



Appendix B

Household Telephone Interview Survey (Weighted Results)



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**Winchester Household Survey
for
Lambert Smith Hampton**

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Table of Contents

Introduction:

Research Background & Objectives	3
Research Methodology	3
Sampling	3
Weightings	5
Statistical Accuracy	7
Data Tables	8

Appendices:

Data Tabulations -	
By Zone	10-73
By Zone (Weighted)	75-139
By Zone – Filtered	141-204
By Zone – Filtered (Weighted)	206-269
Sample Questionnaire	

Introduction

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
Total		1,004

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
Total		1,004	

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
Total	214,444	1,004		

* 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:

%ge Response	95% confidence interval
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									
Q01 Where do you NORMALLY shop for all your household's main food and grocery shopping needs (i.e. primarily bulk trolley purchases)?																		
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, 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	0.7%	1
Morrisons, Lakesmere Road, 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, Badger Farm Road, 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, 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, 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, Lordshill District Centre, 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, Middlebrook Street, 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, 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	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, Wallop Drive, Kempshott, 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, Wallington Way, 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, Andover 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
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	0.7%	1
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, Ashdown Road, Chandler's Ford, 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, 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, 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 Road, Harestock, 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 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 Way, North Harbour, 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, 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, Bursledon Towers, 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, 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 Centre, Wells Place, 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 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 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, 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, Stakes Hill 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
Waitrose, Oakmount Road, 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									
Q03 What do you like about (LOCATION MENTIONED AT Q01)? [MR]																		
<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									
Q04 How do you normally travel to (LOCATION MENTIONED AT Q01)?																		
<i>Excluding those who do their main food shopping via the Internet at Q01:</i>																		
Car / van (as driver)	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 (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									
Q06 When you combine your trip with other activities, where do you normally go?																		
<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	2.1%	1	2.0%	1	0.0%	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, Chestnut Avenue, 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, Charles Watts Way, 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, 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, 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, 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, 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, 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, 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, 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, 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, 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, Wallington Way, 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 Way, North Harbour, 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, 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 Centre, Centre Way, Park 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, 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, 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, Moorside Road, 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									
Q07 In addition to (LOCATION MENTIONED AT Q01), is there anywhere else you regularly use for your main-food shopping?																		
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		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	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									
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)?																		
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, Elettra 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	0.8%	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	1.0%	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									
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?																		
<i>Those who do top-up shopping at Q09:</i>																		
Alresford / New Alresford Town Centre	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
Bishop's Waltham Town Centre	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	2.1%	2	0.0%	0
Corhampton Village Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0
Eastleigh 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
Fair Oak Village Centre	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
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	1.0%	1
Kings Worthy Village Centre	0.5%	4	0.0%	0	5.8%	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	1.0%	1
Sutton Scotney 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
Swanmore Village Centre	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
Twyford Village Centre	0.4%	3	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0
Winchester City Centre	0.3%	2	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Burnett Close, Winchester	1.7%	13	5.6%	7	7.2%	5	1.2%	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	0.1%	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
Aldi, West Street, Fareham	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
Asda, Bournemouth Road, Chandler's Ford, Eastleigh	0.5%	4	0.0%	0	0.0%	0	1.2%	1	2.1%	3	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, 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
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	1.0%	1	0.0%	0
Budgens, Winchester Road, Bishop's Waltham	2.1%	16	0.8%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	12.4%	12	2.1%	2
Co-op, Fair Oak Road, Bishopstoke	0.9%	7	0.0%	0	0.0%	0	0.0%	0	3.5%	5	0.0%	0	2.5%	2	0.0%	0	0.0%	0
Co-op, Gudge Heath 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
Co-op, Hambleton Road, Denmead	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	4	0.0%	0
Co-op, High Street, Bishop's Waltham	2.2%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	3	13.4%	13	1.0%	1
Co-op, Highlands Road, 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
Co-op, Leigh Road, Bishopstoke	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
Co-op, Lower Northam Road, Hedge End	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Co-op, Sandy Lane, Fair Oak	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
Co-op, St. Vigor Way, Colden Common	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
Co-op, Stoney Lane, Weeke, Winchester	0.8%	6	2.4%	3	2.9%	2	0.0%	0	0.7%	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	1.0%	1	0.0%	0
Co-op, The Square, Wickham	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.0%	1	2.1%	2
Co-op, West Street, Alresford	2.5%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.2%	16	3.8%	3	0.0%	0	0.0%	0
Co-op, Yew Tree Drive, Whiteley	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
Fareham Country Market, West Street, 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	1.0%	1
Goodlife Farm Shop (Cobbs), Springvale Road, Headbourne Worthy, Winchester	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
Iceland, High Street, 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
Iceland, Middle Brook Street, Winchester	0.5%	4	2.4%	3	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, West Street, 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

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, 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, 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, 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, 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 Parade, West Quay Shopping Centre, 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 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	2.5%	2	0.0%	0	0.0%	0
Co-op, City Road, 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, 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, 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, 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 & Post Office, Main Road, 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 Butchers, Collins Lane, 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, 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, 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, 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 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 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, West Meon 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, 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, 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 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
Soles Butchers, Broad Street, 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 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 Superstore, Quay 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 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 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	0.0%	0	1.0%	1
Waitrose, Station Road, 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, 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 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	
Q12 Which internet / home delivery retailer do you use?										
<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									
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																		
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									
Q16 Where do you normally do most of your household's shopping for CDs, vinyl, DVDs, Blurays, etc.) (Excluding gaming)?																		
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	0.8%	1	0.7%	1	0.0%	0
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									
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)?																		
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, 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, 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
Sainsbury's Superstore, 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, 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	0.8%	1	0.7%	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	1.3%	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	0.8%	1	0.0%	0
Tesco Extra, Easton Lane, 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, 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	0.7%	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 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	1.3%	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, 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, 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									
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?																		
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									
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?																		
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, Woodhouse Lane, Botley, Southampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1								
Hobbycraft, Gaters Hill, Mansbridge Road, West 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 Centre, Winchester Road, 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, 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, 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 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, 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, Badger Farm Road, 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, 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	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, Wallington Way, 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 Centre, Segensworth 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 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, 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, 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	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, 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, 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, Hambleton 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
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, 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, Winchester Road, Fair 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									
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)?																		
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

