.3%  | 2    | 0.0%   | 0       | 1.5%    | 2    | 3.0%  | 1    | 2.6%  | 1   | 0.0%  | 0  | 0.8%  | 1   | 4.0%  | 1  | 2.0%  | 2  | 0.0%  | 0  |
| Boutiques   | 0.7%  | 1    | 0.0%   | 0       | 0.7%    | 1    | 0.0%  | 0    | 2.6%  | 1   | 0.0%  | 0  | 0.8%  | 1   | 0.0%  | 0  | 1.0%  | 1  | 0.0%  | 0  |
| Gift shops  | 0.7%  | 1    | 0.0%   | 0       | 0.7%    | 1    | 0.0%  | 0    | 0.0%  | 0   | 1.3%  | 1  | 0.0%  | 0   | 4.0%  | 1  | 1.0%  | 1  | 0.0%  | 0  |
| Sports shop   | 2.0%  | 3    | 0.0%   | 0       | 2.2%    | 3    | 0.0%  | 0    | 2.6%  | 1   | 2.6%  | 2  | 2.4%  | 3   | 0.0%  | 0  | 3.1%  | 3  | 0.0%  | 0  |
| (Don't know)  | 4.0%  | 6    | 7.1%   | 1       | 3.7%    | 5    | 6.1%  | 2    | 5.1%  | 2   | 2.6%  | 2  | 2.4%  | 3   | 12.0% | 3  | 0.0%  | 0  | 11.5% | 6  |
| (Nothing)   | 42.7% | 64   | 57.1%  | 8       | 41.2%   | 56   | 51.5% | 17   | 41.0%   | 16  | 39.7% | 31 | 41.6% | 52  | 48.0% | 12 | 36.7% | 36 | 53.8% | 28 |
| Base:   |       | 150  |        | 14      |         | 136  |       | 33   |   | 39  |       | 78 |       | 125 |       | 25 |       | 98 |       | 52 |

# Winchester In Centre Survey for Lambert Smith Hampton

|   | Total | Male | Female | 18 - 34 | 35 - 54 | 55 + | ABC1  | C2DE | Resident of<br>Winchester<br>City Council<br>area | Non-Resident<br>of Winchester<br>City Council<br>area |       |    |       |    |       |    |       |    |
|---|-------|------|--------|---------|---------|------|-------|------|---|---|-------|----|-------|----|-------|----|-------|----|
| <b>Q15 Are there any types of shops or services you think the city centre has too many of? [MR]</b> |       |      |        |         |         |      |       |      |   |   |       |    |       |    |       |    |       |    |
| Clothes and shoe shops  | 0.0%  | 0    | 0.0%   | 0       | 0.0%    | 0    | 0.0%  | 0    | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Electrical shops  | 0.0%  | 0    | 0.0%   | 0       | 0.0%    | 0    | 0.0%  | 0    | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Furniture / carpet shops  | 0.0%  | 0    | 0.0%   | 0       | 0.0%    | 0    | 0.0%  | 0    | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| DIY / hardware shops  | 0.0%  | 0    | 0.0%   | 0       | 0.0%    | 0    | 0.0%  | 0    | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Chemists / opticians / health<br>beauty shops   | 0.0%  | 0    | 0.0%   | 0       | 0.0%    | 0    | 0.0%  | 0    | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Book shops  | 0.0%  | 0    | 0.0%   | 0       | 0.0%    | 0    | 0.0%  | 0    | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Music shops   | 0.0%  | 0    | 0.0%   | 0       | 0.0%    | 0    | 0.0%  | 0    | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Toys and hobby shops  | 0.0%  | 0    | 0.0%   | 0       | 0.0%    | 0    | 0.0%  | 0    | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Bookmakers  | 0.0%  | 0    | 0.0%   | 0       | 0.0%    | 0    | 0.0%  | 0    | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Foodstores  | 0.0%  | 0    | 0.0%   | 0       | 0.0%    | 0    | 0.0%  | 0    | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Family friendly restaurants   | 0.0%  | 0    | 0.0%   | 0       | 0.0%    | 0    | 0.0%  | 0    | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Fine dining restaurants   | 0.0%  | 0    | 0.0%   | 0       | 0.0%    | 0    | 0.0%  | 0    | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Restaurants in general  | 4.7%  | 7    | 7.1%   | 1       | 4.4%    | 6    | 0.0%  | 0    | 5.1%  | 2   | 6.4%  | 5  | 4.0%  | 2  | 4.1%  | 4  | 5.8%  | 3  |
| Cafes/ coffee shops   | 33.3% | 50   | 14.3%  | 2       | 35.3%   | 48   | 12.1% | 4    | 30.8%   | 12  | 43.6% | 34 | 32.0% | 40 | 40.0% | 10 | 40.8% | 40 |
| Bars/ public houses   | 0.0%  | 0    | 0.0%   | 0       | 0.0%    | 0    | 0.0%  | 0    | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Takeaways/ fast food outlets  | 2.0%  | 3    | 0.0%   | 0       | 2.2%    | 3    | 3.0%  | 1    | 0.0%  | 0   | 2.6%  | 2  | 0.8%  | 1  | 8.0%  | 2  | 3.1%  | 3  |
| Charity shops   | 3.3%  | 5    | 0.0%   | 0       | 3.7%    | 5    | 0.0%  | 0    | 2.6%  | 1   | 5.1%  | 4  | 3.2%  | 4  | 4.0%  | 1  | 4.1%  | 4  |
| Beauty salons/ Hairdressers/<br>barbers   | 1.3%  | 2    | 0.0%   | 0       | 1.5%    | 2    | 0.0%  | 0    | 5.1%  | 2   | 0.0%  | 0  | 1.6%  | 2  | 0.0%  | 0  | 2.0%  | 2  |
| A butcher   | 0.0%  | 0    | 0.0%   | 0       | 0.0%    | 0    | 0.0%  | 0    | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| A fishmonger  | 0.0%  | 0    | 0.0%   | 0       | 0.0%    | 0    | 0.0%  | 0    | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| A greengrocer   | 0.0%  | 0    | 0.0%   | 0       | 0.0%    | 0    | 0.0%  | 0    | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Bigger supermarket  | 0.0%  | 0    | 0.0%   | 0       | 0.0%    | 0    | 0.0%  | 0    | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Cheaper supermarket   | 0.0%  | 0    | 0.0%   | 0       | 0.0%    | 0    | 0.0%  | 0    | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Budget shops  | 0.0%  | 0    | 0.0%   | 0       | 0.0%    | 0    | 0.0%  | 0    | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Department stores   | 0.0%  | 0    | 0.0%   | 0       | 0.0%    | 0    | 0.0%  | 0    | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Independent shops   | 0.7%  | 1    | 7.1%   | 1       | 0.0%    | 0    | 3.0%  | 1    | 0.0%  | 0   | 0.0%  | 0  | 0.8%  | 1  | 0.0%  | 0  | 1.0%  | 1  |
| High street multiples   | 0.7%  | 1    | 7.1%   | 1       | 0.0%    | 0    | 0.0%  | 0    | 0.0%  | 0   | 1.3%  | 1  | 0.8%  | 1  | 0.0%  | 0  | 1.0%  | 1  |
| Health services e.g. dentist,<br>GPs, etc   | 0.0%  | 0    | 0.0%   | 0       | 0.0%    | 0    | 0.0%  | 0    | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| A multi-screen cinema   | 0.0%  | 0    | 0.0%   | 0       | 0.0%    | 0    | 0.0%  | 0    | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Other (PLEASE STATE)  | 0.0%  | 0    | 0.0%   | 0       | 0.0%    | 0    | 0.0%  | 0    | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Estate agents   | 0.7%  | 1    | 0.0%   | 0       | 0.7%    | 1    | 0.0%  | 0    | 0.0%  | 0   | 1.3%  | 1  | 0.8%  | 1  | 0.0%  | 0  | 1.0%  | 1  |
| Food stalls   | 1.3%  | 2    | 7.1%   | 1       | 0.7%    | 1    | 0.0%  | 0    | 0.0%  | 0   | 2.6%  | 2  | 1.6%  | 2  | 0.0%  | 0  | 2.0%  | 2  |
| Mobile phone shops  | 4.0%  | 6    | 0.0%   | 0       | 4.4%    | 6    | 0.0%  | 0    | 0.0%  | 0   | 7.7%  | 6  | 4.0%  | 5  | 4.0%  | 1  | 5.1%  | 5  |
| Travel agents   | 1.3%  | 2    | 0.0%   | 0       | 1.5%    | 2    | 0.0%  | 0    | 0.0%  | 0   | 2.6%  | 2  | 0.0%  | 0  | 8.0%  | 2  | 2.0%  | 2  |
| (Don't know)  | 15.3% | 23   | 14.3%  | 2       | 15.4%   | 21   | 21.2% | 7    | 15.4%   | 6   | 12.8% | 10 | 14.4% | 18 | 20.0% | 5  | 13.3% | 13 |
| (Nothing)   | 42.7% | 64   | 50.0%  | 7       | 41.9%   | 57   | 63.6% | 21   | 46.2%   | 18  | 32.1% | 25 | 44.8% | 56 | 32.0% | 8  | 33.7% | 33 |
| Base:   | 150   | 14   | 136    | 33      | 39      | 78   | 125   | 25   | 98  | 52  |       |    |       |    |       |    |       |    |

## Winchester In Centre Survey for Lambert Smith Hampton

|   | Total | Male |       | Female |       | 18 - 34 |        | 35 - 54 |        | 55 + |       | ABC1 |       | C2DE |       | Resident of<br>Winchester<br>City Council<br>area | Non-Resident<br>of Winchester<br>City Council<br>area |    |       |    |
|---|-------|------|-------|--------|-------|---------|--------|---------|--------|------|-------|------|-------|------|-------|---|---|----|-------|----|
| <b>Q16 Are you intending to visit the street market today?</b>  |       |      |       |        |       |         |        |         |        |      |       |      |       |      |       |   |   |    |       |    |
| Yes   | 4.0%  | 6    | 7.1%  | 1      | 3.7%  | 5       | 9.1%   | 3       | 0.0%   | 0    | 3.8%  | 3    | 2.4%  | 3    | 12.0% | 3   | 4.1%  | 4  | 3.8%  | 2  |
| No  | 95.3% | 143  | 92.9% | 13     | 95.6% | 130     | 87.9%  | 29      | 100.0% | 39   | 96.2% | 75   | 96.8% | 121  | 88.0% | 22  | 95.9%   | 94 | 94.2% | 49 |
| (Don't know / unsure)   | 0.7%  | 1    | 0.0%  | 0      | 0.7%  | 1       | 3.0%   | 1       | 0.0%   | 0    | 0.0%  | 0    | 0.8%  | 1    | 0.0%  | 0   | 0.0%  | 0  | 1.9%  | 1  |
| Base:   |       | 150  |       | 14     |       | 136     |        | 33      |        | 39   |       | 78   |       | 125  |       | 25  |   | 98 |       | 52 |
| <b>Q17 Is there a particular market trader that you would like to see trading in the centre on a permanent basis? E.g. trading from a shop unit</b> |       |      |       |        |       |         |        |         |        |      |       |      |       |      |       |   |   |    |       |    |
| No  | 96.7% | 145  | 92.9% | 13     | 97.1% | 132     | 100.0% | 33      | 92.3%  | 36   | 97.4% | 76   | 96.8% | 121  | 96.0% | 24  | 96.9%   | 95 | 96.2% | 50 |
| Fruit and veg   | 2.0%  | 3    | 7.1%  | 1      | 1.5%  | 2       | 0.0%   | 0       | 5.1%   | 2    | 1.3%  | 1    | 1.6%  | 2    | 4.0%  | 1   | 2.0%  | 2  | 1.9%  | 1  |
| Gluten free food  | 0.7%  | 1    | 0.0%  | 0      | 0.7%  | 1       | 0.0%   | 0       | 2.6%   | 1    | 0.0%  | 0    | 0.8%  | 1    | 0.0%  | 0   | 0.0%  | 0  | 1.9%  | 1  |
| Arts and crafts   | 0.7%  | 1    | 0.0%  | 0      | 0.7%  | 1       | 0.0%   | 0       | 0.0%   | 0    | 1.3%  | 1    | 0.8%  | 1    | 0.0%  | 0   | 1.0%  | 1  | 0.0%  | 0  |
| Base:   |       | 150  |       | 14     |       | 136     |        | 33      |        | 39   |       | 78   |       | 125  |       | 25  |   | 98 |       | 52 |

# Winchester In Centre Survey for Lambert Smith Hampton

|  | Total | Male |       | Female |      | 18 - 34 |       | 35 - 54 |      | 55 + |      | ABC1 |      | C2DE |      | Resident of<br>Winchester<br>City Council<br>area | Non-Resident<br>of Winchester<br>City Council<br>area |   |      |   |
|--|-------|------|-------|--------|------|---------|-------|---------|------|------|------|------|------|------|------|---|---|---|------|---|
| <b>Q18 Thinking about the city centre's evening time offer (e.g. dining and drinking out, cinema, etc) are there any improvements that would encourage you to visit the city centre more often in the evening time? [MR]</b> |       |      |       |        |      |         |       |         |      |      |      |      |      |      |      |   |   |   |      |   |
| More / better parking  | 0.0%  | 0    | 0.0%  | 0      | 0.0% | 0       | 0.0%  | 0       | 0.0% | 0    | 0.0% | 0    | 0.0% | 0    | 0.0% | 0   | 0.0%  | 0 | 0.0% | 0 |
| Free / cheaper parking   | 0.0%  | 0    | 0.0%  | 0      | 0.0% | 0       | 0.0%  | 0       | 0.0% | 0    | 0.0% | 0    | 0.0% | 0    | 0.0% | 0   | 0.0%  | 0 | 0.0% | 0 |
| More / better taxi facilities  | 0.0%  | 0    | 0.0%  | 0      | 0.0% | 0       | 0.0%  | 0       | 0.0% | 0    | 0.0% | 0    | 0.0% | 0    | 0.0% | 0   | 0.0%  | 0 | 0.0% | 0 |
| Later running train and/or bus services  | 0.0%  | 0    | 0.0%  | 0      | 0.0% | 0       | 0.0%  | 0       | 0.0% | 0    | 0.0% | 0    | 0.0% | 0    | 0.0% | 0   | 0.0%  | 0 | 0.0% | 0 |
| More / better quality restaurants  | 0.0%  | 0    | 0.0%  | 0      | 0.0% | 0       | 0.0%  | 0       | 0.0% | 0    | 0.0% | 0    | 0.0% | 0    | 0.0% | 0   | 0.0%  | 0 | 0.0% | 0 |
| More / better quality bars/pubs  | 0.0%  | 0    | 0.0%  | 0      | 0.0% | 0       | 0.0%  | 0       | 0.0% | 0    | 0.0% | 0    | 0.0% | 0    | 0.0% | 0   | 0.0%  | 0 | 0.0% | 0 |
| More / better family restaurants   | 0.7%  | 1    | 0.0%  | 0      | 0.7% | 1       | 3.0%  | 1       | 0.0% | 0    | 0.0% | 0    | 0.8% | 1    | 0.0% | 0   | 1.0%  | 1 | 0.0% | 0 |
| More / better fine dining restaurants  | 0.0%  | 0    | 0.0%  | 0      | 0.0% | 0       | 0.0%  | 0       | 0.0% | 0    | 0.0% | 0    | 0.0% | 0    | 0.0% | 0   | 0.0%  | 0 | 0.0% | 0 |
| Late opening shops   | 0.7%  | 1    | 7.1%  | 1      | 0.0% | 0       | 3.0%  | 1       | 0.0% | 0    | 0.0% | 0    | 0.8% | 1    | 0.0% | 0   | 1.0%  | 1 | 0.0% | 0 |
| Late opening cafes / coffee shops  | 0.0%  | 0    | 0.0%  | 0      | 0.0% | 0       | 0.0%  | 0       | 0.0% | 0    | 0.0% | 0    | 0.0% | 0    | 0.0% | 0   | 0.0%  | 0 | 0.0% | 0 |
| A night-time market  | 0.0%  | 0    | 0.0%  | 0      | 0.0% | 0       | 0.0%  | 0       | 0.0% | 0    | 0.0% | 0    | 0.0% | 0    | 0.0% | 0   | 0.0%  | 0 | 0.0% | 0 |
| Specialist bars e.g. cocktail bar, wine bar (PLEASE WRITE IN)  | 0.0%  | 0    | 0.0%  | 0      | 0.0% | 0       | 0.0%  | 0       | 0.0% | 0    | 0.0% | 0    | 0.0% | 0    | 0.0% | 0   | 0.0%  | 0 | 0.0% | 0 |
| Specialist café/restaurant e.g. vegan, vegetarian, etc (PLEASE WRITE IN)   | 0.0%  | 0    | 0.0%  | 0      | 0.0% | 0       | 0.0%  | 0       | 0.0% | 0    | 0.0% | 0    | 0.0% | 0    | 0.0% | 0   | 0.0%  | 0 | 0.0% | 0 |
| More / better branded/chain restaurants  | 0.0%  | 0    | 0.0%  | 0      | 0.0% | 0       | 0.0%  | 0       | 0.0% | 0    | 0.0% | 0    | 0.0% | 0    | 0.0% | 0   | 0.0%  | 0 | 0.0% | 0 |
| More / better independent restaurants  | 0.7%  | 1    | 7.1%  | 1      | 0.0% | 0       | 0.0%  | 0       | 2.6% | 1    | 0.0% | 0    | 0.0% | 0    | 4.0% | 1   | 1.0%  | 1 | 0.0% | 0 |
| Specific branded restaurant or café (PLEASE WRITE IN)  | 0.0%  | 0    | 0.0%  | 0      | 0.0% | 0       | 0.0%  | 0       | 0.0% | 0    | 0.0% | 0    | 0.0% | 0    | 0.0% | 0   | 0.0%  | 0 | 0.0% | 0 |
| Specific branded bar / public house (PLEASE WRITE IN)  | 0.0%  | 0    | 0.0%  | 0      | 0.0% | 0       | 0.0%  | 0       | 0.0% | 0    | 0.0% | 0    | 0.0% | 0    | 0.0% | 0   | 0.0%  | 0 | 0.0% | 0 |
| Later opening bars / pubs  | 4.0%  | 6    | 14.3% | 2      | 2.9% | 4       | 12.1% | 4       | 2.6% | 1    | 1.3% | 1    | 4.8% | 6    | 0.0% | 0   | 6.1%  | 6 | 0.0% | 0 |
| A multi-screen cinema  | 6.7%  | 10   | 21.4% | 3      | 5.1% | 7       | 12.1% | 4       | 7.7% | 3    | 3.8% | 3    | 6.4% | 8    | 8.0% | 2   | 8.2%  | 8 | 3.8% | 2 |
| More / better entertainment options  | 5.3%  | 8    | 7.1%  | 1      | 5.1% | 7       | 12.1% | 4       | 5.1% | 2    | 2.6% | 2    | 4.8% | 6    | 8.0% | 2   | 7.1%  | 7 | 1.9% | 1 |
| More / better theatre venues   | 1.3%  | 2    | 0.0%  | 0      | 1.5% | 2       | 3.0%  | 1       | 0.0% | 0    | 1.3% | 1    | 1.6% | 2    | 0.0% | 0   | 2.0%  | 2 | 0.0% | 0 |
| More / better concert/ music venues  | 1.3%  | 2    | 0.0%  | 0      | 1.5% | 2       | 3.0%  | 1       | 0.0% | 0    | 1.3% | 1    | 1.6% | 2    | 0.0% | 0   | 2.0%  | 2 | 0.0% | 0 |
| More / better police presence  | 0.0%  | 0    | 0.0%  | 0      | 0.0% | 0       | 0.0%  | 0       | 0.0% | 0    | 0.0% | 0    | 0.0% | 0    | 0.0% | 0   | 0.0%  | 0 | 0.0% | 0 |
| Other (PLEASE STATE)   | 0.0%  | 0    | 0.0%  | 0      | 0.0% | 0       | 0.0%  | 0       | 0.0% | 0    | 0.0% | 0    | 0.0% | 0    | 0.0% | 0   | 0.0%  | 0 | 0.0% | 0 |
| Live music in bars   | 1.3%  | 2    | 0.0%  | 0      | 1.5% | 2       | 3.0%  | 1       | 2.6% | 1    | 0.0% | 0    | 1.6% | 2    | 0.0% | 0   | 1.0%  | 1 | 1.9% | 1 |