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									
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									
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)?																		
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

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									
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)?																		
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									
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);																		
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, Draymans Way, Alton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Portswood Road, Southampton	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Sainsbury's Superstore, Tollbar way, Hedge End	0.4%	4	0.0%	0	0.0%	0	0.6%	1	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
St. Ives Town Centre	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Tesco Extra, Easton Lane, Winnall, Winchester	0.9%	9	0.7%	1	4.0%	4	1.0%	1	0.6%	1
Tesco Metro, The Swan Centre, Wells Place, 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									
Q25 What do you like about Winchester City Centre? [MR]																		
<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									
Q26 What could be improved about Winchester City Centre that would make you visit it more often? [MR]																		
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									
Q28 What do you like about Whiteley Shopping Centre? [MR]																		
<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									
Q29 What could be improved about Whiteley Shopping Centre that would make you visit it more often? [MR]																		
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									
MeanScore: Visits per week																		
Q30 How often do you or your household visit New Alresford Town Centre for shopping and other town centre activities?																		
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									
Q31 What do you like about New Alresford Town Centre? [MR]																		
<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									
Q32 What could be improved about New Alresford Town Centre that would make you visit it more often? [MR]																		
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									
MeanScore: Visits per week																		
Q33 How often do you or your household visit Bishop's Waltham Town Centre for shopping and other town centre activities?																		
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									
Q34 What do you like about Bishop's Waltham Town Centre? [MR]																		
<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									
Q35 What could be improved about Bishop's Waltham Town Centre that would make you visit it more often? [MR]																		
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									
Q36 Do you or your household visit the following leisure attractions? [MR/PR]																		
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:

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									
Q38 Where do you or members of your household normally go to the cinema?																		
<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									
Q39 Where do you or members of your household normally go to use a gym / healthclub / sports facility?																		
<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, 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 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 Lane, Hedge End, 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, 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, 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, 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, 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 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, 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 Theatres, University Road, 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, 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 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 Restaurant, Bagnor, 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									
Q41 Where do you or members of your household normally go to a museum, gallery, or other place of historical / cultural interest?																		
<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									
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?																		
<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

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	1.4%	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									
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)?																		
<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
Q44 Where do you or members of your household normally go for family entertainment?																		
<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, Basingstoke Leisure Park, Worting Road, 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 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 Quay Shopping Centre, Harbour Parade, 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, Hurst Lane, Owslebury, 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 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, 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, 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, Montgarrie Road, Alford, 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, Harbourgate, Southampton 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, 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 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, 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 Centre, Whiteley Way, 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 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
Q45 Where do you or members of your household normally go for (OTHER ACTIVITY FROM Q36)?									
<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																		
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
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, Montgarric 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
Fernehall, Osborn Road, 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

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									
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]																		
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	8.7%
(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
GEN Gender of respondent:									
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
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%
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								
PC Postcode Sector:																	
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%	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									
Q01 Where do you NORMALLY shop for all your household's main food and grocery shopping needs (i.e. primarily bulk trolley purchases)?																		
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

	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	

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q03 What do you like about (LOCATION MENTIONED AT Q01)? [MR]																		
<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									

Weighted:

September 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q06 When you combine your trip with other activities, where do you normally go?																		
<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

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, 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, Wallington Way, 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 Way, North Harbour, 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, 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 Centre, Centre Way, Park 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, 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, 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, Moorside Road, 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	

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q07 In addition to (LOCATION MENTIONED AT Q01), is there anywhere else you regularly use for your main-food shopping?																		
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, Bourmemouth 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, Wickham																		
Morrisons, Lakesmere Road, 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, Badger Farm Road, 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, 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, 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, Middlebrook Street, 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, Redcar Street, Shirley, 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, Station Mall, Churchill 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, 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, Wallop Drive, Kempshott, 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, Wallington Way, 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, 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, Broad Street, 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, 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 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 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 Way, North Harbour, 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, 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, Bursledon Towers, 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, 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, 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 Centre, Wells Place, 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 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, Stakes Hill Road, 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, 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, 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, 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, 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 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	1.0%	0	0.0%	0	0.0%	0
Co op, City 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

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	0.5%	0	0.0%	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	0.5%	0	0.0%	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							

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
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)?																		
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

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, Elettra Avenue, Waterlooville	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	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									
Q10 Which internet / home delivery retailer do you use?																		
<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									
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?																		
<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, Hambleton 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, 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, 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, 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, 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 Parade, West Quay Shopping Centre, 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 Station, A32 / A272 Crossroads, West Meon, 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, 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, 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, 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, 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 & Post Office, Main Road, 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 Butchers, Collins Lane, 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, 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, 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, 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 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 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 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	0.1%	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, 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, 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 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, 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, 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 Close, 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
Tesco Superstore, Quay 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 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 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	0.0%	0	0.6%	1
Waitrose, Station Road, 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, 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 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.

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
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Q12 Which internet / home delivery retailer do you use?

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

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	1.2%	1	0.0%	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%	3
26 - 30%	0.4%	3	0.0%	0	5.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	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									
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																		
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

Column %ges.