## Winchester In Centre Survey for Lambert Smith Hampton

|  | Total | Male | Female | 18 - 34 | 35 - 54 | 55 + | ABC1  | C2DE | Resident of<br>Winchester<br>City Council<br>area | Non-Resident<br>of Winchester<br>City Council<br>area |       |    |       |     |       |    |       |    |       |    |
|--|-------|------|--------|---------|---------|------|-------|------|---|---|-------|----|-------|-----|-------|----|-------|----|-------|----|
| (Don't know)   | 14.7% | 22   | 21.4%  | 3       | 14.0%   | 19   | 18.2% | 6    | 15.4%   | 6   | 12.8% | 10 | 14.4% | 18  | 16.0% | 4  | 7.1%  | 7  | 28.8% | 15 |
| (Nothing)  | 68.0% | 102  | 42.9%  | 6       | 70.6%   | 96   | 42.4% | 14   | 66.7%   | 26  | 79.5% | 62 | 68.0% | 85  | 68.0% | 17 | 70.4% | 69 | 63.5% | 33 |
| Base:  |       | 150  |        | 14      |         | 136  |       | 33   |   | 39  |       | 78 |       | 125 |       | 25 |       | 98 |       | 52 |
| <b>GEN Gender:</b>                                   |       |      |        |         |         |      |       |      |   |   |       |    |       |     |       |    |       |    |       |    |
| Male   | 9.3%  | 14   | 100.0% | 14      | 0.0%    | 0    | 12.1% | 4    | 7.7%  | 3   | 9.0%  | 7  | 8.0%  | 10  | 16.0% | 4  | 13.3% | 13 | 1.9%  | 1  |
| Female   | 90.7% | 136  | 0.0%   | 0       | 100.0%  | 136  | 87.9% | 29   | 92.3%   | 36  | 91.0% | 71 | 92.0% | 115 | 84.0% | 21 | 86.7% | 85 | 98.1% | 51 |
| Base:  |       | 150  |        | 14      |         | 136  |       | 33   |   | 39  |       | 78 |       | 125 |       | 25 |       | 98 |       | 52 |
| <b>AGE Age Group:</b>                                |       |      |        |         |         |      |       |      |   |   |       |    |       |     |       |    |       |    |       |    |
| 18 - 24 years  | 14.0% | 21   | 14.3%  | 2       | 14.0%   | 19   | 63.6% | 21   | 0.0%  | 0   | 0.0%  | 0  | 15.2% | 19  | 8.0%  | 2  | 14.3% | 14 | 13.5% | 7  |
| 25 - 34 years  | 8.0%  | 12   | 14.3%  | 2       | 7.4%    | 10   | 36.4% | 12   | 0.0%  | 0   | 0.0%  | 0  | 6.4%  | 8   | 16.0% | 4  | 6.1%  | 6  | 11.5% | 6  |
| 35 - 44 years  | 12.0% | 18   | 14.3%  | 2       | 11.8%   | 16   | 0.0%  | 0    | 46.2%   | 18  | 0.0%  | 0  | 12.0% | 15  | 12.0% | 3  | 13.3% | 13 | 9.6%  | 5  |
| 45 - 54 years  | 14.0% | 21   | 7.1%   | 1       | 14.7%   | 20   | 0.0%  | 0    | 53.8%   | 21  | 0.0%  | 0  | 15.2% | 19  | 8.0%  | 2  | 8.2%  | 8  | 25.0% | 13 |
| 55 - 64 years  | 15.3% | 23   | 0.0%   | 0       | 16.9%   | 23   | 0.0%  | 0    | 0.0%  | 0   | 29.5% | 23 | 14.4% | 18  | 20.0% | 5  | 14.3% | 14 | 17.3% | 9  |
| 65+ years  | 36.7% | 55   | 50.0%  | 7       | 35.3%   | 48   | 0.0%  | 0    | 0.0%  | 0   | 70.5% | 55 | 36.8% | 46  | 36.0% | 9  | 43.9% | 43 | 23.1% | 12 |
| Base:  |       | 150  |        | 14      |         | 136  |       | 33   |   | 39  |       | 78 |       | 125 |       | 25 |       | 98 |       | 52 |
| <b>SEG Occupation of Chief Wage Earner in HHold:</b> |       |      |        |         |         |      |       |      |   |   |       |    |       |     |       |    |       |    |       |    |
| AB   | 46.7% | 70   | 42.9%  | 6       | 47.1%   | 64   | 36.4% | 12   | 51.3%   | 20  | 48.7% | 38 | 56.0% | 70  | 0.0%  | 0  | 41.8% | 41 | 55.8% | 29 |
| C1   | 36.7% | 55   | 28.6%  | 4       | 37.5%   | 51   | 45.5% | 15   | 35.9%   | 14  | 33.3% | 26 | 44.0% | 55  | 0.0%  | 0  | 38.8% | 38 | 32.7% | 17 |
| C2   | 3.3%  | 5    | 0.0%   | 0       | 3.7%    | 5    | 3.0%  | 1    | 2.6%  | 1   | 3.8%  | 3  | 0.0%  | 0   | 20.0% | 5  | 3.1%  | 3  | 3.8%  | 2  |
| DE   | 13.3% | 20   | 28.6%  | 4       | 11.8%   | 16   | 15.2% | 5    | 10.3%   | 4   | 14.1% | 11 | 0.0%  | 0   | 80.0% | 20 | 16.3% | 16 | 7.7%  | 4  |
| Base:  |       | 150  |        | 14      |         | 136  |       | 33   |   | 39  |       | 78 |       | 125 |       | 25 |       | 98 |       | 52 |
| <b>ADU Number of adults in hhold</b>                 |       |      |        |         |         |      |       |      |   |   |       |    |       |     |       |    |       |    |       |    |
| 1 adult in hhold                                     | 25.3% | 38   | 21.4%  | 3       | 25.7%   | 35   | 6.1%  | 2    | 10.3%   | 4   | 41.0% | 32 | 24.0% | 30  | 32.0% | 8  | 29.6% | 29 | 17.3% | 9  |
| 2 adults in hhold                                    | 60.0% | 90   | 57.1%  | 8       | 60.3%   | 82   | 51.5% | 17   | 82.1%   | 32  | 52.6% | 41 | 60.0% | 75  | 60.0% | 15 | 58.2% | 57 | 63.5% | 33 |
| 3 adults in hhold                                    | 5.3%  | 8    | 7.1%   | 1       | 5.1%    | 7    | 6.1%  | 2    | 5.1%  | 2   | 5.1%  | 4  | 6.4%  | 8   | 0.0%  | 0  | 3.1%  | 3  | 9.6%  | 5  |
| 4 or more adults in hhold                            | 9.3%  | 14   | 14.3%  | 2       | 8.8%    | 12   | 36.4% | 12   | 2.6%  | 1   | 1.3%  | 1  | 9.6%  | 12  | 8.0%  | 2  | 9.2%  | 9  | 9.6%  | 5  |
| Base:  |       | 150  |        | 14      |         | 136  |       | 33   |   | 39  |       | 78 |       | 125 |       | 25 |       | 98 |       | 52 |

# Winchester In Centre Survey for Lambert Smith Hampton

|  | Total | Male | Female | 18 - 34 | 35 - 54 | 55 + | ABC1  | C2DE | Resident of<br>Winchester<br>City Council<br>area | Non-Resident<br>of Winchester<br>City Council<br>area |       |    |       |     |       |    |       |    |       |    |
|--|-------|------|--------|---------|---------|------|-------|------|---|---|-------|----|-------|-----|-------|----|-------|----|-------|----|
| <b>CHI Number of children in hhold</b> |       |      |        |         |         |      |       |      |   |   |       |    |       |     |       |    |       |    |       |    |
| No children in hhold                   | 85.3% | 128  | 85.7%  | 12      | 85.3%   | 116  | 81.8% | 27   | 64.1%   | 25  | 97.4% | 76 | 87.2% | 109 | 76.0% | 19 | 83.7% | 82 | 88.5% | 46 |
| 1 child in hhold                       | 5.3%  | 8    | 0.0%   | 0       | 5.9%    | 8    | 9.1%  | 3    | 12.8%   | 5   | 0.0%  | 0  | 5.6%  | 7   | 4.0%  | 1  | 4.1%  | 4  | 7.7%  | 4  |
| 2 children in hhold                    | 6.7%  | 10   | 14.3%  | 2       | 5.9%    | 8    | 3.0%  | 1    | 20.5%   | 8   | 1.3%  | 1  | 5.6%  | 7   | 12.0% | 3  | 8.2%  | 8  | 3.8%  | 2  |
| 3 children in hhold                    | 2.0%  | 3    | 0.0%   | 0       | 2.2%    | 3    | 3.0%  | 1    | 2.6%  | 1   | 1.3%  | 1  | 1.6%  | 2   | 4.0%  | 1  | 3.1%  | 3  | 0.0%  | 0  |
| 4 or more children in hhold            | 0.7%  | 1    | 0.0%   | 0       | 0.7%    | 1    | 3.0%  | 1    | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0   | 4.0%  | 1  | 1.0%  | 1  | 0.0%  | 0  |
| Base:                                  |       | 150  |        | 14      |         | 136  |       | 33   |   | 39  |       | 78 |       | 125 |       | 25 |       | 98 |       | 52 |
| <b>CAR Number of cars in hhold</b>     |       |      |        |         |         |      |       |      |   |   |       |    |       |     |       |    |       |    |       |    |
| No cars in hhold                       | 23.3% | 35   | 28.6%  | 4       | 22.8%   | 31   | 33.3% | 11   | 20.5%   | 8   | 20.5% | 16 | 20.0% | 25  | 40.0% | 10 | 29.6% | 29 | 11.5% | 6  |
| 1 car in hhold                         | 46.7% | 70   | 50.0%  | 7       | 46.3%   | 63   | 24.2% | 8    | 33.3%   | 13  | 62.8% | 49 | 48.0% | 60  | 40.0% | 10 | 58.2% | 57 | 25.0% | 13 |
| 2 cars in hhold                        | 26.0% | 39   | 21.4%  | 3       | 26.5%   | 36   | 33.3% | 11   | 41.0%   | 16  | 15.4% | 12 | 28.0% | 35  | 16.0% | 4  | 10.2% | 10 | 55.8% | 29 |
| 3 cars in hhold                        | 2.7%  | 4    | 0.0%   | 0       | 2.9%    | 4    | 6.1%  | 2    | 2.6%  | 1   | 1.3%  | 1  | 2.4%  | 3   | 4.0%  | 1  | 2.0%  | 2  | 3.8%  | 2  |
| 4 or more cars in hhold                | 1.3%  | 2    | 0.0%   | 0       | 1.5%    | 2    | 3.0%  | 1    | 2.6%  | 1   | 0.0%  | 0  | 1.6%  | 2   | 0.0%  | 0  | 0.0%  | 0  | 3.8%  | 2  |
| Base:                                  |       | 150  |        | 14      |         | 136  |       | 33   |   | 39  |       | 78 |       | 125 |       | 25 |       | 98 |       | 52 |
| <b>DAY Day of interview:</b>           |       |      |        |         |         |      |       |      |   |   |       |    |       |     |       |    |       |    |       |    |
| Monday                                 | 0.0%  | 0    | 0.0%   | 0       | 0.0%    | 0    | 0.0%  | 0    | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Tuesday                                | 0.0%  | 0    | 0.0%   | 0       | 0.0%    | 0    | 0.0%  | 0    | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Wednesday                              | 16.7% | 25   | 7.1%   | 1       | 17.6%   | 24   | 15.2% | 5    | 7.7%  | 3   | 21.8% | 17 | 16.0% | 20  | 20.0% | 5  | 17.3% | 17 | 15.4% | 8  |
| Thursday                               | 33.3% | 50   | 14.3%  | 2       | 35.3%   | 48   | 42.4% | 14   | 41.0%   | 16  | 25.6% | 20 | 31.2% | 39  | 44.0% | 11 | 29.6% | 29 | 40.4% | 21 |
| Friday                                 | 16.7% | 25   | 28.6%  | 4       | 15.4%   | 21   | 18.2% | 6    | 20.5%   | 8   | 14.1% | 11 | 16.8% | 21  | 16.0% | 4  | 18.4% | 18 | 13.5% | 7  |
| Saturday                               | 33.3% | 50   | 50.0%  | 7       | 31.6%   | 43   | 24.2% | 8    | 30.8%   | 12  | 38.5% | 30 | 36.0% | 45  | 20.0% | 5  | 34.7% | 34 | 30.8% | 16 |
| Sunday                                 | 0.0%  | 0    | 0.0%   | 0       | 0.0%    | 0    | 0.0%  | 0    | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Base:                                  |       | 150  |        | 14      |         | 136  |       | 33   |   | 39  |       | 78 |       | 125 |       | 25 |       | 98 |       | 52 |
| <b>LOC Location :</b>                  |       |      |        |         |         |      |       |      |   |   |       |    |       |     |       |    |       |    |       |    |
| Jewry Street                           | 35.3% | 53   | 28.6%  | 4       | 36.0%   | 49   | 39.4% | 13   | 48.7%   | 19  | 26.9% | 21 | 36.8% | 46  | 28.0% | 7  | 30.6% | 30 | 44.2% | 23 |
| High Street                            | 38.7% | 58   | 35.7%  | 5       | 39.0%   | 53   | 39.4% | 13   | 30.8%   | 12  | 42.3% | 33 | 36.8% | 46  | 48.0% | 12 | 43.9% | 43 | 28.8% | 15 |
| Middle Brook Street                    | 26.0% | 39   | 35.7%  | 5       | 25.0%   | 34   | 21.2% | 7    | 20.5%   | 8   | 30.8% | 24 | 26.4% | 33  | 24.0% | 6  | 25.5% | 25 | 26.9% | 14 |
| Base:                                  |       | 150  |        | 14      |         | 136  |       | 33   |   | 39  |       | 78 |       | 125 |       | 25 |       | 98 |       | 52 |