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									
Q16 Where do you normally do most of your household's shopping for CDs, vinyl, DVDs, Blurays, etc.) (Excluding gaming)?																		
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

Page 97
September 2019

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									
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)?																		
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:	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
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?																		
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

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

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
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?																		
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

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Hillier Garden Centre, Woodhouse Lane, Botley, Southampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1								
Hobbycraft, Gaters Hill, Mansbridge Road, West 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 Centre, Winchester Road, 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, 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, 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
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	0.0%	0
Mole Country Stores, Easton 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	0.0%	0
Pets at Home, Easton Lane, 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	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	0.0%	0
Sainsbury's Superstore, Badger Farm Road, 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	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, 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	0.4%	4	0.0%	0	0.0%	0	0.6%	0	0.3%	1	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	0.0%	0	0.0%	0	0.0%	0	2.1%	3	1.0%	2
Segensworth Business Centre, Segensworth Road, Fareham	0.2%	2	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Solent Retail Park, Solent Road, Havant	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Tesco Extra, Easton Lane, 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	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 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 Metro, The Swan 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
Waitrose, Oakmount 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
Waitrose, Stockbridge Road, 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
Wellington Retail Park, Hambledon Road, 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	0.0%	0
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	0.0%	0
Winnall Industrial Estate, 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	0.0%	0
Wyevale Garden Centre, Winchester Road, Fair 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	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	1.0%	2
(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	29.7%	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									
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)?																		
Alresford / New Alresford Town Centre	0.5%	5	0.3%	1	0.6%	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
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	0.1%	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
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
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
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
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
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
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
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
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
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	1.4%	4	0.0%	0	0.8%	0	0.0%	0	1.0%	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
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
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
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
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
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
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
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
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
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	0.1%	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	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
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
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	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
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
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
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
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
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
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
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
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
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
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
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
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
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
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
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
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
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

Column %ges.

	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	0.5%	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	0.4%	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 Estate, Parham Drive, 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, 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, Southampton Road, 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 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, Gastons Wood, 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, 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	0.5%	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, Hambledon Road, Waterlooville	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	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	0.6%	1
Marks & Spencer, Hedge End Trade Park, Tollbar 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, 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, Badger Farm Road, 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 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	1.6%	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	0.5%	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, 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, Hambledon Road, 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, 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, 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									
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)?																		
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									
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)?																		
Alresford / New Alresford Town Centre	1.9%	20	0.6%	1	0.0%	0	0.0%	0	0.0%	0	35.9%	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, Badger Farm Road, 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, 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	0.0%	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, 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, Middlebrook Street, 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, 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	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, Wallington Way, 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, 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
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	0.4%	1
Tesco Extra, Easton Lane, 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, 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, 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 Centre, Wells Place, 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 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 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 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, 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									
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);																		
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%	0
Sainsbury's Superstore, Portswood Road, Southampton	0.2%	2	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Sainsbury's Superstore, Tollbar way, Hedge End	0.4%	4	0.0%	0	0.0%	0	0.3%	1	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
St. Ives Town Centre	0.0%	0	0.0%	0	0.6%	0	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%	2
Tesco Metro, The Swan Centre, Wells Place, Eastleigh	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
(Don't know / varies)	6.5%	66	10.0%	20	7.8%	5	5.9%	4	7.1%	21
(Don't buy these goods)	35.5%	356	31.3%	62	35.5%	23	36.2%	23	36.0%	105
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									
Q25 What do you like about Winchester City Centre? [MR]																		
<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									
Q26 What could be improved about Winchester City Centre that would make you visit it more often? [MR]																		
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	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	

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q28 What do you like about Whiteley Shopping Centre? [MR]																		
<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

Weighted:

September 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q29 What could be improved about Whiteley Shopping Centre that would make you visit it more often? [MR]																		
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									
MeanScore: Visits per week																		
Q30 How often do you or your household visit New Alresford Town Centre for shopping and other town centre activities?																		
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									
Q31 What do you like about New Alresford Town Centre? [MR]																		
<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

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q32 What could be improved about New Alresford Town Centre that would make you visit it more often? [MR]																		
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		

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									
MeanScore: Visits per week																		
Q33 How often do you or your household visit Bishop's Waltham Town Centre for shopping and other town centre activities?																		
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									
Q34 What do you like about Bishop's Waltham Town Centre? [MR]																		
<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

Weighted:

September 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q35 What could be improved about Bishop's Waltham Town Centre that would make you visit it more often? [MR]																		
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.

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q36 Do you or your household visit the following leisure attractions? [MR/PR]																		
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									
Q38 Where do you or members of your household normally go to the cinema?																		
<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									
Q39 Where do you or members of your household normally go to use a gym / healthclub / sports facility?																		
<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, 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 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 Lane, Hedge End, 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, 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, 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, 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, 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 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, 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 Theatres, University Road, 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, 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 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 Restaurant, Bagnor, 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									
Q41 Where do you or members of your household normally go to a museum, gallery, or other place of historical / cultural interest?																		
<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

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
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?																		
<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
Hawkey 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

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									
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)?																		
<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, Basingstoke Leisure Park, Worting Road, 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 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 Quay Shopping Centre, Harbour Parade, 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, Hurst Lane, Owslebury, 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 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, 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, 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, Montgarrie Road, Alford, 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, Harbourgate, Southampton 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, 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 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, 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 Centre, Whiteley Way, 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 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
Q45 Where do you or members of your household normally go for (OTHER ACTIVITY FROM Q36)?									
<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.

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.