# Winchester In Centre Survey for Lambert Smith Hampton

|           | Total | Male | Female | 18 - 34 | 35 - 54 | 55 + | ABC1  | C2DE | Resident of<br>Winchester<br>City Council<br>area | Non-Resident<br>of Winchester<br>City Council<br>area |      |   |      |    |       |   |       |    |      |   |
|-----------|-------|------|--------|---------|---------|------|-------|------|---|---|------|---|------|----|-------|---|-------|----|------|---|
| <b>PC</b> |       |      |        |         |         |      |       |      |   |   |      |   |      |    |       |   |       |    |      |   |
| BH17 8    | 0.7%  | 1    | 0.0%   | 0       | 0.7%    | 1    | 0.0%  | 0    | 2.6%  | 1   | 0.0% | 0 | 0.8% | 1  | 0.0%  | 0 | 0.0%  | 0  | 1.9% | 1 |
| BH21 1    | 0.7%  | 1    | 0.0%   | 0       | 0.7%    | 1    | 3.0%  | 1    | 0.0%  | 0   | 0.0% | 0 | 0.8% | 1  | 0.0%  | 0 | 0.0%  | 0  | 1.9% | 1 |
| CF37 2    | 0.7%  | 1    | 0.0%   | 0       | 0.7%    | 1    | 3.0%  | 1    | 0.0%  | 0   | 0.0% | 0 | 0.8% | 1  | 0.0%  | 0 | 0.0%  | 0  | 1.9% | 1 |
| CM2 1     | 0.7%  | 1    | 0.0%   | 0       | 0.7%    | 1    | 0.0%  | 0    | 0.0%  | 0   | 1.3% | 1 | 0.8% | 1  | 0.0%  | 0 | 0.0%  | 0  | 1.9% | 1 |
| GL8 8     | 0.7%  | 1    | 0.0%   | 0       | 0.7%    | 1    | 3.0%  | 1    | 0.0%  | 0   | 0.0% | 0 | 0.8% | 1  | 0.0%  | 0 | 0.0%  | 0  | 1.9% | 1 |
| GU34      | 0.7%  | 1    | 0.0%   | 0       | 0.7%    | 1    | 0.0%  | 0    | 2.6%  | 1   | 0.0% | 0 | 0.8% | 1  | 0.0%  | 0 | 0.0%  | 0  | 1.9% | 1 |
| GU34 2    | 0.7%  | 1    | 0.0%   | 0       | 0.7%    | 1    | 0.0%  | 0    | 2.6%  | 1   | 0.0% | 0 | 0.8% | 1  | 0.0%  | 0 | 0.0%  | 0  | 1.9% | 1 |
| GU9 7     | 0.7%  | 1    | 0.0%   | 0       | 0.7%    | 1    | 0.0%  | 0    | 0.0%  | 0   | 1.3% | 1 | 0.8% | 1  | 0.0%  | 0 | 0.0%  | 0  | 1.9% | 1 |
| PO17 5    | 0.7%  | 1    | 0.0%   | 0       | 0.7%    | 1    | 0.0%  | 0    | 2.6%  | 1   | 0.0% | 0 | 0.8% | 1  | 0.0%  | 0 | 0.0%  | 0  | 1.9% | 1 |
| PO8 9     | 0.7%  | 1    | 0.0%   | 0       | 0.7%    | 1    | 0.0%  | 0    | 0.0%  | 0   | 1.3% | 1 | 0.8% | 1  | 0.0%  | 0 | 0.0%  | 0  | 1.9% | 1 |
| RG5 4     | 0.7%  | 1    | 0.0%   | 0       | 0.7%    | 1    | 3.0%  | 1    | 0.0%  | 0   | 0.0% | 0 | 0.8% | 1  | 0.0%  | 0 | 0.0%  | 0  | 1.9% | 1 |
| SO15      | 2.0%  | 3    | 7.1%   | 1       | 1.5%    | 2    | 0.0%  | 0    | 2.6%  | 1   | 2.6% | 2 | 1.6% | 2  | 4.0%  | 1 | 2.0%  | 2  | 1.9% | 1 |
| SO15 5    | 1.3%  | 2    | 0.0%   | 0       | 1.5%    | 2    | 3.0%  | 1    | 2.6%  | 1   | 0.0% | 0 | 1.6% | 2  | 0.0%  | 0 | 0.0%  | 0  | 3.8% | 2 |
| SO16 3    | 0.7%  | 1    | 0.0%   | 0       | 0.7%    | 1    | 0.0%  | 0    | 0.0%  | 0   | 1.3% | 1 | 0.8% | 1  | 0.0%  | 0 | 0.0%  | 0  | 1.9% | 1 |
| SO16 8    | 0.7%  | 1    | 0.0%   | 0       | 0.7%    | 1    | 0.0%  | 0    | 0.0%  | 0   | 1.3% | 1 | 0.8% | 1  | 0.0%  | 0 | 0.0%  | 0  | 1.9% | 1 |
| SO17      | 0.7%  | 1    | 0.0%   | 0       | 0.7%    | 1    | 0.0%  | 0    | 2.6%  | 1   | 0.0% | 0 | 0.8% | 1  | 0.0%  | 0 | 0.0%  | 0  | 1.9% | 1 |
| SO17 2    | 0.7%  | 1    | 0.0%   | 0       | 0.7%    | 1    | 0.0%  | 0    | 0.0%  | 0   | 1.3% | 1 | 0.8% | 1  | 0.0%  | 0 | 0.0%  | 0  | 1.9% | 1 |
| SO18      | 0.7%  | 1    | 0.0%   | 0       | 0.7%    | 1    | 3.0%  | 1    | 0.0%  | 0   | 0.0% | 0 | 0.8% | 1  | 0.0%  | 0 | 0.0%  | 0  | 1.9% | 1 |
| SO18 2    | 0.7%  | 1    | 0.0%   | 0       | 0.7%    | 1    | 3.0%  | 1    | 0.0%  | 0   | 0.0% | 0 | 0.8% | 1  | 0.0%  | 0 | 0.0%  | 0  | 1.9% | 1 |
| SO19 6    | 0.7%  | 1    | 0.0%   | 0       | 0.7%    | 1    | 0.0%  | 0    | 0.0%  | 0   | 1.3% | 1 | 0.8% | 1  | 0.0%  | 0 | 0.0%  | 0  | 1.9% | 1 |
| SO20      | 0.7%  | 1    | 0.0%   | 0       | 0.7%    | 1    | 0.0%  | 0    | 2.6%  | 1   | 0.0% | 0 | 0.8% | 1  | 0.0%  | 0 | 0.0%  | 0  | 1.9% | 1 |
| SO20 6    | 1.3%  | 2    | 0.0%   | 0       | 1.5%    | 2    | 0.0%  | 0    | 0.0%  | 0   | 2.6% | 2 | 1.6% | 2  | 0.0%  | 0 | 1.0%  | 1  | 1.9% | 1 |
| SO21 1    | 3.3%  | 5    | 7.1%   | 1       | 2.9%    | 4    | 3.0%  | 1    | 2.6%  | 1   | 3.8% | 3 | 4.0% | 5  | 0.0%  | 0 | 5.1%  | 5  | 0.0% | 0 |
| SO21 2    | 1.3%  | 2    | 0.0%   | 0       | 1.5%    | 2    | 0.0%  | 0    | 2.6%  | 1   | 1.3% | 1 | 0.8% | 1  | 4.0%  | 1 | 0.0%  | 0  | 3.8% | 2 |
| SO21 3    | 2.7%  | 4    | 0.0%   | 0       | 2.9%    | 4    | 0.0%  | 0    | 2.6%  | 1   | 3.8% | 3 | 2.4% | 3  | 4.0%  | 1 | 4.1%  | 4  | 0.0% | 0 |
| SO22      | 2.7%  | 4    | 0.0%   | 0       | 2.9%    | 4    | 3.0%  | 1    | 0.0%  | 0   | 3.8% | 3 | 2.4% | 3  | 4.0%  | 1 | 4.1%  | 4  | 0.0% | 0 |
| SO22 1    | 0.7%  | 1    | 0.0%   | 0       | 0.7%    | 1    | 0.0%  | 0    | 2.6%  | 1   | 0.0% | 0 | 0.8% | 1  | 0.0%  | 0 | 1.0%  | 1  | 0.0% | 0 |
| SO22 2    | 0.7%  | 1    | 0.0%   | 0       | 0.7%    | 1    | 0.0%  | 0    | 2.6%  | 1   | 0.0% | 0 | 0.0% | 0  | 4.0%  | 1 | 0.0%  | 0  | 1.9% | 1 |
| SO22 3    | 0.7%  | 1    | 0.0%   | 0       | 0.7%    | 1    | 3.0%  | 1    | 0.0%  | 0   | 0.0% | 0 | 0.8% | 1  | 0.0%  | 0 | 1.0%  | 1  | 0.0% | 0 |
| SO22 4    | 10.0% | 15   | 14.3%  | 2       | 9.6%    | 13   | 27.3% | 9    | 7.7%  | 3   | 3.8% | 3 | 9.6% | 12 | 12.0% | 3 | 13.3% | 13 | 3.8% | 2 |
| SO22 5    | 6.0%  | 9    | 0.0%   | 0       | 6.6%    | 9    | 6.1%  | 2    | 5.1%  | 2   | 6.4% | 5 | 6.4% | 8  | 4.0%  | 1 | 9.2%  | 9  | 0.0% | 0 |
| SO22 6    | 6.7%  | 10   | 0.0%   | 0       | 7.4%    | 10   | 0.0%  | 0    | 12.8%   | 5   | 6.4% | 5 | 7.2% | 9  | 4.0%  | 1 | 10.2% | 10 | 0.0% | 0 |
| SO23      | 4.0%  | 6    | 14.3%  | 2       | 2.9%    | 4    | 0.0%  | 0    | 0.0%  | 0   | 7.7% | 6 | 2.4% | 3  | 12.0% | 3 | 6.1%  | 6  | 0.0% | 0 |
| SO23 0    | 4.0%  | 6    | 0.0%   | 0       | 4.4%    | 6    | 3.0%  | 1    | 5.1%  | 2   | 3.8% | 3 | 3.2% | 4  | 8.0%  | 2 | 6.1%  | 6  | 0.0% | 0 |
| SO23 1    | 0.7%  | 1    | 0.0%   | 0       | 0.7%    | 1    | 0.0%  | 0    | 2.6%  | 1   | 0.0% | 0 | 0.8% | 1  | 0.0%  | 0 | 1.0%  | 1  | 0.0% | 0 |
| SO23 2    | 0.7%  | 1    | 0.0%   | 0       | 0.7%    | 1    | 0.0%  | 0    | 0.0%  | 0   | 1.3% | 1 | 0.8% | 1  | 0.0%  | 0 | 1.0%  | 1  | 0.0% | 0 |
| SO23 3    | 2.0%  | 3    | 7.1%   | 1       | 1.5%    | 2    | 3.0%  | 1    | 0.0%  | 0   | 2.6% | 2 | 2.4% | 3  | 0.0%  | 0 | 3.1%  | 3  | 0.0% | 0 |
| SO23 4    | 1.3%  | 2    | 0.0%   | 0       | 1.5%    | 2    | 0.0%  | 0    | 0.0%  | 0   | 2.6% | 2 | 0.8% | 1  | 4.0%  | 1 | 2.0%  | 2  | 0.0% | 0 |
| SO23 7    | 4.0%  | 6    | 14.3%  | 2       | 2.9%    | 4    | 3.0%  | 1    | 2.6%  | 1   | 5.1% | 4 | 4.8% | 6  | 0.0%  | 0 | 6.1%  | 6  | 0.0% | 0 |
| SO23 8    | 6.7%  | 10   | 21.4%  | 3       | 5.1%    | 7    | 12.1% | 4    | 5.1%  | 2   | 5.1% | 4 | 4.8% | 6  | 16.0% | 4 | 10.2% | 10 | 0.0% | 0 |
| SO23 9    | 2.0%  | 3    | 7.1%   | 1       | 1.5%    | 2    | 0.0%  | 0    | 2.6%  | 1   | 2.6% | 2 | 2.4% | 3  | 0.0%  | 0 | 3.1%  | 3  | 0.0% | 0 |
| SO24      | 0.7%  | 1    | 0.0%   | 0       | 0.7%    | 1    | 0.0%  | 0    | 0.0%  | 0   | 1.3% | 1 | 0.8% | 1  | 0.0%  | 0 | 0.0%  | 0  | 1.9% | 1 |
| SO24 0    | 0.7%  | 1    | 0.0%   | 0       | 0.7%    | 1    | 0.0%  | 0    | 2.6%  | 1   | 0.0% | 0 | 0.8% | 1  | 0.0%  | 0 | 1.0%  | 1  | 0.0% | 0 |
| SO24 6    | 0.7%  | 1    | 0.0%   | 0       | 0.7%    | 1    | 0.0%  | 0    | 0.0%  | 0   | 1.3% | 1 | 0.8% | 1  | 0.0%  | 0 | 1.0%  | 1  | 0.0% | 0 |