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, 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
Hawley 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

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 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

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
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]																		
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

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							
PC Postcode Sector:																
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 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									
Q01 Where do you NORMALLY shop for all your household's main food and grocery shopping needs (i.e. primarily bulk trolley purchases)?																		
<i>Excl. Nulls & SFT</i>																		
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, 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, 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	5.7%	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 Park, Chandler's Ford, 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, 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, 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, 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 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	2.3%	2	0.0%	0	0.0%	0
Asda, Portland Road, 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, 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, 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, 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	0.9%	1	0.0%	0
Co-op, High Street, Bishop's 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, 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	1.4%	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, 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, 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, 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 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, 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 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, 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, 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, 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, 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, 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, Winchester Rail Station, 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, Coles Close, Twyford 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, 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 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, 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	0.7%	1
Morrisons, Lakesmere Road, 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, Badger Farm Road, 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, 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, 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, Lordshill District Centre, 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, Middlebrook Street, 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, 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	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, Wallop Drive, Kempshott, 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, Wallington Way, 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, Andover 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
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	0.7%	1
Tesco (Esso) Express, Winchester Road, Fair 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 Road, Chandler's Ford, 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, 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, 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 Road, Harestock, 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 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 Way, North Harbour, 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, 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, Bursledon Towers, 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, 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 Centre, Wells Place, 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 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 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, 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, Stakes Hill Road, 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, 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									
Q03 What do you like about (LOCATION MENTIONED AT Q01)? [MR]																		
<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									
Q04 How do you normally travel to (LOCATION MENTIONED AT Q01)?																		
<i>Excluding those who do their main food shopping via the Internet at Q01:</i>																		
Car / van (as driver)	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									
Q06 When you combine your trip with other activities, where do you normally go?																		
<i>Those who combine their main food shopping trip with other activities at Q05: AND Excl. Nulls & 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	0.0%	0	2.1%	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, Chestnut Avenue, 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, Charles Watts Way, 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, 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, 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, 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, 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, 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, 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, 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, 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, Wallington Way, 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 Way, North Harbour, 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, 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 Centre, Centre Way, Park 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, 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, 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, Moorside Road, 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									
Q07 In addition to (LOCATION MENTIONED AT Q01), is there anywhere else you regularly use for your main-food shopping?																		
<i>Excl. Nulls & SFT</i>																		
Alresford / New Alresford 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, 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, 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, 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 Park, Chandler's Ford, 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 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, 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, 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, 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, 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 Centre, Shakespeare Road, 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 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, 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, 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, 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, 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 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, 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 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, 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, 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, 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, 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, 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, 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, Churchill Way West, 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, 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, Coles Close, Twyford 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, 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 End Trade Park, Tollbar 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 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, Winchester Road, 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, Hordean	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, Badger Farm Road, 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, 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, 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, Middlebrook Street, 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, Redcar Street, Shirley, 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, Station Mall, Churchill 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, 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, Wallop Drive, Kempshott, 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, Wallington Way, 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, Winchester Road, Fair 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, 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, 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 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 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 Way, North Harbour, 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, 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, Bursledon Towers, 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, 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, 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 Centre, Wells Place, 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 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, Stakes Hill Road, 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, 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, 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, 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, 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 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	3.8%	2	0.0%	0	0.0%	0
Co op, City Road, 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									
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)?																		
<i>Excl. Nulls & 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

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, Whitchurch	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									
Q10 Which internet / home delivery retailer do you use?																		
<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									
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?																		
<i>Those who do top-up shopping at Q09: AND Excl. Nulls & 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, 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, 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, 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, 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 Parade, West Quay Shopping Centre, 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 Station, A32 / A272 Crossroads, West Meon, 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, 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, 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, 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, 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 & Post Office, Main Road, 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 Butchers, Collins Lane, 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, 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, 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, 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 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 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 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 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, 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, 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 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, 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, 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 Close, 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
Tesco Superstore, Quay 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 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 Centre, Centre Way, Park 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, 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, 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	
Q12 Which internet / home delivery retailer do you use?										
<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	
Base:		759		124		69		84		141		69		79		97

Winchester Household Survey For Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
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																		
<i>Excl. Nulls & 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									
Q16 Where do you normally do most of your household's shopping for CDs, vinyl, DVDs, Blurays, etc.) (Excluding gaming)?																		
<i>Excl. Nulls & 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, Charles Watts Way, 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, 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 Centre, Middle Brook 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, Harbour Parade, 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 Shopping Centre, Harbour 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, 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, 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, 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, Badger Farm Road, 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, 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, Hambleton Road, Waterlooville	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
Sainsbury's Superstore, Leigh Road, 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
Sainsbury's Superstore, Tollbar way, Hedge End	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, Wallington Way, 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, 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, Bursledon Towers, 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, 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 Centre, Wells Place, 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 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, 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									
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)?																		
<i>Excl. Nulls & 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, Hambleton Road, Waterlooville	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, Portswold 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 Wickes, Easton Lane, Winnall	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
Winnall Industrial Estate, Easton Lane, Winchester	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
Base:		541		78		50		52		100		62		53		74		72

Winchester Household Survey For Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
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?																		
<i>Excl. Nulls & 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

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									
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?																		
<i>Excl. Nulls & 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
Waterlooville 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, Southampton																		
Hobbycraft, Gaters Hill, Mansbridge Road, West 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 Centre, Winchester Road, 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, 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, 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 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, 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, Badger Farm Road, 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, Middlebrook Street, 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, Redcar Street, Shirley, 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	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, Wallington Way, 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 Centre, Segensworth 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 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, 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, 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, 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 Centre, Wells Place, 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, 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, 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, Hambleton Road, 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, 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, Winchester Road, Fair 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									
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)?																		
<i>Excl. Nulls & 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

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, 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	1.2%	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 Estate, Parham Drive, 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, 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, Southampton Road, 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 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, Gastons Wood, 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, Park Gate, Titchfield, 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, Hambledon Road, Waterlooville	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
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
Marks & Spencer, Hedge End Trade Park, Tollbar 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, 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, Badger Farm Road, 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 Centre, Segensworth 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 Park, Southampton Road, 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, 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, Hambledon Road, Waterlooville	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0
Winchester Trade Park, 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, 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									
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)?																		
<i>Excl. Nulls & 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									
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)?																		
<i>Excl. Nulls & 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, Badger Farm Road, 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, 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, Hambledon Road, 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, 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, Middlebrook 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, Redcar Street, Shirley, 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, 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, Wallington Way, 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, Wallop Drive, Kempshott, 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 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	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, 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, 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	1.4%	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	2.2%	3
Tesco Superstore, The Causeway, Petersfield	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	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	2.2%	3
Waitrose, Stockbridge Road, 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									
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);																		
<i>Excl. Nulls & 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	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									
Q25 What do you like about Winchester City Centre? [MR]																		
<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									
Q26 What could be improved about Winchester City Centre that would make you visit it more often? [MR]																		
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									
Q28 What do you like about Whiteley Shopping Centre? [MR]																		
<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

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q29 What could be improved about Whiteley Shopping Centre that would make you visit it more often? [MR]																		
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									
MeanScore: Visits per week																		
Q30 How often do you or your household visit New Alresford Town Centre for shopping and other town centre activities?																		
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									
Q31 What do you like about New Alresford Town Centre? [MR]																		
<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									
Q32 What could be improved about New Alresford Town Centre that would make you visit it more often? [MR]																		
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									
MeanScore: Visits per week																		
Q33 How often do you or your household visit Bishop's Waltham Town Centre for shopping and other town centre activities?																		
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									
Q34 What do you like about Bishop's Waltham Town Centre? [MR]																		
<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									
Q35 What could be improved about Bishop's Waltham Town Centre that would make you visit it more often? [MR]																		
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	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		
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	175	100	100	131	149									

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q36 Do you or your household visit the following leisure attractions? [MR/PR]																		
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									
Q38 Where do you or members of your household normally go to the cinema?																		
<i>Those who visit Cinema at Q36: AND Excl. Nulls & 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									
Q39 Where do you or members of your household normally go to use a gym / healthclub / sports facility?																		
<i>Those who visit gym / healthclub / sports facility at Q36: AND Excl. Nulls & 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	0.0%	0	5.6%	1	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, 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 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 Lane, Hedge End, 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, 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, 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, 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, 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 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, 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 Theatres, University Road, 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, 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 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 Restaurant, Bagnor, 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									
Q41 Where do you or members of your household normally go to a museum, gallery, or other place of historical / cultural interest?																		
<i>Those who visit museum / gallery or place of historical / cultural interest at Q36: AND Excl. Nulls & 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									
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?																		
<i>Those who visit pubs / bars / nightclubs at Q36: AND Excl. Nulls & 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									
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)?																		
<i>Those who visit restaurants / cafés at Q36: AND Excl. Nulls & 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

	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									
Q44 Where do you or members of your household normally go for family entertainment?																		
<i>Those who partake in family entertainment activities at Q36: AND Excl. Nulls & 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, Basingstoke Leisure Park, Worting Road, 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 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 Quay Shopping Centre, Harbour Parade, 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, Hurst Lane, Owslebury, 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 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, 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, 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, Montgarrie Road, Alford, 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, Harbourgate, Southampton 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, 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 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, 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 Centre, Whiteley Way, 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 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		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
Q45 Where do you or members of your household normally go for (OTHER ACTIVITY FROM Q36)?									
<i>Those who go to other leisure attractions at Q36: AND Excl. Nulls & 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%
Flip Out Trampoline Arena, Harbourgate, Southampton Road, Portsmouth	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%
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%
Hawkleay 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	20.0%	1	0.0%	0	100.0%	1	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%

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

Winchester Household Survey For Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
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]																		
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%
(Dont 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	8.7%
(Nothing)	63.0%	633	46.3%	69	64.0%	64	66.0%	66	64.4%
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%
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
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%
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									
PC Postcode Sector:																		
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	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%	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%	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%	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%	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%	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%	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%	149
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									
Q01 Where do you NORMALLY shop for all your household's main food and grocery shopping needs (i.e. primarily bulk trolley purchases)?																		
<i>Excl. Nulls & SFT</i>																		
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:

September 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Way, Hedge End																		
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	0.4%	1
Morrisons, Lakesmere Road, Horndean	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Badger Farm Road, 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, 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, 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, Lordshill District Centre, 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, Middlebrook Street, 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, 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	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, Wallop Drive, Kempshott, 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, Wallington Way, 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, Andover Road, 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, 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	0.4%	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 Road, Chandler's Ford, 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, 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, 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	0.8%	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 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 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	2.7%	3	0.4%	1
Tesco Extra, Easton Lane, 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, Bursledon Towers, 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, 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 Centre, Wells Place, 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 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 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, 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, 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	2.5%	3	0.4%	1
Waitrose, Oakmount Road, 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									
Q03 What do you like about (LOCATION MENTIONED AT Q01)? [MR]																		
<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)?																		
<i>Excluding those who do their main food shopping via the Internet at Q01:</i>																		
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									

Column %ges.