## Winchester In Centre Survey for Lambert Smith Hampton

|         | Total | Male |      | Female |      | 18 - 34 | 35 - 54 | 55 + | ABC1 | C2DE | Resident of<br>Winchester<br>City Council<br>area | Non-Resident<br>of Winchester<br>City Council<br>area |      |     |      |    |      |    |      |    |
|---------|-------|------|------|--------|------|---------|---------|------|------|------|---|---|------|-----|------|----|------|----|------|----|
| SO24 9  | 2.7%  | 4    | 0.0% | 0      | 2.9% | 4       | 0.0%    | 0    | 2.6% | 1    | 3.8%  | 3   | 2.4% | 3   | 4.0% | 1  | 3.1% | 3  | 1.9% | 1  |
| SO30 2  | 0.7%  | 1    | 0.0% | 0      | 0.7% | 1       | 3.0%    | 1    | 0.0% | 0    | 0.0%  | 0   | 0.8% | 1   | 0.0% | 0  | 0.0% | 0  | 1.9% | 1  |
| SO30 3  | 0.7%  | 1    | 0.0% | 0      | 0.7% | 1       | 0.0%    | 0    | 0.0% | 0    | 1.3%  | 1   | 0.8% | 1   | 0.0% | 0  | 1.0% | 1  | 0.0% | 0  |
| SO31 5  | 0.7%  | 1    | 0.0% | 0      | 0.7% | 1       | 0.0%    | 0    | 2.6% | 1    | 0.0%  | 0   | 0.8% | 1   | 0.0% | 0  | 0.0% | 0  | 1.9% | 1  |
| SO32 1  | 0.7%  | 1    | 0.0% | 0      | 0.7% | 1       | 0.0%    | 0    | 2.6% | 1    | 0.0%  | 0   | 0.8% | 1   | 0.0% | 0  | 0.0% | 0  | 1.9% | 1  |
| SO32 2  | 0.7%  | 1    | 0.0% | 0      | 0.7% | 1       | 0.0%    | 0    | 0.0% | 0    | 1.3%  | 1   | 0.8% | 1   | 0.0% | 0  | 1.0% | 1  | 0.0% | 0  |
| SO50 3  | 0.7%  | 1    | 0.0% | 0      | 0.7% | 1       | 0.0%    | 0    | 0.0% | 0    | 1.3%  | 1   | 0.8% | 1   | 0.0% | 0  | 1.0% | 1  | 0.0% | 0  |
| SO50 4  | 0.7%  | 1    | 0.0% | 0      | 0.7% | 1       | 0.0%    | 0    | 0.0% | 0    | 1.3%  | 1   | 0.8% | 1   | 0.0% | 0  | 0.0% | 0  | 1.9% | 1  |
| SO50 6  | 0.7%  | 1    | 0.0% | 0      | 0.7% | 1       | 0.0%    | 0    | 0.0% | 0    | 1.3%  | 1   | 0.0% | 0   | 4.0% | 1  | 0.0% | 0  | 1.9% | 1  |
| SO50 7  | 0.7%  | 1    | 0.0% | 0      | 0.7% | 1       | 3.0%    | 1    | 0.0% | 0    | 0.0%  | 0   | 0.8% | 1   | 0.0% | 0  | 0.0% | 0  | 1.9% | 1  |
| SO50 8  | 2.0%  | 3    | 0.0% | 0      | 2.2% | 3       | 3.0%    | 1    | 5.1% | 2    | 0.0%  | 0   | 1.6% | 2   | 4.0% | 1  | 0.0% | 0  | 5.8% | 3  |
| SO51 5  | 0.7%  | 1    | 0.0% | 0      | 0.7% | 1       | 0.0%    | 0    | 0.0% | 0    | 1.3%  | 1   | 0.8% | 1   | 0.0% | 0  | 0.0% | 0  | 1.9% | 1  |
| SO51 7  | 0.7%  | 1    | 0.0% | 0      | 0.7% | 1       | 0.0%    | 0    | 2.6% | 1    | 0.0%  | 0   | 0.8% | 1   | 0.0% | 0  | 0.0% | 0  | 1.9% | 1  |
| SO51 8  | 1.3%  | 2    | 0.0% | 0      | 1.5% | 2       | 0.0%    | 0    | 0.0% | 0    | 2.6%  | 2   | 1.6% | 2   | 0.0% | 0  | 0.0% | 0  | 3.8% | 2  |
| SO53 2  | 0.7%  | 1    | 0.0% | 0      | 0.7% | 1       | 0.0%    | 0    | 0.0% | 0    | 1.3%  | 1   | 0.8% | 1   | 0.0% | 0  | 0.0% | 0  | 1.9% | 1  |
| SO53 4  | 1.3%  | 2    | 0.0% | 0      | 1.5% | 2       | 0.0%    | 0    | 5.1% | 2    | 0.0%  | 0   | 1.6% | 2   | 0.0% | 0  | 0.0% | 0  | 3.8% | 2  |
| SO53 5  | 0.7%  | 1    | 0.0% | 0      | 0.7% | 1       | 0.0%    | 0    | 0.0% | 0    | 1.3%  | 1   | 0.8% | 1   | 0.0% | 0  | 0.0% | 0  | 1.9% | 1  |
| TQ12    | 0.7%  | 1    | 0.0% | 0      | 0.7% | 1       | 0.0%    | 0    | 0.0% | 0    | 1.3%  | 1   | 0.8% | 1   | 0.0% | 0  | 0.0% | 0  | 1.9% | 1  |
| WV6 8   | 0.7%  | 1    | 7.1% | 1      | 0.0% | 0       | 0.0%    | 0    | 0.0% | 0    | 1.3%  | 1   | 0.0% | 0   | 4.0% | 1  | 0.0% | 0  | 1.9% | 1  |
| Refused | 3.3%  | 5    | 0.0% | 0      | 3.7% | 5       | 6.1%    | 2    | 0.0% | 0    | 3.8%  | 3   | 3.2% | 4   | 4.0% | 1  | 2.0% | 2  | 5.8% | 3  |
| Base:   |       | 150  |      | 14     |      | 136     |         | 33   |      | 39   |   | 78  |      | 125 |      | 25 |      | 98 |      | 52 |

## Appendix 2:

### Sample Questionnaire

**NEMS market research**  
**WINCHESTER RETAIL, LEISURE AND TOWN CENTRE USES STUDY**

**INTRODUCTION:** Good morning / afternoon, I am ..... from **NEMS** market research, an independent market research company. We are conducting a short survey on behalf of Winchester City Council and Winchester Business Improvement District to understand what improvements could be made to Winchester City Centre to encourage more visits.

Do you have 7 minutes to answer some questions?

ASK ALL:

Q.1 Are you a resident of Winchester City Council area?

READ OUT:

|     |  |       |             |
|-----|--|-------|-------------|
|     |  | ( 1 ) |             |
| Yes |  | 1     |             |
| No  |  | 2     | CHECK QUOTA |

ASK ALL:

Q.2 What is the main purpose of your visit to Winchester City Centre today?

DO NOT PROMPT ONE ANSWER ONLY

ASK ALL:

Q.3 What else if anything will you be doing here today?

DO NOT PROMPT ONE ANSWER ONLY

|   | Q.3<br>( 2 ) | Q.4<br>( 3 ) |
|---|--------------|--------------|
| For food shopping (not take-away, café, restaurant)                       | 1            | 1            |
| For non-food shopping (e.g. electrical, household goods, clothes & shoes) | 2            | 2            |
| For both food and non-food shopping                                       | 3            | 3            |
| <u>For shopping in general</u>  | 4            | 4            |
| For window shopping / browsing  | 5            | 5            |
| To visit cafes/ restaurants/ takeaways                                    | 6            | 6            |
| <u>To visit the street market</u>   | 7            | 7            |
| To visit the bank and other financial services                            | 8            | 8            |
| To visit health facilities (e.g. GP, dentist, etc)                        | 9            | 9            |
| <u>To visit visitor/tourist attractions</u>                               | A            | A            |
| To visit other services (e.g. travel agent, estate agent etc.)            | B            | B            |
| To visit personal services (e.g. hair salon, beauty salon, barber, etc)   | C            | C            |
| <u>To visit the library</u>   | D            | D            |
| To visit museums / art gallery  | E            | E            |
| For business purposes   | F            | F            |
| <u>Employment</u>   | G            | G            |
| Betting shop / amusements   | H            | H            |
| To meet family  | I            | I            |
| <u>To meet friends</u>  | J            | J            |
| Education   | K            | K            |
| Other (PLEASE WRITE IN)   | L            | L            |
|   |              |              |
| (Don't know / unsure)   | M            | M            |
| (Nothing else)  | -            | N            |

ASK THOSE WHO SAID FOOD SHOPPING/NON-FOOD SHOPPING OR BOTH FOOD AND NON-FOOD SHOPPING AT Q.2 OR Q.3. OTHERS GO TO Q.5:

Q.4 What are the main items you intend to purchase today?

DO NOT PROMPT UP TO THREE RESPONSES

|   |       |
|---|-------|
|   | ( 4 ) |
| Food and groceries  | 1     |
| Newspapers / magazines  | 2     |
| <u>Confectionary / tobacco</u>  | 3     |
| Clothing / footwear   | 4     |
| Furniture / carpets / soft furnishings  | 5     |
| <u>Domestic electrical goods</u>  | 6     |
| DIY / hardware / gardening goods  | 7     |
| Homewares   | 8     |
| <u>Other household goods</u>  | 9     |
| Books/ stationary   | A     |
| CDs / DVDs / and other recorded media   | B     |
| Audio visual goods e.g. music systems and accessories,<br><u>Computers / laptops/ tablets, etc.</u> | C     |
| Sports and hobby related goods  | D     |
| Health / beauty / medical goods   | E     |
| <u>Flowers, plants</u>  | F     |
| Pet related   | G     |
| Other (PLEASE WRITE IN)   | H     |
| _____   |       |
| (Don't know / unsure)   | I     |

ASK ALL:

Q.5 Do you intend to visit any leisure / entertainment facilities / bookmakers or eat / drink in Winchester city centre today?