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q06 When you combine your trip with other activities, where do you normally go?																		
<i>Those who combine their main food shopping trip with other activities at Q05: AND Excl. Nulls & 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

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, 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, Wallington Way, 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 Way, North Harbour, 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, 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 Centre, Centre Way, Park 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, 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, 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, Moorside Road, 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									
Q07 In addition to (LOCATION MENTIONED AT Q01), is there anywhere else you regularly use for your main-food shopping?																		
<i>Excl. Nulls & SFT</i>																		
Alresford / New Alresford 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, 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, 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, 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 Park, Chandler's Ford, 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 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, 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, 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, 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, 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 Centre, 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
Co-op, High Street, Bishop's 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, 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, 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, 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, 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 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, 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 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, 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, 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, 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, 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, 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, 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, Churchill Way West, 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, 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, Coles Close, Twyford 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, 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 End Trade Park, Tollbar 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 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, Winchester Road, Wickham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Morrisons, Lakesmere Road, 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, Badger Farm Road, 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, 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, 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, Middlebrook Street, 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, Redcar Street, Shirley, 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, Station Mall, Churchill 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, 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, Wallop Drive, Kempshott, 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, Wallington Way, 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, Winchester Road, Fair 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, 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, 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 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 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 Way, North Harbour, 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, 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, Bursledon Towers, 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, 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, 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 Centre, Wells Place, 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 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, Stakes Hill Road, 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, 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, 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, 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, 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 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	2.2%	0	0.0%	0	0.0%	0
Co op, 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

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									
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)?																		
<i>Excl. Nulls & 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, Waterlooville	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, 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
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.

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									
Q10 Which internet / home delivery retailer do you use?																		
<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									
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?																		
<i>Those who do top-up shopping at Q09: AND Excl. Nulls & SFT</i>																		
Alresford / New Alresford 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 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 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, 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 Park, Chandler's Ford, 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, 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, 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, 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), 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, 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, 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, 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, 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 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, 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, 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 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, 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, 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, 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, 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, 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, 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	2.4%	1
Goodlife Farm Shop (Cobbs), Springvale Road, Headbourne Worthy, 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, 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 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, 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:

	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

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, 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, 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, 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, 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 Parade, West Quay Shopping Centre, 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 Station, A32 / A272 Crossroads, West Meon, 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, 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, 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, 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, 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 & Post Office, Main Road, 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 Butchers, Collins Lane, 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, 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, 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, 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 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 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 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 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, 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, 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 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, 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, 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 Close, Chandler's Ford, 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 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 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 Centre, Centre Way, Park 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, 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, 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.

Weighted:

September 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q12 Which internet / home delivery retailer do you use?																		
<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									
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																		
<i>Excl. Nulls & 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:

	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									
Q16 Where do you normally do most of your household's shopping for CDs, vinyl, DVDs, Blurays, etc.) (Excluding gaming)?																		
<i>Excl. Nulls & 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, Charles Watts Way, 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, 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 Centre, Middle Brook 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, Harbour Parade, 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 Shopping Centre, Harbour 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, 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, 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, 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, Badger Farm Road, 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, 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, Hambleton Road, 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, 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, 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, Wallington Way, 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, 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, Bursledon Towers, 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, 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 Centre, Wells Place, 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 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, 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									
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)?																		
<i>Excl. Nulls & 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:

September 2019

	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, Hambleton Road, Waterlooville	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	0.9%	1	0.0%	0	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									
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?																		
<i>Excl. Nulls & 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, 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, Bursledon Towers, 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 Centre, Wells Place, 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 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 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									
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?																		
<i>Excl. Nulls & SFT</i>																		
Alresford / New Alresford 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 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	0.0%	0	4.9%	2	5.8%	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, 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, Woodside Avenue, 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, Chestnut Avenue, 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, Charles Watts Way, 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, 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 Centre, Middle Brook 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, Harbour Parade, 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, 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 Shopping Centre, Harbour 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, 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, 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, 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, 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, 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, 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 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, 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:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Woodhouse Lane, Botley, Southampton																		
Hobbycraft, Gaters Hill, Mansbridge Road, West 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 Centre, Winchester Road, 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, 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, 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 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, 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, Badger Farm Road, 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, Middlebrook 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, Redcar Street, Shirley, 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, 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, Wallington Way, 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 Centre, Segensworth 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 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, 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, 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, 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 Centre, Wells Place, 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, 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, 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, Hambledon Road, 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, 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, Winchester Road, Fair 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		

Weighted:

September 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
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)?																		
<i>Excl. Nulls & 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:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Chandler's Ford, Eastleigh																		
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	0.9%	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 Estate, Parham Drive, 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, 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, Southampton Road, 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 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, Gastons Wood, 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, Park Gate, Titchfield, 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, Hambleton Road, 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, 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 End Trade Park, Tollbar 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, 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, Badger Farm Road, 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 Centre, Segensworth 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 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	0.9%	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, 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, Hambleton Road, 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, 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, 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									
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)?																		
<i>Excl. Nulls & 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									
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)?																		
<i>Excl. Nulls & 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:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Sainsbury's Superstore, Badger Farm Road, 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, 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, Hambledon Road, 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, 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, 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, Redcar Street, Shirley, 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, 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, Wallington Way, 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, Wallop Drive, Kempshott, 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 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	0.4%	1
Tesco Extra, Easton Lane, 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, 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, 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	0.5%	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 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 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 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, 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									
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);																		
<i>Excl. Nulls & 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
Waterlooville 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									
Q25 What do you like about Winchester City Centre? [MR]																		
<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

Weighted:

September 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q26 What could be improved about Winchester City Centre that would make you visit it more often? [MR]																		
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:

September 2019

	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									
Q28 What do you like about Whiteley Shopping Centre? [MR]																		
<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									
Q29 What could be improved about Whiteley Shopping Centre that would make you visit it more often? [MR]																		
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									
MeanScore: Visits per week																		
Q30 How often do you or your household visit New Alresford Town Centre for shopping and other town centre activities?																		
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

Weighted:

September 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q31 What do you like about New Alresford Town Centre? [MR]																		
<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

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									
Q32 What could be improved about New Alresford Town Centre that would make you visit it more often? [MR]																		
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									
MeanScore: Visits per week																		
Q33 How often do you or your household visit Bishop's Waltham Town Centre for shopping and other town centre activities?																		
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									
Q34 What do you like about Bishop's Waltham Town Centre? [MR]																		
<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									
Q35 What could be improved about Bishop's Waltham Town Centre that would make you visit it more often? [MR]																		
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									
Q36 Do you or your household visit the following leisure attractions? [MR/PR]																		
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: 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									
Q38 Where do you or members of your household normally go to the cinema?																		
<i>Those who visit Cinema at Q36: AND Excl. Nulls & 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									
Q39 Where do you or members of your household normally go to use a gym / healthclub / sports facility?																		
<i>Those who visit gym / healthclub / sports facility at Q36: AND Excl. Nulls & SFT</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	2.4%	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 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 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	2.8%	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, 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	0.7%	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 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, 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 & 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	0.4%	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, 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	9.7%	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 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

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, 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 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 Lane, Hedge End, 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, 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, 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, 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, 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 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, 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 Theatres, University Road, 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, 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 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 Restaurant, Bagnor, 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									

Weighted:

September 2019

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q41 Where do you or members of your household normally go to a museum, gallery, or other place of historical / cultural interest?																		
<i>Those who visit museum / gallery or place of historical / cultural interest at Q36: AND Excl. Nulls & 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									
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?																		
<i>Those who visit pubs / bars / nightclubs at Q36: AND Excl. Nulls & 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
Hawkey 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									
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)?																		
<i>Those who visit restaurants / cafés at Q36: AND Excl. Nulls & 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.

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
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, Basingstoke Leisure Park, Worting Road, 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 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 Quay Shopping Centre, Harbour Parade, 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, Hurst Lane, Owslebury, 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 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, 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, 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, Montgarrie Road, Alford, 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, Harbourgate, Southampton 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, 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 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, 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 Centre, Whiteley Way, 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 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									
Q45 Where do you or members of your household normally go for (OTHER ACTIVITY FROM Q36)?																		
<i>Those who go to other leisure attractions at Q36: AND Excl. Nulls & 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:

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:

	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

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

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
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									
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]																		
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							
PC Postcode Sector:																
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:

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.)? 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 ANY 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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Table of Contents

Introduction:

Research Background & Objectives	3
Research Methodology	3
Statistical Accuracy	4
Data Tables	5

Appendices:

Data Tabulations -	
By Demographics	7 – 31
Sample Questionnaire	

Introduction

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 23rd October and Tuesday 5th 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%).

%age Response	95% confidence interval
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 Winchester City Council area	Non-Resident of Winchester City Council area										
Q01 Are you a resident of Winchester City Council area?																				
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 Winchester City Council area		Non-Resident of Winchester City Council area		
Q02 What is the main purpose of your visit to Winchester City Centre today?																				
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 Winchester City Council area		Non-Resident of Winchester City Council area		
Q03 What else if anything will you be doing here today?																				
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) (Nothing else)	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 Winchester City Council area		Non-Resident of Winchester City Council area		
Q03X Any mention at Q02 & Q03 [MR]																				
For food shopping (not take-away, café, 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. electrical, household 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 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 / 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/ 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 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. 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 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)	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 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 Winchester City Council area	Non-Resident of Winchester City Council area			
Q04 What are the main items you intend to purchase today? [MR]																				
<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
Q05 Do you intend to visit any leisure / entertainment facilities / bookmakers or eat / drink in Winchester city centre today?																				
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 Winchester City Council area		Non-Resident of Winchester City Council area		
Q06 And what type of facilities do you intend to visit today? [MR]																				
<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 Winchester City Council area	Non-Resident of Winchester City Council area										
Non-food purchases e.g. clothing, footwear, gifts, souvenirs, medicines, personal goods, etc																				
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										
Dining and drinking out e.g. cafes, restaurants, bars																				
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										
Leisure and tourist attractions																				
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 Winchester City Council area	Non-Resident of Winchester City Council area										
Other services e.g. hair / beauty salon, barber, dry cleaning																				
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 Winchester City Council area	Non-Resident of Winchester City Council area
Q10 Do you intend to visit any other town centre or retail park today for shopping purposes? If yes, please state where?										
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 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, Basingstoke	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Channon Retail Park, Eastleigh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chestnut Retail Park, 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 Extra, Pets at Home, Homebase, etc)	0.7%	1	0.0%	0	0.7%	1	0.0%	0	2.6%	1
Enham Arch Retail Park, 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, 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 Winchester City Council area	Non-Resident of Winchester City Council area										
Q11 What do you like about Winchester City Centre ? [MR]																				
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 (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 Winchester City Council area	Non-Resident of Winchester City Council 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 (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 Winchester City Council area	Non-Resident of Winchester City Council area										
Public transport services																				
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
Personal safety																				
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
Range of shops and services available																				
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>1.75</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 Winchester City Council area		Non-Resident of Winchester City Council area		
Quality of shops and services available																				
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
Click and collect services / pick up points																				
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
Daytime entertainment / leisure facilities																				
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 Winchester City Council area	Non-Resident of Winchester City Council area										
Evening entertainment and leisure facilities																				
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
<i>Mean:</i>		<i>1.60</i>		<i>1.50</i>		<i>1.61</i>		<i>1.68</i>		<i>1.61</i>		<i>1.56</i>		<i>1.63</i>		<i>1.41</i>		<i>1.51</i>		<i>1.81</i>
Base:		150		14		136		33		39		78		125		25		98		52
Town Centre events																				
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
<i>Mean:</i>		<i>1.67</i>		<i>1.54</i>		<i>1.68</i>		<i>1.64</i>		<i>1.64</i>		<i>1.70</i>		<i>1.66</i>		<i>1.71</i>		<i>1.67</i>		<i>1.67</i>
Base:		150		14		136		33		39		78		125		25		98		52
Liveliness / street life / character																				
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
<i>Mean:</i>		<i>1.73</i>		<i>1.93</i>		<i>1.71</i>		<i>1.76</i>		<i>1.69</i>		<i>1.73</i>		<i>1.72</i>		<i>1.76</i>		<i>1.77</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 Winchester City Council area	Non-Resident of Winchester City Council area										
Quality / number of places to eat / drink																				
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
General shopping environment																				
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
The Market																				
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 Winchester City Council area	Non-Resident of Winchester City Council area										
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]																				
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 you if shopping with 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 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 retailers (i.e. non-food shops)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better value or 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 eating out (e.g. cafes 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	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 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 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 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 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 / 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 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 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 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 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 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 Winchester City Council area	Non-Resident of Winchester City Council area								
Shops / services open on Sundays	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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 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 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 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 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 (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 Winchester City Council area	Non-Resident of Winchester City Council area										
Q14 Are there any types of shops or services you think the city centre does not have enough of or should provide for? [MR]																				
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 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/ 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, 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 Winchester City Council area	Non-Resident of Winchester City Council area										
Q15 Are there any types of shops or services you think the city centre has too many of? [MR]																				
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 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%	5	8.0%	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	19.2%	10
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	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	0.0%	0
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	1.9%	1
Beauty salons/ Hairdressers/ 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	0.0%	0
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	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	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	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	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	0.0%	0	0.0%	0	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	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	0.0%	0
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	0.0%	0
Health services e.g. dentist, 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	0.0%	0	0.0%	0	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
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	0.0%	0
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	0.0%	0
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	1.9%	1
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	0.0%	0
(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	19.2%	10
(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	59.6%	31
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 Winchester City Council area	Non-Resident of Winchester City Council area			
Q16 Are you intending to visit the street market today?																				
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
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																				
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 Winchester City Council area	Non-Resident of Winchester City Council area			
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]																				
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 Winchester City Council area	Non-Resident of Winchester City Council 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
GEN Gender:																				
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
AGE Age Group:																				
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
SEG Occupation of Chief Wage Earner in HHold:																				
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
ADU Number of adults in hhold																				
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 Winchester City Council area	Non-Resident of Winchester City Council area										
CHI Number of children in hhold																				
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
CAR Number of cars in hhold																				
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
DAY Day of interview:																				
Monday	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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
LOC Location :																				
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 Winchester City Council area	Non-Resident of Winchester City Council area										
PC																				
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 Winchester City Council area	Non-Resident of Winchester City Council 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 (2)	Q.4 (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>	<u>3</u>
Clothing / footwear	4
Furniture / carpets / soft furnishings	5
<u>Domestic electrical goods</u>	<u>6</u>
DIY / hardware / gardening goods	7
Homewares	8
<u>Other household goods</u>	<u>9</u>
Books/ stationary	A
CDs / DVDs / and other recorded media	B
Audio visual goods e.g. music systems and accessories, <u>Computers / laptops/ tablets, etc.</u>	<u>C</u>
Sports and hobby related goods	D
Health / beauty / medical goods	E
<u>Flowers, plants</u>	<u>F</u>
Pet related	G
Other (PLEASE WRITE IN)	H
<hr/>	
(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	GO TO Q.6
No	2	GO TO Q.7
(Don't know / unsure)	3	GO TO Q.7