READ OUT:

|                       |       |                  |
|-----------------------|-------|------------------|
|                       | ( 5 ) |                  |
| Yes                   | 1     | <b>GO TO Q.6</b> |
| No                    | 2     | <b>GO TO Q.7</b> |
| (Don't know / unsure) | 3     | <b>GO TO Q.7</b> |

ASK THOSE WHO SAID 'YES' AT Q.5. OTHERS GO TO Q.7.

Q.6 And what type of facilities do you intend to visit today?

DO NOT PROMPT CAN BE MULTI-CODED

|                                 |       |
|---------------------------------|-------|
|                                 | ( 6 ) |
| Sports facilities               | 1     |
| Pubs / bars                     | 2     |
| <u>Cafes / coffee shops</u>     | 3     |
| Restaurants                     | 4     |
| Takeaway food                   | 5     |
| <u>Walk about / look around</u> | 6     |
| Winchester Cathedral            | 7     |
| Theatre                         | 8     |
| <u>Art Galleries</u>            | 9     |
| Bookmakers                      | A     |
| Cinema                          | B     |
| <u>Library</u>                  | C     |
| Other (PLEASE WRITE IN)         | D     |
| _____                           |       |
| (Don't know / unsure)           | E     |

**ASK ALL:**

Q.7 How much do you expect to spend during a visit to Winchester City Centre today on the following?

**READ OUT PLEASE NOTE A RESPONSE IS NEEDED FOR EACH DESCRIPTION EVEN IF NOTHING IS SPENT**

|  | Nothing<br>( 7 ) | £5<br>Or<br>Less<br>( 8 ) | £5.01<br>To<br>£15<br>( 9 ) | £15.01<br>To<br>£30<br>( 10 ) | £30.01<br>To<br>£50<br>( 11 ) | £50.01<br>Plus<br>( 12 ) | (Don't<br>know /<br>unsure)<br>( 13 ) |
|--|------------------|---------------------------|-----------------------------|-------------------------------|-------------------------------|--------------------------|---------------------------------------|
| Convenience, food and drink purchases e.g. from supermarket, newsagent, bakery, butcher, etc | 1                | 1                         | 1                           | 1                             | 1                             | 1                        | 1                                     |
| Non-food purchases e.g. clothing, footwear, gifts, souvenirs, medicines, personal goods, etc | 2                | 2                         | 2                           | 2                             | 2                             | 2                        | 2                                     |
| <u>Dining and drinking out e.g. cafes, restaurants, bars</u>                                 | <u>3</u>         | <u>3</u>                  | <u>3</u>                    | <u>3</u>                      | <u>3</u>                      | <u>3</u>                 | <u>3</u>                              |
| Leisure and tourist attractions  | 4                | 4                         | 4                           | 4                             | 4                             | 4                        | 4                                     |
| Other services e.g. hair / beauty salon, barber, dry cleaning                                | 5                | 5                         | 5                           | 5                             | 5                             | 5                        | 5                                     |

**ASK ALL:**

Q.8 How often do you visit Winchester City Centre for shopping, leisure, and other town centre services?

**DO NOT PROMPT ONE ANSWER ONLY**

|                              | ( 14 )   |
|------------------------------|----------|
| Daily                        | 1        |
| Two to three times a week    | 2        |
| <u>Weekly</u>                | <u>3</u> |
| Every two weeks              | 4        |
| Once a month                 | 5        |
| <u>Once every 3-6 months</u> | <u>6</u> |
| Once a year                  | 7        |
| Rarely                       | 8        |
| <u>First time today</u>      | <u>9</u> |
| (Don't know / unsure)        | A        |

**ASK ALL:**

Q.9 How long do you intend to stay in Winchester City Centre today?

**DO NOT PROMPT ONE ANSWER ONLY**

|                       | ( 15 )   |
|-----------------------|----------|
| 10 - 20 mins          | 1        |
| 21 - 40 mins          | 2        |
| <u>41 - 60 mins</u>   | <u>3</u> |
| Over 1 - 2 hours      | 4        |
| Over 2 - 3 hours      | 5        |
| <u>Over 3 hours</u>   | <u>6</u> |
| (Don't know / unsure) | 7        |

**ASK ALL:**

Q.10 Do you intend to visit any other town centre or retail park today for shopping purposes? If yes, please state where?

**DO NOT PROMPT ONE ANSWER ONLY**

|   | ( 16 )   |
|---|----------|
| Alresford   | 1        |
| Andover Town Centre   | 2        |
| <u>Badger Farm (incl Sainsbury's)</u>                           | <u>3</u> |
| Basingstoke Town Centre   | 4        |
| Bishops Waltham   | 5        |
| <u>Brighton Hill Retail Park, Basingstoke</u>                   | <u>6</u> |
| Channon Retail Park, Eastleigh                                  | 7        |
| Chestnut Retail Park, Eastleigh                                 | 8        |
| <u>Chichester City Centre</u>                                   | <u>9</u> |
| Eastleigh Town Centre   | A        |
| Easton Lane/ Winnall (Tesco Extra, Pets at Home, Homebase, etc) | B        |
| <u>Enham Arch Retail Park, Andover</u>                          | <u>C</u> |
| Hedge End Retail Park   | D        |
| Moorside Road Retail Park, Winchester                           | E        |
| <u>Southampton City Centre</u>                                  | <u>F</u> |
| Wickham   | G        |
| Other (PLEASE WRITE IN)   | H        |
| <hr/>   |          |
| No  | I        |
| (Don't know / varies)   | J        |

ASK ALL:

Q.11 What do you like about Winchester City Centre ?  
DO NOT PROMPT CODE UP TO 3 RESPONSES What else?

|  |        |
|--|--------|
|  | ( 17 ) |
| Close to home  | 1      |
| Close to work  | 2      |
| <u>Close to university</u>   | 3      |
| Close to friends or relatives  | 4      |
| Attractive environment / nice place                                    | 5      |
| <u>Heritage, history</u>   | 6      |
| Easy to get to by bike   | 7      |
| Easy to get to by bus  | 8      |
| <u>Easy to get to by car</u>   | 9      |
| Easy to get to by train  | A      |
| Easy to park   | B      |
| <u>Good facilities in general</u>                                      | C      |
| Good food stores   | D      |
| Good pubs, cafés or restaurants  | E      |
| <u>Good range of non-food shops</u>                                    | F      |
| Good range of independent shops  | G      |
| Good range of 'high street' retailers/ multiples                       | H      |
| <u>Good range of leisure and visitor attractions</u>                   | I      |
| Affordable shops   | J      |
| High quality shops   | K      |
| <u>The choice of street markets</u>                                    | L      |
| Specific street market (PLEASE SPECIFY WHICH MARKET / MARKET DAY)      | M      |
| <hr/>  |        |
| Other specialist street markets e.g vintage market, design markets etc | N      |
| <u>Makes a change from other places</u>                                | O      |
| Quiet  | P      |
| Safe and secure  | Q      |
| <u>Traditional</u>   | R      |
| Other (PLEASE WRITE IN)  | S      |
| <hr/>  |        |
| (Don't know)   | T      |
| (Nothing / very little)  | U      |

ASK ALL:

Q.12 Please rate Winchester city centre in respect of the following factors:  
READ OUT

|   | <b>Very good</b><br>( 18 ) | <b>Quite good</b><br>( 19 ) | <b>Neither good nor poor</b><br>( 20 ) | <b>Quite poor</b><br>( 21 ) | <b>Very poor</b><br>( 22 ) | <b>(Don't know)</b><br>( 23 ) |
|---|----------------------------|-----------------------------|--|-----------------------------|----------------------------|-------------------------------|
| Availability of parking                           | 1                          | 1                           | 1                                      | 1                           | 1                          | 1                             |
| Parking charges                                   | 2                          | 2                           | 2                                      | 2                           | 2                          | 2                             |
| <u>Traffic congestion</u>                         | 3                          | 3                           | 3                                      | 3                           | 3                          | 3                             |
| Public transport services                         | 4                          | 4                           | 4                                      | 4                           | 4                          | 4                             |
| Personal safety                                   | 5                          | 5                           | 5                                      | 5                           | 5                          | 5                             |
| <u>Range of shops and services available</u>      | 6                          | 6                           | 6                                      | 6                           | 6                          | 6                             |
| Quality of shops and services available           | 7                          | 7                           | 7                                      | 7                           | 7                          | 7                             |
| Click and collect services / pick up points       | 8                          | 8                           | 8                                      | 8                           | 8                          | 8                             |
| <u>Daytime entertainment / leisure facilities</u> | 9                          | 9                           | 9                                      | 9                           | 9                          | 9                             |
| Evening entertainment and leisure facilities      | A                          | A                           | A                                      | A                           | A                          | A                             |
| Town Centre events                                | B                          | B                           | B                                      | B                           | B                          | B                             |
| <u>Liveliness / street life / character</u>       | C                          | C                           | C                                      | C                           | C                          | C                             |
| Quality / number of places to eat / drink         | D                          | D                           | D                                      | D                           | D                          | D                             |
| General shopping environment                      | E                          | E                           | E                                      | E                           | E                          | E                             |
| The Market  | F                          | F                           | F                                      | F                           | F                          | F                             |

ASK ALL

Q.13 What improvements could be made to shopping and other town centre uses that would encourage you to visit the city centre more frequently during the day time?

DO NOT PROMPT CODE UP TO 3 RESPONSES What else?

|  |          |
|--|----------|
|  | ( 24 )   |
| Better access by road  | 1        |
| Better public transport  | 2        |
| <u>Better signposting</u>  | <u>3</u> |
| Cleaner streets  | 4        |
| Facilities which would assist you if shopping with children      | 5        |
| <u>Free car parking</u>  | <u>6</u> |
| More / better town centre events                                 | 7        |
| More / better comparison retailers (i.e. non-food shops)         | 8        |
| <u>More / better value or affordable shops</u>                   | <u>9</u> |
| More / better entertainment                                      | A        |
| More / better places for eating out (e.g. cafes and restaurants) | B        |
| <u>More / better food shops</u>                                  | <u>C</u> |
| More / better parking  | D        |
| More / better pedestrianised streets                             | E        |
| <u>More / better public conveniences</u>                         | <u>F</u> |
| More / better seats / flower displays                            | G        |
| More / better services   | H        |
| <u>More advertising</u>  | <u>I</u> |
| Not as many cafes / coffee shops                                 | J        |
| More national multiple shops / High Street shops                 | K        |
| <u>More independent shops</u>                                    | <u>L</u> |
| Street markets - physical improvements                           | M        |
| Street markets - better range and quality of offer               | N        |
| <u>More / better visitor attractions</u>                         | <u>O</u> |
| More / better visitor accommodation                              | P        |
| More / better facilities or services for teenagers               | Q        |
| <u>Shops / services open on Sundays</u>                          | <u>R</u> |
| Other (PLEASE WRITE IN)  | S        |
| <hr/>  |          |
| (Don't know)   | T        |
| (Nothing)  | U        |

ASK ALL

Q.14 Are there any types of shops or services you think the city centre does not have enough of or should provide for?  
DO NOT PROMPT CODE UP TO 3 RESPONSES What else?

( 25 )

|   |          |
|---|----------|
| Clothes and shoe shops                      | 1        |
| Electrical shops                            | 2        |
| <u>Furniture / carpet shops</u>             | <u>3</u> |
| DIY / hardware shops                        | 4        |
| Chemists / opticians / health beauty shops  | 5        |
| <u>Book shops</u>                           | <u>6</u> |
| Music shops                                 | 7        |
| Toys and hobby shops                        | 8        |
| <u>Bookmakers</u>                           | <u>9</u> |
| Foodstores                                  | A        |
| Family friendly restaurants                 | B        |
| <u>Fine dining restaurants</u>              | <u>C</u> |
| Restaurants in general                      | D        |
| Cafes/ coffee shops                         | E        |
| <u>Bars/ public houses</u>                  | <u>F</u> |
| Takeaways/ fast food outlets                | G        |
| Charity shops                               | H        |
| <u>Beauty salons/ Hairdressers/ barbers</u> | <u>I</u> |
| A butcher                                   | J        |
| A fishmonger                                | K        |
| <u>A greengrocer</u>                        | <u>L</u> |
| Bigger supermarket                          | M        |
| Cheaper supermarket                         | N        |
| <u>Budget shops</u>                         | <u>O</u> |
| Department stores                           | P        |
| Independent shops                           | Q        |
| <u>High street multiples</u>                | <u>R</u> |
| Health services e.g. dentist, GPs, etc      | S        |
| A multi-screen cinema                       | T        |
| Other (PLEASE STATE)                        | U        |
| <hr/>                                       |          |
| (Don't know)                                | V        |
| (Nothing)                                   | W        |

ASK ALL

Q.15 Are there any types of shops or services you think the city centre has too many of?  
DO NOT PROMPT CODE UP TO 3 RESPONSES What else?

( 26 )

|   |          |
|---|----------|
| Clothes and shoe shops                      | 1        |
| Electrical shops                            | 2        |
| <u>Furniture / carpet shops</u>             | <u>3</u> |
| DIY / hardware shops                        | 4        |
| Chemists / opticians / health beauty shops  | 5        |
| <u>Book shops</u>                           | <u>6</u> |
| Music shops                                 | 7        |
| Toys and hobby shops                        | 8        |
| <u>Bookmakers</u>                           | <u>9</u> |
| Foodstores                                  | A        |
| Family friendly restaurants                 | B        |
| <u>Fine dining restaurants</u>              | <u>C</u> |
| Restaurants in general                      | D        |
| Cafes/ coffee shops                         | E        |
| <u>Bars/ public houses</u>                  | <u>F</u> |
| Takeaways/ fast food outlets                | G        |
| Charity shops                               | H        |
| <u>Beauty salons/ Hairdressers/ barbers</u> | <u>I</u> |
| A butcher                                   | J        |
| A fishmonger                                | K        |
| <u>A greengrocer</u>                        | <u>L</u> |
| Bigger supermarket                          | M        |
| Cheaper supermarket                         | N        |
| <u>Budget shops</u>                         | <u>O</u> |
| Department stores                           | P        |
| Independent shops                           | Q        |
| <u>High street multiples</u>                | <u>R</u> |
| Health services e.g. dentist, GPs, etc      | S        |
| A multi-screen cinema                       | T        |
| Other (PLEASE STATE)                        | U        |
| <hr/>                                       |          |
| (Don't know)                                | V        |
| (Nothing)                                   | W        |

ASK ALL:

Q.16 Are you intending to visit the street market today?

READ OUT:

( 27 )

|                       |   |
|-----------------------|---|
| Yes                   | 1 |
| No                    | 2 |
| (Don't know / unsure) | 3 |

ASK ALL:

Q.17 Is there a particular market trader that you would like to see trading in the centre on a permanent basis? E.g. trading from a shop unit  
PROBE FULLY, RECORD UP TO 3 ANSWERS

( 28 )

ASK ALL

Q.18 Thinking about the city centre's evening time offer (e.g. dining and drinking out, cinema, etc) are there any improvements that would encourage you to visit the city centre more often in the evening time?

DO NOT PROMPT CODE UP TO 3 RESPONSES What else?

( 29 )

|   |          |
|---|----------|
| More / better parking   | 1        |
| Free / cheaper parking  | 2        |
| <u>More / better taxi facilities</u>                                      | <u>3</u> |
| Later running train and/or bus services                                   | 4        |
| More / better quality restaurants   | 5        |
| <u>More / better quality bars/pubs</u>                                    | <u>6</u> |
| More / better family restaurants  | 7        |
| More / better fine dining restaurants                                     | 8        |
| <u>Late opening shops</u>   | <u>9</u> |
| Late opening cafes / coffee shops   | A        |
| A night-time market   | B        |
| Specialist bars e.g. cocktail bar, wine bar (PLEASE WRITE IN)             | C        |
| <hr/>   |          |
| Specialist café /restaurant e.g. vegan, vegetarian, etc (PLEASE WRITE IN) | D        |
| <hr/>   |          |
| More / better branded/chain restaurants                                   | E        |
| <u>More / better independent restaurants</u>                              | <u>F</u> |
| Specific branded restaurant or café (PLEASE WRITE IN)                     | G        |
| <hr/>   |          |
| Specific branded bar / public house (PLEASE WRITE IN)                     | H        |
| <hr/>   |          |
| Later opening bars / pubs   | I        |
| A multi-screen cinema   | J        |
| <u>More / better entertainment options</u>                                | <u>K</u> |
| More / better theatre venues  | L        |
| More / better concert/ music venues                                       | M        |
| <u>More / better police presence</u>                                      | <u>N</u> |
| Other (PLEASE STATE)  | O        |
| <hr/>   |          |
| (Don't know)  | P        |
| (Nothing)   | Q        |

**RESPONDENT DETAILS**

**FOR THE PURPOSE OF HEAD OFFICE CHECKING THE QUALITY OF MY WORK, MAY I TAKE YOUR NAME, ADDRESS AND CONTACT TELEPHONE NUMBER PLEASE?**

**INTERVIEWER: PLEASE RECORD IN BLOCK CAPITALS**

NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

\_\_\_\_\_

POST CODE:         DO NOT RECORD THE LAST TWO LETTERS

TEL. NO.: \_\_\_\_\_ OR EMAIL ADDRESS.: \_\_\_\_\_

**CLASSIFICATION**

|                |        |                      |          |
|----------------|--------|----------------------|----------|
| <b>GENDER:</b> | ( 30 ) | <b>AGE GROUP:</b>    | ( 31 )   |
| Male           | 1      | 18 - 24 years        | 1        |
| Female         | 2      | 25 - 34 years        | 2        |
|                |        | <u>35 - 44 years</u> | <u>3</u> |
|                |        | 45 - 54 years        | 4        |
|                |        | 55 - 64 years        | 5        |
|                |        | 65+ years            | 6        |

**OCCUPATION OF CHIEF WAGE EARNER IN HHOLD:** \_\_\_\_\_

|           |          |
|-----------|----------|
|           | ( 32 )   |
| AB        | 1        |
| <u>C1</u> | <u>2</u> |
| C2        | 3        |
| DE        | 4        |

**HOUSEHOLD COMPOSITION:**

|                                  |        |
|----------------------------------|--------|
| No. of adults (incl Resp) .....  | ( 33 ) |
| No. of children (Under 16) ..... | ( 34 ) |
| No. of cars in household .....   | ( 35 ) |

|                          |          |                     |        |
|--------------------------|----------|---------------------|--------|
| <b>DAY OF INTERVIEW:</b> | ( 36 )   | <b>LOCATION :</b>   | ( 37 ) |
| Monday                   | 1        | Jewry Street        | 1      |
| Tuesday                  | 2        | High Street         | 2      |
| <u>Wednesday</u>         | <u>3</u> | Middle Brook Street | 3      |
| Thursday                 | 4        |                     |        |
| Friday                   | 5        |                     |        |
| <u>Saturday</u>          | <u>6</u> |                     |        |
| Sunday                   | 7        |                     |        |

**DECLARATION:** I certify that the interview has been personally carried out by me with the informant and conducted within the MRS Code of Conduct. I further certify that the informant is not a friend or relative of mine and I have not interviewed him / her on any survey in the last six months.

INTERVIEWER'S SIGNATURE: \_\_\_\_\_ DATE