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>	<u>3</u>
Restaurants	4
Takeaway food	5
<u>Walk about / look around</u>	<u>6</u>
Winchester Cathedral	7
Theatre	8
<u>Art Galleries</u>	<u>9</u>
Bookmakers	A
Cinema	B
<u>Library</u>	<u>C</u>
Other (PLEASE WRITE IN)	D
<hr/>	
(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 (7)	£5 Or Less (8)	£5.01 To £15 (9)	£15.01 To £30 (10)	£30.01 To £50 (11)	£50.01 Plus (12)	(Don't know / unsure) (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>	<u>3</u>
Close to friends or relatives	4
Attractive environment / nice place	5
<u>Heritage, history</u>	<u>6</u>
Easy to get to by bike	7
Easy to get to by bus	8
<u>Easy to get to by car</u>	<u>9</u>
Easy to get to by train	A
Easy to park	B
<u>Good facilities in general</u>	<u>C</u>
Good food stores	D
Good pubs, cafés or restaurants	E
<u>Good range of non-food shops</u>	<u>F</u>
Good range of independent shops	G
Good range of 'high street' retailers/ multiples	H
<u>Good range of leisure and visitor attractions</u>	<u>I</u>
Affordable shops	J
High quality shops	K
<u>The choice of street markets</u>	<u>L</u>
Specific street market (PLEASE SPECIFY WHICH MARKET / MARKET DAY)	M
Other specialist street markets e.g vintage market, design markets etc	N
<u>Makes a change from other places</u>	<u>O</u>
Quiet	P
Safe and secure	Q
<u>Traditional</u>	<u>R</u>
Other (PLEASE WRITE IN)	S
(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

	Very good (18)	Quite good (19)	Neither good nor poor (20)	Quite poor (21)	Very poor (22)	(Don't know) (23)
Availability of parking	1	1	1	1	1	1
Parking charges	2	2	2	2	2	2
<u>Traffic congestion</u>	<u>3</u>	<u>3</u>	<u>3</u>	<u>3</u>	<u>3</u>	<u>3</u>
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>	<u>6</u>	<u>6</u>	<u>6</u>	<u>6</u>	<u>6</u>	<u>6</u>
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>	<u>9</u>	<u>9</u>	<u>9</u>	<u>9</u>	<u>9</u>	<u>9</u>
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>	<u>C</u>	<u>C</u>	<u>C</u>	<u>C</u>	<u>C</u>	<u>C</u>
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

GENDER:	(30)	AGE GROUP:	(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)

DAY OF INTERVIEW:	(36)	LOCATION :	(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 (38) (39)